Your guide to building an effective Profile

gateway.icn.org.au
ICN Gateway is Australia’s largest business networking platform. In an increasingly competitive market, ICN Gateway 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. With over 12,000 supplier searches each month, an ICN profile is an effective way to showcase your business to new customers and win more work.

This guide is designed to help you create a profile that increases your chances of winning contracts. The more we know about you the better we can match your profile with projects around Australia.

Creating your ICN Gateway profile should only take about 20 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?**

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

gateway.icn.org.au
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 license details.

LOGGING IN TO YOUR PROFILE

To get started, log in to your profile at gateway.icn.org.au and select ‘Login’ from the main menu.

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

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

2. **What are you looking for?**
   - Easily search for projects and suppliers from your dashboard.

3. **Browse Projects**
   - Easily search for projects based on industry sectors

4. **Incomplete EOIs**
   - Any EOIs that require further action are shown here.

5. **My Current Package**
   - This section shows what subscription package you are on.

6. **My Messages**
   - We use this section to keep you up to date.

7. **My Feedback**
   - Your Feedback is important to us and helps us improve our services.

8. **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.

9. **My Stats**
   - See how many times your profile has appeared in search results and how many times someone has clicked through to your profile. Note - Premium subscribers only.
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BUSINESS DETAILS

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

Tip for Success: Provide this number to our industry consultants when making enquires.

Trading Name or ABN
The name most commonly used for your business.

Note that this is a mandatory field

Other Names
Any other names your business might be known by including its official name, previous names or parent company.

ABN
Your ABN is automatically inserted.
Your profile is 5% complete.

1. **Summary**
   - **Tip for Success:** Keep this short, to the point and stay away from spin.

2. **Full Description**
   - **Note that this is a mandatory field**
   - This is detailed information available only to ICN consultants. We may pass your information on to prospective buyers when you lodge an EOI or we nominate your business as suitable for a work package. Expand on any further information not covered in the summary and focus on what sets your business apart from other companies that supply similar products and services.

3. **Annual Turnover**
   - **Note that this is a mandatory field**
   - An approximate dollar figure of your business annual turnover. You may like to mention this in your business overview.

4. **Number of Employees**
   - Use the fields provided to input the number of different staff you employ.

5. **Previous Significant Clients**
   - List any significant clients. This information is commercial-in-confidence and used by our consultants when considering your business for projects. List only one per line.

6. **Previous Significant Projects**
   - This information is commercial-in-confidence and used by our consultants when considering your business for projects. Where possible, include your achievements examples across a range of services and list any that are unique or innovative.
Your profile is 10% 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**
   - Use the drop down arrow to 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 ICN consultants, prospective buyers and government agencies an insight into your capability to undertake potential work package opportunities.
### Products / Services

#### Products, Services and Facilities

Check the radio buttons to indicate these fields.

Note that this is a mandatory field.

#### Products & Services

- **Note that this is a mandatory field**

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

**Tip for Success:** 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.

Limited to 10,000 characters.

#### Facilities & Equipment

- **Note that this is a mandatory field**

If you have any specialised equipment that may be important to specialised buyers, you should list this here.

**Tip for Success:** Use lists to present the information.

#### We are interested in joint ventures and/or 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.
Your profile is 20% complete

LOCATIONS

Business Locations
Using the drop down menu select which location you would like to view/edit or select Add location. If you select a location already listed, it will show you the details for that location and you can edit and save the updated information.

Add Location
If you select ‘Add location’ you need to complete all of the following fields and click ‘Save location’. Once you have done this you can add any other locations.

It’s important that you enter all your business addresses, as these link to your contacts, products you manufacture and expressions of interest submissions within your profile.

Tip for Success: You must select one location as your primary location.
Your profile is 25% complete

1. **Business Contacts**
   - This table outlines your existing contacts. Here you can:
     - modify contact information
     - create new contacts
     - delete contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christopher Elliott (Primary)</td>
<td></td>
</tr>
<tr>
<td>Adrian Bjorno</td>
<td></td>
</tr>
<tr>
<td>Karl Lutmer</td>
<td></td>
</tr>
<tr>
<td>Luke Starchild</td>
<td></td>
</tr>
<tr>
<td>ICN Helpdesk</td>
<td></td>
</tr>
</tbody>
</table>

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

   - **Tip for Success**: You can only nominate one primary contact. This helps our consultants contact the correct person in your business.
Your profile is 30% complete

ACCREDITATIONS

**Accreditations, certifications and history**

Use the radio buttons to indicate if you are a Government Supplier, not for profit and if you have a PQC rating.

*Note: A PQC rating is only applicable for Qld businesses.*

**ANZSIC Codes**

Use the drop down menu to search for the codes that apply to your business.

*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.

**Accreditations**

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

* Tip for Success: Our clients often ask if the suppliers are either qualified (or quality-ready) in a range of accreditations and certifications. Leaving this blank could mean you’re automatically excluded from a supplier shortlist.

**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. If you are accredited with CAL you should show this here as 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).

**Remote Locations**

List any remote locations.

**Associations**

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

**Existing pre-qualifications**

This information is commercial-in-confidence and used by our consultants when considering your company for projects.
Your profile is 50% complete

Industry compliance

Enter details of any industry standards to which your business complies and any industry certifications that your business has achieved.

Compliance or industry certification not listed? Please give us feedback here.

- Mandatory fields

**Certification standard, Certification or Membership**

- Standard number (eg. ISO 9001, ISO/IEC 27001:2013)

**Certification date**

- dd-mm-yyyy

**Expiry date**

- dd-mm-yyyy

**Last audit date**

- dd-mm-yyyy

**Next audit date**

- dd-mm-yyyy

Leave blank if your business complies with this standard but has not achieved certification.

**Upload document**

You may upload 1 file only

File types: pdf

Maximum file size: 16.0 MB

Choose files here

Upload

Save Changes

CERTIFICATIONS

Industry compliance

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.

Upload Document

Here you can upload the compliance document that relates to your designator code. Click the upload file button to load your compliance document.
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**INSURANCES**

1. **Insurances**
   
Enter details of any insurances your business holds.

   You must list the:
   - insurance type
   - insurer
   - policy number and;
   - expiry date.

   **Tip for Success:** Use the slider to show a dollar amount of your cover.

2. **Upload Insurance**
   
   Here you can upload the insurance document that relates to your business.
   Click the upload button to load your insurance document.
Your profile is 70% complete

## LICENCES

### Licences

Enter details of any licences your business holds.

You must list the:

- licence title (if the licence which is appropriate to your business does not appear, please contact us)
- licence issuer
- licence class
- licence number
- issue date; and
- expiry date.

### Upload Licence

Here you can upload the licence document that relates to your business. Click the upload file button to load your insurance document.
Your profile is 90% complete

Notification Preferences

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

2. 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.

Continue
Your profile is 95% complete

**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 ICN 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.

**Regional Opportunities**

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.
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 Profile**
   - 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 ICN Gateway profile.

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