



Government Agency

# Gateway Activate Guide

# Gateway Activate is a supply chain activation engine

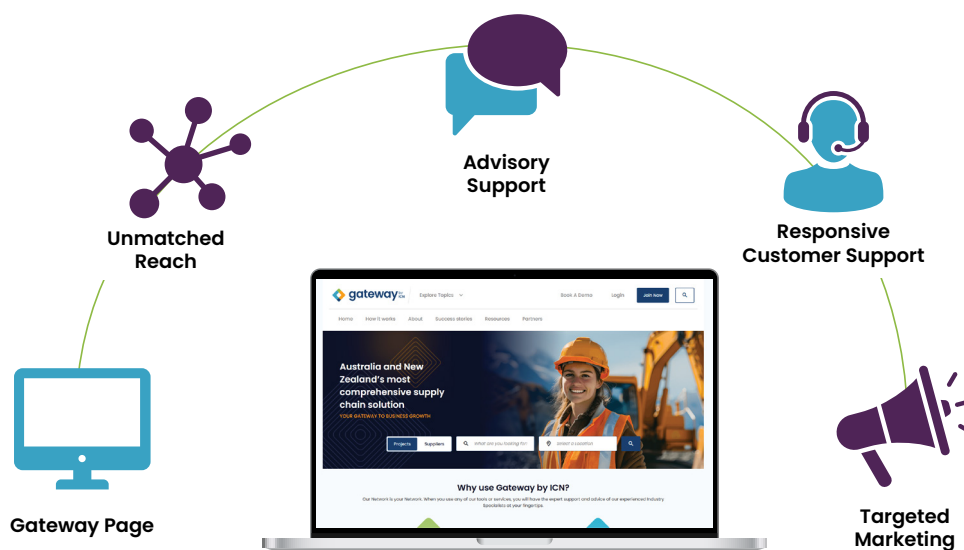
Gateway Activate is not just a portal – it's a complete activation package designed to connect your project with the right suppliers and bring your opportunities to life. At its heart is the Gateway by ICN project page, a central digital hub where you can share project objectives, timelines, and upcoming procurement opportunities. It's where businesses interested in being part of the project supply chain can register their interest and showcase what they can do.

Gateway Activate is backed by our Industry Advisers and Customer Service team, who work with your team and partners to map out local capability and apply the Local Jobs First Policy and other key procurement policies. Their expertise makes sure your project connects with the right local suppliers. To maximise your reach, Gateway Activate also amplifies your project far beyond traditional channels, reaching deep into government, industry, and education networks. Gateway Activate is key to finding the right supply chain, every time.

With Gateway Activate, government agencies can:

- Share procurement and contracting opportunities in a clear and accessible way.
- Activate the supply chain by connecting projects (bidders and/or head contractors) directly with capable suppliers in a probity compliant way.
- Extend visibility far beyond traditional procurement channels across multiple industry sectors, tapping in to thin markets and regional capabilities.

## How Gateway Activate supports government agencies



### Gateway page

Communicate project objectives, timelines, and collect Expressions of Interest to understand both current and potential supplier capability.

### Unmatched reach

Tap into a database of more than 85,000 suppliers across Victoria and Australia, spanning every major industry sector.

### Advisory support

Access up to 35 hours of dedicated project adviser time, helping you design, implement, and strengthen your supply chain engagement strategy.

## Responsive customer support

Our team provides direct support to your agency and to suppliers, ensuring clarity and responsiveness at every step.

## Targeted marketing

Tailored campaigns through email, social media, and newsletters to ensure suppliers are aware of your project opportunities.

# Gateway Activate Overview

Gateway Activate is designed to support agencies engage the market early, understand current and potential supply chain capabilities and highlight the opportunity pipeline to suppliers.

