

# ICN Gateway

## A guide to accessing business opportunities

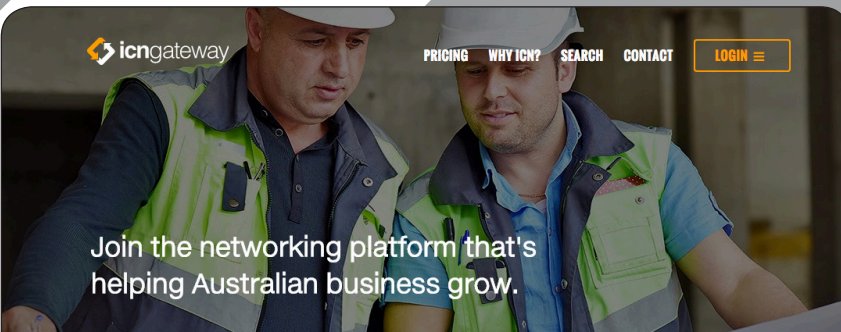
ICN Gateway is ICN's online directory for project opportunities in Australia and New Zealand. **We publish project opportunities from private project owners and government**, and inform our clients through email notifications when work packages become available. Access to ICN Gateway is free of charge but for a subscription fee, you can publish your company profile on our directory to receive public search inquiries.

At **ICN**, we are experts in capability networking across industry sectors. By registering your company on ICN Gateway, the information you provide will enable our consultants to match you with potential buyers for projects and business

opportunities even if the project is not made public. **So please ensure your company profile is up-to-date.**

We try to capture relevant information from you via ICN Gateway however, as not all fields and sections within our database will be applicable to all companies, this guide will provide you with tips on how to manage your company profile, as well as insider advice on how to best leverage the opportunities available.

To begin, please go to:  
**[gateway.icn.org.au](http://gateway.icn.org.au)**



Join the networking platform that's helping Australian business grow.

**What is ICN?**

ICN helps bring Australian suppliers and project owners together by giving exclusive access to our powerful online database and our extensive network of Business Growth consultants. The result: more work for Australian businesses.

[JOIN NOW](#)

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### How to contact us:

T: 02 9927 3100 E: [info@icnsw.org.au](mailto:info@icnsw.org.au)  
W: [www.icn.org.au/new-south-wales](http://www.icn.org.au/new-south-wales)

ICN Gateway sits at the heart of our service and is the meeting point for new procurement partnerships. It allows suppliers to browse and register their interest in new business and helps project managers to manage the supplier registration.

# Creating a meaningful company profile

## 1. Avoid duplication

Before you can create a new company profile, ICN Gateway will verify your company name and ABN against existing registered profiles to avoid duplication. If you'd like access to an existing registered company profile, you can contact the person linked to your company profile or contact us for help.

**TIP** We understand that some companies service multiple sectors or have unique divisions, and may want separate profiles targeted to specific industry sectors. Please contact us to discuss what's best for your company.

## 2. Take your time to create a good profile!

Increase your chances of winning work by creating a comprehensive company profile. It takes less than 10 minutes to complete a basic company profile. Once you have completed the basic steps, make sure you select **Finish my profile** and complete each section with relevant information.

Creating a basic company profile allows you to interact with ICN consultants, receive email alerts and submit expressions of interest for work packages. With paid subscriptions, ICN Gateway offers you a range of added functionality.

*Industry Capability Network (ICN) has many offices across Australia. Each office offers a range of unique services. For more information about our offices and services, please visit [www.icn.org.au](http://www.icn.org.au)*

### 3. One company, multiple locations

You can have one company profile with multiple office locations. ICN Gateway allows you to assign contacts to each location and customise the communications they receive. You can also customise different company locations for use in your EOI submissions for work packages.

