

# Murrumbeena to Malvern Flood Mitigation Project



Client Melbourne Water

Date 2017 - 2019

## Description

In 2006 and more recently in 2011, the suburbs of Murrumbeena and Malvern East experienced significant flooding which resulted in damage to some properties. As a result, in 2014 the Murrumbeena to Malvern Flood Mitigation Project was initiated by Melbourne Water.

The project involved installing a new 1.8m diameter stormwater drain from Railway Parade in Murrumbeena to Gardiners Creek in Malvern East.



The new stormwater drain collects water from heavy rainfall that flows over the streets and paved surfaces, reducing the impact of flooding to properties in the area.

## Approach

Comacon became involved at the completion of the functional design process in March 2017. The Melbourne Water Community Engagement Team had already undertaken two information sessions and distributed a four page bulletin about the project.

Comacon was responsible for managing several complex and ongoing community issues and for developing and implementing engagement strategies for a wide variety of stakeholders including:

- Glen Eira Environmental Group (GEEG)
- Glen Eira City and the City of Stonnington
- Arcare Parkview Malvern East
- Murrumbeena Primary School
- media management and social media support
- social media support.

Comacon kept residents, businesses, community and sporting clubs and road users, up to date and informed about scheduled works, potential impacts and mitigation measures. Using open communication and frank face-to-face conversations with key stakeholders, we articulated and promoted the benefits this project delivered to the Glen Eira and Stonnington communities and councils.

## Highlights

Comacon identified early that clear information about the scope of this project would help to ensure realistic community expectations. Among the techniques we have used were:

- a personal interest video with a resident

- 180-degree photospheres highlighting that the area will be restored to a nearly identical, or even slightly improved, state following construction
- construction impact imagery to ensure a 'surprise free' approach to managing community expectations.

### **Contact**

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