



CAPABILITY STATEMENT

Intent

This Business Capability Statement highlights our organisation's experience and capacity to service our customers.

Introductory statement

Inclusive Communications is an experienced company located in Armidale NSW. We work in the Communications and Education industries and provide communications, engagement, public relations and training services to a wide range of sectors.

We have been established since 2019 and we have a strong track record in achieving outstanding results for our customers. Inclusive Communications successfully works with a wide variety of customers including ZNET Uralla, New England Solar Farm and Stringybark Ecological.

We have a sound approach to business practice and strive for excellence in everything we do.

Mission & values

Inclusive Communications is a collaborative, strategic consultancy service designed to clarify and amplify your message so that it resonates with your audience.

Our approach is formed from our values:

- courage
- curiosity, and
- care.

Products and services

Communications service suite

Working alongside you and your team, we can develop and activate your communications; from emails and newsletters to websites, media, social media and events.

Engagement

We can work with you to design an engagement strategy and coordinate its implementation.

Website & content management

We help clients communicate with their stakeholders by keeping websites up-to-date with compelling 'evergreen' content, images, video and news.

Education & training

We can develop and/or deliver training and educational content in a range of multimedia or in-person formats.

Facilitation

We offer facilitation services for your workshop or event.

Campaign and Project Coordination

We can develop a strategy and implementation plan for your project or campaign to ensure it engages the target audience.

Design Services

We can design content for print or online, using layouts and techniques that make information easily accessible.

Clients

Inclusive Communications is an experienced organisation that has worked with a variety of businesses in the Communications and Education industries. Examples of our clients include:

ZNET Uralla

Inclusive Communications was engaged as project officer for two funded community projects in the Northern Tablelands of NSW, coordinating promotions, information and events:

- Water Security
- Waste

Primary Ethics

Heidi McElnea of Inclusive Communications managed communications and stakeholder relationships (website, social media, media, print materials), developed strategy and delivered facilitator training both in person and online.

Orion Creative

Inclusive Communications worked with this Sydney-based Graphic and Digital Design Company on communications and campaigns for a range of clients including Citrix, Syngenta and Sophos.

Management

Our experienced and qualified management has extensive experience and expertise in the government, commercial and non-profit sectors.



Heidi McElnea
Manager, Inclusive Communications

Bachelor of Communications, Cert IV Training and Assessment

Inclusive Communications was founded by Heidi McElnea, a communications specialist with 20 years' experience in communications, media and engagement.

Heidi is also a qualified workplace trainer, permaculture educator and workshop coordinator. View her [experience on LinkedIn](#).

Company Profile

Registered Name:	Inclusive Communications
Business Address:	PO Box 77 Guyra NSW 2365
ABN:	42785782175
Membership, certifications:	MEAA, B Comms, Certificate IV in Training and Assessment, IAP2
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