# Project Concept Brief

## [Insert name of Proposed Concept]

The purpose of the project concept brief (PCB) is to define any R&D concept or potential project that has been brought to the RD&E Program. It is also intended to provide contextual information and a rationale for investment to both [Management Committee and LERDAC](https://livecorp.com.au/researchAndDevelopment#Overview). It may have supporting documentation, however, it is intended to provide a high-level summary of the concept and the “case for investment” as it is currently defined.

In most cases, the PCB will lack definition regarding potential costs and other details. However, estimates must be made to determine whether to progress the idea into a more detailed proposal or a call for applications.

When the Management Committee has decided on whether to progress to further defining a project, the PCB records the information at hand when the Management Committee has made that decision. PCBs can then later be revisited, adapted or revised when warranted.

Completed PCBs should be submitted to Nick Baker, the LEP R&DE Manager, via nbaker@livecorp.com.au.

## Description

Provide a BRIEF description of the project being proposed

## Context

|  |  |
| --- | --- |
| **STRATEGIC ALIGNMENT** | **SOURCE** |
| Specify the [Blueprint](https://livecorp.com.au/publication/1hODvGhpqwZzeITK6sgd4u) priority addressed by the investment or provide the RD&E Program’s investment rationale. | Name the person or organisation who has suggested this investment. Other sources may include recommendations from past projects or references to Investment Logic Maps supporting the Program. |

## Objectives

Describe the objectives of the investment

* XXXX
* XXXX
* XXXX

## Benefits

Articulate the specific benefits that the project will provide in terms of animal health and welfare benefits or industry benefits. These must be specific benefits relevant to the Blueprint (and can be captured in KPIs if necessary).

* XXXX
* XXXX
* XXXX

## Success

What does success look like as an output of this project, including the proposed paths for extension and adoption?

## Estimated budget & timeline

Total estimated budget and timeline for the project = $ X, Y months

## Key risks

|  |  |
| --- | --- |
| **RISK** | **PROPOSED MITIGATION STRATEGY** |
| These risks should cover project risks through the delivery of the project (budget, scheduling, health, safety & environment), as well as risks to the outcomes of the investment (potential for lack of adoption or inconclusive/unreliable results) | Describe how it is proposed that each risk can be minimised (extension outputs, industry consultation, safety precautions, etc.) |

OFFICE USE ONLY BELOW

## Document control

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| --- | --- |
| **Date reviewed by LERDAC** |  |
| **Date reviewed by Management Committee** |  |
| **Date approved by Management Committee** |  |
| **Date rejected by Management Committee** |  |