**PART C – PROJECT DESCRIPTION**

**NOTE:** Sentences in italics are a guide as to what should be covered in each section. Delete these as you go, **do not use as headings/sub-headings**.

* The Project Description section must **not exceed 8 A4 pages.**
* Text must be size 11 point Arial. Otherwise, a highly legible san serif font type must be used: Times New Roman, Courier, Palatino, and Helvetica subject to them being an equivalent sized font to 11 point Arial. References only may be in size 9 font.
* Margins must be at least 0.5 cm on each side and at the top and bottom.
* Ensure the information you provide under these headings addresses the LP17 Selection Criteria (see Funding Rules pages 44-45)
* The uploaded PDF **must use the headings below (that are in CAPITALS), and in the exact order provided.**

**PROJECT TITLE**

This title may differ from that shown in Part A1 of the Proposal form, and may exceed ten words.

*Advice from the ARC indicates that the Project Title helps create the word cloud that suggests expert reviewers for your project. Ensure that the title is consistent in describing an innovative project whilst driving your project to appropriate assessors.*

***Use of an Executive Summary in the Project Description:***

*Unanimous feedback from ARC Panels and Assessors has indicated that the first page of a Project Description is a “make or break” for capturing audience interest and introducing the projects merit. In approximately half a page, provide an executive summary with arguments/statements that respond to the following:*

* ***What is the nature of the challenge?***
* ***Which part is the focus of the project and why is it important to address it?***
* ***How are others trying to address it?***
* ***How do you propose to address it and why is your approach different, better and more exciting/innovative?***
* ***Why you /your Team are particularly suited?***
* ***A brief indication of the projects importance to your Partner Organisation helps here as well. Don’t deal with this separately but incorporate it in the above bullet points. It is now very important that when you are discussing the above the benefit to your Partner Organisations and its stakeholders is emphasised.***

*The executive summary should segue into the project-specific aims and comprehensive background. Do not provide a title for the Executive Summary. Some of this should be reflected also in your D4 Letter of Support.*

**AIMS AND BACKGROUND**

* Describe the aims and background of the proposal.
* Include information about national/international progress in this field of research and its relationship to this proposal.
* Refer only to refereed papers that are widely available to the national and international research communities.
* Include a summary of the relevant work if the rationale for a proposal rests upon manuscripts that are still in the process of being published, or on results of work that may not be available to assessors.

***Additional Notes:***

* *Ensure that you have a brief paragraph on how the collaboration all came about and fits into your Partner Organisation plan or business plans, make sure that some acknowledgement of your skills and expertise by the collaborator is part of the story (and is reinforced in the D4 Letter of support and the D3 Evidence of Collaboration Statement)*
* *Start to build a case for your track record and suitability to undertake this research project by referencing your own work where you can in Aims & Background. If you have a track record outside of ten years in this area, or that is non-traditional in this area, this gives you another avenue to credential yourself and your team.*
* *Provide sufficient technical details and ensure the aims clearly flow through to the chosen methodology and outcomes.*
* *A summary of the state of the art in the area you are researching should conclude this section with a segue towards the innovation that you articulate in the next section.*

**SIGNIFICANCE And innovation**

* Describe why the research is significant and how it addresses an important problem for the partners.
* Describe how the proposal meets the objectives of the Linkage Projects scheme.
* Describe how the anticipated outcomes will advance the knowledge base **and/or provide an industry advantage** and why the proposal aims and concepts are novel and innovative.
* Detail what new methodologies or technologies will be developed in the course of the project **that address a specific market opportunity.**
* Describe how the proposal might maximise economic, environmental and/or social benefits to Australia.
* If the research has been nominated as focussing upon a topic or outcome that falls within one of the Science and Research Priorities, describe the potential for the project to contribute to the associated Practical Research Challenge.
* Describe how the proposal might benefit Partner Organisation(s) and other relevant end-users.
* Describe how the project might significantly enhance links with organisations outside the Australian publicly-funded research and higher education sectors.
* **NEW:** Describe how the project aligns with the Administering Organisation’s strategic research plan or other strategic developments, if applicable.

