

TRUE Projects

Capability

TRUE to our clients, TRUE to our word
trueprojects.com.au





KANE GODFREY | JAMES PEEBLES

Hello,

Thank you for taking an interest in TRUE Projects (TRUE). We're a little bit different. Kane and I started TRUE after working together for 10 years, delivering amazing workplace projects across Australia. We saw an opening in the market for a company that not only designs intelligent and creative workspaces, but does so with 100% financial transparency.

TRUE is disrupting the construction industry. That's because we deliver all of our projects on a 'Verified Openbook' model. Through this model we can clearly prove, on average, our clients receive 10% more quality in their fitouts.

We love building trust-based relationships with landlords. We are seeing the positive impact our transparent delivery model has on not only our relationships, but the industry as a whole.

We look forward to hearing about your project and seeing how we can help.

James Peebles

Director

Kane Godfrey

Director

— TRUE to our clients —
TRUE to our word



Game Changer

TRUE brings a fresh, new approach to the commercial fitout industry. TRUE is the very first fitout company to exclusively offer a Verified Openbook delivery model. This model gives our clients complete transparency over project financials. Other companies may claim to offer openbook, but only TRUE stakes our entire reputation on it.

The key benefits our clients experience are:

- **Trust** - by our openbook offering we leave nothing to hide, keeping you informed every step of the way.
- **Quality** - on average, TRUE clients receive 10% more quality in their projects.
- **Relationship** - TRUE forms lasting, trust-based relationships with our clients. It's the reason so many clients re-engage us for further projects.

Verified Openbook

The more clients that demand financial transparency and choose TRUE based on our Verified Openbook model, the more we will change the construction industry... for the better.



The TRUE Vision
'To be the most trusted
fitout company in Australia'

Turnkey Solution

Partnering with Australia's top and leading consultants, the TRUE service offering covers every single stage of the fitout process, from workplace strategy to on-site delivery.

TRUE's critical objectives are:

- Budget Management
- Timeline Management
- Safety
- Build Quality Management

Percentage of Savings

At TRUE we go above and beyond, offering a percentage of savings model to demonstrate to our clients that we have achieved best market rate. It's these added benefits that help support our motto 'TRUE to our clients, TRUE to our word.'

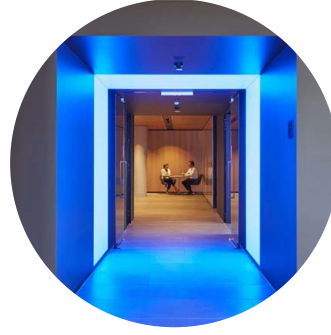
Truth, Trust,
Transparency





WORKPLACE STRATEGY

We help clients understand how the workplace has evolved and what this change means. We are here to help you define your future work-style.



CHANGE MANAGEMENT

We lead both employees and management on a journey, to help them not only embrace change, but use it as a benefit for their business.



INTERIOR DESIGN

Partnering with Australia's top and most creative design firms, we produce aesthetically stunning and functional designs with intelligence.



BUDGET MANAGEMENT

TRUE provides high-level budgets throughout the entire design process to ensure the project remains within the client's budget expectations.



TENDER & PROCUREMENT

TRUE tenders out the project to a pool of pre-qualified sub-contractors to ensure best market rates. We then decide, together, who to appoint.



CONSTRUCTION

TRUE sites have 100% Site Management to ensure safety and build quality. This is also a requirement of our insurances. We strive for a defect-free handover.

