



**CTTT**  
Consumer, Trader &  
Tenancy Tribunal

Consumer, Trader and Tenancy Tribunal

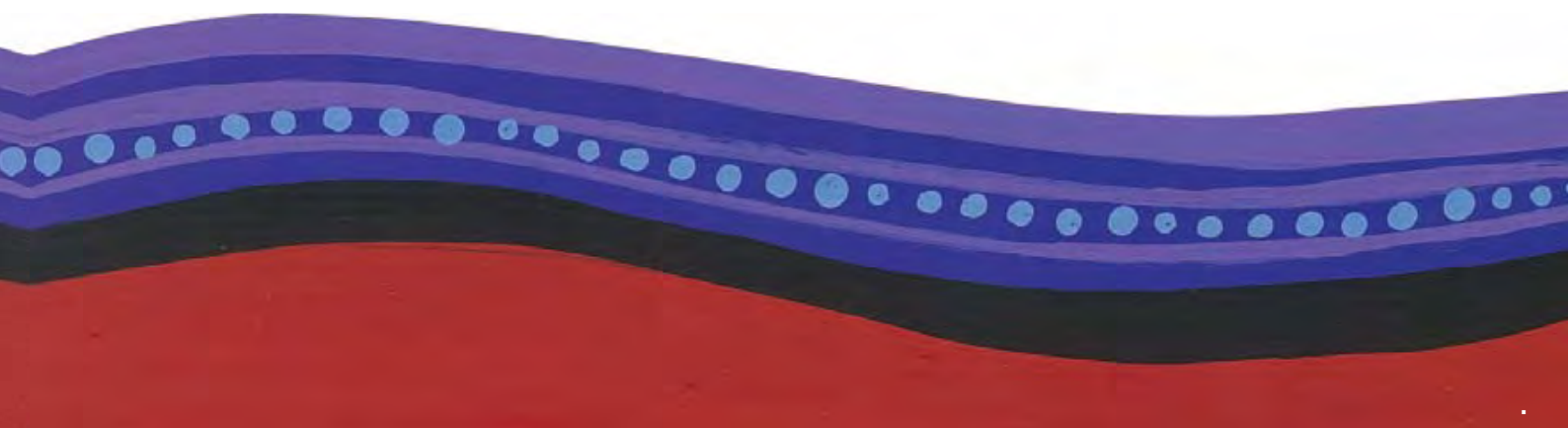
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# COMMUNICATIONS STRATEGY FOR ABORIGINAL COMMUNITIES 2009-2011

Consumer, Trader and Tenancy Tribunal

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# COMMUNICATIONS STRATEGY FOR ABORIGINAL COMMUNITIES 2009-2011



## Introduction

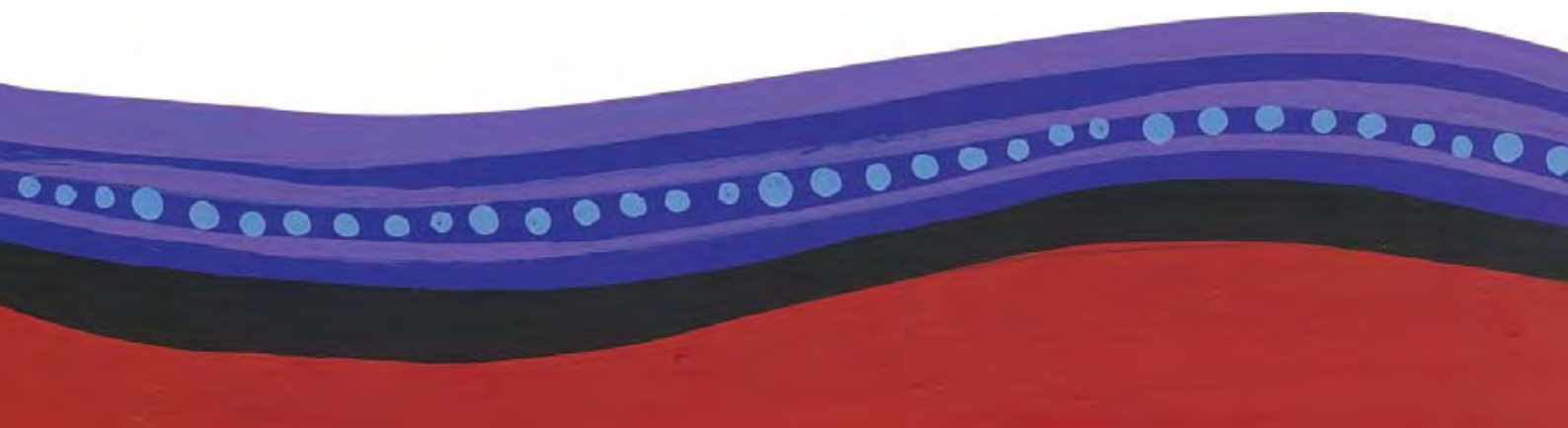
The Consumer, Trader and Tenancy Tribunal (CTTT) Communications Strategy for Aboriginal Communities 2009-2011 identifies ways in which the CTTT can improve its communication and engagement with Aboriginal communities.

