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WINNING GOVERNMENT WORK PLAYBOOK

How Businesses Position to Compete in Major Infrastructure and Brisbane Olympics Procurement

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WINNING GOVERNMENT WORK

How businesses position themselves to succeed in major infrastructure and Olympic procurement.

Australia is in the midst of an unprecedented period of infrastructure investment.

Across the nation, governments are delivering a pipeline of major projects designed to support economic growth and stability, strengthen national capability and build new infrastructure for future generations. These projects include the Snowy Hydro expansion and Western Sydney International (Nancy-Bird Walton) Airport, alongside a wide range of transport, energy and urban development initiatives.

At the same time, preparations for the Brisbane 2032 Olympic and Paralympic Games are creating a once-in-a-generation wave of procurement activity across construction, logistics, services, technology and operations.

For organisations, the opportunity is substantial, and the potential is significant.

Yet many underestimate the complexity of competing for government work, and misunderstand how government procurement decisions are actually made.

Businesses often treat the tender process as the primary moment of competition. They assemble a bid team, respond to the documentation and hope their proposal will stand out.

In reality, the competitive advantage in government procurement is usually created much earlier — through careful preparation, capability development and strategic positioning within the government landscape.

Organisations that succeed in government markets typically invest years building the operational systems, delivery experience and credibility required to compete for major public projects and contracts..

Understanding this dynamic is critical for any organisation seeking to participate in the next wave of infrastructure and Olympic procurement.

KEY TAKEAWAY

~ Government/s spend each year up to $500 billion on goods and services

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GOVERNMENT PROJECT LIFECYCLE

HOW IT WORKS

GOVERNMENT PROJECT LIFECYCLE

Policy › Planning › Consultation › Procurement › Delivery

Public projects develop years before tenders are released. **Understanding the lifecycle helps businesses anticipate opportunities.**

GOVERNMENT OPPORTUNITY WINDOW

(where competitive advantage is created)

The competitive advantage is created before procurement begins. **Businesses that engage early gain time to prepare.**

BUSINESS READINESS

Capability | Capacity | Compliance | Credibility

Government buyers prioritise suppliers who **demonstrate capability, capacity, compliance and credibility.**

STRATEGIC POSITIONING

Market awareness › Capability preparation › Early engagement

Winning suppliers **treat government as a strategic market**, not a series of tenders.

SUCCESSFUL TENDER

PART 1
THE REALITY OF PROCUREMENT

How government procurement decisions are made in Australia

THE REALITY OF PROCUREMENT

Government procurement systems are designed to ensure fairness in competition, transparent processes and accountability in decision making.

These systems are governed by strict legislative and policy frameworks designed to ensure public funds are used appropriately and without corruption or bias.

Ministers and local government officials are accountable to their respective parliaments and councils for how public money is spent. Procurement decisions are therefore subject to intense scrutiny, so poor decision-making has significant consequences.

This level of accountability reinforces why government procurement processes prioritise fairness through rigorous documentation and transparent evaluation criteria. This guarantees equitable treatment of all suppliers, who must be able to demonstrate their capabilities and alignment with governance and compliance standards.

Additionally, procurement decisions are made through formal evaluation panels and structured assessment criteria designed to remove personal influence from the process.

Understanding this dynamic is critical for any organisation seeking to participate in the next wave of infrastructure and Olympic procurement.

TRADITIONAL SALES INFLUENCE IS LIMITED

In this environment, traditional sales approaches like brand recognition, building personal relationships and employing persuasive techniques have limited impact on procurement outcomes.

Suppliers are assessed primarily on their ability to meet formal evaluation requirements focused on capability, cost and return on investment, rather than soft skills.

CAPABILITY DETERMINES SUPPLIER SELECTION

Procurement panels assess supplier capacity across a range of criteria that cover price and non-price attributes. The ability to deliver on time at a competitive price, while maintaining capability across the whole project ecosystem, is critical to success.

For major projects, evaluation criteria typically include:

- proven delivery experience
- operational systems and governance
- financial and organisation capability and stability
- capacity to deliver at scale
- price and overall value for money

GOVERNMENT PROCUREMENT IS FUNDAMENTALLY RISK MANAGEMENT

Value for money is a central principle in government procurement, but it extends well beyond selecting the most competitive price.

Evaluation panels assess the total cost of ownership across the lifecycle of a project, including factors such as maintenance, operational efficiency, licensing and long-term performance.

Importantly, excessively low bids can be viewed as a risk indicator, suggesting either a lack of understanding of the project requirements or an inability to deliver at the proposed price.

As a result, successful suppliers must balance commercial competitiveness with demonstrated capability. The strongest proposals are those that clearly show how value is delivered over the full lifecycle of the project, not just at the point of contract award.

Public projects involve significant investment and delivery risk.

As a result, the preferred supplier is not always the lowest-cost provider. It is the organisation that provides the highest confidence of successful delivery at the most competitive price.

KEY TAKEAWAY

~ Government procurement prioritises reliability and risk reduction, not just price.

~ Suppliers that demonstrate operational maturity and proven delivery capability have a clear advantage.

GOVERNMENT PROCUREMENT EVALUATION:

