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Customer needs analysis

August 2023



Background

- In 2022 the Digital Presence Strategy was developed for the DPIRD website
- As part of this Strategy, customer needs were established through a mix of interviews with customer facing, comms and research staff, a website survey, website statistics analysis and a review of social media and email activity
- As the Community footprint is so large, it was felt that the website survey and social media feedback captured a good perspective of their views
- However, a risk was identified that the analysis did not include meetings with Stakeholders or Customers
- The Customer needs analysis was initiated this year to mitigate that risk and bring a deeper understanding of the needs of Stakeholders and Customers.

Customer needs summary – Digital Presence Strategy 2022

- The Digital Presence strategy contained the below Customer needs summary
- The segmentation model has been used to structure this Customer needs analysis document
- The Analysis teased out some of the differences and similarities between the audience segments
- Although the needs listed here are quite high level – the basis of this is still correct

Stakeholders



Very **diverse** audience – each with their own, **specific needs**

It is a very **knowledgeable** audience, who like to talk to others like them and **trusted sources** to understand how things work

Customers



For many sections of the audience **what they do is who they are** – there is a lot of **passion**

Many interactions are **task-driven** – either finding information or a service interaction

Community



There is an expectation that **everything is online** – as they are

Customer needs analysis

Methodology

- To capture **Customer** and **Community** views on digital satisfaction, barriers and hurdles a Customer Satisfaction Survey (CSAT) ran on across July and August 2023 on both the Agric and Fish websites – see *slide 15 onwards for details*.
- Interviews were held with **Stakeholders** and **Customers** across July and August 2023, to establish a further understanding of needs, triggers and barriers – see *slide 46 onwards for details*.
- The insights captured were combined with the customer needs research that was completed in 2022.
- In addition, some secondary research was done to establish some of the basic demographics of the various segments.
- The following slides represent the Customer need analysis findings.

DPIRD audience by the numbers



Stakeholders

Government

- Federal
- State
- Local

Industry

- Industry bodies
- Associations
- Partnerships
- Universities

Investors

- Local
- National
- International



Customers

Producers

Number of businesses

- | | |
|---------------------------|-------|
| • Broadacre cropping* | 5,860 |
| • Livestock & products | 5,115 |
| • Horticulture | 2,257 |
| • Aquaculture & fisheries | 1,182 |
| • Forestry | 538 |

Total 14,952

Supply chain

Number of businesses

- | | |
|-------------------------|-------|
| • Transporters | 5,607 |
| • Support services | 1,479 |
| • Food manufacturers | 1,237 |
| • Exporters/wholesalers | 470 |
| • Vets | 419 |
| • Processors | 272 |

Total 9,484



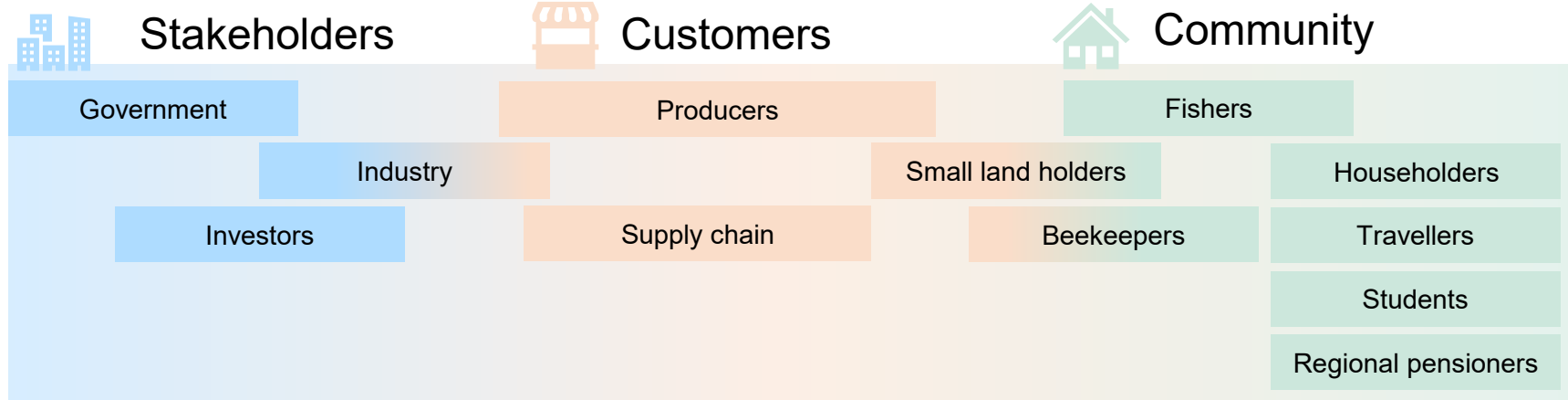
Community

Community

Number of people

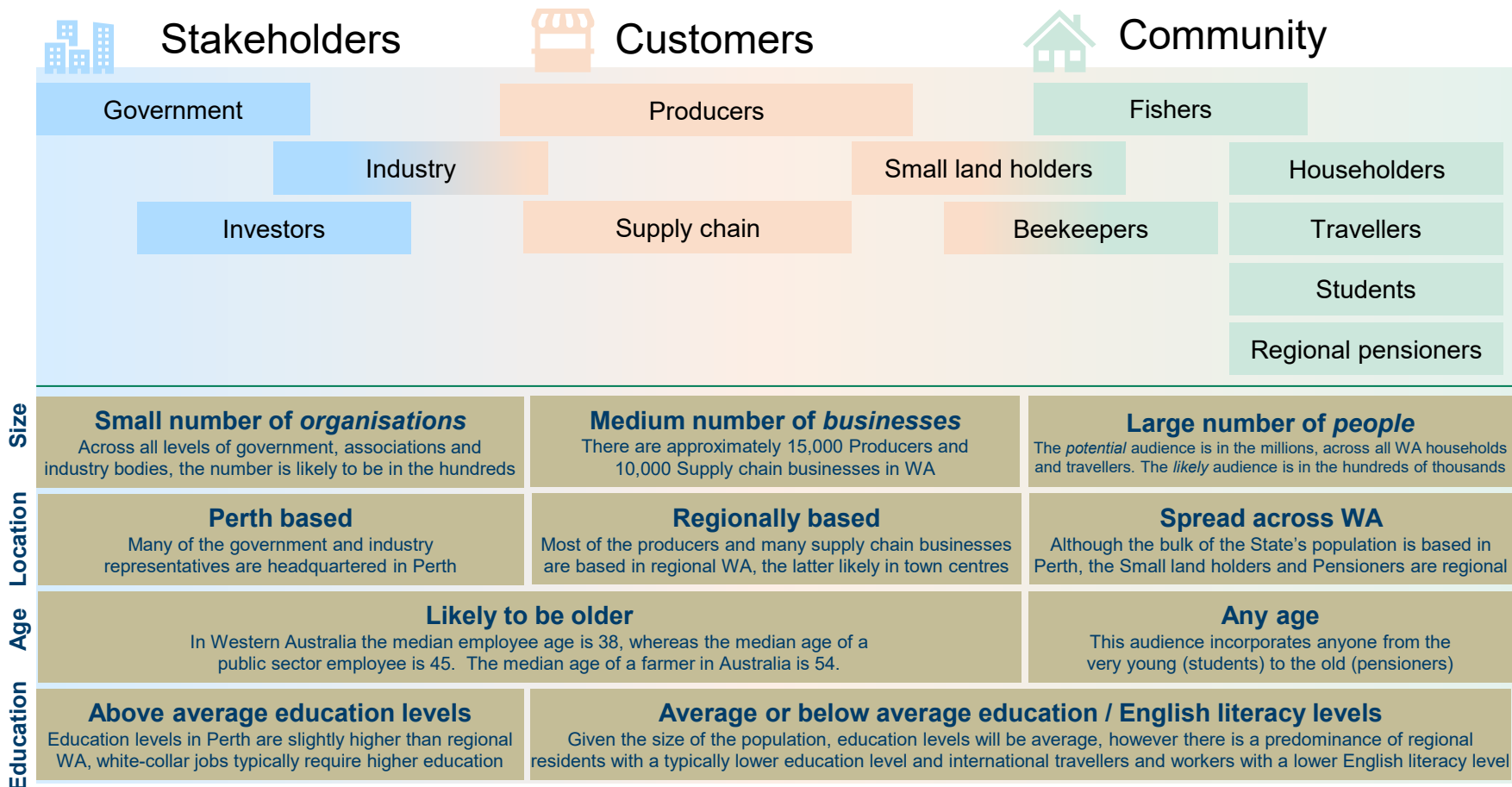
- | | |
|---|-----------|
| • Householders (includes gardeners, surfers, swimmers, prospective employees) | 2,660,000 |
| • Travellers | 2,248,000 |
| • Fishers (licenced 130-240k) | 750,000 |
| • Students (school, TAFE, Uni) | 570,000 |
| • Regional pensioners | 120,000 |
| • Small landholders | 60,000 |
| • Beekeepers | 5,000 |

Audience continuum

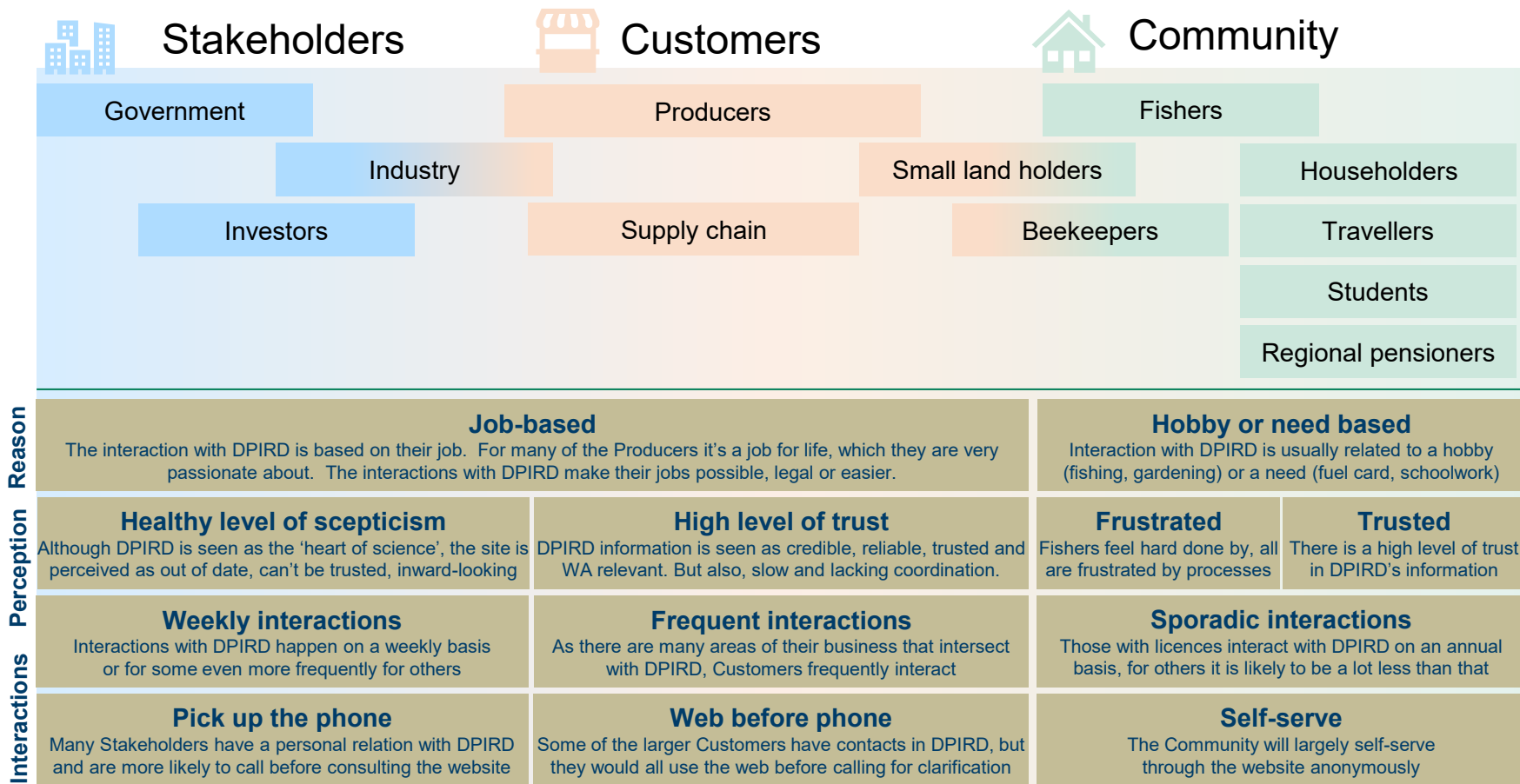


- The audience largely falls into the three segments: Stakeholders, Customers and Community
- However, there is a bit of **overlap** across some of the segments
 - Industry representatives share characteristics with Producers and Supply chain businesses
 - And Small land holders and Beekeepers have several overlapping needs with Producers
- It is also worth noting that many *people* belong to more than one segments
 - Most Stakeholders and Customers are also represented in the Community segment
- It is therefore mapped as an **audience continuum**, rather than neatly separated segments

