

Target Client Worksheet

Audience Definition — Three ICP Profiles

Redstone Civil Pty Ltd | NQ Civil Earthmoving & Construction | Townsville, Queensland

Generated: 08 June 2026 | Tool: consultancydd.com/tools/audience-definition/ | 840 words

★ Fictional company — for training use only

WORD COUNT SUMMARY

Profile	Label	Words	%
Audience 1	Tier 1 — McConnell Dowell / John Holland / BMD	282	33.6%
Audience 2	Tier 1 — Fulton Hogan NQ / BMD / John Holland	278	33.1%
Audience 3	Tier 1 — McConnell Dowell / Fulton Hogan NQ / John Holland	280	33.3%
TOTAL	Three Tier 1 audience profiles	840	100%

CONTENTS

Profile	Target Organisations	Services Supplied	Geography
Audience 1	McConnell Dowell, John Holland, BMD Constructions	Bulk earthmoving; open drain construction; stormwater earthworks; culvert instal...	Burdekin & Lower Haughton Corridor
Audience 2	Fulton Hogan NQ, BMD Constructions, John Holland	Road maintenance; gravel re-sheeting; pavement preparation; cut and fill; draina...	Greater Townsville
Audience 3	McConnell Dowell, Fulton Hogan NQ, John Holland	Site preparation; bulk earthworks; road base preparation; drainage channel works...	Greater Townsville

HOW TO USE THIS DOCUMENT

Each audience profile below is a paste-ready ICP block for use in AI prompts. Open Tool 2 — Prompt Assembler at consultancydd.com/tools/prompt-assembler/. Paste your Business DNA block into the DNA field first, then paste the relevant Audience Definition directly below it before clicking any prompt button. Use Audience 1 for Haughton Corridor tender work, Audience 2 for Townsville road maintenance packages, and Audience 3 for Townsville site preparation and earthworks.

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Audience 1 — Tier 1 Head Contractor

Audience Definition | Tool 3 of 7 | Redstone Civil Pty Ltd

PRIMARY TARGET CLIENT

Client Type	Target Organisations	Geography
Tier 1 Head Contractor	McConnell Dowell, John Holland, BMD Constructions	Burdekin & Lower Haughton Corridor

Services Supplied

Bulk earthmoving; open drain construction; stormwater earthworks; culvert installation; site preparation; cut and fill; gravel access track preparation.

WHAT THEY CARE ABOUT MOST — 12 CRITERIA SELECTED

COMPLIANCE & LICENCES ✓ QBCC licence — correct category and current ✓ Prequalification portal registration ✓ Public liability insurance — minimum \$10M ✓ Workers compensation — current coverage	SAFETY ✓ WHS documentation — SWMS and procedures ✓ Safety record — low incident rate ✓ Site induction system in place	CAPABILITY & COMMERCIAL ✓ Plant and equipment — owned and certified ✓ Relevant NQ project experience ✓ Skilled and certified direct workforce ✓ Financial capacity to self-sustain delivery ✓ Communication and documentation quality
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PROCUREMENT CONTEXT

PROCUREMENT CONTEXT	DECISION-MAKER PROFILE
Tier 1 head contractors operate formal prequalification processes. Their procurement teams evaluate subcontractors on documented compliance first — if the paperwork is not in order, capability does not matter. Decision-making authority typically sits with a Regional Procurement Manager or Contracts Administrator. They favour contractors already registered on their approved supplier list.	Role: Regional Procurement Manager or Contracts Administrator Key Concern: Is the contractor's licence current and in the correct category for this work package?

NQ INFRASTRUCTURE CONTEXT

North Queensland's \$40B+ infrastructure pipeline includes the Haughton River Floodplain project, Bruce Highway upgrades, Port of Townsville expansion, and North Queensland Stadium precinct. Burdekin and Lower Haughton Corridor contractors are well-placed for the Haughton River Floodplain project and TMR infrastructure works along the Bruce Highway corridor through Home Hill and Ayr. Contractors with demonstrated local experience, immediate mobilisation capacity, and no FIFO cost premium are preferred over interstate providers for packages under \$5M.

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Audience 2 — Tier 1 Head Contractor

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PRIMARY TARGET CLIENT

Client Type	Target Organisations	Geography
Tier 1 Head Contractor	Fulton Hogan NQ, BMD Constructions, John Holland	Greater Townsville

Services Supplied

Road maintenance; gravel re-sheeting; pavement preparation; cut and fill; drainage corrections; table drain reconstruction; compaction support.

WHAT THEY CARE ABOUT MOST — 12 CRITERIA SELECTED

COMPLIANCE & LICENCES ✓ QBCC licence — correct category and current ✓ Prequalification portal registration ✓ Public liability insurance — minimum \$10M ✓ Workers compensation — current coverage	SAFETY ✓ WHS documentation — SWMS and procedures ✓ Safety record — low incident rate ✓ Site induction system in place	CAPABILITY & COMMERCIAL ✓ Plant and equipment — owned and certified ✓ Relevant NQ project experience ✓ Skilled and certified direct workforce ✓ Financial capacity to self-sustain delivery ✓ Communication and documentation quality
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NQ INFRASTRUCTURE CONTEXT

North Queensland's \$40B+ infrastructure pipeline includes the Haughton River Floodplain project, Bruce Highway upgrades, Port of Townsville expansion, and North Queensland Stadium precinct. Greater Townsville contractors benefit from immediate mobilisation proximity to all major project sites, including the Haughton River Floodplain, Bruce Highway upgrade corridor, and Port of Townsville expansion. Contractors with demonstrated local experience, immediate mobilisation capacity, and no FIFO cost premium are preferred over interstate providers for packages under \$5M.

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Audience 3 — Tier 1 Head Contractor

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PRIMARY TARGET CLIENT

Client Type	Target Organisations	Geography
Tier 1 Head Contractor	McConnell Dowell, Fulton Hogan NQ, John Holland	Greater Townsville

Services Supplied

Site preparation; bulk earthworks; road base preparation; drainage channel works; culvert installation; clearing and levelling; truck and plant support.

WHAT THEY CARE ABOUT MOST — 12 CRITERIA SELECTED

COMPLIANCE & LICENCES ✓ QBCC licence — correct category and current ✓ Prequalification portal registration ✓ Public liability insurance — minimum \$10M ✓ Workers compensation — current coverage	SAFETY ✓ WHS documentation — SWMS and procedures ✓ Safety record — low incident rate ✓ Site induction system in place	CAPABILITY & COMMERCIAL ✓ Plant and equipment — owned and certified ✓ Relevant NQ project experience ✓ Skilled and certified direct workforce ✓ Financial capacity to self-sustain delivery ✓ Communication and documentation quality
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