

How to win and work in Defence

Wednesday 29 November 2023

Proudly presented by:

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De Stefano & Co

DEFENCE INDUSTRY EXPERTS™



Who is De Stefano & Co?



STRATEGY



DEVELOPMENT



GRANTS

Who is BidWrite?



LIVE TENDERS

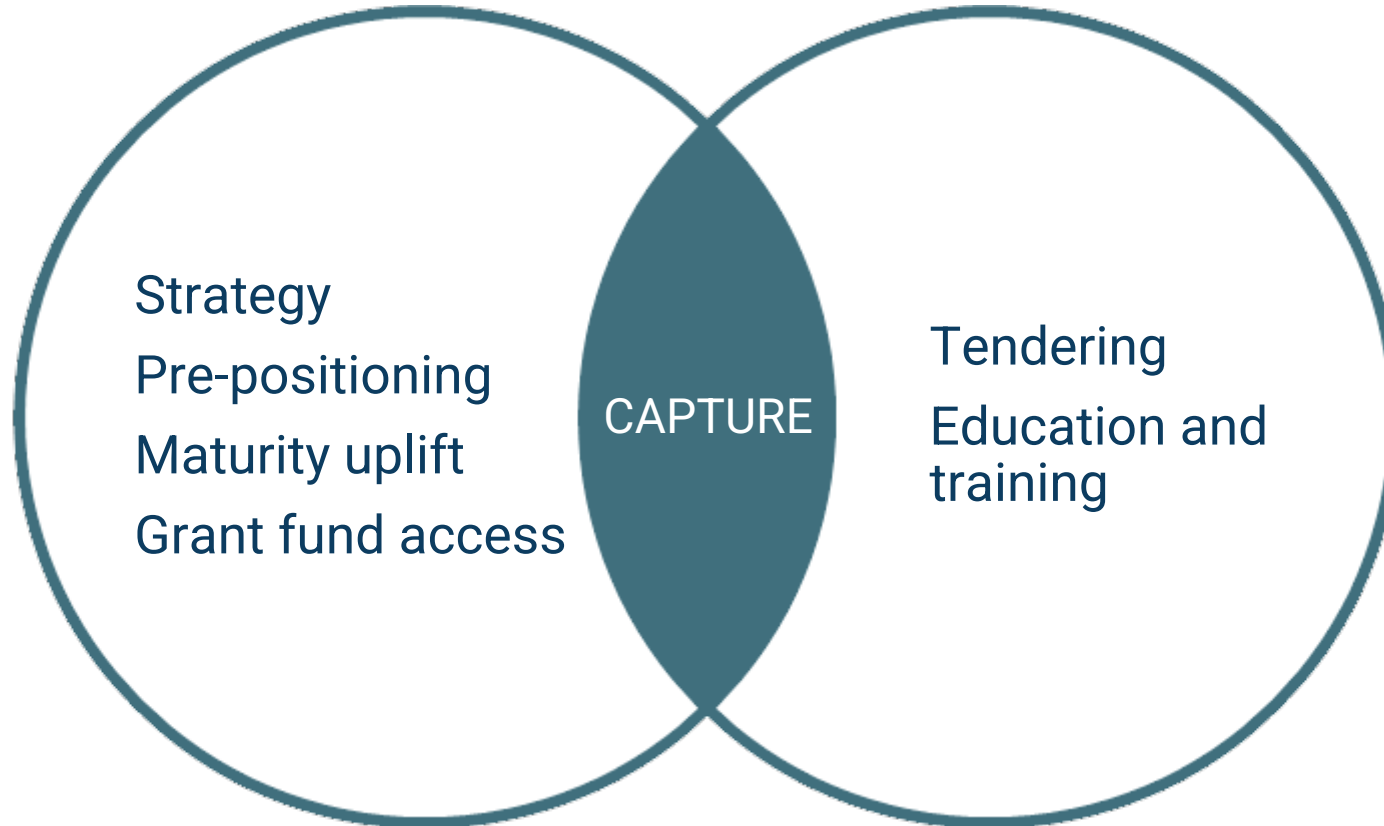


TRAINING



TECHNOLOGY

Our partnership





\$270 billion
out to 2029/30

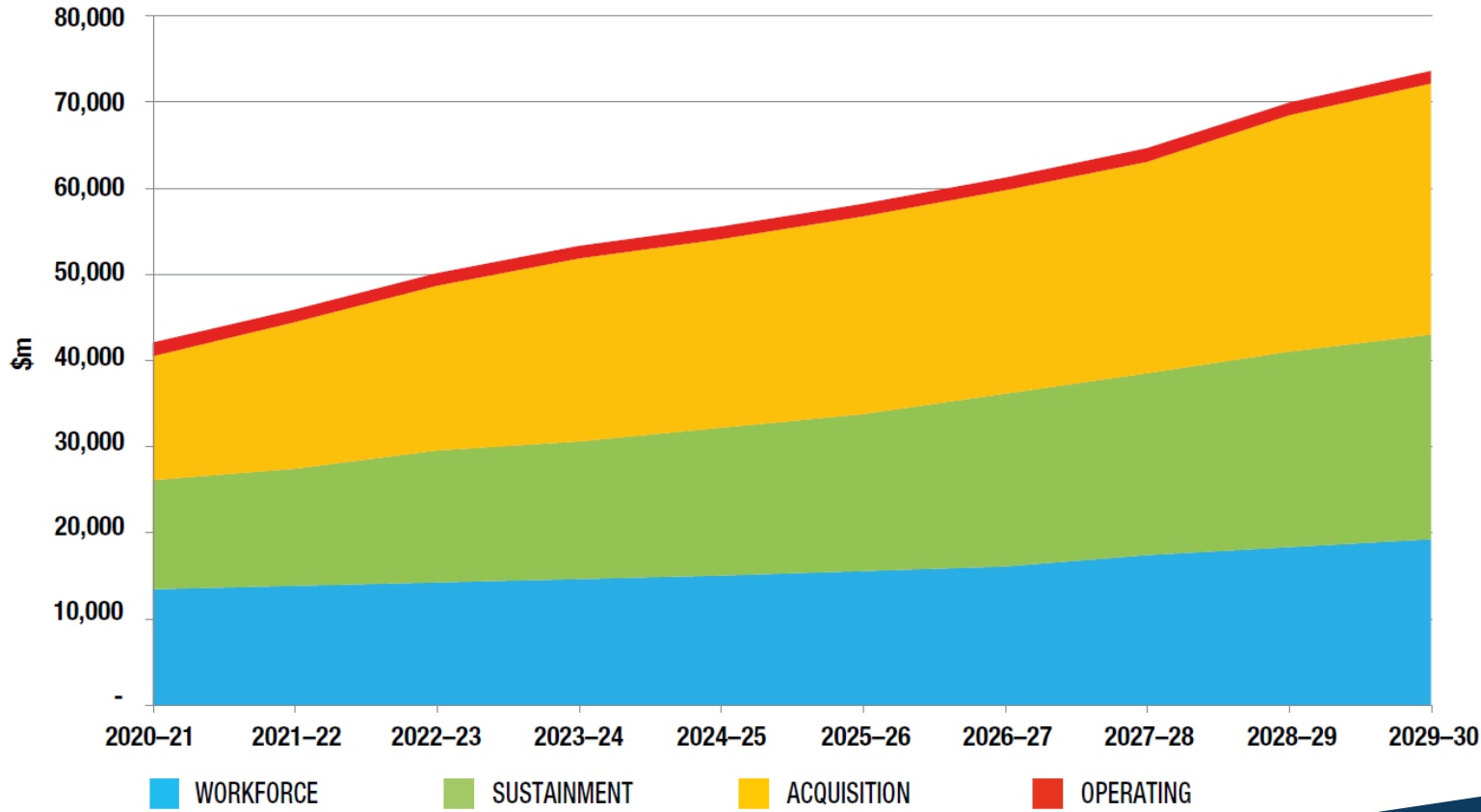
Benefits:

- long-term, consistent contracts,
- high-margin work, and
- the opportunity to realise significant growth.

