

AUSTRALIAN + NEW ZEALAND DEFENCE DIRECTORY



EDITION 43 - 2024



SINCE
1974

CELEBRATING
50 YEARS



ADVERTISING OPTIONS



About

Since emerging from within defence in 1974, the [Australian + New Zealand Defence Directory](#) remains the original, government-endorsed repository of Australasian defence capability. The document is used broadly across all aspects of Australasian defence for Suppliers, AIC and NZIC (local capability) visibility and the industry mapping crucial to informing the current 'nation-build' in defence.

CASG Overview

The Capability Acquisition & Sustainment Group (CASG) is responsible for delivery and maintenance of capability platforms in performing its core role of equipping and sustaining the Australian Defence Force.

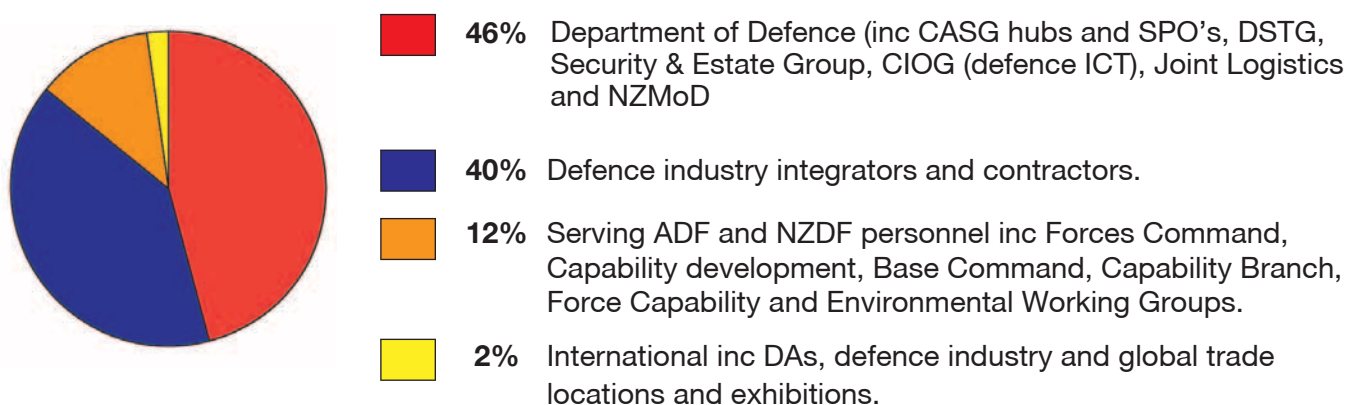
CASG is charged with delivering the government's planned \$300+ billion investment in acquisition platforms and equipment over the coming decade. CASG expects to manage over 210 major capital equipment projects, along with a further 150 minor projects over this period.

Circulation

4,000 hardcover directories + enhanced web presence + 3,000 CD ROM eBook produced annually and distributed across defence (without charge).

Our [www.defence.directory](#) platform is connected directly via 7 links across the DPN (defence server), NZ's equivalent in Wellington, along with the supply servers of 50 of the defence industry OEM and MRO primes and sub-primes

Circulation Breakdown



Defence Suppliers Listed

3,500+ companies

Published

Annually since 1974 – Australasia's original and most prestigious defence directory. Our defence DPN and supply server-connected [www.defence.directory](#) platform offers ongoing, constantly updated support.

DIRECTORY SECTIONS

PREMIUM AND PROFILE PAGES

Our **Premium Page** section provides a prominent position at the front of the directory, enabling your business to boost your brand awareness across the defence sector.

Our **Profile Page** section contains full page brand support profiles for particular companies. This section is divided into 6 main industry group sectors:

- Aerospace
- Electronics, Cyber, ICT. & Communications
- General Support
- Land Systems
- Maritime
- Soldier Systems

PRODUCTS & SERVICES INDEX

The **Products & Services** Index best positions your company for New Business opportunities. Strategically-placed **1/3 Page Banner Ads** can be positioned next to or near the product category of your choice to best promote your business to users who are searching for very specific capability information.

