

Case Study: NSW Department of Customer Service



Background

The NSW Department of Customer Service (DCS) was established 1 July 2019 to give the people of NSW a great customer experience when they interact with the NSW Government. Via Digital.NSW, the \$1.6 billion Digital Restart Fund, the DCS and the Delivery and Performance Committee of Cabinet have a shared common vision: making government more agile, responsive and accountable for the services delivered to and on behalf of the people of NSW.

With more than 30 agencies, entities and business units in the department, communicating the vision and strategic directions of the new 'Beyond Digital' strategy to customers, government and industry in a timely and effective manner is a challenge. This is why DCS is working with the Public Sector Network (PSN) to showcase the best and most innovative government initiatives at the annual Digital.NSW Showcase.

Requirements

The DCS wanted a solution to:

1. Reduce the time and money required to design, develop and implement an end to end project management solution to deliver an event for all DCS agencies, entities and business units.
2. Deliver a valuable and memorable experience to event speakers, attendees, and industry partners at a fit-for-purpose and world class venue - managing all venue, exhibition, catering, and AV requirements.
3. Co-design thoroughly researched and innovative content and coordinate the confirmation of senior executives from Executive Director to Secretary and Ministers to speak at the event.
4. Execute an integrated marketing plan and go-to-market strategy that would leverage the strengths of both the DCS and PSN to attract 1,800+ attendees.

Result

PSN have delivered the flagship NSW Government Digital event with the Department of Finance, Services, and Innovation, and now the Department of Customer Service, for 5 years and will continue to until at least 2022.

Originally created in 2016 to help promote the GovDC Marketplace, the event was held at the Australian Technology Park, and attracted close to 400 attendees. Since then the event has moved to Randwick Racecourse, has grown to 1800+ attendees, and the focus of the event has evolved to showcasing the best and most innovative government initiatives and solution providers.

This year's program was the most challenging as COVID-19 hit, the event was originally moved from August to November to run physically, but the difficult decision was taken to turn the event virtual with 40+ senior executives from Executive Director to Secretary and Ministers live filmed from the venue over two days and stream to a virtual audience.

The 2020 Digital.NSW Hybrid event attracted 1,500+ attendees over the two days and cemented its status as one of the largest and most important meeting of government leaders.

“Our Digital.NSW Showcase partner PSN were able to deliver an innovative, customer-centric and agile hybrid solution for our 2020 flagship NSW Government Digital event; which enabled a memorable and smooth experience for all our event speakers, attendees, and industry partners who participated in both the live filming and virtual broadcast.”

Mark Lenzer,
Executive Director,
ICT / Digital Sourcing



40+

Senior Government
thought leaders



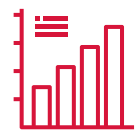
1,500+

Attendees



60

Technology
partners



71%

Rated the event
Excellent - Great