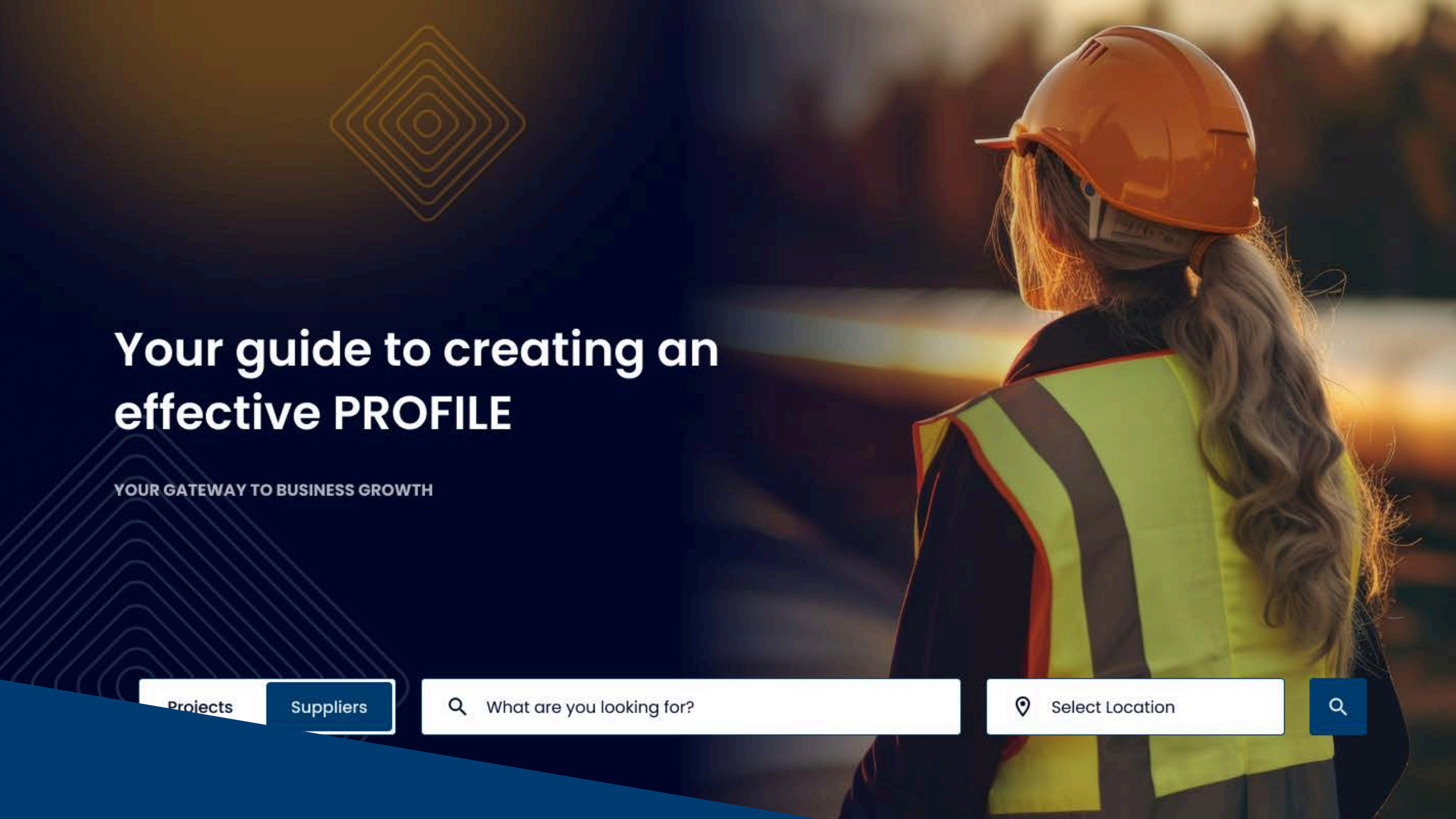
Your guide to creating an effective PROFILE

YOUR GATEWAY TO BUSINESS GROWTH



Gateway by ICN is the pivotal connection between major projects and the best suppliers in the regions.

In an increasingly competitive market, Gateway by ICN gives you access to a sophisticated business network that helps boost your business, with an immediate connection to billions of dollars' worth of project opportunities.

This guide is designed to help you create a profile that increases your chances of appearing in searches and being put forward for work. The more we know about you the better we can match your profile with projects around Australia and New Zealand.

Creating your profile should take around 30 minutes. But if you want to give it a little more thought, you can always save your progress and come back later to complete it.

NEED HELP?

Our Industry Specialists are here to help you.

If you need any help completing your profile please call us on 1300 961 139.



GETTING STARTED

Here is some information you will need before you start:

- Trading name
- ABN or NZ business number
- Address and contact details
- Products and services you offer
- Accreditations, insurances and licence details.

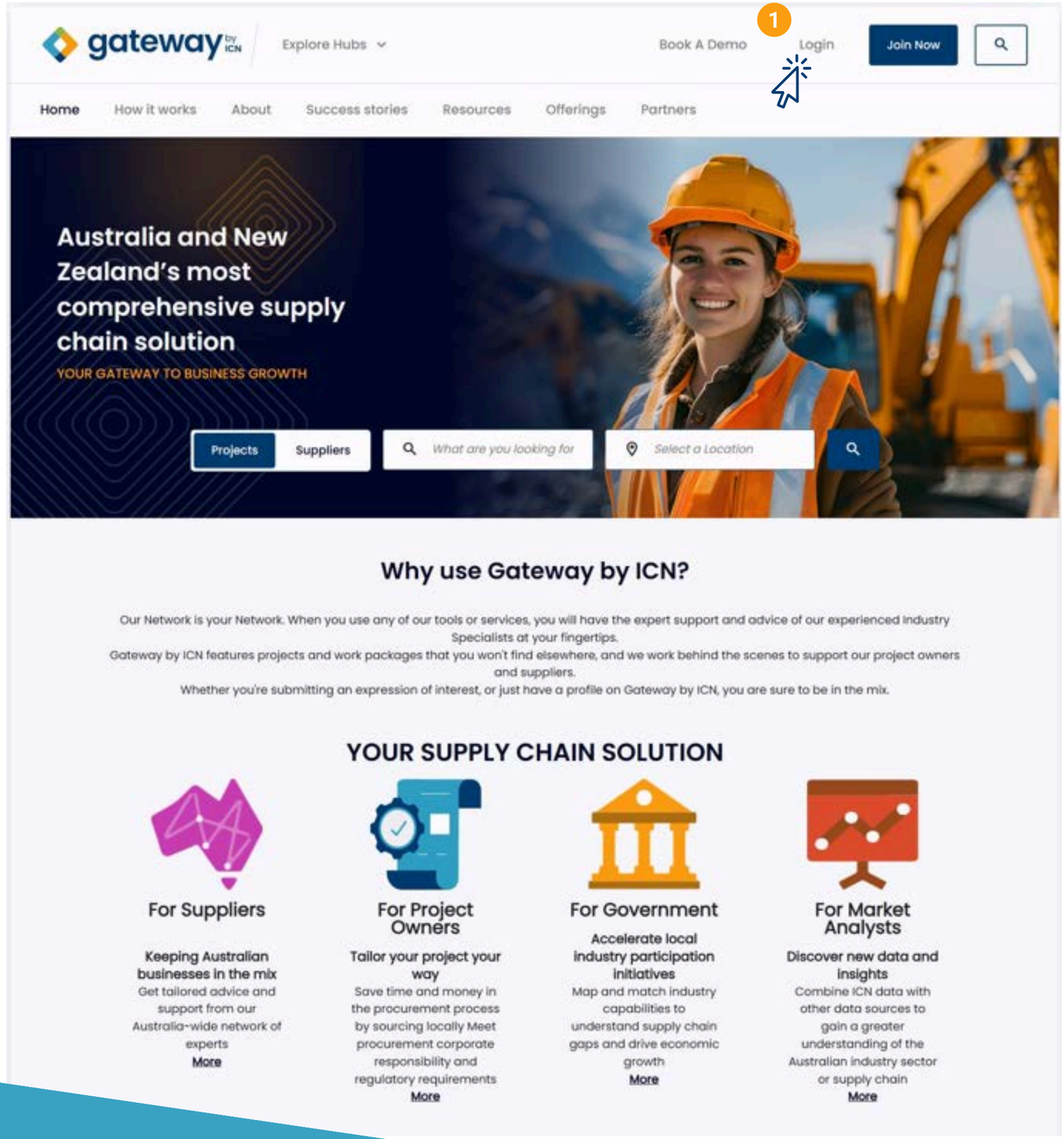
LOGGING IN TO YOUR PROFILE

1. To get started, go to gateway.icn.org.au and select ‘Login’ in the top right corner.

   Enter your email and password, then press the ‘Login’ button.

   Enter your 2FA verification code.

   NOTE: 2FA is required to keep your profile secure. If you haven’t already installed 2FA on your account, you will need to do so. If you are having difficulties, please refer to our Resources page for assistance.



YOUR DASHBOARD

1. **What are you looking for**
   Easily search for projects and suppliers from your dashboard.

2. **Profile statistics**
   See how many times your profile has appeared in search results and how many times someone has clicked through to your profile.
   Note - This may look different depending on your subscription level.

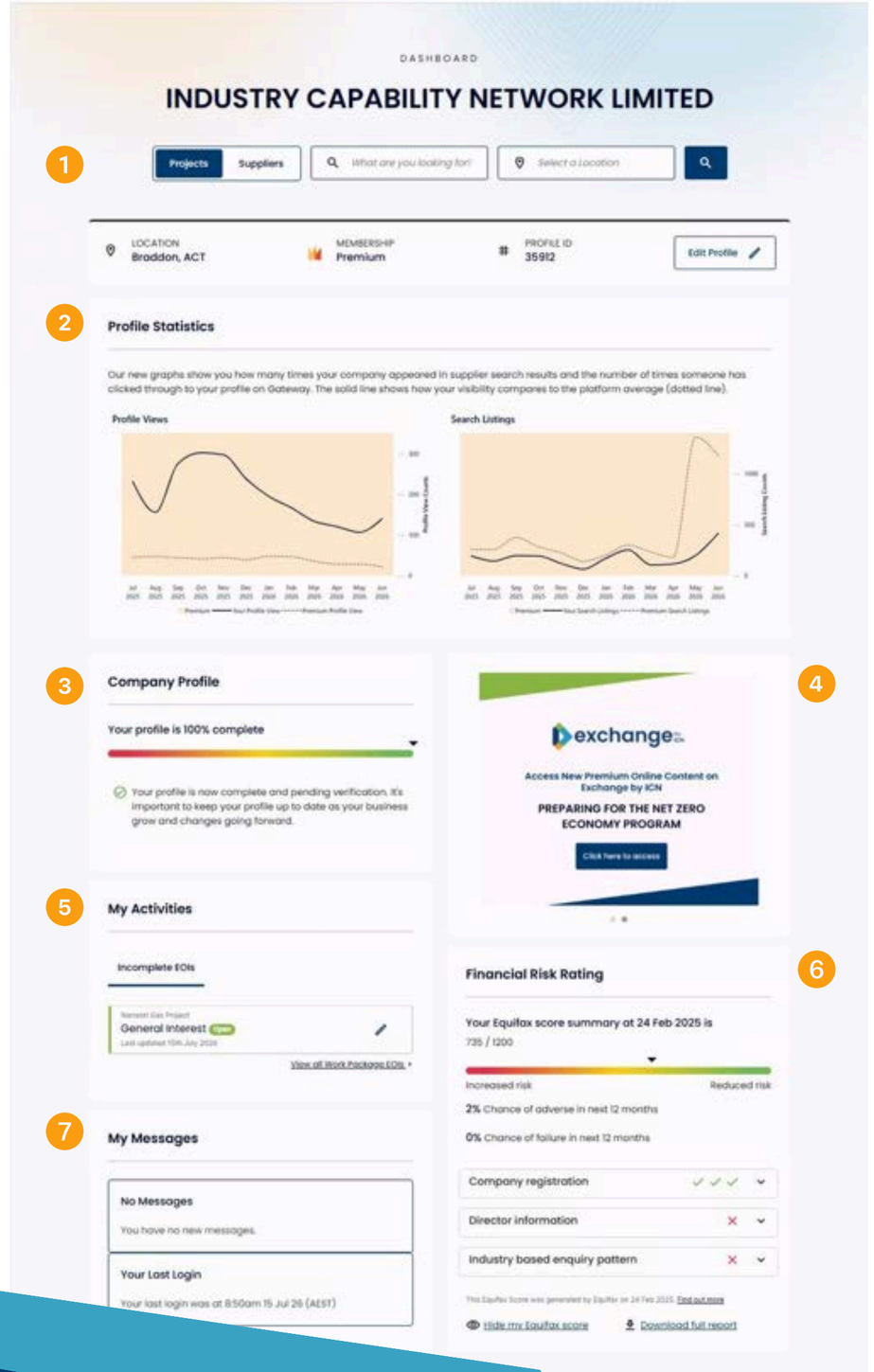
3. **My Business Profile**
   See at a glance how complete your profile is and which sections require action.

4. **Notices**
   See important information from ICN about your profile an items you can access

5. **My activities**
   Any EOIs that need action are shown here.

6. **Financial risk rating**
   Your Equifax score is available for all paid subscriptions. Be Compelling and Premium subscribers also have access to a full Equifax report.

7. **My messages**
   We use this section to keep you updated on system changes, and other information.



EDIT BUSINESS DETAILS

1. **Business ID**
   This number is automatically generated when you create your profile.

> **Tip for success:** Provide this number to our industry Specialists when making enquires.

2. **Australian Business Number**
   Enter your ABN here and it will prefill the next field. You must have an ABN to sign up to Gateway.

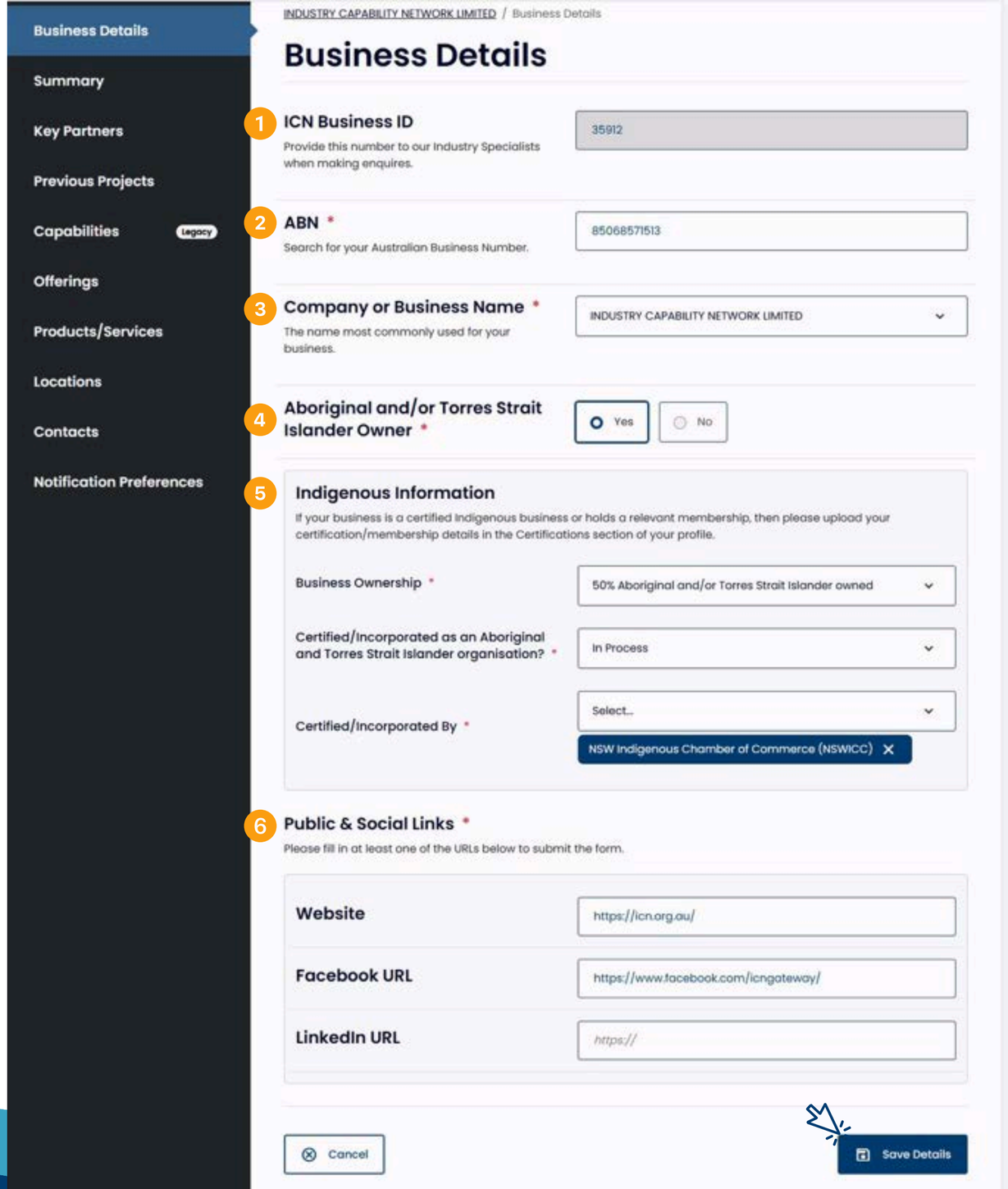
3. **Company or Business Name**
   Any other names your business might be known by will appear in this drop down. Select the name most commonly used.

