



businessary

We are Businessary
2020

HOME FOR BUSINESS

We are here to support
Australian businesses big and
small, let us show you how >



Welcome to the little house that delivers big.

We are big on business solutions, big on business expertise, big on HR solutions and digital marketing, but not big on expense. We are the little house that is personable, agile, efficient and ready when needed. Delivering end-to-end solutions and business outcomes.

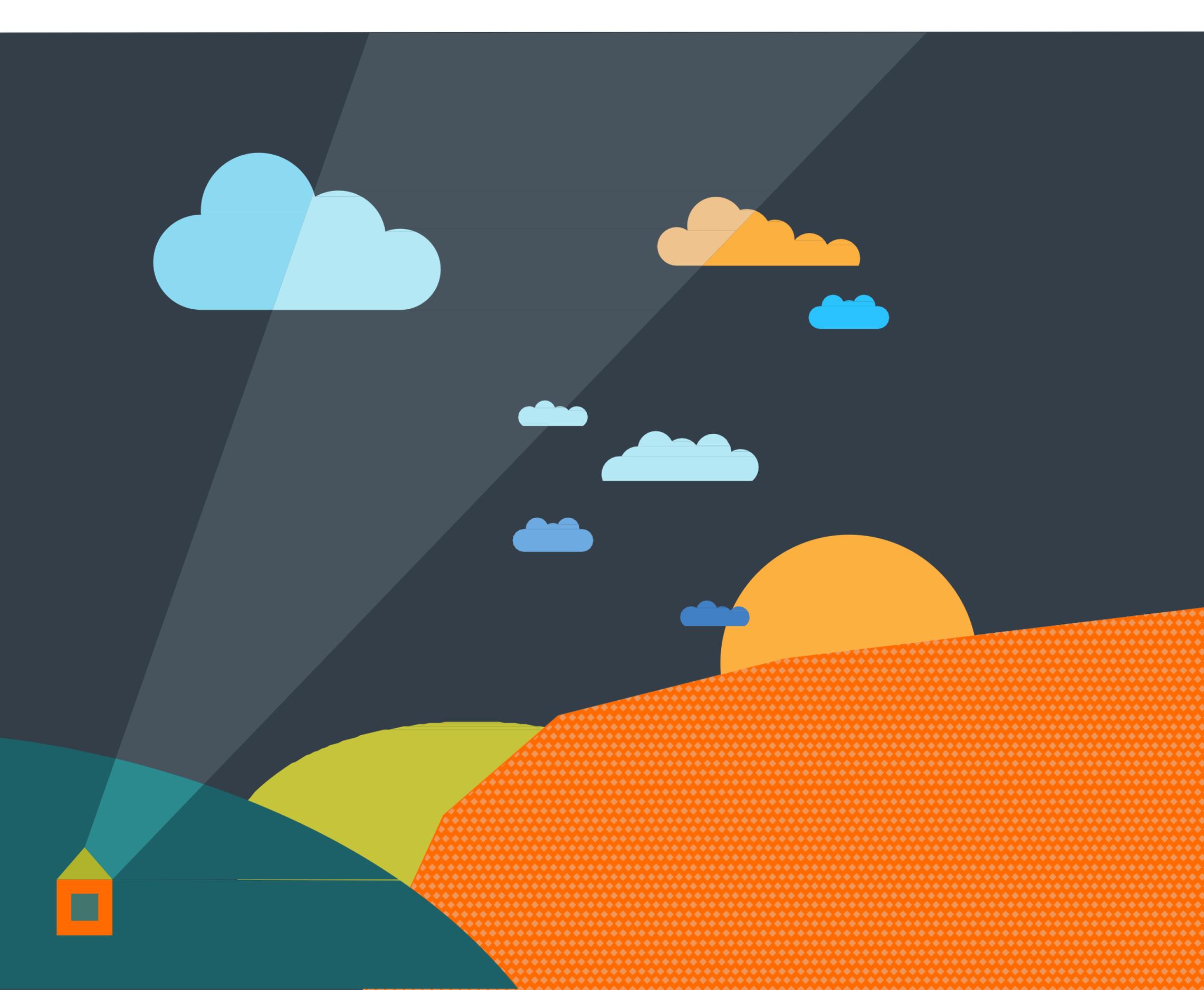


We are the agency alternative.

