

Tender Toolkit

Guide #3: Understanding & Writing to Evaluation Criteria

How tenders are assessed and how to stand out

Evaluation criteria are how buyers score your response. Think of them as the real test! Not just what's written, but how well you answer what's asked.

What are Evaluation Criteria?

These are the headings or questions that determine how your submission is scored usually in weighted sections like:

Common Criteria	What it Means
Capacity & Capability	Can you actually do the job? Do you have the right people, experience, systems?
Delivery Approach	How will you do it? What's your method, schedule, team, tools?
Value for Money	Price matters, but so does reliability, risk reduction, and broader benefits.
Local Content/Local Jobs First	Will your delivery create local jobs, buy local goods/services, train locals? Check out the guidelines .
Social & Environmental Procurement	Are you inclusive, sustainable, ethical? Will you deliver social good?

How Evaluation Scoring Works

Most tenders use weighted scoring, e.g.

Criteria	Weight
Capacity & Experience	40%
Delivery Approach	20%
Price	25%
Social/Local Impact	10%
Environmental	5%

If you ignore or skim over even a small-weighted question, it can cost you the contract.

Write to Win: Weak vs Strong Responses

Question: "Describe how your company will deliver the required services."

<input type="checkbox"/> Weak Answer	<input checked="" type="checkbox"/> Strong Answer
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"We'll use our standard process and experienced team."	"We will use a 5-step delivery method (outlined below) tailored to the project timeline. Our local Ballarat based team has delivered 14 similar contracts in the past 3 years, all within deadline. See Attachment 2."
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Tips:

- Repeat the question in your answer.
- Use subheadings to break up responses.
- Add facts, examples, data.
- Attach proof where possible (or allowed).

Pro Tips

- Start with the criteria before you start writing.
- Use the evaluation weighting to decide where to spend your effort.
- Get someone to score your draft as if they were the evaluator.

Don't Confuse Mandatory vs Evaluation Criteria

- Mandatory criteria are deal breakers (e.g. insurance, licences, declarations). You must meet them to proceed.
- Evaluation criteria are what you're scored on after the mandatory box is ticked.
- Check early, many SMEs spend time writing great answers only to be ruled ineligible because they missed a declaration or required document.

Need More Help?

- **Grantus** can peer review draft answers or workshop your approach.
- **ICN** may offer feedback or advice before you submit.