

Case study 3

Benedict Industries

Successfully working with the community and government

Background

Benedict was dealing with a number of difficult and complex issues around its Sandy Point Quarry (in Sydney's south) that involved a disparate and at times very vocal and active group of stakeholders. These issues needed to be carefully managed if Benedict was to realise its objectives, which included: stopping legal action with Sutherland Shire; establishing a recycling facility at the site; and ensuring the quarry operates at maximum capacity.

Aim

To help Benedict realise its objectives of: stopping legal action with Sutherland Shire; establishing a recycling facility at the site; and ensuring the quarry operates at maximum capacity.

Strategy

We undertook a range of communications activities including: strategy development; government, media and community relations; issues management; and broader stakeholder relations. As with any meaningful communications, we helped the client build two-way communications with the community, including through website development, social media activity, and surveys. A highly successful element of the campaign was the community open day, which saw many members of the community, including the local Member of Parliament, come to tour the site and engage directly with staff.

Outcome

Following extensive stakeholder engagement, Sandy Point Quarry became fully operational. The community remains a valued stakeholder and Benedict remains committed to ongoing engagement.