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WESTERN DOWNS FUTURES

VISION STATEMENT WORKING GROUP MEETING

18 JULY 2023

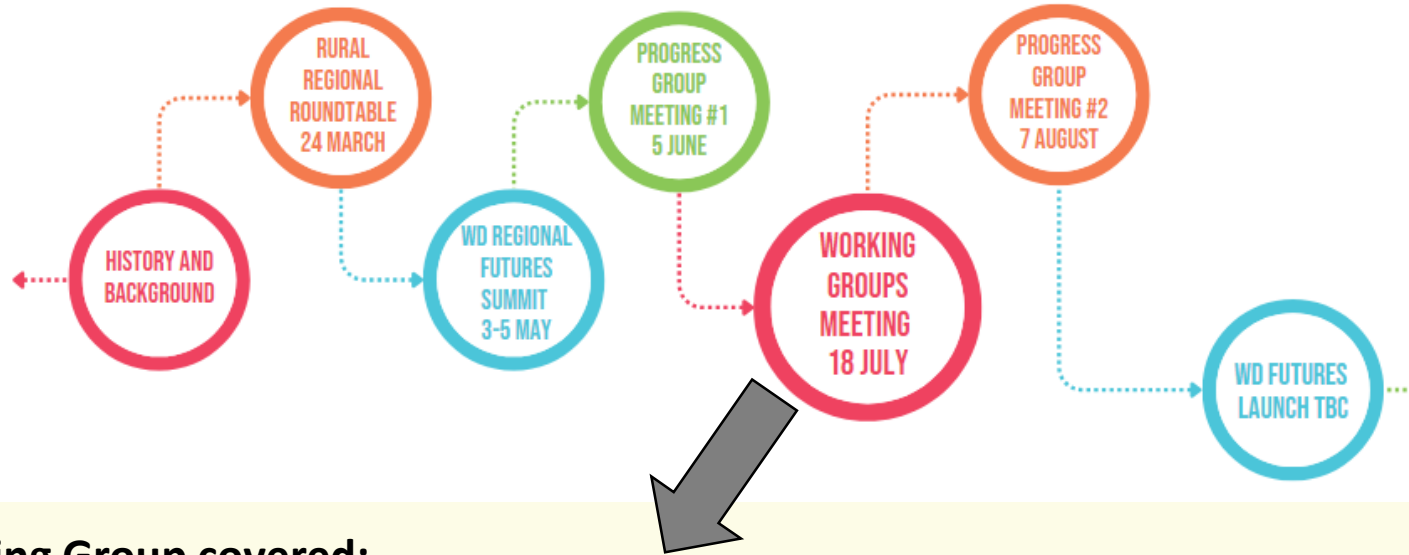
SUMMARY OF MEETING – KEY INSIGHTS



At the first Progress Team meeting on 5 June, two working groups were convened to develop the Vision Statement and the Governance Design for Western Downs Futures. The Vision Statement Working Group was attended by 10 Progress Team members, who piloted meeting online via Zoom and using an online collaboration tool called Mural Board. Despite some challenges with the online format, the group were able to collaboratively prepare a Vision Statement which we will test with the broader community to gain further input. Collaboration for Impact consultant, Eula Rohan, facilitated the meeting.

The objective of this meeting was:

- To use the output from the 5 June Progress Team meeting to wordsmith a Vision Statement to take to the Progress Team meeting on 8 August.



Stakeholder Data Survey



Microsoft Forms Survey
Brought to us by PowerLink Qld

The Vision Working Group covered:



What is a Vision Statement?

A vision statement is a **high-level, inspirational** statement of an **idealistic emotional future** of a group or company.

Vision **describes the basic human emotion** that a founder **intends to be experienced by the people** the organization/ collaboration interacts with.

Review of
Newspaper
Articles from
Progress Group

Collaborative community focused vision statements

HANDS UP MALLEE
A connected community where families matter, and children thrive VIC

LighthouseProject
Ensure all young people in Greater Shepparton reach their full potential and thrive. VIC

Connected Beginnings Tennant Creek: WANGKIJIKI Group
The Vision of the Wangkiji-ki Group is that every 0-5-year-old Tennant Creek child is happy, healthy, thriving and ready to learn. NT

pemulwuy
Aboriginal people enjoy the same standard of living as all other Australians. NSW

The Golden Circle

Why
How
What

Ref. Simon Sinek.

Examples of some well-known corporate vision statements

Google To organize the world's information and make it universally accessible and useful

Microsoft To empower every person and every organization on the planet to achieve

facebook To give people the power to build community and bring the world closer together

STARBUCKS COFFEE To inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time

THE DAILY NEWS

www.dailynews.com

THE WORLD'S FAVOURITE NEWSPAPER

Date:

Western Downs: QLD's most happy, thriving & progressive Community!

Live, Laugh, Local.

Western Downs achieves highest living standard of any region

Western Downs wins golden award for most livable region.

Western Downs unveils tiny home village

Western Downs wins worlds most livable region

At the Summit, participants learned about the 5 Key Elements of Collective Impact.

The Progress Team meeting began working on the first key element: ***Creating a Shared Vision***. They were encouraged to consider the Golden Circle, and start with the 'why' before starting on the how and the what.

