

Sponsorship prospectus



June 2016



1 About Water Sensitive SA

Water Sensitive SA is a capacity building program that provides stakeholders across all disciplines within the development and urban water management industries, with the support they need to achieve the best water sensitive urban design (WSUD) outcomes.

Our mission is to provide leadership for government, industry and broader stakeholders through innovation and flexibility in WSUD-relevant policy and design. We will bring about a cultural shift in which WSUD is widely recognised and embraced. We will provide practitioners with guidelines, tools and training to inspire and facilitate the delivery of world-class projects and developments.

As the hub for WSUD activity and learning in South Australia, Water Sensitive SA provides:

- WSUD policy development and implementation pathways
- networking opportunities and peer-to-peer learning on strategic, policy and technical matters
- specialist training to address key knowledge and skills gaps
- more accessible WSUD research for practitioners
- resource development, including guidelines and tools
- information sharing through our website www.watersensitivesa.com, e-newsletter, blog articles and forums.

2 Benefits of investing in the Water Sensitive SA program

We provide value to our key stakeholders and sponsors:

- *Practitioners/peers*: Providing the opportunity to up-skill, engage, educate and influence peers in WSUD.
- *Government institutions*: Support for a cultural shift in decision-making in support of SA WSUD Policy development and adoption by providing practical advice and tools to deliver on state/regional level strategies and policies.
- *Development industry*: Water Sensitive SA will seek equity for all developers by advocating for the concurrent adoption of the WSUD policy within all local government areas and will develop resources and tools that will achieve efficiencies and cost savings in the development application and approval processes.
- *Corporations/organisations*: Investing in projects and aligning with Water Sensitive SA will provide businesses and organisations with the opportunity to reach new markets, present products and information to practitioners, increased brand awareness, gain feedback from industry and build their reputation.
- *Researchers*: Greater uptake of research and development outputs, improved research coordination, and informed research and development to help focus and coordinate research needs of value to policy, planning, practice and assessment.
- *Community*: More liveable communities, lowest infrastructure costs to deliver green sustainable cities and healthy waterways, and a better informed community on WSUD and pathways for citizen participation at the household, neighbourhood and broader community scale.



3 Call for sponsors

We invite sponsorship for any of our future training and events, our core program including our [priority projects](#) as per our [Business Plan](#) from all organisations with an interest in water sensitive urban design who share our vision that:

- WSUD is an integral component in urban development, major projects and asset renewal to facilitate the transition of the state's cities and towns to water sensitive communities.
- All relevant government and industry sectors and the community have the commitment, knowledge and skills to work towards this common objective.

With over 500 subscribers to our e-newsletter from within the development, planning, urban design, engineers, landscape architecture, research, manufacturing, construction and asset maintenance industries our communications, website, training and events reach a broad cross-section of South Australian WSUD practitioners.

3.1 Sponsorship packages for training & events/seminar (per training or event/seminar)

	Platinum	Gold	Silver
Exclusivity on sponsorship category (subject to availability)	✓	-	-
Logo on event flyers	✓	✓	✓
Banner(s) in room (pull-up style)	2	1	-
On-screen in-room advertisement and logo on sponsors' slide	✓	✓	✓
Recognition by MC	✓	✓	✓
Onstage opportunity to address participants/welcome or thank keynote speaker (5-minute maximum)	✓	-	-
Priority seating	✓	✓	-
Attendance listing (organisation, registered attendee name and job title)	✓	✓	-
Brochures at registration desk/seats	✓	✓	-
Distribution of thought leadership material (digital format via post-event survey)	✓	-	-
Inclusion of question in post-event survey	✓	-	-
Number of tickets to training	2	1	-
OR			
Number of tickets to event/seminar	10	5	2
Sponsorship package cost (ex GST)	\$2,000	\$1,000	\$500



3.2 Sponsorship packages for the Water Sensitive SA program

Program sponsors will support the delivery of:

Our core business functions:

- WSUD policy development and implementation pathways
- networking opportunities and peer-to-peer learning on strategic, policy and technical matters
- specialist training to address key knowledge and skills gaps
- more accessible WSUD research for practitioners
- resource development, including guidelines and tools
- information sharing through our website, e-newsletter, blog articles and forums.

