



Wesley LifeForce Suicide Prevention Networks



Fact Sheet 11: Preparing a business case for partnering

Note: This information is not intended to be solely relied upon or be a substitute for legal or other professional advice.

This involves assessing:¹

- how well the project or venture will fit with the purpose of the organisation. It is critical that there is a strong alignment between the organisation's aims, the potential partner/s' objectives, the project outcomes and client benefits to be achieved through the collaboration
- how likely it is to be successful and achieve its objectives. Assessment needs to be done in conjunction with the assessments of costs, benefits and risks. It needs to be informed by the input of key stakeholders, people with specific expertise relevant to the project, organisations that have attempted similar projects or ventures and background research on relevant areas
- the costs and benefits of the proposed venture. This will include:
 - details of project costs including human, capital, recurrent financial, risk and legal costs
 - estimates of project benefits, such as service improvements, client benefits, operational efficiencies, increased competitiveness and market share, improved reputation and community engagement, reduced governance and compliance risk.
- the risks and likely impact of the project or venture on the organisation. It is essential to make a detailed and critical evaluation of the potential risks associated with a proposed collaborative activity before negotiating any agreements with other organisations. Time, money and energy spent in assessing the likelihood and impact of potential risks of a project can make the difference between an innovative and successful project and an expensive failure. For more information visit the Collaboration Risk Assessment section (please refer to specific page, booklet no. etc here)
- the partner/s and the likely partnership benefits. It is also important to assess the attributes and suitability of potential partners as part of assessing the potential benefits of a collaborative venture. Suitable partners will be ones that demonstrate:
 - aspirations for their organisation and for the collaborative venture that are compatible with your organisation's
 - organisational cultures that are complementary to your organisation's
 - complementary services, activities, client groups and client outcomes
 - something to contribute and something valuable to gain from the collaboration
 - capacity for a similar level of investment to make the collaboration work
 - transparent processes that will form a basis for reciprocal trust and accountability.

Ongoing commitment to the partnership is also necessary to ensure the benefits outweigh the costs and that collaborative effort delivers improved outcomes for clients.

¹ Pamela Spall and Shirley Watters Assessing the potential for collaboration QCOSS Community Door website <http://www.communitydoor.org.au/node/136>