



# MALU

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## CAPABILITY STATEMENT

2025

- 100% Indigenous Owned
- Veteran-led
- Supply Nation Certified

MALU PTY LTD  
[www.malu.net.au](http://www.malu.net.au)



CHARTERED ACCOUNTANTS™  
AUSTRALIA + NEW ZEALAND



# About Us

Malu Pty Ltd is a proudly 100% Indigenous-owned, Supply Nation Certified, and veteran-led management consulting firm. Malu—meaning “Deep Water” in Torres Strait Islander Creole—reflects our founder’s heritage and the depth of expertise we bring. We partner with government, private, and not-for-profit clients across Australia to deliver effective, culturally grounded solutions.

We specialise in strategic advice, market insights, and business improvement services that drive measurable results. Our approach blends Indigenous wisdom with modern business practices, enabling us to solve complex challenges, uncover opportunities, and support sustainable transformation.

At Malu, we are committed to excellence, innovation, and positive impact. We design strategies that benefit both business and community, combining cultural intelligence, strategic vision, and practical experience to create meaningful outcomes for our clients and the people they serve.



# Mission & Values

## MISSION

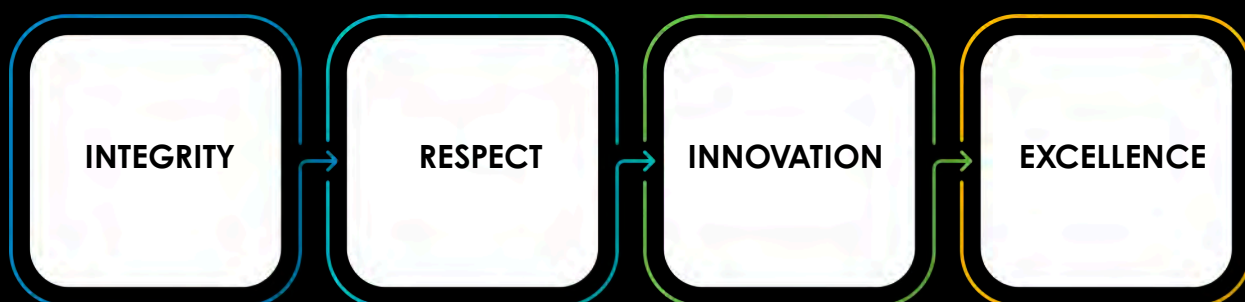
At Malu Pty Ltd, our mission is to empower communities and businesses by providing strategic insights and innovative solutions. We are committed to fostering sustainable growth and creating opportunities that respect and integrate cultural heritage.

Our purpose is to bridge the gap between traditional knowledge and modern business practices, ensuring that every project we undertake contributes to a more equitable and prosperous future for all stakeholders.

## VALUES

We are driven by integrity, respect, innovation, and excellence. These core values guide every project we undertake, ensuring that we deliver impactful and sustainable solutions for our clients.

Our commitment to these principles is reflected in our approach to consulting, where we prioritise ethical practices, foster creative problem-solving, and strive for outstanding results.



# Our Services



At Malu Pty Ltd, we empower strategic transformation through high-impact consulting solutions that unlock the full potential of your business. Our innovative services are tailored to your unique needs—combining strategic insight, cultural intelligence, and forward-thinking design to foster resilience and growth.

Grounded in Indigenous perspectives, we ensure cultural relevance while delivering measurable impact. With a strong focus on sustainable success, we help you navigate today's complexities and build a future-ready organisation.

## **BUSINESS PLANNING**

We craft clear, actionable business strategies aligned with your goals. Our approach drives sustainable growth, sharpens competitive edge, and empowers you to navigate complexity with confidence, clarity, and cultural intelligence.

## **MARKET RESEARCH**

Our insights go beyond data—uncovering consumer behaviour, competitor positioning, and emerging trends. We equip you with the intelligence needed to make informed decisions and stay ahead in a rapidly evolving marketplace.

## **PROCESS IMPROVEMENT & CASHFLOW MANAGEMENT**

We streamline operations, eliminate inefficiencies, and enhance financial visibility. Through lean methodologies and automation, we improve profitability and optimise cash flow to support scalable, long-term success.

## **CORPORATE GOVERNANCE**

We strengthen organisational integrity through tailored governance frameworks. Services include risk management, compliance, ethical leadership, and board advisory—ensuring transparency, accountability, and cultural alignment.





# Strategic Business Planning

## VISION & GOAL ALIGNMENT

We help clarify your business vision and align strategic objectives to ensure every action supports long-term growth and impact.

## STRATEGIC ROADMAPPING

We develop detailed roadmaps that outline milestones, resources, and timelines—turning complex goals into achievable steps.

## RISK & OPPORTUNITY ANALYSIS

By identifying internal and external risks and emerging opportunities, we strengthen your decision-making and competitive positioning.



