

Capability Statement

Valdura Advisory Group provides principal-led strategy, governance, and organisational advice to boards, chief executives, and leadership teams navigating significant decisions, regulatory accountability, and growth. Hayley Edwards, FGIA GAICD, delivers every engagement, combining advisory practice with twelve years of business ownership, elected office, governance education, and cross-border business development.

Valdura's distinctive approach helps leaders see what can be difficult to recognise from within. Hayley has found that directors and executives may struggle to judge what they are missing and what they are doing well. To address this, Hayley developed original diagnostic tools to give leaders a structured, evidence-informed way to evaluate assumptions before committing to a course of action.

Valdura's Diagnostic Tools: Governance and AI Leadership

Valdura's original diagnostic tools, developed by Hayley from published research, formal study and applied advisory practice, translate complex governance and leadership questions into structured, evidence-informed reflection. They help boards and executives surface assumptions, identify development priorities, and strengthen the judgement needed to lead responsibly, including as organisations consider AI adoption.

Valdura Board and Governance Diagnostic™ examines board capability across eight governance dimensions: strategic clarity; board composition; risk and compliance; financial oversight; stakeholder engagement; performance and accountability; culture and ethics; and succession.

Valdura AI Capability Diagnostic™ helps board directors and executives review strategic purpose, potential value, total cost, data and workforce capacity, accountability, decision rights, risk, and investment merit before progressing with AI.

Results are indicative and based on participant responses. They support reflection, highlight matters requiring closer examination and inform development priorities. The tools are not an audit or a substitute for independent review.

Six Connected Advisory Capabilities

- **Strategy and organisational direction.** Strategic planning, market research, positioning, workforce planning, policy development, and succession planning. Clients receive a strategy that links priorities to capability, governance oversight, and delivery.
- **Governance and leadership assessment.** Board and governance reviews, director and leadership surveys, and assessment of statutory and fiduciary responsibilities. Clients receive a clear view of decision rights, oversight, and practical improvements.
- **Workforce and organisational diagnostics.** Surveys, internal reviews and interviews using stratified participant selection and processes designed to protect staff anonymity, benchmarked against industry standards. Clients receive evidence-based recommendations for organisational and structural decisions.
- **AI governance, strategy, and digital foundations.** AI strategy and governance recommendations, SME case studies, digital foundations and IT strategy advice, and contribution to a board-ready AI investment case. The focus is readiness, accountability, decision rights, risk, and investment merit before adoption; it does not imply implementation or realised financial returns.
- **Diagnostic design and applied research.** Bespoke assessment instruments and survey platforms developed around each organisation's circumstances, using the same research-informed method that underpins Valdura's tools.
- **Business development and economic analysis.** Business relationships, institutional stakeholder engagement, and economic contribution modelling for bilateral business engagements, including visitor expenditure, event procurement, volunteer labour valuation, and multiplier-based contributions.

Experience Behind Advice

Board-Adopted Enterprise Strategy

For an established construction firm employing more than 170 people, Hayley led the development of its first enterprise strategy from an open brief. Staff, director and key-personnel surveys, internal audits, interviews, market-positioning analysis, current state assessment, technological audit, and structured financial analysis against industry benchmarks informed six strategic pillars across, one, three and ten-year time horizons. The board approved the framework and findings and adopted its first strategic plan.

Public Accountability, Statutory Governance and Executive Education

Hayley's background includes military service, elected office, and advocacy and policy development at state and federal levels. Hayley regularly facilitates professional executive development programs for elected members and senior public sector administrators through peak governance bodies. Her teaching and advisory encompass statutory decision-making, the Integrated Planning and Reporting (IPR) Framework, Risk Management guidelines (AS ISO 31000:2018), Asset Management Governance (ISO 55000:2014, IIMM and AIFMG), Conflict of Interest Compliance, Administrative Law Principles, Community Consultation Models (IAP2) and municipal financial reporting. These experiences underpin a rigorous understanding of statutory compliance, fiduciary duty, and public transparency.

Commercial Ownership and Operating Experience

Hayley owned and operated two businesses for over twelve years, employing and leading teams across multiple locations. Franchise industry awards and advisory council representation provide practical insight into fiscal management and workforce responsibility.

Qualifications and Professional Standing

- Master of Business Administration (Energy and Minerals Management), University of Western Australia.
- Postgraduate Certificate in Policy and Politics, Deakin University.
- Diploma in Local Government (Elected Member).
- Diploma in Clinical Practice (Paramedic), Charles Sturt University.
- Fellow, Governance Institute of Australia.
- Graduate, Australian Institute of Company Directors.

Professional Assurance

Valdura Advisory Group holds public liability insurance of \$5,000,000 and professional indemnity insurance of \$1,000,000. Before accepting an appointment, Valdura considers suitability, scope, and potential conflicts. Valdura manages information shared during each engagement with discretion and maintains its confidentiality, subject to applicable legal obligations and agreed terms.

How Engagements Begin

Valdura begins with a confidential, complimentary 45-minute briefing to clarify the issue and assess whether its expertise fits your needs. If there is a clear fit, Valdura will propose a fixed-price diagnostic review or a scoped advisory engagement, with deliverables, responsibilities and fees agreed in writing before work commences.

Request Confidential Briefing

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