

Service Victoria

The one place to go for Government services

Opportunities to work with Councils

Cassandra Meagher

Executive Director Service Reform & Corporate
Acting Chief Customer Officer



Customer satisfaction is consistently high at more than 95%

The most common word used by customers in their feedback is 'easy'



The Service Victoria app has been downloaded more than 7 million times.

**Customers have completed over
1.15 billion transactions.**



We design modern Government services around **people's needs**



Single view of customer

- Personalised, linked information across all services



Single view of government

- Accessible, fully-online in one place
- Organised in a way that makes sense to me



Customer-centric design

- Timely advice about what you need from me and my progress at every step
- Consistent processes and navigation with plain language



Proactive service

- Attention to my needs – reminders, triggers, notifications and bundled services

Our vision, mission and values



Who we are

The Victorian Government created Service Victoria to modernise the way customers get things done online.

We're bringing together the most popular Victorian Government transactions in one place and making it easy for customers to do them.

Service Victoria is responsible for implementing the *Service Victoria Act 2018* and provides customer service and identity verification functions.



Our vision

The one place to go for Government services.



Our purpose

Modern Government services designed around people's needs



Our values



Responsiveness

Provide high quality services



Integrity

Strive to earn and sustain public trust



Impartiality

Implement policies and programs equitably



Leadership

Actively support these values



Accountability

Seek to achieve best use of resources



Respect

Use people's views to improve outcomes on an ongoing basis



Human Rights

Make decisions consistent with human rights

We make it **easy** for Victorians to get things done with the Government

▼ Adding more services and more partners



48 ↑18
digital services



15
partner agencies



\$272m
payments securely processed



1m+
identities created

Date range all time to 31/10/22

▼ Serving more customers



7m
app downloads



1.15b
transactions completed



78m
web visits



21,600
manual applications processed



734k
customer queries answered



5.3m
pieces of customer feedback



96.7%
overall customer satisfaction score




'Easy'
is still the most common word used in feedback

How we make it **easy**


Do **service design** to fit both customer and regulatory needs

 Digital services

 Rules-as-code

 Experience design

Develop software using **reusable components** delivered at scale


 Digital channel

 Trusted agent

 Mobile app


 Secure account

 Identity verification

 Payment gateway

 Police check


 CRM

 Trusted tokens


 Business Licencing suite

Provide tiered **digital support** for those who need it

 Self-help

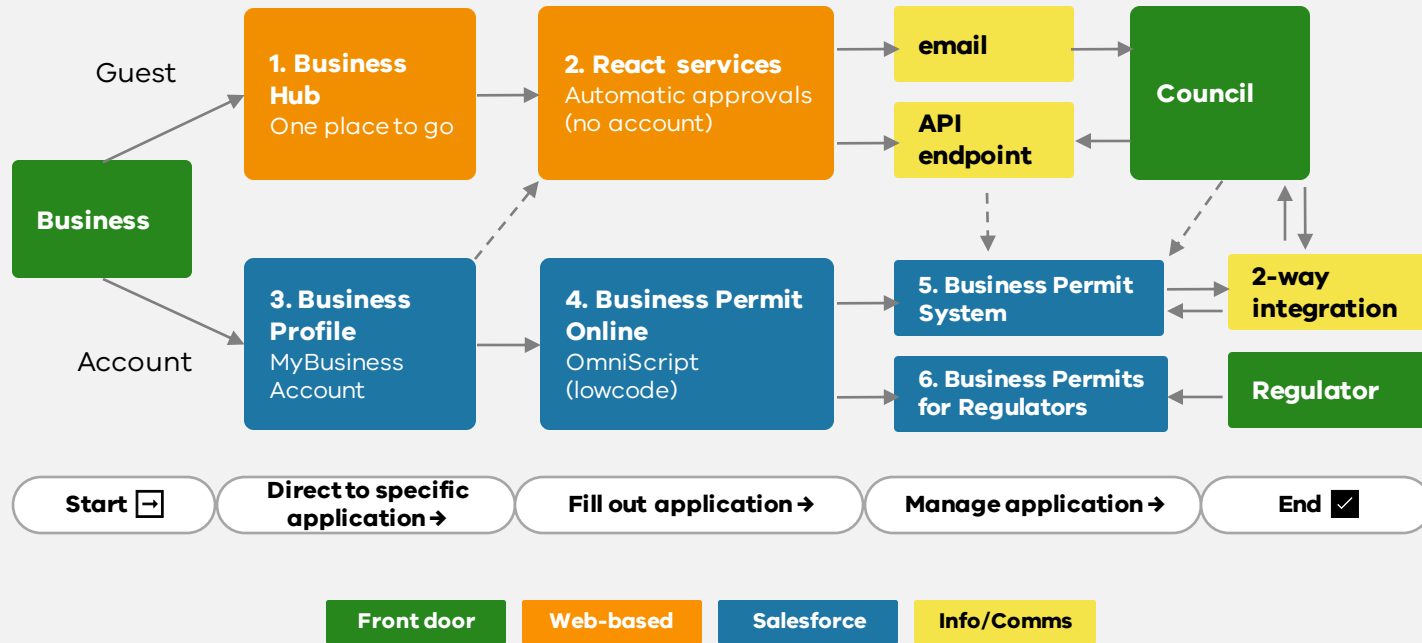
 Chatbot

 Live chat

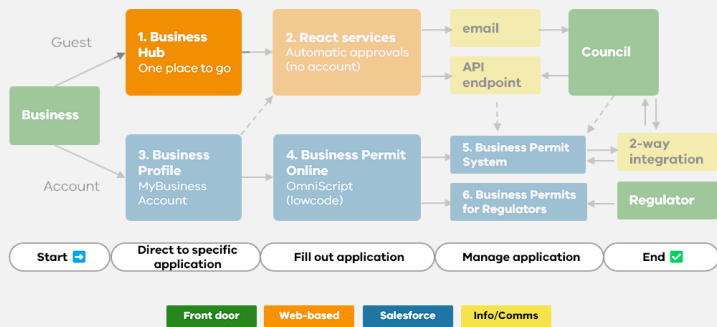
 Non-digital support channel to help those who can't (or don't want to) do things online

