




The book of
Truuii

An aerial photograph of a dense, lush green forest. The trees are packed closely together, creating a rich texture of various shades of green. Two thin, white, curved lines are overlaid on the image, one on the left and one on the right, framing the central text.

We give the
environment
a voice

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Who we are

Truui is an Australian technology company that creates data-driven web applications for data management, modelling and reporting in the government and natural resource management sectors.


We are a group of scientists, data visualisation experts, designers, engineers and developers who are dedicated to improving data-driven decision-making by industry and government.

Our approach is to make the most complex problems seem simple by creating innovative and fit-for-purpose products and solutions that prioritise the user experience.

As a company, we seek to have the greatest impact possible on the natural environment and on our own cultural environment, where we value family above all else.

“ *We are passionate about providing products and solutions that empower organisations to make informed choices and contribute to a more sustainable, accessible and data-driven world.* ”



A vibrant underwater scene featuring a large, branching coral structure with a color gradient from yellow to purple. The coral is set against a dark blue background. A white curved line is visible in the upper left quadrant. A teal speech bubble is positioned in the lower right quadrant.

Let us help you find
the truth in your data
and tell your story

What we do

- ✓ **Create** interactive web-based applications that are driven by data.
- ✓ **Engage** with partners to solve complex problems.
- ✓ **Embrace** simplicity in our products and solutions.
- ✓ **Empower** our clients to understand and communicate their data.
- ✓ **Invest** in the natural resource management sector.

What we don't do

- ✗ Work with businesses that **harm the environment**.



Why choose us?



Our approach

Our approach is agile and open. We engage in constant reprioritisation of activities to ensure delivery is on time and on budget. We believe in the rapid creation of innovative products to show value early and leverage interest. We maintain regular and open communication with our clients and their stakeholders to ensure a mutual understanding of priorities.



User experience

Our focus on the user experience is key to making the most complex ideas and processes seem simple. Engaging users throughout the product design and development process ensures their needs are always front of mind and that the final product is both useful and used.





What our products and solutions improve



Decision-making

By providing decision-makers with the evidence they need to make informed choices.



Planning

By modelling expected outcomes and optimising and prioritising them to achieve the best results.



Communication

By presenting complex information to diverse audiences in ways they understand.



Efficiency

By automating and streamlining arduous processes to save time and money.



Accountability

By creating transparent, accessible, and repeatable processes backed by the best available science.

Who we work with

We work with state and federal government agencies, natural resource management organisations, utility suppliers and industry partners to develop solutions to their data-related challenges and create custom applications.

All good relationships are built on honesty and our clients can always rely on us to be straight with them. We prioritise transparency, communication and Agile methods, to keep projects on time and on budget.

Our goal is for our clients to be successful and for them enjoy their experience working with us. Our client retention rate is 100 percent.



Sectors we help

Our diverse, multidisciplinary capabilities drive the creation of innovative products and solutions across a range of sectors.

Here are just some of the sectors we partner with:

- Natural resource management
- Water supply
- Water resource planning
- Environmental water management
- Catchment management
- Reef management
- Land management
- Agriculture
- Integrated planning
- State and federal government
- Local government
- Research

Our leaders



Dr Nick Marsh

Co-Founder and
Managing Director

Known for his expertise in environmental modelling, Nick has more than two decades of experience building software applications, leading the development of many. He is passionate about data-driven decision-making and the potential value of data to support businesses, government, and the natural resource management sector.



Tory Grice

User Experience Lead

A creative with a multidisciplinary background, Tory's primary role focuses on user experience research and design. With two decades of experience, she has led, and contributed to, the development of more than 30 applications. Tory is also an experienced science communicator, visual designer and project manager.



Bonny Marsh

Co-Founder and
Chief Operating Officer

Bonny loves people and systems and keeps Truii humming. With a background in speech pathology, she loves communication and creating environments for people and the company to thrive. Bonny has a commitment to professional and personal development. Her drive is to see Truii's vision brought to life.



Robin Ellis

Modelling Lead

With a decade-long focus on the landscapes and rivers of the Great Barrier Reef catchments, Robin brings his analytical prowess to address diverse challenges across Australia in his modelling role at Truii. He finds great fulfilment in assisting stakeholders from various backgrounds in navigating the complexities of big data.



Dr David Waters

Natural Capital Lead

David is a strong communicator who prides himself in his ability to develop productive business relationships across all levels of government, academia and industry. He has extensive experience in developing, planning, executing and leading water quality, monitoring and modelling projects.



Nyssa Henry

Reef Lead

Nyssa has two decades of experience in catchment management and water quality science. As the Chief Scientist with the Office of the Great Barrier Reef, she led an award-winning monitoring, modelling and reporting program and has developed decision support tools. Nyssa has extensive networks across the Reef sector and government.



