

**Submissions Support  
Capability Statement**

September 2023



# New Doors takes the stress out of submissions

Think of us as a submissions swiss-army knife; a focused outsourced team with a range of expertise to plug into your business. We collaborate with you to deliver strategic, beautifully written and typeset tender, award, and design competition submissions that capture your point of difference and position your business as a serious contender.



# We offer established tools and expertise that brings value to the submission process and outcome.

New Doors provides the option to outsource to a team who feel like part of yours, that can be scaled up and down to suit your needs. Plug in our trusted resources as required and apply our skills and expertise where it really counts.

# **New Doors is a marketing agency servicing a special niche: the built environment industry**

Our dedicated team is highly experienced and agile, offering a range of services scaled to suit your needs. We have a strong understanding of the construction supply chain and the design process, as well as the myriad of stakeholders involved and how to speak to them.





## Our team



### Alicia Brown

*Founding Director*  
*Senior Marketing Strategist*  
BA Gr Des, M Mktg

Alicia is a strategic marketer with over 17 years experience crafting marketing strategies for business in a range of industries.

She works with our clients to help them define their brand purpose and identity, their business vision and growth strategy.

Alicia is an adept market researcher who is capable of developing marketing strategies that contribute meaningfully to lead generation and raising brand awareness.



### Sara Gross

*Senior Associate*  
*Submissions Specialist*  
BA IntDes, MBA

Sara is the unflappable design writer and strategist behind our tenders and submissions. She's constantly juggling multiple deadlines for clients in a high-stakes role, but you'd never know it from her calm, can-do demeanor.

Sara's organised, energetic and astute. She understands the industry inside out and knows precisely which people, projects and details to combine for a compelling pitch.

Sara studied architecture before switching to interior design and later completing an MBA.

## Our team



### Maysie Lecciones

*Associate*

*Digital Marketing and Visual Design Specialist*  
BA Mult Arts, M Comms (Visual Design)

With diverse expertise in print and digital design, marketing, illustration, photography and branding, Maysie is a multidisciplinary designer with a passion for storytelling through images. The self-motivated creative joins us from a freelance position, where she developed characterful branding for small businesses and start-ups in the lifestyle, food and beverage industry.

Maysie contributes her keen eye for detail to her role as Visual Design Specialist, crafting branding and marketing materials, designing client websites as well as publication design.



### Caitlin Leishman

*Submissions and Marketing Coordinator*  
BA BCMS (Marketing/Management)

Caitlin brings a cross section of skills to her role supporting both marketing strategy, implementation and the development of tender submissions.

Caitlin is an emerging writer with a passion for the arts and the built environment. She mixes this creative flair with an enthusiastic and analytical approach to market research and precise tender coordination and compilation.

Engaged, driven and detail oriented, Caitlin has a thirst for learning and a bright countenance.

## Our services

We assist our clients to strategise, co-ordinate, write and produce the following types of documents and submissions:

- Tender and EOI submissions
- Proposals and pitch presentations
- Capability statements and presentations
- Design competition narratives
- Award submissions



## Tender & EOI submissions : Services

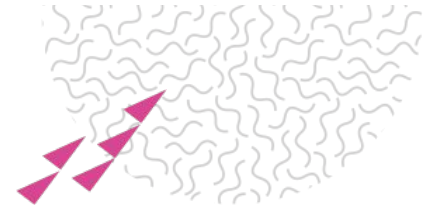
Preparing submissions for new opportunities can be a stressful process. Many firms don't have the resources or the suite of skills to prepare a compelling pitch within the timeframe required.

This is where we come in! Our team can enhance your tender submissions and the process of creating them in the following ways:

- Research and strategy
- Writing
- Coordination
- Graphic design and typesetting
- Review and feedback on your previous submissions
- Development of standard templates and content
- Establishment/review of submission process and systems



## Tender & EOI submissions : Expertise



We recognise that every practice is different and may wish to engage us for limited and defined scope through to a comprehensive end-to-end service.