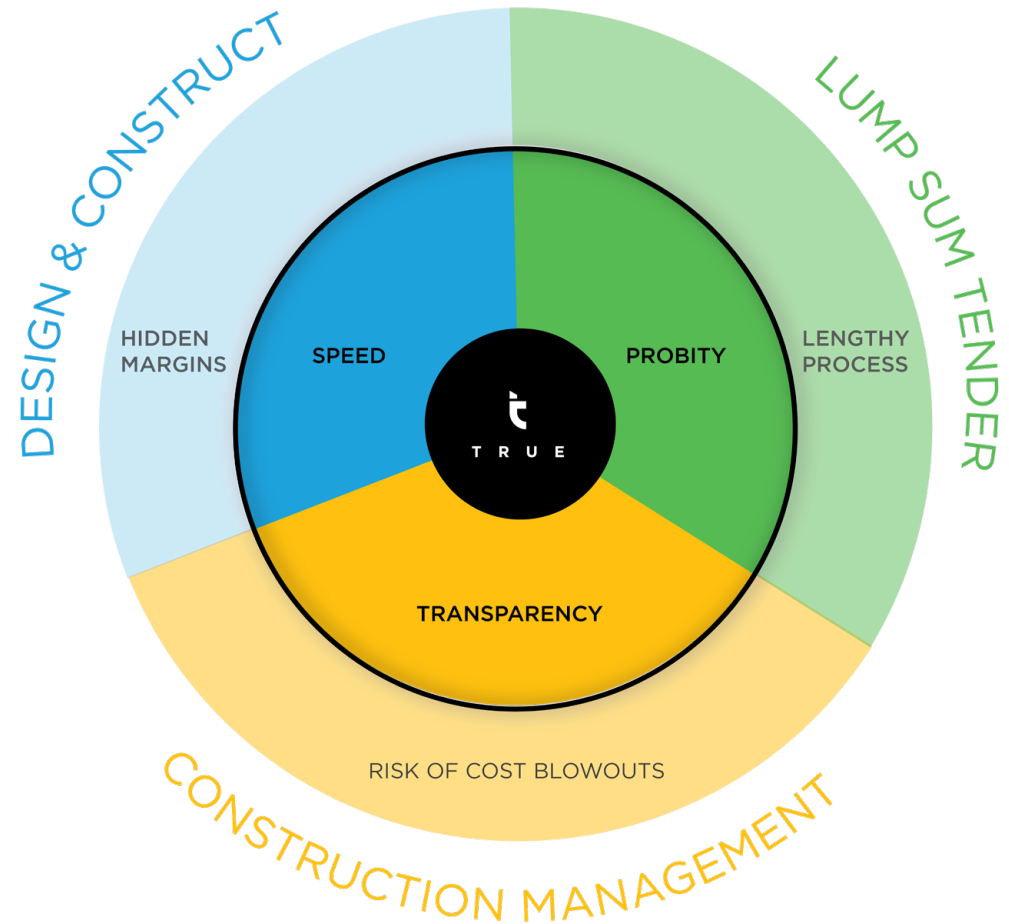
Changing the construction
industry... for the better



The TRUE Model

A typical construction company tends to favour one of three standard industry delivery models. At TRUE, we've structured our bespoke model to encompass the greatest elements of each while also eliminating the problems.

TRUE offers the speed of Design and Construct without the hidden margins, the probity of Lump Sum Tender without the lengthy process and the transparency of Construction Management without the risk of cost blowouts. By utilising this hybrid delivery model, we are revolutionising the way construction companies deliver projects.





100% openbook
100% of the time

Our Team

TRUE brings together a dynamic group of experienced, passionate and talented individuals. Our team is at the heart of what we do. Our Project Management team has a proven track record of delivering innovative and inspiring fitouts.

We have come together as like-minded individuals who not only have the same common desire to deliver the best possible outcome for our clients, but to do so with complete trust and honesty.

TRUE to the Core

The team at TRUE have integrity at our core, whether it's dealing with our clients, partners or suppliers. It's because of this reason we build such long-lasting relationships.

TRUE TEAM



James Peebles
Director

James has been working in the fitout industry for 12 years. His reward is seeing the positive impact TRUE has on his clients' employees when they are working in their new office.



Kane Godfrey
Director

Kane has 22 years in the construction industry with the last 14 in commercial fitout. Kane handles the operations of the business and leads the delivery team.



Jeremy Clark
Sr. Project Manager

Jeremy's construction career began in the UK before moving here. He has demonstrated his ability in delivering complex projects and building strong client relationships.



Xander Gagnet
Business Development Mgr.

With a strong background in commercial real estate and developments, Xander brings with him the enthusiasm and network partners to spread the TRUE vision.



Reta Wardi
Project Manager

A dedicated PM and excellent communicator, Reta is fluent in four languages. She has the experience necessary to achieve project deliverables to budget with fantastic results.



David Mao
Estimator

David's previous roles as Site Engineer, Head Contractor and Quantity Surveyor have set an excellent foundation to help with estimating TRUE's 100% openbook model.



