

TRAIN AND TRAM ZONE ACTIVITY CENTRES PROGRAM

Supporting a strategic, clear and transparent engagement and communications approach for the Train and Tram Zone Activity Centres Program.

WHAT WE DID

- Provided strategic engagement and communications advice to support rollout of Tranche 1 and Tranche 2 Train and Tram Zone Activity Centres Program, a total of 58 centres.
- Developed clear, consistent key messaging to explain complex planning reforms and policy intent to councils and communities.
- Analysed community and media sentiments and developed practical resources to assist DTP in dispelling myths and misconceptions about the program.
- Designed accessible and visually-rich engagement and communications materials to support local understanding of activity centre planning changes.
- Advised on engagement approaches to support DTP in managing community questions, concerns and expectations.
- Supported delivery of briefings, workshops and information sessions.
- Assisted with translation of state planning objectives into locally relevant narratives and visual tools.
- Filmed a series of videos that capture lived experiences of people living within activity centres.

- 01 Community drop-in session
- 02 Digital collateral explaining the program, translated into 9 languages
- 03 Collateral designed for community engagement

YEAR
2026

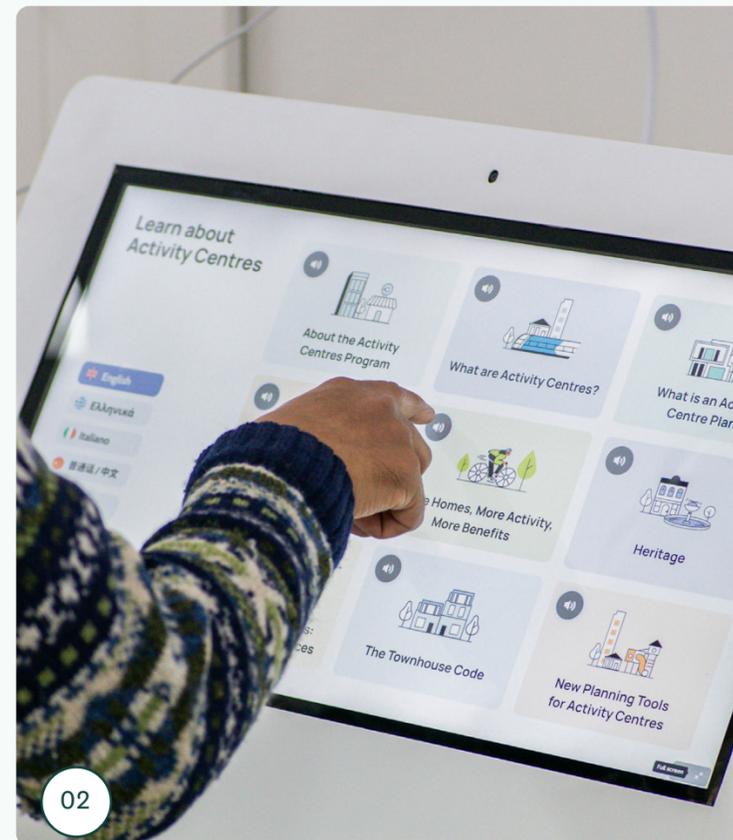
CLIENT
Department of Transport and Planning

EXPERTISE PROVIDED
Community Engagement
Map Studio
Creative Studio

TEAM



01



02



03