



ACET Sanitation

Request for Proposal

By

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INTRODUCTION

My name is Cameron Beveridge and I am applying for the role of project lead for the ACET-Global Proposal. My academic education matches the proposal perfectly (Appendix A). I have studied a Bachelor of Science at Monash university majoring in chemistry, pure and applied. My main focus was industrial processes and analytics. Chemistry is essential knowledge in conveying and understanding information with clients. Recently having completed my Post graduate studies of Project management and currently completing a Master of Business Administration, I have learnt the necessary skills to manage accounts, stakeholder engagement and writing professional documents listing key objectives, dates and estimations. Concerning my professional skills and practice. Having worked at Australia's top tier private school I have conceived sustainability management plans before from conception to implementation and have already a large degree of knowledge in sustainability. Based on my education and professional development I would be suitable candidate for the position of project leader.

THE PROBLEM

The issue is New Zealand can use some assistance from the GSSP. Based on current research there are both government and private treatment facilities located in New Zealand such as the publicly owned New Zealand wastewater Treatment Plant which are spread throughout and across New Zealand (www.waternz.org.nz, 2020). With the knowledge of sustainability, the efficiency and degree of recycling and treating wastewater can be improved. The result of improving the current and future water treatment plants, New Zealand can become more environmentally conscious reducing the impact around the facilities and through the treatment of wastewater. A trial phase at a single plant to determine the effectiveness of the implementations prior to widespread implementation.

DEVELOPMENT CONSIDERATIONS

The key project deliverables identified by GSSP is devise a report on wastewater market scan and analysis in New Zealand, devise a profile of potential strategic partnerships and conceive and implement of the marketing/engagement strategy. The first important consideration is the generating a wastewater market scan and analysis. To complete the scan and analysis field agents will be required to be sent to specific locations to take a cross section of samples at various locations in New Zealand. Once the samples have been taken the agents will be required to take analyse and assess the water. Based on the results of these samples we can determine if there is a need for a treatment plants across the tested locations. The data will also prove as basis for the marketing strategies later on and further encourage partnerships in New Zealand. Risks associated with this is that it is time consuming and can become costly. The more data collected creates a greater support of evidence, resulting in more time and costs. Social and political barriers include the importance of indigenous land (Maoris) which may slow down the data collection process. The formation of profiles of potential partners will require an extensive amount of research into the market, examining government and private organisations that would be beneficial. The costs are not an issue, however become experts and finding information through calling offices can become time consuming. Lastly, the marketing and engagement strategy will be expected to be the costliest deliverable. Preparing documents, presentations, flying to New Zealand for meetings is expected to be very costly, financially and in time. There is potential to sign new clients if all the research is conducted properly and cultural sensitives taken into consideration.

DELIVERABLES AND APPROACH

Waste-Water Market Scan and Analysis

A Root Cause Problem can be used as an analysis technique with the market scan and Analysis (Tucker, Edmondson and Spear, 2002). The root cause problem helps identify the initial issue. The issues are identifiable as issues with the waste treatment in New Zealand and GSSP wants to resolve the issue. Evidence and research conducted by the team on the ground in New Zealand will identify key areas that require assistance based on the results. Factors that have resulted in the issue comes down to several issues such as a lack of infrastructure for a such a system to be established throughout New Zealand which is ultimately the root cause of the issue. The recommended solution is to create a marketing plan to contact key private and government bodies to create a better water waste management system.