Some examples of major projects that use Gateway Activate services include:

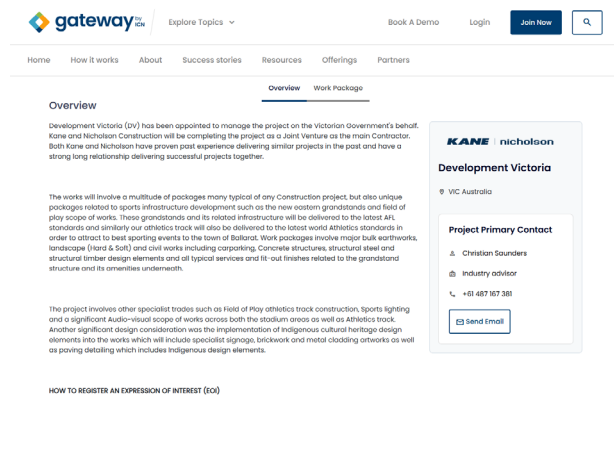
- sports arenas
- hospitals
- public housing
- fire stations
- maintenance services
- tourism precincts

These project pages are published at the **project announcement** and **early planning stages** of a project.

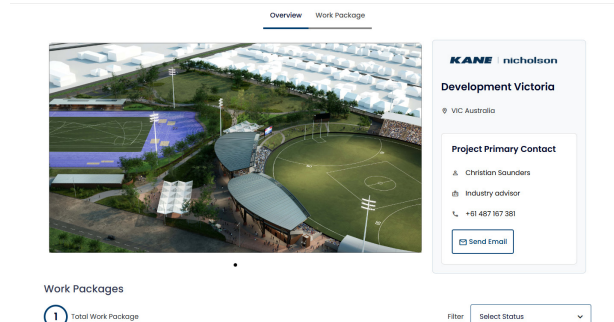
Typically published with general detail on project scope, timelines and up to 10 work packages. The purpose is to understand **local supply chain capability** for market testing and/or share with bidders to help them maximise local, social or sustainable content in their bids or during delivery.

The EOIs collected are shared with tenderers and bidders, at the discretion of the agency, in a way that complies with your probity policies.

Once the project has been awarded, these pages can be directly transferred to a project owner at an additional cost.



The screenshot shows the Gateway Activate website interface. At the top, there is a navigation bar with the Gateway Activate logo, a search bar, and a 'Join Now' button. Below the navigation bar, there is a main content area with a 'Home' button and a 'How it works' section. The 'Overview' section is highlighted, and it contains text about the project, a 'Project Primary Contact' section with contact details for Christian Saunders, and a 'HOW TO REGISTER AN EXPRESSION OF INTEREST (EOI)' section.



The screenshot shows the Gateway Activate website interface. At the top, there is a navigation bar with the Gateway Activate logo, a search bar, and a 'Join Now' button. Below the navigation bar, there is a main content area with a 'Home' button and a 'How it works' section. The 'Work Packages' section is highlighted, and it contains a list of packages, a 'Project Primary Contact' section with contact details for Christian Saunders, and a 'Filter' section.

# Gateway Activate benefits

## How it works

**Project pages** allow government agencies to promote and publicly communicate upcoming procurement details and contracting opportunities, including:

- Procuring agency details, project name, value (\$AUD) if applicable, project status, description and procurement contact officer's contact details (if desired)
- details of upcoming opportunities to supply goods and services
- requirements that potential bidders and the supply chain must satisfy and standards for key goods or services for the project
- details of successful contractors, including key procurement contacts, for further supply chain engagement opportunities.

This digital platform is backed up and supported by a team of Industry Advisers and Customer Support professionals. Taking the pressure off a project owner or agency by working with local suppliers to help them understand upcoming project opportunities.

**Through Gateway by ICN, government agencies can:**

- review comprehensive supplier capability profiles
- send notifications about project updates and opportunities
- review and respond to Expressions of Interest from potential suppliers based on:
  - » **Work package-specific Expressions of Interest (EOI)** (i.e., local supplier with the capability and experience to perform a specified scope of works registers their interest against the work package published)
  - » **Registration of Interest (ROI)** (i.e., local supplier wishes to be advised of supplier-related project updates regarding briefing sessions, supply opportunities etc.)
  - » **General EOI** (i.e., local supplier wishes to advise the project owner/contractor and its supply chain of an innovative idea or product that could be of interest to the project).



