

MELBOURNE FST PROPOSAL.

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Description .

The Faculty of Arts and Design and UCOMMS Student Society have teamed up to develop a Domestic Faculty Study Tour (FST) in light of ongoing Coronavirus barriers. This study tour involves intensive face to face fieldwork experiences and work-integrated learning, and provides student with direct insights or knowledges into their future professional industry. The primary target cohort are students in the Bachelor of Communication and Media (Corporate and Public communication) and Bachelor of Marketing communication degrees, then the secondary target is the Faculty of Design students (undertaking degrees in journalism, visual communication, and architecture)

Taking place during the week 8 break in Semester 2 this year, 18th – 25th September, students will be travelling by bus to Melbourne, Victoria for a total of one week. This trip will include activities which lead the students to their assessments (pre-assessment, during the trip, and after the trip finished). University of Canberra students will gain more knowledge and experience through industry visits to companies, participating in workshops, lectures, and case studies. Students will have the opportunity to experience the diversity, various communication elements, and marketing styles while they will also be participating in cross-cultural activities (the Chinese Museum in Chinatown). Students will also meet academics and collaborate with other students at various agencies.

As the domestic FST is considered an elective unit for Faculty of Arts and Design students, the trip is intended to run annually and be updated continuously to remain in compliance with Coronavirus regulations and restriction for the foreseeable future

Justification + Rationale .

The Melbourne Faculty Study Tour (FST) proposed is designed for students in the Bachelor of Communication and Media (Corporate and Public Communication) and Bachelor of Communication and Media (Marketing Communication) degrees to attend and to gain a valuable and intensive learning experience that enhances their knowledge about their industry. The Faculty of Arts and Design has responded to the COVID-19 pandemic with the opportunity of Domestic Study Tours as an elective unit for students. Students will receive 3cp for this unit. The following proposal aligns with the faculty's degree program by adhering to the guidelines set by the faculty in regard to the trip being an elective unit. It can be seen in the proposal that there is time allocated for students to complete an assessment not only on the trip, but before and after as well. These assessments will develop the students understanding of the communication landscape in Melbourne, consisting of an in-class research task, a group advertising campaign & a reflection assessment.

The agencies and networking opportunities outlined in the proposal will have valuable knowledge and advice to relay onto the students. These experiences are singular and are a key incentive for students to attend the trip. This will benefit the participating students immensely and enrich their views on the industry from a new and practical way.

UC has a strategic plan for 2018 – 2022 called “Distinctive by Design”. This plan “weaves together three overarching themes: empowerment of our diverse people; distinctive teaching and research; and an enriched learning environment” (University of Canberra, 2021) which themes ultimately match the overarching goals of the Melbourne FST proposed. This study tour has an important element of diversity included, intensive and motivating assessments to complete and a new and practical learning environment that enhances their learning experience. The plan also aligns with UCOMMS aim to bridge the gap between university and the industry. The students will have a week-long trip to Melbourne, experiencing a new way of learning and gaining insights into their future industry, making new friends and participating in activities the city is known for, such as the Graffiti Art Tour.

Funding .

Prior to the FST trip, there will be a stall at UC's market day run by UCOMMS in order to raise funds to put towards the total student program fee. This funding will not be included in the budget, rather it will be used towards group meals, activities, transport and possibly may stretch into accommodation to reduce the cost per student. The \$1500 provided to UCOMMS from UC Life will cover the costs of the staff who participate on the trip.

Budget.

See Appendix A (attached) for full budget.

Student numbers
Min. number of students
<div>10</div>
Max. number of students
<div>12</div>

Total Student Program Fee	\$	515.90
Total Student Program Fee with Staff Costs (based on min. numbers)		\$601.51
Total Student Program Fee with Staff Costs (based on max. numbers)		587.2416667

Student Expenses (cost per student)				
description	quantity	unit cost	amount	notes
Shared accomodation at Space Hote	7	33.00	231.00	7 Nights, 6 Students per room
Bus fare return	1	142.00	142.00	20% off with promotion when booking
Night 1 group dinner	1	30.00	30.00	\$30 a head
Taxi to art gallery	2	5.00	10.00	Group transfer
Group lunch at Arbory	1	30.00	30.00	\$30 a head
Final student breakfast at Blu Point C	1	15.00	15.00	\$15 limit per person
Chinease Museum Entry Fee	1	11.00	11.00	Includes activities
Total Student Expenses			\$	469.00
Staff Expenses (total)				
description	quantity	unit cost	amount	notes
Accomodation single room at Space	7	62.10	434.70	7 Nights
Bus fare return	1	150.40	150.40	20% off with promotion when booking
Non-group meals (Breakfast)	5	5.00	25.00	Estimated price per day
Non-group meals (Lunch)	6	10.00	60.00	Estimated price per day
Non-group meals (Dinner)	6	10.00	60.00	Estimated price per day
Taxi transfer from bus drop off to hot	2	5.00	10.00	Staff only taxi transfer
Night 1 group dinner	1	30.00	30.00	\$30 a head
Taxi to art gallery	2	5.00	10.00	Group transfer
Public transport Myki pass	1	20.00	20.00	For on-ground transportation
Group Lunch at Arbory	1	30.00	30.00	\$30 a head
Final student breakfast at Blu Point C	1	15.00	15.00	\$15 limit per person
Chinease Museum Entry Fee	1	11.00	11.00	Includes activities
Total Staff Expenses			\$	856.10
Contingency				
description	quantity	unit cost	amount	notes
Contingency		46.90	46.90	10% Contingency
Total Contingency			\$	46.90

Itinerary .

Day 0 – [1 Week before trip. 11th - 17th September 2021]

Evening: Students and academics will meet at the University of Canberra for a short, 1-hour pre-trip seminar to discuss the expectations of the trip, how to use the time wisely and to organise groups for the trip. This will act as an opportunity for the convener to share important information about the trip such as activities and assessments, as well as to ensure that all students are prepared for our departure the following week. Students will be tasked with planning their Work Breakdown Structure for their assessment, to be completed prior to departure.

Pre-Trip Assessment: Students will also complete an in-class research assessment prior to the trip. The assessment will be a detailed overview of the communications landscape in Melbourne, covering aspects such as career opportunities, salary expectations & agency availability. The assessment aims to critically analyse not only the current communication landscape, but the employability and workplace conditions of communication professionals in Melbourne.

Meals: None provided.

Transportation: None provided.

Day 1 – [18th September 2021]

Morning: Meet as a group for a team meeting/breakfast to discuss any last-minute concerns or questions about the trip ahead. This will act as our final pre-departure briefing. Student's will split into their groups, with each group responsible for organising transfer to accommodation. Groups to pre-book an uber/taxi in anticipation of our arrival in Melbourne. Depart from Canberra.

