



# Objective

## OBJECTIVE CASE STUDY NATIONAL OFFSHORE PETROLEUM SAFETY AUTHORITY



### ORGANISATION

National Offshore Petroleum Safety Authority

### INDUSTRY

Public Sector

### BENEFITS AT A GLANCE

- Regulatory and legislative compliance
- Improved business processes
- Mitigate health and safety risk of industry personnel
- Effective management of corporate information
- Improved transparency and accountability

### OBJECTIVE CORPORATION LIMITED

Regional Headquarters

Asia Pacific: +61 2 9955 2288

Europe: +44 1628 640 460

The Americas: +1 202 558 5101

[WWW.OBJECTIVE.COM](http://WWW.OBJECTIVE.COM)

**The consequence of mismanaging information has far reaching consequences to the health and safety of personnel in the Offshore Petroleum Industry. The National Offshore Petroleum Safety Authority (NOPSA) was established to administer offshore petroleum safety legislation. As an integral part of this role, they needed an information management solution to facilitate core regulatory systems and support business processes.**

NOPSA is a Commonwealth statutory authority responsible for properly controlling all health and safety risks in the offshore petroleum industry; administering legislation; and promoting continuous improvement in the management of health and safety within the industry.

The petroleum industry is a high risk industry that can be extremely hazardous and employs 14,000 people. Following the North Sea's Piper Alpha oil and gas explosion in 1988, in which 167 people lost their lives, the primary cause of the disaster was tracked back to a failure of information process and

management. This prompted a legislation change in Australia to ensure enhanced occupational health and safety regimes were introduced. It required a documented safety case for all offshore facilities.

NOPSA was established to provide a modern 'duty of care' health and safety regime that would reduce the risk of disasters such as the Piper Alpha explosion reoccurring. Information, together with consistently executing regulatory and administrative processes, is critical to the effective performance of NOPSA. The consequences of mismanaging information and processes could significantly impact the health and safety of people working within the industry.

Tasked with this important role, NOPSA developed an Information Strategic Plan and undertook a competitive evaluation process to find an information management solution. NOPSA selected Objective to provide an Enterprise Content Management (ECM) solution.

“ Objective improves the **reliability** of our business processes while simultaneously helping to **reduce risk** within the industry.”

**Mr John Townsend**  
Chief Information Officer, NOPSA



NOPSA uses Objective for electronic document management, records management and workflow to form a single information repository that manages all of its unstructured information and many of its information-intensive business processes.

Mr John Townsend, Chief Information Officer, NOPSA said: “As a regulator, we demand of our offshore operators a high degree of management and control of information and processes. We believe it to be incumbent on us to operate under these same demands.”

Objective underpins NOPSA's entire operations: from safety assessments, audits and inspections through to corporate administration such as finance and human resources. It is an integral part of NOPSA's Information Strategic Plan and facilitates core regulatory and administrative systems and supports their core business processes.

## IMPLEMENTING CHANGE

Initially NOPSA closely examined its information management processes. Previously, the organisation had a small and disorganised

collection of files and documents on a shared drive. A solution was required to effectively manage their documents enterprise-wide while meeting record keeping compliance requirements in a regulated environment.

NOPSA needed to demonstrate a sound, secure and robust information repository that provides a secure audit trail of all actions that affected a record, in the event of an investigation.

“For example, if the Authority is challenged to prove the validity of its assertions in a major investigation, we are able to quickly and efficiently gather all of the related information. We have a robust audit trail of processes and decisions and how those decisions were made,” said Mr Townsend.

“For this reason, we have documented our regulatory and administrative business processes in a quality management system, and Objective is a vital cog in this framework.”

NOPSA is a small agency with a highly mobile workforce. The majority of NOPSA's

staff are Health and Safety Inspectors who travel to offshore facilities for inspections, to investigate incidents and enforce regulations.

Objective greatly assists this mobile workforce in being able to quickly and easily gather essential background research information, such as:

- Previous reports on specific facilities.
- Issues that were flagged as important.
- Any recommendations made.
- Recommendations that were made for similar facilities.

