

THE ICN VISIBILITY PLAYBOOK

How to Get Found by Tier 1 Contractors.

The \$180 Billion Prize.

The Queensland Government is gearing up for **\$180 billion in procurement spend** in the lead-up to 2032.

The “Buy Queensland” policy is designed to give local suppliers a decisive, score-based competitive edge.

Gateway by ICN is the pivotal connection between these major projects and local suppliers. For contractors, mastering the platform is no longer optional—it’s critical to winning work.

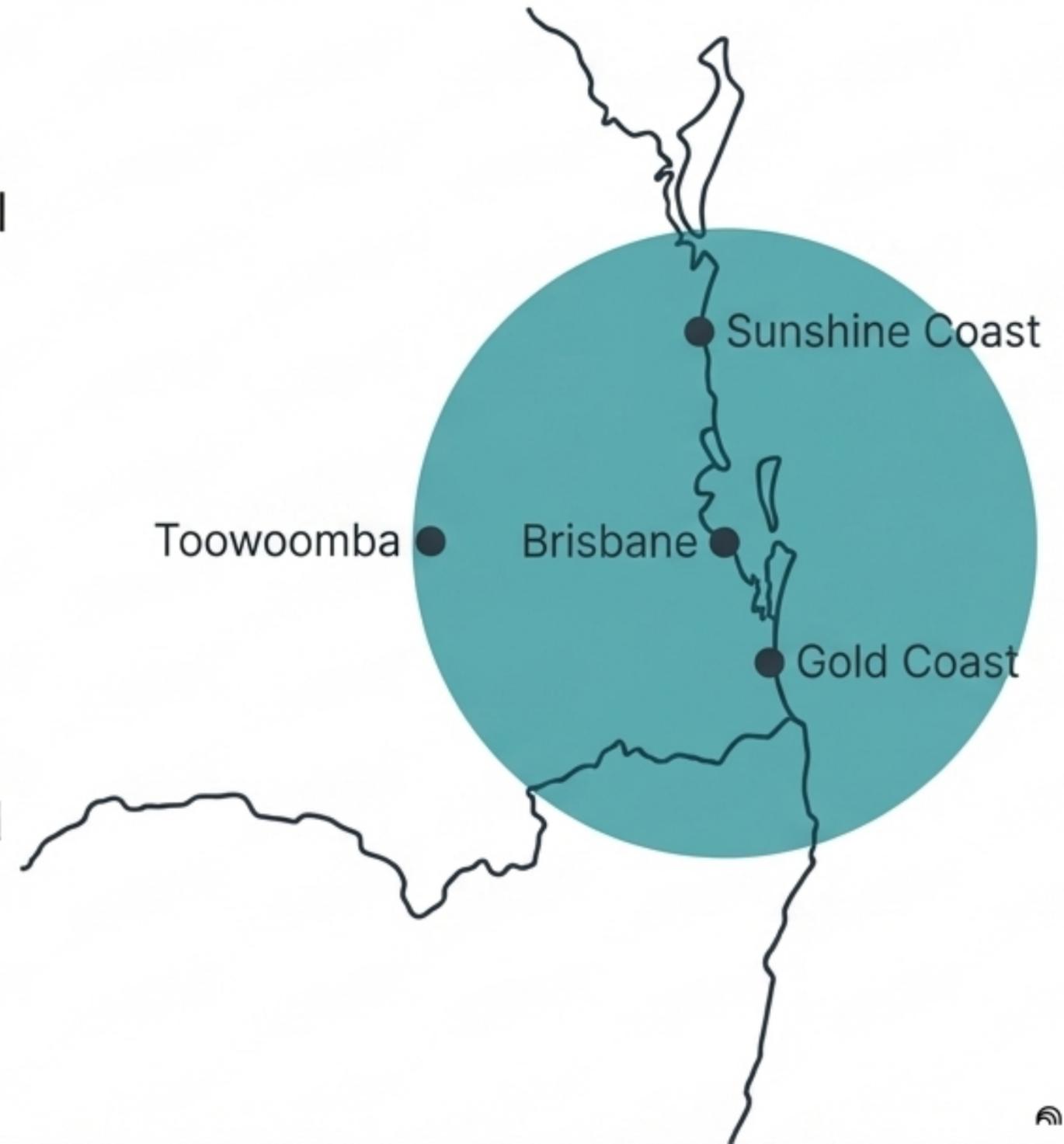
\$180
Billion

The 30% Advantage You Cannot Ignore.

Under the official “Local Benefits Test,” your location can carry an evaluation weighting of **up to 30%**. This can outweigh lower prices from non-local competitors.

A business is a “local supplier” if its workforce for a specific project resides within 125km of where the work is required.

This isn’t about your head office; it’s about your project workforce. The 125km radius from Brisbane alone includes the Gold Coast, Sunshine Coast, and Toowoomba, placing thousands of businesses in the highest priority tier.



Three Traps That Make You Invisible.

The opportunity is clear, but thousands of qualified businesses fail to get noticed on ICN Gateway. Their profiles fall into three common traps, making them invisible to buyers and procurement managers.

