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Communications and Adoption Strategy – Preliminary concepts

An Australian Government Initiative
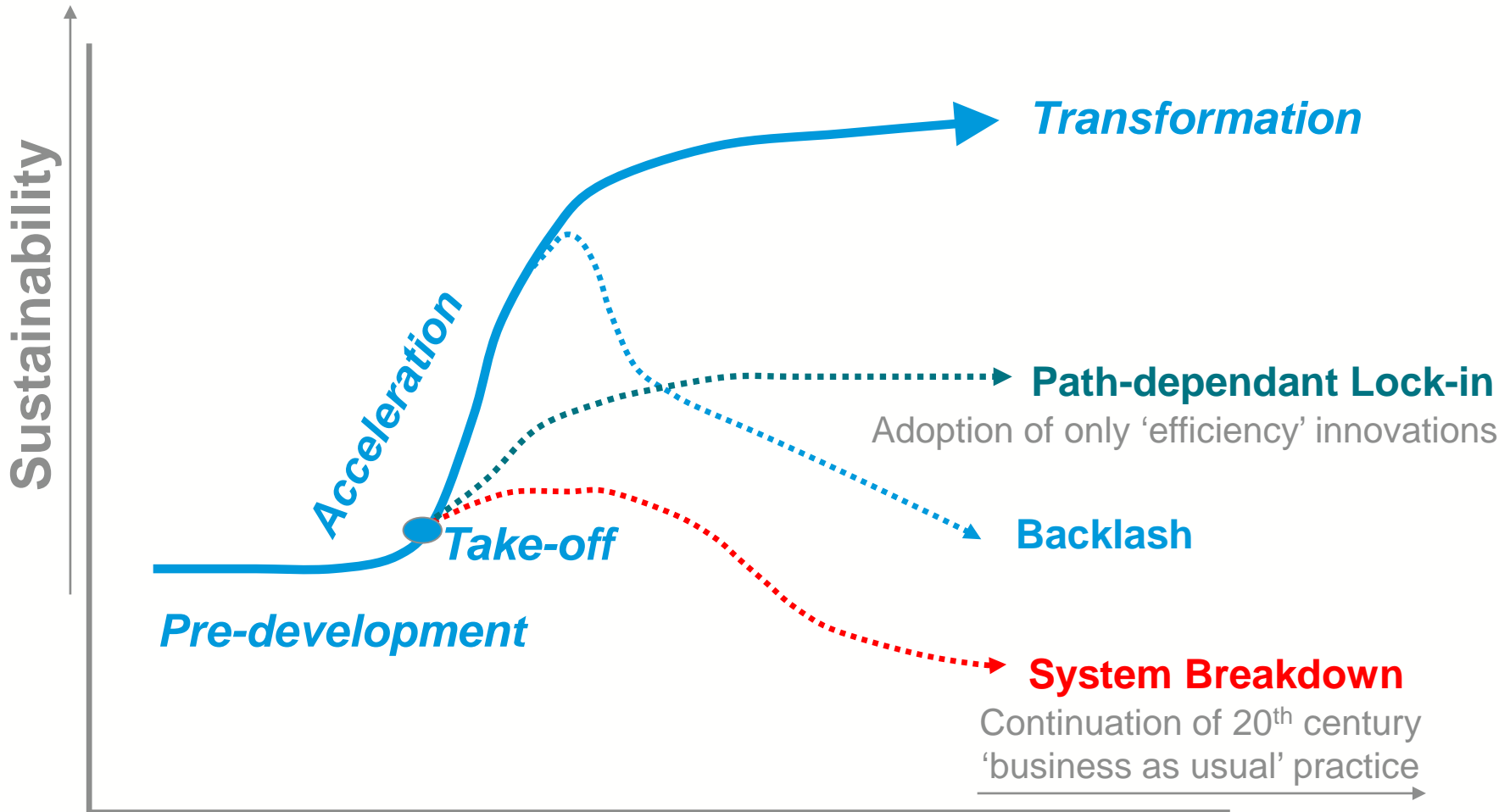
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- Purpose
- Success requires a process of change at different levels:
  - Individuals
  - Organisations
  - Institutions
- A wide range of context specific communication and adoption pathways will be required over time to facilitate change.
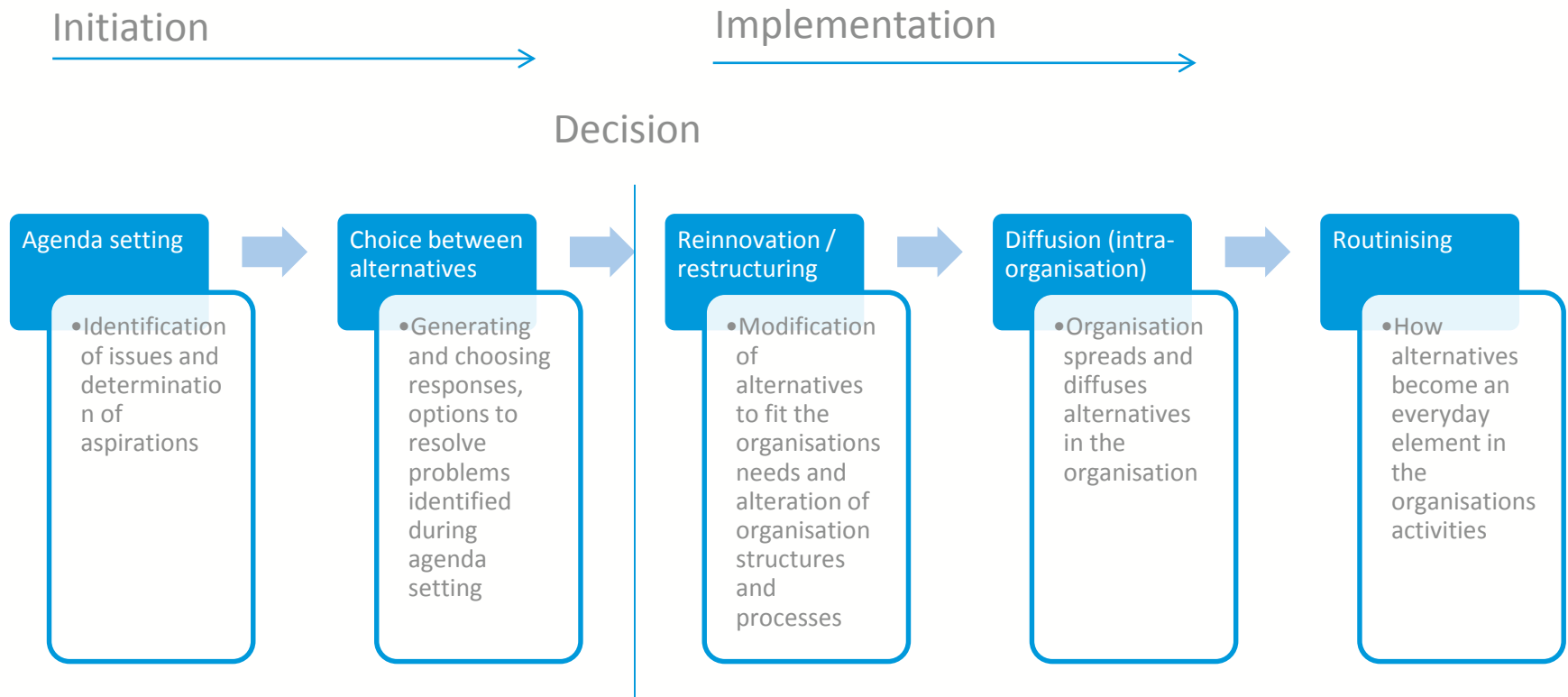
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Technological-diffusion: Pathways of Change

