

Business DNA Profile — Updated

Redstone Civil Pty Ltd

NQ Civil Earthmoving & Construction | Townsville, Queensland

Customer Persona

Value Proposition

Brand Identity

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■ Section F strategy verified — all checks pass

This profile was generated using the updated Business DNA Builder (Section F active). The Value Proposition includes specific project achievements (\$620K Bohle Plains completed 1 week early, \$390K Jensen Drainage on time, \$280K Mount Louisa on time). The Customer Persona references all three projects by name. The Brand Identity elevator pitch uses the \$620K project. References (Greg Hollis / Karen Flood) are captured separately and excluded from AI prompts.

WORD COUNT SUMMARY

Part 1	Customer Persona	962	40.4%
Part 2	Value Proposition	828	34.8%
Part 3	Brand Identity	592	24.9%
TOTAL		2,382	100%

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Part 2	Value Proposition	What Redstone Civil offers and why it wins work
Part 3	Brand Identity	Tone, messaging, taglines, and elevator pitch

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Customer Persona

Sarah McKenzie — Procurement Manager, Civil Works

1. PERSONA NAME & ROLE

Sarah McKenzie — Procurement Manager, Civil Works

Sarah is a procurement decision-maker responsible for finding reliable civil subcontractors for roadworks, drainage, earthworks, and regional infrastructure packages across North Queensland.

2. ORGANISATION TYPE & SIZE

Sarah works for a Tier 1 or Tier 2 civil infrastructure contractor delivering work for Queensland Government, local councils, water infrastructure bodies, and major private developers.

Her organisation is large enough to manage multi-million-dollar projects, but it still depends on smaller regional subcontractors to deliver practical site packages quickly and reliably. In North Queensland, Sarah is looking for contractors who understand heat, wet season delays, remote mobilisation, council expectations, traffic control requirements, and tight project programs.

She regularly deals with projects connected to road upgrades, subdivision civil works, drainage channels, flood mitigation, water infrastructure, and council maintenance programs.

3. KEY RESPONSIBILITIES

- Finding and prequalifying reliable civil subcontractors for upcoming project packages.
- Checking whether subcontractors have the right licences, plant, people, safety documents, insurances, and project history.
- Comparing quotes, capability statements, and supplier submissions.
- Reducing delivery risk by choosing subcontractors who can finish the job without constant supervision.
- Supporting project managers with fast mobilisation when a package needs to start quickly.
- Keeping records for approved supplier lists, project files, audits, and client reporting.

4. WHAT THEY NEED FROM A CONTRACTOR LIKE US

- A civil contractor who can self-deliver earthworks, drainage, road maintenance, and pavement preparation.
- Plant and operators ready to mobilise quickly across Townsville and surrounding North Queensland project sites.
- Proof of completed work on similar projects, especially subdivisions, drainage channels, council roads, and infrastructure works.
- Clear pricing, clear scope understanding, and no vague claims.
- Professional communication before, during, and after the job.
- Basic safety, quality, and compliance documentation that meets head contractor or council requirements.

5. TOP 5 SELECTION CRITERIA

- 1

Proven local project experience
Sarah wants to see that the contractor has completed similar work in North Queensland, not just general civil work somewhere else.
- 2

Ability to self-deliver with owned plant and direct staff
Contractors with their own excavators, grader, trucks, roller, water truck, and operators are more attractive because there is less reliance on outside subcontractors.
- 3

Reliable delivery record
Completed early or on time matters. Redstone's Bohle Plains, Jensen Drainage Channel, and Mount Louisa Road projects give Sarah evidence that the business can finish what it starts.
- 4

Documentation readiness
Sarah needs WHS documents, capability information, licences, insurances, plant details, and prequalification portal details without chasing for weeks.
- 5

Low-maintenance communication
She prefers contractors who respond quickly, explain issues early, and do not leave the head contractor or council guessing.

6. BIGGEST PAIN POINTS

Pain 1	Small contractors who can do the work but cannot prove it on paper. Sarah often sees good operators lose work because they do not have proper capability statements, safety documents, project sheets, or plant registers.
Pain 2	Subcontractors who overpromise capacity. She is wary of businesses that say yes to everything but do not have enough people, machines, or supervision to handle multiple jobs at once.
Pain 3	Poor communication once the job starts. The biggest frustration is not always the physical work. It is late updates, unclear variations, missing paperwork, and problems being raised after they have already affected the program.

7. WHAT MAKES THEM SAY YES — AND NO

WHAT MAKES THEM SAY YES	WHAT MAKES THEM SAY NO
✓ A clean record of similar completed projects. Seeing work like a 47-lot subdivision earthworks package, a 1.8km drainage channel, and council road maintenance gives Sarah confidence that Redstone Civil understands the type of work she needs delivered.	✗ No formal safety documents. Experience matters, but Tier 1 contractors and government buyers still need written WHS evidence. "We use common sense" is not enough for bigger work.

