

Company Profile User Guide

Introduction

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 over \$400 billion dollars' worth of project opportunities and over 12,000 supplier searches each month, an ICN profile is a great way to showcase your business to new customers and win more work.

This guide is designed to help you create a company profile to give you the best chance of winning contracts. Your company profile is your resume, the more we know about you and your company the better we can match your profile with projects across Australia and New Zealand. Our checklist at [Appendix A](#) and the [FAQs](#) at the end of this document will provide you with all the information you need to complete your profile.

Creating your ICN Gateway company profile will take about 30 minutes. You can always save your details and come back later to complete it.

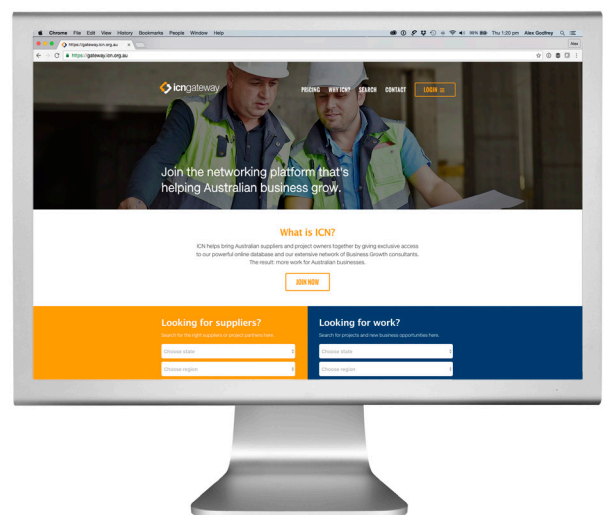
Here is some of the information you will need before you start:

- trading name
- ABN or NZ Business number
- company addresses and contact details
- the products and services you offer; and
- accreditations, compliance, insurances and license details.

To get started login to your account at gateway.icn.org.au.

Once complete, we check all new company profiles (usually around 24 hours) and will send you an email to let you know.

If you need help completing your company profile, or have any questions, call us on 1300 961 139.



Boost your business

We want you to be able to make the most of your membership with us so we have created a range of subscriptions to help you expose your business to project owners and procurement managers across Australia and New Zealand.

| GET CONNECTED \$156pa | PROMOTE YOUR BUSINESS \$600pa | MAKE AN IMPACT \$1,480pa |
|--|--|--|
| <ul style="list-style-type: none"> ▶ A company profile that is part of 12,000 searches per month on ICN Gateway ▶ Connect with full scope works package winners ▶ Search for work packages that suit your company size and capabilities | <ul style="list-style-type: none"> ▶ Extra exposure for your company profile that is part of 12,000 searches per month on ICN Gateway ▶ Connect with full scope works package winners ▶ Showcase your unique company capabilities | <ul style="list-style-type: none"> ▶ Maximum exposure for your company profile that is part of 12,000 searches per month on ICN Gateway ▶ Save time with detailed work search and alerts ▶ Showcase your brand and capabilities with a dedicated web page |

It is important to note that if you have chosen the Basic (free) package your company profile will not appear on ICN Gateway, however, your profile is still accessible to our project consultants and you can continue to express interest in project opportunities. However, if you select one of our Business Boosting packages shown above, you can gain extra exposure for your business. Your profile will be displayed to key contract providers and with over 12,000 supplier searches per month, and almost 20% of suppliers having been contacted by project managers why would you wait? Simply [register now](#).

Please note that no matter what your subscription level is, you still need to provide all of the information for our consultants to consider putting you forward when you lodge an Expression of Interest.




Create a meaningful profile

Your company profile is your resume. It provides a snapshot of your business that sells the benefits of your products and/or services as well as your organisational strengths.

All new and modified company profiles need to pass through our consultant verification process and only become live on ICN Gateway after this check. A completeness rating shown in your dashboard gives you an indication of how complete your profile is. You will only reach a 100% completion rate if you have information in every section of your profile – not many companies can do this and a completion rate of 100% is usually only possible for very complex companies.

