



## DIGITAL STRATEGY 2023-2026

### INTRODUCTION

The Metropolitan Cemeteries Board (MCB) acknowledges the paramount importance of integrating digital technology into its operations, aiming to enhance the customer experience, streamline processes, and ensure the organisation's longevity. The Digital Strategy 2023-2026 is a comprehensive plan, with a focus on key initiatives and innovative solutions to accomplish these objectives.

The Digital Strategy 2023-2026 reflects the MCB's initiative in embracing innovation, providing unrivalled customer experiences, securing digital platforms, and safeguarding sensitive data, mitigating potential threats, and preserving customer trust.

### OUR JOURNEY

Over the past three years, the MCB has embarked on a journey of digital transformation, driving changes that not only revolutionise the way we work, but also how we serve and interact with our community. We have recognised that the path to delivering better services and improving customer experiences is through the strategic use of technology and innovative digital solutions through:

- Cloud migration – transitioned to cloud based model enhancing efficiency and scalability.
- Covid-19 Response – implemented protocols to ensure staff and public safety whilst maintaining our service to the community of Western Australia.
- Live streaming funerals – allowing the public to virtually attend and participate in funeral services.
- Cyber security enhancement – strengthened our cyber security to protect sensitive information.
- Network upgrade – to deliver responsive services to our stakeholders.
- Electronic Information Boards – providing informative information for the community to navigate our cemeteries.
- Cemetery Records System Upgrade – to streamline vital information.
- Open data access – for more information on MCB records.

### OUR FOUR STRATEGIC PRIORTIES

- Smart decisions
- Reliable security infrastructure
- Broaden digital participation
- Improved service provision

### OUR FUTURE

Our vision emphasises our commitment to leveraging digital advancements to enhance the level of service we provide, by:

- Harnessing technology to deliver the highest standard of compassionate service, connecting employees and the public in memorable ways
- Accessible Services
- Compassionate Services
- Improved service provision

The MCB is committed to set the benchmark for digital engagement in the funeral sector, and provide services that are more effective, efficient, secure, and engaging.