



## Western Corridor Recycled Water Pty Ltd / First Water Celebration

### Challenge

In 2007, a prolonged drought had left South East Queensland's (SEQ) dams with just 20 per cent of their total storage capacity. The Queensland Government faced pressure from the community, media and key stakeholders who were alarmed at the prospect of the dams running dry. There was widespread scepticism that the Western Corridor Recycled Water (WCRW) Project, a key part of the drought response strategy, would be built on time.

### Strategy and Action

With the completion of Western Corridor's first stage, 'First Water', the Project team showcased the Government's achievements through a stakeholder-focused plan that engaged the media, community, key influencers and workforce in a celebration of the milestone.

### Results

The First Water celebration event was highly successful, with strong attendance from the community, workforce and key influencers. Media coverage for the event was extensive across print, television and radio and reinforced the key message that the Project would be completed on time.

