



South Bank Institute of Technology - PPP

Background

The \$550million redevelopment of the Southbank Institute of Technology is Queensland's first Public Private Partnership (PPP). The AXIOM Alliance of John Holland, Spotless and ABN Amro, was selected to redevelop and then manage the Institute.

As Queensland's first PPP, it was imperative that students, teachers and neighbouring schools, businesses and public spaces were consulted with during the construction process. BBS was appointed to manage the community consultation and communication for the project.

Strategy

The community consultation program and internal communication strategy were designed to:

- Support the Institute to maintain enrolments during construction, with students continuing to study on-site during campus
- Ensure positive media and community attitudes towards the project and the partners\
- Establish constructive relationships with all stakeholders (particularly immediate neighbours) so issues be raised in an environment of trust and honesty
- Assist the development team to keep the project on track (time and budget) by avoiding/limiting delays due to stakeholder dispute
- To manage the impact of construction on neighbours and visitors including the nearby school, Brisbane Convention and Exhibition Centre and South Bank Parklands

Our strategy was to establish clear communication lines and to be proactive – to engage early, maintain communication, and seek and respond to input. To achieve this strategy, we have used the following tactics:

- Community Reference Group to facilitate interaction with major external stakeholders
- Communication Management Group to establish a 'conversation zone' for the Axiom partnership and the Client
- Staff News Bulletins
- Community Relations Team conducted 'on-the-street hand outs' at times of high need/urgency
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- Transition Teams/Ambassadors – to champion the move between old and new facilities
- On and off campus posters
- Staff Intranet
- Strategic events with government, business, community and neighbours
- Media relations – property industry and general media
- Complaints monitoring procedure – linked to issues management strategy
- Visual development tracking – using web cam
- Community Newsletter
- Involving staff and enabling them to influence design and operational issues

Results

Despite the construction, student numbers have increased during the construction period and forward forecasts show this will continue. Construction is currently ahead of schedule and will be completed by November 2008 with no lost time due to community disputes or action.

media relations ■ community engagement ■ communications strategy
 ■ collateral production ■ issues and crisis management

project brief