

Objective

OBJECTIVE CASE STUDY AUCKLAND REGIONAL COUNCIL

ORGANISATION

Auckland Regional Council

INDUSTRY

Local Government

BENEFITS AT A GLANCE

- Reduction in staff resource time and design costs
- Greater control and transparency in consultation process
- Increase in speed of production and publication of documents
- Improved methods of consultation resulting in better public engagement
- Selection and implementation of solution in six weeks

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

Auckland Regional Council (ARC) has reduced the time taken to produce key policy documents from weeks to days, saving money and delivering instant results from an improved community consultation process.

Facing a time critical need and explicit statutory requirements to complete their Regional Policy Statement (RPS), Regional Land Transport Statement (RLTS) and Long Term Council Community Plan (LTCCP), Auckland Regional Council selected Objective's uCreate and uEngage solutions to manage the creation, publishing, maintenance and community consultation of these documents and many more.

The Auckland Regional Council Group manages the region's air and water quality, its growth and development, regional parks, public transport, the coastal and marine environment, and natural and cultural heritage sites. The Council works towards ensuring the region's development meets present needs without closing off options for future generations.



Auckland
Regional Council
TE RAUHITANGA TAIAO

Mr John Holley, Group Manager ICT, Auckland Regional Council, said: "Our consultation process is complex, governed by explicit statutory requirements and requires input from a large number of stakeholders. Consultation timeframes can be short, so the process for managing stakeholder input and the production of consultation reports need to be extremely efficient.

"The Council's previous Regional Land Transport Statement received approximately 180 formal written submissions and was previously managed via individual ad hoc systems with no clearly established best practice processes in place.

"Every time we completed a consultation, we would spend money on people setting up ad hoc spreadsheets or databases and engaging a design company to create new templates and reports. It could be a costly process.

"We expected an increase in the number of submissions for the RPS, RLTS and LTCCP. With a limited single view of consultations,

“ uEngage has transformed our consultation process and how we communicate with our community.”

Mr John Holley
Group Manager ICT, Auckland Regional Council



we needed a solution that could be quickly implemented and provide immediate results to ensure we had better control over our document creation and consultation processes.”

Auckland Regional Council embraced this challenge and moved quickly, completing their selection process of uCreate and uEngage in four weeks, and implemented in two weeks. Six weeks later, the Council was producing documents and rapidly publishing them online with immediate results.

IMMEDIATE COST SAVINGS

“Auckland Regional Council has reduced the time taken to produce their policy documents from weeks to days and has saved approximately \$70,000 this year alone in the process.

“We anticipate that as we increase the number of documents produced we could save up to \$140,000 per annum.

“Aside from hard savings, one of the biggest benefits we have experienced is satisfied staff. For example, of their own initiative staff are now producing internal documents such as business plans with uCreate because it is straightforward to compile and produce when multiple authors are involved,” said Mr Holley.

The traditional process of authors having to work on multiple versions of documentation to make their corrections has been eliminated by the Council using uCreate. The most recent version of a work-in-progress document is always made available, wherever and whenever. This allows Council staff to have better control over authoring and reviewing processes and reducing the effort of creating documents.

Improved version control has bought the Council multiple benefits such as substantial savings in project management

and administration time and reduced staff frustration and effort in managing versions as a result of being able to log on simultaneously to edit different copy in the same document.

“We have reduced the cost of designing our plans and policies because we have been able to develop our own templates up-front rather than outsource to a design agency. Prior to implementing, we were spending a lot with publication houses, from \$10,000 to \$50,000 at a time, so the system paid for itself in under a year.

“In terms of softer savings, this means our staff are saving time by not having to create new templates for every new consultation. It also means we are now producing a wide range of internal and customer facing documents faster and to a higher standard because everyone across the business is using consistent templates,” said Mr Holley.

uCreate takes the pain out of publishing plans and policies for ARC by removing the need for manual conversion of documents to the web and the need for external design resources. With a one-click publishing facility, the Council can produce PDF's, HTML and other multiple formats of their documents.

"We are publishing large, content and image heavy documents within minutes, whereas it used to take us weeks. The resource savings are immediate."

BEST PRACTICE CONSULTATION

Traditionally paper-based consultation was time intensive, with complications that relate to: double checking documents, specialised

"As a Council, we have to interact positively and easily with our population at all levels and be actively engaging with our citizens on important documents such as LTCCP's. Objective helps us realise the benefits from community engagement by providing us with the tools to collaborate and manage our content effectively and efficiently."

By implementing uEngage's web-based consultation portal, ARC aims to be at the forefront of community consultation in New Zealand.

"We saw this opportunity to step into the Web 2.0 and Gov 2.0 arena. Auckland Regional Council is a progressive organisation, and we are focused on finding

"We are conducting swifter and more effective consultation with the public because we have a single view of all stakeholders, what they have been consulted on and their responses. Internally we are saving time and reducing the administrative effort required to create stakeholder lists, process email and letter responses and minutes from consultation meetings and analyse data," said Mr Holley.

