



Kelso Consulting Australia

ABN 39 226 072 442

*“Let Us Take Care of The Writing & Training,
So, You Can Get on With Business!”*

Capability Statement

Maree Moreland
Corporate Writer & Trainer
Ph: 07 3879 1949
Mobile: 0421 699 015
Email: write@kelsoconsulting.com.au
Website: www.kelsoconsulting.com.au



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1. Capability Information

Kelso Consulting Australia (KCA) assists small-to-medium sized businesses. We specialise in Corporate Writing including Tenders, Expressions of Interest, Policy Documents, Procedures, Proposals, Blogs, and Website Content.

KCA also conduct quality business training through the KCA Learning Hub. Members of the Learning Hub can attend monthly lessons on a variety of topics for a small fee. The Learning Hub is about helping small businesses be successful.

Our focus is to help small-medium businesses with winning documents and great training.

1.1 Industries Served

KCA is open to working with all industries within the small-medium business sector. Over the past 25 years we have experience with:

Construction	Commercial Cleaners
Property/Real Estate	Event Management
Medical	Photography
Coal Testing & Mining	Corporate Businesses
Insurance	Audio Visual & Home Automation
Export	Community Services

1.2 Insurances

KCA currently hold the following insurances:

- Public Liability for \$10,000,000
- Professional Indemnity for \$1,000,000

1.3 Main Business Activities

Established in September 2016, KCA provides writing and training services to Australia. Our qualified and experienced writers and trainers have been working in the corporate world for more than 20 years. The skills we have learned during this time is now available to all our clients. Our main services are:

1.3.1 Corporate Writing

Corporate writing is extremely important to every business. It affects the image you portray to your existing and new clients and the ability to win new work.

Have you ever read a document and it is either uninspiring or filled with spelling errors? This gives an amateur and uneducated impression on the reader. Get a skilled writer to edit and proofread your documents before sending them out. Even the best writers need someone to look over their work. When you get too close to your work or have been working a long time on a document, you will no longer see the errors.



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We supply a dedicated and experienced writer and editor for all your documents, inclusive of:

- Tenders and Expressions of Interest
- Capability Statements
- Business Proposals
- Company Procedures
- Blogging for businesses
- Website Content
- Articles and Press Releases



1.3.2 Training - Customised Workshops

We believe in the phrase "You should learn something new every day, if you don't you have wasted your day."

Education is a key component to every aspect of our life, both business and personal. We strongly believe that with the right skills, any person or business can achieve success.

Kelso Consulting Australia has more than 20 years' experience in conducting training workshops, one on one training of staff, and group training.

Our experience has shown that sending a single employee to a training workshop will NOT improve your business. Yes, it will give skills to that one employee. However, how effective will that employee be in trying to implement these new skills into your business? There is a very high chance that within a week of attending the newly learned skills will be forgotten.

The most effective way to train your team is for everyone to attend the same training workshop.

Our experienced and professional trainers will provide quality content and skills that you can action immediately in your workplace. We will customise a workshop specifically for your needs. We will train your team on the specific skills you require. We can offer a variety of topics. The most popular are:



- Customer Service Fundamentals
- Grammar, Punctuation & Spelling
- Leadership
- Hints and Tips for Microsoft Office Suite
- Team Building
- Telephone and Email Etiquette
- Time Management
- Tender Writing Essentials



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Training of staff can be difficult for small-medium business. How can you afford to have your team attending a training workshop? They need to be doing their job; you need them to work every day.

Training your team is an investment. Yes, it will cost money and time. However, your team will learn skills that will improve your business, and make you more money.

Our customised workshops are usually only a half day, so your team can still work that day. If you have a large team, we can run two 1/2-day workshops. Send half your team to the first workshop and the other half to the second. We will customise this training so that the impact to your business is minimal.

1.4 Business Prospects

KCA is a new business with the drive, ambition, experience, and knowledge to meet the needs of its clients.

We are always looking for new openings and industries to service and would seriously consider any opportunity presented to us.

The goal for KCA is to build a strong business with an excellent reputation for helping small to medium businesses. KCA wants to help other businesses to grow and upskill their staff.

1.5 Our Vision

Our Business Vision is "to be recognised as a trustworthy and proficient corporate writing and training business providing quality training and winning documents to our clients throughout Australia."