Sustainability (vertical axis)

Transformation

Acceleration

Take-off

Pre-development

Path-dependant Lock-in
Adoption of only 'efficiency' innovations

Backlash

System Breakdown
Continuation of 20th century 'business as usual' practice

Reference ?

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Innovation process in an organisation

Initiation →

Implementation →

Decision

Agenda setting	Choice between alternatives	Reinnovation / restructuring	Diffusion (intra-organisation)	Routinising
• Identification of issues and determination of aspirations	• Generating and choosing responses, options to resolve problems identified during agenda setting	• Modification of alternatives to fit the organisations needs and alteration of organisation structures and processes	• Organisation spreads and diffuses alternatives in the organisation	• How alternatives become an everyday element in the organisations activities

Adapted from Rogers (2003)

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Evolving Urban Water Hydro-Social Contract

Cumulative Socio-Political Drivers

| Water supply access & security | Public health protection | Flood protection | Social amenity, environmental protection | Limits on natural resources | Intergenerational equity, resilience to climate change |

Water Supply City | **Sewered City** | **Drained City** | **Waterways City** | **Water Cycle City** | **Water Sensitive City**

Supply hydraulics | Separate sewerage schemes | Drainage, channelisation | Point & diffuse source pollution management | Diverse, fit-for-purpose sources & end-use efficiency, waterway health restoration | Adaptive, multi-functional infrastructure & urban design reinforcing water sensitive values & behaviours

Service Delivery Functions

Brown *et al* (2008), and Wong and Brown (2008)

Key Transition Factors

(Brown & Clarke, 2007)

Water Supply City · Sewered City · Drained City · Waterway City · Water Cycle City · Water Sensitive City
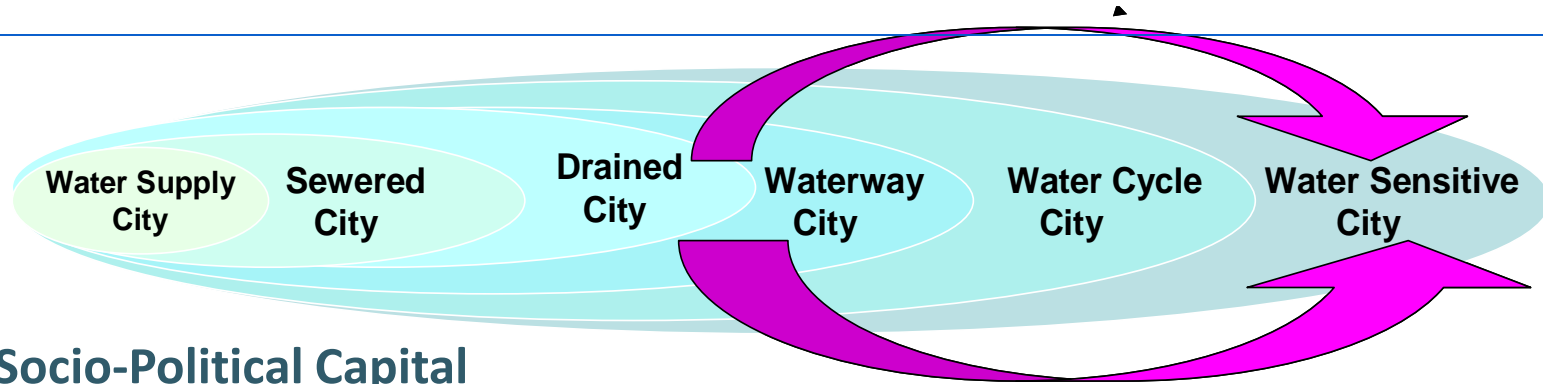
1. Socio-Political Capital
Community, Media and Political

2. Champions
Vision
Multi-sectoral network

3. Accountability
Coordination Processes
Water Cycle
Land-use Planning

4. Reliable & Trusted Science
Academic Leadership
Technology Development

5. Market Receptivity
Business Case for Change

6. Bridging Organisations
Facilitates Science – Policy
Facilitates Capacity Building

7. Binding Targets
Measurable System Target
Science, Policy and Development

8. Strategic Funding Points
Dedicated external funds

9. Demonstration Projects
Experimentation,
Technology Development
Policy and Institutional learning

Key Transition Factors

Champions ⟷ INTERPLAY ⟷ The Enabling Context

Champions	The Enabling Context
1. Vision for waterway health	1. Socio-political Capital
2. Multi-sectoral network	2. Bridging Organisations
3. Environmental Values	3. Trusted & Reliable Science
4. Public Good Disposition	4. Binding Targets
5. Best Practice ideology	5. Accountability
6. Learning by doing	6. Strategic Funding Points
7. Opportunistic	7. Demonstration Projects & Training
8. Innovative & Adaptive	8. Market Receptivity
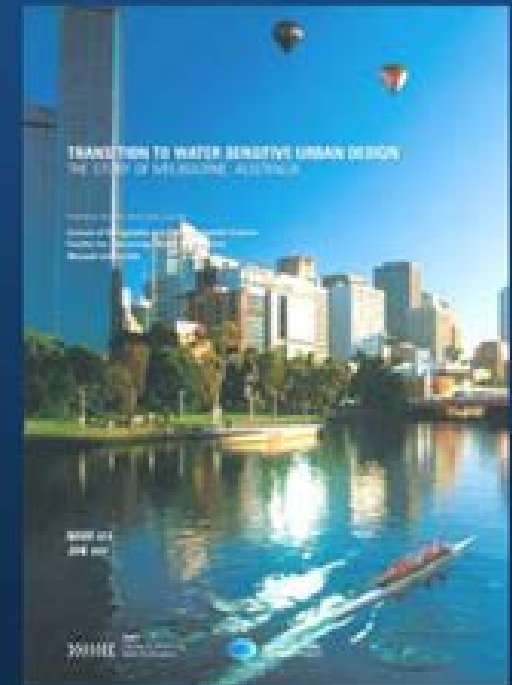
www.urbanwatergovernance.com

