

### Project

Community engagement assistance with the Port Sorell Landfill management.

### Year

2016 to 2021

### Services

- Community and Stakeholder Engagement
- Public Relations
- Government Relations

### Overview

The old Port Sorell Landfill is owned by the Latrobe Council and we were given the task of providing a clear and concise communication process to inform the community about the contamination.

### Results

The community engagement process resulted in the local community feeling confident in the Latrobe Council's handling of the contamination of the former Port Sorell landfill.

# Port Sorell Landfill Case Study



## Our response

Identifying the issues involved with the Port Sorell Landfill and township contamination and then clear and concise messaging was crucial to communicating with local residents.

Openness and honesty in two way communications was also vital. To achieve this the communications team door-knocked every residence in the vicinity of the landfill. The meetings with residents were conducted in a very cordial manner that explained the risks and issues in plain, easy to understand English.

The team also held card-table discussions at the local shopping centre on Saturday mornings.

Gathering data from the residents was vital and it was entered into our proprietary communications database for analysis.