



# Northern Business Liaison Group

We at the North East Link Project acknowledge the Wurundjeri people as the traditional owners of the land on which the Project stands, and respectfully recognise Elders past, present and emerging. We also acknowledge the Traditional Custodians of lands across Australia where we conduct business, their Elders, Ancestors, cultures and heritage.

# Welcome

Jeni Coutts, Chair



# Agenda

1. Welcome and outstanding business
2. Early works update
3. Spark Update
4. NELP trader support initiatives
5. NELP Digital team – social media and trader collaboration
6. Other business
7. Open forum



# CPB Early Works Update

# Overview

- Borlase Reserve
- Nell St to Rasheda St service relocations
- Watsonia Station mobile phone tower
- Watsonia Road gas works
- Communications & Engagement
- Questions



# Borlase Reserve reinstatement and handover

- PRS (right) has been commissioned. Final palisade fencing underway and landscaping due to complete mid-June.
- Borlase St (below) verge re-instatement has been re-seeded and topsoiled.





# Nell St to Rasheda St service relocations

- Telstra continuing to install telecommunications conduit and maintenance holes from Todman St to Rasheda St, Watsonia.
- Temporary road closures required at times to install the conduits.
- Notices distributed to inform residents of road closures.
- Residents impacted actively being door knocked and managed on site by Telstra.





# Watsonia Station mobile phone tower

- New tower installed early morning Tuesday 24th May.
- Works will continue in northern section of station car park to install telecom provider assets. Approx. 50 parking spaces closed to support works.
- Old tower is planned for removal in Q4 2022.
- Multiple works notifications went out to nearby residents in early May.



# Watsonia Road gas works

- Successfully completed 2 weekend occupations of Watsonia Road (between Devonshire and Greensborough roads) on 30 April – 2 May, and 7 – 9 May.
- On Monday, 16 May works paused. Restart date TBC – targeting to complete testing/commissioning and reinstatement works by early July.
- Lane closures and other disruptions required to complete these works, including station offset parking closures.
- Community notification delivered on 1 June 2022 to advise of works extension. Traders will be door knocked throughout.





# Watsonia Station carpark

## Northern section – yellow

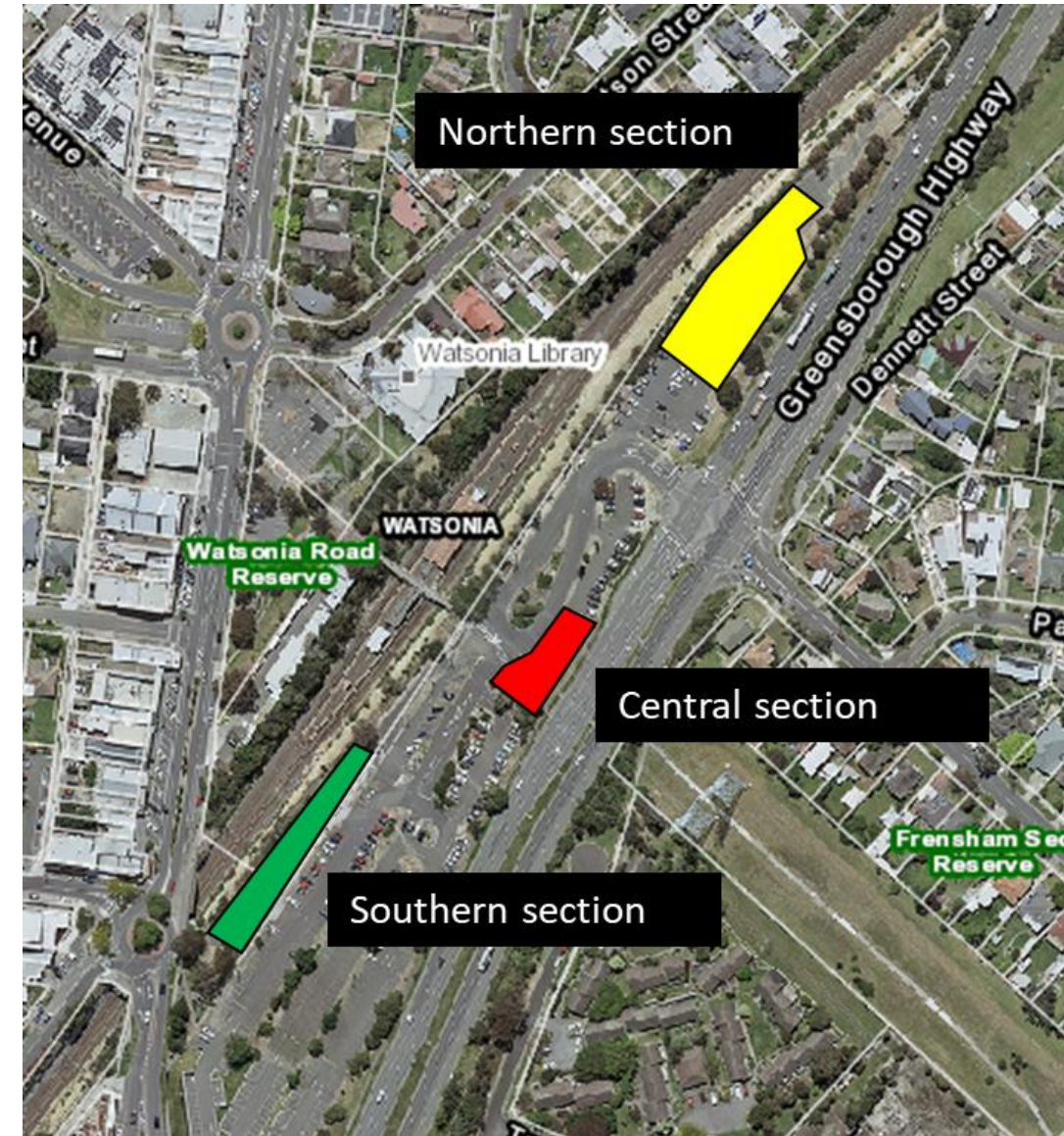
- Approx. 40 spaces closed for telecom tower works
- Targeting late June to reopen some parking spaces
- Further works required until late 2022, some parking spaces will remain closed until then

