

# Public Sector Network Government Advisory Boards

Grow and improve your public sector  
business with an Advisory Board of  
Australian government experts



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## Public Sector Network Government Advisory Boards

Government agencies often have different business drivers, product and service requirements, procurement arrangements and timelines from private companies when procuring IT solutions.

These differences alone are reason enough to have a public sector-focused advisory board to gain the necessary insight to best engage and serve government customers. Add in the extraordinary demands on government services and budgets over the pandemic and ongoing recovery, and now during major economic fluctuations and geopolitical instability, and it's clear that understanding what drives government decision making is more critical than ever before.

For small-to-medium-sized IT companies there are also new opportunities to grow in the public sector as State and Federal Governments have introduced policies to increase procurement from SMBs.

However, it's not always easy for IT companies to get direct feedback, direction and advice from government stakeholders about their plans and processes due to probity and conflict of interest constraints.

### Introducing Public Sector Network Advisory Board Services

To address these opportunities and challenges, Public Sector Network (PSN) is now providing IT companies of all sizes with a resource to help grow and improve their Australian Federal and State Government businesses.

A PSN Government Advisory Board supports IT companies by informing and guiding their business and go-to-market strategies. We will build and facilitate a bespoke Advisory Board for you, tailoring the Board members and agendas based on your objectives.

Our Board members are experts in government IT strategy, procurement, policy and sales. They have held senior roles within government departments and/or have been senior sales leaders in IT companies. Our board members are drawn from the Australian Federal Government, as well as New South Wales, Victoria, Queensland and South Australia State Governments. Many have specific expertise in defence and cyber-security.

## A PSN Government Advisory Board

### can help you:

- Understand policy and IT procurement priorities and processes for State and Federal Governments
- Develop and improve your government engagement and selling practices
- Qualify and structure successful deals and craft competitive bid responses
- Identify the right influencers and decision makers and build programs to foster relationships
- Retain existing customers through improved service and support.

## A PSN Advisory Board program

### involves:

- Minimum of 2 half-day, in-person and/or virtual board meetings per year with a custom-built agenda
- Involvement of 2-4 advisors per Board meeting with skills and expertise aligned to your requirements. Advisors to include at least one government-side and one commercial-side advisor per meeting
- A specialist PSN Board facilitator (who is also an advisor) to customise and manage the program, facilitate and participate in meetings, and provide post-meeting reports
- 2 Advisor follow-up calls per year
- Access to PSN advisors for one-on-one consulting engagements to support detailed program development and execution

## Advisory Board **Costs**

The cost of an Advisory Program will depend on the number of advisors per meeting and the number of meetings per year based on your needs.

The minimum engagement is 2 meetings per year, however additional meetings are recommended if you are planning sales engagements in different government markets (e.g. Federal and NSW). Meetings in person are highly recommended.

Extraordinary meetings with select advisors can also be called if you need help with specific programs, issues or RFI/RFT responses.

Program costs are based on your requirements for the year:

- Extraordinary meetings priced based on requirements
- Follow-up advisor calls/meetings additional based on hourly rates
- Advisor/facilitator travel and meeting logistics costs are additional (meetings can be held on your premises to reduce costs)
- Price on Application

If you're looking to enter a government market that is new to you, a Board can help educate your teams about agency structures, IT priority programs and budgets, key decision makers, procurement policies, and likely competitors and potential partners, and help identify and prioritise opportunities.

### **A Bespoke Advisory Board**

The PSN Board facilitator will work with your senior managers to structure a Board program that suits your company's needs and match you with the right Board members.



## For more **Information**

To learn more about Public Sector Network Government Advisory Boards and discuss how they can help with your government business, contact [jennifer.arnold@publicsectornetwork.com](mailto:jennifer.arnold@publicsectornetwork.com).