
ASX Announcement

Date: 28.6.10

The State of Hawaii embraces citizen engagement with Objective

The State of Hawaii's Community Development Authority (HCDA) has selected Objective Corporation's (ASX:OCL) uCreate and uEngage solutions to enable them to reduce costs associated with the production of complex documents and expand citizen engagement.

The HCDA is a State agency that was established to supplement traditional community renewal methods by promoting and coordinating public and private sector community development.

The community and collaboration solutions will be used across the organisation to help HCDA meet the challenges of their document creation and publishing workload without increasing staff numbers.

Mr Anthony Ching, HCDA Executive Director, said: "The forum for digital communication in today's world seems to be increasingly comprised of bursts of information (e.g. email, text, twitter and facebook postings).

"However, these blogs of information cannot compete with the extended and productive conversations that the HCDA will be able to engage in with staff and the community through our use of the uCreate and uEngage solutions.

"The extended conversations and community engagement facilitated by these solutions will create neighbourhoods and communities in Hawaii instead of controversy and stalled development."

HCDA will use uCreate to improve internal collaboration on the production of community development plans and administrative rules, reducing the time required for editing, reviewing, formatting and producing the final documents.

uEngage will be used to augment their citizen engagement strategy, making documents available online in an interactive format, and to manage offline comments within a single consultation database.

Mr Tony Walls, CEO, Objective Corporation, said: "Our demonstrable experience in helping government departments achieve productivity gains and reduce costs associated with producing large, complex documents was instrumental in our engagement with the Hawaii Community Development Authority.

"The State of Hawaii has undergone significant change due to budget cuts, and we are pleased to be able to help the HCDA in reducing costs and continuing to improve its services." -ends-

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

The logo for Objective Corporation, featuring the word "Objective" in a bold, black, sans-serif font. The letter "i" is stylized with a blue dot. Below the word is a thick blue horizontal bar.