Delivery Risk

PART 2
THE GOVERNMENT OPPORTUNITY WINDOW

The need to create a competitive advantage prior to tender

THE GOVERNMENT OPPORTUNITY WINDOW

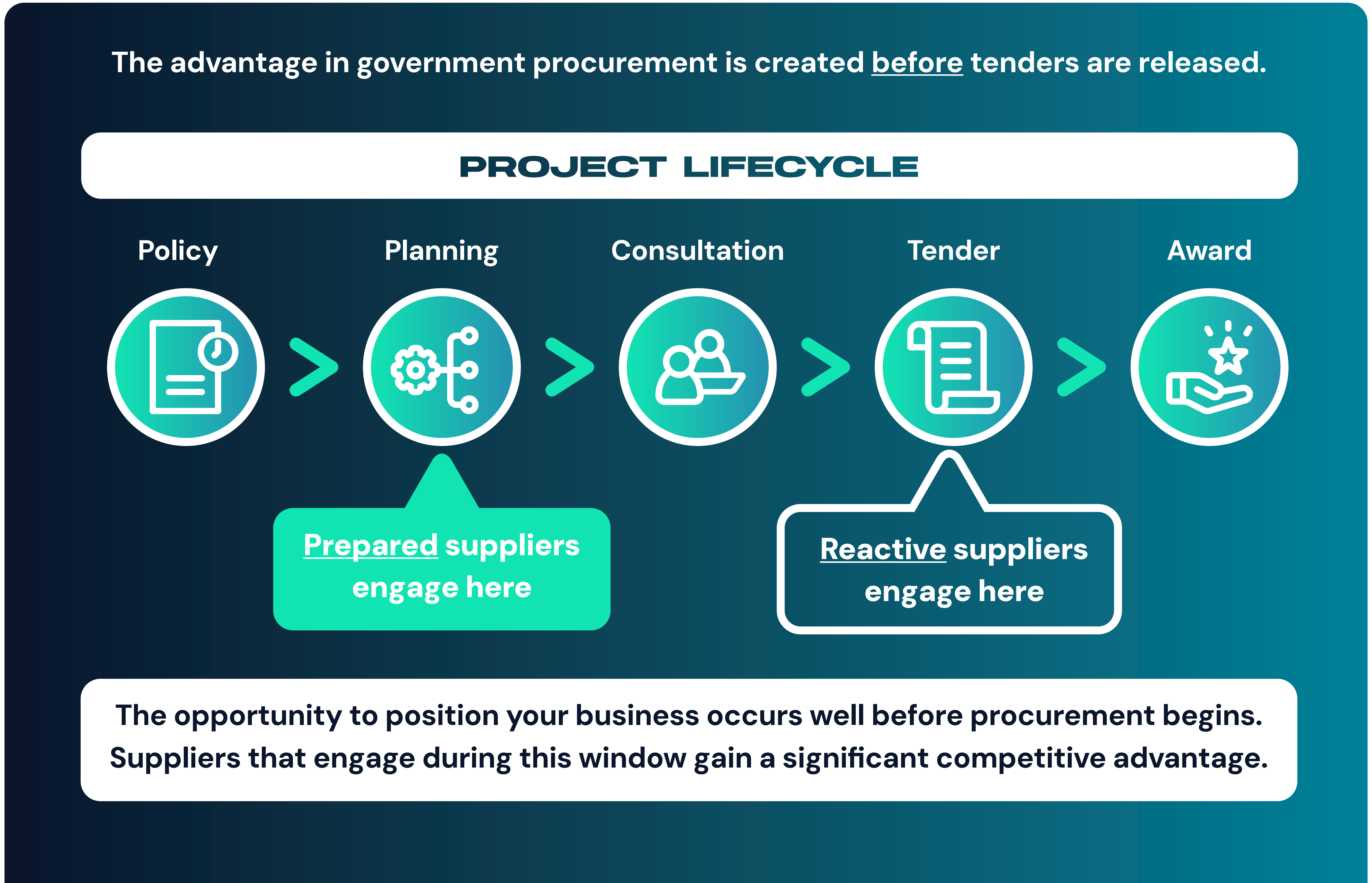
One of the most important insights for businesses pursuing government work is understanding when opportunities actually begin.

Many organisations assume procurement starts when a tender is released. In reality, the tender stage is the final step in a much longer process.

By the time a tender is issued, key decisions about the project — including scope, delivery model and evaluation criteria — have usually already been established.

Businesses that begin preparing only at this stage are therefore entering the process relatively late.

Successful suppliers instead focus on what can be described as the Government Opportunity Window — the period of preparation and positioning that occurs well before procurement begins.



WHERE MOST BUSINESSES ENTER THE PROCESS

Many businesses focus almost exclusively on the tender release stage.

At this point organisations assemble bid teams, review documentation and prepare submissions.

However, by this stage:

- procurement frameworks have already been established
- delivery models have already been defined
- evaluation criteria have been set
- capability expectations have been determined

While strong tender responses remain important, much of the groundwork for success has already been laid.

WHERE SUCCESSFUL SUPPLIERS ENGAGE

Businesses that consistently win government work engage much earlier in the lifecycle.

They:

- monitor policy signals and infrastructure pipelines
- participate in industry briefings
- proactively align their capabilities with emerging government priorities
- strengthen internal governance and operational systems
- develop clear capability evidence.

By the time tenders are released, these organisations are not scrambling to assemble documentation. They have already built the foundation required to compete.

WHY PREPARATION MATTERS

Major public projects and contracts warrant significant public investment and carry substantial delivery risk.

Procurement processes are therefore designed to identify suppliers who can demonstrate **capability**, **reliability** and **readiness** at a competitive price.

Businesses that invest in preparation before procurement begins are far more likely to succeed once tenders are released.

Understanding and acting within the **Government Opportunity Window** allows organisations to shift from reactive bidding to proactive positioning.

KEY TAKEAWAY

~ Government opportunities develop **long before tenders are released.** Businesses that monitor policy signals and project pipelines position themselves earlier than competitors.

HOW GOVERNMENT PROCUREMENT ACTUALLY DEVELOPS

Major infrastructure programs and public procurements typically move through a structured lifecycle:

1

POLICY AGENDA

Government priorities are established through policy commitments, infrastructure strategies and long-term planning frameworks.

2

PROJECT PIPELINE

Projects move into planning stages where feasibility, funding and delivery models are developed.

3

INDUSTRY ENGAGEMENT

Government agencies consult with industry through briefings, forums and consultation processes to understand market capability.

4

PREQUALIFICATION

Suppliers may need to demonstrate capability to become eligible for future procurement opportunities.

5

TENDER RELEASE

Formal procurement begins and qualified suppliers submit proposals.

5

EVALUATION AND AWARD

Evaluation panels assess submissions and contracts are awarded.

PART 3
BRISBANE 2032: A ONCE-IN-A-GENERATION PROCUREMENT CYCLE

THE MAJOR PROJECT INVESTMENT WAVE

Government Investment Drivers: National priorities

Infrastructure Programs

Transport
Housing
Energy
Defence

+

Major Events
Brisbane 2032 Olympics

Large-scale public procurement across the next decade

Up to
$600 BILLION
in goods and services across all levels of government (Federal, State and Territory, & Councils).

OLYMPIC DELIVERY TIMELINES ARE FIXED

Up to 15,000 athletes and officials, 37 venues, 28 Sports and 100,000 (+) visitors!. There's nothing quite like hosting the world's largest sporting celebration.

As the Brisbane 2032 Olympic and Paralympic Games is unlike most infrastructure projects, project delivery is governed by a strict deadline. The date for the Opening Ceremony has been locked in, meaning venues, logistics, transport and operational systems must be delivered on time.

