

Corporate plan on a page 2021–22

For the period 2021–22 to 2024–25

Our purpose

We maximise the economic and social benefits of communications infrastructure, services and content for all Australia through:

- > Maintaining, enforcing and improving regulation to drive industry performance and protect consumers.
- > Managing public resources to enable industry to deliver existing and new services.
- > Understanding the changing communications sector to inform decision-making.

Our environment

Major changes we expect will shape our environment over the next 4 years include:

- > COVID-19 impacts on the communications and media industry
- > continued dependence of Australians on reliable and secure communications infrastructure
- > ongoing demand for spectrum internationally and in response to transformative technology
- > the increasing demand for content and services, including digital on-demand and subscription video-on-demand services
- > the ongoing pressure on advertising revenue for commercial broadcasters
- > major regulatory reforms and reviews, including:
 - > the Digital Platforms Inquiry
 - > review of the *Privacy Act 1988*
 - > reviews of Australian Content and Children's Television standards and consumer safeguards.
- > ACMA's response to the rapidly evolving communications and media landscape.

Our vision

A connected, informed and entertained Australia

Our key activities

Support an efficient and reliable communications infrastructure

- > Plan and allocate communications infrastructure resources.
- > Efficient numbering allocation.
- > Authorisation and licensing of communications infrastructure providers and individuals.
- > Compliance and enforcement with communications infrastructure rules.

Build consumer trust in the use of communications content and services

- > Compliance and enforcement of communications content and services rules.
- > Establish and maintain the National Self Exclusion Register.
- > Maintain the Do Not Call Register.
- > Educate consumers on content and service protections and industry on their obligations.

Use research, data and stakeholder feedback to inform, develop and deliver effective contemporary risk-based regulation

- > Deliver an annual research program.
- > Use data to inform regulatory development and decision-making.
- > Inform stakeholders about our regulatory approach.
- > Engagement with stakeholders and other regulators.

Our culture and values

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

Our capabilities

Our priorities for developing broader workforce capabilities:

- > Align our people strategies and practices with the objectives of the APS Workforce Strategy 2025 and the outcomes of the APS Hierarchy and Classification Review.
- > Continue to engage with the human resources, digital, and data professional streams to lift our capability in these areas and contribute to the development of broader APS skillsets.
- > Collaborate with the APS Centre of Excellence for Workforce Planning to mature our workforce planning approach, inclusion and diversity initiatives and organisational learning culture.
- > Continue to leverage off whole-of government graduate programs and partnering with the APSC to seek to employ First Nations graduates and collaborate through the APS Graduate Development Programs.
- > Continue developing and investing in the critical capabilities of engineering, regulatory management and decision-making, digital and technology services, data and project management.