

NQ Business Growth Readiness Check

Complete Results Guide — All 5 Levels

This guide explains what each score level means, what it tells you about your business, and the exact steps to take next. All five result levels are included.

Matthew Bulat · Raymond Ward MBA · Consultancy Done Differently · consultancydd.com · 2026

HOW THE CHECK IS SCORED

Level	Score	Percentile	Level Name
Level 1	5–7	≤30%	The Starting Block
Level 2	8–12	≤50%	The Builder
Level 3	13–17	≤70%	The Contender
Level 4	18–22	≤90%	The Qualifier
Level 5	23–25	>90%	The Growth Leader

5 questions · Each scored 1 to 5 · Maximum score: 25 points Dimensions: Strategy & Vision · Documentation & Compliance · Market Visibility · Financial Capacity · Systems & Team Take the quiz: expertaiprompts.info/cdd/quiz/

LEVEL 1 OF 5 · ≤30%

The Starting Block

Foundational gaps across most dimensions — the foundations come first.

Score: 5–7

LEVEL 1

The Starting Block

5–7

The Builder

8–12

The Contender

13–17

The Qualifier

18–22

The Growth Leader

23–25

WHAT YOUR SCORE TELLS YOU

A score in the Starting Block range tells us there are real gaps across most readiness dimensions — strategy, documentation, visibility, financial capacity, or operational systems. That doesn't reflect your capability on the job. It reflects where the vast majority of NQ businesses begin.

The businesses that capture the \$40B opportunity are not the biggest operators in the region. They are the most prepared. The good news: every single gap identified by this quiz is fixable — and none of them require you to change how you operate on site. They require you to document it, prove it, and present it.

WHAT IS ALREADY WORKING IN YOUR FAVOUR

Your on-site capability and industry experience are genuine assets that documentation will unlock
 You understand the opportunity — awareness is the first step
 Your willingness to take this quiz signals the right growth mindset
 Every gap identified is addressable — none of them are permanent

YOUR PRIORITY GAPS BEFORE THE NEXT LEVEL

Documentation is absent or informal across most prequalification categories
 No formal WHS system, capability statement, or project history document
 Little to no presence on supplier registers or tender databases
 Business depends heavily on the owner being present in every decision

“You don't have to be the biggest contractor in North Queensland to win a Tier 1 contract. You have to be the most credible one in the room.”

YOUR LEVEL 1 ACTION PLAN

1

Book a CDD Discovery Call first

Before investing in documentation, get a clear picture of which gaps matter most for the specific opportunities you want to pursue. 30 minutes with CDD maps your starting point with no obligation.

2

Identify your most important first document

For most businesses in this band, a formal WHS system or capability statement is the first unlocking document. Getting one professional, evidence-based document done creates immediate credibility with major project buyers.

3

Register on ICN Gateway and Vendor Panel

Both are free. Having a current, complete profile on these two databases is the single fastest way to increase your visibility to NQ project procurement teams. Registration takes less than an hour.

4

Attend the \$40B Opportunity Summit

Understanding the pipeline — what is coming, who the buyers are, and what they actually require — is the first strategic step. CDD's Summit puts that picture in front of you in one room, in one morning.

YOUR NEXT STEP

Book a free Discovery Call — let's build your readiness roadmap from where you are today.

Book a 30-minute Discovery Call: consultancydd.com | 0418 186 294 | reward@consultancydd.com

CDD RESOURCES

\$40B Opportunity Summit · consultancydd.com

10-Week Accelerator · consultancydd.com

CDD Growth Tool · expertaiprompts.info/cdd/

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LEVEL 2 OF 5 · ≤50%

The Builder

Progress is visible — now build the structure to make it stick.

Score: 8–12

LEVEL 2				
The Starting Block	The Builder	The Contender	The Qualifier	The Growth Leader
5–7	8–12	13–17	18–22	23–25

WHAT YOUR SCORE TELLS YOU

A score in the Builder range means your business is moving in the right direction — there's real capability here, and some foundations are already in place. The challenge is that the structure holding those foundations together isn't yet complete or consistent enough for Tier 1 procurement requirements.

The risk at this stage isn't lack of effort. It's that good work is getting done informally — undocumented, inconsistent, or not packaged in a way that a procurement officer can verify. Closing that gap is a documentation exercise, not a capability exercise.

WHAT IS ALREADY WORKING IN YOUR FAVOUR

You have real capability in your core trade — the documentation will prove what already exists
 Some foundations are in place — this is about completing and formalising, not starting from scratch
 You are likely winning work through relationships and reputation — a strong starting point
 The gap between your current position and Tier 2 prequalification is smaller than it looks

YOUR PRIORITY GAPS BEFORE THE NEXT LEVEL

WHS documentation may be informal or incomplete —
 SWMS and Safety Management Plan not audit-ready
 Capability statement, if it exists, is likely a general overview rather than an evidence-based document
 Insurance coverage may have gaps relative to Tier 1 requirements (\$20M+ public liability)
 Little to no presence on formal supplier registers or tender databases

"The gap between a capable NQ business and a Tier 1 pre-qualified one is almost never skill. It's almost always paperwork."

