

# Corporate plan on a page 2020–21

For the period 2020–21 to 2023–24

## 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:

- > the impact of the COVID-19 pandemic on the media and communications environment, which will see:
  - > increased reliance on telecommunications service providers
  - > increased reliance on digital platforms in favour of traditional media
  - > ongoing environmental impacts that require us to remain responsive and adaptable when supporting industry and consumers
- > long-term structural changes to traditional media and communications industries in response to competition with digital platforms for market share and revenues
- > changing consumer behaviour and expectations in response to increasing interconnectivity, mobility and data-sharing
- > competition issues, the impact of digital platforms on the news industry, the spread of misinformation, breaches to the privacy of consumers and foreign interference via social media
- > demand for data-driven technologies redefining how individuals engage with each other and how business is done
- > an increasing need for greater collaboration between international regulators to achieve public policy outcomes
- > international trends driving demand for spectrum—including the appetite for wireless broadband, particularly in the context of 5G services, ongoing commercialisation of IoT applications, advances in broadcasting technology and rapid innovations in satellite technologies and services.

## Our priorities and strategies

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

## Our major activities

### 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.

### Content and consumer

- > 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.

### Corporate and research

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

## Our capabilities

We will continue to focus on ensuring we have the right mix of skills and capabilities to meet the future demands of our changing environment.

Through strategic workforce planning, and leveraging the outcomes of the Capability Review, we will identify and focus our investment to build on our critical capabilities—including leadership, people management, engineering, regulatory skills, data literacy and analytics, research analysis, risk, and project management.

We will achieve this through the implementation of a fit-for-purpose leadership development program, our cadetships, internships and student work experience placements, together with our graduate recruitment and technical traineeships.

## Our culture and values

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