

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. We publish project opportunities from government, private project owners and local councils. With billions of dollars' worth of project opportunities and 12,000 supplier searches each month, an ICN company profile is an effective way to showcase your business to new customers and win more work.

This user guide is designed to help you create a company profile that gives 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 in [Appendix A](#) and [FAQs](#) at the end of this document will provide you with all the information you need to complete your profile.

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

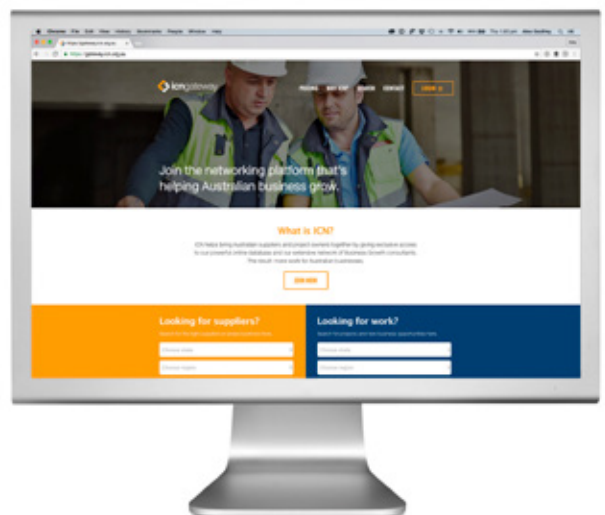
Here is some of the information you will need before you start:

- trading name
- ABN or NZ business number
- company addresses and contact details
- 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 within 24 hours) and email to advise you if it has been approved or requires further information.

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



Boost your business

To enable you to make the most of your ICN membership, we have a range of subscription packages to help you expose your business to buyers such as government agencies, private public partnership entities, project owners, prime and sub contractors, procurement managers, project managers and contract administrators across Australia and New Zealand.

Our **Be Seen, Be Compelling** and **Premium** Business Boosting subscription packages offer you a range of added features and functionality. With over 12,000 supplier searches per month, almost 20% of suppliers have been contacted by buyers. Simply register now on bit.ly/GatewayBoost

BASIC PACKAGE	1 BE SEEN PACKAGE	2 BE COMPELLING PACKAGE	3 PREMIUM PACKAGE
Register with ICN ✓	Create company profile ✓	Create company profile ✓	Create company profile ✓
'New work' alerts - Basic ✓	'New work' alerts - Detailed ✓	'New work' alerts - Detailed ✓	'New work' alerts - Detailed ✓
EOIs ✓	EOIs ✓	EOIs ✓	EOIs ✓
FREE (NO PUBLIC PROFILE)	Public profile ✓	2nd priority public listing ✓	1st priority public listing ✓
	Advanced project search ✓	Capability Statement ✓	Premium webpage ✓
	Company messaging ✓	Public profile ✓	Advanced supplier search ✓
	Equifax credit info ✓	Advanced project search ✓	Work package finder ✓
		Company messaging ✓	'Closing soon' alerts ✓
		User roles ✓	Capability Statement ✓
		Equifax full credit report ✓	Favourites ✓
			Public profile ✓
			Company statistics ✓
			Advanced project search ✓
			Company messaging ✓
			Equifax full credit report ✓
			Logo & summary ✓
			Premium Dashboard ✓
			Promotional material ✓
	\$156 pa	\$600 pa	\$1480 pa

It is important to note that if you choose the Basic (free) subscription package your company profile will not appear on ICN Gateway. However, your profile is still accessible to our ICN Industry Advisers and you can continue to express interest in project opportunities.

No matter what your subscription level is, it is important to provide as much information as possible and complete all sections relevant to your company.

Make an impact with the Premium package

ICN Gateway Premium is the smart way to grow your business. By subscribing to our Premium Package, 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 business is sure to stand out from the crowd.

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

Premium users can assign 'roles' to different people in their company as contacts to control access to view and edit company details. Roles include a 'view' option allowing for no edits or changes or an 'edit' option allowing the user to make changes to profiles, Expressions of Interest (EOIs) and subscriptions.

You will also receive a Dashboard – an 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 and tips on enhancing the company profile appear here. Plus view your favourite companies and projects, all in a simple widget layout.

Visit bit.ly/GatewayBoost to find out more.



