



The duMonde Group Pty Ltd ("duMonde") is a specialist Training and Business Consulting firm that has a strong pedigree of working with Government & Industry to enhance productivity and overall market competitiveness. We are now established as a market-leading provider of highly-valued, Strategy, Sales & Marketing related professional services across multiple sectors of the Australian market.

duMonde's full-day **Doing Business in Defence** workshop is a highly focused and practical foundation course designed to give individuals and their business the essential insights needed to be more successful business winners in this critical economic market.

This will directly assist organisations looking to enter or grow their presence in the Defence sector by providing them with "must know" information on the "What, Who and How" aspects of doing business in this very unique and challenging industry.

## Topics Covered:

- 1.0 Introduction
- 2.0 Global Defence Market Trends
- 3.0 Australian Defence Expenditure and Procurement
- 4.0 Avenues for Securing Work in Defence
- 5.0 The Australian Defence Organisation
- 6.0 Australian Defence Policy Framework
- 7.0 Selling to Government
- 8.0 Defence Client Management
- 9.0 Defence Industry Landscape
- 10.0 Selling to Defence Industry Prime Contractors
- 11.0 Developing a Value Proposition
- 12.0 Building Credibility as a Supplier
- 13.0 Defence Project Cycle
- 14.0 Australian Standard for Defence Contracting (AUSDEFCON)
- 15.0 A Culture of Continuous Improvement
- 16.0 Australian Defence Industry Support Initiatives
- 17.0 The Domestic (Australian) Defence Exporting Environment

## Course Objectives



The core objective of this course is to provide participants with a comprehensive understanding of the Defence Industry sector as it applies to doing business in Australia. Upon completion of this course, participants will have achieved an understanding of:

- > Global Defence Market Trends & Influencing Factors
- > Avenues for securing work in the Australian Defence Sector
- > The Australian Defence Organisation
- > The Australian Defence Stakeholder Environment
- > Australian military culture
- > The key phases of a the Australian Defence project cycle
- > The Defence Industry landscape in Australia
- > Winning business in the Australian Defence Sector as well as through Export
- > The importance of developing a robust value proposition
- > Australian Defence Industry Support Initiatives