



TENDERS | BIDS | PROPOSALS | SUBMISSIONS

THE INDUSTRIAL SECTOR

CAPABILITY STATEMENT





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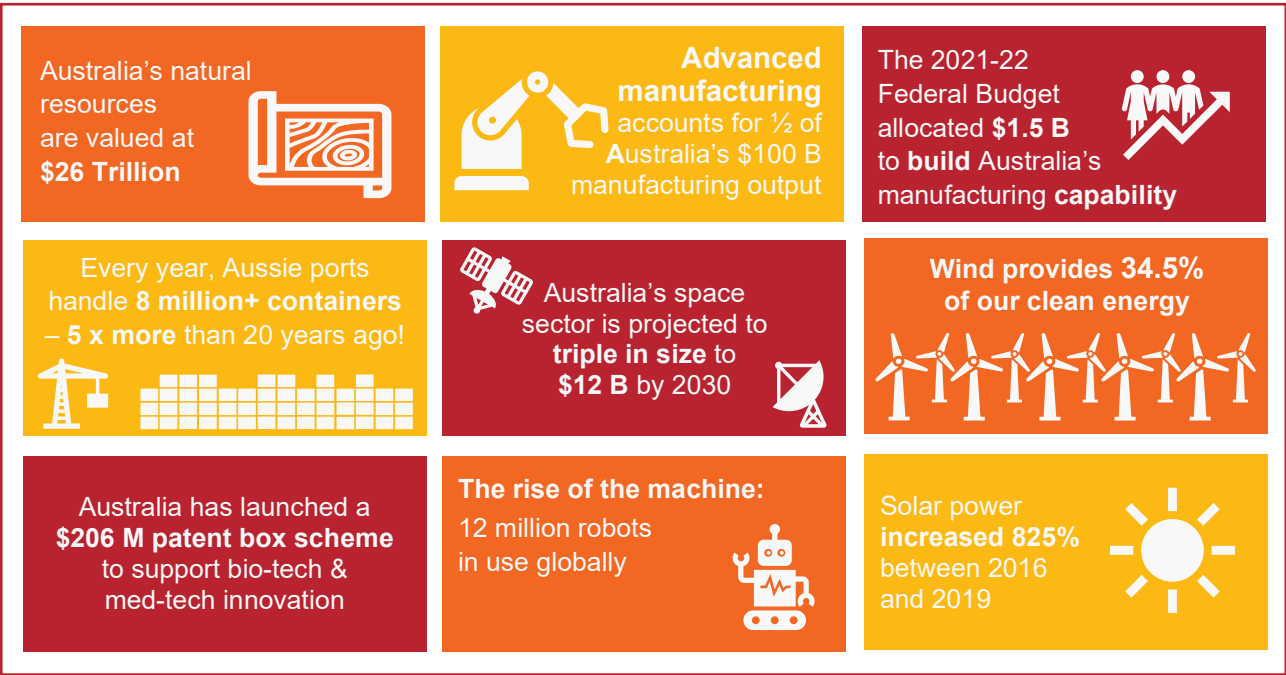
Building on Industry

Australia's industrial sector is broad, diverse and complex.

The first thing that comes to mind is heavy industry: heavy equipment, huge facilities on massive sites, and bulky goods or materials being extracted, produced or loaded. And of course, grease and grime, the hum of machinery and sparks from welding, and the wide-spread Hi-Vis and PPE.

But that is just one picture of the industrial sector. These days, Australia's industrial sector is increasingly clean, green and high tech. Think bio-tech, medical equipment, renewable energy and aerospace. Instead of grease and grime, many of Australia's leading producers have clean rooms and advanced air filtration systems. Heavy equipment and huge facilities have been replaced with laser scanning, point clouds and 3D models. The hum of machinery has been replaced with the drone of drones, and instead of PPE, the workforce is increasingly wearing VR and AR headsets.

We're in the midst of a new industrial revolution with Industry 4.0 driving exciting progress in advanced manufacturing, artificial intelligence, automation and robotics. Combining this revolution with the changing dynamics of the world's supply chain, Australia's industrial sector must keep pace for Australia's economy to thrive.





The industrial sector's unique complexities

For companies bidding in the industrial sector or on industrial projects, there are a few industry nuances to keep in mind:



SAFETY FOCUS

In the industrial sector, safety is sacrosanct. It's top of mind every day, for every team member, and top of the agenda, for every meeting. To be successful, tenderers need to demonstrate their understanding of and alignment to the organisation's safety approach, and their ability to support and improve safety outcomes.



MISSION CRITICAL SERVICE CONTINUITY

Given the mission critical nature of many industrial projects, organisations place heavy emphasis on guaranteeing continuity of production or service. Successful bidders identify risks and develop comprehensive mitigation strategies to eliminate unplanned disruptions, reduce lost time and maintain quality.



