

## Project

Community engagement assistance with the new Brooke Street Pier

## Year

2011 to 2014

## Services

- Community and Stakeholder Engagement
- Public Relations
- Government Relations

## Overview

The major River Derwent transport operators, The Navigators, responded to government consultation findings in 2010.

The government consultation was in response to public outrage at proposed developments in Sullivans Cove. The Navigators identified an urgent need for a new Brooke Street Pier.

The task of the communication program was to present an unarguable case to the community so the development application for the new Brooke Street Pier could proceed without opposition.

## Results

The result of the communication campaign was the development application was not opposed, unheard of in Sullivans Cove. The project went onto construction and installation.

The Brooke Street Pier is now a vital part of the Sullivans Cove tourism precinct.

# Brooke St Pier Case Study



## Our response

We convened a project team to workshop all issues around gaining approval for developments in Sullivans Cove.

Established key messages which revolved around Hobart Needs a New Ferry Terminal.

Sold the Mercury on the need for a new Ferry Terminal and gained their complete support.

Conducted wide ranging briefings, enlisted social media and opinion leaders to further sway public opinion in support of the pier.