Create a meaningful profile

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

All new and modified company profiles need to pass our verification process and only become live on ICN Gateway after approval. A completeness rating shown on your Dashboard gives you an indication of how complete your profile is. You will only reach a 100% completion rate if you provide information in every section of your profile.

Before you can create your company profile, we need to verify your company name and ABN against existing registered profiles to avoid duplication. 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 your company the better we can match your profile with projects across Australia and New Zealand.

Company summary

Your company summary and description are used to assess your ability to complete projects when you lodge an EOI. It provides an insight into your capability to undertake potential work package opportunities. Remember, this is why buyers are looking for you in the first place.

The first sentence of your summary is the most important. It should focus on what your company does. You have up to 1,000 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 description highlights your company's unique attributes. It is a comprehensive description of your key strengths and services. This information does not appear on your public profile, but is used by ICN Industry Advisers and buyers when you submit an Expression of Interest (EOI).

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



Setting up 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 searching for opportunities by customising your email notification settings. With a wide range of areas and industry sectors to select from, we'll make sure you hear about work package opportunities of interest to you and save you time searching for projects.

Getting work packages of interest is simple – select the regions and sectors that you are interested in. All new work package opportunities listed on ICN Gateway are compiled each night. Work packages that meet your criteria will be emailed to you in the morning.

If you select all sectors and industry directories, you will be notified of all work packages listed. However if you take the time to set up your notifications properly at the beginning, you will be alerted with work package opportunities that are matched to your business.

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 profile but multiple users and locations

The primary contact is the first point of contact for buyers and ICN Industry Advisers to get in touch with.

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



Removing a company profile



If you'd like to remove your profile from ICN Gateway, select 'Remove this Profile' at any time. This will disable your 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 profile accidentally, or would like it reactivated, please call us on 1300 961 139.






Appendix A

MY PUBLIC PROFILE	
Premium	This information is available to Premium members – see bit.ly/GatewayPremium for Premium User Guide.
Capability Statement	
Capability Statement	Be Compelling and Premium subscribers can generate a professional capability statement using information from your company profile. See our ‘ Guide to Creating a Capability Statement ’ on bit.ly/GatewayCapabilityStatement for more information.
Promotional Material	This section provides you with 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	Your ABN is automatically inserted.  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.
NZ Business Number	Your NZ Business Number is automatically inserted.  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.






Summary	
Summary	<p>Your summary appears on your ICN Gateway profile and explains what you do. Enter up to 1,000 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 Industry Advisers. We may pass your information on to buyers when you submit an Expression of Interest or nominate your company as suitable for a work package. The objective of your description is to present your company expertise and key capabilities. This is where you expand on any further information not covered in the summary and focus on what sets your company apart from others that supply similar products and services.</p> <p>Highlight your target market and industry segments that you service. Describe what products and/or services and manufacturing capabilities you have.</p> <p>Keep 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>Select the radio buttons to show if you are a:</p> <ul style="list-style-type: none"> • retailer • service provider • manufacturer
Manufacturer outside Australia or New Zealand	<p>List any products that you manufacture outside Australia or New Zealand.</p> <p> Tip: One entry per line.</p>
Manufacturer inside Australia or New Zealand	<p>List any products that you manufacture inside Australia or New Zealand. 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>Select the radio button if you offer these products or services.</p>
Exporter	<p>Select the radio button to show if you export any products and/or services.</p> <p> Tip: If you select 'Yes', choose which countries you export from.</p>
Importer	<p>Select the radio button to show if you import any products and/or services.</p> <p> Tip: If you select 'Yes', choose which countries you import from.</p>
Products & Services	<p>List your products and/or services. Use lists to present this information. 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 buyers, you should list them here.</p> <p> Tip: Use lists to present the information.</p>
We are interested in joint ventures and/or collaborations	<p>Select 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 ICN Industry Advisers 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 buyers and ICN Industry Advisers an insight into your capability to undertake potential work package opportunities.</p>



Partner Programs	
Entrepreneurs' 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 was 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 company contacts, products and/or services and Expression of Interest submissions in 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 Australia 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 in your company as your primary contact.</p>
Contacts	
Select contact	<p>Using the drop down menu select which contact you would like to have access to view or select 'New contact'. If you select a contact already listed, details for that contact will be shown. 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 ICN Industry Advisers contact the correct person in your company.</p>