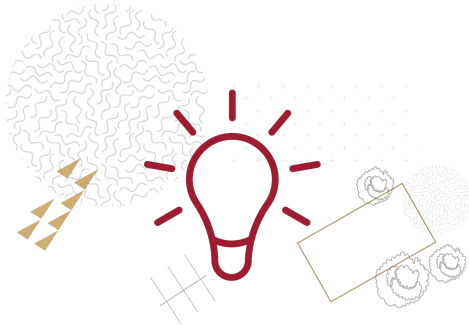
We are equipped and prepared to work with your in house teams to support in whatever capacity is most useful, whether that be limited to simply facilitating a ‘how-to-win’ discussion, undertaking writing of key sections or driving the entire strategy, writing, coordination, design or typesetting of a tender from beginning to end.

While you may not want to engage us to contribute to individual tenders, we can also undertake review of either an individual tender submission or a larger selection of examples, providing feedback on areas for improvement.

We can also help you establish or improve the infrastructure your practice has in place for responding to tender submissions via our tender library and process and system establishment and review services.



## Tender & EOI submissions : Expertise



### Research and strategy

How often are you able to take the time to thoroughly research and carefully consider a request for proposal, looking at the political, economic, social/cultural, technological and natural environment and competitive factors affecting the opportunity?

New Doors can undertake this work for you. We prepare and facilitate effective how-to-win discussions, and develop strategies designed to translate outcomes into your written response, ensuring your tender is highly competitive.

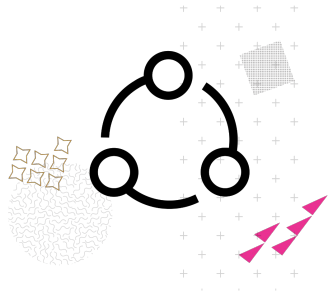


### Writing

Writing for tender submissions should be a highly strategic exercise, weaving a cohesive, tailored and easy-to-read narrative that communicates your organisation's capability and point of difference.

We have highly experienced, expert tender writers who are adept at interviewing your stakeholders and drawing from supplied materials to write engaging criteria responses.

## Tender & EOI submissions : Expertise



### Coordination

Tender submissions can require a mind-boggling range of inputs, both from stakeholders within your organisation and from sub-consultants.

New Doors has the depth of resources and proven systems that are at the cutting edge of submission management. We can undertake the coordination whilst ensuring all the t's are crossed and the i's are dotted. We can also provide proformas and coaching around tricky aspects like methodology tables.



### Graphic design and typesetting

We are proficient in designing document templates from scratch or interpreting existing document formats and style guides to produce attractive, clear and engaging visual material.

From designing simple and reusable submission templates to laying out complete tender responses, New Doors can enhance the visual presentation of your tenders.

Our graphic design team is creative and quick, bringing your submission to life through typographic emphasis and hierarchy, image integration and infographics.

## Tender & EOI submissions : Confidentiality

We understand that the submission process is sensitive, and that it takes a great deal of trust to share this process with someone from outside your organisation.

We want you to consider us as part of your team. So, when we are appointed to assist on a project, we take on the same loyalty and responsibility as an internal team member. All of the information shared with us is considered as commercial in confidence. We NEVER speak about your submission work with another client - it is against our moral and professional code.

In order to demonstrate our commitment to confidentiality, we are more than happy to sign a confidentiality agreement. Our systems allow for full transparency, utilising live documents to demonstrate our progress and cloud-based file directories allowing for secure sharing of information with your team.

We write in your voice, and we capture your unique point of difference as a tool for communicating your value. Authenticity is key and is non-transferable. We bring a depth of expertise that is applied differently for each of our clients, to assist in opening the door to new opportunities.

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Working with New Doors was a breath of fresh air. Sara immediately developed a strong rapport with our team, and was quickly able to appreciate tender response requirements and developed a detailed submission programme to ensure successful delivery of our tender. Throughout the development of our submission, New Doors were efficient, responsive and thorough.

