



Australian Government
Department of Finance

Selling to
Government

An introduction to Australian Government procurement for suppliers

Developed by the
Department of Finance





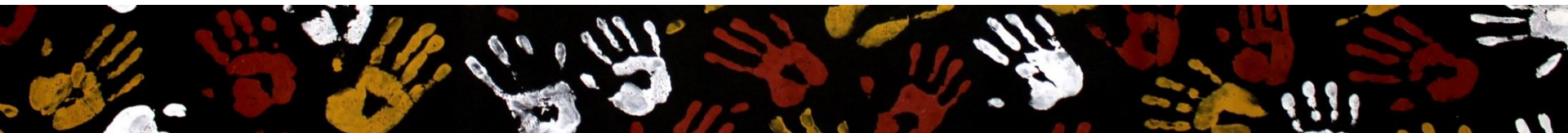
Australian Government
Department of Finance

**I would like to acknowledge the traditional owners
and custodians of the land in which we live and
work.**

**I extend that acknowledgement to their continuing
connection to country, waters and community.**

**I pay my respects to elders past and present,
and extend that respect to all Aboriginal and
Torres Strait Islander peoples.**

Artwork *Reconciliation* by Sarah Richards, 2015



1. Why sell to the Australian Government

2. What the Australian Government buys and how

3. Procurement methods and industry engagement

4. Where to start

5. Responding to an Approach to Market (ATM)

6. What to expect if you do or don't win a contract

7. Feedback



Why sell to the Australian Government?

Large potential market

**Non-discriminatory
framework**

**Simplified contracting
and
payment processes.**

Why sell to the Australian Government?



Timely Payments

Sourcing Commitments

**Provisions to directly source from SMEs,
Indigenous businesses, and supported
employment providers**



What does the Australian Government buy?

Top 5 categories for small and medium enterprises in 2023-24

Management and Business Professionals and Administrative Services	13,582 contracts awarded 49.1% of category
Engineering and Research and Technology Based Services	6,659 contracts awarded 54.1% of category
Commercial and Military and Private Vehicles and their Accessories and Components	3,145 contracts awarded 53.0% of category
Information Technology Broadcasting and Telecommunications	2,902 contracts awarded 43.4% of category
Education and Training Services	2,639 contracts awarded 61.2% of category





What does the Australian Government buy?

