



Objective

OBJECTIVE CASE STUDY HOBSONS BAY CITY COUNCIL



ORGANISATION

Hobsons Bay City Council

INDUSTRY

Local Government

BENEFITS AT A GLANCE

- Improved productivity
- Increased accountability and transparency
- Streamlined business processes
- Council-wide collaboration

Motivated by the need to facilitate Council-wide collaboration and to improve responsiveness to their community, Hobsons Bay City Council embarked on a program of change to enhance information and knowledge sharing.

Hobsons Bay City Council is situated on Port Phillip Bay around 10 kilometres west of central Melbourne. It covers an area of approximately 66 square kilometres. The Council provides a range of services and facilities to approximately 81,400 residents.

CREATING A ONE STOP INFORMATION SHOP

The Council recognised existing systems had resulted in silos of information being created across departments. This presented challenges to key business processes, and impacted on the ability to meet business and legislative requirements. Driven by this situation, the Council made the decision to implement a solution where information would be stored and managed in a single repository and shared across departments in a collaborative environment.

The Council sought to overcome a number of challenges by:

- Creating an open and collaborative information sharing environment.
- Ensuring access to the most relevant and accurate information.
- Improving efficiency by providing a single source of truth.
- Providing executives with confidence about the integrity of information.
- Maintaining Council compliance with the Public Records Act and VERS.
- Integrating with other core business critical software.

Mr Chris Eddy, Manager of Information Services, Hobsons Bay City Council said: "We wanted a single information repository that could provide the Council with a secure, compliant solution that would assist our efforts to enhance and improve services to the Hobsons Bay Community.

"We chose Objective as it represented the easiest to use, most flexible and streamlined solution.

OBJECTIVE CORPORATION LIMITED

Regional Headquarters

Asia Pacific: +61 2 9955 2288

Europe: +44 1628 640 460

The Americas: +1 202 904 2392

WWW.OBJECTIVE.COM

“Objective has created an environment of **openness and collaboration** amongst our staff allowing us to obtain relevant information quickly and to therefore be **more responsive** to requests from the community.”

Mr Chris Eddy

Manager of Information Services,
Hobsons Bay City Council



DELIVERING COMMUNITY BENEFITS

“Objective is used Council-wide to manage information and knowledge.”

Objective performs a range of key business functions within the Council which range from handling incoming correspondence to compiling Council reports.

Improvement in information sharing and collaboration is now evident throughout the Council.

“Integration was an important consideration for the Council. It was business critical for Objective to easily integrate with other software programs to encourage uptake of the solution by our staff,” said Mr Eddy.

For example, if the Council needs to create a report on restricted beach activity in preparation for a Council meeting, it requires contribution from multiple departments including local laws, asset management, and sports and recreation. Once the report is compiled, it would often go through multiple stages of revision and approval before being submitted for a meeting.

Previously, staff from each department would contribute information from their own sources through a process that made collaboration

difficult. Often, duplication of information and a lack of coordination across departments was identified.

Now, staff have access to this information from a single source and can collaborate on a document through the automated review and approval process. This enables them to submit recommendations to Council in a more timely and efficient manner.

“90% of the content in Objective is accessible by all staff. Objective has created an environment of openness and collaboration amongst our staff allowing us to obtain relevant information quickly and to therefore be more responsive to requests from the community.

“Objective is an important tool in delivering transparency and accountability for Hobsons Bay residents, as we are enabled to deliver faster and more accurate responses to enquiries received from the community,” said Mr Eddy.

THE FUTURE

“We are now working on extending Objective’s integration into our customer service management system, as well exploring integration opportunities with various other corporate systems.

“The organisation has seen the effectiveness of workflow and there have been requests to further streamline and automate departmental processes.

“Objective is scalable to our needs – this is vital to our success. We can adopt new functionalities as we need to adapt and respond to changes in the organisation and the Hobsons Bay community,” said Mr Eddy.

ABOUT OBJECTIVE CORPORATION

Objective Corporation (ASX:OCL) is an established leader and specialist provider of proven content, collaboration and process management solutions for the public sector.

Our solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better services at a lower cost to the community.

Through direct customer engagement, Objective is committed to delivering outcomes that have a positive effect on the public sector, its citizens and the community.

Since 1987, we have been trusted by Government and Top 1000 corporations to deliver long-term valued business outcomes.

WWW.OBJECTIVE.COM