

BRISBANE

2032



How Suppliers Register and Engage with Brisbane 2032 Opportunities

In 2032, the City of Brisbane in Queensland, Australia, will see the biggest global event take place and bring together athletes and para-athletes from across the world to unite for The Olympic Games.

Play Hard Sports are actively supporting local Australian businesses to get involved in procurement opportunities for The 2032 Games and want to share their industry insights, tips, and regular updates on The Games so you can become more involved in our future to come.

Here you will find how to register and engage with Brisbane 2032 Opportunities.

1

Understand the Procurement Focus Areas

Procurement is the process of sourcing and acquiring goods and services

Before registering, familiarise yourself with the procurement priorities for Brisbane 2032.

The Organising Committee prioritises:

- Local industry participation (*particularly Queensland and Australian SMEs*)
- Sustainability and circular procurement
- Innovation (*e.g., smart infrastructure and digital transformation*)
- Social procurement and community impact.

For Brisbane 2032, their procurement program outlines how they will source everything needed to deliver the Olympic and Paralympic Games.

This includes, but is not limited to:

Temporary infrastructure, Transport, Fencing and barriers, Catering, Sports equipment, Uniforms, Look and signage, Merchandise, Technology, Medical services, recovery equipment, and accommodation.

Supplier Portal:

👉 Register your business:

<https://brisbane2032games.icn.org.au/>

👉 Explore open Brisbane 2032 work packages:

<https://gateway.icn.org.au/projects/15712>

2

Create an accurate ICN Gateway Profile

To supply to The Games, you must create a company profile on ICN Gateway

All **Expressions of Interest** (EOIs) are submitted through this platform. 👉 <https://gateway.icn.org.au/>

Ensure your profile is complete, up-to-date, and accurate, because incomplete registrations may not be considered. If you are updating an old profile with a new address, be sure to decommission the old location.

3

Optimise your profile with SEO Keywords

Procurement managers use the ICN Gateway database as a Search Engine

Companies perform early due diligence and shortlist suppliers using the ICN Gateway.

When using ICN, treat the products and services section like search optimisation. **Include highly specific keywords** so your business is easily discoverable when buyers search the ICN database.

4

Write a “punchy” Business Summary

Make it easy for Procurement Managers to assess your Capability quickly.

Procurement managers and ICN consultants review profiles manually, so it's best to use a hybrid formatting approach—combining short narrative paragraphs with easy-to-read bulleted lists—to ensure your value proposition is immediately clear.



Procurement Managers scan quickly – clarity beats detail



5

Upload a Company Capability Statement

Have it automatically attached whenever you submit an EOI

Ensure your capability statement is uploaded to your profile, so it is automatically attached whenever you submit an EOI. *(Refer to Appendix A)*

You can populate the provided template in the system, or you can send your existing capability statement to the ICN IT team to have it uploaded directly into the back end of your profile.

6

Configure Notifications & Alerts

Receive tailored updates for The Games 2032

The portal does not automatically push opportunities based solely on your profile content. You must proactively configure your settings by selecting your preferred regions and sectors (like **"sport"** or **"manufacturing"**) and opting into "Newsletters and Briefings".

Additionally, be sure to click the **"Keep Me Posted"** button on specific projects, like the Olympic Games, to receive tailored updates.

7

Register for Industry Briefings

Stay in the loop with Events, Meetings and Briefings regarding The Games

Navigate to the **"Trade Shows"** tab on the portal and submit an EOI to participate in upcoming Brisbane 2032 Industry Briefings and "Meet the Buyer" roadshow events to network and stay informed.



Brisbane 2032 Olympic and Paralympic Games

Believe. Belong. Become. Brisbane 2032

The most recent "Meet the Buyers" event for Brisbane 2032 was:

Thursday, Mar 12 from 6:30 am to 9:30 am AEST

<https://www.eventbrite.com.au/e/2032-meet-the-buyer-breakfast-tickets-1982147810459>



8

Submit strategic EOI's

Submit both full scope and partial scope EOI's

When you find relevant work packages, consider submitting both "full scope" and "partial scope" EOIs.

Even if your business is not a Tier 1 or Tier 2 contractor capable of delivering an entire project, submitting a partial EOI ensures you are in the mix to be matched with larger contractors who need your specific goods or services.

<https://www.olympics.com/en/brisbane-2032/the-committee/partners-sponsors-and-suppliers/procurement>

9

Monitor awarded contracts for subcontracting opportunities

Who has been awarded major Olympic work packages?

Use the portal to track which Tier 1 or Tier 2 businesses have been awarded major Olympic work packages.

Once these contracts are awarded, you can proactively reach out to those companies directly to offer your specialised equipment or services. This creates a **“downstream procurement” effect** for local supply chains.

10

Leverage available support resources

Highlight your capabilities and improve scoring potential

If you need help navigating the portal or the EOI process, utilise the "ICN EOI User Guide" and "ICN Profile User Guide" located in the Key Documents section.

You can also reach out to the designated Project Primary Contact for direct assistance.

Furthermore, take advantage of ICN partnerships, such as complimentary tender training and consulting through Bidrite

Bidrite's support helps **structure responses, highlight capability, and improve scoring potential.**

1. Log into ICN Gateway
2. Contact your **ICN consultant**
3. Ask for **Bidrite tender training access**



APPENDIX A

How to Structure a Strong Capability Statement

A capability statement is a short, targeted document that explains what your business does, why it is credible, and why a buyer should choose you.

Most capability statements include the following elements:

1. Business overview

- Legal name, ABN, logo, location(s)
- One short paragraph on who you are, what you do, your mission/value proposition
- Any special status: e.g. Indigenous-owned, social enterprise, small business, etc.

2. Core capabilities / core competencies

- 3–7 key areas of expertise or service categories
- Bullet points, written in client-outcome language (what you deliver, not just activities)
- Tailored to the specific industry, project, or buyer you are targeting.

3. Products and services summary

- Concise list/description of primary products and services
- Optional: group into logical categories or industries you serve.

4. Experience and track record

- 2–5 brief case studies or project snapshots (client, scope, date, outcomes)
- Key metrics where possible (on time, on budget, % improvement, cost savings)
- Notable clients, contracts, or sectors.

5. Key differentiators

- 3–5 bullet points on what makes you different (e.g. niche expertise, regional presence, speed, innovation, pricing model, customer service, technology).
- Should be clear, specific, and benefit-focused.

6. Credentials, standards, and compliance

- Relevant accreditations and certifications (ISO, industry bodies, professional memberships)
- Licences and registrations
- Insurances (public liability, professional indemnity, workers' comp, etc.)
- Any safety, quality, environmental or ESG commitments that matter in your sector.

7. Key personnel

- Short profiles (2–4 lines) for core people: founders, directors, technical leads, project managers
- Focus on qualifications, years of experience, and relevant achievements rather than full bios.

8. Clients, sectors, and partnerships

- List of representative clients or logos (if permitted) Sectors/industries you serve (e.g. government, education, construction, health, sport)
- Strategic partners, joint ventures, or supplier programs you're part of.

9. Corporate and administrative details

- Contact details (name, role, email, mobile, website, and LinkedIn)
- ABN/ACN, business address
- Where relevant: procurement IDs (e.g., vendor numbers, panel memberships, government supplier IDs, Aus gov, etc.).

1. Optional but powerful extras

- Testimonials or short quotes from clients
- Awards or notable media coverage
- Community involvement or social impact activities
- Visuals that support credibility (project photos, diagrams, simple infographics).