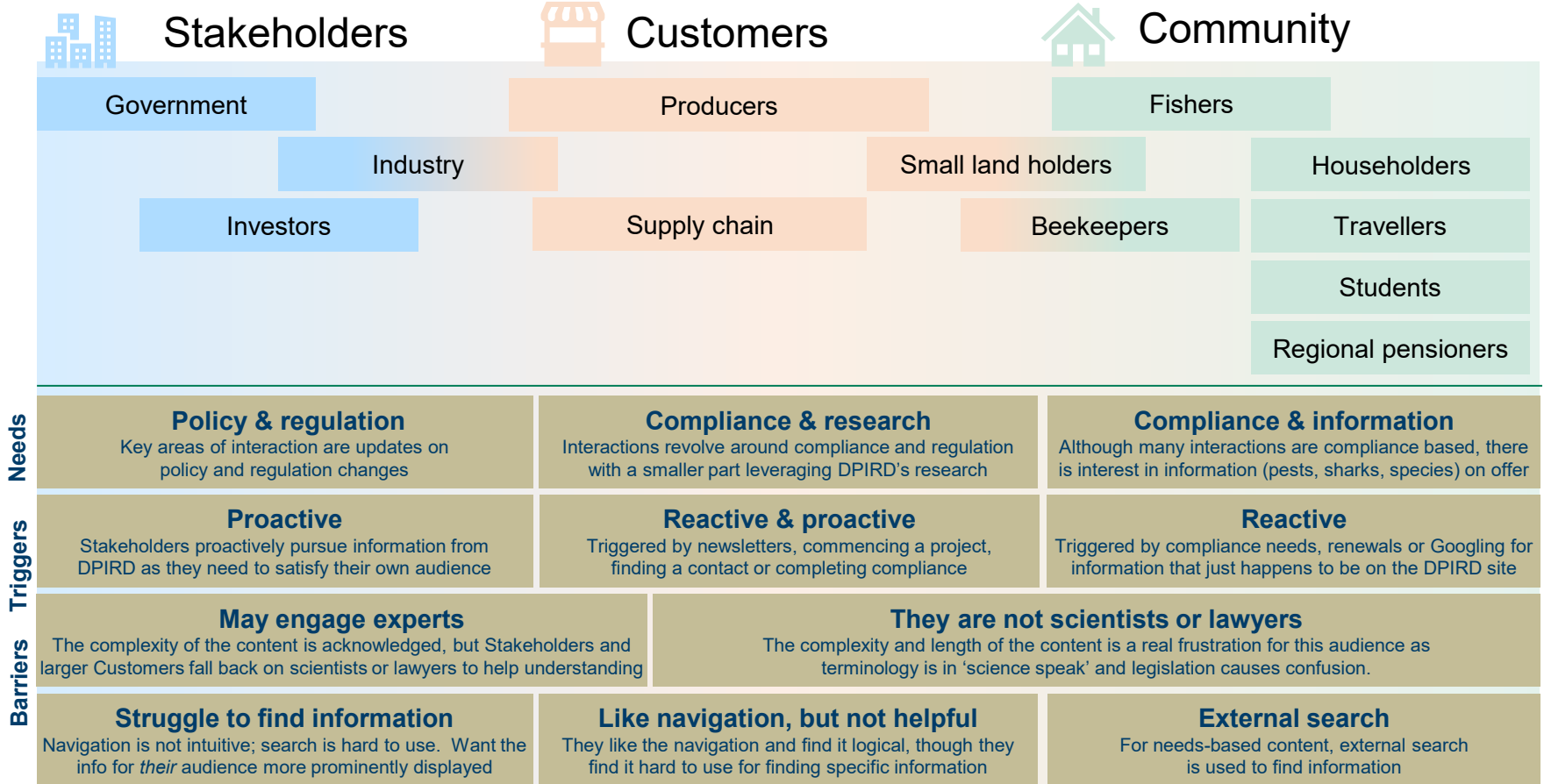
Audience continuum – Demographics



Audience continuum – Relationship with DPIRD



Audience continuum – Needs, triggers, barriers



Audience continuum – Top content



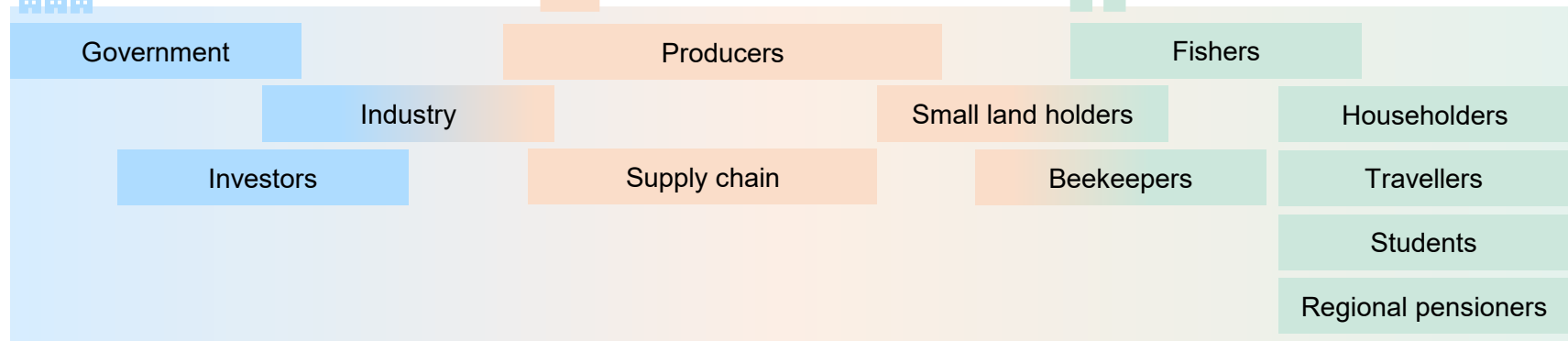
Stakeholders



Customers



Community



Policy & regulation

Key areas of interaction are updates on policy and regulation changes

Compliance & research

Interactions revolve around compliance and regulation with a smaller part leveraging DPIRD's research

Compliance & information

Although many interactions are compliance based, there is interest in information (pests, sharks, species) on offer

Policy and regulation updates

- Media releases
- Publications
- Policy decisions
- Current issues
- Regulation changes
- Education about regulation

Compliance & regulation

- Licenses, exemptions, compliance reporting
- Biosecurity incidents
- Regulation and changes

Research, information & news

- Industry information and updates
- Sector information and updates
- Information tools (pests, weather, maps)
- Research reports
- What is happening in research
- Grant updates

Compliance & regulation

- Licenses and compliance reporting
- Rules and regulation (fishing rules, quarantine, moving livestock)

Targeted information

- Fish species
- Pests and disease identification and management
- Climate change

Audience continuum – Suggestions



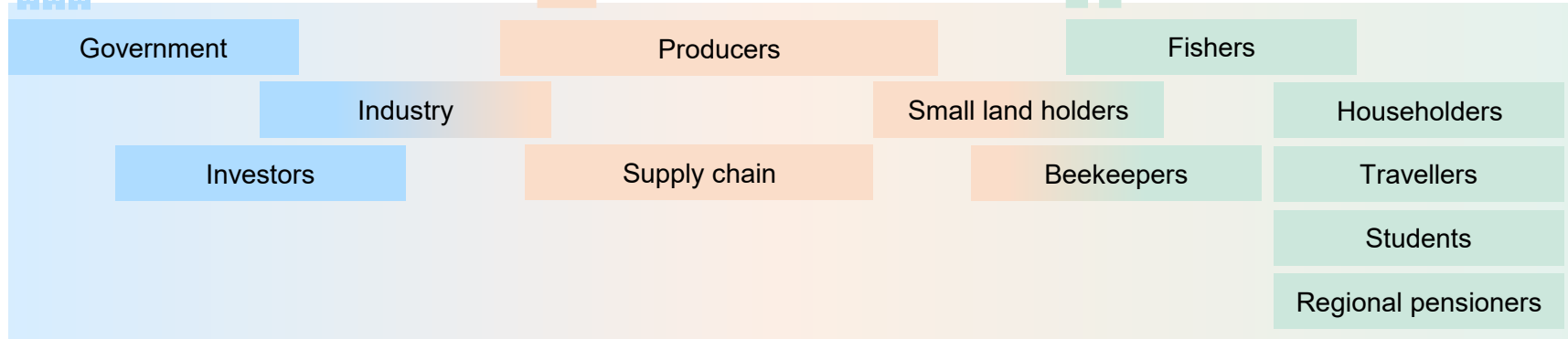
Stakeholders



Customers



Community



Improve

Content

- Update content and imagery
- Write in plain English (for their audience)
- Improve how processes are explained
- Bring in external content (fish rules)

Structure

- Navigation needs to be more intuitive
- Improve search and filtering
- More mobile friendly

Content

- Too much information that is poorly linked
- Provide more detail
- Update content, age affects credibility
- Clear contact details

Structure and capability

- Page structure (chapters) does not flow
- Search (improve indexing)
- Make it easier to sign up for newsletters
- Add more capability to tools

Content

- Content is too complex
- Simplify how fishing rules are explained

Capability

- Website speed
- Functionality – fishing licence application not working
- Search

Don't change

- News, though could do with more prominence
- Scientific content
- Variety of content

- Navigation, though it is proving difficult to find specific information
- Newsletters!
- Tools (pest identifying and weather)

- The amount and depth of information

Audience continuum – Wish list



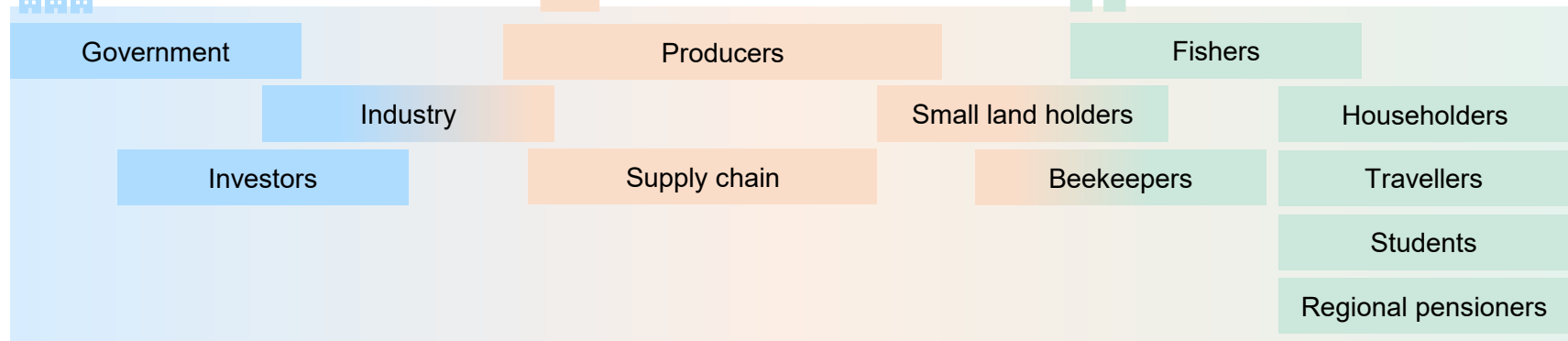
Stakeholders



Customers



Community



Wish list

News

- Sell successes
- Provide audience-based news curation
- Introduce stories that are easy to consume

Education principles

- Provide rules and process clarity
- Use videos
- Write simpler content to explain things
- Use science-based evidence to support information

New functionality

- Introduce a member section
- Personalise information (e.g. licence renewal updates)
- Introduce more e-forms
- Connect grants programs

Staying up to date

- Make it easier to stay on top of everything that is happening in the industry:
 - Research
 - Grants
 - Regulation and changes that impact the industry (ESG, EU export rules, live exports)
- Create a research hub, with clearly delineated content

Education

- Introduce more education content to support upskilling, e.g. make recorded webinars or sessions available

Contacts

- Expand and structure access to contacts, both within the Department and external grower groups and stakeholders

Fishing rules

- Add a yearly calendar view for season dates with block out periods
- Add school holidays into the calendar
- Create a map of WA that denotes where there are fishing bans
- Provide more clarity on how to measure fish

Fishing licence

- Create a search tool to search for fishing licence with name and date of birth to check status
- Introduce more payment options, like BPAY

Customer Satisfaction survey

Detailed report

Survey methodology

Customer Satisfaction Survey (CSAT) for Customers and Community ran on Hotjar between July and August 2023 on both the **Agric** and **Fish** websites to establish digital satisfaction, barriers and hurdles.

- **Behaviour:** for all website visitors, triggered when leaving the website
- **Frequency:** each time a visitors came to the site, until they submitted a response

Questions:

- **Q1:** How would you rate your website experience today? *Reaction - Smileys (Not good at all - Very good)*
- **Q2:** What have you come to the website for today? *Long text answer*
- **Q3:** Did you find the information you were looking for? *Yes/No selection*
- **Q4:** What can we do to improve your experience? *Long text answer*
- **Thank you message:** Thank you for answering this survey.

Your input is appreciated.

We gathered **546 responses** over this period on the **Agric** website and 169 **responses** on the **Fish** website.

Responses have been **manually allocated to categories**, mostly based on the url the visitor was on when commenting and rating.

How would you rate your website experience today?

Not good at all Very good

Next

Agric survey overview

Responses came from across the whole Agric website, covering all content areas.

Impressions

66,543

Starts

546

Completes

185

Completion rate

34%

Type	Question	Impressions	Drop-Offs	Drop-Off Rate
	How would you rate your website experience today?	–	–	–
	What have you come to the website for today?	546	318	58%
	Did you find the information you were looking for?	228	4	2%
	What can we do to improve your experience?	224	39	17%

Fish survey overview

Although there were fewer impressions, the completion rate of the Fish survey was higher than that of the Agric survey.

