



# CAPABILITY STATEMENT

Publication Management

[www.horsell.com.au](http://www.horsell.com.au)

# Who is HORSELL?

## Experts in business

With more than a decade of success behind us, Horsell has developed a reputation for loyalty, integrity and making complex simple. Horsell works with you as part of your team, from problem identification through to solution delivery.

We offer professional services in support of tender and contract development, winning bid responses, project management, business process and analysis, publication development and management, technical writing and editing.

Horsell helps you to understand the problems, tasks and possible solutions to allow you to make informed decisions to achieve your goals. We are solution agnostic and help you to tailor activities to your specific requirements.

We are an Australian, family and veteran owned and operated small business based in Melbourne, with a national reach of consultants who can operate remotely or on site with you.

We believe that diversity builds strength; this is demonstrated in our team's demographic. Our consultants have senior professional backgrounds in government and private sectors.

*Horsell offers experienced, value-for-money professional services 'above and below the line' in support of tender development and bid responses as well as project managers and project support personnel, technical writers and editors, business analysts and process specialists whether as individuals or a tailored team.*



# OUR SERVICES

## BIDS & TENDERS

We help you manage the bid response process from identifying key client issues, to developing win themes and response strategies we ensure your bid response will have the best chance of winning in a highly competitive market.

## BUSINESS ANALYSIS

We help our clients to visualise what the organisation does through intuitive business analysis. Through training and implementation, our clients realise the benefits of business improvement.

## PROJECT MANAGEMENT

We deliver quality consultation tailored to your unique circumstance. We provide specialist advice and objective opinion right through to development and implementation of methodologies and planning to support the growth and success of your company.

## PUBLICATION MANAGEMENT

We have the skills available to enable our clients to produce polished publications; publishing support, editors, technical writers and illustrators, all with many years of experience in a diverse range of industries.



AUSTRALIAN VETERAN  
OWNED BUSINESS



ASDFGON TENDERING &  
CONTRACTING



EXPERIENCED, SECURITY  
CLEARED RESOURCES

## Case Studies - Publication Management support to Defence

*Horsell has up to 10 team members in location at various Defence sites around Australia, working as specialist Editorial and Production Support services for the development and modernisation of Australian Army doctrine and procedural publications. While our production support staff provide desktop publishing support, through the use of Adobe Framemaker and Microsoft Office suite to achieve the required layout and structure, our editors undertake an iterative review process of first, second and final drafts to ensure all publications meet the publishing standards of the Commonwealth and the Army.*

*We provide technical publication services to Defence's Capability Acquisition and Sustainment Group (CASG). In these roles we continue to develop and update handbooks, instructions, manuals and servicing publications. Since 2018 two members of our team have completed over 1250 pages of restructured and formatted technical publications for the Army's M1A1 Abrams Main Battle Tank. Content was drawn from a number of existing Australian and international publications as well as from stakeholder engagement while new content was developed by working alongside subject matter experts for this fleet of armoured vehicles.*

*Horsell delivers strategic procurement documentation services and project management support to CASG for high value and complex procurements. A single approach to industry for the supply and delivery of goods and services (such as a request for tender) can consist of more than 200 separate Microsoft Word, Excel, Visio or Adobe PDF documents and involve advanced formatting and styling as well as strict version control. Our staff work with functional experts to ensure the developed content is structured and included in the relevant section of the document suite and is consistent with Defence templates, instructions and policy.*

# PUBLICATION MANAGEMENT

Horsell recognises that your business documents should reflect the values and standards of your organisation and the quality of the products and services you market.

Any letter, handout, or other piece of information you put in the hands of potential clients is, in effect, you. Prospects may not read beyond the first few lines if they lack clarity, succinctness, and impact. Gaining the attention of the reader is only the initial issue, holding that readers attention is key to them retaining the information being delivered.

We enable our clients to produce polished publications; publishing support, editors, technical writers and illustrators, all with many years of experience in a range of industries.

## **PUBLISHING SUPPORT**

Our production support assistants are experts in styling, structuring and executing publications. Our skills in illustration, formatting and problem solving allow us to develop a range of products for display on multiple platforms.

## **EDITING**

With years of experience, our editors have a keen eye for detail and exceptional language and editing skills. Our competence in co-ordinating and revising material thoroughly while liaising efficiently with clients underpins our ability to produce high quality work.

## **TECHNICAL WRITING AND ILLUSTRATION**

Whether your project requires original material created from your notes and other input or an update or polish of your existing material, our technical writers and illustrators have the knowledge, skills, and experience to help you create and refine all your printed and technical electronic documents.



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