

**1. Overview of My Service NSW** – including its website, mobile app, and My Service NSW account.

§ Rather than aiming for a perfect service from the beginning, Service NSW prioritizes developing the most valuable digital functions first. It then continuously refines and expands its scope based on user feedback and usage trends through an agile approach.

**2. AI Assessment Framework (AIAF)** – A system ensuring that processes are safe and ethical through self-assessment and governance mechanisms, including advisory and suspension authority.

§ If time is limited, this section can be shortened, but we would still like a brief introduction.



# NSW Digital Journey

## Service NSW AI Assurance Framework

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Paul Bateman

Digital NSW

March 2025

# NSW Digital Journey

*Imagine a world where accessing government services is as easy as a few clicks on your phone or computer.*

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March 2025

Paul Bateman

In the past, accessing government services was often a cumbersome and time-consuming process. Long queues, multiple forms, and navigating various departments were common frustrations for NSW residents.



Service NSW was created with a mission to simplify access to government services, making them more accessible, efficient, and user-friendly for everyone in NSW.



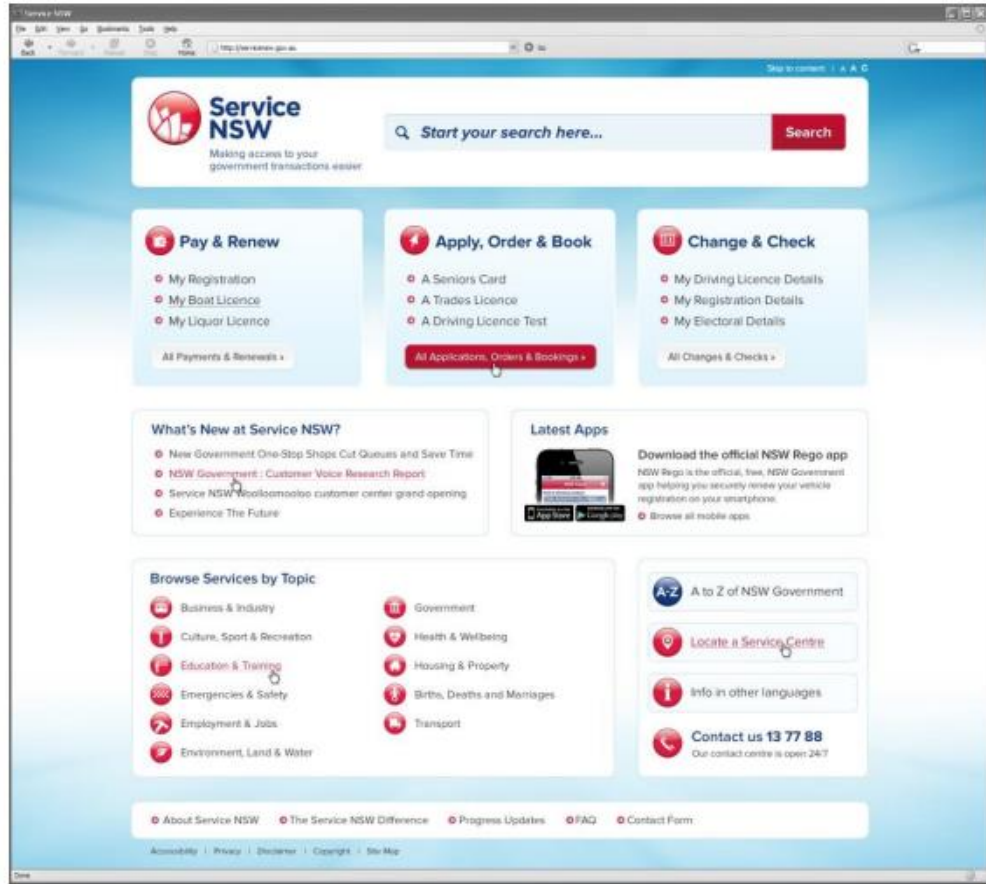
# SNSW sought to deliver an integrated government service offering, with 3 core channels of service delivery



