HELPING CLIENTS WIN COMPLEX

BIDS AND TENDERS

TENDERS | BIDS | PROPOSALS | SUBMISSIONS | BUSINESS CASES
AWARDS | GRANTS | PITCH DECKS | PARTNERING AND TEAMING | AI

Navigate through our full capability

Get the edge with Aurora Marketing

Aurora Marketing is the go-to team that organisations trust to shape, articulate and pitch extraordinary ideas.

For more than 25 years, Aurora Marketing has developed and executed thousands of campaigns and submissions that have elevated brands, unlocked new opportunities, broadened audiences and grown businesses all around Australia.

We're a special forces team of strategists, communicators, designers, project managers and marketers, known for our exceptional skill in crafting captivating content.



Behind Closed Doors

Our Behind Closed Doors research offers bidders evaluator insight into what it takes to get the bid-winning edge. Developed specifically to allow bidders a glimpse into the tender evaluation process, Behind Closed Doors is an indispensable resource for every bidder.

Take your submission beyond compelling

We provide:

- Bid strategy and messaging
- Bid management
- Bid writing
- AI for transport tendering
- Graphic design and document production
- Partnering and teaming solutions
- Client and industry insights
- Technical and SME expertise
- Presentation and engagement support
- Contract renewal strategy.

A track record of landmark projects

Across thousands of engagements, we've proudly contributed to some of Australia's largest transport contracts, including:

- Sydney Metro West Stations Package West
- Sydney Metro West TSMO
- Queensland Trains Manufacturing Program
- Melbourne High Capacity Metro Trains PPP
- Queensland New Generation Rolling Stock PPP
- NSW Rolling Stock Procurement PPP
- Sydney Growth Trains
- Adelaide EMU Rolling Stock
- Gold Coast Light Rail PPP
- Melbourne Metropolitan Train Franchise (MR3)
- Melbourne Metropolitan Trams Franchise (MR4)
- Melbourne Metropolitan Train Franchise (MR5)
- Adelaide Heavy Rail Franchise
- South Road Superway SA
- Tiger Brennan Drive NT
- Sydney Ferries Franchise
- Perth Metronet Railcars.

Our experience sets us apart

- Deep transport sector knowledge to identify, position and pitch for the right opportunities
- Unique evaluation insights from our exclusive Behind Closed Doors research program
- Proprietary 8-layer writing methodology designed and proven to win bids
- Best practice bid management processes to drive exceptional, client-focused submissions
- Bid-specific AI implementation and training to keep you at the forefront of bid evolution
- Bid and pitch experts, trained in the unique transport environment, bidding processes and terminology
- Access to client, industry and technical experts for game-changing insights
- Regular attendance at major industry events including AusRail and AusRail Plus in Australia and Innotrans in Berlin.

Industry Associations

- Australasian Rail Association
- Queensland Major Contractors Association

Accreditations and awards

- The Australian Best Places to Work '24
- AMI Marketing Excellence Finalist '25
- AMI Marketing Excellence National Winner '22
- AMI Marketing Excellence State Winner '22
- Financial Review Most Innovative Companies '22.

Key customers

Downer · GAMUDA Australia · HITACHI
ALSTOM · MTR · VINCI
UGL · indra · CPB CONTRACTORS
LAING O'ROURKE · acciona · JOHN HOLLAND
INFRASTRUCTURE A GAMUDA Company · AECOM · Fulton Hogan
MTA Metro Trains Australia · BMD · HATCH
DEGNAN · aarvee · AVADA
DHL · ventia · VITRONIC
CHC · babcock · CareFlight

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AURORA marketing

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AURORA marketing

THE AUSTRALIAN Best Places to Work 2024 SMALL ORGANISATION

AMI AWARDS NATIONAL WINNER 2022 FOR MARKETING EXCELLENCE

AMI AWARDS STATE WINNER 2022 FOR MARKETING EXCELLENCE

AMI MARKETING EXCELLENCE AWARDS 2025 NATIONAL FINALIST

FINANCIAL REVIEW BOSS MOST INNOVATIVE COMPANIES

Access deep industry knowledge for strategic positioning / pitching

8 LAYERS

Supercharge your content with our 8-layer methodology

Unlock exclusive evaluator insights to leapfrog your competition

Fast track your team's performance for bid success

ROHIRRIM

Use AI technology to enhance efficiency of your bidding processes

"Experienced tender professionals. Relentless focus on how to create the most compelling proposal."
John Seale, **Downer Group**

"Support including team leadership, strategy and writing. Good grace and humour, attention to detail and passionate desire to both do the best for the client and win."
Chris Lock, **Transport Advisor**



$180 B+
IN TENDERS WON

1,500+
PROJECTS

98.5%
SUCCESS RATE

50+
STAFF, AUSTRALIA-WIDE

25
YEARS, SINCE 2001

Navigate through our full capability

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