Our products and solutions

natural capital suite

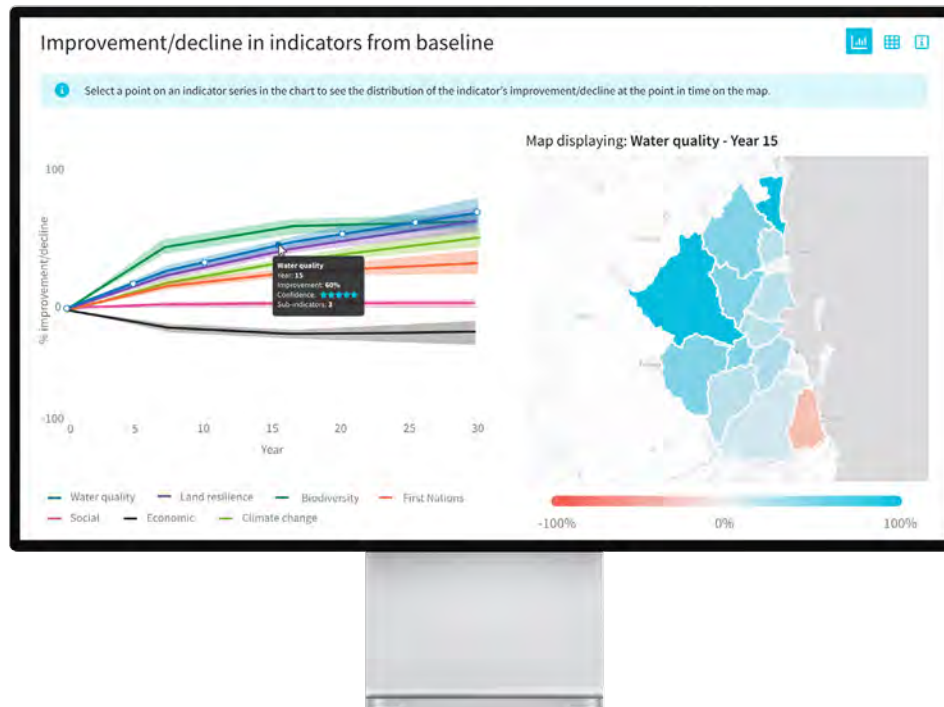
Streamlining investment in natural resource management

Natural capital is the air we breathe, the water we drink, the soil, the rocks and all living things. This concept frames natural resources as assets which provide intrinsic environmental, economic, social and cultural benefits and opens opportunities for new sources of investment in nature and natural resource management.

We have created the Natural Capital Suite of web applications for natural capital accounting, planning, investment and reporting.

natural capital region

Plan, prioritise and report investment in natural capital improvement actions



Who it's for

- **Funding providers (government and philanthropic)**
To plan strategic investment programs prior to engaging project developers.
- **Natural resource management bodies**
To identify regional priority actions and areas.
- **Project developers**
To quantify the outcomes of their previous and planned programs.

What it's for

Natural Capital Region predicts the region-scale benefits of natural resource investment programs (i.e. collections of on-ground natural resource management actions) across environmental, social, cultural and economic indicators.

naturalcapitalsuite.au/region



natural capital project

Capture, quantify and report the impacts of natural capital improvement projects



Who it's for

- **Natural resource management bodies**
To design projects that meet the standards required by funding initiatives.
- **Project developers**
To demonstrate the impacts of their nature-positive projects to investors.

What it's for

Natural Capital Project allows users to quantify and report the likely impacts of individual, nature-positive on-ground projects across Environment, Social, Governance (ESG) and Productivity indicators.

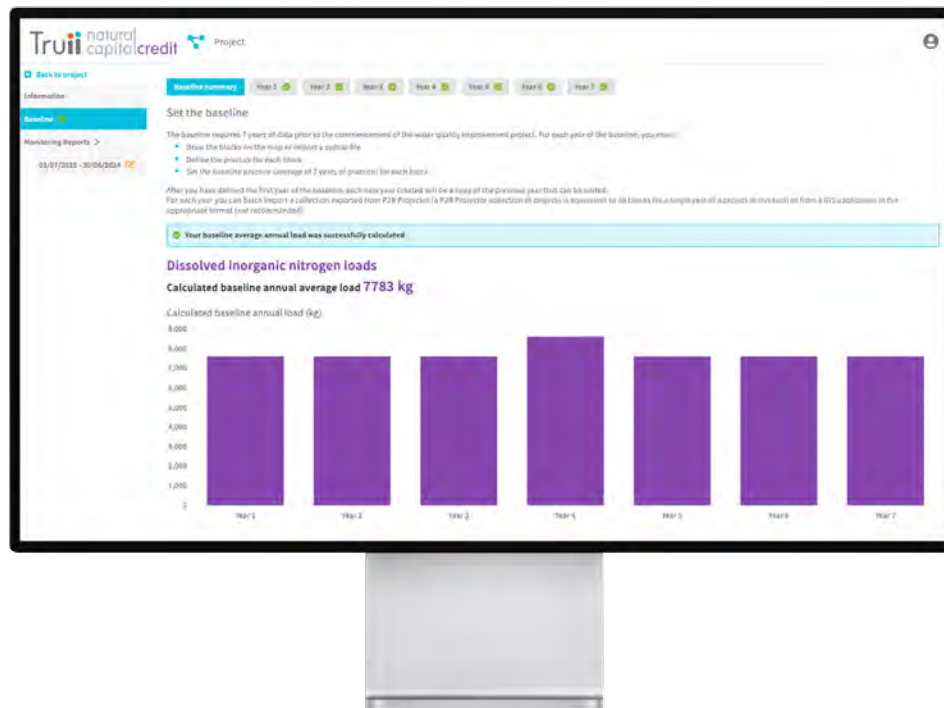
Natural Capital Project allows project impacts to be reported against accepted global reporting frameworks, including United Nations Sustainable Development Goals (SDGs) and Kunming-Montreal Global Biodiversity Framework Targets.

naturalcapitalsuite.au/project



natural capital credit

Capture and submit projects redeemable for environmental credits



Who it's for

- **Project developers**
To prepare projects for market and report to market administrators.
- **Project verifiers**
To audit projects to ensure that they are implemented in accordance with the rules and requirements of the scheme.

