

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.

In 2021, the Department of Customer Service (DCS) launched the Aboriginal Customer Engagement Strategy 2021–2025 to create a culturally safe environment to expand Aboriginal customer engagement. Our 2022–23 achievements are aligned to 4 Message Sticks.



Message Stick 1: Creating Aboriginal customer-centric engagement

Better Regulation Division

- ✓ Supported the implementation of the Aboriginal Tenancy Toolkit project.
- ✓ Supported the Audiometric Testing Project (SafeWork NSW) through cultural advice and guidance.
- ✓ Launched the ‘Buying a used car’ digital engagement campaign which included marketing collateral, and ongoing face-to-face and online education.
- ✓ 10 Aboriginal engagement events held.
- ✓ Continue to expand the Aboriginal Community Voice network as a mechanism to ensure Aboriginal voices are heard and considered in decision making processes.
- ✓ Supported dissemination of targeted consumer awareness and safety at work messages via the ‘Let’s Talk’ campaign.
- ✓ Development and implementation of the Aboriginal Business Support Project to increase capacity of Aboriginal building and construction businesses, to meet licensing requirements and access NSW Aboriginal Procurement Policy opportunities.
- ✓ Community Engagement within Stakeholder Engagement and Community Education now have a full complement of Aboriginal staff.

Revenue NSW

- ✓ Fines Debt Community Action Plan toolkit trialled in 4 locations.
- ✓ New regional Outreach Officers established to support community action plans with further action plans to be introduced in the next 6 months.
- ✓ 1 Senior Coordinator and 1 Coordinator employed to oversee the Outreach team.
- ✓ 6 new Outreach Officers onboarded (joining 2 existing officers), 2 further roles approved.
- ✓ 4682 Work and Development Orders (WDOs) approved for Aboriginal and Torres Strait Islander customers.

- ✓ 5 Aboriginal Identified Support Officers have assisted 3000+ customers.
- ✓ Continued to develop the ASIC Guide to Enforcement: Indigenous Consumer Matters in collaboration with BRD.

Service NSW

- ✓ Mobile Service Centres delivered services to 36 remote Aboriginal communities.
- ✓ Renewed Community Engagement Strategy.
- ✓ Delivered Aboriginal Art Project in 2 Service NSW Centres, to be expanded into a further 10 centres.
- ✓ Developed Aboriginal and Torres Strait Islander engagement action plans for all Service NSW Centres.
- ✓ Introduced quiet hour in over 110 Service NSW Centres to provide customers with a low sensory environment.
- ✓ Reviewed the Savings Finder program to make it more accessible to Aboriginal customers:
 - developed an Aboriginal Savings Finder brochure and flyer
 - targeted Aboriginal pop-up Savings Finder campaign ran from October to December 2022.



Message Stick 2: Equipping DCS employees with cultural capability and expertise

Aboriginal Outcomes Unit – Aboriginal Engagement Strategy

- ✓ Partnered with TAFE NSW to pilot a 2-day Aboriginal Cultural Awareness course.
- ✓ Phase 1 of Cultural Awareness and Practice training launched in collaboration with Mirri Mirri, Thirriwirri and TAFE training providers.
- ✓ Launched Public Service Commission cultural capability training ‘Everybody’s Business’ on myCareer.

Geographical Names Board (GNB)

- ✓ Upskilled staff member to take on the Senior Project Officer role to support Aboriginal place naming.
- ✓ Ongoing targeted Statutory Officer role established.
- ✓ Online team training in Aboriginal cultural competence.
- ✓ Collaborated with Local Elders and a Wiradjuri artist to develop an Acknowledgement of Country sign for the Bathurst Office.

