

# Gold Coast Light Rail



Client        GoldLinq  
Date         2012  
Value        \$1.6 billion

## Description

The Gold Coast Light Rail is a 13km dedicated light rail service from Griffith University to Broadbeach, passing through the key activity centres of Southport and Surfers Paradise.

The project was delivered as a Public Private Partnership funded by Gold Coast City Council, Queensland and Australian Governments and the GoldLinq Consortium, with McConnell Dowell as its Principal Contractor.

## Approach

As a project Place Manager, Comacon developed opportunities, messaging and information strategies for more than 1,500 stakeholders between Southport and Broadbeach including: V8 Supercars (Gold Coast 600 street race), retailers along Surfers Paradise Boulevard and the Gold Coast Highway, Jupiters Casino, Q1 (Australia's tallest residential tower), Pacific Fair (the AMP retail complex) and the Gold Coast Convention and Exhibition Centre.



Fundamental to the success of the role was liaison with these key stakeholders and the wider community to ensure minimal disruption to business, services, transport infrastructure and tourism.

We worked to ensure early, continuous and collaborative coordination with local councils and community groups to minimise disruption to businesses and their customers. Residents were actively involved in meetings and strategies were developed to minimising disruption.

We also worked closely with the project team to identify communication opportunities, develop content and supply material for the web, videos and a weekly e-newsletter distributed to all stakeholders between Southport and Broadbeach.

## Contact

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