Impressions

9,819

Starts

169

Completes

83

Completion rate

49%

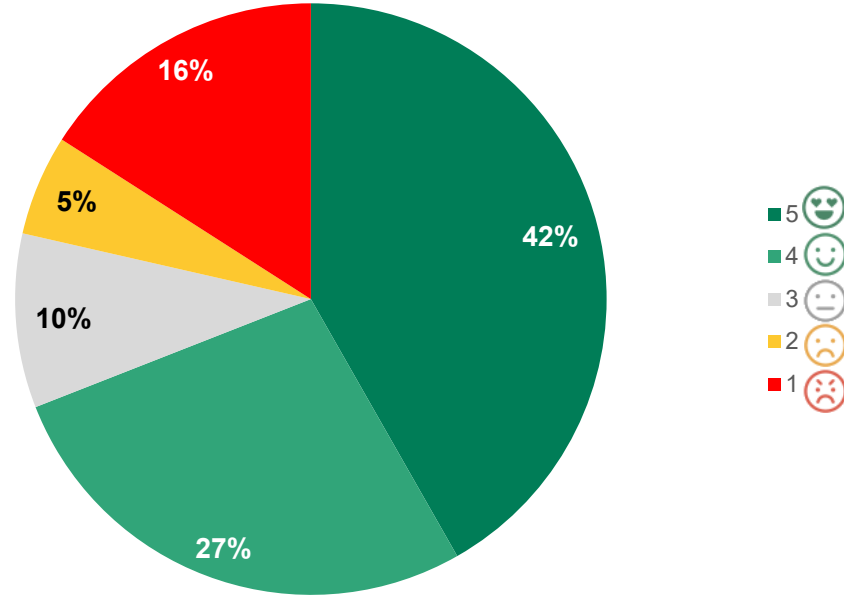
Type	Question	Impressions	Drop-Offs	Drop-Off Rate
	How would you rate your website experience today?	–	–	–
	What have you come to the website for today?	169	73	43%
	Did you find the information you were looking for?	96	2	2%
	What can we do to improve your experience?	94	11	12%

Agric – How would you rate your website experience today?

😊 Average rating (out of 5)

3.7

from 546 responses



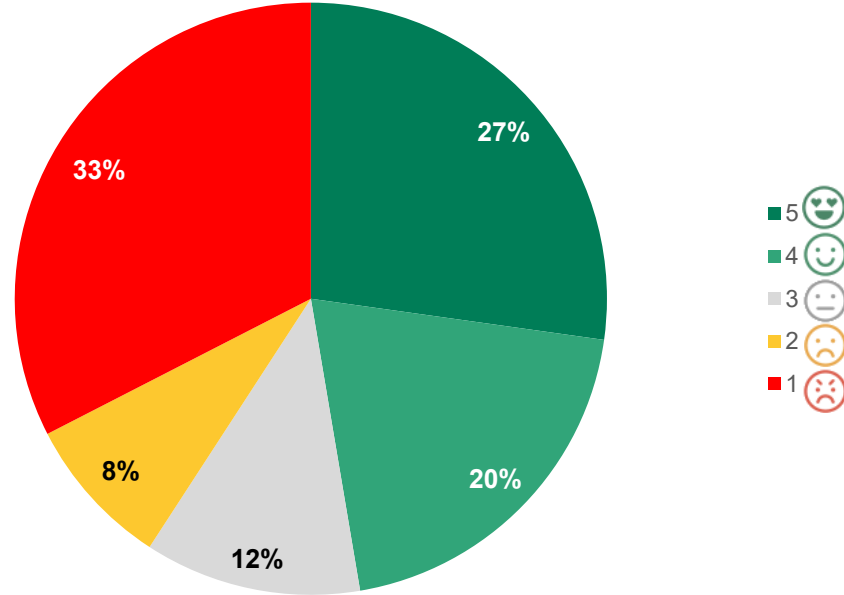
The **information** on the website is highly regarded and appreciated by visitors, resulting in good satisfaction ratings, as reading information is the **main use** of the Agric website.

Fish – How would you rate your website experience today?

😊 Average rating (out of 5)

3.0

from 169 responses



Transactional capability (fishing licence) is a **key purpose** of the Fish website. Whilst the survey ran, there were a few **issues** with the functionality of the fishing licence renewal, resulting in low satisfaction scores.

However, there is an overarching theme of **finding information** (or research) about a topic of interest.



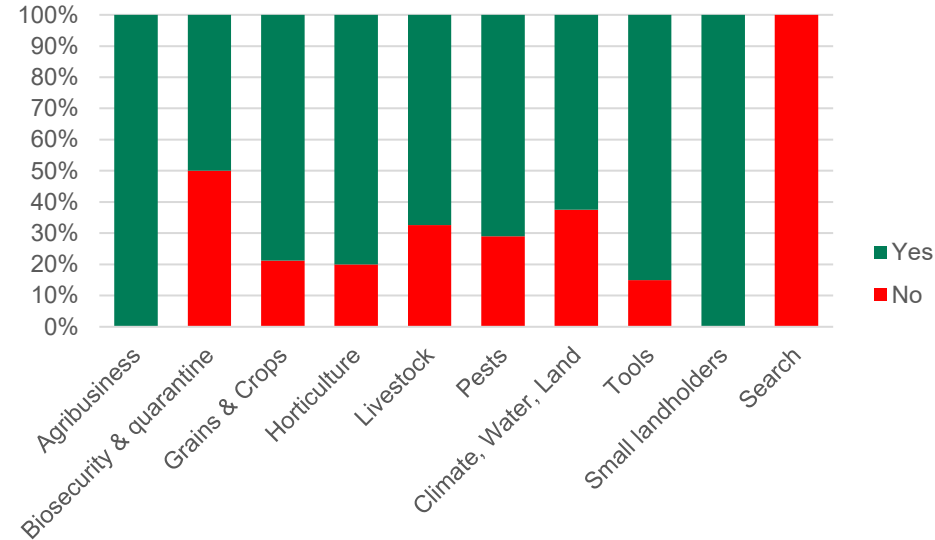
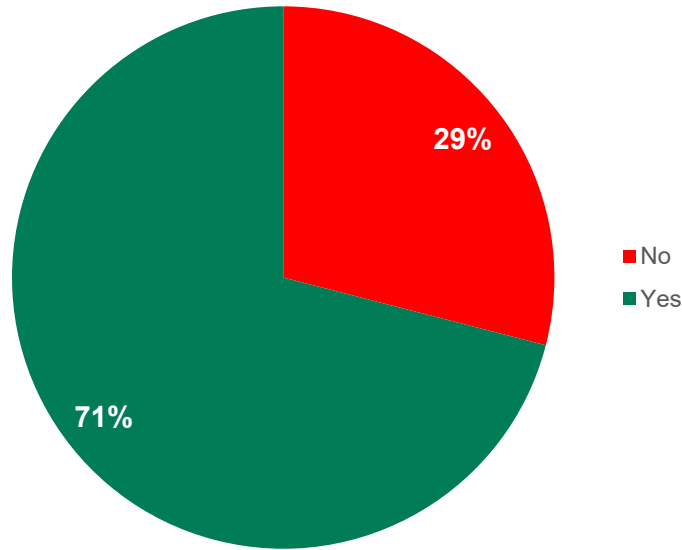
Fish – What have you come to the website for today?

The **Fish** audience is is a lot more singular in its focus. The majority is there to renew their **fishing licence**.

A **secondary** purpose is to find information about **rules** and **species**.

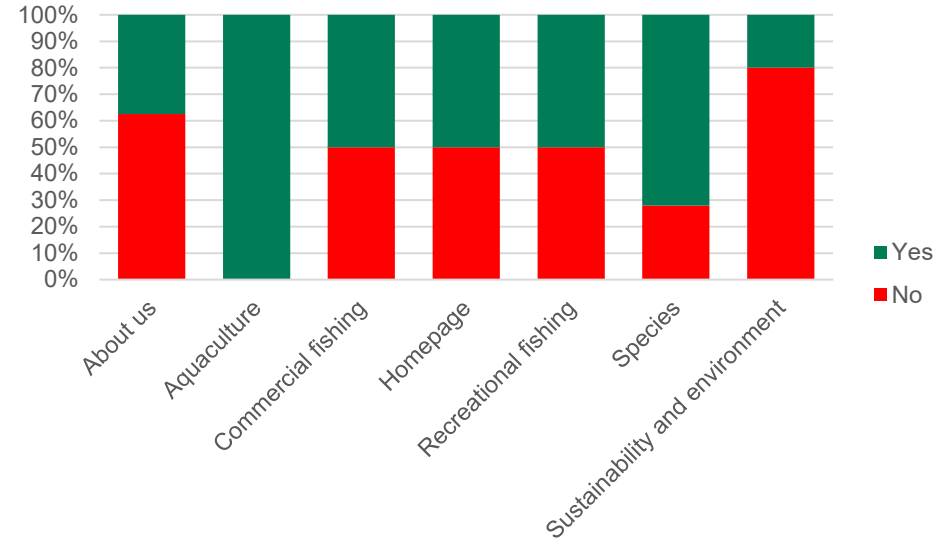
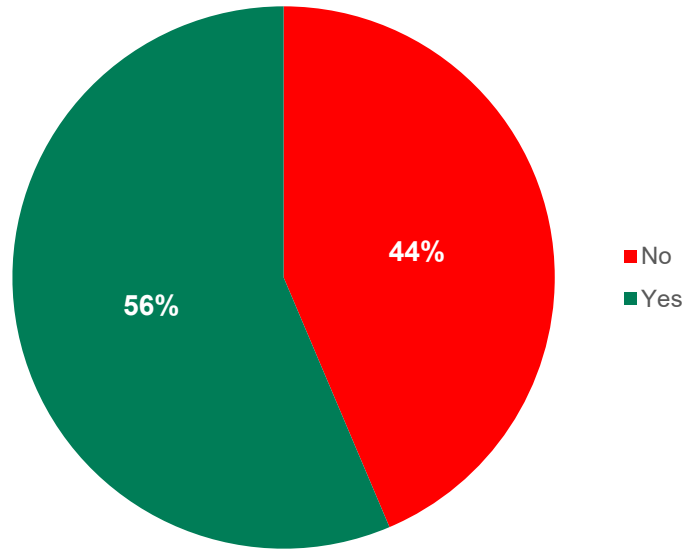


Agric – Did you find the information you were looking for?



Over 70% of visitors were able to find what they were looking for on the Agric site. The lowest satisfaction ratings were directly related to **not being able to find or understand** the information the visitor was looking for. Often, this related to **transactional content** (e.g. import permits, registering brands etc).

Fish – Did you find the information you were looking for?



Transactional issues were also the main reason for low findability (56%) on the Fish website, visitors citing not being able to complete a licence renewal or visiting the Contact us pages to contact the Department. The other reason given was a need for **very specific** or more **up to date information**.

A word cloud of 100 words related to fishing. The words are arranged in a dense, overlapping pattern. The most prominent words, shown in larger fonts, are 'nothing', 'website', 'make', 'fishing', and 'easier'. Other visible words include 'answer', 'sorry', 'salmon', 'map', 'size', 'use', 'links', 'improve', 'dot', 'na', 'skippy', 'higher', 'catch', 'nothin', 'drop', 'limits', 'follow', 'contribute', 'bar', 'factors', 'allow', 'one', 'payments', 'person', 'error', 'go', 'taken', 'space', 'export', 'far', 'know', 'available', 'detail', 'write', 'ok', 'got', 'name', 'get', 'n/a', 'say', '6', 'sure', 'limit', 'page', 'easy', 'fish', 'good', 'provide', 'ever', 'link', 'small', 'per', 'lots', 'viewing', 'still', 'looking', 'none', 'allgood', 'clicked', 'possible', 'making', 'sections', 'amount', 'barely', 'importing', 'addicted', 'smaller', 'measure', 'screen', 'phone', 'though', 'fisj', 'process', 'found', 'nil', 'even', 'wa', 'fix', 'view', 'would', 'give', 'boxes', 'heading', 'works', 'dotdirect', 'access', 'experience', 'small', 'per', 'lots', 'answer', 'sorry', 'salmon', 'map', 'size', 'use', 'links', 'improve', 'dot', 'na', 'skippy', 'higher', 'catch', 'nothin', 'drop', 'limits', 'follow', 'contribute', 'bar', 'factors', 'allow', 'one', 'payments', 'person', 'error', 'go', 'taken', 'space', 'export', 'far', 'know', 'available', 'detail', 'write', 'ok', 'got', 'name', 'get', 'n/a', 'say', '6', 'sure', 'limit', 'page', 'easy', 'fish', 'good', 'provide', 'ever', 'link', 'small', 'per', 'lots', 'viewing', 'still', 'looking', 'none', 'allgood', 'clicked', 'possible', 'making', 'sections', 'amount', 'barely', 'importing', 'addicted', 'smaller', 'measure', 'screen', 'phone', 'though', 'fisj', 'process', 'found', 'nil', 'even', 'wa', 'fix', 'view', 'would', 'give', 'boxes', 'heading', 'works', 'dotdirect', 'access', 'experience'. The words are in various colors, including shades of blue, green, orange, and red.