While major infrastructure projects also operate under defined delivery schedules, they can in some cases be adjusted through mechanisms such as extensions of time due to external factors including weather events or scope changes.

This distinction further reinforces why Olympic procurement places an even greater emphasis on proven delivery capability and certainty of execution.

RELIABILITY BECOMES THE KEY PROCUREMENT CRITERIA

For suppliers, this creates a procurement environment where reliability and preparation are critical. Buyers prioritise organisations that can demonstrate the capability to deliver when failure is not an option.

PREPARATION MUST BEGIN EARLY

Preparation for Olympic-related projects cannot begin a year before the Games. Businesses seeking to participate in any remaining open tenders must begin building capability and positioning now.

ACTION FOR BUSINESSES

Identify where your capability aligns with major infrastructure and Olympic-related projects and begin preparing systems, partnerships and delivery evidence before procurement begins.

PART 4

COMMON BUSINESS PITFALLS WHEN PURSUING GOVERNMENT WORK

The difference between navigating and undergoing the bid process

WINNING GOVERNMENT WORK BEGINS LONG BEFORE TENDERS ARE RELEASED.

Despite the scale of government procurement opportunities, many businesses struggle to convert interest into successful contracts.

The issue is rarely the opportunity itself, but rather the supplier misunderstanding how government procurement operates and what they must demonstrate to compete effectively. Across discussions with government leaders and tender specialists, several consistent patterns emerge.

ENTERING THE PROCESS TOO LATE

The most common mistake is waiting for a tender to appear before taking action. By the time procurement begins, the project scope, delivery model and evaluation framework are usually already defined. Businesses that engage only at the tender stage therefore enter the process relatively late.

Successful suppliers prepare much earlier — tracking project pipelines, understanding procurement pathways and building the capability required to compete.

OVERESTIMATING ORGANISATIONAL READINESS

Many businesses assume that being capable of delivering a service is the same as being ready to deliver it within a government procurement framework.

Government tenders require extensive documentation demonstrating that suppliers have the systems necessary to manage public contracts responsibly. These typically include safety, governance, compliance, risk management and financial assurance frameworks.

Organisations that develop these systems only after tenders appear often struggle to meet procurement requirements.

ACTION FOR BUSINESSES

Treat government procurement as a strategic market. Build capability evidence, operational systems and partnerships well before pursuing tenders

REACTIVE APPROACH	PROACTIVE APPROACH
✕ Wait for tender release	✓ Track infrastructure pipelines
✕ Rush to prepare bid	✓ Build capability evidence early
✕ Treat bid as marketing	✓ Demonstrate delivery capability
✕ Only competing on price	✓ Compete on reliability
	✓ Compete on value

KEY TAKEAWAY

- Many businesses lose government work not because they lack capability, but because they enter the process too late and underestimate the preparation required.

TREATING TENDERS AS STANDARD MARKETING EXERCISES

Some organisations approach tenders as marketing opportunities, focusing on persuasive messaging rather than demonstrable evidence.

Government evaluation panels prioritise verifiable capability. Suppliers must show how they have delivered comparable projects, demonstrate measurable outcomes and provide references that validate their claims.

Submissions built around general statements rather than evidence do not perform well.

SUBMITTING POORLY PREPARED BIDS

Even well-positioned organisations can undermine their chances through poor tender execution.

Incomplete submissions, rushed responses and missing documentation remain common issues. Procurement processes are typically strict about compliance, and even small administrative errors can disqualify otherwise capable suppliers.

Successful organisations allow themselves ample lead time to check everything is in order before submitting.

MISALIGNING CAPABILITY WITH PROJECT REQUIREMENTS

Finally, some businesses pursue opportunities that do not align with their actual experience or capability.

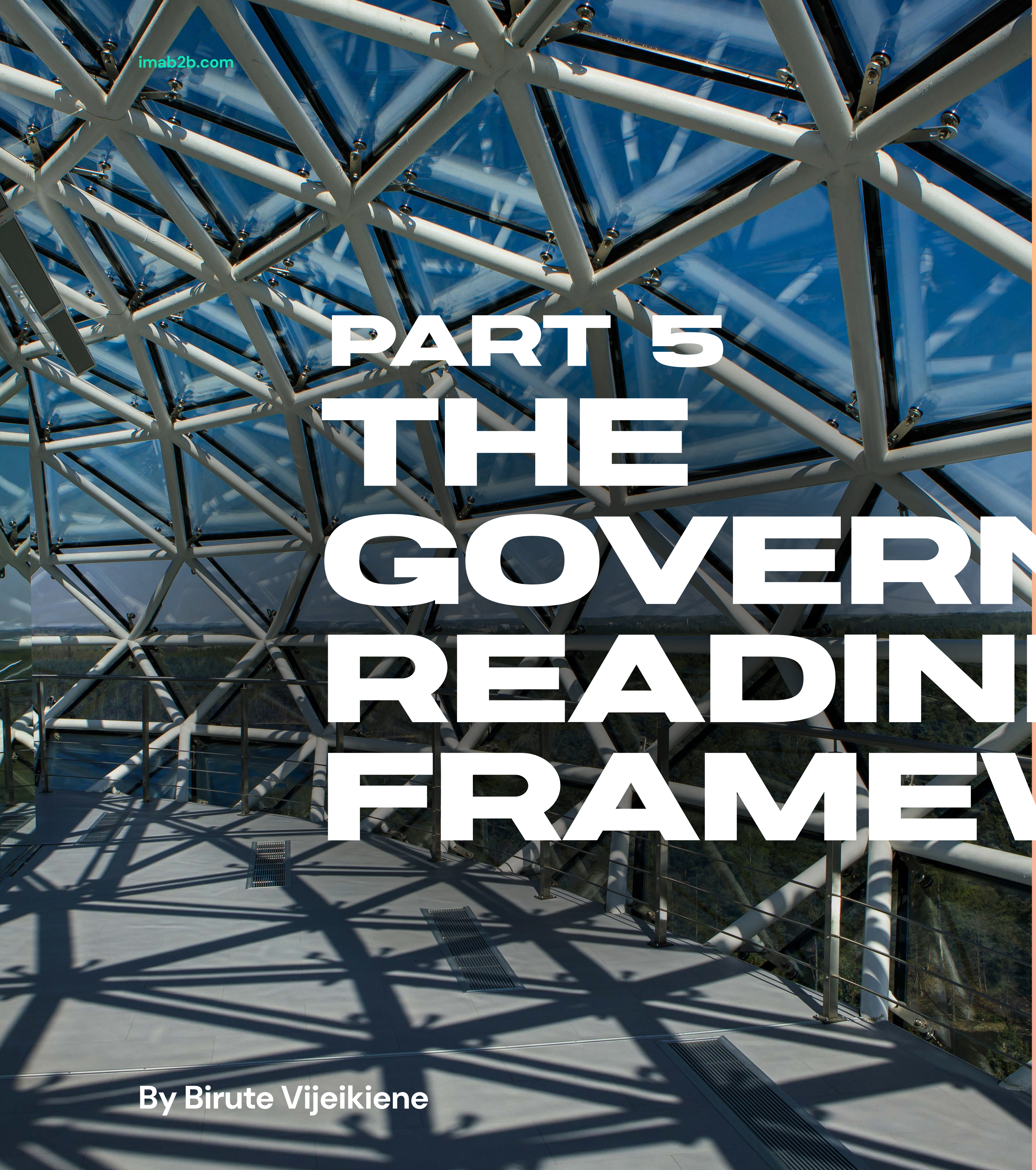
Evaluation panels frequently receive submissions from suppliers whose track record does not match the scope of the project. These bids rarely progress beyond early evaluation stages.