What it's for

Natural Capital Credit allows users to engage in environmental crediting schemes to generate credits that comply with scheme methods.

By creating a consistent format based on approved methods, it makes generating environmental credits more accessible to potential project developers. At the same time, it puts more onus on project developers to provide evidence of environmental benefit, through the built-in verification process.

naturalcapitalsuite.au/credit

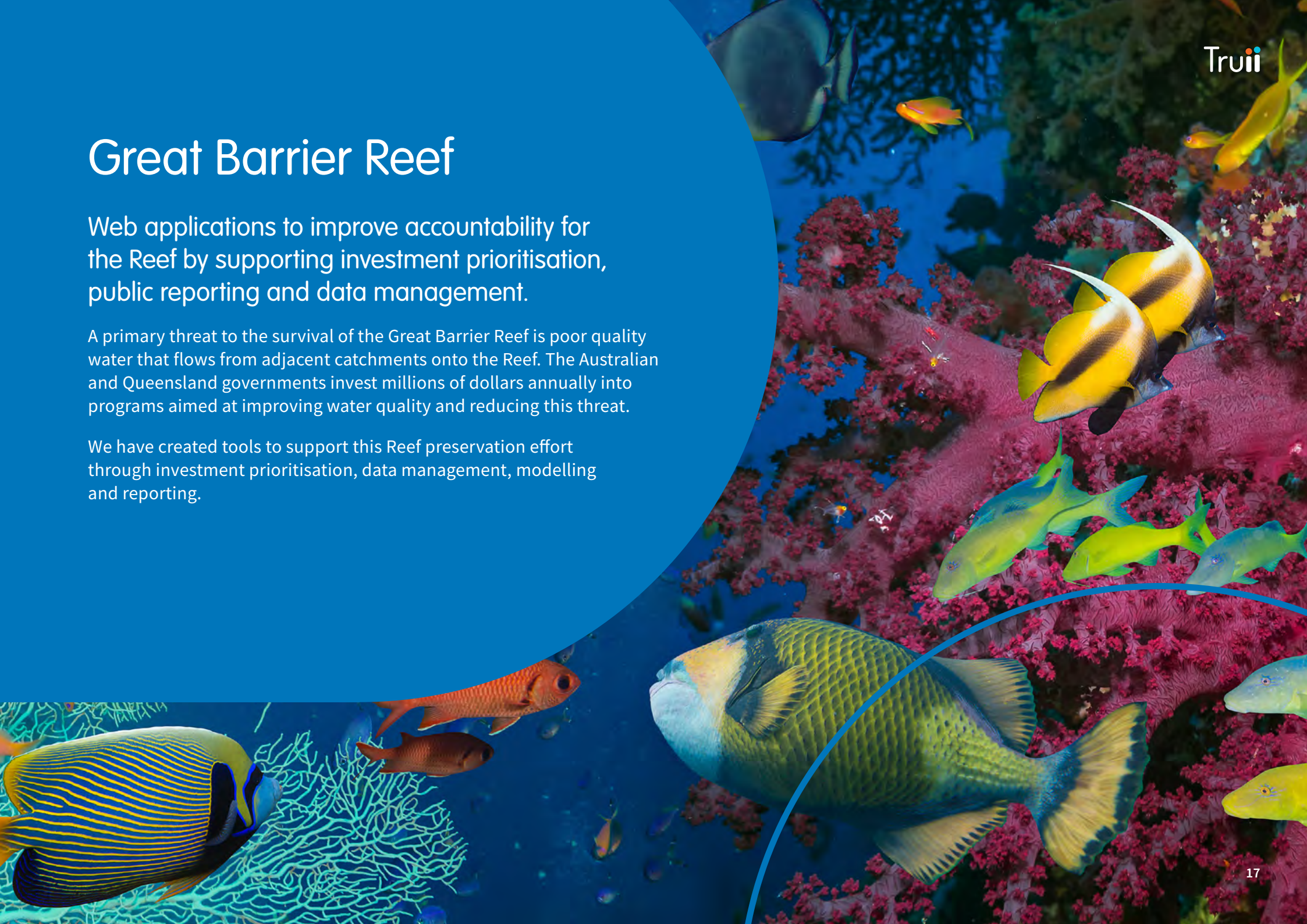


Great Barrier Reef

Web applications to improve accountability for the Reef by supporting investment prioritisation, public reporting and data management.

