

BEYOND COMPELLING

TENDERS | BIDS | PROPOSALS | SUBMISSIONS | BUSINESS CASES
AWARDS | GRANTS | PITCH DECKS | PARTNERING AND TEAMING | AI



Scope out our full capability

Get the edge with Aurora Marketing

Aurora Marketing is the go-to team that organisations trust to shape, articulate and pitch extraordinary ideas.

Over the last 20 years, Aurora Marketing has developed and executed thousands of campaigns and submissions that have elevated brands, unlocked new opportunities, broadened audiences and grown businesses all around Australia.

We're a special forces team of strategists, communicators, designers, project managers and marketers, known for our exceptional skill in crafting captivating content.



We can help you with submissions across:

- Capability Acquisition and Sustainment Group (CASG)
- Naval Shipbuilding and Sustainment Group (NSSG)
- Australian Submarine Agency (ASA)
- Chief Information Officer Group (CIOG)
- Security and Estate Group (SEG)
- Commonwealth Contracting Suite (CCS)
- Defence supply chain.

We help companies win

We provide:

- Bid strategy and messaging
- Bid management
- Bid writing
- AI for defence tendering
- Document production
- Graphic design
- Partnering and teaming support
- Client and industry insights
- Technical and SME expertise
- Presentation and engagement support
- Contract renewal support.

We've worked on thousands of engagements and we are proud to have contributed to some of Australia's biggest defence contracts including:

- Base Services Transformation
- Defence Mulwala & Benalla Facility
- ASCA AUKUS Innovation Challenge
- Australian Singapore Military Training Initiative, Greenvale
- Riverina Redevelopment
- HMAS Cairns Redevelopment
- North Qld Mid-term Refresh
- Major Services Provider Panel
- Defence Base Services Contract
- Air 6000 Phase 2A/B New Air Combat Capability
- SEA 5014 Capability Assurance Program
- Land400 Phase 2
- RAAF Base Amberley C-17 Maintenance Facilities
- Space Branch Support (OPP4204).

Our experience sets us apart

- Deep understanding of the defence sector to help you identify, position and pitch for the right opportunities
- Unique understanding of the evaluation process developed through our exclusive Behind Closed Doors research program
- Proprietary 8-layer writing methodology designed and proven to win bids
- Proprietary best practice bid management processes to drive exceptional, client-focused submissions
- Defence tendering AI and tech integration advisory to keep you at the forefront of bid evolution
- A team of 50 bidding and pitching experts, who are specially trained in the unique defence environment, bidding processes and terminology
- Access to client, industry and technical experts who can provide game-changing insights and advice
- Connections with primes and defence agencies to help you develop your relationships.

Accreditations and awards

- Baseline, NV1 and NV2 Security clearance
- DISP membership (Entry level).



Key customers and partners



Industry Associations

- Australian Industry & Defence Network
- Australia Defence Association
- Defence Teaming Centre

Get in touch 1300 976 312
www.auroramarketing.com.au



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Access deep industry knowledge for strategic positioning / pitching



Supercharge your content with our 8-layer methodology



Unlock exclusive evaluator insights to leapfrog your competition



Fast track your team's performance for bid success



Use AI technology to enhance efficiency of your bidding processes

“The team at Aurora really came through for us with our tender bid. Martin De Domenico, **McR Defence**”

“Together we have crafted one of the strongest tender submissions of my experience. Brendan Sowry, **CPB Contractors**”

“Aurora is the perfect bid partner, they brought a wealth of knowledge, kept the project running on time and completely raised the quality bar of our response. Katie Walmsley, **BenchOn**”

“The final draft looked exactly like we wanted, much better than anything we could have accomplished. Andrew Harmer, **Team Downer**”

\$170 B+
IN TENDERS WON

1,500+
PROJECTS

98.5%
SUCCESS RATE

50+
STAFF, AUSTRALIA-WIDE

20+
YEARS, SINCE 2000



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