SWOT Analysis

Our strengths, priorities and operating environment

Reviewed 21 October 2026 • Next review 21 October 2027

STRENGTHS

Internal positive factors

- Experienced civil, earthworks and forestry operators
- Safety culture supported by risk assessments, SWMS and training
- Modern, well-maintained plant and equipment
- Proven delivery across Queensland and northern NSW
- Strong WHS, environmental and heavy vehicle compliance focus
- Reliable reputation with clients and contractors

WEAKNESSES

Internal areas for improvement

- Small workforce limits rapid expansion
- Reliance on key operators and specialist plant
- Administrative workload concentrated in a small management team
- Limited marketing and business development resources
- Remote projects add travel and logistics demands

OPPORTUNITIES

External positive factors

- Growth in Queensland civil infrastructure projects
- Demand for forestry and plantation services
- Expansion into civil construction support services
- Long-term government and infrastructure contracts
- Continual improvement through ISO management systems

THREATS

External risks

- Climate change and extreme weather affect safety, access, water, environmental controls, work quality and delivery
- Increasing fuel and operating costs
- Environmental restrictions in forestry and national parks
- Civil construction labour shortages
- Economic fluctuations affecting infrastructure investment

CLIMATE MATTERS TO OUR WORK

Flooding and heavy rain • Extreme heat • Bushfire • Drought and water shortages • Storms and high winds

Consider these issues and relevant client requirements in risk assessments, site planning, scheduling, emergency arrangements and IMS objectives.

Review annually or after significant business change. Findings inform risk management, strategic planning and continual improvement.