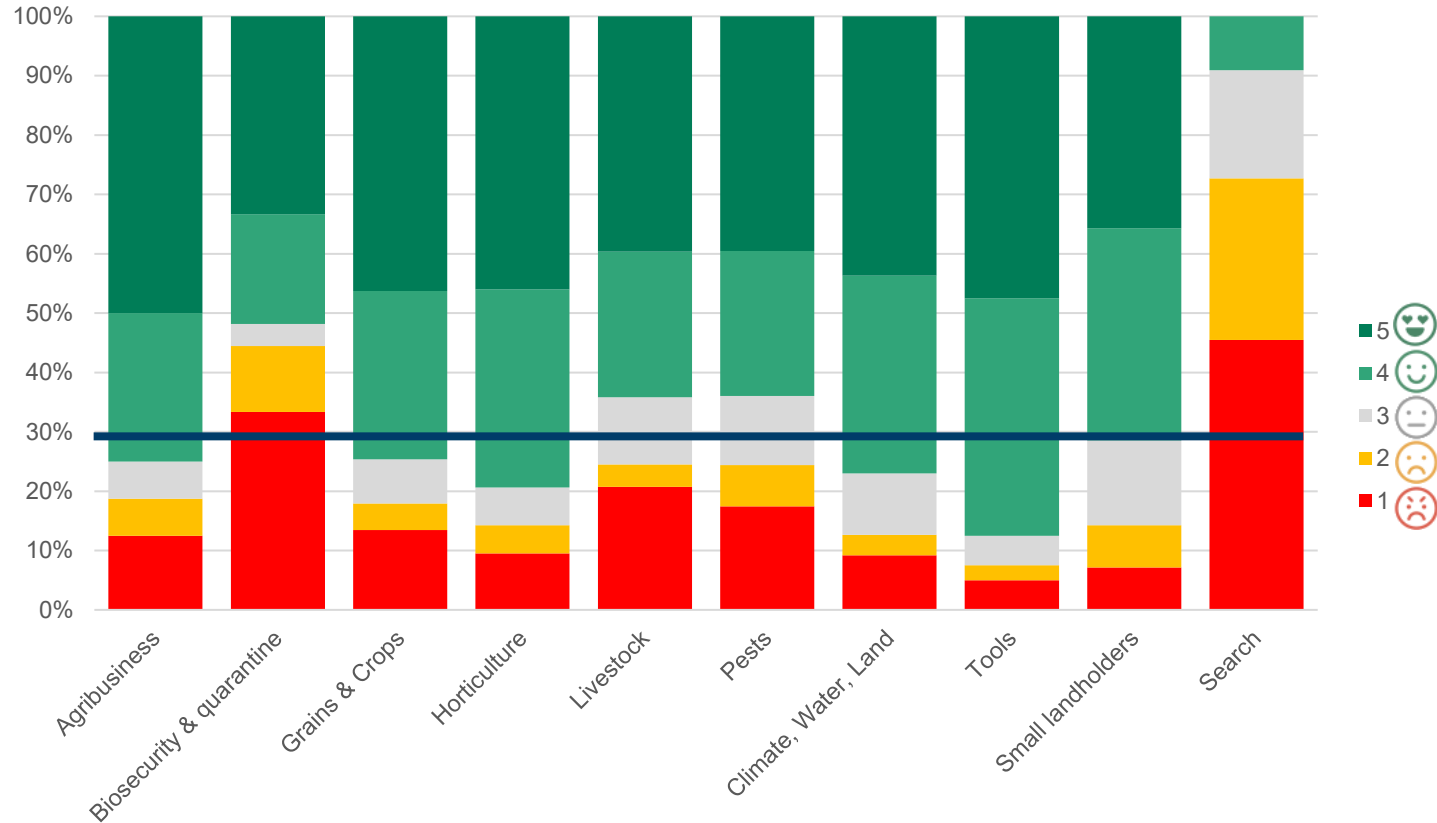
Agric – How would you rate your website experience today? Percentage 1-5

Most website categories reached a 70% or higher satisfaction (4-5) rating.

Exceptions were:

- Biosecurity (permit issues)
- Search (can't find things)
- Livestock (Brand, PIC, Waybill issues)
- Pests (speed)

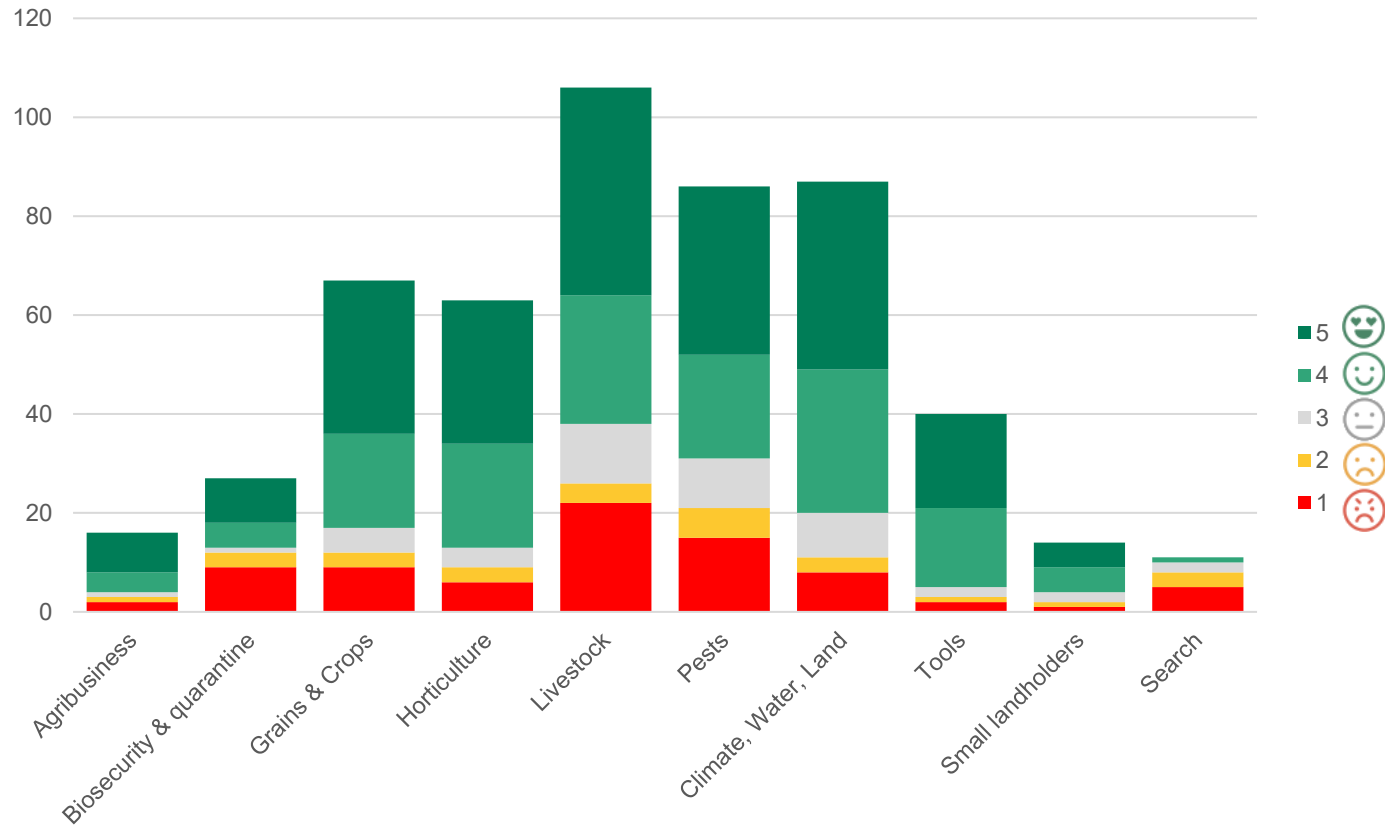
Audience was most satisfied with the Tools.



Agric – How would you rate your website experience today? Total volume 1-5

Taking volume into account, most issues were identified in the **Livestock** area of the website, where visitors struggled to find and interact with Brand, PIC and Waybill information.

Climate, Water, Land pages received the highest satisfaction rating from visitors when considering volume.

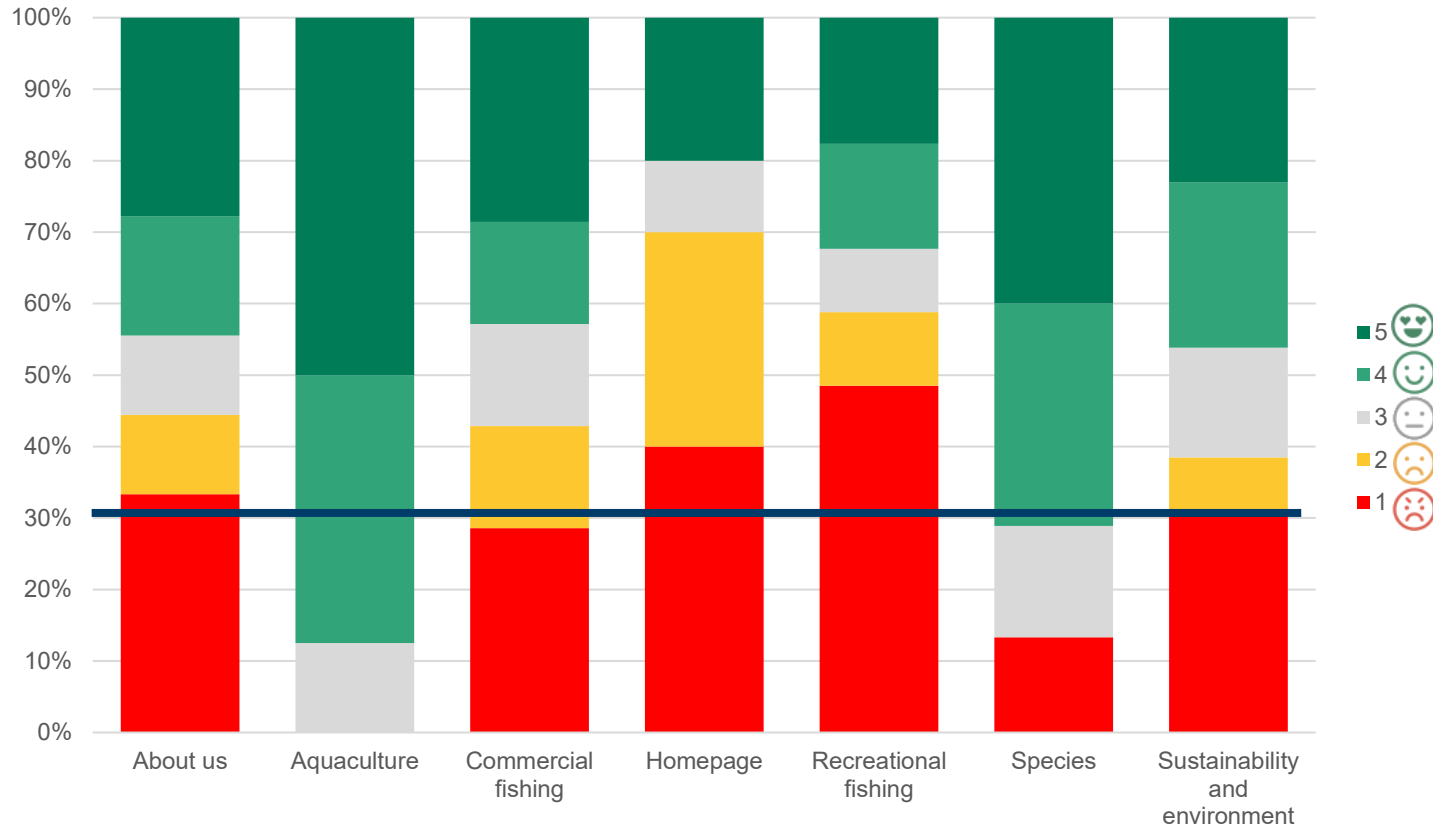


Fish – How would you rate your website experience today? Percentage 1-5

Only Aquaculture and Species, reached 70% satisfaction (4-5) rating.

Key issues were:

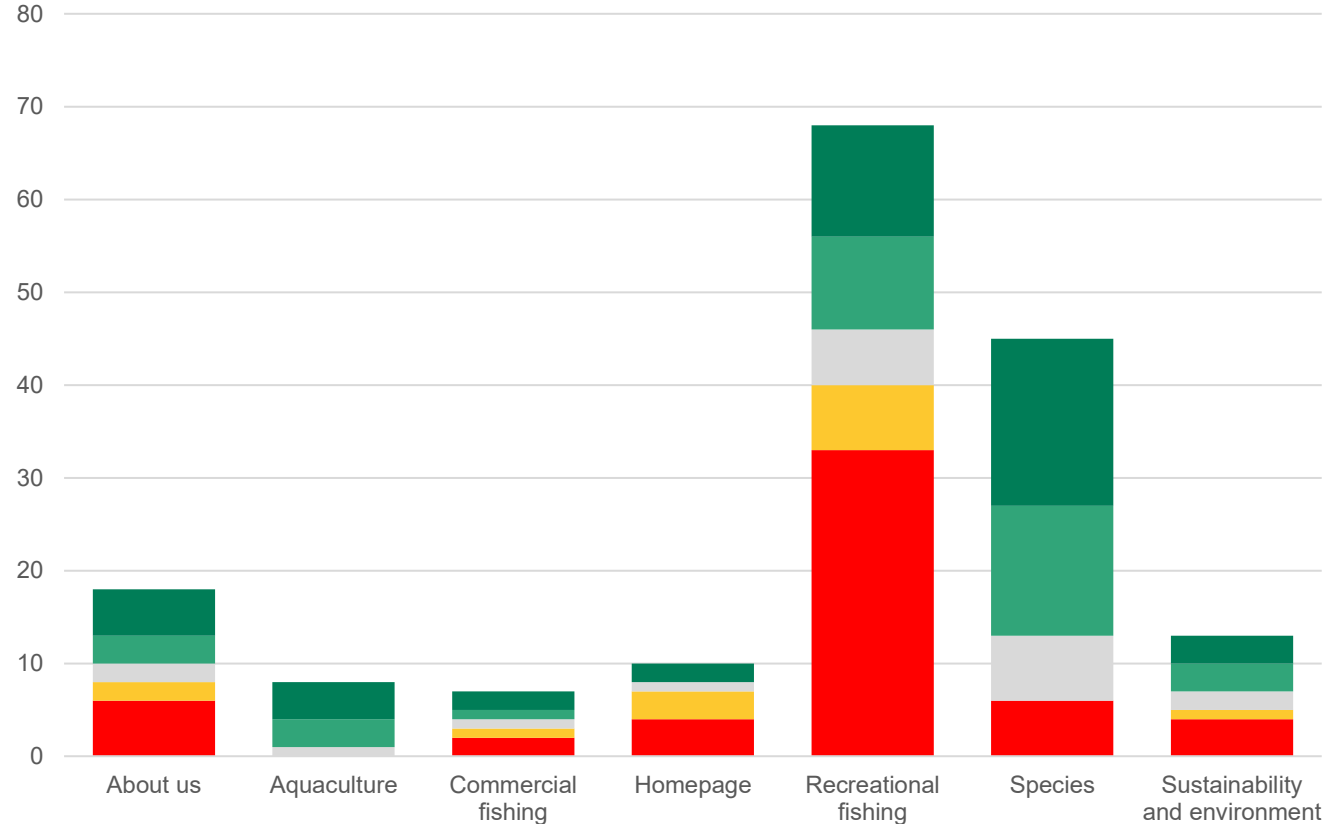
- About us (can't find info, so contact)
- Commercial (links not working)
- Homepage (site not working)
- Recreational (licence not working)
- Sustainability (out of date)



Fish – How would you rate your website experience today? Totals 1-5

It is worth noting that most of the website traffic focused on **Recreational fishing** (Licences and Rules) and **Species** information.

