

## STRATEGIC PLAN 2010-2013

### Introduction

The Consumer Advocacy Panel met in Brisbane on 10 March 2010 to decide its strategic plan for 2010-2013. The Panel considered its purpose, value and vision and has identified the strategic priorities for 2010-2013, which are outlined below.

The Panel's review of its operating environment and assessment of the current and emerging issues for energy consumers was informed by the views expressed by stakeholders at the Panel's Stakeholder Forum in October 2009.

While the Panel does not intend at this stage to undertake a formal consultation process, stakeholder comments 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 regulation<sup>1</sup>.

### 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.

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<sup>1</sup> 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, as well as the key short-term deliverables. The priorities will be reviewed annually.

### **1. Addressing gaps in advocacy**

The Panel will actively encourage the participation in policy and regulatory decisions of advocacy organisations representing classes of energy consumers whose interests have been under-represented, such as rural and regional consumers and small business.

### **2. Improve the effectiveness of advocacy**

The Panel will initiate and support activities to improve the effectiveness of advocacy, including through its annual program of independent evaluation of grants, developing a 'lessons learned' database on its website to share successful strategies for advocacy, and initiating activities to build the capacity of consumer advocates to engage in policy and regulatory decisions.

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

The Panel will develop a communications strategy to enhance its engagement with key stakeholders, including developing its website as a resource centre for consumer advocacy organisations, and publishing a regular newsletter, to showcase the research and advocacy funded through grants more effectively.

### **4. Enhancing the Panel's management of its grants**

The Panel will strengthen its grants management systems and processes, including finalising the structure and processes attached to the new global funding model.