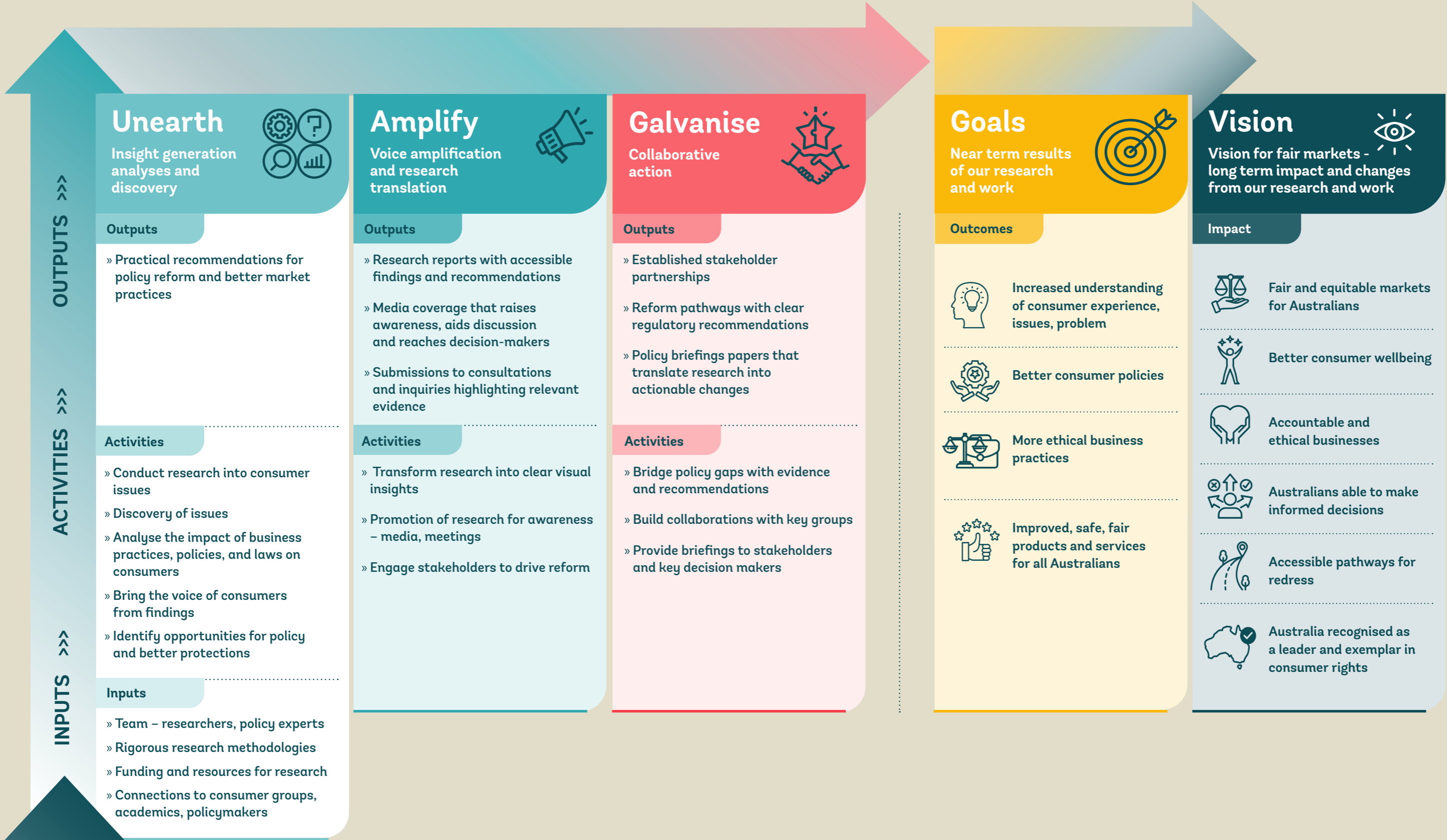




OUR APPROACH IS ROOTED IN OUR
THEORY OF CHANGE



OUTPUTS >>>

ACTIVITIES >>>

INPUTS >>>

Unearth



Insight generation analyses and discovery

Outputs

- » Practical recommendations for policy reform and better market practices

Activities

- » Conduct research into consumer issues
- » Discovery of issues
- » Analyse the impact of business practices, policies, and laws on consumers
- » Bring the voice of consumers from findings
- » Identify opportunities for policy and better protections

Inputs

- » Team – researchers, policy experts
- » Rigorous research methodologies
- » Funding and resources for research
- » Connections to consumer groups, academics, policymakers

Amplify



Voice amplification and research translation

Outputs

- » Research reports with accessible findings and recommendations
- » Media coverage that raises awareness, aids discussion and reaches decision-makers
- » Submissions to consultations and inquiries highlighting relevant evidence

Activities

- » Transform research into clear visual insights
- » Promotion of research for awareness – media, meetings
- » Engage stakeholders to drive reform

Galvanise



Collaborative action

Outputs

- » Established stakeholder partnerships
- » Reform pathways with clear regulatory recommendations
- » Policy briefings papers that translate research into actionable changes

Activities

- » Bridge policy gaps with evidence and recommendations
- » Build collaborations with key groups
- » Provide briefings to stakeholders and key decision makers

Goals



Near term results of our research and work

Outcomes

-  Increased understanding of consumer experience, issues, problem
-  Better consumer policies
-  More ethical business practices
-  Improved, safe, fair products and services for all Australians

Vision



Vision for fair markets - long term impact and changes from our research and work

Impact

-  Fair and equitable markets for Australians
-  Better consumer wellbeing
-  Accountable and ethical businesses
-  Australians able to make informed decisions
-  Accessible pathways for redress
-  Australia recognised as a leader and exemplar in consumer rights



UNEARTH



Insight generation

We unearth crucial insights about the challenges consumers face, creating a solid foundation for advocacy and reform. Our team of researchers and policy experts employ rigorous methods—including surveys, interviews, and focus groups—to gather data and understand the human experience of markets.

Analysis and discovery

We analyse the impact of business practices, policies, and laws on consumers. This critical examination allows us to identify opportunities for policy improvements and better protections.

AMPLIFY



Voice amplification

We bring the voice of consumers to the forefront, ensuring that lived experiences inform policy discussions and decisions.

Knowledge translation

We transform our research findings into practical, recommendations and easily accessible visual outputs, promoting awareness through media engagement and strategic meetings

GALVANISE



Collaborative action

Working alongside policymakers, regulators, academia, industry, and community sectors, we bridge the gap between policy and real-world consumer experiences. Our interdisciplinary approach and strong partnerships enable us to tackle complex policy problems effectively to drive meaningful change in consumer policy and practice.

VISION



Our vision is where:



Markets are fair and equitable



Consumer wellbeing is prioritised



Businesses operate ethically and accountably



Australians can make informed decisions



Accessible pathways for redress exist



Australia is recognised as a leader in consumer rights

Through this process, we aim to increase understanding of consumer issues, support better consumer policies, promote more ethical business practices, and ultimately improve the safety and fairness of products and services for all Australians.