Traffic proportion for all other categories was **low**.



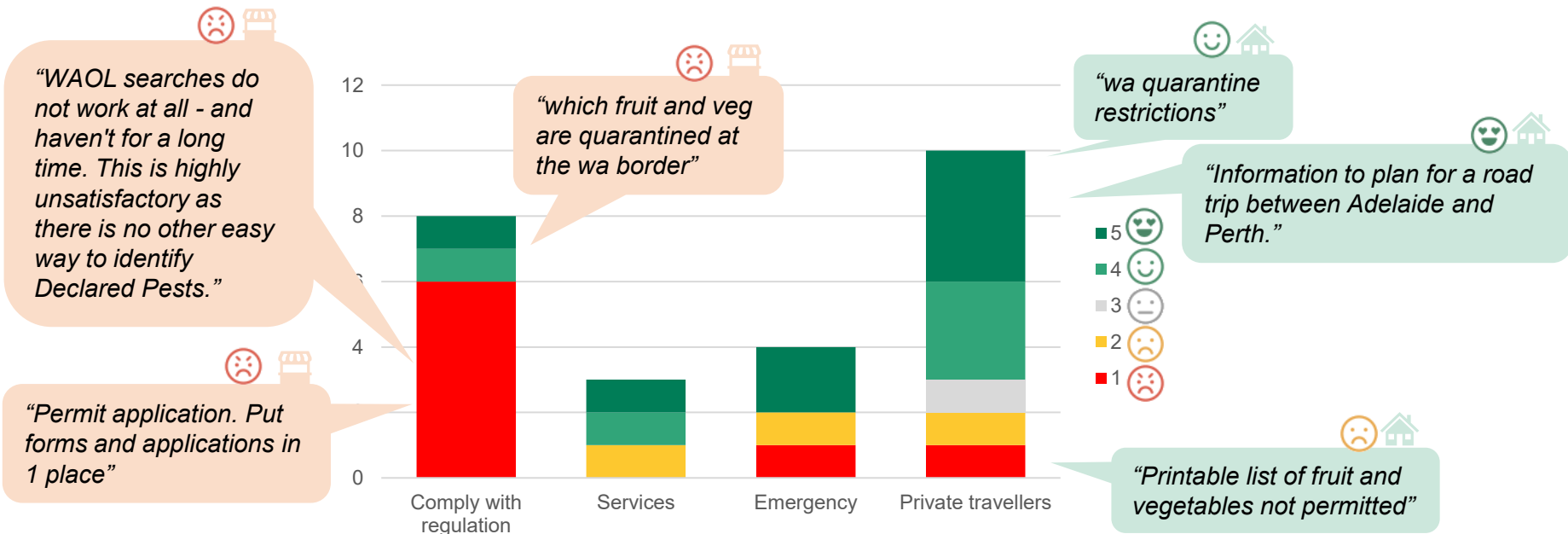
Customer Satisfaction survey

Detailed findings

Agric – How would you rate your website experience today?

Biosecurity & quarantine pages

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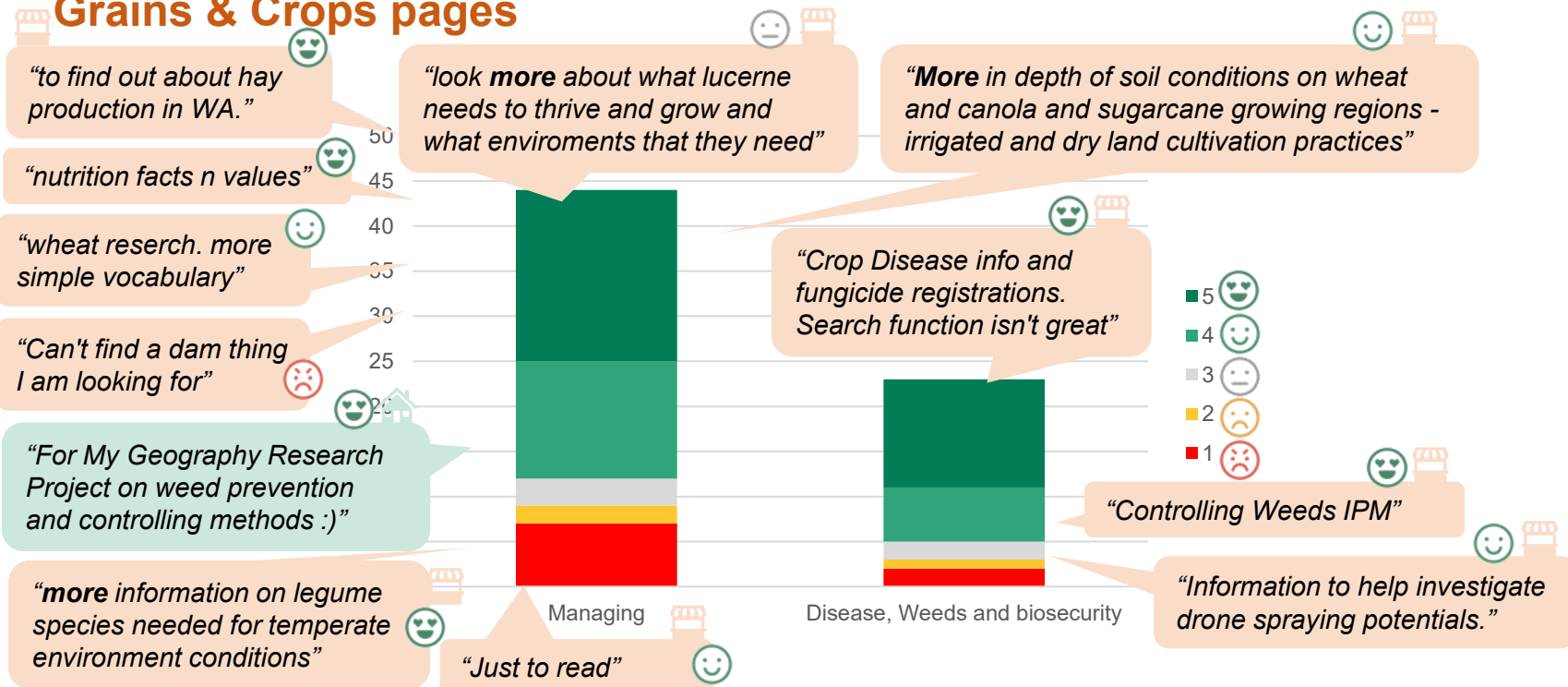
Biosecurity, in particular regulation compliance, caused the most issues for **Customers**, who were unable to find the right information or permits, or had issues with functionality not working.



The **Community** was quite satisfied with the traveller information available to them.

Agric – How would you rate your website experience today?

Grains & Crops pages

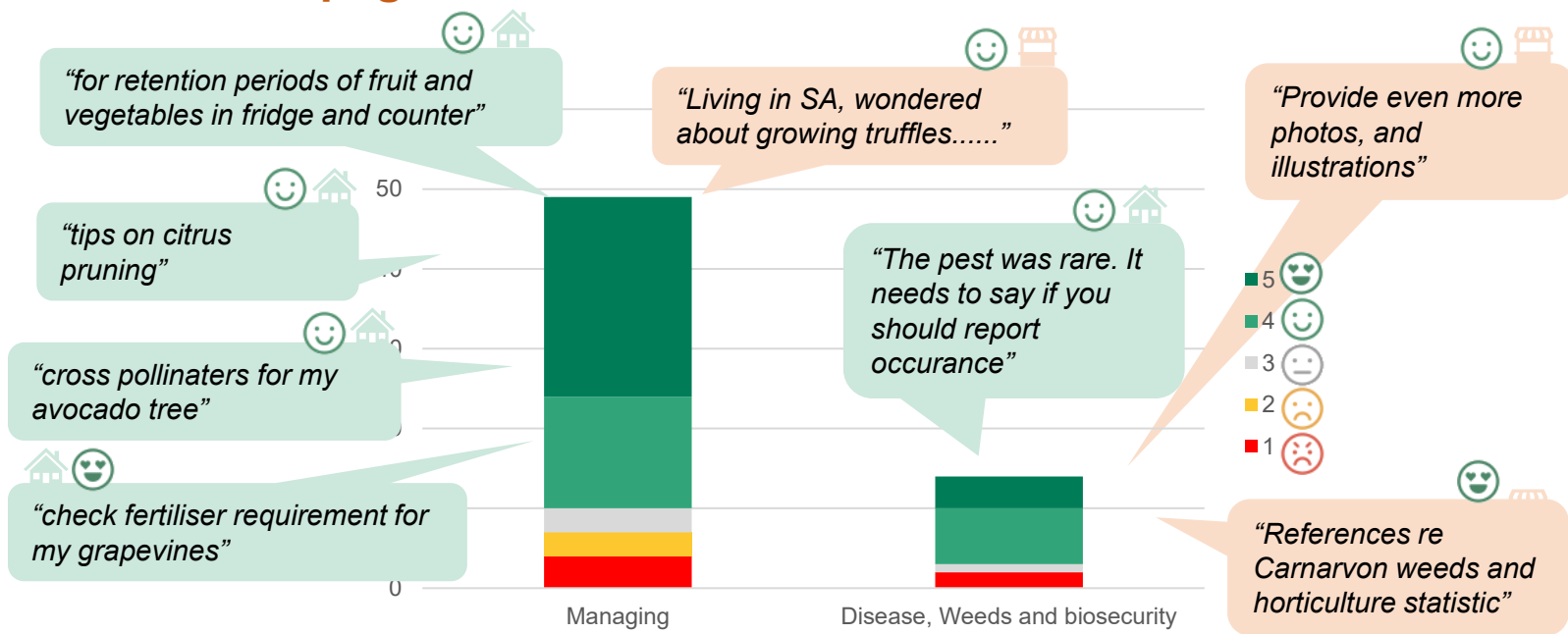


Most visitors to Grains and Crops sections seemed to be **Customers**, who were quite satisfied, but suggested improvements around search, simplifying content and providing more in-depth information. The **Community** was represented in students and potentially small land holders (hard to differentiate from Customers).

Source: Hotjar survey Agric.wa.gov.au, 546 responses, 14 July – 4 August 2023, manually categorised

Agric – How would you rate your website experience today?

Horticulture pages



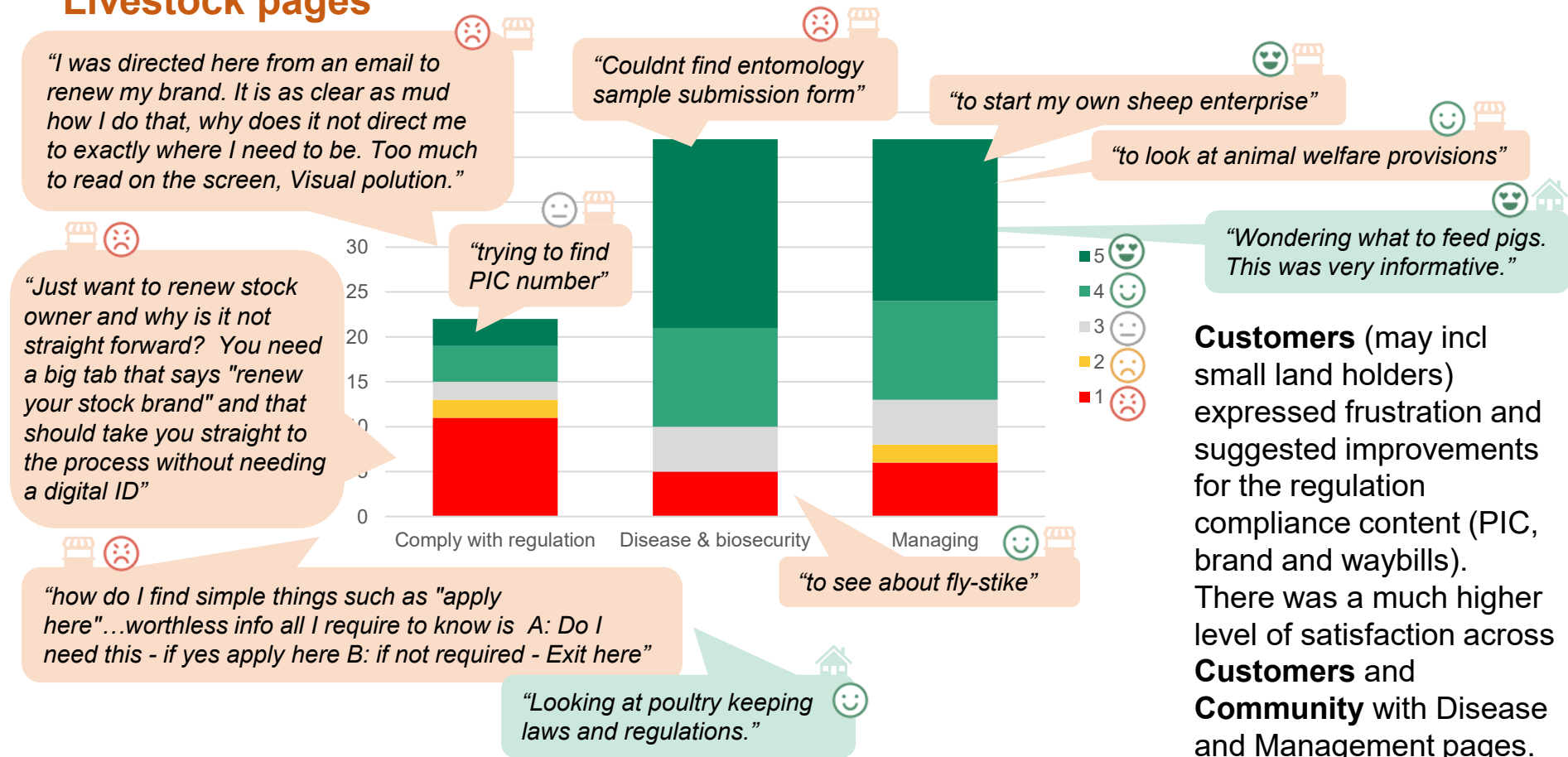
The **Community** (incl small land holders) seemed to make up a large proportion of the Horticulture visitors. They were particularly interested in managing the fruit and vegetables.



