

# Mainstreaming waterwise



## Masterclass series 2020

### Masterclass 3 – Developing a Business Case for IWM

9am – 4pm, Wednesday 22 July, Saxons, L1/140 St Georges Tce, Perth.

A key component to the success of any project is a robust and compelling business case that allows decision makers to see the true value of an investment. This is especially true when a project is innovative and represents a break from the status quo. This masterclass is designed to provide practical skills and tools to enable practitioners to gain support for their projects and initiatives by building well-considered business plans.

#### Learning outcomes:

On completion of this Masterclass participants should be able to:

- a) Scan their contextual environment to align with strategic drivers
- b) Characterise how different stakeholders perceive the value of water related outcomes
- c) Assess valuation methodologies that incorporate all the place-based benefits and co-benefits of IWM at different scales
- d) Develop a business case for an IWM project
- e) Compare forms of financing and business models

#### The benefits of attending:

- Develop the knowledge and skills to build a business case for IWM that is sensitive to particular organisational drivers and motivations
- Apply practical tools and frameworks to value various water services and benefits
- Understand new business and financing models for water related projects
- Increase your potential to build support and drive IWM projects within your organisation and enhance their leadership reputation
- Strengthen your regional networks, and connect with key individuals involved in IWM planning

#### Preparation for Course

Participants are requested to prepare for the class by:

- a) Video viewing

Four short videos from the Monash Sustainable Development Institute's Massive Open Online Course (MOC):

1. Prof Michael Ward - Identifying economic benefits and costs of IWM projects:  
[https://youtu.be/CEi2\\_c5mnpA](https://youtu.be/CEi2_c5mnpA) [4:18]
2. Prof Michael Ward - Measuring the economic impacts of IWM projects:  
<https://youtu.be/yLefLPa3FnA> [8:41]

3. Tony Kelly - A water authority's approach to valuing IWM:  
<https://youtu.be/NxqP0FOkQ8k> [10:07]
  4. Prof Michael Ward - The value of time and uncertainty in IWM project evaluation:  
<https://youtu.be/vd6moZbmlDw> [7:39]
- b) **Prepare a brief for a project that relates to your workplace** (real or hypothetical) that they can bring to the class for the purpose of “workshopping” at various stages during the day.

### Expert speaker

#### **Prof Dave Pannell – Professor of Agricultural and Resource Economics, University of Western Australia.**

David is a Director of the Centre for Environmental Economics and Policy. His research includes the economics of land and water conservation and environmental policy and Dave was instrumental in the development of the CRCWSC benefit cost and benefit transfer tools.

#### **Shelley Shepherd – Director, Urbaqua**

Shelley is the Program Manager of New Water Ways. She has been working with industry for over 15 years to improve the understanding and delivery of water sensitive cities.

### Masterclass 3 – Detailed program

- 9:00 Introduction and welcome
- 9:10 Who is in the room and where they do fit in?
- 9:30 Understanding the institutional and planning context
- 9:40 Activity
- 10:00 Step 1 - Establishing vision, objectives and outcomes – what is the problem to be solved?
- 10:30 Morning Tea**
- 10:50 Step 1b – Establishing Objectives and outcomes
- 11:10 Steps 2 – Base Case Options and shortlisting
- 11:20 Review how Step 2 was undertaken in case studies
- 11:30 Activity
- 12:00 Step 3 – Detailed assessment of options
- 12:25 Range of tools – to address outcomes
- 12:50 Lunch**
- 13:30 Step 4 – Options Evaluation
- 14:30 Activity
- 15:00 Mini-break**
- 15:10 Strategies for managing risks to the business case
- 15:20 Activity
- 15:50 Wrap up
- 16:00 Close

### Registration

Cost: \$195 (excl GST) per Masterclass.

To register for individual Masterclasses, [please click here](#)

For more information, please contact Julianne Olson, New Water Ways Officer on 08 9328 4663 or [info@newwaterways.org.au](mailto:info@newwaterways.org.au)