



DIGITAL ENGAGEMENT STRATEGY 2023 - 2025

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EXECUTIVE SUMMARY

Combining a world-class shrine, archive and museum, the Australian War Memorial is the leading custodian of Australia's military history.

The Australian War Memorial's *Digital Engagement Strategy 2023–25* presents a commitment to embedding **digital thinking, practices and access** within the broader responsibility to share and commemorate Australian experiences of war and service. It guides the Memorial's digital engagement with audiences and directs our resources to promote an understanding of the Australian experience of war.

Digital access to the National Collection, a diverse collection of material relating to Australian military history, is one of the most important means by which to present the stories of Australians who served in war.

Access to the National Collection promotes commemoration through understanding, helps Australians to remember, interpret and understand the Australian experience of war and its enduring impact on Australian society, and ensures the Memorial's place as a centre of research for Australian military history.

The Memorial must reach diverse audiences, enriching engagement with established audiences whilst growing reach through connecting with new audiences. We must look to connect with audiences on their chosen and appropriate platforms to deliver content in effective and proven ways.

The Memorial will continue to create a digital environment that is safe, trusted and secure.

By continuing to explore and adopt best practices, the Memorial will be embracing digital transformation.

CURRENT LANDSCAPE

Nearly all Australian adults (95%) used a communication or social media site or app in the first half of 2022; 99% accessed the internet in 2022 (Australian Communications and Media Authority, 2022).

While younger Australians are the most digitally engaged, rates of digital literacy amongst older age groups are continually increasing. This growth in digital proficiency is matched with an expectation of high-quality digital experiences. As well as expecting efficient, intuitive and personalised experiences, audiences expect easy access to appropriate information.

The Memorial has a strong, well-established digital audience. In 2022, the Memorial website was accessed by almost three million people; our social media channels have an annual reach of 35 million.

The Memorial has also been a leader in the delivery of digital experiences, from online 3D digital models of National Collection items and the utilisation of virtual reality and augmented reality, to engagement in story-telling and education through popular podcasts, virtual learning webinars and social media content. A comprehensive digitisation program provides Memorial audiences with access to almost half a million objects and records from the National Collection.

Australia has seen an increase in large-scale data breaches impacting personal information. Organisations must be proactive and have robust controls in place to minimise risks.

Digital experiences continually evolve, bringing new opportunities to engage existing audiences and reach younger audiences. As the Memorial moves closer to opening our expanded galleries, we must continue to engage audiences to encourage onsite visitation and ensure that onsite experiences are embedded and integrated with digital thinking.

"By continuing to explore and adopt best practices, the Memorial will be embracing digital transformation."

SHRINE

Commemoration through digital content is unimpeded by distance. As a digital shrine, the Memorial provides Australians the opportunity to commemorate, wherever they are. We will continue to create memorable commemorative experiences through impactful imagery, short and long-form video content, and an enticing presentation of personal stories.

Places of Pride, the National Register of War Memorials, will continue to highlight the importance of enduring community commemoration of service. *Places of Pride* will be incorporated into the Memorial's expanded onsite galleries through a large digital wall display featuring community memorials.

At a strategic level, we will build partnerships and utilise data to target communications, and increase reach and awareness of commemorative activities among national and international audiences.

ARCHIVE

The National Collection includes an extensive archive of official and unofficial documents, diaries, and papers and a significant photograph, film and sound collection. Through investment in the digitisation of these records, continuing efforts to ensure accessibility and ease of use, alongside the promotion of archival resources, we will facilitate deeper engagement with and discovery of new information about Australia's wartime experiences.

The Memorial will continue to enhance data to ensure relevance and discovery and increase audience reach. Today, over four million items record the details of Australia's involvement in military conflicts from colonial times to the present day. User access needs will be prioritised amongst improvements to promote access to these records.



MUSEUM

Through the application of curatorial expertise combined with digital best practices, the Memorial will create world-class digital museum experiences onsite and online. Our digital experiences will capitalise on innovative and impactful approaches to communicating cultural content, encouraging audiences to extend their engagement beyond the duration of the onsite experience.

Enhanced digital access to the National Collection will support the delivery of education to students, as well as increasing access to and engagement with Australia's military history and the enduring impact of Australia's experience of war.

DIGITAL ENGAGEMENT OBJECTIVES

We will:

- **Increase connection** – we will support connection to commemoration, collections and research to a wider audience in our digital engagement.
- **Place visitors at the centre** – we will create access and deliver experiences that are enticing, meaningful and easy to use.
- **Embrace engagement through data** – we will collect and use data to improve and personalise the experiences of our visitors, while ensuring data privacy and security.



DIGITAL ENGAGEMENT

INCREASE CONNECTION

We will support connection to commemoration, collections and research to a wider audience through our digital engagement.



VISITOR-CENTRED

We will deliver experiences that are enticing, easy to access and easy to use.



ENGAGEMENT THROUGH DATA

We will collect and use data to improve and personalise the experiences of our visitors, while ensuring data privacy and security.



HOW WILL THIS BE DELIVERED?

Production of multi-modal, visually **engaging content** commemorating people and events from Australia's military history.

Effective promotion of touring and outreach programs through **targeted digital marketing campaigns** and partner collaboration.

Increased support and awareness of visitor services and experiences during the Memorial's Development Project through a **multi-faceted digital communications plan**.

Implementation of a **new digital presence and creative digital content plan** to sustain awareness and profile of the Memorial and the Development Project.

Our website is enhanced through **usability research and testing**.

Digital experiences will be accessible by design to be inclusive to the needs of audiences.

Website content is presented in an **intuitive structure using plain language**.

Enhanced digital presence of the National Collection to increase access and facilitate deeper engagement with Australia's military history.

Development and launch of a world-class, **accessible public transcription tool** showcasing the National Collection.

Ongoing enhancement of the delivery of **digital education resources** to support early childhood, primary, secondary and tertiary students.

Analysis of data to shape digital activity and provide audiences with **timely and targeted digital communication based on audience segments**.

Build practices to improve the website's **Search Engine Optimisation (SEO) and our social SEO**.

Continuation of the Memorial's **robust cybersecurity governance and risk migration framework to protect the privacy of audience data**.

Expand and enrich publicly available National Collection data to ensure relevance to our audiences.

Key Performance Indicators:

Website user satisfaction survey conducted annually; year-on-year increase in accessible (WCAG2.1 compliant) website pages; year-on-year increase in uptake of transcription volunteers; delivery of a digital content program consisting of new videos, online articles and audio content annually; year-on-year increase in engagement with collection-related online content.

Our Vision:

To be recognised globally as one of the finest national memorials of its kind, providing meaningful experiences through commemoration and authentic and engaging storytelling.