Customers seemed to be more prevalent in the Disease, Weeds and Biosecurity content. Overall satisfaction with the content was high.

Agric – How would you rate your website experience today?

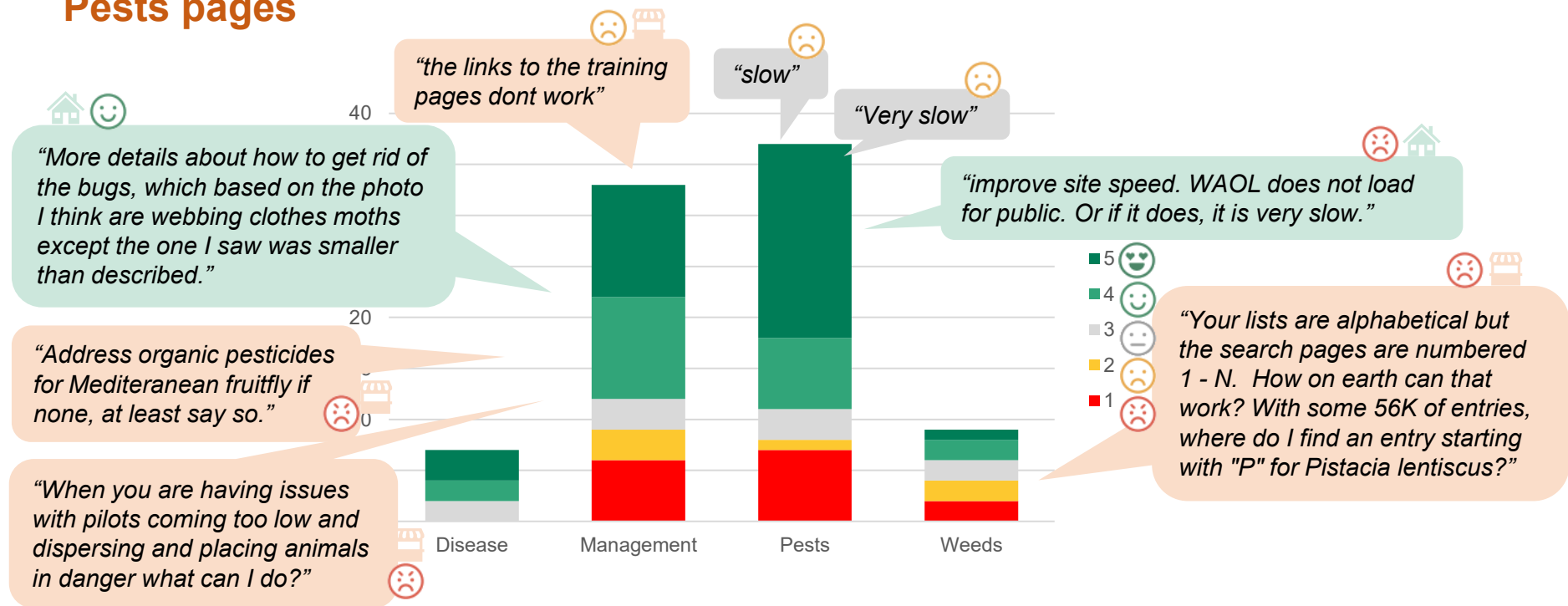
Livestock pages



Source: Hotjar survey Agric.wa.gov.au, 546 responses, 14 July – 4 August 2023, manually categorised

Agric – How would you rate your website experience today?

Pests pages

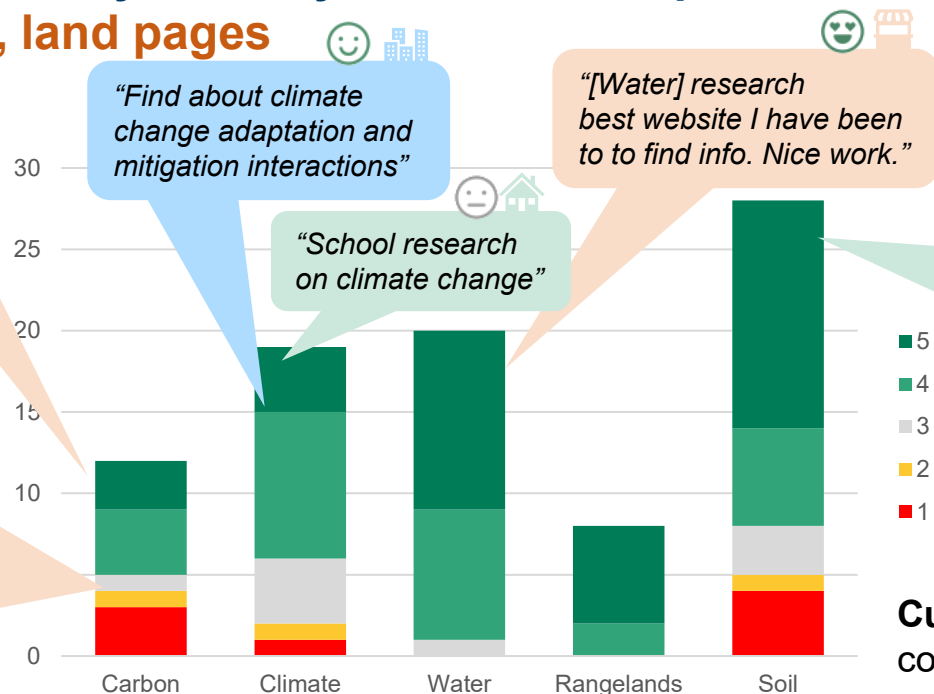


  **Community** and **Customer** use and feedback is quite blurred on the Pests related pages. The most used pages are those about Pests and Management of pests, disease and weed occurrences. There are complaints about speed and functionality not working (search, WAOL, links). As with other sections, visitors are often after even **more** detail.

Source: Hotjar survey Agric.wa.gov.au, 546 responses, 14 July – 4 August 2023, manually categorised

Agric – How would you rate your website experience today?

Climate, water, land pages



"to find information on feeding seaweed to stock. When I put in 'seaweed' I couldn't find it. I had to google it to find the actual name of the type of seaweed, then search for that."

Customers and Stakeholders come to this section for very specific information. Although most of the ratings are positive, there are some issues with findability. **Community** uses this content too, in particular for school research.

Agric – How would you rate your website experience today? Tools

“Perhaps add the capacity to interrogate with a specific lat/long as well as at rain station locations.”

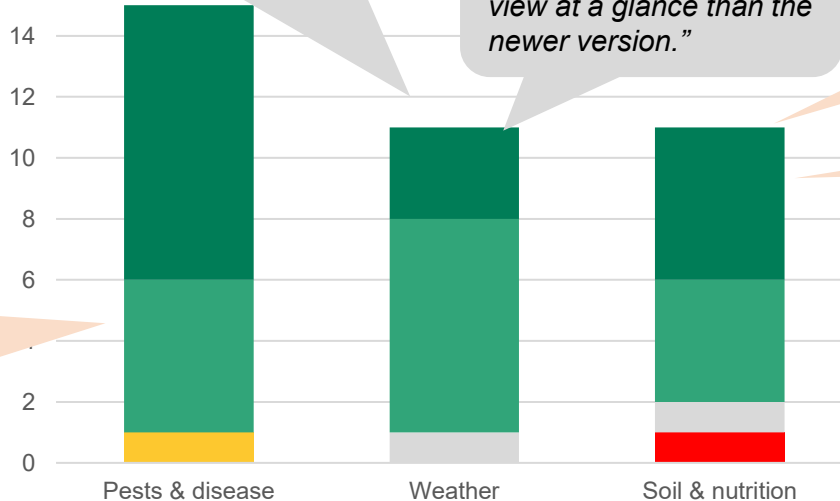
“Expand the amount of data points that can be downloaded as csv.”

“Leave it as it is! This version is much easier to view at a glance than the newer version.”

“Access interactive groundwater and salinity map for the south-west region. Keep this mapping available.”

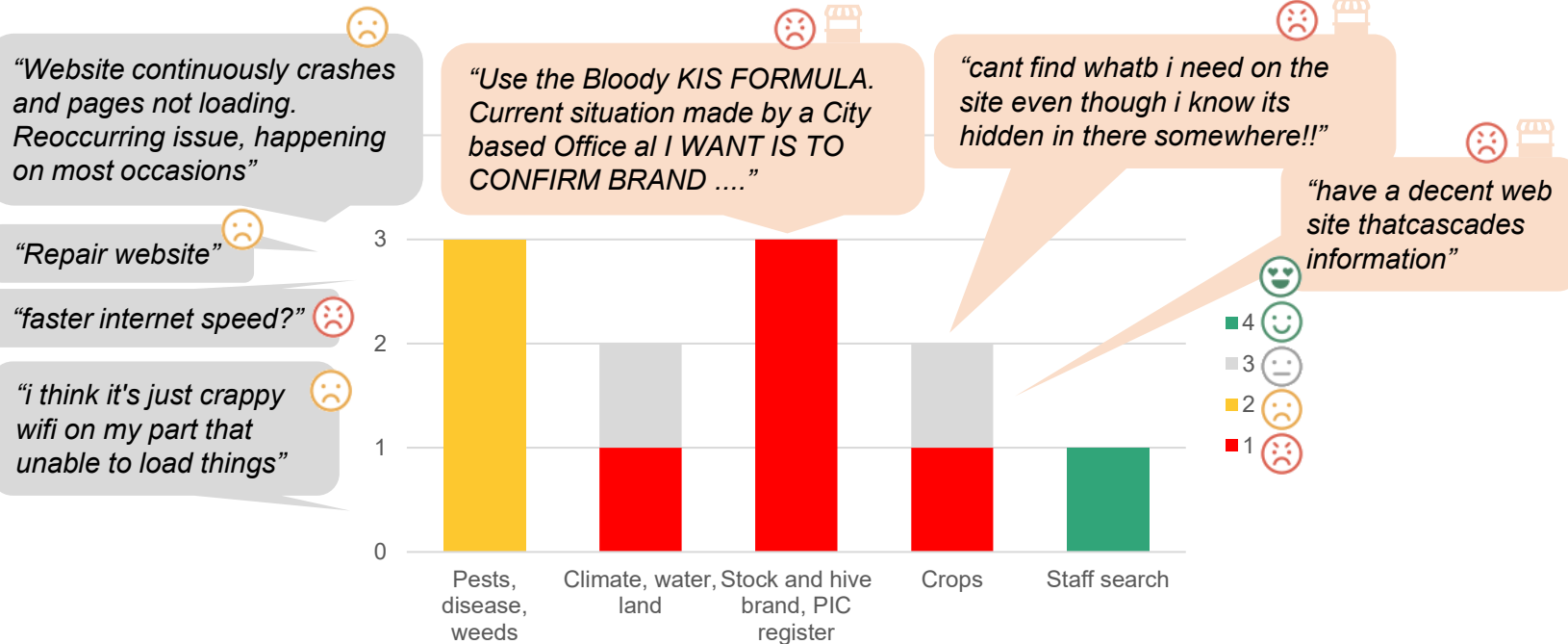
“diagnose white stripes on wheat in research setting, still not sure but this is a great resource”

“More detailed regional maps”



The tools target **Customers** and this is the audience that mostly uses them. Although the Weather tools may be used by either **Customers** or **Community**. Overall ratings in this section are **very high**. Some of the comments are based on recent or future changes to the tools.