Their expertise in interpreting key tender issues, their sector knowledge and industry experience, along with their probing questions and interview techniques enabled us, together, to prepare a focused success strategy.

On each occasion we've engaged New Doors to lead bids, our submitted tenders have reflected great attention to detail, have been well organised and have been graphically striking. We would have no hesitation in placing our faith in New Doors for future tenders.



**Mike McGrath**  
Principal, CO.OP Studio

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The work that Sara and the New Doors team did for us on a complex tender was epic. They led the process the entire way, guiding the strategy, and planning out the response well in advance so we all knew who was responsible for each piece of work and when it was due. Diligent, organised, super hard working and a committed part of our team, they even worked through the weekend to meet a tight timeline and make sure we had a high quality, completed submission ready and triple checked for issue ahead of time.



**Jeremy McLeod**  
Co-founder & Design Director, Breathe

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Tender submissions are a critical part of our business, we need the best team involved to put our best foot forward - this is where New Doors come in. They effectively tease out our response strategies via a comprehensive "how to win" workshop, helping align our organisation's unique and relevant characteristics with the project brief. They skillfully develop written responses that are authentic and convincing, and efficiently project manage inputs and production to allow ample time for refinement before the deadline.



**David Karotkin**  
Managing Director, Carabiner

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# Proposals and pitch presentations

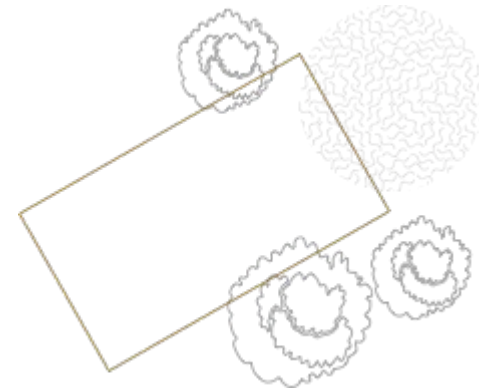
We can enhance your proposals in the following ways:

- Strategy
- Writing
- Graphic design and typesetting



## Proposals and pitch presentations

Proposals to non-government or institutional clients often don't require the stringent level of structure and detail as a tender. However, it can be advantageous to consider your response from a strategic perspective and to consider how you can present your credentials and approach in a way that positions your practice for success.



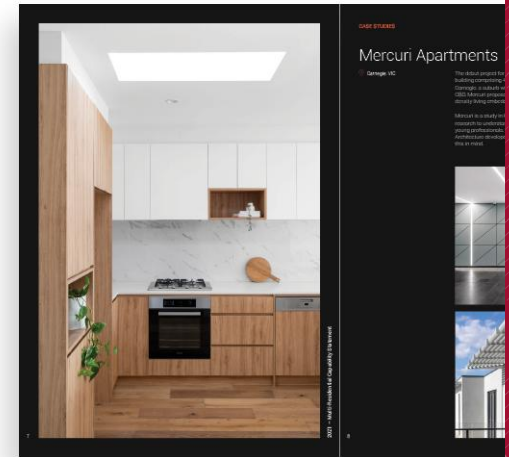
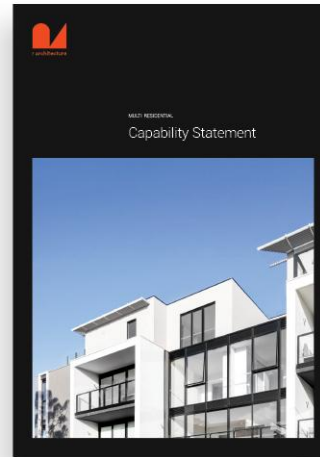
Our approach to writing proposals is to create tailored content that make your potential client feel as though you are speaking directly to them and their specific concerns and needs.