✓ Clear evidence of plant and operator capability. Owned machines such as 12T and 20T excavators, grader, trucks, water truck, skid steer, and roller show Sarah that Redstone can mobilise without relying heavily on others.	✗ Unclear capacity. If Redstone cannot explain how many jobs it can handle at once, what size package it can self-deliver, or where the team gets stretched, Sarah will see risk.
✓ Professional tender and supplier documents. A clear capability statement, WHS overview, plant register, licences list, insurance details, project sheets, and CQMS Raize readiness make the contractor easier to approve.	✗ Messy or incomplete supplier information. Missing licences, vague project descriptions, no current insurances, weak capability documents, or slow responses can remove a contractor from consideration even if the site work is good.

8. HOW THEY PREFER TO BE APPROACHED

Sarah prefers a short, professional email first, followed by a phone call a few days later.

The best timing is before major packages are awarded, when supplier lists are being built or refreshed. She does not want a long sales pitch. She wants a clear message explaining what the contractor does, where they work, what project size they can handle, what plant they have, and which similar projects they have completed.

The tone should be direct, practical, and confident. No hype. No inflated claims. A good approach would mention that Redstone Civil is a North Queensland civil contractor with proven experience in bulk earthworks, drainage, and council road maintenance, and is seeking supplier panel or subcontract opportunities for projects such as the Haughton Pipeline and related regional infrastructure works.

Representative Quote

“Give me a contractor who turns up with the right gear, keeps me informed, finishes on time, and gives me the paperwork before I have to ask for it.”

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Value Proposition

What Redstone Civil offers and why it wins work

1. JOBS TO BE DONE

- 1

Job
The client needs to get civil earthworks, drainage, and road maintenance packages delivered safely, on time, and without constant chasing.
- 2

Job
The client needs to engage a North Queensland contractor with the right plant, operators, and local site experience to mobilise quickly.
- 3

Job
The client needs to reduce delivery risk on infrastructure, council, subdivision, drainage, and road maintenance projects by using a contractor with proven project outcomes.

2. CLIENT PAINS

Pain	The client fears engaging a subcontractor who wins the job, then cannot supply enough people, machines, or supervision to keep up with the program.
Pain	The client struggles with small contractors who are good on site but weak with paperwork, safety documentation, communication, and supplier approval requirements.
Pain	The client fears delays, rework, wet season disruption, poor communication, and missed handover dates that make the head contractor or council look bad.

3. CLIENT GAINS

Gain	The client wants a civil contractor who turns up with the right gear, knows the work, and gets on with the job.
Gain	The client wants confidence that drainage, earthworks, pavement, and maintenance packages will be completed to scope without unnecessary drama.
Gain	The client wants a reliable local contractor they can use again for repeat work across North Queensland infrastructure projects.

4. OUR UNIQUE DIFFERENTIATORS

- Redstone Civil has 11–20 years of operating history in North Queensland civil construction, with direct experience in earthworks, drainage, road maintenance, subdivision works, and council projects.

- Redstone Civil can self-deliver key civil packages using its own plant and direct team, including 12T and 20T excavators, grader, trucks, water truck, skid steer, and 8.3T roller. This reduces reliance on outside subcontractors.
- Redstone Civil has proven delivery evidence on relevant projects, including the \$620,000 Bohle Plains Subdivision Stage 2 Earthworks project for Cube Property Developments, completed one week early.
- Redstone Civil has recent drainage and council road maintenance experience, including the \$390,000 Jensen Drainage Channel Earthworks project for North Queensland Water Infrastructure Corp, completed on time, and the \$280,000 Mount Louisa Road Pavement Maintenance project for Townsville City Council, completed on time for a repeat client.

5. ONE-LINER VALUE PROPOSITION

USE THIS IN: Email signatures, LinkedIn headline, quote headers

Redstone Civil delivers North Queensland earthworks, drainage, and road maintenance packages with its own plant and local crew, backed by proven results including the \$620,000 Bohle Plains earthworks project completed one week early and recent \$390,000 and \$280,000 infrastructure projects completed on time.

6. THREE-SENTENCE VALUE PROPOSITION

USE THIS IN: Tender cover letters, capability statement introduction, LinkedIn summary

Redstone Civil provides civil earthmoving, drainage, and road maintenance services for Tier 1 contractors, government buyers, developers, and councils across North Queensland. We solve the problem of finding a reliable local civil contractor who can mobilise quickly, self-deliver with owned plant, and communicate clearly on site. We deliver practical project outcomes backed by real results, including the \$620,000 Bohle Plains Subdivision Stage 2 Earthworks project completed one week early, the \$390,000 Jensen Drainage Channel Earthworks project completed on time, and the \$280,000 Mount Louisa Road Pavement Maintenance project completed on time for Townsville City Council.