Regtech ecosystem

Working with councils & regulators and supporting business



1. Business hub: One place to go for small business to deal with government

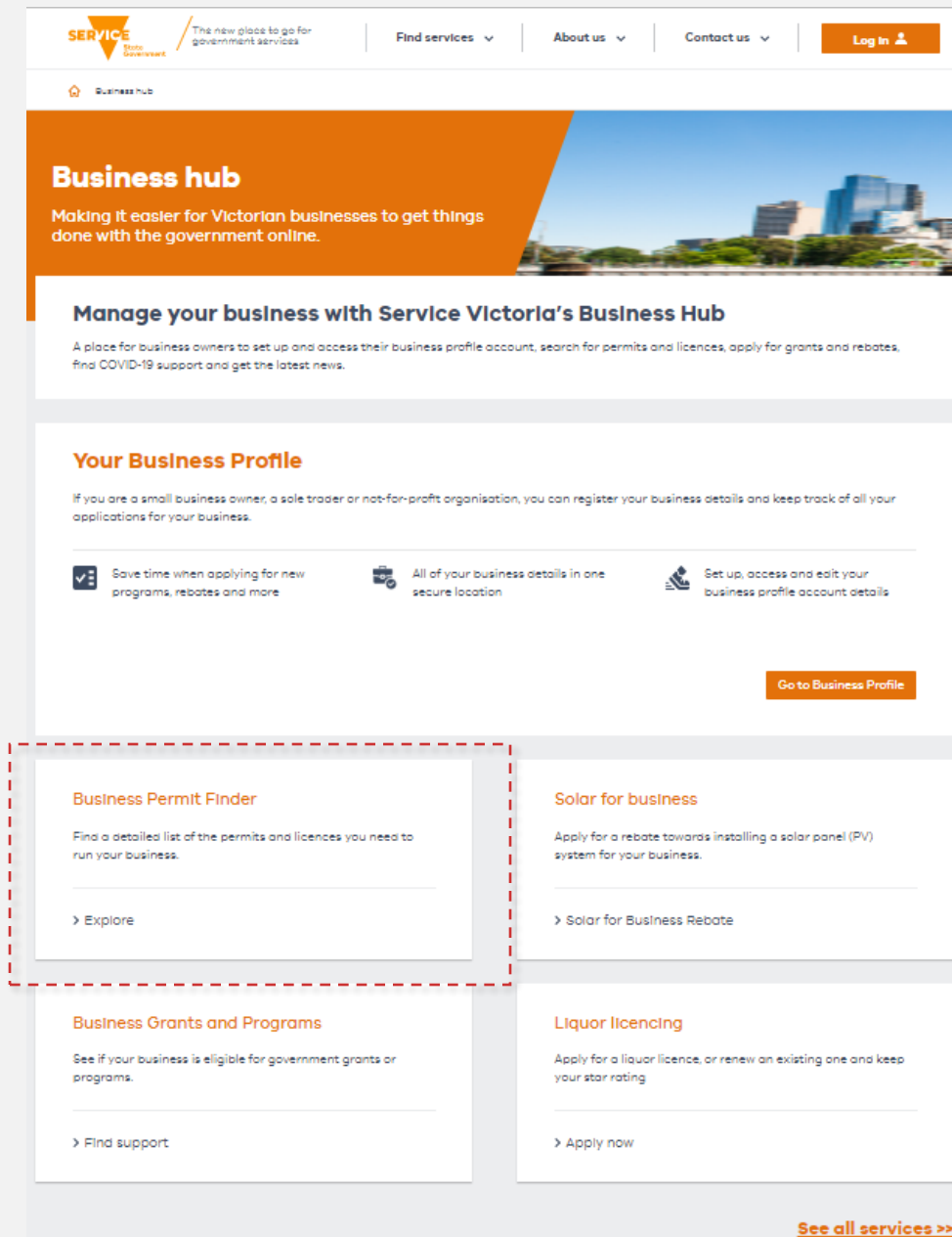


Business Hub

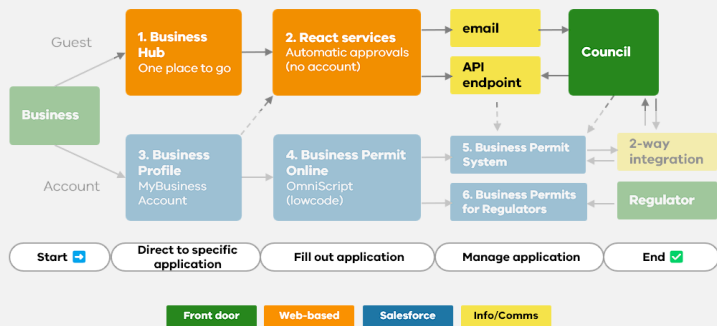
- Brings together business-related services and applications
- Built using Salesforce, React and API integration
- Will grow over time
- [Try it out](#)

