

businessary®

Businessary Credentials 2024

Understanding the Businessary proposition.



Businessary is the go-to consulting practice for **solving** both complex and **simple** business problems as your HR, Marketing and Business Advisory **partner**.



**Making the complex
simple, together.**

Our mission

To use our combined expertise to solve problems for your business using simple and practical frameworks and solutions. We work with you, not for you, we solve together, not tell you what's wrong, to move forward with clarity and real action.



Our values



Authenticity

We believe in being genuine, transparent and honest in everything we do.



Inclusivity

We treat everyone like a family, embracing diversity and creating a welcoming community.



Simplicity

We keep things straightforward, making our advice easy to understand and use. We offer down to earth solutions that are effective and accessible.



Empathy

We approach every situation with understanding and care, valuing the experience of others.

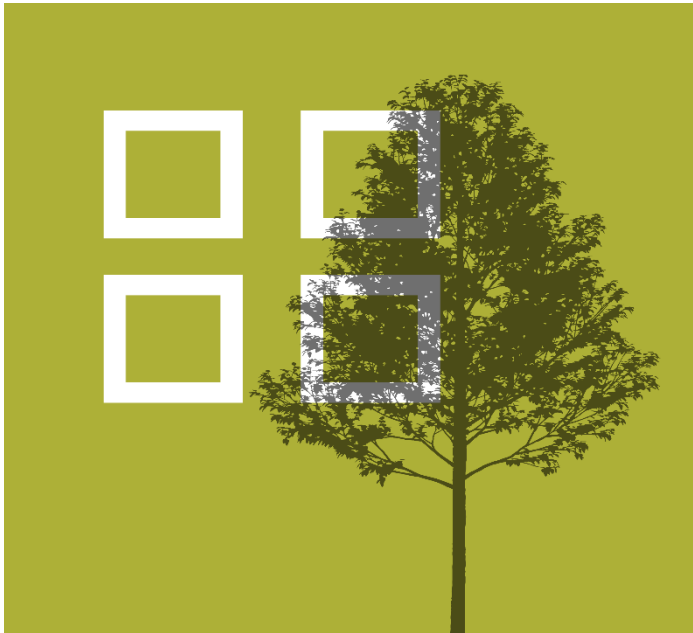


Commercial

We truly understand the importance of profitable growth and look to grow together.



Our Services



Marketing

Get your own marketing team of experts on tap. Businessary is a one-stop shop for all your marketing needs. From creating eye catching branding and designs, to effective digital marketing strategies and everything in between. Get help with websites, social media, Google ads and more. We provide strategic marketing solutions tailored for your business.



