

Objective

OBJECTIVE CASE STUDY MORETON BAY REGIONAL COUNCIL



ORGANISATION

Moreton Bay Regional Council

INDUSTRY

Local Government

BENEFITS

- Ease of use
- Single source of the truth
- Council wide collaboration

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Recognising that technology alone is not enough, Moreton Bay Regional Council invested in the people and process to achieve a single source of truth across their organisation.

BACKGROUND

Moreton Bay Regional Council was created in 2008 as part of the local government reform program. It is the third largest local government in Australia by population and the region covers a total land area of over 2,000 square kilometres. The Council has approximately 1,900 staff, and services a population of 355,000 people, administering a budget of \$500 million and maintains a community asset base of approximately \$5 billion.

FOUNDATIONS FOR A NEW ORGANISATION

Amalgamating three Councils into one presented an information management challenge for Moreton Bay Regional Council as each former Council used a different document and records management system. It was clear that a single solution available to all staff across the region was a high

priority. Operating three offices approximately 30 kilometres apart, providing a single source of truth for all staff was seen as vital to operating effectively as a cohesive organisation.

"After an extensive evaluation, Objective was selected because it meets the needs of the Moreton Bay Region both now and into the future," said Mr John Rauber, Chief Executive Officer.

"Objective was clearly the least risk option for us. Objective is experienced in providing solutions for local government and was able to deliver all our requirements from a single solution. With everyone involved in the project employed directly by Objective, Council felt confident our project team would be well supported."

Moreton Bay initially implemented Objective to a group of 280 users before training 1600 staff and rolling out across the Council.

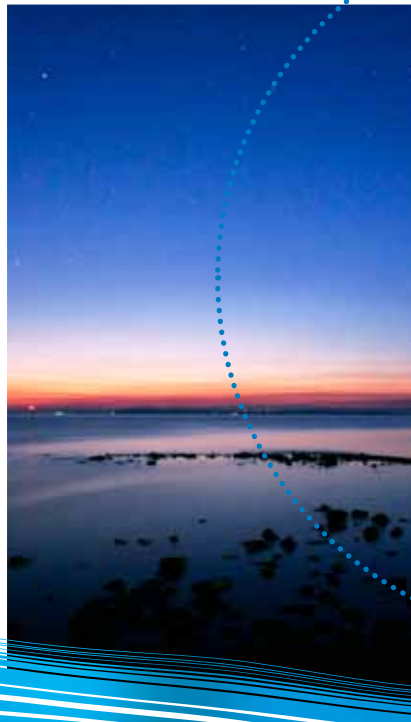
AN ENGAGING PROCESS

The Objective implementation at Moreton Bay Regional Council enjoyed strong

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Mr John Rauber

Chief Executive Officer, Moreton Bay Regional Council



executive support and genuine engagement with the user community.

The decision to close Council's network drives was initiated and supported by the executive team. This was vital to success according to Mr Rauber: "If you provide an alternative to the official corporate memory, people will take it.

"Ease of use was a clear benefit in using Objective along with the provision of a personal folder for each user. There is no need for staff to access a filing system outside of Objective.

"The enormous effort our project staff invested in building consensus throughout the Council has paid dividends. Project staff attended at least one team meeting in every department or section in the organisation over a ten month period. A user advisory group was appointed and was involved in the selection of Objective. Development of the file plan was user centric to ensure it met the business needs of the organisation."

As the project progressed, the user advisory groups were expanded to a group of 100 system champions. This group formed the central nervous system for disseminating project information to the broader organisation.

COMMUNICATING CHANGE

The communication plan for the project was extensive and regular information sessions were held and attended by staff and executive staff. The message was backed up with face-to-face meetings, posters, screen savers and demonstrations of early builds of the solution.

Initially after implementation, the 100 system champions were kept busy. This group was the first point of support and complemented corporate training programs by providing additional training tips to staff in their own work area. Whilst the training and experience of the champions varied, the advice and training they delivered was relevant to specific business processes in each area and benefited from existing relationships. As a result staff were more comfortable raising questions because it was a colleague that was providing support. This was supplemented by a helpdesk created specifically for the project rollout.

POWER OF THE PEOPLE

"It was clear from the beginning that while the technology is necessary, the methodology and process is most important. Our success was a result of the commitment, optimism and discipline of our people, combined with the professionalism of the Objective project team," said Mr Rauber.

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.