Before you can create your company profile, we need to verify your company name and ABN against existing registered profiles to avoid duplication. If you need to access an existing company profile you will need to contact the person already linked to your company profile, or you can call us on 1300 961 139.

 **Tip:** Some areas may not be relevant to your business, but we encourage you to complete as much as you can. The more we know about you and your company the better we can match your profile with projects across Australia and New Zealand.

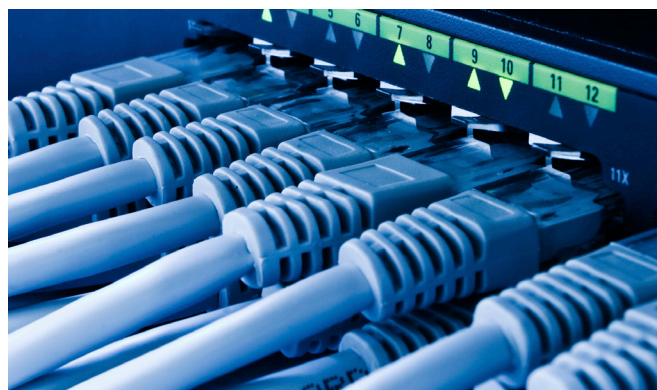
Company summary

The first sentence of your summary is the most important. It should focus on what your company does and reflect on your core range of products and/or services. Remember, this is why someone is looking for you in the first place. You have up to 1000 characters, approximately three paragraphs to highlight what sets you apart or the reasons why you think you are a cut above the rest. Clearly state in this section what or who your target market is, but keep it succinct.

Your company description highlights your company's unique attributes. It is a comprehensive description of your company's key strengths and services. This information does not appear on your public profile, but is used by ICN consultants and prospective clients when you submit an Expression of Interest (EOI) and provides an insight into your capability to undertake potential work package opportunities.

Your company summary and company description are used to assess your ability to complete projects when you lodge an EOI.

If you would like assistance completing your company summary or have any questions, call us on 1300 961 139 – we are happy to help.




Setting up your email notifications

Setting up email notifications is the simplest way to stay up-to-date with news, events and new project opportunities. You (and other company contacts) can save time spent on searching for opportunities by customising your email notifications settings. With a wide range of areas and industry sectors to select from, we'll make sure you hear about specific work package opportunities of interest to you and save you time spent on searching for projects.

Getting the work packages you are interested in is simple – 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.

If you select all sectors and industry directories, you will be notified of all work packages listed, but if you take the time to do this properly at the beginning, you will be alerted with jobs that are a better match for you.

You can, of course, change your notifications at any time.

 **Tip:** If you are subscribed to our Premium package you will also receive 'closing soon' alerts to help manage your EOI deadlines.

One company, multiple locations

You can have one company profile across many different office locations. With ICN Gateway, you can assign contacts to each location and customise the communications they receive. You can also customise different company locations for your EOIs for work packages.

One company profile but many users

The primary contact is the first point of contact for project owners, buyers, suppliers and ICN to get in touch with you.

With ICN Gateway you can have one company profile across many different office locations, you can assign contacts to each location and customise the communications they receive. Each contact will have their own logon and password, but as a primary contact, you can control the level of access they have.



Removing a company profile

If you'd like to remove your profile from ICN Gateway, you can select 'Remove this Profile' at any time. This will disable your company profile and contacts and remove your listing from our public directories. You also won't be able to submit Expressions of Interest.

✓ **Tip:** If you remove your company accidentally, or would like us to reactivate it, please call us on 1300 961 139.



Any questions?

If you have any questions or need any further information, check out our [FAQs](#) at the end of this document. If you can't find the answer you are looking for call us on 1300 961 139.