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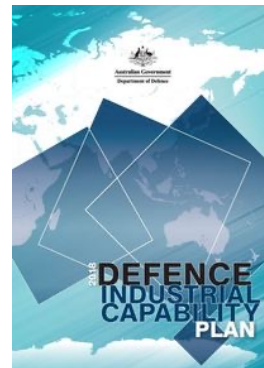
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Total Defence funding by category



Source:
2020 Defence Strategic
Update, pg.55

The defence sector policy landscape



A closer look at the sector

Defence industry

Businesses engaged in the manufacture and delivery of products and services for use in defence and security applications

Domains

Air, Land, Maritime, Space and Cyber

Enabler

Defence Estate & Infrastructure



The ever-changing geopolitical environment

2020 Defence Strategic Update

\$575bn committed out to 2029/30
(\$270bn acquisition + \$305bn sustainment)

AUKUS trilateral security pact and nuclear-powered submarines

Reaffirmed 2023 - \$368bn

2023 Defence Strategic Review (DSR)

Published April 2023

Surface Fleet Review

Expected to be made public Q1/Q2, 2024



Guided Weapons & Explosive Ordnance (GWEO) Enterprise established

Who can get involved?

Product manufacturers

Contract manufacturers

Professional service providers

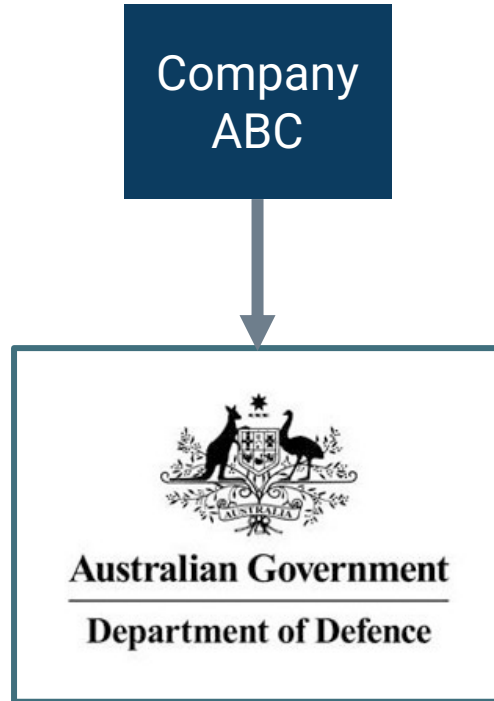
Other service organisations
(e.g. trade-based organisations, training providers, etc.)

Academic and research organisations

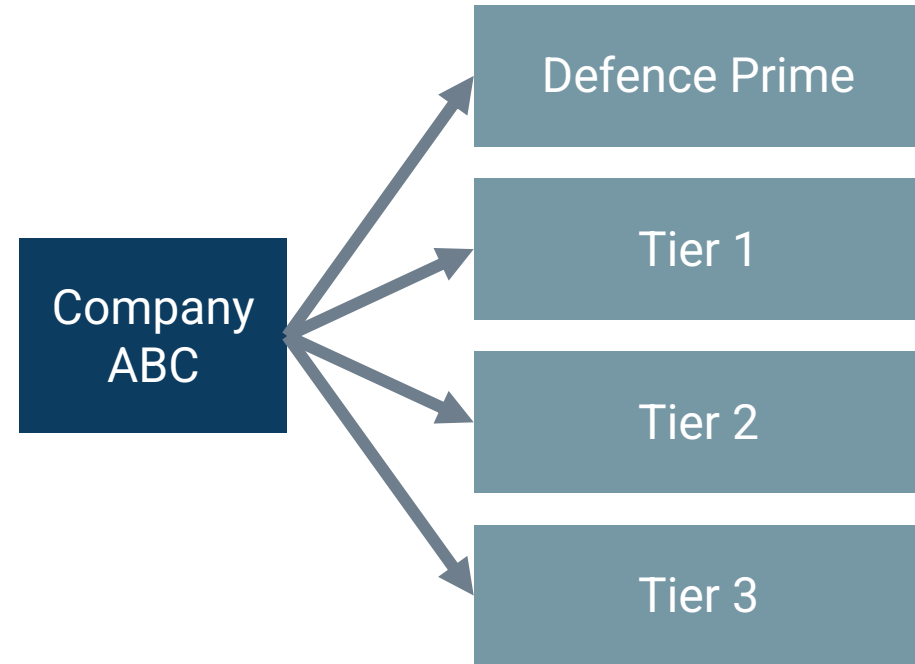
Australian or overseas owned



How can you get involved?



