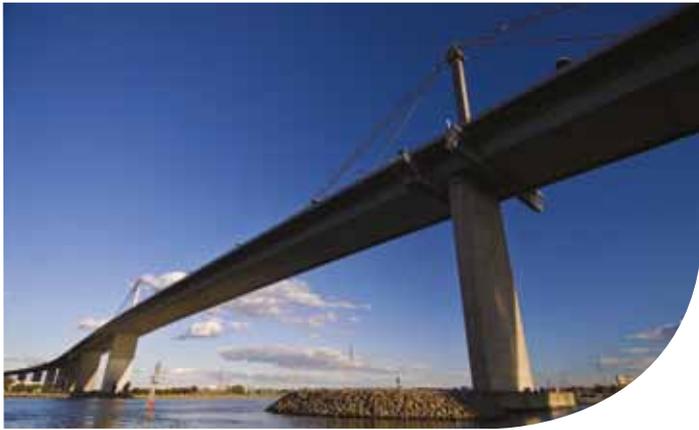


# PLUM Communication Testimonial

## West Gate Bridge Strengthening Alliance



PLUM Communication was part of an impressive tendering team, alongside Sinclair Knight Merz and Flint & Neill Partners, who successfully bid to strengthen the West Gate Bridge – one of Victoria's most historical and critical infrastructure upgrades.

PLUM played a critical role in delivering the communication and stakeholder engagement strategy for Phase One of the project (December 2007 – September 2008) providing resources for the Alliance Management Team, and for the communication function.

In particular, PLUM's expertise in reputation management and communication delivery was highly regarded by the Alliance, and their ability to provide flexible, specialist resources was a key fact in delivering many successful communication and stakeholder activities. They were also able to deliver creative solutions to internal communication challenges, including a cost-effective team DVD, and a high-quality e-newsletter to close the cultural gaps between the UK and Melbourne offices of the Alliance.

A notable achievement of PLUM was the management of a 'kick-off' stakeholder workshop with key interest groups, attended by senior executives from a large number of VicRoad's high-priority stakeholders. Feedback from the stakeholder workshop was overwhelmingly positive, and information gathered at the workshop was critical in shaping outcomes of the project. Follow-up engagement and ongoing stakeholder issues were effectively managed through a stakeholder database managed by the communication team.

I wouldn't hesitate to recommend PLUM Communication's ability to effectively promote and protect the reputation of an organisational. I found them to be a reliable, resourceful and knowledgeable team of communication practitioners. Their attention to detail was impressive, as was their ability to tap into a wide network of specialist resources to meet the strategic and emergent needs of the West Gate Bridge Strengthening project.

**Kevin Devlin**, Alliance Project Manager  
West Gate Bridge Strengthening Alliance

### Project Snapshot

The West Gate Bridge Strengthening Alliance is part of the Victorian Government's \$1 billion dollar investment in Victoria's busiest transport corridor under the Monash-CityLink West Gate (M1) Upgrade.

The West Gate Bridge is a vital transport artery for Victoria's commuters and freight traffic, and a crucial link between the east and west of Melbourne.

### Key Achievements

- Development of comprehensive Stakeholder Engagement and Communications Strategy
- Establishment of initial project issues register
- Successful management of the Alliance's first stakeholder workshop
- Development of stakeholder engagement and communications process and protocols
- Identification and introduction of Alliance Stakeholder Management System Darzin
- Successful management of stakeholder enquiries from industry and media
- Creation of all branding material for the project and artwork supporting culture development
- Development of Australian and UK DVD
- Management of ministerial requests for information on the project
- Development of key messages and Q&As bank
- Development of materials and management of communications supporting flag installation