Developed in consultation with the CTTT Aboriginal Consultative Forum, this Strategy implements Recommendation 12 of the broader 2008-2010 CTTT Communications Strategy and is aimed at achieving effective communication and engagement with Aboriginal communities.

This Strategy includes actions which are also consistent with the approaches recommended in the Ministerial Council on Consumer Affairs' National Aboriginal Consumer Strategy Action Plan 2005-2010 'Taking Action, Gaining Trust'.

## Objective and target audience

This Strategy seeks to promote greater awareness and understanding within Aboriginal communities about the CTTT and its services. It is also designed to encourage a closer working relationship between the CTTT and Aboriginal organisations. For this reason, the actions in this Strategy are focused on Aboriginal people and organisations working with Aboriginal people.



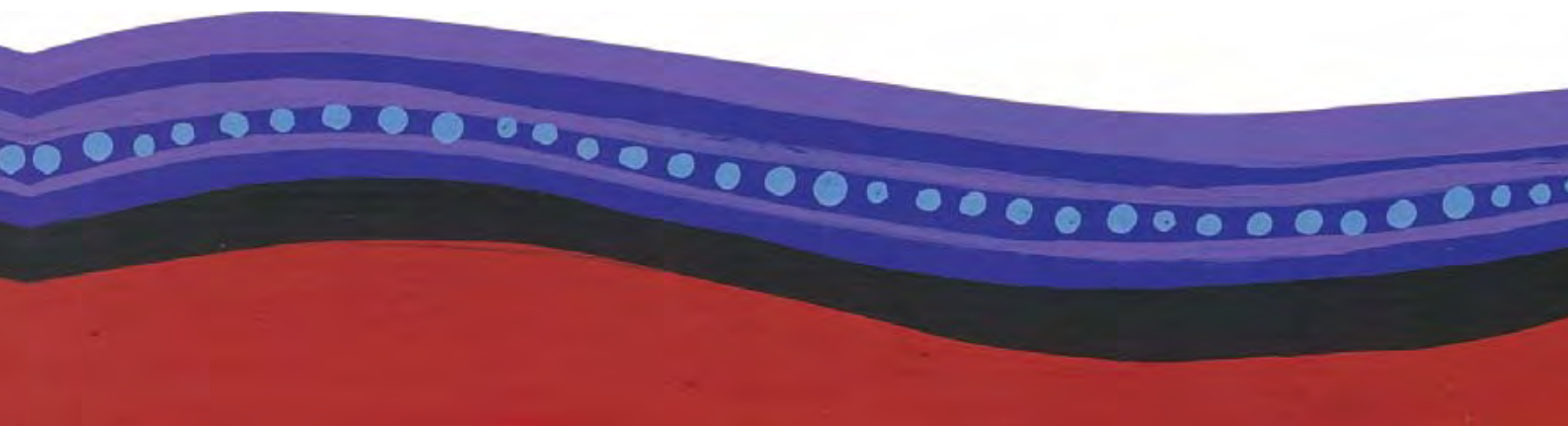
## Key priorities

The strategic priorities for the next three years are to:

- Increase awareness of and access to the CTTT's dispute resolution services by Aboriginal people
- Promote ongoing partnerships between the CTTT and Aboriginal organisations
- Develop culturally appropriate and effective communication tools that address the information needs of Aboriginal people and organisations.

