



Winning themes for Government tenders, bids & proposals

When it comes to preparing your next tender, bid or proposal to the public sector it is a good idea to establish your key 'win themes' at the outset by spending some time to understand what your government client values most.

'Win themes' are those key selling arguments and messages that will be repeated, re-spun, and repeated again in several places and in several different ways both overtly and subtly throughout your bid.

Clear win themes not only reinforce your appeal with prospective public sector clients assessing your bid, but they help all contributors drafting the bid understand which elements to 'play up' and what evidence needs to be gathered to establish your credentials.

These winning themes will help you focus your responses and messages on what's important to different tiers of government:

Federal & State governments

- Probity
- Contestability
- Accountability
- Transparency
- Appropriateness
- Effectiveness
- Efficiency
- Fair dealings
- Equity
- Cost consciousness
- Balance of interests
- Stakeholder recognition
- Community outcomes
- Policy outcomes
- Socially sustainable outcomes
- Alignment of interests
- Equity
- Procedural fairness
- Community concerns
- Overall costs
- Budget constraints
- Quality consciousness
- Industrial democracy
- Multi-skilling
- Skills transfer
- Recognition of superordinate goals
- Environmentally friendly.

Local government

- Community interests
- Stakeholder interests
- Community involvement
- Mediation
- Process transparency
- Low cost
- Balance of representation
- Early resolution
- Community outcomes
- Ethical and fair dealings (no conflicts)
- Tight budget constraints
- Efficiency, effectiveness, appropriateness
- Socially sustainable outcomes.