

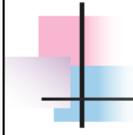


Topic 2.3 Lecture 6

Vision Statements



Welcome to lecture 6 of Topic 2.3. In this lecture we focus on the development of vision statements.



Community Visioning Models

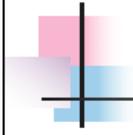
- Consist of:
 - A process
 - Uses dialogue and deliberation tools and techniques to enable communities to collectively explore and define what they want their community to be like in the future and to develop a plan to achieve their desired future
 - A core product
 - **Vision statement**
 - **A formal statement that describes the vision the community desires and is aiming to achieve**



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As we saw at the beginning of this topic, vision statements are the core product of community visioning models. They are a formal statement that describes the vision the community desires and is aiming to achieve.

They provide a community with a mental picture of what the community is aiming to achieve.



Effective Vision Statement

- Characteristics:
 - Challenge and motivate the community (or organisation) to develop in new ways
 - Be meaningful, not impractical or at odds with community values
 - Involve as many community (or organisation) stakeholders as possible
 - Provide a lantern of light to guide decisions and behaviour
 - Respect the community's (or organisation's) past
 - Be positive and stress the potential of the community (or organisation)
 - Be short, no more than one page

Driscoll et al., 1995



Effective vision statement should have the following characteristics:

- Challenge and motivate the community (or organisation) to develop in new ways
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Let's have a look at a couple of vision statements.



Maroochy 2025 Vision Statement

- 'From the Mary River Valley over the Blackall Ranges to the Pacific Ocean, Maroochy Shire on the Sunshine Coast is a place that our connected community is proud to call home. We, Maroochy's residents, live in harmony alongside our clean waterways, beaches and our diverse bush and farmlands. We respect and protect these natural places because they are home to our valued wildlife; they nurture our wellbeing, our physical and community needs and our economy.'
- We are happy, healthy, safe, productive, creative and empowered. Learning, sharing knowledge and experiences, inspiring each other and together making decisions is our way of life. Our leadership is responsive and is focused on building trust and a better inclusive future whilst holistically providing for our basic needs in the present.
- Maroochy's distinct towns and villages are designed to minimise energy-use, resource use, and environmental impacts. Our communities are connected by efficient public transport, and walk and cycle paths. Maroochy's viable rural and urban economies mutually benefit each other to protect our natural assets and provide diverse long-term employment. We have a unique 'Bush and Beach' culture - we know this and we actively care for it and for each other.'

Maroochy 2025 Project Office, 2004



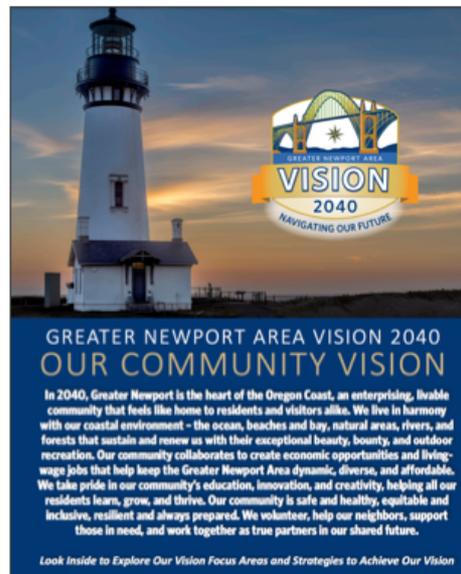
This is the vision statement from the Maroochy 2025 community visioning process. It describes Maroochy Shire's desired future for its six key focus areas:

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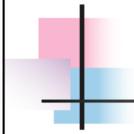
Greater Newport Area Vision Statement



http://www.newportoregon.gov/dept/cdd/documents/Vision2040/Vision2040_Brochure.pdf

This is the vision statement for Greater Newport, which is in the United States'. This vision statement was produced through their community visioning process:

'In 2040, Greater Newport is the heart of the Oregon Coast, an enterprising, livable community that feels like home to residents and visitors alike. We live in harmony with our coastal environment – the ocean, beaches and bay, natural areas, rivers, and forests that sustain and renew us with their exceptional beauty, bounty, and outdoor recreation. Our community collaborates to create economic opportunities and living-wage jobs that help keep the Greater Newport Area dynamic, diverse, and affordable. We take pride in our community's education, innovation, and creativity, helping all our residents learn, grow, and thrive. Our community is safe and healthy, equitable and inclusive, resilient and always prepared. We volunteer, help our neighbors, support those in need, and work together as true partners in our shared future.'



References

- Driscoll D, Etmanski A, Perryman G, Stark J, Talbot J (1995) *Visioning Facilitators Guide*, Ministry of Small Business, Tourism and Culture, Canada
- Maroochy 2025 Project Office (2004), *Maroochy 2025 Community Vision July 2004*, Maroochy Shire Council

