

Rob Kerr

Accredited Investment Logic Mapping Facilitator

Based in Christchurch, New Zealand

Rob is available for IMS engagements across New Zealand and Australia.

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Facilitator Profile

Rob Kerr is an accredited Investment Logic Mapping (ILM) Facilitator with extensive experience applying the **Investment Management Standard (IMS)** and **Better Business Case (BBC)** methodologies to guide public investment decisions across New Zealand.

Bringing 30 years of strategy, policy, consenting, procurement and delivery of major infrastructure projects, strategies and complex planning processes, Rob is an experienced project director and facilitator who has been responsible for some of the largest projects in the Christchurch Rebuild; and many others. He brings significant experience in government, local government and commercial development sectors and extensive network of practitioners, stakeholders, officials and development partners.

With a deep understanding of strategy, policy, infrastructure planning, and community engagement, Rob brings a clear-eyed, structured, and pragmatic approach to investment logic development and helps teams navigate ambiguity and crystallise investment purpose early in the process. His strength lies in creating trusted spaces for dialogue that clarify purpose, ensure robust thinking up front, and help drive effective investment outcomes. He is equally comfortable working with executives, technical experts, and community stakeholders, with a track record of delivering credible, evidence-based investment stories.

Investment Logic Mapping – What It Is

The **Investment Logic Mapping (ILM)** process ensures early clarity on:

- **The problem** – what needs to change and why now
- **The benefits** – what success looks like and how it will be measured
- **The response** – strategic approaches that enable change
- **The solution** – feasible, cost-effective interventions

This work lays the foundation for sound investment decisions and credible business cases. Rob facilitates these workshops using accredited methods promoted by Treasury, Waka Kotahi the Victorian Government tailored to the complexity of the investment.

Key Expertise

- *IMS and Better Business Case (BBC) facilitation*
- *Urban development, environmental planning, and climate adaptation*
- *Large scale infrastructure delivery, strategy and business case leadership*
- *Workshop design and facilitation for public sector governance and community groups*
- *Skilled in integrating planning, engineering, iwi engagement, and community development*



Service Description and Fees

Note: You may choose to undertake one, two, or all of the facilitated workshops depending on the stage and needs of your investment process. Each session is designed to align with your project's scale and context—especially where a **Better Business Case (BBC)** is being developed.

Workshop	Description	Fee
Problem & Benefit Definition	<p>Includes pre-workshop coordination with the investment lead, confirming scope, roles, and participants.</p> <p>Following the session, a draft Investment Logic Map (ILM), Root Cause Analysis, and Benefits Map are prepared and circulated for review and consolidation.</p> <p>This can be only workshop required depending on the scope and complexity of investment proposition and if you conclude that there is a sound case for investment.</p> <p>This output forms the fundamental basis of the Strategic Case.</p>	NZ\$2,500 + GST
Key performance Indicators and Investment Objectives	<p>Focused on translating the ILM into measurable objectives and key performance indicators. Involves preparatory discussions to clarify the BBC pathway and confirm participants.</p> <p>A draft set of Investment Objectives and the core of a Benefits Realisation Plan is produced and refined based on workshop feedback. For example, for transport projects, the Benefits Map would align with the Waka Kotahi Benefits Framework.</p> <p>This output provides a strong basis for a Benefits Management Plan and the core of the MCA or other analysis in the Economic Case.</p>	NZ\$2,500 + GST
Inventions and Strategic Options Assessments	<p>Building on prior ILM, objectives and benefits work to explore credible range of interventions and strategic options that will best deliver the agreed benefits. Pre-workshop prep includes confirmation of approach and roles and assistance with intervention development.</p> <p>Outcomes include a draft Intervention and options analysis based on objectives and critical success factors, with feedback incorporated.</p> <p>This methodology for options assessment is ideal for complex, multi dimensional issues, where the best response is a combination of planning, regulatory, demand or supply side influence, policy, new or improved infrastructure or another approach altogether.</p> <p>Perhaps this covers most complex investments made by central and local government.</p>	NZ\$2,500 + GST per workshop