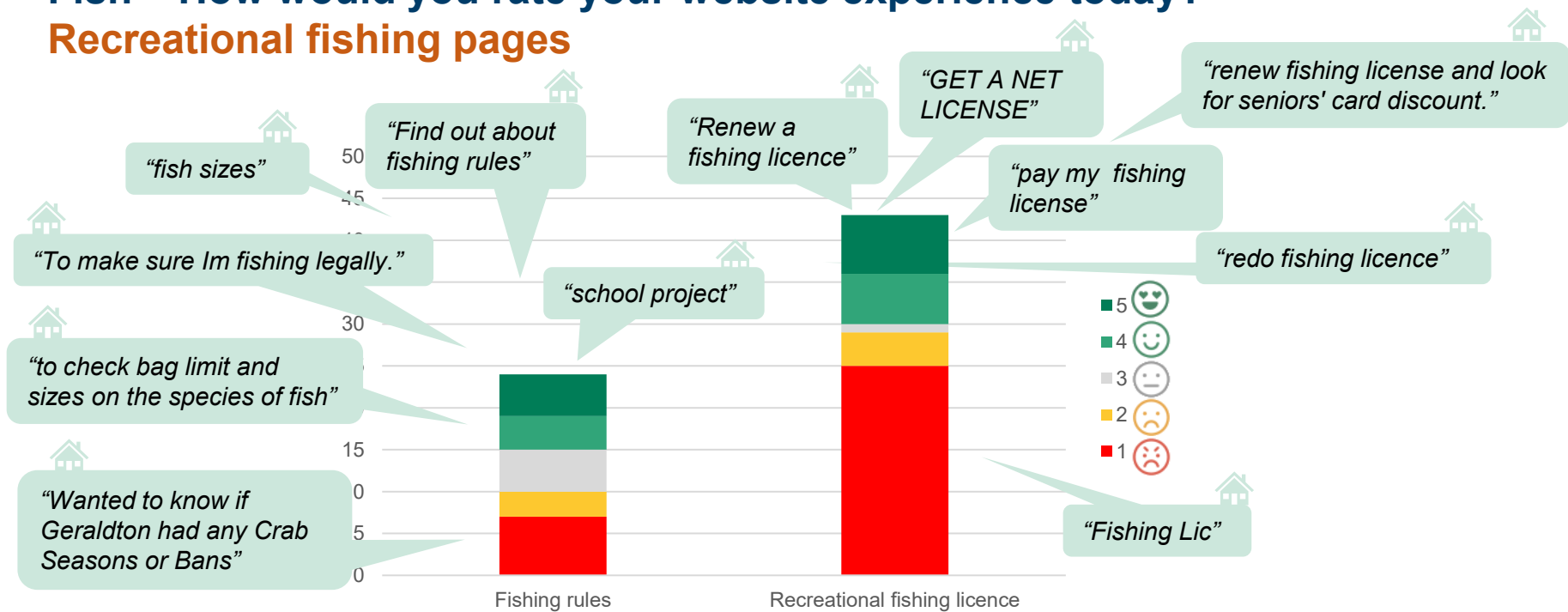
Agric – How would you rate your website experience today? Search



Search is used by everyone, but the same comments from other parts of the website about **findability** of key information and **site speed** are repeated in this section.

Fish – How would you rate your website experience today?

Recreational fishing pages



The Recreational fishing sections on the Fish website are by far the most visited and target the **Community** audience. Issues with fishing licence renewals during the survey period likely increased the low satisfaction ratings.

Fish – Detailed – Fishing rules pages

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"write what who you have to measure the fish you catch"



"laggy"



"very easy to understand you guys explain very well good job"



"KEEP IT SIMPLE/ Plain english not riddles"



"A broader summary map of WA to imply where there are no bans."



"very hard to find anything you need. important rules are extremely hard to find, rules which should be front and center"



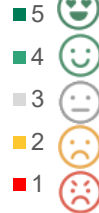
"It is hard to navigate when trying to find specific pages. using the top drop-down menus did not help me find the demersal page, it is hidden in the sidebar. for an important issue like this, it should be easier to find"



"the way date are written for new season dates can be confusing and need to check school holidays. please just give dates then there will be no confusion or excuses. Ps same advice for catches"



"A yearly calendar view for the available and blocked out periods would be easier to view checking demersal ban periods"



Fishing rules

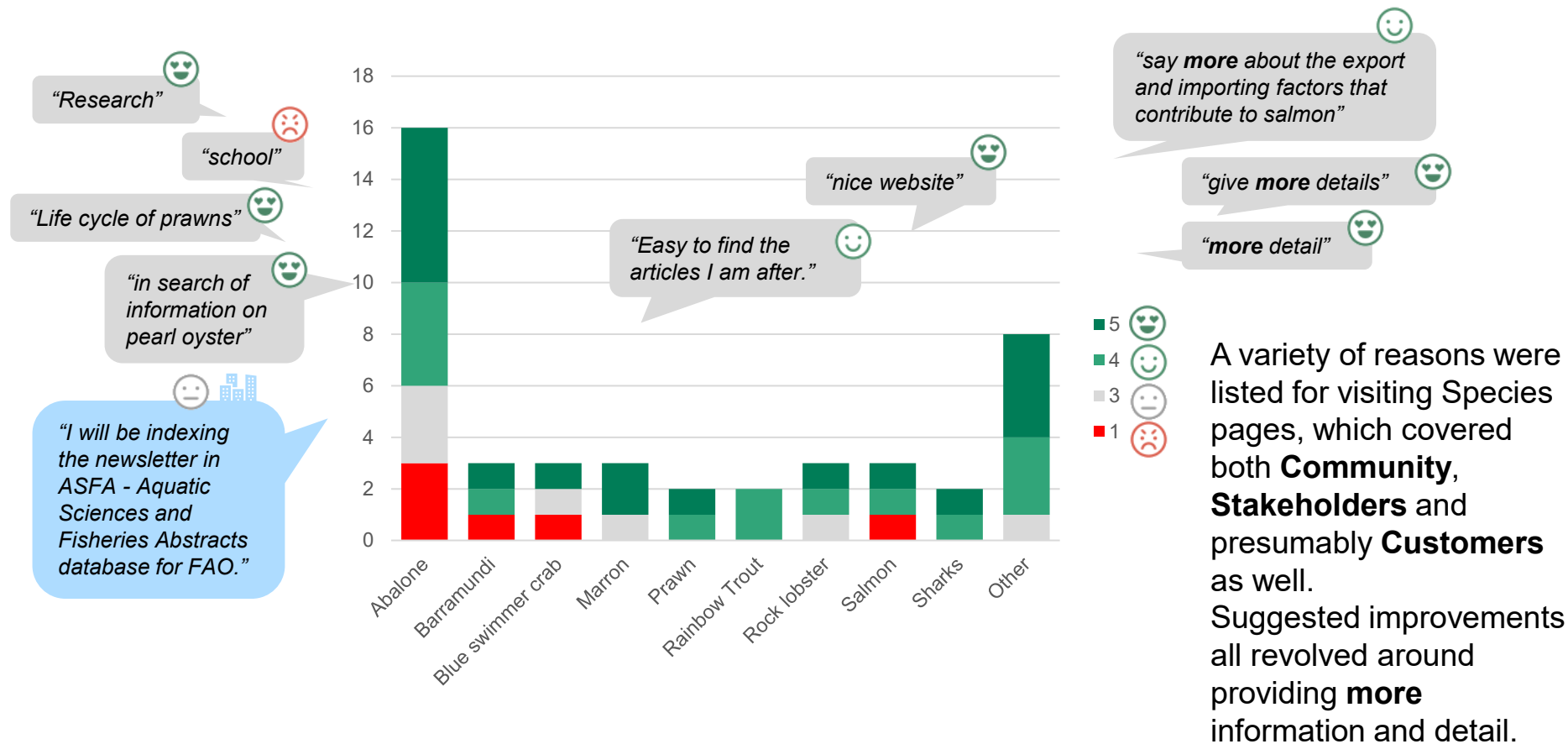


Fishing rules needs and feedback focused on better **findability**, **visual** representation of season dates and **easier** content.

Fish – How would you rate your website experience today?

Species pages

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Fish – Detailed – Fishing licence pages

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"Timed out too quickly"

"says you have technical difficulties. Why?"

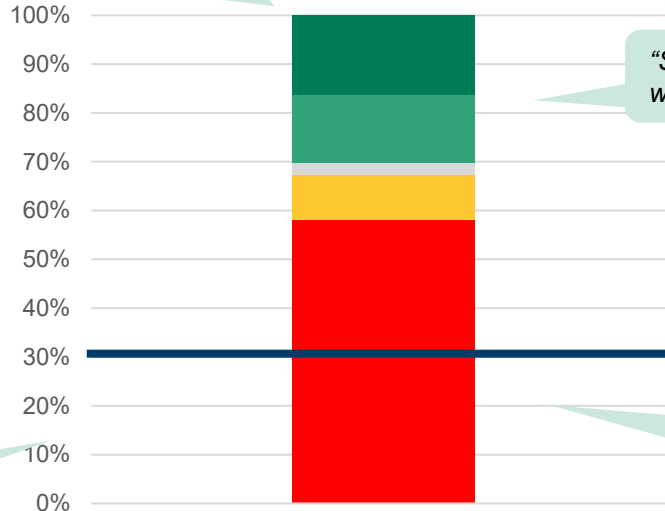
"it won't let me , tells me to call, long wait on phone. gave up"

"tried three times to access, keeps dropping out or freezing, useless!"

"Your website is good and easy to use."

"pay recreational fishing licence, but said there was an error and try again later, so I did, but said the page I was looking for used information already submitted and returning to it may cause action to be repeated. Didn't want to pay twice but unsure whether credit card details went through or not?"

"Make it easier to pay for a fishing licence renewing by allowing payments at Post Office or via BPAY"



Recreational fishing licence

"cannot make a payment due to server 500 error"

"cannot get to DoTDirect page to renew licence"

"Search bar for fishing lic with your name and DOB"

"Make site easier to use"

"technical difficulties preventing me from doing what I need to. No ability to call on a Sunday"

"Shame you no longer have your Bunbury office thou. Liked going in there and seeing your people face to face. I know we can do at Service WA in Bunbury. But it's not quite the same is it. **Like being able to talk fishing with your people.**"

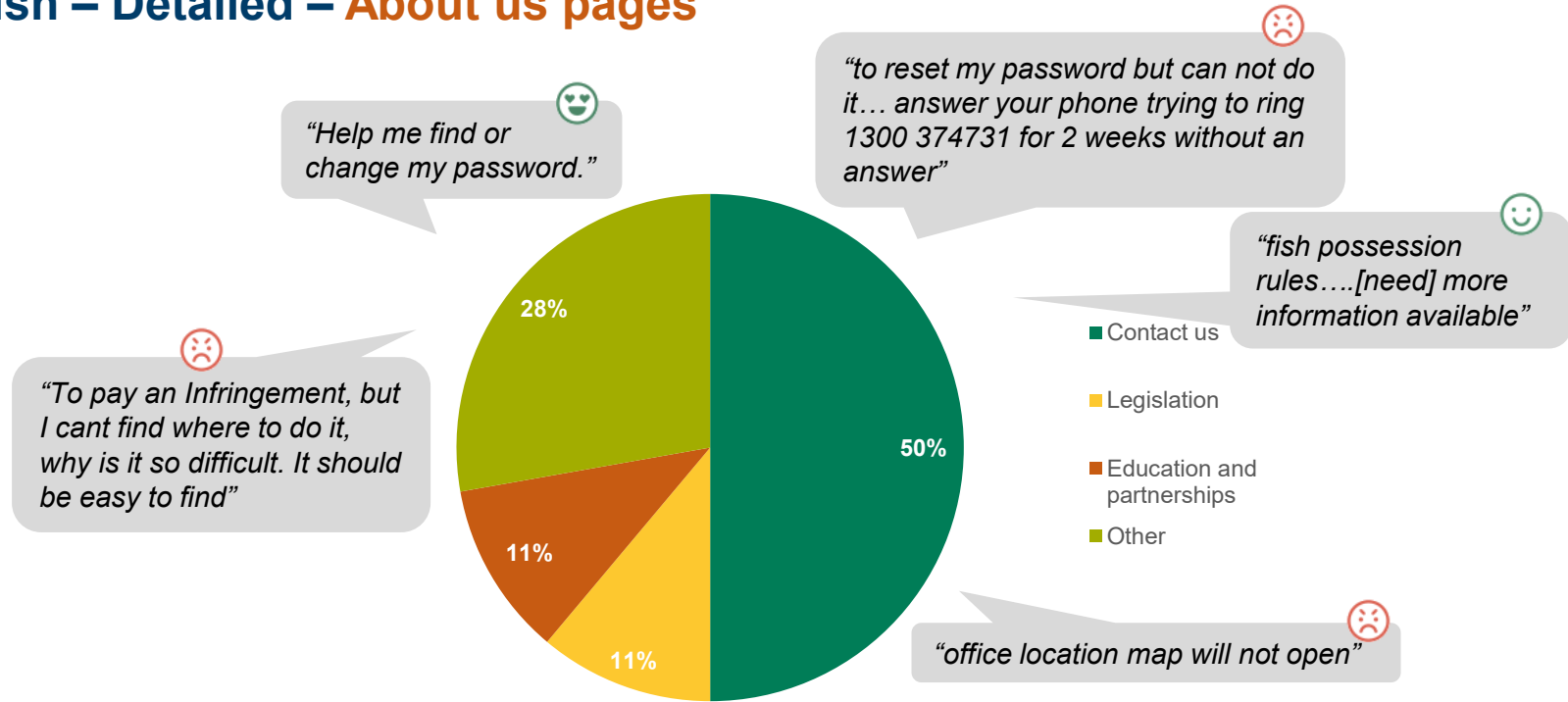
"links for payments aren't working smoothly"

"unfortunately the program crashed. Unable to complete"



