BEST ADVOCACY/ PUBLIC AFFAIRS
GOVERNMENT COMMUNICATIONS AUSTRALIA 2015 AWARDS FOR EXCELLENCE
EXECUTIVE SUMMARY

Wyndham is the fastest growing municipality in Victoria however road and public transport infrastructure has not kept pace with population and housing growth. When Council asked residents what their top four priorities were, transport / congestion alleviation emerged as the top priority.

In December 2013, Wyndham City adopted a 2-year campaign ‘Get Wyndham Moving’ to tackle traffic and transport congestion in Wyndham. Although there were two distinct phases of the campaign, in the first year – 2014, the campaign focus was on engaging community support and advocating to Government for more transport funding.

Through the implementation of an effective campaign that included advertising, events, publicity, collateral and a digital presence ‘Get Wyndham Moving’ was thrust in front of millions of eyeballs. Wyndham City also recruited 12 local transport champions representing diverse parts of the community to be the face of the campaign.

34% of Wyndham residents spontaneously recognised the advocacy campaign, the Get Wyndham Moving petition achieved 5,535 signatories and there were 43,122 views on the website between March and December 2014.

In the lead up to the Victorian State election (November 2014) the campaign advocated for 7 “asks” to reduce traffic congestion and post-election 6 of 7 are being delivered.
Wyndham is the fastest growing municipality in Victoria with 12,000 new arrivals joining the existing 187,000 residents every year. This equates to 80 families moving into the area every week and a population that is growing at four times the rate of greater Melbourne.

Road and public transport infrastructure has not kept pace with this population and housing growth. In fact;

- Werribee trains are the most crowded on the metropolitan network

- Bus routes in Wyndham are the least direct in Melbourne, travelling 2.1 times further than the most direct route

- 26.2% of residents were spending more than two hours a day commuting compared with the average of 11.6 per cent (VicHealth indicators survey, 2011)

- Traffic volumes on major roads in two of Wyndham’s suburbs; Tarneit and Truganina grew 17% over a 12 month period.

When Wyndham City sought community comment on its City Plan 2013-2017, residents were asked to outline their top four priorities for Wyndham over the four years. Transport / congestion alleviation emerged as the top priority and this was bolstered by what residents told Wyndham City in the 2013 Branding Research and the Community Satisfaction survey.

Qualitative research was then undertaken to uncover more about the impact that congestion issues were having on the lives of Wyndham residents. Some of the many issues that residents raised included;

- In a household where two parents worked, one of them would quit work as it was too hard to manage family life

- Working irregular hours to avoid peak periods.

In December 2013, Council adopted a 2-year campaign ‘Get Wyndham Moving’ to tackle traffic and transport congestion in Wyndham.

There were two distinct phases of the campaign. In the first year 2014, the campaign focused on engagement and community support, and advocating to Government for more transport funding.

In the second year 2015, the focus will be on partnerships, with Wyndham City working with schools, community groups and residents to design practical solutions at a local level to improve traffic congestion. Active travel will be a focus of these solutions.

Five of the six bus routes in Wyndham do not run past 9pm on week nights.
OBJECTIVES

When Wyndham City adopted the Get Wyndham Moving campaign, it set four key objectives.

Strategic Communication was pivotal to achieving three of the four objectives and for informing progress and outcomes of the fourth objective.

1. Increased understanding and appreciation by Wyndham residents of Council’s efforts to address congestion

   This objective would be measured by awareness of the campaign and numbers of residents signing the petition.

2. Wyndham residents are involved in campaigns and programs to address congestion

   This objective would be measured by the successful engagement of ‘transport champions’ to generate publicity and be the ‘face of the campaign’.

3. Secure commitment from Governments to deliver projects that will reduce traffic congestion in Wyndham

   In 2014, the key opportunity identified for the campaign was to influence the State Election outcome to have our Wyndham City’s 7 “asks” addressed.

   It should be noted that the 4th objective of the campaign was the ‘Delivery of Council projects’ that will assist in reducing congestion.

The communication strategy was developed to:

- inform residents of Council initiatives and advocacy where Wyndham City was spending ratepayer’s money on projects to alleviate congestion
- ensure Council was not held accountable for a lack of action on issues that are the responsibility of State and Federal Governments.
THE SOLUTION

The ‘Get Wyndham Moving’ campaign was created to address traffic congestion and transport inadequacies. The campaign was aligned to the organisations’ goals as part of the City Plan 2013-17 and would deliver against an identified community requisite.

THE GET WYNDHAM MOVING CAMPAIGN

The Campaign Idea

“Get Wyndham Moving” was a simple yet effective encapsulation of what the campaign was truly about. It was succinct and reflected the outcomes the campaign was created to achieve – better transport, active travel and improved road infrastructure.

The Campaign Creative

The visual identity was designed to attract attention and to be flexible across all touch-points including digital and print. The logo features a bright colour palette with visual cues and icons indicating all the ways that would get Wyndham moving. The branding strayed intentionally from the more traditional Wyndham City colour palette to create interest and to help Get Wyndham Materials stand out from other Council collateral.

