



Products and Services For Project Owners



Industry Capability Network Victoria

Level 23, 370 Little Lonsdale Street
Melbourne Vic 3000
+61 3 9864 6700
info@icnvic.org.au
icnvic.org.au

ABN 20 007 058 120

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ICN

Victoria

We are Victoria's supply chain activation experts for local, regional, and major industry sectors

We don't just list projects and suppliers, we activate them through our proven platforms and advisory services.

We bring industry, government, and suppliers together making us the trusted partner in driving local content and supply chain resilience.

Industry Capability Network Victoria empowers organisations to:

- Access 85,000+ trusted suppliers and unlock project opportunities.
- Engage the right businesses faster through targeted marketing and supply chain activations.
- Strengthen supply chains with expert advisory and capability insights.
- Deliver on Local Jobs First requirements while achieving strategic procurement outcomes.

Our products and services make supply chain engagement faster, smarter, and more effective.

Over the last decade, we've worked with 30,000 small businesses across the state and contributed \$3 billion to the state economy as wins on projects worth more than \$410 billion.

ICN Victoria products and services



Advisory services



Gateway Activate



Industry research



Industry engagement events



VMC reporting



Marketing campaigns

Challenges for project owners

Unlocking local supply chains

Project owners often lack a complete picture of local capabilities, regional strengths, and available suppliers, leading to inefficient procurement.

Navigating policy and compliance

Meeting industry participation policies is complex and the administrative burden from tracking and reporting compliance can slow down projects.

Connecting with the right suppliers

Limited visibility and weak networks of suitable local businesses make timely engagement and partnerships difficult, causing delays and increased costs.

Managing unexpected supply chain risks

Major project owners face ongoing challenges and disruptions. Without expert support, these issues can stretch budgets, derail timelines, and affect project quality.



How ICN Victoria can help

Local connections and expertise

Our Advisers know Victoria's industries inside out. They help project owners discover regional strengths, unlock diverse suppliers options, and meet policy goals around local and social procurement.

Project lifecycle support

From early planning to delivery, we stay involved, helping owners reduce risk, meet targets, and build lasting local partnerships.

Events and networking

Regular events and online tools like Gateway by ICN connect project owners to new suppliers, increasing transparency and giving more local businesses a fair go.

Easy compliance and reporting

Our tools and expert advice simplify regulatory reporting and keep project owners up to date with what's needed to stay compliant.

What project owners get:

- Clear, practical advice on building and managing local supply chains.
- Direct access to a network of pre-qualified local suppliers through Gateway by ICN.
- Industry insights and policy know-how that boost project impact and community value.
- Support at every step – from planning and tender to project delivery and compliance reporting.

Our proven approach turns complex procurement into a pathway for more local jobs, stronger businesses, and better project outcomes.

Policy Advice

We share expert knowledge in industry participation policies to keep you on track

How ICN Victoria can help your business

ICN Victoria is here to help local companies win more work and meet those often-challenging government requirements. We make it easier to get the right policy advice, connect with local, social and sustainable suppliers, and understand what's needed for big and small projects.

Local Jobs First Policy

With over 40 years of experience, we are your partner in meeting the Local Jobs First Policy requirements. This means more chances for your business and local workers to be part of major government projects. Our team explains the steps, so you know what to do, and how to meet your obligations.

Social procurement

Want to set social or environmental goals for your project? We show you how to spot good opportunities and support diverse and sustainable suppliers, including social and Indigenous enterprises.

Building Equality Policy

We give clear, specialist advice on the Building Equality Policy, which aims to give more women jobs across the construction industry. We can show you practical ways to offer women roles as tradies, apprentices, managers, and more - making compliance easier for your business.

Australian Industry Participation Policy

Working on big jobs, like renewable energy projects, or Commonwealth contracts? We will help you find local suppliers, making your supply chain stronger, and ticking the right boxes for government plans.

Need help?

Talk to an ICN Victoria Industry Adviser. We're ready to answer your questions and point you in the right direction for your next project.

Industry Advisers

Expert knowledge in supply chain capability

Implementing policy targets

Our experienced Industry Advisers provide comprehensive advice and assistance to project owners to implement industry participation policies including the Local Jobs First Policy, Social Procurement Framework, the Building Equality Policy and the Australian Industry Participation Policy.

