

Traralgon | Benalla | Melbourne | Horsham | Ballarat

Clearwater's Masterclass Series: Building the capacity of professionals across Victoria to deliver resilient and liveable cities and towns through integrated place-based planning.

Join Clearwater and Monash Sustainable Development Institute to explore best practice in Integrated Water Management (IWM) and practical skills to build support and drive successful projects for your region. These interactive and locally relevant masterclasses include:

Masterclass 1: Planning for resilient and liveable cities and towns	Masterclass 2: Collaboration – within and outside your organisation
Masterclass 3: Building a successful business case	Masterclass 4: Communication and influence

Masterclass 3: Building a successful business case

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.

Outline of session

- Understanding your stakeholders, their interests and how to consider this in developing a plan
- Scanning your environment to align with strategic drivers
- Tools and frameworks for valuing the benefits and co-benefits of water
- Practical steps to developing a business case
- Exploring new business and financing models to achieve IWM outcomes

Who should attend?

Practitioners, senior officers and managers, particularly those working in:

- Strategic and statutory planning
- Stormwater management
- Sustainability and liveability
- Urban design and landscape architecture
- Environment / waterway management
- Water / wastewater infrastructure planning

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

Expert speakers

Professor Rob Skinner, CEO, Monash Water for Liveability

Rob has extensive executive experience in the Australian water industry. Rob is currently the Lead Chair for the new Metropolitan and Regional Water Forums. He is also Chair of WaterAid Australia and WaterAid International; Deputy Chair of the CRC for Water sensitive Cities and Yarra Valley Water; and Director of the International Centre of Excellence for Water Resources Management.

Dirk Visser, Lecturer, Monash Sustainable Development Institute

Dirk is a lecturer at MSDI, with a specific focus on executive education. Dirk has nearly 10 years' experience in helping individuals and organisations identify, make sense of and respond to the sustainability challenges they face.

Delivery dates for 2018

Masterclass 1: Planning for resilient and liveable cities and towns

- **Traralgon:** Tuesday 20 February
- **Benalla:** Tuesday 27 February
- **Melbourne CBD:** Thursday 1 March
- **Horsham:** Tuesday 6 March
- **Ballarat:** Wednesday 7 March

Masterclass 2: Collaboration – within and outside your organisation

- **Traralgon:** Tuesday 13 March
- **Melbourne CBD:** Tuesday 20 March
- **Benalla:** Wednesday 21 March
- **Horsham:** Tuesday 27 March
- **Ballarat:** Wednesday 28 March

Masterclass 3: Building a successful business case

- **Traralgon:** Tuesday 10 April
- **Benalla:** Thursday 12 April
- **Melbourne CBD:** Thursday 26 April
- **Horsham:** Wednesday 9 May
- **Ballarat:** Thursday 10 May

Masterclass 4: Communication and influence

- **Traralgon:** Wednesday 16 May
- **Benalla:** Tuesday 29 May
- **Melbourne CBD:** Thursday 31 May
- **Horsham:** Monday 4 June
- **Ballarat:** Tuesday 5 June

Registration details

Workshops will run between 9am to 4pm. Morning tea, lunch and afternoon tea will be provided.

Special Offers:

To support the delivery of the Victorian Government's *Water for Victoria* the Masterclass Series is being offered at a subsidised rate. Take advantage of discounted registration prices for this first round of delivery:

- **\$295** per Masterclass
- **10% discount** for 2 or more people registering for the same Masterclass*

EARLY BIRD OFFER: Register for all 4 Masterclasses for the price of 3**. Offer extends to 2 February 2018.

To register for individual or all four Masterclasses, please visit:

<https://www.clearwater.asn.au/events-and-training/>

More information

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- * Participants must be from the same organisation
- ** This offer is only available to the same individual registering for all 4 Masterclasses and is non-transferable