

Corporate plan on a page 2019–20

For the period 2019–20 to 2022–23

Our purpose

To maximise the economic and social benefits of communications and media for Australia

Our vision

A connected, informed, entertained Australia

Our mission

We engage with consumers, industry and government to shape and apply the regulatory framework

Our environment

Major changes we expect will shape our environment over the next four years include:

- > Data-driven technologies redefining how individuals engage with each other and how business is done
- > Changing consumer expectations and behaviours in response to increasing interconnectivity, mobility and data sharing and exchange
- > Demand for more data driving investments in infrastructure by industry and government but with less certainty about the returns on investment
- > Regulatory responses to the impact of digital platforms, including holding them to account for the content they distribute
- > An increasing need for greater collaboration between regulators to achieve public policy outcomes
- > International trends and domestic demand driving spectrum planning and changes to existing arrangements

Our priorities and strategies

- > Public confidence in communications and media services through the provision of safeguards, information and advice
- > Spectrum arrangements that benefit all Australians through efficient and effective management
- > A regulatory framework that anticipates change through monitoring our environment and influencing regulatory responses

Our major activities

Content, consumer and citizen

- > Delivering safeguards that meet the needs of Australians using media and communications
- > Promoting compliance with safeguards and public interest outcomes
- > Building consumer and industry understanding of risks, rights and responsibilities

Communications infrastructure

- > Planning the availability of Australia's radiofrequency spectrum to optimise its value to the Australian community
- > Allocating and licensing access to the radiofrequency spectrum in the public interest
- > Managing the risk of interference and other harms

Corporate and research

- > Conducting research to enhance understanding of consumers, audiences and markets
- > Building ACMA capacity for data analysis of regulatory and market developments
- > Engaging with stakeholders and government to promote fit-for-purpose regulatory frameworks

Our capabilities

Our capabilities will be enhanced through strategic workforce planning, further building our leadership capability and graduate recruitment. Other measures include our data analytics project, an uplift in our risk management framework, a continued focus on regulatory futures and an assessment of core ICT infrastructure and service delivery.

Our culture and values

Our values support a purposeful, curious and questioning, and collaborative culture.

