

Digging on Mitchell

Community Relations

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Creative Territory

A campaign conducted on behalf of
Darwin City Council

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Executive Summary

Darwin's busiest street was in trouble. Its surface was breaking up at an alarming rate and had to be replaced.

As the premier tourist strip, the home of al fresco dining and one of the main roads leading to the city, the resurfacing of this Darwin street would cause major disruption to workers, business, residents, tourists and diners.

Creative Territory was commissioned to ensure stakeholders had input into the works program and access to the information they needed to go about their daily business.

Using a combination of old-fashioned footwork and high-tech tools, we were able to ensure everyone had the information they needed to get on with the job, into their driveways and down the street.

We helped keep Mitchell Street *open for business*.

Situation Analysis

Mitchell Street is the premier tourist strip of Darwin. With al fresco dining and numerous hotels, restaurants, nightclubs, cafes and bars, it is THE destination if you are heading out on the town.

Mitchell Street is also one of the main thoroughfares within the city for thousands of workers daily.

And Mitchell Street is home to four large apartment complexes.

Unfortunately, Mitchell Street was also breaking up. After 30 years of use, it needed to be resurfaced.

Because of Darwin's tropical Wet season, the only time the work could be undertaken was between June and September – right in the middle of the peak tourist season when works would cause maximum disruption to business, residents, tourists and workers.

It was clearly going to be a challenge to resurface the road and keep Mitchell Street open for business.

Goals and Objectives

Goal

Our goal was to ensure that people could continue to go about their business throughout the roadworks: that residents could get in and out of their driveways, people could get to work, hotels and restaurants stayed open and businesses continued to operate.

Objectives

- Ensure the roadwork program is designed to minimise disruption to business and residents.
- Ensure the day-to-day needs of workers and residents are taken into account during the works period.
- Ensure target publics are able to plan around the roadworks.
- Minimise the impact of the work on business

Research

Research was undertaken before and during the campaign to drive communication messages and methods.

Initial research included:

- Review the mix and make-up of residences and businesses in the works area
- Review tourist/ visitor numbers for different months of the year
- Examine potential to use SMS messaging to deliver targeted information to affected individuals.

The first stage of the campaign had a strong information-gathering component. This enabled us to design the communication campaign around the specific needs of the target publics.

The key facts ascertained during this period were that people:

- Knew and understood the works period would be messy, noisy and disruptive and accepted that this was necessary.
- Were prepared to accept disruption if they knew what was going to happen and when.
- Wanted the capacity to make a complaint or provide feedback during the works period.

This phase of research also told us it was critical that we not “over promise and under deliver”.

Our campaign was therefore designed around providing people with fast and accurate information in a format suitable to their lifestyle and information needs.

Target publics

Business operating in Mitchell Street

These were the people most likely to be affected by the roadworks, particularly those with outdoor drinking and dining areas on the street front. It was critical that we knew how to minimise the impact of the works on them and that they had accurate and timely information about the works.

Businesses using Mitchell Street as a thoroughfare (bus and tour companies, freight and deliveries)

Mitchell Street is the major thoroughfare for all bus services to the city centre. We needed to both understand their needs and provide them with the opportunity to develop alternate routes for services.

Residents living in Mitchell Street

The works would cause major disruption for residents in terms of driveway access, parking, noise and dust.

People who use services in Mitchell Street (including residents, tourists and businesses)

These people would be impacted in terms of parking and access to businesses. We also needed to assure them that Mitchell Street remained "Open for Business".

City workers and shoppers who use Mitchell Street as a thoroughfare

From a purely practical point of view, we wanted to encourage these people to use alternate access routes where possible.

Media

The media could be important to help get messages out and to garner support for the works.

Communication Strategy and Implementation

Objectives	Target Publics	Strategies	Tools and Activities
Ensure the roadwork program is designed to minimise disruption to business and residents.	Businesses operating in Mitchell Street Businesses using Mitchell Street as a thoroughfare (bus and tour companies) Residents living in Mitchell Street	Gain input into the design of the works program.	Personal visit to every business and residence by a council engineer. Other businesses with an interest identified and consulted. Fliers distributed. Public meeting. Telephone hotline established.
		Adjust works program if required.	Works program refined to take account of business needs. Works program undertaken in sections.
Ensure the day-to-day needs of workers and residents are taken into account during the works period.	Businesses operating in Mitchell Street Residents living in Mitchell Street	Appoint on-site works liaison officer.	On-site works officer was an engineer who had the capacity to make decisions.
		Provide other feedback channels.	Telephone hotline. Website.
		Adjust works program if required.	Minor adjustments made as required.
Ensure target publics are able to plan around the roadworks.	Businesses operating in Mitchell Street Businesses using Mitchell Street as a thoroughfare (bus and tour companies) Residents living in Mitchell Street People who use services in Mitchell Street (including residents, tourists and businesses) City workers and shoppers who use Mitchell Street as a thoroughfare Media	Ensure target publics have access to accurate, relevant and timely information.	Advertising gave people the opportunity to register to receive information. People could register to receive information about the whole street or just sections of it. At each major milestone: <ul style="list-style-type: none"> • Fliers were hand-delivered to each business and residence in the street • Updates were faxed and emailed to people who had registered • SMS alerts were sent to people who had registered • A website was updated • Media activities took place