4. **Aboriginal and/or Torres Strait Islander owned**
   Indicate if your business is Aboriginal and/or Torres Strait Islander owned

5. **Indigenous information**
   Select the percentage Indigenous owned, the status of your certification and which organisation(s) the certification is with
   You will be able to upload your certification/membership details in the Certifications section of your profile.

6. **Public & Social Links**
   Include at least one link here to your public profiles.

Make sure you click "Save Details"



EDIT SUMMARY

1 **Summary**
Some or all of the first sentence of this summary will appear in searches, if you are a paid subscriber. Make sure it starts strong and says exactly what you do. It is also what will be sent with your EOI submissions.
Enter up to 1000 characters outlining the benefits of your capabilities as well as the strengths and expertise of your business.

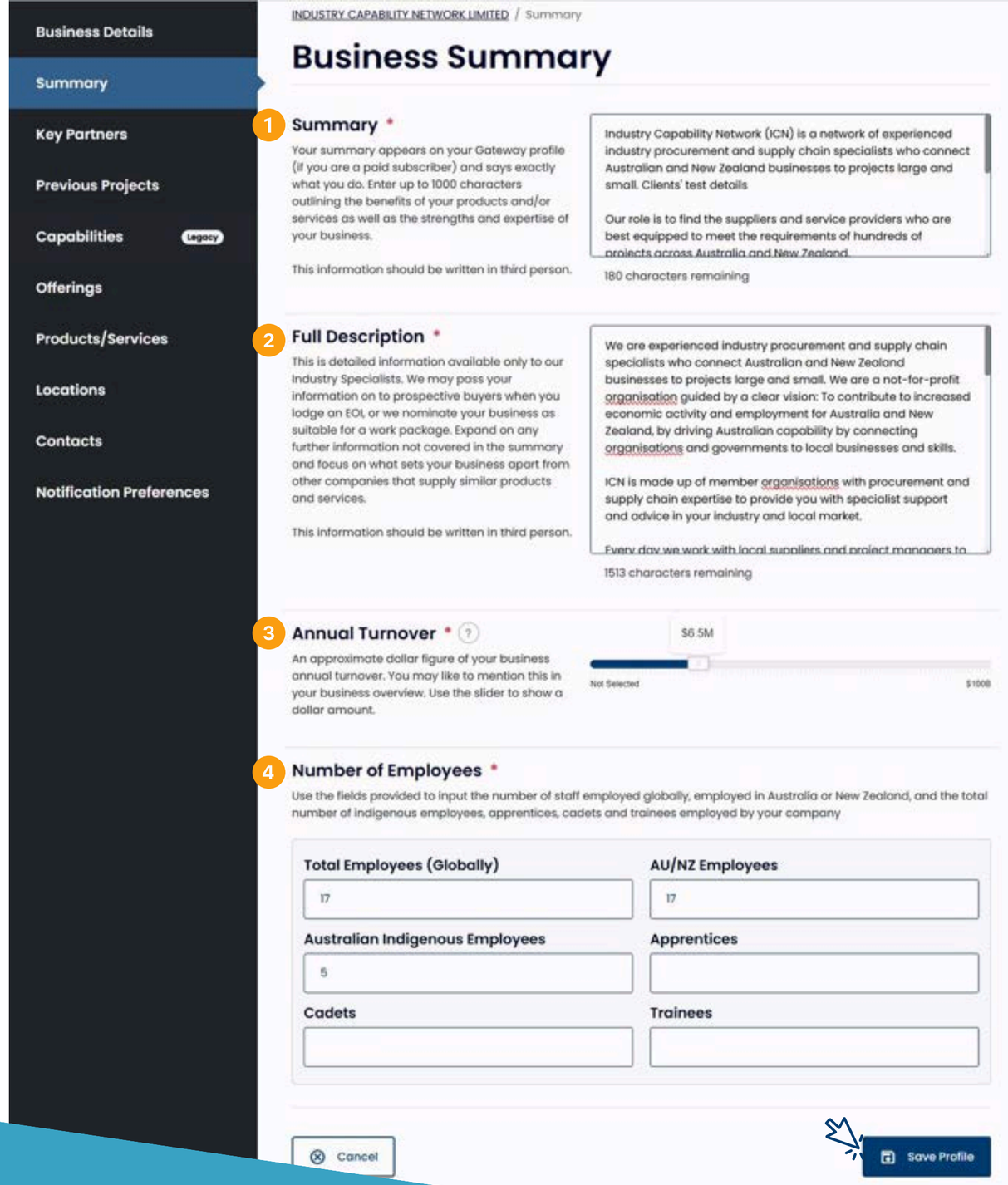
Tip for success: Keep this short, to the point and stay away from spin.

2 **Full description**
Our Industry Specialists may use this more details to pass on to prospective buyers when you lodge an EOI, or when they nominate your business as suitable for a work package.
Use this section to outline your unique value and skills.

3 **Annual turnover**
An approximate dollar figure of your business annual turnover. You may like to mention this in your business overview. This information is commercial in confidence and does not appear publicly.

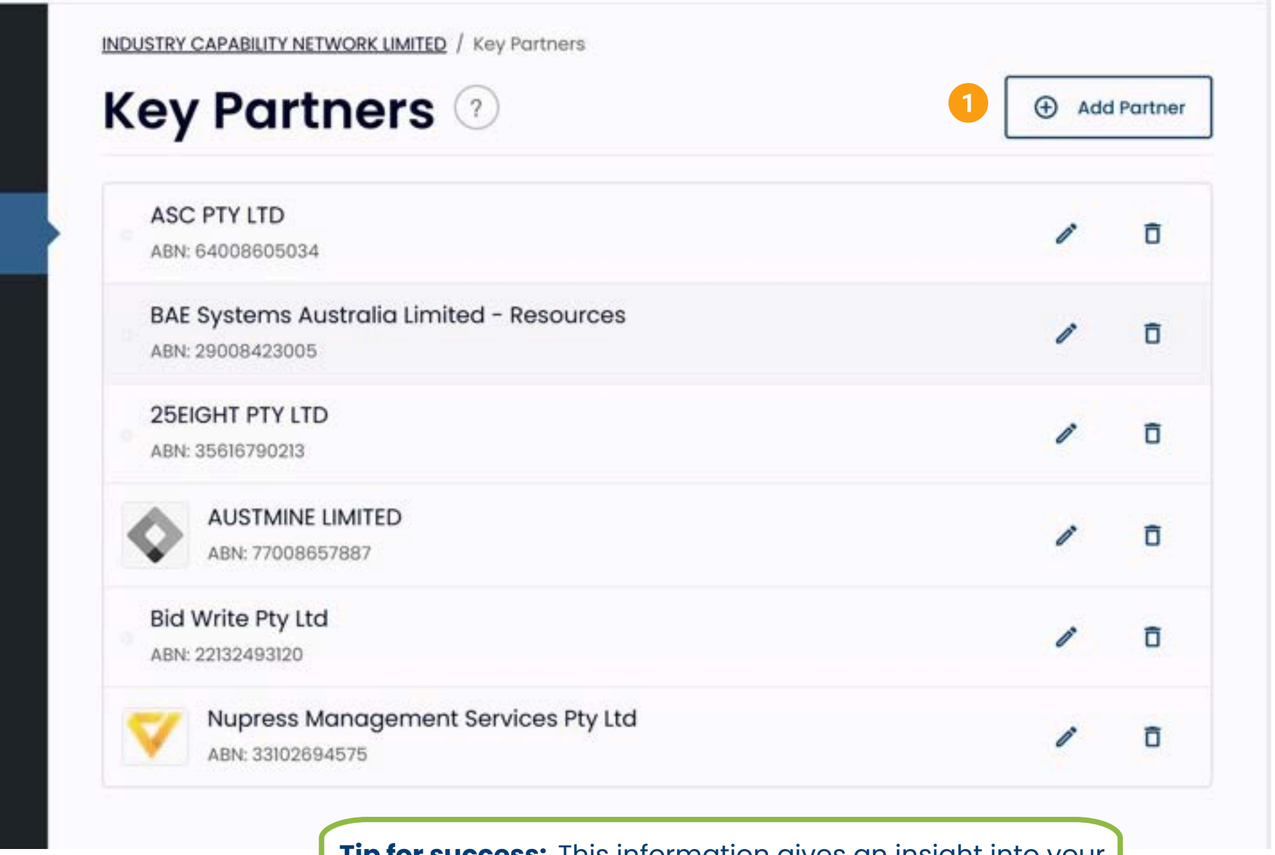
4 **Number of employees**
Use these fields to outline the breakdown of different staff within your business.

Make sure you click "Save Profile" when you update any details



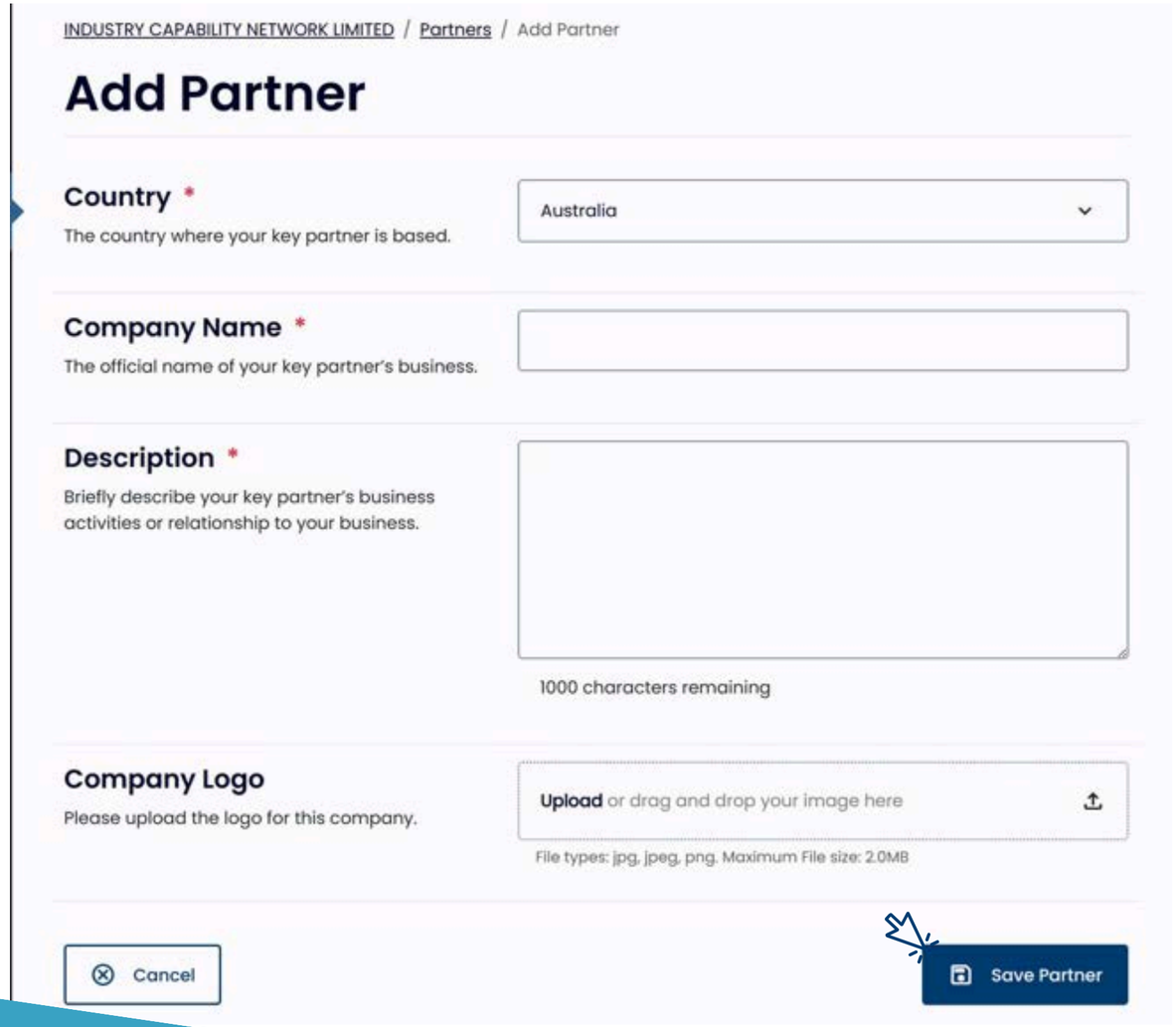
KEY PARTNERS

1 Key Partners
Click “Add Partner” to add to this list. You can also edit and delete existing partners.



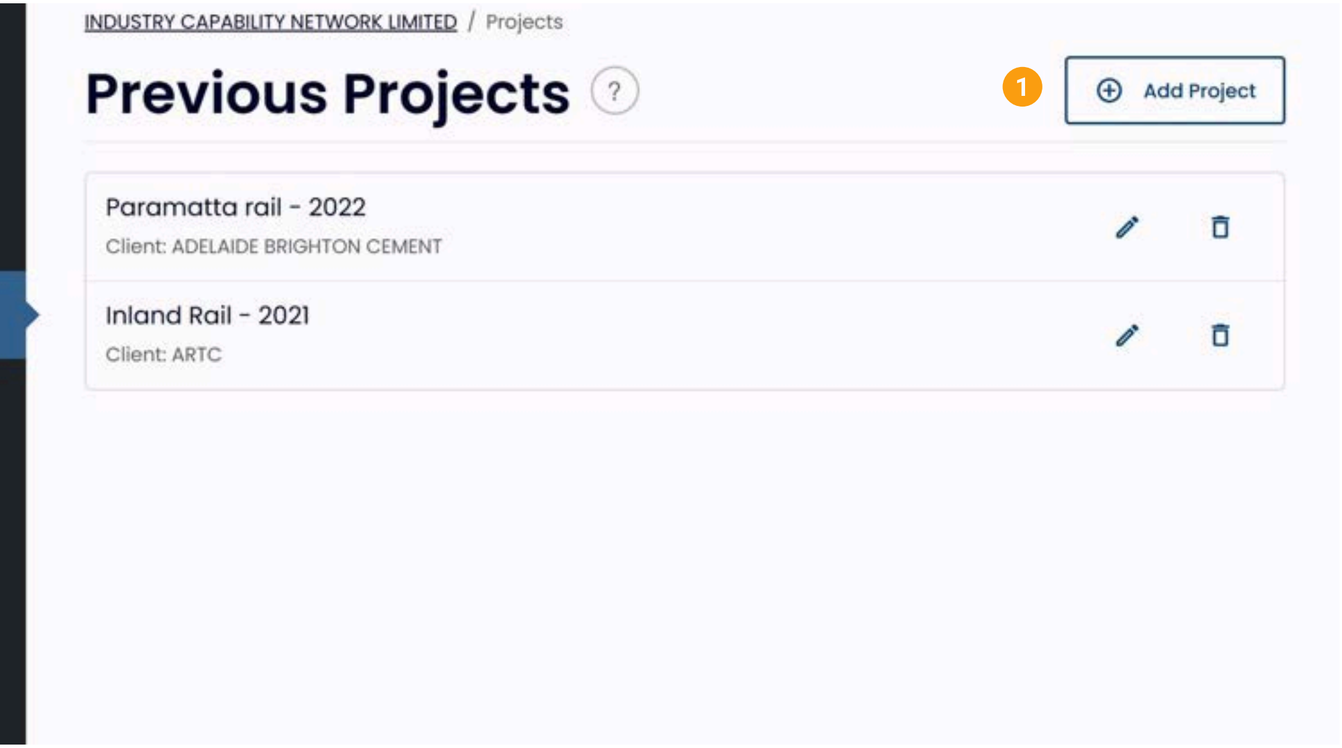
Tip for success: This information gives an insight into your key partners to undertake your ability to meet potential work package opportunities.

2 Add your key partners
Type the company name in the field, it will display options from the ABR.
Then, include a description of your work with them and a logo if you have it.
Click “Save Partner” to complete.



