

Department of Environment

PROTECTIVE SECURITY INTERNAL CAMPAIGN

On average,
Cheryl
checks her
surroundings
every few
seconds



Fortunately, all we need to do to protect our environment is
be aware of our security responsibilities.

THE OBJECTIVE

The Department of Environment & Energy needed the Synergy Creative & Design team to develop a behavioural shift towards a positive security culture.

The task was the build a strategy that would enable the shift across the APS towards new measures within the Protective Security Policy Framework to be adopted, and implemented, in a manner that felt true to the Department's own culture.

Protective Security Policy Campaign – Logo (Primary)




Protective Security Policy Campaign – Logo (Secondary)



Each day,

Tony patrols for intruders across 7km of dense rainforest



Luckily, all we need to do is
check that visitors have signed in.

Security. It's in our nature.

 SEARCH SECURITY ON THE INTRANET



THE APPROACH

Understanding the human side of a problem is at the core of our approach. The Synergy team went about building in the behavioural mechanics of the task into the strategic idea. This involved workshoping with the team of the ground and understanding the unique landscape within the Department.

Noting a subtle shift in attitudes would be the key task, we went about developing a strategic concept that was built upon the natural world. With a Department filled with people who aim to protect the environment, it is in our nature to protect. As such, the shift around security from compliance, to protection become the behavioural trigger.

It is in our nature to defend, and protect. While the natural world has instinctual defence mechanisms, all we need to do are simple actions to look out for each and ultimately protect Environment, to protect the environment.

We developed a suite of internal campaign materials that are quirky, and interesting using Australian natives and their innate defence mechanisms to relate back to the security behaviours we hope to achieve within the Department.

Protective Security Policy Campaign – Poster