**CALL CENTRE**  
*24/7 phone service*



**SERVICE CENTRE**  
*Service NSW one-stop-shops*

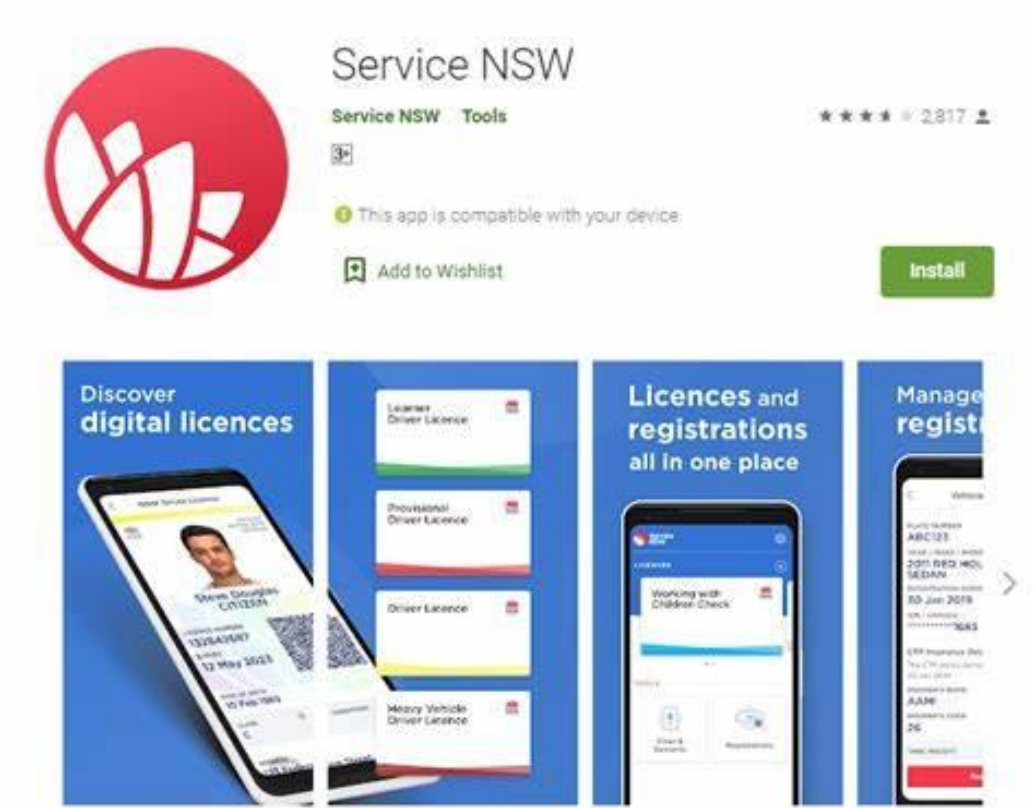


**WEBSITE**  
*Service NSW website for online delivery*

# The Mobile App

Recognizing the growing importance of mobile technology, Service NSW introduced the My Service NSW mobile app and account

This app put essential services right in the palm of users' hands, offering features like digital licenses, vehicle registration renewals, and access to vouchers and rebates.



# Towards 2030

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*The NSW Government's vision is to become the world's most customer-centric government by 2030.*

*Being customer-centric means we centre everything around our customers, the people and businesses of NSW.*



Consumer expectations of digital continue to increase



Personalised services



Predictive and tailored solutions depending on context



# 2024 – NSW Digital Strategy Launched



***Make digital services accessible, inclusive and connected for everyone in NSW.***

## Our goals

The NSW Government is committed to making sure everyone can access our digital services. As our lives become increasingly digitised, it's important that no one gets left behind on their digital journey.

Our goal is to use digital to better understand and meet the diverse needs of our 8 million residents. To deliver this, we'll prioritise accessibility and inclusivity in our digital services, and improve connectivity across NSW, including in regional and rural communities.

## All the services you need in the palm of your hand



### MyServiceNSW [↗](#)

One-stop-shop linking customers to NSW Government support and payments.



### Support Services [↗](#)

Visit or call a service centre, or see the services available online.



# An iterative approach to delivery

ServiceNSW has adopted an iterative approach, implementing tactical, no regrets, to test and learn and steadily progress towards our 2030 vision of delivering a world-class customer experience.



# Service NSW – Digital Services

**Digital Services have 60+ teams working across 8 portfolios. .**

Through the portfolios we focus on areas of the product / service lifecycle.

Although each portfolio has a specific function we work together to design, develop and deliver brilliant experiences for customers.



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## Our values, perspectives, and the needs of our customers are reflected in our priorities.

The **Digital Services Manifesto** is an expression of how we aspire to work as product teams: our core values, principles and the 'why' behind them.



A Design mindset



A Lean mindset



Extreme programming



Focus on outcomes



Trustworthy and resilient systems



An Agile mindset



Openness and transparency



Data-informed decisions



Small, multi-disciplinary and empowered teams



Flow and continuous value

# Three key principles to take away

## Data-informed decisions

We make decisions that are evidence based to prioritise the right problems and inform how we develop products for our customers.

We are customer centric, data-driven, and measure success to make well informed decisions for our customers

### How we do this

- Baked-in analytics and listening architecture
- Customer feedback built into our products and services
- Observe customer behaviour and patterns

## Focus on outcomes

We focus on outcomes over processes to ensure real value for our customers.

We are motivated, outcome focused, and enabled to operate through uncertainty and change to swiftly deliver value to our customers.

### How we do this

- Defined objectives and key results
- Shared product visions and strategies
- Empowered teams focused on shared outcomes
- Release early and often

## Trustworthy & resilient systems

We take responsibility for our services and keep them secure and reliable for our customers.

We have integrity in our services and deliver safety and security for customers, to ensure our services are "always on" and can be relied on.

### How we do this

- Privacy-by-design
- Security-by-design
- DevSecOps
- Scalable cloud-based deployments that are 'always on' and meet demand.