**TIP** Assign a description to each company location to make it easy to identify.

*There are several levels of services in which companies can engage with ICN Gateway. The basic level is free of charge, and allows you to register your company details to submit EOIs for project opportunities.*

*“Be Seen”, “Be Compelling” and “Premium” are paid subscription services. Please contact us for further information on these products.*

### 4. An active profile is a healthy profile!

To ensure your company profile is up-to-date and relevant, make sure you review and update your company profile at least once every 12 months. An email reminder is sent after 12 months of inactivity, after which your company profile will be tagged as being inactive and all email notifications for project opportunities will be deactivated. If you'd like to reactivate your company profile, please contact us for assistance.

### 5. Have you assigned a Primary Contact?

The **Primary Contact** is the first point of contact for any project owner, buyer, supplier and ICN consultant to communicate with your company. So it is important to ensure that the primary contact details are always up-to-date.

### 6. One company profile but many users?

Provide your staff with access to your company profile by adding them as contacts. Each contact will have a unique email and password login, and they are able to customise their email notifications setting to suit their needs.

**TIP** By default, there can only be one primary contact and you can set contacts to have full or no editing rights. A paid subscription to Premium allows you to restrict levels of access to your company contacts, giving you better control of who can edit the company profile and send EOIs.

## 7. Make your introduction a **STANDOUT!**

Ensure your **Company Summary** is a concise statement reflecting who you are and what you do best. This brief overview will introduce you to our consultants and buyers when being considered for work packages and opportunities.

**TIP** Refer to page 10 on how to improve your company summary.

## 8. Highlight your key capabilities

The **Company Description** should be a comprehensive description of your company's key strengths and services. This will give ICN consultants and prospective buyers an insight into your capability with reference to potential work package opportunities.

**TIP** If you have a company capability document, send us a copy and we'll upload it to your company profile for ICN consultants to present to buyers. However, this cannot replace the company description text.

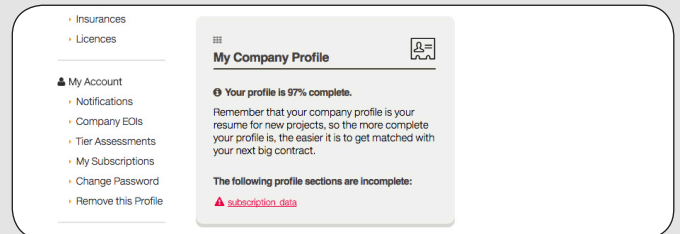


*At ICN in New South Wales, we have ICN consultants servicing businesses across metropolitan Sydney and regional New South Wales. We can also help you with services such as local import/export opportunities and Tariff Concession Order (TCO) applications. Visit [icn.org.au/new-south-wales](http://icn.org.au/new-south-wales) for more information.*

## 9. Verification and Completeness Assessment

All new and modified company profiles must undergo a verification process. Only paid subscription profiles become available on ICN Gateway public directories after this check. A completeness rating gives you an indication of how complete your profile is. We base this rating on what's important to prospective buyers and supply chain decision makers.

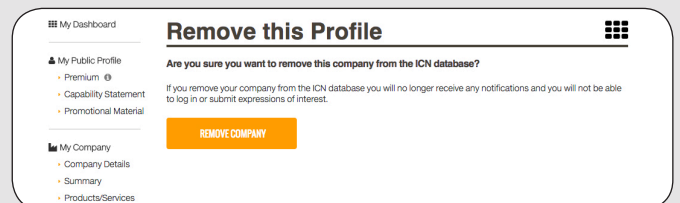
**TIP** It is important to populate the fields most relevant to your company with meaningful and comprehensive information. We recommend that you aim for a completion rating of 80%.



Your completion profile rating can be found on **My Dashboard**

## 10. Removing a company profile

This is similar to deleting your company profile. If you'd like to remove your profile from ICN Gateway, you can select the **Remove Company** option at any time. This will disable your company profile and contacts, and remove your listing from our public directories if applicable.





# Setting up your email notifications

## 1. Be alerted to opportunities

Staff contacts listed within the same company profile can customise email alert notifications to suit individual needs. ICN Gateway sends email notification soon after a new work package goes live, ensuring that you do not miss out on hearing about an opportunity.