Connecting local capability into supply chains

As a pivotal link between project owners, principal contractors and local manufacturers and suppliers, our Industry Advisers connect buyers and suppliers on large-scale projects, help source locally manufactured items and identify capability and capacity.

Secondment to support project scope and the breakdown of work packages

To support project owners to meet and maximise local, social and sustainable content obligations, our Industry Advisers advise on project scope and timelines, breaking down work packages and identifying local capability that is suitable to directly compete with import alternatives.

Ongoing project support

Once a project has commenced, supply chain capability and capacity requirements can change. We can provide support to navigate local industry participation reporting requirements and continue to connect with local suppliers throughout the life of the project.



Katherine Smith
Industry Engagement
Manager



Lisa Maro
Industry Adviser, Renewable
Energy & Transport



Matthew Fletcher
Industry Adviser, Construction
(Innovation & Sustainability)



Christian Saunders
Industry Adviser,
Northern Victoria



Peter McCracken
Industry Adviser,
Geelong Region



Lindsay Rattray
Industry Adviser,
Building Equality Policy

Industry Research

ICN Victoria's industry research is designed to give businesses, project owners, and government partners a clear view of sector capabilities, trends, and opportunities; delivered in accessible language, backed by experts.

Our standardised methodology helps you make sense of the market, find growth opportunities, and make confident decisions for your next project.

Supply chain maps

Our supply chain maps take the guesswork out of sourcing. By bringing verified local suppliers to the forefront, these maps show project owners exactly where to find the right capabilities. Suppliers and manufacturers see where they fit, spot new partnership possibilities, and stand shoulder to shoulder with larger players. These maps are used to highlight strengths, attract new investment, and steer growth with real-time data.

Industry capability reports

Stay ahead of market shifts with reports that demystify sector maturity and emerging trends. Whether you are a buyer, project owner, manufacturer, or supplier, our

Local capability, sector specific insights

capability reports deliver practical insights so you can benchmark, identify gaps, and build credibility in your sector. Regional agencies rely on these reports to guide investment, champion local strengths, and plan for the future.

Sector directories

Our sector directories make local sourcing simple. Project owners and buyers access up-to-date supplier profiles from every region or industry, with clear summaries, practical details, and direct contact information all in one trusted place. Manufacturers and suppliers gain visibility, promote their innovations, and receive direct invitations for opportunities. Regional and industry agencies can monitor strengths, drive collaboration, and support growth across the network.

Whatever your project or goal, our industry research puts actionable insights and trusted data at your fingertips. We're ready to help businesses grow, collaborate, and shine in Victoria's supply chains.



Victorian Management Centre Policy reporting made easy

The Victorian Management Centre (VMC) platform makes it easy to track and highlight the real impact of local, social, and sustainable efforts in government-funded projects across Victoria.

Designed by ICN Victoria - with government support - the VMC lets project owners clearly show how their work boosts jobs, strengthens communities, and delivers measurable outcomes.