The Tagline

The associated tagline ‘More family time, less travel time’ was created from the understanding that travelling to and from work for an hour each day, a reality for many of Wyndham’s residents, was equivalent to spending four weeks annual leave in transit.

The Campaign was created to achieve:

- Print and cinema advertising
- Outdoor and transit media
- Digital – website, social media, e-news
- Collateral – flyers, posters, banners, bumper stickers and coffee cups.

Wyndham City understood that it was critical that residents, a key audience for the campaign, saw Council as responsible for the advocacy it was undertaking to address their priority action and ensured residents were informed of the campaign, campaign activities and outcomes wherever possible.

Wyndham City recognised that although they had engaged an external agency to assist with the strategic direction of the campaign, the effectiveness of the communication approach would be best achieved by managing the implementation in-house, saving costs and building efficiency.
Transport Champions
Wyndham City recruited 12 local transport champions to help promote the Get Wyndham Moving campaign. The champions, who each use different modes of transport and represent diverse parts of the community (including families, business and young people), shared their stories on the Get Wyndham Moving website and throughout their community networks.

Cameron Nash
- Transport Champion DVD
- Campaign briefing
- Attended the launch
- Quoted in the media throughout the campaign
- Race to the City participant
- The Age RTTC Story
- Featured in cinema ad
- Grade Separation Launch
- Attended Next Steps Forum
- Local & Metro Media – TV, print and online

Alice Osborne
- Campaign briefing
- Transport Champion DVD
- Attended the launch
- The Launch Ch 7 News
- 730 Report Program
- Point Cook Action Group Member
- Shared social media posts on community pages
- Quoted in the media throughout the campaign
RACE TO THE CITY

The ‘Race to the City’ event was organised by Wyndham City to raise awareness of the transport issues in Melbourne’s western suburbs and the need for investment in transport projects.

More than a dozen volunteers (including transport champions, Local MPs and Wyndham City Councillors) set off from different points in the municipality bound for Federation Square in Melbourne’s CBD. Each participant travelled up to 40 kilometres by car, bike, bus, train, boat or a combination of two modes of transport. The car drivers took the longest time to complete the race - a powerful message that was reflected in the plentiful media coverage.

In the lead-up to the event, Wyndham City’s IT department created a ‘Race to the City’ App so that spectators could track the commuting participants in real time.

Articles from The AGE 3 April 2014
ABC TV Reporter April 2014
RESULTS

The Get Wyndham Moving campaign was thrust in front of millions of eyeballs. The highly effective campaign thrived on its frequency and consistency of message and attracted much media attention.

Budget and Resources
A fully integrated campaign was delivered from March to December 2014, leveraging all of Wyndham City’s resources and getting ‘bang for buck’ with judicious above the line spend.

Total campaign spend was $65.6k, with $33k going to advertising and the remainder on printing, promotional activity and digital platforms. The communication spend is 15% under budget and also represents 3% of the total $2 million allocated to the campaign.

Media Coverage – Two milestone events; ‘Race to the City’ and a Grade Separation Report achieved significant media coverage across broadcast and print channels with a reach of 5.5 million and a media-buy equivalent value of +$500,000 (i-sentia media monitoring). Three TV stations, one radio station and several local and metro print news outlets covered the story. Highlights included front-page coverage in The Age (daily metro) and live coverage of ‘Race to the City’ on ABC’s national breakfast program.

Get Wyndham Moving website - 43,122 views and an average visit of 3min18sec.

Social Media – 172 posts achieved a total reach of 92,994. The top three posts reached 11,422 people.

Ironically but fortuitously Dave Hughes who was the MC for the launch event was stuck in traffic on the way to the launch tweeted using the campaign hashtag #getwyndhammoving to his 369,000 twitter followers.

Outdoor media – Billboard advertising on the West Gate Freeway achieved an approximate reach of 448,000 (Wyndham City’s transport count), transit media bus advertising on 10 Westrans buses gave a potential reach of 1.5 million and real estate boards were used to advertise the campaign and reach frustrated residents while they were ‘stuck in traffic’. Each of the ads included a strong call to action - visit the website, sign the petition and view the election scorecard.

Get Wyndham Moving eNewsletter: The campaign secured 1,031 subscribers to its eNewsletter, of which there have been four editions.

Wyndham News – A full page Get Wyndham Moving update appeared in each of the 2014 editions (6 editions in total), distribution of 72,000 and the most preferred means of receiving communication from Council.

Print Advertising - Quarter page and half page paid launch ads featured in both of the local papers with a combined circulation of 89,000. In partnership with growth corridor councils Casey and Whittlesea, a full -page ad appeared in the RACV Royal Auto magazine alongside a three page editorial, distribution 1.5 million.