YOUR LEVEL 2 ACTION PLAN

1

Complete your WHS documentation package

A written Safety Management Plan, current SWMS templates for all high-risk activities, and an incident register are the non-negotiables. Most prequalification portals auto-reject applications with WHS documentation older than 12 months.

2

Build a professional Capability Statement

A capability statement is more than a website page. It needs key personnel CVs, a project history with values and verifiable client references, your equipment register, and your core trade descriptions — all in one professionally formatted document.

3

Confirm your insurance is at Tier 1 thresholds

Public Liability minimum \$20M per occurrence. Workers' Compensation current certificate of currency. Identify the gaps before a tender application reveals them at the wrong moment.

4

Attend the CDD 10-Week Accelerator

The Accelerator builds every document you need — WHS system, QMS, capability statement, financial evidence package — with expert CDD guidance at each stage. Businesses in the Builder band have the strongest return on investment from this program.

YOUR NEXT STEP

Book a Discovery Call — see exactly which gaps are easiest to close first.

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LEVEL 3 OF 5 · ≤70%

The Contender

Solid base, specific gaps — one focused program closes the distance.

Score: 13–17

LEVEL 3				
The Starting Block	The Builder	The Contender	The Qualifier	The Growth Leader
5–7	8–12	13–17	18–22	23–25

WHAT YOUR SCORE TELLS YOU

A score in the Contender range means your business has solid foundations in place and is approaching genuine competitiveness for Tier 2 and selective Tier 1 project work. You are ahead of most NQ operators of comparable size. The challenge now is precision — identifying and closing the specific gaps that are still preventing prequalification, not overhauling everything at once.

Businesses in this band often have the strongest momentum in the CDD Accelerator program because the foundations are there — they just need the final structure built on top of them.

WHAT IS ALREADY WORKING IN YOUR FAVOUR

Solid WHS foundations, basic capability documentation, and some supplier register presence
You are likely competitive for Tier 2 work and some Tier 1 opportunities already
Strong industry relationships and market awareness
Business systems are developing — capacity for growth is real

YOUR PRIORITY GAPS BEFORE THE NEXT LEVEL

ISO 9001 Quality Management System likely missing or incomplete — mandatory for most Tier 1 contracts
Governance documents may be absent: Modern Slavery Statement, Environmental Management Plan, Chain of Responsibility policy
Prequalification presence may not cover all key NQ project databases
Financial evidence may not be packaged in a submission-ready format

“A Contender who closes their remaining gaps in the next 90 days is a Qualifier who wins a Tier 1 contract in the next 12 months.”

YOUR LEVEL 3 ACTION PLAN

1

Audit your prequalification checklist precisely

Use CDD's Procurement Guide checklist to identify the specific items you're missing. The six most common rejection points are: WHS documentation currency, public liability below \$20M, vague capability statement, no QMS, outdated financials, and missing governance documents.

2

Formalise your Quality Management System

ISO 9001 is now mandatory for most Tier 1 contracts in NQ. If you don't have a documented QMS, this is the investment with the largest access-unlocking return. CDD's Accelerator builds this alongside your other documentation.

3 Register across all primary NQ project databases

ICN Gateway, Vendor Panel, QAssure, and relevant government supplier portals. Each registration is a door opened to direct procurement conversations with prime contractors and government agencies.

4 Attend both the \$40B Summit and the CDD Accelerator

At your level, attending the Summit gets you into procurement conversations before the tender is issued. The Accelerator closes the remaining documentation gaps with expert support — closing the distance to full Tier 1 prequalification.

YOUR NEXT STEP

Book a Discovery Call — one targeted push closes the remaining distance to prequalification.

Book a 30-minute Discovery Call: consultancydd.com | 0418 186 294 | reward@consultancydd.com

CDD RESOURCES

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LEVEL 4 OF 5 · ≤90%

The Qualifier

Strong readiness — the focus shifts from preparation to pursuit.

Score: 18–22

The Starting Block	The Builder	The Contender	LEVEL 4 The Qualifier	The Growth Leader
5–7	8–12	13–17	18–22	23–25

WHAT YOUR SCORE TELLS YOU

A score in the Qualifier range means your business is genuinely competitive for major NQ project work. You are in the top third of operators in the region by readiness. Your documentation, systems, and market connections are strong enough to get you through prequalification and into tender consideration.

The challenge at this stage is no longer preparation — it's strategy. Which specific opportunities in the \$40B pipeline are the best fit? Which tender relationships need development? What does your bid look like relative to competitors? These are the questions the CDD advanced program addresses.

WHAT IS ALREADY WORKING IN YOUR FAVOUR

Documentation package is strong and largely submission-ready across all key categories
 Supplier register presence is established — you are visible to major project procurement teams
 Financial capacity and insurance are documented and adequate for significant contract values
 Business can operate with reduced owner dependency — genuine scale potential

YOUR PRIORITY GAPS BEFORE THE NEXT LEVEL

Tender strategy and bid writing capability may be the next skill investment
 Specific Tier 1 governance documents (Modern Slavery, EMP, CoR policy) may still need formalisation
 Pipeline pursuit strategy — which opportunities to target and in what order — may not be defined
 Relationship depth with specific procurement decision-makers may need further development

“Qualifier-level businesses don't need more documents. They need a pursuit strategy that turns readiness into contracts.”