Business permit finder (right) ▶

- Helps you find the right permits and licences to run a small business
- Customised list of links to applications with integration to ABLIS
- Email yourself the list
- Links to local councils
- [Try it out](#)



2. Auto approvals (React): less red tape and real-time permission



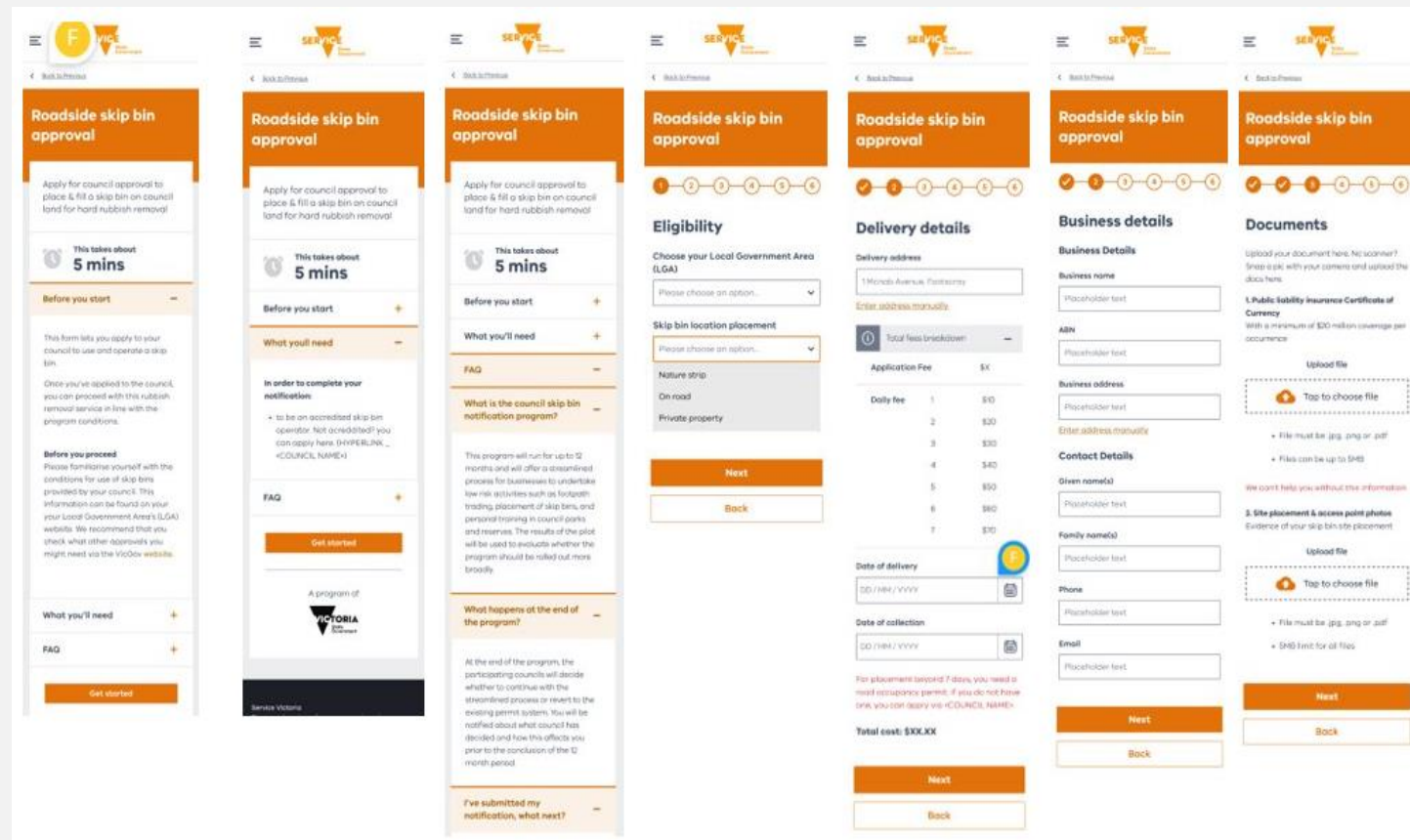
Councils using Service Victoria's auto approvals: Melton, Casey, Golden Plains, Wangaratta, Moonee Valley, Boroondara, Maroondah

Auto Approvals

- First release built in partnership with DTF to reduce regulatory burden on small business
- Rules-as-code to codify and automate approvals for common applications
- Guest transaction (no account needed)
- No data is stored, transmitted directly to councils via API or email
- Re-uses payment module and components
- Can be rapidly deployed to councils (within days).

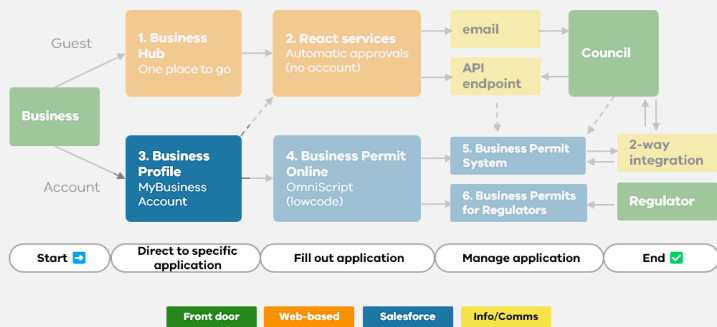
Real-time permission for:

- [Skip bin permit](#)
- [Personal training in public park](#)
- [Footpath trading permit](#)
- Roadside trading



▲ **Winner:** The automatic approvals initiative is a finalist for the Better Outcomes Through Regulation Award (IPAA Victoria 2023)