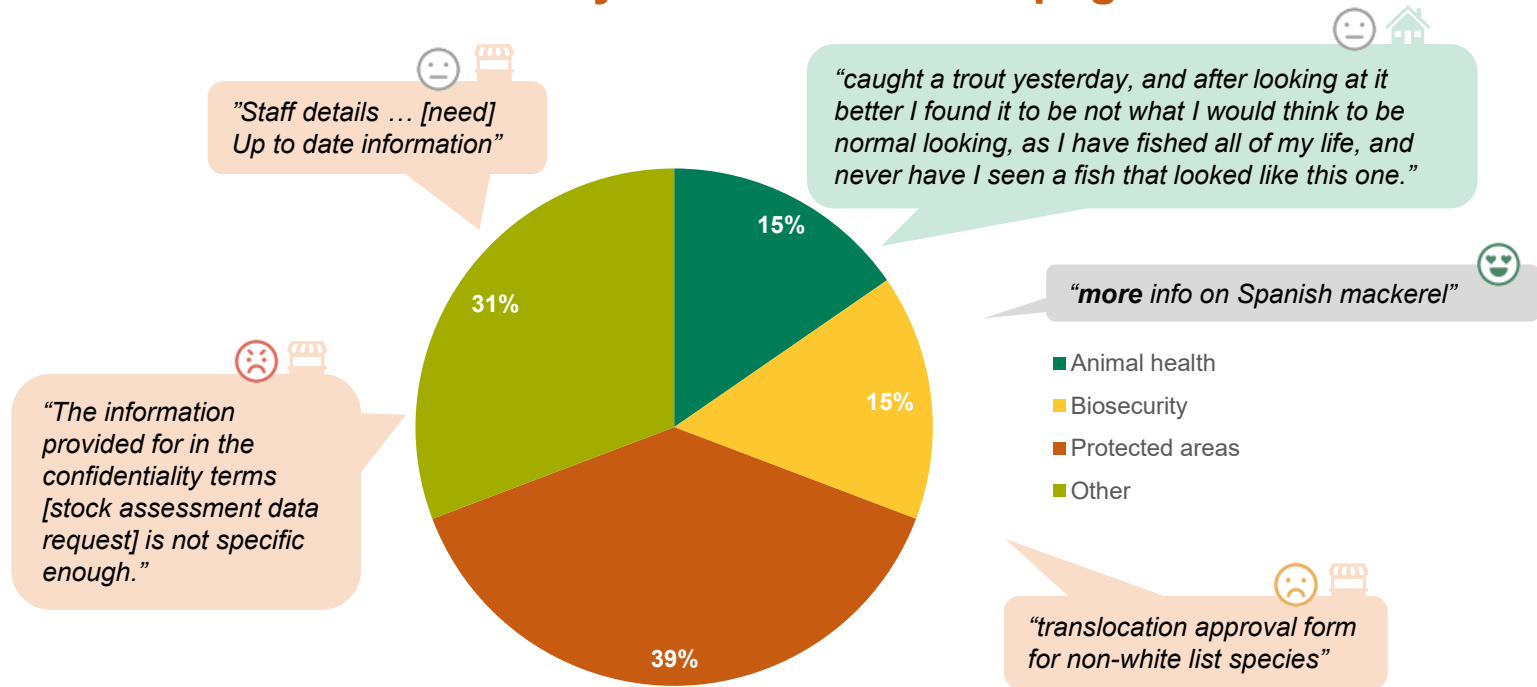
Fishing licence comments were largely about the **site issues**. There were some suggestions around how to improve renewals and a suggestion to be able to **search for licence details**.

Fish – Detailed – About us pages



Both **Customers** and **Community** visited the About section, mostly for contacting the Department for issues they could not solve themselves online.

Fish – Detailed – Sustainability and environment pages



It seems more **Customers** than **Community** provided feedback on the Sustainability and Environment section. The comments were quite diverse, but visitors again requested more information that is refreshed more regularly.

Stakeholder and customer interviews

Detailed report

Interview methodology

- Interviews were held with **Stakeholders** and **Customers** across July and August 2023, to establish an understanding of needs, triggers and barriers
- Six Stakeholder interviews were held across **Government** and **Industry** contacts
- Six Customer interviews were held across **Producer** and **Supply chain** contacts
- Interviews were conducted mostly on MS Teams, however some were done Face-to-Face

Stakeholder interviews



OFFICIAL

Six stakeholder interviews were held across **Government** and **Industry**

Stakeholder	Category	About
Biosecurity Council	Government	Specialist advisory group to the Minister for Agriculture & Food and DG of DPIRD
Community Resource Centre Program (CRC)	Government	Delivery of State Government commitments and funding for 103 CRCs
National Resource Management Program (NRM)	Government	Administration of the State's \$7 million annual NRM grants program
MLA Integrity Systems	Industry	Delivers the Australian red meat industry's integrity programs
Recfish West	Industry	Peak sector body for recreational fishing
WA Fishing Industry Council	Industry	Peak body for commercial fishers

Customer interviews



OFFICIAL

Six customer interviews were held across **Producer** and **Supply chain**

Stakeholder	Category	About
Liebe Group	Producer	Grower group that provides access for members to new ideas, innovation, research and networking
Roebuck Plains	Producer	Cattle station, corporate arm of the Yawuru, Aboriginal native title holder of the Broome area (IPA)
Harvest Road	Producer & supply chain	Vertically integrated beef production, from station to abattoir, supermarket sales to exports
Harvest Road	Producer & supply chain	Production and supply of aquaculture products for domestic and export markets
V&V Walsh	Supply chain	Large capacity, dual species (beef and lamb) meat processing and export
WA Farm Direct	Supply chain	Horticulture market agent and wholesaler, specialising in IP product (e.g. Bravo apple)

Stakeholders – Experience with and reasons for dealing with DPIRD



Government

- Some work within DPIRD
- Sometimes there is a conflict of interest (e.g. DPIRD is secretariat for independent authority)
- Their relationship with DPIRD, like their role, is very **singular** in focus
- Their relationship with DPIRD is “very cordial”, “very good”

Reasons

- DPIRD provides support
- Content sits on DPIRD website
- Would always go through **internal contacts**
- Use website only to update it

Perception

- “Web is lowest priority on the list”
- DPIRD is seen as the **heart of science** with a high level of trust
- It is believed that information offered online is frequently **out of date due to staff turnover** “three out of four staff have left, so how do you keep the site up to date? **How can I trust that info.** Gets scary and erodes trust.”
- It is felt to be very “Ag centric” and “**inward-looking**”

Their audience

- Part of their audience very aware of DPIRD
- The rest have no interest “**it’s fair to say the audience knows the programs but not that DPIRD is behind it**”

Industry

- They **work closely** with DPIRD
- Dealing with DPIRD is **part of their job**
- And it is **multi-faceted**
- Their relationship with DPIRD is “good” or “getting better”

- Interact with DPIRD on **at least a weekly basis**
- They like to go “**straight to the source**”, but they all **rely on the website**
- Key areas of interest are:
 - Media
 - Publications
 - Policy decisions
 - Current issues
 - Regulation changes
 - Education

- They are a **conduit** between their audience and DPIRD
- They are **advocates** and **independent** and regularly engage with their stakeholders
- Sometimes their role and DPIRD’s gets **confused** by their audience (particularly in the compliance space)

Stakeholders – Areas where DPIRD should improve



Government

Industry

Outdated

- **Out of date** content (e.g. events that happened years ago) **“100% impacts trust”**
- Old style, has not changed
- Old images with “out-of-date gear and fashion”
- Refers to regulation that has been superseded
- Quantum change in Government, not reflected
- People consume content in different ways now (needs to be more mobile friendly)

Structure

- **Navigation is not intuitive**, terms make sense to the people that own the information, not the general public
- Some **content is separate** from the site (e.g. fish rules), which makes it hard to find
- Struggle to find info
- **Licensing** needs to be **more prominent**, and the website needs to show the process
- Their audience has a “very specific need for information” which needs to be readily accessible

Search

- Search is hard to use
- Search **terms** used for reports are very **“scientist-specific”**, they “need to be able to found with broader terms”
- **Filtering** is not intuitive, no understanding of what ‘service categories’ or ‘information types’ are
- No ability to filter by date

Content

- Need to make regular changes to website, but have not learned how to use it “Council expects quick changes”
- “We would love to have more info we can share on the website, but we were asked to not add too much”
- “Many scientists tend to talk in science” but there are “some good ones that talk English”
- They get “quite a few calls” because the “process is not shown on the website”

“It’s a high responsibility to manage something that people so passionately care about”

Stakeholders – Areas that are working well



News

Information

Systems

Government

- "We use SmartyGrants" to manage grants and audience communications
- "We have a portal" that is used to manage program participants and communications

Industry

- News is good
- Important to keep it fresh
- There is a lot of scope to do more with it
- Sometimes it is a bit hidden
- Or the 'cool stuff' is not reflected
- Success stories should be more prominent

- Information is quite well written
- The variety of content is good, although it "needs a bit of weeding out"
- The "scientific content is good" and key
- Biosecurity is important, but quite dry and bureaucratic at the moment

Stakeholders – things you wish DPIRD would do



Government

Industry

News and stories

Explanations

Interactivity

Linking

- There is a need to sell more successes
- News “has to be done much better, better selection of what goes up, better **curation for the audience**, some things ‘who cares!’”
- Introduce “stories that are easy to consume, not just media releases”

- Be clear about any rules and processes, “answer Farmers’ questions”
- Content “**MUST be easy to understand**, including for 70-year-old farmers that can barely read”
- Use of **videos** to explain concepts that “simple and short”, they are a “really good thing and it really helps”
- **Science based evidence** is an important conduit for promoting the rules, “understanding biology behind the rules”, “popular science”

- “Introduce a members section”
- “E-forms prevent issues”
- “PIC [and brand] search needs fixing”
- “How do producers know when 3 years are up?”
- Introduce a licence section that shows “how your licences are used”

- Opportunity for DPIRD to start connecting its grant programs “that is what is missing, that interconnectedness”

- “Bringing external pieces together: Shark Smart, Rules, Marine Waters”

Customers – Experience with and reasons for dealing with DPIRD



Relationships	Engagement	Reasons	Triggers
- Some work with all aspects of DPIRD from agriculture to fisheries to trade and regional development - Most work with DPIRD across more than one area - The most commonly named area is Biosecurity as that applies to all agriculture - Some partner with the Department on research projects - DPIRD is seen as a source that can assist and provide an understanding where the industry is heading	- If they have a contact, they are likely to pick up the phone “The experience is really good as people are always helpful” - But most will consult website first for generic info and regulation and may contact DPIRD with more specific questions - When researching a topic, most will Google for information. - DPIRD information is seen as credible, reliable, trusted and WA relevant “I have a lot of faith in the factual information” - But government is “slow” and “not coordinated”	Information: - Maps for leases - Animal welfare regulation - Biosecurity incidents - Updates on trade space Transaction: - Licenses and exemptions - Look and apply for grants Research: - Research reports “good bank of knowledge” “I have not accessed research, I would not know where to find it” - Information about what is happening in research “What we do is 60% regulation, 10% biosecurity and the rest is research”	- Looking for updates on: - trade, - grants (newly released, who has been funded) - bio security - new research that has been done - Web visits are often triggered by newsletters or notices - Researching new strategic plans - Board reporting - Undertaking new projects - research and economic component (grants) - Background information - Legislation and regulation changes - Finding a person to talk to within the Department

Customers – Experience with and reasons for dealing with DPIRD



Barriers and issues

- Frustration with the **amount and structure of info**:
 - “it can go around in circles”
 - “there are too many rabbit holes” “It’s a struggle”
 - “A lot of things are lost in legislation, it refers to one thing, then trickles off to six different items and then it’s a dead end. So I lean on DPIRD”
- **Page structure** issues:
 - “Chapters are different from other sites I use”
 - “There is no context to side-files”
 - “Does not seem to flow”
- **Search** issues:
 - “it does not feel like a clean database”
 - “I’m unable to find things that I know are on the site”
 - “Better indexing would be a good improvement”
- Many commented that the information on the website is **old** “first article* on the page is from 2015”. This affected credibility of the content.
- **Contact details** are not always available
- “My experience was **not great**, I could not sign up to the incident response newsletter online”

Don’t change

- Many say they **like the navigation**, but it is **not helping them find specific content**:
 - “Structure is logical, but I can’t always find things”
 - “I like that fact that the Agric website has a menu”
 - “I don’t use the navigation, I use the search bar as it’s quicker and more specific”
 - “I follow the navigation, it typically makes sense”
 - “I like to topic areas along the top”
 - “Identifies that it is an area that DPIRD manage”
 - “I can look up cropping, then grains. I would expect to largely find research”
 - “General reading is great, particular topic search is hard”
 - “I like the base knowledge that is easily accessible, but how to find a specific piece of research, that is the hard part”
- **Newsletters** – without these a lot of information would not be found “If I don’t get emails I would be missing it and would not be able to find it on the site”
- **Tools** were mentioned too: “**Pest identifier** stuff”, “Weather info and stations”

* Many interviewees referred to ‘articles’, the term used for pages, research updates and info on the Agric website. As all articles are prominently dated, this seems to be a key cause for the sense the website is out of date. An ‘article’ suggests ‘news’ whereas a ‘page’ is ‘content’. An article should have a prominent date, a page can have a ‘last updated’ at the bottom.

Customers – Experience with and reasons for dealing with DPIRD



Wish list

- Research (both outcomes and current projects) were mentioned several times with a clear desire for **staying on top of what is happening** in their industry:
 - “It would be useful to have links to R&D”
 - “Have info about what is happening in research”
 - “Keeping up to date with research”
 - “Feed with the latest reports every time a researcher put their work up”
- A few also commented they would like to see a clear definition between a **research hub** and other info: “having research delineated would be VERY HANDY, farmers would like to be able to go back for just research”
- **Keeping up to date** is also a recurring theme across other content:
 - “Provide updates on what is happening, articles are quite outdated”
 - “Set up centralised news with current threads for each sub section”
 - “Federal government has grant portal with a weekly email with grants that have just opened. Would be great if State Government would do this”
 - “Make newsletter content more readily available on the site”
- There was a desire to see more **education content** on the site: “Would love more online access to webinars to upskill” “Maybe record actual session to make it accessible to more people. But consider bandwidth [for regional users]”
- The desire for better **contact details** was also mentioned and included both Department contacts as well as key industry contacts:
 - “Having isolated department contacts”
 - “Links to major growers groups and stakeholders”

Future needs

There is an expectation that DPIRD will keep the industry abreast of changes and **provide extension and education** to ensure everyone understands requirements in the following areas:

- **ESG** is “fast evolving”
- **International markets** (EU export rules) and “how do we make sure our suppliers understand requirements”
- **Live shipping** “explained in a simplified manner that everyone understands”