PRIVATE SECTOR PROCUREMENT

The industrial sector undertakes more private sector mega projects than any other. And private sector procurement is a completely different kettle of fish: it follows a different process with an entirely different set of priorities. Success relies more on long-term relationships and trusted partnerships, collaborative design thinking and solution development, and the right economic solution.



EMPHASIS ON PRICE

Industrial projects *typically* place more emphasis on price than non-cost agenda items such as community engagement, local content, workforce development or diversity. Bid teams do well to solve for low cost outcomes, whether that be low capital cost, low operating costs or low whole-of-life costs. Even smart value adds generally won't create a significant advantage unless they drive a better financial outcome.



SOCIAL LICENCE

The success of large industrial projects often depends on the acceptance, approval and support of local communities and stakeholders. Industrial operators must genuinely engage with local communities and stakeholders so tenderers do well when they develop meaningful plans for communication, consultation and engagement, and develop opportunities to deliver value and 'leave a legacy' for their local community.



TECHNICAL LINGO

The complexity of industrial projects means that teams are usually populated with a wide range of specialists all speaking their own deeply technical language. The bid team needs Olympic-level linguistic dexterity to synthesise, translate and communicate complex information to ensure it's accessible to all without losing its potency.



Factors for success in industrial sector bids

From our experience in industrial sector bids, there are a few key factors that enhance your likelihood of success:



BID MINDSET

Embrace the bid mindset to win the competition and go beyond business as usual. Submitting a compliant tender is the starting point; submitting a winning tender requires a completely different attitude.



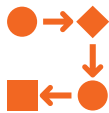
**EARLY AND BROAD
ENGAGEMENT**

Engage early to position and prepare for the tender. Don't wait for the bid documents – get your project and bid team up and running, aligned and focussed. It's also crucial to engage early with your project partners, and potentially also with stakeholders, community groups and local industry.



**OUTSTANDING
SOLUTION**

Develop an outstanding approach or solution that differentiates you and provides real and genuine value to your client. Pack your proposal full of smart initiatives that minimise risks, maximise opportunities and create value.



**DISCIPLINED PROJECT
MANAGEMENT**

Follow a disciplined bid management process including detailed content analysis, iterative content development and collaborative document review. Did you know: a first draft usually scores only 40%? If your process is to gather it all together three days before the deadline, you may be in trouble...



**CONTENT THAT
SCORES**

Develop compelling and persuasive content that goes beyond a compliant answer to maximise your score through the formal evaluation process. Remember: a compliant answer usually scores only 4 out of 10. To elevate your submission, you need to create more potent and comprehensive content.



Get the industrial edge with Aurora Marketing

Over the last 20 years, Aurora Marketing has pioneered the submission management space in Australia. We have worked with industrial sector companies since our inception in large-scale bids across mining, ports, logistics and manufacturing. Successful industry bids are typically highly complex and technical and require a potent strategy to stand out from the competition in an extremely price-driven environment.

At the pointy end of our expertise is the work we do in tenders, bids, proposals and submissions. In many sectors, all the effort invested in marketing, promotion, sales and business development culminates in an all-or-nothing competitive offer which is the client's opportunity to really showcase their unique offering and close the deal.

This is the space where we thrive.

We're experts at developing **pragmatic business growth programs**. These programs help position companies as market leaders across selected industry sectors, and give guidance on how to actively pursue a targeted list of clients and prospects. Our expertise covers all aspects of marketing, promotion, sales and business development; but always with the crystal-clear focus of driving revenue through more or bigger clients, and more or bigger contracts.

Our expertise goes beyond tenders, bids, proposals and submissions. We excel in preparing **any kind of highly technical document** that needs to be clear and compelling for its target audience. Think capability statements, white papers, research reports, grant applications, award submissions, information memoranda and annual reports.

We work with teams of all sizes, shapes and skills. Some of our clients are very well resourced with high calibre, experienced tender experts, a strong internal bid culture, and well-honed bid systems. Others are at the opposite end of the spectrum, with limited resources and processes. Depending on what your team needs, we can provide **extra resources** to fill gaps or an **entire holistic solution**.

We can help you to **assemble the team** for your tender using your own internal resources and preferred suppliers, or we can assemble a full team of our own resources. We'll happily work with you to find the best solution depending on the scale of the tender, your budget and your available resources.

Importantly, the size and scale of our team enables us to ramp up **resources when you need them**. Whether you need a team dedicated to a key project for three months, a tender coach in-house for three weeks, a team of writers working around the clock for three days, or a document formatter for a few hours, we can help.