**\$54.3B+**

Total value of contracts awarded through Gateway by ICN



**400+**

Suppliers joining every month



**95,000**

Contracts awarded to companies on Gateway by ICN

# Gateway Activate

## What's included

Gateway pages are published with up to 10 work packages associated to the project to which suppliers respond to with an EOI. Each work package can include additional questions helping you to better understand supplier capabilities. Additional work packages are available at an additional cost.

### Features:

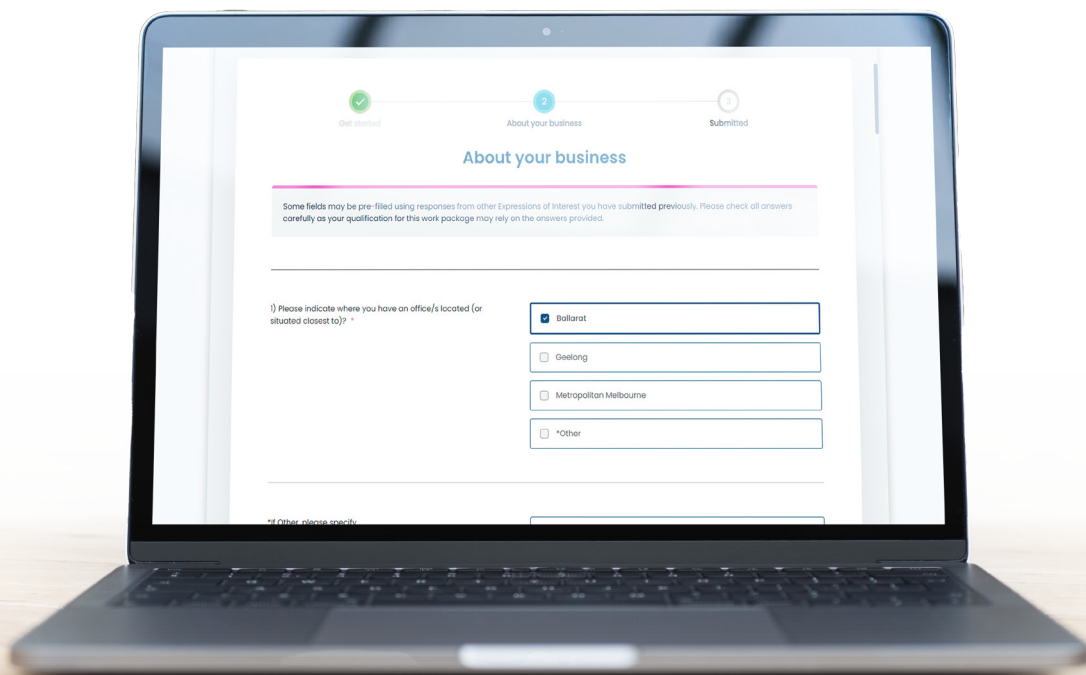
- Agency logo
- Project images
- Introduction to the project owner and/or main contractors
- basic introduction to the project
- Instruction on completing pre-qualification
- Up to 10 work packages (including supplier questionnaire)
- Additional work packages (including questionnaire) at additional cost

Suppliers that have registered on Gateway by ICN can submit an EOI for the work packages, registering their company's application to provide services or items to the project.

The general data collected contain details from the company's Gateway by ICN, which contain information such as:

- contact details
- products and services
- number of employees and turnover
- client and project history
- third party applications
- licences and insurances
- Indigenous ownership and Indigenous employment

EOI data is provided to the nominated contact at agreed intervals (no more than once a week). Real-time access to data is available at additional cost.



