

Nomination: 19918

CityConnect Ecosystem

Page: General Information

Name of Organization / Company

City of Sydney Council

Logo

Download File (https://asiastevieawards.secure-platform.com/file/30684/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMDY4NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImlnbCoS_RGB_LOCKED%20UP_STANDARD_BLACK.PNG)

Web Site Address

<https://www.cityofsydney.nsw.gov.au/> (<https://www.cityofsydney.nsw.gov.au/>)

Page: Entry Information

Entry Title

CityConnect Ecosystem

Category

N01 - N07 - Award for Innovation in Technology > N01. Award for the Innovation in Technology Development > Government

Submission Format

An Essay of up to 625 Words

Essay

The City of Sydney's digital transformation and innovation journey began after user research conducted into our digital channel revealed the community was frustrated by the City of Sydney's limited online services, lack of visibility in council actions, and slow response times. Of over 200 council services, only 30 were available online, and most required paper forms submitted by mail, email, or in person. Requests were handled by different teams using separate systems, with no central platform to track or manage them, and no way to notify community members of their service request status.

In response, the City of Sydney launched the 'CityConnect' digital transformation project to improve operational efficiency, service delivery, and provide a seamless, personalised online experience. A key focus was digitising customer applications and requests, enabling self-service, improving user experience, and automating workflows.

The goals included creating a wide range of online services with conditional logic, accessibility compliance (WCAG 2.1AA), seamless device optimisation, and integration with backend systems. Automation of manual workflows, robust security, and data privacy were also prioritised.

In April 2024, the City of Sydney launched a world-first community digital ecosystem, delivering an innovative and significantly improved digitised online experience. Community members can now log in to their personalised portal and through their dashboard, make applications and requests online. By optimizing UX design and re-engineering business processes, the new platform digitised 84 traditional council services, eliminating the need for paper forms, phone calls, and emailing PDFs. Responsive and upfront data validation combined with complex backend integrations deliver a powerful, personalised and streamlined experience for the City of Sydney community.

This implementation is a new world-class experience that allows customer requests to be streamlined and immediately trackable by staff and service providers for the very first time. The integration with internal and external platforms, including Microsoft Dynamics CRM, Property and Rating platforms, financial systems, and specialised APIs for services such as vehicle emissions and waste management, ensures real-time data validation and seamless service delivery.

CityConnect was projected to achieve a 75% shift from manual requests to online service requests by 2024 and triple the number of digital services available to the community. The platform's automation, streamlined workflows, and consolidated CRM were expected to cut manual processing time, reduce call centre and in-person interactions, and increase service speed and efficiency, reducing costs and boosting community satisfaction.

Since launching on April 4, 2024, the CityConnect ecosystem has shown significant results in service improvements and efficiency. The platform has processed over 50,000 financial transactions worth \$46.7 million, and received and processed over 113,000 digital community requests, reducing the need for phone calls and in-person visits for both community members and staff.

In the first quarter of its launch, the City of Sydney has seen a reduction of 2,000 calls to customer service compared to the previous fiscal quarter, representing a 10% decrease in calls compared to the average of the past 2 years.

Visits to Customer Service centres have also dropped by over 2000 compared to the previous fiscal quarter, representing a 19% decrease in visits compared to the average of the past 2 years.

Customer initiated follow-ups have dropped by almost 50% when compared to the same time last year due to automatic email and SMS updates on service requests.

And online application of Parking Permits, a service that was available online prior to CityConnect, have increased from 60% to 73%.

The CityConnect project has enhanced efficiency and productivity, improved service transparency, and strengthened community trust. It has transformed the City of Sydney's operations and interactions with the community, delivering real value by significantly improving the overall staff and customer experience. CityConnect is a landmark achievement in Australian local government that sets a new benchmark for leveraging technology to innovate service delivery.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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[Redacted]

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URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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