Deep understanding of the industrial sector

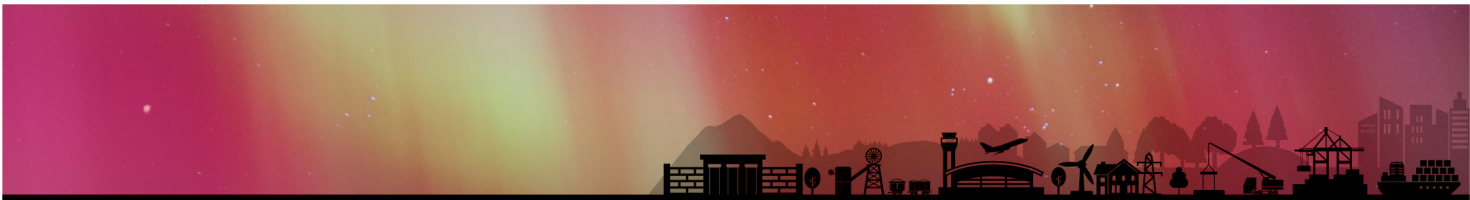
Aurora Marketing is deeply and passionately engaged in the industrial sector. Since our first rolling stock tender over 15 years ago, we have embraced this exciting, challenging and dynamic sector.

We are active participants in industry conferences, seminars and events around Australia and New Zealand, and are proud members of the Queensland Major Contractors Association (QMCA) and La Camara. Furthermore, we are recognised Industry Experts with Queensland Leaders and provide valuable education and mentoring for members across numerous sectors. We are also members of the Australasian Rail Association and regular participants at major industry events including AusRail and AusRail Plus in Australia, and even Innotrans in Berlin.

In November 2019 we partnered with QMCA to conduct a behind-the-scenes investigation of the tender evaluation process. We wanted to understand how evaluation panels score major tenders, what they're really looking for, and what the common shortfalls are. The result is *Behind Closed Doors*, an indispensable resource for companies who want insights into what it takes to get that bid-winning edge. You can read or download the report from our website.

Our bidding experience reflects the full diversity and complexity of the industrial sector including:





A track record of winning landmark deals

We've worked on literally thousands of live tender opportunities for organisations of all sizes and we're proud to have contributed to some of Australia's biggest industrial contracts including:

- Extensive mining projects such as LNG and coal
- Pipelines, power lines and telecommunications infrastructure
- Water treatment plants, desalination plants, waste water and sewerage
- Facilities management and camp services such as catering, cleaning and security
- Sub services supply agreements for power, ICT, HVAC, lifts and escalators etc
- Ports contracts for port operations and sub supply into port operators
- Pilotage services and pilotage transfer services for ports
- Passenger transfer and medical evacuation services for offshore facilities.



1500
PROJECTS



\$160 B+
SUCCESSFUL
PROJECTS



98.5%
SUCCESS RATE



Offices



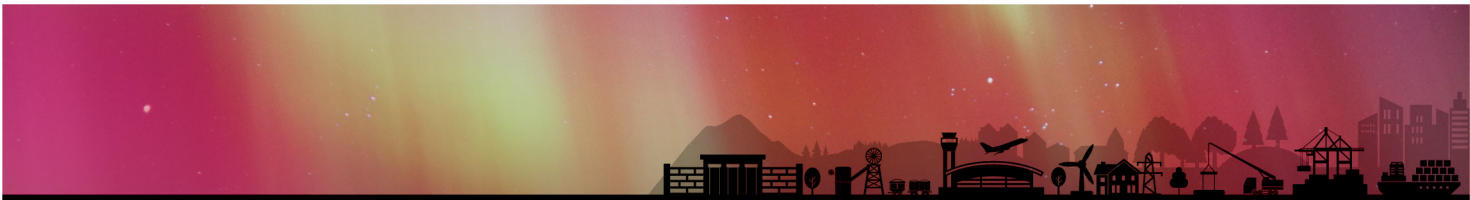
Teams



Major Projects



Projects



Trusted by the leaders of industry

We are particularly proud of the client base we have served. Across the industry sector, we have worked with some of Australia's best-known companies including:





Delivering exceptional results

Don't just take our word for it – our clients sing our praises too:

Elizabeth Kara, **Downer**

"Thank you for the great presentation and workshop. The feedback from the team is they all thought it was very well researched, well put together and had a high level of detail. They were all impressed."

Andrew Parnell, **Aspen Medical**

"A special thanks to the team at Aurora Marketing who all did an amazing job, thank you so much! The quality of the submission, including the stunning Executive Summary speaks for itself!"

Mark Bruzzone, **Abergeldie**

On behalf of the Abergeldie team we wanted to reach out and say a big thank you for your support and commitment to this challenging bid. We have appreciated your guidance, challenge and experience in pulling together a winning submission.

Neil Gleeson, **John Holland**

"Thanks again to you all for your help with the Bid. Really appreciated your input / pushback / guidance. I didn't realise prior to this experience just how important good writers / submissions management was.

I think that we can be tremendously proud of our submission, I honestly don't think we left any stone unturned, and it will be very compelling."

Talk to us

We can help you win that 'must win' bid, improve your success rate or improve your bidding methodologies.

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