Partnership Profile Development

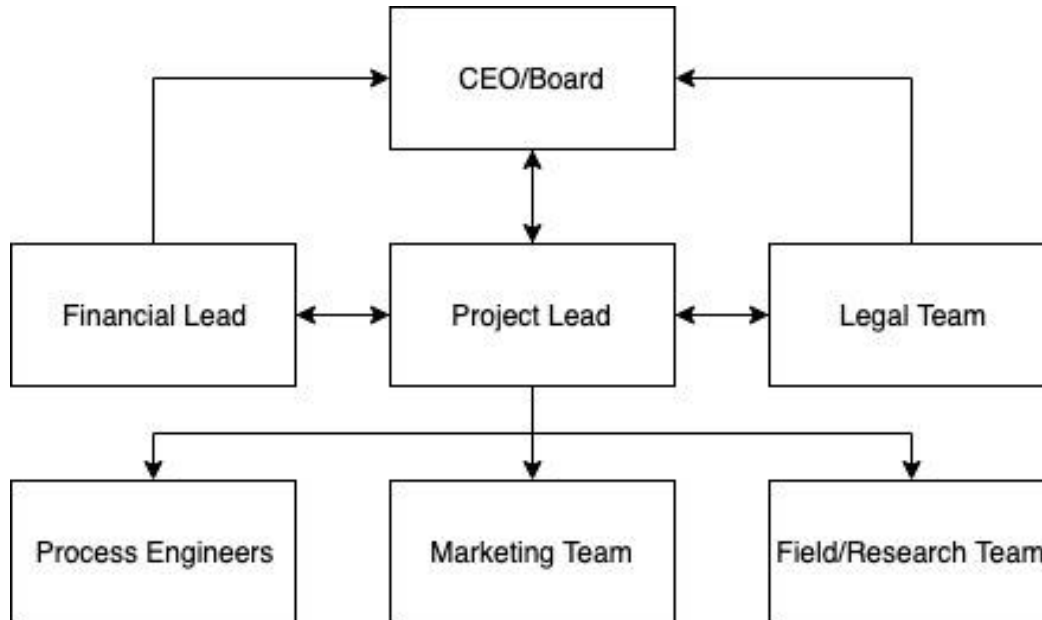
The 5 Y's analysis can be used as a method for addressing the parentship profiles (Myszewski, 2013). The question that needs to be asked is "Why can't we sign any partners?", this can be narrowed down to the marketing campaign is not effective. Why? we do not know enough about the market. Why don't we know enough? Because we haven't completed our research on the issue. Why? Because the team has no allocated their resources correctly. Why? Because we do not fully understand our product or the market. This analysis is beneficial from working from the top down to resolve the issue and better target our customers and establish a better profile for each contact.

Conception and Implementation of Marketing Strategy

A CATWOE Analysis can be used to help organise and implement the strategic marketing plan (Bergvall-Kåreborn, Mirijamdotter and Basden, 2004). The analysis allows for the identification of the customers which is the New Zealand government and private agencies which priorities health. The actors are identified as the employees working directly on the project including the project lead, research and marketing team. The transformation process is the raw data collected on waste management in New Zealand. The world view draws emphasis on the company's key objectives which is to implement a waste management plants in New Zealand. The project lead in conjunction with the owners will decide on the marketing strategy and campaign based on the research. Environmental constraints such as policies and funding need to be accounted for. The marketing campaign and strategy will be executed using SCRUM methods such as Trello will be used for a means of task delegation and completion amongst team members to track the project ensure open collaboration between members (Popli and Chauhan, 2011).

DELIVERY PLAN

Project Team



Milestone Dates

The following milestone dates are expected to change throughout the project. The project is intended to begin January 3rd, 2021.

<u>Milestone</u>	<u>Expected date of completion</u>
Develop Strategic Plan	February 1st
Collect Water Samples	<u>March 3rd</u>
Complete Sample Analysis	April 5th
Conduct market Research	June 15th
Establish Partnership Profiles	July 15th
Device Marketing Strategy	September 1st
Contact Potential Partners	October 1st

Project Budget

The following budget analysis does not accommodate current employees for the project. The budget accounts for all project costs (materials etc.)

The budget for the project is \$65,000 AUD

<u>Item</u>	<u>Cost</u>	<u>Quantity</u>
Airfares to New Zealand (Return)	\$600	5
<u>Laboratory Cost</u>	\$20,000	N/A
Essential Programming (business suite)	5,000	N/A
Accommodation (NZ) (30 days)	\$80 a night x 30	5
<u>Car Rental</u>	60\$ a day x 30	N/A
Food budget	50\$ a day x 30	5
<u>Business expenditures</u>	\$10,000	N/A
Total	\$59,300	

The project team is a group of 5. The predicted cost of the project is set to be \$59,300 AUD. The project is expected to come underbudget by \$5,700. The project is expected to be completed over a one-year period.