BRANDS INDEX

A **Brand Listing** enables you to showcase the brands you supply together with your business & contact details listed.

COMPANY INFORMATION SECTION

The **Company Information** section is a direct reflection of your online database listing (excepting rich context). Listed in alphabetical order, each company listing details contact information and includes:

- Products 'prioritisation'
- Capabilities and QA
- Defence capability offering and experience
- Corporate information
- Key contacts

Those companies with Profile Pages are cross-referenced to the page on which this feature appears.



BRANDS INDEX

PRODUCTS & SERVICES INDEX



PRINT ADVERTISING INFORMATION

PROFILE PAGE

A Full Page advertisement which enjoys quality positioning in the directory.

This placement includes in-depth text and colour graphics to serve as a testimonial of your company's branding.

\$4,500 + GST



PREMIUM POSITIONS

These premium options at the front of the book are designed to give your business maximum exposure to the widest range of potential customers and partners.

Divider (double sided) **\$9,000 + GST**

Premium Page.....**\$6,000 + GST**

Double Premium Page **\$8,000 + GST**

Back Cover**\$20,000 + GST**

Double Page Inside Front Cover **\$10,000 + GST**

Double Page Inside Back Cover **\$10,000 + GST**

E BOOK - CD ROM SPONSORSHIP

1. Availability of exclusive 'sponsorship' of our 3,000 unit eBook CD ROM and USB Includes company name & logo prominently displayed on the front cover as well as the back cover of the CD cover.

\$5,000 + GST



CO SPONSORSHIP

2. Full size advert printed on the Inside Front Cover of the eBook CD ROM **\$3,000 + GST**



COMPANY INFORMATION SECTION

Both the print **Company Information** and **Products & Services** sections are driven by the content of your www.defence.directory company profile. With the advanced search functions available online, it pays to have the most comprehensive profile and capability support possible.

Capability listings are available in 4 options from a basic listing through to the unlimited content of a **Corporate Listing**.

Any presence in our document begins with one of our capability support listings

CORPORATE LISTING \$2,000 + GST (Logo + unlimited content)

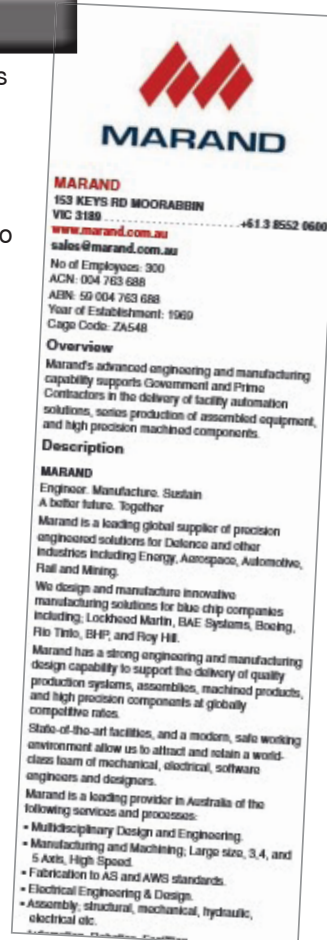
- Full colour company logo
- Unlimited products / services categories
- Unlimited capability statement
- Live links to your company's website and email address
- Embedded video & slideshow rich content online
- Prioritised search results
- Catalogue attachment

Professional Listing \$1,500 + GST (50 word statement & 5 products)

- Includes slideshow

Logo Listing \$800 + GST (Logo + Contact details & 2 products)

Basic Listing \$300 + GST (Contact details only)



MARAND
153 KEYS RD MOORABBIN
VIC 3189
www.marand.com.au +61 3 8552 0600
sales@marand.com.au
No of Employees: 300
ACN: 004 763 688
ABN: 50 004 763 688
Year of Establishment: 1989
Cage Code: ZA548

Overview
Marand's advanced engineering and manufacturing capability supports Government and Prime Contractors in the delivery of facility automation solutions, series production of assembled equipment, and high precision machined components.

