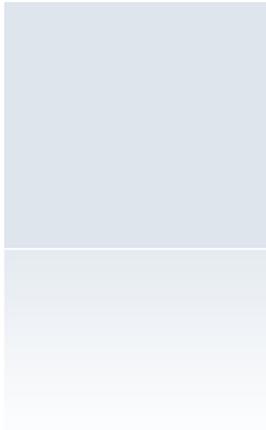


**COMMUNITY ENGAGEMENT/PROJECT MANAGEMENT:
Redevelopment of Lang Park
to Suncorp Stadium**



In December 1999, the \$280M redevelopment of Lang Park to Suncorp Stadium was a major political issue.

A political and community battle raged in the public spotlight over the stadium's location – Lang Park versus the RNA – with Brisbane's only metropolitan newspaper supporting the RNA.

As a senior policy adviser in the Queensland Government Department of Sport, Libby Callister was charged with leading integration management processes, scope management, research and analysis in order for the Government to make a decision on the site.

Through every step of the process issues and risk management were at the forefront of planning, and strategies were implemented to address this.

The success of the project as witnessed today can be attributed to the coordination between the development of a stakeholder and community engagement plan and the implementation of a tightly controlled marketing and communications strategy.

The negative press was turned to positive media, community fears were allayed, and the successful Suncorp Stadium was built on time and on budget.