Previously, the consultation process within ARC was impacting on the submission process for the community. The paper-based process was cumbersome, making contributions self selective, restricting its effectiveness and becoming a costly burden to the organisation. By implementing the

training for users, duplicated administrative effort, lack of transparency across community submissions and limited ability to support analysis and reporting of feedback.

uEngage provides a single stakeholder database for Auckland Regional Council's enterprise-wide consultation that:

- Stores and manages demographic information to identify, segment and report on consultees.
- Provides a single web-based portal to tailor access and response mechanisms to suit end-user requirements.
- Allows event-based, configurable reporting on all consultation activities.

"We estimate that we have saved up to \$20,000 per annum by using uEngage rather than using Access databases as our primary consultation tool," said Mr Holley.

the best way to engage with our community via the most advanced technologies. We knew we needed to embrace technology and improve our processes to successfully communicate with our public in an open and collaborative manner.

"uEngage has transformed our consultation process and how we communicate with our community. Delivering consultation information directly to the public via the web has increased our response rate from stakeholders by 60%.

"We are now reaching wider audiences and engaging those members of our community who are more likely to contribute to the decision-making process electronically rather than via the traditional means. For example, it is easier to login to the portal, submit two paragraphs against the plan, as opposed to printing out a plan, writing a letter and posting it to the Council.

software, ARC are now implementing best practice consultation and reaping the rewards.

Consultation with stakeholders is a two-way dialogue. For example, tracking communications, down to every phone call, allows ARC staff to proactively respond to stakeholder requests, without having to repeat every conversation. This minimises the risk of consultation fatigue and high staff turnover within the Council.

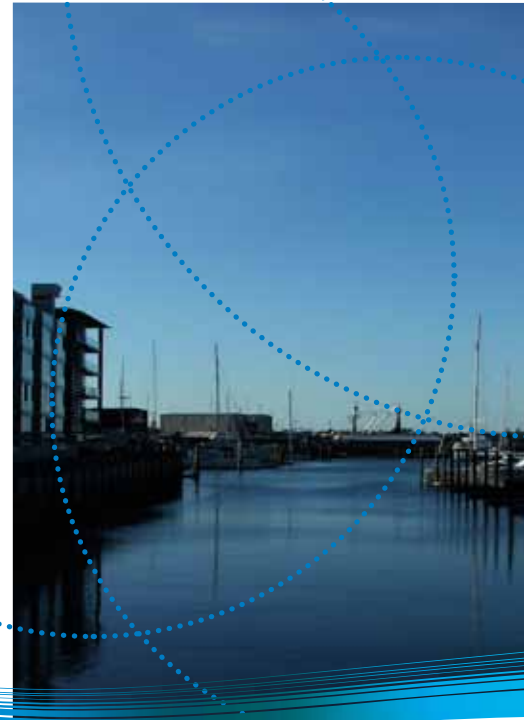
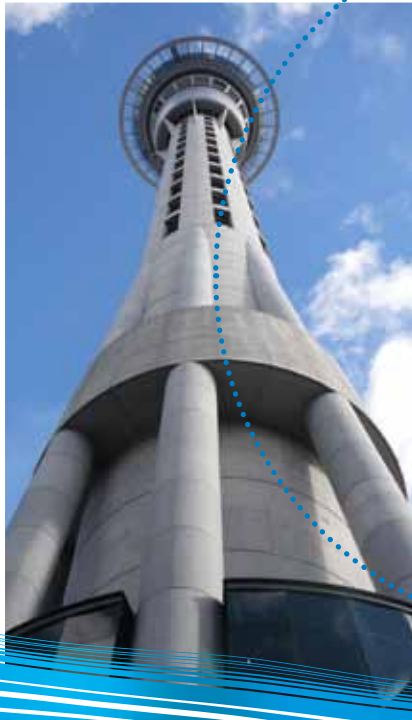
Being the first Council in New Zealand to progressively implement both uCreate and uEngage solutions, Objective and ARC worked closely together to make sure the solution was configured to meet their current and future requirements.

"Objective were very responsive and supportive from the beginning of the project, during and post implementation. They demonstrated an understanding that our

“ uCreate and uEngage have provided us with unforeseen **benefits** - **improved consultation** with our public and greater control and **transparency** across the Council.”

Mr John Holley

Group Manager ICT, Auckland Regional Council



real purpose is to work with our regional community to ensure a successful future for them,” said Mr Holley.

“Being a software-as-a-service solution, the implementation process was fast and easily taken up by all staff across the organisation because it was easy to learn and was a single solution. Working virtually has also allowed for more flexible working arrangements for staff. However to ensure the change management process for staff adjusting to a web environment was seamless, Objective continued to work closely with us to provide the necessary support.”

The Council are currently integrating their solutions with Excel and are planning to enhance their future capability by integrating with their GIS system. This will easily incorporate more information into plans such as maps and allow for more detailed geo-demographical analysis of consultations.

Mr Holley said: “uCreate and uEngage has provided us with unforeseen benefits – not only hard dollar savings through reduced design and printing costs but also with softer savings such as reduced effort and time saved in creating and producing documents, happier staff, improved consultation with our public and greater control and transparency across the Council.

“We are excited about the prospect of additional unforeseen benefits that we expect to experience with the future expansion in our use of the uCreate and uEngage solutions.”

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