

## Our purpose

Empowering positive relationships and administering fairness in the rental sector by providing tailored information, education and regulation for all Queenslanders.



### Customers value our services

because they are tailored to their needs and provide positive experiences



### Provide smart digital services

that deliver easy to use, accessible and targeted service channels

## Our vision

Renting that works  
*for everyone*



### Customer focused workforce

where our people are highly capable and agile to deliver services and support our customers



### Business efficiency

focuses on business improvements, systems and resources to deliver streamlined services for our customers



**Our purpose**

Empowering positive relationships and administering fairness in the rental sector by providing tailored information, education and regulation for all Queenslanders.





**Be a responsive Government**

**Queensland Government's Objectives for the Community**

The RTA is committed to supporting *Our Future State: Advancing Queensland's Priorities* to 'Be a responsive Government' by providing easy to access services to support the residential rental sector.



We will respect, protect and promote human rights in our decision-making and actions.

Objective	Customers value our services	Provide smart digital services	Business efficiency	Customer focused workforce
				
Strategies	<ul style="list-style-type: none"> <li>Continuous improvement of customer experience through gathering and analysing customer insights</li> <li>Implement customer experience metrics aligned to the end to end customer journey</li> <li>Develop and implement a proactive customer engagement model</li> <li>Drive a culture to ensure that our customers are always at the centre of what we do</li> </ul>	<ul style="list-style-type: none"> <li>Utilise modern technology to provide responsive and accessible online services to RTA customers</li> <li>Continuous innovation of channels to enable customers to self-serve information and reassure themselves on their renting journey</li> <li>Promote continuous improvement and support for digitally engaged RTA employees committed to RTA services</li> </ul>	<ul style="list-style-type: none"> <li>Invest in digital solutions to drive sustainability</li> <li>Focus on evolving customer needs and redistribution of resources to facilitate value-add and targeted services</li> <li>Prioritise opportunities for process and performance improvement</li> <li>Monitor sector data and conduct research and analysis to inform decision making and planning for the benefit of customers and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Foster an environment where our people are resilient, high performing and agile to deliver an exceptional customer experience</li> <li>Attract and retain diverse talent for the future to provide high quality services to the Queensland community</li> <li>Support healthy and safe work practices</li> <li>Optimise our workforce to meet evolving customer needs through our learning and development strategy</li> </ul>
Performance Indicators	<ul style="list-style-type: none"> <li>Our services meet the needs of our customers</li> <li>Customers and stakeholders have positive experiences with us</li> </ul>	<ul style="list-style-type: none"> <li>Responsive and accessible RTA online services</li> <li>Increased digital innovation across RTA services</li> </ul>	<ul style="list-style-type: none"> <li>Digital solutions, business efficiencies and benefits continue to be realised</li> <li>Improved culture of innovation</li> </ul>	<ul style="list-style-type: none"> <li>Attraction, development and retention of our workforce</li> <li>Safe workplace and an agile, resilient workforce</li> </ul>

**Our opportunities**

<b>Service channels:</b>	Continuous innovation of the ways we deliver services will improve the renting journey for customers.
<b>Digital innovation:</b>	Smart digital solutions will enable the RTA to deliver innovative, streamlined and easily accessible services.
<b>Targeted services:</b>	Delivering targeted support services to Queenslanders who need it will provide greater value to the overall community because it will achieve an outcome where renting works for everyone.
<b>Legislative reform:</b>	Supporting the Queensland Government to implement legislative reforms to better protect both tenants and landlords will improve housing stability for people in the private rental market.

**Our key challenges**

<b>Changing sector:</b>	Not adapting to meet the needs of a growing and increasingly complex residential rental sector, that may periodically be impacted by unprecedented events, may lose the confidence of customers and stakeholders.
<b>Technological change:</b>	Not keeping pace with technological change of digital systems and data security, may lead to data security breaches and redundant systems.
<b>People:</b>	Not implementing strategies to ensure our workforce is highly capable, skilled and engaged, may lead to poor customer experiences.
<b>Service value:</b>	Without anticipating and delivering services that meet customers' needs, we will not be able to continue to provide services valued by the Queensland community.

