

Our Vision

NSW, a place where people want to live and work and businesses choose to invest and grow.

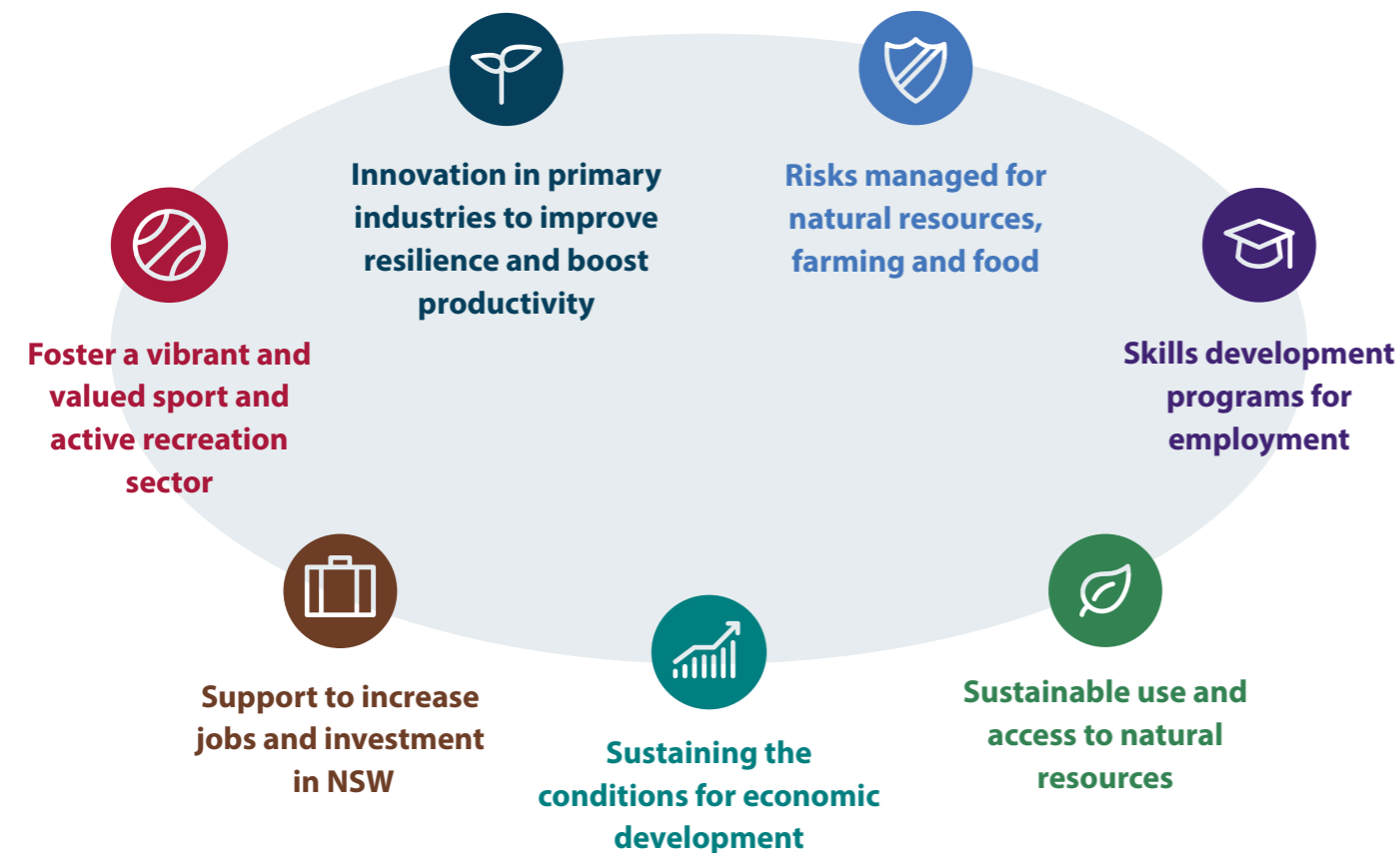
Our Purpose

To create the conditions for NSW to prosper.

Our Public Sector Values

Trust - Integrity - Service - Accountability

Our Goals



Our Enablers

- Engage and collaborate, facilitating mutually beneficial relationships**
 - Enhanced customer experience achieved through digital innovation and improved delivery of services
 - Collaborating across government and with industry, research institutions and our stakeholders to deliver improved outcomes for business, industry and the community
- Foster an innovative, commercially focused and collaborative department**
 - Improved strategic decisions and business performance through effective use of data and insights
 - Inspirational and accountable leadership that empowers employees and champions change, innovation, diversity and inclusion
 - A skilled and flexible workforce focused on the government's priorities

What we do

- We invest in skills and education to ensure that our residents are ready for the work now and for the jobs of the future.
- We drive economic growth in primary industries by enabling the sustainable use of natural resources and production of food and fibre.
- We provide independent research and scientific advice that creates economic, social and environmental benefits for NSW.
- We promote a vibrant and valued sport and active recreation sector that enhances the lives of the people of NSW.
- We grow the visitor economy of NSW by promoting our attractiveness as a major tourism centre and destination for events.
- We support small businesses in NSW to start and grow.
- We create the conditions that support the growth of industries that supply to domestic and international markets.
- We apply a risk-based intelligence approach to all our licensing, compliance and enforcement activities across a range of sectors to balance economic and social outcomes for the people of NSW.

Our Outcomes

- Creation of new jobs across all regions in NSW
- Sustainable, safe and responsible liquor, gaming, racing and clubs industries
- Increased overnight visitor expenditure
- Increased completion of apprenticeships and traineeships in NSW
- Improved employment and social outcomes for students undertaking training supported by the NSW Government
- Increased business confidence
- Increased value of NSW primary industries
- Increased participation in sport and active recreation
- Increased customer satisfaction
- Increased employee engagement

Our Attributes



Innovation
Think and act creatively to lead the way



Customer Experience
Put the customer at the centre of our work



Ownership
Take ownership and follow up



Collaboration
Work together towards a common interest