## Central section – red

- 24 new parking spaces constructed
- Targeting to open parking spaces throughout June. Some spaces will close again to complete installation of lighting, CCTV and completion of compliance tests and remedial works (MTM requirement)

## Southern section – green

- Approx. 50 offset gravel parking spaces closed
- Supporting Watsonia Road gas relocation works
- Targeting late June to reopen parking spaces
- Approx. 5 parking spaces may be closed following the above works, to cap off redundant gas line



# Communications & Engagement

- Works Notification for Watsonia Station comms towers distributed on Monday 2 May
- DL for Watsonia Station night works distributed on Friday 13 May.
- Watsonia Road trader door knocks prior to both weekend occupations for Watsonia Road works
- Follow up notification for Watsonia Road works extension delivered on 1 June 2022.



# Questions







# Tunnels – Start of works

Watsonia to Lower Plenty





# Agenda

- Urban Design and Landscaping Plan
  - Artist Impressions
- Greensborough Road Realignment
  - Staging of works
- Site establishment works
- Approach to Trader Engagement
- Community Engagement



# Artist's Impressions





Greensborough Road service road heading north



Greensborough Road looking south toward Lower Plenty Road interchange





Ventilation structure at Simpson Barracks



Lower Plenty Road interchange and new tree-lined Greensborough Road boulevard





Borlase Reserve parklands – Banyule Creek and paths



Luk (eel) bridge connection over Lower Plenty Road

# Greensborough Road Realignment



# Temporary realignment of Greensborough Road





# Preliminary Works From 6 June

Temporary fencing: From 6 June  
Tree removal: From 27 June (TBC)  
Watsonia car park closure: From 28 June





