THE AWARE ADVISORS

CAPABILITY STATEMENT

Strategic Planning | Business Advisory | Engagement & Facilitation

Darwin-based. Working across the Northern Territory and beyond.

ABOUT US

The Aware Advisors is a Darwin-based advisory practice providing strategic planning, business advisory and engagement services to businesses, government and organisations.

We work with clients to navigate challenges, identify opportunities and develop practical approaches that support business growth, organisational development and positive economic and community outcomes.

Our experience spans tourism and the visitor economy, Aboriginal business and enterprise development, regional economic development, government, community organisations and the arts.

With extensive experience working across the Northern Territory, including regional and remote communities, we bring a strong understanding of the local operating environment and the importance of working collaboratively with the people and organisations involved.

Our approach is practical, flexible and grounded in understanding each client's needs. We work alongside our clients, combining strategic thinking with practical advice and a focus on achievable outcomes.

OUR CAPABILITIES

Strategic & Business Planning

- Organisational and business strategic plans
- Business plans, feasibility studies and business cases
- Strategic and operational reviews
- Commercial planning and opportunity assessment
- Implementation and action planning

Business Advisory & Development

- Business diagnostics, reviews and development planning
- Commercial advice, business models and growth opportunities
- Start-up and emerging enterprise support
- Business resilience and operational improvement
- Mentoring, coaching and business capability development

Engagement, Consultation & Facilitation

- Stakeholder and community consultation
- Workshop design and facilitation
- Aboriginal community engagement
- Board and leadership planning workshops
- Translating consultation findings into strategic priorities and practical actions

Programs, Partnerships & Organisational Development

- Program design, review and evaluation
- Partnership development and stakeholder collaboration
- Governance and organisational capability
- Policy, research and strategic advice
- Sector and industry development initiatives

SPECIALIST EXPERTISE

Tourism & Visitor Economy

Extensive experience across tourism strategy, destination development, visitor experience, industry development and tourism business operations. Our work ranges from Territory-wide strategies and industry programs to direct support for individual tourism businesses.

Aboriginal Business & Enterprise Development

Significant experience working alongside Aboriginal businesses, corporations and communities to strengthen business opportunities, governance, strategic direction and organisational capability. This includes supporting emerging enterprises, established businesses and community-led economic development initiatives.

Regional & Remote Development

Strong understanding of the opportunities and challenges of operating in regional and remote Northern Australia. Experience working with government, businesses, Aboriginal organisations and communities to identify locally appropriate opportunities and translate aspirations into practical plans.

ON THE GROUND







PRINCIPAL CONSULTANT



Abbie Northwood | Director

Abbie is an experienced strategic and business advisor with over 20 years' experience across management consulting, government, tourism and business development.

She brings expertise in strategic and business planning, commercial advisory, consultation and facilitation, with particular strengths in tourism, Aboriginal business development and regional and remote Northern Australia.

Her background includes KPMG, the Northern Territory Government and senior tourism management. She holds a Master of Business Administration specialising in Social Impact.

Through The Aware Advisors, Abbie works directly with clients, drawing on trusted specialists where additional expertise is required.

OUR EXPERIENCE

The Aware Advisors draws on extensive experience delivering strategic planning, business advisory, community engagement and industry development projects across the Northern Territory.

Examples of projects delivered by our Director, both through The Aware Advisors and previous advisory roles, include:

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Government strategy and policy	NT Visitor Economy Strategy, NT Aboriginal Tourism Strategy, NT Drive Tourism Strategy and NT Housing Strategy.
Organisational strategy and development	Darwin Symphony Orchestra, Local Government Association of the NT (LGANT), Wadeye Women's Centre, Penangke Cultural Consultants and Demed Aboriginal Corporation strategic plans.
Aboriginal business and enterprise development	Business planning, governance and commercial advisory projects for Yagbani Aboriginal Corporation, Demed Aboriginal Corporation, Karrke Aboriginal Tours and emerging Aboriginal tourism enterprises along NT drive routes.
Business and industry development	NT COVID Tourism Recovery Program, Territory Tourism Discount Scheme Review, Tourism Top End Business Resilience Workshop Series and individual business advisory support through the Tourism Business Development Program.

For further information on the experience, qualifications and projects delivered by our Director, Abbie Northwood, please refer to her Professional Profile.

OUR APPROACH

We believe the best outcomes come from working in partnership with our clients, understanding their needs and drawing on their knowledge and experience.

Our work is guided by four principles:

Partnership-focused:

Working alongside clients and stakeholders, building relationships and developing solutions together.

Practical

Developing clear, realistic recommendations and plans that can be implemented.

Context-driven

Understanding the local environment, opportunities and challenges before identifying solutions.

Outcome-focused

Keeping attention on what needs to change, what can be achieved and how to move forward.

WHO WE WORK WITH

We work with government agencies, Aboriginal organisations and businesses, tourism and visitor economy operators, industry bodies, not-for-profit organisations, community groups and small to medium businesses.

While based in Darwin, our experience extends across the Northern Territory, regional and remote Northern Australia, and international tourism and development projects.

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