

## Toowoomba Regional Council/Toowoomba Bypass Petition Campaign

### Challenge

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The Toowoomba Regional Council (TRC) wished to undertake a petition campaign, to strengthen their ongoing lobbying of the Federal Government to fund the Toowoomba Bypass, as Infrastructure Australia made their funding allocation recommendations. TRC commissioned development of a communication campaign calling on industry and the general public to sign the petition.

### Strategy and Action

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Rather than a generic 'one-size-fits-all approach', a personalised strategy was used to make the petition relevant to individuals on a local level. Businesses that agreed to be petition signing points were provided with high levels of personalised attention and support, including hand delivered petitioning kits and follow-up phone calls over the four week petitioning period. Central to the strategy was a roadshow and associated publicity in regional towns to encourage signatures.

### Results

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The campaign delivered a record-breaking petition, in terms of signatures, by leveraging community leader relationships, harnessing local media and incorporating a targeted regional awareness strategy. High-profile advocates played an important role, actively supporting the petition in the media. The awareness generated by the campaign granted the Toowoomba Regional Council Mayor an audience with State and Federal Ministers to discuss funding construction of the Bypass.

