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]*.
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| **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.
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| **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?
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| **Target group:*** Who or what is this project helping?
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| **Objectives:** * Objectives are the measurable outcomes to achieve the aim / goal.
* To what extent do the objectives align with the objectives of *[organisation name]*?
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| **Strategies:*** The tasks that will be implemented to achieve the objectives.
* Each objective generally has its own set of strategies.
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| **Timeframe / Key milestones:** * Confirm that the project will be ready to start, or won’t have already started, before funding becomes available.
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| **Feasibility:*** What is the likelihood of success based on the resources that will be applied to this project?
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