Cinema advertising - Two cinema ads screened for 10 weeks at the local cinema over the school holidays, reaching 240,850 people.
RESULTS

Collateral - The election scorecard flyer was distributed in rates notices to 77,000 households. 18,000 ‘Get Wyndham Moving’ coffee cups were printed and distributed at cafes throughout the City. A campaign brochure and advocacy kit were also developed, printed copies were circulated and pdf copies are available on the website. 15,000 bumper stickers and 15,000 bookmarks were distributed and 1,000 water bottles were distributed at Wyndham City’s Youth Festival.

Transport Champion Bulletins - Transport champions received a total of 20 bulletins as the primary means to update them about campaign news and opportunities for engagement.

Advocacy - Bi-monthly meetings with local members of Parliament, deputations on transport issues to Federal Government and with other Interface Councils and representation at Roads Victoria, Victorian Press Council and Metropolitan Transport forums.
KEY OUTCOMES AND EVALUATION

Increased understanding and appreciation by Wyndham residents of Council’s efforts to address congestion.

Wyndham City implemented a fully integrated campaign in year 1 which effectively reached and informed residents about Council’s efforts to address congestion.

The fully integrated campaign was pushed out through multiple channels achieving effective reach and frequency. A full-page update in each edition of Wyndham News meant over half a million pairs of eyes viewed the material.

Together with the brochure in rates notices, billboards, transit media (advertising on buses), cinema and print advertising and editorial coverage in local, metro and broadcast media the campaign has reached millions of residents’ eyes.

• Within the first year of the campaign, 34% of residents spontaneously (unprompted awareness) recognised the Get Wyndham Moving campaign as Wyndham City’s advocacy and efforts to address congestion.

• The Get Wyndham Moving petition was launched on 20th March and achieved 5,535 signatories by the time it closed on 30th November 2015.

• The website URL appeared on all communication and this resulted in the site receiving more than 43,122 views from 20th March to 30th November 2014. The average duration of visit lasting 3min 18secs.
Wyndham residents are involved in campaigns and programs to address congestion Wyndham City successfully engaged residents to become involved in the campaign.

OBJECTIVE 2

The engagement of ‘Transport Champions’ and their ongoing support as key influencers was a critical success factor in generating campaign publicity and word of mouth information sharing.

‘Transport Champions’
Wyndham City obtained the ongoing support of 12 transport champions who were the ‘face of the campaign’ and pivotal in campaign activities, including media interviews.

Race to the City Event
The campaign effectively engaged the support of other stakeholder groups in this major event, including; the Wyndham Transport Advisory Committee, Healthy Together Wyndham, Public Transport Users Association, Transport Champions, Local MPs, the YMCA Point Cook and other members of the community.

Café Champions
The recruitment of 10 ‘café champions’ was instrumental in getting 18,000 Get Wyndham Moving branded coffee cups used and seen by the wider Wyndham community.

Community events
The Get Wyndham Campaign had a strong presence at 65 ‘grassroots’ events between March and December 2014.

Support came from residents groups, Councillors, community centres, the Healthy Together Wyndham team and internal stakeholders from Strategic Transport and Growth Infrastructure departments.

The campaign had direct contact with over 7,000 people via these community events.

Over 3,800 of our 5,515 petition supporters signed up at Get Wyndham Moving events or other events that hosted a promotional stall.
The campaign effectively heightened awareness of Wyndham’s congestion issues resulting in key outcomes from the Victorian State election.

**Victorian State Election**

The Victorian State election in November 2014 was identified as a key opportunity to get Wyndham moving. In the lead up, the Get Wyndham Moving campaign created an election scorecard highlighted the majority of Wyndham City “asks” were either supported or partially supported by the major parties. The election scorecard, was published in the Wyndham News and on the Wyndham City website, as well as being circulated at local events and receiving editorial coverage in the local press.

With Labour winning the State election that day, 6 of the 7 Wyndham City “asks” are to be delivered to reduce traffic congestion in Wyndham:

- Remove grade separations – yes within 8 years
- Duplication of arterial roads – partial funding, $1 billion via the Outer Urban Roads Program over 8 years
- Improved train services – on the Werribee line following the opening of the Regional Rail Link in early 2015
- Commuter car parking - $20 committed
- Metro Rail Project – timeframe and funding to be confirmed.

Although the East West link is not proceeding, the Westgate distributor will be delivered in four years.

Wyndham City also successfully achieved outcomes through the campaign by ensuring co-funding from Government for two major road improvements.

All road-work project signage now clearly features ‘A Wyndham City Project’ with clear messaging on what Wyndham City is spending.

Improved infrastructure in the West will have a significant impact on local residents and in turn, positively affect community health and wellbeing. It is for this reason, Council will continue to work with the community, Government and other key stakeholders to address the serious congestion problems faced by Wyndham residents.

Wyndham City recognises that this campaign has enabled residents to have a voice but that it takes time to build and implement behaviour change. There are long lead times for transport projects to come to fruition but we are well on the way to Get Wyndham Moving.

**WWW.GETWYNDHAMMOVING.COM.AU**
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