

Developing Transport Investment Proposals

Short course 10 May 2019, Brisbane

What is this course about?

Governments are demanding more effective use of resources and delivery of desired outcomes, particularly when funding is constrained. Transport professionals therefore need to be able to develop and present robust and compelling business cases for investment. This course is primarily targeted at the Queensland context, although the same principles apply in other jurisdictions.

Rationale

The purpose of this course is to provide transport professionals with conceptual and applied aspects of developing transport investment proposals. The primary approach enables the development of skills and knowledge of leading practices across transport modes in the Australasian context.

How is this course provided?

This is a blended learning course, which involves reading pre-work notes and doing some reflection exercises, prior to attending an intensive one-day short course with presentations, discussions, and group exercises. Learning means gaining *knowledge, understanding* what that means for you in your context, then *applying* these concepts in practical situations.

Who presents this course?



Phil Charles has extensive experience in transport covering the public, private and academic sectors. He challenges different perspectives, uses best practice, applies policy directions, ensures practicality and acceptability, looks for innovative concepts and value for money. He is the founder of the

Transport Futures Institute and is an Honorary Professor at the University of Queensland.



Why should professionals do this course?

This course will provide attendees with the opportunity to acquire or enhance the professional skills required to prepare business cases for investment by being able to:

- *understand* the context of transport problems and how to ensure proposed solutions are couched in terms of desired outcomes
- *demonstrate* an understanding of current and emerging practices and key concepts in transport investment proposals
- *apply the* required assessment frameworks and best practice business case processes to the delivery of a transport project proposal
- *consider* different perspectives of partners and key stakeholders
- *present* transport project appraisals using practical and leading practice methods and tools
- *engage* in practical exercises translating concepts into practice
- *knowing* where to obtain best practice guidelines.

This course will help professionals to:

- develop professional *capability* and *competence*
- satisfy *professional development* requirements
- increase *productivity* – in terms of return on time invested
- enhance *career opportunities* by building key skills and knowledge

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Course Program

Introduction

- purpose of a business case
- characteristics of a better business case
- most common reasons for failure.

1. **Context:** *establish the context to plan and guide the proposal.*

- clearly state problem and define the service need
- establish cause and effect of challenges being faced
- outline assumptions for demand forecasts
- define the base case
- identify relevant appraisal criteria.

2. **Results Focus:** *develop a focus on results to achieve the desired outcomes.*

- strategic alignment with government priorities
- ensure a focus on results
- outline the strategic case
- present a clear description of recommended solution, in terms of time, cost, scope, quality, and benefits.

3. **Stakeholders:** *involve stakeholders to achieve the desired outcomes.*

- identify key stakeholders and their expectations
- describe implementation and governance arrangements – the management case
- effective use of principles of influence and negotiation and engage key stakeholders.
- market sounding – the commercial case.

Presentations, case studies, examples, tools, discussions, group exercises.

4. **Resourcing:** *develop and assess options, identify costs, benefits and risks to determine value for money.*

- develop a limited set of the best fit-for-purpose options and undertake a comparative assessment (options analysis)
- identify and analyse project costs and benefits – outline assumptions, justification and provide evidence base (preliminary evaluation)
- outline the economic case – using benefit-cost analysis and present a value for money argument
- describe non-monetary and qualitative impacts – using multi-criteria analysis
- assess and manage key risks and potential for optimism bias
- consider affordability and funding options – financial case.

5. **Communication:** *employ effective means to present the case for investment.*

- prepare well written reports and clear presentations – readily understood by decision-makers
- outline the argument for investment to decision-makers
- present the case for investment, using the five case model: strategic, economic, financial, management, commercial cases.

6. **Monitor:** *Manage the appraisal process and identify the approach to realise benefits.*

- monitor the appraisal planning progress against project plan
- outline the approach to realise benefits.

7. **Learning:** *identify and use best practice*

- review and document lessons learned at key decision points.
- identify best practice resources.

Bringing it all together: *group exercise*