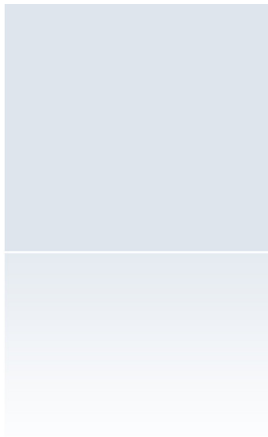
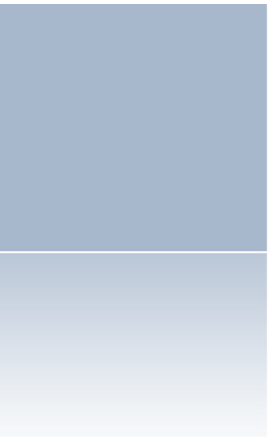


COMMUNITY ENGAGEMENT: Sunshine Coast Business Confidence Survey



In 2010, Callister Lawrence Media and Communications initiated the Sunshine Coast Business Confidence Survey.

This project has demonstrated a proven ability to liaise with multiple partners, supporters and content providers to achieve agreed outcomes through its Sunshine Coast Business Confidence Quarterly Survey, undertaken on behalf of the Sunshine Coast Regional Council.

Our ability to collaborate with and unify key stakeholders such as the Sunshine Coast Regional Council, tourism groups, chambers of commerce, Sunshine Coast Institute of TAFE and small and medium sized business - all with different motivations and desired outcomes - and achieve a particularly high sample survey size of more than 500 (in initial surveys) was considered exceptional.

In addition, our communication skills succeeded in unifying a number of stakeholders from different regions who felt ostracized due to such factors as forced local government amalgamation.

The survey's success has been proven in the Sunshine Coast's Regional Council's long term contractual commitment to the survey and through opportunities to further partner with other local councils to deliver the same product.