



# SETTING MISSIONS, VISIONS & CHARTERS

## 1. Why have a mission, vision or charter?

Setting a mission, vision and/or charter can help keep you focused, and make it easier to communicate what it is you want to achieve.

Having a mission, vision or charter certainly isn't compulsory, though, and many groups will still operate effectively without them. To help you decide, here's a quick overview of what a mission, vision and charter is, and how you might create them.

## 2. Mission

A mission says who your group is, and what it exists to do. It should be brief (less than 15 words long) and simple.

One way to create a mission is to get everyone together to make a list of:

1. What the group would like to do, with words like:  
*Support, lobby, encourage, work together, change, transform, advocate, improve;*
2. Where you do it, with words like:  
*Neighbourhood, community, streets, your suburb or town's name;*
3. Why you're doing it, with words like:  
*Safety, social connection, enjoyment, environment, health, economy.*

Once you've got the list, hand it over to one or two 'wordsmiths' in the group to whip into a mission statement that is short, makes sense and is easy to read and remember – then bring it back to the group to review and confirm.



### **3. Vision**

A vision says what you want your neighbourhood and community to look like when you've achieved everything you've set out to do. Again, it should be short and simple, and could focus on attributes of the area.

- Who's walking in the area, how often and why?
- How do the streets look, how clean are they and how nice are they to walk around?
- What facilities are available for walkers?
- How safe are the streets, and how safe do they feel?
- How does car traffic in the area interact with walkers?
- What connections between people in the area exist, and what sense of 'community' or 'neighbourliness' is there?
- What is the economic wellbeing of local traders and retail areas?
- What is the health status of local people, especially children?

The 'wordsmiths' in the group should then take these attributes and craft them into a single statement, and then seek the endorsement of the group.

### **4. Charters and values**

A charter sets out how you're going to work, and what values your group has. Values which go into your charter might include:

- Inclusiveness
- Open-mindedness
- Respect
- Listening
- Gentle persuasion and influence
- Persistence
- Guided by facts and research
- Practicing what you preach
- Welcoming new ideas
- Fun and enjoyment
- Encouraging diversity