Day: Arrive in Melbourne, AU. Student groups to meet pre-booked uber/taxi at the pickup/set down area. Groups to transfer to accommodation and settle. In the afternoon, the students will remain in their groups and are tasked with creating an **advertising campaign** throughout the assessment, with the aim of promoting Melbourne as an employment destination for communications professionals. The students will take what they learn throughout the trip, through both academic and cultural activities to assist them in this task.

Evening: The evening will be an opportunity for students to meet and greet one another and discuss their campaign. This will be an opportunity for students to confirm the way in which they will manage the assigned time to complete their assessment. Dinner at Chin Chin, 125 Flinders Lane.

Meals: Breakfast, Dinner.

Transportation: Pre-booked uber/taxi. Student's responsibility, cost will not be reimbursed.

Itinerary .

Day 2 – [19th September 2021]

Morning: Group breakfast at the hotel. Students will be briefed on the activity of the day, a walking street art tour of the CBD. Student's will be provided with maps, locations and photographs to assist them on their self-guided tour.

Day: Walking street art tour of Melbourne, CBD. This will be an opportunity for the group to explore and learn about graffiti culture, something Melbourne is well known and respected for.

Evening: Return to accommodation. Students to continue work on their assessment, with knowledge and inspiration gained from the day's activity. Students to use their time wisely and can rest if needed. Dinner not provided.

Meals: Breakfast

Transportation: Public transport/walking

Day 3 – [20th September, 2021]

Morning: Student's to source breakfast prior to 9am. All students to meet in the foyer of the accommodation at 9:30am. A private coach will collect the student's and transfer to THINK HQ, a 'modern public relations agency providing communications for projects of substance' (THINK HQ, 2021).

Day: Students will spend the morning at THINK HQ in order to gain industry connections and insight. Students will then arrange their own transportation to ADMATIC, an advertising agency that 'specialises in the consumer journey and their digital footprint' (ADMATIC, 2021). Lunch provided at ADMATIC.

Evening: Students will use the evening to reflect on the day's industry knowledge, work on their assessment. Dinner provided at the hotel.

Meals: Lunch, Dinner

Transportation: Private Coach, Own Arrangements (Public Transport, Uber, Walking).

Itinerary .

Day 4 – [21st September 2021]

Morning: Students will meet as a group at 9am to discuss progress of their assignment and reach out to the academics for assistance. Group breakfast and team building / ice breaker style activities. *‘What has been the highlight of your trip so far, discuss.’*

Day: Students to visit the National Gallery of Victoria. Private coach will be arranged for this trip. Self-guided tour of the Gallery, to provide an additional art and culture activity following the graffiti tour earlier in the trip.

Afternoon: Students will visit the Chinese Museum in Chinatown, with the aim of learning the origins of Chinese culture in Melbourne, and experiencing cultural activities such as lantern-making, calligraphy, ink painting, and traditional bracelet making. For more information, please see in-depth cultural activity and considerations document.

Evening: Group dinner at Coda, Melbourne CBD. A representative from Quint Digital will join the group for dinner and make a short presentation before passing to Q&A. Quint Digital is a successful Marketing Agency in Melbourne and will provide students will valuable connections. Return to hotel, own transport.

Meals: Breakfast, Dinner

Transportation: Private Coach, Own Arrangements (Public Transport, Uber, Walking).

Day 5 – [22nd September, 2021]

Morning: The morning has been set aside for rest/exploration. Students are expected back at the hotel by 12pm in anticipation for the academic visit to The University of Melbourne (UOM) for a presentation with Professor Ingrid Volkmer, a media and communications lecturer at UOM. Students are responsible for transportation.

Day: Participate in lecture with Professor Ingrid Volkmer at UOM. Following the presentation, students are to explore the campus and meet with our students of similar degrees. Students are responsible for transportation.

Evening: Dinner and debrief session at the hotel. This will give students a chance to reflect on the learnings from the trip thus far, and begin to finalise their assessments. Students will be given the opportunity to stay at dinner or explore the nightlife of the CBD before returning to the accommodation.

Meals: Dinner

Transportation: Own Arrangements (Public Transport, Uber, Walking).

Itinerary .

Day 6 – [23rd September 2021]

Morning: Students to arrange breakfast amongst themselves. Students are invited to join academics on a visit to the Royal Botanical Garden. If students are falling behind on their assessment, they can opt to stay at the hotel to complete until midday.

Day: Students to attend a group lunch at Arbory Bar & Eatery where they will have the opportunity to meet with professionals and academics from raraPR. raraPR is boutique creative PR, digital marketing and branding agency in Melbourne (raraPR, 2021). This event will allow the students to ask informed questions and network in order to benefit their academic and professional development. Students to make their own way back to accommodation.

Evening: Students have been given the evening to finalise their assessments and submit by 11:59pm. Dinner is self-provided.

Meals: Lunch

Transportation: Own Arrangements (Public Transport, Uber, Walking).

Day 7 – [24th September, 2021]

Morning: Final student breakfast. An opportunity for students to debrief and reflect on the learnings of the trip. Students to depart accommodation and make their way, via private coach, to Greyhound Bus for return home.

Day: Depart Melbourne, AU. Arrive in Canberra, AU to be met by parents or private transport.

Meals: Breakfast

Transportation: Private Coach, Own Arrangements (Public Transport, Uber, Walking).

Day 8 – [25th September 2021]

Day: Students to return to campus. Final trip debrief session. Students are to complete a **reflection assessment** and submit. The reflection will give the students and opportunity to evaluate what they have learnt on the trip, specifically focussing on what opportunities exist for developing communications professionals.

Cultural Activity .

Since the gold rush of the 1850's, Chinese migrants have been arriving in Victoria and are now a huge aspect of Melbourne's growing population. Since 2001, the number of Chinese-born migrants living in the city has doubled (LiveinMelbourne, 2021). With consideration given to this, and additional consideration to the increasing Chinese community in Canberra, a Chinese cultural activity was considered as a way to acknowledge both cities strong Chinese culture.

On the UCOMMS trip, students will visit the Chinese Museum – located in Chinatown, Melbourne. Chinatown itself is rich in culture and has become an important source of socio-economic growth for the Chinese community in Melbourne (Trinity College, 2021). Throughout this visit, students will partake on a self-guided tour, followed by activities such as lantern-making, calligraphy, ink painting, and traditional bracelet making. The rationale for the Museum itself was to expose the students to a broad range of Chinese culture and history in a relatively little amount of time, whilst keeping the cost and planning minimal. The museum provides the opportunity for students to gain a hands-on understanding of Chinese culture.

