

CAPABILITY STATEMENT

Professional Services



HORSELL

make complex simple



**Founded
2007**



50% women participation
50% defence veteran
58% aged 45+



Headquartered in
Southbank, Victoria



100% Sovereign
Australia Owned and
Controlled

Who is Horsell?

We are a 100% Australian, family and veteran owned professional services business which assists governments to make better procurement decisions for the defence sector.

How do we do that?

We consult to both sides of the defence market - the buyer and the seller, but never on the same project. With the buyer (governments/prime contractors) we assist them define exactly what they need to buy and then make wise choices from the best options available in the market.

With the seller (suppliers/subcontractors) we help them respond to tenders so they have the best chance of showcasing quality products and services to key decision-makers.

So what? Why should you care?

By lending our expertise to both parties we are ultimately helping to protect national sovereignty by ensuring defence force personnel can do their job with the confidence knowing they have access to the best equipment tax-payer money can buy.

Make Complex Simple? What does that mean?

Procuring defence goods and services is a complex process requiring deep expertise and understanding of many interdependent variables.

Other consulting companies often try to introduce complexity because this extends project scope and increases billable opportunities - they make it about them.

In contrast, we believe in transparency and the sharing of our knowledge and expertise and making complex simple - we make it about you.



ASSET MANAGEMENT

- 📌 INVENTORY MANAGEMENT
- 📌 MATERIEL LOGISTICS
- 📌 SUPPLY CHAIN ANALYSIS
- 📌 TRAINING DESIGN & DEVELOPMENT



Case Study - Logistics Information Management Systems

Our experienced staff are supporting various Defence assets in fleet and inventory management support and are experienced in using Defence's Military Integrated Logistics Information System (MILIS) with many having experience in military, fleet and industry roles. They provide specialist advice and transactions to ensure timely and accurate supply, inventory management, maintenance and distribution throughout Defence and industry to ensure materiel readiness and the sustainment of Defence capability is achieved.

COMMERCIAL & PROCUREMENT

- 📌 BID ADVICE & RESPONSES
- 📌 CONTRACT MANAGEMENT
- 📌 COMPLEX PROCUREMENT
- 📌 DEFENCE (ASDEFCON) SPECIALISTS



Case Study - Commercial Advisory & RFT Development

We are providing support to Defence's Capability Acquisition and Sustainment Group (CASG) with Defence contracting (ASDEFCON) specialists advising and supporting the planning, development, management and evaluation of complex procurements. Our expertise '*above and below the line*' proves beneficial in the planning and preparation of these procurements where we understand both sides of the line and share lessons learned between staff to achieve '*next practice*' - the step after best practice.

PROJECT MANAGEMENT

- 📌 PROGRAMS & PROJECTS
- 📌 PROJECT PLANNING
- 📌 RISK & ISSUE MANAGEMENT
- 📌 SCHEDULE MANAGEMENT



Case Study - CASG One Defence Capability System

We currently provide services to Defence's Capability Acquisition and Sustainment Group (CASG) with our specialists supporting the One Defence Capability System (formerly CLC) particularly in the Risk Mitigation and Requirement Setting Phase (Gate 0 to Gate 2). With many of our staff coming from military backgrounds, we work closely with Capability Managers and other stakeholders to plan the project execution strategy, develop the suite of documents and help deliver the project outcomes to support government approval.

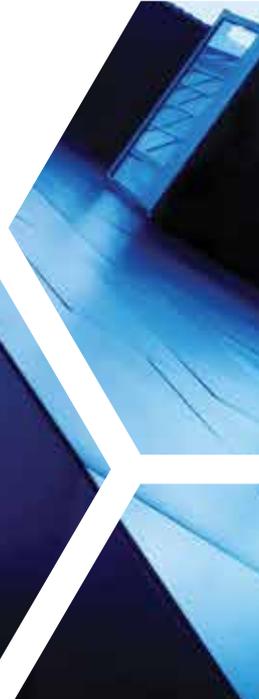
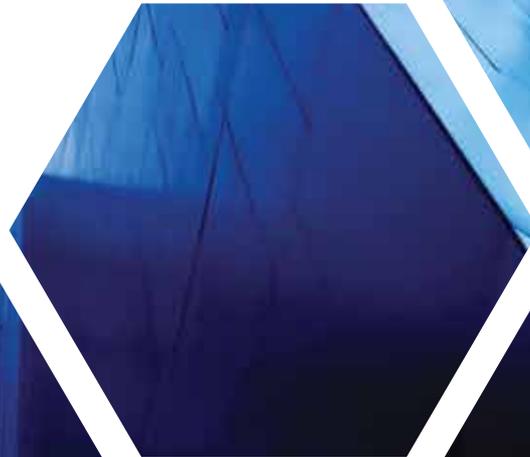
PUBLICATIONS DEVELOPMENT

- 📌 DESKTOP PUBLISHING
- 📌 EDITING & PROOFREADING
- 📌 ILLUSTRATION & GRAPHICS
- 📌 TECHNICAL AUTHORIZING



Case Study - Technical Publications for the M1A1 Abrams Tank

Our team recently completed over 1250 pages of restructured and formatted technical publications for the Australian Army's M1A1 Abrams Main Battle Tank including updated handbooks, instructions, manuals and servicing publications. 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.



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"We are proud to be
a 100% Australian,
family and veteran owned
small business where
I stake my family's name
as your guarantee!"

Drew Horsell
Founder and Director