For the project to be completed a research team needs to be sent to New Zealand to collect data on the current waste management in different locations of New Zealand. Samples will be taken from various areas that will be tested to obtain evidence to be used in the company report. This is expected to occur over a month. The samples will be sent to an outsourced laboratory to be processed over the following month. The process engineer will assess current infrastructure and treatment plants in New Zealand to determine where the key areas are that can establish a new water processing plant. Once enough data has been collected, key potential partners can be identified. Based on the potential partners, profiles will be established by the marketing team highlighting key roles and goals of prospective partners (private and government) to adapt a marketing campaign targeted specifically towards them. A strategic marketing and engagement campaign will be developed based on prospective partners and the collected data to help support the GSSP's goals and objectives. The marketing campaign is expected maintain the brand image of helping the community and aim to prevent as much environmental impact as possible, where interviews will be conducted with prospective partners to gain greater insight to the organisation. Hazards that were addressed earlier such as policy and heritage listed lands will be handled through close collaborations with the New Zealand government and the traditional custodians of the land. The legal team will work closely with government and examine current policies that may cause issues with the potential implementation of the plants at a later date.

PROPOSAL SUMMARY

The requirement of the project is that a market analysis and scan is to be completed, partnership profiles developed, and a marketing strategic campaign developed. The proposal established highlights that the project will be completed under the \$65,000 budget with a saving of \$5,700. The project is intended to be completed over a 7-month period starting February 1st, 2021 and finishing October 1st, 2021. The project team will involve the project leader, one process engineer, three marketing members and two in the research team. The legal and financial officers will be in contact when necessary.

GROUP REFLECTION

There were several benefits to working as a team on this particular project. Due to complexity of the proposed project having several team members was proven to both beneficial and costly. Working in team allowed for a greater degree of collaboration. Collaboration amongst team members allowed for the sharing of ideas and approaches that wouldn't have been considered initially. Each team member has their own point of view on the subject, this means they can provide a unique approach to the issue (Kluge, 2014). Having a team that is cohesive has allowed for easy critiquing of each other's ideas. This means each individual was able to contribute in a meaningful way. The method of communication that was used in preference by the team was via e-mail. E-mail is a common method of communicating between members in the professional world. Despite e-mail being used widely across various industries, in a team environment a lot of information was being miscommunicated as valuable input from other team members was being lost through large amounts of information being spread between each member. To prevent this from occurring in the future other methods of communication should be examined, such as WhatsApp or Microsoft Teams so conversations can be read more fluidly (Wani et al, 2013).

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APPENDIX

Appendix A

Curriculum Vitae

Cameron Beveridge

Project Manager, Chemical Analyst, Secondary School Educator, Management, Quality Manager, Process Controller

Master of Business Administration, Master of International Comparative Education, Bachelor of Science,
Postgraduate Certificate of Project Management

Professional Experience

1+ year working as project manager at James Hammond and Co, 2+ years working for Bevhawk Ltd. As chemical analyst at a commercial level. Moved between management and supervising roles within the company, with a focus on production, safety and procurement. 1+ year working as a project manager in construction and business and Warwick construction and James Hammon and Co. 1+ year operating as the director of hanger designs in r

Capabilities

Budgeting – Marketing – Cost Analysis – Finance –Strategic Planning – Logistics – Production Analysis – Production Management – Product Design – Quality Control – Employee Management – Manufacturing Supervision – Occupational Safety – Team Collaboration – Information Technology – Future Planning – Project Projections – Estimating – Tender Proposals - Administration – Procurement – Academic Writing – Financial Forecasting – Consulting - Open Water Diver License (40m)

Language: English (Fluent), German (Intermediate), Japanese (Intermediate) Italian (Willing to learn)

Professional Experience

Haileybury College 2019-2020

Chemistry Teacher/ Environmental Sustainability Coordinator

Haileybury College is Australia's largest private school which school fees exceeding \$30,000 per annum. The school produces some of the best results in the country and has just under 4,000 students across 4 campuses. I devised several sustainability managements plans that were adopted by the organisation. I created 4 separate proposals. Implementation of solar panels, implementation of light and door sensors, Implementation of recycled paper and implementation of recycled materials for all the campus cafés. I drafted documents with cost estimations, risk analysis, project activities, competitor analysis and market research. The school was projected to save %20-%60 on electricity costs due to the changes and a substantially reduced carbon footprint.

