
ASX Announcement

Date: 2 February 2010

Objective Corporation to help public sector save money with the launch of new solutions in Australia and New Zealand

Objective Corporation (ASX: OCL) today announced the launch of its community and collaboration solutions – uCreate, uEngage and ePetitions – in Australia and New Zealand.

The uCreate, uEngage and ePetitions solutions let public sector organisations streamline the collaboration and development process of key policies. It combines multi-channel publishing and management of citizen involvement through an integrate end-to-end collaborative portal. The three solutions streamline document creation and information gathering, ensuring corporate brand consistency across all content and delivery mechanisms.

Tony Walls, CEO, Objective Corporation, said: “Public sector organisations are under pressure to reduce costs, while maintaining the quality of their wide range of community services.

“We saw an opportunity to address this common problem in Australia and New Zealand. These Objective solutions deliver significant financial, social and political return on investment at a time when all government departments and authorities are striving to meet these challenges, while being encouraged to do more with less.”

“The uCreate and uEngage solutions are successfully deployed by over 250 public sector organisations in the UK and USA, and we are excited to bring these solutions and subsequent cost savings to our customers in the Australian and New Zealand market.”

The public sector produces an avalanche of documents every year, varying in scale from one page guidance leaflets through to policy and strategy reports comprising of thousands of pages. uCreate helps government to reduce time taken to produce these documents, critical when dealing with statutory timescales. The solution offers significant cost savings by reducing the cost of graphic design services. It raises design and production standards without a corresponding increase in cost and is a powerful capability to help authorities collaborate more effectively.

Consultations are an essential part of government activity today. uEngage and ePetitions will let local governments lower the barriers to better public and stakeholder engagement.

Objective Corporation

Objective Corporation (ASX:OCL) is an established leader and specialist provider of content, collaboration and process management solutions for the public sector. Its solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better public sector outcomes at a lower cost to the community.

www.objective.com

Objective

They increase the quality of consultee participation and produce more valuable results from consultation. A single view of all consultation and consultee information saves an authority time and makes it easy for both staff and the community to become more engaged.

Tony Walls said: "Our long-term strategy of focusing on the public sector in defined geographies was cemented by the successful acquisition of Limehouse in 2009.

"Launching uCreate, uEngage and ePetitions into the ANZ market expands Objective's portfolio of applications that meet specific needs for the public sector."

-Ends-

About Objective Corporation

Objective Corporation (ASX:OCL) is an established leader and specialist provider of content, collaboration and process management solutions for the public sector. Its solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better public sector outcomes at a lower cost to the community.

Objective acquired Limehouse Software, a specialist in collaborative content creation, publishing and stakeholder consultation solutions for local and central government in the United Kingdom and has an emerging presence in North America.

Contact Information

Objective Corporation Limited

Ph: +61 2 9955 2288

Fax: +61 2 9955 5011

Email: enquiries@objective.com

www.objective.com