# Stage 1

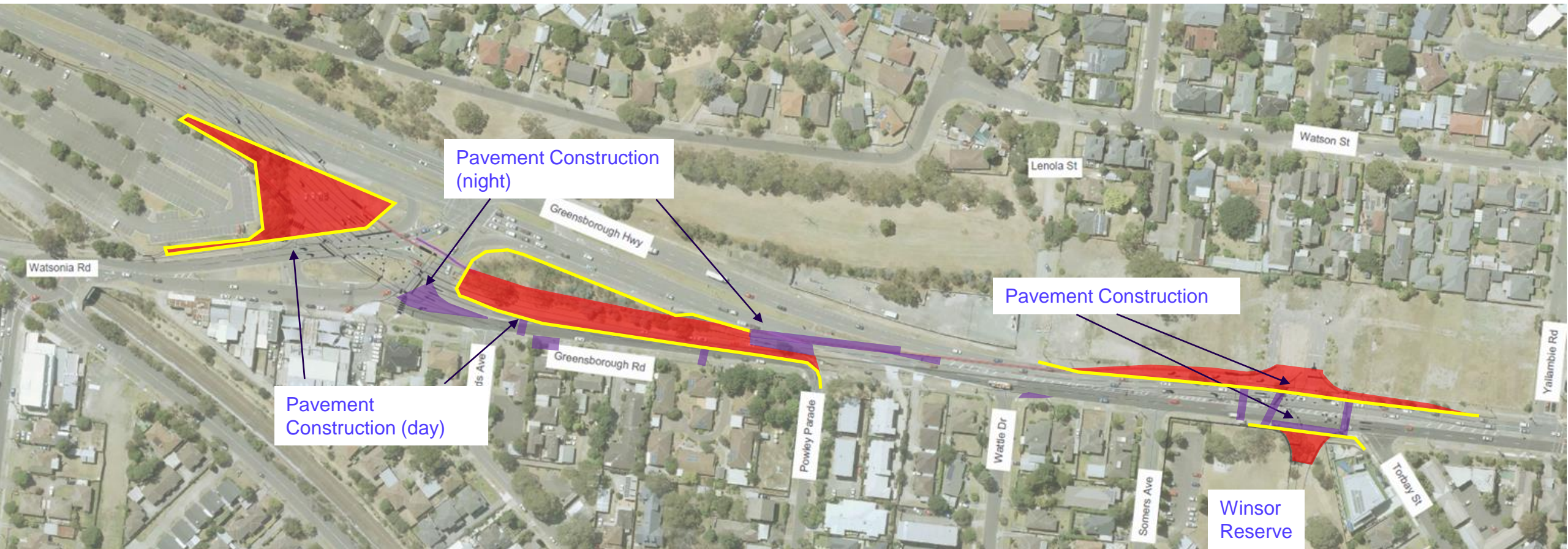
## 27 June – 1 July





# Stage 2

## 4 July – 25 August





# Stage 3a 19 – 22 August





# Stage 3b

## 26 – 29 August





# Stage 4 - Early September



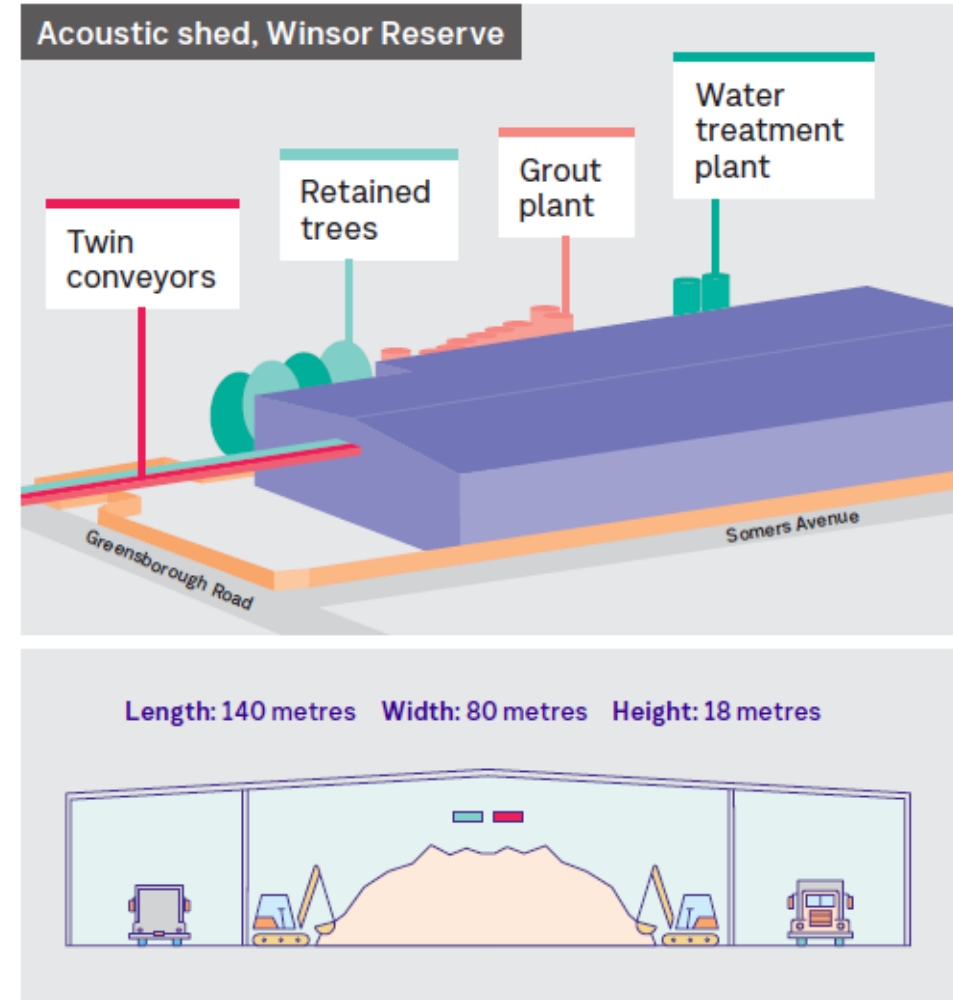
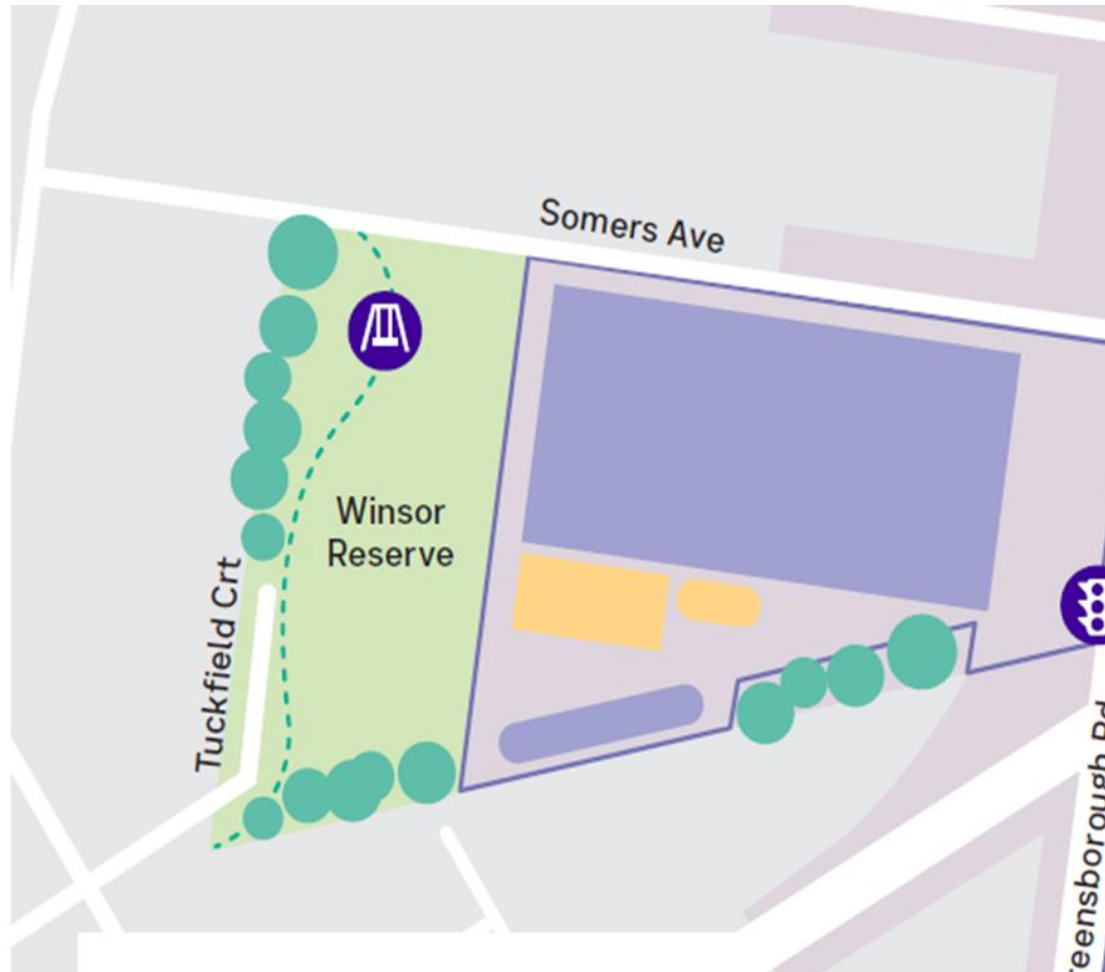
# Site Establishment



