

CREDENTIALS

**Technical Writing
& Editing Services**



Service offering

An award winning former journalist and public relations practitioner, **Tony Wragg** provides copywriting, document management and design coordination services for businesses across a variety of industries.

He is used to writing to critical deadlines and takes a strategic approach to the structure, design and delivery of all written material he prepares. His experience as a technical writer for tenders, case studies and reports has included work on major projects for:

- Abigroup
- Alcatel-Lucent
- Deakin Prime (corporate arm of Deakin University)
- Leighton
- Lend Lease
- Macmahon
- McConnell Dowell
- NRMA Insurance
- NSW Procurement
- NSW Food Authority
- Sydney Catchment Authority
- Tenix

Services

Tony's specialist tender and report writing services include:

- Identifying key messages and points of difference
- Developing the document structure
- Briefing and managing document contributors
- Conducting interviews (as required)
- Writing and editing copy
- Proof reading (inc. consistency in language and key messaging)
- Developing visual concepts and managing the design process
- Assisting with document assembly (if required).

Objectives

Tony understands the content requirements, time constraints and critical deadlines involved in the preparation of major reports and tender documents.

His primary objectives are to:

- help minimise the workload for the Project Manager
- create a concise, well structured document that outlines the organisation's key messages/outcomes in an accessible and easy to read way
- ensure the bid/report arrives on time and with the most compelling argument/outcome description.

Profile

Tony Wragg is an award winning former television and newspaper journalist with more than 25 years experience in corporate communication.

Tony spent six years as a print journalist in Brisbane before moving into television where he worked as a researcher, reporter and presenter on news and current affairs for Channel Seven and NRTV. He won two 'Quill' Awards for his work on a regional current affairs show.

Tony later moved into public relations, working as a senior consultant for firms on the Gold Coast and in Sydney.

Since establishing his own consultancy in 1990, Tony has applied his skills as a media trained writer to a number of (award winning) annual reports, tenders, brochures, newsletters and speeches.

Tony is used to writing to critical deadlines and takes a strategic approach to the structure, design and delivery of all documents he prepares.

Work Examples

Macmahon, AbiGroup, Tenix, Fulton Hogan, Lend Lease, Leighton, Deakin Prime & Thales - tender documents, bids and submissions

NSW Food Authority – Annual reports (x 4) + 5 Year Anniversary brochure and various writing projects

EnergyAustralia – award winning Annual Reports (x 3), network plans and website copy

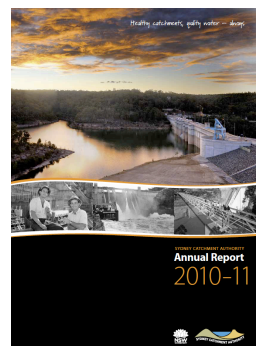
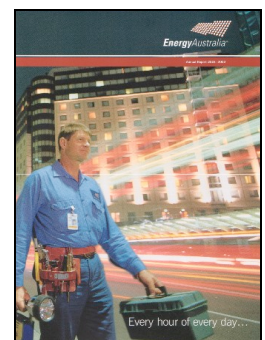
NRMA Insurance – tender and presentation

NSW Procurement – website content and strategy

McConnell Dowell – North West Rail Link tender

Sydney Catchment Authority – award winning Annual Reports (x 2), procurement manual & strategy documents

Tenix – tender documents, scripts and brochures



More information and samples at www.tonywragg.com.au

Rates & terms

Rates

Meetings and research:	\$95 per hour
Design management:	\$95 per hour
Writing & editing:	\$110 per hour

** Rates are ex GST and negotiable on larger projects*

Terms & Conditions

Invoices are issued at the end of each month for work to date. Terms are 30 days net. Detailed timesheets are kept on all projects.

Client testimonials

Tony's results are excellent and his commitment is unquestionable. His value lies not only in his expertise, but also in the way he challenges and develops ideas. I don't think we have ever presented a project to Tony where he has not changed it to shape a better outcome. On top of all this, he is a great guy to work with and engages colleagues right across our business.

Jayne Whitney

Group General Manager, Corporate Affairs, Tenix

What impresses me about Tony is his attention to detail, flexibility, promptness and the high quality of his work.

Graham Topham

Pre-Contracts Manager, Macmahon

Tony helped our team win some very important return business. His professional approach, fast turnaround and ability to quickly grasp the sometimes complex subject matter really impressed us. We loved working with Tony and would definitely want him on our team the next time we pitch for a major piece of business.

Mary Maini

General Manager, CTP, NRMA Insurance

Tony's work is exceptional. He is a dedicated professional and always provides 150% service. He has the unique combination of providing strong strategic thinking and creative flair.

Maureen Lum Mow

Brand & Communications Consultant (ANZ, AAPT, IAG & Suncorp) and former Marketing Manager (Retail), EnergyAustralia

What I have always admired about Tony is his attention to detail and creative approach to all that he does. He goes beyond the task and adds value to every project.

Jane West

(former) Manager, Marketing & Communications, Sydney Water

Referees

Jayne Whitney

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Tenix
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Peter O'Malley

Publications Manager
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Jane West

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Judy Douglas

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