

Strategic Planning Initiative – A Collaboration between RMIT University Students & the TreeProject.

The TreeProject is a not for profit organisation, who's volunteer based program aims to provide low cost indigenous seedlings to landholders in order to lead the way in sustainable revegetation throughout Victoria.

The TreeProject is currently looking into ways they can assist their business to grow and thrive sustainably to increase the impact the organisation can have on the revegetation of land throughout the state.

This initiative with students from RMIT University, aims to provide the TreeProject with assistance to improve their business model moving forward. With the proposed strategic planning framework, the aim is to enable the TreeProject to put their right foot forward with effective action plans for them to sustain and grow their business.

The project commenced in March 2020 and is made up of volunteer students from RMIT University who are studying either a Bachelor or Masters of Project Management. In addition to assisting the TreeProject, a non-for-profit organisation, the project aims to expose students to real life implementation of skills learnt during their studies.

The following lists the key outcomes that will be achieved by project completion:

- The completion of the 3 main phases:
 1. **PRE WORKSHOP / SCOUTING.** The pre workshop phase consists of the consolidation of a document that will be worked through with the TreeProject in order to understand their business better. This document is created by the RMIT Research and Development Team within the RMIT student group and includes information such as value and mission statement analysis, review of KPI's and other general risk analysis reviews.
 2. **WORKSHOP / AIMING.** The workshop phase is a collaborative activity which aims to complete a full analysis of the business as a whole in order to obtain information for the recommendations provided to the TreeProject. Due to COVID-19, the workshops will be conducted via online forum with all parties to run through the Research & Development report completed during the scouting phase.
 3. **POST WORKSHOP / SHOOTING.** The post workshop phase is the submission of a final report to the TreeProject, inclusive of all outcomes following the workshop phase. This contains all recommendations and reviews of the business model across all aspects of the company, from marketing and finance through to risk.
- The creation of an ongoing relationship between RMIT University and the TreeProject.
- The provision of a real life project for students to implement skills learnt across their study.
- Throughout COVID-19, businesses all over the world have required to quickly learn and adapt to agile working. The entirety of this project will be conducted via online forums which will assist students to learn how to manage projects through remote working.

For any queries, please liaise with Gemma Coenen, Project Manager or Olivia Zuccala, Project Coordinator.