Business Advisory

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 Services

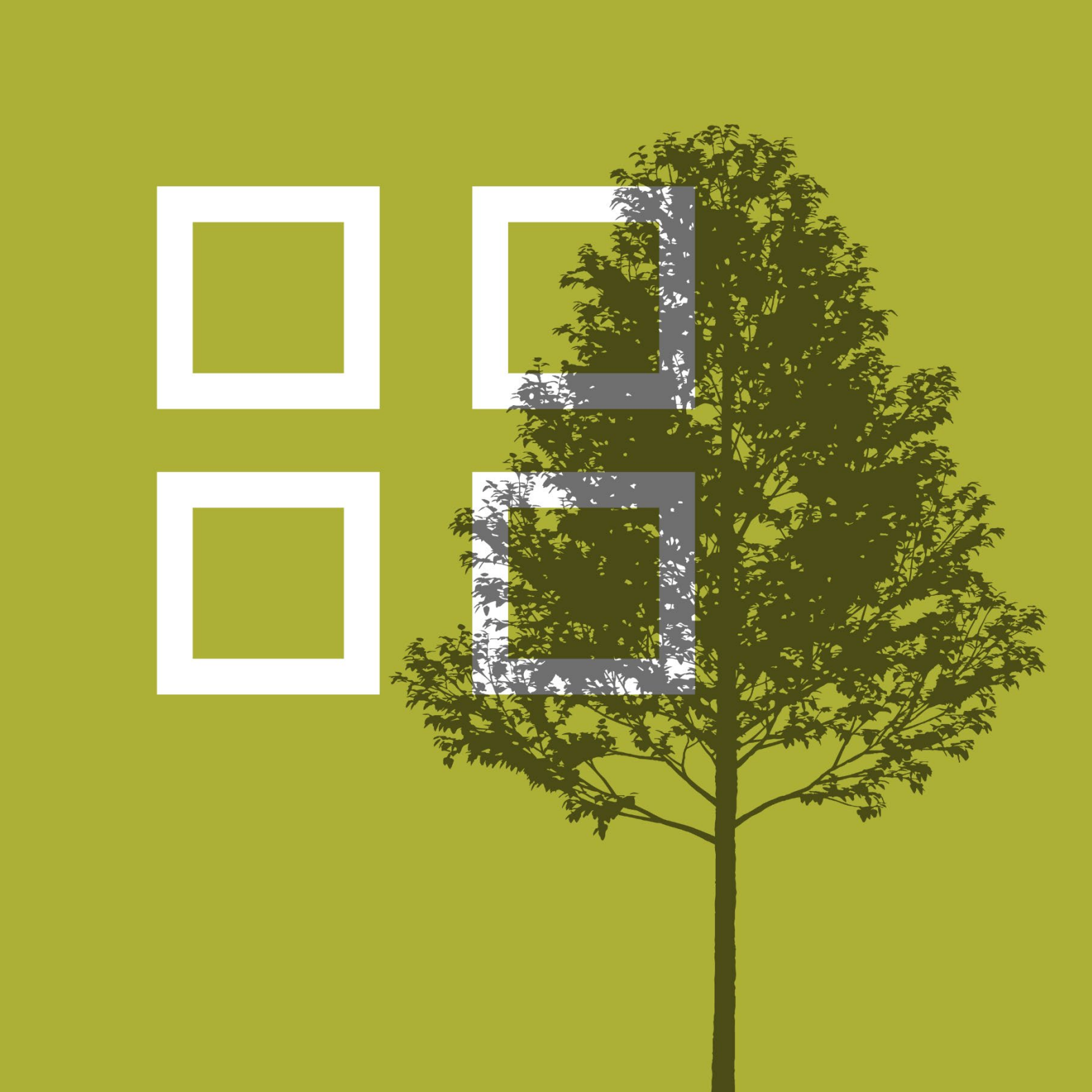
Businessary is the expert in end-to-end people management – having run large corporate HR teams, the Businessary difference is an extra pair of hands to deliver high level HR solutions. From HR strategy to on demand advice, HR systems, change management, restructures and delivering HR legislative requirements, we are here to help.



Talent Acquisition & EVP

We combine the agility of a traditional agency, with the experience of running successful national and global internal recruitment functions and the business savviness to help find a recruitment and talent acquisition and employer branding solution to suit every budget.





Marketing, Brand and Design

Businessary provides a 'one-stop shop' for all your marketing 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 business requirements.

- ☑ **Marketing strategy**
- ☑ **Branding and design**
- ☑ **Website creation and refresh**
- ☑ **Social media management**
- ☑ **Google Ads**
- ☑ **Search Engine Optimisation (SEO)**
- ☑ **Outsourced marketing**



Business advisory

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. Business strategy and planning is fundamental if you want to reach your goals. If you are looking to take your business to the next level, we specialise in business strategy, transition planning, facilitation of leadership teams, change management and executive coaching.

- ✓ **Business strategy and planning**
- ✓ **Executive coaching**
- ✓ **Start up support**
- ✓ **Business reviews**
- ✓ **Workshop and offsite facilitation**





Human Resources (HR)

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

- ✓ Audits and reviews
- ✓ HR strategy and transformation
- ✓ On demand HR advice and consulting
- ✓ HR projects and programmes
- ✓ 'Mappit' HR performance and 360 review system
- ✓ Tailored learning and training
- ✓ Outsourced HR solution
- ✓ Self-serve toolkits



Talent and EVP

Whether you need the right person for your role now, or you are thinking strategically about the future of talent at your business, our team can help. We combine the agility of traditional agency, the experience of running successful national and global internal recruitment functions and the business savviness to help find a talent acquisition and employer branding solution to suit every budget.

- ✓ **Recruitment**
- ✓ **Recruitment Programme Outsourcing (RPO)**
- ✓ **Talent acquisition transformation and project support**
- ✓ **Employee value proposition, employer brand and recruitment marketing**





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

Our People



Annabel Rees | Managing Director

M.Psych(C'lling); 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 has 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 her 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.