3. MyBusiness account: auto-fill applications and track progress



Business profile (MyBusiness Account)

A single dashboard to:

- Apply for suggested permits and licences for specific business types
- Nominate delegates to make applications and track progress
- Access multiple businesses they are delegates for
- Update contact information
- Reach out to regulators and councils about their application

Pre-filled with business details from ABR

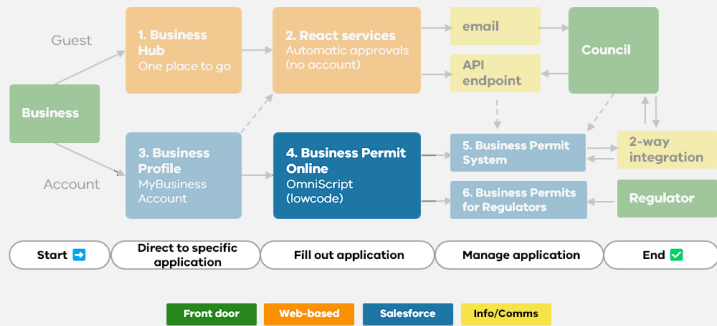
Reminders for renewals (under development)

Autofill forms with account info

Your business details			
Registered business name	JCID TECHNIK PTY. LTD.	Registered business owner	George Beers McFayden
Registered address	161 Chapel St, Windsor VIC 3181	Business structure	Australian Private Company
ABN	43 090 617 968	Industry	Other Goods Wholesaling
ACN	090 617 968	Business type	Furniture and Floor Covering Wholesaling

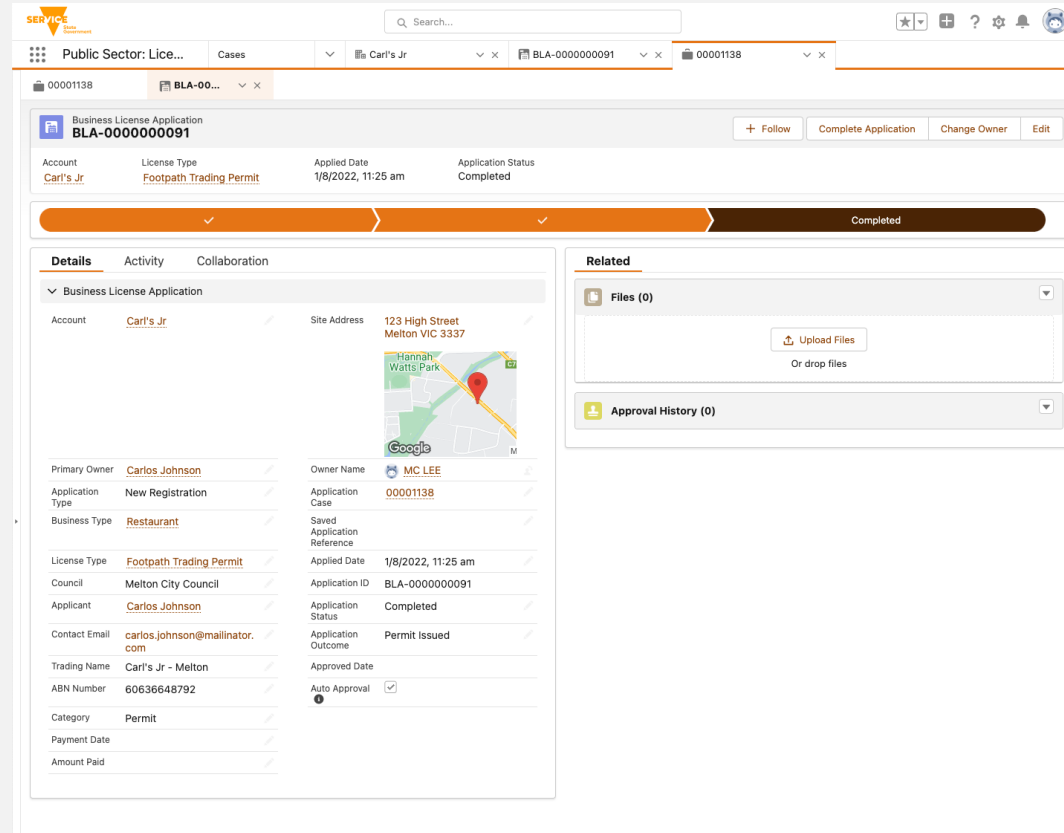
View and edit your business profile details below. If you see incorrect information about your business, contact Service Victoria for assistance.			
Business Details Edit		Alternate Contact Edit	
Business name	JCID TECHNIK PTY. LTD.	Full name	Test Test
Business address	-	Email	sample@sample.com
Local Government Area	-	Phone number	+61123456767
Location Type	-	Contact address	357 Docklands Dr, DOCKLANDS VIC 3008
Right to occupy	-		
Business Hour	Monday Closed Tuesday Closed Wednesday Closed Thursday Closed Friday Closed Saturday Closed Sunday Closed	Operations Edit	
		Patron capacity	434
		Number of employees	21