Why? Because we're better. Less hidden costs, less unnecessary red tape and more on what is necessary to drive business performance. We're here to take the headache out of complex business problems.

To think big, go small and call Businessary today.



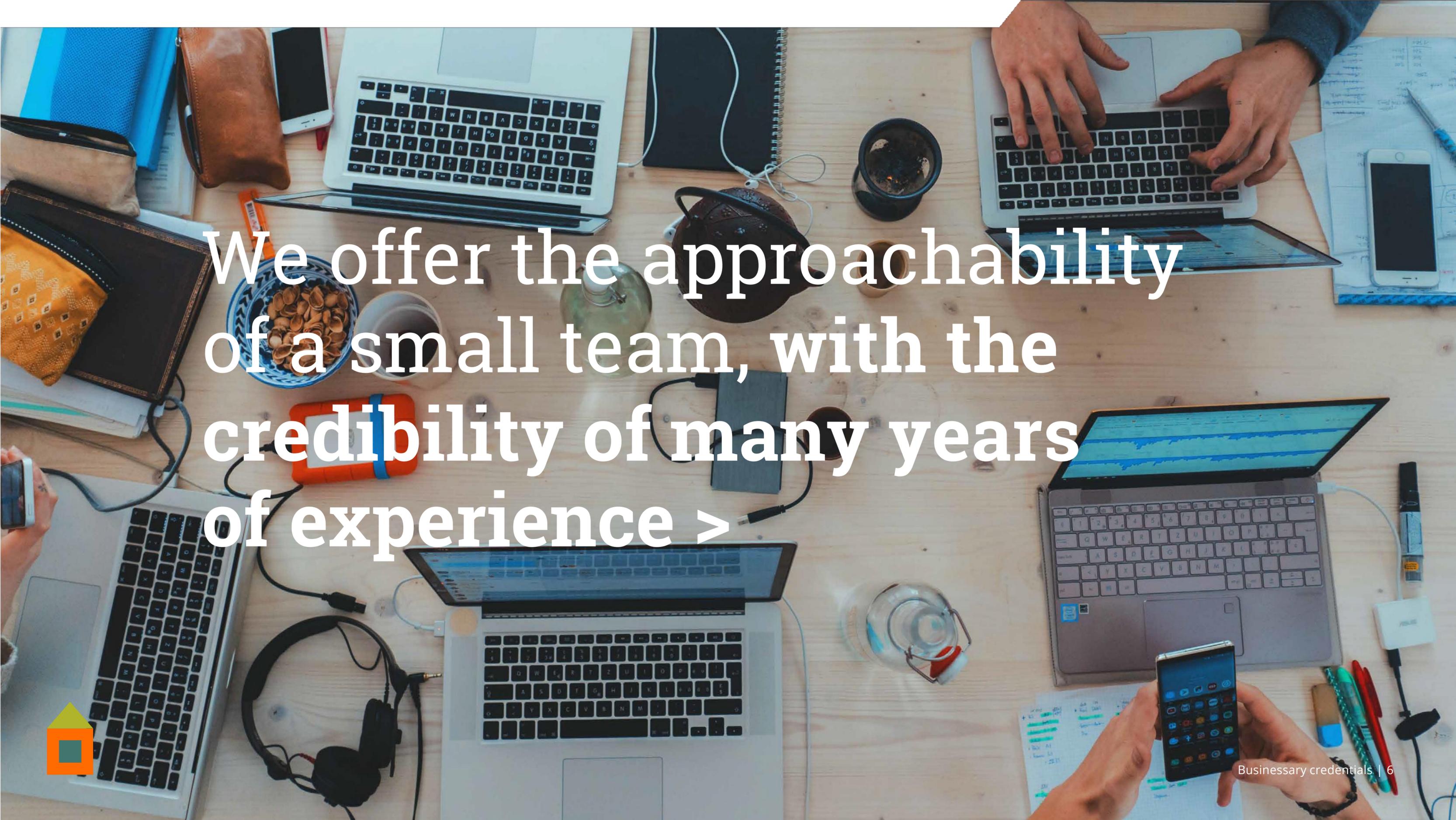


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Our services:

- Business advisory
- HR and people
- Digital marketing

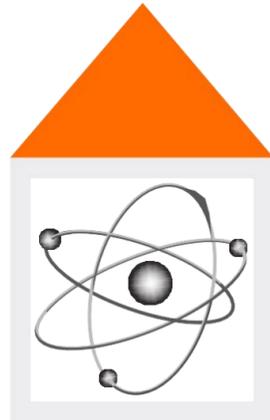
HOME FOR BUSINESS



We offer the approachability
of a small team, with the
credibility of many years
of experience >



Our services



Businessary provides a range of services to help organisations find a clear path to business success. A trusted advisor that supports businesses to meet their challenges to optimise business performance.



Business

Business strategy and planning is fundamental for any business as it sets out to achieve the desired end goals. We are experts in business strategy creation and transition planning, turnaround, facilitation of leadership teams, and business advice and implementation of large or small change solutions targeted to your business needs.



HR and people

Businessary is the expert in end to end people management – having run large corporate HR teams, the Businessary difference is an extra pair of hands to deliver high level HR solutions. From HR strategy to recruitment and employee value proposition (EVP), change management, restructures and delivering HR legislative requirements, we are here to help.



Digital marketing

Going digital is necessary, and Businessary provides a 'one stop shop' for all your digital needs. From creating unique digital marketing strategies, building your web presence, content development, graphic design and social media we can provide tailored solutions based on your individual business requirements.



Business

Leading a business requires thinking from all parts of your brain – you need to be strategic, people focussed, well planned and commercially oriented – all at the same time. Need help balancing?



We know business and advisory. We've sat in the chair and run large and small businesses before becoming a consultant, so we get it.

Our approach is rigorous – we translate great ideas into commercial realities, are the 'go to' advisor for CEOs and business leaders, and specialise in facilitating teams to help bring a strategy to life.

How we can help

Start up support

At Businessary, we offer start up advice and consulting services with a step-by-step process and tools to help you get started and answer your important questions.

Executive coaching

Our expert executive coaches are psychologists and qualified professionals that work with individuals (usually executives, but often high-potential employees) to help them gain self-awareness, clarify goals, achieve their development objectives, unlock their potential and act as a sounding board.

Business reviews

We provide a fresh perspective across a holistic operational framework and provide a summary report with recommendations on what to do next to improve your business performance.

Strategy and planning

Knowing your goals, who you are aiming to reach, what is your offer and how you will get there needs planning and articulation. We can help uncover your strategy and provide the tools to build a plan that is practical and useful to move your business forward.

Workshop facilitation

Our facilitators have more than 15 years of experience in workshop delivery and facilitation. From team building sessions, facilitating a workshop to reach a clear objective or strategy and planning, we can keep you on track and help you meet your objectives.



HR and people

Your people are your business. Managing your human resources and your people risk should be a key component of your business strategy. We are here to help you get it right.

Businessary specialises in end to end people management. Having run large corporate HR teams, the Businessary difference is an extra pair of expert hands to deliver HR solutions – from strategy to recruitment and EVP, change management, restructures and HR projects. Small to medium business leaders know more than anyone the need to find value in their expenses – but they also know they must protect and grow their most valuable asset, their employees.

How we can help

HR audits and reviews

Our HR audit measures the current status of your HR and business practices against best practice and legislative requirements and provides the basis of our HR advisory support.

Outsourcing HR

By outsourcing your business's HR needs you reap the benefits of an entire HR team for a fraction of the cost.

HR projects

Let us be your extra pair of experienced hands to deliver a specific project for you – manage a restructure, build a performance management framework or remuneration and reward approach, or even a short-term role cover.

HR advice and consulting

With our experienced HR managers we can help manage complex situations by providing up to date advice which complies with current legislation.

Businessary provides practical advice on how to manage your employees such as under-performance, conflict in the workplace, absenteeism, bullying, termination and more.



We are here to help you find
the right team and keep them
at their best >



Talent acquisition and EVP

Businessary is your virtual internal talent acquisition, recruitment and employer branding team. We combine the agility of traditional agency with global EVP experience to find solutions.