***It is best if you have 2 subheadings here; Innovation and then Significance.***

***Innovation***

* *Show where the literature acknowledges a gap or calls for a contribution to the discipline, or where there is a broader call for your project and its outcomes.*
* *Elaborate on exactly what it is in the gap you will be filling. When writing this be mindful of others ideas in this area and be as specific as you can be.*
* *Address why it is significant to undertake this for your discipline, why it is significant to do this for your partners, why it is broadly significant nationally or internationally (and include examples of the collateral benefits you might achieve) and finally, if you have students or a post doc involved, how it is important that such people get the experience they will from the proposed study. This segues nicely into your significance section.*
* *Build confidence by referencing your track record of delivering innovation and discussing your Partner’s ability to deliver innovation.*
* *Suggest how this is innovative for your Partner Organisation. By Suggesting what might change for them as a result of your project.*

***Significance***

* *Show there are benefits of the project beyond benefits to the Partner Organisation. Suggest what new products, procedures, policies or other things might be new for your Partner Organisation and their stakeholders and also state why this is important for them and their stakeholders.*
* *Suggest how this project will enable your Partner Organisation to take the lead in the area and translate it into outcomes beyond that contemplated as research outcomes. Where does the project fit in their plans? (Make sure this is reflected in the D4 Letter of Support where (if you are running out of space) it can be elaborated.*
* *Address why it is significant to undertake this for your discipline, why it is significant to do this for your partners, why it is broadly significant nationally or internationally (and include examples of the collateral benefits you might achieve) and finally, if you have students or a post doc involved, how it is important that such people get the experience they will from the proposed study.*
* *Build confidence by referencing your track record of delivering innovation and discussing your Partner’s ability to deliver innovation.*
* *FOR APPLICATIONS WITH OVERSEAS ONLY PARTNER ORGANISATIONS: argue the knowledge or opportunity dividend to Australia by Partnering in this way in this scheme.*

***The following are NOT proof that your project is significant or innovative:***

* *That you or your team performing the work is the source of innovation*
* *That the innovation will be the new policies or products arising from your project*
* *That the work is significant because it has not been done before (it may not be worth doing)*
* *That the significance is high because the benefits/profits are significant to the Partner Organisation. It should go beyond your Partner Organisation who should demonstrate a certain amount of altruism in this regard.*

***Ensure your response addresses the two key Assessor questions for this criterion:***

* *Does the research address an important problem?*
* *How will the anticipated outcomes advance the knowledge base?*

***Additional Notes:***

* *Contextualise your argument on significance and innovation by referencing where you have delivered innovations before. Refer back to information you provided in your ROPE sections. Keep in mind that the Instructions ask you to address the impact of this planned research and those claims should be contextualised with evidence from your track record.*
* *If you are building on previous ARC Linkages or have a track record of getting them, remember to reinforce your ability to be innovative, collaborative and to deliver for your partner.*
* *Provide a paragraph on how what you want to do is significant for your partner and how it will assist them. Discuss this in the context of market share, reach, leadership or impact for the Organisation.*

**APPROACH AND TRAINING**

* Outline the conceptual framework, design, methods and analyses and demonstrate that these are adequately developed, well integrated and appropriate to the aims of the proposal. Include research plan and proposed timelines.
* Demonstrate how the project provides research training and show how the intellectual content and scale of the work proposed will be appropriate to a higher degree by research, if relevant.
* Include a summary of the relevant work if the rationale for a proposal rests upon manuscripts that are still in the process of being published, or on results of work that may not be available to assessors.
* **NEW:** Describe whether there is an existing, or developing, supportive and high quality environment for this Project within the Administering Organisation/Partner Organisation(s).