There are two sections for email notifications – be sure to tick the boxes for **Major Projects** and **Regional Opportunities**. You **MUST** make a selection from each of the field categories in order to start receiving email alerts. Whilst it may be quick to select all sectors and all industry directories, this will result in a significant volume of notifications being sent to you. Therefore, be selective and identify only the sectors most appropriate for your business.

## 2. Be amongst the 'First in'

Setting up email notifications is the simplest way to stay up-to-date with new opportunities. Our consultants may also email you about new opportunities.

**TIP** The directory lists only a limited range of Tier 1 and Tier 2 categories. Choose the ones that are most relevant to your capabilities so you only receive emails right for your business. Subscribers to Premium also receive 'closing soon' alerts to help manage their EOI deadlines.

Customise email alerts for each company contact

Select the available categories here to receive state specific newsletters and event updates

You MUST make a selection from each field in order to start receiving email alerts.

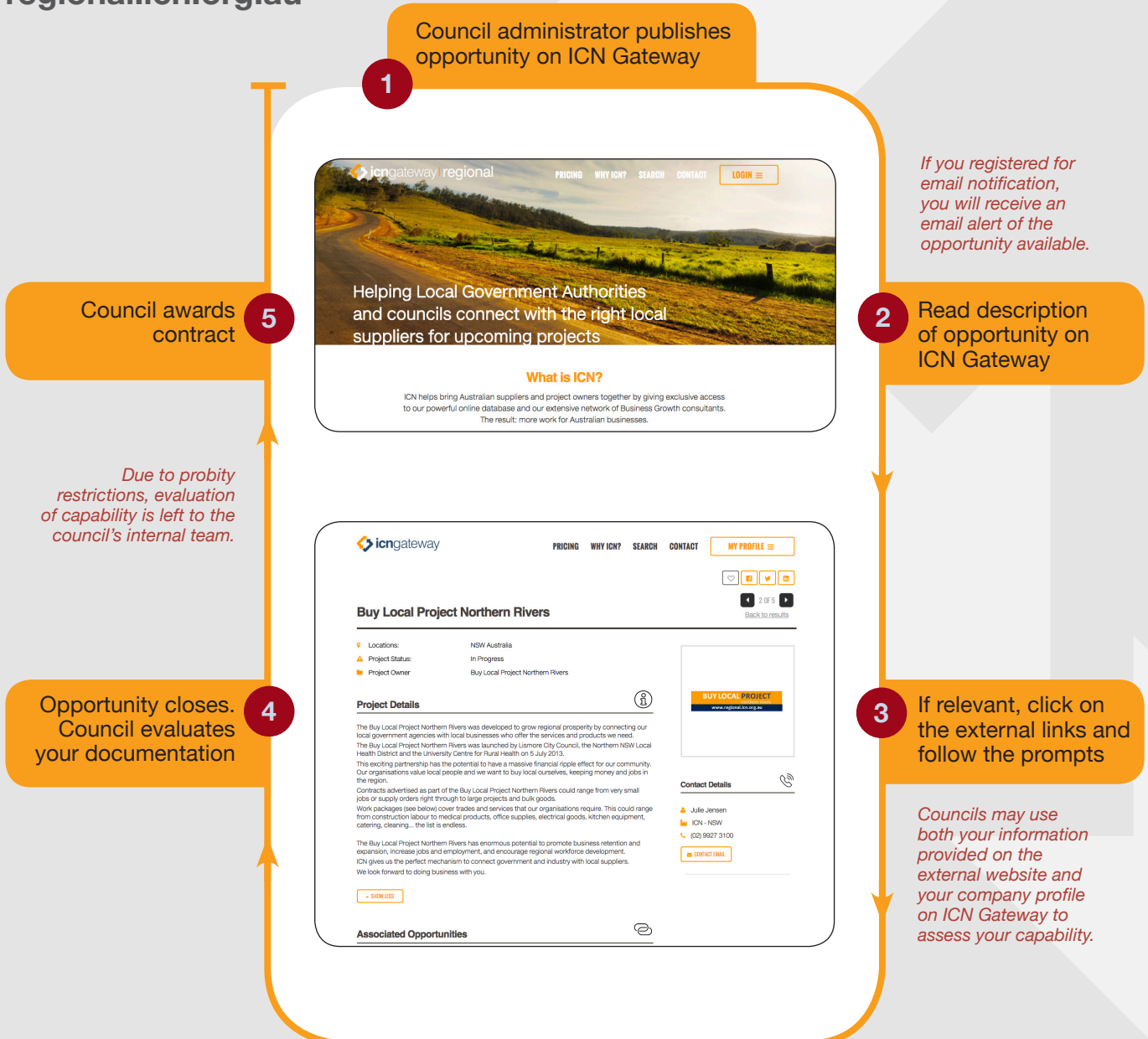
# Understanding the project cycle

Submitting an expression of interest for a project opportunity can be a simple click of a button on ICN Gateway. However, to get the most out of ICN Gateway it's important to understand how we list and manage project opportunities on ICN Gateway.

