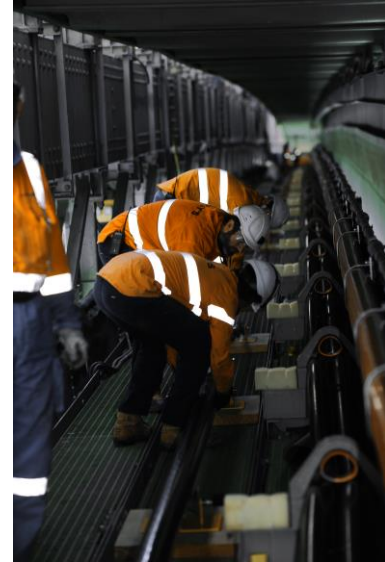


## Transpower

### ***The Project***

The North Auckland and Northland (NAaN) grid upgrade project is a nationally significant project to reinforce the power supply into Auckland and Northland valued at half a billion dollars. Ten years in the planning and over two years in construction.

The project involved installing 37 kilometres of high voltage underground cables across Auckland, stretching from Albany to Pakuranga, building new substations, upgrading existing substations and dismantling an overhead line through an urban population. Tens of thousands of motorists, businesses and residents living, working, playing and travelling along the cable route were impacted, with works affecting several major arterial routes in Auckland.



### ***The Brief***

- identify the project stakeholders and communicate the purpose and possible impact of the work
- identify and manage all risks to avoid negative stakeholder experience
- protect and enhance Transpower's brand and reputation.

### ***What we did***

Crisp communications developed and implemented comprehensive stakeholder management plans for each stage and section of the works. Working with the project engineering team and contractors we identified all potential risks that could arise from the works and the effect the works would have on the numerous stakeholders. These ranged from local residents, schools and businesses through to local government, community associations and local media.

The project involved a lot of risk management, particularly around the disruption the work would cause; this meant working with the project team to look at ways to minimise disruption and improve the stakeholder experience.

It was essential that stakeholders understood both the importance and the likely impacts of the work. We utilised a number of tools and tactics to communicate with the diverse audience and ensured a number of communications channels were available to stakeholders – from social media, email, call centre and written communications, to face-to-face public information evenings, briefings and project ambassadors on the ground during the works.

### ***The result***

"Right from the outset, Philippa integrated herself with the NAAN project in Auckland and became a valued member of the senior management team running that project. This involved planning, organising and delivering the communications, as well as assisting with issues management and being the eyes and ears for Transpower's reputation during construction." **Transpower CEO Patrick Strange**