

GILESDESIGN

DESIGNING WINNING
SUBMISSIONS FOR
BILLION-DOLLAR
INFRASTRUCTURE PROJECTS

AARON GILES

Strategic design excellence

I'm Aaron Giles — a bid strategist and design leader specialising in infrastructure megaprojects. Over the past two decades, I've crafted submissions for over \$150B+ in projects, from Sydney Metro packages, Western Sydney Airport, Qatar's Doha Metro, Melbourne's Suburban Rail Loop packages and the new Torrens to Darlington (T2D) tunnel in South Australia.

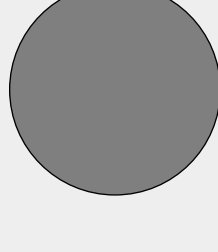


Bid strategy design



Tenders & Strategic Submissions

Winning the work starts here. From digital submissions to printed masterpieces, I design proposals that balance compliance, clarity, and creativity — tailored to the expectations of government agencies and my Tier 1 contractors.



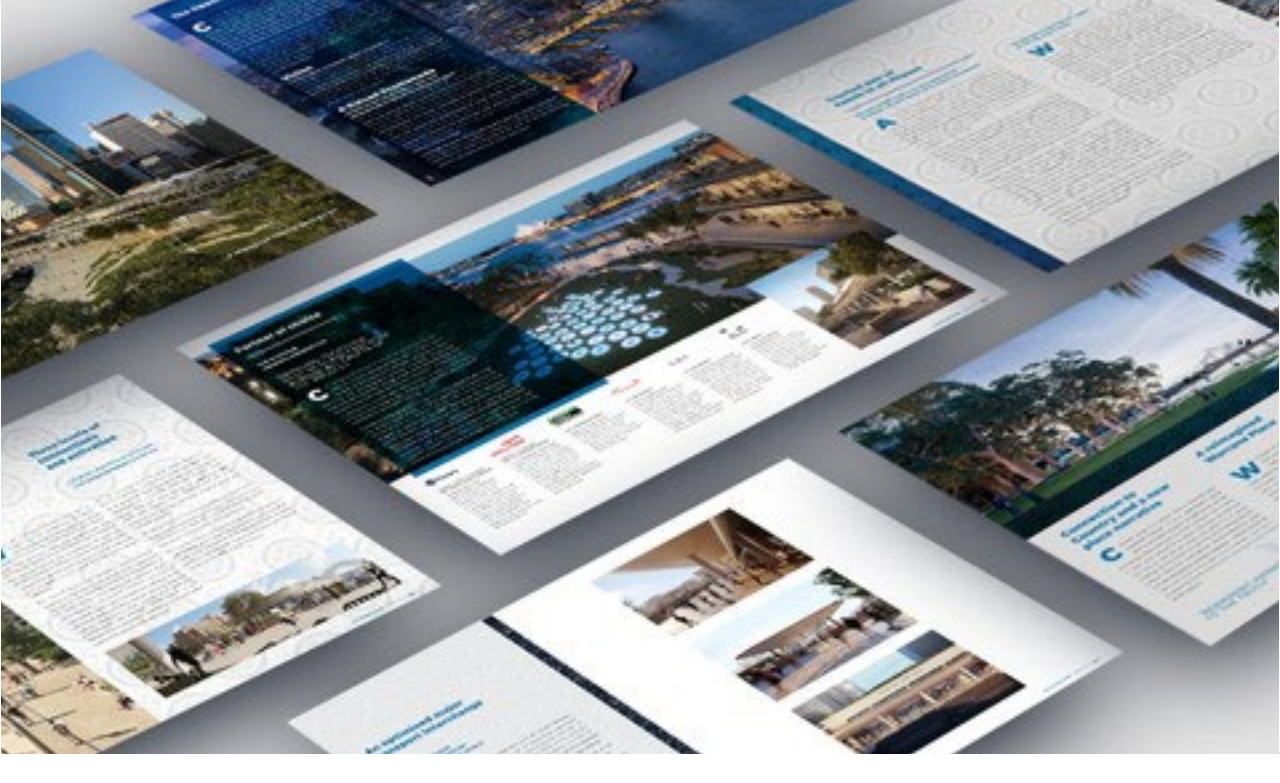
Technical Document Design

Complex made clear. I turn dense technical content into elegant, accessible documents — helping clients from engineering, transport, and construction explain their solutions with polish and precision.



Branding for Major Projects

Strategic brand systems that unify consortium/JV teams and speak with confidence. I create visual identities that align with values, elevate key messages, and resonate with evaluators.



Services

I specialise in high-stakes tenders and strategic submissions, including annual reports, BAFOs, EOIs, IPOs, PPMs, RFPs and more.

These aren't just documents — they're business-critical opportunities. I work closely with clients to craft polished, persuasive submissions that are visually confident, easy to navigate, and strategically aligned with your bid strategy. The result? Documents that don't just tick boxes for assessment criteria — they win work.

I also design a full suite of marketing collateral that gets noticed and gets read. From brochures and corporate magazines to invites, print ads, folders, signage, and map layouts, every piece is built with your audience in mind. It's about striking the balance between clear communication and high-impact design that reinforces brand story — whether it's in a boardroom, inbox, or exhibition hall, and even the Avalon Air Show.

Branding and identity design are at the core of what I do. I create logos, style guides, corporate stationery, hoardings and branded assets that build consistent, memorable impressions.