E: annabel.rees@businessary.com.au



Melissa Montang | Head of Marketing and Communications

B.Sc (Psych.).

Melissa has more than 20 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. Primarily specialising in B2B and professional services, Melissa leads the team in working collaboratively with clients to deliver quick wins while simultaneously creating sustainable marketing success.

E: melissa.montang@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



Lana Rajsic | Principal HR Manager

M. HRM; B.Bus; MAHRI

Lana brings 17+ years of experience in various HR roles across diverse industries including not-for-profit, engineering, tertiary, financial services, retail, and logistics. Lana combines her expertise in strategy development, employee engagement, workforce planning, process and policy improvement, industrial and employee relations, and performance management to help companies enhance their employee lifecycle. Throughout her career, Lana has successfully established HR functions in greenfield environments and implemented new HR service delivery models. She is deeply committed to partnering with organisations to drive positive change.

E: lane.rajsic@businessary.com.au



Our People



Steven Mallows | Digital Marketing Consultant

M. Bus (eCom), B. Com(marketing), GradCert(Comp)

Steven has 20+ years of marketing and digital experience working in many industries, from energy, technology, financial and professional services to consumer products. His expertise lies in planning and the end-to-end customer journey. He is a strong proponent of evidence-based marketing and using insights to get the most out of a marketing budget. He thrives on a challenge and can formulate a creative solution that addresses any problem head-on.

E: steven.mallows@businessary.com.au



Steph Chara | HR & Recruitment Consultant

Stephanie is an extremely dedicated and passionate human resources, culture, and recruitment professional with an outstanding awareness of the talent market. Steph has high emotional intelligence, professionalism and entrepreneurial spirit, which shines through her delivery of development programs and process improvements. She's dedicated to executing on requirements and has a strong focus on continuous improvement for her clients. With a successful background working across both enterprises and start ups; Steph is commercially minded in her processes and delivery, whilst upholding absolute care for her clients, co-workers and industry colleagues.

E: steph.chara@businessary.com.au



Sarah Jackson-Ambrose | Operations Manager & Project Coordinator

Sarah has more than 20 years experience in HR, recruitment and project management both within businesses and working in agencies. Sarah does an amazing job and building a clear and practical plan and keeping all parties on track to ensure that everyone is across the deliverables and we meet our timelines. Her understanding of core operations, recruitment, systems and design provide an invaluable lens across all aspects of the project.

E: sarah.Jackson-ambrose@businessary.com.au



Bianca Nisbet | Project, HR & Marketing Coordinator

Focusing on Human Resources and Marketing during her studies, Bianca has a passion for all things Businessary.

As Businessary's HR and Marketing Coordinator, Bianca assists in the smooth running of day-to-day operations by assisting the team with projects. Her background in compliance means that Bianca is always looking for solutions to problems that arise. Combining her background in compliance and education, she supports the team with various projects to help deliver high quality outputs for clients.

E: bianca.nisbet@businessary.com.au



Our People



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.



Emma Raisin | Senior Brand Designer

Emma Raisin is a Visual Artist and Graphic Designer with 10 years of experience in the creative industry. With a Diploma in Graphic Design from CATC Design School, a Design Institute of Australia-recognised course, Emma has been immersed in the world of creative arts since a young age. Emma has collaborated with various creative teams in diverse industries such as real estate and property development, PR and marketing agencies, fashion and swimwear, hospitality and events, as well as health and wellness studios. Her passion lies in creating bespoke and original designs that captivate with a strong focus on attention to detail and longevity of function. With her unique perspective and dedication to her craft, Emma takes pride in designing meaningful and intentional Benetaswork that resonates with the client, and their customer base.



Sumita Koshy | Marketing Consultant

Sumita has more than 10 years of experience in digital marketing, brand marketing and communications. She's worked across various industries including banking, oil and gas, insurance, retail and FMCG in UAE, NZ and Australia.

Her expertise lies in design, digital marketing, SEO/SEM research, analytics, advertising across social media and Google – anything that enables her to help explore the best possible options for your business to achieve growth.

A well-earned jack of all trades in marketing, Sumi is passionate about going the extra mile to ensure client satisfaction and is famous for her expediency and efficiency.



Kelly Tan | Marketing Consultant

B.Multimedia (Business Marketing)

Kelly has more than 10 years of experience in marketing, social media, and copywriting. She's worked across various industries including FMCG, professional services, and small businesses across Australia, United States, United Kingdom, Canada and Asia.

