

nyree
slatter

NO-BS COPYWRITING

CAPABILITY STATEMENT



**Writing for businesses and organisations
that serve regional, rural and remote
Australians.**



ABOUT NYREE

Hi! I'm Nyree and I'm the Chief Wordsmith of Nyree Slatter Copywriting.

Originally known as Well Versed NT, I created this business in 2017 when I saw a gap in the market for good quality copywriting available to businesses and organisations serving remote, regional and rural Australians.

I didn't think anyone should have to go to a big-city copywriter or digital agency that had no idea about the challenges and realities of living and working in remote areas.

After being in the Territory for more than 15 years, I knew those challenges and realities intimately. I also knew that living and working remotely should be celebrated! Sure, you can market yourself like every other business in the country but you're different and your copy should show that.

It's time to say 'no' to boring copy with zero personality and 'yes' to sharing your amazing business with your community and beyond.

I'd love to work with you.



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market yourself
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I regularly support



SERVICES I OFFER

- SEO Website Copy
- Website Copy + SEO Audits
- Capability Statements
- Reports + Corporate Documents
- Grants + Awards
- Speeches + Scripts
- Editing + Proofing
- Strategy Sessions
- Workshops
- Policy + Media Work



COMPLEMENTARY SERVICES

If you need more than just copywriting, I've got great connections across the small business community to help get the job done.

GRAPHIC DESIGN



MARKETING



WEB DESIGN



BRAND PHOTOGRAPHY



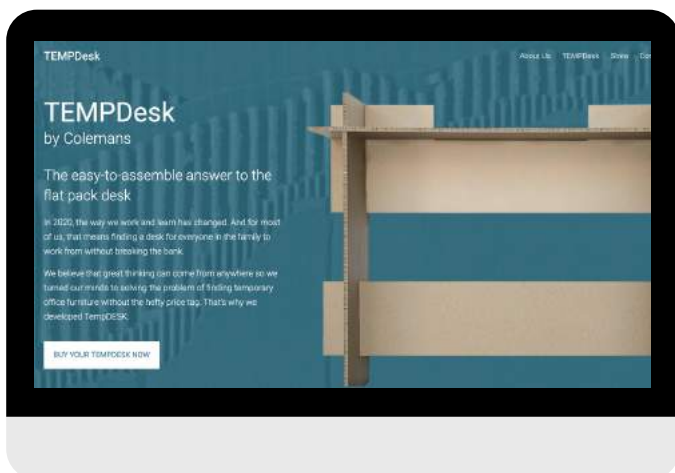
RECENT PROJECTS



Three Votes Electrical SEO Website Copy



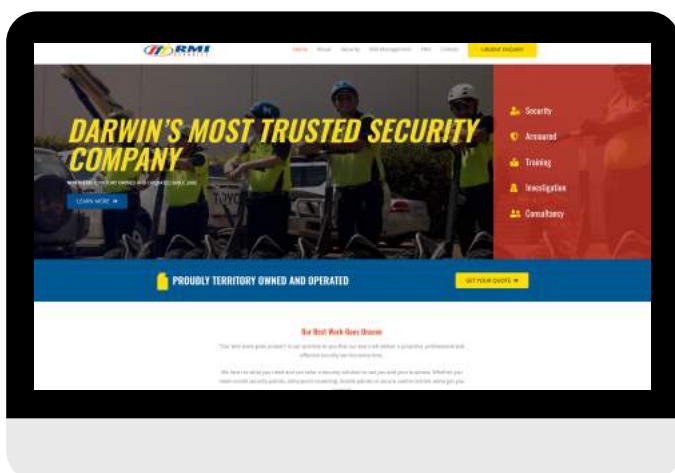
CDU Student Stories - blog articles



TEMPdesk SEO Website Copy



Stockwell Water and Gas SEO Website Copy



RMI Security SEO Website Copy



Cosmetic Injectables Australia SEO Copy

RECENT PROJECTS



Norgroup Capability Statement



Top End Regional Action Plan



Top End Resources Capability Statement



FR Group Capability Statement



Multibuild Homes Capability Statement



Girls Gone Fishin' Sponsorship Proposal

RECENT PROJECTS



Foster and Kinship Carers Annual Report



Darwin Entertainment Centre Annual Report



Quad Squad Safety Message

Finke Desert Race
Safety Message Script



BUT PERHAPS THE MOST CRITICAL PART OF THE RACE IS A TEAM YOU DON'T EVEN THINK ABOUT. MEET EVENT COMMAND.

Antony Yoffa, long-time Finke Desert Race Club President and 11-time competitor, sits in the hot seat of Event Command over race weekend. As Race Director, Yoffa has one priority: making sure every competitor is accounted for at the end of the day's racing.

With more than 900 competitors racing the 226km track over two full days through some of Australia's most remote country, that's easier said than done. Add in the more than 300 officials, 150 media and 14,000 spectators and you have yourself a huge logistical challenge.

Event Command is the nerve centre of the race, responsible for making the race run smoothly. Over race weekend, they log and respond to thousands of UHF radio messages, receive almost 10,000 transponder signals from checkpoints along the track, and make dozens of critical decisions at a moment's notice.

To help make those critical decisions, the Race Director is joined in Event Command by St John Ambulance and for the first time last year, NT Police. Working together as a team, they identify risks, assess incidents as they arise, and coordinate the dispatch of assistance to competitors out on the track.

With access to competitor information and the latest status reports from officials on the track, Event Command are able to respond immediately to any situation that arises over race weekend. With access to helicopters,

St John Ambulance teams, NT Police, and officials stationed at checkpoints and key points along the track, Event Command can mobilise recovery teams quickly to provide assistance and make the track and surrounding areas safe for competitors and spectators alike.

In a physically and mentally demanding endurance event like Finke, issues affecting competitors come in all shapes and sizes. Mechanical issues and injuries are just part of motorsport but when you add in the challenge of a long-distance remote track with corrugations, whoops and jumps; cars and bikes racing simultaneously; and checkpoints up to 60km apart, even the most basic issue can become much more complicated.

The vast majority of incidents across race weekend are minor mechanical issues or injuries that delay competitors in getting to the next checkpoint or

Finke Desert Race Feature Articles

CLIENTS I'VE WORKED WITH



I'M A REGISTERED PROVIDER FOR

Northern Territory Government Business Growth Program

Northern Territory Government Jobs First Plan

DCM Marketing & Communications Panel Contract



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