

Preparing YOUR Pitch

Social Benefit Supplier guidance



Key topics covered

1. **Pitching fundamentals** – what do you want to accomplish and how to tailor a pitch
2. **Understanding your audience** – who is in the room? What do they need?
3. **Business positioning** – who are you? What's your scale?
4. **Pitch structure and presentation** – preparing your pitch
5. **Key Alliances and resources** – policies, links and resources

What do you want from this session?

- Receive a follow-up email or teams meeting request
- Be invited to discuss the product and service in more depth
- To have generated broader interest in your product / service / impact area
- To find collaborative partnerships
- To raise awareness of your business and mission.

Pitching fundamentals



Why do you need to nail the pitch?

- First impressions are lasting
- Competitive field
- You may only get one chance to get in front of this buyer
- Audience may:
 - Have limited understanding of social procurement
 - Be time poor and under pressure
 - Be guided by government policies and contractual performance
 - Not necessarily be on the same page regarding impact
 - May have many levels of approval to get through
 - May need to reiterate message to another buyer – so keep it simple and memorable.

Tailor your pitch

- **Understand your audience's needs** (buyers/advocates) and tailor language accordingly (technical vs. generic) – see the next section for details!
- **Address buyer's pain points** and clearly communicate how your product or service solves these
- **Leverage relevant policies** (SPF, MPSG, BEP) to strengthen alignment
- **Highlight success stories** (case studies) of similar businesses using your product
- Consider **buyer's size, diversity**, industry and history of **social benefit supplier engagement** (level of maturity / understanding)
- **Anticipate their project pipelines** and outline procurement touch points.

Understanding your audience



Who is in the room?

A **Social Procurement Advocate** is a connector who bridges the gap between social benefit suppliers and key stakeholders to facilitate supply chain diversity. Their role is to:

- Build industry capability: help projects/organisations align with social procurement goals by introducing certified social benefit suppliers relevant to project needs (categories)
- Foster inclusion: advocate for incorporating diverse suppliers and creating inclusive pathways within projects
- Identify challenges: recognise barriers to supplier engagement, such as contracts and payment terms
- Influence decision-making: identify suppliers that meet both technical and social procurement framework (SPF) requirements to support project success
- Address integration challenges: tackle the complexities of embedding social procurement into large infrastructure projects.

Who is in the room?

A **Procurement Manager** is responsible for the acquisition of goods, services, or works from suppliers and wants to know:

- a product and services overview
- value and complexity of projects previously delivered
- accreditation and certifications (i.e. registered charity or Social Traders certified)
- capability case studies
- insurances (Public/Products liability, Workers Compensation Insurance).

Who is in the room?

A **Project Manager/Engineer** oversees all aspects of the project, ensuring it stays on budget, meets quality and contractual standards and anticipates potential risks. They'll want to know:

- supplier availability and capacity to deliver
- resource management requirements
- quality assurance measures
- timely delivery within budget
- progress reporting and relevant workforce data
- how they can reduce delivery risks
- the supplier's technical capabilities.

They'll also be interested in examples of past work on **Big Build Projects**.

Who is in the room?

A **Cost Estimator** conducts the planning and budgeting of construction projects and product development. They would like to know:

- innovativeness and responsiveness of your business
- data from previous projects similar in scope
- joint venture arrangements that might be in place to minimise potential cost risks
- factors affecting costs, such as production time, materials and labour.

Position your business



Who are you?

Explain who you are, what you offer – and be prepared for questions about your workforce, including:

- Victorian workforce size and composition
 - upskilling opportunities for staff
 - employment pathway for trainees, apprentices, or cadets
- ability to capture work hours (data) in invoicing
- project site staff (female, Aboriginal and Torres Strait Islander, apprentices)
- where are you based?
 - SPF policy requires Victorian office
- could a site visit help sell your product/service/team?

Capacity to scale

Be prepared to discuss your capacity to take on larger jobs.

- office and staffing: what's your ability to expand your office space and grow your team?
- expertise and skillsets: what's the availability of the necessary skills and knowledge within your workforce?
- machinery and tools: what's your capacity to scale or acquire the equipment needed for larger projects?
- partnerships and collaborations: can strategic partnerships help you expand your capabilities or access new markets?

Policy alignment

Does the business contribute to any of the below policies? If yes, mention this in your pitch!

- Social Procurement Framework (SPF)
- Local Jobs First Policy (LJF)
- Major Projects Skills Guarantee (MPSG)
- Building Equality Policy (BEP)
- Infrastructure Decarbonisation Strategy
- Other

Industrial Relations (IR)

Consider what your IR status is, providing information on the following areas:

- union memberships
- Enterprise Bargaining Agreements (EBA status (if relevant))
- site access and any barriers
- supports available or received
- relationships and collaboration opportunities.

Structuring and presenting your pitch



Pitch structure

1. **What product/service is being offered?** Who will use it? Who is the buyer?
2. **How does this meet the buyer's needs?**
3. **Team, service, or product location** - is it based in Victoria (i.e. does it align with SPF policy)?
4. **Business purpose and impact** - why does this business exist? What is the impact?
5. **Value Proposition:**
What value does the buyer's engagement with your organisation create?
How can they present this to the Board or Executive teams? Help them sell you!
6. **Relevant experience** – include any experience with Big Build or other major projects.

