

DPIRD Media Engagement

Turning policy into practical workplace decisions

The Learning Lens designed and developed self-paced media engagement training for the NSW Department of Primary Industries and Regional Development (DPIRD). The course translates departmental guidance into a structured learning experience that helps staff understand their responsibilities and respond confidently to media contact.

The challenge

Media contact can arise unexpectedly. Staff need to recognise their responsibilities, understand the limits of their role and know when to seek support. Policy information must be clear enough to apply in the moment, including situations where an informal request may appear straightforward.

The source material was a draft presentation rather than a finished digital course. The design challenge was to organise that content into concise learning, preserve its policy meaning and provide opportunities to practise judgement.

The solution

A self-paced course developed in Articulate Storyline 360 brings together short content sections, workplace scenarios and assessment. Broad topic areas include:

- Ethical conduct and public communication
- Roles, responsibilities and authorised representation
- Working with specialist communication teams
- Approvals and appropriate referral pathways
- Responsible information sharing and early issue reporting

The learning moves from understanding responsibilities to applying them in realistic situations. A published SCORM package supports delivery through the department's learning management system.

Designed for practical application

The learning approach

Three workplace case studies give learners opportunities to choose a response and examine appropriate actions. Feedback and retry opportunities support practice before the final assessment, helping learners connect policy guidance with everyday decisions.

A five-question assessment checks understanding of key responsibilities. The course requires a full passing score and includes results, review and learner acknowledgement stages, making the distinction between practice and formal completion clear.

From source content to digital learning

The project approach covered content structuring, storyboarding, visual template adaptation, Storyline development and SCORM packaging. The storyboard stage was designed to bring on-screen language, interaction descriptions and visual guidance together before development.

Accessibility formed part of the design brief, with requirements for keyboard navigation, readable contrast, alternative text and transcript access to support different learner needs.

Review and delivery

The delivery approach provided for storyboard approval, development review and final quality assurance. The published package brings the content, scenario activities and assessment together in a single course, with departmental LMS upload and testing assigned to the client.

Intended impact

The training was designed to support:

- Greater confidence when responding to media contact.
- Clearer understanding of individual roles and responsibilities.
- More consistent use of appropriate support and referral pathways.
- Earlier reporting of emerging communication issues.
- Reduced risk of unauthorised disclosure or public comment.

By pairing concise guidance with decision practice, the course supports more informed and consistent workplace responses.