

Liveable Communities, Liveable Waterways (phase 3)

Client: Melbourne Water

Date: 2021

Description

Melbourne Water has developed a new Incentives Program that brings together several of its successful grant programs into a new single, streamlined and flexible program called Liveable Communities, Liveable Waterways.

The new program is designed to respond to emerging challenges and foster new partnership opportunities on initiatives that create healthy people, healthy places and healthy environments.

Melbourne Water used a phased approach to transition customers from its legacy programs to Liveable Communities, Liveable Waterways. Phase 3 involved transitioning private landholders (its largest customer segment) and launching an online application system to improve the user experience for customers and staff.



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Approach

Comacon's consultant partnered with the Project Working Group to deliver engagement activities and communications materials to support the transition and launch. This involved reviewing all communications materials for the program, updating any materials from the legacy programs, and creating new materials to support landholders with the transition and communicate the new system changes to staff and customers. The suite of collateral included case studies, fact sheets, guidelines, flyers, posters, pull up banners, web site content, intranet content, emails, social media posts and internal change communications. Comacon worked with Melbourne Water's branding team and designers to refresh the design of the communications materials and ensure a consistent look and feel across the program and with Melbourne Water's over-arching brand.

Melbourne Water expanded the scope of the project, asking Comacon to develop a signage strategy for Liveable Communities, Liveable Waterways that will also raise awareness of the Melbourne Water brand. This involved working with the designers to create a hierarchy of signs that can be cobranded for different projects and developing guides for staff and customers to explain where and how the signs will be used and who will install and maintain them. The expanded scope also included identifying external channels Melbourne Water can leverage to promote the program and developing a channels map.

Contact

Shannon O'Connell, Senior Engagement and Communication Consultant