



Government of **Western Australia**  
Department of **Commerce**  
**Consumer Protection**

# CONSUMER PROTECTION STRATEGIC PLAN 2012-15



## CONSUMER PROTECTION

### STRATEGIC PLAN 2012-15

#### CONTEXT

---

##### Background

Over the last three years, Consumer Protection has actively contributed to the development and successful implementation of the new Australian Consumer Law (ACL). Additionally, responsibility for some of the State's traditional areas of activity, such as business names, REVs, credit, finance brokers and trade measurement, has now been transferred to the Commonwealth.

Western Australia's rapidly growing population and economy has required Consumer Protection to address a number of growing domestic issues. For example, a shortage in accommodation has led to the emergence of new consumer issues around tenancy and seniors' housing.

With the ACL now in place, and a number of significant environmental factors changing the way people purchase, trade and communicate, it is timely for Consumer Protection to review its strategic direction with a view to ensuring it remains relevant to the changing needs of the community.

##### Key environmental changes

To inform the development of the 2012-15 Strategic Plan, Consumer Protection has thoroughly reviewed the changes in the broader environment. The key events and trends identified as likely to have the greatest impact on the organisation's future are:

- Tightening fiscal environments.
- Demand for less red tape but an expectation government will continue to protect the community.
- Changing jurisdictional relationships and authority.
- New and changing communities.
- An ageing population.
- Changes in the way people relate and interact.
- Both consumers and traders participating in e-commerce and accessing offshore information, products and services.
- A robust mining-driven economy.

## APPROACH

---

### Our business

Consumer Protection assists Western Australians navigate local, national and global markets by:

- Helping consumers and traders.
- Regulating business.
- Enforcing consumer protection laws.

### Our aspirations

Consumer Protection defines success as:

- Western Australian consumers know how to make a prudent purchase and are confident to engage in all forms of commerce.
- Traders operating in Western Australia act responsibly and ethically.
- Decisive action taken against the most problematic businesses influences general market behaviour.
- Consumer Protection is the first name Western Australian consumers and traders think of as the trusted source of consumer protection information.
- Consumer Protection is valued by the Government, clients and partners.
- People choose to work at Consumer Protection because they feel fulfilled and enjoy contributing in a contemporary organisation.

## FOCUS

---

The following strategic priorities are critical for Consumer Protection's future success. They build on existing organisational strengths and assist in adapting and remaining relevant in the changing marketplace.

### Strategic priorities

1. Empowering clients - consumers, businesses and regulated entities - to help themselves.
2. Protecting the Western Australian community from consumer fraud.
3. Delivering a proportionate response to marketplace issues.
4. Identifying opportunities to improve the regulatory framework and reduce red tape.
5. Identifying and responding to emerging issues.
6. Developing our technological capacity to improve service delivery.
7. Continuously improving our procedures and performance.
8. Focusing on the tenancy and housing markets.

## PRIORITIES INTO ACTION

---

The high level actions that will be used to implement these Strategic Priorities are set out in Consumer Protection's Strategic Priorities 2012-15. These actions will be reflected in divisional and branch operational plans.

## **Department of Commerce**

Consumer Protection Division

**Advice Line:** 1300 30 40 54

(for the cost of a local call from anywhere in the State)

Forrest Centre

219 St Georges Terrace

Perth Western Australia 6000

Locked Bag 14, Cloisters Square WA 6850

Administration: 08 9282 0777 Facsimile: 08 9282 0850

National Relay Service 13 36 77

Email: [consumer@commerce.wa.gov.au](mailto:consumer@commerce.wa.gov.au)

Website: [www.commerce.wa.gov.au/consumerprotection](http://www.commerce.wa.gov.au/consumerprotection)

Translating and Interpreting Service: 13 14 50

(ask for a connection to 1300 30 40 54)

### **Regional Offices**

Goldfields/Esperance (08) 9026 3250

Great Southern (08) 9842 8366

Kimberley (08) 9191 8400

Mid-West (08) 9920 9800

North-West (08) 9185 0900

South-West (08) 9722 2888