



## Platform Gives Voice To Consumers Who Feel Ignored By Big Business And Government

Lawyer Anna Willis' desire to create change drove her to create a portal where people can vent about the issues affecting their lives that are not being fixed by organisations and companies across Australia.

"So many people feel powerless when it comes to resolving issues with telecommunications, aged care companies, local government departments and other big organisations," she said. "They feel ignored and unheard."

"I wanted to create something to give people an anonymous but safe place to share their views, to find out that they are not alone as their issue is probably shared by many others".

"issue.watch is an independent public forum, where consumers can voice their opinion. We aggregate issues to establish trends and magnitude, so organisations are forced to acknowledge significant consumer issues, and forced to act."

"It is easy to ignore a person; it's harder to ignore a collective."

issue.watch is on a mission to shine a light on issue that matter to the community. It is building a community of consumers and organisations who want to see issues fixed by identifying, spotlighting, acknowledging and maintaining a focus on solutions on collective issues.

"The current avenues of complaint, to the Ombudsman or the customer service department, do not necessarily result in fundamental changes in organisational behaviour, are often slow to respond, and the process and results are not transparent or consistent across complainants."

"So many issues, as identified in the banking royal commission, could have been dealt with much earlier if there had been more awareness around the volume of complaints. Issue.watch is about joining voices about similar issues, to become a megaphone; a loud voice on significant issues that impact our communities and drive change."

For those who are fed up with complaining and not being heard or stoically putting up with an issue because they feel it is pointless to complain, Anna said that is why issue.watch exists.

While we do not deal with individual complaints, we want people to share their issues and speak up, with us, so we can collate and highlight significant issues in a public forum and with industry stakeholders drive change."

[www.issue.watch.com](http://www.issue.watch.com)

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