

The Hon. Victor Dominello

Service Transformation Expert and Former NSW Government Minister

A former senior NSW Government minister, best known for serving as the inaugural Minister for Customer Service and Digital, a role he pioneered globally in 2019.



Victor Dominello is recognised by The Australian in July 2022 as one of Australia's top 100 innovators. He spent 12 years in cabinet leading portfolios including Digital Government, Innovation, Finance, and Aboriginal Affairs. His leadership earned international acclaim for revolutionising NSW public service delivery through initiatives like the Department of Customer Service, Service NSW, and the Digital Restart Fund.

Prior to his political career, Victor practiced law for over a decade, becoming a partner in a commercial firm. In September 2023, he co-founded ServiceGen, a consultancy advising governments and organisations on innovative service delivery strategies. Through ServiceGen, he was selected by The World Bank to spearhead a transformative digital identity initiative in Mongolia. In February 2025, he launched the Future Government Institute, a global hub for forward-thinking public sector leaders, innovators, and practitioners dedicated to shaping the next era of governance.

In March 2025, Victor was named one of The Identity 25 by Okta Ventures, recognising global pioneers shaping the future of digital identity. As part of the announcement, Victor's image was featured on the Nasdaq Tower in New York's Times Square—a celebration of his contribution to secure, citizen-focused identity innovation

Victor currently holds several prominent roles - Chair of the Services Australia Independent Advisory Board, Senior Advisor for the Tony Blair Institute for Global Change, and Professor at the University of New South Wales. He also serves as a Director of the UNSW-UTS Trustworthy Digital Society Hub and a Board Director of the Tech Council of Australia.

Victor Dominello Talks About

Revolutionizing Customer Experience in Trust, Technology, and Transformation

In this keynote, digital government visionary The Hon. Victor Dominello shares a transformative approach to customer experience in public service. With real-world insights from leading the

world's first Ministry for Customer Service and Digital, Victor outlines a journey from complex, fragmented service delivery to a streamlined, customer-centric model that prioritizes simplicity, accessibility, and trust.

Victor's "Trust Trinity" framework—Digital Identity, Digital Credentials, and Performance—empowers citizens to engage with government services more securely and efficiently. From creating one-stop digital solutions and achieving record-breaking adoption rates to designing modern service centers with a human touch, Victor showcases how to meet and exceed customer expectations in the digital age.

Leaders will walk away with practical strategies for building trust, boosting engagement, and reimagining the customer experience in government to meet the demands of today's world.

Key takeaways:

- Understand the "Trust Trinity" framework: Digital Identity, Digital Credentials, and Performance.
- Learn how digital identity can enhance privacy and security in a post-globalised world.
- Discover the role of verified digital credentials in reducing fraud and building trust.
- Explore strategies for modernising government services to align with customer-centric models.

Service Transformation in the Digital Age

Digital government pioneer and former Minister for Customer Service and Digital, The Hon. Victor Dominello, delves into the powerful intersection of technology, governance, and customer-centric service design.

Drawing on his groundbreaking work in creating accessible, streamlined public services, Victor explores the journey from dozens of disconnected agencies and websites to a unified service experience with one website, one phone number, and one customer account. With record-breaking digital adoption rates and a 92% customer satisfaction score, his innovative approach has set a new standard in government service.

Through captivating stories and real-world examples, Victor discusses his "moonshot" approach to digital transformation, illustrating how leadership, innovation, collaboration, and trust-building are key to successful change.

Audience members will gain insights into using digital identity and AI to create secure, transparent systems, data-driven decision-making for social impact, and best practices in change management to future-proof their organizations. This keynote will inspire and equip leaders to reimagine customer experience and redefine what's possible in digital service delivery.

Key takeaways:

- Discover how to streamline customer experience through unified digital services, reducing complexity and enhancing accessibility.

- Learn strategies to build trust and engagement with customers using digital identity, AI, and data-driven transparency.
- Gain actionable insights into driving customer-centric transformation through effective leadership, innovation, and collaboration.

Future-Focused Governance - Empowering Trust and Citizen Engagement

The Hon. Victor Dominello, a leading digital government pioneer, explores how a customer-centric, future-focused approach to governance can build a resilient, trustworthy society in an era of de-globalization. Drawing on lessons from global challenges such as the pandemic, cyber threats, and economic shifts, Victor introduces the “Trust Trinity” framework—Digital Identity, Digital Credentials, and Performance—designed to revolutionize citizen engagement, strengthen digital trust, and modernize service delivery.

From empowering citizens with control over their digital identities to creating data-driven decision-making systems and enhancing transparency in public services, this presentation offers a roadmap to a future where governments serve as enablers of individual autonomy, social cohesion, and ethical innovation. Victor’s insights will inspire leaders to leverage technology to foster trust, improve customer experiences, and create lasting positive change.

Key Takeaways:

- Understand how the “Trust Trinity” framework—Digital Identity, Digital Credentials, and Performance—can transform citizen engagement and build digital trust.
- Learn strategies to empower citizens with greater control over their data, enhancing transparency and accountability in governance.
- Gain actionable insights into fostering a future-focused, customer-centric approach to governance that strengthens resilience and social cohesion.

Testimonials

“ Victor’s ability to tell a story and engage the audience was truly impressive. Amazing delivery, relatable and a genuine energy about him. We couldn’t have asked for a better suited speaker.

- *Aristotle Metadata*

“ Victor’s delivery style was very warm and engaging, he lifted the energy of the room, and totally nailed the brief we gave him. Our staff have been using some of his key phrases in conversations post the conference, so not only was it a great presentation but it also left a lasting impact.

- *Zurich*

“ I have never received so much feedback on one of these events. The team absolutely loved your passion and focus, and they continue to quote you!

- *Westpac*

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