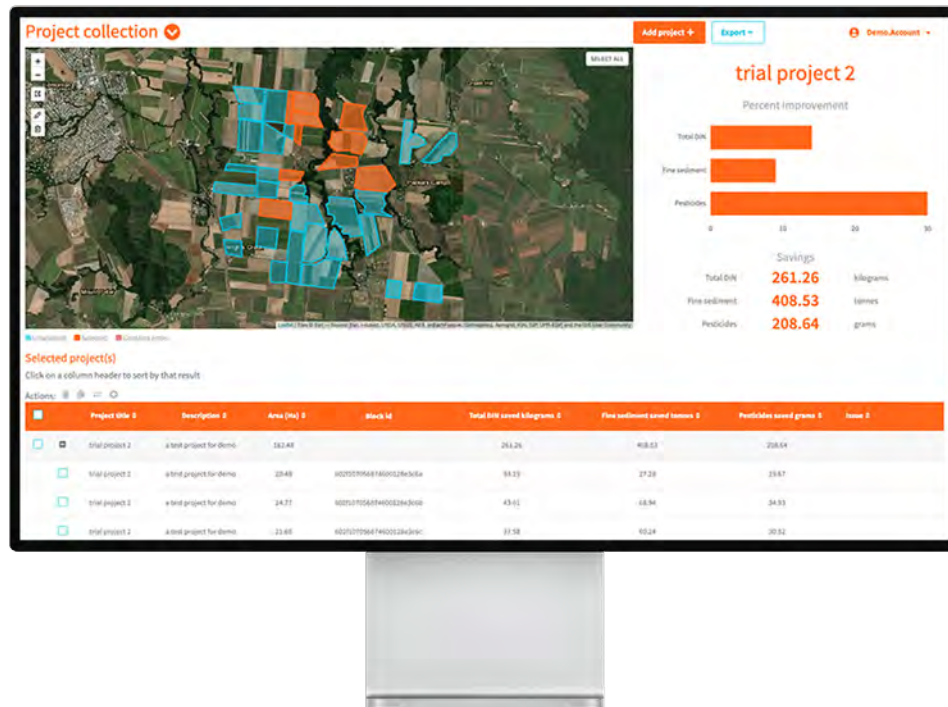
A primary threat to the survival of the Great Barrier Reef is poor quality water that flows from adjacent catchments onto the Reef. The Australian and Queensland governments invest millions of dollars annually into programs aimed at improving water quality and reducing this threat.

We have created tools to support this Reef preservation effort through investment prioritisation, data management, modelling and reporting.



p2r projector

Estimate the water quality benefits of farm-scale agricultural improvement projects in Great Barrier Reef catchments



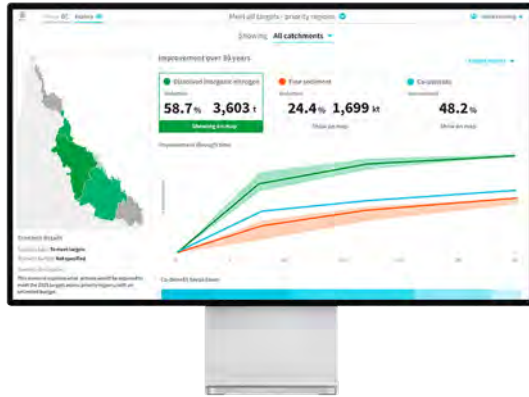
Who it's for

- **Natural resource management bodies and project developers**
To capture project details, predict outcomes and report to funding providers.
- **Funding providers (government and philanthropic)**
To track and assess the outputs and outcomes of investment programs.

What it's for

P2R Projector is a project capture and prioritisation tool created to support groups who are working with farmers to improve the quality of water flowing to the Great Barrier Reef. It estimates the water quality improvements of farm-scale agricultural practice change and environmental remediation projects, based on modelling and calculation methods approved by the Queensland and Australian governments. P2R Projector helps to assess and refine planned projects as well as to report the achievements of implemented projects.

truii.com/p2rprojector



Reefonomics

truii.com/reefonomics

Reefonomics is an investment planning application that couples economic and environmental modelling. It allows the Queensland and Australian governments to create and run alternative investment portfolio scenarios and determine the cost and likely water quality benefits and co-benefits of those scenarios. Reefonomics scenarios can be set to meet a budget, achieve water quality targets, or perform a set number of on-ground actions.

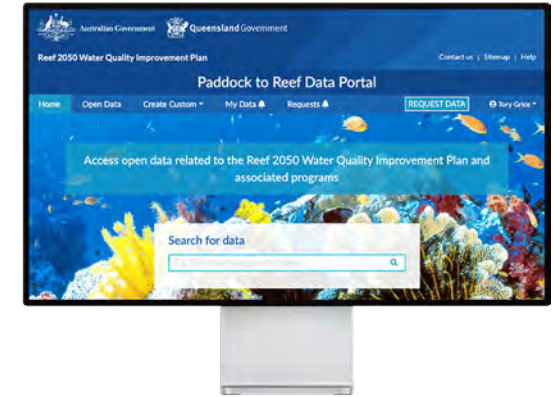


Reef Water Quality Report Card

truii.com/reef-report-card

The Reef Water Quality Report Card is an interactive impact reporting application that reports progress towards the Reef targets for water quality and catchment management, as well as wetland and inshore marine condition.

This public-facing application blends rich content with science communication to provide the best information in a simple and visually engaging form.



Paddock to Reef Data Portal

truii.com/paddock-to-reef-data-portal

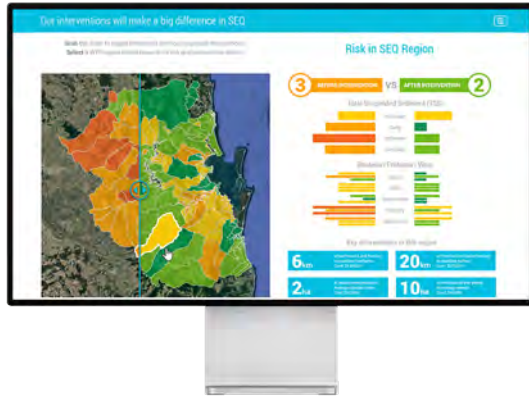
The Paddock to Reef Data Portal is a publicly accessible data-management application that facilitates the distribution of data generated by the Paddock to Reef Integrated Monitoring, Modelling and Reporting program. Registered users can download commonly requested data, stored as 'open data', generate their own custom datasets using queries that summarise complex Reef water quality catchment modelling data, request unpublished data and track data requests.

Land assessment and management

Web applications that use science-based methods to inform land management decision-making.