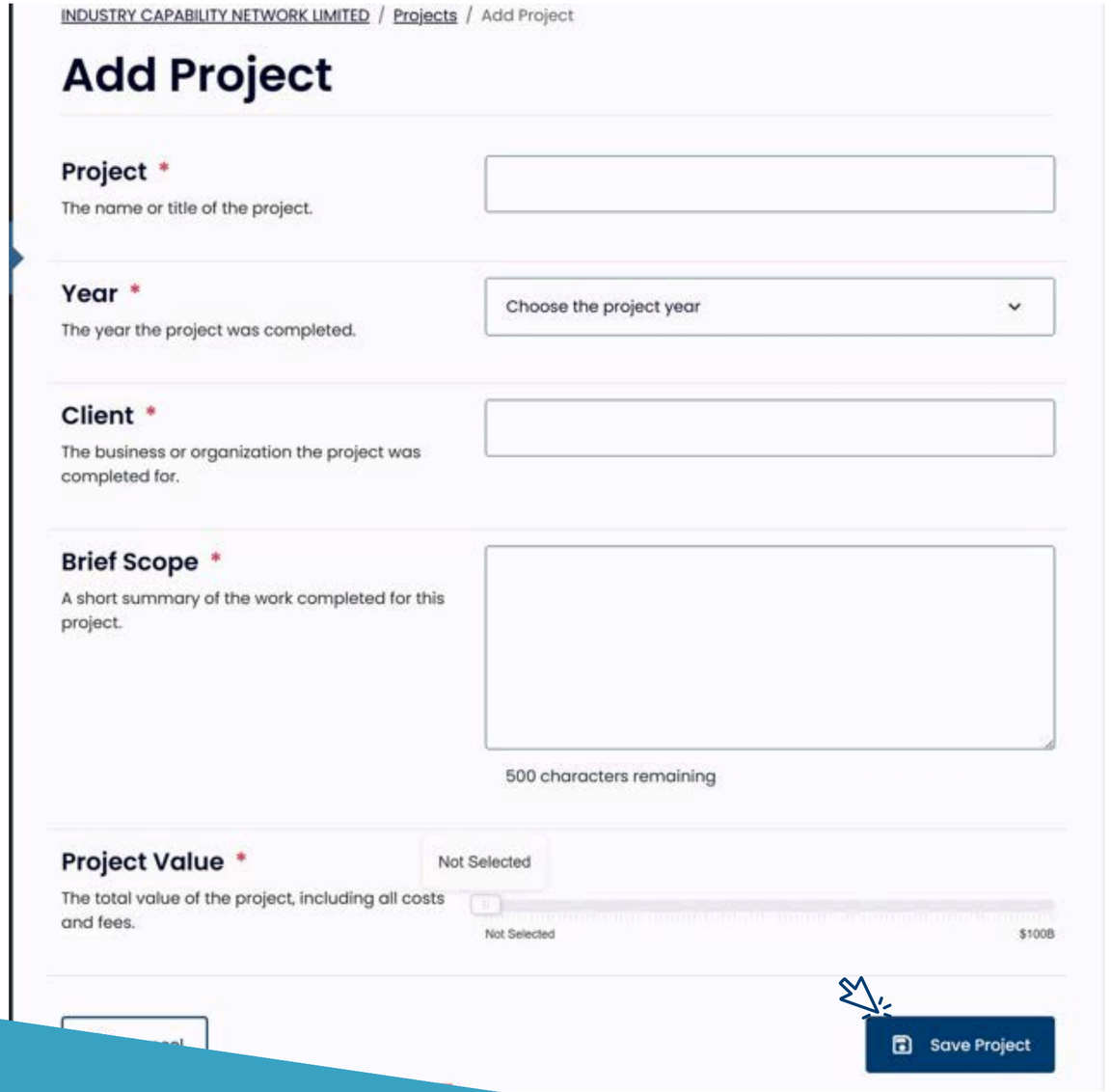
Previous Projects

1 List projects
Click “Add Project” to add to this list. You can also edit and delete existing projects.



Tip for success: This information gives an insight into your capability to deliver on projects of various sizes

2 Add any previous projects.
Be as detailed as you can. If the project is covered by commercial confidentiality, you can still give generic details that speak to your capabilities.
Click “Save Partner” to complete.



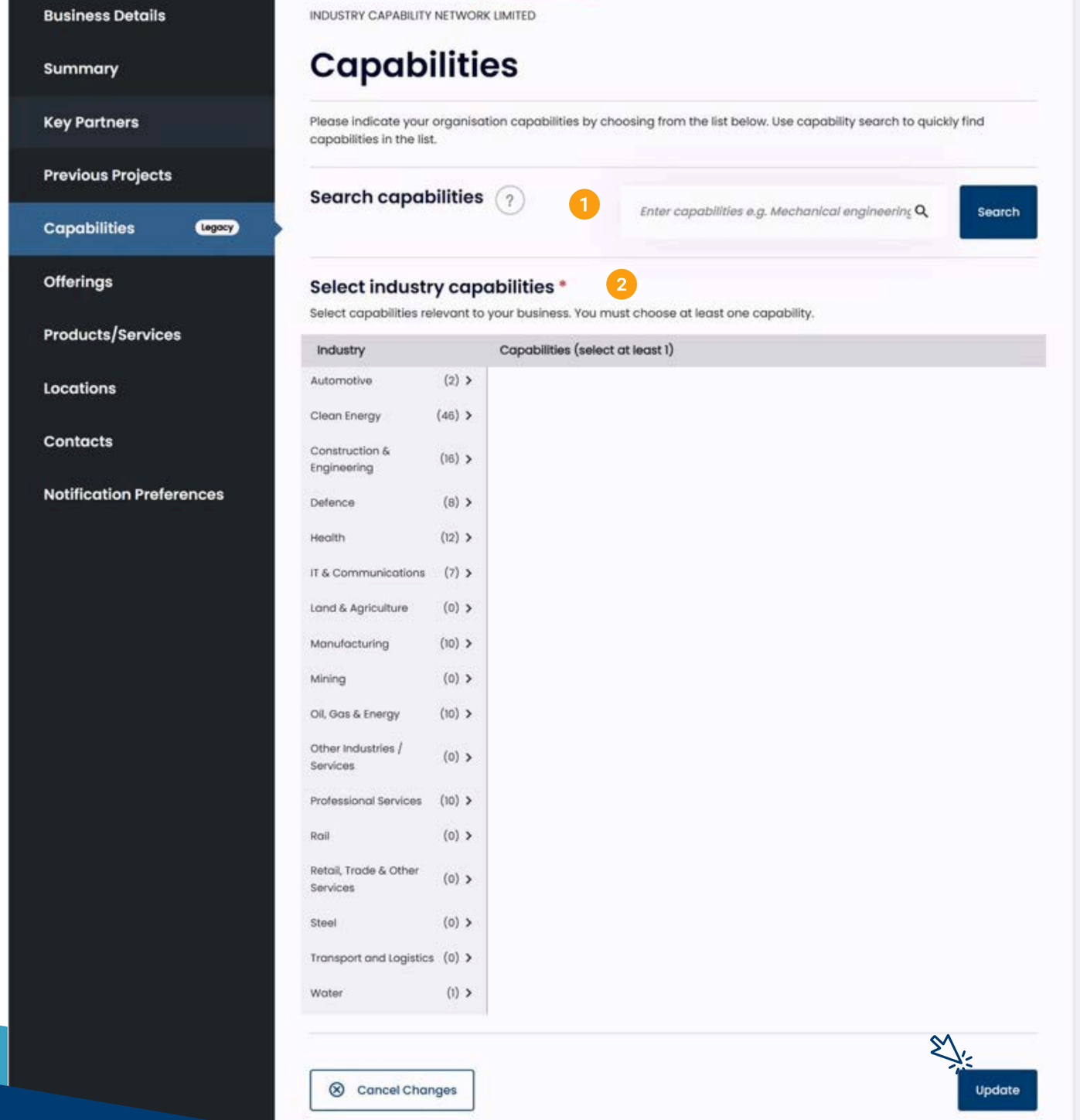
CAPABILITIES

1 **Search and add capabilities**
You can search for capabilities to help find the areas relevant to your business. You must choose at least one industry. Once found, click Add.

2 **Select industry capabilities**
Click on the relevant industry option, this will bring up the available 1st level capabilities for selection. If your company can provide capability across all sub-capabilities you can select at this higher level otherwise you will need to drill down to the lower level to find more specific capability options that your company may be able to provide.

Tip for success: This information gives our Industry Specialists, prospective buyers and government agencies an insight into your capability to undertake potential work package opportunities.

NOTE: This system of listing capabilities will be phased out and replaced by the information in "Offerings". You'll need to keep both sections up to date until the system is switched over.



PRODUCTS/SERVICES

1. **Edit business type**
   Check the radio buttons to indicate type of business you underake on these three items.

2. **Manufacture inside or outside Australia or New Zealand**
   Use the radio buttons to indicate these options.
   Addtional information on this on the next page.

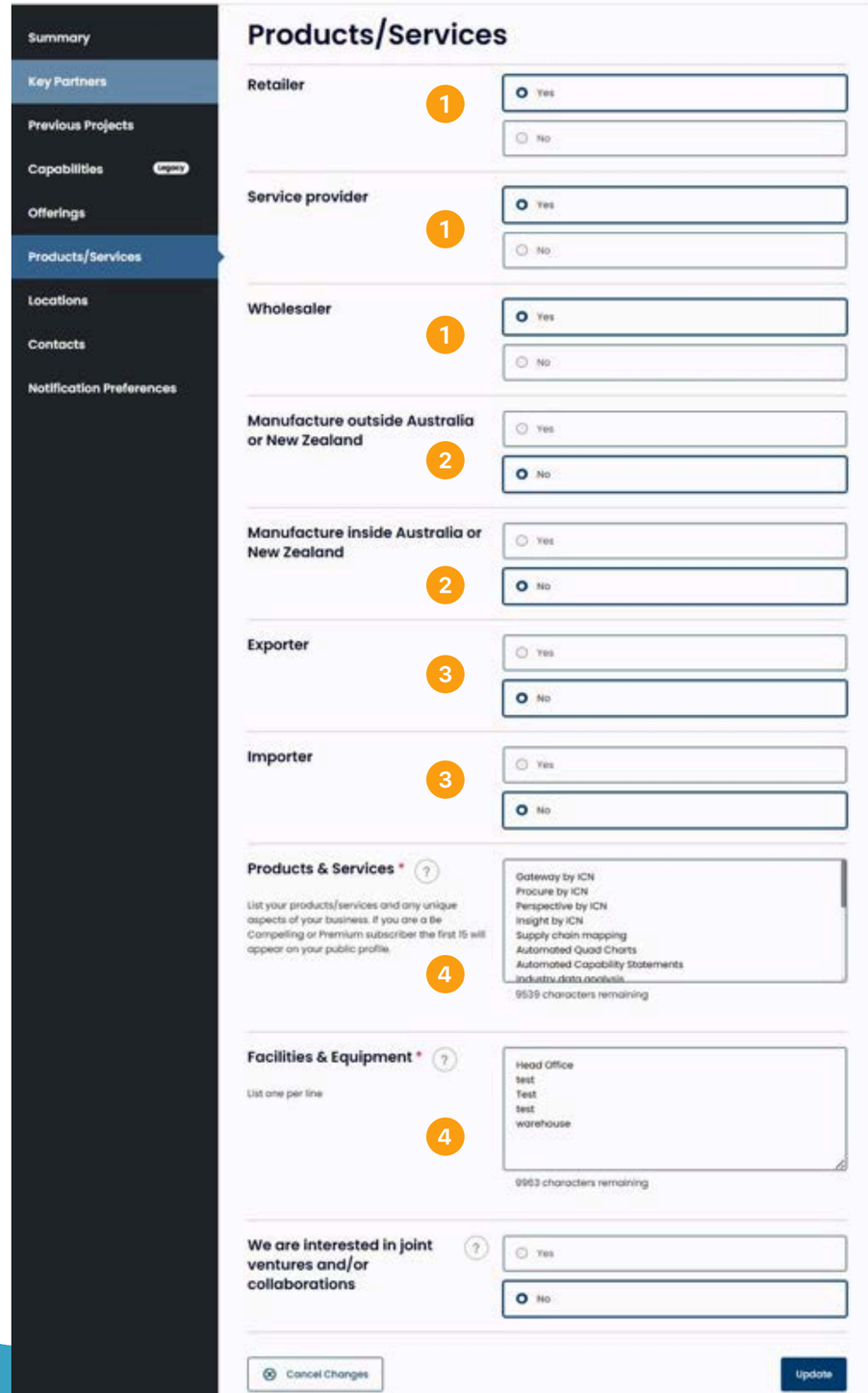
3. **Export/Import**
   Use the radio buttons to indicate if you are an exporter and/or importer.
   Addtional information on this on the next page.

4. **Products & Services/ Facilities & Equipment**
   List all that you offer. Draw attention to your business by including technical language, terminology, brand names of products that you carry and keywords that may be associated with your industry.

Tip for success: List one per line.

5. **Joint ventures and collaborations**
   Use the radio buttons to show if you are interested in working with other companies on joint ventures or collaborations. This information is commercial-in-confidence and used by our consultants when considering your business for projects.

NOTE: This system of listing business offerings will be phased out and replaced by the information in "Offerings". You'll need to keep both sections up to date until the system is switched over.



PRODUCTS/SERVICES (cont)

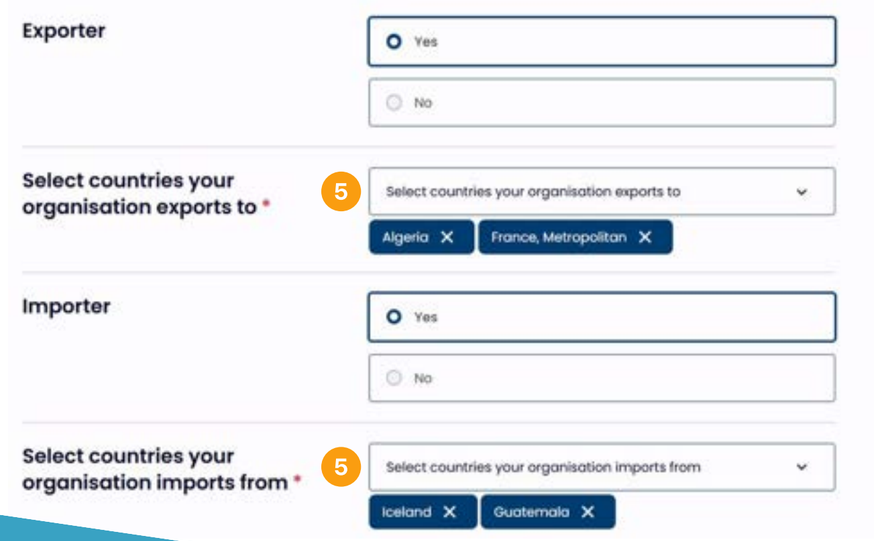
1 **If you manufature OUTSIDE Australia and New Zealand**
List these products, one per line.

