



# PROJECT COMMUNIQUE

EXTERNAL STEERING COMMITTEE MEETING 11  
MARCH 2021



# PROJECT PHOENIX

## ESTABLISHING SEED SUPPLY FOR AUSTRALIAN BUSHFIRE RECOVERY AND LANDSCAPE RESILIENCE

### COMMUNIQUE

Title:	Project Phoenix ESC Meeting #11
Date:	Thursday 18 March 2021

### Ten-Year Strategy

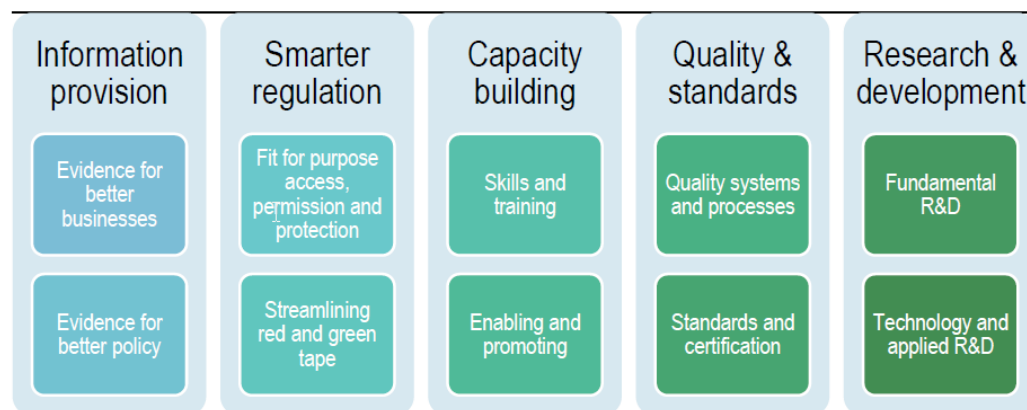
#### Progress Update

ACIL Allen have met with the Project Team and contentgroup, the Project Phoenix Strategic Communications provider to discuss the synergies in planning and engaging stakeholders for the development of the 10-Year Strategy.

Progressing to the broader sector consultation, they have used the learnings from the workshop and discussions with our External Steering Committee to develop the discussion guide and commenced the wider ranging interviews. 13 individuals from 6 organisations have been engaged so far. They have used stakeholder feedback to date, to revise the discussion guide for further ranging interviews.

Acil Allen report that;

- The pillars resonate with stakeholders
- They are starting to get a sense of the story that will be told for each pillar
- They are identifying key stakeholders to engage during the workshops



Source: ACIL Allen

**Figure 1 Pillars for the development of the 10-Year Strategy**

#### Next Steps;

- Schedule in commercial ranging interviews
- ACIL Allen to rebrand using the Project Phoenix Visual Identity
- ACIL Allen to develop stakeholder workshop papers following completion of ranging interviews

## Strategic Communications

### Communications Strategy

Since February 2021 contentgroup have run 15 consultations with members of the ESC and their communications teams. This series of discovery consultations are to inform phases 1.0 (initiation and diagnosis) and 2.0 (planning and preparation) of the contentgroup strategic framework for Project Phoenix.

Throughout the consultations, an immediate need has already been identified – a Project Phoenix visual identity that allows the identity to resonate more with co-owners. The new Project Phoenix visual identity is branded in this document.

Next Steps;

- Use identified themes and communications needs to inform the development of Project Phoenix Communications and Engagement Plan (expected completion by March 31)
- Ongoing consultations (expected completion 19 March)
  - An additional four stakeholders have been engaged for consultation
  - Additional stakeholders for consultation are expected to emerge in coming days
- Development of Project Phoenix narrative
  - This will be finalised following consultations
  - Draft narrative was workshoped in March ESC meeting
- Finalise Project Phoenix visual identity and deliver associated templates
- Support ACIL Allen in the development of Ten-Year Seed Strategy (ongoing)
- Provide strategic communications support for Project Phoenix activities (as needed)

### Project Management Report

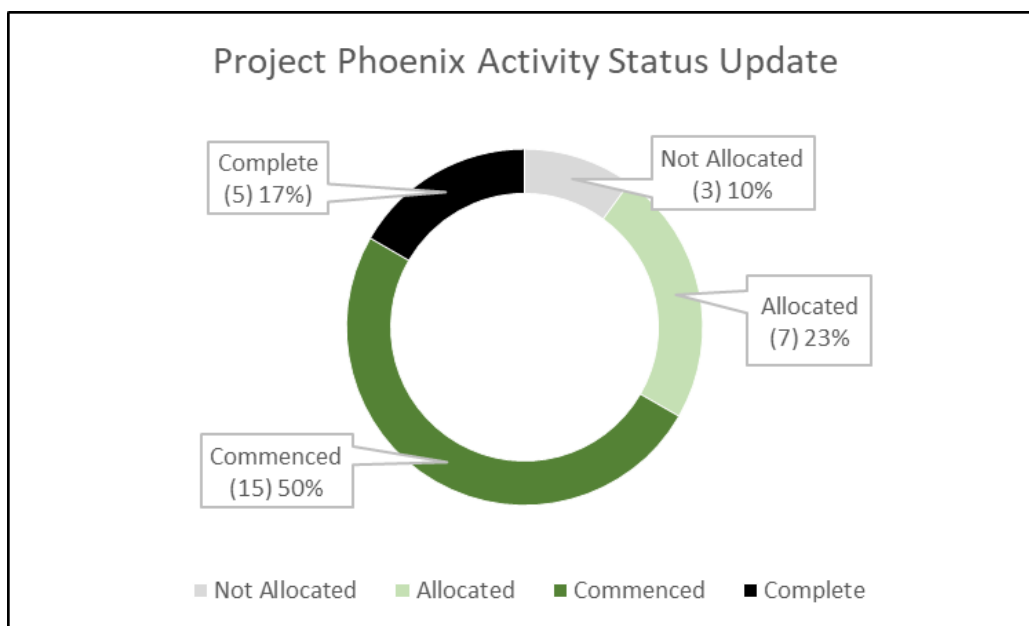
The Project Manager highlighted that significant time and resources have been applied to supporting Acil Allen and contentgroup to initiate and accelerate their work.

A review of the 30 Project Phoenix Activities highlighted progress in three out of five Status categories (Figure 2). Activities Commenced increased from 12 to 15 and combined with the 5 Activities Completed, this now represents 67% of the total project deliverables. Allocated Activities increased from 5 to 7 leaving just 3 Unallocated Activities or 10% of the total project (Figure 3).



**Figure 2 Steps in the delivery of each of the 30 Project Activities**

The Activity Teams Manager has advised that they are confident that the remaining Unallocated Activities will be Allocated by April 2021. The Activities Teams are working hard to meet the very tight project deadlines.



**Figure 3 Project Phoenix Activity Status**

## STEERING COMMITTEE MEMBER ORGANISATIONS



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