4. Business permits: Rapid deployment of smart forms



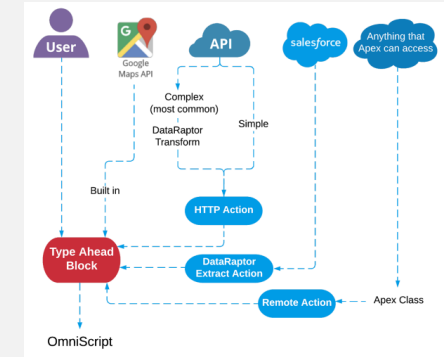
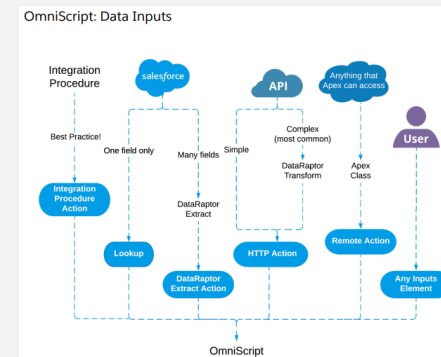
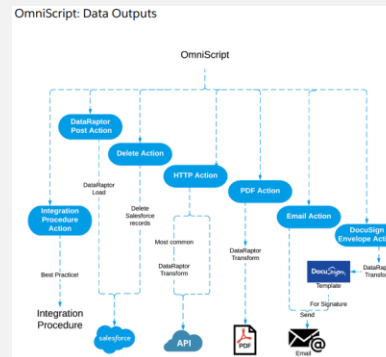
Business process optimisation

- Rules engine to speed up time-to-market
- Microservices quickly configured using clicks, not code
- Forms can be dynamically created based on customer input
- Developers use libraries of reusable decision tree patterns (right)
- Repeat secure integrations through API connections
- Being rolled out by regulators across the globe to speed up back-office processes

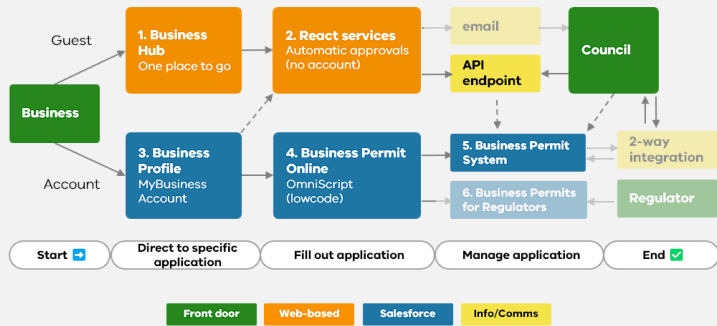


◀ **Realtime:** Records automatically created with near-instant access to the system-of-record data

▼ **Libraries:** Reusable patterns for common components shrinks development effort

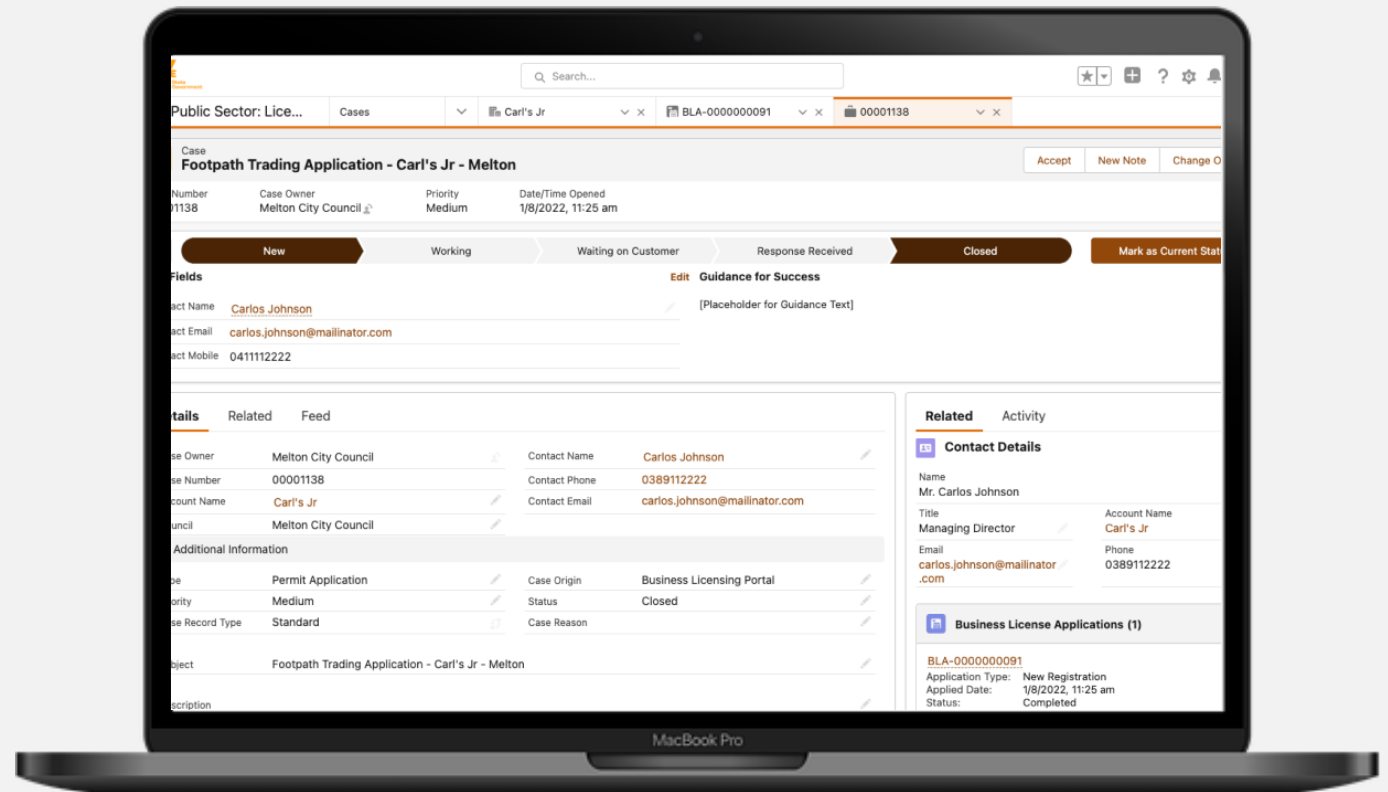


5. Business permit system: An end-to-end solution for councils



Business permit system (Permits-in-a-box)

- An end-to-end permit system for councils who don't have a modern backend
- Brings together business-related services and applications
- Form is based on business rules which dynamically tailors the process based on the answers
- Autofill from MyBusiness Account details
- Negotiating with Melton and Ararat to be the first council to use the full suite.