2023-24

\$99.6b

Total value

83,453

Total contracts

SMEs

\$18.7b

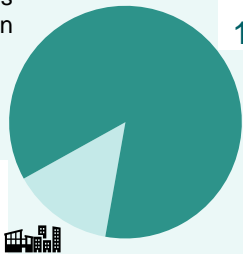
Total value

43,642

Total
contracts

Business
Participation

large
business
1,789



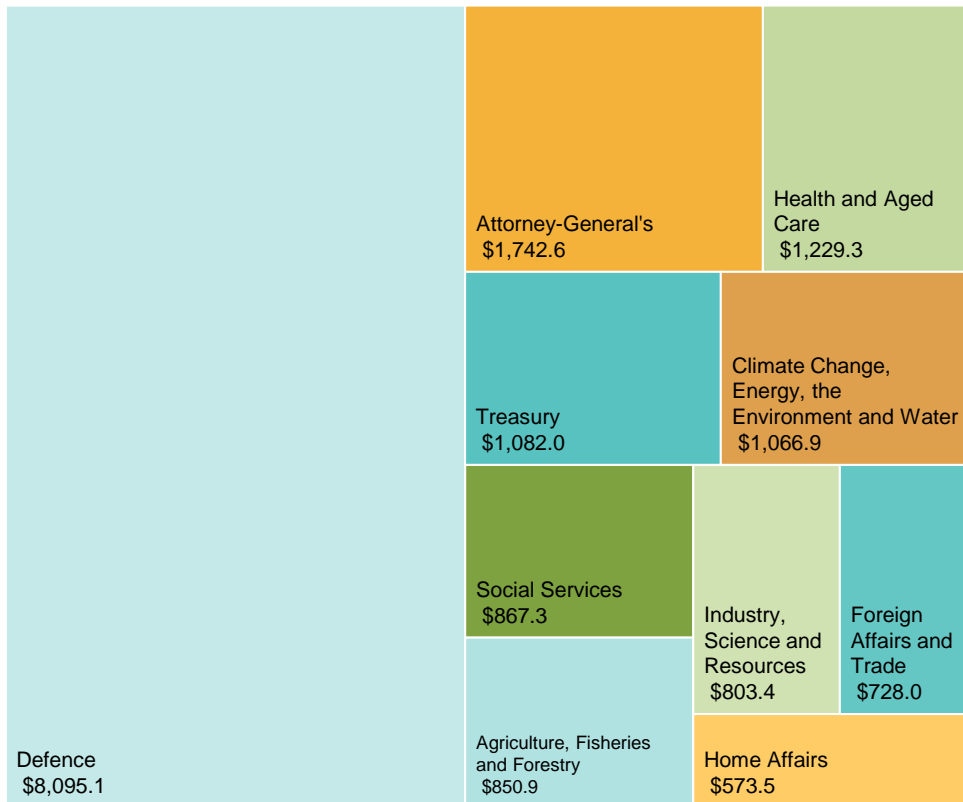
SMEs
10,847



94.1%

Of contracts by
volume went to
businesses with an
Australian address

Estimated value of SME contracts by portfolio 2023-24
(value in \$ million)





How does the Australian Government buy?

The **Commonwealth Procurement Rules** (CPRs) are the rules and expectations for relevant Australian Government buyers to ensure the proper use of public funds.

The rules focus on achieving **value for money** when procuring goods and services.





Value for money is not just about price.

- ✓ Quality
- ✓ Fitness for purpose
- ✓ Experience and performance history
- ✓ Flexibility of the proposal
- ✓ Environmental sustainability (and climate change impacts)
- ✓ Whole-of-life costs



Australian Government buyers use either an **open** or **limited** procurement method for an Approach to Market (ATM).

Open Tender

Advertised publicly and any supplier can respond to the ATM

Limited Tender

One or more potential suppliers are invited to respond to the ATM



Standing Offer

Buyers may approach suppliers through a 'standing offer'.

Where there are multiple suppliers under a standing offer,
it is commonly called a

Panel



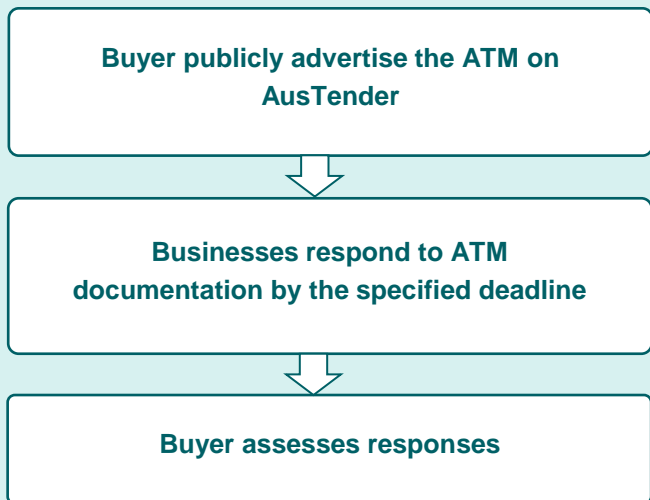
Whole of Australian Government arrangements

Mandatory for goods and services such as;

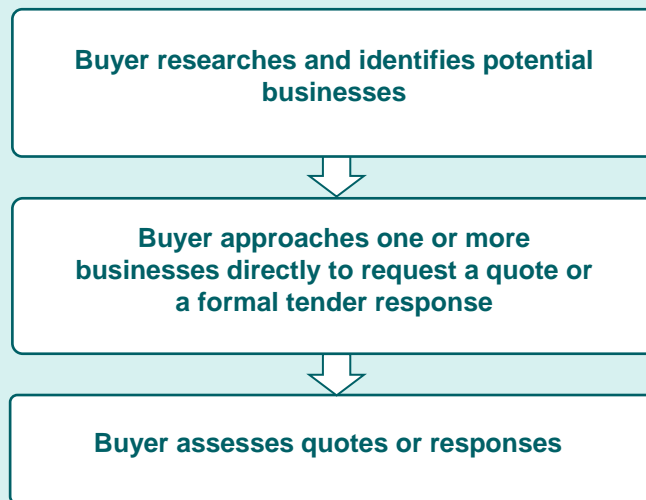
- advertising
- ICT
- legal services
- property services
- travel and accommodation services
- stationery and office supplies
- management advisory services
- labour hire.



Open Tender



Limited Tender



Contract is negotiated between buyer and preferred supplier

Buyer must notify unsuccessful tenderers



Tips for businesses

Open Tender

- Consider registering with AusTender
- Ensure your formal response complies with the ATM documentation.
- You **must** meet any minimum requirements and demonstrate value for money.
- Request a debriefing to receive feedback on your submission.