## Timeframes

This Strategy aligns with the CTTT's overall communication priorities to deliver integrated educational resources to a diverse client base. The actions and resources identified in this Strategy will be delivered over the next three years (2009-2011).

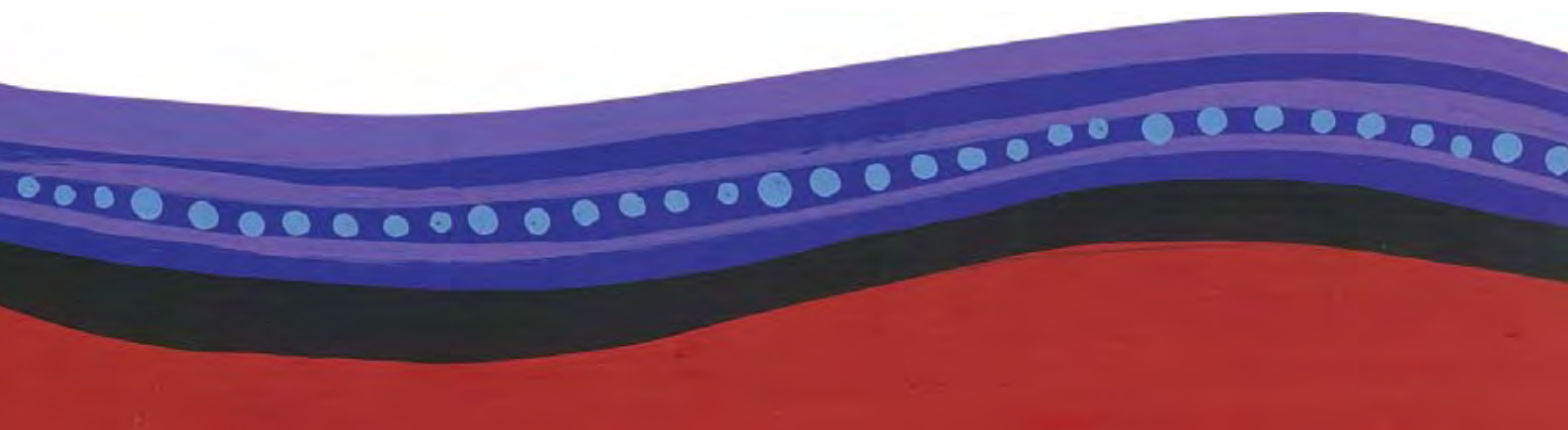


## Consultation and stakeholder involvement

The CTTT is committed to consulting with the Aboriginal community and Aboriginal stakeholders to ensure educational resources and actions are culturally appropriate and meet community needs. This consultative approach will help the CTTT to gain a better understanding about the information needs of Aboriginal customers, to promote broader community awareness and understanding of the CTTT's role and processes, and to evaluate communication performance and identify areas for improvement.

The CTTT has already established an Aboriginal Consultative Forum to help it build a real partnership with Aboriginal organisations, and to assist the CTTT in developing and distributing appropriate information to the Aboriginal community. The Forum will also work with the CTTT to look at ways the CTTT could tailor its procedures to better suit the needs of Aboriginal clients.

The CTTT will also work closely with the Office of Fair Trading's Aboriginal network to deliver a responsive service and will explore opportunities to work more closely with community groups.



