

PROJECT PHOENIX



PROJECT COMMUNIQUE

EXTERNAL STEERING COMMITTEE MEETING

17 JUNE 2021



PROJECT PHOENIX

ESTABLISHING SEED SUPPLY FOR AUSTRALIAN BUSHFIRE RECOVERY AND LANDSCAPE RESILIENCE

COMMUNIQUE

Title:	Project Phoenix ESC Meeting #14
Date:	Thursday 17 June 2021

Strategic Communications

Progress Update

Since the inception of the fortnightly newsletter in May, 3 newsletters have been distributed. Engagement with the newsletter has been encouraging, with the most recent newsletter having 293 subscribers, with an impressive 133 individuals clicking through to the webpage. Blogs remain the most popular content.

Over the coming month, the Project Phoenix team will continue to work with contentgroup and the Greening Australia communications team to publicise the project and build public knowledge and interest in the work Project Phoenix is delivering, with the aim of drawing in as diverse a range of feedback as possible when the 10-Year Strategy is opened for public submissions on 5 July 2021.

Ten-Year Strategy

Progress Update

ACIL Allen has now produced the initial draft of the 10-Year Strategy. During the first week of June, ESC Committee Members were invited to give their feedback on the draft of the Strategy, and there was a discussion around the changes which will be made to the document before it is published for public feedback submissions in July. The Strategy was generally well received, and the ESC noted they are excited to see the polished version once it goes live for feedback.

Once the public feedback submission period comes to a close on 2 August, ACIL Allen will begin to collate and redraft if required informed by this guidance, and an Out of Session meeting of the Committee will be arranged for 12 August to discuss the future of the 10-Year Strategy and how it may be lead going forward into the future of the Native Seed Sector.

Project Management Report

The Project Manager presented an update on Project Phoenix key dates and project milestones. It was clarified that the Department and the Minister are expecting an endorsed version of the Ten-Year Strategy to be presented by 31 August 2021, and the path in achieving that milestone was stepped out for the Committee.

The Project Manager updated the Committee on the Activity delivery. We are very pleased with the quality of the work undertaken by these vastly diverse Activity Teams. 25 organisations have taken up the challenge and been responsible for the independent outputs and reports. We are grateful to everyone who has contributed and believe these diverse reports and resources will be well received by the sector.

Project Completions: 17 Activities were completed last month, 19 by last week, and we now have 22 completed. The remaining Activities are expected to be completed by 25 June 2021. All of the completed Activities are now with our publishing company for the final polish before they are published on the Greening Australia website and made available to the public in time for the 10-Year Strategy public feedback submission period in July.



Figure 1. Project Phoenix Outcome Delivery