Description
MARAND
Engineer. Manufacture. Sustain.
A better future. Together.
Marand is a leading global supplier of precision engineered solutions for Defence and other industries including Energy, Aerospace, Automotive, Rail and Mining.
We design and manufacture innovative manufacturing solutions for blue chip companies including: Lockheed Martin, BAE Systems, Boeing, Rio Tinto, BHP, and Roy Hill.
Marand has a strong engineering and manufacturing design capability to support the delivery of quality production systems, assemblies, machined products, and high precision components at globally competitive rates.
State-of-the-art facilities, and a modern, safe working environment allow us to attract and retain a world-class team of mechanical, electrical, software engineers and designers.
Marand is a leading provider in Australia of the following services and processes:
• Multidisciplinary Design and Engineering
• Manufacturing and Machining: Large size, 3, 4, and 5 Axis, High Speed
• Fabrication to AS and AWS standards
• Electrical Engineering & Design
• Assembly: structural, mechanical, hydraulic, electrical etc.

PRODUCTS & SERVICES INDEX

1/3 Page Banner Ads

Showcase your business under specific products and services as these are strategically placed next to your preferred category.

1/3 Page advert – \$1,500 + GST



BRAND LOGO INDEX

YOUR COMPANY NAME, ADDRESS & CONTACT DETAILS

BRAND Listing Make it easy for potential customers who are looking for a specific brand to find your business. **\$300 + GST**



SAINT-GOBAIN
Saint-Gobain Abrasives
60 Hume Hwy, Somerton VIC 3062
PH: 1300 067 650
E: customerservice.sg-a@sg-saint-gobain.com
www.saint-gobain.com.au



High tech on-board level and pressure measurement

Our in-tank compact level sensors are designed for level measurement, alarm overflow and pressure measurement with exceptional accuracy and reliability.

VEGA also ensures maximum operational safety under the difficult conditions, with no maintenance charges and guarantee all approvals required.

www.vega.com/navy



VEGA Australia Pty Ltd
Phone 1800 817 128
Email info.au@vega.com

Leading Provider **VEGA**

ADVERTISING PACKAGES

CORPORATE DELUXE 1 & 2

A **Corporate Deluxe Package** gives you all the benefits of a **Corporate Listing** as well as a full colour **1/3 page Banner** advert placed within a specific product/service classification.

\$2,800 + GST

Normal price \$3,500 + GST

PROFILE DELUXE 1, 2 & 3

A **Profile Deluxe Package** gives you the complete suite of support across all 3 aspects of the *Defence Directory*. Comprising a **Profile Page** positioned in the industry sector of your choice, a **Corporate Listing** in print and online and a **1/3 Page Banner** advertisement in the **Products and Services** index.

\$6,800 + GST

Normal price \$8,000 + GST

SOVEREIGN, SECURE AND AUSTRALIAN DEFENCE APPROVED

Choose a Protected Gateway and Secure Cloud services provider with 40+ solutions assessed to Protected Level Security for bespoke solutions or entire ICT environments.

We offer large and small integrated solutions including:

Infrastructure as a Service

Platform as a Service

Software as a Service

ICT Advisory Services

Offices in Canberra, Sydney, Melbourne & Brisbane.
A sovereign Australia company.

1300 228 500
slicedtech.com.au

PROUD SUPPORTER OF VETERANS' EMPLOYMENT

SOLDIER ON PLATINUM PLEDGE PARTNER

SLICEDTECH

SLICED TECH PTY LTD
13-17 TENNANT ST Fyshwick ACT 2609
www.slicedtech.com.au 1300 228 500
sales@slicedtech.com.au

No of Employees: 45
ACN: 165 997 008
ABN: 53 165 997 008
Year of Establishment: 2011
PO Box 281
Fyshwick ACT 2609

Overview
Sliced Tech is an Australian sovereign PROTECTED Gateway and secure cloud services provider. Approved for Defence use, with over 40 solutions assessed to Protected level security for bespoke solutions or entire ICT environments.

