

Appendix 4. Comparing strategic directions

Appendix Table 4.1 Comparing Centrelink’s Strategic Directions, 1997–2001

Strategic issue	1997	2001
Goals	<p>Build partnerships with client departments that deliver the required results and provide value for money</p> <p>Increase customer and community involvement and satisfaction with services</p> <p>Create an environment in which people in Centrelink are proud of their contribution and are making a difference</p> <p>Return an efficiency dividend to the government</p> <p>Provide innovative and personalised solutions that are consistent with government policy</p> <p>Be the first choice and benchmarked as the best practice in service delivery</p>	<p>Same</p> <p>Same</p> <p>Provide Centrelink people with the confidence, knowledge, skills and tools to meet the challenges of current and future business and their own career aspirations</p> <p>Manage our business efficiently and return a dividend to the government</p> <p>Same</p> <p>Same</p>
Purpose	Provide exceptional service to the community by linking Australian government services and achieving best practice in service delivery	Same
Vision	Make a difference to the Australian community through responsive, high-quality government services and opportunities and providing value for money	Make a positive difference to Australian individuals, families and communities particularly during transitional periods in their lives
Mission	<p>Centrelink’s mission identifies its business and the way the organisation will need to operate to build a stronger community by:</p> <p>providing opportunities for individuals through transitional periods in their lives</p> <p>delivering innovative, cost-effective and personalised services for individuals, their families and community groups</p> <p>being an organisation committed to quality</p> <p>making best use of available funds</p> <p>listening to the community’s ideas for providing better service</p> <p>building a quality relationship between customers and Centrelink</p>	<p>Centrelink will build a stronger community by:</p> <p>simplifying access to government services by providing a single entry point</p> <p>providing innovative and personalised services, opportunities and support that are culturally appropriate during ‘life events’</p> <p>maintaining a high level of customer service, while ensuring strong accountability to stakeholders</p> <p>building quality relationships with our stakeholders to continually improve the social wellbeing of the Australian society</p>