Shannon Lancour
Marketing Manager

With 10+ years' experience in Marketing and Design, and a Master's Degree from the US, Shannon has the knowledge and experience necessary to spearhead Marketing for TRUE.



Niki Mott
Jr. Project Manager

Niki's been in the construction industry for 5 years, having completed many commercial fit-out and refurbishment projects. Her experience is a great asset for TRUE.

TRUE TEAM

Have a look around.

Case Studies

A small snapshot of some of the clients we've partnered with. TRUE's top quality fitouts, on time and on budget. See what the clients had to say...



The door, like our books,
is always open



Canva is an Australian Tech 'Unicorn' currently valued at \$8.7bn. Started eight years ago by Melanie Perkins and Cliff Obrecht, Canva's online graphic design platform is used by 20+ million users world wide.

Client: **Canva**

Address: **110 Kippax St. Surry Hills**

Designer: **Sandstrom Architects**

Value: **\$8.3m**



Project Overview

Canva's continued growth meant they needed to find a building large enough to accommodate them for the next two years. The 4,600sqm at 110 Kippax St gave them their solution. The desire was to create a fabulous work environment to attract and retain the talent whilst also assuring they maintained the coveted spot as 'The Best Place to Work in Australia'. Emily from Sandstrom Architects provided a beautiful design with incredible attention to detail. TRUE's role on the project was Client Side Construction Manager, managing the overall budget, the head contractor and the finishing trades- being joinery, furniture and audio visual package.



“more importantly, trust”



**Chris Low - Head of
Vibe**

“Their tenacity and entrepreneurship was highly respectable and showed Canva’s values in their approach. TRUE’s cost plus model and their expertise in project management meant they were a company that we felt we could work with, and more importantly, trust.”

One of Australia's leading IT services and solutions provider, Data#3 relocated to 100 Arthur Street in North Sydney to reduce their footprint and move from two floor separation to a single floorplate.

Client: **Data#3**

Address: **100 Arthur Street, North Sydney**

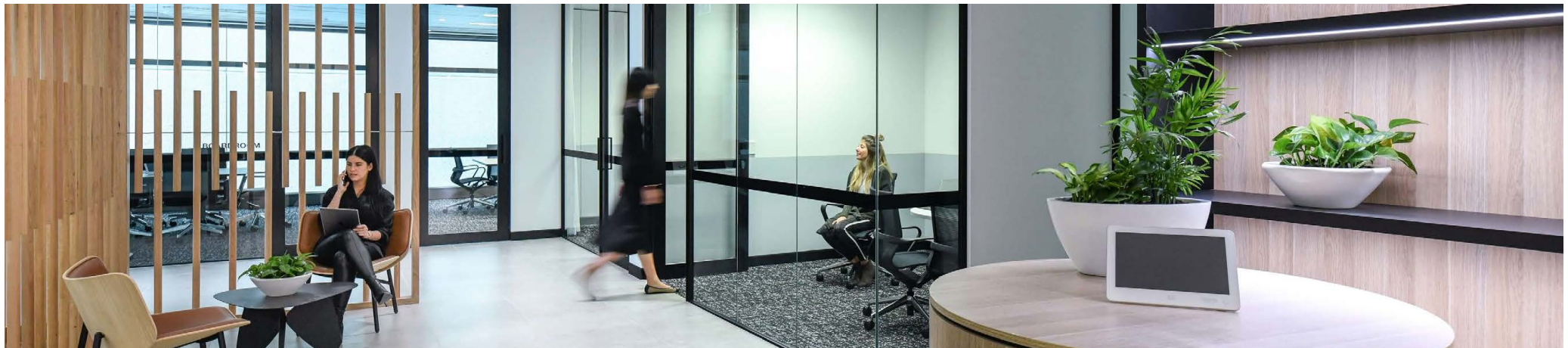
Designer: **Wool & Hay**

Value: **\$1.6m**

Data#3

Project Overview

Jack, from Wool and Hay, proposed a design that created a warm and welcoming space with dark accents, natural materials and a biophilic approach woven into the design. The monochromatic furniture, ceilings and glazing frames contrasted against the terracotta and timber joinery. The result was a stunning space that was extremely well received.



