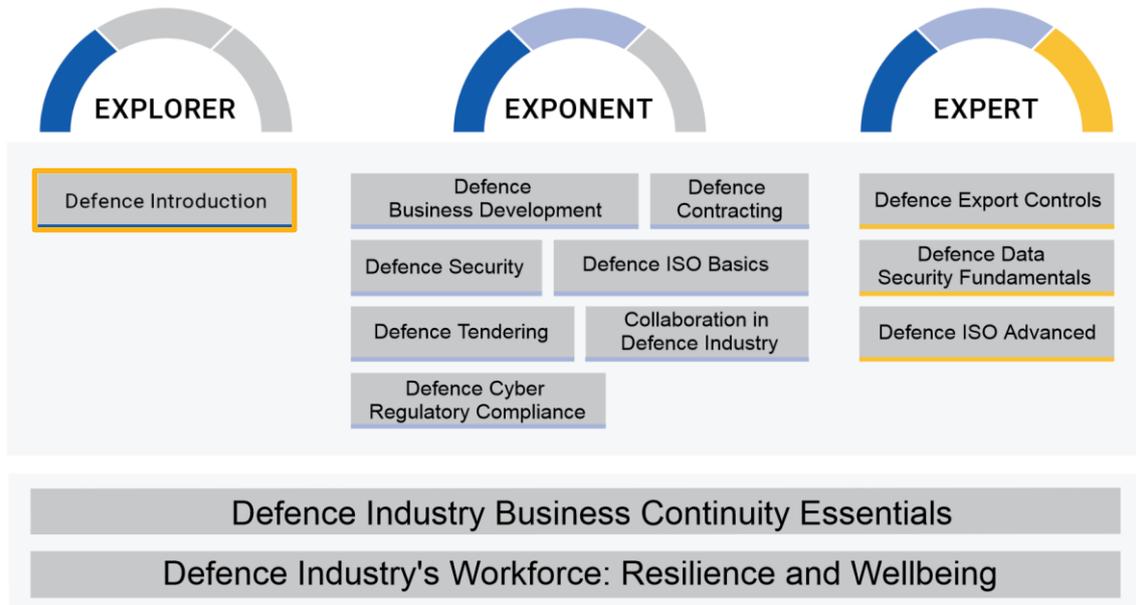




DEFENCE INTRODUCTION



Target audience

This seminar addresses the “Explorer”, which we define as:

- Companies or staff having little or no knowledge of working with Defence or Defence Industry;
- Business owners or business development managers, curious to inform themselves for a better-quality decision as to whether to pursue the Defence market; or
- People recently employed by a business already operating within the Defence space who require a fundamental understanding to better orientate them to the market.

Seminar structure

Virtual workshops	eLearning modules	Podcasts
2	4	1

Expected outcomes

- Understand the Structure of the Defence Department and Market in Australia
- Understand how the Defence websites are constructed and where to find information
- Understand where to access Defence Industry Policy, Procurement Rules, Tenders and Investment Plans
- Understand how to locate the right contacts for opportunities and departments
- Understand Innovation Streams

- Identify the Defence Prime Contractors in each Department of Defence and how to locate a contact
- Introduction to the major Industry Associations relevant to Defence in this area
- Hear first-hand Case Studies from experienced SMEs
- Understand what Government assistance is available to SMEs and how to access it.

Content

This seminar, titled “Defence Introduction”, will be delivered in part by 4 eLearning modules, and then by two accomplished presenters with decades of SME experience in Australia’s Defence Industry and real-world front-line knowledge. True experts in delivering this content, their SME involvement is backed up by in-uniform operational and sustainment roles. Some case studies will be presented from experienced companies.

Defence Introduction provides valuable information to help aspiring businesses assess the defence market and understand what may be required to pursue opportunities. It is specifically focused around people characterised as “Explorer”, who are curious. That is, those companies considering an entry to Defence but finding the landscape just too complicated and full of (largely unfamiliar) jargon to determine if the market is right for them. It also suits those who need a refresher about the many changes in the Australian Defence Market.

