



CREATING AN INTELLIGENT TAX OFFICE



Death and Taxes





OSR manages
\$15 billion in revenue



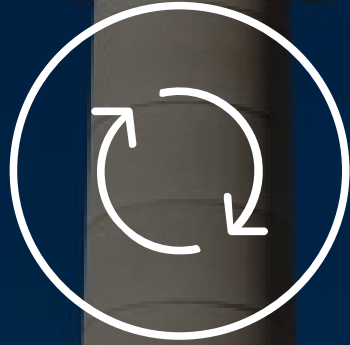
We had to evolve to a
client-centric model



Our four strategic pillars



Culture &
leadership



Process
redesign

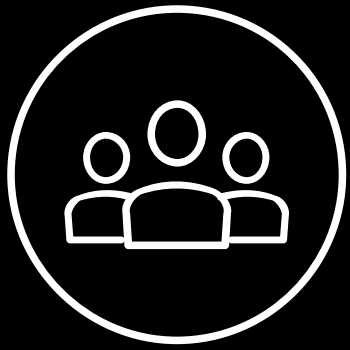


Workforce



Digital
& data





Culture & leadership



Culture is critical

41% of ANZ CIOs rated business culture as the most significant blocker of change

GARTNER, 2019

85%

feel excited or content

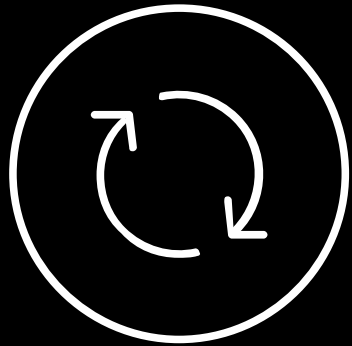
