



Writing winning tenders and proposals

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What is a procurement process?



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Tip 1: Be Tender Ready..



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Tip 2: Understand the purchaser



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Tip 3: Value for Money

“The overriding principle guiding the selection of tenderers to provide employment services was value for money to the Australian Government.

Inquiry Into the DEEWR Tender Process to Award Employment Services Contracts

- a. the quality of the goods and services;
- b. fitness for purpose;
- c. supplier’s relevant experience & performance history;
- d. flexibility of the proposal (e.g. innovation & adaptability over the lifecycle of the procurement);
- e. environmental sustainability
- f. whole-of-life costs

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Tip 4: Evidence Based Response

Accountability and Transparency

- You need to submit an evidence based response
- Claims need to be verifiable
- Only details included in the response can be considered

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Tip 5: Read all the purchasing document & Analyse the Criterion

Explicit



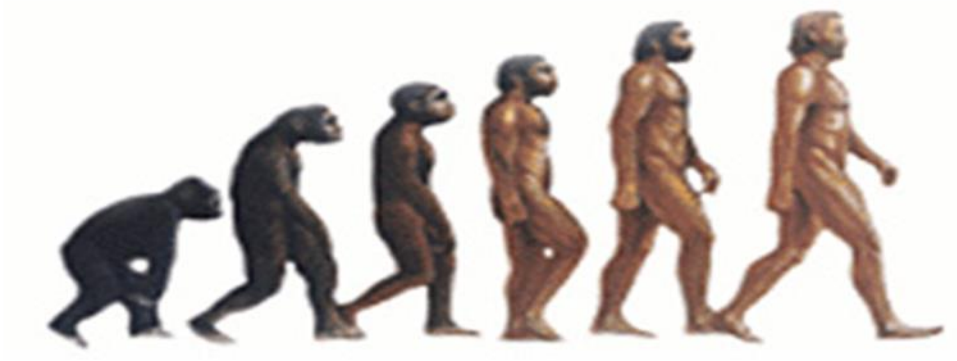
Implicit

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Tip 6: Develop your service model

before you write your response



Framework

Mandatory
Service
Requirements

Process

Organisational
Capability

Practice

Organisational
Expertise

Innovation

Organisation,
stakeholder and
community assets for
local solutions &
strategies

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Tip 7: The So What Principle

It's not all about you...

We are a large company...

We offer a quality service...

We have a good reputation...

*It is what it means to the purchaser - Feature.. Function..
Benefit*

"With a staff of 25 qualified technicians, we guarantee to be onsite within 60 minutes, which means you will be operational again quickly with minimal downtime."

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Tip 8: Consider the Assessor



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Tip 9: KISS Principle

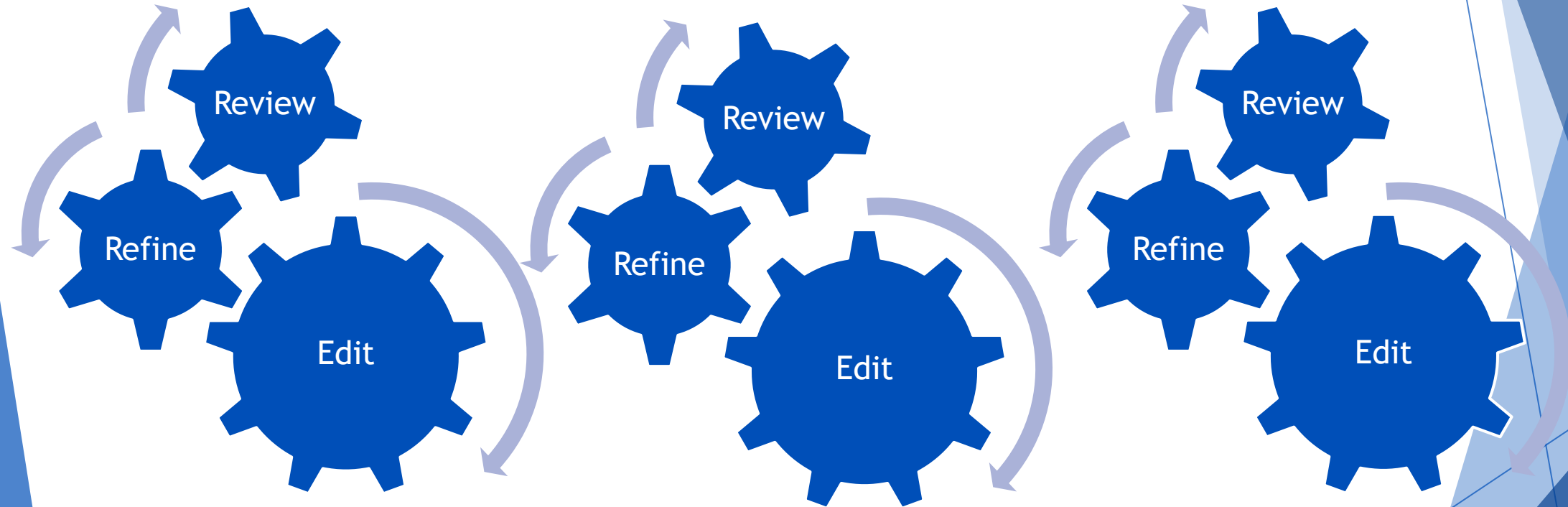
A well written document has high readability and is generally:

- Use the purchasers language
- Consistent
- Concise
- Clear and simple
- Free of grammatical and spelling errors

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Tip 10: Review, Review, Review...



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