

THE  
LKB.  
AGENCY

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COMPLEXITY IS OUR SPECIALITY.

# LKB UNDERSTANDS THE INFRASTRUCTURE SECTOR.

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We understand that infrastructure projects will achieve far better outcomes by meeting the needs of communities, stakeholders and environmental requirements – with audiences more engaged and mobilised than ever.

With extensive experience in the infrastructure sector across Queensland, New South Wales, the ACT and London, we help organisations navigate complex challenges and deliver solutions that are sustainable, efficient and impactful.



# THE CHALLENGE

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THE INFRASTRUCTURE SECTOR IS FACING UNIQUE CHALLENGES, INCLUDING:

- Engaging diverse communities across urban, regional and remote areas with timely, accessible, and relevant project information.
- Construction fatigue resulting from the cumulative effects of multiple and ongoing projects.
- Delivery capacity, workforce shortages and productivity pressures causing project cost increases and delays.
- Mobilised communities that oppose projects, driving increased resistance.
- Engaging diverse communities that need more than a one-size-fits-all communication approach including First Nations and Culturally and Linguistically Diverse (CALD) groups.
- Multiple stakeholders and complex regulatory frameworks and environmental assessments requiring tailored approaches to engagement, communication and approvals.





# THE OPPORTUNITY

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When communication and engagement are strategic, inclusive and community led, it can significantly enhance project outcomes and community support.

Our experience shows that effective infrastructure communication and engagement requires:



## ON THE GROUND COMMUNITY ENGAGEMENT

Roadshows and local community engagement events create safe spaces for meaningful discussions.



## CLEAR AND CONCISE MESSAGING

Fact-driven, plain English communication removes confusion and fosters confidence in infrastructure projects.



## STAKEHOLDER COLLABORATION

Strengthening alignment between government, local authorities, and community organisations enhances project delivery and trust building.



## HONEST AND TRANSPARENT INFORMATION

Clear communication about project progress is crucial to maintaining trust and keeping communities informed.



## CULTURALLY SENSITIVE APPROACHES

Messaging for First Nations and CALD groups should be tailored to reflect local language and culture and not just translated to ensure it is relevant and understood.



## VISUAL AND ACCESSIBLE MATERIALS

Graphic-led content and translated resources make information more inclusive and understood for all community members.

By delivering community focused, inclusive and transparent communication strategies, we ensure infrastructure projects are supported and provide long term value for communities.

# OUR OLYMPIC EXPERIENCE

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## OLYMPIC DELIVERY AUTHORITY

### LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

LKB's Kirsty Bennett managed a complex stakeholder environment in her role with the Olympic Delivery Authority (ODA) across Government, community, industry and specialised stakeholders leading up to the London 2012 Olympic and Paralympic Games. She also managed the Games-time program for the ODA Chairman and Chief Executive including high-profile presentations and speaking engagements to showcase the successful delivery of the Olympic Park to a wide variety of audiences. Kirsty also established a London 2012 speaker's bureau, training and enabling ODA staff to present to community groups. Post-Games, Kirsty led communication efforts for the two-year transformation of the Athletes' Village housing, managing stakeholder, community, media and government engagement.



# OUR QLD EXPERIENCE

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## **IPSWICH CITY COUNCIL** GARDEN ORGANICS KERBSIDE COLLECTION SERVICE

LKB's Queensland team delivered an integrated marketing and community engagement program to support the rollout of the new Garden Organics kerbside collection service.

This included strategic planning, campaign development, stakeholder engagement, creative collateral and a series of targeted community activations to drive awareness, understanding and behaviour change across a culturally diverse population.



## **QUEENSLAND RAIL** CROSS RIVER RAIL

LKB's Nikki Edwards delivered a series of key internal engagement initiatives to raise awareness of the Cross River Rail project amongst key impacted teams within Queensland Rail and foster internal engagement.

This included delivering drop-in information sessions for staff and monthly Community of Practice events to provide both high-level project wide updates and detailed area-specific information.



## **BRISBANE CITY COUNCIL** KANGAROO POINT CLIFFS REMEDIATION

LKB's Nikki Edwards delivered the communication and stakeholder engagement activities for Brisbane City Council's project to proactively manage the Kangaroo Point cliff face through regular monitoring and maintenance to improve community safety and the stability of the cliff face.

# OUR ACT EXPERIENCE

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## ACT GOVERNMENT CANBERRA LIGHT RAIL STAGE 2B

LKB's Taylah Pobjie delivered community consultation initiatives for the project's Environmental Impact Statement. Taylah worked closely with the project team to design and implement engagement strategies for local communities and stakeholders.

She delivered briefings, digital engagement platforms and communication materials across various channels.