Appendix A

| MY PUBLIC PROFILE | |
|----------------------|--|
| Premium | This information is available to Premium members only – click here to read the Premium User Guide . |
| Capability Statement | |
| Capability Statement | Be Compelling and Premium subscribers can generate a professionally prepared capability statement using information from your company profile. See our Guide to Creating a Capability Statement for more information. |
| Promotional Material | This section provides you with the tools to promote your business as an ICN Gateway member. Use the link provided on this page to direct your customers to your ICN Gateway profile from your company website. |
| MY COMPANY | |
| Company Details | |
| ICN Company ID | This number is automatically generated when you create your company profile. |
| Trading name or ABN | The name most commonly used for your company listed with the Australian Business Register. |
| Other names | Any other names your company might be known by including its official name, previous names or parent company. |
| ABN | <p>Your ABN is automatically inserted.</p> <p>✓ Tip: We automatically search for duplicates on our database and if your ABN is already in use, you will need to contact the person already linked to your company profile, or you can call us on 1300 961 139.</p> |
| NZ Business Number | <p>Your NZ Business Number is automatically inserted.</p> <p>✓ Tip: We automatically search for duplicates on our database and if your NZ Business Number is already in use, you will need to contact the person already linked to your company profile, or you can call us on +61 2 6285 2033.</p> |






| Summary | |
|---|---|
| Summary | <p>Your summary appears on your ICN Gateway profile and says exactly what you do. Enter up to 1000 characters outlining the benefits of your products and/or services as well as the strengths and expertise of your company. You may like to include some (or all) of the following:</p> <ul style="list-style-type: none"> • capabilities/specialities, strengths and innovation • main brands • major projects, clients and alliances • awards and achievements • agencies, subsidiaries or parent companies • countries with a company presence • year business established • company turnover • number of employees. <p> Tip: Keep this short, to the point and stay away from spin.</p> |
| Full description | <p>This is detailed information available only to ICN consultants. We may pass your information on to prospective buyers when you submit an Expression of Interest or we nominate your company as suitable for a work package. Expand on any further information not covered in the summary and focus on what sets your company apart from other companies that supply similar products and services.</p> <p>This is where you highlight your target market and the industry segments that you service. Describe what services and manufacturing capabilities you have. Project owners, buyers and ICN consultants use your description paragraph as a first step in assessing your capabilities.</p> <p>The objective of your description is to present your company expertise and key capabilities. Keep key descriptions brief by using keywords. Describe products and services as overview statements, you don't need to provide further detail as it is covered in the products/services section of your profile.</p> |
| AU/NZ Annual turnover | <p>An approximate dollar figure of your company annual turnover. You may like to mention this in your company overview.</p> <p> Tip: Use the slider to show a dollar amount.</p> |
| Number of AU/NZ employees | <p>Number of employees based in Australia and/or New Zealand. You may like to mention this in your company overview.</p> |
| Number of Australian indigenous employees | <p>Number of indigenous employees based in Australia.</p> |


| Products/Services | |
|---|---|
| Products, services and facilities | <p>Use the radio buttons to show if you are:</p> <ul style="list-style-type: none"> • a retailer • a service provider • a wholesaler. |
| Manufacturer outside Australia or New Zealand | <p>List any products that you manufacture outside Australia.</p> <p>✓ Tip: One entry per line.</p> |
| Manufacturer inside Australia or New Zealand | <p>List any products that you manufacture inside Australia. You will also need to select location details from the addresses provided.</p> <p>✓ Tip: One entry per line.</p> |
| We supply aftermarket support, such as parts, service, or maintenance support | <p>Check the radio button if you offer these services.</p> |
| Exporter | <p>Check the radio button to show if you export any products and/or services.</p> <p>✓ Tip: If you select 'Yes' you will be asked to select which countries you export from.</p> |
| Importer | <p>Check the radio button to show if you import any products and/or services.</p> <p>✓ Tip: If you select 'Yes' you will be asked to select which countries you import from.</p> |
| Products & Services | <p>List your products and/or services. Use lists to present the information on products and services. List any unique aspects of your business.</p> <p>✓ Tip: 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.</p> |
| Facilities & Equipment | <p>If you have any specialised equipment that may be important to specialised buyers, you should list this here.</p> <p>✓ Tip: Use lists to present the information.</p> |
| We are interested in joint ventures and/or collaborations | <p>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 company for projects.</p> |
| Capabilities | |
| Industry capabilities | <p>This is where you list your industry capabilities. You can search for capabilities to help find the areas relevant to your business. You must choose at least one industry.</p> <p>This information gives ICN consultants, prospective buyers and government agencies an insight into your capability to undertake potential work package opportunities.</p> |

