2. Explain how a sustainable approach is consistent with the Triple Bottom Line. Explain how it could

improve the project when applied to every stage of the project.

‘Triple bottom line’ (TBL) is a holistic concept of sustainability where‘environmental’, ‘social’ and ‘economic’

considerations are identified and considered concurrently in decision making. It is envisaged that triple bottom line

sustainable project management can lead to the management of all resources in such a way that economic, social and

aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity,

and life support systems.

In other words, sustainable project management is about ensuring that environmental, social and economic

objectives each be given balanced consideration in the management of a business. It is important, to recognize that

short and long term economic benefits can be achieved through adoption of positive social and environmental

measures. Essentially, this is all about managing project management so as to gain as many of the benefits, whilst

eliminating or appropriately managing any negative impacts

1. From your project, explain the 4 stages of a project. Show how each of them led to the project’s success.

Concept stage: Idea stage where the project is conceived. Discussion of preliminary goals, deliverables &

strategic vision alignment, problems raised, impact assessment in terms of TBL and life cycle, potential benefits

identifies, alternative approaches researched & provisional costing determined.

Planning stage: Following the decision to proceed in stage 1, al work required is planned & scheduled.

Objectives are finalized, resources are assigned, quality is signed off on (include TBL and life cycle guidelines &

standards), final costs are approved, the timing agreed & all others administrative matters are determined.

Execution stage: The project has commenced during this stage & the emphasis is moved to tracking actual

progress using the schedules developed in stage 2 as the comparison point of reference. All work is monitored,

controlled & corrected where necessary with schedules being reviewed, revised & updated as required.

Finalization stage: The project has been completed & the deliverable handed over to the client. Resources are

disposed of or reassigned, the project is evaluated, reports are written, & presented & the administration arm of the

project is closed.

The Fremantle Ports Inner Harbour Deepening and Berth Works project was completed in April 2011. The $250

million infrastructure project was achieved on budget and within two years of the works commencing. The project

involved constructing a sea wall at Rous Head to establish a reclamation area; dredging the Inner Harbour, entrance

channel and deep water channel; reconstructing Berth 10 and strengthening berths 4 to 9 on North Quay.

The strategy that is use to approach the case study is through the usage of the key project management life cycle,

which includes concept stage, execution stage and finalization stage. In order to have a deeper understanding of the

project, the include integration, scope, time, cost, quality, human resources, procurement and contracts, risk and

communication.

Overall, the project has been well managed. However, the individual stages in the project lifecycle could be

further improved by applying various conceptual frameworks. Conceptual framework such as SWAT analysis, risk

matrix and detailed stakeholder analysis should be perform in the concept stage; cost sensitivity and estimates should

be perform in execution stage; last but not least, Earned value analysis, cost-slope concept and risk review should be

perform in the finalization stage.

Triple Bottom Line has been a vital concern throughout the project. This is seen through the risk assessment

undertaken in the environmental and social aspect and mitigation methods developed for this risk. Also, enabling the

larger, more modern cargo ships to service the port also has benefits in terms of improved efficiency in fuel

consumption and reduced greenhouse gas emissions.