YOUR LEVEL 4 ACTION PLAN

- 1 Develop a targeted pipeline pursuit strategy**
 Identify the 3–5 specific projects in the NQ pipeline that best match your capability, geography, and capacity. Develop a relationship and tender strategy for each one — CDD facilitates this in the advanced program.
- 2 Formalise remaining Tier 1 governance documents**
 Modern Slavery Statement (required for government contracts over \$10M), Environmental Management Plan, Chain of Responsibility policy. These are the common remaining gaps at Qualifier level.
- 3 Attend the \$40B Opportunity Summit as a priority**
 At your readiness level, the Summit is a procurement relationship event. You are in the room to meet the people who award the work — not just to learn about the pipeline.

4

Invest in tender strategy and bid writing capability

Knowing how to win is different from knowing how to prepare. The next skill investment is bid writing, commercial positioning, and tender relationship management — the skills that convert readiness into contracts.

YOUR NEXT STEP

Book a Discovery Call — let's talk specifically about which projects to target and how.

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LEVEL 5 OF 5 · >90%

The Growth Leader

Top-tier readiness — the \$40B pipeline is your strategic opportunity.

Score: 23–25

The Starting Block	The Builder	The Contender	The Qualifier	LEVEL 5 The Growth Leader
5–7	8–12	13–17	18–22	23–25

WHAT YOUR SCORE TELLS YOU

A score in the Growth Leader range means your business is in the top tier of NQ operators by readiness. You have documented systems, strong market connections, credible financial capacity, and a capable team that doesn't depend entirely on you. You are not preparing to compete for major work — you are already equipped to pursue it.

At this level, the question is no longer 'are we ready?' It is 'which opportunities are we going to pursue, in what order, and with what strategy?' The \$40B pipeline is genuinely accessible to businesses at your readiness level — the constraint is pursuit strategy, not preparation.

WHAT IS ALREADY WORKING IN YOUR FAVOUR

Complete documentation package — WHS, QMS, capability statement, financial evidence all current and professional
 Strong procurement relationships and multi-database supplier register presence
 Business systems allow operation with reduced owner dependency — genuine scale capacity
 Financial and insurance position is Tier 1 compliant and well-evidenced

YOUR PRIORITY GAPS BEFORE THE NEXT LEVEL

Without an active pipeline pursuit strategy, readiness doesn't convert into contracts
 Relationship depth with specific procurement decision-makers may need further development
 Tender strategy and bid writing capability may be the constraint between preparation and winning
 Ongoing compliance maintenance needs a system — readiness is not a one-time achievement

"Growth Leader status is rare. The businesses at this level who move fastest are the ones with the clearest pipeline strategy — not the most documents."

YOUR LEVEL 5 ACTION PLAN

1

Develop a 12-month pipeline pursuit plan

Map the specific projects you will target across CopperString, Port of Townsville, LEIP, Army Aviation, and other major NQ programs. Assign a pursuit lead and realistic timeline to each opportunity.

2

Attend the \$40B Opportunity Summit as a strategic participant

At your level, the Summit is about procurement relationships and advance intelligence — not readiness education. CDD will facilitate introductions that are genuinely relevant at your capability level.

3

Explore the CDD Advanced Strategy program and paid SCMI assessment

The Supply Chain Maturity Index deep-dive gives you an 80-point assessment across 8 dimensions — the most precise picture available of where you stand against Tier 1 requirements, with a fully documented action plan.

4

Consider Joint Venture or strategic alliance opportunities

Growth Leaders sometimes find the best next step is not pursuing more work alone — it's finding a JV partner whose capability complements theirs and whose combined profile opens larger contract packages. CDD facilitates introductions across the NQ network.

YOUR NEXT STEP

Book a strategy session — let's talk about which contracts to go after and how to win them.

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About Consultancy Done Differently

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AI strategy, systems design, and technology implementation specialist. Founder of Expert AI Prompts. Former CQUniversity Lecturer (8+ years), NEC Technical Operations Manager (national infrastructure, 4,000 users), and ACS NQ Chapter Chairman. Built Expert AI Prompts to 30+ industries and 1,500+ domain-specific AI prompts. CDD's technology, AI, and digital strategy lead.

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CDD RESOURCES

\$40B Opportunity Summit

Townsville event — understand the pipeline, meet the buyers, get your positioning right. Dates at consultancydd.com

10-Week Accelerator

Full program — WHS system, QMS, capability statement, financial evidence package, LinkedIn profile. Expert CDD guidance throughout.

CDD Growth Tool

6 AI prompt modules for NQ business owners. Free at expertaiprompts.info/cdd/

Growth Readiness Check

This quiz. Take it, share it, retake it after your Accelerator. expertaiprompts.info/cdd/quiz/

Supply Chain Maturity Index

Advanced 80-point paid assessment across 8 dimensions. The deep diagnostic for Qualifier and Growth Leader businesses.

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