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| Simplify | *“I want to find what I need when I need it, and make the process easy to follow”* | Citizen service experience that is predictable, consistent and intuitive. |
| Modernize | *“I want government services to be similar to what I get from other organizations”* | Digital services that citizens expect. |
| Streamline | *“I expect government to function efficiently and that’s demonstrated in the quality of its services”* | Efficient processes that underpin our services. |