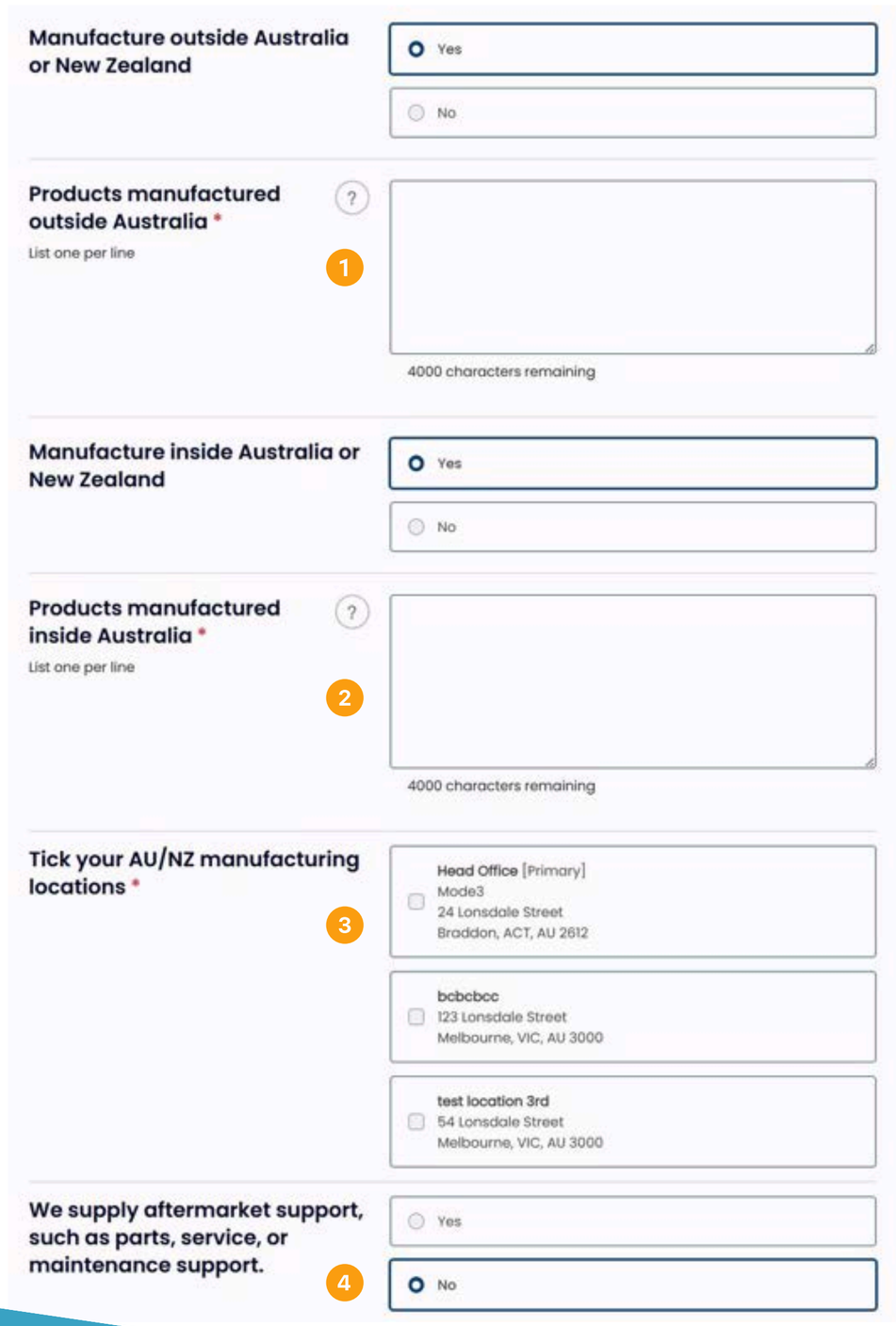
2 **If you manufature INSIDE Australia and New Zealand**
List these products, one per line.
Use technical language, terminology, brand names of products that you carry and keywords that may be associated with your industry.

3 **AU/NZ Manufacturing locations**
If you have not yet added all locations, you may need to go and complete the Locations section and return to these.

4 **After Market Support**
Indicate using the radio buttons if you offer this.

5 **Exporter/Importer**
Select from the dropdown all the countries your export to or import from in each section.





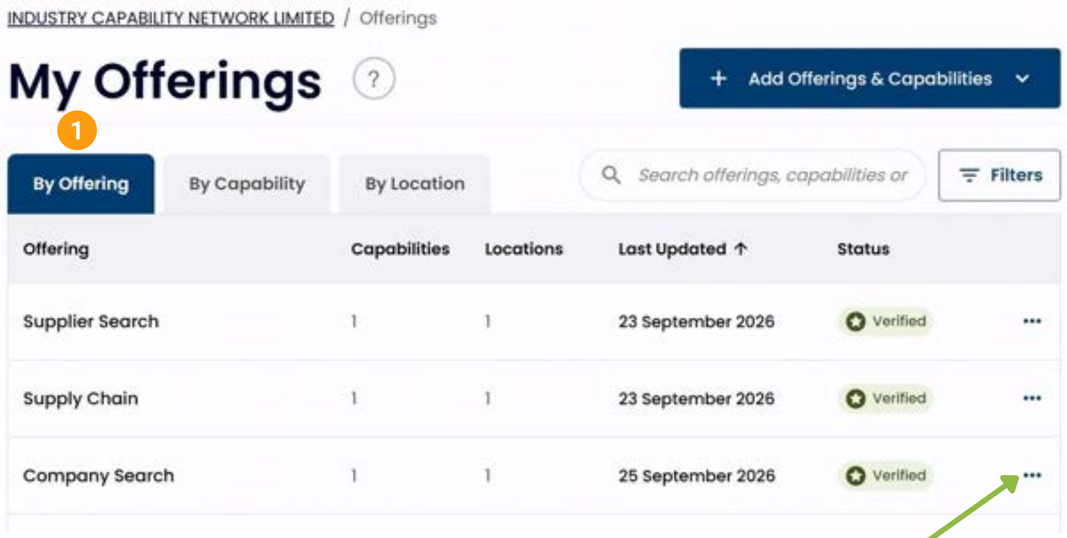
OFFERINGS/CAPABILITIES

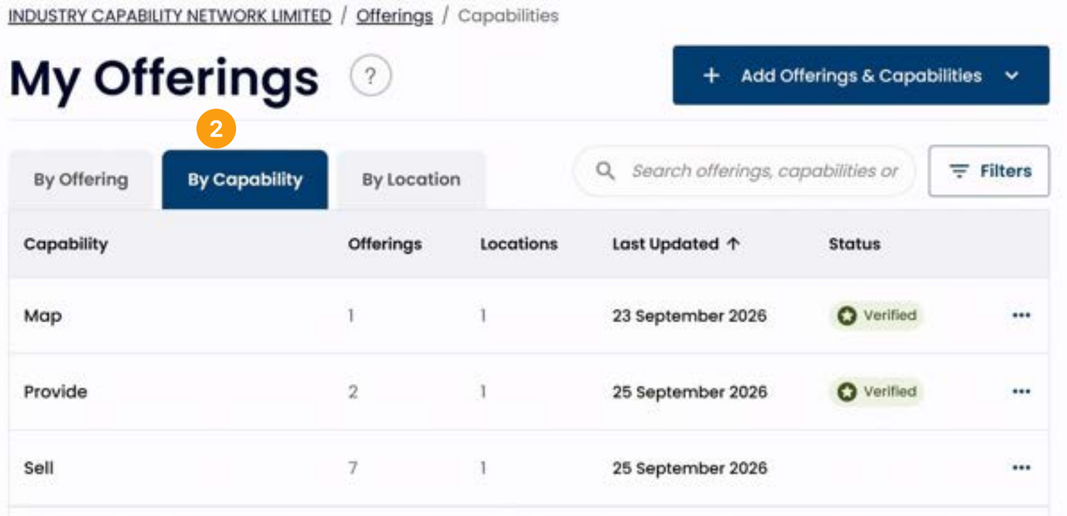
NOTE: This is our new system to capture business capabilities. You'll need to keep both sections up to date until the system is switched over.

1 **Offerings**
An Offering could be a Product that you sell, a Service you provide, or a Facility you operate such as a warehouse.

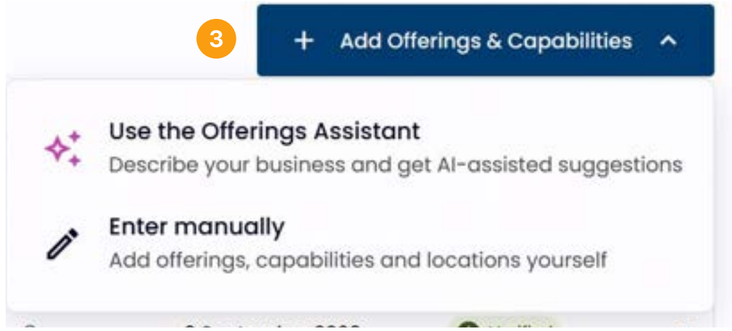
2 **Capabilities**
A Capability is how you deliver your Offering to the market. For example: Wholesaling, Renting, Servicing, Consulting, Retailing, Manufacturing, Assembly, Delivery, Training.

3 You can add your offerings and capabilites through our manual form or by using the AI assistant.





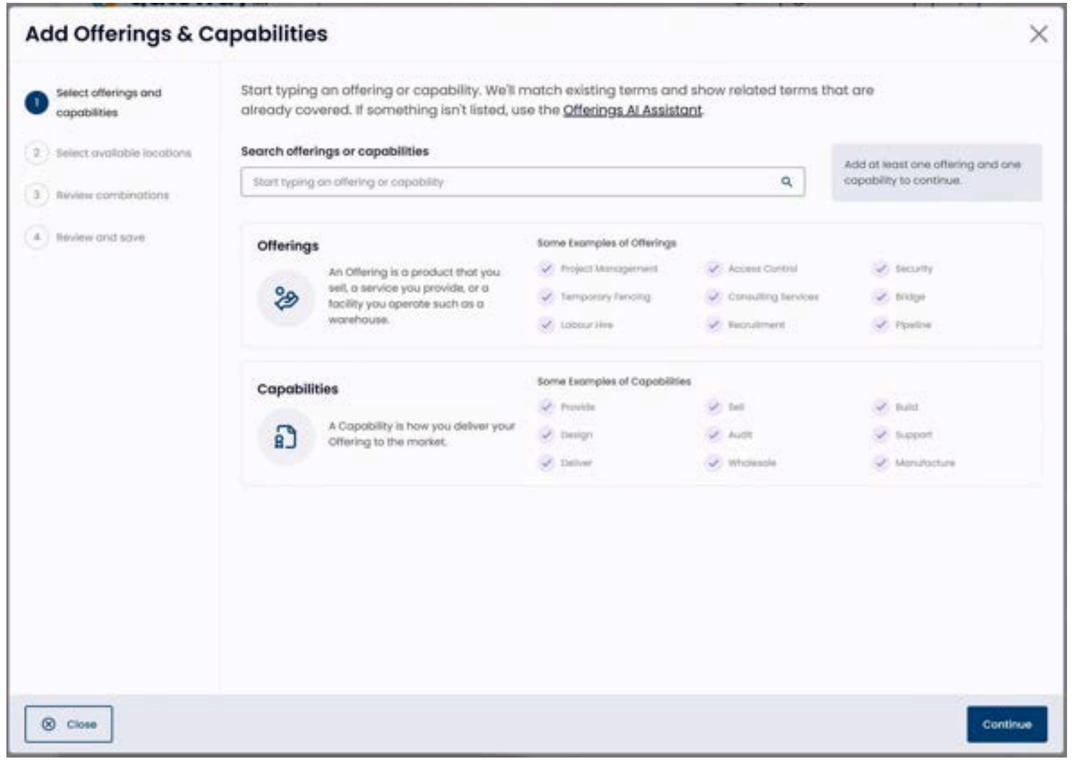
Tip for success: The three dots access edit and view Offerings and Capabilites



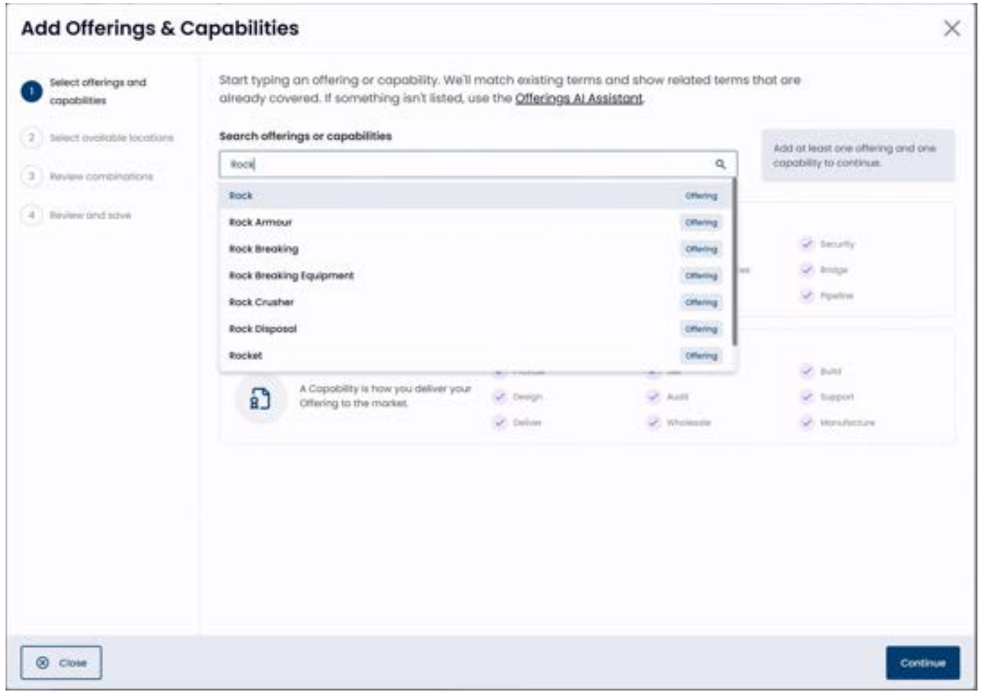
OFFERINGS/CAPABILITIES (cont.)

Manual Entry

1 **Select “Add Offerings & Capabilities” and “Enter Manually”**
The pop up will appear. Enter the search term or terms.



2 **Suggested options will be shown as you type**
Select the best option. It will be shown as either an offering or a capability.



3 **If there are no current matches, you will be given the option to use the AI assistant to add a new item.** We’ll guide you through that process a little later in this guide.

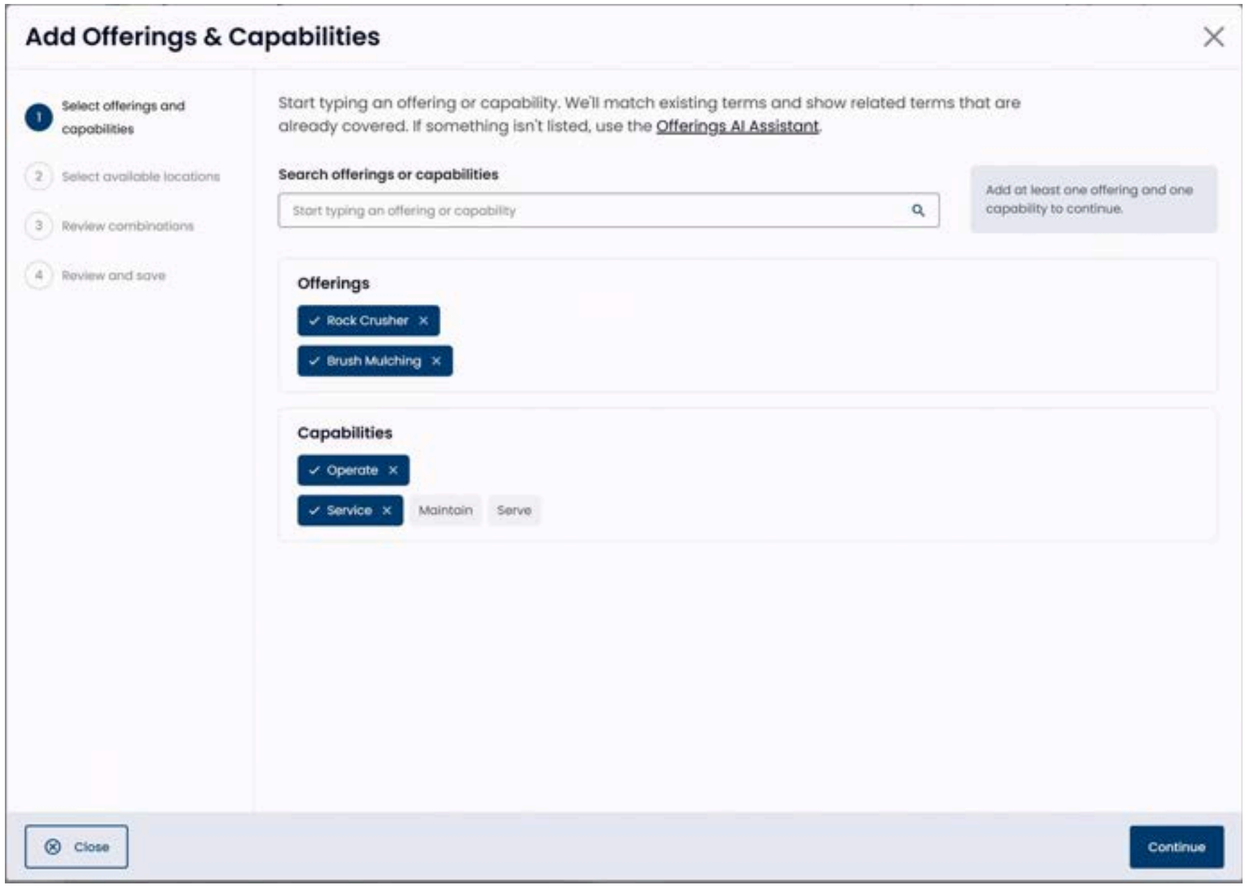
OFFERINGS/CAPABILITIES (cont.)

Manual Entry

4 **Add at least one offering and one capability.**
You can see the options for each in the drop down as you type.