ICN Gateway features two types of opportunities:

- 1) **Regional opportunities:** councils offer tender opportunities to local suppliers.
- 2) **Major projects:** private and government-funded projects that offer full scope and partial scope work packages.

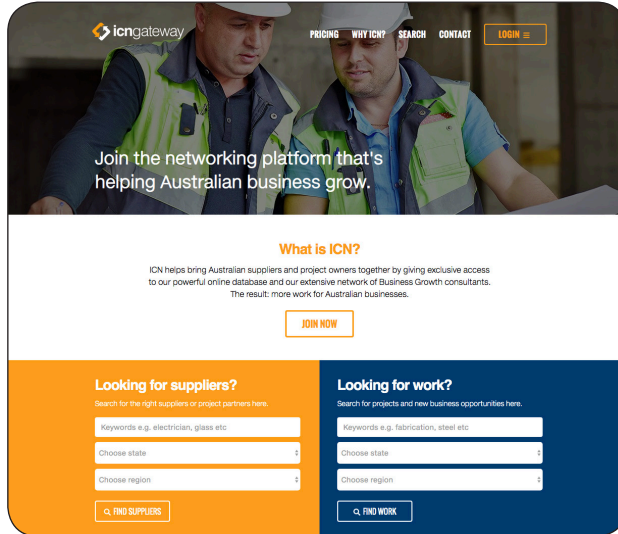
## Regional opportunities regional.icn.org.au



# Major projects gateway.icn.org.au

ICN receives approval from project owner/buyer to create project on ICN Gateway

1



If you registered for email notification, you will receive an email alert of the opportunity available.

2

You evaluate project and scope of work requirements when work packages become available

Meet the Buyer sessions are often organised for briefing and networking between buyer and interested registrants.

3

You complete the capability statement and any questions before submitting an EOI

If you have more than one location, make sure you select the correct location to represent the EOI.

4

ICN closes work packages

5

ICN reviews registrant EOIs, creates report and sends it to the project owner/buyer

9

ICN is committed to publishing details of awarded contractor on ICN Gateway project page

If applicable, companies interested in seeking sub-contract work can contact awarded contractor directly for other opportunities.