This vision is the approach we take for every client and every project. We want to ensure that we are providing a high-quality product and service every time.

Quality customer service is vital, with communication being the key to providing this. We do not undervalue the importance of constant, effective communication.

1.6 Our Core Values

Whether it be writing or training, there are five core values that Maree Moreland instils in all aspects of KCA services. These core values also align closely with our vision. They are:

Service Excellence - We will always offer a service of excellence to every client. This excellence will ensure we are distinctive to any other writing or training business in Australia.

Close enough is never good enough. If we want our customers to succeed we need always to offer them a service that's superior. We can do this by setting clear expectations with our clients on time frames, type of service to supply, and the outcomes of the service. We then need to surpass these client expectations with every project.

Passion and Energy - We will only engage team-mates that are positive and passionate about their craft with energy to always succeed and adhere to our core values.



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Our future planned growth will give us the chance to hire other writers and trainers. We will scrutinise all candidates to ensure that we only hire the best person for the job who shares the same passion and drive as the KCA Owner, Maree Moreland.

Hearing - Not Just Listening - We will open our ears and our mind to ensure that we hear what our client desires. This is true communication.

Outside influences can distract the ability to hear what a client truly needs. If we listen carefully, ask relevant questions, and discuss their ideas we will get a better grasp of what they are trying to achieve. Sometimes it is not what they are saying; it is what they are not saying. So, we must listen attentively.

Discovery and Research - We will research our client's ideas and help them to find ways to develop these. We will always strive to say yes to any opportunities.

By being open to new ideas or thoughts, it opens the doors for our own business as well as that of our clients. Discovery and research are learning, and learning is a basic need for any business to survive.

Benefit the Community - We will volunteer our time or service to a charity or community group often.

Everything we do will benefit the neighbourhood in which we work. The benefit we offer our local community will vary greatly. Some benefits may not be evident to the public. It may be something small for a not-for-profit agency or a small business needing help. It could also be something tangible that is known to all.

Any person who joins the KCA team will be encouraged to volunteer their time in some way within the community they live.

1.7 Meet the Team



KCA is currently a sole trader.

Maree Moreland is the Owner, Corporate Writer, and Trainer for KCA. As a new business, we are looking forward to the occasion when we can hire other professionals to join our team.

Maree Moreland – Owner, Corporate Writer & Trainer

For the past 20+ years, Maree Moreland has worked in senior management. Most recently as Branch Manager and Internal Quality System Analysis Manager for Unique Building Services, a small-to-medium sized construction company.

Before this, Maree worked as an Operations Manager for a large export inspection company, CASCO Australia (now SGS).

Both these positions entailed the training and mentoring of in-house staff in all areas of both businesses. Maree has also been responsible for the writing and editing of procedures and business documents throughout this time.



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Since 2010 Maree Moreland, working for Unique Building Services, was responsible for content writing and editing of tenders with an excellent success rate. These were mostly for various government departments and large companies.

In November 2016 Maree became a Mentor for the Qld Small Business Mentor for Growth program. This is a voluntary position, and she is proud to be able to help small businesses to resolve problems and be successful.



1.8 Facilities & Equipment

Facilities

KCA currently runs from a dedicated office at the home of Maree Moreland located within 15km of Brisbane CBD. The business strategy has provided for the leasing of office space in the Brisbane region within the first 12 months of business.

The office leasing will be based on the number of staff and potential growth of KCA. The strategy allows for starting in a serviced office on a monthly lease arrangement. We will then move into a separate leased office within 12 months.

The serviced office, and separate leased space is to include training room facilities.

Equipment

The KCA office is fully equipped with all required technology to complete the services offered. With the increase of staff over the next 12 months purchasing of new equipment will be required.

This new equipment will include office furniture, computers, printers, phones, and any other equipment as required.

1.9 What Makes Us Difference?

KCA is a company that offers a complete package of both writing and training for small to medium businesses. We offer a one stop writing and training service to businesses and the general public. No matter the industry, we are sure to be able to help.

KCA is not pigeonholed into just one industry sector or one single service. KCA has behind it many years of experience and a wealth of knowledge of which any new business would be envious.

We are driven and ambitious and want to help other businesses be successful. We don't succeed until our clients do.

1.10 Capacity

KCA can supply face to face quality services to any business within South East Queensland. Though, with modern technology, we are also capable of providing our services Australia wide.