OR



Ticking all the right boxes

- ISO and other management system certifications
(e.g. ISO 9001, ISO 14001, ISO 45001, AS 9100, etc.)
- Security requirements
(e.g. DISP, Essential Eight, CMMC, ISO 27001, etc.)
- Tendering requirements
(e.g. bid/no bid, ASDEFCON compliance, HOTO processes, etc.)
- Business maturity and evidence of diversification
(e.g. Strategy, budgets/forecasts, risk management, project management systems, etc.)
- Insurance requirements
(e.g. Professional Indemnity, Ship Repairers, etc.)





Is Defence right for you?

Are you willing to run a marathon, as opposed to a sprint?

Can you commit to investing the time and effort required to yield sustainable results?

Are you prepared to play the waiting game?

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Industry support ecosystem



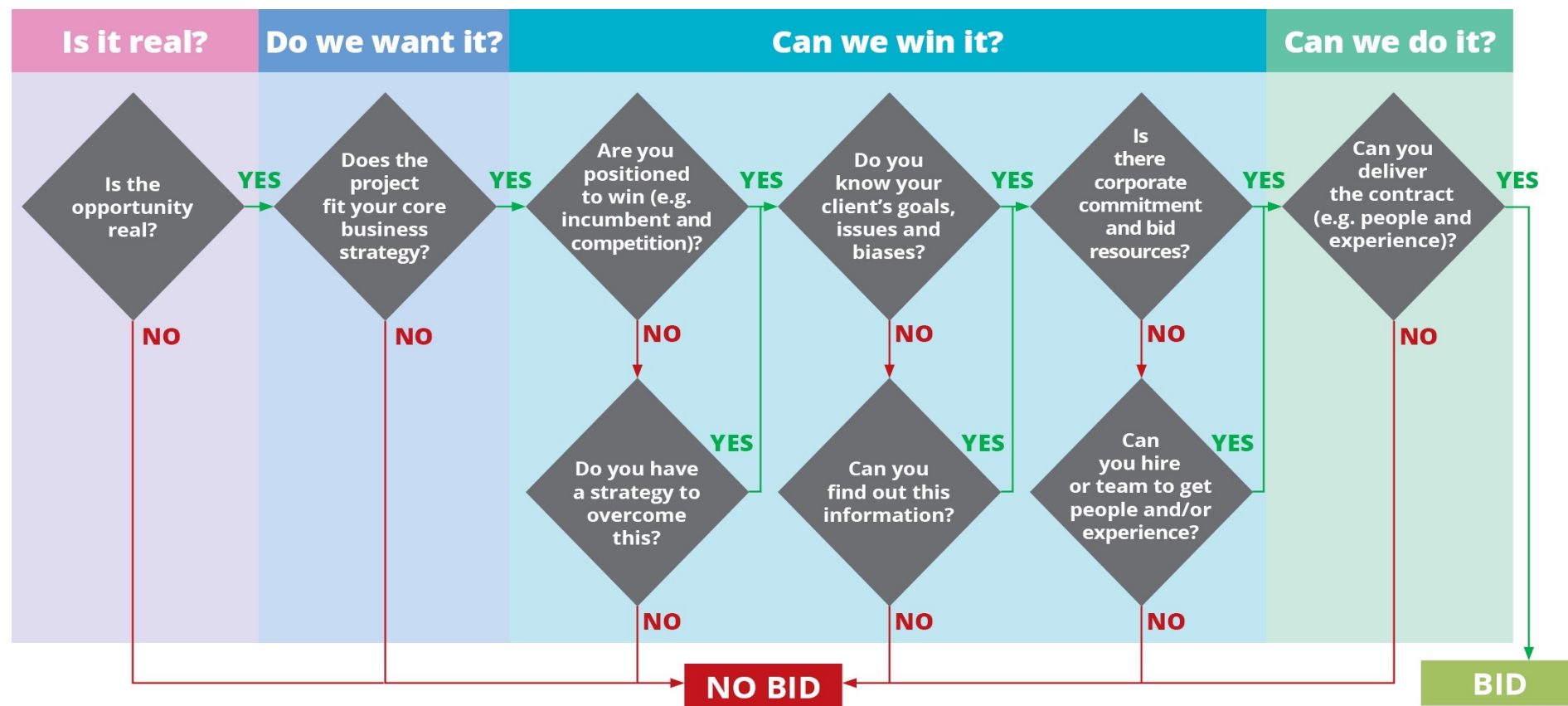
So, you're ready to
tender....