# Key statistics



**83%**

of customers were able to do what they set out to do.



**82%**

of customers were able to reach an outcome.



**82%**

of customer thought information was simple to understand.



**77%**

of customers find it easy to interact with NSW Government.

# AI Assessment Framework

**Artificial Intelligence (AI)** is the ability of a computer system to perform tasks that would normally require human intelligence, such as learning, reasoning, and making decisions. AI encompasses various specialised domains that focus on different tasks and includes automation.

The AI Assessment framework is a self-assessment, intended to be applied during all phases of development, training and use of AI.

“Artificial intelligence offers the opportunity to create a safer and more productive world, and we must do so responsibly, safely, and ethically”

The Hon Jihad Dib MP

# Alignment to NSW Ethics Policy

## Mandatory principles

This AI Assessment Framework is structured in sections that align to the AI Ethics Principles defined in the NSW Ethics Policy. The NSW Ethics Policy and this framework are mandatory for all NSW Government Agencies using AI.



### Community benefit

AI must prioritise community outcomes, ensuring alignment with laws, minimising harm, and maximising benefit.



### Fairness

Use of AI will be fair, ensuring not to perpetuate bias and inequality by leveraging diverse representative datasets, monitoring performance, and using rigorous data governance.



### Privacy and security

Ensure secure, transparent, compliant data use, and adhere to PPIP Act preserving public trust.



### Transparency

The use of AI will be transparent, allowing concerns to be raised and addressed, GIPA Act compliant, cyber secure and ethical.



### Accountability

Decision-making remains the responsibility of organisations and Responsible Officers.

Note the principles statements and descriptions may offer more detail than the current AI ethics policy if required to describe the detailed framework content.

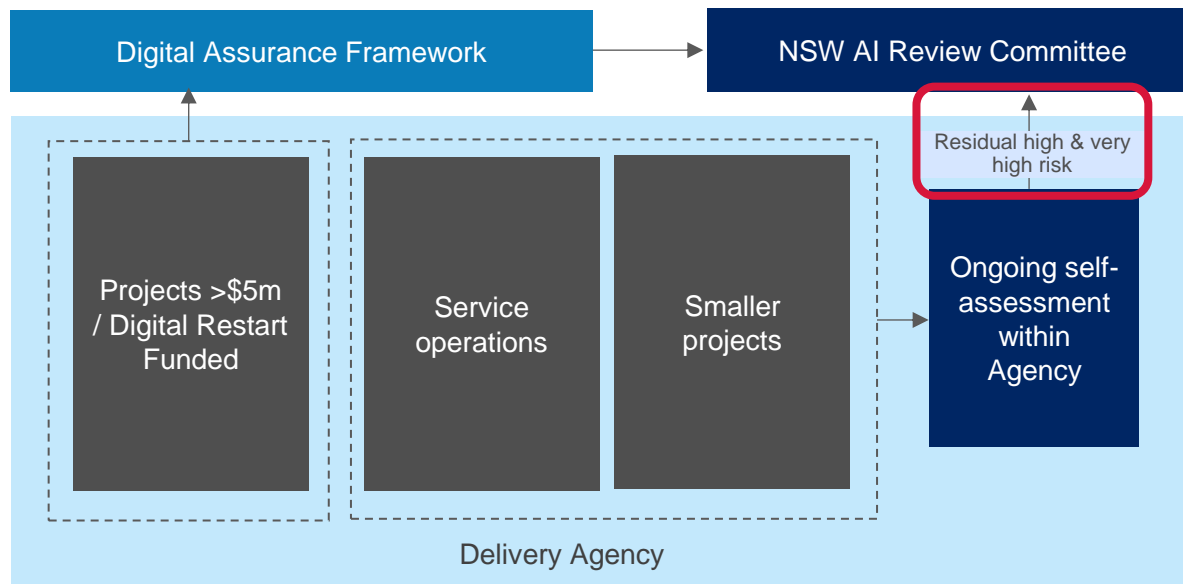


# When to submit a self-assessment to the NSW AI Review Committee

## After completing the self-assessment

Residual high and very high-risk projects/system must be submitted to the AI Review Committee. There are two ways to engage the AI Review Committee.

1. Guidance will be provided via the NSW Digital Assurance Framework when you register your project for: Projects >\$5m, Digital Restart Funded projects
2. Direct via emailing the AI secretariate, for: Projects <\$5m, Operational / ongoing system



### **Recommendations from the NSW AI Review Committee**

The AI Review Committee provides feedback and recommendations to improve the AI system. The Agency Responsible Officers remain responsible for implementing the mitigations, the impact and the outcomes.

AI Secretariate contact: [AISecretariat@customerservice.nsw.gov.au](mailto:AISecretariat@customerservice.nsw.gov.au)

### **Completing the assessment**

In all cases, the self-assessment is to be completed by (or the result confirmed with) the Responsible Officers and stored within agency records management system. Refer [NSW State Records Act](#).

