

# Company Profile

---

**Trusted to deliver.**

**Empowered to innovate.**

**Discreet in our approach.**

# Best-in-class solutions.

OCRT partners with Defence and Government to deliver best-in-class solutions that create meaningful change. We are united by a drive to work on impact projects that build sovereign capability and make a positive difference.

## Strategy

We develop strategy, concepts, and policy aligned with national objectives across programs and projects. Our personnel have experience delivering key documents including theatre and domain concepts, cabinet submissions, program artefacts, doctrine and strategy.

## Operations

We contribute to capability delivery across the One Defence Capability System with experts in project management, business analysis, engineering, and test and evaluation. Our experience with Defence-specific requirements enables rapid, effective support.

## Creative Communications

We empower clients to amplify messages and enable change, from strategic campaigns to targeted messaging. Our personnel have worked in Defence public affairs to deliver tailored solutions.

## Intelligence

We provide intelligence services to inform strategy, planning, and operations with actionable insights. Our offering goes beyond traditional intelligence gathering to leverage leading-edge data analytics, modelling, simulation, and cross-domain expertise. We integrate diverse data sets with real-world tradecraft expertise to identify risks, generate opportunities, and empower clients to make informed strategic decisions with confidence.

# Impactful outcomes.

We deliver meaningful capabilities and outcomes for a wide range of government clients.

## Defence Digital Group

- Investment Committee submissions
- Program management support
- Assurance reviews

## Capability Acquisition and Sustainment Group

- Systems integration
- Test and evaluation
- Training development

## Australian Army

- Strategy and operational concept documents
- Program support and test and evaluation
- Communications and change management

## Australian Electoral Commission

- COVID dashboard
- National Command Centre operational model
- National Command Centre training

## The Treasury

- Enterprise Information Strategy
- Review of bushfire and pandemic response
- Updated business continuity plans

## Royal Australian Navy

- Retention campaign
- Communications strategy and materials
- Event management

## Geoscience Australia

- Corporate blueprint rollout
- Change management plans
- Tailored messaging for restructure

## Defence Industry

- Stakeholder and opportunity mapping
- Bid development
- Strategic writing and positioning



# Strategy

## Aligning decision-making with high-level Government objectives.

We work with leaders and teams to write strategies and policies that align with Government direction. This includes joint and domain strategies, operational concepts, cabinet submissions, capability needs statements, business cases and project plans.



### Strategy Development

We support organisations with technology, growth and risk challenges. Our four-phase approach — understand, hypothesise, iterate, deliver — covers all aspects of strategy development from problem identification to direction setting.



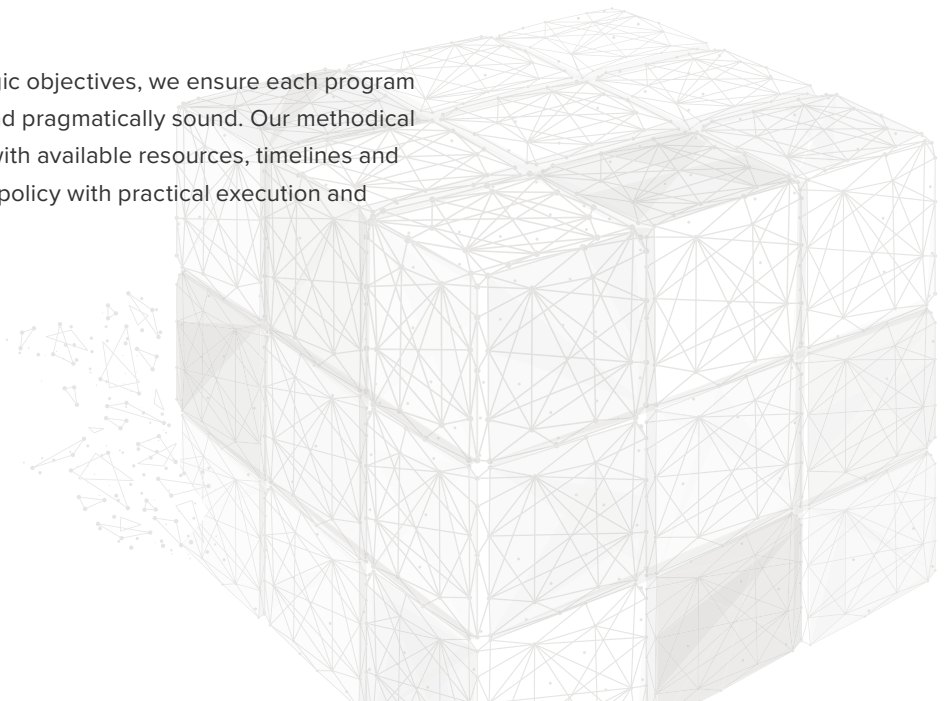
### Strategic Writing

We utilise our understanding of Government strategy to develop documents that communicate compelling and consistent narratives to decision makers. We have expertise in the development of cabinet and ministerial submissions, and key artefacts including but not limited to Defence business cases, joint capability need statements and project execution strategies.



