

Funding Linkages and Partnership Opportunities.

Each week, the WSUD Program receives at least 5 queries from council officers about how to best leverage off grant funding, develop projects that engage across council, NSW Government, Industry, Community and/or Research Institutions.

Following are some ideas on how we can be more strategic in our thinking and develop, design and deliver projects in partnership with organisational and external stakeholders.

After reading the document, if you have any enquiries, please contact Kate Black, WSUD Program Manager via info@wsud.org or on (02) 9895 6206.

Singular Grants

1. Coordinate whole of council's involvement in the project's development and delivery by inviting representatives from all council departments to attend a stakeholder workshop. This will ensure early buy-in from stakeholders; assist with the identification of additional resources (for example, other stakeholders and existing budgets); and assist with identification of potential risks, barriers and opportunities within the organisational structure.
2. Develop a draft project scope for approval by senior management and prior to commencing the grant application process itself. You may want to refer to the Case Studies page of this website to get some ideas and incorporate them within your project. Make sure you read the Lessons Learnt sections to avoid potential pitfalls.

Refer also to the [Research Linkages](#) page of this website for additional ideas. The Cities as Water Supply Catchments' Council [Business Case Report](#) may provide ideas and themes for fostering senior management support.

3. Ask yourself how you can leverage off regional organisations and initiatives and build these into your project scope. Contact the service provider and invite them to attend a stakeholder workshop to discuss and finalise the project scope.
4. Contact the WSUD Program via info@wsud.org for comment or to determine whether there are other stakeholders doing similar projects and/or partners who may be interested in participating in these sorts of projects. Monthly e-newsletters (www.wsud.org/enewsletters) include a section to generate regional interest and link potential project partners.

Councils – A Holistic View

1. Hold an internal Ideas Workshop inviting council officers from across council and within all council departments or teams to participate and map all policies, projects and initiatives that are being developed (feasibility or planning phases, ongoing, designed, completed or scheduled in subsequent budget allocations – operational or capital works. Once finished and as a group, develop a wish list of preferred projects.
2. Dividing responsibility between workshop attendees, develop a draft project scope for all the projects on your wish list. You may want to refer to the Case Studies page of this website to get some ideas and incorporate them within your project. Make sure you read the Lessons Learnt sections to avoid pitfalls.
3. Ask yourself how you can leverage off regional organisations and initiatives and build these into your project scope. Contact the service provider and invite them to attend a stakeholder workshop to discuss and finalise the project scope.
4. Present your list to your superior(s) and prioritise in accordance with Strategic Goals and allocate responsibilities. Refer also to the Research Linkages page of this website for additional ideas. The Cities as Water Supply Catchments Council [Business Case Report](#) may provide ideas and themes for fostering senior management support.
5. Contact the WSUD in Sydney Program for comment or to determine whether there are other stakeholders doing similar projects and/or partners who may be interested in participating in these sorts of projects.

Catchment based or adjoining Council Partnerships

Once you have completed Step 1 of the process above, contact the Executive Officer from your Regional Organisation of Councils (ROC) and ask to present your findings at the next ROC meeting. Use this as an opportunity to discuss any opportunities for either expanding your wish list and/or determining those councils who would also like to deliver the policy, project or initiative within their Local Government Area.

Then repeat Steps 2, 3, 4 and 5 above.

Generating Regional Partnerships – Government, Industry & Research Institutions

Wherever possible, locate regional stakeholders who may be interested in partnering in the development and delivery of your project. When seeking partnerships, rely on your networks and if you don't, use those networks that exist and which may be more extensive than your own.

For example, the WSUD Program promotes applicable projects via a regular feature – Research Linkages & Opportunities in monthly [Enewsletters](#) and for those who are seeking project partners (development and delivery), including funding.

Other examples of capacity building initiatives that may assist can be found on the [Website Links](#) page of this website. Or visit the [Research Linkages](#) page.

You may also like to send a copy of your prioritised wish list to the WSUD Program or a series of organisations and initiatives to determine the level of interest in partnering with your council.

Some researches may draft grant applications on your behalf. Make sure that you ensure your own organisational objectives are incorporated into the grant application however.

Partnerships - Industry

As council's capacity evolves, so too do the services provided by Industry. For example, some consultants embed council capacity building within their own projects and by way of distancing themselves in the tender process from their competitors. The leading firms also have strong links with Government and Research.

Another opportunity this may provide and in seeking a joint partnership between council and Industry (eg. consultancy, product manufacturer or supplier or developer etcetera); is that they may draft the grant application on your behalf.

One important consideration however, is that you ensure the grant funding complies with council tender, purchasing and procurement policies.

Partnerships Community

With the majority of community focussed services being delivered at the local level, councils are best placed to understand their community and in so doing, know who our stakeholders and stakeholder groups are.

Utilise the intellectual property of your own organisations and build upon your own knowledge and expertise. Speak with council officers within the Community and Planning sections of your council to determine potential stakeholder groups. Otherwise, you may wish to speak with the Sydney Metropolitan Catchment Management Authority whose strength lies in its network of contacts. Other opportunities may be achieved via your Regional Organisation of Councils.