| Partner Programs | |
|--|---|
| Entrepreneur's Infrastructure Programme (EIP). | <p>Complete this section if you participate in any partner programs provided by the EIP.</p> <p>Show the:</p> <ul style="list-style-type: none"> • date you were referred to EIP by ICN • date the EIP business review completed • EIP TAS completed; and • other EIP activities. |
| Locations | |
| Select location | <p>Using the drop down menu select which location you would like to view/edit or select 'New 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.</p> <p>If you select 'New location' you need to complete all of the fields and click 'Save location'. Once you have done this you can add any number of additional locations.</p> <p>It's important that you enter all your company addresses, as these link to your contacts, products you manufacture and Expressions of Interest submissions within your profile.</p> <p> Tip: You must select one location as your primary location, and choose one primary contact for each location.</p> |
| Other location information | <p>Enter your email and website address here. All contact phone and fax numbers need to begin with a country code (for Australian that is 61) followed by an area code and phone number. If you are entering a mobile number it should have an area code of 04.</p> <p> Tip: You must select one person as your primary contact.</p> |
| Contacts | |
| Select contact | <p>Using the drop down menu select which contact you would like to view or select 'New contact'. If you select a contact already listed it will show you the details for that contact. You must also select one of these contacts as your primary contact.</p> <p>If you select 'New contact' you need to complete all of the fields and click 'Save contact'. Once you have done this you can add any number of additional contacts.</p> <p> Tip: You can only nominate one primary contact. This helps our consultants contact the correct person in your company.</p> |

MY DOCUMENTATION


Accreditations

| | |
|--|--|
| Accreditations, certifications and history | <p>Check the radio buttons to show if you:</p> <ul style="list-style-type: none"> • are a government supplier • a non-profit organisation • comply with Building code 2013 • have a code of practice • are PQC rated • are Australian indigenous owned. |
| ANZSIC Codes | Use the drop down menu to select for the codes that apply to your company. |
| Accreditations | <p>Using the drop down menu select the accreditations that are related to your company. For example, quality, safety, environment.</p> <p> Tip: Our clients often ask if the 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.</p> <p> Tip: Make sure you keep this information up-to-date as many of the projects listed on the Gateway require you to be qualified for a range of industry related accreditations.</p> |
| 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). |
| Works in remote locations | If you work in a remote location show this here. You will then need to provide your location details. |
| Associations | <p>List any significant associations. This information is commercial-in-confidence and used by our consultants when considering your company for projects.</p> <p> Tip: List one per line.</p> |
| Existing pre-qualifications | This information is commercial-in-confidence and used by our consultants when considering your company for projects. |
| Previous significant clients | <p>List any significant clients. This information is commercial-in-confidence and used by our consultants when considering your company for projects.</p> <p> Tip: List one per line.</p> |
| Previous significant projects | <p>Highlight what you have achieved for previous clients.</p> <p>This information is commercial-in-confidence and used by our consultants when considering your company for projects. Where possible, include your achievements examples across a range of services and list any that are unique or innovative.</p> <p> Tip: Use the slider to show a dollar amount.</p> |