8

Project owner/buyer awards tender and informs ICN

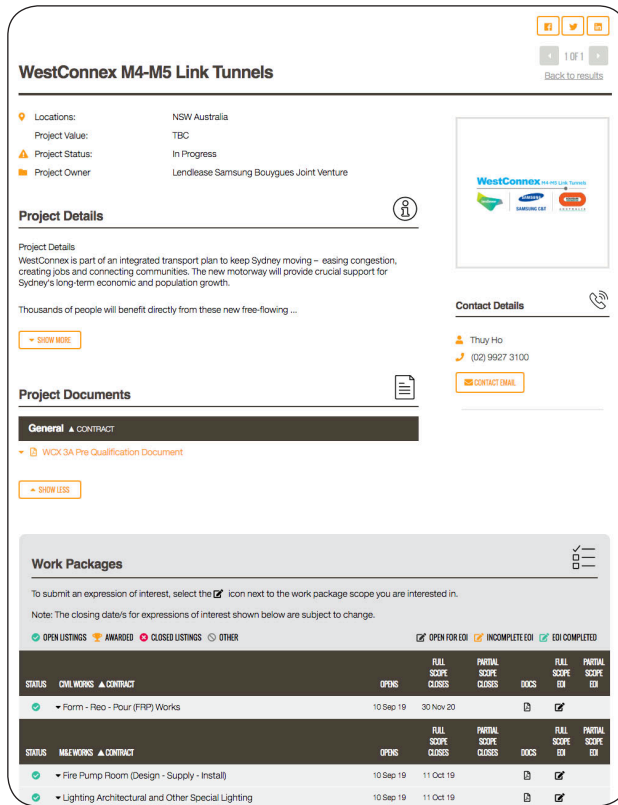
7

Project owner/buyer invites shortlisted registrants to tender

Although ICN might assist buyers to evaluate registrants, it is the buyer who makes the decision about whom to contact.

6

Project owner/buyer reviews report, undertakes evaluation and creates shortlist



ICN Gateway is a platform for any project owner or buyer, being government or private, to launch their project opportunities to a wider audience. Contact us to find out how you can take advantage of ICN Gateway for your projects.

# Submitting an expression of interest

## 1. Be 'best dressed'

When submitting an EOI, you want to put your best foot forward through your company profile. To show why your business is the best choice for the job, make sure you have a **comprehensive company profile that highlights your key strengths**. You should check that your contact info, pre-qualification details, and capability statements are up-to-date and relevant to the opportunities you are expressing interest.

**TIP** Your Company Summary is especially important. It creates a first impression for buyers, as well as our consultants when they are looking for suitable suppliers for a new opportunity.

## 2. Find the right fit

ICN Gateway boasts a broad spectrum of project opportunities ranging in size, location and sector. Knowing how to find the right type of opportunities that best suit your capability will save you time and unnecessary disappointment.

**Major projects** are privately-owned and/or government funded projects usually consisting of full scope and partial scope work package opportunities. Make sure you check which package best suits your capability.

**Regional opportunities** are contract opportunities advertised by Councils in metropolitan and regional areas.

**TIP** When setting up your email notifications in your company profile, be sure to select major projects and/or regional opportunities.

Click to view list of all available projects.

The screenshot shows the 'Search Results' page on the ICN Gateway website. It features a navigation menu in the top right and a 'See all' button for each category. The results are organized into four main sections:

- Projects (42)**: Includes 'Voith Snowy 2.0' (NSW AUSTRALIA) and 'WestConnex M4-M5 Link Tunnels' (NSW AUSTRALIA).
- Work Packages (1058)**: Includes 'CAT C - Mechanical Compression Pipe Couplings' (NEW SOUTH WALES AUSTRALIA) and 'Complete 330 kV GIS' (NEW SOUTH WALES AUSTRALIA).
- Other Opportunities (7)**: Includes 'At Sunshine Coast Council - Cartage of Quarry Products (ITT1917)' (QUEENSLAND AUSTRALIA) and 'At Sunshine Coast Council - Construction of Kerb and Channel, Drainage Pits and Associated Works (ITT198)' (QUEENSLAND AUSTRALIA).

Each listing includes a project name, location, a brief description, and a 'See all' button. The 'Voith Snowy 2.0' listing is highlighted as an example of a major project, and the 'At Sunshine Coast Council - Cartage of Quarry Products (ITT1917)' listing is highlighted as an example of a regional opportunity.

An example of a major project

An example of a regional opportunity



### 3. Full scope versus partial scope

Major projects usually offer full scope and/or partial scope of work. Full scope work packages generally need contractors to provide full service capability, as well as compliance with a minimum set of requirements before being shortlisted. Partial scope work packages are open to contractors and suppliers who have limited capability but would like to subcontract parts of the work package.