Evidence-based decision-making is key to the sustainable use and management of land. Evidence helps us gauge the current condition of land and the nature of the environmental processes that support it. Arming ourselves with evidence-based decision tools, puts us in the best position to make sound decisions about how to manage our land.

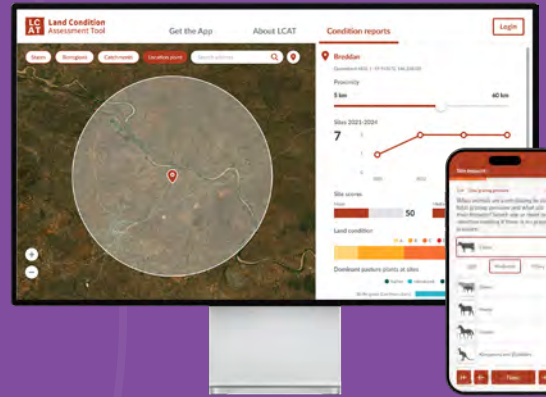
We have created tools to support land assessment and management using evidence-based methods that are transparent, defensible and repeatable.



Catchment Investment Decision Support System

truui.com/catchment-investment-optimisation

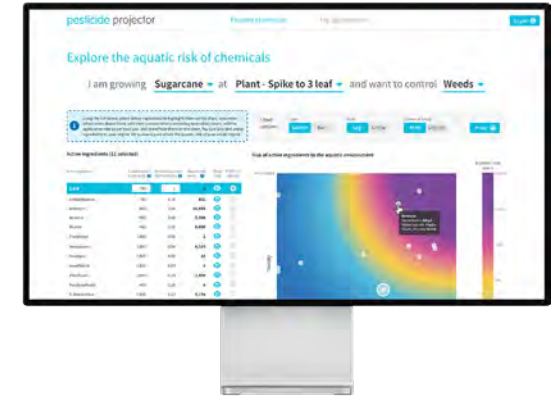
The Catchment Investment Decision Support System (CIDSS) is a spatial optimisation tool created for Seqwater, which generates portfolios of on-ground catchment improvement activities, based on cost-efficiency. It optimises the selection and placement of over 60 alternative on-ground activities that address hazardous processes, to minimise the risk of suspended sediment and pathogens to over thirty water treatment plants.



Land Condition Assessment Tool

truui.com/land-condition-assessment-tool

The Land Condition Assessment Tool (LCAT) is a framework developed by the Queensland Government for collecting, assessing and reporting land condition. This data underpins sustainable land management initiatives across Queensland. LCAT comprises a mobile survey application for collecting observed and detected data on the condition of grazing land in the field, and a web-based desktop application for editing and reporting the results of individual surveys, as well as exploring spatially aggregated data on condition.



Pesticide Projector

truui.com/pesticide-projector

Pesticide Projector has been designed for agronomists who support farmers in choosing appropriate pesticides. Based on methods developed by the University of Queensland, it allows users to compare the aquatic risk of pesticides and combinations of pesticides. It provides agronomists with a tool to demonstrate the relative environmental benefits of alternative pesticides to growers.

Environmental water

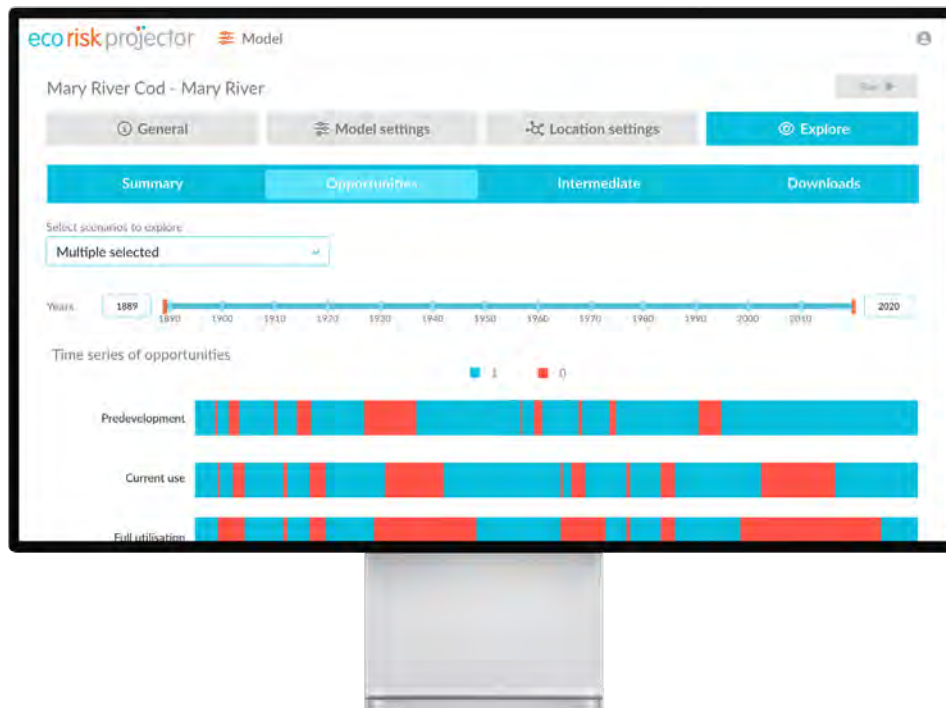
Web applications that support improved ecological outcomes through modelling, assessment and reporting of environmental water delivery.

Environmental water is water that is allocated and managed specifically to improve the health of waterways and the species and processes which they support. The water resources industry works hard to secure and deliver water for the environment, but predicting and measuring impacts can be challenging.

