

Sydney Inner West Light Rail Extension



Client John Holland
Date 2011-2014
Value \$176 million



Description

The Inner West Light Rail Extension (NSW) connects to the existing light rail service in Sydney, which operates from Central to Lilyfield, along the former Rozelle freight rail corridor, through the inner west to Dulwich Hill.

The Inner West Light Rail Extension demanded superior results. In meeting this challenge, Comacon deployed two of its most senior personnel on the project throughout all stages of delivery.

Approach

Comacon worked closely with John Holland to develop a comprehensive Community Liaison Plan to exceed the Minister's Conditions of Approval. As part of the plan, we created a quarterly delivery strategy to ensure timely, relevant and comprehensive communication of construction activities to all stakeholders.

Before major construction, we communicated with and established relationships with the diverse range of stakeholders including a broader community of some 21,000 households. It was identified that standardised mass communication would fall far short of community expectations, so we developed a rolling program of tailored, two-way communication which involved working proactively with the Transport for NSW communication team to identify communication opportunities, develop appropriate message content and ensure alignment with departmental communication strategies.

Throughout the project, Comacon constantly revised and enhanced communication to meet the changing needs of the State, stakeholders and the community.

Highlights

The project corridor backed on to over 570 properties in one of the most environmentally conscious, politically astute and socially aware areas in Australia. Strong interpersonal links were built that ensured that community issues requiring detailed attention ultimately did not affect program schedules.

Contact

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