Successful organisations are disciplined when selecting opportunities, pursuing tenders only where they can clearly demonstrate relevant capability.

NOT MEETING THE EVALUATION CRITERIA

A surprisingly common error is failing to meet the evaluation criteria. This framework outlines how procurement will assess responses. Failure to meet the evaluation criteria can result in an incomplete bid.

Government tender requests always specify evaluation criteria and their weighting. The weights assigned to different criteria reflect the procurement team's priorities and should guide the focus of the tender response.



PART 5
THE GOVERNMENT READINESS FRAMEWORK

The four Cs that determine success

By Birute Vijeikiene

THE GOVENMENT READINESS FRAMEWORK

Government buyers select suppliers that reduce delivery risk. These four factors signal whether an organisation is ready to deliver.

Competing successfully in government procurement requires more than responding to individual tenders. Organisations must develop the internal capability and operational maturity required to deliver public projects.

Insights from procurement leaders, tender specialists and commercial strategy experts consistently point to **four factors that determine supplier competitiveness.**

Capability

→ Technical expertise
→ Delivery experience
→ Financial Capability

Capacity

→ Workforce scale
→ Operational systems

Compliance

→ Workforce scale
→ Operational systems

Credibility

→ References
→ Track record
→ Reputation

Basic readiness → Operational readiness → Government-ready → Strategic government supplier

CAPABILITY

Capability is the foundation of government readiness.

Suppliers must demonstrate that they have successfully delivered comparable projects or services. Evidence such as case studies, project references and measurable results assures government agencies that the organisation can deliver outcomes at the required scale.

CAPACITY

In addition to capability, organisations must demonstrate the resources required to deliver.

Major projects often involve extensive logistics management, workforce mobilisation and supply chain coordination. Suppliers must therefore show they have the operational capacity and resilience to support delivery across the full lifecycle of a project.

COMPLIANCE

Government procurement places strong emphasis on governance, safety and compliance to prevent poor contract performance.

Suppliers are typically required to demonstrate established systems covering safety management, environmental responsibility, financial governance and reporting transparency. These systems provide assurance that public projects will be delivered responsibly and risks managed effectively.

CREDIBILITY

Credibility strengthens confidence in a supplier's ability to deliver.

It is built through demonstrated experience, strong client references and a track record of reliable delivery. Over time, industry participation and alignment with government priorities further reinforce this credibility.

KEY COMMERCIAL TAKEAWAY

~ Winning government work requires more than capability, organisations must demonstrate operational maturity, delivery capacity, compliance systems and credibility.

ACTION FOR BUSINESSES

Assess whether your organisation is government-ready.

Evaluate your capability, capacity, compliance and credibility before pursuing major government tenders.

PART 6

THE ADDED COMPLEXITY OF MAJOR INFRASTRUCTURE CONTRACTS

Where capability and compliance matter most

MAJOR PUBLIC PROJECTS OPERATE AT A DIFFERENT SCALE

Understanding the procurement cycle is critical, but businesses pursuing major infrastructure programs must also recognise that large public projects operate at a scale very different from most commercial contracts.

Programs such as major rail networks, energy developments and airport infrastructure often involve billions of dollars of public investment and multiple organisations working together across long timeframes.

GOVERNMENT IS SELECTING DELIVERY PARTNERS, NOT SUPPLIERS

In major programs, government agencies are not simply purchasing products or services. They are selecting organisations capable of delivering complex projects where the consequences of failure are significant — economically, politically and publicly.

As a result, supplier selection focuses heavily on reliability and the ability to deliver within structured program environments.

SUBCONTRACTORS

Subcontractors operate under the same delivery expectations. In major government projects, the contractual obligations of the head contractor typically flow down to subcontractors and supply chain partners.

This means that even where a business is not directly contracted by government, it may still be required to meet the same standards across areas such as safety, environmental compliance, industrial relations and social procurement initiatives, including Indigenous participation requirements.

For many businesses, this reinforces the importance of developing government-ready systems and processes, even when participating indirectly in major projects.

MEGA PROJECTS REQUIRE OPERATIONAL MATURITY

Large infrastructure projects involve coordination across government agencies, prime contractors, subcontractors and supply chains.

Procurement panels therefore look closely at operational maturity — including governance structures, reporting systems, safety frameworks and the ability to coordinate people, equipment and suppliers over extended project timelines.

For many businesses, the challenge is not technical capability but demonstrating the systems required to operate within complex delivery programs.

OLYMPIC PROCUREMENT OPERATES UNDER ZERO-FAILURE CONDITIONS

The Brisbane 2032 Olympic and Paralympic Games introduce an additional layer of complexity. Unlike most infrastructure projects, Olympic delivery operates under a fixed and immovable deadline. The opening ceremony date cannot shift, meaning venues, logistics, transport and operational systems must be delivered on time.

Procurement processes therefore place significant weight on organisations that can demonstrate proven delivery capability and the ability to mobilise resources quickly.