What next?

We want to work with councils.

The business-permits-in-a-box solution can deliver savings and make it easier for business, so come talk to me after this if you want to know more or get in touch with Sam or Justin.

Automatic approvals can be onboarded in a couple of weeks (Golden Plain Shire has the record of 2 weeks).

Rates payments or payments for pet registration or other services may also be of interest. We also have reusable IDV and accounts to help support your service delivery.

Sam Nadarajah

Head of Stakeholder Engagement
sam.nadarajah@service.vic.gov.au

Justin Roselt

Engagement Lead
justin.roselt@service.vic.gov.au



Thank you.

Service Victoria – The place to go for government services. **Easy.**



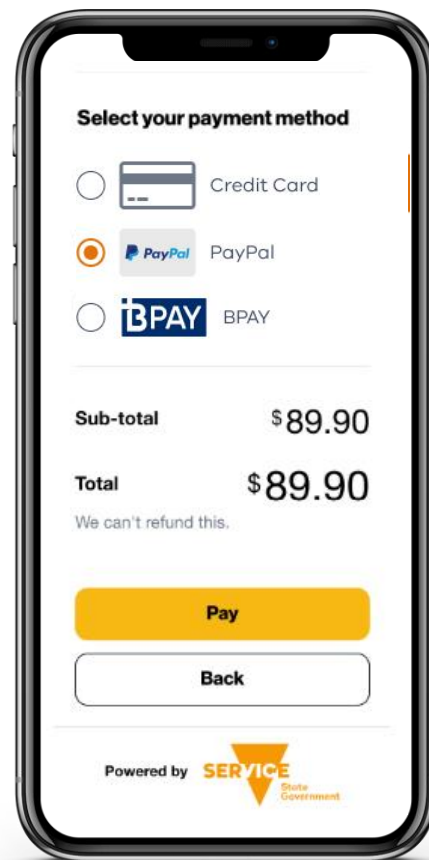
Payment Options

Scalable Reusable payment product

- ✓ Service Victoria provides a range of in-demand payment options that **enable Victorian citizens to reliably send and receive payments** to and from the Victorian Government; securely and easily.
- ✓ Can be hosted on **Service Victoria's website** or an **Agency's website**, and as a **re-usable Payment Demand**.
- ✓ Our solution maintains **Payment Card Industry (PCI) compliance**.
- ✓ We provide payment outcomes to the agency including receipt data, PDF receipts/tax invoices, and reconciliation data.
- ✓ We offer a range of payment methods, including **Visa, Mastercard, PayPal, BPAY**.
- ✓ We support both **Inbound** and **Outbound** payments.
- ✓ Our banking partner is **Westpac**.
- ✓ **Future Capabilities** under consideration:
 - Pay by installments
 - Direct debit and EFT
 - GooglePay, ApplePay
 - New Payments Platform (PayID, PayTo)



So far, more than 700,000 payments have been made using the Service Victoria payment gateway



Inbound

Total volume and value



2.72m

Payments



\$412m

Value



Outbound

Total volume and value



129,000

Payments



\$30m

Value



Self service tool

Available now



Small Business Owner, Sole Trader



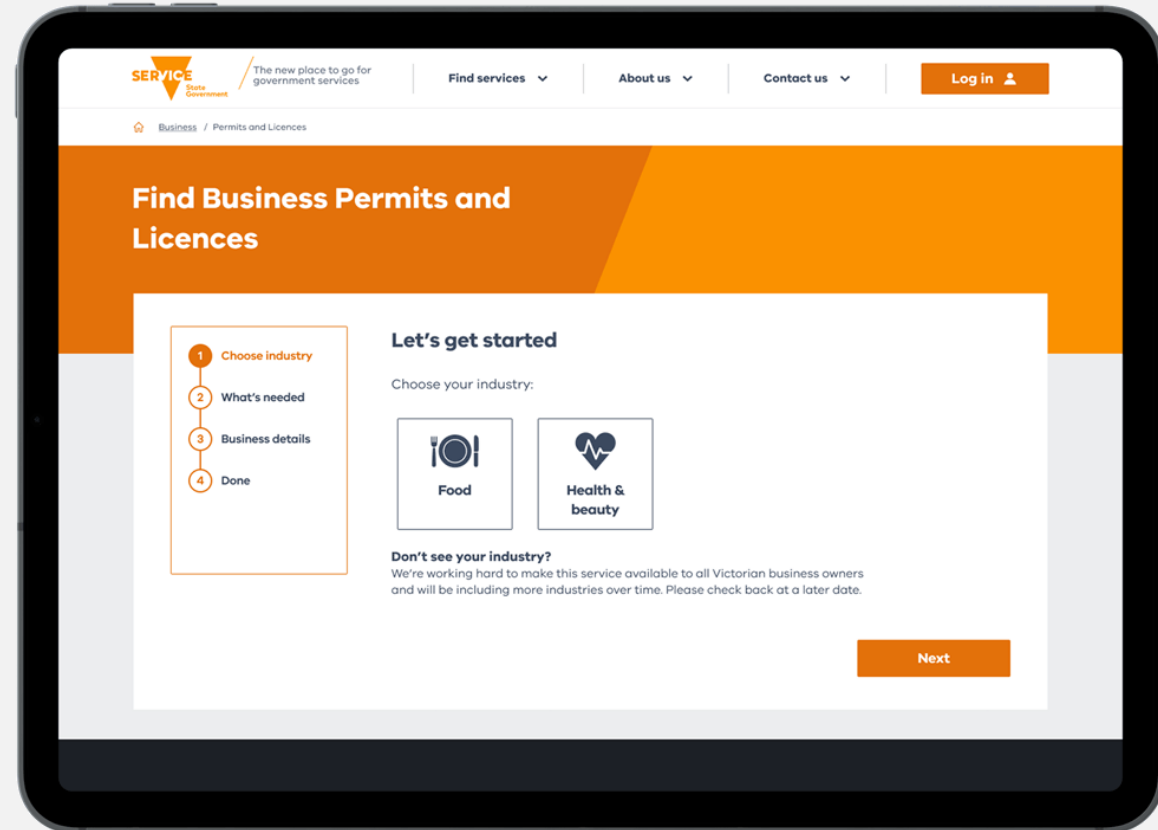
I want to open a café and need to know what permits and/or licences I need to do this



