



Objective

OBJECTIVE CASE STUDY

DEPARTMENT OF PRIMARY INDUSTRY AND RESOURCES SOUTH AUSTRALIA

ORGANISATION

Department of Primary Industry and
Resources South Australia

INDUSTRY

Public Sector

BENEFITS AT A GLANCE

- Reduction of multiple systems
- Centralised information management
- Improved information sharing
- Streamlined business processes
- Improved transparency and accountability
- Legislative requirements
- Creating a foundation for future growth

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Primary Industry and Resources South Australia (PIRSA) is a key economic development agency within the South Australian Government. PIRSA operates in a highly regulated environment and has a responsibility to manage their information in compliance with the State Records Act 1997. More importantly, they recognised that improving their information management strategy with an Electronic Document and Records Management (EDRMS) solution would assist them in decision-making to achieve positive economic development, resource utilisation, environmental sustainability and social outcomes.

PIRSA is committed to sustainable and responsible development decisions for the benefit of the South Australian community. Its core business functions include economic and industry development, natural resource management and policy advice and support. PIRSA supports the development of the food, wine, seafood, forestry, fibre and minerals and energy industries that contribute over \$9.1 billion annually to the State's economy.

PLAN. INNOVATE. RESEARCH. SUSTAIN. ACHIEVE.

The impetus to search for an EDRMS solution was to meet compliance regulations with the State Records Act 1997. However PIRSA recognised this as an opportunity to enhance their information management and lay the foundation for best practice process management across the organisation.

Ms Kim Potoczky, Manager, Information Strategy and Policy, PIRSA said: "We undertook a feasibility study on the current state of information management within the organisation and it became clear we needed to get a better handle on our processes surrounding document and records management."

PIRSA had over 60 systems including word documents, spreadsheets and databases, in use across the organisation to manage their information. This disparity created challenges within the organisation such as: the inability to retrieve information from a single source; loss of corporate knowledge; information duplication and a difficulty in storing and managing large volumes of documents and records. "We selected Objective because it provides us with

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Ms Kim Potoczky

Manager, Information Strategy and Policy, PIRSA



a core information repository that provides a single point of access to our information,” said Ms Potoczky. “Objective’s easy to use interface and single product solution was very appealing; their experience in similar government environments made it a logical choice for us.”

CULTIVATING INFORMATION SHARING

PIRSA has over 1600 employees such as industry specialists, economists, scientists, planners, marketers and corporate staff. The agency supports a highly mobile workforce, with 58 corporate and regional offices throughout the state.

In a phased approach, PIRSA has progressively implemented Objective to all 1200 staff, across ten business groups to provide a comprehensive range of information management services to their staff.

“We decided to gradually implement Objective to individual business groups within the organisation, in order to restrict the impact on the business. Moving people from an unstructured, unmanaged information environment to a structured environment is a major cultural change for our organisation,” said Ms Potoczky.

“We had to ensure that we had a strong focus on change management to encourage people to develop a culture of information and knowledge sharing.”

The initial implementation of Objective for basic document and records management to all staff began in 2006, with the pilot project successfully going live to a group of 90 staff. The rollout to all business units continued until 2008, when work began on utilising Objective’s workflow functionality.

Using Objective is only one component of an enterprise-wide strategy to create a framework for enhanced information management across the business. This has included the reviewing of all policy and procedures in relation to record keeping standards and implementing business classification schemes, disposal schedules and security models.

“This framework will allow us to create, capture and preserve information that supports our strategic objective to use knowledge as a key business asset for the organisation.”

“We are already seeing changes in the way people work. For example, in specific business units managers will only accept and action an

email or document if it includes an Objective Unique ID. With the Unique ID, they can easily access the referenced electronic version of the document, which is stored in Objective without having to search for the physical paper copy, said Mr Taylor.

“This is saving our staff time in their day-to-day work as well as reducing the amount of paper we are using across the organisation.”

PROMOTING TRANSPARENCY AND ACCOUNTABILITY

The use of electronic documents in government business practice has become more pervasive, and PIRSA is no exception to this with over 300 different types of operational documents and records created, received and managed across the business.

Objective is providing a solution that allows PIRSA to increase the scope of information management from paper records to include all types of electronic information that the organisation uses such as Microsoft Office files, emails, audio files, video footage, digital images, spatial data.

“As a government department, we need to have complete transparency and

accountability across all our business processes. It is crucial for us to maintain version control and provide an audit trail of the approval process in order to mitigate risk and provide evidence of business activities within the organisation," said Ms Potoczky.

"All types of information, at any stage of their lifecycle need to be managed according to recordkeeping disciplines. Objective is providing us with complete control over the whole information lifecycle and allows us to capture the entire business transaction process."

Objective is providing a single source of the truth for the organisation. By removing legacy systems and silos of information, PIRSA is cultivating an open, transparent and information sharing environment. This has improved communication between teams and offices.

Ms Potoczky said: "Objective is helping us to share common information across the business. For example, we have a 'Common Shared Area' where staff can access critical

business documents such as policies, procedures and emergency management documents, on a daily basis.