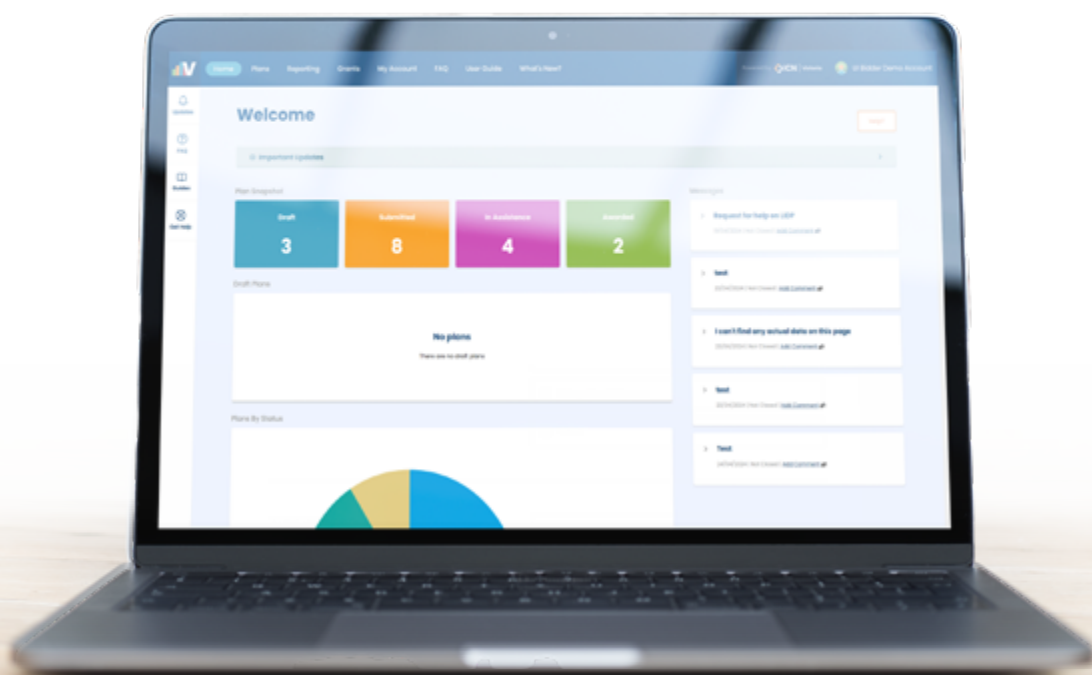
With VMC, users can:

- Report on new jobs created.
- Enter and track important data for every project milestone.
- Access clear reports on local content and social procurement achievements whenever needed.
- See meaningful insights into how government projects are making a difference in Victoria.

The platform also streamlines reporting cycles and work package tracking, so all your reporting is centralised and simple from start to finish.

It's less paperwork for you, and it's done right.

[Learn more](#)



Gateway Activate

A supply chain activation engine designed to connect your project with the right suppliers and promote it to a much wider audience through our dedicated advisers and customer service support.

We amplify your project across government, industry, and education networks, ensuring it receives the visibility and engagement it deserves.

Project exposure

Gateway Activate empowers project owners to attract interest from new suppliers by listing detailed project information and any associated Work Packages on a dedicated Project Page.

Opportunity alerts

Gateway Activate alerts suppliers to new project work packages, highlighting SME opportunities. This efficient system notifies 85,000 suppliers, supporting our goal of connecting local businesses with projects.

Amplify your procurement

Project pages on Gateway by ICN allow project owners to promote and publicly communicate upcoming procurement details and contracting opportunities.

Project page campaign

We will promote your project through:

- A targeted EDM.
- Our regular newsletter.
- The monthly new projects publication.
- Our LinkedIn channel (8,000+ followers).

Easily connect with the right suppliers

Work package breakdown

Our Industry Advisers collaborate with project owners to:

- Break down work packages.
- Define specific goods or services within the scope of works.
- Publish opportunities suitable for local competition.