**TIP** Many New South Wales major projects are encouraged to hold 'Meet the Buyer' briefing and networking events. These events can give suppliers valuable project and work package information directly from the project representatives.

**Work Packages**

To submit an expression of interest, select the icon next to the work package scope you are interested in.

Note: The closing date/s for expressions of interest shown below are subject to change.

OPEN LISTINGS 
 AWARDED 
 CLOSED LISTINGS 
 OTHER 
 OPEN FOR EOI 
 INCOMPLETE EOI 
 EOI COMPLETED

STATUS	CONTRACT	OPENS	FULL SCOPE CLOSES	PARTIAL SCOPE CLOSES	DOCS	FULL SCOPE EOI	PARTIAL SCOPE EOI
	▼ Accomodation and Housing.	23 Sep 19	4 Nov 19				
	▼ Civil Works and Plant Hire	23 Sep 19	4 Nov 19				
	▼ Concrete and Formwork	23 Sep 19	4 Nov 19				
	▼ Cranes and Cranage Services.	23 Sep 19	4 Nov 19				
	▼ Education and Training	23 Sep 19	4 Nov 19				
	▼ Electrical Trades and Services.	23 Sep 19	4 Nov 19				
	▼ Environmental and Rehabilitation Services.	23 Sep 19	4 Nov 19				
	▼ Fabrication and Engineering Services <small>Future Gen wish to identify Small Medium Enterprise trades businesses that can provide fabrication and engineering services.</small>	23 Sep 19	4 Nov 19				
	▼ Fencing and Landscaping.	23 Sep 19	4 Nov 19				
	▼ Fuel and Power	23 Sep 19	4 Nov 19				

Click on arrow to see brief description of work package.

Full scope EOI available.

Pre-qualification capability document. Click on the icon to download the document. When submitting the EOI for the work package, the system will prompt you to upload the completed document.

### 4. Preparation may get you shortlisted

When submitting an EOI, make sure you're confident you can deliver the scope of works. You may also be required to complete a **capability statement**. This is usually available as a downloadable attachment **Doc** next to the work package. When you select **Send Expression of Interest**, upload your completed document and complete any other questions listed. The project owner/proponent will consider your submission based on the strength of your company profile and any supporting documentation.

**TIP** A company can only submit an EOI once. However, contacts within your company profile can update or edit the EOI submitted. The last person to update the EOI will have their contact details reflected in the EOI report.

### 5. Closing dates of work packages: it doesn't necessarily end there

Once a work package closes, we undertake due diligence to check the completeness of all EOIs and submit the EOI report to the project owner for further action. The project owner/proponent will contact you directly for further action about the available EOI. Once awarded, the project owner/proponent will send ICN details of the awarded contractors and the cycle starts again with opportunities for lower tier trades and services.

**TIP** After you have submitted an EOI, a record of the EOI will be reflected on your company profile. You will also receive a confirmation email of the EOI you submitted for the project.

# Improving your company profile

## 1. Optimise your summary

Your company summary is the most important statement of your ICN profile because it is available to the public and provides a first insight into your company profile and capabilities. Ensure it presents a concise account of your company's capabilities.

**T!P** The first sentence is the most important. It should focus squarely on what you DO. This should reflect your core range of products and/or services. Remember! This is the reason someone is looking for you in the first place.

To complete this section, highlight what sets you apart or reasons why you think you are a cut above the rest. Clearly express in this section what or who your target market is. Keep it short and to the point. Use spacing where necessary and avoid typing your sentences in CAPITALS.

### Tell us about your company

#### Summary

This is displayed to the public (if you are a paid subscriber) and should only be one or two concise sentences.

Industry Capability Network (ICN) is a national network that introduces Australian companies to projects large and small.

In essence, we offer a new business model for suppliers and a sophisticated marketplace.