We have created tools to support environmental water delivery that help overcome these challenges.

eco risk projector

Assess the ecological risks of water resource use and planning



Who it's for

- Water resource planners
To compare the impact of alternative future climate scenarios on ecological assets and processes.

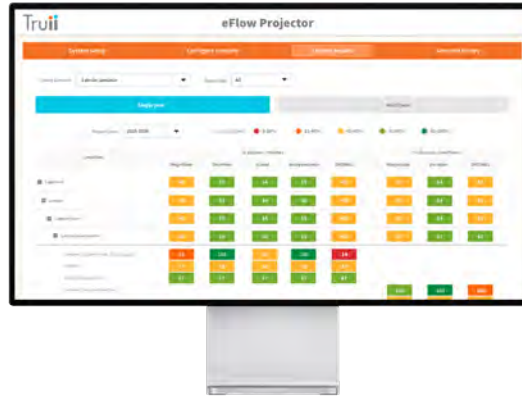
What it's for

Eco Risk Projector assesses the performance of ecological models (usually habitat suitability models) at many sites under different environmental conditions (primarily those related to water flows). It determines whether a species or process will be successful under those conditions, e.g. if a fish spawning event is likely to occur under a specific flow regime. It integrates results across sites and through time to provide a spatio-temporal risk assessment for water resource planning.

Eco Risk Projector includes over 30 models of aquatic habitat for significant species (ecological assets) or aquatic processes.

truii.com/eco-risk-projector



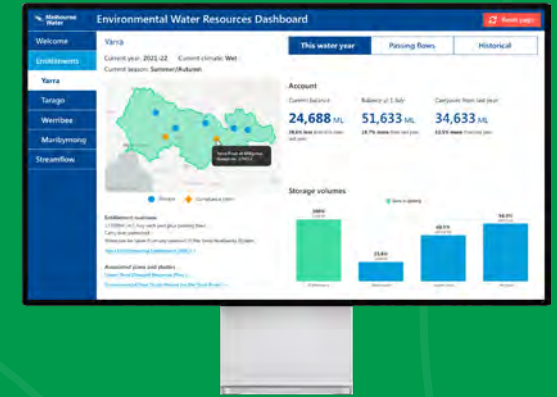


eFlow Projector

truii.com/eflow-projector

eFlow Projector is a reporting tool for environmental water managers to assess the performance of environmental watering objectives. It allows them to better plan upcoming watering strategies and to report on their outcomes.

eFlow Projector reports the success (including partial success) of watering events, the success of the individual components of events, and the relative contribution of delivered water to those events. It can be applied anywhere that has daily streamflow data.



Environmental Water Resources Dashboard

truii.com/environmental-water-resources-dashboard

The Environmental Water Resources Dashboard provides Melbourne Water's environmental water managers with a high-level view of near real-time environmental water delivery performance across catchments. With views for each major catchment, it captures the nuances of local water management, communicating current environmental water account balances, passing flow data and historical information to aid in the strategic planning and delivery of environmental water.

Data-driven reporting

Visualisation-rich web applications that inform audiences and make data more accessible.

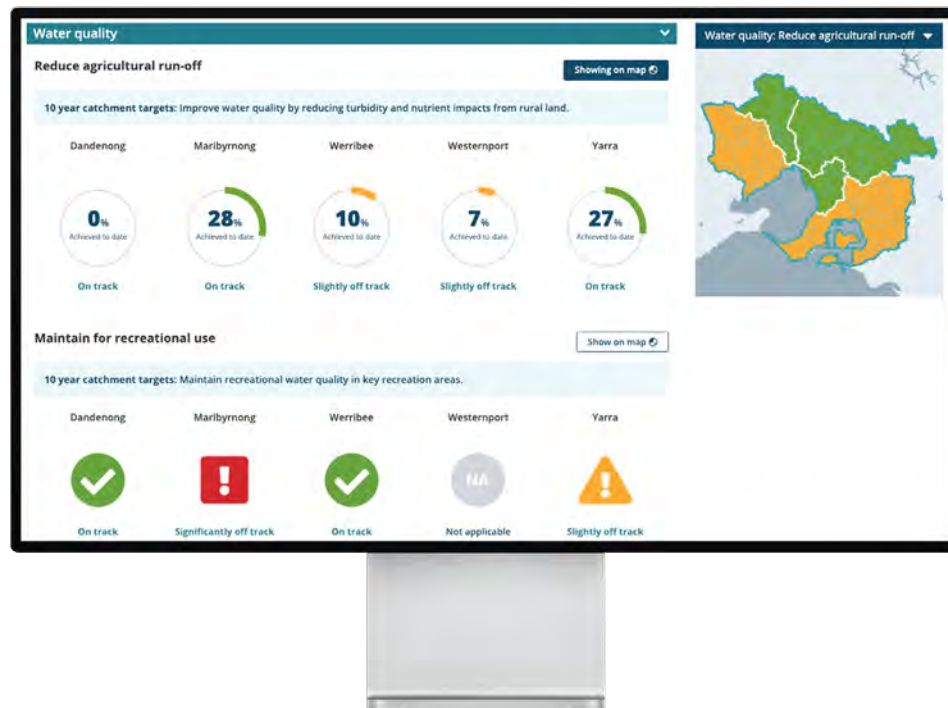
Data-driven reporting uses data and evidence that is targeted to specific audiences and presented using interactive and visually engaging methods. As well as empowering organisations to be transparent and accountable, it can help inform the public, communicate key messages, demonstrate impacts, measure performance, report existing conditions, and improve organisational decision-making.