The visit requires the following considerations:

Being well-prepared for the trip – punctuality is key!

Chinese people are very detail-oriented, and the expectation is set to be well-prepared for your visit (Dolgansky, 2015). This includes being punctual, allowing enough time for the designed activity and ensuring that you do not attempt to schedule a visit on a Chinese holiday, as this would be disrespectful.

Language Differences

Prior to the trip, it's important to note that language differences are likely, especially if the visit to the museum flows into Chinatown. Prior to a pre-arranged visit, it's essential to understand the language expectations and bring a translator or plan a different visit if language will be a barrier to the experience.

Dress to show respect

In Chinese cultural, it's essential to dress well to show respect (Dolgansky, 2015). When in doubt, dress in a smart way to avoid cultural sensitivities.

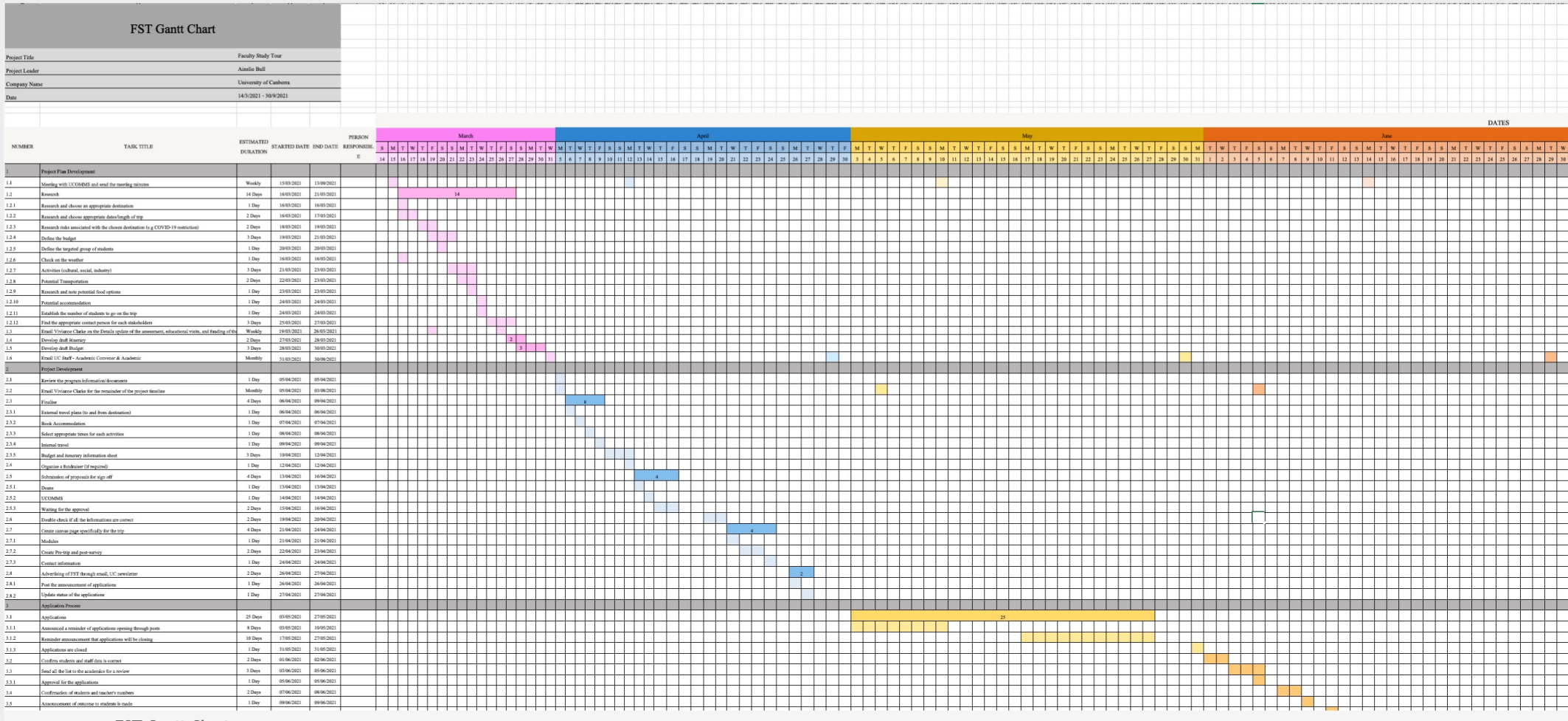
Chinese Communication – Sensitivity

Negative words should be avoided. It's similarly important to avoid controversial topics, like politics (Dolgansky, 2015). This is because in Chinese culture, their local "sphere of influence" is often considered none of your business.

Overall, students should be well mannered, presented in a smart way and respect their Chinese counterparts. This will ensure the visit to Chinatown and the Chinese Museum will run smoothly and will not offend members of the Chinese community.

Gantt Chart .

See Appendix B (attached) for full Gantt chart.



Risk Management.

PROJECT: MELBOURNE FST
OVERALL RISK RATING: **MEDIUM**

	Unlikely	Possible	Likely
Minor	LOW	LOW	MEDIUM
Moderate	LOW	MEDIUM	HIGH
Significant	MEDIUM	HIGH	HIGH

Identified Risk	Nature + extent of problem	Nature + extent of the impact	Probability	Impact	Threat Rating	Response	Accept risk?
			(Unlikely, Possible, Likely)	(Minor, Moderate, Significant)	(Low, Medium, High)		
Student/ staff member to catch COVID-19 whilst in Melbourne or become in close contact with a confirmed case.	Student/staff member confined to compulsory quarantine.	Student/staff member unable to attend any pre-booked FST arrangements, must stay in Melbourne for longer than expected at accommodation not of choice. Will cost more to stay in Melbourne longer. Return bus will have to be rearranged.	Possible	Significant	HIGH	PREVENTION: Students will follow all COVID-19 regulations such as the check-in app and wearing a make to prevent catching COVID-19.	Risk Accepted. There are methods of prevention to reduce the likelihood of this risk.
Melbourne closes it's borders or goes into lockdown prior to the FST.	Student/staff unable to leave home/ catch flight/ go on Melbourne FST. FST will be postponed until Melbourne restrictions ease or location will have to be changed.	FST is cancelled. Lose money on non-refundable pre-paid activities.	Possible	Significant	HIGH	CONTINGENCY PLANNING: Have a back up location/ location plan if this risk occurs.	Risk Accepted. This risk is unpredictable, UCOMMS to keep an eye out on news regarding Victoria and the virus and may choose to relocate FST.
Melbourne goes into lockdown or closes it's borders during visit.	Students/staff unable to leave Melbourne/ catch bus home until restrictions ease.	Students/staff unable to attend any pre-booked FST arrangement, must stay in Melbourne for longer than expected. Will cost more to stay in Melbourne longer. Return bus will have to be rearranged.	Possible	Significant	HIGH	PREVENTION: Follow all COVID-19 guidelines and rules whilst away. Sanitise frequently, wear a mask in public, stay 1.5m away where possible and reduce touching public surfaces.	Risk Accepted. There are methods of prevention.