Key Achievements

- Implementation of recycled paper - Implementation of recycled Tupperware

- Implementation of solar panels
- Project Proposals

- Implementation building light and door sensors
- Estimations and Risk Analysis

James Hammon & Co. 2017- 2018

Project Manager

Implementation, design and monitoring of numerous marketing campaigns across several companies with different strategic marketing plans. Companies varied from furniture, clothing, accessories and services over varying periods of time. My duties predominately revolved around the time management and communication between several team members throughout at the various marketing project encountered. Over the course of several campaigns I was to ensure that the time between members were scheduled to meet the scheduled dates of completion and write monthly progress reports based on the performance. From this information I was required to inform the director of the issues surrounding costs, scheduling and project quality.

Key Achievements

- Project Scheduling
- Risk Assessment
- Project Analysis
- Progress Reporting
- Cost/Time Estimations
- Communication

Warwick Construction 2017

Manager/ Site Manager/ Business Development

Construction of a New Two-Storey Custom Home, Nicholas Day Architecture \$1.3million & Construction of a New Two-Storey Architecturally Designed Home by Gration Architecture \$870,000

I was brought on to the project for experience working under my superior acting as assistant manager, site manager and business developer. The project management role was coupled with daily site management of direct labour as wells as sub-contractors.

Key Achievements:

- Project Scheduling
- Site Operations
- Estimating
- Contracts Administration
- Quality Control
- Tender Proposals

Hanger Designs 2017 - Current

Owner/Logistics/Production/Marketing/Design/Finance

Hanger Designs is a personal project. Hanger Designs is a boutique leather bag company. Having sold up to near 100 bags, the company is still in the early stages of development. Hanger designs is run independently by me. Every aspect of the start-up is directed by me. Aspects of the Hanger Design that I manage includes production of good. This involves time evaluations, cost analysis. Each bag is custom made cost changes product to product. Logistics for shipping and freighting of material costs. I work directly with Tanneries in selecting premium leather for the job to meet customer needs. Marketing aspects include updating social media accounts.

Key Achievements

- Estimations
- Marketing
- Production Analysis
- Finance/Budgeting
- Logistics and shipping
- Product Design

Bevhawk Ltd. 2014 - 2016

Chemical Analyst/Reporting/Production/Safety/Storage/Logistics

Bevhawk Ltd. is a manufacturing company that specialises in the lamination of raw wood material. The materials are used by cabinet makers and other craftsmen. I was actively involved with the purchasing and ordering process of chemical from our suppliers. Whilst I was the Chemical Production Analyst, I held seminars for employees on the correct storage, usage, disposal and handling of chemicals used in production. This involved safety procedures in preparation of workplace accidents. BevHawk Ltd. developed my sense of organisation and a range of skills, as well as a strong sense of communication between colleagues

Key Achievements

- Risk Analysis
- Production
- Quality Control
- Storage Logistics
- Supervisor
- Management

Bambini Juniors 2010 - 2014

Early Childhood Educator

Working at Bambini Juniors Early Childhood Center I was responsible for the education of a class of 20 Children. I would work with a classroom aide in order to target students specific learning needs. Working at Bambini's the styling of learning was Regio based for the student's development. Working in collaborative teams, for various age groups ranging from 1 to 5 years of age we would devise student learning programs.

Key Achievements

- Risk Assessment
- Scheduling
- Development Analysis
- Early Childhood Development
- Report Writing
- Program Control/Changes

Industry Education

<u>Master of Public Policy</u>	2021(starting)
The University of Melbourne	
<u>Master of Business Administration</u>	Current - 2020
Royal Melbourne Institute of Technology (RMIT)	
<u>Postgraduate Certificate of Project Management</u>	2018
Royal Melbourne Institute of Technology (RMIT)	
<u>Master of Secondary School Education</u>	2017
Master of International Comparative Education	
University of Oslo and Melbourne University	
<u>Bachelor of Science</u>	2010-2014
Monash University	
Double major in chemistry and psychology	
<u>Teacher of English to Speakers of Other Languages (TESOL) Diploma</u>	2015
TESOL Australia	
