



Department  
of Industry

# Defence Industry Suppliers Directory

## Submission Guide



A guide for companies making a submission for listing in the NSW Department of Industry Defence Industry Suppliers directory via the online form available from the link on the directory home page:  
[www.defence.nsw.gov.au](http://www.defence.nsw.gov.au)

## NSW Department of Industry Defence Industry Suppliers directory application guide

The NSW Defence Industry Suppliers directory is maintained on behalf of the NSW Government by NSW Department of Industry. The directory can be found at the following URL:

[www.defence.nsw.gov.au](http://www.defence.nsw.gov.au)

To make a submission to have a company listed in the NSW Department of Industry Defence Industry Suppliers directory use the online submission form available from the link on the home page of the online directory.

### Disclaimer

NSW Department of Industry ("the Department") make their best endeavours to ensure that any information provided in the NSW industry capability directory ("the Directory") is current and accurate based on material from external information sources. However, the Department does not warrant or accept any liability in relation to the quality, operability or accuracy of such material.

The Directory is a non-exhaustive list and is not an endorsement, preference, recommendation, warranty or guarantee of any company contained in the Directory ("Listed Company"). It is the user's responsibility to independently verify any information about a Listed Company that is important to them and exercise their own commercial judgement and assessment in selecting any Listed Company for their use. The Department has no control over the work or conduct of any Listed Company and any consequential loss or damage suffered as a result of reliance on the Directory or a chosen Listed Company is the sole responsibility of the user.

The Directory provides links to and from other internet sites, which are outside the control of the Department. The Department does not represent that the material appearing on these internet sites is complete, accurate or up-to-date. Further, it does not endorse the material or accept responsibility or liability for any loss, damage, cost or expense that may be incurred as a result of use or reliance on that material.

### Eligibility for listing

To be eligible for listing, a company must have operational facilities in NSW and supply products or services to the domestic or international defence industry, and/or defence-related organisations.

If you would like to contact NSW Department of Industry for information about the Directory, your company's eligibility for inclusion, or a previously submitted entry, please contact us by email at: [industry.directories@industry.nsw.gov.au](mailto:industry.directories@industry.nsw.gov.au)

### Companies with multiple divisions and/or presences in more than one location

The submission form allows you to enter contact details for one location. If you have multiple divisions or outlets at **different operating locations** offering **different products and services**, make **separate submissions for each location** and give specific details about that location. The **Company Name** for each submission should be the same, but the **Trading/Listing Name** should reflect the divisions, for example, *Acme Co - Aerospace division* and *Acme Co - Maritime division*.

## Completing the online form

The following sections detail the requirements for each field in the form. Read these sections carefully and ensure the information you enter complies with the requirements.

Gather all information you need to complete the form before you start your application. You must complete the form in a single session – forms cannot be saved for later completion. If you close your browser window before completing the form the information will be lost.

An \* indicates that the field is mandatory.

### Section 1 – Company Details

---

#### Company Name \*

---

Give the registered name of the company.

---

#### Trading Name \*

---

Give the name that you want to **appear as the title** of your company listing page. This name will also appear when the company is listed in search results. The Trading Name can be the same as the company name, a shortened version of the company name (e.g. the company name without Pty Ltd appended), the company's official trading name, or the name by which the company is most widely and commonly known.

If you are making multiple submissions for different company divisions, the Trading Name of each submission should reflect the divisions, for example, *Acme Co - Aerospace division* and *Acme Co – Maritime division*.

---

#### Website \*

---

Give the URL of the company's public web site (without the http:// prefix).

Examples:

- www.acme.com.au
- www.acme.com.au/defence

---

#### Company overview \*

---

Give a single paragraph that provides a brief overview of the company and what it does. Do not include detailed product or service information in this field as this is collected later in the form.

The text you supply in this field is used in search results, so make it concise and relevant to the company's role in the industry.

Requirements:

- MAXIMUM 2000 characters (approximately 100 words)
- A single paragraph only
- Minimise the use of unnecessary 'marketing' terms and language

---

**Logo \***

---

The logo is an integral part of the listing page design, so supplying an image is mandatory. If your company does not have a graphical logo, please supply an image of the company name as it typically appears on packaging or marketing materials.

