

# HELPING CLIENTS WIN COMPLEX BIDS AND TENDERS

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



Navigate through  
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.

For more than 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.



## Behind Closed Doors

Our Behind Closed Doors research offers bidders evaluator insight into what it takes to get the bid-winning edge. Developed specifically to allow bidders a glimpse into the tender evaluation process, Behind Closed Doors is an indispensable resource for every bidder.

## Take your submission beyond compelling

We provide:

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

We've worked on thousands of engagements for organisations of all sizes and we are proud to have contributed to some of Australia's biggest transport contracts including:

- Melbourne High Capacity Metro Trains PPP
- Regional Rail Link Work Package A & B VIC
- ARTC Southern Improvement Alliance
- Victoria Regional Rail Revival – Gippsland Line
- Queensland Train Manufacturing Program
- Queensland New Generation Rolling Stock PPP
- Brisbane Cross River Rail
- Gold Coast Light Rail PPP
- NSW Rolling Stock Procurement PPP
- Sydney Growth Trains
- ETCS Level 2 Trackside Digital Systems
- Country Regional Network NSW
- Adelaide EMU Rolling Stock
- ARTC Southern Improvement Alliance

## Our experience sets us apart

- Deep understanding of the transport 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
- Transport 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 transport environment, bidding processes and terminology
- Access to client, industry and technical experts who can provide game-changing insights and advice
- Regular attendance at major industry events including AusRail and AusRail Plus in Australia and Innotrans in Berlin.

## Industry Associations

- Australasian Rail Association
- Queensland Major Contractors Association

## Accreditations and awards

- AMI Marketing Excellence Finalist '25
- Financial Review Most Innovative Companies
- The Australian Best Places to Work '24
- AMI Marketing Excellence National Winner '22
- AMI Marketing Excellence State Winner '22

## Key customers



Get in touch 1300 976 312  
[www.auroramarketing.com.au](http://www.auroramarketing.com.au)



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THE AUSTRALIAN  
Best Places  
to Work 2024  
SMALL ORGANISATION

FINANCIAL REVIEW BOSS  
MOST INNOVATIVE  
COMPANIES



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



ROHIRRIM

Use AI technology to enhance efficiency of your bidding processes

“Experienced tender professionals. Relentless focus on how to create the most compelling proposal.”  
John Seale, **Downer Group**

“Professional approach, attention to detail and ability to integrate with our organisation have been unmatched.”  
Mark Weeden, **CHC Helicopter**

“Efficiently led the team to provide the best possible outcome. Fantastic even with our engineers. Resilience and dedication were exemplary until the last minute.”  
Antonio Da Costa, **Alstom**

“Support including team leadership, strategy and writing. Good grace and humour, attention to detail and passionate desire to both do the best for the client and win.”  
Chris Lock, **Transport Advisor**

**\$170 B+**  
IN TENDERS WON

**1,500+**  
PROJECTS

**98.5%**  
SUCCESS RATE

**50+**  
STAFF, AUSTRALIA-WIDE

**24**  
YEARS, SINCE 2001



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our full capability