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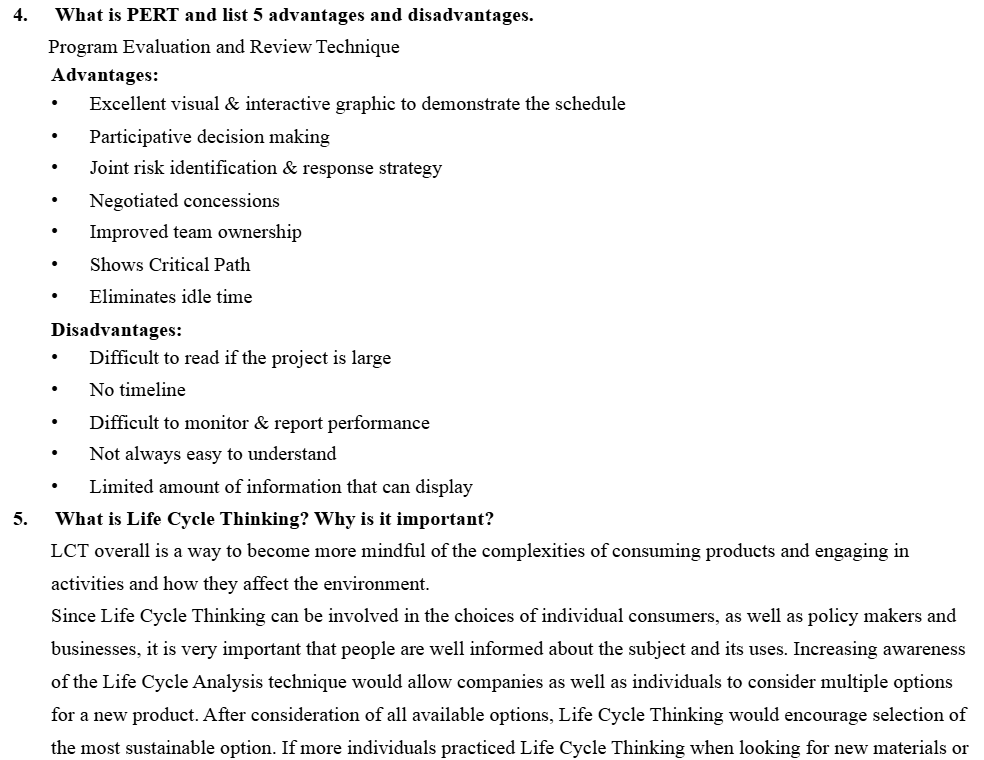
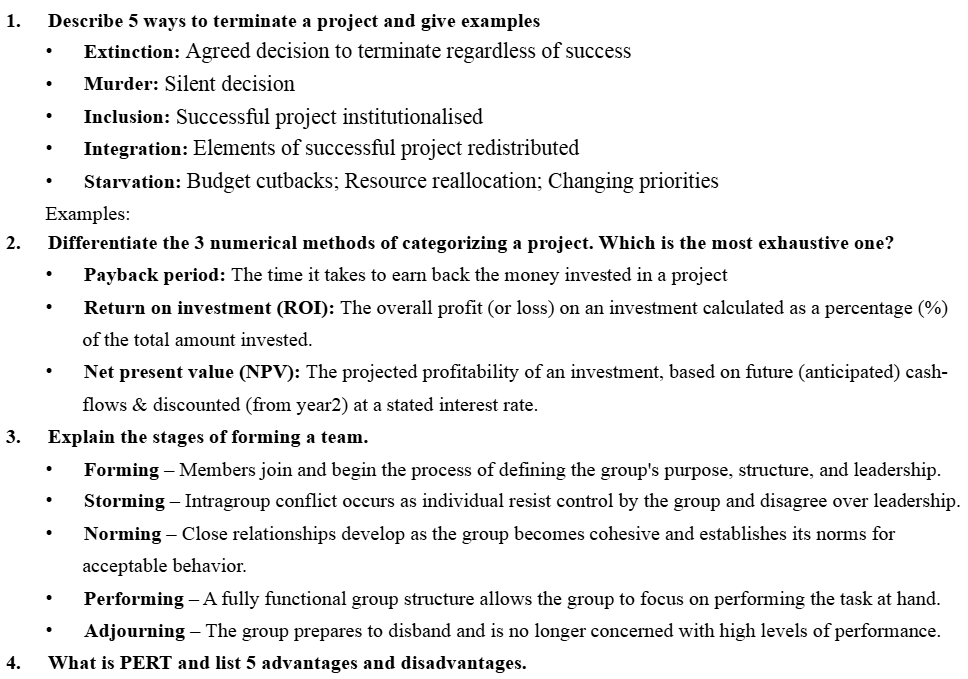