With limited internet or network access on offshore facilities, all new work produced by the Inspectors is easily managed and synchronised with the corporate ECM system using Objective Offline when Inspectors return to the office or re-connect.

## A CIO'S PERSPECTIVE ON CHANGE MANAGEMENT

“Managing change is the most important part of any project. The essence of change

management is helping people embrace the technology and making it work,” said Mr Townsend.

Achieving a successful ECM implementation should take into consideration the following highlights:

- Address the ‘human factor’ first, don’t just focus on systems and solutions.
- Communication is key; ensure staff understand the importance of records and the need to follow an agreed procedure.
- Address the whole scope of information requirements, not just paper records. Think about all forms of structured and unstructured information that should be

included in planning. For example, physical objects, evidence and metadata.

- Focus on records and not just documents; recognise the corporate value of your information.
- Identify the key drivers for implementation.
- Identify what will change in your organisation and document workflows.
- Identify what parts of your business processes will involve managing information and records.
- Train a leadership group to help investigate and manage change at the user level.

- Monitor system usage; communicate with staff about how they are using the solution and what can be improved.
- Training and constant re-training is important. Consider the value of customising the training materials.

“An ECM solution is not a toy. It takes considerable resources to establish the business rules; install and maintain it; provide training in its use and monitoring of end users,” said Mr Townsend.

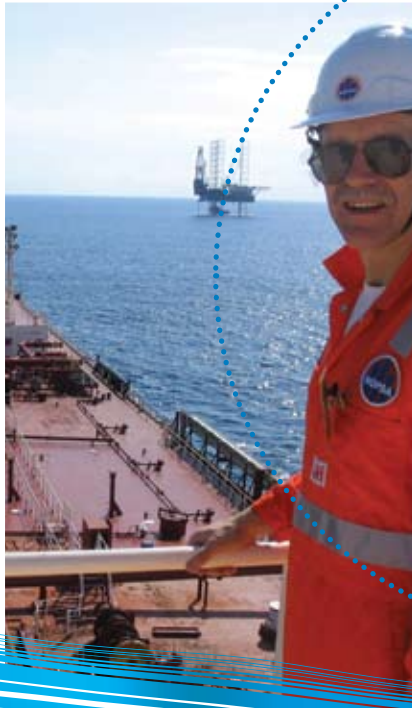
“Objective is robust, fit for purpose and meets our functional needs. The real challenge is to ensure that our staff use the system properly, and that we set and meet their expectations. We continue to



“ With Objective, NOPSA can rely on a **robust repository** and workflow engine to **implement processes** and support the integrity of its operation.”

**Mr John Townsend**

Chief Information Officer, NOPSAs



work with Objective to manage the process of change and to look at processes from the perspective of all stakeholders using the solution.”

Objective is enabling NOPSAs to manage the full life-cycle of all their unstructured information. Enhanced management of their information has allowed NOPSAs to improve efficiency and effectiveness of business processes within the organisation.

“With Objective, NOPSAs can rely on a robust repository and workflow engine to implement processes and support the integrity of its operations,” said Mr Townsend.

## ENHANCING FUTURE SAFETY

Objective was selected on the basis of its scalability and flexibility to meet NOPSAs's growing business needs.

Moving forward, NOPSAs will use Objective to support its growth and provide greater access to information management tools irrespective of the geographic location of its staff.

For example, Objective will be used to support Safety Case Assessments. Offshore operators are required to submit Safety Cases and gain approval from NOPSAs prior to commencing any activities. Objective's ECM solution will help NOPSAs control the process of assessing and approving Safety Cases, monitor progress against deadlines and generally improve efficiencies enabling them to be more responsive to their industry.

“Objective will help NOPSAs process the Safety Cases efficiently, enabling them to be responsive to their industry. It will improve the reliability of our business processes while simultaneously helping to reduce risk within the industry,” said Mr Townsend.

## 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.