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Minor	LOW	LOW	MEDIUM
Moderate	LOW	MEDIUM	HIGH
Significant	MEDIUM	HIGH	HIGH

Identified Risk	Nature + extent of problem	Nature + extent of the impact	Probability	Impact	Threat Rating	Response	Accept risk?
			(Unlikely, Possible, Likely)	(Minor, Moderate, Significant)	(Low, Medium, High)		
Student/staff member misses bus	Bus will have to be rescheduled, reservations could be missed depending on time of rescheduled bus.	FST is shortend for the student/staff member. Won't get to do as many things/ spend as much time in Melbourne.	Unlikely	Minor	LOW	PREVENTION: Stay on top of FST organisation, timing is key. Leave more than enough time to get to the bus.	Risk Accepted. Low, can be prevented.
Group misses bus	Bus will have to be rescheduled, reservations could be missed depending on time of rescheduled bus.	FST is shortend. Won't get to do as many things/ spend as much time in Melbourne.. Any resturant or activity that has been booked at a specific time may be upset that the group has not showed up, especially since tourism is dependant on tourists in this current climate.	Unlikely	Minor	LOW	PREVENTION: Stay on top of holiday organisation, timing is key. Leave more than enough time to get to the airport.	Risk Accepted. Low, can be prevented.
Bus to Melbourne delayed or cancelled.	Depending on how long of a delay, reservations could be missed.	FST is shortend. Won't get to do as many things/ spend as much time in Melbourne.. Any resturant or activity that has been booked at a specific time may be upset that the group has not showed up, especially since tourism is dependant on tourists in this current climate.	Possible	Minor	LOW	CONTINGENCY PLANNING: Keep an eye on bus times and if there is sign of a delay, so that booked arrangements can be called and cancelled immediately. RISK AVOIDANCE: Do not make bookings close to bus arrival time in case of a delay to reduce the risk of missing arrangements.	Risk Accepted. Low, contingency plan in place and method to avoid impacts.
Canberra goes into lockdown	Students and staff unable to leave home/ catch bus/ go on Melbourne FST.	FST is cancelled. Lose money on non-refundable pre-paid activities.	Unlikely	Significant	MEDIUM	CONTINGENCY PLANNING: Keep an eye on bus times and if there is sign of a delay, so that booked arrangements can be called and cancelled immediately.	Risk Accepted. Low, contingency plan in place.

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Minor	LOW	LOW	MEDIUM
Moderate	LOW	MEDIUM	HIGH
Significant	MEDIUM	HIGH	HIGH

Identified Risk	Nature + extent of problem	Nature + extent of the impact	Probability	Impact	Threat Rating	Response	Accept risk?
			(Unlikely, Possible, Likely)	(Minor, Moderate, Significant)	(Low, Medium, High)		
Student/ staff member diagnosed with COVID-19 before trip.	Student/ staff member unable to leave home/ catch bus/ go on Melbourne FST.	Student/ staff member will not be able to go on FST. That individual will lose the money they pre-paid. May need to recruit another staff member to attend the trip.	Unlikely	Significant	MEDIUM	ASSUMPTION.	Risk Accepted. Canberra has no current COVID-19 cases, would be very unlikely for this to occur.
Pre-booked accommodation has closed due to a confirmed COVID-19 case prior to visit.	Unable to stay at pre-booked/paid accommodation.	Will have to find and pay for new accommodation on short notice.	Possible	Moderate	MEDIUM	CONTINGENCY PLANNING: Have a list of potential back-up accommodation and their contact details to quickly call if this occurs.	Risk Accepted. Contingency plan in place.
Lost/stolen goods.	Luggage or other personal items lost or stolen. Depending on time items lost, items may need to be repurchased straight away. If items stolen were necessary to complete a pre-booked activity, the activity may need to be rescheduled or cancelled.	Have to repurchase all items. If to be repurchased straight away, this will take time out of FST. This will also add a cost to the trip.	Possible	Moderate	MEDIUM	RISK TRANSFER: Students and staff have the option to pay for travel insurance that covers the cost of stolen/lost goods.	Risk Accepted. Option to pay for insurance.
Student/ staff member injured whilst away.	May need to become hospitalised and require to stay in Melbourne longer.	Medical expenses, missed pre-booked/paid travel arrangements.	Possible	Significant	HIGH	PREVENTION: Stay safe whilst away, don't take any risks that may cause injury, follow rules. RISK TRANSFER: students and staff have the option to pay for travel insurance that covers medical expenses.	Risk Accepted. Methods of prevention and the option to pay for insurance.

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Moderate	LOW	MEDIUM	HIGH
Significant	MEDIUM	HIGH	HIGH

Identified Risk	Nature + extent of problem	Nature + extent of the impact	Probability	Impact	Threat Rating	Response	Accept risk?
			(Unlikely, Possible, Likely)	(Minor, Moderate, Significant)	(Low, Medium, High)		
Alcohol poisoning.	Student/ staff member may become unconscious. May require ambulance and hospital depending on how bad of a reaction. Could cause potential death.	Medical expenses, missed pre-booked/paid travel arrangements.	Unlikely	Significant	MEDIUM	PREVENTION: Don't consume excessive amounts of alcohol. Drink water in between drinks. Eat plenty and drink plenty of water in the days leading up to drinking. RISK TRANSFER: students and staff have the option to pay for travel insurance that covers medical expenses.	Risk Accepted. Methods of prevention and the option to pay for insurance.
Severe weather conditions.	Heavy rainfall, lighting storm. Could result in staying indoors.	Activities such as visiting the Royal Botanic Gardens, outdoor dining etc may have to be cancelled.	Possible	Minor	LOW	MITIGATION OF IMPACT: If rainfall isn't heavy enough to cancel activities, pack waterproof clothes such as a raincoat, gum boots etc. RISK AVOIDANCE: Check weather report when it becomes available. If there is a chance of rainfall, rebook activities that remain indoors. CONTINGENCY PLANNING: Have a list of indoor activities that don't require bookings that will be available on the day in the chance of rainfall.	Risk Accepted. Impact can be mitigated, methods to avoid impact and a contingency plan in place.
Allergic reaction.	Rash could develop, potentially result in an anaphylactic reaction, could lead to death.	Medical expenses, missed pre-booked/paid travel arrangements.	Unlikely	Significant	MEDIUM	PREVENTION: Stay clear of anything that could flare up allergies or cause a reaction. RISK TRANSFER: students and staff have the option to pay for travel insurance that covers medical expenses.	Risk Accepted. Methods of prevention and the option to pay for insurance.

