

PROJECT PHOENIX



PROJECT COMMUNIQUE

EXTERNAL STEERING COMMITTEE MEETING

19 AUGUST 2021



PROJECT PHOENIX

ESTABLISHING SEED SUPPLY FOR AUSTRALIAN BUSHFIRE RECOVERY AND LANDSCAPE RESILIENCE

COMMUNIQUE

Title:	Project Phoenix ESC Meeting #16
Date:	Thursday 19 August 2021

Progress Update

Project Management

August has been a pivotal time for project delivery with the conclusion of the public consultation period for the Australian Native Seed Strategy and the Code of Practice Options Paper. A Public Consultation Report has been developed and will be shared on the Project Phoenix website. The report demonstrates the robust process applied to encourage submissions and the feedback received by individuals and organisations with an interest in the future of the Native Seed Sector.

	Submissions via online survey	Emailed or mailed submissions	Total submissions
Australian Native Seed Strategy	51	12	63
Code of Practice Options Paper	13	1	14
		Total:	77

Figure 1, Public Submissions Received on Australian Native Seed Strategy and Code of Practice Options Paper
*Status reflects 19/08/2021

The decision to include a public submission process in the development of the *National Native Seed Strategy* has been supported by broad submissions of high quality from across Australia and internationally.

Submission Sub-categories			
Practitioner	Community	National Organisations and Associations	Government
Nursery Native Seed Collector Native Seed Producer Restoration Seed Merchant	Landholder Farmer Community member Landcare	Not-For-Profits National Associations	State Government Conservation seedbanks Local Government Training
Related Expertise	Mining	Indigenous	International
Landscape architect NRM Consultant Agronomists Forestry Research	Individuals employed in mining Mining Associations	Associations Nurseries Seed Collector	United States

Figure 2. The submissions were comprised of 25 sub-categories of participants reflecting broad engagement within and beyond the sector and significant momentum for change.

The Project Manager is pleased to report that all contract Milestones remain on track to be achieved on time. In addition to the Australian Native Seed Strategy, the Code of Practice options paper is being updated in line with the public consultation feedback received.

Significantly, the Project Phoenix External Steering Committee has now **endorsed** the final version of the National Native Seed Strategy and **commended** it to the government. The final version of the endorsed report is due for submission to the Commonwealth 30 August 2021.

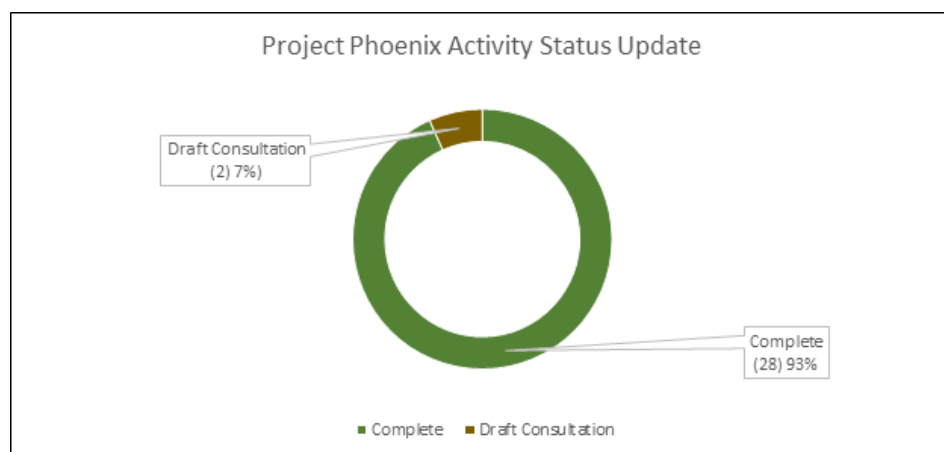


Figure 1 Project Phoenix Activity Status Update
*Status reflects 19/08/2021

Strategic Communications

The key focus of the Strategic Communications between July and August 2021 was promoting and supporting the public feedback processes for the Draft Australian Native Seed Strategy and the Code of Practice Options paper. A complimentary campaign was also run to promote the availability of the Project Phoenix industry reports and resources which were also made available to the public 5 July on the Project Phoenix Resource page.

This period had the highest level of project promotion since the start of Project Phoenix both on social media and with multiple special newsletters being sent to the nearly 500 strong distribution list. In the four-week period, the submission page was visited 998 times by 827 people and the Project Phoenix Resource page was visited 892 times by 765 people. Transparency including creating open access to project information assists the sector in building trust.

The focus of the Project communications will continue with the Newsletter being published monthly and highlighting the Resources which are still available for the public consumption and information. The newsletter also includes information and updates from across the sector.

Ten-Year Strategy

Progress Update

The Committee provided unanimous in-principle endorsement of the updated National Native Seed Strategy following integration of the public consultation feedback at an Out-of-Session Workshop held 12 August 2021. At the workshop, ACIL Allen took additional feedback from Committee Members, and in the August ESC meeting the committee noted that the changes were incorporated into the document. The final version of the National Native Seed Strategy was then **endorsed** and **commended** by the External Steering Committee to the Commonwealth. The document will now be submitted to the Commonwealth for approval by 15 September 2021.