Limited Tender

- Register with relevant industry networks, directories, and databases, and maintaining a web presence.
- Be prepared! You may be required to provide a simple quote or a formal tender response.
- You **must** demonstrate that you meet the specified criteria.
- Familiarise yourself with ATM documentation.
- Being contacted for a quote does not guarantee that you will win the work.
- Request a debriefing to receive feedback on your submission.



Other ways the Australian Government can engage with businesses

Market research

**Information
requests
published on
AusTender**

**Briefings and
answering
questions**



Where can I start?

Tips for **ALL** businesses

- ✓ **Understand the process.**
- ✓ **Register on AusTender for free and set up notifications.**
- ✓ **Understand the buyer.**
- ✓ **Know your value proposition and be prepared to meet common minimum requirements.**
- ✓ **Build connections and utilise networks.**
- ✓ **Have an easy to find and user-friendly website.**
- ✓ **Attend industry events and trade shows.**

Sector specific

- ✓ **Supply Nation's Indigenous Business Database for indigenous businesses**
- ✓ **BuyICT.gov.au platform for businesses in the ICT sector.**
- ✓ **Office of Defence Industry Support for businesses interested in the Defence industry**



AusTender

The Australian Government publishes **current business opportunities** and **notices** of standing offers and successful contracts, valued at or above \$10,000, on the AusTender website.

You can use AusTender to:

- Register for free and be notified of business opportunities that match your business profile
- See upcoming opportunities in annual procurement plans
- Download tender documents
- Lodge a tender response
- Find details about successful tenderers and existing contracts.

What is AusTender?



AusTender is the Australian Government's procurement information system

Become a Registered User



New to AusTender? Register for free to be notified of opportunities

Business Opportunities



Not sure where to start looking? Find current and planned opportunities

Visit the AusTender Help and Information Centre
(help.tenders.gov.au)

Lodge a Tender Response



Found an opportunity and ready to lodge a response?

Information Made Easy



Here you will find access to a wide range of procurement and contract information reports.

Frequently Asked Questions



We have a repository of frequently asked questions, has your question been asked before?



Elements usually found in ATM documentation

Description	Typically includes: 1) Scope of the work. 2) Deliverables or the expected outcomes. 3) Specifications. 4) Timeframes for delivery performance expectations.
Conditions for participation	Relevant licenses, standards, or insurance.
Evaluation criteria	Used by buyers to assess tenders. There is no one set of criteria as it varies across ATMs.
Minimum content and format requirements	Explains what information your tender response should contain and the format you need to use
Process rules	Outlines how the tender will be run and how the responses will be evaluated.
Draft contract	Allows you to clearly understand the terms, and conditions.



See what ATM documentation looks like, practice a tender response, and find further tips on how to use AusTender on tenders.gov.au



Procurement Connected Policies (PCPs) place minimum requirements on businesses responding to tenders.

If a policy is relevant, it will be listed as a requirement within the ATM documentation. You **must** meet these minimum requirements to be considered for the work.

