

# East West Connections

Using the Business Case Approach to Deliver Outcomes

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# Introduction

1. Overview of Business Case Approach
2. Application to East West Connections
3. What Went Well
4. Areas for Improvement
5. Final Thoughts

# Business Case Approach

## Principles Based

### THE WHY

Lack of clear link to organisational priorities through the project lifecycle

Lack of effective engagement

Project steps misaligned with key risks

Lack of clear ownership and leadership

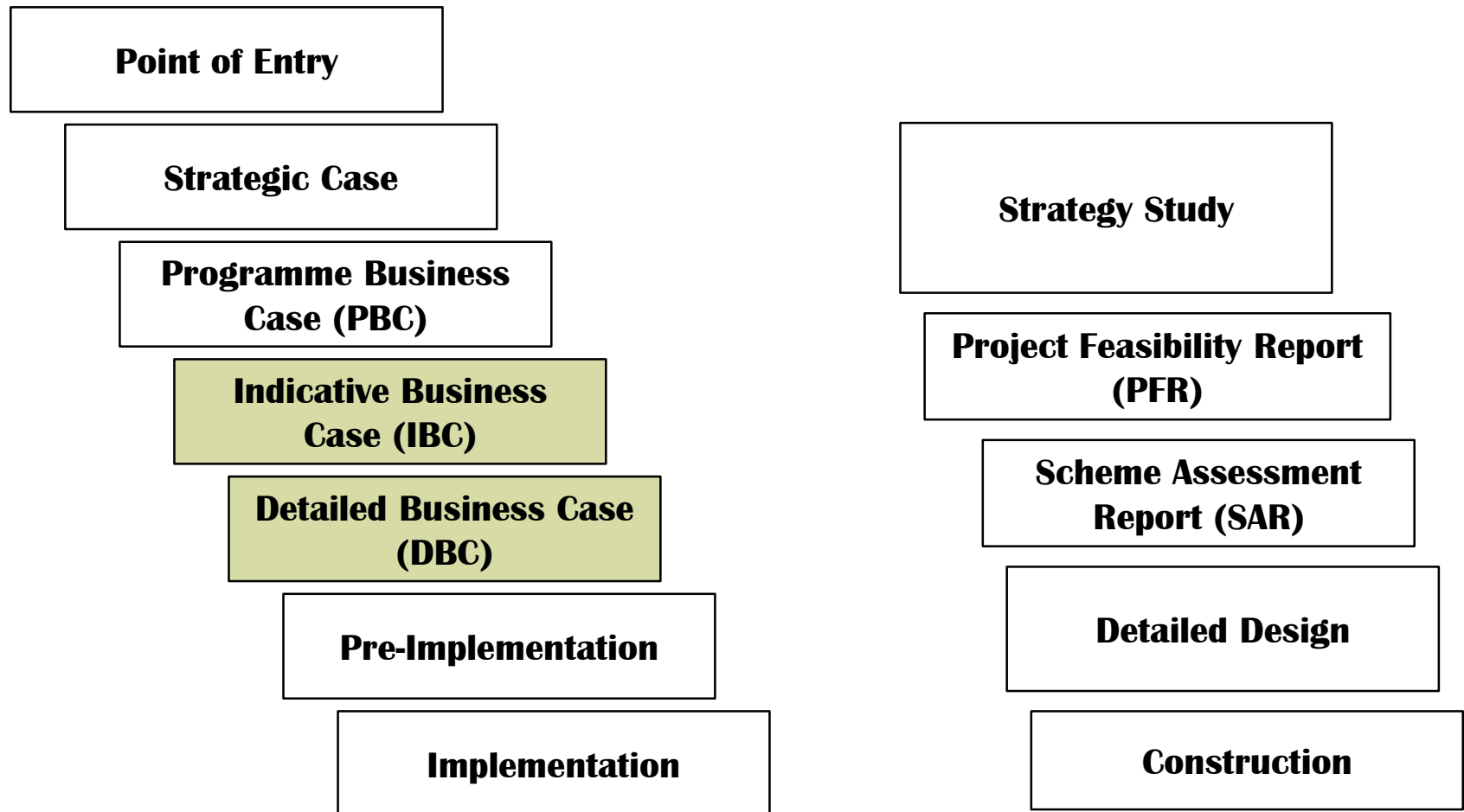
Imbalance in focus between output and outcome

### THE WHAT

- Quality analysis
- A clear & concise investment story
- Fit for purpose effort
- No surprises for stakeholders
- Aligned to other processes

# Business Case Approach

Principles Based



# East West Connections

## Project Context



### DIRECTIVE 13.5

Jointly progress planning for AMETI and the East-West Link and implementation by 2021

#### PROBLEM 1

Inefficient transport connections increase travel times and constrain the productive potential of Auckland and the upper north island

45%

#### PROBLEM 2

A lack of response to changes in industry's supply chain strategies contributes to greater network congestion, unpredictable travel times and increased costs

30%

#### PROBLEM 3

The quality of transport choices is inadequate and hinders the development of liveable communities

25%

# What Went Well

Problem Solving Approach

Common Objectives

Telling a story – linked narrative

Combined team – collocated, include the ‘owners’, common leadership and governance

Planned approach for structured delivery – ‘one voice’

# Areas for Improvement

Dealing with uncertainty (comfort making decisions without all the answers)

What does good look like?

Who is the audience?

# Final Thoughts

“Everything should be made as simple as possible, but not simpler.”

- Albert Einstein

“Sometimes your best investments are the ones you don’t make.”

- Donald Trump