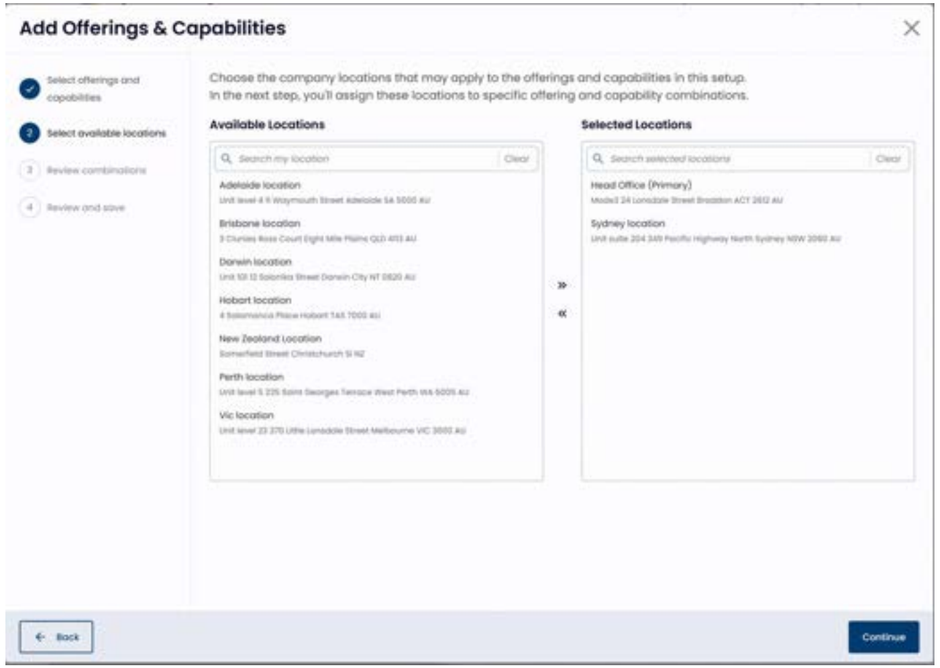
5 **You can add multiple offerings and capabilities.**
You may also see some related suggestions in your listing. Select “Continue” when you are ready to move on



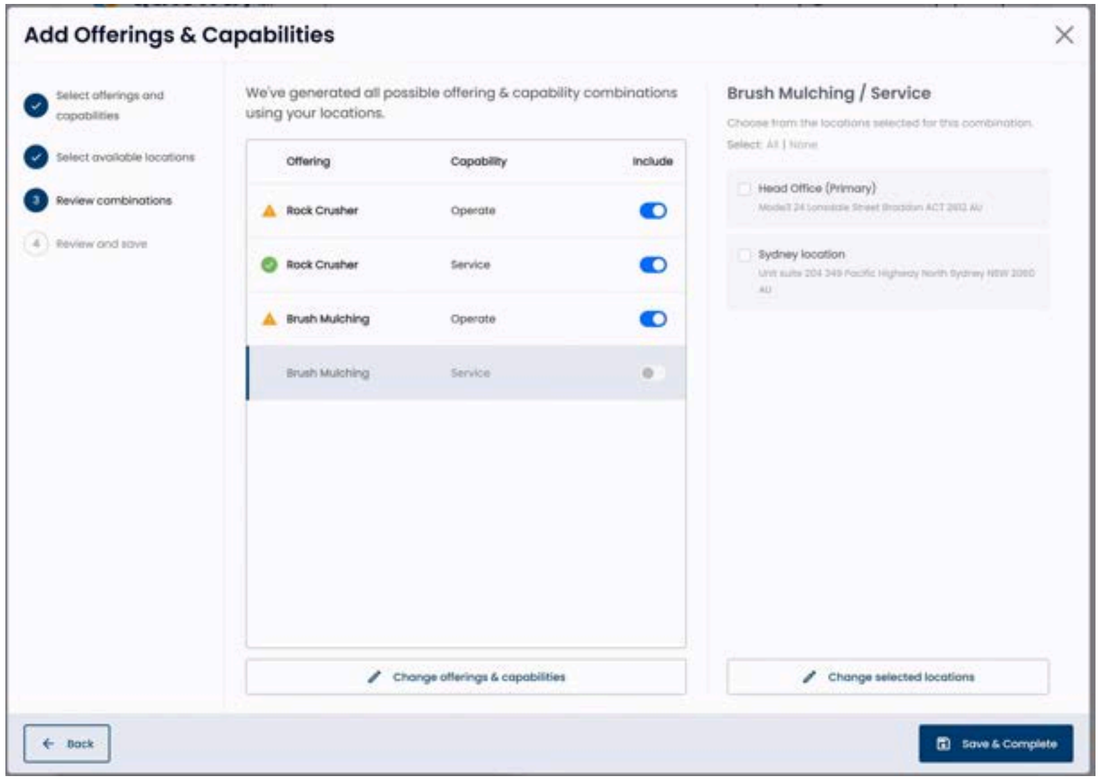
OFFERINGS/CAPABILITIES (cont.)

Manual Entry

6 **Select the applicable locations**
Use the arrows or click locations to switch between available and selected. Click “Continue”



7 **Review and select locations for each offering and capability pairing.**
You will see a green tick for combinations that are complete. Any combinations not included will be grey.

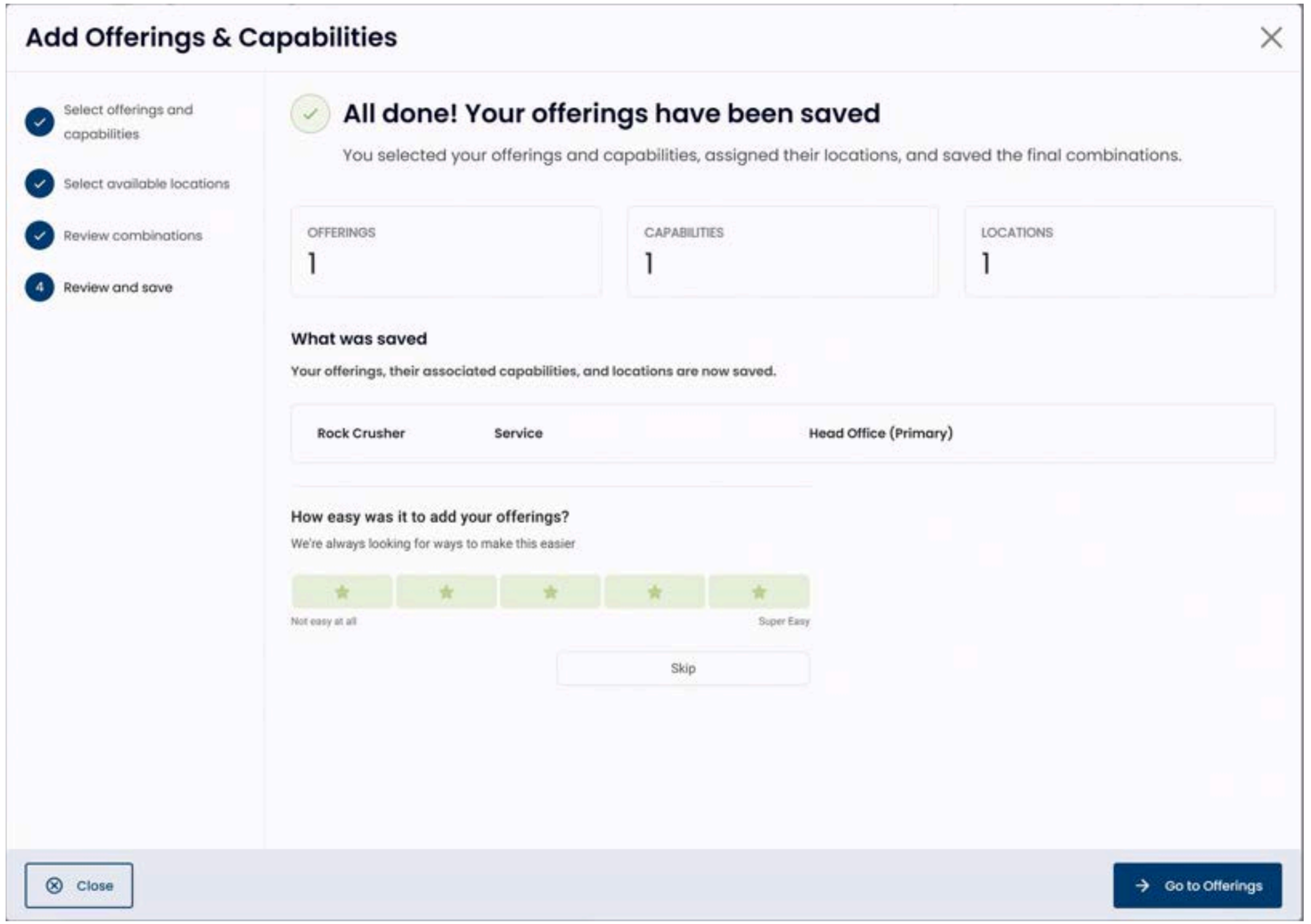


When you have completed matching locations, you can press “Save & Complete”
You can also go back and change any information using the change buttons.

OFFERINGS/CAPABILITIES (cont.)

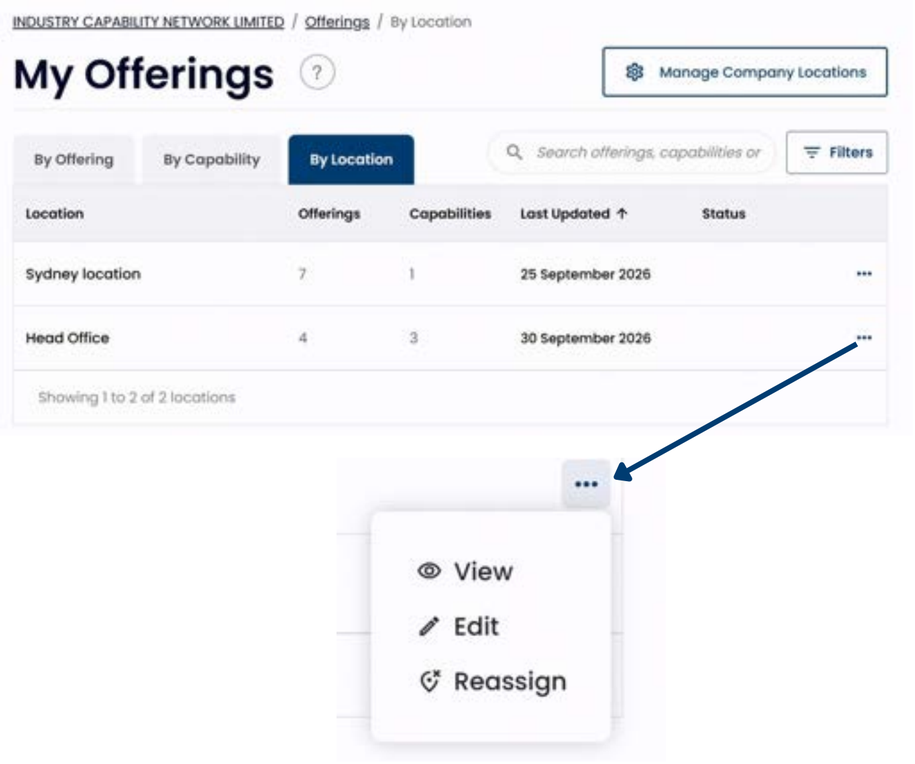
Manual Entry

A summary will be shown of your saved offerings.
Clearly see each set as you allocated them
Click “Go to Offerings” to return to the table.

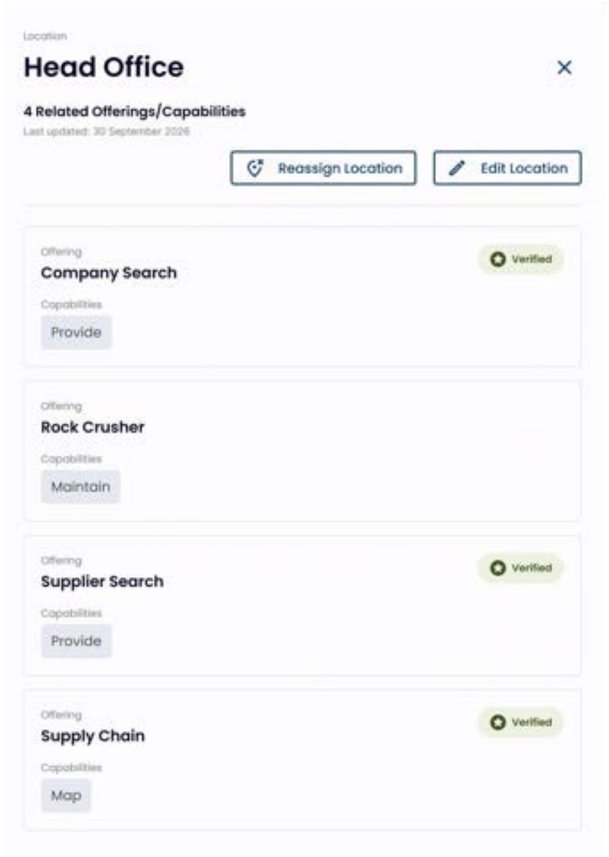


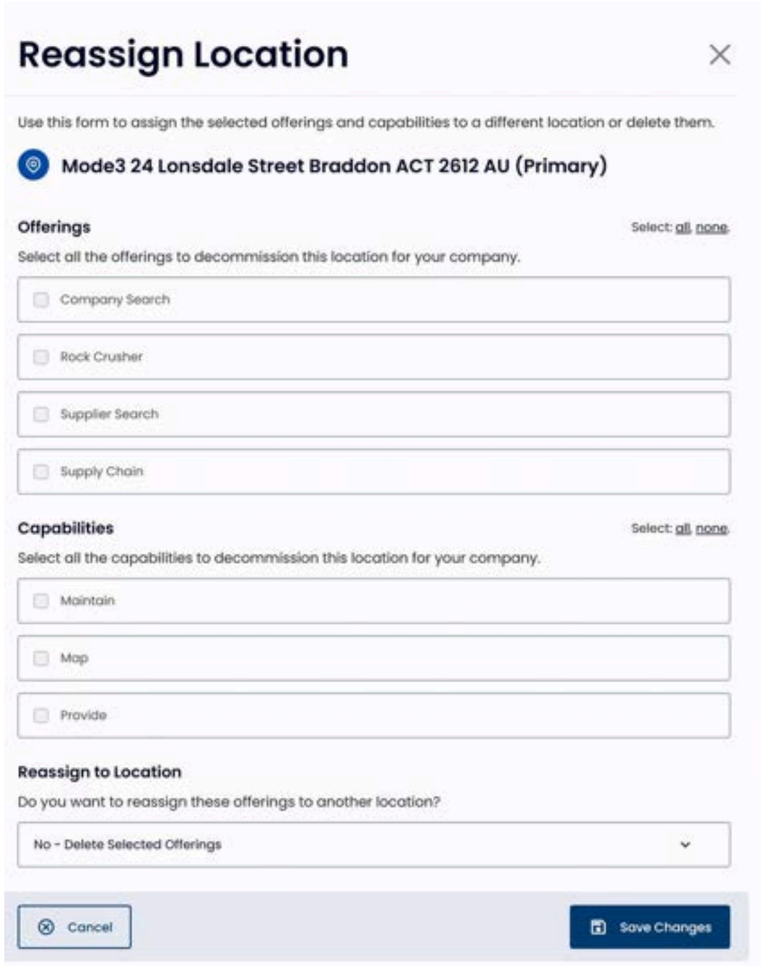
OFFERINGS/CAPABILITIES (cont.)

You can also view and edit each pairing by location.
Click “Manage Company locations” to edit or reassign locations.



Easily Reassign capabilities from one location to another
Click “Reassign location” to decomission or reallocate.
“Edit Location” will take you to the locations tab.