***Additional Notes:***

* *Continue building your case for your track record and suitability to undertake this research project by referencing your own work where you can whilst discussing the method in Approach and Training. If you have a track record outside of ten years in this area, or that is non-traditional in this area, this gives you another avenue to credential yourself and your team.*
* *It is important that you detail what it is that has informed your approach. It is important that you justify your approach as best within your conceptual framework and discount any alternatives you think might be offered by Assessors. Citing work where you have used the methods planned will both help with the score here and on Track Record. Applications that did not have a well-argued and referenced conceptual framework section in the last few rounds tended to be criticised by assessors. Contemplate the alternatives for doing what you want to do here and ensure you have justified your approach as the most appropriate for your aims and for the Partnership you have struck in this project.*
* *Do not write this section as you would in a Discovery Project application- instead, provide a step wise explanation of your method with timings, listed contributions from the research team and PO, and clearly identified components as the responsibility of any CI/PI or the Partner Organisation.*
* *Detail any pilot data or preliminary work that is yet unpublished.*
* *This section is an ideal place to also establish any past relationships with your PO if any pilot work was done in conjunction with any current Partners.*
* *Justify your sample and how it is relevant to your aims, justify the applicability of the method and relate it all back to your aims.*
* *Assessors require far greater detail on qualitative methods than in the past. Non-acceptable would be saying you will analyse something with N Vivo and not say how.*
* *Do NOT leave a section of your method unsupervised (e.g. leaving an RA or PhD students to manage and execute a stage of the project). The CIs and PIs must be involved in every aspect of the project.*
* *You must cover a role for your PO throughout the Method section (e.g. the PO may fit into the method by routinely reviewing results as they come about in the study).*
* *Your Partner should never be seen as passive - they must be seen to be fully engaged in the research.*
* *Articulate how Partner cash and in-kind contributions are supporting and facilitating the research activities*
* *If the Project involves graduate students then identify the component of the project that will be suitable for graduate/PhD studies and demonstrate the need for capacity building in this area of research.*
* *Do NOT include any statements or undertones related to the Go8 environment/facilities being superior to other Universities, or cut/paste a generic statement from your Faculty about ERA rankings and prestigious awards. Such statements/attitudes do not accord with non-Go8 Assessors. Instead, focus on evidence of your Faculty specifically around the people, logistics and facilities needed to support your planned research.*
* *Cross reference F2 (Non-ARC Budget Justification) and identify equipment that UNSW/your PO will provide for this project, and G11 (v) for each CI/PI.*
* *If you are partnering with CSIRO, ANSTO etc. and accessing unique facilities, you may also want to point this out.*
* *Do not take for granted that your Assessors are familiar with your environment at UNSW or that of your Partners.*
* *Ensure you discuss previous Linkages at your School/Dept./Centre, especially if they are with the same Partner(s)*
* *Ensure your partner is included in the dissemination of results with internal reviews, seminars, training opportunities, joint conference attendance with you etc. If the Partner Organisation might disseminate this to their stake holders through industry or sector conferences or trade fairs this should be suggested.*
* *The conclusion of this section should leave the impression of the Research Environment as a powerful background to achieving your aims.*
* *The Research Environment described here and at F2 and G11 (v) is not just the UNSW Research Environment but that of each other University, agency and the Partner Organisations.*

**PARTNER ORGANISATION COMMITMENT AND COLLABORATION**

* Evidence that each Partner Organisation is genuinely committed to, and prepared to collaborate in the project.
* Make clear how the Partner Organisation(s) is involved in the proposal, how the proposal fits into the Partner Organisation(s) overall strategic plan and how the proposal is of value to the Partner Organisation(s).
* Explain how the project is likely to lead to further collaboration between the Partner Organisation(s) and the Administering Organisation, and to develop long-term alliances.

