



# Communications for a city shaping development

Community and stakeholder engagement/Government relations/  
Media relations and issues management/High quality communications  
collateral development and production

Dexus engaged Three Plus to provide stakeholder and community engagement, government and media relations to progress plans for the transformation of the Eagle Street Pier precinct into a premium business and leisure destination.

## Achievements

- Securing positive third-party endorsements from key lobbying groups to support the initial Market Led Proposal announcement
- Working with the Department of State Development as part of the State Government facilitation agreement
- Disciplined project management protocols and structures to ensure management of a complex engagement project
- Strong positive media coverage in television news, radio and national metropolitan dailies for the for all project milestones.

## Process

Three Plus secured positive third-party endorsements from key lobbying groups to support Dexus' initial Market Led Proposal announcement.

Three Plus developed and implemented a detailed Communications and Stakeholder Engagement Plan designed to create and widely publicise a range of opportunities for community members to learn about the project and engage with the project team.

As part of the preparation for the Minister for State Development, Manufacturing, Infrastructure and Planning's March 2018 announcement of the Market Led Proposal approval, Three Plus identified that some key influencer groups were likely to be invited/encouraged by the media to provide negative comments.

Three Plus anticipated that the proposed closure of Eagle Street may be the focus of negative media coverage, so we organised pre-announcement briefings for the RACQ and Bicycle Queensland, who publicly endorsed the project.

The project was modified following Council opposition to the traffic plan but the fundamentals were retained to transform Eagle Street Pier and surrounds into a leading premium business and leisure destination.

Three Plus liaised closely with the Queensland Government to develop a joint announcement of the facilitation agreement and the subsequent lodgement of the Development applications.

High quality collateral – project websites and brochure - were developed to support the communications tasks.

dexus

CLIENT

Dexus



PROJECT TEAM

Peter Kelly  
Jo Hoban

SECTOR

Communication and  
Stakeholder Engagement  
Program

THREE  
PLUS ... +

[www.threeplus.com.au](http://www.threeplus.com.au)