▲ 46 characters remaining

**T!P** There are other functions in ICN Gateway that are not covered in this guide. At ICN in New South Wales, we can give your team hands-on training on how to make the best use of ICN Gateway. Contact us to arrange for a training session with our consultant.

## 2. Maximise your description

The description highlights your company's unique attributes, making it stand out from the competition. The description is provided to ICN consultants and prospective clients when you submit an expression of interest.

The objective of your description is to present your company expertise and key capabilities. It should reflect an overview of your:

- range of products and services
- capabilities, specialties, strengths and innovation
- company affiliations including parent companies
- major projects, clients and alliances

Keep key descriptions brief by utilising keywords. Describe products and services as overview statements. Do not go into detail in this section because it will be covered in the following section of your profile.

This is an ideal location to highlight who your target market is and the industry segments that you service. Describe what services and manufacturing capabilities you have. Project owners, proponents, buyers and ICN consultants refer to your description paragraph as a first step in assessing your capabilities.

**T!P** Keep the description brief and relevant. Update company facts on a regular basis, and avoid jargon or "spin" when elaborating on your company description.

#### Full description

This is displayed to ICN consultants and prospective clients. It should provide a brief outline of the company and what makes you special in the marketplace.

Industry Capability Network (ICN) is a national network that introduces Australian companies to projects large and small.

In essence, we offer a new business model for suppliers and a sophisticated marketplace.

▲ 3046 characters remaining

### 3. Promote your products and services

Do not duplicate what you have in the **Description** field. Use short statements or lists to present the information on products and services. List any unique aspects of your business.

**TIP** To draw attention to your business, include technical language or terminology, brand names of products that you carry or buzz words that may be associated with your industry.

### 4. Specify your facilities and equipment

List the facilities or equipment you have that complement your organisation and the industry you service. This area adds significant strength to your capability and capacity for the provision of your service. Some examples to include are: **specific manufacturing equipment and capabilities, fleet, major equipment, lifting capabilities repair and maintenance.** List them one per line in the text box.

### 5. Highlight your accreditations, certifications, and previous significant projects

Many of the projects require you to be either qualified for a range of industry related accreditations. To increase your chances of being nominated and shortlisted for project opportunities, you must showcase your accreditations, certificates, qualifications and experiences. Use this area to highlight your range of services and top business achievements including previous clients and projects completed. Be assured this information is treated as Commercial-in-Confidence.

Select from the drop down menu, or list your accreditations in the box provided. This section should also include any internal accreditation, or any that you may be working towards achieving. Be sure to keep this information up-to-date.

**Example:**

**Date:** 18-05-2019 (Refers to date of completion)

**Project:** Construction of new conveyor belt

**Client:** SANTOS

**Brief scope:** Design construct 4km enclosed belt conveyor 400m long plus 120m boom with dust suppression.

**Approx. value:** \$12,000,000 (Default is in AUD dollars)

### 6. ICN Gateway company ID

Company Identification Number (CID) is a custom number assigned to each company profile. If you are discussing your profile with the ICN team, keep this number handy to help us identify you more easily.

#### Company Details

ICN Company ID

12345

*When it comes to finding new business, one of the biggest challenges can be finding opportunities just right for your company's size, capacity and capability. With more than 30 years of experience helping local Australian and New Zealand companies find new business, ICN in New South Wales could connect you to the right opportunities.*

## Questions?

We are continuously upgrading and improving ICN Gateway to make it easy for you to find new business opportunities. From time-to-time, enhancements may appear that are not in our guides. Feel free to contact us, and we will be happy to walk you through the changes.



Industry Capability Network

**For more information on ICN in New South Wales, please contact us at:  
T: 02 9927 3100 • E: [info@icnsw.org.au](mailto:info@icnsw.org.au) • W: [icn.org.au/new-south-wales](http://icn.org.au/new-south-wales)**

**For more information on ICN Gateway, please visit: [gateway.icn.org.au](http://gateway.icn.org.au)**