We know what it takes to create amazing candidate, hiring manager and recruiter experiences. Modern candidates are a discerning bunch. They want to get to know you before considering you as an employer. Their application and hiring process needs to be seamless and their overall candidate experience an exceptional one. Couple that with finding the right person and you might need some help. Businessary can be with you every step of the way or just pop in and out when you need us.

How we can help

Talent transformation and review

We've all been there. The whole process might need a review, or you have a business unit that you just can't get talent acquisition right. We'll lift the lid, check the mechanics and give you a plan to fix recruitment in your business.

Employee value proposition (EVP)

Employee value proposition (EVP) - if you compete for talent, then your EVP is as critical as your customer value proposition. We help you to demystify your employer brand and tell your story.

Recruitment, market mapping and strategic sourcing

If ever there was a space that needs an overhaul it's the traditional recruitment agency model. We're all about flat fee, testing included and you own all the IP! If you use agency now then we're a no brainer.



Marketing

Are you finding it hard to compete in an increasingly online world? Don't work so hard for your new business leads, put digital marketing to work and get the leads to come to you. We can help with a wide range of services.

Going digital is necessary, and Businessary provides a 'one stop shop' for all your digital needs. It can be daunting navigating the different suppliers required, from graphic designers, to web designers, marketing, copyrighting and social media experts. Businessary provides a one stop shop that gives you the scale and capability of a corporate with the understanding of SMEs.

How we can help

Strategy

In short, a marketing strategy clearly explains what you need to do as a business in order to reach your objectives and goals. By setting out your goals early, you can regularly measure and ensure that you're on track.

Branding

You can't have a business without a brand! Your branding should make a memorable impression on consumers, reflecting your businesses personality so that customers know what to expect from it.

Websites and hosting

Having an engaging and user friendly website is paramount in today's marketplace. When used effectively, they can boost sales, brand awareness and strengthen client relationships. Our designs are eye catching, functional and user friendly.

Social media

Building a strong social media presence is necessary for business. It will help you grow and connect with your audience, convert more leads into actual customers and get those customers to refer their friends and colleagues.

Google Ads

Investing in Google Ads is no doubt the fastest way to reach page one of Google. Businessary can help you plan, set-up, execute and run successful online marketing campaigns tailored to generating more sales and leads on a daily basis.

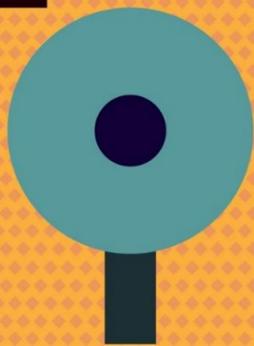
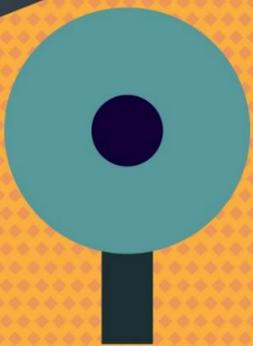
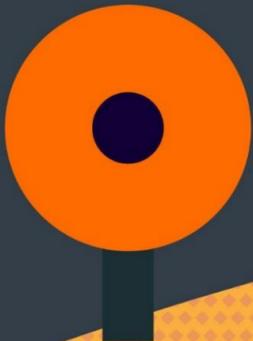
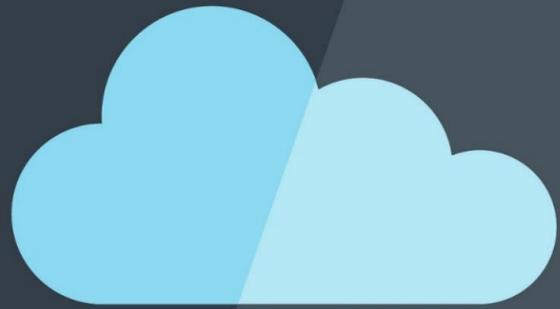
SEO

Search engine optimisation is the organic and natural way to appear in Google's search results. If SEO is done successfully, your business will notice an increase in how easily your website is found on Google, being found more and more effortlessly.

Outsourcing marketing

Perhaps you need a little bit of everything and someone to bring it all together for you. Access the skills and experience of a large marketing team at a fraction of the cost with a dedicated marketing manager to work with you.