## Strategy delivery

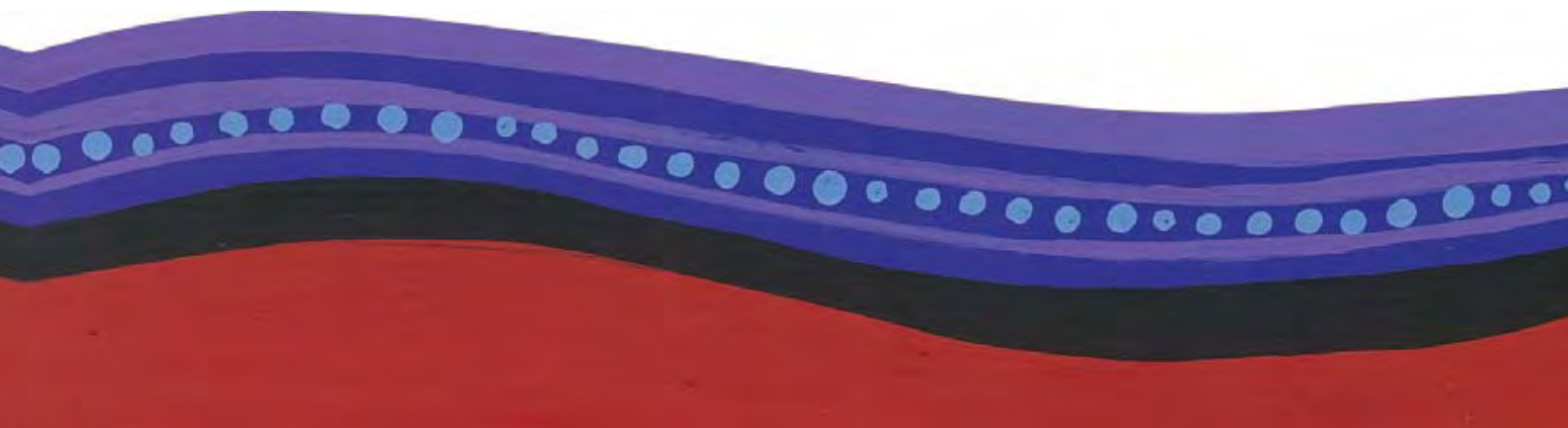
This Strategy recognises that the Aboriginal community has specific and different communication needs than other communities. Action will be taken to ensure information for the Aboriginal community is accessible and is delivered in a range of formats.

## Evaluating and monitoring

This Strategy will be subject to an ongoing evaluation process that will include feedback from stakeholders; including questionnaires at CTTT events for Aboriginal people and organisations, and surveys conducted with assistance from the CTTT's Aboriginal consultative forum members, and feedback from those members.

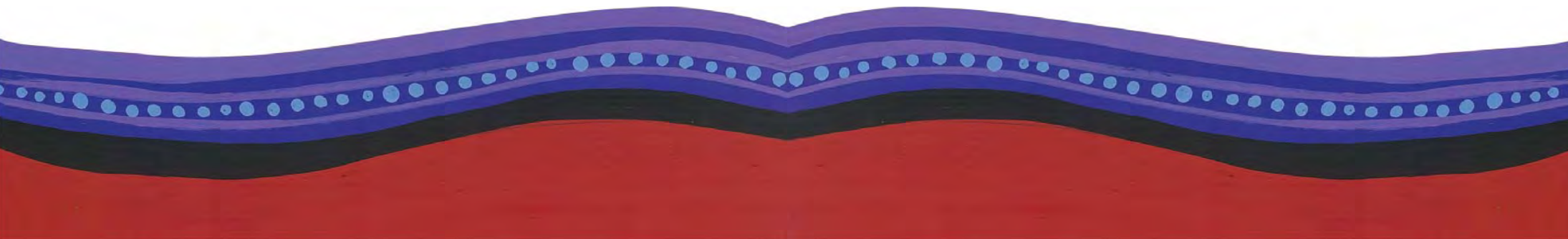
Outcomes from this monitoring process will be included in reports to the CTTT's Chairperson and consultative forum members.

