
Capability Statement Template



Guidance

A clear and concise capability statement is an important communication tool – it is an effective way to provide people with an understanding of your services, your capabilities and your experience in delivering your services. As a minimum, it should provide the following information:

- Who you are
- A description of the range of products / services you offer, your capacity for scale and geographical reach
- The impact you deliver and for whom
- Examples of previous work you have undertaken and the name of the company
- Contact details to learn more

When you are developing your statement, you should also consider:

- **Audience:** do you know who is going to read it? Are you providing it to a certain company or is it a generic statement that is being shared broadly? If you know your audience, you can adapt your content accordingly
- **Purpose:** what do you want the audience to do with the information? Do you want to inform them of a new service? Get them excited about your social impact? Reach out to you after reading? Have a clear idea in your head as to the purpose of the document when you create it to remain focused
- **Rigour:** finally, based on the purpose of your document and your knowledge of the intended audience, ask yourself what level of detail you have to therefore provide in the document

The following page can act as a starting point for how you might build your capability statement. Depending on your answers to the above questions you may wish to add in additional pages with case studies, more detailed information etc.

INSERT LOGO

About Us

<<< Insert a high-level overview of your business, what you stand for, how long you have been operating for, number of employees, overall focus of work etc. Anything that you believe it is important people know about you>>>

Core Capabilities & services provided

<<< Insert description of the services you provide – be comprehensive about your offering, don't assume what you think might be of interest to the audience.

TIPS- use this section to demonstrate your ability to service large contracts through:

- *Providing a sense of the scale of your services as relevant*
- *Highlighting how many people you have on your team (if possible)*
- *Indicating the reach of your services e.g. regional vs metro*

Our Experience

<<< Insert examples of projects you have worked on in the past which demonstrate your experience – include information such as:

- *The nature of work you did*
- *The name of the client with whom you worked*
- *Any achievements / repeat work as a result?*

TIPS:

- *Try to share examples of large-scale projects if possible*
- *Highlight first any experience you have working in civil construction, even if it wasn't a Big Build Project*

Add in logos if space

Who we support

<<< Insert a description of the beneficiaries who you support through your work and be as specific as possible. Be aware of how working with you might help the buyer meet their minimum policy requirements >>>

Contact Us

<<< Insert your phone number and email address – try to avoid using a generic email address if possible. People want to speak to the person who makes the decisions >>>

Where we operate / supply

<<< highlight where you have offices as well as the regions / suburbs etc your serve