

Customer-centred digital solutions transform user experience

Company Profile



The Office of Responsible Gambling (ORG) leads the development of responsible gambling strategy and public policy advice to the NSW Government and supports and manages the **Responsible Gambling Fund, Clubgrants Category 3** and **Community Development Fund**.

The Office develops and implements programs and initiatives, as part of a strategic approach that supports responsible gambling and prevents and minimises the risk of gambling related harm in the community.

The Challenges

The previous model for delivering gambling support and treatment service had been in place for 20 years and could be improved to better support the people of NSW. There was a reliance on face-to-face services and manual data reporting systems, with little digital support or integration between services.

The Office of Responsible Gambling (the Office) commenced a reform of the gambling support and treatment services in NSW in 2019.

A new model of support was developed – GambleAware – which included a flexible and integrated service offering that would be underpinned by an IT platform. This platform would provide improved accessibility to digital and face to face treatment and support services for those impacted by gambling harm.

The Goal

The goal of the GambleAware gamble treatment and service delivery model was that more individuals in NSW can access support in a way that suits their needs. The IT platform was at the heart of this reform, facilitating a 'no wrong door' approach for clients seeking information and support.

The Office engaged CDRU to provide expert advice and market insights on potential partners, develop business and technical architectures, leading a sourcing process, and supporting the design and build of the new platform.

The new digital platform had to be a seamless digital experience connecting GambleAware Providers with people in NSW impacted by gambling harm, with services including:

External facing

- Providing information
- Menu of service available
- Self-guided help
- Tailored support
- Booking appointments
- Receiving video and chat support

Internal facing

- Digital delivery
- Data input
- Data reporting
- Client management

In determining the journey from 'current state' to 'future state', CDRU identified that by working within the NSW Government Procurement 3.2 guidelines was the key to selecting a successful vendor that could design the IT platform and achieve the desired outcomes.

The Office required support to capture business requirements and develop a go-to-market strategy.

The Guardrails

1. The procurement guidelines required by the Office meant that only SMEs in the Australian market could be considered. Due to the complexity of the solution, the successful vendor was required to build, manage, and support the solution.
2. The Office had limited internal resources with ICT expertise. Therefore, the Office relied on external resources and support and CDRU played an increasingly larger role to ensure success.

The Solution

After conducting an interim industry analysis and assessment of the market, CDRU's demonstrated deep knowledge and actionable insights which led to a shortlist of suitable suppliers.

Our sourcing process led us to a successful supplier that not only met our requirements, it also scored very high on NSW Government's 'Value and Suitability Scale'.

With the support of CDRU, a successful supplier was engaged that met the requirements of the Office.

The Results

Our program was delivered via a two-phase approach, with phase 2 ongoing.

The IT platform is expected to be delivered within budget with the likelihood that contingency funds will not be required.

The project was delivered within acceptable contingency timeframes for a complex program.

About CDRU

We draw on two decades of strategy sourcing experience, to optimise value through quick-win cost reductions and long-term business aligned strategies. CDRU is proudly Australian-based and operates globally as part of the DL Group, working across ITC, business process and change management, to pave the way for our clients to adopt transformational change.



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