Skillset, Toolkit, Mindset for working journalists:

digitalnews academy
News Corp Australia, Google and Melbourne Business School combined the knowledge and resources from leading media, technology and education organisations to drive grassroots change to deliver a stronger future for journalism.

The program was devised to address a well-documented shortfall in vital skills, such as audio and video production, data journalism and social media. Journalists need to have the skills necessary to tell stories and reach audiences on different and evolving platforms, as the industry grapples with rapid digital transformation and the impact of Artificial Intelligence.

The Discovery and Design process involved detailed documentation delivered after extensive interviews and focus groups with industry stakeholders. Discovery documentation reinforced the need for the academy to be practically-focused, suit time-poor learners at any career stage from the smallest to the largest newsrooms located anywhere in the country, while also fostering collaboration and community.

Program and learning objectives were developed and desired impact identified to be adaptable and accessible, integrated into newsroom practice, collaborative and to contribute to a sustainable and thriving news industry.

A key taxonomy of skillset, toolkit, mindset was factored as the learning architecture was developed, Learning Management System selected and curriculum built to cover mobile journalism, multichannel and vertical storytelling, audience engagement, verification and data journalism with more than 30 world-class subject matter experts engaged.

Impact, learner experience and engagement and completion reporting provide quantitative and qualitative feedback, demonstrating clear individual and industry results. Extensive data collection has allowed for agility and to quickly address concerns in curriculum or structure.

The Digital News Academy was launched in 2022 with three newsgroups and has grown to more than 40 spanning Australia, New Zealand, the US and UK with close to 600 learners involved.