



Department of
Primary Industries and
Regional Development

DPIRD Digital presence

A decorative graphic at the bottom of the slide consisting of several overlapping curved shapes in dark blue, green, and orange, creating a modern, abstract background.

Summary of findings

Findings summary

Business needs

Identity

Promotion of DPIRD work and business

Role and responsibilities

Linking and partnerships

Stories

Research/advice

Repository of all information

Single source of truth

General & specific

Timely & current

Compliance & best practice

Formal & informal

Findability

Service/transact

Platform for regulatory functions

Transaction ability

Service visibility

Data collection & processing

Customer needs

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

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

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

Observations

Old style, old content, old tech

This does not match INNOVATE positioning

Info first instead of task first

If you want people to do something, you need to help them do it

Reliance on search

Risk: a new url will mean ALL Google rankings will be wiped and we start again

Unclear role of ‘customer’

When we try to be everything to everyone, no one gets what they need

The task ahead

- Lead with **customer needs**
- Develop a **task driven** structure and UX
- Let the **research** shine
- But don't lose sight of **transactions**
- Determine how we can stake out our **identity** without it getting in the way of customer needs
- Define the role of '**stories**'
- Set out a pathway for increased **transition to digital** (from customer AND staff perspective)
- Ensure **search** is part of the planx

Not all of these are **part of** the Internet Presence Project

But all of these are **important** for DPIRD to consider as part of their digital journey

Internet Presence Direction

Grow our identity

Direction on a page

Purpose	Enable enduring prosperity for all Western Australians through our work with regions and primary industries				Corporate
Values	We value Relationships	We are Resilient	We are Responsive	We focus on Results	
Approach	In everything we do, we take an approach to PROTECT , GROW and INNOVATE				
Business needs	Identity Promotion of DPIRD work and business	Research/advice Repository of all information		Service/transact Platform for regulatory functions	IPP findings
Customer needs	Passionate, diverse and knowledgeable	Their own specific needs	Talk to others and trusted sources	Expectation that everything is online	
IP strategies	Grow our identity	Lead with customer needs	Let the research shine	Prepare for a digital future	IPP direction
	Create own web presence plus maintain link with WA.gov.au	Information Architecture is task driven	Be the single source of truth for DPIRD research	Use a range of set templates to enforce standardisation	
IP tactics	Use DPIRD branding	Page structure places the task first	Create multiple entry paths into the research	Dedupe, consolidate and check for currency	
	Strengthen positioning with stories	Use progressive disclosure to simplify the user interface	Identify the purpose of research and guidance content	Strict governance, divide responsibilities, increase staff	
	Engage a SEO specialist to understand impact of new site	Support service visibility by connecting information	Search and filter to improve findability	Consider data collection and processing from the start	
		Develop a Customer Strategy		Digital transformation to consider customer data (CRM)	

Grow our identity

- **Identity is important to the Department**
- We have been running three separate websites, with three separate identities, whilst merging business structures behind the scenes
- The recognition of 'DPIRD' has not fully reached the audience
- **Identity is important to the audience**
- They look to trusted sources for advice and guidance
- They need to know and recognise who to turn to, who they can trust
- In order to **get our message across**, and **support audience needs**, we need to **grow our identity**

Role of website vs role of WA.gov.au



Recommendation:

- Build a **standalone DPIRD web presence** for all aspects of DPIRD's research and services (DPIRD.wa.gov.au)
- **Duplicate common service** content onto WA.gov.au, linking back to DPIRD for further guidance or transaction
- Leave a **DPIRD agency presence** on WA.gov.au for formal comms, ministerial information, management of legal content and media releases
- Leverage and create **APIs** to share rather than duplicate content

Role of DPIRD.wa.gov.au

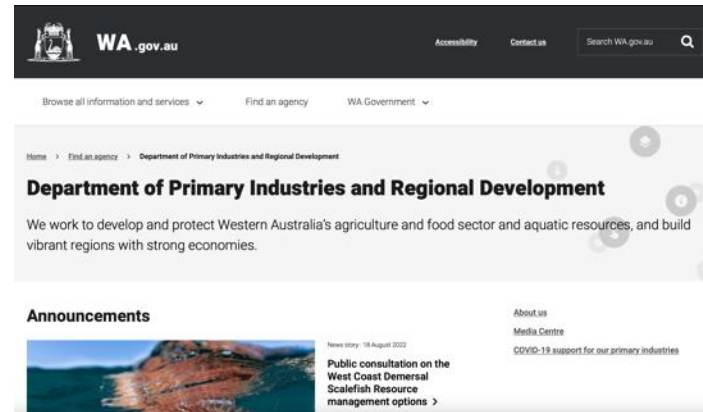
- Primary place for DPIRD information, services and news

Role of WA.gov.au

- Primary place for ministerial and formal communications (media releases)
- Secondary access pathway to common services

Use of DPIRD branding

- DPIRD recently developed a **new brand** to support its combined identity
- Government mandate is to use the templated black and white theme to emphasise the WA government brand and to create a 'One Government' UX
- Which style to use for the new DPIRD website?



