



Queensland Department of State Development

State development agency uses Adobe® solution to improve constituent service, reduce costs, and enhance information sharing among government agencies with online business-licensing application

Queensland Department of State Development

- The State of Queensland's economic development agency
- Size: 700 employees
- Location: Queensland, Australia

www.sd.qld.gov.au

Industry

Government

Solution

- Business Registration
- Permits and Licence Applications

Products Used

- Adobe Form Designer
- Adobe Form Server
- Adobe Form Client

In Partnership With

- Indigo Pacific, the sole distributor for Adobe server solutions in the Asia Pacific region, excluding Japan
- Location: Sydney, Australia

www.indigopacific.com

Organization Profile

The Queensland Department of State Development in Australia supports sustainable economic development across Queensland and is the central point for businesses to access government services. One of the agency's primary tasks is to help citizens starting new businesses apply for the appropriate licences. To make the process convenient and cost-effective, the agency worked with Indigo Pacific, an Adobe Solutions Partner, to develop *SmartLicence Online (SLOL)*, a Web-based system that enables business owners to access licensing information and complete application forms online.

Challenges Faced

Improve service to constituents

Queensland entrepreneurs may have to complete as many as 20 business-licence forms from local, state, and federal government agencies to start their businesses. Previously, citizens were required to call multiple licensing agencies or the Department of State Development's *SmartLicence* telephone service to receive their applications by mail. Although the *SmartLicence* service provided one-stop-shop access, it was still cumbersome for constituents who had to fill in numerous forms and repeatedly enter the same data.

Reduce administrative costs

Printing and mailing each application package cost the agency US\$5. In addition, staff responding to telephone inquiries spent a substantial amount of time determining which forms were appropriate for a particular business, handling paper, and ensuring that information was accurate and complete.

Ensure easy integration and information sharing within and outside the agency

State Development needed a solution that would integrate easily with its existing systems, allowing staff to maintain the solution and add new forms without hiring specialized programmers. The agency also wanted to operate more efficiently and streamline collaboration with other government agencies by sharing data electronically.

Success Strategy

The Department of State Development considered several alternatives for providing constituents with self-service access to forms, including developing a solution in-house. In the final evaluation, the agency found that an Adobe solution for document process management would provide the most cost-effective, powerful option.

With the help of Indigo Pacific, the agency easily integrated the Adobe solution with a legacy information management and retrieval system, a major Australian bank's e-payment facility, an online system for automatically determining which materials users require



To use *SmartLicence* Online, citizens in Queensland answer a series of questions on the state agency's Web site. The Adobe solution saves applicants time by giving them immediate access to the forms they need and eliminating the need to re-enter the same information multiple times.



"The Adobe solution is a key element in enabling us to electronically furnish constituents with everything they need to obtain business licences, all in one place."

Dennis Bird,
Director of business
information,
Queensland Department
of State Development

based on answers to basic questions, and an integrated receipting module. The Adobe solution also greatly simplified the design of electronic forms by agency staff, a project originally expected to require outside programming expertise.

"Implementing *SmartLicence* Online went according to plan. In fact, we completed the project early," says Dennis Bird, director of business information for the Queensland Department of State Development. "The Adobe solution is easy to maintain without specialized programming skills and solves a number of issues for us, such as the ability to automatically populate forms with information, saving our constituents time and effort."

To use SLOL, constituents answer a series of questions on the agency's Web site. Based on this input, licence forms are generated in either Adobe Portable Document Format (PDF) or as Web-based forms. In the latter case, core client data can be entered once and transposed across multiple forms, saving time and helping to ensure the information is correct. Applicants complete the remaining unique requirements, and can then download the forms. If the Department of State Development has an agreement with other agencies that specifies the type of activities—such as collecting funds or sending data electronically instead of on paper—information can be processed digitally between agencies.

Benefits

- Improved service to constituents
- Reduced administrative costs
- Streamlined processing internally and with other agencies

The Adobe solution gives constituents more convenient access to services. Citizens save time because they immediately receive the forms they need and no longer have to enter information multiple times. Since providing online access to forms, the agency has seen demand for its services increase by more than 20,000 clients in less than a year—a demand that Bird attributes to the ease of using and accessing materials on SLOL. In recognition of the system's success, State Development was awarded the 2002 Queensland Government Premier's Award for Innovation and Creativity.

In addition to improving services, the Adobe solution is saving State Development an estimated US\$200,000 annually in paper, printing, postage, and staff costs. Perhaps most importantly, the agency is prepared for the future: By supporting electronic data delivery, the Adobe solution will ultimately help the Department of State Development further reduce costs by streamlining information sharing among agencies and enabling staff to collaborate more effectively.

"In the future, our services will be more integrated," says Bird. "Rather than having people visit multiple agencies to obtain their licensing information, the Adobe solution is a key element in enabling us to electronically furnish constituents with everything they need to obtain business licences, all in one place."

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