Hint: Aim for an initial 60-90 second pitch initially to grab their attention!

Service offering lifecycle

Be prepared to share the **vision** of how engagement with your business will work:

- what happens before and after quote submission and approval
- share an example of a job undertaken and the steps involved
- outline the procurement cycle from engagement to delivery
- what buyers can expect?

On the day

1. Online pitch prep: Log in early, use a PowerPoint deck, and share pre-pitch info (capability statement or case study)
2. Be concise and engaging: Introduce yourself and your business with a clear value proposition and unique selling point
3. Maximise engagement: Drop your website and contact details in the chat, suggest a follow-up e-meet and offer site visits
4. Bite-sized impact: Share case studies and highlight successful examples similar to the buyer
5. Call to action: Prompt further engagement or a follow-up meeting.

Invest in a future conversation

- Be sure to send an initial personalised email to follow-up to all attendees.
- Follow up a week later with a phone call seeking feedback:
 - is there any opportunity to tender for future packages and meet others on the project?
 - if following up with Project Managers and Engineers - always include a phone call as part of the follow up.
- Connect via LinkedIn and share your updates.
- Check upcoming tenders and approach Tier 1, 2, 3 for discussions on collaboration opportunities.
- Encourage buyer feedback on your pitch to understand any barriers or clarify any points.

Kinaway's hot tips for pitching success

1. **Time frame** - stick to a **90-second maximum** for a concise, impactful pitch.
2. **Location matters** - clearly state your **base location** and **service areas** for clarity.
3. **Practice makes perfect** - **rehearse** thoroughly to deliver a smooth, confident pitch.
4. **Avoid jargon** - keep language **simple and accessible** to ensure everyone understands.
5. **Highlight key points, not full details** - **focus on core offerings**; let the audience's questions guide further detail.



Pitch example:

'Hi, my name is Kim, and I own and operate Kim's floral house. We are a boutique florist located in South Melbourne and offer delivery services to all of Australia.

We are dedicated to curating beautiful floral arrangements that are tailored to your unique style and needs and pride ourselves on sourcing only the highest quality blooms, from classic roses to exotic orchids. We also offer flower subscription services for those who want to enjoy the beauty of fresh blooms on a regular basis. Our bespoke floral designs are perfect for corporate events, weddings and special occasions.

Kim's floral house is dedicated to creating jobs for First Nations women who often face challenges to securing jobs. Our purpose is to provide a culturally safe environment and support them to build the confidence, skills and social networks needed to find meaningful employment.

Just recently we had the pleasure of designing and supplying floral arrangements for Country Roads new store opening in Robina, Queensland which has landed us with a 3-year contract to supply florals for all Country Road's upcoming store openings. Through this relationship, one of our employees who has recently undertaken a business administration certification, has been successful in gaining a full-time role at Country Road.

At Kim's floral house we believe that every floral arrangement should be a work of art, created with passion and attention to detail. That's why we work closely with our clients to bring their vision to life, using the freshest and most beautiful blooms available.'

Care of: Kinway Aboriginal Chamber of Commerce



Social Traders formulae for pitching success

What makes a great pitch?

Social Traders

Must include:

#1

What do you sell?

#2

Where do you sell?

Credibility

Share previous work to highlight capacity

Value

Why you? How do you help the buyer?

Weave throughout:

How do you **create impact**?
Is this through your products/ services?

Why does your social enterprise exist?

Share an impactful story from a **beneficiary**

CHECK OUT
the the Social Traders impact case studies via this link!

Key Alliances and resources



Victoria's Big Build Social Procurement

Visit the [Vic Big Build social procurement website](#) portal to tap into more social procurement tips, strategies, templates and case studies.

Social Benefit Suppliers:

- Create an impactful Capability Statement with this guidance [template](#)
- Map work packages to spot [Social benefit supplier opportunities](#)
- Vic Big Build Social Procurement [resources](#) list

Buyer / Advocate information:

- [Introduction to Social Procurement](#) (competitive advantage, brand reputation, supply chain & innovation)
- [Building sustainable partnership](#) – understanding social benefit supplier business model
- [Tendering process](#) – identify and find solutions to engage social benefit suppliers
- [Advanced strategies for engagement.](#)

Victoria Big Build links and sites

- Explore all Vic [Big Build projects](#)
 - [For local traders](#)
 - [Register to become a supplier](#)
 - [Research construction partners](#)
- Environment & Sustainability
 - [Transport Infrastructure Decarbonisation Strategy – 2024](#)
 - [Environment](#)
 - [EcologiQ](#).

Other site links

- Kinaway [Team](#) and a Victorian Indigenous [Business Directory](#)
- [Social Traders](#) and Find a Social Enterprise via their [search engine](#)

- Department of Transport and Planning – Procurement
 - [Planning and procurement](#)
 - [Transport Projects](#)

- Buying for Vic – Suppliers:
 - [Tender opportunities](#)
 - [Policies](#) summary

Have your say!

Help shape future enhancements by completing this short ongoing survey via the QR Code.



Stay connected

Subscribe to receive updates from the Vic Big Build Social Procurement website [here](#).

Level Crossing Removal Projects: lrxp-socialprocurement@levelcrossings.vic.gov.au

Big Build Roads: mrpv-svci@roadprojects.vic.gov.au

Thank you!

