WSC Index benchmarking workshop email templates

Below are three email templates that clients can use to communicate with participants. The emails provide information for participants about the workshop and preparation. Clients may edit as required, noting that the highlighted sections require input.

**First email (to be sent at least one month prior to the workshop)**

Purpose of this email

* To advise invitees about the Index, why they are being invited, the benefits of attending the workshop, where and when the workshop will be held and how the information from the workshop will be used

Dear Participant

The City of xxxx would like to warmly invite you to the Water Sensitive Cities Index Benchmarking Workshop for our Council.

**What is the Water Sensitive Cities Index?**

The Cooperative Research Centre for Water Sensitive Cities (CRCWSC) has developed a Water Sensitive Cities (WSC) Index. This Index is a tool that offers users the ability to benchmark cities (at the metropolitan or municipal scale), based on performance against a range of urban water indicators that characterise a Water Sensitive City. This will allow organisations to set targets and collaborate more effectively with other industry organisations to manage water in ways that enable, liveable, productive, resilient and sustainable urban communities.

The Index is accessed through a web interface which provides visualisations of benchmarking results for a range of audiences, including policy-makers, service providers and community, and will offer greater insights into processes and outcomes for better urban water management.

**Why me and what is required?**

Workshop participants include [update accordingly e.g. Department of Environment, Land, Water and Planning, Parks Victoria], water corporations and other key industry thinkers. This workshop will focus on benchmarking, in which data will be gathered to score the indicators. As an expert in your field, your valuable input is required to score the indicators at the municipality scale in the Benchmarking Workshop.

**When and where will the benchmarking workshop be?**

The WSC Index City of xxxx Benchmarking Workshop will be held on XXXX from 9.00 am – 4.00 pm at xxxx. Calendar invitations will be sent shortly.

**How will we use this?**

[Insert details about how this information may be used, what process will inform this etc. e.g. The retail water authorities are responsible for the development of a 50 year Urban Water Strategy. This strategy will identify some of the key priorities to ensure a continued water supply into the future. As you are aware, our future is uncertain with a changing climate, growing population and technological advances.]

The Index will benchmark where we are currently at in our journey towards water sensitivity. Together, these projects will inform a prioritised action plan to enable our stakeholders to work together to manage water in ways that create a vibrant, liveable, productive, resilient and sustainable area.

For further information about the WSC Index, please refer to the CRC for Water Sensitive Cities website: <https://watersensitivecities.org.au/solutions/wsc-index/>

Thank you for your participation in the WSC Index Benchmarking Workshop for the City of xxxx. We hope that you will find your involvement in this project valuable. More information will be sent over the next few weeks. Your assistance in this process is greatly appreciated.

Please do not hesitate to contact me should you require any further information.

**Second email (to be sent about 2.5 weeks before the workshop)**

Purpose of this email

* To highlight important points from the first email and include the benefits of being involved in Index Benchmarking Workshop
* To inform participants that it would be beneficial to prepare before the workshop, by reviewing and pre-scoring the indicators, if they would like to do so.
  + Attach the rating guides with the indicators and ratings, for participants to review and pre-score before the workshop if they wish (Note: though beneficial and encouraged that participants prepare before the workshop, it is not essential that participants complete the work)
  + Clarify that should participants like to prepare before the workshop, they need only collect data and pre-score indicators that fall in their area of expertise (though they may certainly review and pre-score other indicators if they would like to do so).
  + Advise participants that there are guiding questions and suggested data collection sources to help with data collection
  + Advise that participants can pre-rate each indicator before attending if they wish

Dear Participants

Thank you for confirming your attendance at the upcoming Water Sensitive Cities Index City of xxxx Benchmarking Workshop on xxxx.

We are delighted to announce that the Mayor of the City of xxxx will open the workshop. (You may like to add some other information here to boost interest).

Perhaps also include some information here about the value – why attend the workshop, what are the benefits of participating in the benchmarking exercise (overall and/or as a company or individual – could also mention details from the first email about how the information may be used).

**Workshop preparation**

In preparation for the workshop, you may like to:

* **review the WSC Index goals and indicators in the attached rating guides**
* **gather data that may support your ratings**

Please note, should you wish to collect data and pre-score indicators, you need only collect data and pre-score indicators that cover your **area of expertise/knowledge**, though you may certainly review and pre-score other indicators if you would like to do so. Guiding questions and suggested data collection sources are available in the rating guides to help with data collection and scoring. You may like to print the rating guides, record notes and bring them to the workshop.

During the workshop you will be able to score your relevant indicators using a live polling function and will be asked to justify your score with the relevant supporting material or expert judgement.

For further information about the WSC Index please visit: <https://watersensitivecities.org.au/solutions/wsc-index/>

Please do not hesitate to contact me for further information.

Your contribution in discovering where we are placed along our water sensitive journey by benchmarking our [area/city], in order to determine how we may improve our water sensitive practices, is highly valued and greatly appreciated. Thank you for your participation in the WSC Index Benchmarking Workshop for the City of xxxx.

Looking forward to seeing you at the workshop.

**Third (and final) email (to be sent one week before the workshop)**

Purpose of this email

* To reinforce information provided in previous emails
* To advise participants that they will be scoring the indicators at the workshop using a live polling system, and will need to bring a smart phone, tablet, laptop (with internet connection on their devices)
* To remind participants to review, gather data/supporting evidence and pre-score indicators before the workshop if they wish to do so, and to bring their notes to the workshop.
* To re-confirm the date, time and location
* To provide the workshop agenda (will need to be updated with the date, location etc. before sending)
* To advise about public transport and parking options (include a map with directions and PT/parking options if available)
* To keep encouraging participants to attend!

Dear Participant

Thank you for confirming your attendance at the upcoming Water Sensitive Cities Index City of xxxx Benchmarking Workshop this xxxx.

Please refer to the **attached agenda.**

**Equipment for the workshop**

During the workshop, you will be inputting your indicator scores via a live polling system, and as such, we kindly request to **bring your mobile phone/smart device** to access the online polling system. If you do not have a smart phone, you please bring a tablet or laptop. As we will be using these devices throughout the day, you may also want to bring your appropriate **device charger** to ensure battery life.

**Preparation**

If you have reviewed and pre-scored indicators, please **bring a list of evidence to support your score and/or the rating guides with your notes**.

**How to get there**

The workshop will be held at (insert address). Please refer to the attached map for public transport and parking options. Please allow enough time to park and arrive at the venue.

Looking forward to seeing you on (insert day).

If there are any issues on the day, please contact me on 04xx xxx xxx (or suggest nominating another person as you will likely be quite busy on the day)