

Tender Toolkit

Guide #5: Building Your Capability Statement

Your business snapshot: clear, credible, and competitive

Whether it's called a Business Summary, Company Overview, or "Tell us about your business", these sections are what decision-makers read first. Don't assume they'll click through to your website or open attachments. This is it.

What to Include

This is your opportunity to build confidence and credibility fast. Include:

Section	Why It Matters
Business Overview	Who you are, how long you've operated, business structure, where you operate. Helps assess your stability and local relevance.
Core Capabilities	Your main services and strengths. Write clearly, no buzzwords.
Key Projects or Clients	Real examples, especially if they're similar to the tender. Include project outcomes.
Credentials	Licences, insurances, certifications (WHS, ISO etc.). Don't make them search, state it clearly.
Key Staff	Roles, qualifications, or relevant experience. Who's delivering the work?
Referees or Testimonials	Offer credible contacts they can call.
Contact Info	Business name, ABN, website, email, phone.

Keep It Short but Strong

Most tender portals ask for:

- Text pasted into online forms
- Word count limits (e.g. 300 words max)

Write with this in mind. Build your statement in Word or PDF but be ready to copy, paste, and tweak for each job. Use it again for the next tender but edit it to speak directly to the new tender requirements.

Common Mistakes to Avoid

- Too vague or full of marketing buzzwords
- Doesn't say *who you are* or *what you've done*
- Outdated info (old team, old logo, expired insurance)

- Writing for “everyone” – not tailored to the sector or project

Pro Tip:

Keep a “General Tender Files” folder with:

- Your latest capability statement
- Insurance certificates
- ABN and business details
- Licences and policies

This makes uploading and pasting into online tender portals quick and stress free.

Use Your Statement on ICN Gateway

ICN connects suppliers with government and private projects.

- Register at icn.org.au
- Upload your capability statement
- Improve visibility to major buyers
- Access local tender alerts and optional reviews