Value Statement

A value statement conveys the values and priorities of a club. It encapsulates for members and the local community what is important to your club and the culture that guides its behaviours and decision-making.

A value statement should show **what a club believes in**. It is the backbone which can be referred back to as reference for what to do next and how to act. Think of it as a set of guidelines which demonstrates the “soul” of your club to whoever reads it.

**Effective value statements:**

* Align to a club’s purpose and the way in which it aims to achieve its strategic objectives.
* Are understood and demonstrated by all volunteers and administrators.
* Communicate club priorities.
* Inform how members interact with each other and the community.
* Guide decision-making and behaviour including with respect to: recruitment, orientation, communication and engagement, sponsorship and marketing, training and development, and feedback.

**Examples:**

Cricket Australia

**Be Real**

*Show respect, talk straight. Never be afraid to challenge or be challenged.*

**Smash the Boundaries**

*Innovate. Be comfortable being uncomfortable. Challenge the status quo without fear of failure.*

**Make Every Ball Count**

*Do what you say. Deliver. Make decisions.*

**Stronger Together**

*Embrace diversity. Listen. Customer voice first. Do what’s best for cricket.*

Hockey Australia

**Leadership**

*Continue to LEAD by working collaboratively with our stakeholders.*

**Integrity**

*Operate with INTEGRITY in all areas of our work by placing the best interests of hockey in Australia at the centre of any decision.*

**Excellence**

*Pursue EXCELLENCE both on and off the field of play.*

**Inclusion**

*INCLUDE and welcome any person who wants to engage in, and enjoy, our wonderful sport.*