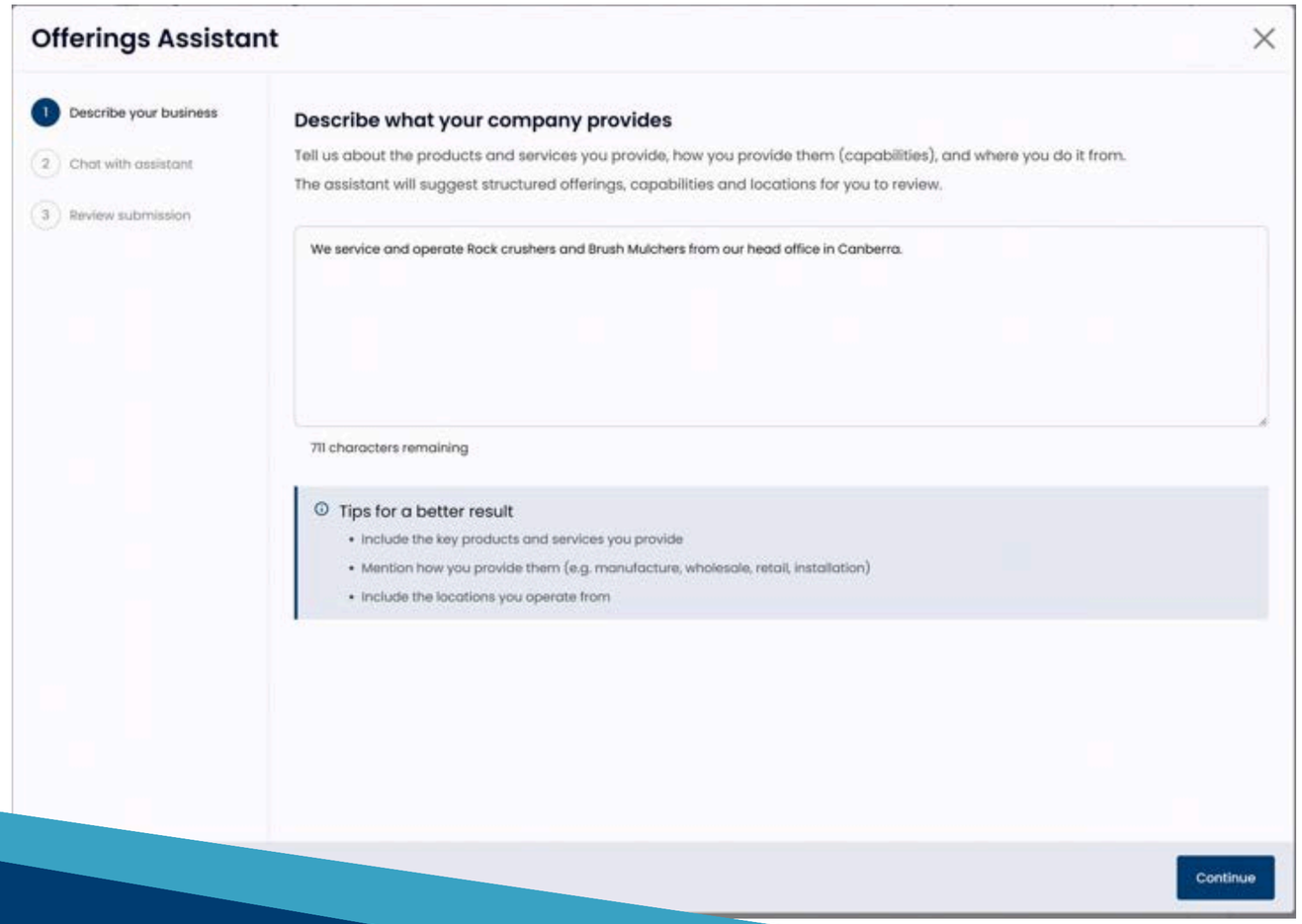




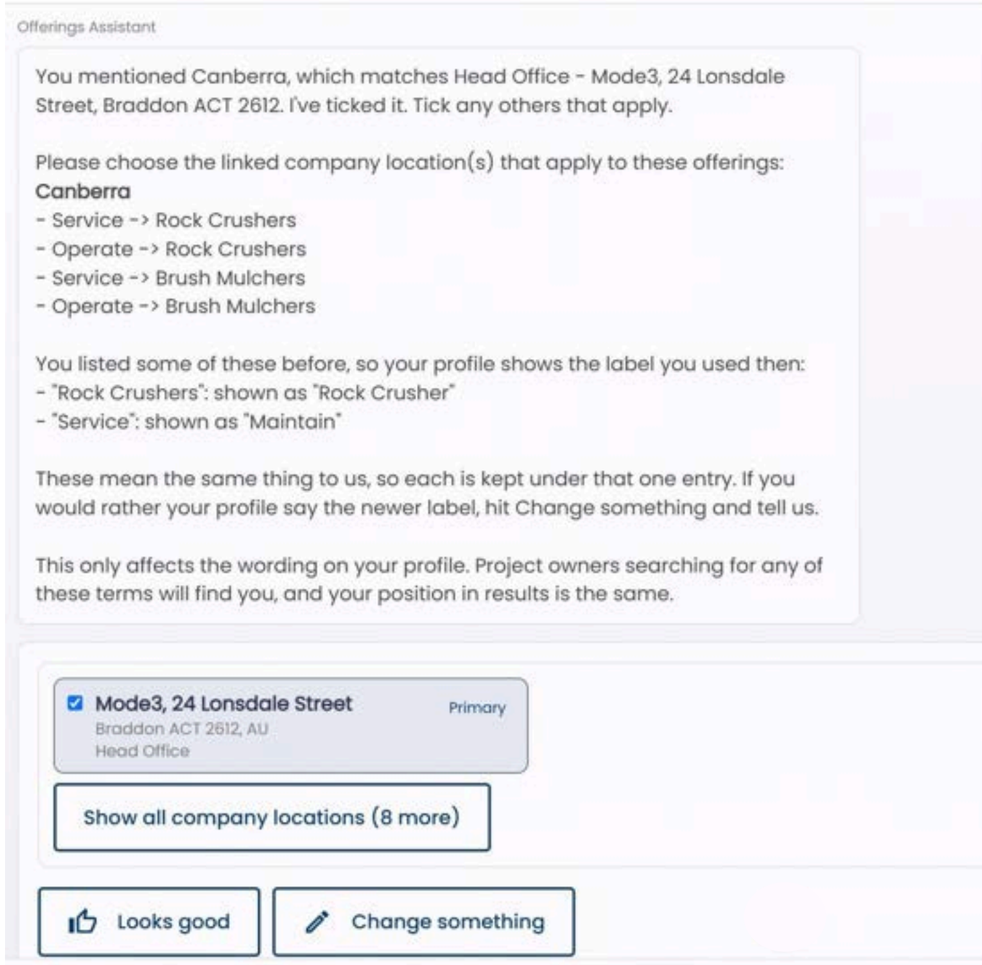
OFFERINGS/CAPABILITIES (cont.)

AI Assisted Entry

1 **By using a short description, you can combine all steps to enter your Offerings and Capabilities.**
Use a short sentence that include, how and where you do business. Click “Continue” to see the suggested relationships.



2 **The assistant shows the relationships and locations.**
It will also alert you to similar offerings and capabilites relationships already in your profile. Click “Looks good” to confirm.



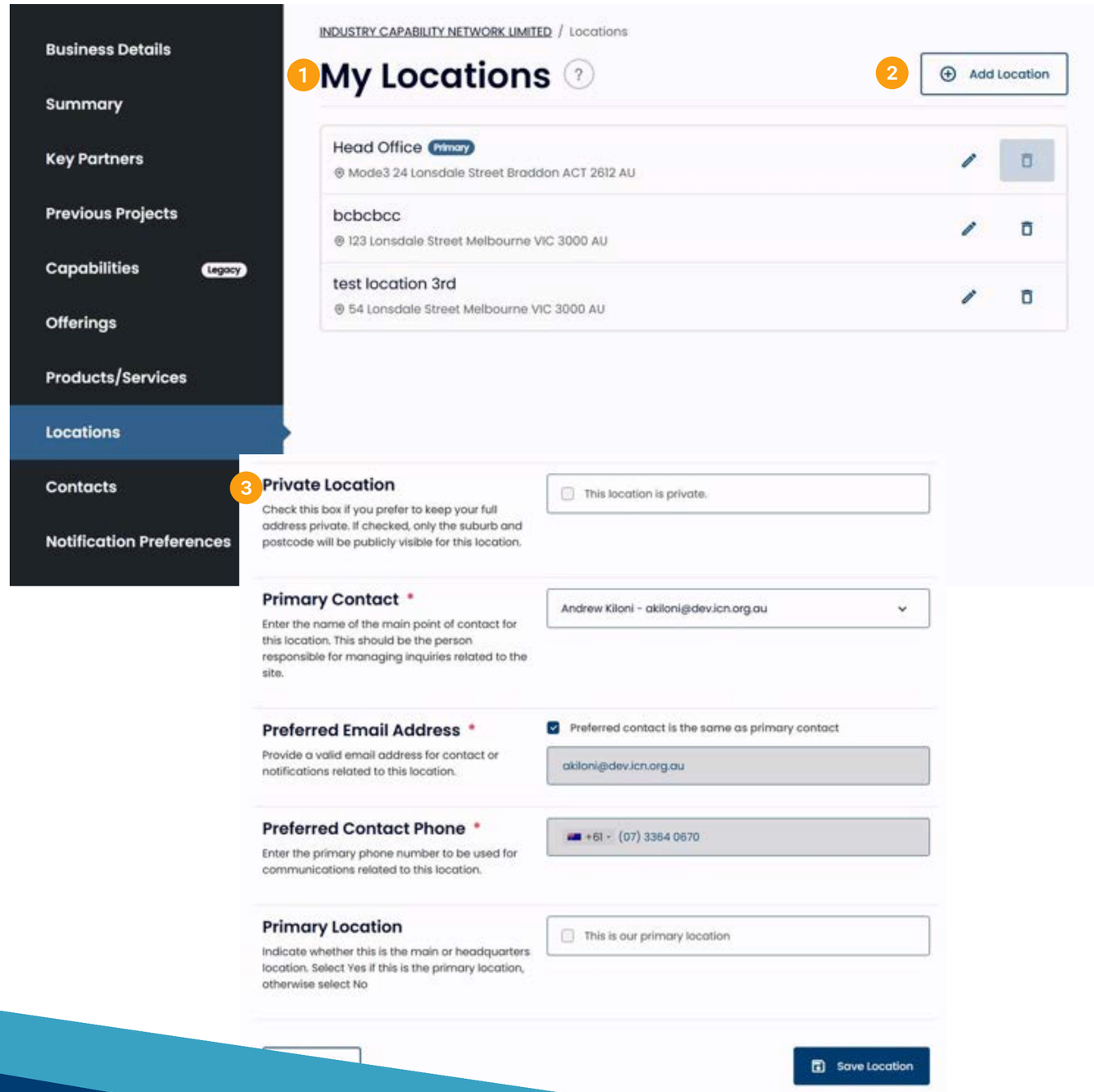
LOCATIONS

1 Business locations
The table shows all of your business locations. You can edit, create and delete locations here.

2 Add location
Select Add location you need to complete all of the following fields and click ‘Add location’. Once you have done this you can add any other locations. Complete all the fields.

Tip for success: You must select one location as your primary location.

3 Additional location information
You can designate a location as private so only the suburb and postcode will appear in searches.
You can also link a primary contact for each location.

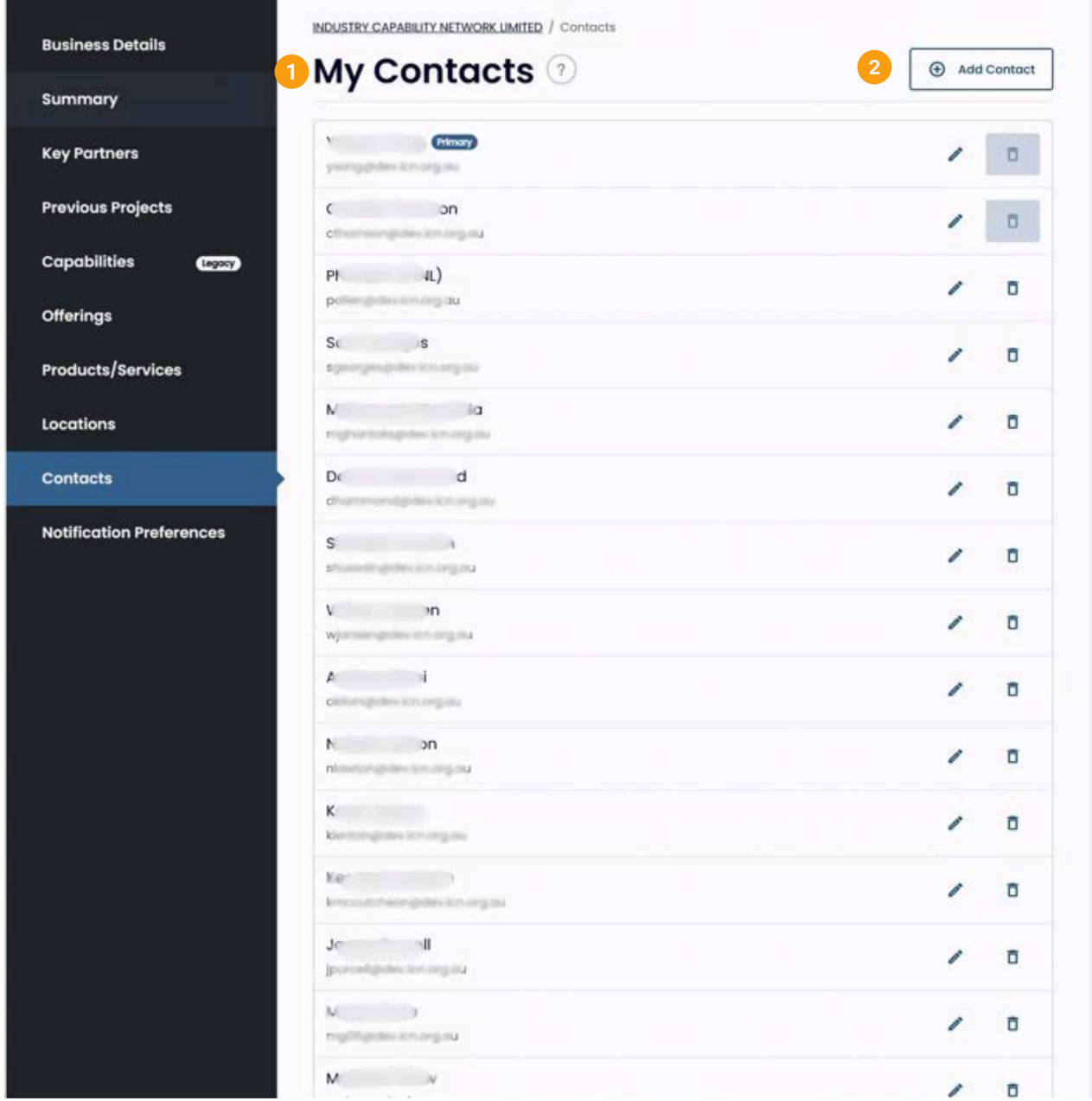


CONTACTS

1 **Business contacts**
The table shows all of your contacts. You can edit, create and delete contacts here. You must select one of these contacts as your primary contact.

2 **Add contact**
If you select ‘Add contact’ you need to complete all of the following fields and click ‘Add contact’. Once you have done this you can add any other contacts.

Tip for success: You must select one contact as your primary contact. This helps our Industry Specialists contact the correct person for your business.



