



Giving your tender the edge



OFFICE 07 3211 4299
FACSIMILE 07 3009 0015
WEB www.auroramarketing.com.au
ADDRESS Suite 403
303 Adelaide Street
Brisbane Qld 4000
POST PO Box 10155, Adelaide St
Brisbane Qld 4000

Giving your tender the edge

Whoever our clients are, and whatever the project is, one thing is consistent: they want to win. That's where we come in.



Aurora Marketing has pioneered the niche of managing submissions and bids and has an outstanding track record of winning work for our clients.

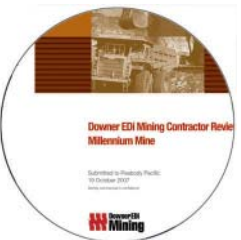
We have worked on bids ranging from hospitals to schools to court houses to rollingstock, all around Australia and overseas. Last year, we worked on major social infrastructure projects in 5 states and territories of Australia, in New Zealand, Singapore and the Middle East, for a total of \$16.5 Billion, and achieved a track record of 98.5%!



We're a special forces team of strategists, communicators, designers, project managers and marketers, backed by a proprietary system for submission management which guarantees we pitch the best possible bid and get you over the line.

Whatever the bid, Aurora Marketing is the team that can lead you to victory – we'll take control of your submission and manage it, brand it, direct it, design it, write it, review it, deliver it. Win it.

If winning the deal is important to you, Aurora Marketing is the team that can give you the edge.



Aurora Marketing has worked with:

- Abigroup
- ABN AMRO Infrastructure Capital
- Babcock & Brown
- Brisbane Convention and Exhibition Centre
- Devine Ltd
- Downer EDI Mining
- Fulton Hogan
- HEB Smithbridge
- John Holland Group
- Laing O'Rourke
- Macquarie Bank
- MCD Australia
- Ogden IFC
- Pricewaterhouse Coopers
- Ranbury Management Group
- Sitzler Brothers
- The Royal Children's Hospital
- Thiess
- Transtoll

I was delighted with Aurora's service for our submission. The staff are versatile, highly skilled and very proficient. Even more important, they brought a real sense of fun into our bid office - an invaluable commodity in a stressful enterprise like this bid.

I was impressed with the level of understanding of our business that Leann achieved through her participation in our planning/briefing workshops. This deep understanding proved to be invaluable at the most intense stage of submission writing - it gave us such confidence that we were able to have her working directly on developing and finalising some of the content with a high level of independence from our in-house team - with a great improvement in the efficiency of the process. We appreciated Aurora's "Can-do" attitude. Many times they put their hand up for extra tasks (like an unplanned phone survey of around 100 people) - and delivered on time. The proficiency and skill levels of Aurora's "back-office" team was able to accommodate a number of last minute changes into text, tables and diagrams - and do this quickly and reliably.

Having the key Aurora team-members physically integrated with our bid team in our bid office paid great dividends for the finished product - in the seamlessness and confidence of our communications, and in the responsiveness of the update and review process.

Chris Stanley
Business Development Manager
John Holland

Our Values

What can you expect when you work with Aurora Marketing?

These are our non-negotiable values. We live and breathe these values. They are core to our business.



Reliable

On time means on time. We deliver what we promise. You can count on us.

The results have been outstanding and the process as efficient as we could have hoped for...Like most professionals we thought our area of expertise was too complex and complicated to realistically explain to someone without similar industry experience. I'm glad we were wrong – Aurora has broken down the complexity and produced a clear, succinct message and plan for our company for the future and we have all learnt from the process. As a company who specialise in project management it was a delight to be managed for once!!

Scott Kennelly
Managing Director
Ranbury Management Group



Quality

Our work is the best that can be done. 100%. If there is room for improvement, we improve it before it goes out. If someone else could have done it better, we do whatever it takes to reach that standard before we finish the task. We're the best.

Leann and the Aurora Team were professional and provided our tender team with quick and concise turnaround of our requests. Leann's ability to proactively work with our team from initial workshopping through to the final push to complete the tender was valuable. Leann was a pivotal part of our group understanding what our submission was about and added significant value to our winning tender. I have no hesitation in using Aurora again. Excellent, professional, dedicated and a group offering initiative and lateral thinking.

Wayne Donnelly
Project Development Manager
John Holland



Passionate

We lift others up. We bring energy, enthusiasm and passion.

I engaged Aurora Marketing to assist in preparation of submissions to a government Taskforce. I was thoroughly impressed with the professionalism of the team. They were easy to work with, met deadlines, and, most importantly, the finished product was of the highest standard. I recommend them without hesitation.

Adjunct Professor Alan Isles
District Manager
The Royal Children's Hospital
and District Health Service



Tenacious

We get things done. We push as hard as necessary to get things over the line. The ball is always in our court until the job is done. We are an unstoppable force.

A team to give you the edge...



Leann Webb, Managing Director
BBus, MBA, MAICD, CPM, AFAIM

There are few consultants who have Leann Webb's practical mix of strategic and tactical capabilities. While many consultants can offer high-level input and suggestions for bid strategy, few have the hands-on skills to be able to also convert plans into results.

Leann has 15 years' experience in marketing management, including:

- strategic marketing
- business planning
- brand management
- new product development
- promotions management
- e-business and new media development and
- sales team administration.