PREPARING FOR SCALE

For businesses seeking to participate in major infrastructure or Olympic programs, the central challenge is preparing to deliver at scale.

Organisations should consider:

- Can the business deliver at the volume required by large public projects?
- Are internal systems strong enough to meet government reporting and compliance requirements?
- Does the organisation have the workforce and supply chain capacity needed?
- Can the business scale operations without disrupting existing clients?

FROM CAPABILITY TO COMPETITIVENESS

Major infrastructure programs and Olympic procurement create significant opportunities across many sectors.

However, success requires more than identifying the right tender. Organisations must demonstrate the operational maturity, capacity and credibility required to deliver at scale.

Businesses that invest in this preparation are far better positioned when procurement begins.

KEY TAKEAWAY

~ Major infrastructure and Olympic projects prioritise suppliers who can deliver reliably at scale.

Government buyers favour organisations with proven delivery capability and operational maturity. Assess whether your organisation can deliver at the scale and reliability required for major public projects before pursuing these opportunities.

PART 7
IDENTIFYING THE BEST WAY TO WIN

Why your best chance at winning may be beyond the main contract

THE VISIBLE CONTRACTS ARE NOT THE WHOLE OPPORTUNITY

When businesses think about major infrastructure projects or Olympic procurement, they often focus on the most visible participants — the large Tier 1 contractors responsible for delivering primary construction works.

These organisations typically lead the delivery of major infrastructure assets such as stadiums, rail lines, tunnels and transport systems. As a result, they dominate most industry conversations about large public projects.

However, focusing only on prime contractors can cause businesses to overlook where many commercial opportunities actually exist.

OPPORTUNITIES EXTEND BEYOND TIER 1 CONTRACTORS

A common misconception is that major infrastructure opportunities exist only for large prime contractors.

In reality, major projects generate extensive supply chains that span many industries, including:

- specialist subcontractors
- materials suppliers
- logistics providers
- technology and equipment suppliers
- maintenance and operational services.

Many commercially valuable opportunities exist within these supporting layers of the delivery ecosystem.

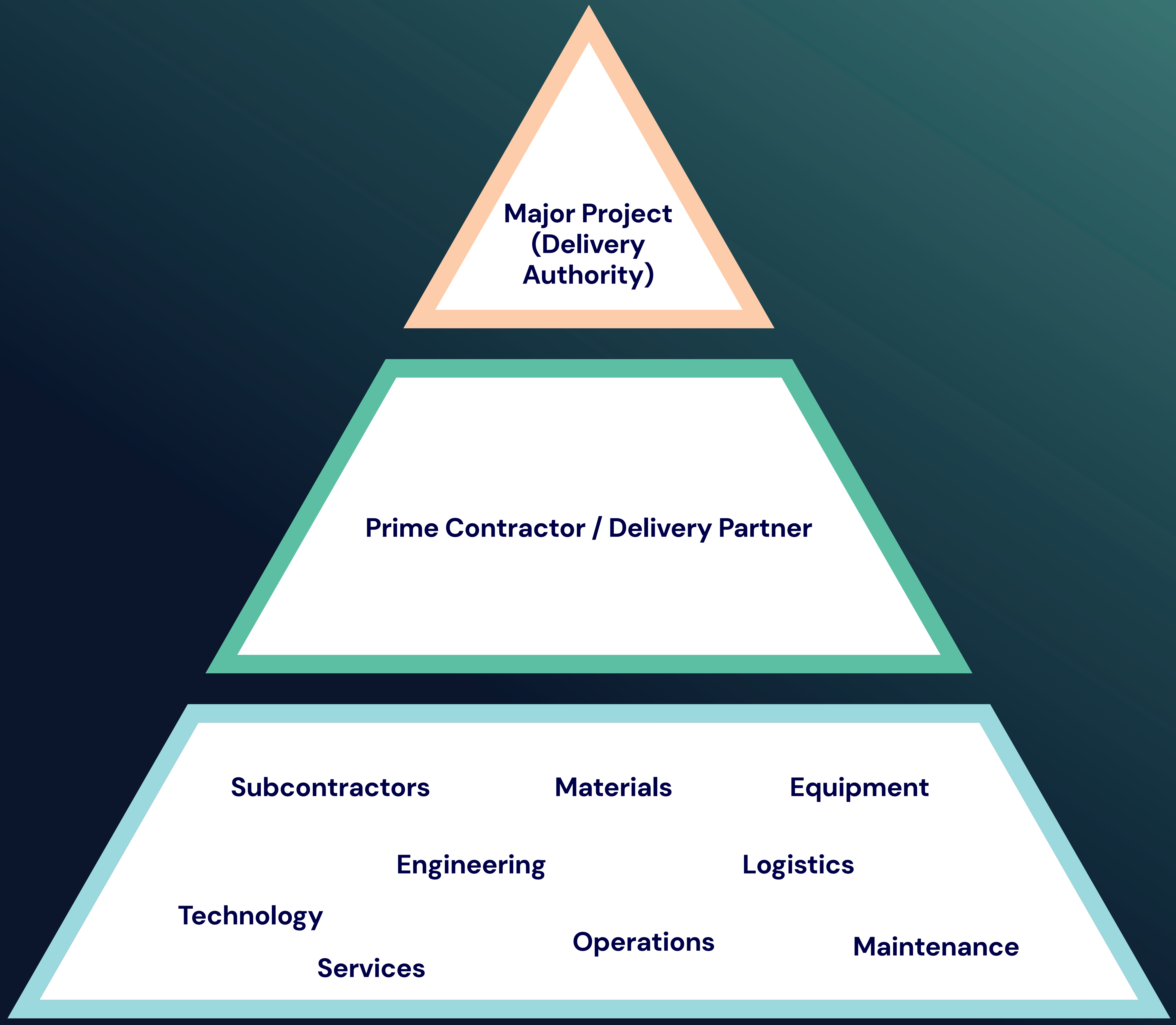
Government procurement extends far beyond major infrastructure projects

While large-scale programs create significant visibility, governments procure a wide range of goods and services across all levels of operation — from complex defence and infrastructure systems through to everyday services such as facilities maintenance, cleaning, landscaping and minor works.

For many small and medium-sized businesses, these lower-profile contracts represent accessible and commercially valuable entry points into government markets.

Understanding the full breadth of government demand allows businesses to identify opportunities that align with their capability, rather than focusing solely on high-profile major projects.

