



## Clear and consistent messaging on a workforce generation cycle



Australian Government  
Department of Defence

# CASE STUDY



## THE CHALLENGE

Without doubt, any communication around employment must be simple and clear. But understanding how to deliver consistent, consumable messaging can be tricky, particularly when an employment structure changes. In early 2020, the Australian Navy needed to communicate changes being made to the structure of its workforce. To stand out as an employer of choice in a modern marketplace, the Australian Navy knew it needed reform to offer flexibility and transparency. And with unprecedented growth, complexity and diversity, the workforce generation cycle that had upheld its workforce structure for three decades was no longer able to support department and employee needs. Fearing the spread of misinformation, the Australian Navy engaged RD Consulting.

## THE SOLUTION

We worked with the Australian Navy to pre-plan the content of conversations, aiming to ensure that information was clear and consistent, to shield against the spread of misinformation. During the conversations, our team provided attendees with a range of offline resources (including a printed strategy map, simplified 'commitment' poster and a self-contained USB) for each to follow along and later reference.

By breaking messaging down into specific audiences through leader-led conversations, we were able to tailor and guide responses, leading to more effective and clear communication.

## THE RESULTS

While the handover process is still underway, RD Consulting's work has been presented to the Head and Deputy Head of the Australian Navy and has become an industry standard for communication.