CRC for
Water Sensitive Cities

Communication & Adoption Strategy 2016 - 2021
Fiona Chandler

Communication and Adoption Strategy 2016-2012

- Workshop held in Melbourne in March to engage Executive EPRG, and RAP representatives to identify 'What would adoption success look like in 2021?'
    - WA representatives – Shelley, John and Antonietta

- Based on understanding what long-term outcomes are sought (Strategic Plan 2014/15 – 2016/17)

- Purpose – to plan what strategies and actions are required (and resources) to deliver the outcomes nationally

- Establish a framework to guide local initiatives

Industry need and vision for a WSC

↓

World-class science, knowledge and innovation tested in local contexts

↓

Industry-ready tools and products

↓

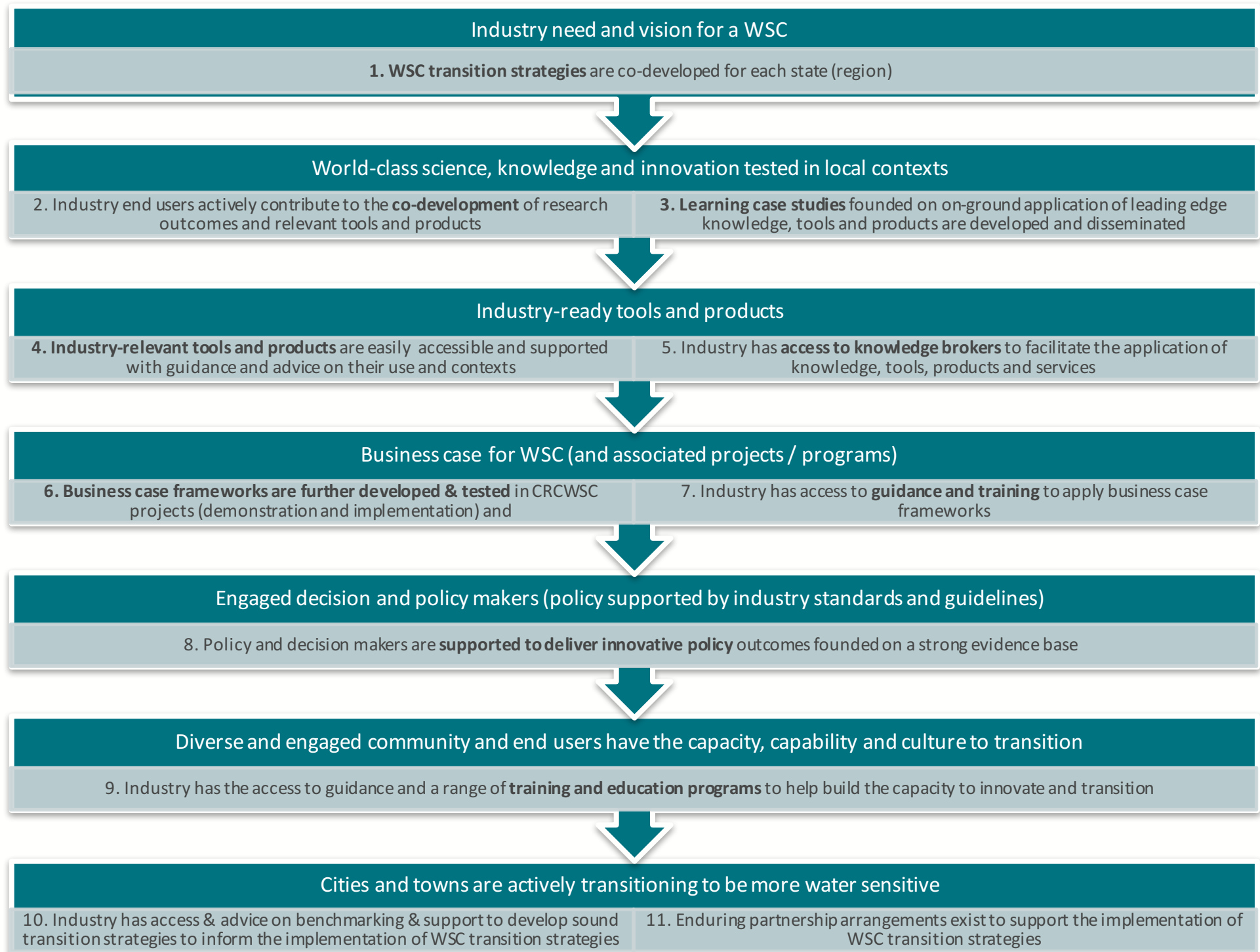Business case for WSC (and associated projects / programs)

↓

Engaged decision and policy makers (policy supported by industry standards and guidelines)

↓

Diverse and engaged community and end users have the capacity, capability and culture to transition

↓

Cities and towns are actively transitioning to be more water sensitive

Industry need and vision for a WSC

1. **WSC transition strategies** are co-developed for each state (region)

⬇

World-class science, knowledge and innovation tested in local contexts

2. Industry end users actively contribute to the **co-development** of research outcomes and relevant tools and products

3. **Learning case studies** founded on on-ground application of leading edge knowledge, tools and products are developed and disseminated

⬇

Industry-ready tools and products

4. **Industry-relevant tools and products** are easily accessible and supported with guidance and advice on their use and contexts

5. Industry has **access to knowledge brokers** to facilitate the application of knowledge, tools, products and services

⬇

Business case for WSC (and associated projects / programs)