Objectives	Target Publics	Strategies	Tools and Activities
Minimise the impact of the work on business	Residents Tourists Media	Ensure target publics are aware that Mitchell Street is <i>open for business</i>	All businesses in the section under construction were issued with signs proclaiming they were "open for business" The key message "open for business" was included in every communication channel

Results

Our overall goal was to ensure people could continue with their business throughout the roadworks.

Indicators of success are:

- No businesses were forced to close during the roadworks period
- No complaints were received
- There were no negative media reports
- Three emails were sent to council congratulating it on its communication program.

Evaluation

Ensure the roadwork program is designed to minimise disruption to business and residents.
Following consultation with business and residents the works program was divided into sections and programmed around specific business needs.

Ensure the day-to-day needs of workers and residents are taken into account during the works period.

The appointment of an on-site engineer who could take decisions enabled works to be rearranged for individual needs.

Ensure target publics are able to plan around the roadworks.

The delivery of timely and accurate advice on where the roadworks would be taking place enabled this to happen. Residents and businesses commented positively on the ability to receive SMS updates in particular, although only 20% of registrations for information asked for information delivery via this medium.

Minimise the impact of the work on business.

While businesses reported some disruption to business (particularly al fresco dining), none was forced to close at any stage during the roadworks.

Mitchell Street Roadworks Update



The resurfacing of Mitchell Street is due to begin in the first week of September. Work will be undertaken in four stages as shown on the map and should be complete by the end of October.

If you would like to receive regular updates on the project, tick one or more of the boxes below and faxback to 8930 0311 or phone 8930 0618

My name is: _____

My address is: _____

I am a resident business city visitor/worker

by email

My email address is: _____

- Please email me with all information.
- Email me only with information about the following sections:
 1 2 3 4

by sms

My mobile phone number is: _____

- Please sms me with all information.
- sms me only with information about the following sections:
 1 2 3 4

by fax

My fax number is: _____

- Please fax me all information.
- Fax only with information about the following sections:
 1 2 3 4

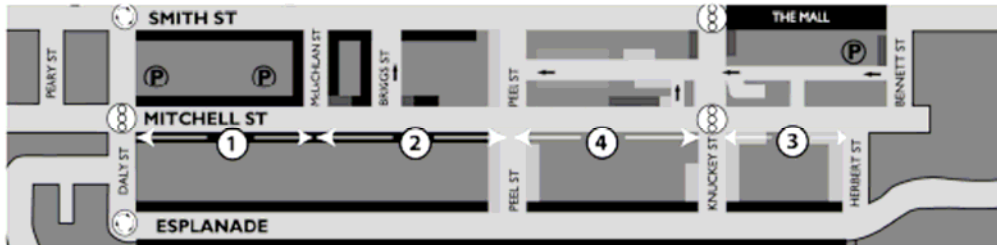
by post

My postal address is: _____

- Please post all information to me.
- Only send me information about the following sections:
 1 2 3 4



Mitchell Street Roadworks Update



Contract awarded to Darwin firm: Work starts next Monday

A Darwin company has won the contract to resurface Mitchell Street. Asphalt Company Australia Pty Ltd will undertake the work, starting with the section from Daly to McLachlan Streets from Monday September 4.

The work will cost about \$620,000 and should be complete by the end of October, weather permitting.

Darwin City Council Chief Executive Officer Allan McGill said the work was being carried out as late as possible in the season to minimise disruption for business and tourists.

"We know there will be some disruption. It is inevitable on a major project like this," Mr McGill said.

"We are working with residents and business to make sure business can keep on operating through the works period."

The first section of work to be undertaken will be from Daly to McLachlan Streets, the section marked Number 1 on the map above.

Traffic in this section will be restricted to southbound one lane only (towards the city centre), while other sections of the street will remain open as usual.

The present road surface is 30 years old and is beginning to break down and become potholed. The complete road surface from Daly Street to Herbert Street will be completely removed and replaced with new bitumen. The new surface has a design life of at least 30 years.

For more information phone 8930 0618 or go to www.darwin.nt.gov.au



Website

Related Links

- [Mitchell Street Roadworks Question and Answers](#)
- [Mitchell Street Roadworks News Update](#)
- [Mitchell Street Roadworks Map](#)
- [Mitchell Street Roadworks Registration Form](#)

Mitchell Street Roadworks News Update



29th September 2006

[Mitchell Street Roadworks finish today](#)

Roadworks on Darwin's Mitchell Street end this morning with the final line marking underway now. The complete resealing of the surface from Daly to Herbert Streets has been undertaken by Darwin company Asphalt Company Australia Pty Ltd on behalf of Darwin City Council.



