Capability Statement Guide

Is your network aware of the research expertise that can be used to solve industry challenges or help pursue innovation opportunities?

What is this tool?

This tool will help you develop key messages that describe and promote your team's research capability in an appealing and straightforward way to new and existing market users and customers/clients.

What is a 'Capability Statement'?

A Capability Statement is essentially a summary of your research team's areas of specialty, expertise, and overall capabilities.

"Capability" has a broader meaning than a specific technology solution; it describes the fundamental research, knowledge, skills and experience which have created the novel technology that you are introducing to the industry, as a proposed solution to address challenges in society.

A clear capability statement can be a powerful way to communicate the overall strengths of your research team and its breadth of expertise. It usually consists of a one- to two-page document, which may be in the form of a printed brochure, PDF, or website text. This material allows you to inform clients about what your research team does and what sets you apart from your competitors.

Why use this tool?

Communicating the research capability of your team to external stakeholders or more broadly across your organisation can help to:

- Open discussions with potential customers/clients about how your capability could potentially help them (i.e. create new commercialisation and/or research opportunities).

- Discover new and interesting insights about the general challenges faced by industry to inform future research ideas.

- Build your relationships and networks with industry and other market actors.

What does this tool include?

This tool includes:

- **"Useful tips"** for writing your capability statement,

- A **template** to help you capture key information about your research capability (not your technology solution but the knowledge, skills and expertise that create these solutions), and

- An **example** of a Capability Statement.

Market Validation

How to use this tool

Step 1.

Complete the information collection template.

Step 2.

Read the "Useful tips".

Step 3.

Decide the best format to communicate or share your capability statement.

Step 4.

Draft your capability statement.

Step 5.

Market test your capability statement with current clients/customers, or your Technology Transfer Office or friend to provide feedback to help determine whether your document is clear and easy to understand.

Tip

A capability statement can come in a variety of different formats, usually depending on which best suits the different needs of different audiences.

A clear example of this is the Institute of Marine and Antarctic Studies University of Tasmania. This institute has a website and a printable brochure to communicate their capability.

See: https://www.imas.utas.edu.au/research fisheries-and-aquaculture

Useful tips

The following tips can help you communicate with non-technical people about your research expertise.

Keep it short and concise

Use bullet points, simple tables and graphics, and highlight key sections to increase readability.

Make it visually appealing

Particularly for printed documents, use a few eye-catching photos to make it attractive so that others will want to pick it up and learn more about your team.

The sum is greater than the individual parts

Describe how the different expertise in your team/organisation can be applied to solve industry challenges and contribute to broader impact, including:

- How your team is different to others and what makes them special.

- How your team's capability has been applied, either in projects or with major clients to create positive outcomes, and

- Contact details (for example an email or web link) for more information.

Get feedback from people outside your team/organisation

Ask someone from outside your team (or even your research institution) to read the statement and provide feedback before sharing it with potential customers/clients.

Potential customers/clients can also provide insightful feedback on the capability statement once you have met with them, as they have an understanding of the way in which their industry prefers information to be presented.

Capability Statement Example

The information in the following mocked up example has been sourced from CSIRO Agriculture and Food website to help give you ideas for what your capability statement could look like.

CSIRO Agriculture and Food

Partnering to solving industry challenges

Research that supports solutions across the value chain for cropping, livestock, aquaculture, horticulture and food industries.

Our research capability

Our research from "gene to plate" increases productivity and efficiencies at the farm level, improves the quality and yield of Australian crops, develops innovative food processing technologies, creates new value-added foods, and is growing the nation's livestock, aquaculture and fishery industries.

We work across numerous disciplines and with industry in various ways:

- **Traits** - Providing genetic solutions to improve yield and protect crops from major diseases and insect pests.

- **Crops** - Increasing the productivity and value of major Australian food and beverage crops through the application of modern pre-breeding and breeding technologies.

- **Livestock and Aquaculture** - Delivering genetic and animal management technologies to transform the breeding, health, monitoring, nutrition, production and sustainability of the livestock and aquaculture sectors.

- **Systems** - Providing innovative farming systems that improve agricultural productivity and resilience under economic and environmental variability.

- **Sustainability** - Delivering pathways and technology for sustainable and inclusive agri-food and fibre systems.

- **Food** - Science that underpins the development and delivery of healthy, safe and sustainable foods, food ingredients and beverages.

Research in practice

- **Farming practice**: We are working with farmers to develop new tools and management practices to increase profitability and productivity, reduce resource use and maintain ecosystem health.

- **Horticulture**: We are delivering safe, nutritious, and novel horticulture ingredients and products from farm to fork that underpin Australia's 11 billion horticulture industry.

- **Breeding and phenomics:** Breeding and phenomics tools offer crop breeders non-destructive and high throughput methods to quantify crop performance in response to inputs and the environment and develop new varieties of crops more quickly than ever before.

- **Boorowa Research station (BARS):** A state-of-the-art agricultural research facility.

Want to know more?

Call: 1300 363 400 or +61 3 9545 2176
Email: csiro@csiro.au

Information collection template

Read the instructions in the first column and add your own information in the column under the heading "Your capability".
If you need more support refer to the **example**.

Instructions	Your capability
Introduction Write 1 to 2 sentences about a specific industry challenge. Then write a concise introduction and summary of your research institution and how you have been engaged in solving the challenge identified above.	
Core Competencies Identify the board core competencies of your team and describe how they are being applied to solve a specific problem for industry or society (e.g. development of highly sensitive sensor equipment to minimise food waste or monitoring water quality, or the development of food products from agricultural waste, tissue culture etc.).	

Information collection template continued

Instructions	Your capability
Specific Area/s of Expertise Relevant to your Customer/Client Identify the specific areas of expertise and experience in your research team which are relevant to your chosen industry or for a particular client/customer (e.g. rapid data analytics, food processing laboratory technicians).	

Information collection template continued

Instructions	Your capability
Major Previous Customers & Projects Provide examples if you have undertaken projects or solved problems for any high-end/major customers or clients. Only include those that may be relevant to the industry/customers you plan to reach out to using your capability statement. If possible, have a reference statement (short testimony) from a customer speaking about to your work.	
Differentiators Identify any differentiating factors that set your research team or institution apart from the competition, including equipment and facilities, national/international research recognition etc.).	

Information collection template continued

Instructions	Your capability
Profile of Your Team Write a short profile of your research team, the leader, and any key personnel. *Note:* Do not write about everyone, only key people whose capability is the most relevant, which you would like to showcase in particular. To keep it very simple, one option is to simply include a team photo and list their names.	
Contact Information Provide information of the key contact person in your team or within your research institution.	

Information collection template continued

Instructions	Your capability
Logo Provide your research institution's logo.	
Photos Use eye-catching and interesting photos	