# Supplier prequalification questionnaires

Supplier prequalification questionnaires help project, contract, and opportunity owners identify local, social, and sustainable procurement capability for the project.

EXPRESSION OF INTEREST

Submissions close

7 WEEKS 2 DAYS 11 HOURS 27 MINS

**Any Opportunities**

Regional Sports Infrastructure Program (RSIP) - Latrobe

Get started About your business Submitted

## About your business

Some fields may be pre-filled using responses from other Expressions of Interest you have submitted previously. Please check all answers carefully as your qualification for this work package may rely on the answers provided.

Please nominate the work package / trade / goods / services your company provides. \*

4000 characters remaining

Please provide your organisation's street address (which will service this project) in the format of Address Line, Suburb State Postcode.

4000 characters remaining

Are you a certified social enterprise? \*

Yes

No

Are you a certified Aboriginal business? \*

Yes

No

## Industry Adviser support

You'll receive up to 35 hours of one-on-one support from experienced Industry Advisers, customised to your project's needs. This includes expert guidance in designing and refining your supply chain engagement strategy, identifying opportunities to improve supplier participation, and supporting your engagement with suppliers. Our Industry Advisers can also help suppliers better understand the procurement process, improving their readiness and alignment with your project goals.

Importantly, this support helps take the pressure off your internal procurement team by handling supplier outreach and engagement, allowing them to stay focused on core procurement activities.

## Customer service support

Our team offers direct, hands-on support to both your internal team and your suppliers, ensuring clear communication, timely responses, and a smooth experience throughout the process. Whether it's answering supplier questions, resolving issues, or clarifying next steps, we're here to keep things moving efficiently and transparently at every stage.

By acting as a first point of contact for supplier inquiries and engagement, we help reduce the administrative burden on your procurement team—freeing them up to focus on strategic priorities.

## Marketing reach

To help you meet your local, social, or sustainable procurement objectives, we design and deliver campaigns across email, social media, and targeted newsletters to ensure suppliers are aware of your project opportunities. These campaigns are strategically timed and audience-specific, helping you reach the right suppliers with the right message—boosting awareness, engagement, and participation.



# Choose the Gateway Activate package that fits your project

Gateway Activate offers a tiered suite of packages tailored to the scale and needs of your project. Whether you're seeking full advisory support and strategic supply chain activation, or just need to publish a work package, there's a plan for you:

Features	Activate Premium Plus	Activate Plus	Activate Work Packages
Suited for	Large projects or businesses	Large projects or businesses	Small projects + SMEs
Industry Adviser support	35 hours	35 hours	3 hours
Customer Service support	25 hours	25 hours	4 hours
Project page inclusions	Full project page + Back end access (1 included, additional users POA)	Full project page	Work package only
Work packages	<b>10 included</b> (max 5 uniform questions). Additional work packages: POA	<b>10 included</b> (no document upload and max 5 uniform questions). Additional work packages: POA	<b>1 included</b> (no document upload and max 5 uniform questions)
Brand assets (for Gateway page)	Company logo, unlimited images & banner	Company logo & 2 images	N/A
Digital marketing campaign	Social media post + newsletter + website	Social media post + newsletter + website	Newsletter + website
Length of service	1 year	1 year	1 year

# Which tier is right for you?

Choosing the right Gateway Activate package ensures your project gets the visibility, supplier engagement, and support it needs.

## Activate Premium Plus

Ideal for high-value or complex projects seeking full marketing support and strategic engagement, including Project Plus Access and up to 10 custom work packages.

## Activate Plus

Best for agencies needing a balance of advisory support and marketing reach, with customisable work packages and targeted supplier engagement.

## Activate Work Package

A cost-effective entry point for promoting a single work package with minimal advisory support and visibility.

**For more information or help selecting the right package, contact:  
ICN Victoria – (03) 9864 6700 or [info@icnvic.org.au](mailto:info@icnvic.org.au)**



**ICN Victoria**

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