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Moderate	LOW	MEDIUM	HIGH
Significant	MEDIUM	HIGH	HIGH

Identified Risk	Nature + extent of problem	Nature + extent of the impact	Probability	Impact	Threat Rating	Response	Accept risk?
			(Unlikely, Possible, Likely)	(Minor, Moderate, Significant)	(Low, Medium, High)		
Transport accident.	Car accident whilst in taxi or bus, run over by a tram. Could result in minor-serious injury or accidental death.	Medical expenses, missed pre-booked/paid travel arrangements, funeral expenses.	Possible	Significant	HIGH	PREVENTION: Follow all rules regarding safe travel and listen to safety instructions on plane before take off. MITIGATION OF IMPACT: Wear a seat belt. RISK TRANSFER: students and staff have the option to pay for travel insurance that covers medical expenses.	Risk Accepted. Risk can be prevented, methods to avoid impacts and the option to pay for insurance.
Food poisoning.	Student/ staff member gets sick and needs to throw up constantly. May have to spend a day or two waiting it out at the accommodation.	Student/ staff member will have to miss out on scheduled/ pre-paid activities. Individual may lose money.	Possible	Minor	LOW	ASSUMPTION.	Risk Accepted. Low, unlikely to occur.
Students are not given sufficient time to complete their assessment.	Students may miss on cultural/ entertainment activities to finish their assessment by the due date. Students may rush assignments or complain there is not enough time.	This may cause students to hand in poor work or provide negative feedback on the unit.	Possible	Moderate	MEDIUM	CONTINGENCY PLANNING: If this risk occurs, extend assessment due dates until after the FST so students can enjoy the full FST experience and be given sufficient time to produce quality work.	Risk Accepted. Contingency plan in place.
Student/ staff member offends an individual at the Chinese Museum.	Group may be asked to leave the building, cause a scene.	Bad reputation for UC, and unlikely to accept students back again.	Possible	Moderate	MEDIUM	PREVENTION: Students and staff to be briefed on cultural sensitivities and the correct behaviour to respect the culture before entering the premises.	Risk Accepted. Risk can be prevented.

Stakeholder Analysis .

Stakeholder Name	Contact Person	Impact	Influence	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
	Phone, Email, Website, Address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)				
University of Canberra - Faculty of Arts and Design	Vivianne Clark (Dean's Office) Phone: +61 2 6201 2289 Email: Vivianne.Clarke@canberra.edu.au Website: https://www.canberra.edu.au/about-uc/faculties/arts-design Address:	MEDIUM	HIGH	To deliver the best education to their students, align all assessment with the Australian Curriculum.	Work alongside UCOMMS to create a FST that will provide an exciting learning opportunity that interests students. Help UCOMMS to align the FST to the Australian Curriculum.	Deny approval of this FST.	Keep stakeholder involved in the decision-making of assessment, educational institutions that will be visited, and the funding of the trip. Keep this stakeholder regularly updated with progression of the FST. Seek approval from this stakeholder before beginning the project development stage.
Student Attendees	Student UC emails.	HIGH	HIGH	To learn and experience opportunities that will give them insight into their current field of study that may help them advance in their career. Network in their preferred industry and meet like-minded others.	Participate/ help out with fundraising activities that will go towards the FST. Show professional behaviour when visiting all educational institutions as they are representing UC. Show interest in the trip and provide positive feedback.	No students sign up for the FST. Students pull out last minute. Displaying poor behaviour on the trip may reduce the likelihood of future trips. If students provide negative feedback the FST is likely not to run again or will need improvements.	Keep stakeholder up-to-date with all trip details so students can be as prepared as possible before departure and help out in the planning process where they can.
UC Staff - Discipline Lead - Bachelor of Communication & Media	Shaun Cheah Phone: (02) 6201 2057 Email: Shaun.Cheah@canberra.edu.au	HIGH	HIGH	To deliver the best education to their students, align all assessment with the Australian Curriculum.	Work alongside UCOMMS to create a FST that will provide an exciting learning opportunity that interests students. Help UCOMMS to align the FST to the Australian Curriculum.	Deny approval of this FST.	Keep stakeholder involved in the decision-making of assessment, educational institutions that will be visited, and the funding of the trip. Keep this stakeholder regularly updated with progression of the FST.
UC Staff - Assistant Professor	Yoonmo Sang Email: Yoonmo.Sang@canberra.edu.au	HIGH	HIGH	To deliver the best education to their students, align all assessment with the Australian Curriculum.	Work alongside UCOMMS to create a FST that will provide an exciting learning opportunity that interests students. Help UCOMMS to align the FST to the Australian Curriculum.	Deny approval of this FST.	Keep stakeholder involved in the decision-making of assessment, educational institutions that will be visited, and the funding of the trip. Keep this stakeholder regularly updated with progression of the FST.