This playbook provides the specific tactics to avoid these traps and ensure you are seen by the right people at the right time.



Invisibility



Poor Messaging



No Trust

Trap #1: The Ghost Profile.

****The Hard Truth:** "ICN documentation confirms: Free profiles do not appear in general search results."**

Your Strategy Depends on Your Goal.

If you only bid on specific EOIs...

A free profile is sufficient. You are visible only when you actively submit an Expression of Interest for a specific work package.

If you want to be found and headhunted...

You must be visible in passive searches by buyers. Upgrading to a paid tier like 'Be Seen' is the documented way to appear in general supplier search results.

Trap #2: You Have 25 Words to Win.

The Insight: “Search results cut your summary after the first sentence. Treat it like your most important headline.”

TRASH 

Ineffective Summary

“We are a family business established in 1998 with a commitment to quality and customer service. We have grown over the years to become a leader in our field.”

TREASURE 

High-Impact Summary

“Gold Coast Earthmovers – 20T Excavators – 125km Local Benefits Compliant.”

Trap #3: Get The Green Tick.

Key Insight: The Concept: Verification is a risk filter. Buyers use it to instantly identify low-risk, compliant contractors. If your documents expire, the badge is removed.

The “Verified” badge is a powerful trust signal confirming that your core compliance documents are current. Maintaining it is a best practice for any contractor targeting major projects.



Critical Maintenance Checklist:

- Public Liability Insurance Current?
- WorkCover Insurance Current?
- ABN Details Match Official Records?

The Playbook: From Profile to Pipeline.

Avoiding the traps is the first step. The next is to build a profile that actively works for you.

These plays transform your profile from a static listing into a dynamic capability statement that attracts buyers and wins tenders. We will now move from what **not** to do, to exactly *'how'* to build a best-in-class profile.



Play #1: Sell The Solution, Not The Machine.

Key Insight: The Shift: Move from “Product Listings” to **“Capability Statements.”** Buyers search for solutions to their problems (e.g., “site clearing”), not just inventory (e.g., “excavator”).



Instead of listing:

“Excavator”



Describe the capability:

“Site Clearing & Trenching (GPS Enabled)”



Instead of listing:

“Labour Hire”



Describe the capability:

“Civil Workforce (Local 125km Residents)”



Instead of listing:

“Scaffolding”



Describe the capability:

“Complex Access Solutions (Tier 1 Certified)”

Review your “Products/Services” section. Reframe each entry to describe the job it **performs for a client**. Use keywords and **technical** language buyers search for.

Play #2: Build Your Dossier of Proof.

A complete profile is a verified profile. Project owners often filter out suppliers with incomplete or expired documentation before a shortlist is even created.

Treat the "Documents" section as a pre-qualification requirement. Your goal is to provide buyers with every piece of compliance information they need, before they have to ask for it.



Insurances:

Upload current certificates for Public Liability and WorkCover. Set a calendar reminder for expiry dates.



Licences:

Include all relevant trade, builder, and high-risk work licences. Ensure the issuer and licence class are correct.



Accreditations & Certifications:

List all quality, safety, and environmental certifications (e.g., ISO 9001). This is a key differentiator for Tier 1 work.

Play #3: Make Opportunity Find You.

The ICN system automatically emails you notifications for new projects and work packages that match your profile. **If your settings are wrong, you will miss opportunities.**

- ✓ **Confirm Your Industries:** Select all relevant industry sectors (e.g., mining, construction, oil and gas).
- ✓ **Set Your Locations:** Choose the specific states, territories, and regional locations you service.
- ✓ **Assign a Recipient:** Ensure notifications are sent to the correct person in your company responsible for business development.



Pro Tip: Set up notifications for both "Major Projects" and "Regional Opportunities" to maximize your reach.

The Game Plan: Submitting a Winning EOI.

Your optimized profile gets you found. A strong Expression of Interest (EOI) gets you shortlisted. An EOI is your formal way of "putting your hand up for work."

While ICN connects suppliers to projects, they are not involved in the selection process. Your EOI is your direct pitch to the project owner.

Tips for a Strong EOI Submission

- **Read the Scope Carefully:** Submit for "full scope" or "partial scope" as appropriate.
- **Tailor Your Response:** Highlight past projects and clients relevant to *this specific* work package.
- **Update Your Profile First:** Ensure your capabilities, accreditations, and contacts are current before you click submit.
- **Answer All Questions:** Respond honestly and within the context of the project.



Your 5-Point Visibility Checklist.

- 1. BE SEEN:** Upgrade from a free "ghost" profile to ensure you appear in general supplier searches.
- 2. WIN THE FIRST SENTENCE:** Rewrite your summary to state Core Capability, Location, and Capacity in the first 25 words.
- 3. GET THE GREEN TICK:** Upload and maintain all current insurance and compliance documents for verified status.
- 4. SPEAK IN CAPABILITIES:** Reframe your products and services list to describe the solutions and jobs you deliver for clients.
- 5. ACTIVATE NOTIFICATIONS:** Configure your industry and location settings to ensure you never miss a relevant opportunity.