



SEQ Water - Business Water Efficiency Program

Background

SEQ Water's Business Water Efficiency Program (BWEP) is a \$55 million Queensland Government funded program to provide support for water efficiency improvements undertaken in the business sector.

SEQ Water selected BBS on a sole-source basis, based on reputation, to provide support for the development of marketing and communications collateral to promote the success of the program and encourage increased participation by eligible businesses.

Strategy

BBS worked with SEQ Water to manage the liaison between regional councils and business participants, taking on a project leadership role in coordinating and developing various aspects of the BWEP marketing and communication plan.

BBS created a suite of industry-specific project profiles and associated materials, such as media releases.

Key stakeholders included the Queensland Premier and key State Government Ministers, who took an active interest in becoming involved in the program.

Results

The outcomes included prime time television news coverage and helped to achieve SEQ Water's objective to inform stakeholders and activate their participation in the program.

The profile materials were launched online and distributed widely to businesses across Queensland.