Our Priority Projects

- Priority project 1: The case for water sensitive urban design – cost-benefit analysis
- Priority project 2: Life cycle cost analysis
- Priority Project 3: Deemed to comply guideline
- Priority Project 4: On-line assessment tool for stormwater management
- Priority Project 5: MUSIC (version 6) Guidelines for SA
- Priority project 6: Review of SA WSUD Technical Manual & other resources to develop suite of guidelines for SA

	Ruby	Emerald
Logo on Water Sensitive SA website home page and Investment Partners page (with link to sponsors homepage)	✓	✓
On-screen logo at all Water Sensitive SA training, seminar, event, formal communications or publication as part of the investment partner montage	✓	✓
Investment partner discount rates to all Water Sensitive SA training, seminars and events	✓	✓
Development of project case study for inclusion on Water Sensitive SA website and featuring in Water Sensitive SA e-News, subject to provision of required project information	✓	
Provide input into Water Sensitive SA Business Plan, and project development and implementation	✓	✓
Sponsorship package cost (ex GST)	\$10,000	\$5,000

3.3 Terms and conditions

-) This sponsorship prospectus is subject to change at any time
-) Expressions of interest for program sponsors must be approved by the Water Sensitive SA steering committee.
-) Expressions of interest for training or event sponsors must be approved by the Water Sensitive SA chairperson.
-) All prices are quoted in Australian Dollars and exclusive of GST.
-) Training and event dates may be subject to change, and confirmed sponsors will be advised in advance of alterations.
-) Additional training/event tickets can be purchased at the rates advertised on the Water Sensitive SA website, at the investment partner rate.
-) Sponsors are responsible for shipment (before and after event) of their company marketing material, e.g. pull-up banners, brochures.



-) Sponsors are responsible for travel and accommodation associated with their delegates, presenters and staff.
-) Water Sensitive SA, at its sole discretion, may choose to upgrade some components of a sponsor's package.
-) Sponsorship of the Water Sensitive SA program, training or events does not constitute an endorsement of any organisation or product by Water Sensitive SA and should not be promoted as such by any sponsor organisation.



4 Water Sensitive SA program features

4.1 Past training & events

As an indication of the nature and breadth of our program for practitioner support and learning, past training and events are summarised below:

Date		Training/ Seminar	Topic
15 January	2015	Seminar	Program Launch: One Journey to a Water Sensitive Community
13 April	2015	Seminar	WSUD capacity building and planning policy – Can we have one without the other – The QLD experience.
17 June	2015	Workshop	CRC for Water Sensitive Cities, Tranche 2 research priorities workshop outcomes.
8 July	2015	Training	Introduction to adoption guidelines for stormwater biofiltration.
27 August	2015	Training	Designing streetscale raingardens
15 October	2015	Seminar	Plant species selection for amenity & resilience in stormwater biofilters & wetlands
29 October	2016	Seminar	Pathways to water sensitive communities through planning
25 February	2016	Training	Detailed design of wetlands
21 & 22 March	2016	Training	Leadership to advance water sensitive urban design
14 & 16 April	2016	Training	WSUD in your backyard (community)
25 May	2016	Training	Construction of WSUD assets
26 May	2016	Training	Maintenance of WSUD assets
31 May	2016	Training	Introduction to WSUD for policy planners and development assessment planners and engineers

4.2 Priority projects

The priority initiatives proposed for 2015-16 and beyond for which financial and collaborative partners are sought are described below:

Priority Projects 1 & 2 - Cost benefit analysis and life cycle costing analysis tool

This project will develop a cost-benefit analysis tool for green infrastructure, including WSUD, to support a shift in policy and practice that will facilitate:

- the enhancement of green infrastructure within the public realm, including public open space, (passive and active recreational areas) and the streetscape
- design innovation within new developments that will reduce the proportion of impervious site coverage, to deliver more private green space
- the reintegration of urban water into the landscape to facilitate a range of benefits including microclimate cooling, local habitat and provision of attractive spaces for community use and wellbeing (City of Port Phillip, Planning Scheme).

