

WINNER

BEST USE OF TECHNOLOGY IN LEARNING

DEFENCE HOUSING AUSTRALIA AND ENDEAVOUR INTERACTIVE

DEFENCE HOUSING AUSTRALIA - 'PHYSICAL SECURITY AWARENESS'



(L-R) Mark Else, Defence Housing Australia and Bronwyn Lohan, Endeavour Interactive.

As a Government agency, Defence Housing Australia (DHA) is required to create and maintain an appropriate security environment for the protection of its functions and official resources. The DHA Security Plan, developed in response to this requirement, requires that all new employees receive training in the security measures relevant to their role.

Endeavour Interactive collaborated with DHA to educate staff on safe responses to physical security threats, and highlight the risks inherent in their customer-facing roles. DHA has more than 600 employees in 24 offices across 20 locations, with some offices holding a single staff member on site. This geographic spread makes it difficult to deliver consistent, cost-effective and engaging training.

Video was chosen to approximate real life as closely as possible and trigger the required emotional response. Learners worked their way through an interactive “choose-your-own-adventure” comic strip story. The result was a highly engaging compliance module which has increased employee confidence in managing potential threats. 83% of respondents

indicating increased confidence in safeguarding themselves and their workplace from physical security threats.

To achieve maximum learning effectiveness, the program needed to engage the learner physically, mentally, and emotionally. To successfully imprint this learning, the learner must also engage with the scenario in a way they will never forget, in a way that emotionally connects them to the outcome.

The *Physical Security Awareness* module deals with security threats which an employee may never encounter, or which they may not encounter until years after undertaking the eLearning program. It was therefore essential that we create a lasting imprint in the learners’ long-term memory.

One of the most difficult types of context to create for learning situations is the emotional context. To achieve this emotional engagement, Endeavour designed a program which confronted learners with potential risks to their safety. It forced learners to think through how they would respond and de-escalate potential threats.

The learner must make decisions about the actions of a fictional employee

as she navigates a series of threats to her personal safety and the security of property in her possession. Placing the learner in staff member’s shoes allows them to experience the heightened emotions (fear) associated with potential threats. The learner is therefore far more likely to successfully retrieve this information if they are confronted with a similar threat.

Prior to the release of this module there was no formal compliance training regarding *Physical Security Awareness*. Since implementation, DHA can track completion rates to ensure DHA is meeting its statutory obligations.

Success is therefore best measured by participants self-reporting as to their confidence in safeguarding themselves from potential threats.

The filming process revealed some efficiencies to keep costs and production time low continue to limit the number of actors and filming locations and keep scripts concise to allow actors to more easily memorise lines, requiring fewer takes.