A well-presented proposal considers how the receiver will interpret the information provided and the best order for presenting the relevant information. We create documents that communicate a high degree of professionalism.

# Capability statements, presentations and videos

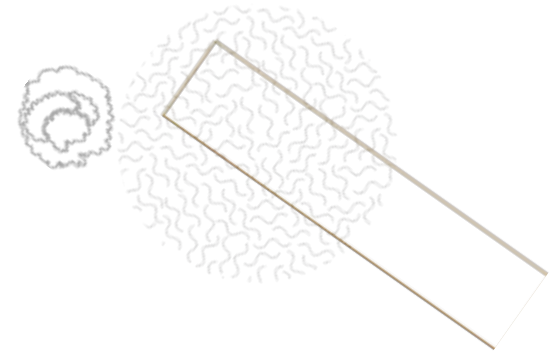
We can enhance your proposals in the following ways:

- Strategy
- Writing
- Graphic design and typesetting



## Capability statements, presentations and videos

Capability statements should be more than just a collection of project examples and some standard text about your practice. They are an opportunity to share your subject matter expertise and to display your understanding of the targeted client type's industry trends and opportunities.



They can also be a great opportunity to describe your design process and discuss the less obvious opportunities to create value for the particular client type.

We are capable of producing traditional capability statement documents and presentations through to engaging video content.



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Developed by the team at New Doors, our new Capability Statement is a true reflection of our values, our personality and our legacy, not to mention our expertise and experience. This is by far our best Capability Statement ever, and makes me feel very proud of who we are and what we have achieved.



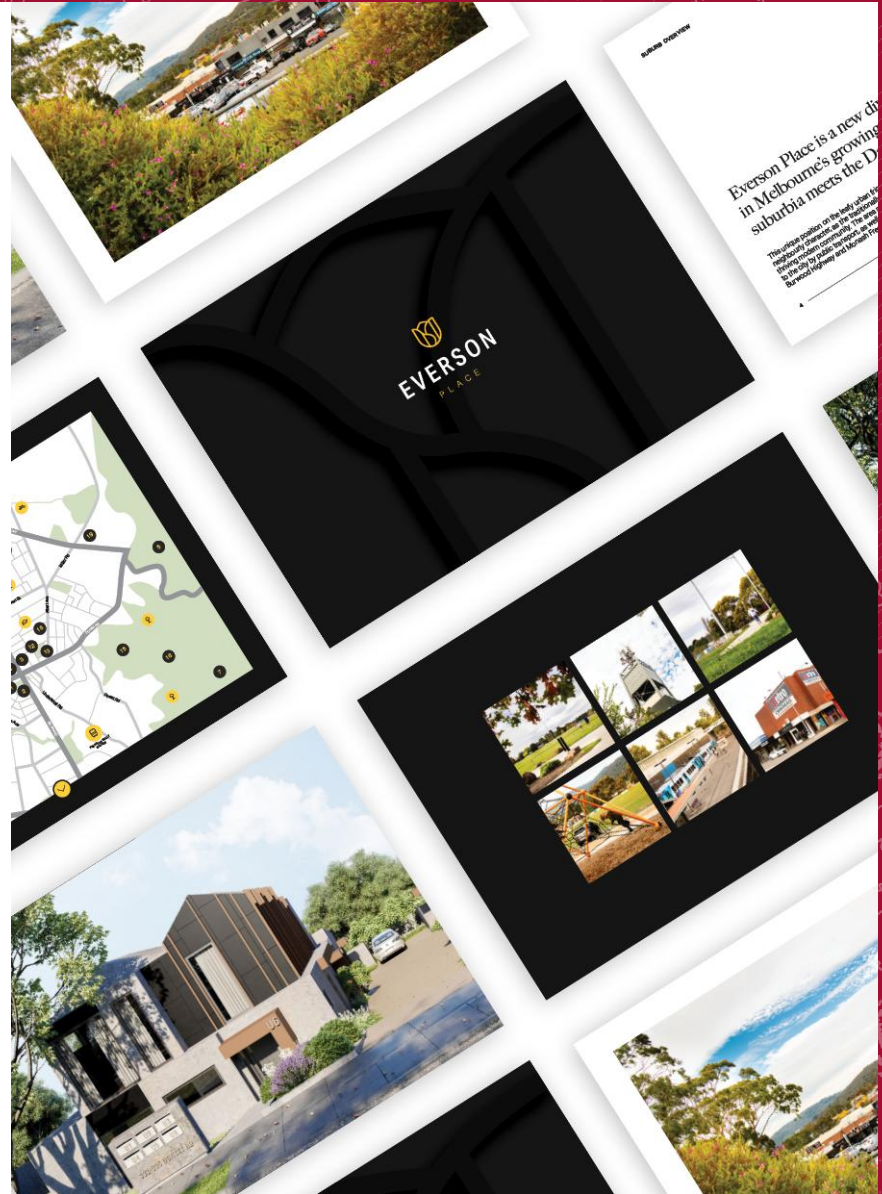
**Matthew Dwyer AIA ALEP**  
Director and Architect, Y2 Architecture