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KCA has the expertise and knowledge to offer quality services to businesses throughout Australia.

We also have the flexibility to be able to travel interstate as required to supply our services.

While KCA may only have one employee, we have the vision and plan for growth. We expect to be able to offer a broader service within the first 12 months of business.

1.11 Training & Skills

Maree Moreland, Corporate Writer, and Trainer, has the following qualifications:

- Advanced Diploma Business Management (achieving Distinction) – 2006
- Certificate in Internal/External Auditing, Management Systems Auditing - 2013
- Certificate IV Project Management – 2006
- Small Business Management Course – 1995
- Regularly attending Industry Seminars and Workshops

Over the 20+ years in business management, Maree has built a very good reputation.



2. Our Promise

KCA make the following promises to all of our clients and key stakeholders:

2.1 Confidentiality

We understand that there will be times when we are privy to important and private information. We take this very seriously and promise you that all information is kept confidential.

All information shared with KCA will only be used to supply the requested service to our client.

KCA will ensure the strict security of your information and won't disclose this to any third party without prior written authorisation.

2.2 Affordability

The service that we offer is an expense that businesses should incur. We will, though, try to work within the budget of the client and ensure that our rates are affordable.

We want to work with our clients and are willing to discuss a price that's in line with their budget.

Our rates are competitive. We recommend you invest in your business.

2.3 Timely

KCA understand the importance of having documents completed on time.

Tenders and Expressions of Interest have set deadlines, and if these documents are not submitted on time, our client will miss the opportunity. This could also affect future projects for our clients.

We will advise our client of a completion time, and we will deliver on time, every time.

2.4 Communication

"To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others." Anthony Robbins

KCA understand the absolute importance of effective communication. We will do our utmost to understand your specific needs and the differences of each of our clients.

We promise to ensure that our communication with you is clear, concise, and constant.



3. Customer Service

Knowing what your customers want and being able to supply this is imperative to all businesses. The key to great customer rapport is communication. Correct communication will ensure a healthy and enduring business connection. KCA communicate on a regular basis with our clients. We want to ensure that we are giving to them the quality service that they are expecting.

KCA attend regular workshops and seminars to ensure that they are always up to date with the latest trends in the market place.

We believe that every key stakeholder in a business is responsible for ensuring that they are always building a positive customer rapport; from the receptionist through to the CEO.

3.1 Complaints

All businesses at some time will receive customer complaints. It is not possible to please everyone. Immediate action is given to any customer complaints. It is imperative that a business put themselves in the customer's shoes. KCA will arrange a meeting with the customer to discuss the issues and establish a suitable resolution.

It is noteworthy that KCA is yet to receive a customer complaint.

3.2 Testaments

Over the 20+ years in business management, Maree has built a very good reputation. Below are a few testaments that Maree and KCA have received:

"I have been using Kelso Consulting for the last 6 months to write blogs/articles for me. They have been fantastic. I send a short blurb on what I would like the blog/article to be based around, whether I would like it educational or sale based, the tone and the underlying message I am trying to convey. Sure enough 2 days later I have my blog/article. They have exceeded my expectations each time, so much so that Kelso Consulting has become an integral part of our marketing strategy." David Kelly - Solutions 4 Cleaning - 04/04/17

"Great general overview for someone looking to enter the market. Good feedback to questions etc. Very well structured - made sense in the way it was presented." Glenn W - Tender Writing Essentials - 02/02/17

"There are so many opportunities for businesses to tender but many believe it to be overwhelming - just go for it! Take this course." Caroline B - Tender Writing Essentials - 09/02/2017

"Really appreciate the course and all I've been taught by Maree. She is a very personable teacher and explains how to practically apply lessons." Jodie G - Customer Service Fundamentals - 8/12/16

"Maree of Kelso Consulting helped me with writing an article which will be featured in the local community paper next year. The process was very easy. I just sent her bits from everywhere what I want to say and she put them all together wonderfully and she also added some promotional words which would be very helpful for my business. She also edited my business document and I was very impressed by the turn-around time and quality. I highly recommend Maree of Kelso Consulting for writing services and editing services." Sumiko Eyears - Sumico Photography - December 2016

"Maree is delightful, warm, committed, intelligent and good person to know. She attended my course and I grew to know her over the 9 months that it took place. During that time her involvement, application of the material, and presentations to colleagues was exceptional. I have had opportunity to follow Maree's career over the years and have been impressed with her achievements. I strongly recommend Maree to you." Richard Egelstaff, - PMP Discipline Leader for Project Management at CQU – October 2010



4. Corporate Social Responsibility

KCA is an equal opportunity employer and encourages the employment for all.

