# Developing a stand-out capability statement

Your business capability statement is like a CV for your practice. The purpose of a business capability statement is to provide an overview of your business’ history, ownership, size, services, and showcase your ability to deliver a particular project or service. Capability statements are mostly required for tender responses, but having these details up to date and ready, will be useful for grant applications too.

This template will help you create a capability statement that:

* Is organised and clearly laid out;
* Includes your key business information;
* Shows how your practice stands out; and
* Presents a professional overview of your business.

Tips to ensure your capability statement stands out:

* Keep information clear, concise and factual.
* Avoid long sentences and paragraphs - use bullets and short numbered points instead.
* Use numbers, dates and facts.
* Ensure the information is accurate, current and relevant to the specific opportunity.
* Invest some time in creating an appealing design (try Canva) and make use of photographs to create additional interest.
* Use graphics or infographics to explain concepts in pictures instead of primarily in words.
* Gather your information, write up your paragraphs or bulleted lists and then copy and paste the text into ChatGPT with an accompanying question asking the AI to refine the words for you. You may be pleasantly surprised with the result!

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| --- |
| Insert your Practice / Business Name in this row |
| Capability Statement 2023 |
| Business overview | *Summarise the history and story of your practice. You might include details like:**How long has the practice been operating?**Why was the practice started?**Who was the founder?**Who are your patients?**Where are you located?**How many patients do you have?**Is there a particular patient demographic you cater to?**Where do your patients live?**What are your business values and how do these translate into the way you operate?* |
| Capabilities  | *Here you should highlight your unique selling points and why patients may choose your practice over another.* *Think about things like:**What does your practice do really well?**What are some of the benefits of working with your practice?**What makes your practice stand out from others?* *Why do your patients keep coming back?* |
| Key personnel | *You may choose to be very specific in this section or keep things more general. For example, if the strength of your proposal is linked to specific people with specific skills you might mention them by name and list their qualifications. Or you may prefer a deidentified overview which doesn’t require updating as often.* *Think about things like:**Who manages the practice?**How many doctors do you have?**How many of your doctors are Fellowed?**Do they have particular qualifications or affiliations which may strengthen your application?* *How many practice nurses do you have?**Do any of your nurses have advanced qualifications or skills that are relevant to the application?**How many staff do you have?**Consider using an org chart to provide a high-level overview of your business.**In this section, for a tender response or major grant application, you may need to include professional profiles or even CVs of key people.* |
| Services | *List the services you provide, with an emphasis on those which are different in some way (after-hours / telehealth / occupational health etc).**Highlight aspects of your service offering which tie in or specifically align with the grant opportunity or tender response.**You might choose to illustrate your services using an infographic.* |
| Clients, stakeholders, partners | *This section is designed to show your ability to engage with others in your industry, build successful partnerships, and to show ways in which others work with you.* *Summarise in one sentence who your patient base is.* *Apart from patients, who else do you regularly work with?* *List companies or other organisations (e.g. Local Councils), you provide services to.* *Think outside of the box here – do you provide WorkCover services to companies or annual flu vaccination services to local employer groups? Is your practice the preferred supplier for your Council’s for return-to-work coordination? Do you offer work experience opportunities to students from a particular school?* *Provide details of any key partnerships, particularly those relevant to the application.* *These may include:**Medical student training programs* *GP training programs**Community or not-for-profit partners*  |
| Performance track record | *Use this section to highlight the nature and duration of any major projects you have delivered, particularly those directly relevant to the application. If there is nothing of relevance, delete this section.* |
| Accreditations & certifications*Don’t forget to include your training post accreditations (RACGP, ACRRM, RVTS) and others which may include your RSHQ TSANZ spirometry or NATA drug testing certification.* | TYPE OF ACCREDITATION | CERTIFICATION BODY | CURRENT TILL |
| *General Practice*  | *AGPAL* | *October 2023* |
| *GP Training post* | *ACRRM* | *June 2025* |
| *Drug testing & inspection* | *NATA* | *February 2024* |
| Community involvement | *List and include details of your activities in your community.* *Do you participate in fund-raising drives or promote the events of a particular community group on your social media platforms?*  *Are you involved in career days at the high school? Do you offer opportunities for school-based traineeships?**Think about what your practice provides free of charge or where you’ve made special arrangements for vulnerable patients. Perhaps you provide free services to patients referred by an NGO supporting domestic violence survivors or maybe you provide free screening services at the annual Show?* |
| Key business details | Business name | *Insert name* |
|  | ABN / ACN | *Insert ABN* |
|  | Physical address | *Insert address* |
|  | Postal address | *Insert postal address* |
|  | Contact Person | *Full name* |
|  | Contact Person Designation | *Job title* |
|  | Website | *Insert www* |
|  | Email | *Contact person: email* |
|  | Phone | *Contact person: phone*  |
|  | Social media URLs | *Open your social media page and click in the address bar to highlight, then right click and click “copy”. Then click in this block, right click and then choose “paste”.* |

Once you’ve completed your capability statement:

* Make sure you’ve removed all the grey, instruction text from the document.
* Have someone proofread it for you.
* Save it in your grants folder so you can find your current version quickly & easily.
* Update and refine the statement to align it with each application.
* Always remember to PDF your document prior to including in an application.
* Review this document periodically and keep it current.

*Copy and paste your logo in this footer. Access the footer by double clicking in this area.*