

## Vision

To be the world's most customer-centric government

## Purpose

Customers and communities can expect government services to be trustworthy, effective and easy no matter who they are, where they are or what they need

## Values

Service | Integrity  
Trust | Accountability

## Vision of the Strategy

Aboriginal customers receive services and support in culturally safe and respectful ways to ensure full inclusion in social and economic opportunities in NSW.

### Our principles



#### Aboriginal self-determination

Aboriginal people have the right to live according to their cultural values and beliefs and to have that right respected by others.



#### Inclusion and access to services

Service delivery design will be created in partnership with Aboriginal people to ensure access to services that benefit them and their communities.



#### Committed and accountable

We're committed to Aboriginal centric service delivery, providing the necessary resources, measuring impact and responding to Aboriginal customer feedback.



### Premier's Priorities



- Putting customer at the centre of everything we do
- Breaking the cycle of disadvantage
- Better Customer Service
  - Government made easy
  - World class public service

### Legislative context



- Privacy and Personal Information Protection Act 1998 (PPIPA) (NSW)
- Health Records and Information Privacy Act 2002 (HRIPA) (NSW)
- Privacy Act 1988 (Cth)
- Service NSW (One-stop Access to Government Services) Act 2013 (Service NSW Act)
- Data Sharing Act 2015
- Aboriginal Land Rights Act 1983

### Outcomes



- ✓ Aboriginal customers feel safe and comfortable and informed about accessing services provided by Customer Service, and they have choices about how they engage with these services.
- ✓ Aboriginal people use the services and benefit from the opportunities provided by Customer Service.

- ✓ Aboriginal businesses receive the support they need to start and grow their business, become competitive in the market and benefit from the NSW economy.
- ✓ All Customer Service employees respectfully engage with Aboriginal customers and employees, demonstrating an understanding and appreciation for Aboriginal culture and ways of working.

- ✓ Aboriginal people are employed across all business units with the priority of employing customer facing Aboriginal employees at all levels of seniority.

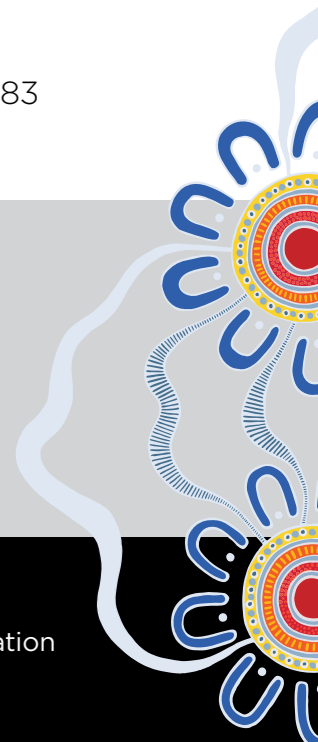
### Links



- Department of Customer Service (Customer Service) Aboriginal Employment Strategy
- Service NSW Cultural Program
- Revenue NSW Hardship Program
- Births, Deaths & Marriages Our Kids Count Campaign

- BRD Aboriginal Engagement and Education Strategy 2021-2024
- SBS Inclusion Aboriginal and Torres Strait Islander Course
- Disability Inclusion Action Plan
- NSW Implementation on Closing the Gap

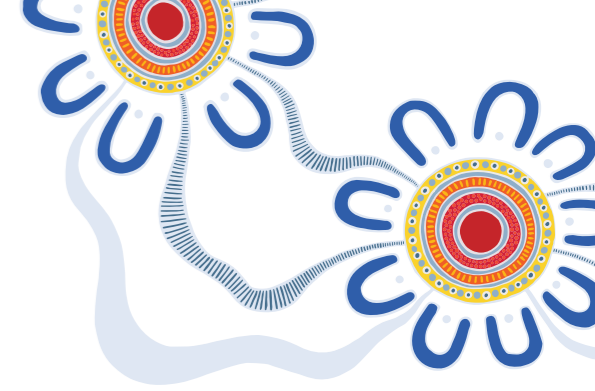
- Living Well in Focus 2020 – 2024
- Gayaa Dhuwi (Proud Spirit) Declaration and National Strategic Framework
- Aboriginal Procurement Policy





# Message Sticks

Actions and deliverables



## Quick view

1. Customers	2. Employees	3. Partnerships	4. Evaluation
<ul style="list-style-type: none"> <li>Local plans</li> <li>Face-to-face outreach</li> <li>Communication products</li> <li>Welcoming customer sites</li> <li>Inclusive of people with a disability</li> </ul>	<ul style="list-style-type: none"> <li>Cultural Capability Impact Statement</li> <li>Capability training</li> <li>Supportive workplace</li> <li>Raise awareness of Aboriginal Procurement Policy</li> </ul>	<ul style="list-style-type: none"> <li>Local partnerships</li> <li>Customer Service and Aboriginal organisations</li> <li>Working across NSW Government</li> <li>Supporting Aboriginal businesses</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation framework</li> <li>Aboriginal people to voluntarily identify</li> <li>Aboriginal customer feedback</li> <li>Aboriginal complaints mechanism</li> </ul>

## Detailed view

1. Creating Aboriginal customer-centric engagement	21/22	22/23	23/24
Co-design localised Aboriginal Customer Engagement Plans.		✓	✓
Provide regular face-to-face outreach service delivery within existing local Aboriginal organisations.	✓	✓	✓
Design and create localised communication products that reach Aboriginal people and communities.	✓	✓	✓
Design more welcoming customer service sites for Aboriginal people and people with a disability.			✓
Be inclusive of Aboriginal customers with a disability.	✓	✓	✓

2. Equipping Customer Service employees with cultural capability and expertise	21/22	22/23	23/24
Aboriginal Cultural Capability Impact Statement and evaluation tool to gauge how inclusive, safe and welcoming customer sites are, and the areas for improvement.	✓	✓	✓
Aboriginal capability training including on-line learning and cultural immersion activities.		✓	✓
Supportive workplace for Aboriginal employees, respectful of values, diversity of customs, cultures and beliefs.		✓	✓
Raise awareness of and promote implementation of the NSW Aboriginal Procurement Policy.		✓	✓

3. Building partner collaboration	21/22	22/23	23/24
Coordinated approach across Customer Service.		✓	✓
Formalise partnerships that connect government to community-based Aboriginal organisations.		✓	✓
Establish a cross government Aboriginal working group to share data, ideas and experience.			✓
Support Aboriginal owned businesses to access procurement opportunities.		✓	✓

4. Evaluating and refining the Strategy through improved data collection and reporting	21/22	22/23	23/24
Aboriginal Customer Engagement Evaluation Framework.	✓		
Agreement on an approach to respectfully and appropriately identify Aboriginal customers.	✓	✓	✓
Aboriginal customer feedback mechanism.	✓	✓	✓
Aboriginal complaints mechanism and tool.	✓	✓	✓