Requirements:

- MAXIMUM file size of 1Mb and MINIMUM width of 218 pixels
- Landscape or square format logos will look better on the page
- PNG format preferred (GIF and JPG also accepted)
- Name the image file with your company name and include the word "logo"
  - e.g. *mycompany-logo.png*

---

**Main image**

---

Supplying a main image for your listing is optional, but is a great enhancement to your listing and should be added if at all possible.

Requirements:

- MAXIMUM file size of 1Mb and MINIMUM width of 500 pixels
- Landscape format images only (ie. width should be greater than height, portrait-style images will be cropped to fit)
- PNG format preferred (GIF and JPG also accepted)
- You must own the copyright to the image supplied, and supplying the image gives NSW Department of Industry permission to use it on the website as part of the Suppliers directory
- The main image should be illustrative of the products or services your company offers, not simply a generic industry image
- Name the image file with your company name and include the word "main"
  - e.g. *mycompany-main.png*

---

**Consent to publish \***

---

You must explicitly agree to the conditions stated by ticking the box.

---

**Section 2 – Company products/services and competitive information**

---

---

**Products and Services offered by the company \***

---

Give a single paragraph that provides a brief overview of the types of products and services your company provides to the industry. Be as descriptive and concise as possible, but do not list specific products in the overview as this can be done in the specific **Products and Services** list below. Do not repeat the same information given in the Company Overview previously provided.

Requirements:

- MAXIMUM 2000 characters (approximately 100 words)
- A single paragraph only
- Minimise the use of unnecessary 'marketing' terms and language

---

**Products and Services**

---

(Optional) List up to 10 specific products and/or services your company offers. These will appear as bullet points in your listing.

---

**Company Key Advantage overview**

---

(Optional) Give a single paragraph that provides a brief description of the key competitive advantage your company has in the industry.

Requirements:

- MAXIMUM 2000 characters (approximately 100 words)
- A single paragraph only
- Minimise the use of unnecessary 'marketing' terms and language

---

**Company Key Advantage**

---

(Optional) List up to 10 specific competitive advantages for your company. These will appear as bullet points in your listing.

---

**Company Awards / Accreditations**

---

(Optional) List up to 10 awards and/or accreditations your company has achieved.

Eg. ISO9001:2014, Winner – Business of the Year 2010

---

**Company Key Customers**

---

(Optional) List the names of up to 10 of your key customers.

---

**Company Key Partners / Suppliers**

---

(Optional) List the names of up to 10 of your key partners and/or suppliers.

---

**Section 3 – Company Address Details**

---

**Select region \***

---

Select the geographical region in which your company office/facility is located

---

**Address 1 \*, Address 2, City \*, Postcode \*, State \***

---

Supply the address of the company's office/facility. While supplying an address is mandatory, we understand that some companies are not allowed to publically disclose for security reasons. If this applies to your company, please supply a PO Box address or enter "NA" into the fields.

---

**Public enquiries email**

---

(Optional) Supply a valid email address for public display by which prospective buyers can contact the company.

---

**Public enquiries phone number**

---

(Optional) Supply a valid phone number for public display by which prospective buyers can contact the company.

---

**Section 4 – Company Sector Details**

---

**Main Industry Sector \***

---

Select the main industry sector to which your company's products and services are most applicable. Your selection determines the type of background imagery displayed behind your listing.

---

**All applicable sectors**

---

Tick the boxes next to ALL sectors to which your company's products and services are applicable.

Requirements:

- You must tick at least ONE box within the Main Industry Sector selected above

---

**Section 5 – Administration Contact Details**

---

**First name \* Last name \* Position title \* Email \* Phone Mobile**

---

Enter the contact details for the person to whom NSW Department of Industry can direct any questions or follow up regarding directory issues or the information supplied in the form.

THIS INFORMATION IS NOT MADE PUBLIC AND IS FOR INTERNAL USE ONLY.

---

**Section 6 – Confirmation page**

The confirmation page will display all the information you have entered. You can review your full submission and, if necessary, modify any information before submitting the data.

Once you are satisfied all information is correct, click the **Submit Data** button to submit your application.