

# Next generation training programs to help you win more tenders, more easily.



## Why invest in effective, practical tender training?

Although tendering is a vital revenue generating function for most organisations, the skills needed to win consistently are rarely taught in any formal setting. This leaves many to learn on the job, accumulating a variety of beliefs and habits which often don't embody best practice.

There are considerable upsides for companies who choose to invest in mastering this fundamental commercial skill:



### Secure new sources of revenue.

Learn to win more than your share of the approx. \$600B of Australian contracts that come to market each year.



### Build internal work winning capability.

Win the war for the best bidding talent by aligning your business with best practice.



### Learn to bid smarter, not harder

Get better outcomes from your bidding efforts.



### Maintain your competitive edge.

Avoid getting stale by keeping up with the latest work-winning tools and techniques.

## What is Bid Academy?

**Bid Academy is the dedicated training business of BidWrite, an award-winning bid and proposal management consultancy incorporated in Perth, Australia in 2008.**

**Results driven:** Bid Academy's mission is to change the face of tender training; leveraging the latest, contemporary theories in adult learning design to create practical training programs that help participants achieve measurable commercial results, not just a completion certificate.

**Learn when you want:** Research shows that time-pressed professionals can't take days out of their busy schedules to attend conventional training courses. Instead, they want to learn when and where it suits, using technology to simplify the information exchange.

They also value interaction with their learning cohort and experienced program coaches in shorter sessions spread over a longer period.

This vision of training is central to Bid Academy's training philosophy and sets us apart in the market.

**Pragmatic, best practice advice:** All programs delivered by Bid Academy leverage 'The BidWrite Way' – a pragmatic, successful and award-winning approach to bidding which is closely aligned to best-practice guidance from the Association of Proposal Management Professionals (APMP), the world's industry association of record.

**Keep up with the best:** We monitor and select from the latest thinking around the globe, incorporating our own ideas and then sharing this through a practical lens to ensure our programs have maximum impact in the real world.

# Our Training Programs

Participants select from three distinct types of training programs:

- **Public programs** – Bid Accelerator and Bid Basics programs which have defined intakes throughout the year.
- **In house programs** – designed specifically to suit your needs and delivered exclusively to your learning cohort.
- **APMP certifications** – Bid Academy's parent company, BidWrite, is the first and most experienced Australian APMP Approved Training Organisation (ATO), one of only about 20 APMP ATOs worldwide. With APMP certification training now delivered through Bid Academy, the same training team helps career bidding professionals achieve APMP industry certification at Foundation, Practitioner and Professional level.

**Our APMP Foundation training course has a 99.1% pass rate among 329 participants since 2014.**

## High-calibre instructors

Bid Academy sets the highest standards for the calibre of its instructors. All are qualified to at least APMP Practitioner level, with three certified at the Professional level, the highest level of global industry certification possible.

**Overall satisfaction score of 4.4 out of 5 over 30 Australian Government training workshops.**

Our instructors have all held senior bid management and proposal development roles in major organisations in Australia and overseas.

Since 2008, Bid Academy instructors have attended or presented at almost all APMP annual international "Bid and Proposal Conferences" in the USA.

BidWrite established the APMP ANZ Chapter, with staff being invited presenters at all four Chapter conferences to date (2016 in Melbourne, 2017 in Sydney, 2019 in Melbourne, and 2022 in Sydney).

This unique blend of international experience, qualifications and thought leadership creates the rich and impactful learning experience offered by our training programs.

## Client Organisations

Our trainers and program coaches have delivered more than 250 specialised training workshops and events to over 4000 participants in the last six years. Some leading organisations we have delivered public workshops to (or on behalf of) include:



We have also delivered bespoke, in-company training courses to several large organisations including national Defence industry bodies, Defence prime contractors, technology companies and Tier 1 construction organisations. The team recently delivered our flagship Bid Accelerator program to more than 60 participants in 2022, including two dedicated program intakes for indigenous and regional business funded by AusIndustry's Entrepreneurs' program.

**Need more information?**



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