MAJOR PROJECTS CREATE ECOSYSTEMS OF SUPPLIERS, NOT JUST PRIME CONTRACTS.



THE MAJOR PROJECT SUPPLY CHAIN

PRIME CONTRACTORS LEAD OVERALL DELIVERY

At the top of the delivery structure sit the prime contractors. These organisations manage the overall project, coordinating construction packages, infrastructure works and program delivery.

They are responsible for managing risk, meeting project schedules and coordinating the wider delivery ecosystem. Because of the scale and complexity involved, prime contractors rarely deliver every component themselves.

SPECIALIST SUBCONTRACTORS DELIVER TECHNICAL WORK

Beneath prime contractors sits a wide range of specialist subcontractors providing expertise in areas such as:

- structural works
- electrical systems
- mechanical services
- environmental management
- engineering support

Subcontractors typically work within defined scopes and are responsible for delivering specialised elements of the project.

MANUFACTURING AND MATERIALS SUPPLIERS SUPPORT CONSTRUCTION

Major infrastructure developments require large volumes of materials, equipment and manufactured components. This creates opportunities for businesses supplying:

- fabricated components
- specialist equipment
- industrial materials
- engineered systems

For many manufacturers, these supply requirements represent significant opportunities to participate in infrastructure projects without being directly involved in construction.

LOGISTICS AND OPERATIONAL SERVICES KEEP PROJECTS MOVING

Large projects also depend on extensive logistical coordination. Suppliers supporting these projects may include:

- transport providers
- heavy equipment logistics
- warehousing and storage services
- equipment hire companies
- specialist site services

Although these roles often operate behind the scenes, they are essential to ensuring that large construction programs run efficiently.

MAINTENANCE AND OPERATIONAL SERVICES

The opportunity associated with major infrastructure projects does not end when construction is completed. Many projects generate long-term demand for:

- maintenance services
- operational support
- technology systems
- asset management.

In many cases, these downstream opportunities can extend for decades beyond the initial construction phase.

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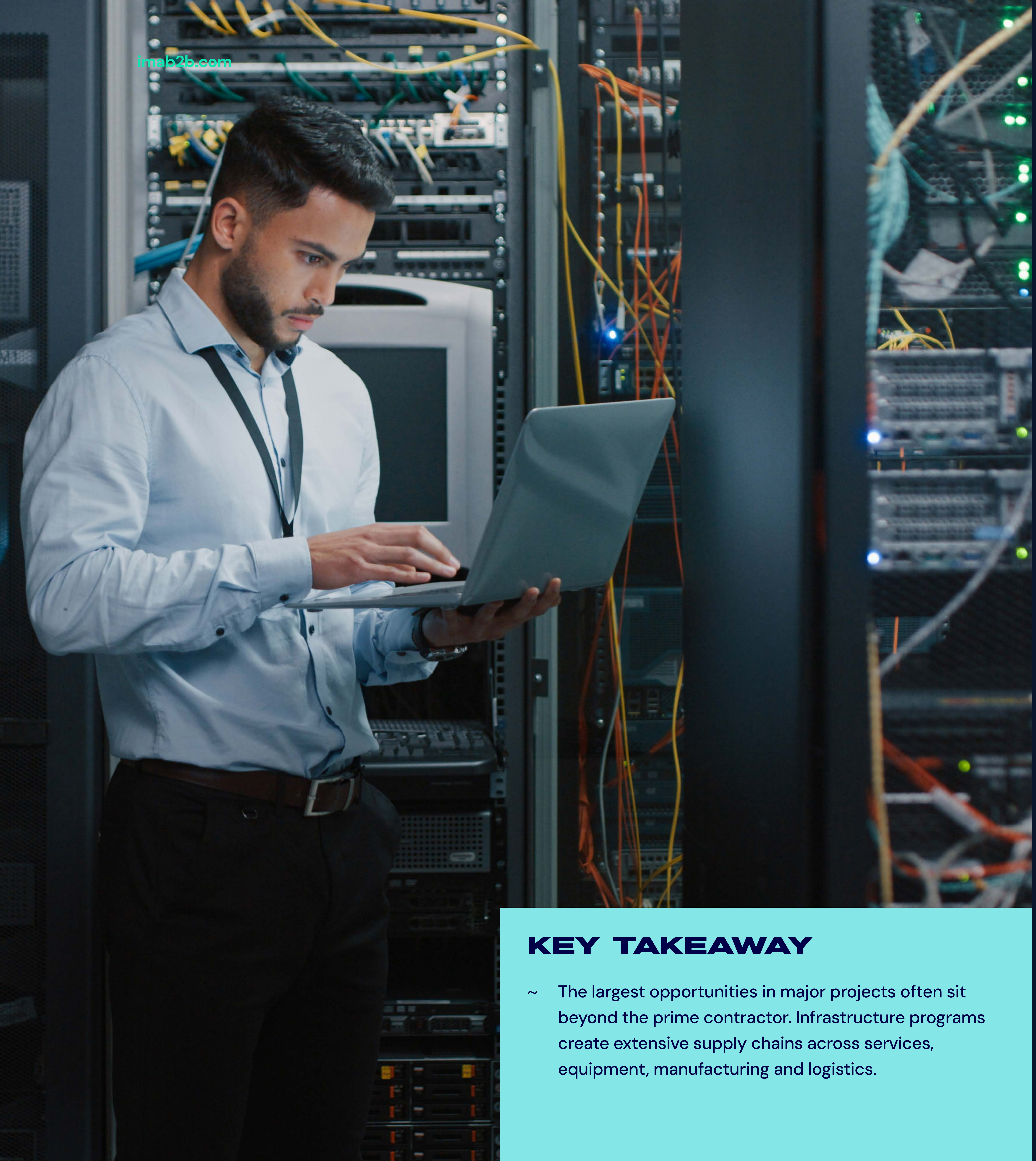


KEY TAKEAWAY

~ The largest opportunities in major projects often sit beyond the prime contractor. Infrastructure programs create extensive supply chains across services, equipment, manufacturing and logistics.

IDENTIFYING WHERE YOUR BUSINESS FITS

LOOK BEYOND THE MAIN CONTRACT

For businesses exploring government opportunities, one of the most valuable exercises is mapping where their capabilities sit within the broader project ecosystem.

Rather than asking:
"Can we win the main contract?"
A more useful question is:
"Where does our capability support the delivery of this project?"

