The **Project Brief** is a key document that outlines the scope, scale and detailed requirements of your proposed project. Developed by the [NZ Navigator Trust](https://nzntrust.org.nz/), this template can be adapted to your project and organisation.

## Project Brief

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| **Project name:** |
| **Aim:**   * What is the purpose or intention; the desired outcome? * Ensure that this aim aligns with the aims of *[organisation name]*. |
| **Project need – supporting evidence:**   * Why needed? * What gap in services / research is it fulfilling? * How do you know this need exists? * Demonstrate with data, evidence and references that the project is needed and that it’s not just a great idea by 1 or 2 people. |
| **Key differentiating factors:**   * How is this project different to others that may be similar? * How does it contribute to the larger body of research knowledge in your field? * Why is your organisation the best to deliver this project? |
| **Target group:**   * Who or what is this project helping? |
| **Objectives:**   * Objectives are the measurable outcomes to achieve the aim / goal. * To what extent do the objectives align with the objectives of *[organisation name]*? |
| **Strategies:**   * The tasks that will be implemented to achieve the objectives. * Each objective generally has its own set of strategies. |
| **Timeframe / Key milestones:**   * Confirm that the project will be ready to start, or won’t have already started, before funding becomes available. |
| **Feasibility:**   * What is the likelihood of success based on the resources that will be applied to this project? |