Description
Sliced Tech has a long history of delivering critical services to public and private sectors, having been engaged on major projects for Federal and State public sector agencies such as Defence, Finance, Bureau of Meteorology, Australian Transport Safety Bureau, NSW Electoral Commission and Legal Aid Queensland. Sliced Tech's service delivery includes PROTECTED services to the Department of Defence, Chief Information Officer Group (CIOG) via our sovereign cloud solution.

Since 2011 Sliced Tech has maintained PROTECTED certifications for all our cloud and gateway environments. This has given Sliced Tech the knowledge and capability to understand the evolving requirements of the Information Security Manual (ISM) which is the standard that governs the security of government information and Communications Technology (ICT) systems. It supports the Attorney General's Department's requirements Protective Security Policy Framework (PSPF) which provides policy, guidance and best practice advice for governance, personnel, physical and information security.

Key features of Sliced Tech
Secure - Maintains security certifications meeting Australian Federal Government standards, providing trust and assurance.
Scalable - Contemporary cloud technologies provide elastic infrastructure that supports digital business and meet changes in demand.
Robust - System based on building blocks that deliver repeatable and consistently engineered solutions to deliver business outcomes.
Australian SME - Fully Australian owned and operated with all data held onshore in Australian data centres and security cleared Australian-based staff.
Easy to engage - Sliced Tech prides itself on being easy to engage. We feature on multiple government (Commonwealth & State) buying panels.
Experienced - Sliced Tech has extensive experience in dealing with Australian Governments at both the Federal and State level.

Key Personnel
Chief Executive Officer and Managing Director: Jason McClure
Executive Manager Operations: Jason Tenn
General Manager - Sales: Wernan Day

Quality Assurance
Sliced Tech Pty Ltd maintains certification to ISO9001:2015 and ISO/IEC ISO27001:2013

Branches
Canberra
13-17 Tennant St
Fyshwick ACT 2609
Sydney
Suite 23.01, Level 23/1, Market St
Sydney NSW 2000
Brisbane
Northcent Plaza
Level 22, 68 Ann St
Brisbane QLD 4000
Melbourne Office
Level 8, 807 Bourke St
Melbourne VIC 3000

SOVEREIGN, SECURE AND DEFENCE APPROVED

40+ solutions assessed to Protected Level Security:

Infrastructure as a Service

Platform as a Service

Software as a Service

ICT Advisory Services

A sovereign Australia company.

SLICEDTECH

PROUD SUPPORTER OF VETERANS' EMPLOYMENT

SOLDIER ON PLATINUM PLEDGE PARTNER

1300 228 500
slicedtech.com.au

DEFENCE DIRECTORY ONLINE OPTIONS

WEB BANNERS
from \$3,500
+ GST (12 months)
from \$2,200
+ GST (6 months)

DOMINANT SLIDER
from \$1,000
+ GST (per week)

The screenshot displays the Defence Directory website interface. At the top, there's a navigation bar with links like 'NEW ZEALAND DIRECTORY', 'BOEING', and 'BOEINGDISTRIBUTION.COM'. Below this is a search bar with 'What' and 'Who' filters. The main content area features a large slider image of a ship at sea. To the right, there's a 'LIST YOUR COMPANY' section with various product showcases. Below the slider, there's a 'Featured Listings' section with logos for Arrow Electronics Australia, Hofmann Engineering, Penske, and NSM. Further down, there's a 'Product Showcase' section with various product images and descriptions. On the right side, there's a vertical list of featured listings including 'Transforming data into a new weapon', '40+ STCS', 'BALLISTIC TESTING LABORATORY', 'NSM', 'PLASTICUT', and 'JET AVIATION'.

WEB TILE
\$4,200
+ GST (12 months)
\$2,800
+ GST (6 months)

PRODUCT SHOWCASE
Showcase opportunities on our Homepage - available on application
\$1,000
+ GST (1 month) guaranteed *Featured*

BUSINESS CARD
clicks to your listing
from \$900
+ GST

Offering

Prioritised Search Returns
Rich content capability
Video & Photo Galleries
Products & Services Showcase
Interactive Map

Customers can search for suppliers by:

Business Name
Keywords
Location
Cage Code
Product
Business Classification

Visit www.defence.directory to see how easy and flexible it is to source defence supplier information.