| Compliance | |
|---------------------|--|
| Industry compliance | <p>Enter any industry standard to which your company complies and any industry certifications that your company has achieved.</p> <p>You must list the:</p> <ul style="list-style-type: none"> • designator code (if the code which is appropriate to your company does not appear, please contact us) • certificate date • expiry date • last audit date; and • next audit date. <p>Click the '+Add button' to show the current company standards list that relate to your designator codes.</p> |
| Upload compliance | <p>Here you can upload the compliance document that relates to your designator code. Click the 'Upload file' button to load your compliance document.</p> |
| Insurances | |
| Insurances | <p>Enter details of any insurances your company holds.</p> <p>You must list the:</p> <ul style="list-style-type: none"> • insurance type • insurer • policy number; and • expiry date. <p> Tip: Use the slider to show a dollar amount of your cover.</p> <p>Click the '+Add button' to show the current company standards list that relate to your company.</p> |
| Upload insurance | <p>Here you can upload the insurance document that relates to your company. Click the upload file button to load your insurance document.</p> |
| Licences | |
| Licences | <p>Enter details of any licences your company holds.</p> <p>You must list the:</p> <ul style="list-style-type: none"> • licence title (if the licence which is appropriate to your company does not appear, please contact us) • licence issuer • licence class • licence number • issue date; and • expiry date. <p>Click the '+Add button' to show the licence details that relate to your licence details.</p> |
| Upload licence | <p>Here you can upload the licence document that relates to your company. Click the 'Upload file' button to load your insurance document.</p> |

MY ACCOUNT

Notifications

| | |
|------------------------|---|
| Select contact | Select the contact who you want to receive notifications from the dropdown menu. |
| 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. |
| Gateway notifications | <p>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.</p> <p> Tip: If you select all sectors and industry directories, you will be notified of all work packages listed, but if you take the time to do this properly at the beginning, you will be alerted with jobs that are a better match for you.</p> |
| Major projects | Select the regions and industries you are interested in this section. This allows Gateway to send you work package alerts that you may be interested in. |
| Regional opportunities | Select the regions and industries you are interested in this section. This allows Gateway to send you opportunity alerts that you may be interested in. |

Company EOIs

| | |
|--------------|---|
| Company EOIs | Details of any EOIs you have lodged will be shown here. See our user guide for more information about lodging an EOI. |
|--------------|---|

Tier Assessments

| | |
|------------------|--|
| Tier Assessments | This will only be visible if you have completed a Tier Assessment for a QLD project. |
|------------------|--|


My Subscriptions

| | |
|------------------|---|
| My subscriptions | This page shows you your current level of subscription on ICN Gateway. You can manage and upgrade your subscription from this page. |
|------------------|---|

Change password

| | |
|-----------------|--|
| Change password | Enter your current and new password and click 'Save password'. |
|-----------------|--|

Remove this profile

| | |
|---------------------|---|
| Remove this profile | <p>Removing your profile will disable your company profile and contacts and remove your listing from our public directories.</p> <p> Tip: If you remove your company accidentally, or would like us to reactivate it, please call us on 1300 961 139.</p> |
|---------------------|---|

FAQs

I have created a profile but can't remember my password

You can reset your password by entering your email address on the login page of ICN Gateway and clicking the 'Forgot password' link. A new password will be emailed to you.

I created a profile for one state, but I want to be listed in other states as well, what do I do?

Login to ICN Gateway and select 'My Company – Locations'. There you can list all physical locations of your business so we know where you're based.

How do I update my profile?

Login to ICN Gateway and select 'My Company – Company Details' then you can start updating the information in your profile.

How do I know I've completed my profile correctly?

When creating your profile it is important to put as much information in as possible and complete all sections relevant to your company.

We have a 'completeness rating' which shows on your 'Dashboard'. This rating gives you a snapshot of the amount of information contained within the profile.

Once you've completed your profile it will come through to us for verification before publishing. If we think your profile needs more information, we may call you to discuss. If you're still unsure call us 1300 961 139.

Why can't I get my completeness rating to 100%?

You will only reach 100% completion if you have information to put in every section of your profile. There are very few companies that can do this, just make sure you complete all sections relevant to your business.

Who can see the information I provide on ICN Gateway?

We treat information entered into your ICN Gateway profile as commercial-in-confidence. However, there are parts of your profile available to the public on ICN Gateway's Supplier Search. These include:

- company name and ABN
- summary
- locations
- primary location URL
- major clients; and
- capabilities.