Stakeholder Name	Contact Person	Impact	Influence	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
	Phone, Email, Website, Address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)				
Greyhound	Customer Service Phone: 1300 473946 Website: https://www.greyhound.com.au/	LOW	MEDIUM	Selling seats on buses to travellers. Ensuring buses are operating on time and that paying customers are on-time to their bus. Security/ COVID-19 regulations and practices are followed.	Keep the buses running on time so there are no delays with travel.	No seats available on the bus. Delay the bus ride significantly or cancel the bus ride altogether.	Book bus through website, call the customer service line for any questions. Call customer service 2-weeks ahead of bus to confirm COVID-19 practices and check-in times. This information can also be found on their website.
Space Hotel	Reception Phone: +61 3 9662 3888 Email: stay@spacehotel.com.au Website: https://spacehotel.com.au/ Address: 380 Russell street, Melbourne Victoria 3000 AUSTRALIA	LOW	MEDIUM	Securing bookings and payments from customers. Providing an exceptional stay to paying customers.	Provide the accommodation for the week students will be in Melbourne in appropriate rooms within the FST dates.	Overbooked and can't take more guests. Confirmed COVID-19 case and have to cancel all bookings.	Book accommodation through website, call the customer service line for any questions. Email accommodation 2-weeks ahead of arrival to confirm COVID-19 practices and check-in times.
Chin Chin	Customer Service Phone: 03 8663 2000 Email: EAT@CHINCHINRESTAURANT.COM.AU Website: https://www.chinchin.melbourne/ Address: 125 FLINDERS LANE, MELBOURNE VIC 3000. T. 03 8663 2000	LOW	LOW	Attracting customers to come dine and spend their money at their restaurant.	Provide great customer service and an enjoyable experience.	Close down due to confirmed COVID-19 case. Be fully booked out and unable to take any more customers. This would not block the project in the planning stage, as there are other restaurants/cafes available.	Book via website if necessary. Email or call prior to visit to ask about any necessary regulations visitors must follow in regards to COVID-19.
13cabs	Customer Service. Phone: 13 227 Website: https://book.13cabs.com.au/	LOW	MEDIUM	Attracting customer/ tourists to book and use their cab service. Upgrading passengers to a more premium service.	Provide an available cab at students' time of need and transport students to their desired location for an affordable rate.	Fully booked, fail to arrive on time (picking students up and dropping them off), drive to wrong location and cause students to miss a pre-booked travel arrangements. This stakeholder could hinder the project but not block it altogether.	Book and pay cab in advance through website. Download taxi app prior to holiday. Call the customer service phone if the cab is not in correct pick up location or late/ hasn't shown up. Leave review via mobile app.
Uber	Contact through 'Uber' app.	LOW	MEDIUM	Attracting customer/ tourists to book and use their service. Upgrading passengers to a more premium service.	Provide an available Uber at students' time of need and transport students to their desired location for an affordable rate.	Fully booked, fail to arrive on time (picking students up and dropping them off), drive to wrong location and cause students to miss a pre-booked travel arrangement. This stakeholder could hinder the project but not block it altogether.	Book and pay Uber at time of need through the app. Download Uber app prior to FST. Call driver via the app if they are not in the correct pick up location or late/ haven't shown up. Leave review via mobile app.

Stakeholder Name	Contact Person	Impact	Influence	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
	Phone, Email, Website, Address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)				
Public Transport Victoria	Customer Service. Phone: 1800 800 007 Website: https://www.ptv.vic.gov.au/tickets/myki/	LOW	MEDIUM	Attracting customers/ tourists to using the public transport in Melbourne. Selling MyKi passes and travel packages.	Send MyKi passes in the mail in time to be packed by students before departing Canberra. Provide students with the necessary information to plan and budget their travel.	Close down/ stop services due to city lockdown, service workers on strike or mechanical issues.	Advise students to order their MyKi card through website. Call using provided number if any issues/ queries including delivery of MyKi card.
Melbourne Street Art Tour (self-guided)	The City of Melbourne Phone: 03 9658 9658 Website: whatson.melbourne.vic.gov.au Address: Melbourne Visitor Hub at Town Hall,	LOW	LOW	Attracting customers to visit the city of Melbourne by offering a free self-guided tour of street art in Melbourne.	Provide an enjoyable experience.	Remove the self-guided tour map from online. This would not block the project in the planning stage, as there are other attractions available, but if closed at late notice may result in one less activity on the FST.	Access tour info through website. For concerns of queries about use of the map, visit the Melbourne Visitor Hub or email.
Think HQ	Jen Sharpe Phone: 03 9682 0259 Email: jen@think-hq.com.au Website: https://think-hq.com.au/ Address: Level 2 16–20 Thistlethwaite Street South Melbourne 3205	LOW	MEDIUM	Running the operations of their business. Making deadlines. Recruiting new staff/ emerging talent, taking on new clients. Spreading the word of their name as a communications agency.	Give the FST students an insight into the operations of their agency. Run a workshop for students. Share tips and tricks that would be valuable in the communication industry. Provide opportunity to apply for an internship.	Refuse to see students on arrival. Cancel the meeting/ workshop/ student visit last minute, leaving no time to book another industry visit. Close down due to confirmed COVID-19 case.	Book in advance to secure a time with them that fits within their schedule. Send confirmation of student visit. Keep in contact with agency prior to visit - e.g. running late, details of arrival, what students should bring etc.
ADMATIC	Customer Service Phone: 1300 236 282 Website: https://www.admatic.com.au/ Address: 534 Church Street, Richmond	LOW	MEDIUM	Running the operations of their business. Making deadlines. Recruiting new staff/ emerging talent, taking on new clients. Spreading the word of their name as a communications agency.	Give the FST students an insight into the operations of their agency. Run a workshop for students. Share tips and tricks that would be valuable in the communication industry. Provide opportunity to apply for an internship.	Refuse to see students on arrival. Cancel the meeting/ workshop/ student visit last minute, leaving no time to book another industry visit. Close down due to confirmed COVID-19 case.	Book in advance to secure a time with them that fits within their schedule. Send confirmation of student visit. Keep in contact with agency prior to visit - e.g. running late, details of arrival, what students should bring etc.
National Gallery of Victoria	Customer Service Phone: +61 (0)3 8620 2222 Website: https://www.ngv.vic.gov.au/ Address: 180 St Kilda Rd, Melbourne VIC 3006	LOW	LOW	Attracting tourists to come visit the Gallery, book and pay for tours and spend their money at the gift shop.	Provide an enjoyable experience.	Close down due to confirmed COVID-19 case resulting in the inability to take any tourists. This would not block the project in the planning stage, as there are other attractions available, but if closed at late notice may result in one less activity on the FST.	Book through website if necessary. Email prior to visit to ask about any necessary regulations visitors must follow in regards to COVID-19.