81%

understand what we're trying to achieve & why

Only

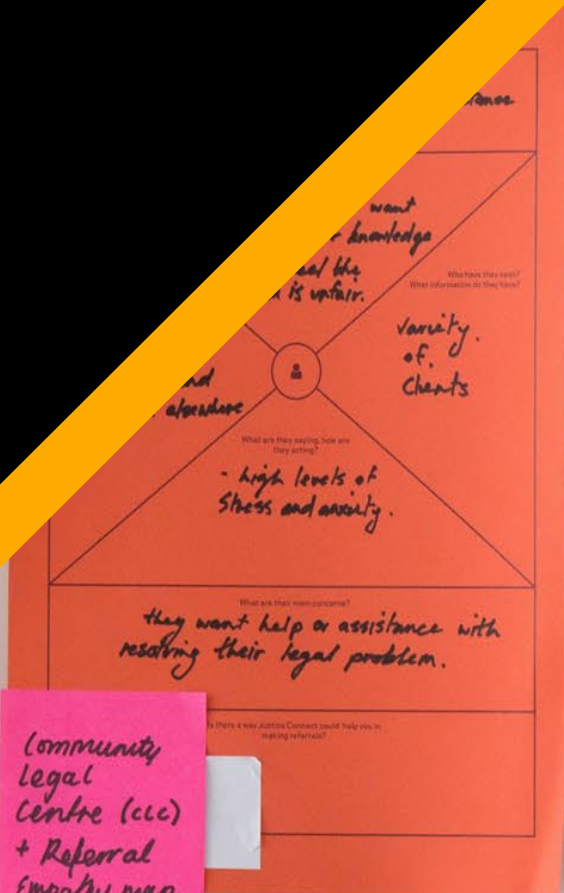
4%

don't understand

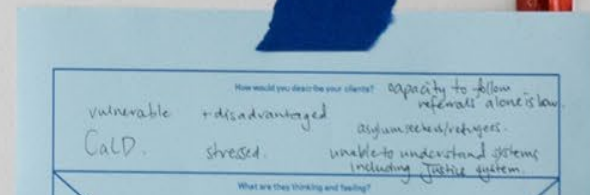
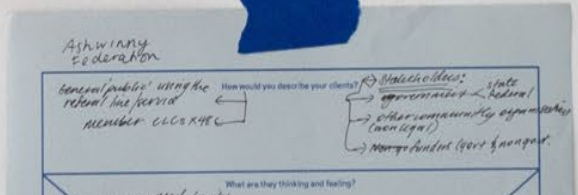
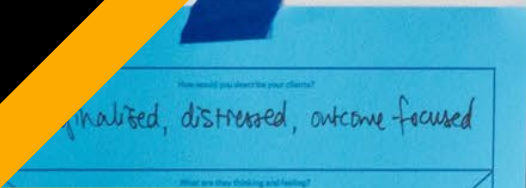
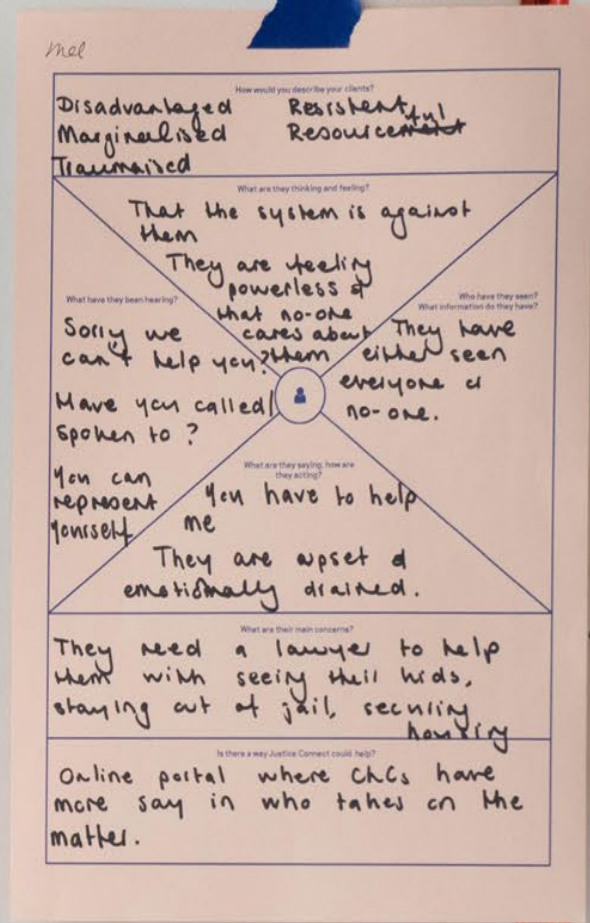


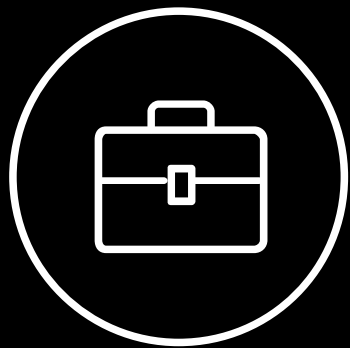
Process redesign

we to the...
Help info in easy English
Referrals to WLSV as well



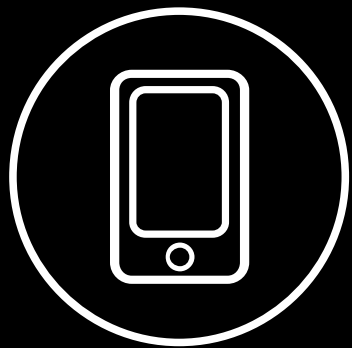
Community
Legal
Centre (CLC)
+ Referral
Empathy map.