Submitting an Expression of Interest (EOI) against a work package links your profile to that work package. This means if a project owner has access to view EOIs against the project page, they can see the detail within your profile on ICN Gateway.

I've tried creating a profile on ICN Gateway but am told my ABN is already in use?

Normally this means someone has already created a profile for your company. Simply follow the prompts to 'Request Access' to your profile and an email will be sent to this person asking them to give you access. If you don't receive a response or the ABN appears to be listed against an incorrect company, please call us on 1300 961 139.

I've just started with a new company which has an ICN profile but no one has the password to login, how do I get access to the profile?

Please call us on 1300 961 139 for access.

Do I have to pay to have an ICN Gateway profile?

No. We offer a basic subscription free of charge. If you choose this option, you can create a profile, search opportunities, receive email notifications and submit Expressions of Interest but your company profile will not appear on ICN Gateway and will not appear in search results. We offer a range of different subscription levels to suit all types of companies which you can sign up to but there is no obligation to do so. By upgrading your subscription you can expand your public profile and search for over \$400 billion dollars of potential project work. More information about our different packages can be found [here](#).

We have more than one ICN Gateway profile, is this benefiting our business at all?

The likely answer is no. When an ICN consultant looks at your profile they need to understand all aspects of your business and get an overarching feel for your total capability. One well maintained and up-to-date profile is easier for you to manage and it also helps our consultants get a total picture of your business. There are some cases where multiple profiles will work for your company. See the next FAQ for more information.

There are many aspects to my business, can I have multiple profiles?

As a general rule you should only have one profile per business. That profile should give an overview of the business based on its national capability and capacity. However, there are instances where it may be right to have more than one profile. As an example, you may have a group of companies trading under different names and it may be best to create individual profiles. Call us on 1300 961 139 to find out more.

Why isn't my company appearing when I do a supplier search?

There are many reasons your profile won't appear in the supplier search. The most common reason is that you have only recently created or updated your profile and we have not yet checked it and approved for publication. It is only after we have done this verification that it will appear in the supplier search. This can take up to 48 hours to complete.

The other common reason is that your search doesn't match the detail contained within your profile. Update your profile to make sure it accurately represents your company.

If your profile still isn't appearing, please call us on 1300 961 139.



Someone updated our profile. Who has access to edit our profile and can it be restricted?

If you are a Premium subscriber you can adjust the contact role depending on what access level you wish to grant your contacts. There are five levels to choose from:

- Company admin – you can log in and change any of the information provided in your company profile, including all contact information.
- Company edit – you can log in, you can edit company profile information but you cannot edit other contact information.
- CRM only – you cannot log in, but your information can be used by our ICN consultants.
- EOI edit – you can log in and view information on your profile and lodge EOIs.
- Read only – you can log in and view information on your profile.

All other members only have the option between company admin or CRM only. This means you either have full editing rights or none at all.

To discuss ICN Gateway Premium, please call us on 02 6285 2033.

What is ICN Gateway Premium?

ICN Gateway Premium is the smart way to grow your business. By subscribing to ICN Gateway Premium, every time a buyer uses ICN Gateway to search for a supplier in your industry, your company will appear in the top listing. With your logo and 25 word introduction promoting your company in the search results, your company is sure to stand out from the crowd.

Plus, ICN Gateway Premium links buyers directly from your Priority Listing to an exclusive landing page. This page highlights your brand and key strengths and includes a custom URL.

Premium users can also assign 'roles' to control access to view and edit company details. Roles include a 'view' option allowing for no edits or changes, an 'edit' option allowing the user to make changes to things like profiles, Expressions of Interest (EOIs) and Subscriptions.

You will also receive a Dashboard – a new opening page for premium members. At a glance, users can see key company stats, such as how many EOIs have been submitted, search listings and profile views. Latest system messages appear here and tips on enhancing the company profile. Plus view your favourite companies and projects, all in a simple widget layout.

We also offer a range of other subscriptions. [Find out more.](#)

