Vision Statement

A vision defines what your club wants to become and articulates the hopes and dreams that you have for it. Your vision statement is your inspiration. It informs your strategic planning and answers the question, “Where do we want to go?”

While a vision doesn’t tell you how you’re going to get there, it does set the direction for your business planning. It should stretch the club’s capabilities and image of itself and give shape and direction to the club’s future. It should resonate with all members and help them feel proud, excited and part of something much bigger than themselves. A vision statement must be communicated, shared and understood by all within the club if it is to succeed.

# Developing the vision

Your vision statement should include a detailed description of the way your club will look at a specific future date, three to five years from now. It should be:

* **Emotional** – this is about you and your definition of success. If you’re not emotional and passionate about it, no one else will be.
* **Powerfully descriptive** – write out a rough draft and hone it to make it fit your vision perfectly.
* **The foundation for your business** – it is the tool you will use to measure your success by and with which you’ll base your decisions on.
* **Specific and realistic** to your club and goals.
* **Outcomes-based**, not activities-based.
* **Consistent** with your values and purpose.

# Writing the vision statement

* Dare to dream the possible. What is your organisation's realistic vision of success? Have a mental picture of what you want your organisation to be.
* Developing your vision should be a collaborative process and a fantastic teambuilding exercise. Include people from all levels of your club, since those involved in developing with the vision statement will first dream it, and then make it happen.
* Write a list of facts about your club – goals, strengths, benefits etc.
* Select a date in the future and imagine what your club will be like when your intentions for it are realised. Write a rough statement to explain this vision.
* After the collective brainstorm, one or two people should then write the statement.
* Combine your statement and items in your list that stand out and create your vision statement.
* Be prepared to write and rewrite your vision statement until you get one that resonates with you and your team. It may be worth letting your vision statement sit for a couple of days before making a final decision.
* Remember, it is essential that the statement reflects what is most important for your club.

# Examples

## Cricket Australia

Cricket to be Australia’s favourite sport, and a sport for all Australians.

## Swimming Australia

To create a nation of swimmers admired by the world.

## Drummoyne Sailing Club

To be recognised as a vibrant and respected sailing club encouraging participation in sailing through all age groups.

## Blackwood Community Recreation Centre

The Blackwood Community Recreation Centre is committed to promoting healthy lifestyles through the provision of a diverse range of financially viable sport, recreation and leisure activities in concert with the changing needs of the community.