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	Phone, Email, Website, Address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)				
Coda	Customer Service Phone: +613 9650 3155 Email: info@codarestaurant.com.au Website: https://www.codarestaurant.com.au/ Address: Basement 141 Flinders Lane (corner Oliver Lane) Melbourne 3000	LOW	LOW	Attracting customers to come dine and spend their money at their restaurant.	Provide great customer service and an enjoyable experience.	Close down due to confirmed COVID-19 case. Be fully booked out and unable to take any more customers. This would not block the project in the planning stage, as there are other restaurants/cafes available.	Book via website if necessary. Email or call prior to visit to ask about any necessary regulations regulations visitors must follow in regards to COVID-19.
Quint Digital	Enquiries Team Phone: 03 9013 7214 Email: info@quintdigital.com.au Website: https://quintdigital.com.au/ Address: Chadstone Shopping Centre, Waterman Business Centre Suit 131, L2 UL40/1341 Dandenong Road, Chadstone VIC 3148, Australia	LOW	MEDIUM	Running the operations of their business. Making deadlines. Recruiting new staff/ emerging talent, taking on new clients. Spreading the word of their name as a communications agency.	Give the FST students an insight into the operations of their agency. Run a workshop for students. Share tips and tricks that would be valuable in the communication industry. Provide opportunity to apply for an internship.	Refuse to see students on arrival. Cancel the meeting/ workshop/ student visit last minute, leaving no time to book another industry visit. Close down due to confirmed COVID-19 case.	Book in advance to secure a time with them that fits within their schedule. Send confirmation of student visit. Keep in contact with agency prior to visit - e.g. running late, details of arrival, what students should bring etc.
The University of Melbourne - Professor Ingrid Volkmer	Ingrid Volkmer Phone: +61383443500 Email: ivolkmer@unimelb.edu.au Website: https://findanexpert.unimelb.edu.au/profile/155840-ingrid-volkmer Address: 01, E-175, John Medley Building, Parkville	LOW	MEDIUM	Completing her day-to-day work leading a large international research network.	Provide some time to speak with FST students to give them an insight into her research findings. Run a workshop for students. Share tips and tricks that would be valuable in the communication industry.	Refuse to see students on arrival. Cancel the meeting/ workshop/ student visit last minute, leaving no time to book another educational visit. University closes down due to confirmed COVID-19 case.	Book in advance to secure a time with her that fits within her schedule. Send confirmation of student visit. Keep in contact with her prior to visit - e.g. running late, details of arrival, what students should bring etc.
Royal Botanic Gardens Victoria	Visitor Centre Phone: 03 9252 2300 Website: https://www.rbg.vic.gov.au/melbourne-gardens/ Address: Birdwood Avenue, Melbourne	LOW	LOW	Keeping the gardens pristine and well looked after. Attracting customers to visit the gardens.	Provide an enjoyable experience.	Close down due to confirmed COVID-19 case resulting in the inability to take any tourists. This would not block the project in the planning stage, as there are other attractions available, but if closed at late notice may result in one less activity on the FST.	Call visitor centre prior to arrival for any questions e.g. directions, parking etc.
Arbory Bar & Eatery	Customer Service Phone: +61 3 8648 7644 Email: hello@arbory.com.au Website: https://arbory.com.au/ Address: Flinders Walk, Melbourne, VIC 3000	LOW	LOW	Attracting customers to come dine and spend their money at their restaurant/ café.	Provide great customer service and an enjoyable experience.	Close down due to confirmed COVID-19 case. Be fully booked out and unable to take any more customers. This would not block the project in the planning stage, as there are other restaurants/cafes available.	Book via website if necessary. Email or call prior to visit to ask about any necessary regulations regulations visitors must follow in regards to COVID-19.

Stakeholder Name	Contact Person	Impact	Influence	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
	Phone, Email, Website, Address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)				
raraPR	Jade Roberts Phone: 0488 520 510 Email: jade@rarapr.com Website: https://www.rarapr.com/ Address: Melbourne, Victoria	LOW	MEDIUM	Running the operations of their business. Making deadlines. Recruiting new staff/ emerging talent, taking on new clients. Spreading the word of their name as a communications agency.	Give the FST students an insight into the operations of their agency. Run a workshop for students. Share tips and tricks that would be valuable in the communication industry. Provide opportunity to apply for an internship.	Refuse to see students on arrival. Cancel the meeting/ workshop/ student visit last minute, leaving no time to book another industry visit. Close down due to confirmed COVID-19 case.	Book in advance to secure a time with them that fits within their schedule. Send confirmation of student visit. Keep in contact with agency prior to visit - e.g. running late, details of arrival, what students should bring etc.
UCOMMS	UCOMMS President Email: ucommsevents@gmail.com Website: https://clubs.canberra.edu.au/Cclubs/UCOMMS	HIGH	HIGH	To help students learn more about their industry through experience and networking opportunities.	Create an FST for students as an experiential learning opportunity that can be credited towards their degree. Develop an assessment for students to be marked on.	Decide against organising an FST.	Stakeholder to organise trip and therefore to be involved in all communications related to the FST.
Victorian Government	Customer Service. Coronavirus Hotline: 1800 675 398. Website: https://www.coronavirus.vic.gov.au/covidsafe-travel-victoria	MEDIUM	HIGH	Keeping Victoria safe from COVID-19 and ensuring the community is following necessary restrictions.	By keeping borders open, administering the appropriate restrictions to prevent the chance of another lockdown and giving plenty of notice to travellers of any changes regarding restrictions.	Border closure, state lockdown, administering compulsory quarantine to travellers.	Visit the Victorian Government website regularly for updates. If, during the FST, students have concerns about COVID-19 they can call the Coronavirus hotline. Students to download the Service Victoria app and check-in regularly throughout the trip to update the government on their location.
ACT Government	Customer Service. Helpline: 02 6207 7244. Website: https://www.covid19.act.gov.au/contact-us	MEDIUM	HIGH	Keeping the ACT safe from COVID-19 and ensuring the community is following necessary restrictions.	By keeping borders open, administering the appropriate restrictions to prevent the chance of another lockdown and giving plenty of notice to travellers of any changes regarding restrictions.	Border closure, state lockdown.	Visit the ACT Government website regularly for updates. If, before or after the FST, students have concerns about COVID-19 they can call the helpline.
Museum of Chinese Australian History	Customer Service Phone: +61 3 9662 2888 Email: info@chinesemuseum.com.au Website: https://www.chinesemuseum.com.au/ Address: 22 Cohen Place, Melbourne	LOW	LOW	Attracting tourists to come visit the Gallery, book and pay for tours and spend their money at the gift shop.	Provide an enjoyable experience.	Close down due to confirmed COVID-19 case resulting in the inability to take any tourists. This would not block the project in the planning stage, as there are other attractions available, but if closed at late notice may result in one less activity on the FST.	Book through website if necessary. Email prior to visit to ask about any necessary regulations visitors must follow in regards to COVID-19, or any cultural sensitivities to be aware of regarding dress code, gestures etc.
Blu Point Cafe	Customer Service Phone: +61396635517 Address: 338 Russell Street, CBD, Melbourne	LOW	LOW	Attracting customers to come dine and spend their money at their restaurant/ café.	Provide great customer service and an enjoyable experience.	Close down due to confirmed COVID-19 case. Be fully booked out and unable to take any more customers. This would not block the project in the planning stage, as there are other restaurants/cafes available.	Book via website if necessary. Email or call prior to visit to ask about any necessary regulations visitors must follow in regards to COVID-19.

Communication Plan .