### Program Alignment

Aligning projects with strategic objectives, we ensure each program and project is strategically and pragmatically sound. Our methodical approach matches projects with available resources, timelines and budget constraints, bridging policy with practical execution and operational success.



# Operations

## The right information, to the right people, at the right time.

We contribute to program and project delivery by developing documents, managing projects, and conducting test and evaluation. Our experience working within Defence sets us apart from generalised consulting firms. As an Australian veteran-owned enterprise, we understand the nuances and demands of Defence and the broader Australian Public Service, which enables us to provide effective support within existing organisational structures.



### Program and Project Delivery

We align people, systems, processes and capabilities to deliver optimised outcomes. We execute end-to-end governance of programs and projects that pragmatically connect organisational strategy to practical and tangible actions.



### Process Reviews and Improvement

We apply a holistic, structured approach to process reviews that assess current challenges and strategic needs across talent, recruitment, organisational structure, and culture. Our approach compares an organisation's current state against these pillars to identify goals and inform quantifiable future state success metrics.



### Test and Evaluation

We ensure projects and capabilities are rigorously scrutinised for effectiveness, efficiency and suitability. Our expertise capabilities meet operational requirements, contractual obligations and essential safety considerations.

# Intelligence

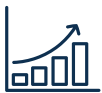
## We provide customised intelligence services to inform strategy, programs and projects.

We combine analysts with exceptional research, writing and communication skills with leading-edge and organisational-specific data analytics. This enables us to deliver unique insights and assessments in support of research, policies, analysis, and high-level advice. Our experience in Defence and open-source intelligence (OSINT) tradecraft experience ensures that the intelligence we provide is timely, actionable and relevant.



### Open Source Intelligence Services

We utilise diverse collection methods and analysis techniques to extract actionable intelligence from publicly available data sources. This includes navigating complex open data sets to uncover key insights, conducting sentiment analysis, and assessing internal and external environments to ensure strategies, concepts, and delivery are aligned with real-world factors. Our structured OSINT approach enables us to find the signal in the noise without relying on intrusive data gathering.



### Data Analytics

We combine specialised data collection and advanced analytics techniques like predictive modelling, and machine learning with expert human analysis. This enables us to turn disparate data into contextualised and actionable information products. Our techniques help reveal subtle insights, identify early indicators and trends, and monitor wider information effects.



### Training

We build organisational acumen, skills and capabilities related to intelligence tradecraft and analysis. Our training programs equip teams to better leverage data, conduct rigorous analysis, avoid cognitive biases, and ultimately generate intelligence that informs critical decisions and achieves strategic objectives. Training is tailored to each organisation's intelligence needs and objectives.

# Creative Communications

## **We empower clients to effectively amplify messages and enable change.**

From public relations campaigns to targeted messaging, we ensure Defence initiatives are communicated simply and effectively, garnering support and understanding from policymakers, military personnel, industry partners and the public. We possess deep knowledge across all domains, enabling us to deliver nuanced messaging that aligns with Defence's distinct requirements and terminology.



### **Impactful Content**

We bring communication strategies to life, by capturing and creating impactful content across multimedia channels to tell compelling stories. Our branding expertise includes copywriting, graphic design, photography, videography, animation, and web design. We optimise branding by intimately understanding audience segments, channels, messaging and objectives to influence and inspire action.



### **Communication and Stakeholder Engagement Plans**

We help organisations proactively navigate complex issues by developing integrated strategic communication and stakeholder engagement plans across multiple channels. This enables organisations to successfully reach and positively influence targeted stakeholders while generating a strong return on investment.



### **Event Planning and Management**

Our event planning and management offerings measurably increase exposure of an organisation to captivate target audiences and propel key messages with lasting impact. We facilitate publicity to desired groups to effectively position opportunities, and broker enduring partnerships.

# Get in touch.

W [www.ocrt.com.au](http://www.ocrt.com.au)

P 1300 677 080

E [info@ocrt.com.au](mailto:info@ocrt.com.au)



Organisation name	OCRT Trading Pty Ltd.
Legal status	Company
ABN	39 631 116 295
ACN	63 111 6295
Address	Level 1, 888 Brunswick Street, New Farm, QLD 4005 Level 12, 224 Bunda Street, Civic, ACT 2601
Major Shareholders	Brad Taylor, Bradley Richardson, Patrick O'Neill

Document correct as at 8 November 2023

