



## **CASE STUDY - Waikato Institute of Technology – Siteworx Project**

In 2003, Wintec (the Waikato Institute of Technology) in Hamilton redefined the way it would physically deliver tertiary education services at its two campuses, City and Avalon.

The institution began planning to extensively modernise and redevelop its campus facilities to deliver a world class tertiary education complex for its students, staff, local community and businesses. This new thinking was brought together under the Siteworx Project – Building for the Future (Te hanga tūāpapa mō ngā rā e heke mai nei).

The Stage One component, including the City Campus Hub building, was completed in August 2007. The City Campus Hub provides a central social hub comprising a library, reading room, study rooms, function rooms, classroom, spaces for international students, Te Kete Kōhanga Māori and Pacific Island Support Services, The Learning Hub, Equity and Disability Services, a prayer room, a whānau room, café, kitchen and open social areas.

Wintec is the first of the NZ Institutes of Technology and Polytechnics to be modernised in this way, and some of major buildings, particularly the City Campus Hub, are set to become architectural landmarks in Hamilton.

The Siteworx Project is a catalyst for Wintec's much larger Change Programme so the challenge has been to not only deliver superb buildings but also new work practices within them.

This high profile project required comprehensive internal and external communications with a wide range of stakeholder groups including students, staff, local business, Government and local community.

As a publicly-funded organisation, it was important that all Wintec communications work be of a high standard but not extravagant.

Trio Communications partner, Brenda Saunders prepared a Strategic Communications Plan and a Major Incident Management Plan for the Siteworx Project. It has also prepared a Strategic Communications Plan for the Change Programme in co-operation with internal managers. Trio's previous experience with large-scale construction projects has been invaluable in this project as they have been able to anticipate potential communication issues and provide workable solutions on a tight budget.

Trio has prepared a wide range of communications material from background documents, to brochures, advertising hoardings and billboards, display boards, website content, branding, internal memos, a stakeholder newsletter, media relations, and provided project management for the official opening of the Hub building scheduled for October 2007.