* Brown, R. & Clarke, J. (2007). *Transition to water sensitive urban design: The story of Melbourne, Australia*. Melbourne, Monash University. www.urbanwatergovernance.com

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Audiences

- Essential participants

- Other participants

- Local regional stakeholders

- National stakeholders

- International stakeholders

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Strategy 1:

- Build ownership of CRC outcomes by Essential and other participants
  - Bi-annual Industry Partners Workshop
  - Participant contributions to eNews and newsletters
  - Regular industry partner meetings at hub level and in conjunction with Board meetings
  - Invitations for lead researchers / experts to attend political and senior decision maker meetings and roundtables etc.

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Strategy 2:

- Raise general awareness of CRC purpose, activities and key initiatives:

  – Locally & regionally (eg. through regional WSUD capacity building programs, state-based peak industry body activities)

  – Nationally (eg. through industry conferences, peer reviewed journals, industry based media)

  – Internationally (eg. through industry conferences, peer reviewed journals, industry based media)

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Strategy 3:

- Synthesize research outcome and outputs into clear, concise, easily accessible and targeted communication tools
  - Strong use of science communication principles
  - Story-telling and smart use of media (social media, multi-media…)
  - Easily accessible, quality assured and transparent knowledge sharing platforms

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Strategy 4:

- Collaborate with other sectors to share knowledge and to engage in dialogue to develop shared understanding and joint activities

Strategy 5:

All projects to incorporate adoption strategies or actions plans that focus on the needs of the participating industry partners

– Projects should clearly articulate the issue / problem environment

– Initial audience (benefactors of knowledge)

– likely outputs (eg. Process, DSS, framework etc)

Strategy 6:

Identify and facilitate opportunities for participants to have direct access to researchers and experts (research – industry partnerships)

- participants highly value being able to discuss specific scenarios and issues with experts
- Provides important independent expertise outside of core projects
- Used to provide peer review of key initiatives including policies, strategic plans, project design and monitoring and evaluation
- Facilitates knowledge sharing across other case studies

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Strategy 7:

- Develop strategies that support senior decision makers build and communicate the business case for WSC inclusion in policy , infrastructure investment and growth management / regional planning
  - Eg. Round tables
  - Business case templates
  - Network of water leaders

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Strategy 8:

- Build capacity of practitioners and water sector professionals to develop their skills and abilities in a range of;
  - ❖ Core socio-technical skills and understanding across a range of disciplines
  - ❖ Management skills to ensure effective delivery of outcomes and outputs
  - ❖ Influencing and change management (water leadership)
  - ❖ Science communications
- eg. By supporting regional WSUD capacity building programs
- Working with peak industry bodies
- Designing purpose-built training and capacity building programs
- Learning and development plans for local government

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Strategy 9:

- Demonstration projects to identify lessons for application at different scales etc. learning by doing
  - Supported by quality monitoring and evaluation frameworks
  - Supported by effective communication of lessons
  - Create database of case study for co-learning

Strategy 10:

- support establishment of a community of practice to:
  - energy / momentum around Water Sensitive Cities and promote its profile in the wider community
  - Communicate the benefits to the wider marketHelp to influence both practitioners and policy makers
  - Builds a network which connects stakeholders and shares information, fosters continual learning and builds trust
  - Enables stakeholders to collaborate and cooperate to address / work through common issues facing the application of Water Sensitive Cities in SEQ.

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Where participants currently seek information

- Peak industry bodies (conferences, newsletters, eNews, journals, technical meetings etc…)
    - AWA
    - Engineers Australia
    - Stormwater Association
    - Planning institute
    - Australian Landscape Institute
    - Architecture Institutes
    - Queensland Water Directorate
    - CSIRO
    - Research Institutes (eg. FAWB, CaWSC, UWGP, SEQUWSRA….)
    - Smart Water (Vic)
- Regional WSUD Capacity Building Programs (websites, capacity buidling activities, eNews etc…)
    - Clearwater (Victoria)
    - WSUD in Sydney (NSW)
    - Water by Design (SEQ)
    - New Waterways (WA)
    - Water Sensitive SA (proposed for SA)

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