22nd September 2006

[Final section to be resurfaced next week](#)

The final and busiest section of Mitchell Street from Knuckey to Peel Streets will be resurfaced next week. Work will start on Monday 25th September and is expected to be complete by the end of the week, with linemarking to take place on Saturday 30th September.



14th September 2006

[Intersection to be completed over weekend](#)

The resurfacing of the second section of Mitchell Street from McLachlan to Peel Streets is expected to be completed Friday afternoon. This will allow the resurfacing of the Mitchell and Peel Streets intersection to take place over the weekend on September 16 and 17.



8th September 2006

[Roadworks move to next section](#)

The resurfacing of the first section of Mitchell Street from Daly to McLachlan Streets is expected to be completed today. This will leave the street virtually clear of work over the weekend, the busiest time for many of the street's traders.



1st September 2006

[Businesses Open as usual as roadwork set to begin](#)

Darwin City Lord Mayor Peter Adamson is reminding residents and visitors that Mitchell Street is still open for business as roadworks set to begin. The resurfacing of the street begins on Monday and despite the traffic disruptions, businesses will continue to operate as normal.



28 August 2006

Web Update

Related Links

- [Mitchell Street Roadworks Question and Answers](#)
- [Mitchell Street Roadworks News Update](#)
- [Mitchell Street Roadworks Map](#)
- [Mitchell Street Roadworks Registration Form](#)

Mitchell Street Roadworks News Update

22nd September 2006

Final section to be resurfaced next week

The final and busiest section of Mitchell Street from Knuckey to Peel Streets will be resurfaced next week.

Work will start on Monday 25th September and is expected to be complete by the end of the week, with linemarking to take place on Saturday 30th September.

There will be a change in traffic conditions for this section of road work. Vehicles will be limited to one lane of northbound traffic access (towards Larrakeyah).



In all other sections the traffic has flowed in the opposite direction. The change is required to ensure ongoing access to the Mitchell Centre.

The sealing of the Herbert to Knuckey Street section will be completed today.

Mitchell Street is being resurfaced to replace the asphalt laid more than 30 years ago.

The resurfacing of is being completed in four sections as shown on the map.

Drivers are reminded to continue to slow down and take care in the general area.

For more information phone 8930 0618 or

go to www.darwin.nt.gov.au/mitchellstreetupdate

News Archive

- [29/09/06 - Mitchell Street Roadworks finish today](#)
- [22/09/06 - Final section to be resurfaced next week](#)
- [14/09/06 - Intersection to be completed over weekend](#)
- [08/09/06 - Roadworks move to next section](#)
- [01/09/06 - Businesses Open as usual as roadwork set to begin](#)
- [28/08/06 - Contract Awarded to Darwin firm](#)

Web Registration Form

Related Links

- [Mitchell Street Roadworks Question and Answers](#)
- [Mitchell Street Roadworks News Update](#)
- [Mitchell Street Roadworks Map](#)
- [Mitchell Street Roadworks Registration Form](#)

Mitchell Street Roadworks Registration Form

The resurfacing of Mitchell Street is due to begin in the first week of September. Work will be undertaken in four stages as shown on the map and should be complete by the end of October.



Note: Click to view large map

If you would like to receive regular updates on the project, complete the form below or phone 8930 0618.