***Additional Notes:***

* *Explain how the PO fits into the governance and management of the project (at least 1 paragraph). Where you have elected to have a Partner Investigator from a Partner Organisation, discuss their commitment to the study.*
* *The focus of your discussion should not solely be cash and in-kind contributions, especially as this information should already be clearly detailed in part F2. The Assessors are trying to ascertain how the whole project will come together and fit with the objectives of the scheme.*
* *Again reference the strategic or business plan of your Partner Organisation here and cross reference their D4 Letter of Support for an elaboration and your D3 description of the Collaboration.*
* *If you have had past collaborations with the Partner Organisations in any form briefly indicate this here and further suggest how this might create future Partnerships with your Partner Organisation.*

***In particular, the following should be addressed:***

* *Why the research is important and of value to them (makes reference to the timing if relevant, i.e. it is critical the project be done now and why). They should stress any experience they have in this area of research.*
* *How the Project fits into their overall Strategic Plan/Objectives*
* *Whether it also relates to Strategic Research Priorities*
* *Why they need this collaboration for a successful outcome*
* *If the Partner Organisation will host or be involved in the supervision of the Graduate Students on your Project make sure this is detailed.*

**ROLE OF PERSONNEL**

* Summarise the role, responsibilities and contributions of each Chief Investigator (CI) and Partner Investigator (PI).
* Describe how each CI will ensure that they have the ‘time and capacity’ to undertake the proposed research, taking into account any other grants or roles that they hold.
* In the case of each PI, provide clarification on the type of PI role they will undertake, which may not be research, (see sections A10.3 and D9 of the Funding Rules), and for all types of PI make it clear what their responsibilities on the project will be.
* Summarise the roles and levels of involvement of other participants, for example, technical staff, research associates and other personnel.

**Note:** all CIs and PIs need to describe their roles on the project in detail, including PIs in a management or an administrative role.

***Additional Notes:***

* *Give everyone roles in the study. Be sure to discuss how they complement each other and why each person is there. Make sure you indicate who might be doing what, but do NOT ever state that research will predominantly carried out by Research Associates or PhD students. The CIs/PIs must have lead roles in the research, not just supervisory roles.*
* *Ensure you address the other research that you and other CI/PIs are involved in and how for the life of this project you will manage all the research you are involved with. Also indicate your total % commitment of time for research.*
* *You can have non-remunerated participants involved in your project in an advisory capacity.*
* *Make sure supervision arrangements for Graduate Students are also explained in the role of CI/PI’s here.*

**NEW: COMMUNICATION OF RESULTS**

* Outline plans for communicating the research results to other researchers and the broader community, including but not limited to scholarly and public communication and dissemination.
* Detail how your partner will be involved in communicating your results.

**MANAGEMENT OF DATA**

* Outline plans for the management of data produced as a result of the proposed research, including but not limited to storage, access and re-use arrangements. It is not sufficient to state that an organisation has a data management policy - researchers are encouraged to highlight specific plans for the management of their research data.

***For full details of UNSW’s resources for research data management and data archiving, including suggestions for statements to include in addressing this heading, see the Advice for Addressing Management of Data document, also available on the*** [***Continuous Linkage Resource Page.***](https://research.unsw.edu.au/linkage-projects-2016-resource-page)

**REFERENCES**

* Include a list of relevant references. References may be in 9-point font.
* This may include references to the participants’ previous work, recognising the breadth of backgrounds of the different Participants.
* Acknowledge any significant contributors to this proposal (other than listed investigators) and the nature of their contribution.

***Overall Notes for the Project Description:***

* *Provide a well-rounded background to the proposed research, ideally referring to some of your publications or those of your collaborators where relevant.*
* *Consider whether your methods represent best-practice.*
* *Define the project scope and articulate feasibility.*
* *Articulate the difference your research will make.*
* *Make arguments specific, relevant and backed with evidence.*
* *Look at the bigger picture for communication of results, including conferences and new methods of public dissemination, as well as traditional journals.*
* *Articulate the relationship of this proposal to any other projects, differentiating this project from other requested/obtained funding.*
* *Consider whether your approach is integrated- the parts should fit naturally and form a coherent/logical design.*
* *Ask yourself what your colleagues expect to see in a project like this.*
* *Keep the language accessible and use minimal jargon.*
* *Consider presentation and layout- the Project Description needs to be readable. Space out large blocks of text and break text up with dot points, relevant pictures, tables and an indicative timeline.*