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## Design competition narratives

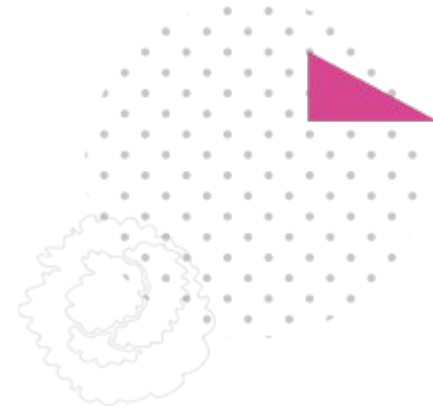
We can enhance your proposals in the following ways:

- Strategy
- Writing
- Graphic design and typesetting



## Design competition narratives

Design competitions can offer great opportunities for practices to demonstrate their ingenuity and creativity and sometimes to break into a new sector. However, they are almost always undertaken as an extra activity on top of the existing workload. Often, just producing the design response is time consuming enough, without the burden of presenting and communicating the design solution.



We can assist to provide the written narrative that explains your design vision and articulates the many and varied ways that your design solution responds cleverly and sensitively to the site, social, economic and environmental context.

We can also design attractive and compelling presentation boards and descriptive design response documents.

## Award submissions

We can enhance your proposals in the following ways:

- Strategise
- Writing
- Graphic design and typesetting

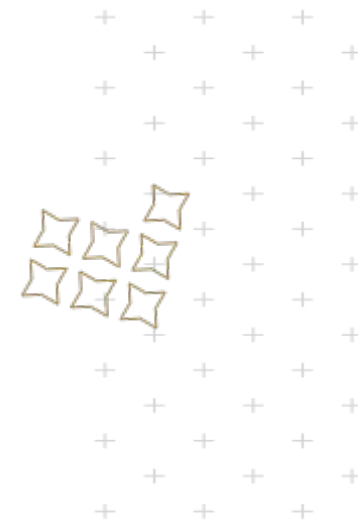




## Award submissions

Award submissions are another exercise that require a large commitment of time and energy to complete. And they can have a habit of converging at similar times of the year causing even more pressure.

At New Doors we have experience with developing award criteria responses for a range of Australian and international awards programs. We are familiar with a large cross section of building and precinct typologies and the evolving trends that are shaping these spaces.



We are experts at linking design concepts and solutions with real world needs and illustrating why your projects make aesthetic, social, economic and environmental sense.



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The team at New Doors are our trusted copywriting partner for education awards, they make the process easy, enjoyable and seamless for our team. They ensure they understand each criteria, prompting us with challenging questions to uncover the best answers, and they effectively capture our voice, our design process, and the impact and outcomes of our design approach, every time. New Doors approach each project with care and commitment to truly add value... and they are a pleasure to work with.