Many organisations contribute through specialised services, equipment supply, logistics or operational systems that support the project.

LOOKING BEYOND THE OBVIOUS OPPORTUNITIES

SUPPLY CHAIN MAPPING REVEALS HIDDEN OPPORTUNITIES

By analysing project supply chains, businesses can often identify opportunities that are less visible but still commercially significant.

Companies that understand how delivery ecosystems operate are often better positioned to identify where their capabilities can add value.

FROM INSIGHT TO ACTION

Understanding where opportunities sit within major projects allows businesses to approach government markets more strategically.

Rather than reacting to individual tenders, organisations can:

- analyse upcoming project pipelines
- identify where their capabilities fit within supply chain
- build relationships with delivery partners
- develop the capability and credibility required to compete.

By taking this broader view of major project ecosystems, businesses can significantly expand the range of opportunities available to them.

ACTION FOR BUSINESSES

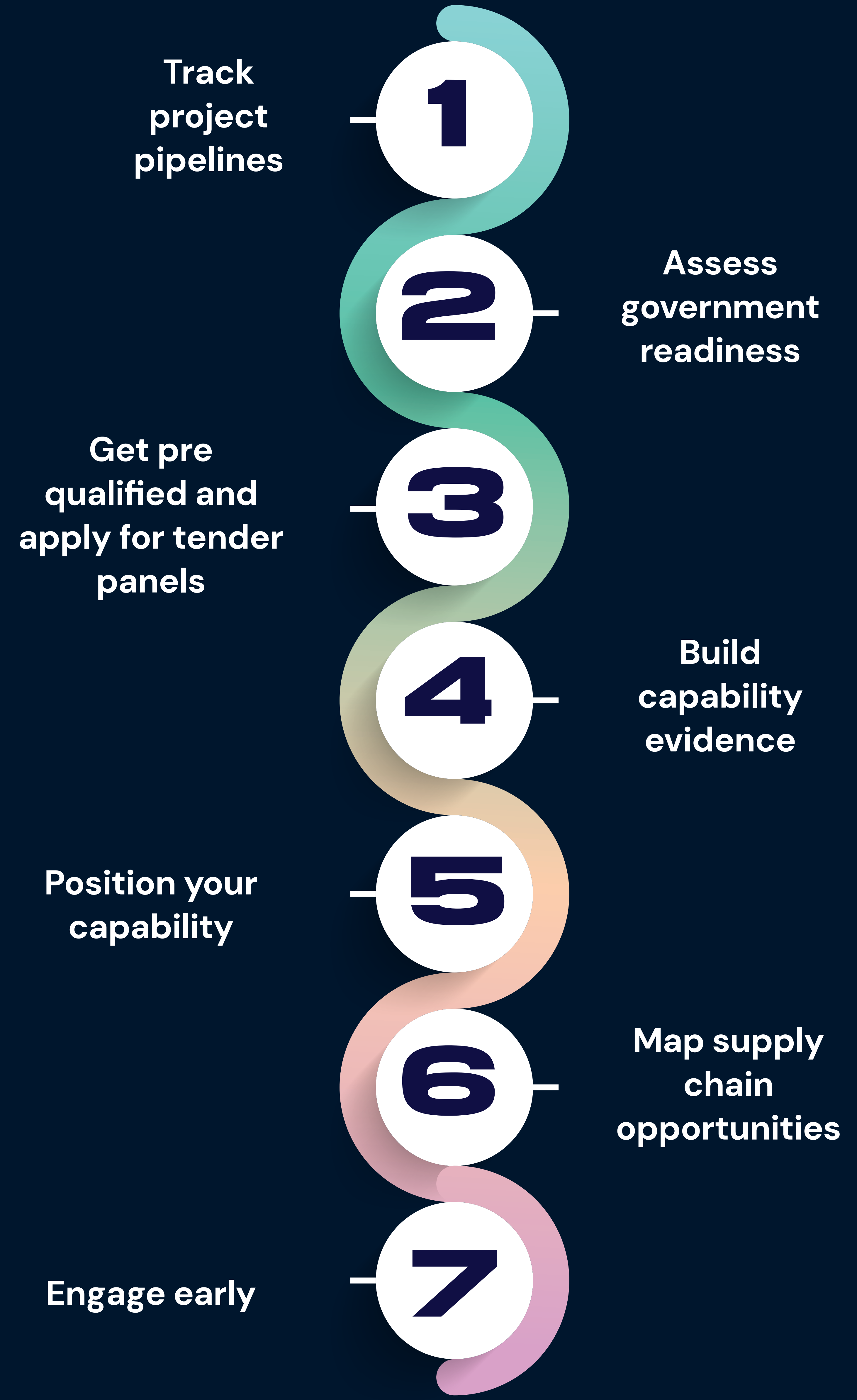
Map where your capability fits within major project supply chains rather than focusing only on primary construction contracts.

PART 8

HOW BUSINESSES SHOULD TAKE ACTION

Your preparation playbook for winning government work

Government Market Readiness Path



PREPARING TO COMPETE FOR GOVERNMENT WORK

For many organisations, the challenge is not identifying government opportunities. Infrastructure pipelines, Olympic programs and public procurement portals already provide visibility into upcoming projects.

The real challenge is preparation.

Businesses that succeed in government markets treat them as a strategic channel, not a series of tenders. They track project pipelines, build organisational readiness and position their capabilities well before procurement begins.

The following actions help organisations prepare to compete effectively.

1. TRACK PROJECT PIPELINES

Monitor infrastructure strategies, budget announcements and project pipelines to understand where government investment is heading. In addition to monitoring policy and infrastructure pipelines, businesses should invest in tender alert systems and attend government briefings and seminars to gain real-time visibility of upcoming opportunities.

2. ASSESS ORGANISATIONAL READINESS

Evaluate whether your organisation has the operational systems, governance and delivery capability expected in government procurement.

A common challenge at this stage is understanding what competitive pricing looks like in a government context. This requires a dual focus: Avoid over- or underpricing while still covering the resources required to deliver the work well.

This is critical because winning on an underpriced bid can quickly become a delivery risk. If a supplier is unable to meet its obligations, it can face lasting reputational damage.

3. GET PREQUALIFIED AND APPLY FOR TENDER PANELS

Many government opportunities require suppliers to be prequalified or appointed to a panel before they are eligible to tender.

