

A QUICK GUIDE TO

What is a capability statement?

This is an overview of what a capability statement is and some simple steps on how you can go about developing one for your organisation.



What is a capability statement?

More and more, organisations are asked to include a capability statement in tender documentation.

A capability statement is a communication tool to show your clients, at-a-glance, what your business is and what you can do for them.

It helps you give general and specific information about your business, including company background, experience and areas of expertise that are particularly relevant and compatible to the requirements of the project or tender request.

Why does my organisation need a capability statement?

A capability statement can help your organisation:

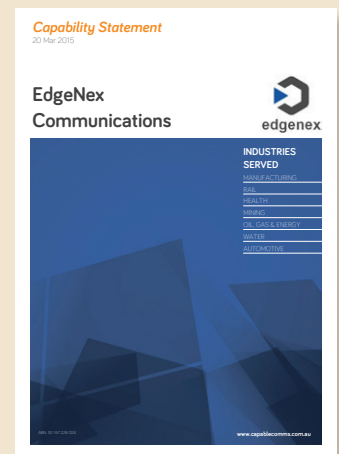
- respond as needed to tenders and projects
- show qualifications and previous performance
- increase the chance of winning a contract
- present a professional image
- stand apart from competitors.

When responding to a tender, the application may request a capability statement to support your submission.

The decision-maker will use the information in the capability statement to verify your organisation's abilities and experience to meet project specifications or other criteria. It also reinforces the professional presentation of your organisation.



Show your clients, at-a-glance, what your business is and what you can do for them.



What should I include in a capability statement?

A basic capability statement includes information about your company, and may include elements and features such as:

- introduction and company overview
- core competencies
- description of products and/or services
- previous significant projects
- management profile/s
- major clients
- contact details.

How long should a capability statement be?

A good capability statement is to the point and only around three to four pages of well-spaced text.

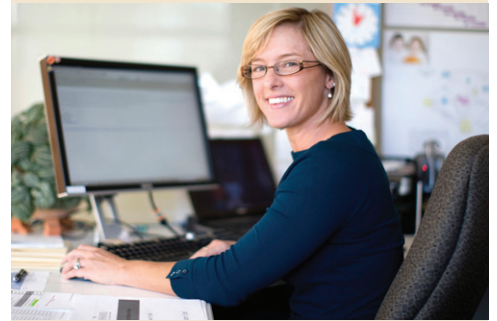
Ideally you should tailor it for each individual submission and it's a good idea for it to be easily available so you can update it quickly.

Getting started – some tips

- Keep it simple and professional – use a sharp, visual design that reflects your organisation's brand.
- Make it available in a PDF for ease of distribution (this means that it can be searched easily also).
- Be sure your website is updated regularly as the decision-maker may visit this also.

Content tips

- Title it exactly what it is: 'capability statement'
- Use short sentences and bullet points for quick visual scanning
- Write for your audience. What is important to them when reading this? For example, it may not be a relevant opening sentence to state that: the company was founded in 1988 by father and son. More relevant might be: [company name] is Australia's largest supplier of electrical components to the mining and energy industries.



ICN makes it easier for you to develop a basic capability statement.

Using our online system, ICN Gateway, you can:

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