Be able to source all the permits and licences needed from one place instead of having to go to individual sites



Save time by sourcing information from a single point of entry and reference the list of permits and licences sourced when booking an appointment with the council concierge



A one-stop-shop for Victorian business owners

Footpath trading

Available now



Business owner, Council



I want to be able to notify the council of my intention to undertake footpath trading so that my application can be auto assessed and granted straight away



Reduce processing time to approve a footpath trading application



Seamless application and lodgment process which is assessed and auto-approved

The screenshot displays the SERVICE State Government website interface for the 'Footpath trading' application. At the top, there is a navigation bar with the SERVICE logo, the tagline 'The new place to go for government services', and links for 'Find services', 'About us', 'Contact us', and a 'Log in' button. Below the navigation, the breadcrumb trail shows 'Business / Footpath trading'. The main heading is 'Footpath trading'. A progress indicator on the left side of the form shows seven steps: 1. Eligibility (highlighted), 2. Business details, 3. Operation, 4. Documents, 5. Conditions, 6. Declaration, and 7. Done. The 'Eligibility' section asks 'How wide is your footpath?' and provides two radio button options: '2.5m — 3.5 metres' and 'Greater than 3.5 metres'. A note below the options reads: 'Note: If your footpath is less than 2.5 metres wide, contact your council.' A 'Next' button is located at the bottom right of the form.

Example of streamlined application process

Outdoor fitness

Available now



Business owner, Council



I want to be able to notify the council of my outdoor fitness and personal training activities so that my application can be auto assessed and granted straight away

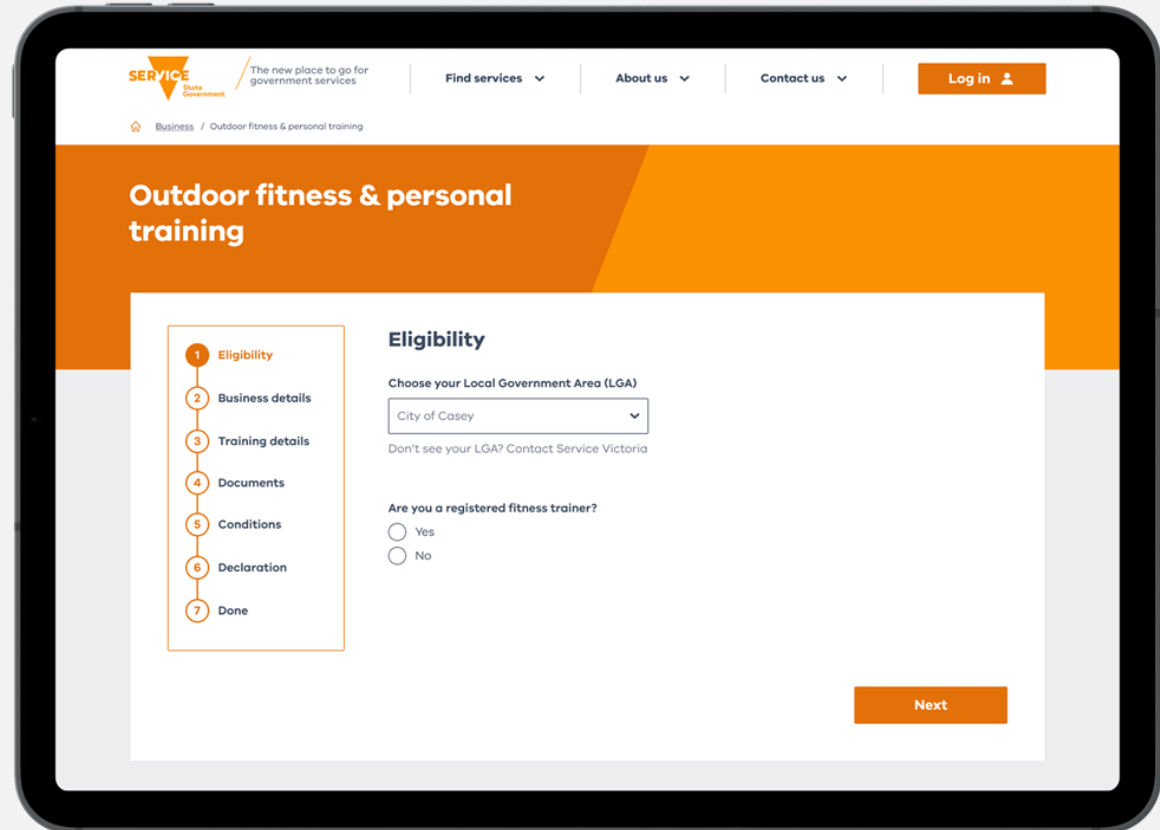


Reduce processing time to approve an outdoor fitness application



Seamless application and lodgment process which is assessed and auto-approved.

