



ADDING OR REVISING COMPANY AND PRODUCT DETAILS IN THE 'TEAM AUSTRALIA' INTERNATIONAL MARKETING PACKAGE

Introduction

The International Marketing Package consists of a website accessed through the Department of Defence, Defence Materiel Organisation homepage and a booklet incorporating an interactive CD. The website and the CD feature a range of Australian companies and their defence related products. While the website can be updated regularly, hard copy material will only be updated on an as required basis.

Product Inclusion in the International Marketing Package

The interests of the Australian Defence Organisation are to support Australian defence industry capabilities that make an important contribution to Australia's defence preparedness and sustainment. The intention of the International Marketing Package is to promote the Australian defence industry sector rather than specific companies or products. The International Marketing Package is being used to **promote unique and/or innovative products or services** because they have the best prospects of penetrating foreign markets where a competitive edge is required.

Products or services will be included in the International Marketing Package under company listings and grouped by sectors as follows:

- Aerospace,
- Maritime,
- Land, and
- Electronics.

Products or services will be additionally grouped by functional sectors adopted for military operations. These are:

- Battlespace Awareness,
- Command and Control,
- Force Application,
- Protection, and
- Focused Logistics.

Because it is important that the products being promoted through this medium are the best that Australia has to offer they will need to satisfy the following criteria:

- Demonstrate distinctive characteristics that differentiate them from products available in the international marketplace;
- **Be of Australian design and/or manufacture;** and
- Be 'Export Ready'.

Companies can nominate products for inclusion in the International Marketing Package by e-mail to teamaustralia@defence.gov.au . **Companies should not approach the DMO web manager directly for content changes.** Nominations for inclusion should address the above criteria and include a 'quad chart' displaying product and company information (examples of the formats can be seen on the current company and product entries in the package.) Company's must limit their company and product pages to no more than 200 words. Longer items will be returned for editing.

INCLUSION OF PRODUCTS IN THE PACKAGE WILL BE AT THE DISCRETION OF THE DEPARTMENT OF DEFENCE.

EXAMPLE OF QUAD CHART

Name of Product

Description (explain what your product is and why a customer should be interested in it.)

- This quadrant describes in concise terms what is being offered and why the customer should spend time seeking more information.
- Example: Our product can enable aircraft jet engines to fly for 400 hours without refuelling while delivering 125% of its rated power.
- Expand with secondary advantage (if applicable)

Product Pertinent Information

Examples:

- Cost per unit in production quantities of \$x
- Modifications are possible.
- Intellectual property is protected globally.
- A small image, if applicable.

Product Status (this should include a reference if possible)

- The product is available now.
- The product requires development.
- It is currently in use by Australian Forces/US DoD/Others (the reference)

Company Contact Information

Address:

Phone:

Fax:

Mobile:

E-mail

Website

Other country contacts e.g. agents overseas.