

# PLUM Communication Snapshot

Communication projects managed by PLUM Directors:

Client	Project
<b>INFRASTRUCTURE</b>	
VicRoads	West Gate Bridge Strengthening Alliance communications and stakeholder relations
FutureFlow Alliance	Management and leadership roles in \$280 million irrigation renewal program in Northern Victoria
Goulburn-Murray Water	Communications support for irrigation renewal works
Hayball Leonard Stent	Communications and business development for interiors, architecture and international groups
VicUrban	Development of internal and external publications
<b>ENVIRONMENT</b>	
Victorian Environmental Assessment Council	Stakeholder and communication management of River Red Gum Forest Investigation
Heritage Mining	Public relations campaigns for commissioning of new gold mines (Australia and New Zealand)
Parks Victoria	IT strategy for Zoos Victoria and Healesville Sanctuary
Gemmological Association of Australia	Media and public relations support for conferences and blood diamond issue
Yarra Valley Water	Management of statewide "water saver garden makeover" competition with Jamie Durie
<b>TRANSPORT</b>	
Australia Post	Developed customer magazine, produced annual reports and provided communication support
Australian air Express	Communication and marketing for Next Flight launch
Kalari	External and internal communication strategy and activity
Melbourne Airport	Staff announcements of new CEO vision and direction
<b>COMMUNITY RELATIONS</b>	
Don KRC	Community engagement strategy for the expansion of Castlemaine factory
Goulburn-Murray Water	Community engagement and face-to-face consultation of 3000 farmers on irrigation infrastructure
Australia Post	Communication of corporation's CSR strategy
Commonwealth Games Melbourne	Water communication and community engagement strategy
<b>ORGANISATIONAL CHANGE</b>	
Don KRC	Factory closures and downsizing of 600 employees
Don KRC	Merger and acquisition integration communication delivery
National Foods Australia	Merger and acquisition integration communication for National Foods merger with Dairy Farmers
Department of Justice	Management of stakeholder campaign for Attorney General's review of VCAT
ANZ Bank	Communication strategy for call centre consolidation
ANZ Bank	Communication strategy for the ANZ Risk Plan
City West Water	Management of major rebranding project
Cadbury Schweppes	Regionalisation of operations, key brands and merger of IT infrastructure
<b>SOCIAL CHANGE</b>	
Department of Sustainability and Environment	Development and delivery of Victoria's Our Water Our Future behavioral change campaign to save water
Department of Human Services	Maternity Services Enhancement Strategy statewide PR campaign
Department of Human Services	Stakeholder engagement and public campaign for Alcohol Guidelines campaign
Department of Justice	Stakeholder management and communications for Problem Gambling Taskforce
Federal Government	Marketing and communications for national domestic violence campaign
Adult Multicultural Education Service	Management of Sudanese media crisis and ongoing media advice