Allows councils to focus on compliance activities rather than approvals



Example of streamlined application process

Skip bins

Available now



Business owner, Council



I want to be able to notify the council of my business trading activities such as the booking of a skip bin so that my application can be auto assessed and granted straight away



Reduce processing time to approve a skip bin booking application



Seamless application and lodgment process which is assessed and auto-approved

The screenshot shows a tablet displaying a web application for 'Roadside skip bin approval'. The page has a white header with the 'SERVICE State Government' logo and navigation links: 'Find services', 'About us', 'Contact us', and 'Log in'. Below the header is an orange banner with the title 'Roadside skip bin approval'. The main content area is white and features a progress indicator on the left with 7 steps: 1. Eligibility (highlighted in orange), 2. Delivery details, 3. Your documents, 3. Review, 5. Conditions, 6. Declaration, and 7. Done. The 'Eligibility' section is titled 'Eligibility' and contains 'Location/accreditation details' with a note 'Don't see your address? Please type it in manually.', a 'Delivery address' input field, a link 'Enter address manually', and a 'Skip bin operator accreditation number' input field. A 'Next' button is located at the bottom right of the form.

Example of streamlined application process

Business profile account

Available mid to later this year when a service is offered through Service Victoria



Small Business Owner, Sole Trader



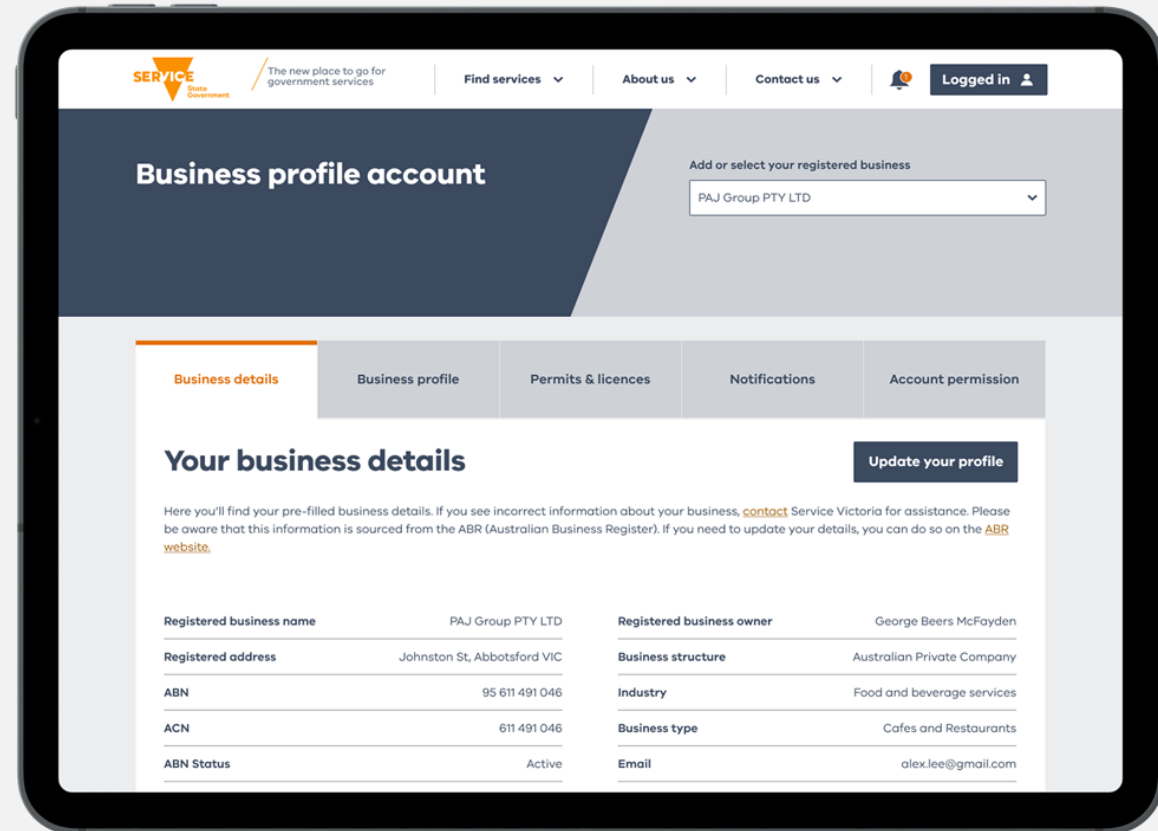
As a business owner once I have used Service Victoria once, I want to be able to create a business profile account so that I can reuse my business details each time I need to lodge an application and track its status



Keep a profile of all my lodged applications in a central location



Have a profile of all my business applications and anything related to these lodged applications



A one-stop-shop for Victorian business owners