

Supplier debriefing: Quick guide



Supplier debriefing sessions promote transparency, support supplier development, and improve the quality of future tenders by providing constructive feedback about the supplier's offer.

Debriefing helps suppliers win more government work by:

- explaining why the offer was successful or unsuccessful
- improving competitiveness of future offers.

Debriefing helps buyers achieve better value for money by:

- demonstrating best-in-class procurement practice, accountability, transparency and fairness
- improving future processes by learning from supplier feedback.

Supplier debriefing process

STEP 1: Prepare

- Choose in-person and/or written debriefings.
- Ensure two agency representatives are present; include specialist advisors for high-risk procurement.
- Use the [Supplier debrief template](#).
- Invite the supplier to submit questions prior to the debriefing.

STEP 2: Introduce

- Include an Acknowledgement of Country.
- Thank the supplier for submitting offer.
- Conduct introductions.
- Outline what will be covered during the meeting.
- Advise the debriefing is not an opportunity for re-evaluations or complaints.

STEP 3: Contextualise

- Explain the evaluation process.
- Share total number of offers received.

STEP 4: Discuss

- Review the strengths of the suppliers offer and areas of improvement.
- Do not mention other supplier's offers.
- Allow for questions.

STEP 5: Wrap up

- Summarise key areas for improvement.
- Suggest training opportunities or support where needed.
- Ask the supplier to provide feedback on the process.
- Keep a record of the debrief.



Tips

What can be shared



- Name and total contract price of successful supplier, if publicly disclosed.
- Supplier's competitiveness for each evaluation criterion.
- Number of supplier offers received.

What should not be shared



- Details of other supplier's offers – e.g. price, evaluation scores, intellectual property.



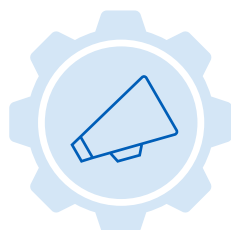
Provide feedback as soon as possible after the tender outcome



Face-to-face meetings (in person or online) where possible



Adopt a consistent, fact-based approach for all suppliers



Do not argue – avoid being defensive



Avoid using 'you' and 'your' and instead use more generic terms such as 'the submission'



Document and keep accurate records

Training opportunities and resources

For suppliers:

How suppliers can prepare more competitive offers.

- [Access](#) supporting resources on writing and assessing tenders, and joining supply chains of major projects.
- [Sign up](#) for a Mentoring for Growth session for business advice.
- [Register](#) for the Supplier eNewsletter for upcoming events and procurement news.

For buyers:

How to prepare quality invitation documents and deliver effective debriefings.

- Review supplier feedback from debriefings and apply lessons learnt.
- [Complete](#) the Introduction to Procurement training and/or Procurement Certification Program.
- [Access](#) Procurement Leadership Council resources.
- [Consider](#) whole-of-sector programs through universities.
- [Register](#) for the Buyer eNewsletter.