

Senate Community Affairs Legislation Committee

SUPPLEMENTARY BUDGET ESTIMATES – 22 OCTOBER 2015 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: myGov Shopfront

Question reference number: HS 149

Senator: Cameron

Type of question: Written

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Question:

Please provide details of the proof of concept trials of the myGov shopfronts in Sydney and Brisbane. What lessons, if any, arose from the trials?

Answer:

- a) The proof of concept trials of the myGov shopfronts in Sydney and Brisbane tested an integrated digital service delivery approach between the Department of Human Services and the Australian Taxation Office.

The myGov Brisbane shopfront opened on 10 June 2014 and the myGov Sydney shopfront opened on 5 January 2015.

The myGov shopfronts have a strong focus on supporting customers to use digital channels to access government services. Customers are assisted to set up and use their myGov account, and to complete their government transactions either online or via a range of government apps available on their own devices. The myGov shopfronts also feature dedicated learning hubs where customers can learn about myGov and its member services.

- b) The lessons that arose from the trials are:
- Customers want to tell government once about changes in their lives and have their information flow through to where it needs to go; for example a change of address.
 - myGov shopfronts have high levels of customer satisfaction with 86 per cent of customers completing an exit survey indicating they were either happy, or very happy with the service.
 - Design, layout and location of the shopfront is a key factor to ensure customers can successfully learn about and use digital services.
 - Ensuring staff are appropriately trained to support customers in accessing digital services is an important success factor.