Workforce

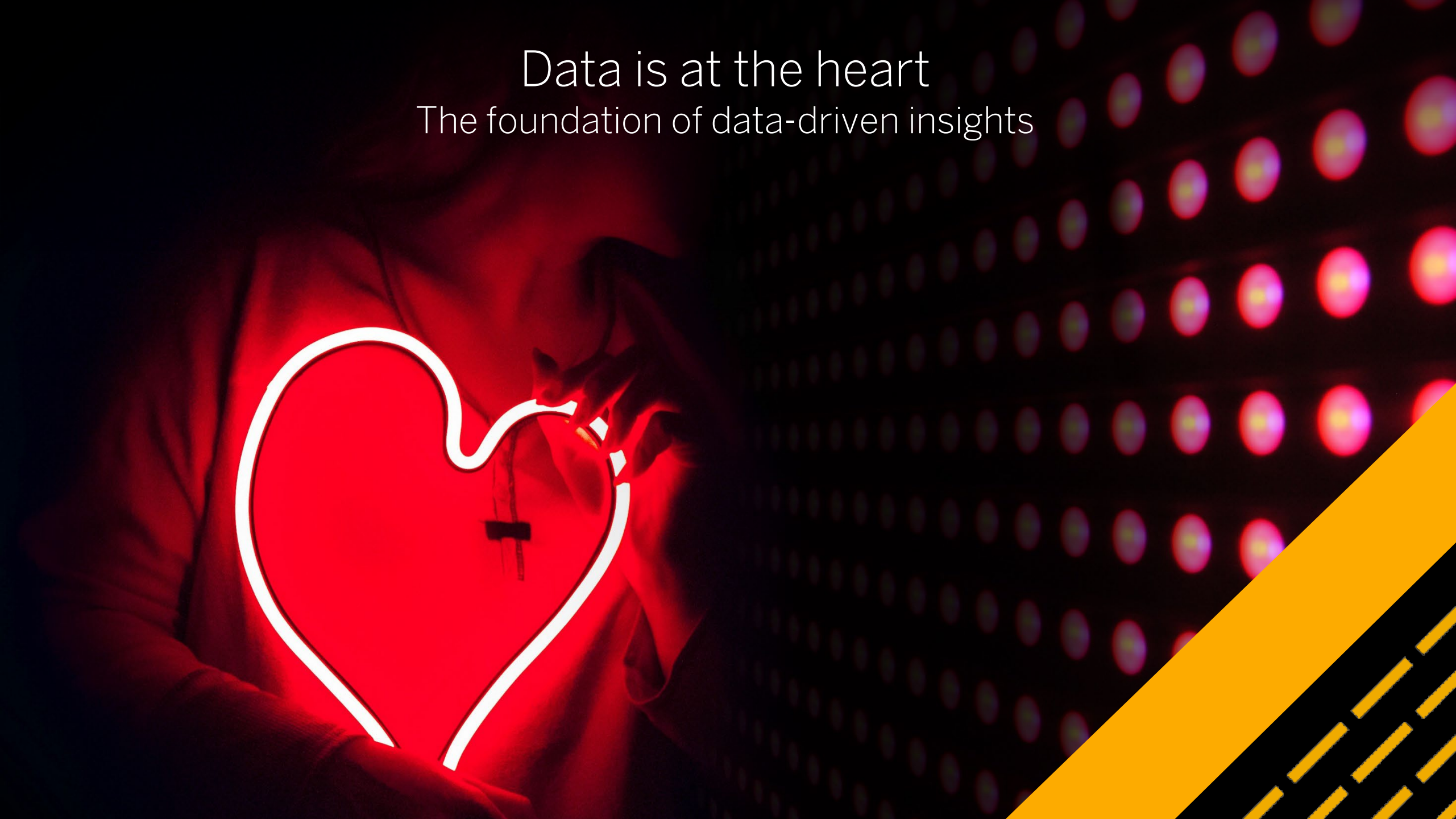




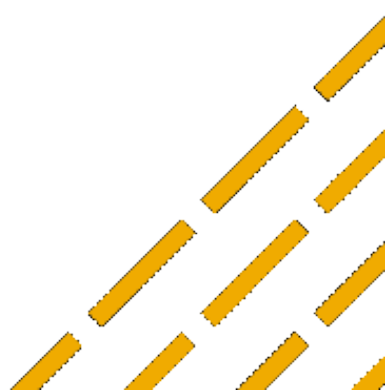
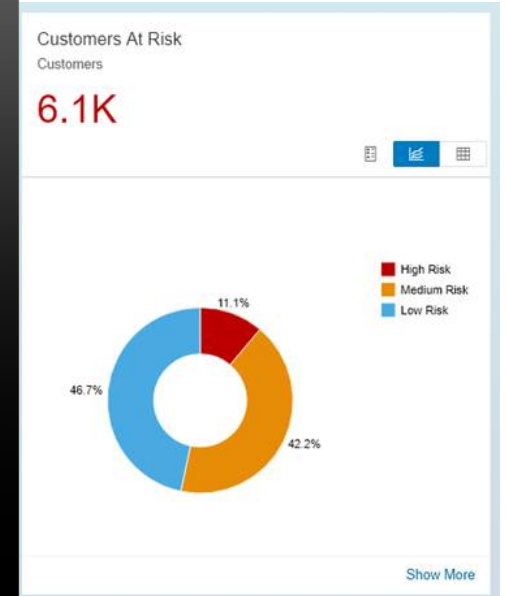
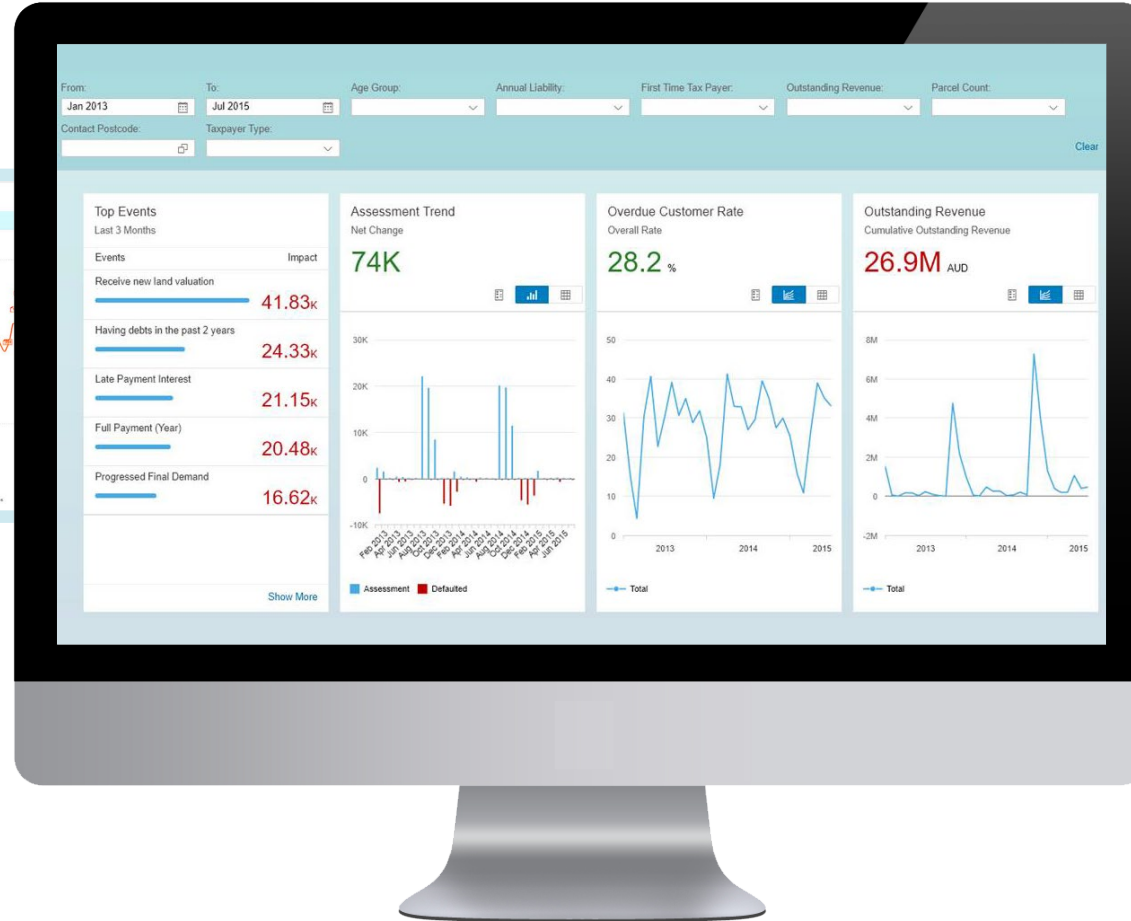
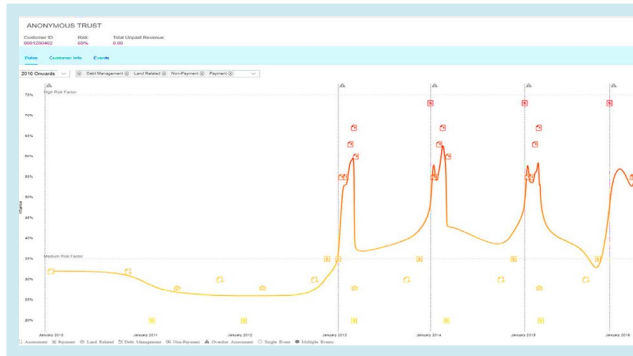
Digital
& data



Data is at the heart
The foundation of data-driven insights



MACHINE LEARNING IN ACTION

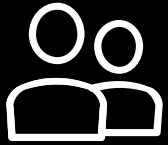


THE APPLICATION CRUNCHES...