# Site Establishment



# Site Establishment





# Approach to trader engagement

## **Working with traders:**

- Councils, Trader Association Groups, Community Liaison Groups (CLGs) and Business Liaison Groups (BLGs)
- New Spark Trader Engagement Advisor
- Local business directory and buy locally
- Small Business Mentoring Service Program

## **Community involvement:**

- Community events near small businesses
- Quarterly surveys and evaluation
- Provide early engagement and notification of construction activities

## **Marketing support:**

- Signage, promotions, digital marketing



## Other trader engagement:

- BLG & CLG UDLP sessions 11 – 31 May
- Watsonia Traders Association:
  - 7 April
  - 31 May
- Northern BLG: 9 June



# Community Engagement



Who	When	What
Residents on Greensborough Road and Service Road Powley Parade Wattle Drive Lenola Street Rasheda Street	<ul style="list-style-type: none"> <li>• Thursday 14th April</li> <li>• Thursday 19th May</li> <li>• w/c 13th June</li> </ul>	<ul style="list-style-type: none"> <li>• Door knock to provide an overview of our works, impacts and how we plan to manage them</li> <li>• Offer to meet with team at the Watsonia Hub</li> <li>• Offer respite and relocation on a case-by-case basis</li> </ul>
Residents around works area: Somers Ave Torbay Street Lindsay Street Tuckfield Ct	<ul style="list-style-type: none"> <li>• Thursday 14th April</li> <li>• Thursday 19th May</li> </ul>	<ul style="list-style-type: none"> <li>• Door knock to provide an overview of our works, impacts and how we plan to manage them</li> <li>• Offer to meet with experts at the Watsonia Hub</li> </ul>
Road users and public transport users	<ul style="list-style-type: none"> <li>• w/c 23rd May</li> </ul>	<ul style="list-style-type: none"> <li>• Install static and variable message signs</li> <li>• Install signage on relocated and closed bus stops advising customers where to go</li> </ul>
Emergency services and third parties	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Email with information on works, impacts, detours and any other information relevant to their operations</li> <li>• Monthly traffic management meetings</li> </ul>
UDLP Engagement	<ul style="list-style-type: none"> <li>• 11 – 31 May</li> </ul>	<ul style="list-style-type: none"> <li>• Watsonia Hub Monday - Friday</li> <li>• Saturday sessions available with technical experts</li> </ul>



