

Our strategy at a glance

Our purpose and vision

I The reason we're here

Our **purpose** is to protect, insure and care for the people, businesses and assets that make NSW great.

I Our vision for the future

Our **vision** is to change the way people think about insurance and care by providing best-in-class services to people, businesses and communities.

Our objectives

I What we want for our customers

As the state's **social insurer**, we are committed to delivering **empathetic experiences** and **fair outcomes** for the people and businesses we serve and the community we protect. We keep our **customers at the centre** of everything we do and actively use our capabilities, scale and influence to **improve customer outcomes and experiences**.

I What we want for icare

We will continuously uplift operational efficiency, drive financial performance and ensure **effective governance and risk management**.

We will...

I Deliver value and affordability

We will deliver valued insurance products and services that lead to **injury** and **loss prevention** and limit risk, resulting in more **affordable** and **stable premiums** and contributions for **employers** and the **NSW Government**.

I Improve injury outcomes

We will continue to support **injured workers return to health and work** through an effective claims operation and through improved management of individual cases, delivered in a financially sustainable way.

I Enhance quality-of-life outcomes

We will deliver greater **independence** and **quality of life** outcomes to those who have contracted a **dust disease** or who have been **severely injured** in the workplace or on our roads.

By focusing on...

I Decision-making

We have the reporting, insights and infrastructure to enable **high-quality strategic and operational decision-making** that is timely and data-driven.

I Agility

We are a lean and agile organisation with the ability to **continuously evolve** to meet the changing needs of our customers and stakeholders.

I Connectivity

Our **people, processes, systems and data are seamlessly connected**, allowing us to leverage our full capability, and identify and act on opportunities to improve outcomes for our customers and our organisation.

I Ecosystem influence

Our nuanced approach to **influencing and partnering** drives a collaborative approach to improving outcomes and experiences for the people and businesses we serve.

What matters to us



integrity

Is doing the right thing



courage

Is stepping up and taking action



accountability

Is taking personal ownership



respect

Is valuing each other



empathy

Is listening, understanding and being there