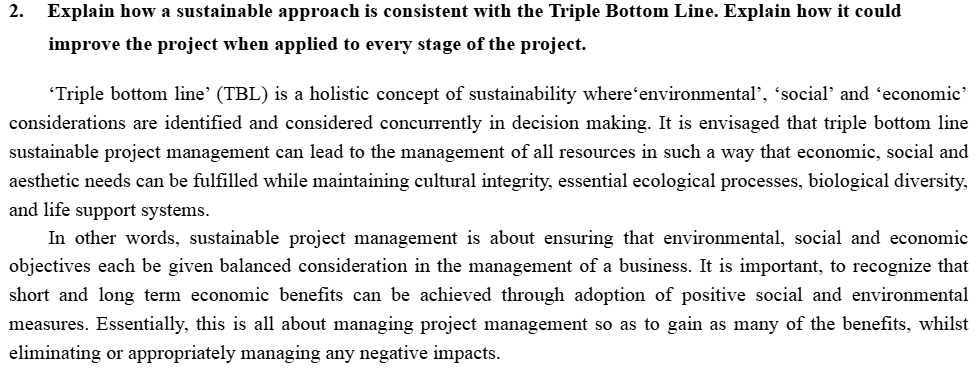
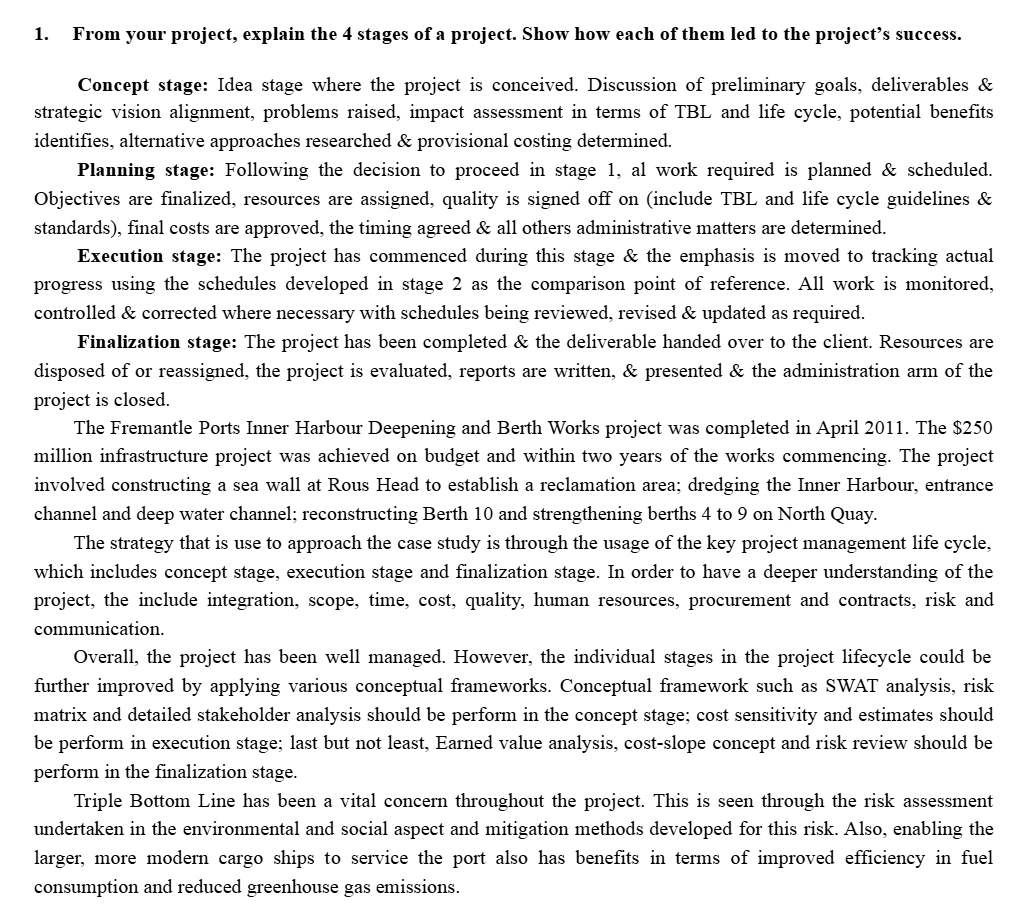
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