# Questions





# **NELP trader support initiatives**

# Watsonia 'Shop & Win' competition

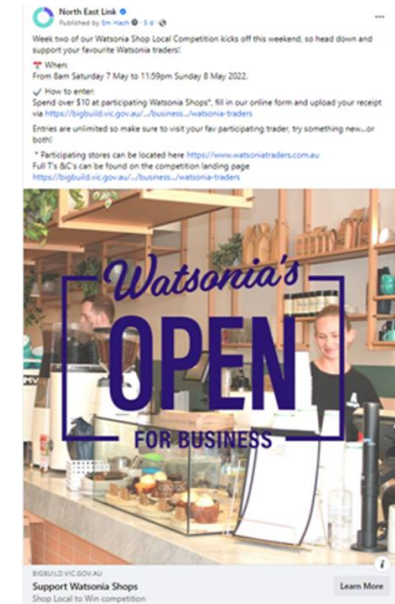
- 6 prizes of \$100 'Watsonia Shops' gift cards
- 23 participating businesses
- Run across two weekends
- 21 total valid entries





# Watsonia 'Shop & Win' competition

- Social media:
- Week 1
  - 19,000+ engagements
  - 63 click through
- Week 2
  - 13,700 + engagements
  - 285 click through



# Upcoming initiatives

- Website trader directory
- Professional photography
- One-on-One digital marketing coaching for traders\*





# **Social media and traders**

**Marcus Hicks NELP**

# Overview

- How NELP uses social media
- NELPs social media channels
- Social media workflow
- Upcoming NELP initiatives
- How can we collaborate with traders
- Broad versus targeted posts





# How and why NELP uses social media



- Provide regular updates on traffic **disruptions**.
- Acknowledge disruptions to the community while:
  - providing regular updates on the progress to help them understand the reason why they are being disrupted
  - encouraging them to support local business affected by traffic disruptions
  - regularly reminding them of the long term benefits the project.
- Provide updates on major milestones coming up or achieved.
- Promote community engagement opportunities on Engage Victoria.
- Be a platform where the community can ask questions and get answers, as well as collect feedback and correct any misinformation.

Everything must tie back to the program.



