



Our vision

Renting that works for everyone.



Our purpose

To provide fair, valued and impactful rental regulation, education and support services.



2026 intent

Mature internal foundations and strengthened external partnerships.

Objective 1

Differentiated services and experiences.

Expand and transform our service delivery capability to provide a differentiated, customer-centric range of services and experiences that have a broader reach to the Queensland renting community.

Objective 2

Extend positive influence and impact in the rental sector.

Partner with the rental industry to become a leader in the Australian rental sector and to influence and guide the sector to create solutions that support the vision of making renting work for everyone.

Objective 3

Sustainable and contemporary organisation.

Develop critical capabilities, a strong and progressive culture and appropriate ways of work to support the RTA's growth and deliver valued experiences for our people and our customers.

Objective 4

Digitally transformed internal and external service provision.

Continue the digital transformation journey to enable RTA's operating model, drive efficiencies, support engagement and improve access and service delivery. Leverage data and sector insights to inform the government's response on social issues and policy development.

Approach

- Deepen our understanding of our diverse range of customers and stakeholders and develop the structures to continually refresh this knowledge and insights.
- Develop a customer engagement plan that defines the ideal experience for our diverse range of customers and stakeholders.
- Design and deliver service differentiators and customer-centric offerings, processes and models of service delivery.
- Monitor and modify our service differentiators and delivery models to respond to changes in the rental sector.
- Implement amendments to Queensland's rental law reform.
- Develop advanced data insights capabilities to support new services and data sharing with the industry.
- Design and launch an education and information program to facilitate increased education and data sharing across the industry.
- Develop a social media plan and capabilities to support greater engagement with the industry and Queensland renting community.
- Enhance the stakeholder engagement plan and framework to jointly create opportunities to support sector development.
- Re-align our people capability to deliver to the strategic objectives.
- Develop a portfolio of supporting plans to align the organisation across strategic objectives.
- Redefine the values of the RTA.
- Refresh the strategic KPIs to provide consistent success measures to drive the organisation forward.
- Deliver a comprehensive workforce plan to attract, select, retain and empower the right people to create a diverse, inclusive and engaged workforce.
- Develop the skills and capability of our people and leaders across our business to deliver responsive services.
- Modernise RTA core technologies to enable greater flexibility and agility to ensure digital transformation is successfully implemented.
- Implement enhanced capabilities to improve RTA internal business management.
- Implement capabilities to ensure RTA customers and stakeholders are the focus of enhanced digital services.
- Expand access to RTA digital services through additional methods to prove identity.
- Implement contemporary technologies to enhance the RTA digital workplace to enable increased productivity and employee satisfaction.

Key performance indicators

- Maintained high customer satisfaction
- Improved customer complaints handling
- Improved service delivery responsiveness and efficiency
- Maintained high stakeholder satisfaction
- Increased sector engagement with educational initiatives
- Improved staff performance and development
- Improved workforce diversity and organisational composition
- Maintained high staff engagement and retention of talent
- Maintained high staff satisfaction – digital tools and support
- Maintained high customer satisfaction – digital services
- Maintained high digital services uptake by customers



Our key risks

- **Sector dynamics:** Persistent unfavourable rental sector dynamics could lead to increased demand for services beyond our current capacity, as well as place more vulnerable Queenslanders in higher risk housing situations.
- **Technological change:** Modernising our critical information technology assets will introduce significant system changes, which could disrupt business continuity and service delivery if the implementation is delayed, or the functionality does not deliver against the defined requirements and address cyber security risks.
- **People:** Underinvesting in our workforce capabilities and transformation may impact our ability to deliver on our strategy.
- **Environment:** Current restrictions across the world inhibiting the ability to recruit the talent and diversification of skills required to meet the future demands of the business.



Our opportunities

- **Legislative reform:** Continue working with the Queensland Government to implement legislative reforms to better support tenants, property owners and managers, and improve housing stability for people in the residential rental sector.
- **Industry collaboration:** Strengthening relationships with industry stakeholders to collaborate on sector development opportunities and to drive favourable behaviours and outcomes across the Queensland renting community.
- **Differentiated services:** Delivering appropriately targeted support services to the diverse Queensland renting community will increase access and equity, and provide greater value to the overall community as we work to achieve an outcome where renting works for everyone.
- **Digital leadership:** Adopting smart digital solutions and services that improve access and equity to the Queensland renting community, deliver exceptional experiences, reduce effort to interact with us and provide unique sector insights could position the RTA as a leader in the Australian property and rental sector.

Queensland Government's objectives for the community

The RTA supports the Queensland Government's objectives for the community:

- **Good jobs:** Good, secure jobs in our traditional and emerging industries
- **Better services:** Deliver even better services right across Queensland
- **Great lifestyle:** Protect and enhance our Queensland lifestyle as we grow.

The RTA contributes to *Backing our frontline services* by providing differentiated services and experiences to customers through a sustainable and contemporary organisation. We are *Connecting Queensland* by digitally transforming internal and external services to support the residential rental sector, and extending positive influences and impact on the rental sector.

Our commitment to human rights

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

Acknowledgement

We respectfully acknowledge the Aboriginal and Torres Strait Islander Traditional Owners and Elders of the lands and seas on which we meet, live, learn and work.