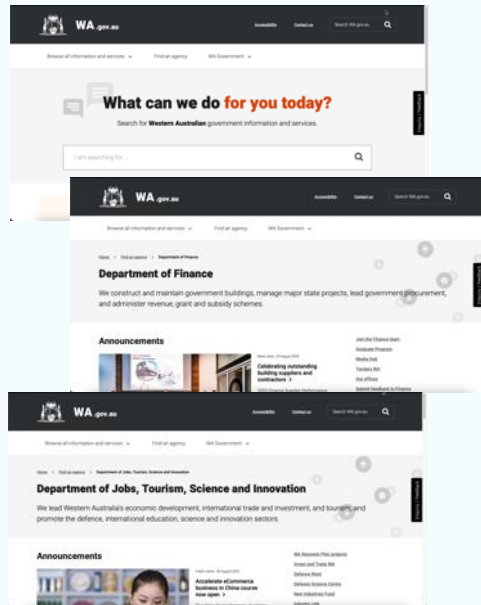
WA government brand by other agencies

OFFICIAL

Grow our identity

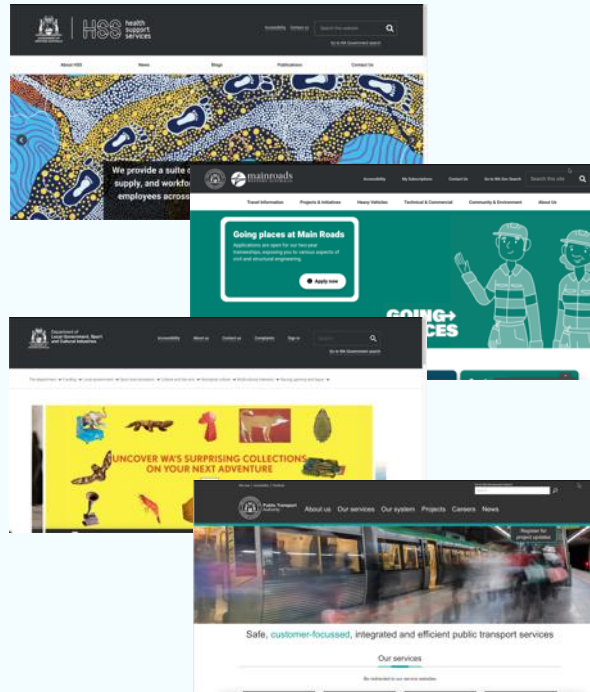
Use DPIRD branding

Fully onboarded on WA.gov.au



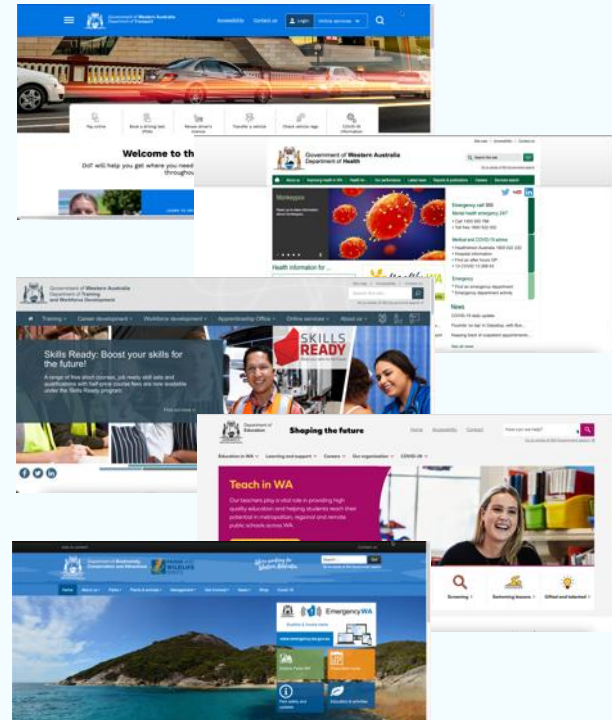
- DPC
- Treasury
- PSC
- Finance
- JTISI
- RSC

Own site with WA government style (partly) adopted



- HSS
- Main Roads
- LGSCI
- PTA

Own site with own style

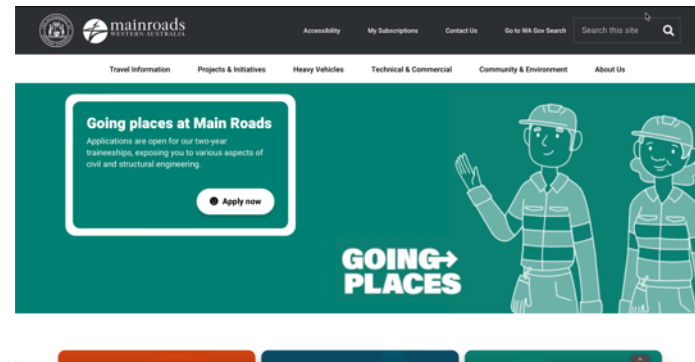


- DOT
- Health
- Training and Workforce Development
- Education
- Biodiversity, Conservation and Attractions