# Market Research

## CONSUMER INSIGHT ANALYSIS

Identify market dynamics with insights that empower businesses to make informed decisions. We help you stay ahead of the curve.

## COMPETITIVE LANDSCAPE EVALUATION

We identify key competitors, assess their strengths and weaknesses, and uncover opportunities for differentiation in your industry.

## TREND ANALYSIS & FORECASTING

Stay future-ready. We identify emerging trends and predict market shifts, enabling you to adapt your strategies proactively.



# Process Improvement & Cashflow Management

## LEAN PROCESS OPTIMISATION

Streamline operations, eliminate waste and enhance productivity. Lean based methodologies ensure processes are efficient and cost-effective.

## FINANCIAL HEALTH ASSESSMENT

We analyse cash flow patterns, identify bottlenecks, and propose strategies to optimise financial performance.

## WORKFLOW AUTOMATION SOLUTIONS

Embrace technology and integrate cutting-edge tools to automate repetitive tasks, reduce errors, and increase operational efficiency



# Corporate Governance

## COMPLIANCE REVIEW

Ensure adherence to regulations. We conduct detailed assessments to identify compliance gaps and provide practical recommendations for improvement.

## BOARD ADVISORY SERVICES

Strengthen decision-making, governance and ethical leadership. Identify risks and opportunities while equipping leaders to uphold integrity and drive positive change.

## RISK MANAGEMENT FRAMEWORKS

Mitigate risks with our comprehensive Risk Management Frameworks. We help you identify potential threats and develop strategies to safeguard your business.