Prequalification schemes and panel arrangements are critical gateways into government procurement. Businesses that secure a position on these panels significantly improve their ability to access opportunities and compete effectively.

Organisations should actively identify relevant prequalification pathways and invest in meeting the requirements early.

4. BUILD CAPABILITY EVIDENCE

Develop clear, comprehensive case studies, project references and capability statements that demonstrate proven delivery outcomes and business impact.

5. POSITION YOUR CAPABILITY CLEARLY

Articulate the problems your organisation solves and how your capabilities align with government priorities. This is where you demonstrate strategic thinking to differentiate yourself from the competition.

6. MAP SUPPLY CHAIN OPPORTUNITIES

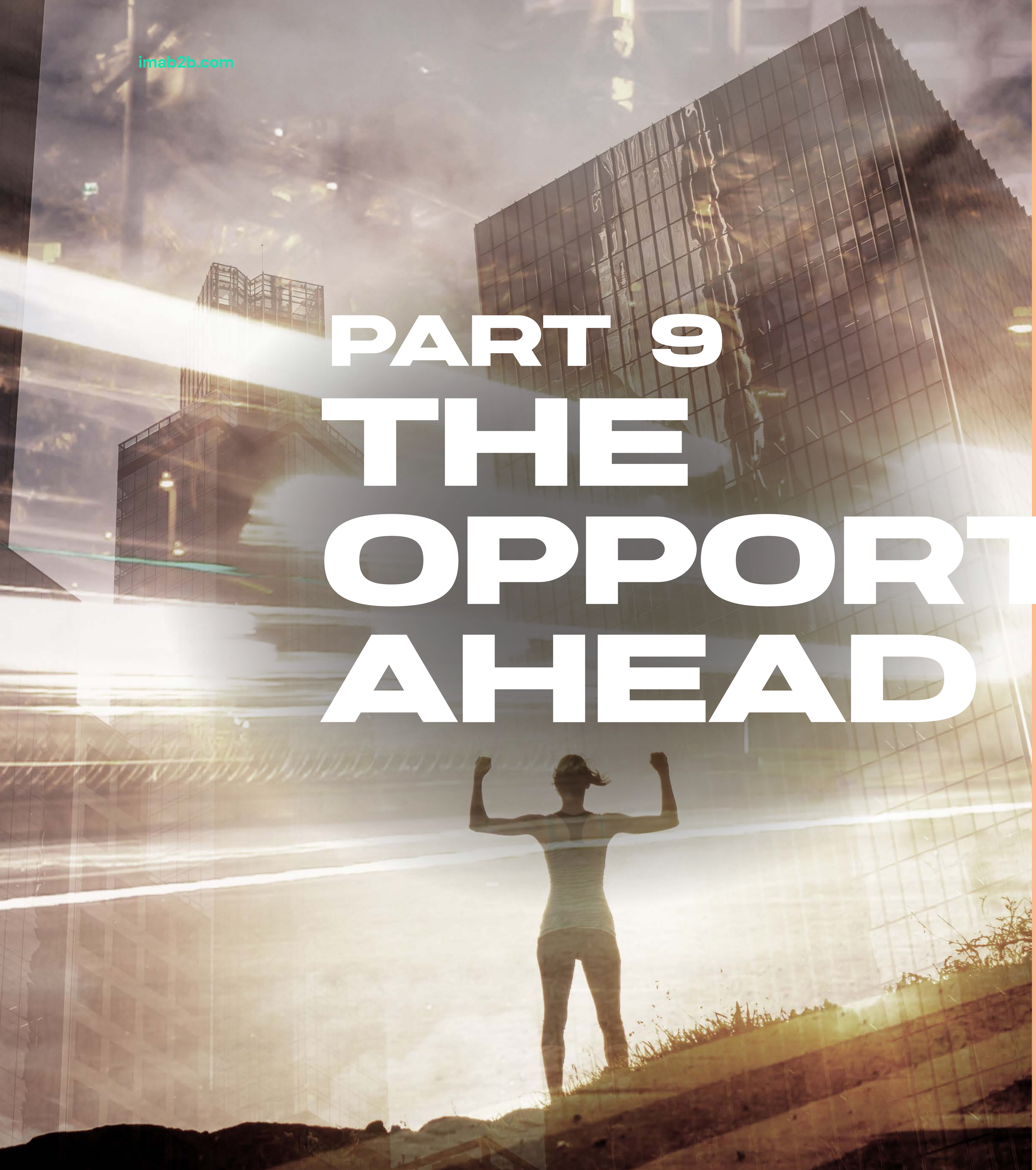
Major projects create extensive delivery ecosystems. Identify where your capabilities support project delivery beyond prime contractor roles.

7. ENGAGE EARLY

Businesses that prepare early — strengthening systems, partnerships and delivery credibility — are far better positioned when procurement begins. Industry associations play an important role in connecting businesses with government, providing access to market insights, procurement updates and industry engagement opportunities.

They also act as a channel for feedback on procurement practices and can help organisations better understand how government priorities are evolving.

Active participation in relevant associations can strengthen a business's positioning within government markets.



PART 9
THE OPPORTUNITY AHEAD

A rare chance to help accelerate Australia's economic progress

THE OPPORTUNITY AHEAD

Australia is entering a period of significant public investment driven by infrastructure programs, national development initiatives and preparations for the Brisbane 2032 Olympic and Paralympic Games.

For businesses across many sectors, this represents a once-in-a-lifetime opportunity.

Organisations that invest in readiness now — building capability, credibility and operational maturity — will be far better positioned to participate in the next generation of major public projects.

CLOSING INSIGHT

Government procurement rewards organisations that demonstrate reliability, capability and delivery readiness.

Businesses that treat government as a strategic market — preparing long before procurement begins — significantly improve their chances of success.

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READY TO TURN POLICY INTO PIPELINE?

A Working Session with Roy Wakelin-King

Former Executive Director, Transport for NSW
Logistics Manager, Sydney 2000 Olympics

This half-day working session with Roy is designed to help you get positioned early to win.

You'll leave with:

- A clear government growth strategy across local, state, and federal levels
- A practical engagement framework mapping the departments, projects, and procurement pathways that matter most to your business
- A readiness assessment identifying capability gaps against major upcoming opportunities, including Brisbane 2032
- An immediate action plan, with responsibilities and priorities

Enquire today > jake@imab2b.com

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FOR FURTHER INFORMATION CONTACT

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