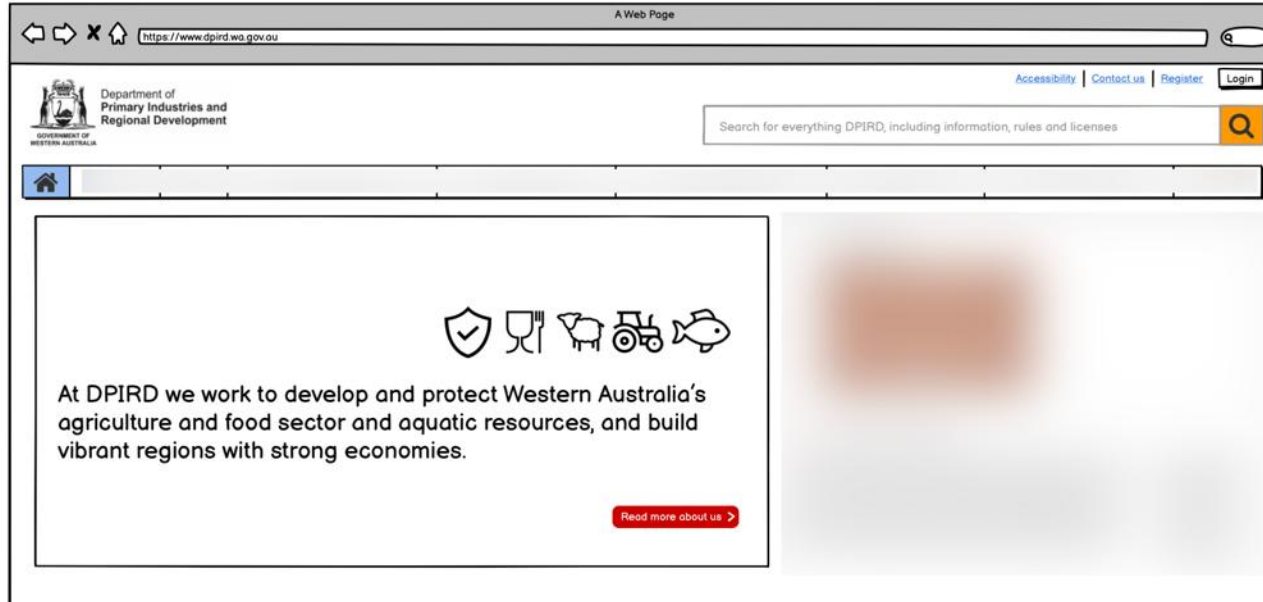


Recommendation:

- **Partly adopt** the WA government style guide (black and white colouring of the header) to link the website to the wider WA Government suite
- **Use DPIRD branding** for all other aspects of the site, to grow DPIRD identity and brand recognition
- Ensure that the adopted elements of the header and navigation **meet DPIRD requirements** (e.g. slim header, emphasis on search, clear navigation and navigation positioning) to create a good user experience



Use DPIRD branding



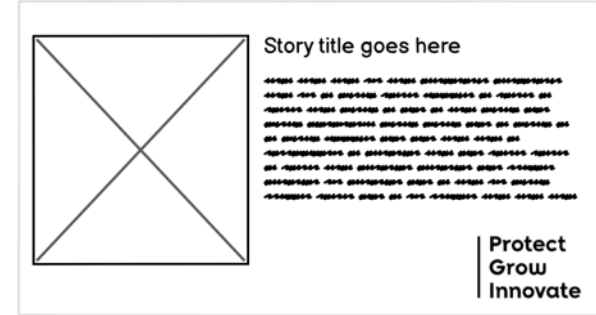
- ★ **Recommendation:**
- Use the prime position on the homepage to visualise and describe DPIRDs role in WA government

Strengthen positioning with stories



Recommendation:

- Introduce **short stories** (snippets) to the website to strengthen the Protect, Grow, Innovate positioning
- The stories will allow DPIRD to **showcase** in a short and succinct manner the depth and breadth of its work
- Placing the stories around the site on key landing pages, allows visitors to **discover DPIRDs work** without having to deviate from their task at hand
- Emphasising a **people focus** – showing staff and behind the scenes imagery – ensures customers and stakeholders can recognise themselves and the role of DPIRD in the outcome. This emphasises the Relationships value.



Lead with customer needs

Lead with customer needs

- To date we have been lead by our (many) **regulatory obligations** and our **internal structures**
 - This is how we communicate with our audience on our websites
 - This does not recognise that our audience may have a **different perspective**
 - They may not understand (or care about) our internal structures
 - They may not be interested in understanding ALL aspects of the regulation
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- We need to **lead with customer needs** to better serve their requirements, which will ultimately result in a **better meeting of their regulatory obligations**

Information Architecture is task driven

Organising an IA is like organising your bookshelf. **There is no 'right' way.**



By colour



By theme



By size



By author a-z

But one way may be better than another **based on the intended use.**

Questions?