

FEBRUARY 2021

# Project Phoenix: Communique

## Project Phoenix ESC Meeting 10

The External Steering Committee (ESC) of Project Phoenix met on Thursday 18 February to consider progress with priority activities.

### **Ten-Year Strategy - Progress Update**

The consultants Acil Allen provided a workshop for the Committee on Tuesday 16 February 2021. The Committee members discussed the workshop and provided generally positive feedback to the session and process. ACIL Allen have made initial contact with the majority of ESC members and anticipate that the remaining members will be contacted in February. At the Meeting ACIL Allen held an interactive discussion regarding the strategy development, engagement and development process as a follow up to the ESC workshop with a high level of engagement from the Committee.

### **Strategic Communications - Communications Strategy**

The Chair introduced contentgroup who have been engaged as the strategic communications provider to Project Phoenix. contentgroup provided the Committee members an introduction to contentgroup demonstrating their extensive experience that will provide valuable communications support for Project Phoenix.

contentgroup facilitated an interactive discussion with the Committee members around their initial understanding and observations of the project, the sector and the engagement process. The Committee members discussed and workshopped some early ideas around breadth of appropriate engagement and content development.

contentgroup will develop some framing questions and approach the Committee members individually in the first instance due to the time and commitment required. They will then provide consolidated feedback that can be collectively workshopped with the Committee.

### **Change of Member Representative - Member Update**

The Project Manager informed the Committee of the resignation of Tein McDonald as the AABR representative on the ESC. They thanked her for her valuable contributions to date and informed the Committee that Tein would continue to be involved in the project through delivery of project Activity 1.2.

Peter Dixon of AABR has been nominated and approved as the replacement for Tein McDonald on the ESC Committee.



Eucalypt regrowth - image credit: CSIRO

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### Project Manager Report

The Project Manager highlighted that the commencement of Acil Allen and contentgroup are a major step forward for the delivery of Project Phoenix and the broader communications and negotiations required to build the sectors capacity for change.

It is a major step towards building the sectors knowledge of Project Phoenix and supporting the sector to engage effectively with the Ten Year Strategy.

The Activity Teams Manager has advised that they are confident that the Activities will be completed by 30 June 2021 and that there is a high level of engagement and goodwill within Activity Teams who are passionate about Project Phoenix.

## STEERING COMMITTEE MEMBER ORGANISATIONS



**THIS PROJECT IS FUNDED BY THE AUSTRALIAN GOVERNMENT**