Her expertise is in creating relevant and engaging content and copy. Through her diverse knowledge, she has created online marketing strategies that achieved business growth.

Kelly is passionate about helping businesses market their business online through digital channels.



Economic, environmental and social sustainability

The concept of sustainable development is named after the [Brundtland report](#), which reported sustainable consumption in developed countries. Sustainable development is based on three fundamental pillars: social, economic and environmental.

At Businessary, we are committed to achieving sustainability through a range of economic, environmental, and social initiatives.

The nature of Businessary's core business is consulting – the service business with a core output being ideas, advisory and digital based solutions for change.

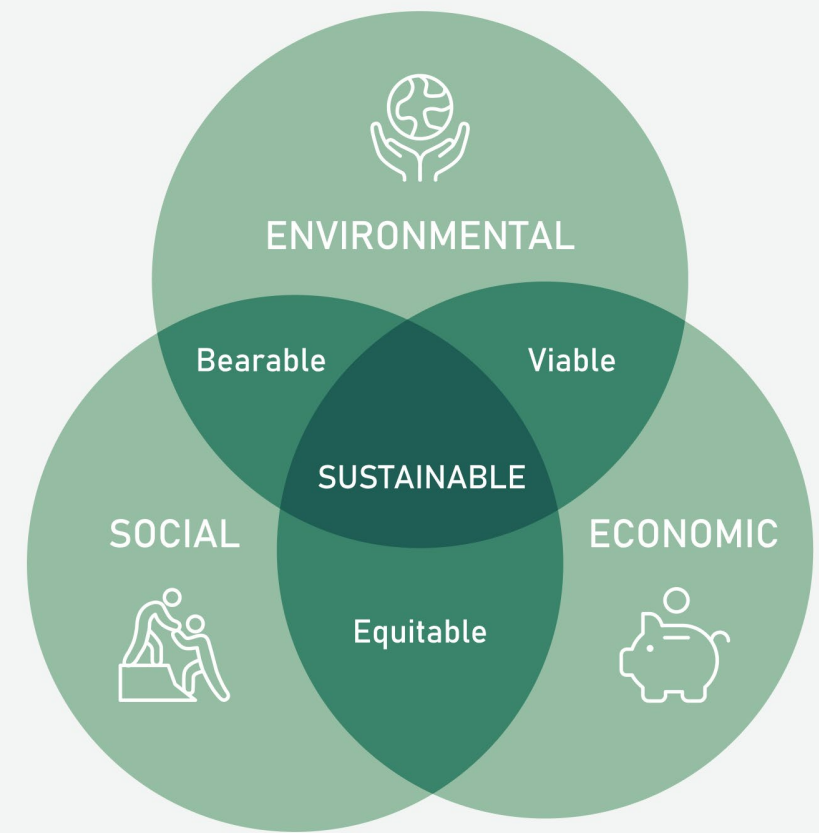
To achieve economic sustainability, we invest in high-quality products and services that provide long-term value to our clients. We also work with local suppliers and prioritise fair trade practices to ensure that everyone in our supply chain benefits from our business.

For environmental sustainability, we have implemented eco-friendly practices throughout our operations, from recycling and composting to reducing our carbon footprint through remote work options. We have a highly remote workforce, with 1 anchor day per week in the office which reduces commute and energy requirements. We have reduced our interstate travel by 80% over the last 3 years with an increase in video meetings over in person which has significantly reduced our carbon footprint.

Finally, we are committed to social sustainability by promoting diversity and inclusion in our workforce, supporting our local community through charitable giving, and prioritising the well-being of our employees through gender equality, fair and equitable wages, a suite of tailored benefits, and work-life balance. Our business is 70% female, we have 30% that identify as LGBTQIA+ and have flexible work-life balance initiatives that are actively used by all team members.

Businessary has actively engaged with clients for pro-bono or low bono work ([Temcare](#), [VBSLSC](#) and [Vanguard Laundry](#)) as well as provided sponsorship and volunteering for The Huddle, within the North Network.

By integrating these initiatives, we strive to create a sustainable business model that benefits everyone involved.



Who we've worked with





businessary

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businessary.com.au

MAKING THE COMPLEX SIMPLE, TOGETHER