My name is

I am a resident business city visitor/worker

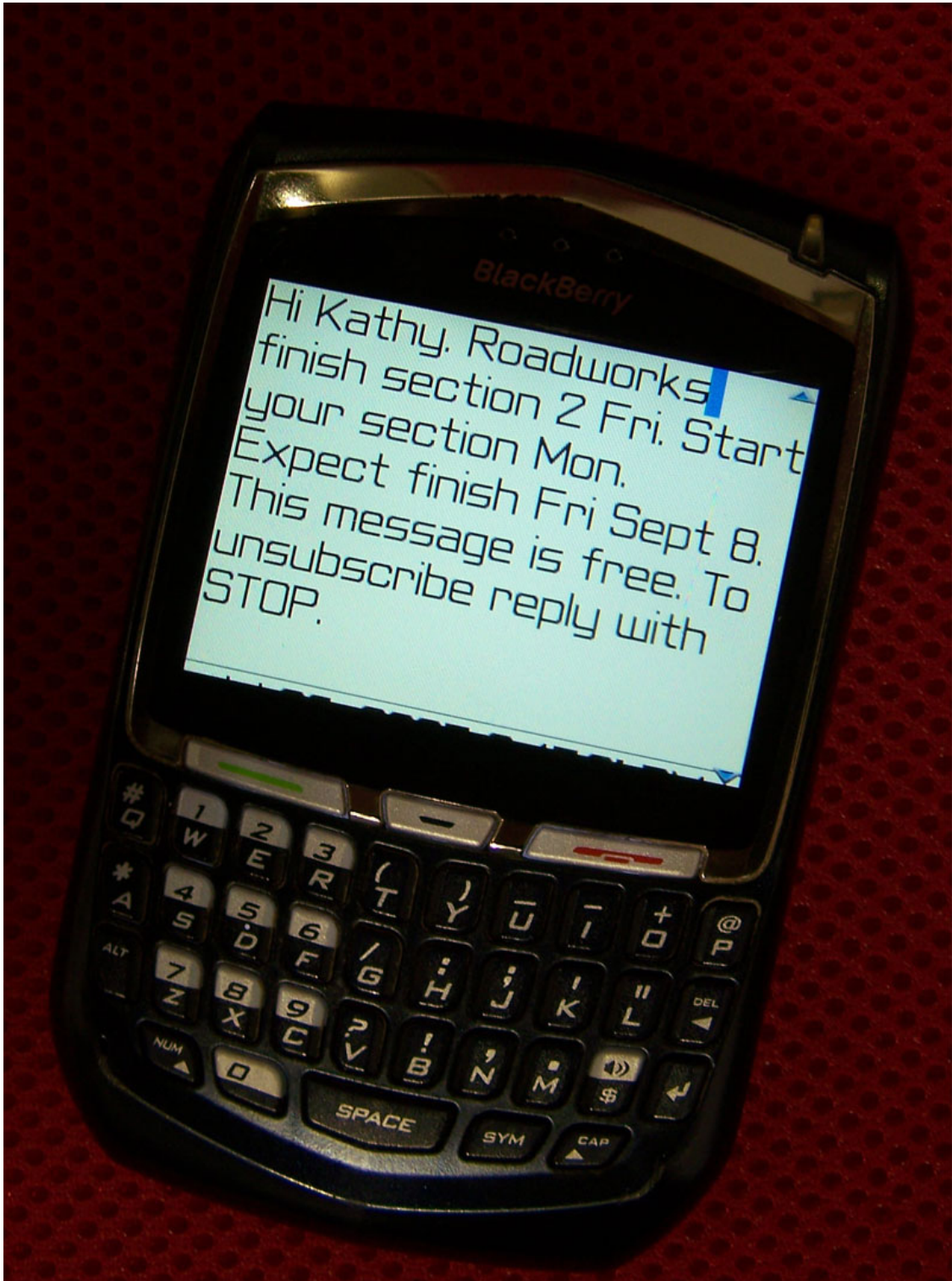
Please send me information via one or more of the following options

- Email, my email address is:
- SMS, my mobile number is:
- Fax, my fax number is:
- Post, my postal address is:

Please send me the following information

- All information
- Only with information about the following sections:
- 1 2 3 4

SMS Campaign



Resurface for main city street

A TERRITORY firm has won the contract to resurface Darwin's Mitchell St.

Asphalt Company Australia will start with the section from Daly to McLachlan streets from September 4.

The work will cost about \$620,000 and should be complete by the end of October.

Darwin City Council chief executive Allan McGill said the work was being carried out as late as possible in the dry season to minimise disruption.

"We know there will be some disruption – it's inevitable on a major project like this," he said.

Traffic between Daly and McLachlan streets will be restricted to one southbound lane only.

The present road surface is 30 years old and beginning to break down.

The complete road surface from Daly St to Herbert St will be removed and replaced with new bitumen.

Residents can register to receive updates about the project via the internet at www.darwin.nt.gov.au or by sending an sms with their name to 0427 012 667.

Story NT News 15^h September 2006

← New asphalt rolls out along busy street →

THE resurfacing of the second section of Darwin's Mitchell St, from McLachlan St to Peel St, is expected to be completed this afternoon.

This will allow the resurfacing of the Mitchell St and Peel St intersection to take

place over the weekend of September 16 and 17.

The weekend work, between 7am and 6pm on Saturday and Sunday, will mean the partial closure of Peel St.

Access to the bus transit centre from Peel St and ac-

cess from Shadforth Lane to Peel St will remain open.

Work on the Knuckey St to Herbert St section, starting Monday September 18, will be completed by Friday.

Mitchell St is being resurfaced to replace asphalt laid more than 30 years ago.

They've covered it

ROAD works on Darwin's entertainment strip should finish next Friday.

The resurfacing of Mitchell Street is replacing asphalt laid more than 30 years ago.

Workers will move to the intersection of Mitchell and Peel streets this weekend, causing the partial closure of the side street.

Work will be carried out between 7am and 6pm. From Monday, the section between Knuckey and Herbert will be resurfaced.