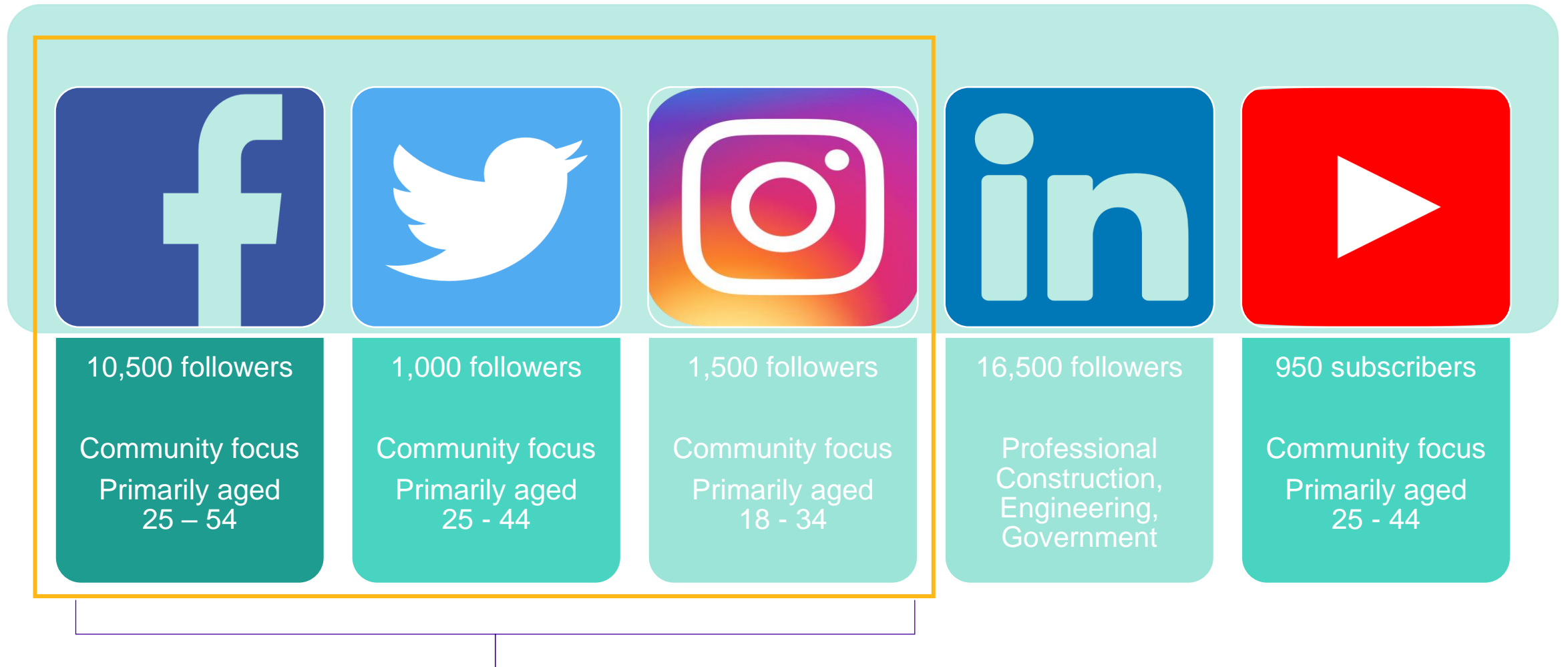
# NELP social media channels



# Social Media Channels & Follower Numbers



# Social Media Channels & Follower Numbers



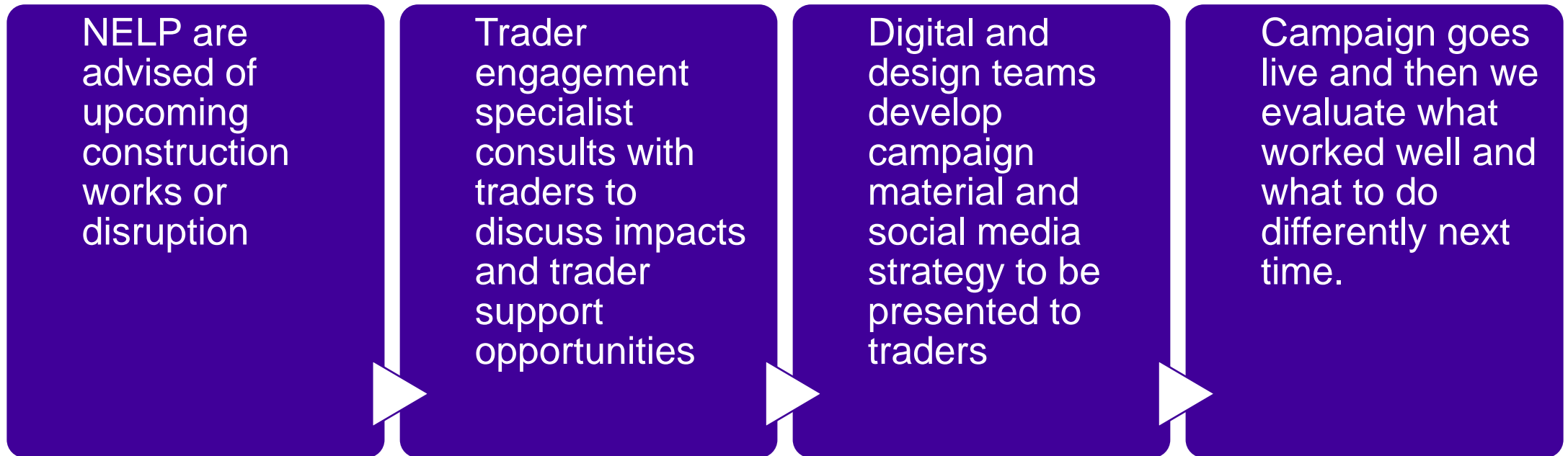
Effectively reach the community around local traders.





# Campaign workflow

# Social media campaign workflow





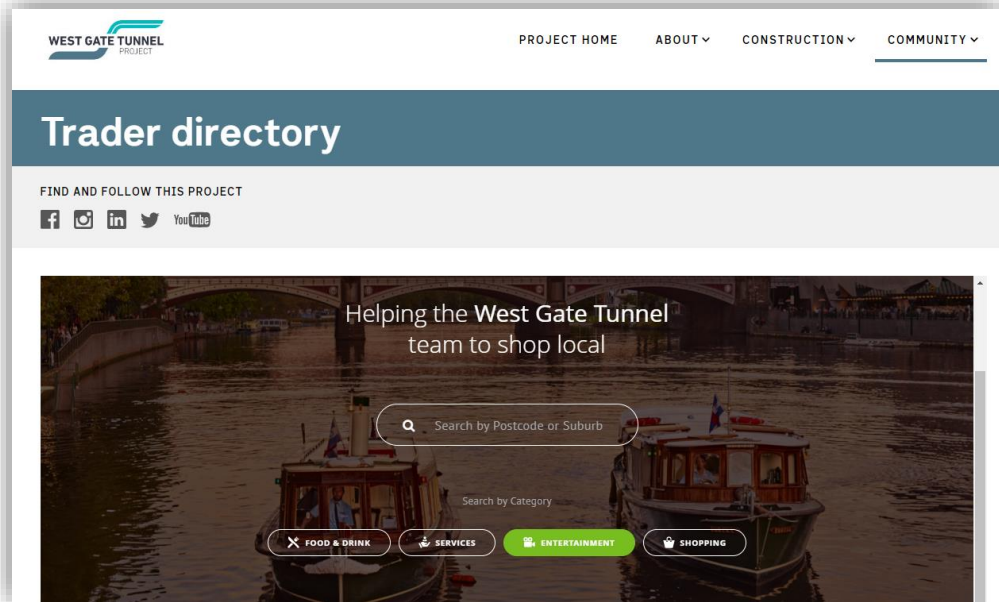


**How can we collaborate**

# Upcoming Trader Engagement Specialist initiatives

## Trader directory

Gives NELP a link to help drive awareness.



## One-on-one digital marketing

Content may be used to help promote traders, events, initiatives.





