

## CFA Strategic Direction 2020-2023



CFA's purpose is to advance the interests of Australian consumers. We do this by working with members to build a strong, cohesive, and effective consumer movement.

We aim to be:

- Independent of producer interests
- Expert and credible
- Courageous
- Practical and outcome focused

To work towards our purpose, CFA will focus on the following core priorities:

PRIORITY	STRATEGY
Provide a venue for communication amongst members and share information across the consumer movement	<ul style="list-style-type: none"> <li>• Continue to post members' media releases and articles on the CFA website and newsletter</li> <li>• Encourage members to contribute items which explore new, unpublished and creative ideas</li> <li>• Invite members to speak at CFA webinars to share the latest thinking in consumer advocacy</li> <li>• Re-invigorate CFA member communications platforms, including our Slack channel</li> </ul>
Identify gaps in consumer advocacy and emerging issues	<ul style="list-style-type: none"> <li>• Inform members of gaps in consumer advocacy and:               <ul style="list-style-type: none"> <li>○ encourage them to work on the issues or speak with their stakeholders about them</li> <li>○ focus any future campaign for funding around the need for advocacy in these areas</li> </ul> </li> <li>• Coordinate responses through joint consumer submissions, prioritising reviews of industry codes of conduct and external dispute resolution schemes</li> </ul>
Nominate and/or appoint consumer representatives to various boards, committees, and forums, and provide support for consumer representatives in their work	<ul style="list-style-type: none"> <li>• Advertise consumer representative opportunities through CFA communication channels</li> <li>• Recruit, appoint and support consumer representatives servicing on Standards Australia committees through the Standards Project</li> <li>• Develop a Consumer Advocate Mentorship program to support younger advocates become effective consumer representatives</li> <li>• Publish an annual report for members of the activities of consumer representatives and outcomes achieved</li> </ul>

## CFA Work Plan 2020-2021

During 2020-21, the CFA executive will include the following on its regular meeting agendas and workplans:

ACTION	TASKS	FOCUS ISSUES
Focus the Members Only Update on issues related to the COVID-19 pandemic and the resulting economic fallout.	<ul style="list-style-type: none"> <li>• Send members an overview of CFA’s strategic direction with an invitation to contribute to the newsletter.</li> <li>• Regularly ask members to contribute to the newsletter.</li> <li>• Encourage pieces which explore new, unpublished, and creative ideas on how to tackle consumer issues and alternative ideas for better regulation.</li> </ul>	<ul style="list-style-type: none"> <li>• Financial hardship</li> <li>• Deregulation</li> <li>• Access to essential services</li> <li>• Refund entitlements</li> <li>• Fairness</li> <li>• Others as relevant</li> </ul>
Host webinars and/or virtual consumer group event	<ul style="list-style-type: none"> <li>• Encourage cross-sector webinars/event with CFA and member organisations</li> <li>• Invite regulators to speak at webinars</li> <li>• Use webinars to explore alternative ideas about better regulation</li> </ul>	<ul style="list-style-type: none"> <li>• As above</li> </ul>
Address gaps in consumer advocacy and regulation in CFA’s long-term plan	<ul style="list-style-type: none"> <li>• Regular agenda item for CFA executive</li> </ul>	<ul style="list-style-type: none"> <li>• Issues around data and data platforms</li> <li>• Sustainable consumption and climate change</li> </ul>
Support the development of the Consumer Advocacy Mentoring Program	<ul style="list-style-type: none"> <li>• Raise funds for the program</li> <li>• Appoint a program coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• Effective consumer representation</li> </ul>