



Department of Defence / Jezzine Barracks & Kissing Point site

Challenge

The Department of Defence's decision in 1997 to potentially dispose of Army barracks in the north Australian garrison city of Townsville was always destined to create intense community interest. As a result, in 2005, the Department undertook a Future Options Study to identify the best use of the historic Jezzine Barracks and Kissing Point site. Phillips Group was appointed to manage community communication during the five-month Study.

Strategy and Action

What was originally a community relations program evolved into a multifaceted, politically sensitive issues and risk management program, requiring increased stakeholder interaction, a proactive media campaign and strong stakeholder engagement.

Results

The campaign was deemed a success as all stakeholders were informed, engaged and consulted and political sensitivities surrounding the Future Options Study were managed. Media coverage moved from anti-Defence to more balanced reporting and the reputation of the Department as a key contributor to North Queensland's economic prosperity was protected.



Australian Government
Department of Defence