Service NSW

- ✓ Service NSW Aboriginal Cultural Program advanced to refresh and embed stage.
- ✓ Refreshed Aboriginal toolkit to support our team members and our customers.
- ✓ Aboriginal targeted business training delivered to 100+ Business Concierges.
- ✓ 8 Aboriginal cultural refresh sessions delivered regionally to 200+ Service Delivery and Service for Business staff, in partnership with Aboriginal business Thirriwirri.
- ✓ Delivered Cultural Awareness training sessions in partnership with Aboriginal business Mirri Mirri to 184 Service NSW employees.
- ✓ 7 new identified Service Delivery roles recruited.
- ✓ 2 additional identified Service Delivery roles in recruitment process.
- ✓ Created Aboriginal engagement documents for Customer Care Specialists.
- ✓ Developed Welcome to Country and Acknowledgement of Country guidelines.
- ✓ Established Service NSW Aboriginal Strategic Advisory Committee.
- ✓ Connecting Communities Aboriginal polo shirt available in BAU wardrobe.

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Message Stick 3: Building partner collaboration

Better Regulation Division

- ✓ Development and implementation of the Aboriginal Business Support Project to increase capacity of Aboriginal building and construction businesses to meet licensing requirements and access NSW Aboriginal Procurement Policy opportunities.
- ✓ Continue to expand the Aboriginal Community Voice network as a mechanism to ensure Aboriginal voices are heard and considered in decision making processes and to support dissemination of information.
- ✓ Stakeholder Engagement and Community Education continue to partner with other internal units in the rollout of Aboriginal community targeted engagement activities.

Births, Deaths & Marriages and Revenue NSW

- ✓ Collaborated on various outreach programs, including:
 - Aboriginal WISH HUB Woolloomooloo – assists disadvantaged and homeless Aboriginal and Torres Strait Islander people
 - BDM participated in 16 community events to help Aboriginal communities across NSW.
- ✓ Project featured in 2 Community Voice newsletters reaching over 300 Aboriginal services and providers.

DCS

- Delivered an Aboriginal business supplier event to increase engagement between DCS and Aboriginal suppliers.
- Established Aboriginal language re-naming project.

Geographical Names Board (GNB)

- Commenced review of the NSW Place Name Policy including Aboriginal place naming.
- Ongoing collaboration and membership in the 'Aboriginal Place Name Partnership' with representatives from GNB, the NSW Aboriginal Languages Trust, the NSW Department of Planning and Environment and the NSW Aboriginal Land Council.
- Assigned 10 place names (parks and reserves) using Aboriginal language.



- Approved 4 school and National Park names using Aboriginal language.
- Approved 1 suburb name using Aboriginal language.
- Approved 53 road names using Aboriginal language.
- Assigned 1 traditional Aboriginal name as a dual name.
- Advertised 2 dual names and 3 Aboriginal place names for community awareness.
- Progressing the assessment of 13 Aboriginal place names.

NSW Telco Authority (Telco)

- Refresh of Operational Communications Equipment, Infrastructure and Services scheme to encourage an increase in the number of contracts awarded to Aboriginal suppliers and to increase participation of Aboriginal suppliers.

Service NSW

- Collaboration with Thirriwirri and Mirri Mirri organisations for Cultural Capability uplift training.
- The Aboriginal Business Advisory Initiative (ABAI) extended for 12 months to 30 June 2024.
- 7 independent Aboriginal Business Advisors retained, with 2 additional advisor roles to be recruited.
- Developed ABAI program brochure and flyer with Aboriginal print supplier.
- Supported the NSW Procurement 'Gather and Grow' forums.
- Appointed an Aboriginal Business Relationship Specialist.

Message Stick 4: Evaluating and refining the strategy through improved data collection and reporting

Revenue NSW

- Aboriginal customer feedback tool confirmed for development with Revenue NSW and Service NSW.

Service NSW

- Introduced MyServiceNSW Account option for our customers to self-identify as Aboriginal and Torres Strait Islander.

Governance Risk and Assurance

- Created the Aboriginal customer complaints handling tool, designed to improve service for Aboriginal customers through 'Have Your Say' survey.