Plus much more

Our online platform also features Events, Defence Links, Browse by Capability, Category, Featured Listings, Latest News and Product Showcases.

Your online content is used to populate both the **Company Information** and **Products & Services** section of the *Defence Directory* print directory.

Featured Events

Australian Manufacturing Week 2023
AVALON Airshow 2023

Browse By Category

3D Concrete Printing...	3D Printing, Systems & Ge...
3D Volumetric Displays...	Abrasive Blasting Service...
AC Solutions, Physical &...	Access Platforms...
Acoustic Devices...	Acoustic Screening & Wall...
Acoustic Windows, Aural...	Acrylic...
Adhesives...	Advanced Vehicle Screen...

ARTWORK SPECIFICATIONS

Display Advertising

When supplying artwork please provide a **press ready pdf** file with text converted to outlines.

ALL Colours and logos CMYK

Double Page Spread: 420mm wide x 297mm high with 5mm bleed

ALL Colours and logos CMYK text converted to outlines
(please ensure no type or important information comes within 10mm from edge or in the fold to allow for trim).

Full Page Advertisements (Profile Pages, Inside Covers & Tab Dividers) 210mm wide x 297mm high with 5mm bleed

ALL Colours and logos CMYK text converted to outlines
(please ensure no type or important information comes within 10mm from edge for Full Page - 20mm from the spine edge for Tab Dividers to allow for trim).

Third Page: 58mm wide x 255mm high with no bleed.

ALL Colours and logos CMYK text converted to outlines

Web Advertising

Logos: min size 500px wide x 250px high (JPG, GIF or PNG)

Images: min size 500px wide x 250px high (JPG, GIF or PNG)

Doc Attachments: (PDF, DOC, TXT, JPG, GIF or PNG)

Web Tile: Animated GIF file 250px x 250px

Featured Web Banners: Animated GIF supported.

No Flash Animation. 670px wide x 70px

Max file size 350kb

Artwork & Text

Logos: 80mm wide x 60mm high - JPEG, TIFF, AI, EPS or PDF

All Colours CMYK

Vector art converted to outlines - AI, EPS or PDF

Images/Photo art minimum 300dpi - JPEG, TIFF or PSD

Text: Word Doc Template will be provided

ADVERTISING RATES

DESCRIPTION	Rate ex. GST	Rate inc. GST
-------------	--------------	---------------

PRINT

Profile Page	\$4,500	\$4,950
Double Page Profile	\$6,000	\$6,600
Third Page	\$1,500	\$1,650
Divider	\$9,000	\$9,900
Profile Deluxe	\$6,800	\$7,480
Corporate Deluxe	\$2,800	\$3,080
Professional Deluxe	\$2,300	\$2,530
Premium Page	\$6,000	\$6,600
Double Premium Page	\$8,000	\$8,800
Brand Logo	\$300	\$330

PRINT & WEB LISTINGS

Corporate	\$2,000	\$2,200
Professional	\$1,500	\$1,650
Logo	\$800	\$880
Basic	\$300	\$330

WEB

Banner (12 months)	\$3,500	\$3,850
Banner (6 months)	\$2,200	\$2,420
Web Tile (12 months)	\$4,500	\$4,950
Web Tile (6 months)	\$2,800	\$3,080
Product Showcase (1 month)	\$1,000	\$1,100
Business Card	\$900	\$990
Dominant Slider (per week)	Upon Application	

MULTIMEDIA

CD ROM Sponsorship	\$5,000	\$5,500
CD ROM Co-Sponsorship	\$3,000	\$3,300

**Note: other premium placement packages available upon request.*



7 Colemans Rd,
Carrum Downs
Victoria Australia 3201
Tel: 1300 550 470

www.defence.directory