Stakeholder Name/Group	What is to be communicated	Communication frequency	Communication method	Responsibility	Comments/Notes
University of Canberra - Faculty of Arts and Design	Details of the assessment, educational visits, and funding of the trip.	Weekly, in the project plan development phase. Then monthly for the remainder of project timeline.	Email: Vivianne.Clarke@canberra.edu.au	To support the development of the FST and approve the assessments, educational visits, and costs.	UCOMMS will work alongside this stakeholder to ensure the FST meets the Australian Curriculum, which is why communication will be more frequent in the beginning stages of the project.
Student Attendees	FST application, itinerary, fundraising, post FST survey.	3 months prior to advertise FST, 1 week later to update status of application. 1 month prior to trip, weekly meetings to discuss itinerary and fundraising. Once, post FST, for feedback.	Student UC emails UCOMMS Instagram account: @_ucomms	To apply for the FST, help fundraise, attend briefings, engage in the FST and submit feedback.	Students will not be asked to apply until a framework for the FST has been completed. This will give students a better understanding of how the unit will run before applying.
UC Staff – Academic Convener & Academic	Details of assessment, itinerary, post FST survey results.	Monthly, in the project plan development phase. Then weekly in the month leading up to the trip. Once, post FST, to deliver feedback.	UC email: Shaun Cheah: Shaun.Cheah@Canberra.edu.au Yoonmo Sang: Yoonmo.Sang@canberra.edu.au	To support the development of the FST and approve the assessments, educational visits. To attend the FST with the students to guide the unit.	Staff will primarily be contacted to update on FST progress.
UCOMMS	All details of FST.	Discuss updates on FST in weekly UCOMMS meetings.	Weekly meetings. Send meeting minutes to UCOMMS members' UC emails.	To plan, seek approval of, advertise, and execute the FST. UCOMMS will also be responsible for all relevant communication.	UCOMMS meet as a society once a week. The FST will be included in the discussion amongst other society priorities.

Stakeholder Name/Group	What is to be communicated	Communication frequency	Communication method	Responsibility	Comments/Notes
Greyhound	Dates of FST, departure times, number or students/ staff members who will be taking the bus.	Once numbers and dates are confirmed, book bus. A week prior to departure, confirm bus. Leave review post FST.	Book and review via website: https://www.greyhound.com.au/ Confirm via phone: 1300 473946	To reserve a bus for FST attendees and meet their promise of price, arrival, and departure times.	Stakeholder will not require frequent contact. Review is optional.
Taxi/ Uber	Time of travel, pick-up and drop-off location, number of passengers.	During FST, at time of need.	Book via mobile app.	To provide a taxi/uber for FST attendees and meet their promise of price, arrival, and departure times.	Stakeholder does not require any other contact other than at time of need. Review is optional.
Space Hotel	Dates of FST, numbers of students/ staff members staying, number of rooms.	Once numbers and dates are confirmed, book hotel. A week prior to departure, confirm hotel. Leave review post FST.	Book and leave review via website: https://spacehotel.com.au/ Confirm via email: stay@spacehotel.com.au	To reserve accommodation for FST attendees and meet their promise of price, room availability and hygiene.	Stakeholder will not require frequent contact. Review is optional.
Restaurants/ Cafes	Number of guests, reservation date/ time and duration.	1 month prior to FST, book restaurants/ cafes where applicable. Confirm bookings 2 days before FST. Restaurants/ cafes only taking walk-ins will be communicated with at time of need. Leave review post FST.	Book Chin Chin via website: https://www.chinchin.melbourne/ Book Coda via website: https://www.codarestaurant.com.au/ Book Arbory & Eatery via website: https://arbory.com.au/ Book Blu Point Café via phone: +61396635517	To reserve a table for FST attendees and meet their promise of price, customer service and product quality.	Stakeholder will not require frequent contact. Review is optional.

Stakeholder Name/Group	What is to be communicated	Communication frequency	Communication method	Responsibility	Comments/Notes
Communication agencies and Prof Ingrid Volkmer.	Number of guests, date and time of visit, outline of assessment learning outcomes so agencies can tailor their tour/ workshop to students' needs.	3 months prior to FST, arrange agency/ industry visits. Confirm arrangement 1 month before FST. Confirm details of arrangement 1 week before.	Contact via email or phone: RaraPR: jade@rarapr.com Prof Ingrid Volkmer: ivolkmer@unimelb.edu.au info@quintdigital.com.au	To provide students with a learning experience/ networking opportunity that will assist in their assessments for this unit and progress them further in the studies as well as career aspirations.	Staff to notify to agencies/ communication professionals of assessment and students' area of study to ensure the content of the workshops/ visits align with unit outcomes.
Government	Location of travellers, COVID-19 practices.	Every time an individual visits a new location. COVID-19 update/ practices to be checked 3 months, 1 month and 1 week prior to FST.	Update location via the ACT and VIC check-in apps. For updated COVID-19 practices, visit the Government's COVID-19 page: VIC: https://www.coronavirus.vic.gov.au/covid-safe-travel-victoria ACT: https://www.covid19.act.gov.au/contact-us	To ensure the safety of their state/ territory, enforce the COVID-19 safety procedures, alert people of COVID-19 affected areas and recommend the safety methods of travelling.	Students and staff to regularly update app and keep an eye out for COVID-19 updates.
Activities	Number of guests, booking date/ time and duration.	2 months prior to FST, book activities where applicable. Confirm booking 1 week before FST. Activities that only taking walk-ins will be communicated with at time of need.	Melbourne Street Art Tour: https://melbournestreettours.com/contact/ Royal Botanic Gardens Victoria: https://www.rbgv.vic.gov.au/melbourne-gardens/ Museum of Chinese Australian History: info@chinesemuseum.com.au National Gallery of Victoria: https://www.ngv.vic.gov.au/	To provide an enjoyable and accessible experience for FST attendees.	Stakeholder will not require frequent contact.

Evaluation .

Ongoing monitoring and evaluation will be important throughout the project to ensure it is going to plan. However, the most important type of evaluation for the FST project is post-project evaluation.

To understand the success and performance of the project, it is important for after the FST trip to get feedback from relevant stakeholders involved, most importantly the students. The most effective way to evaluate the trip and gain a detailed understanding of those involved and the outcomes would be a post trip survey. The survey would ask the attendees a series of questions about the trip relating to the itinerary and budget. It would also go in depth about each industry related visit and what the students gained from the location, and if it added value to their knowledge of the industry. The answers from the students will outline what went well and what aspects of the trip didn't. As for other stakeholders, staff also hold valuable feedback from the trip and can help give any recommendations as to what UCOMMS can consider altering for future trips which can also be sourced through a survey created by the project team. Reaching out to the industry locations will also be important to gain their insights of their thoughts of the visiting students. Making the evaluation apart of the assessment criteria for the trip would be an effective way of making sure every student completes the survey with detail.

UCOMMS will also provide a post-project report to finalise the project. This will outline the trip, the costs, itinerary, performance and summarised feedback with recommendations for future projects. This report will be used for FST trips in for the following years and can be found in the design faculty's case study library.

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