

5. **The Right to be Heard** - the right to express consumer interest in the making and execution of government policies.
6. **The Right to Redress** - the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.
7. **The Right to Consumer Education** - the right to acquire the knowledge and skills necessary to be an informed consumer.
8. **The Right to a Healthy Environment** - the right to live and work in an environment which is neither threatening nor dangerous and which permits a life of dignity and well-being.



What are your Responsibilities?

1. **Critical Awareness** - the responsibility to be more alert and questioning about the price and quality of goods and services we use.
2. **Action** - the responsibility to assert ourselves and act to ensure that we get a fair deal. As long as we remain passive consumers we will be exploited.
3. **Social Concern** - the responsibility to be aware of the impact of our consumption on other citizens, especially disadvantaged or powerless groups whether in the local, national or international community.
4. **Environmental Awareness** - the responsibility to understand the environmental and other consequences of our consumption. We should recognize our individual and social responsibility to conserve natural resources and protect the earth for future generations.
5. **Solidarity** - the responsibility to organize together as consumers to develop the strength and influence to promote and protect our interest.



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THE VOICE OF CONSUMERS

About Us

The Consumer Council of Fiji (CCOF) is a statutory organization established under the Consumer Council of Fiji Act -1976 (Cap 235). The Council provides external pressure as a watchdog to create a fair and just delivery of goods and services. It represents and protects the rights and interests of consumers and in particular the disadvantaged groups, rural poor and women. The Council is an advocacy (not regulatory or enforcement) organization, conducting rigorous research and policy analysis on key consumer issues and is a full member of UK based Consumers International, a federation of consumer organizations representing over 220 organizations in 115 countries.

Our Vision

The Council endorses the General Principles and Guidelines for Consumer Protection of the United Nations. In that context and through the Government's effort to promote and protect consumer interest in the market place, the Council has the Vision: To build a society of informed and responsible consumers in which everyone is treated fairly, obtains value for money and is able to exercise their consumer rights.



Our Mission

Make consumer voice heard and make it count.



What We Do?

We Fight for your Rights

The Council is committed to achieving positive change for consumers.

As a small organization with limited resources, the Council plays an active role as a catalyst and facilitator for positive change in the marketplace in a professional, impartial and ethical manner. The Council believes in campaigning fearlessly to change the policies and practices that adversely affect consumer interests; maintain a highly disciplined result-oriented focus that maximizes impact for consumers; maintain objectivity in resolving consumer complaints without fear or favor; and build a strong financial management and sound operating procedures.

Our Principles

Campaign constantly and fearlessly to change the policies and practices that adversely affect consumer interests; Maintain a highly disciplined results-oriented focus on maximizing impact for consumers; Maintain neutrality in solving consumer complaints; and Carry out strong financial management and sound operating procedures.

Functions of the Council

Section 6 of the Consumer Council Act stipulates the functions of the Council. The Council is required to do such acts and things it considers necessary or expedient to ensure that the interests of the consumers of goods and services are promoted and protected.

- Advising the Minister on such matters affecting the interests of the consumers;
- Making representations to the Government or to any other person/organizations on any issues affecting the interests of consumers;
- Collecting, collating and disseminating information in respect of matters affecting the interests of consumers;
- Supporting or maintaining legal proceedings initiated by a consumer, where such support is deemed necessary; conducting research and investigations into matters affecting consumers;
- Advising and assist consumers on matters affecting their interests;
- Receiving complaints from consumers concerning matters affecting their interests, and on receipt of such complaints, investigate and take appropriate action;
- Co-operating with any person, association or organization outside Fiji having similar functions and becoming a member of or affiliate to any international organization concerned with consumer matters;

Our Services

1. **Campaign** - campaign effectively on key issues that matter to consumers.
2. **Education Services** - educate consumers in schools, training institutions, communities and through established organizations.
3. **Information & Media Services** - inform consumers through mass media promotions and publications in English and vernacular languages and through organized public events.
4. **Research Services** - carry out research on selected consumer issues and consumer protection legislations that will ensure consumer protection is adequately provided for.
5. **Dispute Resolution Services** - to assist consumers in resolving complaints through alternative dispute resolution mechanisms in the marketplace, advisory services and legal representation.



What are your Rights?

1. **The Right to Satisfaction of Basic Needs** - the right to basic goods and services which guarantee survival; adequate food, clothing, shelter, health care, education and sanitation.
2. **The Right to Safety** - the right to be protected against the marketing of goods or the provision of services which are hazardous to health and life.
3. **The Right to be Informed** - the right to be protected against dishonest or misleading advertising or labelling. This also entails the right to be given the facts and information needed to make an informed choice.
4. **The Right to Choose** - the right to choose products and services at competitive prices with an assurance of satisfactory quality.