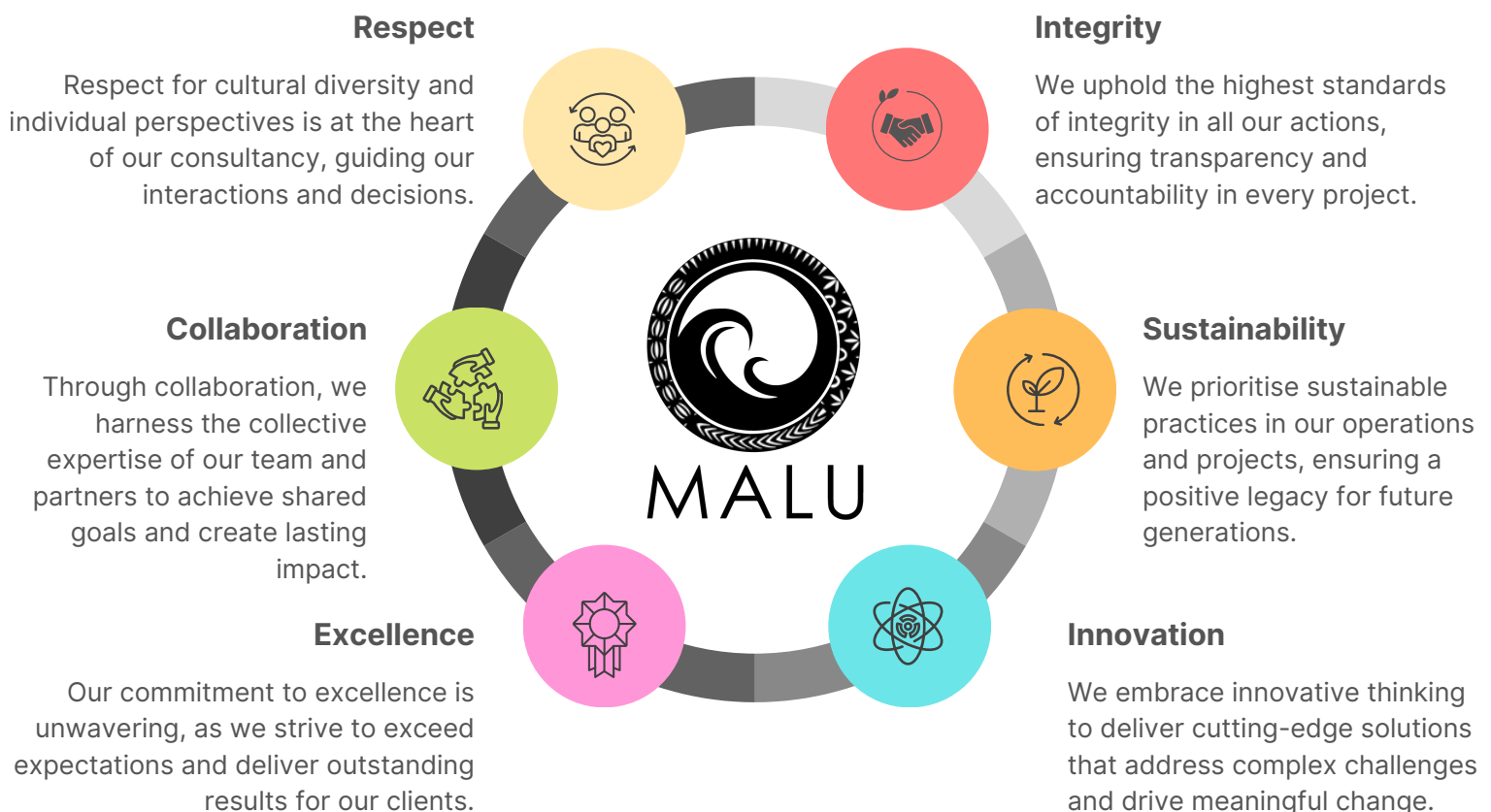
# The Malu Difference



## Why Work With Us

- 100% Indigenous-owned and veteran-led
- Supply Nation Certified
- Deep cultural knowledge and strategic expertise
- Trusted by governments, corporates, and community organisations
- Culturally intelligent, insight-driven and outcomes-focused

## Our Service Delivery Approach



# Key Projects



**01.**

## **INDIGENOUS PROCUREMENT STRATEGY**

Client lacked visibility of Indigenous suppliers for specialised energy work, risking IPP and RAP targets. Malu Pty Ltd researched suitable businesses, shaped tenders to encourage participation, and brokered introductions, enabling 17 contracts with capable Indigenous firms and embedding long-term, compliant supply-chain relationships.

**02.**

## **BIOPHARMA CONSORTIUM RESTRUCTURE**

Facing a NZ \$500 k monthly cash burn, the consortium engaged Malu to model savings, reprice products, and align multiple funders. The plan cut burn to NZ \$150 k, lifted EBITDA by 12 %, and established a cost-control roadmap endorsed by stakeholders.

**03.**

## **DUE DILIGENCE**

Financial analysis showed the target needed a 30 % gross-profit uplift, better stock management, and stronger governance. Malu's deep review outlined pricing, inventory, and board reforms and advised the equity partner to defer investment until the six-step turnaround is executed.

**04.**

## **INDIGENOUS PBC REVIEW**

Grant-spend irregularities eroded trust in a Prescribed Body Corporate. Through culturally-led workshops, Malu strengthened controls, imposed spend caps, and created an independent investment fund, restoring transparency and community confidence and securing a sustainable financial framework.

**05.**

## **FINANCIAL TRANSFORMATION (CONSTRUCTION)**

Burdened by a large ATO debt and poor cash visibility, the firm engaged Malu, who negotiated a three-year repayment plan, automated AR/AP, and introduced rolling cash-flow forecasts and live project dashboards – stabilising finances and enabling real-time profitability insight.

**06.**

## **FINANCIAL MODELLING & ANALYSIS**

A federal agency needed to verify the Act's value and funding sustainability. Malu combined open-source socioeconomic data with cost-benefit modelling, set new KPIs, and reviewed lease costs, revealing Cultural Recognition Orders' alignment with Closing the Gap targets 4, 5 & 14. Findings confirmed current funds cover nine FTEs and offered a scalable framework for future demand and programme growth.



# Matthew Jones

Founder | Coach | Mentor | Speaker | Author



Matthew Jones is a proud Torres Strait Islander from Darnley Island, Queensland, and the visionary founder of Malu Pty Ltd—a 100% Indigenous-owned, Supply Nation Certified consultancy. A Chartered Accountant and one of only nine Indigenous Australians to be admitted as a Full Member of Chartered Accountants Australia and New Zealand, Matthew brings a rare blend of strategic insight, cultural depth, and real-world leadership experience to everything he does.

With over 15 years of experience across the defence, finance, and professional services sectors, Matthew has held senior leadership roles in both government and corporate settings. He is also a veteran of the Royal Australian Navy and a Non-Executive Director with Aboriginal Community Housing Limited.


Driven by a passion to help people and businesses realise their full potential, Matthew established Malu Pty Ltd to provide culturally intelligent, results-focused solutions across business planning, market research, process improvement, and governance. The name “Malu” comes from the Torres Strait Islander Creole word for “Deep Water,” honouring his cultural heritage and Naval service.

An accomplished speaker, mentor, and advocate for Indigenous business, Matthew has delivered keynote presentations on topics including supply chain diversity, the future of Australian manufacturing, and the role of Indigenous enterprise in ‘Closing the Gap.’ His work has been featured in Acuity (Chartered Accountants Journal) and news.com.au, and he remains actively involved in mentoring and community leadership programs.

Matthew holds a Bachelor of International Business, a Bachelor of Arts, and a Master of Business Administration from the University of Queensland. His leadership is grounded in the values of integrity, respect, innovation, and excellence—values that continue to guide Malu’s mission to create positive impact through business.



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