NOTIFICATION PREFERENCES

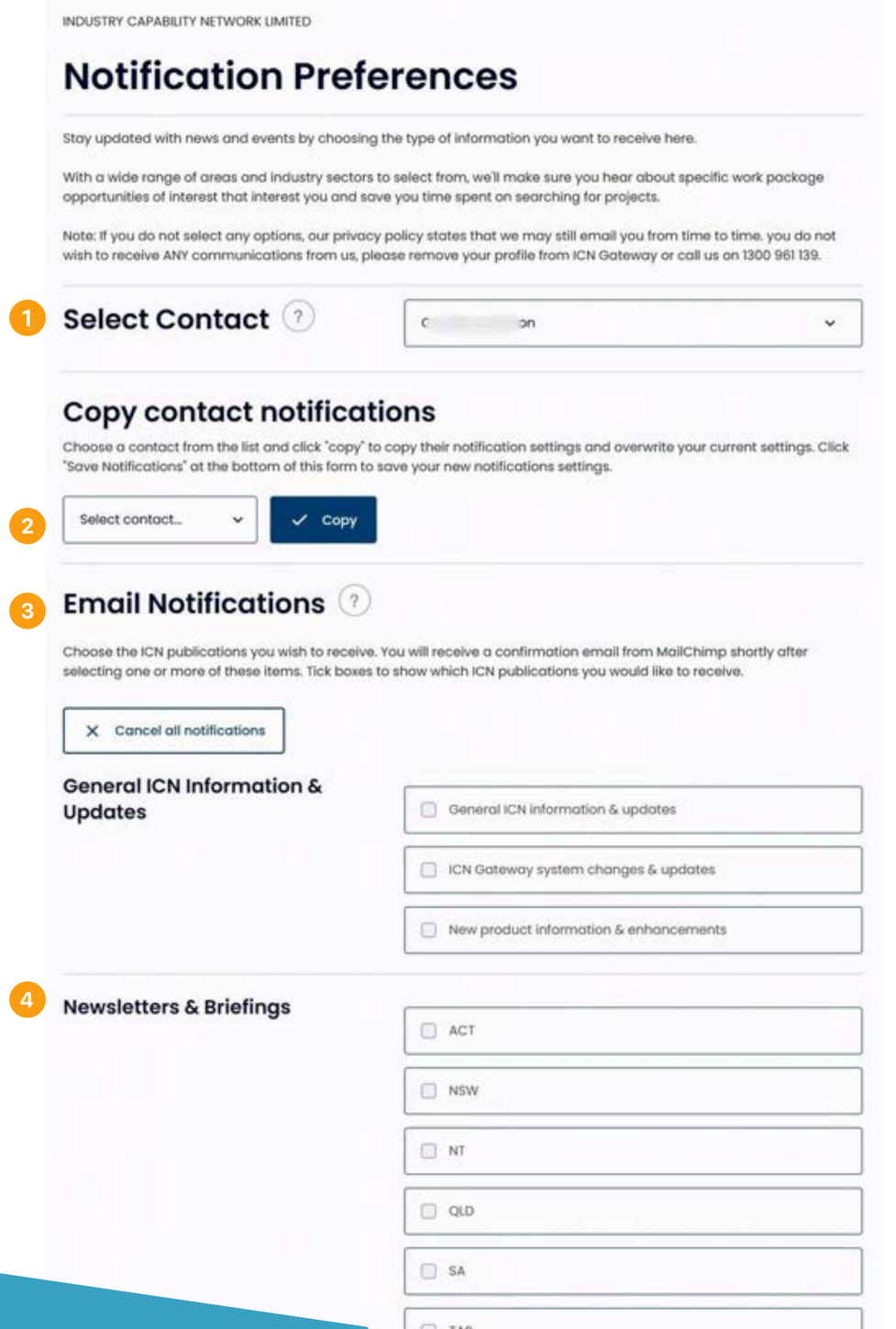
1. **Select Contact**
   Select the contact who you want to receive notifications from the dropdown menu

2. **Copy contact notifications**
   Choose a contact from the list and click "copy" to copy their notification settings and overwrite your current settings. Click "Save Notifications" at the bottom of this form to save your new notifications settings.

3. **Email Notifications**
   Stay updated with news and events by choosing the type of information you want to receive here. Use the tick boxes to show which ICN publications you would like to receive.

4. **Newsletters & Briefings**
   Stay in touch with information such as newsletters, events and industry briefings by selecting the states you would like to receive updates from here.

These notifications are for marketing and events purposes. Work and project alerts are in the lower section of these preferences. See these on the next page.

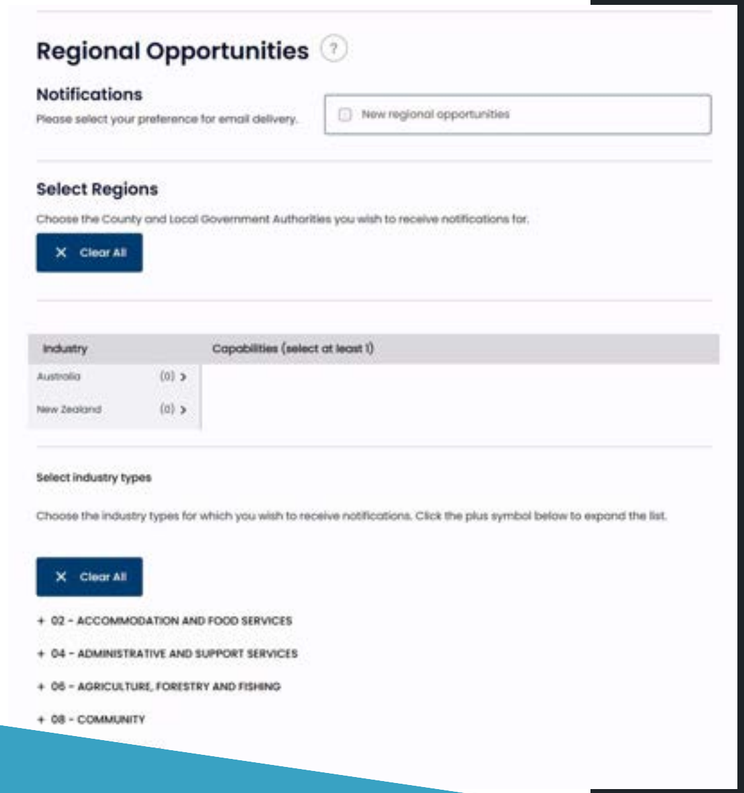


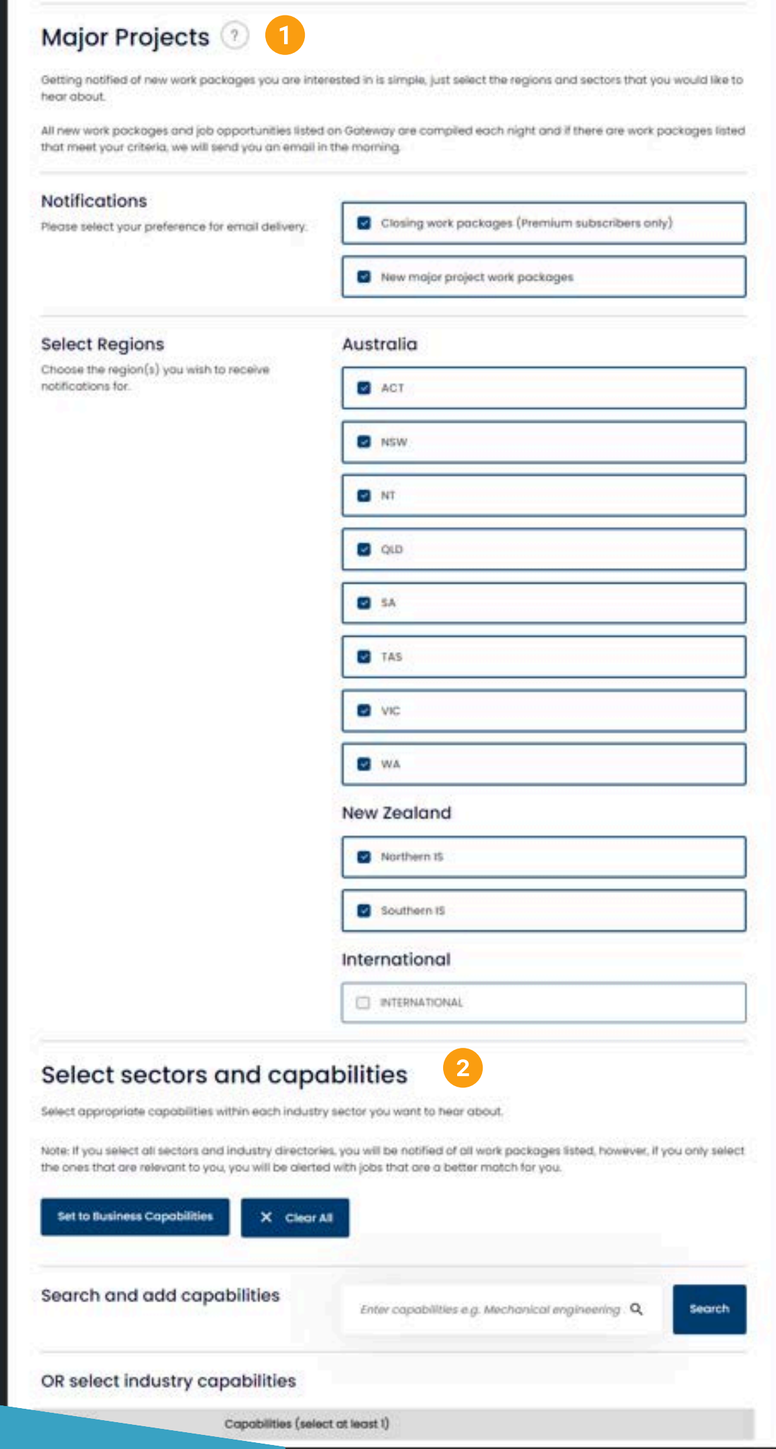
NOTIFICATION PREFERENCES (CONT)

1 **Major Projects**
Getting the work packages you are interested in is easy - simply select the regions and sectors that you are interested in. All new work packages and job opportunities listed on Gateway are compiled each night and if there are work packages listed that meet your criteria we will send you an email in the morning.

2 **Select sectors and capabilities**
Choose from the industries and capabilities that you would like to receive work package alerts from. You can set this to your business capabilities or add additional sectors that you may be wanting to enter.

3 **Select Regional opportunities**
Choose if you would like to receive notifications about regional and specific which states you are interested in.





DOCUMENTS/ACCREDITATIONS

1. **Accreditations, certifications and history**
   Use the radio buttons to indicate if you a Government Supplier, a not for profit and if you have a PQC rating.
   Note: A PQC rating is only applicable for Qld businesses

2. **ANZIC Codes**
   Using the drop down menu select the accreditations that are related to your business. Eg: quality, safety, environment.

> **Tip for success:** If you already know the code number or name you can type the information in and the code will come to the top.

3. **Accreditations**
   Using the drop down menu select the accreditations that are related to your business. Eg: quality, safety, environment.

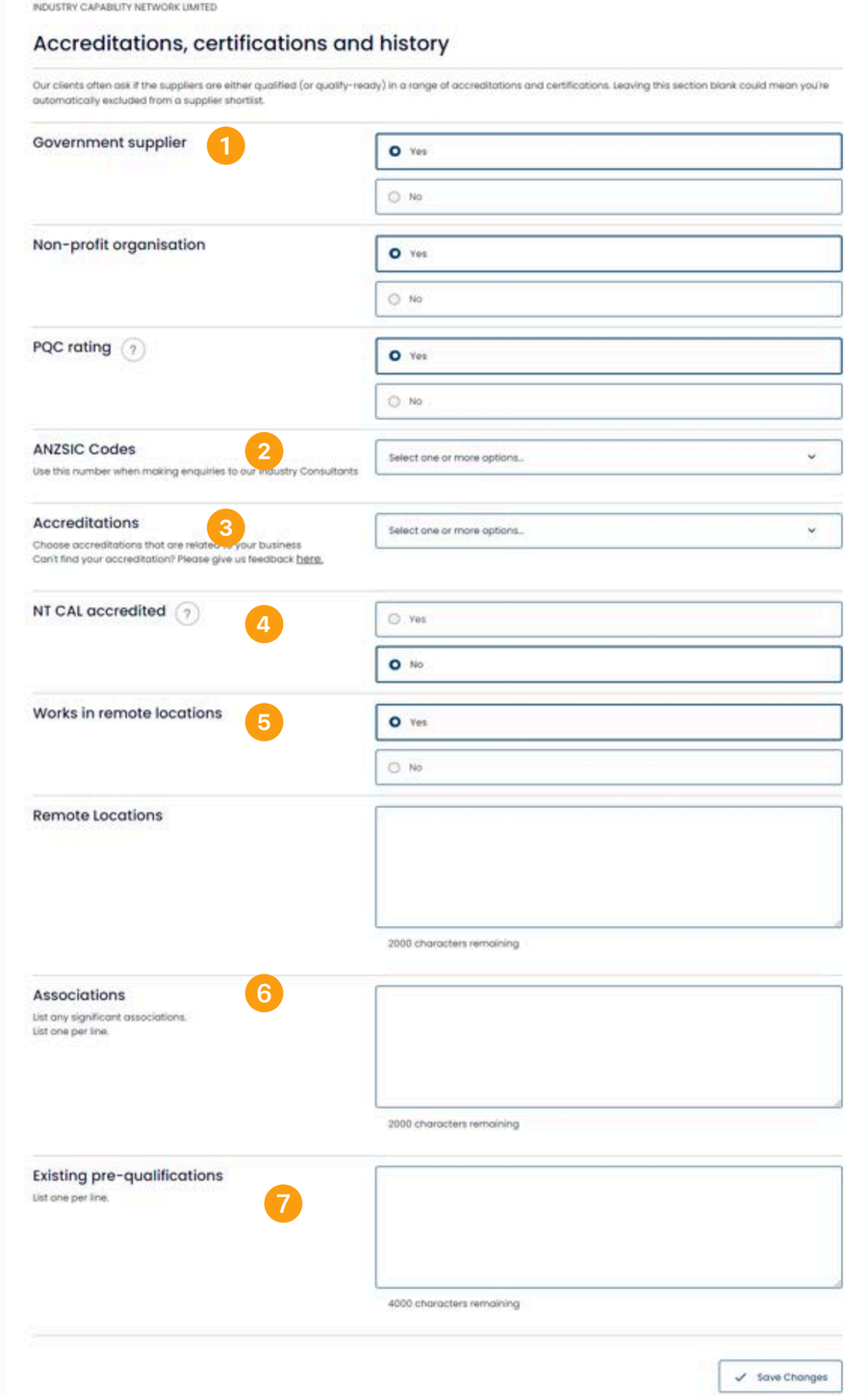
> **Tip for success:** Project owners often ask if suppliers are either qualified (or qualify-ready) in a range of accreditations and certifications. Leaving this blank could mean you're automatically excluded from a supplier shortlist.

4. **NT CAL Accredited**
   NT Contractor Accreditation Ltd (CAL) is a non-profit company to manage a scheme of self-regulation for the building and construction industry. The Northern Territory government requires CAL accreditation as a prequalification for most contractors, sub-contractors and project managers seeking work above the value of $30,000 ($10,000 for remote community projects).

5. **Works in remote locations**
   List any remote locations.

6. **Associations**
   List any significant associations. This information is commercial-in-confidence and used by our consultants when considering your company for projects.

7. **Existing pre-qualifications**
   This information is commercial-in-confidence and used by our Industry Specialists when considering your company for projects.



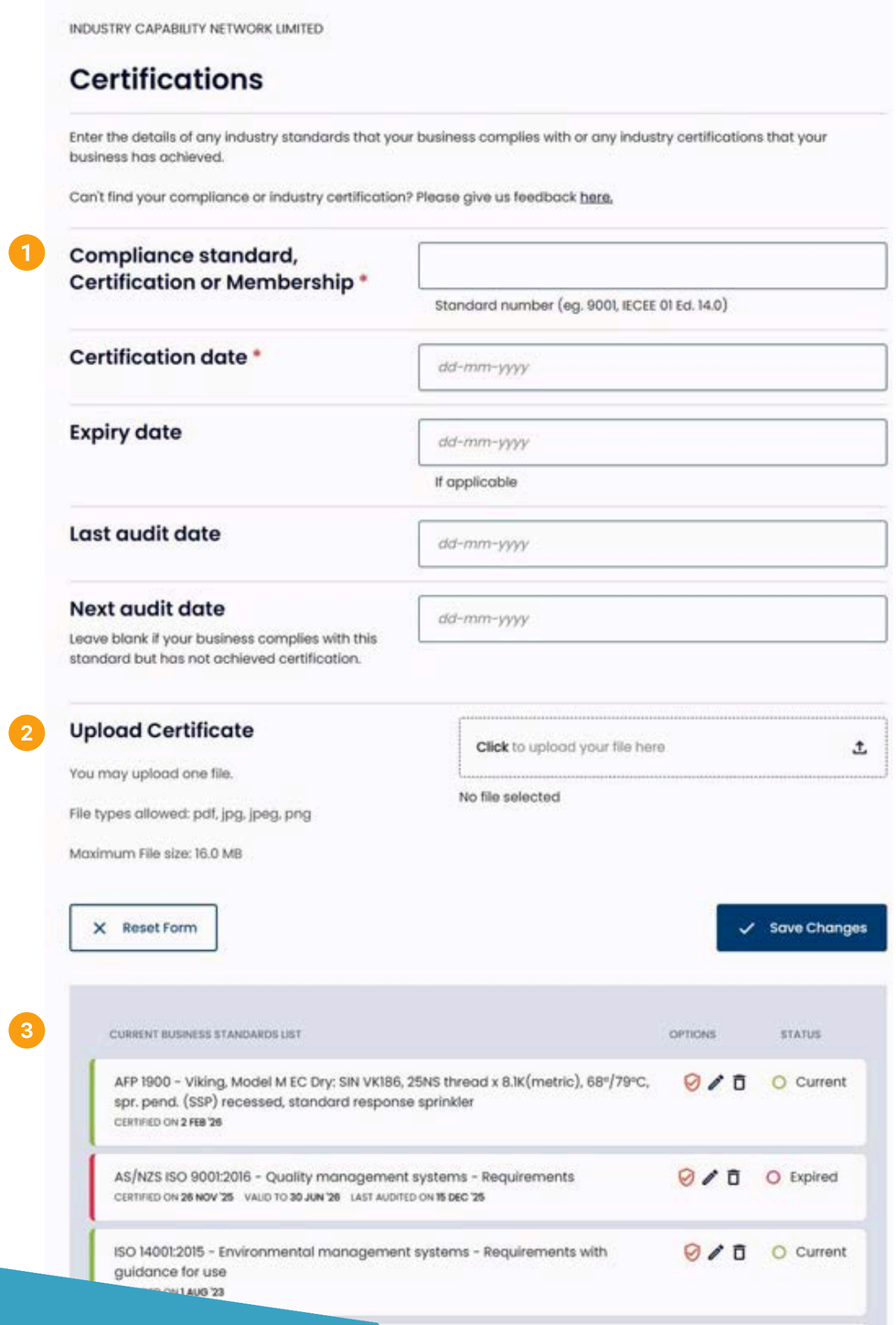
DOCUMENTS/CERTIFICATIONS

1 **Compliance standard, Certification or Membership**
Enter any industry standard to which your business complies and any industry certifications that your business has achieved.
You must list the:

- Designator code (if the code which is appropriate to your business does not appear, please contact us)
- Certificate date
- Expiry date
- Last audit date; and
- Next audit date.

