



UNSW
SYDNEY

GSOE9820
PROJECT MANAGEMENT

PROJECT REPORT WEEK3

GROUP NO: 42

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For the following project activities, we must decide which one is the best in six projects which we are going to work on. According to the Project Proposals Evaluation Form, we try to assess the score of six projects separately. Firstly, we should check whether six projects meet the three MUST Objectives. If one of the three objectives is not met, we can reject it directly. Next, we score these WANT Objectives. Finally, we judge the priority of six projects based on the weighted score. The highest score of project is our group choice to execute.

We will judge by the order in which the projects are set up. For **Project 1- Big Sleep-out Under the Stars**, the project met two of the three objectives listed, which it didn't satisfy was whether or not the project is compliant with the university's policies and regulations. The project might not be feasible on account of it being an overnight event. The university generally has a strict stance on what events are allowed to continue late into the night and seeking approval for Project 1 might prove to be a hurdle. Additionally, the outline doesn't state if the volunteers are UNSW students only. If outsiders are involved, the university might be hesitant to give their approval as the campus security will have to be more diligent in terms of screening who's allowed and who's not, including the catering personnel for dinner and breakfast for the volunteers. Moreover, the project poses realistic health risks for its volunteers as this event is scheduled during the winter (14th August). As the volunteers are expected to sleep on the library lawn with nothing but a sleeping bag in the cold winter night, there's a high likelihood of a number of volunteers falling sick or catching a cold. Therefore, project 1 does not meet the MUST Objective and should be rejected.

For **Project 3- Movie Night Networking**, which do not meet the first MUST Objective, earning at least 1200 dollars. That is also the main reason we will not choose to this project. To be specific, we think that most of people will not watch movie through our project due to the high Entry fee, which is 30 dollar. Normally, watching a movie at theatre will cost people around 13~15 dollar. We also try to think of applying a strategy to attract as much audience as we can. However, after analysing the strategy, it is still hard to have an optimistic expectation on the number of ticket sold. So we think it is hard to sell many tickets. Thus, it is less possibility for earning 1200 dollar. We turned down the project because it couldn't meet the one of the must requirement.

For **Project 5- Raffle for Life**, three MUST objectives can only reach two of three. Project 5 is likely to raise more than \$1200 on account of the lucrative prizes and the idea of lucky fellow. It is hard for all group members to practice the project management because this activity is a monotonous task. Compared with other five projects, project 5 does not have the rounded sub-tasks for each member to do. The raffle ticket selling is not regarded as a complex project in comparison to other projects in our views. In addition, in the outline of these six projects, project 5 seems to be a part of the 'Charity Gala Dinner'. We are consistent that this project cannot be assigned for each member to train their skills with relation to the project management. That's why project 5 is rejected.

In addition to the fact that project 1, 3 and 5 are rejected because they do not meet the some MUST Objectives, other projects can be evaluated for weighted score.

For **Project 2- Green Thumbs UP**, it is possible to rise easily above the \$1200, because a mix of unique and artisanal stallholders can provide with more quality products and fresh produce for customers. It's a bit difficult to complete this project

within 7 or 8 weeks because the fresh produce cannot be harvested in the short time. A waiver of liability and copyright license are not required in this project. For the fifth WANT Objectives, volunteering with the producers is also recognised on your Australian Higher Education Graduation Statement (AHEGS), students who organise this project or play an important role in this project, which can offer a 'resume worthy' experience for students. It can also gain media exposure for the cause to increase awareness of charity due to the activity is held in the Main Walkway at UNSW University campus where can attract all kinds of pedestrian, such as students and public. For this project, we need to work on marketing and sponsorship part of organising a market day, therefore, the score is two. Since there are some interesting activities in this project, such as build planter boxes, it is possible fun to do.

For **Project 4- Charity Gala Dinner**, there is no doubt that three MUST objectives can be achieved. The project can be assigned to all the team members with the responsibilities of marketing, sponsorship, fundraising, entertainment, promotion, awareness, venue set-up and supply. Since it's just raising money for charity via a dinner event, it's unlikely to violate any university regulations as long as the event has been approved. When selling 103 out of 160 tickets without donations, we can earn at least \$1200(it already miners \$7000 entertainment cost). It has high potential that the all project can be prepared and finished within 7-8 weeks. We don't require copyright license and a waiver of liability for this project. In addition, the experience of organising a project like promotion of the event as well as the management process during the activity are not only help the students to develop their sponsorship skills and marketing skills, but also prove their valuable to potential employers in the future. Since it's a relatively hot topic in the current political world, if the event is able to draw a sizeable crowd, it'll definitely increase awareness of the refugee crisis and the charity, which means that it can gain a decent amount of media exposure and increase awareness of the refugee crisis.

For **Project 6 - Men Futsal Competition**, for the first WANT Objective, we can earn at least \$1200 from registration fee and there is extra income from UNSW T-shirts selling. Group members are able to prepare and finish within 7-8 weeks according to the schedule time including event promotion, activity plan. Each member can play a role in this project. A waiver liability is necessary because sporting events contain certain risks. The copyright license is not require in project 6. In fact, organizing sports activities is not a high professional requirement, so we think there is low potential to provide a worthy resume experience for students.

The next page is the details of Project Proposals Evaluation Form (Table.1):

Group Assignment Project Proposals Evaluation Form								
Must Objectives		Must meet impacts	Under the Stars	Green Thumbs UP	Movie Night Networking	Charity Gala Dinner	Raffle for Life	Men Futsal Competition
Project must be able to earn at least \$1,200		Y= Yes N = No	yes	yes	no	yes	yes	yes
Project tasks must be assigned to all team members enabling them to practice project management		Y= Yes N = No	yes	yes	yes	yes	no	yes
Project must comply with University policies and be safe and legal on other operations		Y= Yes N = No	no	yes	yes	yes	yes	yes
Want Objectives	Relative Importance	Single Project Impact Definitions	Weighted Score	Weighted Score	Weighted Score	Weighted Score	Weighted Score	Weighted Score
Raise more than \$1200	60	0 = No Potential 1 = Low Potential 2 = High Potential	0	2	0	2	1	1
Able to complete within 7-8 weeks	70	0 = No Potential 1 = Low Potential 2 = High Potential	1	1	2	2	2	2
A waiver of liability NOT required	10	0 = No Potential 1 = Low Potential 2 = High Potential	1	2	2	2	2	0
Copyright license NOT required	10	0 = No Potential 1 = Low Potential 2 = High Potential	2	2	2	2	2	2
Provide a resume worthy experience for students	40	0 = No Potential 1 = Low Potential 2 = High Potential	2	2	0	2	0	2
Gain media exposure for the cause, increase awareness of the charity	50	0 = No Potential 1 = Low Potential 2 = High Potential	1	2	0	2	1	1
Gain experience with sponsorship and marketing	20	0 = No Potential 1 = Low Potential 2 = High Potential	1	1	0	2	1	2
Be fun to do	10		0	1	2	2	2	2
Total Weighted Score			250	440	200	540	330	410
Priority			5	2	6	1	4	3

Table.1 Project Proposals Evaluation Form

According to the Project Proposals Evaluation Form, we can calculate the weighted score in depends on the WANT Objectives. We can clearly see the highest and lowest scores correspond to priorities from first to sixth. The highest score is project 4. Therefore, we all agree the **Project 4- Charity Gala Dinner** is our group project.