# Working together

If giveaway  
lead with  
messaging

Giveaways

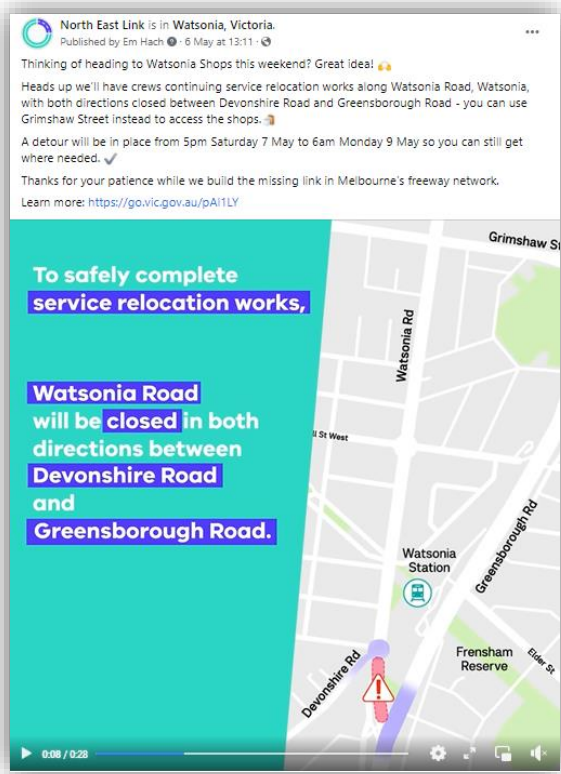
Support



Common types of content



Show actual  
business and  
people



Supportive  
message at start

# Working together

## Business or trader stories



Personalise content with people.

## Community events



Multiple images to help promote different goods and services.

## Opportunities

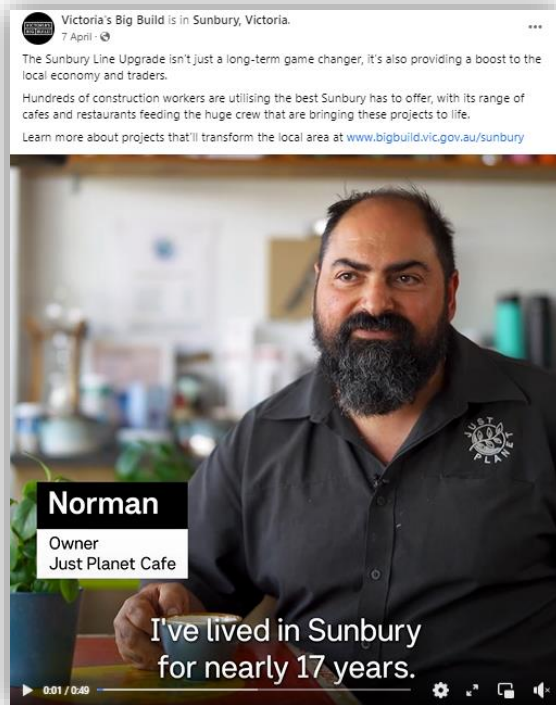


Eye-catching visuals to stand out in busy feeds.



# Working together

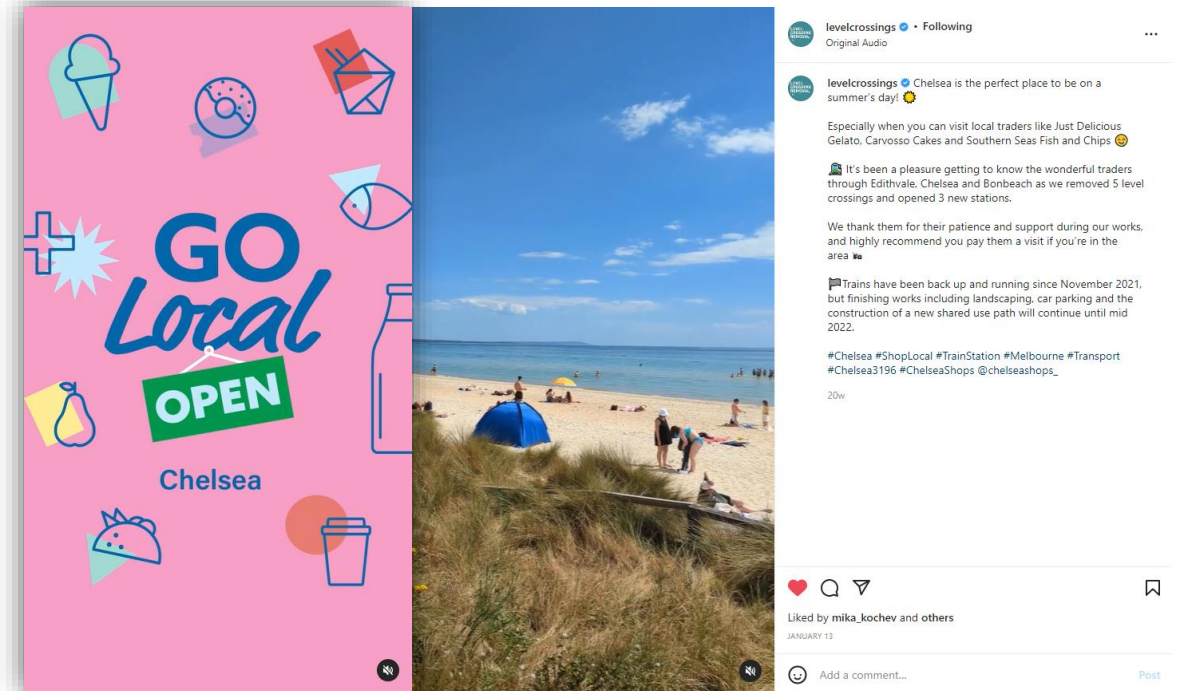
## Program favourites



Videos help personalise content.

