

# CASE STUDY



DUBBO  
REGIONAL  
AIRPORT



## Stakeholder Engagement and Customer Experience Strategy

DEPARTURES

### Company

Dubbo Regional Airport (DRA) is 5km from the Dubbo central business district. It is strategically vital for Central and Western NSW, with air access to major hub cities such as Sydney, Brisbane and Melbourne.

It is a significant driver of the economy for the city and wider region with approximately 220,000 passengers travelling through the airport each year.

### Challenge

Priorities were driven from the local team's observations and expertise. Data being generated was time consuming to decipher and was not providing clear, actionable insights. It was unclear what was driving the best results from investment for both customers and stakeholders through their lens across all touch points.

Limited resources and budget constraints placed pressure on decisions that could add unanticipated burdens to the team and airport. It was difficult to know if the airport team and stakeholders felt that their needs were heard and being addressed.

### Concerns

#### Volume and type of data

1

Reports on sentiment were text heavy and lacked insights and trends to track changes in performance. Research was limited to in-terminal passengers.

2

#### Limited budget and resources

Intercept surveys with passengers and communication with stakeholders was labour intensive. Budgets limited options for investment in automation.

3

#### Meeting and segmenting needs

The needs and expectations of those using the airport varied across multiple stakeholders. This made it difficult to determine what to prioritise and outline influences on decision making.

### AT A GLANCE

#### Challenges

- Varying needs
- Useful information
- Limited resources
- Competing priorities

#### Benefits

- Impartial review
- Actionable roadmap
- Clear accountabilities
- Customer culture
- Aligned aspirations

*'Claire's professionalism, expertise, and dedication has been outstanding. She has an uncanny ability to ensure people feel at ease to produce actionable insights that form part of a broader strategy she creates for your unique environment – no templates!*

*We now have a clear road map that captures all stakeholders. The guiding principles which will be crucial in shaping our airport's future. Thanks to Claire's efforts, we are now better equipped to meet passenger expectations and stakeholder needs. I highly recommend Claire to any organisation aiming to define and elevate its employee, customer and stakeholder experience.'*

**Jacki Parish**

Manager Dubbo Regional  
Airport



## Solution

A more flexible, cost-effective approach that provided more actionable insights was needed. This required specialised expertise and advice from someone that understood the industry and its regional context.

To reduce ongoing costs, the team needed to build internal capability to manage some of the ongoing processes.

### Relevant Insights

1

- Passenger research
- Stakeholder engagement
- Governance framework

2

### Evolved Collaboration

- Modernised research
- Interviewed stakeholders
- Formalised engagement

3

### Shared Aspirations

- Created action plans
- Prioritised initiatives
- Visibility of results

These solutions were identified in consultation with the local teams. This ensured that there was buy-in from all users of the airport. The approach led to collective ownership of the desired outcomes for the betterment of the airport and for all that use it.

## Action

Delivering these solutions required a culture of co-creation and shared responsibility.

Reviewed current approach to research and engagement

Developed a tailored method to provide clear, actionable insights

Created a set of aspirations and initiatives from the insights

Designed a governance framework to guide the teams

## Results

The team now have a clear baseline of results and insights from passengers using the airport, the community on what they expect from their airport, employees using the airport and stakeholders operating on the airport.

These have been used to plan our next phase of investment and focus at the airport. They are also being actively used to track how these are being implemented and how effective they have been.

5

Aspirations to guide decisions to improve the experience and ease of operating on-airport

100%

Support for a framework to identify solutions, track progress and celebrate successes

42%

The number of action items completed on our collective list in the first 6 months

There is a clear road map and alignment for reaching collective goals. All interested parties feel represented, valued and heard. The decision makers have structured updates as part of formal reporting and is aligned to the broader corporate objectives.

## Future Plan

As with most things, there is always more to do! Here, the next phase will involve embedding this approach into broader corporate practices. There are also plans to broaden the scope of the forums to provide advice and stewardship over strategic programs such as the Masterplan.

An aspiration for the group is to ensure that the airport reflects the culture, supports the community and provides exposure for the services and produce of the region.

**'The engagement approach works well - we resolve issues before they become problems'**

Stakeholder quote