## ACT GOVERNMENT EMBEDDED NETWORKS

LKB's Emily Eldridge was the stakeholder lead for a review of Embedded Networks in the ACT. The report was presented to the Climate Change and Energy Division of the Environment, Planning and Sustainable Development Directorate and handed down as evidence to the ACT Parliament to review these private electricity networks.

Emily led the entire process of stakeholder engagement that included community workshops and 1:1 meetings with senior representatives from major energy retailers.

# OUR NSW EXPERIENCE

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## TRANSPORT FOR NSW CUSTOMER BEHAVIOUR

LKB's Emily Eldridge was embedded in the Customer Behaviour Team and led the strategy development for the Warringah Freeway Upgrade wider network communication approach.

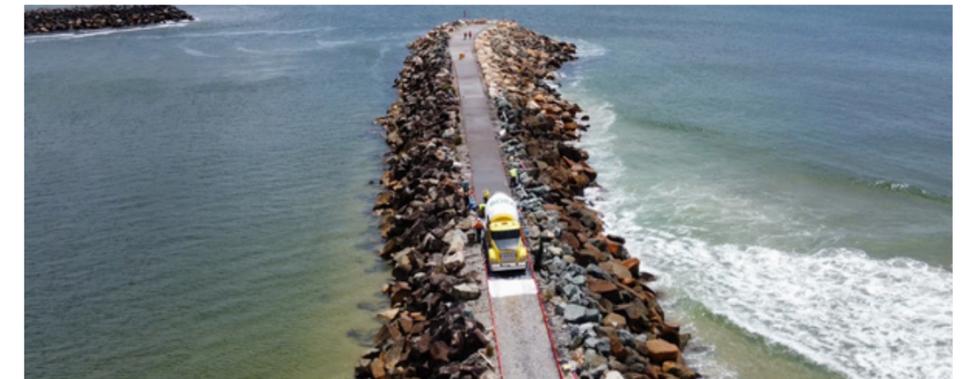
She led cross-departmental workshops for this major project and produced a Customer Behaviour Implementation Plan to change travel behaviours of Sydneysiders to avoid major construction disruption.



## TRANSGRID HUMELINK

LKB's Taylah Pobjie developed and executed strategic community engagement plans for the project and effectively reached a broad spectrum of regional stakeholders through both in-person and digital consultations.

Taylah led awareness campaigns, organised community events, developed communication materials and maintained direct communication with stakeholders.



## TRANSPORT FOR NSW MARINE INFRASTRUCTURE DEVELOPMENT OFFICE

LKB's Emily Eldridge managed the community communications in MIDO for over nine different regional projects spread across Eden, Sydney, Tweed Heads and Coffs Harbour. She managed a team of consultants to deliver a full package of engagement materials, from communications planning, delivery to evaluation.

# OUR NSW EXPERIENCE

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## TRANSPORT FOR NSW INDUSTRY ENGAGEMENT STRATEGY

LKB's Lucy Beytagh developed a 'first of its kind' communication and engagement strategy to support the government's significant investment in infrastructure across NSW. The strategy included developing a pipeline document to detail the portfolio of projects coming to market and enable industry to consider capacity and capability requirements.

The strategy included an industry briefing which grew to 1400 participants over four years and showcased the program ahead and provided opportunities for industry engagement.



## TRANSPORT FOR NSW WESTERN SYDNEY INFRASTRUCTURE PLAN

LKB's Kirsty Bennett worked in the Western Sydney Program Office to deliver communication and stakeholder engagement for the Western Sydney Infrastructure Plan. She managed community and stakeholder engagement for The Northern Road Upgrade stages 3 and 4 and the M12 Motorway.

This involved creating an interactive online portal to enhance digital engagement and managing a western Sydney government stakeholder forum to foster collaborative consultation.



## TRANSPORT FOR NSW NORTHERN BEACHES HOSPITAL ROAD UPGRADES

LKB's Nikki Edwards led the communication and stakeholder engagement for the project's Environmental Impact Statement. The project involved significant road upgrades, local community impacts and property acquisitions.

Nikki worked closely with the project team to manage all community and stakeholder consultation and engagement materials to foster awareness, engagement and feedback.