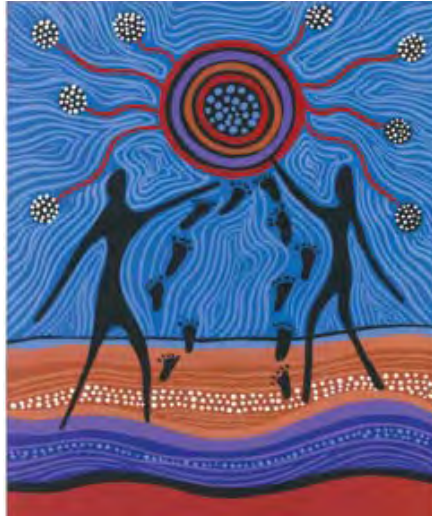
It is proposed that this Strategy be reviewed annually to assess progress with its implementation, and also to assist in determining priorities for the following year.



## Strategy Priorities

| Key priorities   | Specific action  | Timeframes   | Success indicators  |
|--|--|--|---|
| <b>CONSULTATION</b>  |  |  |   |
| 1. Develop an ongoing partnership between the CTTT and the Aboriginal community by: <ul style="list-style-type: none"> <li>a. Establish and convene meetings of the CTTT Aboriginal Consultative Forum</li> <li>b. Establish and build partnerships with the Aboriginal community</li> </ul> | <ul style="list-style-type: none"> <li>i. Obtain feedback and identify emerging issues through consultative with the Aboriginal Consultative Forum</li> <li>ii. Establish and build partnerships and networks with the Aboriginal community</li> </ul>           | <ul style="list-style-type: none"> <li>July 2009 and ongoing</li> <li>Ongoing</li> </ul> | <ul style="list-style-type: none"> <li>Increased feedback from stakeholder groups</li> </ul>  |
| <b>INFORMATION</b>   |  |  |   |
| 2. Develop an ongoing partnership between the CTTT and the Aboriginal community by providing Aboriginal specific education programs  | iii. Conduct CTTT outreach programs for the Aboriginal community in metropolitan, regional and remote areas  | Ongoing  | Effective and targeted outreach programs  |
| 3. Increase the skills and knowledge of staff working with the Aboriginal community.   | <ul style="list-style-type: none"> <li>iv. Participate in inter-agency Aboriginal events such as NAIDOC week and OFT Aboriginal Housing Information Days</li> <li>v. Continue cross-cultural training of all CTTT staff</li> </ul>                               | <ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> </ul>               | <ul style="list-style-type: none"> <li>Increase in the number of events attended and request for CTTT involvement in Aboriginal events</li> <li>Increased awareness about Aboriginal culture</li> </ul> |
| <b>PROCESS</b>   |  |  |   |
| 4. Encourage access to and active engagement with the CTTT by developing culturally appropriate information about CTTT processes for Aboriginal people and organisations.  | <ul style="list-style-type: none"> <li>vi. Develop effective referral processes for Aboriginal parties</li> <li>vii. Develop Aboriginal targeted publications and promotional material to encourage access to the CTTT's dispute resolution services.</li> </ul> | <ul style="list-style-type: none"> <li>December 2010</li> <li>June 2011</li> </ul>       | <ul style="list-style-type: none"> <li>Increase in attendance at hearings by Aboriginal parties</li> <li>Conduct evaluation to establish effectiveness of promotional material</li> </ul>               |





*'Accessing the CTTT' by Mandy Davis (2008)*

## About the artist

As part of this Strategy, the CTTT commissioned Aboriginal artist Mandy Davis to design Aboriginal artwork which will feature in CTTT publications specifically for Aboriginal consumers.

Born in Forster on the NSW mid north coast, Mandy is of the Biripi people and also has connections to the Worimi people. Mandy began painting in 1990, and her work is acknowledged both nationally and internationally, receiving many commendations and awards.

The inclusion of culturally appropriate illustrations in CTTT publications to explain key stages in the application process was recommended by the CTTT Aboriginal Consultative Forum.