"Using Objective, we can now store documents as 'read-only' files or PDF's in one location rather than them being strewn across multiple network drives. Staff can be confident they are accessing the latest versions of approved documents."

SAVING TIME, PAPER AND LABOUR

PIRSA is successfully utilising Objective workflow to streamline their business processes and secure their platform for future growth.

PIRSA have implemented a number process improvement initiatives using Objective Workflow, one example is the management of Ministerial Correspondence. The department receives an average of 100 pieces of ministerial correspondence week and the response time to these requests has reduced from an average 14 working days to 2 working days.

"As a result of Statutory requirements, this process is very deadline specific and therefore it is critical that we manage the response, approval and processing of the correspondence in a timely manner," said Ms Potoczky.

"Objective now allows us to quickly and efficiently manage this process electronically with only two instances of paper - the letter received and the response sent back."

PIRSA will see the following benefits emerge from automating this core business process:

- Reduction of paper handling.
- Reduction in time spent finding information.
- Reduction in duplication of information.
- Improved efficiency in processing of correspondence.
- Improved time management by staff.

A SOLID FOUNDATION FOR GROWTH

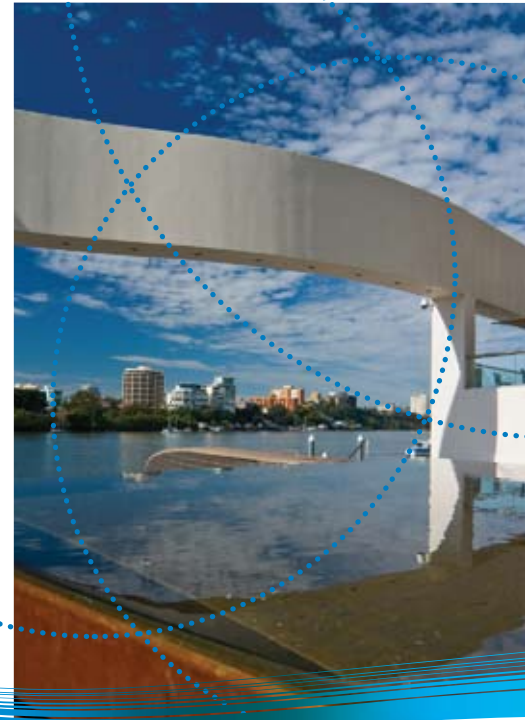
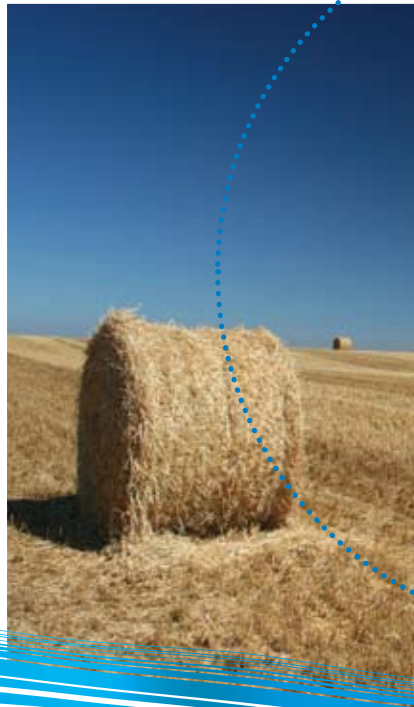
Additional workflows have been implemented for the Aquatic Science and Fisheries Divisions. The Aquatic Science Division will be using Objective to manage the peer review and approval process prior to the publication of their



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Ms Kim Potoczky

Manager, Information Strategy and Policy,
PIRSA



scientific papers. The Fisheries Division will use workflow to manage the requests and complaints processes and approvals from the public associated with issuing fishing licences to the public.

“Objective will allow us to successfully track and manage both of these processes in a very controlled manner. We will have a complete view of each transaction, which will help us minimise turnaround time and provide higher levels of customer service,” said Ms Potoczky.

“There is a lot of enthusiasm within the organisation at the moment about using Objective to automate a greater range of our business processes. We have laid the foundation for solid secure information management across the business and now we are looking at how to further utilise Objective’s capabilities for the betterment of the business.”

“One of the main reasons why our project has been a success to date is because of the support from our Chief Executive and Executive Directors. They saw the value of an EDRMS solution to our business and have sponsored and encouraged the project since inception. Having the Chief Executive’s support meant the project was driven both

from the top down and bottom up. This is vital for the success of any project and gives us the confidence to plan for future growth,” said Ms Potoczky.

Moving forward, PIRSA are investigating the introduction of more workflows, incorporating scanning and imaging functionality and integration with key business applications.

“We would like to integrate Objective with one of our major business systems, Primary Industry Information Management System (PIIMS), which is a comprehensive database that records all animal health activities including livestock registrations, pig brands, tail tags, accreditations, data on field activities and diagnostic laboratory results.”

Integrating PIRSA’s key business systems with Objective will provide PIRSA with a complete and transparent view of their business activities and will assist them in building collaborative relationships across the business. It supports PIRSA’s strategic objectives to have efficient operations and community engagement, performance improvement and helps them to facilitate partnership and cooperation across all levels of government agencies by integrating policy and service delivery.

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.