# ABOUT US

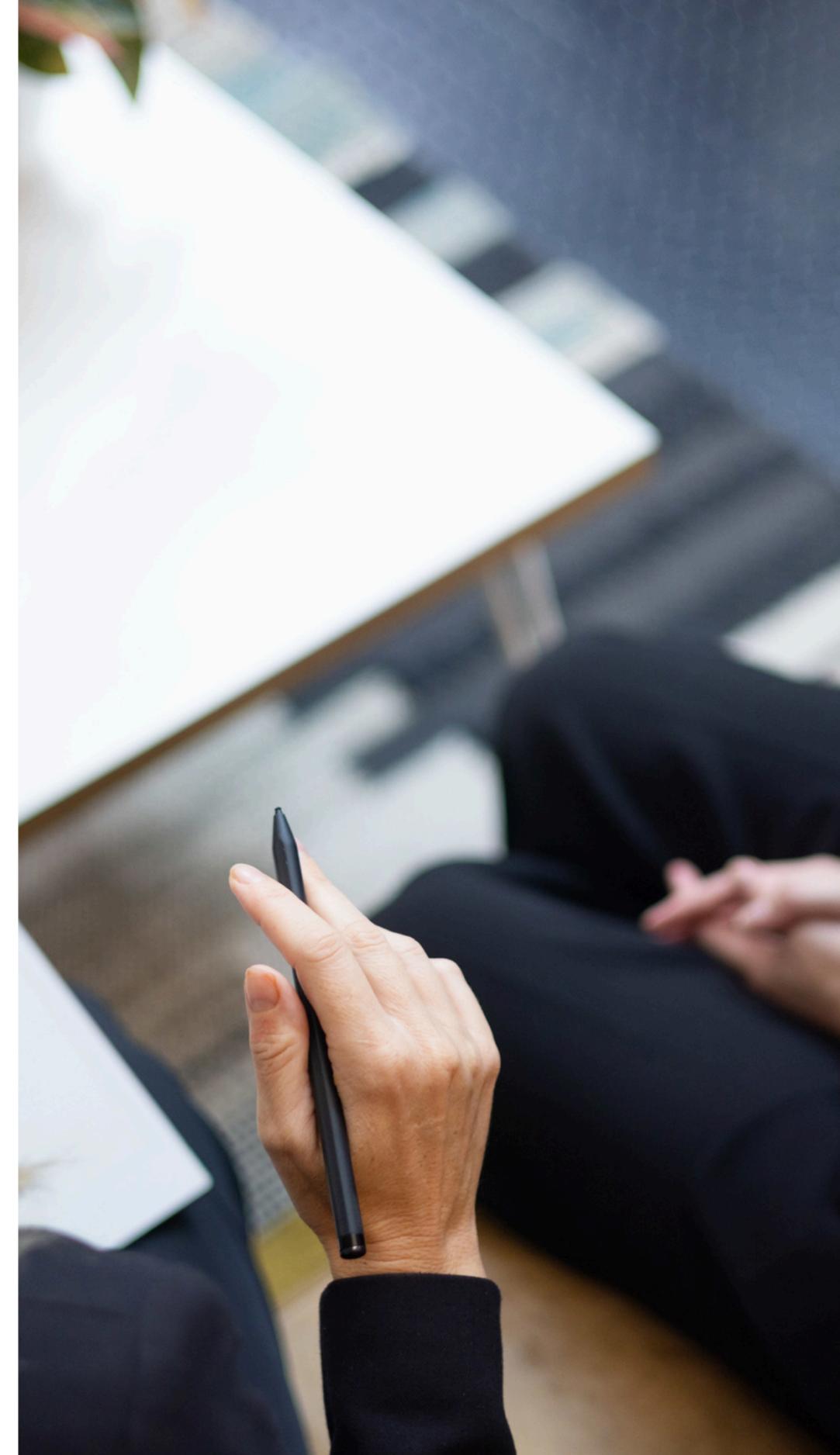
At The LKB Agency (LKB) we offer calm and considered communication, engagement, and events to help you navigate complex projects.

We specialise in communicating complex and technical information, delivering projects in challenging operating environments and building trust with your stakeholders and communities.

Our approach delivers problem solving that goes beyond the surface to understand your challenges and opportunities. We deliver advice and solutions that are informed, innovative and outcome focused.

Our experienced team of qualified communication and engagement specialists has worked globally on large and complex infrastructure, transport, water, health, sport, technology and education projects.

LKB is an award winning company with offices in Sydney and Brisbane.



# OUR VALUES



LOYALTY

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Being **loyal** to yourself - knowing your strengths and weaknesses and being loyal to the team and to our clients.



SERVICE

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We are in **service** - giving and sharing knowledge, creativity and skills with each other and with our clients.



TRUST

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We **trust** each other and we build and maintain trustworthy relationships with our clients.



CARE

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We have an attitude of **care** in all that we do - towards ourselves, the team, our clients and the people we meet.



CREATIVITY

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We are **creative** people and we bring creativity to all that we do.

## OUR SERVICES

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COMMUNICATION



ENGAGEMENT



EVENTS



FACILITATION



GRAPHIC DESIGN

# THE LKB. AGENCY

## WHO WE ARE

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