

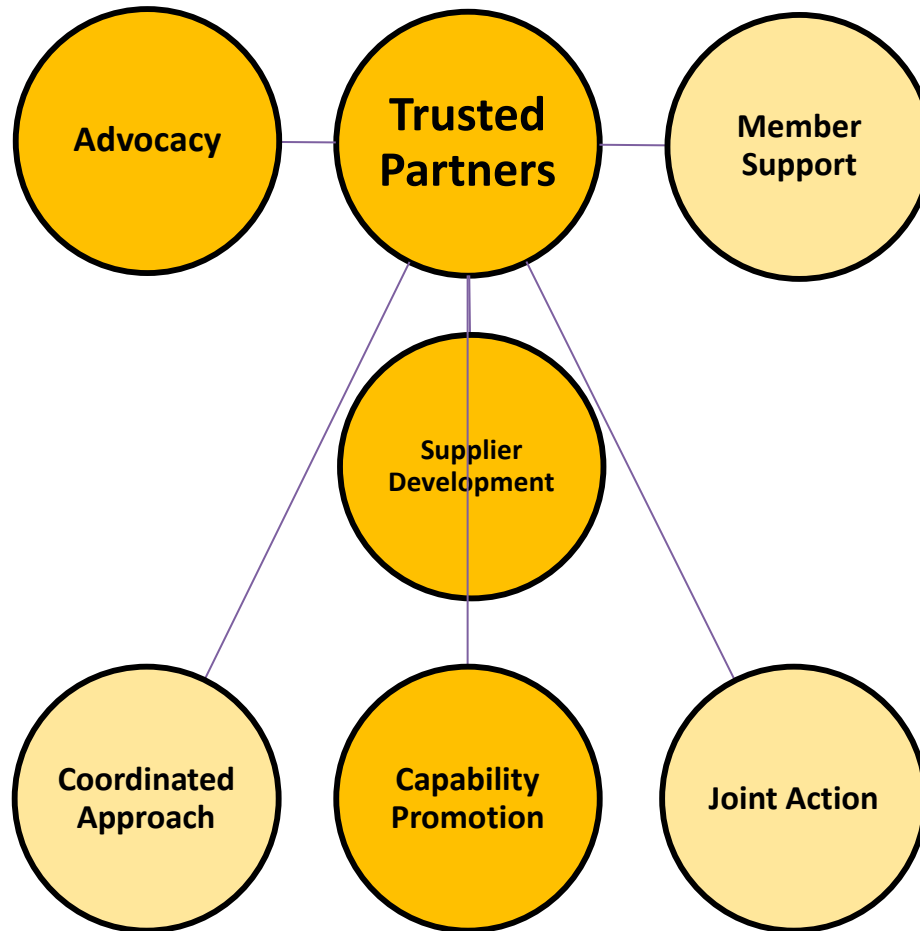


# What is AIDN?

- The Australian Industry & Defence Network (AIDN) is a not-for-profit industry association operated by industry members representing SME interests
- AIDN is a key representative and advocacy body with Industry, Defence and Government connections
- Chapter model established in 1995
- Focused on assisting small to medium enterprises (SMEs) do business with Defence and Security agencies
- Now have 500+ members across the Australia, and all chapters are growing



# How AIDN operate





# Industry Drivers

- Strategy and Policy:
  - At a State and Federal level, we will collaborate with all stakeholders to add value to SMEs and the end users (ADF and Security)
  - Stakeholders include Govt agencies, Defence, Security, Industry, various Industry Associations, Research and Education
  - For Example - AIDN National SME Policy Position:
    - Focuses on Sovereign Industrial Capability Assessment Framework and Innovation elements within the DIPS.
    - Presents a range of objectives to support industry status as a Fundamental Input to Capability (FIC).



# What We Do

- Engage Defence and Industry:
  - Mix of Industry and Defence representation on the Board of Management
  - Focus on Demand and Supply in the region
  - Industry Update Briefings
  - Facilitate engagement of members with State and Federal governments



# What We Do

- Sharing Market Intelligence:
  - Providing Tender information to members
  - Doing Business in Defence awareness
  - Major projects information
  - National Defence Industry (Links to policy, strategy, national/global project updates)



# What We Do

- Capability Development:
  - Supplier Readiness Program
  - Industry Panel Sessions (What Primes Want)
  - Domain Specific Workshops (Maritime, Systems and Cyber, Aerospace, Land, Science and Technology, Research, Space)
  - Workforce Development and Talent Management initiatives



# What We Do

- Supplier Diversification:
  - Business Innovation Program:
  - Supply Chain Development:
    - Relating to capability and capacity
    - Contracting and delivery models
  - Cultural Awareness and Indigenous Engagement:
    - Partnering with Indigenous and other culturally diverse organisations
    - Encouraging diversity in the workplace



# What We Do

- Advocacy:
  - Industry Voice:
    - Represent at SA and National Groups and Forums
    - Contribute to submissions to Defence
  - Capability Promotion:
    - Capability Catalogue
    - Website and Social Media
    - Trade Shows and Expos
    - Business and Trade Missions
    - B2B Matching





# Membership Benefits

## — Participation In:

- Networking Opportunities
- Introduction to Primes
- Latest Defence Information
- Access to Defence staff
- Access to Trade Missions
- Website capability listing
- Skilling and Training
- Periodic Newsletter
- Tender Notification
- MOUs with International Associations



# Member Story

In 2012, we saw an opportunity looking at our customer base to better understand the requirements of the defence sector. Looking at the looming downturn of the mining industry maintenance and supply there was a need to consider more diverse markets. When investigating how to do this we found and joined AIDN. New terms like “Primes”, and “Tiers” and a lot of military acronyms flooded in. Once we were involved in the network we found that we actually already had some involvement in the sector typically as a Tier 4 supplier. We found that throughout the network we were able to do business steadily with other members who we formed lasting relationships with. When we first joined AIDN we realized that we didn’t completely understand the end user and the culture. AIDN gave us the opportunity to network and meet the Primes better understand their requirements, and how we could add value to their efforts for the defence customer. As a result of the involvement and improving ourselves in line with what we learnt we are now typically a Tier 2 or 3 supplier and have established relationships with several of the Primes. One of the key outcomes is that we now ensure involvement in early stages of project development, or understand which of the Primes suppliers we can offer our value to.



# Key Messages

## Get involved in Defence Industry by:

- Joining and Industry body like AIDN
- Ask for introductions to CDIC/ICN/Primes/Tier Suppliers
- Understand your potential target markets
- Plan and prepare for entry into Supply Chains
- Produce a Quad Chart
- Understand what Skilling and Training you need
- Attend Conferences like GM USG, Land Forces, Avalon, Pacific, CIVSEC
- Business Plan to support diversification strategies
- Be persistent and patient

# Key Contact

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