7. FULL VALUE PROPOSITION STATEMENT

USE THIS IN: Capability statements, grant applications, supplier registration forms

Redstone Civil Pty Ltd is a North Queensland civil contractor delivering earthmoving, drainage, road maintenance, pavement preparation, and subdivision civil works. The business is suited to head contractors, government departments, developers, and local councils that need a reliable regional contractor with its own plant, experienced operators, and the ability to get civil packages moving quickly. Redstone Civil is strongest where practical delivery matters. The business has delivered a \$620,000 bulk earthworks package for Cube Property Developments at Bohle Plains Subdivision Stage 2, including 42,000m³ cut/fill, subgrade preparation, stormwater drainage installation, and kerb subgrade. The 14-week program was completed one week early. Redstone Civil also has recent infrastructure and council delivery evidence. In 2024, the business completed the \$390,000 Jensen Drainage Channel Earthworks project for North Queensland Water Infrastructure Corp on time, including 1.8km of open drain channel works and 18,500m³ of bulk excavation. It also completed the \$280,000 Mount Louisa Road Pavement Maintenance project for Townsville City Council on time, including 4.2km of unsealed road re-sheeting, table drain reconstruction, compaction to 98% MDD, and line marking. For clients working across the North Queensland infrastructure pipeline, Redstone Civil offers a practical advantage: a local civil contractor with owned plant, direct employees, proven regional project delivery, and the ability to support larger contractors and councils without needing heavy supervision. The next step for the business is to strengthen its formal WHS and capability documentation so its site performance is properly backed by the paperwork expected by Tier 1 contractors and government panels.

8. STORYBRAND ONE-LINER

USE THIS IN: Introduction at industry events, verbal pitch, LinkedIn About section opener

We help Tier 1 contractors, government buyers, developers, and councils who need reliable North Queensland civil subcontractors by delivering earthworks, drainage, and road maintenance packages with our own plant and local crew so they can keep projects moving on time and reduce delivery risk.

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Brand Identity Brief

Tone, messaging, taglines, and elevator pitch

1. BRAND POSITION

Brand Position Statement

Redstone Civil should be seen as the reliable North Queensland civil contractor with owned plant, local operators, and proven delivery on earthworks, drainage, and road maintenance packages.

2. TONE OF VOICE

PRACTICAL	DIRECT	RELIABLE	LOCAL	PROFESSIONAL
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This means Redstone Civil should speak clearly about what it does, where it works, what plant it has, and what projects it has delivered. The brand should sound like an experienced civil contractor that knows site work, understands procurement requirements, and does not overpromise.

3. WE SOUND LIKE / WE DON'T SOUND LIKE

WE SOUND LIKE THIS	WE DON'T SOUND LIKE THIS
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4. CORE MESSAGE

Core Message — Anchor for All Client Communication

Redstone Civil helps head contractors, councils, developers, and government buyers keep North Queensland civil projects moving with reliable earthworks, drainage, and road maintenance delivery.

5. TAGLINE OPTIONS

Option 1 Built for NQ Civil Works. Capability statements	Option 2 Local Plant. Reliable Delivery. LinkedIn & email signatures ★	Option 3 Earthworks That Keep Projects Moving. Plant signage
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6. VISUAL IDENTITY DIRECTION

The colour mood should feel strong, grounded, and regional: deep red earth tones, charcoal, steel grey, white, and small accents of safety yellow or machinery yellow. The brand should feel practical and serious, not flashy or overly corporate.

Photography should show real machines, real operators, local civil sites, drainage works, road maintenance, trucks, graders, excavators, compacted road surfaces, and finished project outcomes. Avoid generic stock photos of city construction towers or people in suits shaking hands.

Documents and presentations should be clean, sharp, and easy to scan. Use clear headings, project evidence, plant lists, licence details, simple tables, and photos of completed work. The style should say: “We are organised, site-ready, and easy to approve.”

7. LINKEDIN HEADLINE OPTIONS

Option 1	Owner, Redstone Civil NQ Earthworks & Drainage \$620K Bohle Plains Package Completed Early
Option 2 ★	NQ Civil Contractor Owned Plant, Local Crew & Proven Road Maintenance Delivery
Option 3	Redstone Civil Townsville Civil Earthworks, Drainage & Road Maintenance with Owned Plant

8. STORYBRAND ONE-LINER

USE THIS IN: Verbal introductions, LinkedIn About section opener, capability statement header

We help Tier 1 contractors, government buyers, developers, and councils who need reliable North Queensland civil subcontractors by delivering earthworks, drainage, and road maintenance packages with our own plant and local crew so they can keep projects moving on time and reduce delivery risk.

9. ELEVATOR PITCH

30-Second Verbal Pitch — Mark Redstone

Redstone Civil is a North Queensland civil contractor delivering earthworks, drainage, and road maintenance for head contractors, councils, developers, and infrastructure clients. We run our own plant and local crew, including excavators, grader, trucks, water truck, skid steer, and roller, so we can mobilise quickly and get practical civil packages done without relying heavily on others. A good example is the \$620,000 Bohle Plains Subdivision Stage 2 Earthworks project, where we completed bulk earthworks, subgrade preparation, stormwater drainage, and kerb subgrade one week early. We are now building stronger supplier and safety documentation so we can support larger Tier 1 and government infrastructure work across North Queensland.

Document Information

Generated: 07 June 2026 | Total words: 2,382 (Customer Persona 962 + Value Proposition 828 + Brand Identity 592) Tool: consultancydd.com/tools/business-dna/ | Section F active | References captured separately