We have created applications that make data more accessible across a range of topics and industries, through the creation of interactive, engaging and visualisation-rich applications and dashboards.



Healthy Waterways Strategy Report Card

Explore progress towards waterway management targets in the Port Phillip and Westernport region



Who it's for

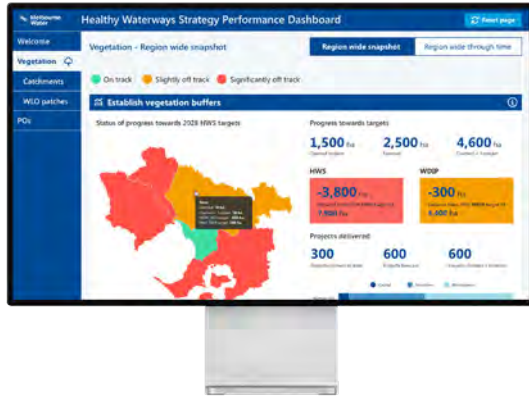
- Healthy Waterways Strategy stakeholders
Melbourne Water, state and local government partners, catchment management authorities, friends of catchment groups, engaged residents.

What it's for

The Healthy Waterways Strategy Report Card is an interactive reporting tool, which allows progress towards the Strategy's 10-year performance to be reported annually. It uses data on the delivery of on-ground waterway management activities to report progress at each of the wetlands, estuaries and rivers in Port Phillip and Westernport. The Report Card is accompanied by a website of rich content, maps and data that support the Strategy.

truii.com/healthy-waterways-strategy-report-card

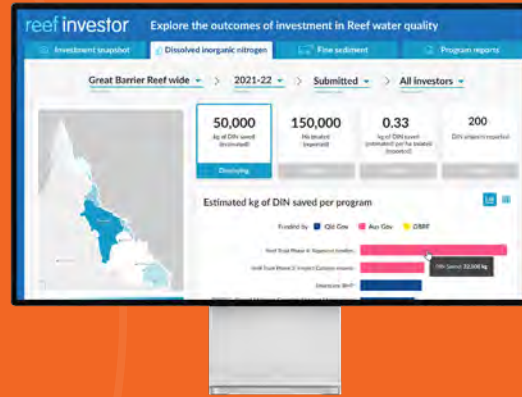




Healthy Waterways Strategy Performance Dashboard

truii.com/healthy-waterways-strategy-performance-dashboard

The Healthy Waterways Strategy Performance Dashboard, is a tool for Melbourne Water staff to keep track of what on-ground actions have been completed, what are planned, and how they are tracking towards achieving vegetation management targets (Healthy Waterways Strategy and internal Waterway and Drainage Investment Plan). It uses near real-time data presented at various spatial scales, with dedicated interfaces for Waterway and Land Officers to keep track of what's happening in their patches.



Reef Investor

truii.com/reef-investor

Reef Investor is an interactive web-based dashboard for investors in Reef water quality improvement to get answers related to how much money is being invested, where, and with what outputs and outcomes. Reef Investor draws data directly from Truii's P2R Projector project capture application and places the answers to investors' questions squarely at their fingertips, empowering them to make decisions in a timely fashion, whenever they choose, to get the best return on their investments.



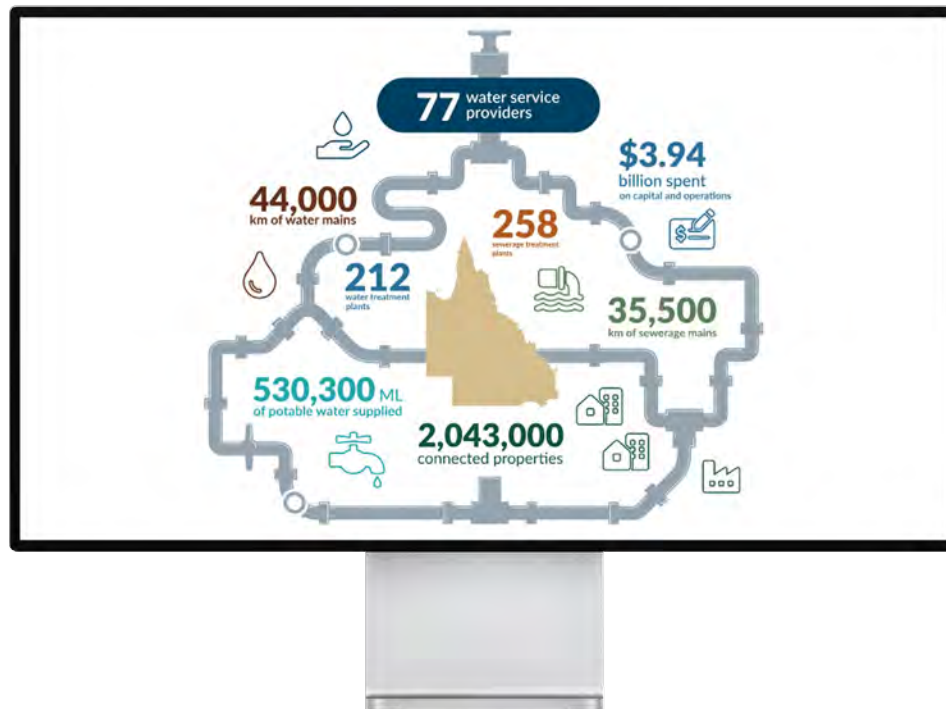
Natural Resources Inventory for Queensland

truii.com/natural-resources-inventory

The Natural Resources Inventory is an interactive collection of metrics and data visualisations that depict the stock, value and use of Queensland's natural resources. It is the world's first fully digital and publicly accessible natural resources inventory, drawing on extensive open data about the state's land, water, vegetation, geological and energy resources. Based on over 100 datasets relating to 19 vital resources, the Inventory displays over 9600 unique metrics, which are accompanied by underlying data and supporting information.

