

Community Awareness & Education

Sydney Olympic Park Authority

theBRIEF

A major legacy of the Sydney 2000 Olympic Games, the Parklands occupies some 425 acres of pristine saltmarsh, waterways and parkland areas at the Olympic site.

Adrenalin was asked to develop an image for the community consultation process that could be enhanced as the development plan evolved.

theOBJECTIVES

To inform residents of the change process occurring in relation to the Parkland area.

To create a positive image of the proposed changes.

To encourage the community to contribute to the process.

theSOLUTION

Adrenalin created an image that leveraged the key environmental aspects of the Parklands area. An image that could be evolved and incorporate the key aspects of the Parklands...nature, heritage and people.

This imagery was used in all communication elements; local and ethnic press ads, brochures, displays and flyers encouraging community involvement and delivered via mail drop.

theRESULT

The process is ongoing however the reaction to the communication and community involvement has been extremely positive.



Adrenalin
...what a great idea