

PROJECT PHOENIX



PROJECT COMMUNIQUE

EXTERNAL STEERING COMMITTEE MEETING

15 JULY 2021



PROJECT PHOENIX

ESTABLISHING SEED SUPPLY FOR AUSTRALIAN BUSHFIRE RECOVERY AND LANDSCAPE RESILIENCE

COMMUNIQUE

Title:	Project Phoenix ESC Meeting #15
Date:	Thursday 15 July 2021

Progress Update

Project Management

The project team have achieved the required milestone outcomes at 30 June for all 30 of the project Activities. 28 of the Activities are completed, desktop published and available for download by the public. The National Strategy and Code of Practice options paper are in draft form and are also available for download as part of a public submission process until August. The Project Manager noted the amazing work from the Activity Teams who produced the reports and resources, supported by the Project Team in delivering these projects on time and within budget. It was noted that the publishing companies engaged worked tirelessly to deliver 40 project reports in an easy-to-read layout focused on the needs of sector participants. Thanks was also given to the Greening Australia Communications team who built the webpages, online survey forms and uploaded these resources to make all project outputs transparently available to the public. Sharing this knowledge, builds the capacity of the sector and also helps to inform thinking on the National Strategy.

The Project Manager presented an update on the project milestones noting that all milestones for the project to date have been successfully achieved on time. Also outlined were the remaining project milestones, with a focus on ESC endorsement of the final version of the Strategy for presentation to the Commonwealth in August. It was also reported that Progress Report 4 was successfully delivered to the Commonwealth on 15 July 2021.

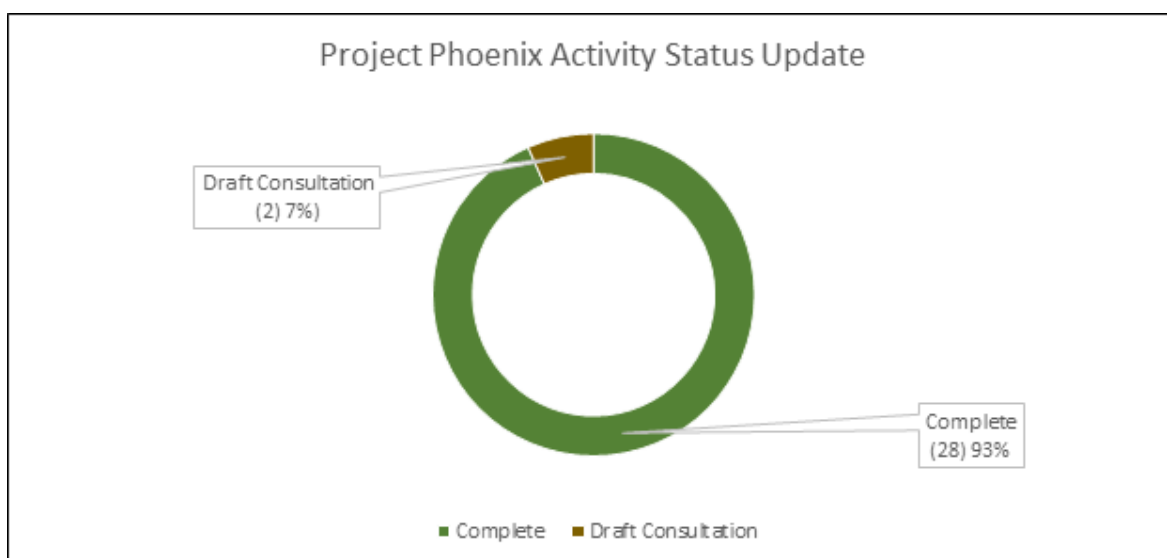


Figure 1 Project Phoenix Activity Status Update
*Status reflects 08.07.2021

Strategic Communications

July marks the start of the public feedback submission period for the Draft Australian Native Seed Strategy and the Code of Practice options paper. Communications have been focused on building the knowledge of and engagement with the Strategy to cast the net as widely as possible for feedback. Encouraging everyone with a stake in the sector to make a submission has been the main message of the most recent newsletters, including a special newsletter on 5 July to announce the opening of the public feedback submission period. This newsletter included a How-To Make a Submission video to demystify the process for a sector that has never had a national strategy or feedback process of this type before.

The Project Phoenix newsletter is now well established, with the most recent edition going out to a distribution list of 442 people. A press release about the national strategy was also issued in this period with the story being posted on a number of news websites and led to several radio interviews and requests for articles.

The next step for the Project Phoenix strategic communications is the launch of a Social media campaign to encourage stakeholders from the sector to 'learn more' about the activity reports and 'have your say' on the Draft Strategy and Code of Practice options paper.

Ten-Year Strategy

Progress Update

The National Strategy is now live for public feedback submissions. The Project Phoenix team are pleased to see comments come in from practitioners and industry participants. Recognition of the depth of research done to develop the National Strategy and the effort and hard work in delivering this project has been rewarding for the team. All feedback will be invaluable in informing the direction of the Native Seed Industry into the future.

The table below shows the number of individual downloads of the Australian Native Seed Strategy (Summary and Technical versions) during the first 2 weeks of the public submission process:

Name of report	No. of downloads Week 1	No. of downloads Week 2	Total downloads to date
A Strategy for the Australian Seed Sector	22	37	59
A Strategy for the Australian Seed Sector – summary	24	32	56

Figure 2 Number of downloads of the Strategy documents
*Status reflects 19.07.2021

The public feedback submission period will end on 2 August 2021, which will be followed by an update to the documents based on sector feedback. An Out-of-Session meeting of the ESC will occur on 12 August to prepare for the endorsement of the Strategy in the 19 August ESC meeting. Following endorsement, the Strategy will be presented to the Commonwealth on 30 August 2021 for approval and subsequent publication 30 September 2021.