Instagram reels are a great way to reach more people.

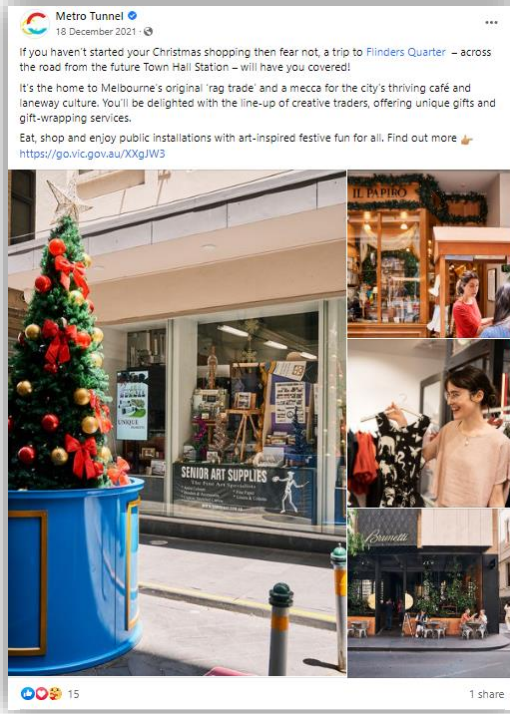
## Landmarks



Place-based social media campaigns to highlight businesses

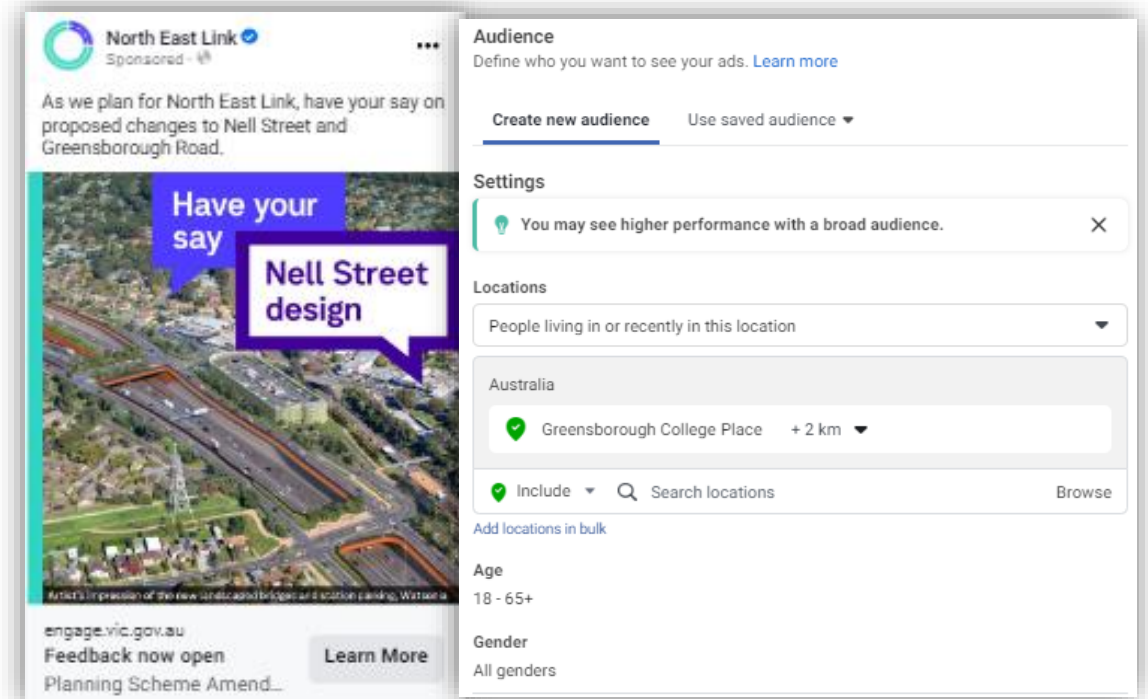
# Working together

## Broad example



- Posts in news feed to followers
- Limited control over who sees it
- No budget required

## Geotargeted example



- May be in feed or in Ads Manager
- More controlled targeting
- Often requires budget



## Seen something on social media you like?

Send it to Renato or myself and let's discuss.



# Open Forum

Jeni Coutts, Chair



# Other business

Jeni Coutts, Chair



## Contact North East Link Project

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