

CENTRELINK giving you options

Centrelink is an Australian Government Statutory Agency, assisting people to become self-sufficient and supporting those in need.

Centrelink's job is to deliver a range of services and payments to eligible customers including; retirees, families, carers, students, people looking for work, parents, farmers and people with disabilities. They work with other government departments and community organisations to link people, especially those who need help to move from welfare to work, to the services and resources they need. Centrelink have over 300 Customer Service Centres Australia-wide and more than 20 Call Centres.

An innovative strategy aimed at improving the perception of the brand by enhancing the customer experience has reaped results for Centrelink. The solution lay in using a retail approach to design and working with designers who are more used to designing stores than offices. Centrelink appointed the Melbourne based Retail Environment Design (RED) who worked with Centrelink marketing and communications, and property teams to create a new design concept and signage package to take Centrelink into the 21st Century. RED also produced the Centrelink Signage Standards Guide, undertakes the preliminary site surveys, reviews and prepares the scope of works for each site including photomontages, and prepares & submits all the local authority applications.

Albert Smith Group recently completed supply and installation of the new signage package at Centrelink Strathpine in Brisbane's north. The range of external and internal signs included a low height pylon sign, fascia signage, cantilever wall sign, various decals, directory signs and door signs.

Elizabeth Easton – Albert Smith Australia



Centrelink is in the top one hundred of Australian companies in terms of size and turnover. Its recurrent budget is \$2.3 billion and it distributes approximately \$63 billion in social security payments on behalf of policy departments. Centrelink:

- has 6.5 million customers, or approximately one-third of the Australian population
- pays 10 million individual entitlements each year and records 5.2 billion electronic customer transactions each year
- administers more than 140 different products and services for 25 government agencies
- employs more than 25 000 staff
- has more than 1 000 service delivery points ranging from large Customer Service Centres to small visiting services
- provides personalised services in over 80 languages
- receives more than 30.77 million telephone calls each year
- receives 47.2 million website page views each year
- grants more than 2.8 million new claims each year.

