**Logo, company name

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Description automatically generatedBEYOND DIGITAL**

**Our vision** is to deliver **smart, simple and seamless** personalised **services**  
to our customers

**We are committed** to a future where our customers, wherever they live, whatever their age, ability or personal circumstance, can simply and easily get what they need from government.

**Imagine a digital future where:**

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|  | Customers are supported with **proactive care** services particularly during times of hardship |  | Patients can access **personalised care** from the comfort of their homes |
|  | Students are empowered with a **connected innovative network** of tools and resources |  | Commuters enjoy **seamless travel** whenever they need it |

**Our strategic directions and objectives:**

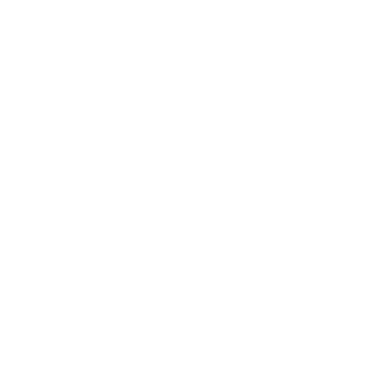
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| **Put the customer at the centre** | | |
| **01** | Design services based on customer journeys |
| **02** | Government services are inclusive and accessible to everyone |
| **03** | Strengthening transparency & trust |
| **04** | Support citizens and business particularly during hardship |

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| **Build a stronger digital economy** | |
| **01** | Use digital to drive industry reform | |
| **02** | Invest for customer outcomes and technology innovation | |
| **03** | Reuse platforms for rapid service delivery and better customer experiences | |
| **04** | Make it easier to do business in NSW | |
| **05** | Build smart places centred around the customer | |

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| **Engage and use data insights** | |
| **01** | Use real-time customer feedback to improve customer services | |
| **02** | Ensure our customers receive consistent and easy to understand information | |
| **03** | Create customer services and communications based on evidence and behavioural insights | |
| **04** | Make available data that can improve customer experiences, social and economic outcomes | |

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| **Deliver safe and resilient services** | | |
| **01** | Adopt emerging technology responsibly |
| **02** | Increase customer connectivity, create seamless public safety and emergency response services |
| **03** | Ensure sustainability of front-line systems, digital infrastructure and cyber security |
| **04** | Build NSW domestic cyber security capabilities |

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| **Develop capabilities for the future** | | |
| **01** | Build customer services and digital capability in the public sector, especially in regional centres |
| **02** | Increase diversity of public sector workforce to reflect our community |
| **03** | Attract, develop and retain talent |
| **04** | Partner with academia and industry to develop local talent |

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| **Sign up** to learn more about digital transformation in NSW | **Qr code  Description automatically generated** |
| **Read** the NSW Digital Strategy in full | **Qr code  Description automatically generated** |