Leann has created a niche in submission management for major projects such as PPPs and Alliance Contracting. Leann's experience in submission management is unmatched - if there is a deal on foot, it is likely she is leading the charge for the winning team. She is the lead consultant to some of Australia's biggest banks and construction companies on projects ranging from hospitals, to court houses, to water treatment plants to rollingstock; and has worked on projects in every state in Australia and internationally.

Aurora's STAR Framework, which guides our submission management process and gives our clients the edge on every deal, evolved from Leann's experience across the breadth of projects.

Leann is a member of the Australian Institute of Company Directors, the Australian Institute of Management, the Australian Marketing Institute and the CEO Institute. She is a former member of the Finance and Property Board and the Investment Committee of the Queensland Synod of the Uniting Church of Australia; and has just resigned from three years as the President of the Queensland Association of Law Firm Marketing.

Leann has a Bachelor of Business and Master of Business Administration, and recently enrolled in a Bachelor of Arts in Latin and Archaeology.

Leann has a passion for languages and education which lead to the creation of the AlphaTykes 'foreign languages for littlies' centres and program.

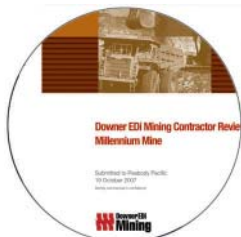
ABN AMRO engaged Leann as Submission Manager for our \$130 M bid for the NSW Government Privately Financed Schools Project. We recently learnt that we have been successful in this bid and have no hesitation in congratulating Leann for her valuable input. Leann managed a large team of ABN AMRO executives, external builders and operators diplomatically to ensure timely and accurate provision of information for the submission. In addition, Leann was responsible for the professional and innovative design of the submission. ABN AMRO will certainly be keen to use Leann's services on any future submission.

John Bowyer
Infrastructure Capital
Babcock & Brown
(formerly ABN AMRO)

Leann and her team seem to move heaven and earth in order to deliver a submission on time and to exceptionally high standards. Aurora Marketing is always willing to accommodate our often tight time frames - and always deliver the goods.

Andy Wright
Business Manager
HEB Smithbridge Ltd

A team to give you the edge...



The Special Forces Team

With resources based along the East coast of Australia, we have the team you need to streamline your next submission and help you win.

In addition to Leann Webb, the Aurora Marketing team includes:

Toni McCaffery
Terry Walsh
Liz Smith
Heather Brodie
Kara Wills
Alisa Cork
Ava Lawrence
Rowena Robertson
Tracey Baillie
Kerri Eckart
Sarina Quinlan
Gordana Pilgrim
Susannah Farfor
Karen Jonas
Jo Martyn
Susanna Nelson
Tara Hayes
Michelle Jacobs
Trevor Thompson
Sue White
Neville Sloss
Shannon Chivers
Sally Battersby
Leanne Mackney
Holly Engler
Sue Lascelles
Rahni Cassidy

Visit our website to review our team's profiles.

I recently worked together with Leann and her Aurora team preparing the tender submission documents for one of Australia's largest PPP construction projects to date. From the start, the Aurora team, led with true passion by Leann and what she believes in, established themselves within the bid office and started getting processes into shape. The submission strategy, style and target, which was of course to win, were quickly established around the special requirements of the project. The team quickly assessed the unique nature of the project and Client requirements and drew on their extensive marketing experience, understanding and knowledge to come up with what we believed to be a winning formula. Leann ensured that the team was sufficiently resourced to cope with the changing demands of the very tight schedule for submission and over time, Aurora took on more tasks as our confidence in their ability grew. The Aurora team were some of the most professional people that I have had the pleasure to work with, quality oriented in what they produced, innovative and with endless endurance even under the most daunting deadlines. The ability to take engineering drafts and turn them into professional, technically viable documents was achieved with excellent efficiency and always on time. All this was achieved in a cheerful working atmosphere, generated largely by Aurora's unique relationships that they developed with the in-house bid team. The integrated team approach was definitely advantageous and allowed one on one responsive discussion and moulding of the submission documents to achieve the desired result. The finishing touches including graphics and formatting were all expertly achieved within the highly talented Aurora team so that the end product was something we were all proud to be part of. The only negative aspect of the association with Aurora was the fact that we eventually had to part with a great team. I look forward to the opportunity of working with Leann and her Aurora team on the next project.

Andy Tuson
Thiess / John Holland Joint Venture
BrisConnections

Aurora's help in preparing recent proposals for a number of mining contracts has been part of the reason for our success with these.

The ability to focus our thoughts on presenting our message better has been useful - particularly to a bunch of number focussed engineers.

On top of all this, your assistance in the area of graphical presentation has been beneficial given the rudimentary in-house efforts we could conjure up.

We have appreciated the willingness and capacity of Aurora to work to our (usually compressed) timetable, often involving last minute requests and late night exercises.

Your people have all been friendly and helpful without exception.

We value the work you have done for us and we will continue to avail ourselves of your services as the need arises.

Coogee Barbuza
Executive General Manager
Downer EDI Mining

Our unique and proven process

After more than 15 years in marketing management, we've learnt a thing or two about getting results.

To give our clients the edge to win their tender, we've developed our unique and exclusive process to guide us through every step of every submission,