KCA currently works from a home based dedicated office that's easy access for disabled. In the future, we will lease office space that also accommodates facilities for people with disabilities. KCA welcomes all races and people to apply for future positions.

Women in the workplace are very important to Maree. Working in the corporate world since the 80's Maree has been a victim of sexual discrimination and harassment. Maree has hit her head several times on the imaginary glass ceiling, but it is now appearing to have cracks in it. The harassment and discrimination against women in the workplace are reducing, but there is still room for improvement.

A key service that we offer is a support to businesses where English is not their first language. These businesses have to survive in a tough environment but are on the back foot when it comes to the writing of quality documents in English. When a non-English speaking person writes an English document, this impacts the viability of the business. We offer to proof read these documents and supply editing and advice where appropriate.

4.1 Environment & Sustainability

KCA Business Strategy includes Environment and Sustainability strategies. These strategies include:

- Recycling of waste
- Reduced printing throughout the office – being paperless wherever possible
- Printing double sided, two pages to a page if printing is required
- Recycling printer cartridges
- Using Brother Printer with Energy Star rating. Brother products are ROHS (Restriction of Hazardous Substances) Directive compliant. The use of hazardous materials, regulated by the RoHS EU Directive, are eliminated or are limited during production.

As well as the items listed above KCA also has:

- Water tank installed for the capturing of rainwater
- Solar panels providing electricity for running all equipment for the office
- Reduction of motor vehicle usage as KCA is currently a home-based office
- Carbon offset always accepted where available

4.2 Benefits for the Community

We believe strongly in supporting the community to which we belong. As a new small business, we cannot afford to donate money. So, instead, we give our time and share our skills. KCA is proud of the opportunities we have already had to help our community.



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Mentor for Growth (M4G)

Shortly after starting KCA, Maree registered as a mentor for the Queensland State Government Small Business Mentor for Growth Program. This program offers small businesses access to a panel of volunteer business experts. This panel meets with a small business that needs advice on challenges they are facing in their business.

Maree volunteers her time to the M4G program in South East Queensland. She finds this very rewarding especially when a business owner comes into the meeting feeling overwhelmed or confused. They then walk out with options and relevant advice on how they can overcome their challenge.

Discounted Customised Training

KCA was approached by a prominent community centre in Brisbane to supply customised in-house customer service training for their staff. KCA has now run this ½-day training for three separate groups at this centre. As this is a not-for-profit business, we offered the training at a significantly discounted rate.

The third ½ day workshop also included staff of a second affiliated not-for-profit agency. We enjoyed the opportunity to supply this training to two great community centres within the Brisbane region.

Picnic in the Park – Celebrate Small Business Week

To celebrate the Small Business Week in Brisbane KCA organised a free Picnic in the Park for small businesses. This was an opportunity for small businesses mix with other small businesses in a social atmosphere. The day out was planned for Friday the 19th May at Rocks Riverside Park, Seventeen Mile Rocks.

We'd arranged fun activities, food, and a coffee van. We expected about 50 business owners to attend what should have been a great day out. Unfortunately, the event was cancelled due to the inclement weather on that day. We hope to rebook this event in the future.

Cruise Control Car Pool Group

We have recently created a new Facebook group called Cruise Control Car Pooling. This is a group open to the public. They can offer empty seats in their vehicle to others travelling in the same direction. It also allows people to post requests for rides. This is a free group open to the public and is sponsored by KCA. The idea is to reduce peak hour traffic and greenhouse gas emissions. It is early days for this group and promotion is yet to commence. <https://www.facebook.com/groups/cruisecontrolcarpool>

Future Programs

We are currently putting together a reading and writing program and will be speaking with retirement villages and nursing homes in the Brisbane region about this. Our goal is to attend one day a week, voluntary, where we will read for an hour to a group of residents. The books will be both classics and modern-day stories from a variety of genres.

We also want to look at offering our writing services to help the residents write letters to their family or friends. Our research has shown that this is especially needed at significant holidays during the year. This program is still in early planning stages, but we hope to have this in place before the end of 2017.