6. **Business case frameworks are further developed & tested** in CRCWSC projects (demonstration and implementation) and

7. Industry has access to **guidance and training** to apply business case frameworks

⬇

Engaged decision and policy makers (policy supported by industry standards and guidelines)

8. Policy and decision makers are **supported to deliver innovative policy** outcomes founded on a strong evidence base

⬇

Diverse and engaged community and end users have the capacity, capability and culture to transition

9. Industry has the access to guidance and a range of **training and education programs** to help build the capacity to innovate and transition

⬇

Cities and towns are actively transitioning to be more water sensitive

10. Industry has access & advice on benchmarking & support to develop sound transition strategies to inform the implementation of WSC transition strategies

11. Enduring partnership arrangements exist to support the implementation of WSC transition strategies

Industry need and vision for a WSC

1. WSC transition strategies are co-developed for each state (region)

Tranche 2 project co-developed with RAP

> **IRP1: WSC Transition Strategy and Implementation Plan**
> **www.watersensitivecities.org.au**

CRC for
Water Sensitive Cities

World-class science, knowledge & innovation tested in local contexts

2. Industry end users actively contribute to the **co-development** of research outcomes and relevant tools and products

3. Learning case studies founded on on-ground application of leading edge knowledge, tools and products are developed and disseminated

All tranche 2 proposals and projects to have specific communication and adoption deliverables (e.g. case studies) and minimum requirements to ensure researcher-industry engagement and adoption

- ➢ **IRP budget**
- ➢ **Learning though Demonstration and Integration (Project D1.4)**
  - – Project Leader – Celeste Morgan (0.5 FTE)

CRC for
Water Sensitive Cities

WSC tools & products | Knowledge translation | Research synthesis

4. Industry-relevant tools and products are easily accessible and supported with guidance and advice on their use and contexts

5. Industry has **access to knowledge brokers** to facilitate the application of knowledge, tools, products and services

IP & commercialisation assessment to identify priorities

Tranche 2 project teams to have dedicated roles, responsibilities & resource allocations for knowledge sharing, dissemination and application

➢ **WSC tools and products**
   - WSC Toolkit (Project D1.5) – pilot studies, training supported by user manuals & support
   - WSC Index (Project D6.2) - working with private / SME to apply locally

➢ CRCWSC cash contribution for **local capacity building** and knowledge dissemination activities

CRC for Water Sensitive Cities

Business case for WSC (and associated projects / programs)

6. Business case frameworks are tested in CRCWSC projects (demonstration and implementation)

7. Industry has access to guidance and training to apply business case frameworks

Integrated research projects & regional implementation projects

Analysis of existing case studies

New demonstration projects

> * **IRP2 Economic Framework**
> * **Regional Implementation Projects**
> * **Case Studies (D1.4 Demo Projects)**
> * **Research synthesis projects**
> * **Knowledge translation**
> * **Short course 'Developing business case for WSC projects and programs' (D4.1 – Strengthening Education)**

CRC for
Water Sensitive Cities

Engaged decision and policy makers (policy supported by industry standards and guidelines)

8. Policy and decision makers are **supported to deliver innovative policy** outcomes founded on a strong evidence base

Identify priority policy contexts and opportunities

Integrate into IRP

Proactive science-policy influence

Knowledge translation / synthesis

> ➤ **Influencing policy (IRP1) -** Build on '*Strategies for influencing the political dynamics of decision-making'* (Project A3.3)
>
> ➤ **Knowledge translation** – cash resources to direct towards priority policy issues

CRC for
Water Sensitive Cities

Diverse & engaged community, and end users - with the capacity, capability and culture to transition

9. Industry has the access to guidance and a range of **training and education programs** to help build the capacity to innovate and transition

⟷

Implement recommendations from national needs assessment and prioritisation

Local capacity building initiatives

Demand–based opportunities (associated with Tranche 1 outputs)

➢ CRCWSC cash contribution for **local capacity building** and knowledge dissemination activities – WA $40,000 in 2016/17
  • Local work plan to be developed by RAP and local partnership formed with provider to coordinate and deliver
➢ CRCWSC knowledge translation to develop resources and tools (e.g. case studies)
➢ Business development of priority courses (e.g. Developing business case for WSC projects and programs)

CRC for
Water Sensitive Cities

Cities and towns are actively transitioning to be more water sensitive

10. Industry has access & advice on **benchmarking** & support to develop & implement sound transition strategies to inform the implementation of WSC transition strategies

Application of the WSC Index / benchmarking tools

RAPs and Regional Manager to coordinate implementation of WSC transition strategy

11. **Enduring partnership** arrangements exist to support the implementation of WSC transition strategies

Influencing strategy

> WSC Index (Project D6.2) - working with private / SME to apply locally
> Regional Manager co-funding and operational support

CRC for
Water Sensitive Cities

www.watersensitivecities.org.au

http://crc.mettroproof.com.au/

CRC for
Water Sensitive Cities

ABOUT   RESEARCH   SOLUTIONS   COLLABORATE   RESOURCES   NEWS+EVENTS

🔍 SEARCH

The world's water sensitive cities start here.

▼

CRC for
Water Sensitive Cities

CRC for
Water Sensitive Cities

2012 - 2021

Australian Government
**Department of Industry,
Innovation and Science**

Business
Cooperative Research
Centres Programme