

### Project

Community engagement assistance with the Meander Dam project for the Rivers and Water Supply Commission.

### Year

2005 to 2008

### Services

- Community and Stakeholder Engagement
- Public Relations
- Government Relations

### Overview

The Meander Dam had been mooted in Tasmania for over sixty years but had met with mixed reactions.

In the early 2000s the state government put the project forward again but fierce opposition from environmentalists stalled it.

Eventually the state government passed an act of parliament to enable it to proceed, however, the environmentalists continued the campaign.

### Results

The community engagement process resulted in the local community supporting the project. The project was ultimately completed and the environmental opposition faded away.

The Meander Dam is the progenitor of the wider Tasmanian Irrigation system.

# Meander Dam Case Study



## Our response

We worked with the project team and Rivers and Water Supply Commission management to determine all the issues, key messages, stakeholders and communication channels.

We designed and implemented a communications program that included close liaison with all stakeholders and the media.

The communications program culminated in two open days that were operated like community fairs with local volunteer organisations catering, running kids activities and visits to the dam site. We directly invited all stakeholders, including opposition environmentalists to the open days.

Thousands and thousands of people attended and in the following weeks all opposition to the project melted away. The project and lake was completed on time and within budget.