“an amazing result”



Kylie Small - Office Manager

“The TRUE team delivered an amazing result, on time and budget. The move has had a positive impact on the Data#3 team and business.”

United Workers Union is a powerful member-led union whose sole purpose is to serve the collective interests of members in workplaces and communities. They are a union of 150,000 workers across the country from more than 45 industries and all walks of life, standing together to make a difference.

Client: **United Workers Union**

Address: **19 Argyle Street, Parramatta**

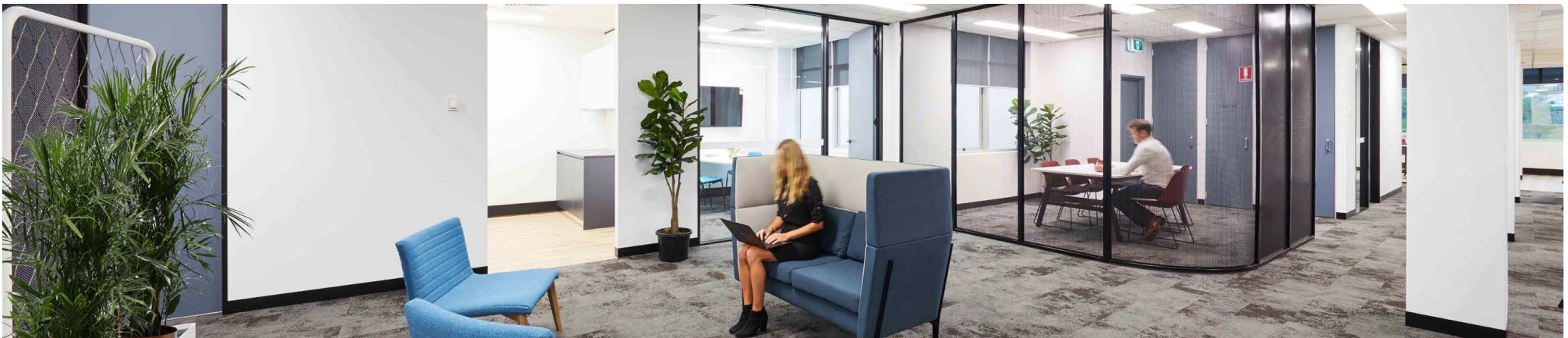
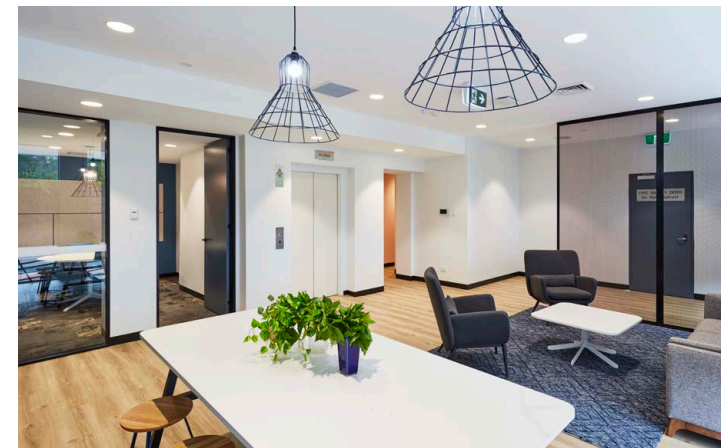
Designer: **Liquid Design**

Value: **\$1.5m**



Project Overview

The UWU Parramatta project was a full building refurbishment of a building that United Voice (now United Workers Union) acquired in the 1980's. The project brief was to refurbish the lobby and arrival experience, upgrade building amenities and add a disabled access bathroom. There were full-floor refurbishments over two levels to create a re-energised workplace on Level 1, and multi-functional conferencing space on level 2. As the photos show, the result was fantastic.



“the team is amazing”



**Julie Korlevska -
Assistant Branch
Secretary**

“We really enjoyed working with TRUE. The team is amazing, they have done an amazing job and we look forward to working with them again in the future.”