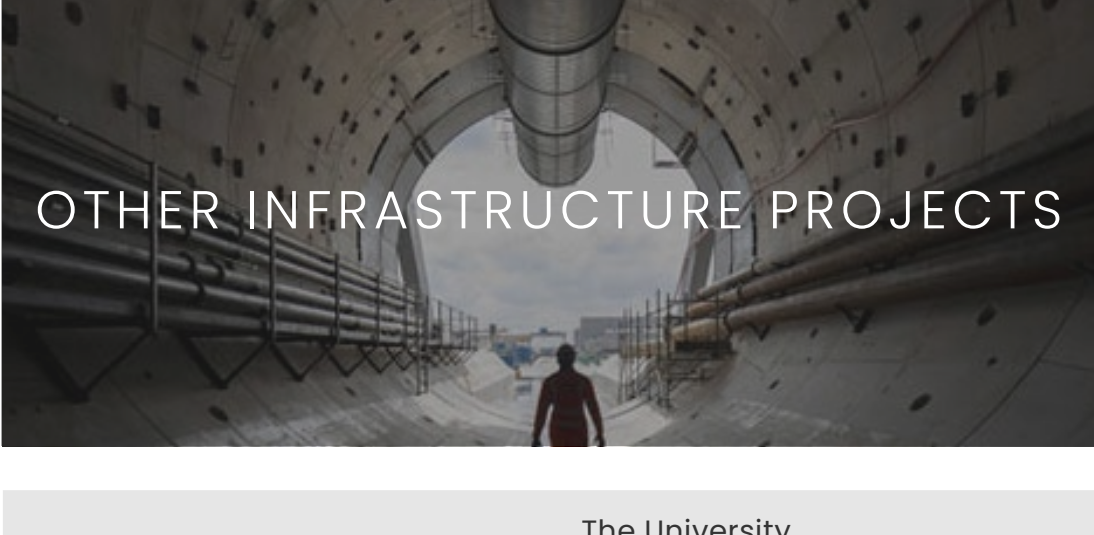
Whether you need a full identity from the ground up or a brand refresh that sharpens your presence, I deliver visual systems that are not only beautiful but strategic, scalable and built to last.





MAJOR INFRASTRUCTURE PROJECTS

2025	Suburban Rail Loop East – Line-wide Package F – RFP
2024	River Torrens to Darlington – Delivery
2024	Suburban Rail Loop East – Line-wide Package G – RFP
2024	River Torrens to Darlington – RFP
2023	Suburban Rail Loop East – Line-wide Package G – EOI
2023	River Torrens to Darlington – EOI
2022	Sydney Metro – Western Sydney Airport – SSTOM
2022	Western Sydney Harbour Tunnel
2021	Cross Yarra Partnership (Melbourne Metro) – Delivery
2021	Sydney Metro – Western Sydney Airport – SBT
2020	WestConnex – M6
2020	Heavy Rail Passenger Services – Adelaide Metro
2020	North East Link Project
2019	Rail Infrastructure Alliance (Melbourne Metro)
2018	Rozelle Interchange
2018	Cross Yarra Partnership (Melbourne Metro) *Delivery
2017	Central Station Main Works
2017	WestConnex M4-M5: Link
2017	Sydenham Station and Junction Works
2017	Rail Systems Alliance (Melbourne Metro)
2016	Doha Metro – Operations and Maintenance
2016	HCMT – High Capacity Metro Trains PPP
2016	M80 Upgrade – Sunshine Avenue to Calder Freeway
2016	Ara Tūhono – Apūhoi to Warkworth Motorway Project PPP
2015	Princes Highway Duplication
2015	Gold Coast Light Rail Stage 2 PPP
2015	CityLink – Tullamarine Freeway Widening
2014	Cranbourne Pakenham Rail Corridor Project (CPRCP)
2014	Sydney Light Rail PPP
2014	WestConnex M5 – Stage 2
2014	Woolgoolga to Ballina Upgrade
2013	Northwest Rapid Transit PPP
2010	Gold Coast Light Rail Stage 1
2009	Peninsula Link PPP
2007	Airport Link and Northern Busway PPP



OTHER INFRASTRUCTURE PROJECTS

Melbourne Business School	The University of Melbourne
TAC Geelong Headquarters Lease Review	The Transport Accident Commission (TAC)
Western Renewables Link	AusNet
Victoria University’s Health Innovation Centre (HIC)	Victoria University
Ground Lease Model 2	Homes Victoria
Base Services Transformation Project	Australian Defence Force
Adult Mental Health and Wellbeing Services – Geelong	Victorian State Government
Health Translation Hub	New South Wales Government
Frankston Hospital Redevelopment Project	Victorian State Government
Circular Quay Redevelopment	Transport for New South Wales
Aust Defence Force – Single Leap Phase 2	Australian Federal Government
Educations Works New Schools Project	South Australian Government
Melbourne Convention Centre	Victorian State Government
Melbourne Desalination Plant	Victorian State Government
Mundaring Water Treatment Plant	Western Australian Government
New Bendigo Hospital	Victorian State Government
New Prisons and Secure Facilities	South Australian Government
New Royal Adelaide Hospital	South Australian Government
New Schools PPP Project (VIC)	Victorian State Government
Partnerships Victoria in Schools Project	Victorian State Government
Royal North Shore Hospital	New South Wales Government
South Australian Schools PPP	South Australian Government
South East Queensland Schools Project	Queensland Government
Southern Cross Station Redevelopment	Victorian State Government
Sunshine Coast University Hospital	Queensland Government
TAC Geelong Office Development	Victorian State Government
The Biosciences Research Centre Project	Victorian State Government
Victorian Comprehensive Cancer Centre	Victorian State Government

