

**COMMUNICATIONS  
ALLIANCE LTD**



**COMMUNICATIONS ALLIANCE  
STRATEGIC PLAN SUMMARY**

**2012 - 2013**

## **COMMUNICATIONS ALLIANCE STRATEGIC PLAN SUMMARY – 2012-13**

**Following is a High-Level Summary of the Strategic Plan  
Approved by the Communications Alliance Board in 2012**

### **COMMUNICATIONS ALLIANCE OBJECTIVES**

1. promoting industry progress and harmony with minimal regulatory or legislative intervention, including through representations to Government, regulatory agencies and relevant stakeholders
2. actively promoting and leading a co-operative industry environment for the competitive Australian telecommunications sector, including through the development and maintenance of technical, operational and consumer-related standards and codes of practice.
3. providing a forum for the discussion and analysis of issues relating to the activities and interests of members and the industry
4. promoting industry growth and the protection of consumer interests by fostering the highest standards of business ethics and behaviour through industry self-governance

### **VISION AND MISSION**

#### **VISION**

To lead the industry through collaboratively initiating ICT programs for industry development, innovation and growth.

#### **MISSION**

To create a co-operative stakeholder environment that allows the industry to take the lead on initiatives which grow the Australian communications industry and foster the highest standards of business behaviour.

# **1. CONSUMER REGULATION**

## **INDUSTRY COMMITMENT TO IMPROVED PRACTICES**

- Foster industry-wide commitment to improved practices in customer service, complaint handling, credit management, billing, information provision, code compliance performance and other consumer service elements in line with the revised TCP Code 2012.
- Provide Guidance Notes to industry on key aspects of TCP Code compliance

## **IMPROVED TIO METHODOLOGY AND COMPLAINT PERFORMANCE IMPROVEMENT**

- Engage the TIO on the impact of increasing complexity in service offerings and supply chains, and on more effective ways to categorise complaints and achieve early resolution
- Lead on reporting complaint numbers in the context of growing volumes of services-in-operation

## **DEVELOP NEW COMMS ALLIANCE RESEARCH PRIORITIES**

- Identify new research priorities for Communications Alliance and strategies to fund new research.

# **2. INDUSTRY PROFILE AND POLITICAL ENGAGEMENT**

## **PROMOTE THE POSITIVE NATIONAL ECONOMIC AND COMMUNITY CONTRIBUTION OF THE TELECOMMUNICATIONS INDUSTRY**

### **HEIGHTENED RELEVANCE IN POLICY AND POLITICS**

- Increase presence and influence in Canberra
- Maintain strong industry participation in Communications Alliance policy submissions
- Strategic involvement with selected State Government issues

# **3. DIGITAL ECONOMY AND NATIONAL BROADBAND NETWORK**

## **PRIVACY, NATIONAL SECURITY AND ONLINE COPYRIGHT ISSUES**

- Work with industry and Government to achieve positive outcomes on Privacy Bill proposed amendments that would otherwise damage CA members.
- Achieve workable outcomes from Government consideration of National Security Issues including re data retention, interception and critical infrastructure protection.
- Work with Rights Holders and Government to assess whether an industry-led scheme to deter online copyright infringement can be put in place

## **TRANSITION TO A BROADBAND NETWORK ENVIRONMENT**

- Identify opportunities for further involvement in Digital Economy initiatives
- Work with the banking industry to minimise banking-related fraud involving communications networks
- Work with industry, NBN Co and Government to facilitate customer migration to NBN-based and other fibre access networks, including via:
  - Enhanced and practicable customer migration post-transition processes
  - Creation of new Local Number Portability (LNP) arrangements for the interim and post-migration periods
  - Provision of clear information to consumers
  - Promotion of the satellite sector and its growing role in national connectivity

## **4. MEMBERSHIP AND FINANCIALS**

### **INCREASE, DIVERSIFY AND RETAIN MEMBERSHIP**

Promote Communications Alliance's:

- position as the lead association for the telecommunications sector;
- capability and vision across a converged ICT/telco/digital media agenda
- enhanced value proposition for Members

### **BALANCED BUDGET FOR FY 2012/13**

- Manage costs and revenues effectively to generate continuing balanced budget performance



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