

How the peak body for council workers rebuilt continuing education from scratch



At a glance

Client: LGPro

Industry: Local Government

Problem: LGPro surveyed its members on their training and found many dissatisfied with the available options. Unfortunately, customisation was very expensive and most vendors weren't willing to invest into something that was so niche

Solution: Global Vision developed a whole new way of hosting courses, as well as providing customisations and ongoing updates free of charge

Outcome: LGAs now have compliant and relevant material available on demand, customisations are free, and a basic LMS is also available to small councils free of charge

Summary

When LGPro set out to improve the eLearning courses that were available to its members, the project was ground to a halt due to the high costs & high levels of customisation involved. Most eLearning vendors weren't willing to invest heavily into something that was only usable in one vertical.

The team at Global Vision realised that this was a problem worth solving, knowing that it would positively impact the people that do such important work for their local communities.

Not many companies would develop an entirely new technology just because one client has such a specific problem – but then, **clever thinkers take a global vision.**

Council education overhaul too expensive... or is it?

LGPro is the peak body for council workers, representing local government professionals and providing them with continuing education in their careers. When the body started surveying its members about their training arrangements, several problems were brought forward.

Council workers were dissatisfied with the courses that their councils were buying from various providers, citing a lack of sector-specific terminology and application. The courses available simply weren't fitting the specific needs of each council.

LGPro wanted to provide LGA-specific training, but every council in the country is different and requires courses for the different communities within it. This also includes sharing relevant case studies that can't be broadly replicated as problems manifest differently within each community.

Unfortunately, the cost to customise courses was extremely high – councils were quoted \$1,000 per word and required legal sign-off on all changes. There was also no scalable platform on which to share these new courses with the several hundred councils around Australia.

Most vendors simply didn't want to invest in a project that was only useful in one vertical. Struggling to find a solution, LGPro turned to a local government specialist: Global Vision.

An end-to-end solution delivered by a dedicated innovator

It quickly became clear that LGPro had brought in the right experts that understood the impact this project would have on both council workers and the communities they served.

Global Vision provided a complete solution: from creating the new courses to ensuring that they would be correctly deployed to each LGA, and even adopting LGPro's standard pricing to ensure that the project was affordable for all councils no matter their size.

Working closely with several LGAs, Global Vision filmed case studies, learned location-specific terminology, made different course variations for each state, and had everything reviewed by each relevant council.

When it came to the problem of providing a platform that could deploy the courses to each LGA, Global Vision got creative. The team realised they could model the platform on how phone apps update themselves: centralised updates with local content downloads. Global Vision would maintain one server of courses, and when one LGA would access the platform, its applicable content would become available.

No such platform had existed in the government learning space, and this innovation is a hallmark of Global Vision's expertise & leadership within the industry.

Local government education revolutionised

Global Vision completely turned the LGA education sector on its head, successfully delivering a solution that had never been offered before. Understanding the importance of LGA education, Global Vision also provides free ongoing customisations and updates – something else that no other vendor does.

LGPro now provides completely customised education courses to its members all over the country, and Global Vision is a dedicated partner to many councils.

Additionally, smaller councils with less budget are provided with a basic LMS free of charge, so that education is accessible to all government professionals.

These industry-changing outcomes are why we live by the motto that clever thinkers take a global vision.

“For us to put our name to it, it had to be something we and our members could take pride in. There had to be reliable automatic integration to their HR systems, courses that were relevant to them and an eagerness by the supplier to build an open and genuine partnership. That’s why LGPro partner with Global Vision Media.”

David Preiss, Chief Executive Officer, LGPro