PCPs that may be relevant to your business

**Workplace Gender Equality
Procurement Principles**

**Indigenous Procurement
Policy**

**Australian Industry
Participation**

**Australian Skills
Guarantee**

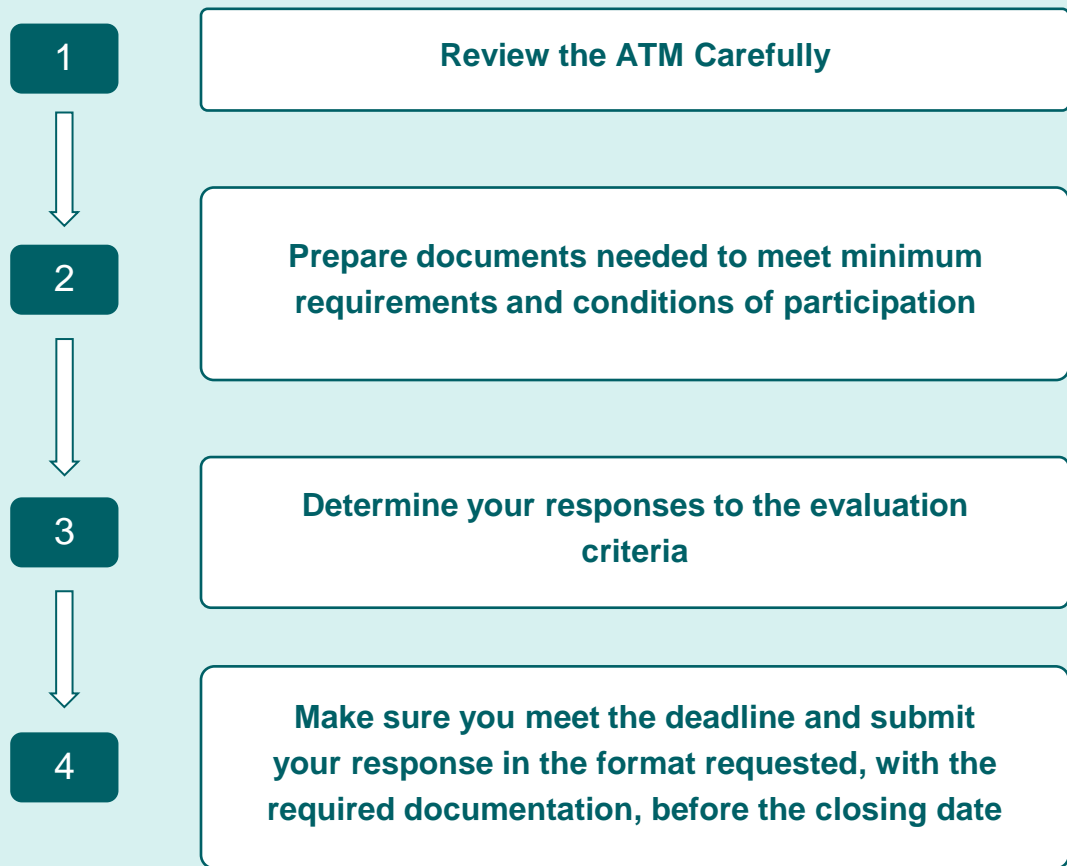
Payment Times PCP

Shadow Economy PCP

**Environmentally
Sustainable Procurement
Policy**

Detailed information on these policies are available on sellingtogov.finance.gov.au

Responding to an Approach to Market (ATM)





Reminder: Value for money is not just about cost

Buyers must consider the **relevant financial and non-financial aspects** of each quote or tender response.

- ✓ Quality
- ✓ Fitness for purpose
- ✓ Experience and performance history
- ✓ Flexibility of the proposal
- ✓ Environmental sustainability (and climate change impacts)
- ✓ Whole-of-life costs



Important things to keep in mind for all ATMs

- ✓ Submit your response by the specified date and time
- ✓ Meet any conditions of participation
- ✓ Address the evaluation criteria
- ✓ Complete any mandatory forms
- ✓ Meet any minimum requirements
- ✓ Clearly demonstrate why your business should be selected on a value for money basis
- ✓ Read the documentation and understand what is required



What if I win a contract?



Remember that all businesses, including those who successfully win a contract, are entitled to request a debriefing.

Contract Management



- You will be provided with the contract managers details who will oversee management of the contract.
- The contract sets out the roles and responsibilities of all parties
- The contract will contain provisions for how the organisation will monitor outputs and outline your rights and obligations
- Payment terms will be contained in the contract



What if I win a contract?

Working
successfully with
Australian
Government
organisations



- ✓ Deliver the goods or services on time, on budget and in a professional manner.
- ✓ Fill in all paperwork for your contract promptly
- ✓ Keep your contract manager informed
- ✓ Don't be afraid to advise of issues
- ✓ Ensure that all deliverables have been completed and contractual obligations have been met



What if I don't win a contract?



Remember that all businesses are entitled to request a debriefing.

Debriefing and feedback



Typical themes that may be covered in a debriefing:

- comparison of your submission to the evaluation criteria
- strengths and weaknesses of the submission
- suitability of your experience and qualifications
- an indication of cost competitiveness
- referee reports or past performance
- understanding of the Australian Government procurement process.



How do I raise a complaint?



- In the first instance, contact the procuring government entity, this may be with the contact officer or more formally through the relevant entity's procurement complaints process.
- Other complaint mechanisms include:
 - ✓ The Australian Government Procurement Coordinator
 - ✓ Commonwealth Ombudsman
 - ✓ The courts
- Remember to seek legal advice where appropriate.



The Department of Finance's **Selling to Government** website provides information to support businesses to understand how to participate in Australian Government procurement and contracting opportunities, including:

- Where to find opportunities to sell to the Australian Government
- What rules and processes Australian Government organisations follow when procuring goods and services
- How to respond to an approach to market
- What to expect if you are awarded a contract.

The Department of Finance is continuously updating the website to improve information for suppliers.

If you are interested in supplying to the Australian Government,
visit sellingtogov.finance.gov.au to find out more.



Australian Government
Department of Finance

Selling to
Government

Questions and Feedback?

Feedback

sellingtogov.finance.gov.au/feedback/supplier-introduction

Contact Us

sellingtogov.finance.gov.au/contact-us

Learning Event Feedback