2 **Upload Certificate**
Here you can upload the compliance document that relates to your designator code.

3 **Current Standards list**
Here is a list to clearly see and edit current and expired ceritifcations on your profile.



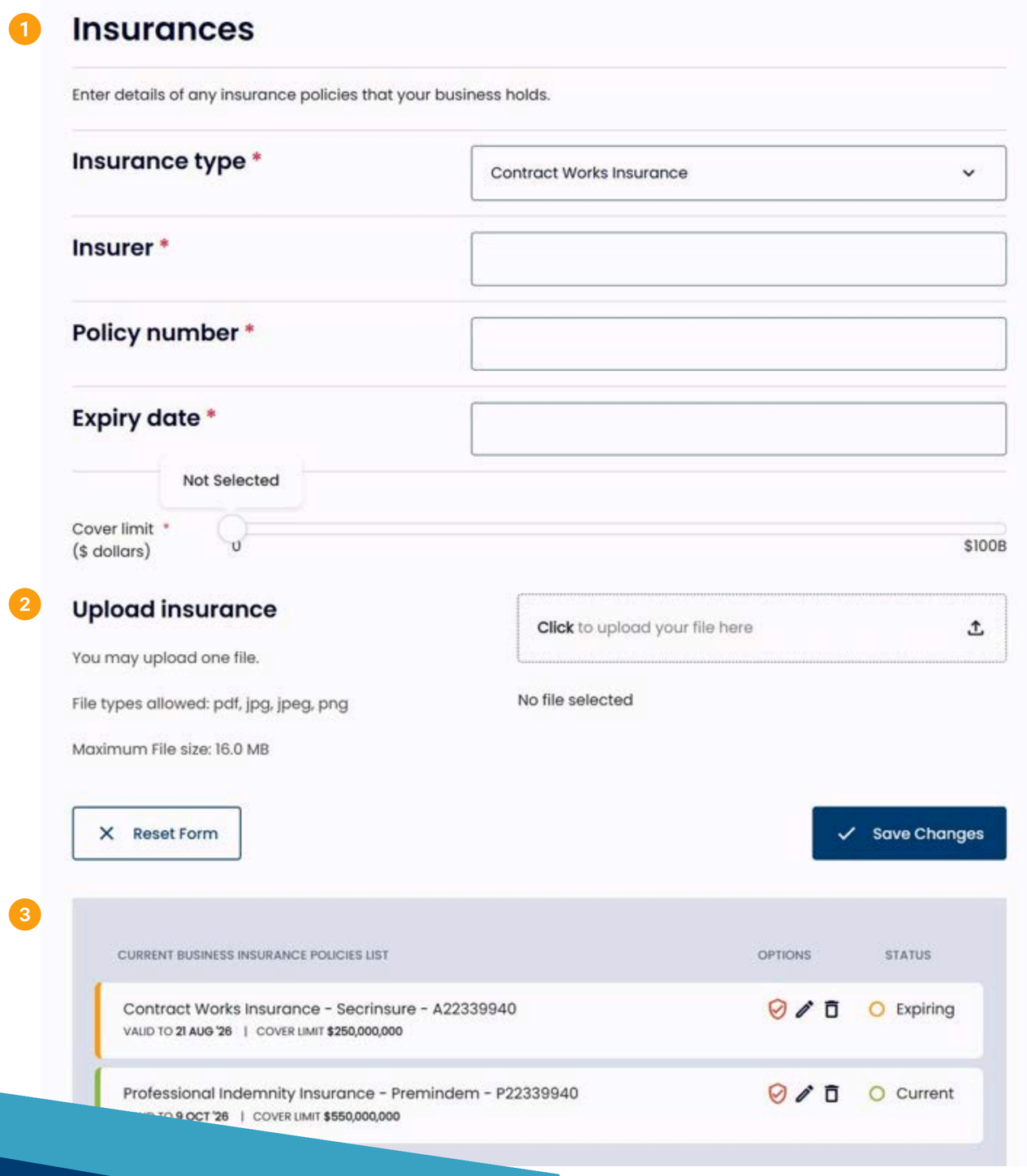
DOCUMENTS/INSURANCES

1 **Insurances**
Enter details of any insurances your business holds.
You must list the:

- Insurance type
- Insurer
- Policy number
- Expiry date; and
- Cover limit.

2 **Upload Certificate**
Here you can upload the insurance documentation that relates to your business.

3 **Current Inusrances list**
Here is a list to clearly see and edit current and expired policies on your profile.



DOCUMENTS/LICENCES

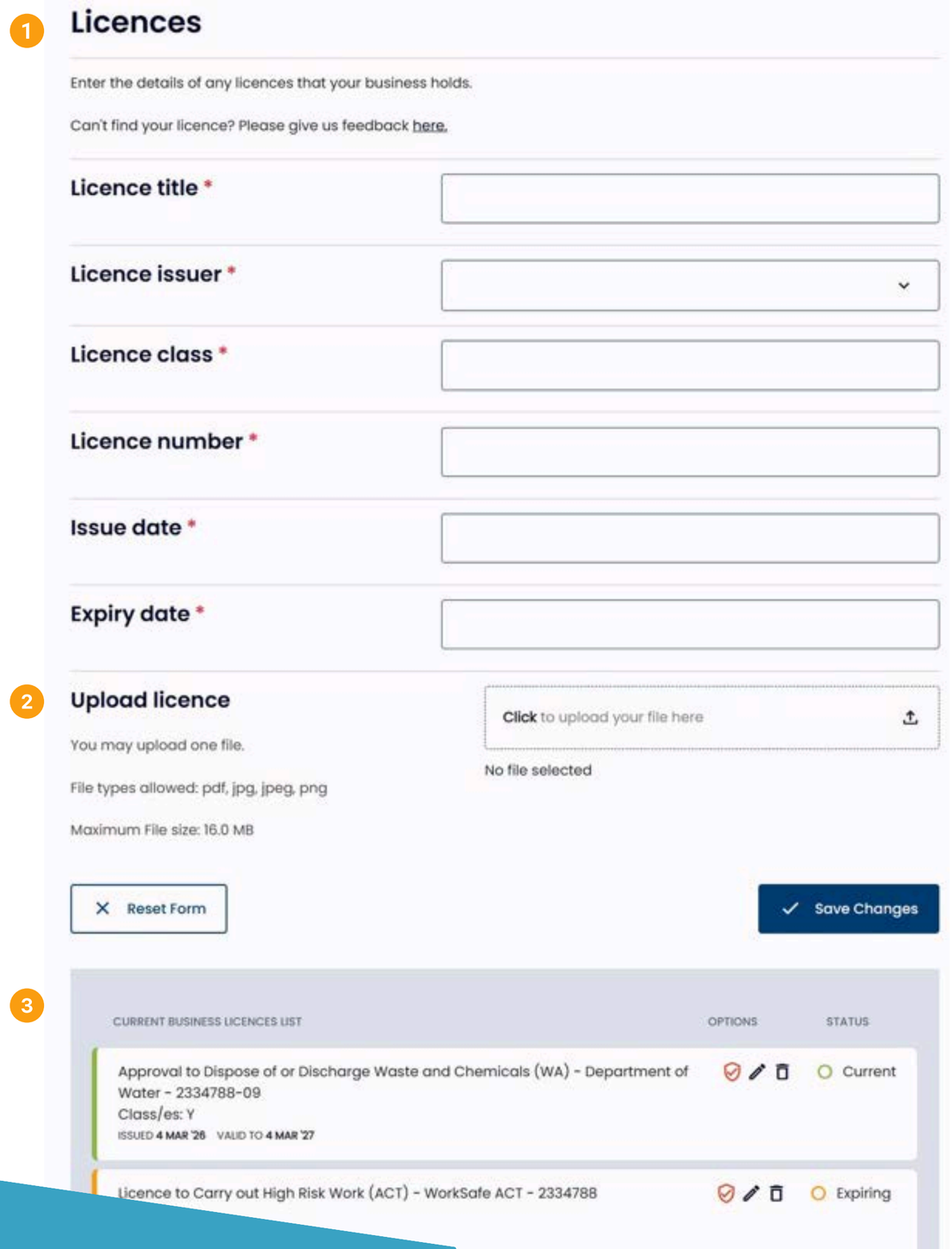
1 **Insurances**
Enter details of any licences your business holds.
You must list the:

- Licence title
- Licence issuer
- Licence class
- Licence number
- Issue date; and
- Expiry date.

As you enter the licence title, you will see various options. When you select, a short description will appear. Licence issuer may pre-fill for specific licences.

2 **Upload Certificate**
Here you can upload the licence documentation that relates to your business.

3 **Current Inusrances list**
Here is a list to clearly see and edit current and expired licences on your profile.



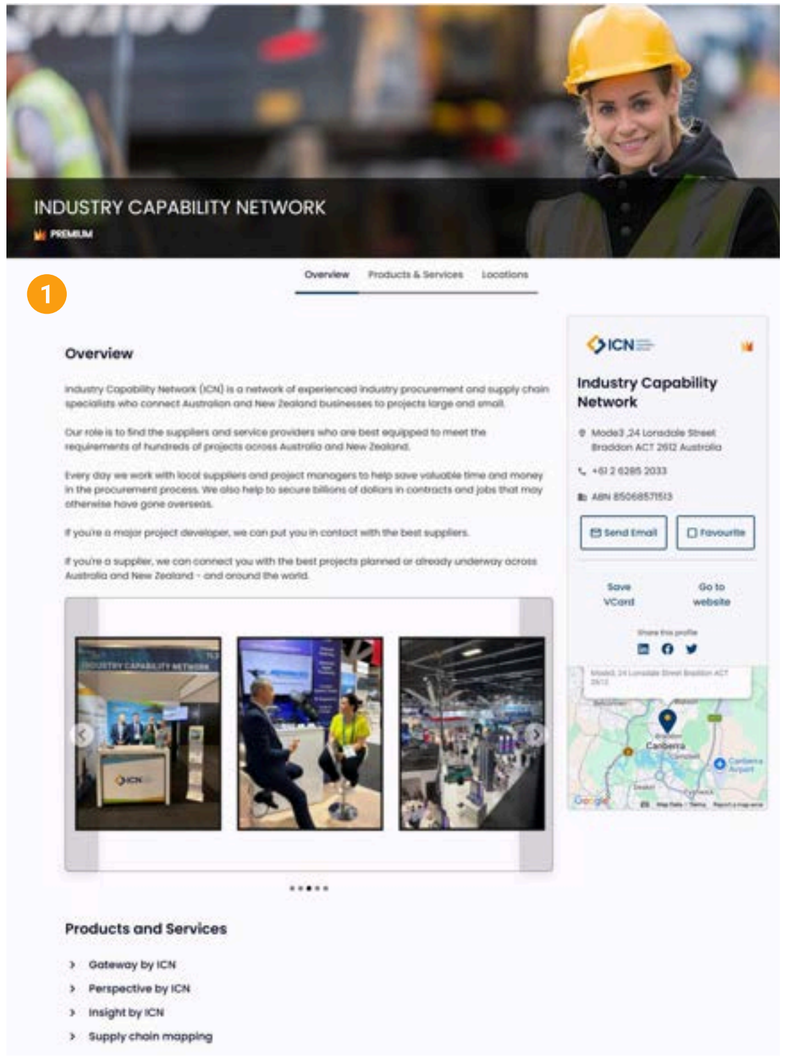
YOUR COMPLETED PROFILE

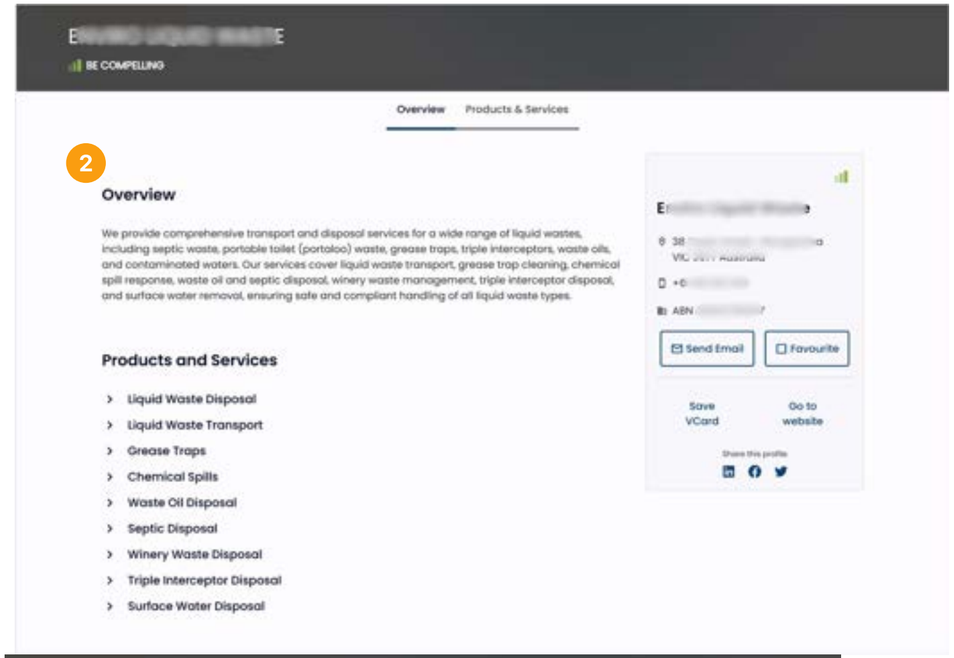
The information shown on your public profile will differ depending on which subscription level you have.

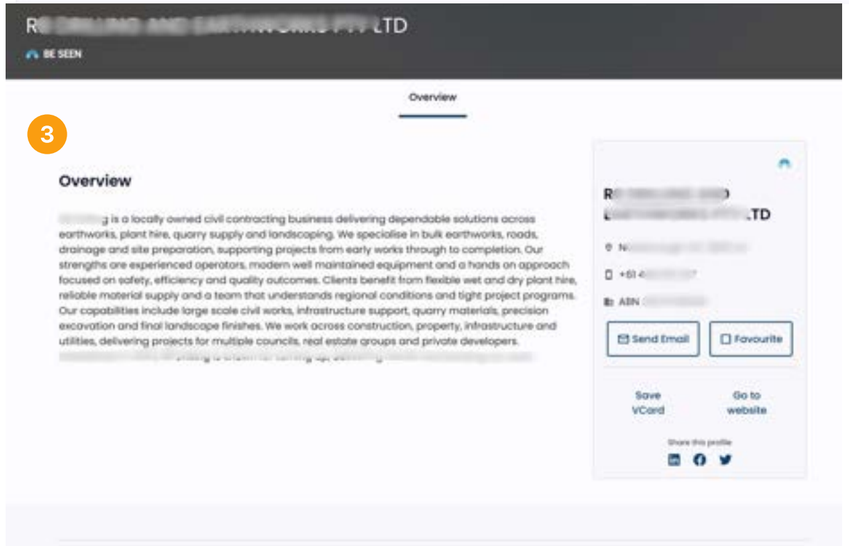
1. **Premium profile**
   Premium subscribers have an exclusive landing page that showcases your brand, products/services and key strengths. All content on this page is fully customisable, and features your company logo and images and includes a custom URL.

2. **Be Compelling**
   Be Compelling subscribers have a profile page which provides an overview and your products and services. The information shown on this page is taken from your Gateway profile.

3. **Be Seen**
   Be Seen subscribers have a profile page providing an overview of your business. The information shown on this page is taken from your Gateway profile







NOTE: Although International companies can register on Gateway, only Australian and New Zealand compnies will appear in public searches.

icn.org.au

If you have any questions you may find what you need at our resources page. Or call one of our Industry Specialists on **1300 961 139**