

STRATEGIC PLAN 2010-2013

Introduction

The Consumer Advocacy Panel met in Brisbane on 9 March 2011 to review its strategic plan for 2010-2013. The Panel considered its purpose, value and vision and has confirmed the key result areas for 2011-2013, which are outlined below.

Stakeholder comments on the Strategic Plan are welcomed.

Purpose

The Panel's purpose is to facilitate end-user advocacy in the national electricity and national gas markets so the views of all classes of end-user can impact on decision-making on market policy and regulation¹.

Values

The Panel is committed to:

- Effectiveness and efficiency
- Open communication
- Integrity
- Diversity
- Accountability

Vision

The Panel's vision is effective end user advocacy within the national energy market with decisions reflecting the interests of all end-users, and where:

- Decision-makers are informed in their decision-making of the interests of all classes of end-user;
- The capability of end-user advocacy groups is developed to a highly competent and sustainable level;
- The Panel spreads funding across issues, regions and end-user classes according to need;
- The governance of the Panel is robust and transparent; and
- The Panel is seen as an important supportive partner of end-user advocates.

¹ The Panel's functions and objectives are detailed in Part 3 of the *Australian Energy Market Commission Establishment Act 2004*

Strategic priorities 2010-2013

The following are the Panel's strategic priorities for 2010-2013. The priorities and resulting activities will be reviewed annually.

1. Addressing gaps in advocacy

The Panel will actively encourage the participation in policy and regulatory decisions advocacy organisations representing classes of energy consumers who have not been as well heard.

Rural, regional, residential and small business will continue to be the main priority groups.

2. Improving the effectiveness of advocacy

The Panel will initiate and support activities to improve the effectiveness and sustainability of advocacy, including through its annual program of independent evaluation of grants, and developing a 'lessons learned' database on its website to share successful strategies for advocacy.

3. Improving the Panel's communications and engagement with stakeholders

The Panel will recast its engagement arrangements with a variety of stakeholders.

4. Enhancing the Panel's management of its grants

The Panel will strengthen its grants management systems and processes, including performance monitoring and evaluation of advocacy projects.

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