

# The AFCA strategy

## Purpose

To provide fair, independent and effective solutions for financial disputes

## Vision

To be a world class ombudsman service

- > improving practices and minimising disputes
- > meeting diverse community needs, and
- > trusted by all

## Strategy statement

Working with consumers, small business and industry, we will resolve and reduce financial disputes through innovative solutions, education and communication.

We will deliver to the Australian community services that are easy to use, free for complainants, efficient, timely and impartial.

## Goals

### Australian community and government

A fair ethical and trusted service that influences reform in the financial services sector

### Consumers and small business

An excellent customer experience that meets diverse needs and delivers fair outcomes

### Members

A valued member experience that helps members to improve internal practices to avoid or resolve disputes

### Our people

Highly skilled and engaged people with the tools they need to deliver high quality outcomes

## What our values mean

### Fair and independent

- > We make fair, balanced and considered decisions
- > We are evidence based
- > Impartiality underpins all our work
- > We ensure all parties are properly heard

### Transparent and accountable

- > We do what we say and what is right
- > We are clear and transparent
- > We explain the reasons for our actions
- > We are timely, efficient and flexible
- > We are trusted and supported to do our jobs and take responsibility for what we do

### Honest and respectful

- > People are at the heart of everything we do
- > We respectfully listen to all views
- > We show integrity in all our dealings
- > We are professional and treat everyone with dignity

### Proactive and customer focussed

- > We are outward facing and proactive
- > We use data and experience to influence, inform and look ahead
- > We help businesses to improve their customer service and minimise disputes
- > Our services are accessible to all
- > We actively engage with diverse audiences, including those who may need extra help

## Values

**Fair and independent**

**Transparent and accountable**

**Honest and respectful**

**Proactive and customer focussed**