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Is it the right opportunity for you?



The four key factors to success



Be well **POSITIONED** to win



Be well **PRICED** and sell on value



Be **COMPLIANT** and stay in the game



Have a **PERSUASIVE** story to win



The 3 Cs of Positioning

Customer

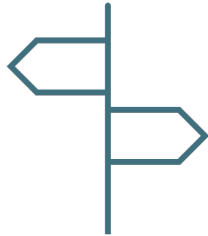
Competition

Capability



Do we know the right people well enough?

Do we understand what is important to them?



Do we understand and compare best to the other options the client has?

Brand & reputation



Are we seen as the leading provider?

Products & solution



What is the best product or solution?

Team & resources



What is the best team and resource set?

Price & commercials



What is the best price or commercial strategy?

Trust is key to success





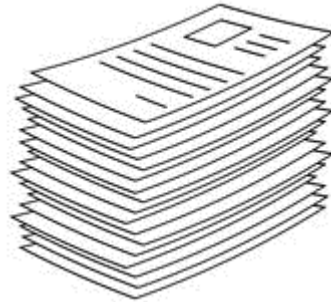
Compliance in Defence



Standards and
Regulations



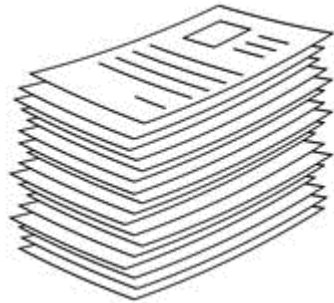
Security



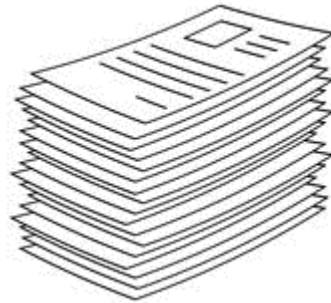
Requirements



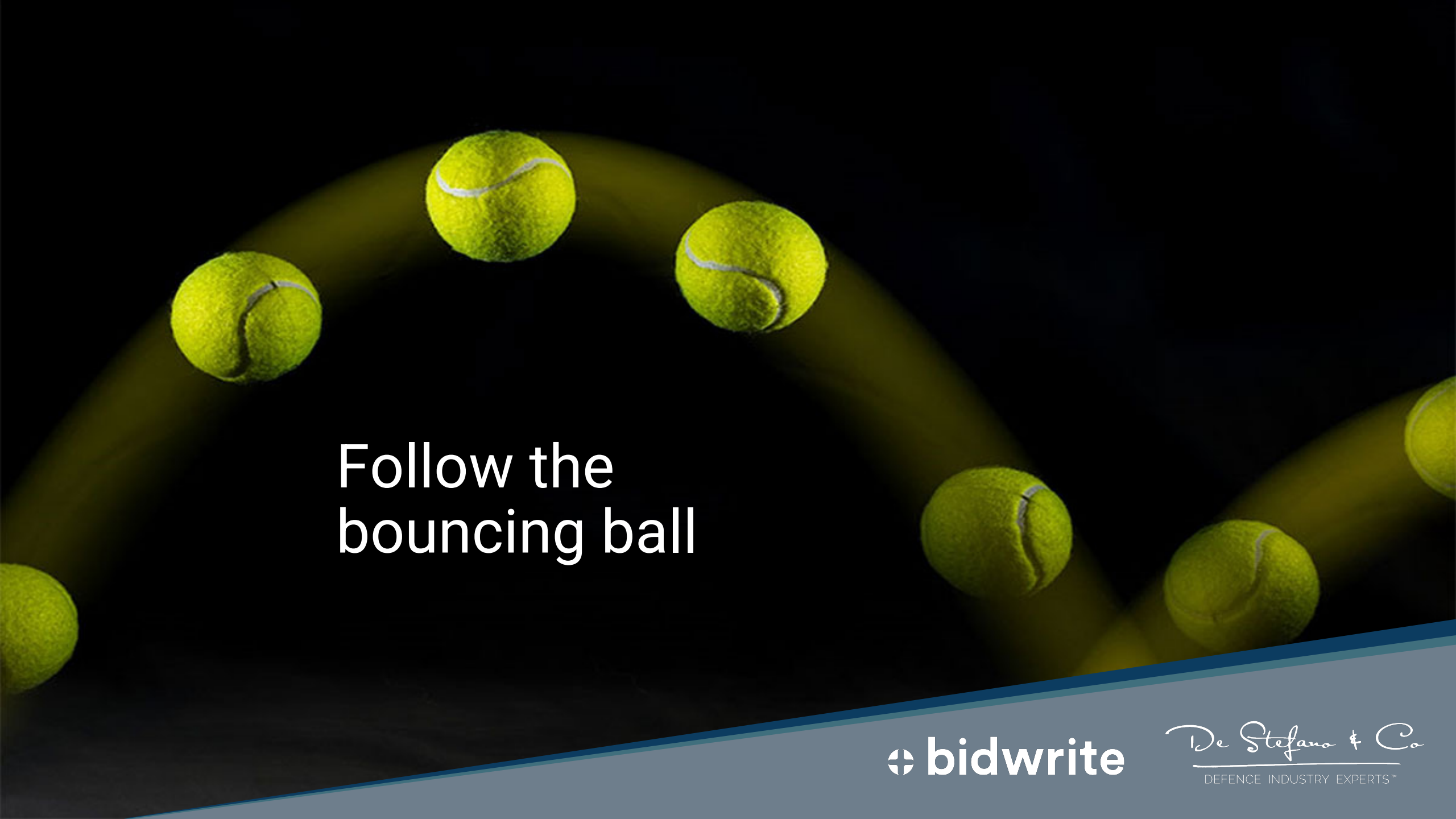
Contract



Conditions of
Tender



Tender Schedules
& DIDs

A series of yellow tennis balls are arranged in a parabolic path, suggesting a bouncing ball. The balls are illuminated from below, creating a bright yellow glow that fades into a dark background. The path starts from the bottom left, goes up to a peak, and then goes down towards the bottom right.

Follow the
bouncing ball

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Why making your proposals easy to read is important



Vs







Defence buys on value... But...



Apple A:
\$1.20



Apple B:
\$1.50

In the absence of a **known** difference or better value, people buy on price.

Three ways to start selling on value



Benefits imply value

Describe the benefits of your solution



Being vague and generic is a persuasion killer



Get away from the headline cost

What about maintenance costs, operation costs, training costs....



Sorry... the
story is not
all about you



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Your road to a persuasive story

Identify what matters to the stakeholders

