

Brighton Main Sewer Rehabilitation



Client Melbourne Water
Date 2017 – 2019
Value \$22 million

Description

The Brighton Main Sewer is over 100 years old and was one of the original sewers built in metropolitan Melbourne. Melbourne Water undertook upgrades to ensure the Brighton and Hampton areas continue to receive a reliable sewerage service.

The key Melbourne Water driver for this project was the rating risk of the asset due to a breakdown of the conditions of the brick sewer. An upgrade was required to avoid the risk of asset failure and further degradation.



The Brighton Main Sewer is in an area of significant community amenity and is home of one of the world's busiest road bike circuits with more than 15,000 cyclists riding on Beach Road every week. The sewer is also very close to Port Phillip Bay. The sewer services the local Bayside community ensuring that the marine and coastal environment are protected.

Approach

Comacon developed and implemented engagement strategies across a diverse group of stakeholders. Early engagement was favoured to build strong relationships with those who could potentially be advocates or ambassadors for the project in the event of community unrest, confusion or complaint. The following stakeholders were integral to the delivery of this project:

- Royal Brighton Yacht Club
- Middle Brighton Baths
- Quest Apartment Hotel
- Brighton Savoy
- Local business owners and business communities
- Bicycle Network
- Brighton Bathing Box Association
- Local primary and secondary schools
- Public transport operators and Public Transport Victoria
- Level Crossing Removal Authority
- Emergency Services
- Bayside City Council
- EPA, DELWP, Parks Victoria
- Residents

Melbourne Water worked closely with Bayside City Council and influential business stakeholders to develop strategies designed to build trust with the community. A communication and engagement strategy tailored to the project and stakeholder needs was developed to ensure key messages are distributed in a timely and thoughtful manner.

By implementing a multi-channel communication approach, we ensured all stakeholders had information about the benefits of the works and could make informed decisions about things like their day to day travel during the disruption.

Building relationships with stakeholders was achieved through regular email and phone updates, as well as meetings with key individuals. Door knocking and letterbox drops to local residents and businesses also provided opportunities to strengthen relationships.

Highlights

The community has shown great resilience with regard to this project. Face to face communication was both positive and productive resulting in an unexpected level of support for this disruptive and complex project.

Contact

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