

# Infrastructure Australia



Client Infrastructure Australia  
Date 2013-2016

## Description

Infrastructure Australia (IA) is an independent statutory body with a mandate to prioritise and progress nationally significant infrastructure.

IA provides independent research and advice to all levels of government as well as investors and owners of infrastructure. IA is responsible for strategically auditing Australia's nationally significant infrastructure and developing 15-year rolling Infrastructure Plans that specify national and state level priorities.

The Northern Australia Audit, released in May 2015, was the first ever audit of Northern Australia's infrastructure, identifying key challenges, and opportunities to support the region's projected growth.



The first Australian Infrastructure Audit was also released in May 2015. It was the first independent, comprehensive review of Australia's infrastructure and future needs across transport, water, energy and telecommunications.

The first Australian Infrastructure Plan, released in February 2016, was developed following consultation on the Australian Infrastructure Audit.

## Approach

Comacon was engaged to manage IA's communication and engagement function. Donna Groves was seconded to head the department and managed communication and engagement with several Comacon team members supporting the function through the contract.

Comacon prepared all communication materials, managed the website, prepared senate estimates briefing papers, board papers, presentations to industry groups and governments and organised and managed stakeholder briefings and community information sessions. We provided Ministerial liaison, assisted with an intensive freedom of information process, and undertook advertising, events and media relations.

As part of the contract, Comacon also designed and implemented the stakeholder engagement for the two Australian Infrastructure Audits. We consulted more than 500 stakeholders in every state and territory and worked closely with representatives from all levels of government, as well as businesses, industry, peak bodies and the wider community. We ensured that regional and disadvantaged communities were adequately represented, and we tested findings at eight different 'bus stops' along the journey. The final plan was a culmination of the entire deliberative approach and is a truly collaborative document.

The Comacon team took a collaborative and highly strategic approach to this contract. We built strong and trusting relationships with the Department of Infrastructure, Local Government and Planning and the Minister's Office, managed the board secretariat and integrated into the IA team and their day to day operations and successfully achieve all objectives.

## **Highlights**

Comacon managed the function before and during an election and then during a change of Government and the IA structure. We worked with the IA team during the restructure managing both internal and the external communication and assisting with the recruitment of the new communication team under the new structure. We successfully managed the complete rebranding of IA and the establishment of the protocols and structures for the new department.

## **Contact**

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