MY DOCUMENTATION

Accreditations

Accreditations, certifications and history	<p>Select 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 the codes that apply to your company.
Accreditations	<p>Use the drop down menu to select the accreditations related to your company. For example, quality, safety, environment.</p> <p> Tip: Our clients often ask if suppliers are 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 ICN Gateway require you to be qualified for a range of industry related accreditations.</p>
NT CAL accredited	<p>NT Contractor Accreditation Ltd (CAL) is a non-profit company that manages 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).</p>
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 that your company is a member of. This information is commercial-in-confidence and used by our ICN Industry Advisers 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 ICN Industry Advisers when considering your company for projects.
Previous significant clients	<p>List any significant clients. This information is commercial-in-confidence and used by our ICN Industry Advisers 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 ICN Industry Advisers when considering your company for projects. Where possible, include examples of your achievements across a range of products and/or 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 and achieved industry certifications your company complies with.</p> <p>You must list the:</p> <ul style="list-style-type: none"> • designator code (if the code 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	Here you need to upload the compliance documents that relate to your designator code. Click the 'Upload File' button to load your compliance document.
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 insurances list that relate to your company.</p>
Upload insurance	Here you can upload the insurance documents that relate to your company. Click the 'Upload File' button to load your insurance document.
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 details that relate to your licence.</p>
Upload licence	Here you can upload the licence documents that relate to your company. Click the 'Upload File' button to load your licence document.

MY ACCOUNT	
Notifications	
Select contact	Select the contact who you want to receive notifications from the drop down menu.
Email notifications	Stay updated with news and events by choosing the type of information you want to receive here. Select 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 of interest. All new work package opportunities listed on ICN Gateway are compiled each night. Work packages that meet your criteria will be emailed to you in the morning.</p> <p> Tip: If you select all sectors and industry directories, you will be notified of all work packages listed. However if you take the time to set up your email notifications properly at the beginning, you will be alerted with work package opportunities that are matched to your company.</p>
Major projects	Select the regions and industries of interest. This allows us to email you work package alerts that you may be interested in.
Regional opportunities	Select the regions and industries of interest in this section. This allows us to email 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 on bit.ly/EOIuserguide
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 your level of ICN subscription package. You can manage and upgrade your subscription package 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, contacts and listing from our public directories.</p> <p> Tip: If you remove your company profile accidentally, or would like it to be reactivated, please call us on 1300 961 139.</p>

FAQs

I have created a company 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.

Login to ICN Gateway and select 'My Company – Locations'. There you can list all locations of your business.

How do I update my profile?

Login to ICN Gateway and select 'My Company – Company Details'. You can then update the information in your profile.

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

When creating your profile, it is important to include as much information 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 your profile.

Once you've completed your profile it will come to us for verification before publishing. If you need help completing your profile, 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.

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) for a work package links your profile to that work package. This means if a project buyer has access to view EOIs on the project page, they can see your profile.

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

Normally this means someone in your company 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 requesting 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.

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 (free) subscription. If you choose this option, you can create a profile, search opportunities, receive email notifications and submit Expressions of Interest. However, your company profile will not appear on ICN Gateway or in search results. We offer a range of subscription package levels to suit all types of companies. You can sign up to our **Be Seen**, **Be Compelling** or **Premium** Business Boosting subscription packages to increase your exposure to opportunities, but there is no obligation. More information about our different packages can be found on bit.ly/GatewayBoost

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

The likely answer is no. When an ICN Industry Adviser looks at your profile they need to understand all aspects of your business and total capability. One well maintained and up-to-date profile is easier for you to manage and also helps our ICN Industry Advisers get an overall 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 it is best to only have one profile per business. That profile should give an overview of your business based on its national capability and capacity. However, there are instances where it may be beneficial 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 company 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 and approved it for publication. It is only after we have completed verification that it will appear in the supplier search. This can take up to 48 hours.

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 Be Compelling or Premium subscriber, you can adjust the company contact role depending on what access level you wish to grant your contacts. There are five access levels to choose from:

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



Questions?

We are continuously upgrading and improving ICN Gateway to make it easy for you to find new business opportunities.

From time-to-time, enhancements may appear that are not in our guides. Feel free to contact us, and we will be happy to walk you through the changes.

For more information on ICN Victoria, please contact us on:

T: 03 9864 6700 • E: info@icnvic.org.au

LinkedIn (ICN Victoria) • Twitter (@ICNVictoria)

For more information on ICN Gateway, please visit www.icngateway.com.au