Supplier screening questionnaires

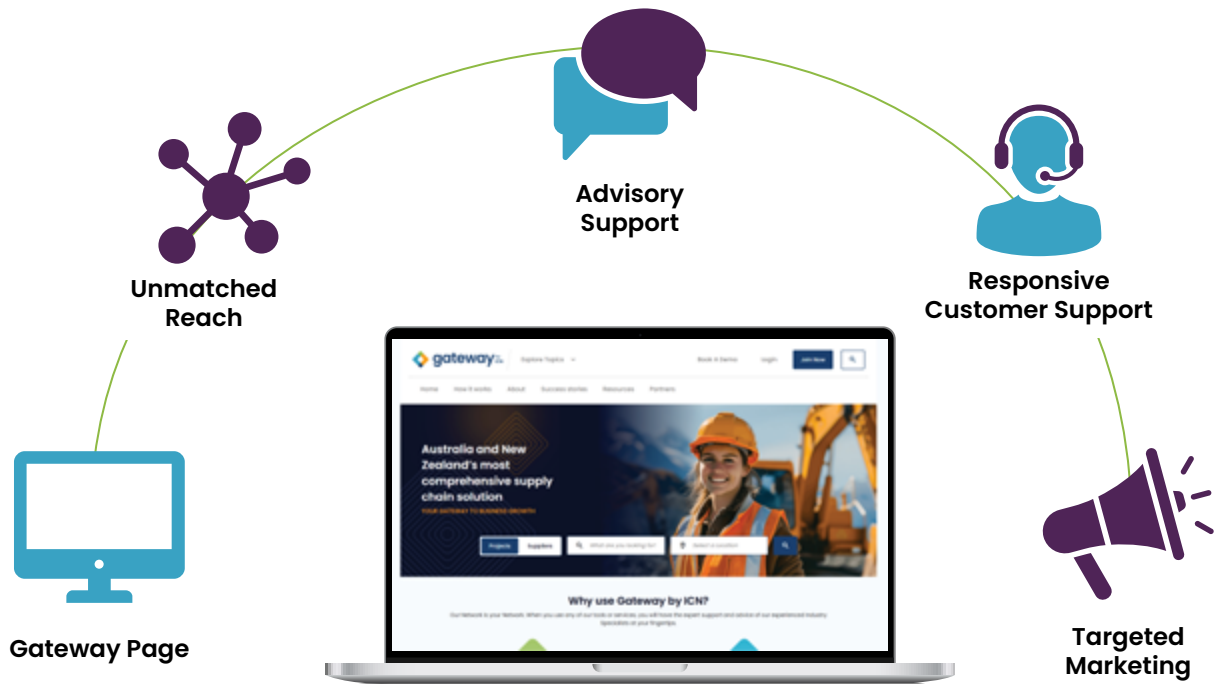
Gateway by ICN offers supplier questionnaires to identify local, social and sustainable procurement capabilities. These help project owners assess suppliers against project requirements, make informed selection decisions, and foster partnerships that support project goals.

Expressions of interest on Gateway

Suppliers registered on Gateway by ICN can lodge an Expression of Interest (EOI) for work packages, applying to provide goods or services to the project.

Customised EOI reports

We compile a report of submitted EOIs, including Gateway profiles and completed supplier questionnaires. This report can be issued at agreed intervals or in real time as required.



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.

[Download Gateway Activate guide for owners](#)

[Download Gateway Activate guide for government](#)

Industry Engagement Events

ICN Victoria makes it simple to connect and collaborate with the right people so local businesses and suppliers can get ahead together. Here's how our engagement solutions help your business thrive, with everything explained in plain language and plenty of support along the way.

Gateway industry briefings

We organise events that break down complex project requirements, so suppliers know exactly what's needed, and when. By tapping into our Gateway by ICN database of over 10,000 Victorian suppliers, you can:

- Share your project details and work packages, step by step.
- Clearly communicate EOI timelines, so no one misses out.
- Find and evaluate talented local suppliers who fit the job.

Supplier showcases

A supply chain showcase is a targeted industry networking event designed to connect project owners and major contractors with capable local suppliers. This event is designed to activate supply chains, drive local content outcomes, and build awareness of upcoming procurement opportunities.

Your direct engagement pipeline with industry and suppliers to build strong relationships

Tailored workshops

Our expert industry Advisers are here to guide your team, offering personalised workshops that demystify policy, keep you compliant, and unlock new opportunities. You'll get:

- A straightforward view of the rules and regulations that matter for your project.
- Tools and strategies to reduce risks and stay compliant.
- Fresh, practical ideas for weaving key policies into your work.

Round tables

Tap into big-picture insights with our round table sessions, bringing together leaders from government, industry, and associations. Your business gets:

- Collective wisdom, real-world experience, and practical know-how, from those who've seen it before.
- A chance to learn best practices and share solutions that work.
- Real input into shaping agenda and strategy for the sector.

Whatever your project or goal, we are ready to help make connections and clear up the details.





Maximise communication of project requirements and work packages to suppliers.

Gain strategic insights into supply chain and procurement challenges through our network of industry leaders and experts.



Deliver tailored showcases to support your supply chain targets across local, social, and sustainable project requirements.

[Download the industry engagement guide](#)

Customer Service

Quick and effective support

Our dedicated Customer Service team ensures swift response times and problem resolution, assisting users with technical queries, platform features and troubleshooting.

Expert knowledge and guidance

The team possesses policy knowledge, providing accurate, up-to-date information and guidance on regulatory requirements. This expertise supports you in navigating the VMC platform with confidence and meet policy targets effectively.

