



Defence Introduction - One day course

Australian Industry and Defence Network Incorporated (AIDN) NSW, Hunter Defence and Goal Group have teamed to deliver this series of 11 seminars over a 12-month period to initiate its program to assist member companies to become truly “Defence Ready”. This is SMEs assisting SMEs. The seminars that make up this course aim to educate, prepare, grow, and mature companies and their staff, whether they are currently engaging in the Defence space or planning to. For the purpose of the course, we categorise these companies and staff according to levels of Defence “Readiness”.

The first of the 11 Seminars is the subject of this brochure. This seminar addresses the “Explorer”, which we define as:

- Companies or staff having little or no knowledge of working with Defence or Defence Industry;
- Business owners or business development managers, curious to inform themselves for a better-quality decision as to whether to pursue the Defence market; or
- People recently employed by a business already operating within the Defence space who require a fundamental understanding to better orientate them to the market.

This seminar, titled “Defence Introduction”, will be delivered by two exceptionally experienced presenters with decades of SME experience in Australia’s Defence Industry and real-world front-line experience. True experts in delivering this content, their SME involvement is backed up by uniform operational and sustainment roles.

This seminar provides valuable information to help aspiring businesses assess the defence market and understand what may be required to pursue opportunities. It is specifically focused around people characterised as “Explorer”, who are curious. That is, those companies considering an entry to Defence but finding the landscape just too complicated and full of (largely unfamiliar) jargon to determine if the market is right for them.

There will also be the opportunity to meet with experienced regional Industry network leads for a tailored one-on-one consultation following the seminar from either Hunternet or AIDN NSW. An Expression of Interest application will be provided at the Seminar.

Depending upon subscription, this seminar *may* be further tailored for audiences in each location but will likely include information such as:

- The defence marketplace – a beginner’s guide
- Case study for Defence procurement
- Hierarchy of Defence needs-driven posture and the Defence Landscape
- Defence Innovation Streams

Hunter Defence acknowledges the commitment of the NSW Government, HunterNet, Hunter Business Chamber, RDA - Hunter, AiG, AIDN, ICN, Goal Group, University of Newcastle and Hunter TAFE in the cooperative development of the Defence Readiness series of seminars for SMEs.

- Finding the money – who really says “yes”?
 - Understanding what “Defence Ready” means for you
 - Prime Contractors and Global Supply Chains- who they are, how to engage, and what they expect
 - What help is available?
- Introduction to the Defence Industry Associations AIDN NSW and Hunter Defence
 - Local Defence Industry Interest Group introductions
 - Defence programs – where to get the information and how to interpret it
 - SME case studies
 - Adding it all up – how do you decide?

This course will start the Hunter Defence Seminar Series and will be held at the University of Newcastle on Mon 04 November 2019. Follow this link to book your place:

<https://www.eventbrite.com.au/e/defence-ready-seminar-series-defence-introduction-tickets-73212417311>

Instructor Bios:

Alan Rankins

Alan is the CEO of Goal Professional Services and Managing Partner of the Goal Group. He is also a Past President of the Australian Industry & Defence Network (AIDN) retaining a role on the AIDN NSW Committee. He has significant experience from 21 years in the RAN and 26 years as a project and programme manager in complex projects.

Alan has assisted major defence companies to achieve bid success. His specific areas of expertise are strategic direction, project development, bid preparation and programme management. He is a Fellow of the Institute of Management and Leaders and a Graduate of the Australian Institute of Company Directors. Alan is a past Co-Chair of the Synthetic Environment Working Group, and is a highly experienced Programme Manager, particularly in the area of major programs, complex systems engineering and Integrated Logistics Support.

He is an accomplished business development manager, experienced in developing and selling solutions in defence and law enforcement markets, client relationship management, commercial negotiations, business development and sales, staff performance management and service delivery management.

Local to the Novocastrian area, Alan is Senior Vice President of Swansea RSL and a Vice President of Swansea RSL Subbranch.

Boris Novak

Boris Novak is a former RAAF Engineer Officer and founded a Systems Engineering business upon leaving the RAAF nearly 20 years ago. During his time in business, Boris was involved in forming collaborative alliances, and came to learn and identify collaborations that work, others that don't, and had a close involvement with the precursor to the Defence Innovation Hub, Defence's Rapid Prototyping Development and Evaluation (RPDE) Program. His former business participated in RPDE in every way possible, and Boris was personally seconded the program in a senior management role in the program's earlier days, and latterly an elected representative on the RPDE Board.

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The business he founded won various competitive multi-million-dollar contracts, as well as multi-million-dollar sole source contracts, and received various industry, business and innovation awards. The business succeeded in its endeavours despite being regionally based.

Having exited the business he founded and successfully selling all the IP globally, Boris generously offers to share the insights that he learned over the years in doing business with Defence.

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