

## RiverCity Motorway Group - Clem Jones Tunnel (CLEM7) Opening

### Background

The \$3 billion Clem Jones Tunnel (CLEM7) is being delivered by ASX-listed RiverCity Motorway Group on behalf of the Brisbane City Council.

It is one of the largest infrastructure projects ever undertaken in Queensland taking three years to build and involving more than 12,000 workers.

The 6.8 kilometre toll road is Australia's longest and safest road tunnel, connecting Bowen Hills in the north with Kangaroo Point and Woolloongabba in the south. The road will bypass up to 24 sets of traffic lights and reduce road travel times by up to 30 per cent.

BBS was appointed by RiverCity Motorway Group to manage liaison with Brisbane City Council and to assist in the development and implementation of the media strategy to promote the CLEM7 in the lead up to opening.

### Strategy

BBS and RiverCity Motorway Group developed a comprehensive media plan that included 50 media opportunities in the final two months alone.

In the 12 months in the lead up to opening, BBS and RiverCity Motorway Group used the following initiatives to generate media coverage of the CLEM7:

- Construction milestones – tunnel breakthroughs, tunnel boring machines disassembly, completion of tunnel entrance portals, unveiling of the Tunnel Control Centre etc.
- CLEM7 Community Open Day – a once-in-a-lifetime

opportunity for Brisbane residents to run or walk through the tunnel prior to it being open to road traffic

- First fleet car cavalcade – a key media event the cavalcade was a parade of 51 vintage cars, luxury sports cars and street machines that were the first to officially travel through the CLEM7
- Education campaigns – the benefits of the tunnel, how to drive safely in tunnels (the CLEM7 is Brisbane's first major road tunnel), tolling information
- Profiling – interviews with RiverCity Motorway Group CEO Flan Cleary and other project personnel
- Publicity – a special fashion shoot was organised in the tunnel for QWeekend magazine
- Media partnerships – partnerships were formed with Queensland Newspapers (Courier Mail and Sunday Mail), Austereo (Triple M) and 4BC.

### Results

Promotion of the CLEM7 in the lead up to opening was extremely widespread with coverage generated in every national and South-East Queensland-based media outlet.

Extensive pre-publicity of the Community Open Day generated a huge response with all 50,000 spots for the public walkthrough completely booked out prior to the event.

Awareness of the CLEM7, its purpose and its benefits is now extremely high among Brisbane motorists.

media relations ■ collateral development ■ stakeholder communication  
■ crisis and issues management ■ profiling and publicity

project brief