A dedicated team committed to supporting our customers

Commitment to improvement

Committed to continuous improvement, our Customer Service team actively seeks user feedback to refine our offerings, ensuring the VMC platform remains reliable and user-friendly.



7500+

Customer requests handled in FY25



Marketing Campaigns

ICN Victoria’s marketing and communications services are purpose-built to activate supply chains and ensure your message reaches the right audience. Leveraging our exclusive Gateway by ICN database of 85,000+ suppliers, combined with targeted digital channels and professional communications, your campaign is not just visible, but impactful.

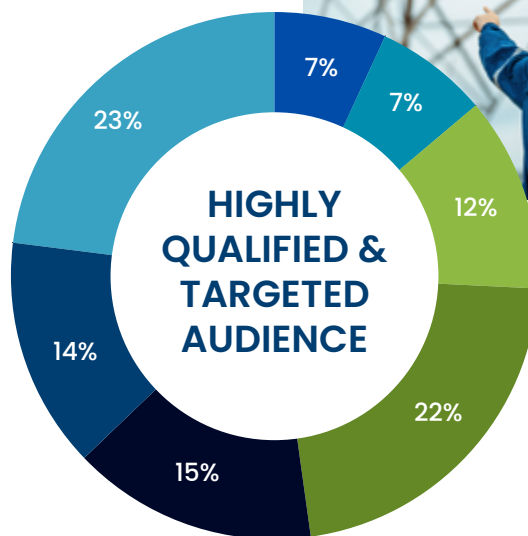
Our services

- **Web & analytics** – Event webpage builds, Google Ads, and Google Analytics tracking to drive visibility and measure success.
- **Digital content** – End-to-end creative including design, branding, brochures, and video production.

- **Social media** – Targeted campaigns and promoted posts, amplified through our Facebook and 8,000+ LinkedIn network.
- **Email marketing** – Direct campaigns to Gateway by ICN subscribers and monthly newsletters.
- **Integrated communications** – Storytelling through copywriting, newsletters, and thought leadership pieces.



State Government	
Local Government	
Education	
Associations	
INDUSTRY	
Renewables	1,000
Clean Energy	400
Construction and Engineering	12,300
Defence	2,500
Health	3,400
Medtech	40
IT & Communications	110
Manufacturing	2,200
Transport	3,900
Water	160
Professional Services	2,700



AUDIENCE BREAKDOWN

- Managing Director/CEO/Chair
- Executive Managers
- Operations and Maintenance Managers
- Procurement Managers
- Asset & Facility Managers
- Environmental Civil/Project Engineers
- Others

ICN Victoria offers tailored products and services to support local, social and sustainable industry capability and foster growth and innovation across all sectors.

Our comprehensive suite of procurement and supply chain tools is supported by expert advice, providing tailored solutions for your business needs.

Our integrated service model allows you to select the most relevant offerings for your procurement journey, ensuring flexibility and efficiency.



A capability analysis tool designed to increase the understanding of business capabilities in different regions and sectors to understand local supply capability and gaps.

Develop market intelligence to help procurement planning and identify key areas for expansion.



Insight provides real-time data visualisations to inform strategic decisions across the project lifecycle. Built on our integrated procurement and supply chain tools, Insight by ICN helps you:

- Instantly assess project performance.
- Streamline data management for efficiency and accuracy.
- Easily access critical information on supplier performance and Expressions of Interest.

Helping Local Win

ICN Victoria is all about helping local businesses succeed. Backed by more than 40 years of hands-on experience supporting small and medium enterprises across Victoria, we mean business. Our focus is on guiding businesses through big opportunities, driving innovation, growth, and local participation every step of the way.

We're trusted to help you make sense of the Victorian Government's Local Jobs First Policy, Building Equality Policy, and Social Procurement Framework, turning these policies into real, practical chances for businesses to get involved in major projects. With our expert advice, SMEs can navigate requirements smoothly and get ready to win more work, with tailored support to put local businesses in the best position to grow and thrive.

Get in touch

For more information about our products or services, reach out to us:

Lynn Johnson
Growth Sectors and Partnership Manager
ICN Victoria
ljohnson@icnvic.org.au



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Level 23, 370 Little Lonsdale Street
Melbourne Vic 3000
03 9864 6700
icnvic.org.au

ABN 20 007 058 120

