



THREE
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Engagement paves way for Howard Smith Wharves approval

Strategic communications/Community consultation/Media relations

HSW Nominees engaged Three Plus to design / implement a community and stakeholder engagement program as part of the development application process for their Howard Smith Wharves project. Locals were concerned about potential noise, traffic, parking and building height impacts. To influence the development application, an engagement program required genuine relationships to be built with community stakeholders and strong participation across a range of channels.

Achievements

- ◆ Strong alignment of the strategy with Council protocols and expectations.
- ◆ Facilitated an on-site Community Information Session with strong attendance to present clear project information to interested parties.
- ◆ Effective management of media interest across TV, newspaper, digital and social media.
- ◆ Howard Smith Wharves development application was successful – the venue is now one of Brisbane’s most celebrated placemaking success stories and a favourite destination of Brisbane locals and visitors alike.

Process

- ◆ Developed a strategy which clearly communicated the project’s benefits to the wider Brisbane city, such as activating a disused site, activating the river, preserving and enhancing heritage and public open space, and the introduction of a boutique hotel.
- ◆ Provided project information early and regularly to elected representatives at all levels of government within the project area.
- ◆ Developed and widely distributed a newsletter informing the community about the project and upcoming community information sessions, hosted two weeks later.
- ◆ Produced / distributed media releases at suitable times to encourage positive media.

HSW

CLIENT

Howard Smith
Wharves Nominees

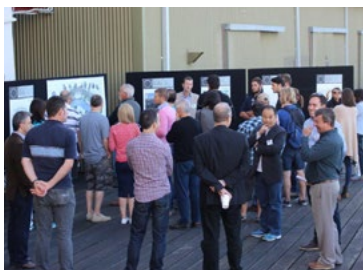


PROJECT TEAM

Peter Kelly

SECTOR

Property development/
planning/placemaking



“Three Plus’ energy and skill in guiding the stakeholder engagement and media relations for Howard Smith Wharves was an important contribution to the early success of the project. Our work together built initial awareness and excitement that was vital to the extraordinary response to the project from the people of Brisbane.”

Luke Fraser
CEO of Howard Smith Wharves

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