

Openlearn Turns to TenderLink to Source New State and Federal Government Opportunities



Southern Midlands Council may be one of Australia's smallest local authorities in population terms, but that doesn't stop it thinking big when it comes to business practices.

Business Challenge:

With more than 20 years' experience, Openlearn designs creative and effective e-learning solutions for clients in a wide range of sectors including banking and finance, not-for-profit, telecommunications, utilities, transport, oil and gas exploration, and health. In addition, the Sydney-based learning provider has developed off-the-shelf modules for upskilling staff in compliance matters.

Having achieved steady growth and a reputation for excellence, Openlearn's directors were ready to pursue additional business opportunities in the state and federal government sectors. But how could Openlearn best source those opportunities?

Our Solution:

The company had already been receiving notification of some tenders and had undertaken its own searches for relevant business opportunities on individual government websites. But this 'hit and miss' process was time-consuming, produced limited results, and failed to fully support Openlearn's quest to tap into as many relevant opportunities as possible.

Openlearn co-director Richard Stublely says: "We knew there was more business in government sectors than we were identifying - and we knew

some would be in states outside of New South Wales where most of our business to date had been carried out".

Then co-incidentally, shortly after making the decision to seek more government clients, two notification services, including TenderLink, contacted Openlearn. "We considered both and chose TenderLink. Their 'deal' was a little better price-wise, they sent us a sample of open and closed tenders and told us about a workshop we could attend to help us win business. Overall, we got the impression that TenderLink would better meet our needs," Richard says.

"I would recommend TenderLink to other companies and organisations - definitely. We are very happy with their best-value service and their friendly customer service and communication. Now we don't need to explore any other avenues to find tender notifications; we can just rely on TenderLink for that. We didn't hesitate to re-subscribe when our first year's subscription expired because we don't want to miss out on any opportunities: the service gives us confidence."

Richard Stublely
Director
Openlearn Pty Ltd

Almost immediately after subscribing, Openlearn began receiving email notifications from TenderLink about relevant business opportunities in both the public and private sectors and, within a few months, notification arrived about a significant 12-month government contract in Western Australia (WA).

Openlearn tendered and, as a result, won its largest-ever contract. "I'm sure we wouldn't have found notification of the tender had it not been for TenderLink alerting us to it. Prior to subscribing, we hadn't even thought of looking for opportunities in WA," Richard says.

Outcomes:

The Western Australian contract has made a significant difference to Openlearn's bottom line, and Richard is also delighted that this 'exciting project' draws on the company's substantial experience, skills and creative abilities. As well, the public benefits that the contract offers WA citizens generate a feel-good factor to the Openlearn team.

Six months into the year-long contract, the project was extended, providing Openlearn with additional business and valuable confirmation of client satisfaction.

There are also some longer-term benefits. Richard says the contract has enhanced Openlearn's reputation in the e-learning field and created leveraging power to win business in other government organisations.

As a result of subscribing to TenderLink, Openlearn spends less time identifying relevant business opportunities, sources more opportunities than ever, and is exposed to contracts in a much broader geographical reach. Since winning the WA contract, the company has tendered for several other public-sector contracts which, at the time of writing this case study, were still in the evaluation stage.

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