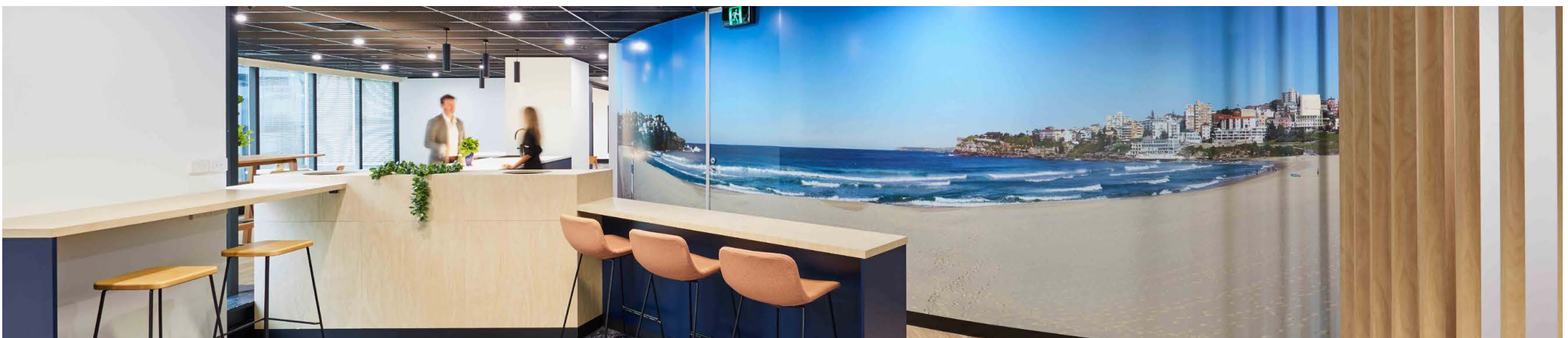
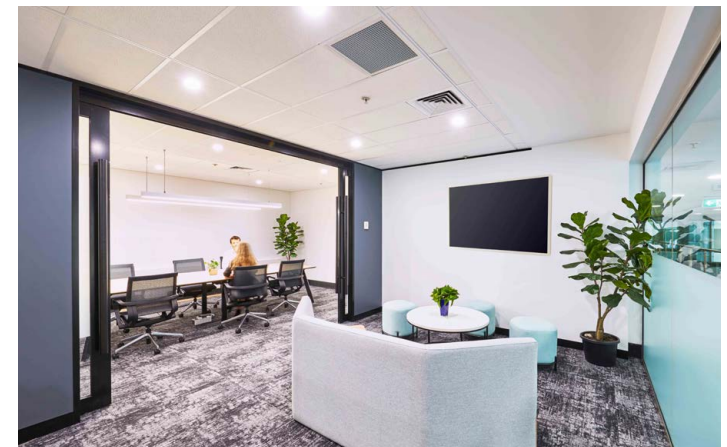
Founded in 2001, IComm is an award-winning IT consultancy and integrator of unified communications, IT and cloud services across Australia. At the centre of IComm is a focus on cultivating and sustaining a diverse work environment and workforce, which is critical to meeting the unique needs of their varied client base.

Client: **IComm Australia**

Address: **135 King Street, Sydney**

Designer: **Hot Black**

Value: **\$270k**



“cannot recommend TRUE enough”



Rob Dell - CEO

“The finished product we are extremely happy with. If we had another project to do, the first person I would ring would be TRUE. I cannot recommend TRUE enough.”

Just to name a few...

Ascender

WRAYS

icomm
Bringing communications to life

Data#3

wellways

UNITED
WORKERS UNION

DHL

Canva

COMMVault 

 **BD**


Stockland

Opal

Michael Conley
Lawyers


OPPORTUNITY
International
AUSTRALIA

 **HRS**

30+ happy clients

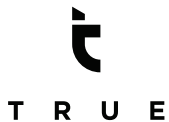


TGV

The TGV Alliance brings together a group of dynamic business owners who have worked together for over a decade and now formed an alliance to service clients across Australia and New Zealand.

TRUE, Growth and Vemi have united to become TGV, and like our French bullet train name sake, we deliver our projects on time and with reliability.

Clients who have already benefited from this alliance include: CPSU, Cubic, Becton Dickinson, Ascender, Data#3, and Wellways.