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Our experts

Our experts

After holding numerous high-level corporate roles, Annabel wanted to make a real difference by providing business expertise typically only available to large businesses and making it readily accessible to small and medium businesses.

Employing the diverse knowledge, experience and expertise gathered over many years consulting and leading businesses in the corporate realm, the team at Businessary is excited to transform the fortunes of other businesses. Our approach is to work with you to tailor plans and strategies to build your business and brand through our holistic approach to all things necessary for business.



Annabel Rees | Managing Director

M.Psych(C'ling); B.Sc(Hons); Grad.Dip.Aud.; Grad.Dip.Mgmt (HR); MAPS; AICD; CAHRI.

Applying a unique combination of a business and people lens, Annabel is a commercially astute leader with a track record of leading and growing successful businesses. She has transformed several people management businesses and more recently led a successful turnaround of the largest region of a national insurance broking business. Her expertise lies in business strategy, translating digital marketing solutions into real business outcomes and strategic people management. She is the 'go to' person of many corporate CEOs for advice sharing a signature practical commercial approach to business advice. A highly educated and 'insanely competitive' psychologist and Harvard graduate her extensive experience makes her a popular trusted HR advisor.

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Lauren McCleery | HR Manager

B.Soc.Sc, MAHRI.

Lauren is a determined HR professional with experience both nationally and internationally through her employment in the UK.

Lauren brings a refreshingly direct and practical approach to HR advice and her attention to detail engenders real confidence by all her stakeholders. Lauren has worked across a variety of sectors include the finance, manufacturing, professional services, transport and insurance broking.

A well qualified HR professional with additional psychometric assessment qualifications and HR memberships ensures that Lauren delivers empirically sound advice and solutions.

E: lauren.mccleery@businessary.com.au



Jason Burns | Head of Talent Acquisition & Employer Branding

BA(HONS)

With considerable experience in recruitment strategy, business partnering, market mapping, employer branding and talent acquisition, Jason brings unparalleled expertise and capability to the people space. He's successfully completed numerous challenging executive search assignments both nationally and internationally, as well as managed centralised national recruitment functions across insurance, tech and travel industries. Jason is now a sought after consultant to help businesses improve the way they hire, from sourcing strategies, to EVP/employer branding and recruitment technology.

E: jason.burns@businessary.com.au



Our experts



Melissa Montang | Head of Marketing and Communications

B.Sc (Psych.).

Melissa has more than 15 years of experience in marketing and communications consulting, spanning insurance, retail and FMCG in Switzerland, the USA and Australia. Her expertise lies in creating a marketing and communications strategy aligned with business objectives to achieve growth. Melissa is a firm believer that you don't need a big marketing budget to be a successful business, and is passionate about using creative content and digital marketing channels to prove it.

E: melissa.montang@businessary.com.au



Brennan Sexton | Marketing Consultant

B.Bus.

Brennan has nine years of experience managing digital marketing campaigns in the not for profit, startup and retail industry. He runs his own online retail businesses which he has grown to more than 50,000 customers across 60 countries. He is a data geek that likes working on digital strategies, customer journeys and Google Ads.

E: brennan.sexton@businessary.com.au



Kirk Beard | Web Developer

Kirk is a full stack developer who has worked in the web industry for over 15 years. He specialises in open source frameworks and content management systems such as WordPress, Drupal, Laravel, CodeIgniter, and many more. Combining his diverse skill set and thirst for knowledge, he can take ideas from conception to delivery, throughout the planning, design, development and deployment phases of a website. His excellent communication, time management and discipline ensure that websites are delivered on time and on budget.

E: kirk.beard@businessary.com.au



Jonathan Beach | Senior Brand Designer

M.Des (Design), BA Hons (Design).

With a 25 year career spanning numerous companies and industries, across the UK, Europe and Australia, Jonathan is an identity specialist that transforms businesses through design. Jonathan believes that every good job starts with a good problem. How to reflect a cutting-edge business, or a passionate charity, trusted financial partner, or a start-up business eager to be different. He creates new brands and identity systems and offers graphic design across print and digital mediums. Jonathan will discover and create a distinctive and compelling identity for your business and bring it to life.

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