



Spreading the word

March has been a very busy month for the HAF Programme and the councils participating in the Target 5 Days project.

In conjunction with the official Target 5 Days launch, the HAF Programme have been involved in a number of industry and local government forums to raise awareness for the project and the new duplex and multi-unit development Application Kits.

The HAF Programme was proud to be a sponsor of the recent 2011 PIA National Congress, which was held at Hobart from 6 – 9 March. As part of this sponsorship, the Target 5 Days project was showcased through a display space at the event and the sponsorship of the Congress Great Debate.

On 17 March, the HAF Programme hosted an interactive workshop at the LGAQ Infrastructure and Planning Symposium. This session gave the attending industry and local government representatives the opportunity to learn more about the HAF Programme, as well as pose questions and create discussion around the outcomes of the HAF projects.

This week, HAF Project Managers Scott Smith and Todd Wellard will be representing the Target 5 Days project at the 2011 UDIA National Congress. Target 5 Days will be on display throughout the duration of the event, encouraging the industry delegates to learn more about the project.

By promoting Target 5 Days to the development industry, it is hoped this activity will support participating councils as they introduce their new Application Kits to the local industry. This activity follows a direct mail campaign in January, which saw the distribution of more than 150 information kits to industry and peak body representatives across south-east Queensland.

While March has been a productive month for the Target 5 Days project, the activity doesn't end here. A print and online advertising campaign promoting the project is planned for the coming months.

For more information about the promotion of the Target 5 Days project, please contact Melissa Frame, HAF Communications Specialist on (07) 3000 2302 or email: melissa.frame@hafqld.net.