The project outputs or deliverables are:

- A cost-benefit analysis (spreadsheet/database) tool to support business case development for green infrastructure and WSUD outcomes in new development, capital works or urban renewal projects.
- Supporting guideline/user manual to support application of the tool.



- Informed practitioners with the knowledge and skills to manage consultancies or directly perform cost benefit analysis using the proposed tool.

Priority Projects 3 & 4 - Online stormwater assessment tool (for simple/small scale developments) and associated deemed-to-comply guide

This project will develop an on-line stormwater assessment tool for small-scale or simple developments, and an associated deemed to comply guideline that can foster the adoption of water sensitive urban design (WSUD) techniques while offering increased efficiency in the development approval process.

For the purpose of this project, small-scale developments are defined as:

- Residential developments, including
 -) single dwellings and additions
 -) dual occupancies
 -) unit/townhouse developments of up to 5,000m² excluding those that incorporate the creation of a public road
 -) Apartment blocks
- Commercial, industrial and institutional developments of up to 5,000m².

Project outputs are:

- An online stormwater assessment tool that provides a range of onsite WSUD solutions, including: detention systems that utilize above ground surface ponding and storage tanks; retention storage/tanks and re-use systems; infiltration systems, including permeable pavements and raingardens.
- An accompanying deemed to comply guideline, suitable for development applicants.

Priority Project 5 - MUSIC guidelines for SA (for more complex developments/water management plans).

The Model for Urban Stormwater Improvement Conceptualisation (MUSIC) is a modelling tool that simulates the behaviour of stormwater in urban catchments, enabling estimation of the pollutant load emanating from the stormwater runoff associated with a development and can estimate the pollutant reduction capability of a range of stormwater treatment measures such as raingardens, wetlands etc. Each time a consultant uses the MUSIC model to undertake this analysis they must calibrate the model for the local conditions, i.e. soil types, rainfall/runoff characteristics.

The ability of the model to accurately predict stormwater runoff will be highly dependent on the model calibration. It is proposed that guidelines for SA specific conditions, for a range of localities, e.g. Adelaide plains, Mount Barker etc. be developed to (i) reduce the risk of incorrect assumptions in the model calibration resulting in outputs that do not accurately reflect catchment conditions and (ii) improve the efficiency in this process by having a set of criteria for SA conditions.

The objective of the project is to ensure a consistent, reliable and accurate approach to stormwater quality modelling and assessment in SA, calibrated to SA conditions

Project deliverable is a reference document to guide design engineers including:

- SA WSUD performance targets for stormwater
- Catchment model set-up (meteorological data, rainfall runoff, pollutant export parameters, etc.)
- Stormwater treatment nodes (configuration and parameters)
- Interpretation of results
- Reporting for development assessment



Priority Project 6 - Review and update WSUD technical manual

A number of the interstate WSUD capacity building program have been in existence for up to ten years and have amassed over this time a wealth of informative technical documents. In 2009, the then Department of Planning and Local Government released the SA WSUD Technical Manual that provided SA practitioners with a resource to introduce them to WSUD principles.

WSUD practice and the techniques to demonstrate best practice design options have evolved in recent years and SA practitioners are seeking the best resources available to assist them to deliver better outcomes for their clients and the community. Water Sensitive SA will review SA and interstate resources to develop a suite of technical documents that best meet industry needs.

Project deliverable is a comprehensive set of guidelines for SA to inform WSUD planning, design, construction and maintenance