



THREE
PLUS ... +

Community and stakeholder engagement for renewable energy

Community Engagement / Stakeholder Engagement / Brand development /
Event management / Project management / Media relations

Three Plus was engaged to plan and execute the Queensland Community Renewables Forum in the Western Downs shire in July 2024, as part of a future series of events across the state. The two-day forum aimed to increase community support for the renewable energy industry by building trust through understanding community concerns. Addressing challenges transparently and in a timely manner was key to driving an active Queensland policy agenda with community at its heart.

Achievements

- ♦ Careful consideration of pitch and tone of all content as it related to regional and rural settings, where attitudes to large-scale renewable energy development are mixed.
- ♦ Positioning of forums as a two-way feedback loop, with industry and government participants encouraged to listen as well as speak. Community participants were invited to leave questions and comments during the lead up to, during and after the event.
- ♦ Incorporated a site visit to local renewable project (Dulacca Wind Farm) enabling community members to view a project and observe its coexistence with agriculture and coal seam gas.
- ♦ Use of local suppliers wherever possible, including all catering, videography, photography, venue hire, accommodation and transport.
- ♦ Development and execution of comprehensive but economical promotion, marketing, and a media campaign to ensure maximum reach.

Process

Three Plus's guiding principles were:

- ♦ Provide information to answer the "why", "what" and "how" of the energy transition relative to the region
- ♦ Provide opportunities for residents to make their opinions heard
- ♦ Ensure a common understanding of the benefits and concerns across all stakeholders
- ♦ Generate images and video that can be used to increase the reach and impact of the event
- ♦ Maximise efficiencies in cost and staffing

On a compressed six-week timeframe, Three Plus oversaw the development and launch of the forum including, in chronological order:

- ♦ Brand creation and development
- ♦ All content creation
- ♦ Marketing, advertising and media
- ♦ Event planning and staging
- ♦ Reporting

QUEENSLAND
COMMUNITY
RENEWABLES
FORUM

CLIENT

Queensland Community
Renewables Forum



PROJECT TEAM

Paul Larter
Georgina Robinson
Georgie Olivier
Andrew Musgrave

SECTOR

Renewable energy



THREE
PLUS ... +

www.threeplus.com.au