SYDNEY
44 Pitt St
Sydney NSW
Australia

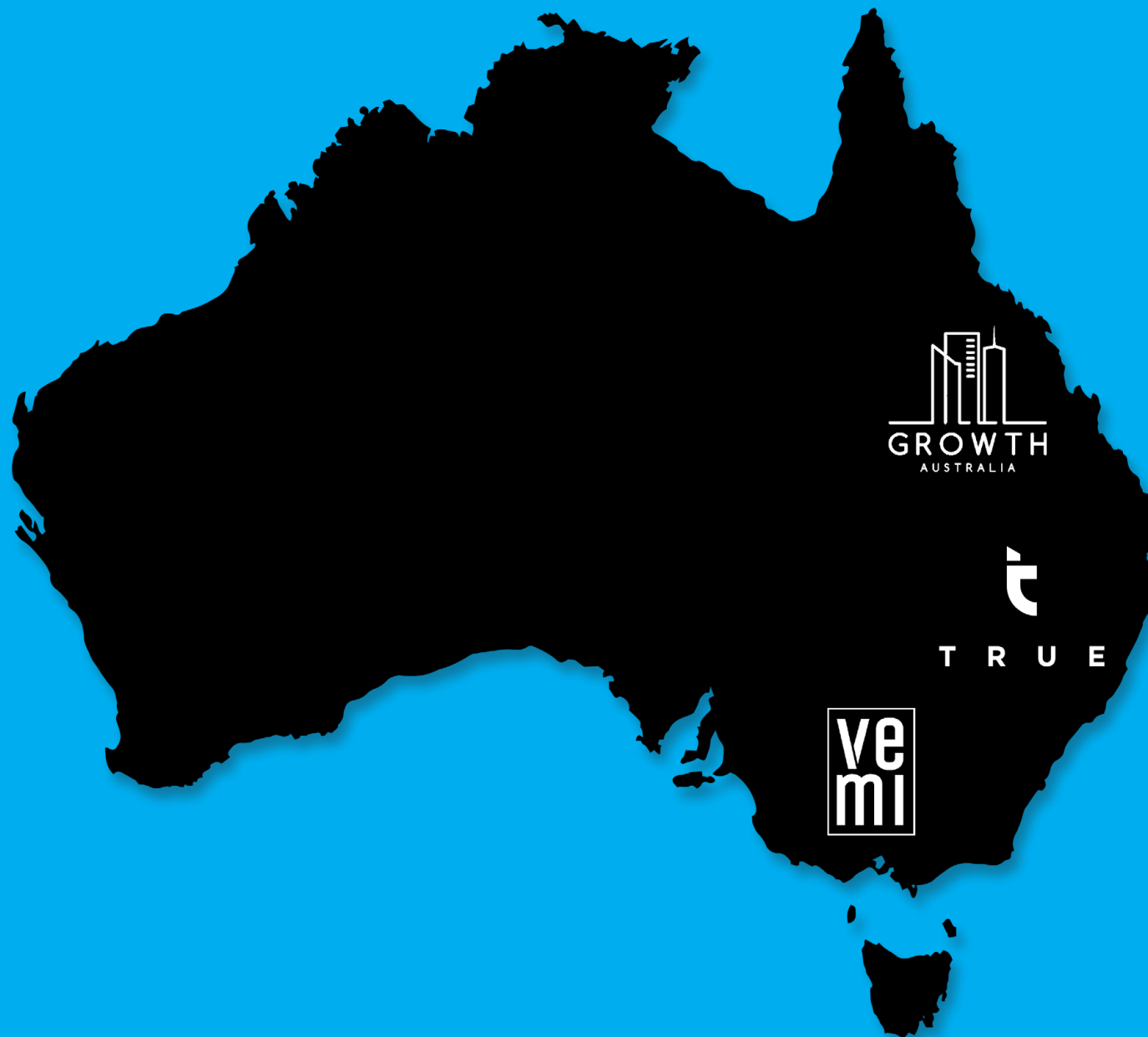


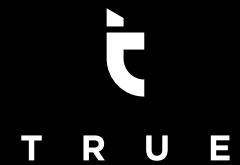
Brisbane
133 Mary St
Brisbane QLD
Australia



Melbourne
696 Bourke St
Melbourne VIC
Australia

Spanning a nation





We love to chat, get in touch

CALL: 02 9844 9440

EMAIL: syd@trueprojects.com.au



TRUE has sustainable practices in place to reduce, reuse and recycle. We also strive to be paperless.