

All-of-Government Communications Framework

Vision

To deliver **first class communications** to NSW citizens by putting **customers at the centre** of our communications

Objective

To continually refresh and drive customer-centric communications excellence across government to maximise impact, coherence and effectiveness of our communications

Strategic Pillars 'Ways of working'



Customer-centric



Connect



Innovate

Ambitions

Delivering the right message at the right time to our customers informed by data and insights

Make customer experiences with the NSW Government easy, integrated and coherent

Continuous and rapid improvement informed by evaluation and testing to deliver value to our customers