



South Australian BDM Registry ...

“Constant business innovation through technology”

Births, Deaths and Marriages Registration Office – South Australia

The Births, Deaths and Marriages Registration Office in South Australia is a branch of the Office for Consumer and Business Affairs, which in turn is a division of the Attorney-General's Department.

The office has responsibility for maintaining registers of births, deaths, marriages, change of name, adoption of children and reassignment of sex.

In addition to issuing appropriate certificates for entries in the registers, the office also provides statistical data for other agencies and conducts civil marriage ceremonies.

Technology

Pentium 400 Mhz Server

Windows 2000 Server

TCP/IP based networking

Promadis Raven for 36 users

Promadis Central Server

Promadis Certificate Validation Service

D3 database server

D3 Flashconnect service

Background

In 1991, the Births, Deaths and Marriages (BDM) Registration Office in South Australia was one of the first to invest in a fully computerised registration system.

Moving from a labour-intensive, paper-based office to an automated operation presented major challenges. The task of developing and implementing the groundbreaking technology was given to Promadis (then known as Shaw Solutions).

The outcome is a highly sophisticated registration system that has become the benchmark for BDM offices across Australia.

Business objectives

The partnership between Promadis and the South Australian Births, Deaths and Marriages (BDM) Registration Office has evolved over more than a decade.

Initially, Promadis staff worked closely with us to gain a detailed understanding of their requirements and business objectives.

“The policies and procedures of the BDM office are being constantly fine-tuned to improve efficiency and ensure sensitivity towards customers,” said Registrar Val Edyvean.

“It was essential therefore that the technology solution was flexible and easy to upgrade.”

The solution

Promadis developed a fully integrated computer system that involved a high level of automation in all areas of the operation.

It supports the registration of events, maintenance of registers, application processing, financial transactions, production of data products on both a regular and ad hoc basis, and the management of information reporting.

Because of the modular design, the program has in-built flexibility. It can be modified as required to incorporate changes to legislation, audit requirements, the impact of Crown Law opinions and changes to policy and procedure.

The system was also developed with the user in mind. It is easy to

operate and involves various fail-safe mechanisms to ensure accuracy during processing.

Business Outcomes

Measurable outcomes that have been achieved since the inception of Promadis Raven include:

- A reduction in staff numbers from 33 to 18
- A reduction in certificate turnaround from days to seconds
- A reduction in the number of highly qualified and trained staff needed to support the office
- An increase in services to fulfill obligations resulting from of the national management programs with no increase in staff
- New Internet enquiry facilities
- Reduced training requirements for new staff has reduced our staff risk

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Registrar, Ms Val Edyvean

Continuous improvement

Ms Edyvean said the key to the successful outcome was the close working relationship between Promadis staff and her office.

“As well as being highly responsive to our needs, Promadis staff have maintained familiarity with current and emerging technologies and equipment,” she said.

“They are frequently able to suggest solutions to streamline our operations, and advise us of future

developments which may be of benefit to our office.

“Promadis has developed, maintained and enhanced our BDM registration system on a continuous improvement basis.”

One interesting signal monitored by Promadis staff to identify the need for software improvement to Promadis Raven is the use of “Yellow Sticky Labels” as reminders.

With a philosophy that Promadis Raven should be aware of reminders and manage the task, these “labels” highlight that some new functionality or new business process needs review.

Through life support

The collaborative approach of the two organisations has resulted in the successful implementation of various other complex projects.

For instance, Promadis has been responsible for all technology aspects of a major data back-capture project involving about one million records.

These have been converted and added to the system over the past four years, and will be used to support research reports for the introduction of revenue-generating products such as commemorative birth certificates.

“As we have formulated and developed new policies, Promadis staff have also incorporated business rules into the system, assisting staff to implement policy-based procedures in a consistent

and efficient manner," Ms Edyvean said.

"The company has also supported us in a national project involving all Australian registrars, which will ultimately allow for linkage between all registries and for the introduction of a virtual national data base."

The final word

"Promadis staff have invariably been fully responsive to our change requests and receptive to our operational needs," Ms Edyvean said.

"The quality of the working relationship is such that the Office of Consumer and Business Affairs has appointed them to project manage the development of an e-commerce platform for the whole division, as well as piloting BDM's on-line services.

"The success of the South Australian BDM Registration System has been such that two other Australian jurisdictions – Australian Capital Territory and Northern Territory – have both retained Promadis and thereby adopted systems similar to ours."



BDM staff provide an "on the spot" customer service at the front counter including issuing certificates and collecting payments.