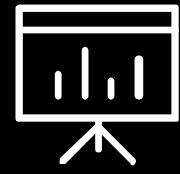
187
million
data records



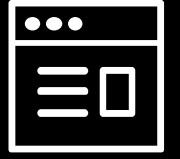
90,000
tax
payers



10
years of data



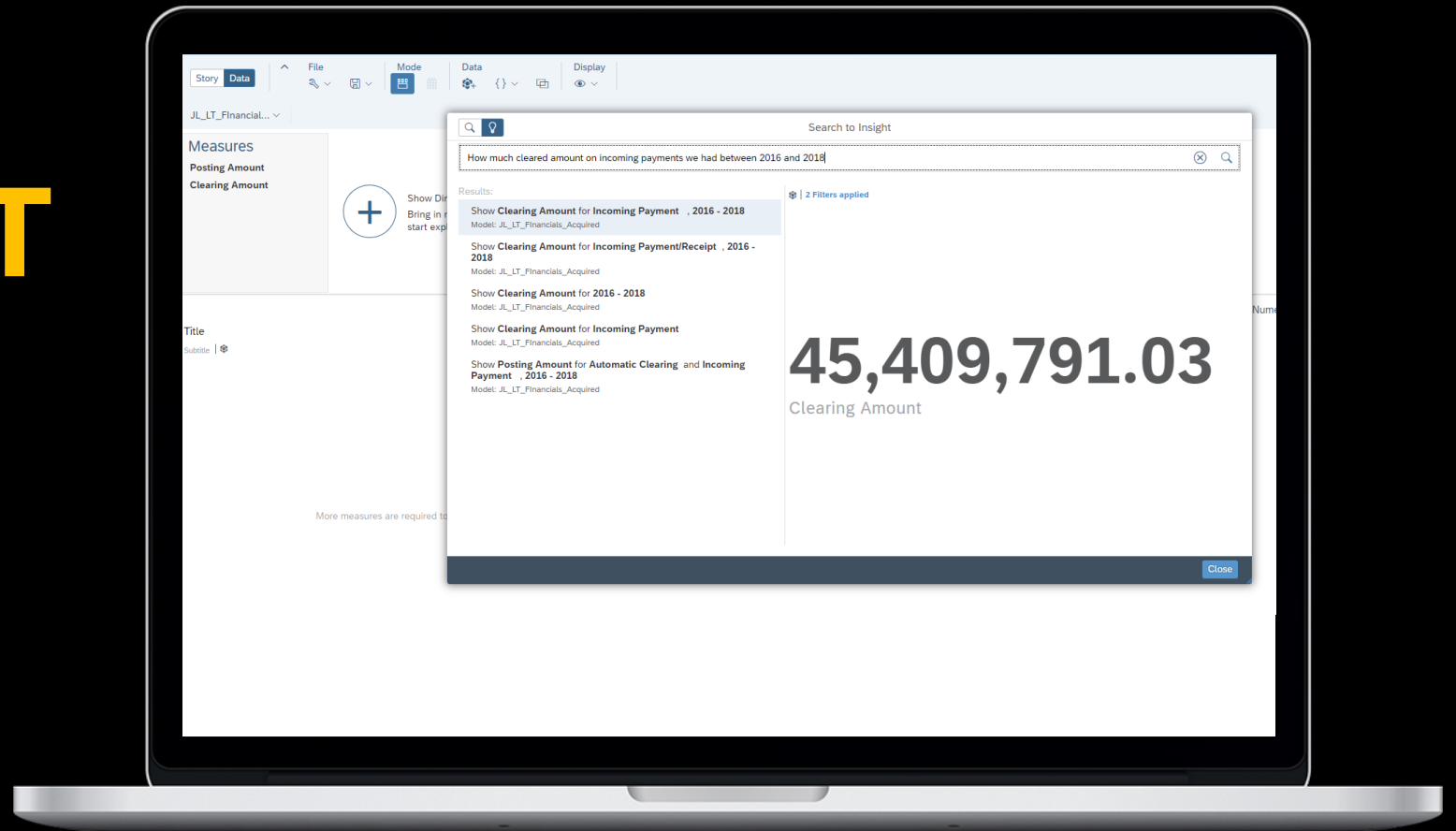
10
million
'events'



All in less than 6 minutes



SEARCH TO INSIGHT



A woman with dark curly hair, wearing a white blazer over a dark green top, is smiling warmly. She is seated at a wooden table, looking down at an open document. Her right hand is resting on the document. In the foreground, another person's hand is visible, also interacting with the document. The background features a wall with a green and white striped pattern and a wooden shelf with glassware. A decorative copper-colored lantern is on the left. The image has yellow dashed lines in the top-left and bottom-right corners.

Client centric solutions
Provide enhanced experiences and services

Remember...

1

Culture is
critical

2

Focus on
the client

3

Embrace
innovation



Its only the beginning...