Group into 3-4 win themes

Develop your approach to solve each issue

Evaluate your relative appeal against other options the client has

Understand where you can differentiate in ways that matter to the stakeholders

Create 3-4 targeted strategy statements to support each win theme

Test and refine these

Presentation matters

Defence tells you what they want – typically not how they want it presented

- Page design
- Page layout, including margins
- Heading styles
- Use of colour
- Headers and footers

ANNEX A TO ATTACHMENT A

OVERVIEW (CORE)

1. TENDERER'S PROFILE (CORE)

1.1 Background

Tenderers are to provide the following information:

- a. the tenderer's background, experience and resources relevant to its ability to meet the requirement (including design and development aspects);

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- Maecenas porttitor congue massa.
- Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Avoid proposal speak

Fluff



“World class”
“Industry leading”
“Best in breed”

Guff



Use of
redundant words

Geek



Techno-speak
Acronyms

Weasel



“help”, “can be”,
“may”, “virtually”,
“up to”, “could”

Our complementary service offerings

De Stefano & Co
DEFENCE INDUSTRY EXPERTS™

Working out if the sector is right for you and pre-positioning via Defence Sector Due Diligence and Defence Industry Market Entry (DIME®).

De Stefano & Co
DEFENCE INDUSTRY EXPERTS™

Lifting security maturity such that you can compete in the sector via DISP membership attainment, Defence security and Essential Eight uplift.



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Specialised tendering and proposal management services, as well as education and training through BidWrite's Bid Academy.

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Accessing the funds to upskill and invest in plant and equipment such that you're competitive in the sector.

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Questions?

Get in touch



1800 243 974

bidwrite@bidwrite.com.au

bidwrite.com.au



1300 GET DISP (1300 438 347)

enquiry@destefanoandco.com.au

destefanoandco.com.au