**Wayne Stephens RAIA**  
Partner, ClarkeHopkinsClarke

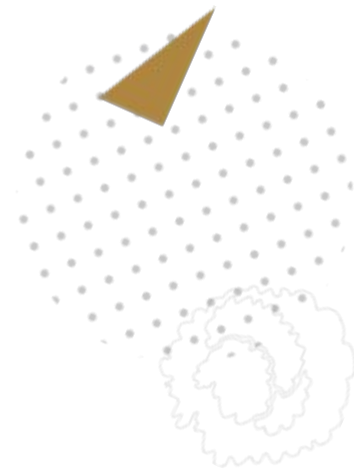
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## Terms of engagement

1. Hourly rate \$180 + GST
2. 10% discount for submission tasks with a 3< week lead time
3. 15% discount if offered more than one submission task during a single month
4. An estimate of total hours required to complete the submission task will be supplied up front
5. 50% of the estimated fee is required as a mobilisation payment up front with the remainder to be charged upon completion

### **Special considerations for deadline driven submission tasks:**

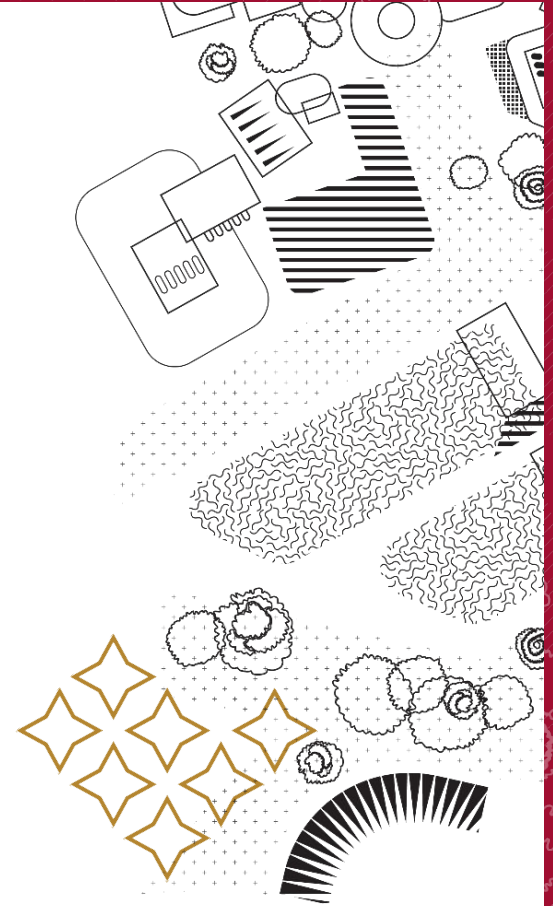
1. We expect timely provision of inputs as agreed during the submission task establishment period via our supplied Schedule of Tasks and Responsibilities
2. Any overtime (evening and weekend work necessitated by late inputs or short deadlines) incurred by the New Doors team will be charged at our full hourly rate + 20%



## Terms of engagement

### Our principles with regard to protecting your intellectual property and competitive position

- We will not discuss the submission work we are doing with other clients with you.
- Should we be invited to work on the same tender/proposal/design competition by two clients, the client who asks first will be given precedence and we will decline to work with the second citing a conflict of interest.
- While we can provide benefits around effective approaches to particular submission types and criteria based on our broad range of experience, we will never suggest the application of other clients' processes, approaches and methods to your submission task. All inputs will be drawn from the reference documents you provide and from the conversations we have with your stakeholders.
- We will never utilise copy produced for one client on the submission task of another.





**Open doors to new opportunities**

**Alicia Brown** | [alicia@newdoors.com.au](mailto:alicia@newdoors.com.au) | 0402 839 049

**Sara Gross** | [sara@newdoors.com.au](mailto:sara@newdoors.com.au) | 0438 878 669