The seminar will include:

- 4 eLearning modules
 - Module 1 – Introduction to the Defence Industry. This module introduces Defence policy and requirements to current and potential industry participants.
 - Module 2 -Introducing the ADF. This module provides information on the Australian Defence Force structure and current projects relevant to Industry. It introduces the Australian Defence Force including the makeup and value of opportunities available for Australian Industry participation.
 - Module 3 -Industry Participation - This module introduces opportunities that exist for industry participation in Defence and provides overviews of funding and assistance available.
 - Module 4 – Innovation Streams and Prime Contractors. This module introduces Defence Innovation Streams, as well as Defence Prime Contractors and their role and makeup in the Australian Defence Industry landscape.
- 2 virtual workshops
 - WS 1 – Brief recap and update on eLearning. Where do you fit? What are the current opportunities to grow and gain business in the various streams and Capability Life Cycle.
 - WS 2 – Answers as required to Q&A if not provided at first WS. Facts and Case Studies

The bundle will address:

- The Defence marketplace – a beginner’s guide
- Case study for Defence procurement
- Finding the money – who really says “yes”?
- Understanding what “Defence Ready” means for you
- Prime Contractors and Global Supply Chains – who they are, how to engage, and what they expect
- What help is available
- Hierarchy of Defence needs-driven posture and the Defence Landscape
- Defence Innovation Streams
- Introduction to the Defence Industry Associations AIDN NSW and Hunter Defence
- Local Defence Industry Interest Group introductions
- Defence programs – where to get the information and how to interpret it
- SME case studies
- Adding it all up – how do you decide?

Seminar modules outline

TIMING	LEARNING MODULE	FORMAT	EST. TIME TO COMPLETE
On demand	<ul style="list-style-type: none"> • Introduction to seminar and facilitator • Description of seminar bundle incl learning outcomes 	Podcast	30 minutes
On demand Module 1	Introduction to the Defence Industry. This module introduces Defence policy and requirements to current and potential industry participants.	eLearning Module	30-45 minutes
On demand Module 2	Introducing the ADF. This module provides information on the Australian Defence Force structure and current projects relevant to Industry. It introduces the Australian Defence Force including the makeup and value of opportunities available for Australian Industry participation.	eLearning Module	30-45 minutes
On demand Module 3	Industry Participation - This module introduces opportunities that exist for industry participation in Defence and provides overviews of funding and assistance available.	eLearning Module	30-45 minutes
On demand Module 4	Innovation Streams and Prime Contractors. This module	eLearning Module	30-45 minutes

	introduces Defence Innovation Streams, as well as Defence Prime Contractors and their role and makeup in the Australian Defence Industry landscape.		
Virtual Workshop 1	Brief recap and update on eLearning. Where do you fit? What are the current opportunities to grow and gain business in the various streams and Capability Life Cycle.	Virtual workshop	60 minutes, plus 30 minutes optional chat room participation
Virtual Workshop 2	Answers as required to Q&A if not provided at first WS. Facts and Case Studies.	Virtual workshop Guest Presenters	60 minutes, plus 30 minutes optional chat room participation
TOTAL COURSE DURATION			4-5 hours instructions, 2 hours bump-in and chat room

Facilitators

Alan Rankins

Alan is the Managing Director of Goal Professional Services and Managing Partner of the Goal Group. He is also a Past President of the Australian Industry and Defence Network (AIDN), retaining a role on the AIDN NSW Committee. He has significant experience from 21 years in the RAN and 28 years as a project and programme manager in complex projects whilst developing the largest complementary SME model in Australia, the Goal Group.

Alan has assisted major defence companies to achieve bid success. His specific areas of expertise are strategic direction, project development, bid preparation and programme management. He is a Fellow of the Institute of Management and Leaders, and a Graduate of the Australian Institute of Company Directors plus a Senior Member of the Institute of Electrical and Electronic Engineers. Alan is a past Co-Chair of the Synthetic Environment Working Group, represents AIDN on the AIG Defence Council's Security Working Group and is a highly experienced Programme Manager, particularly in major programs, complex systems engineering and Integrated Logistics Support (ILS).

He is an accomplished business development manager, experienced in developing and selling solutions in defence and law enforcement markets, client relationship management, commercial negotiations, business development and sales, staff performance management and service delivery management.

Bret Barton

Bret began a career in the Canadian Air Force as an aeronautical engineer flight testing military aircraft and systems. He progressed to working with the US Air Force flight testing

F-16 systems and subsequently moved to Australia in 2004 to help a start-up Defence consulting business, Nova Systems, grow into it's significant position today.

Bret has dedicated his career to the defence, aerospace and engineering sectors. Bret is recognised as a proactive leader, has held several executive roles, run operations across APAC including the establishment of a new business in the Asia market.

Bret is currently the Chief Executive Officer of the Goal Group which is a professional services business focused on the Defence and security sector. Goal Group operates Australia's largest and unique "*Complementary SME Model*" helping Defence optimise capability and assets.

Bret is partnered with an accomplished Mechanical Engineering spouse, Hilary, an Electrical Engineering son, Mathew, and uniquely a physio therapist daughter Julia.

How do I Apply?



Scan the QR Code

Go to our website at <https://www.goalgroup.com.au/defence-ready-public-seminars/>

Or call us on 02 4967 4500