

Our Vision:

a just marketplace, where people have power and business plays fair

Our Purpose:

to make life easier for people experiencing vulnerability and disadvantage in Australia



Our Values:

FAIRNESS

we act with integrity and pursue fair outcomes

RESPECT

we care about, collaborate with, and respect our clients, colleagues, partners and others we interact with

REFLECTION

we use our specialist skills, ongoing learning & reflective practice to deliver excellent services and effective campaigns that create impact

COURAGE

we act boldly and courageously in pursuing our vision



Consumer Action is located on the land of the Kulin Nations. We acknowledge all Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to cultures; and to Elders past, present and emerging.



Our Priorities & Ambitions for 2021-2025

1. Assist and empower people

We will provide legal assistance and financial counselling that contributes to positive outcomes for individuals and broader systemic change. We will evaluate and review our services to ensure they make a difference. We will partner with First Nations peoples, organisations and communities to develop pathways to legal services and financial counselling that meet their needs.

2. Partner with the community sector

Financial counsellors, community lawyers and other community workers support the most vulnerable in Victoria. We will help them help their clients, and learn from them, through engagement, training and legal assistance.

3. Advocate for a fair system

We will tackle the systemic consumer issues that make life harder for people experiencing vulnerability, including by advocating for fair business practices and law reform. We will develop evidence-based policy positions that are informed by the lived experiences of our clients. We will partner with our clients and other community organisations to support their advocacy for change.

4. Enhance systems, expertise and technology

We will develop systems and processes, including technology and data capability, to continuously improve the services we provide. We will test new approaches and scale up innovations where they work for the people we help and staff.

5. Strengthen our internal culture

We will build a team culture that is collaborative, respectful and promotes wellbeing, and that adapts to the changing needs of the communities we serve. In particular, we will challenge discrimination and promote equity, diversity and inclusion. We will ensure our work is aligned and integrated to maximise organisational impact.

