

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 informative and responsive 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







Unite & Recover

Queensland Government's Objectives for the Community

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

Our opportunities

Service channels:	Continuous innovation of the ways we deliver services will improve the renting journey for customers.
Digital innovation:	Smart digital solutions will enable the RTA to deliver innovative, streamlined, easily accessible and environmentally friendly services.
Targeted services:	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.
Legislative reform:	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

Changing sector:	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.
Technological change:	Not keeping pace with technological change of digital systems and data security, may lead to data security breaches and redundant systems.
People:	Not implementing strategies to ensure our workforce is highly capable, skilled, diverse and engaged, may lead to poor customer experiences.
Service value:	Without anticipating and delivering services that meet customers' needs, we will not be able to continue to provide services valued by the Queensland community.

