

**CONSUMERS' FEDERATION OF AUSTRALIA**  
**STRATEGIC PLAN 2024 – 2026**



Our Vision is a thriving Australian consumer movement that advances the diverse interests of consumers.

As the peak body for the consumer movement, our Purpose is to enable our members to connect and be more impactful.

Values: We are Independent, Collaborative, Welcoming and Inclusive, Valued, Here for the Long Term.

Our <u>Priorities</u> are:	In 2024, we will deliver on these Priorities through the following <u>Strategies</u> :
1. Facilitating Member Collaboration	<ul style="list-style-type: none"> <li>• Support and build the CFA's Slack Workspace as the primary channel for communication among consumer advocates.</li> <li>• Convene and/or support the development of networks among consumer advocacy organisations (new graduates/starters; research/data; media &amp; communications).</li> <li>• Host an annual informal consumer representative event following the ACCC Consumer Congress.</li> </ul>
2. Building Member Capability	<ul style="list-style-type: none"> <li>• Convene an annual consumer advocate dialogue around 'big consumers issues'.</li> <li>• Establish a register for members interested in staff swaps.</li> <li>• Investigate resourcing for the development of a consumer advocacy handbook.</li> </ul>
3. Amplifying Member Voices	<ul style="list-style-type: none"> <li>• Host the Annual Consumer Advocacy Award at the ACCC Consumer Congress.</li> <li>• Co-Chair the annual consumer representative stakeholder meeting with the Consumer Senior Officials Network</li> <li>• Endorse and support submissions and campaigns from Members.</li> <li>• Post Members's media releases and articles on the CFA website and newsletter.</li> <li>• Encourage Members to contribute to website items which explore new, unpublished, and creative ideas.</li> <li>• Invite Members to host webinars on their projects, issues, and/or campaigns.</li> </ul>
4. Supporting Consumer Representation	<ul style="list-style-type: none"> <li>• Advertise consumer representative opportunities through CFA communications channels.</li> <li>• Recruit, appoint and support consumer representatives servicing on Standards Australia committees through the Standards Project.</li> <li>• Continue our Consumer Advocate Mentorship program to support less experienced advocates enhance their confidence and skills and become effective consumer representatives.</li> </ul>

*2024 marks Fifty Years since the establishment of Consumers' Federation of Australia, so this theme will be built into our strategies for the year.*