Queensland's Urban Water Explorer

Explore and compare the performance of Queensland's water service providers



Who it's for

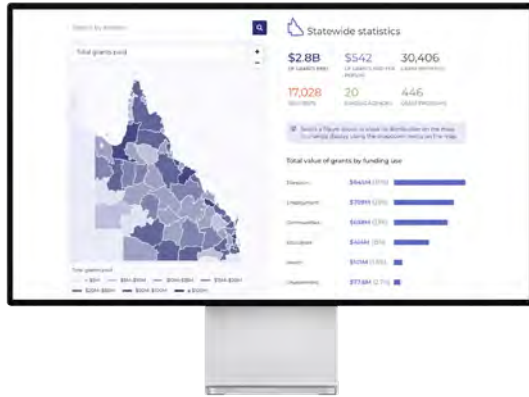
- **Water service providers**
To monitor and compare their performance with other service providers, identify what is working well, areas for improvement and budget priorities.
- **Water service customers**
To understand service provider performance and challenges and how urban water is managed.

What it's for

Queensland's Urban Water Explorer is a tool to explore, visualise and compare data from urban water and sewerage service providers. It includes information about service delivery, water supply and security, demand management, customer service and other key areas, allowing transparency across the water sector.

truii.com/queenslands-urban-water-explorer

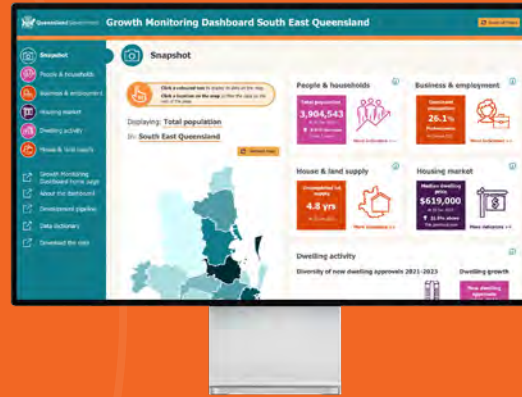




Queensland Government Grants Explorer

truii.com/queensland-government-grants-explorer

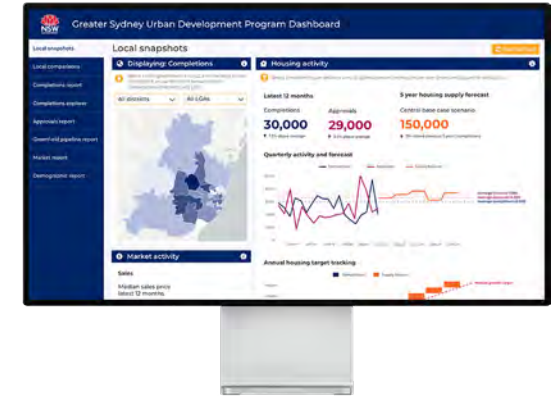
The Queensland Government Grants Explorer is a web-based interactive dashboard, rich with data and visualisations, that allows the public to explore how Queensland Government grants are being distributed annually. Users can find their local government area to explore grants paid by the Queensland Government and compare to other areas, or they can explore information by funding agency.



Growth Monitoring Dashboard South East Queensland

truii.com/growth-monitoring-dashboard-south-east-queensland

The Growth Monitoring Dashboard South East Queensland is a publicly available dashboard for reporting information related to the Queensland Government's Land Supply and Development Monitoring Report. Pushing the boundaries of Power BI, this dashboard for visualising and communicating available data on dwelling activity, house and land supply, the housing market, people, households, businesses and employment, across South East Queensland.



Greater Sydney Urban Development Program Dashboard

truii.com/greater-sydney-udp-dashboard

The Greater Sydney Urban Development Program dashboard, uses maps and dynamic data visualisations to showcase the latest data and insights related to housing supply, demand and forecasts, greenfield development and market trends. Truii partnered with our friends at Mosaic Insights to design and build this visually dynamic dashboard, which has now been replicated across several regions of New South Wales.

Reconciliation Statement

Acknowledge

Truii acknowledges the First Nations of this country the Aboriginal and Torres Strait Islander peoples as the first inhabitants of this land for over 60,000 years. We acknowledge their continued custodianship over the land, sea, air and waters. We acknowledge the inherent spiritual and cultural connection to the country through their song lines, ceremony, art, dreaming and lore.

Recognise

We recognise the social, political, economic, health and educational disadvantages experienced by First Nations people because of past historical injustices through the dispossession, colonisation, acts, policies and practices.

We recognise the important contribution First Nations people have had on Australia's cultural heritage and stewardship through their continuous knowledge, systems and traditions.

We recognise the importance of working with First Nations peoples to understand their priorities, perspectives, and interests in caring for country.

Our commitment

We commit to a renewed journey with First Nations people towards self determination by:

- Creating a culturally safe workplace
- Supporting First Nations economic development
- Buying from First Nations businesses
- Acknowledging Country
- Caring for Country

Truii's Place In The Landscape

*Artwork by Renae Anderson
Gooreng-Gooreng and Gubbi Gubbi woman (mother's)
and Gunggandji and Kaurareg woman (father's)*

To hear the story behind this work, go to
truii.com/reconciliation-statement





Truii

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