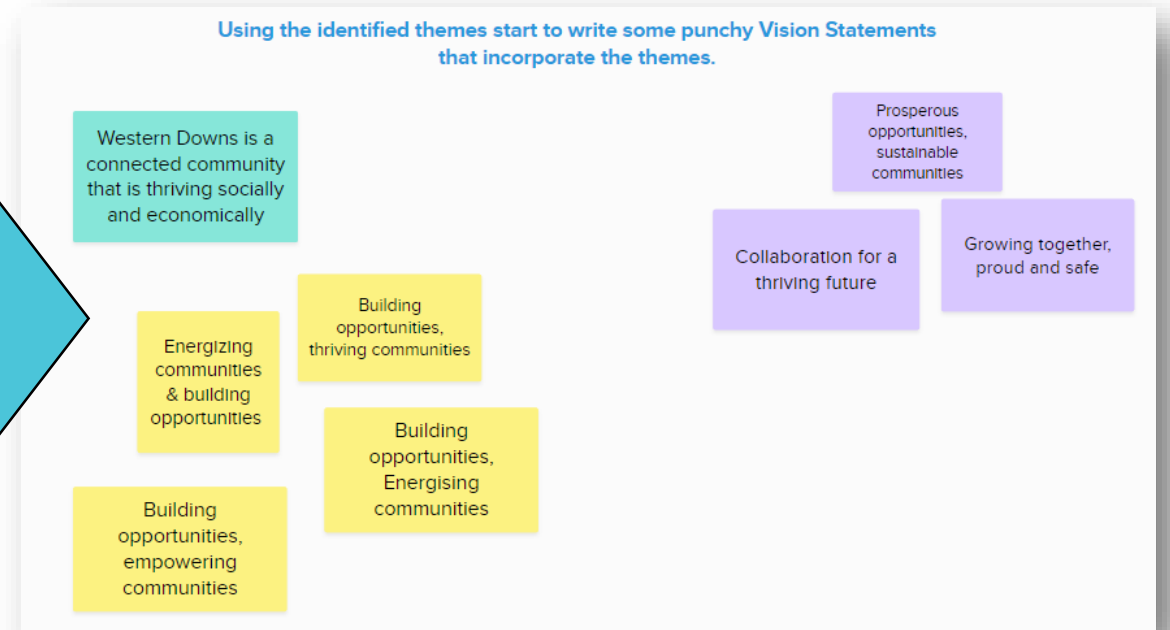
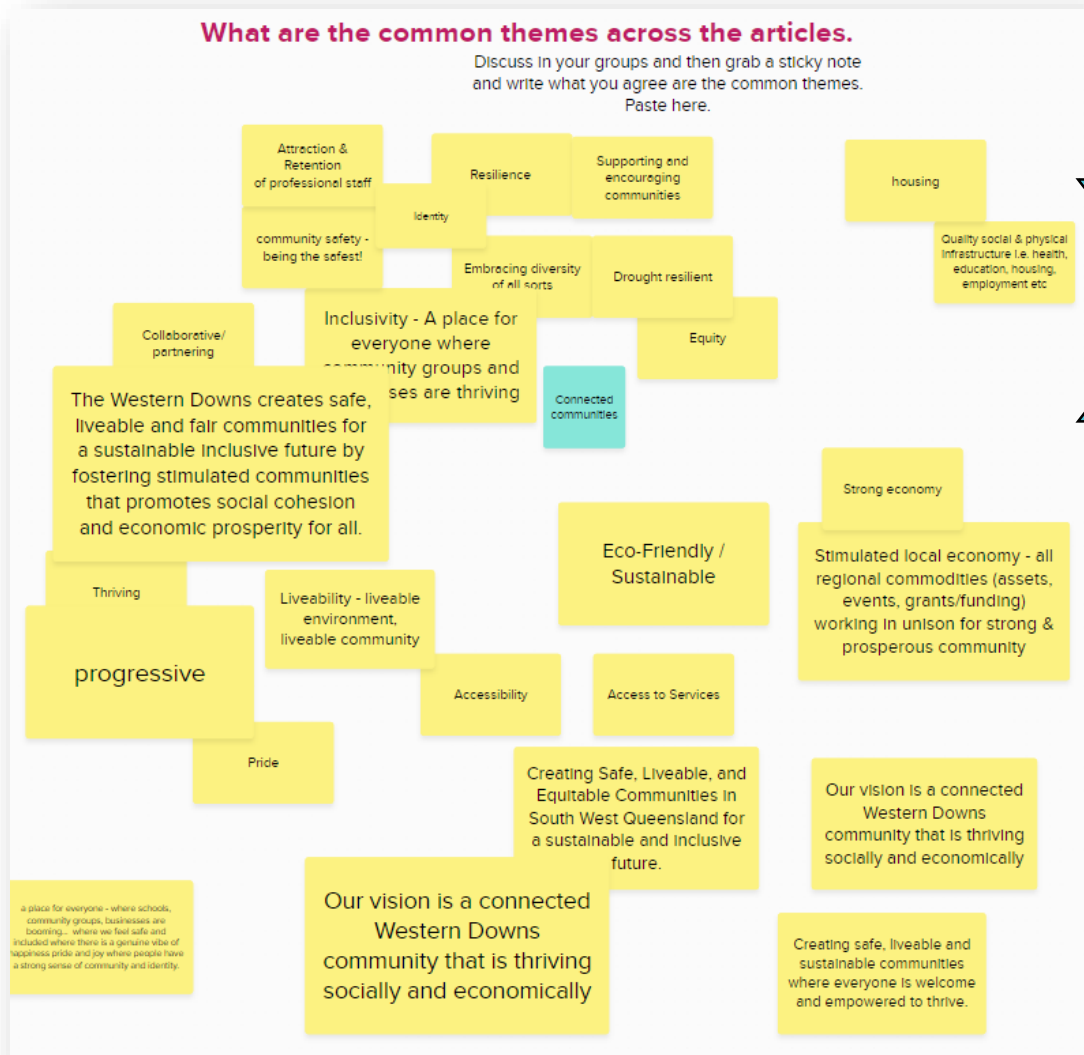
The PT was invited to work in small groups to imagine the region in 2033 and create an attention-grabbing headline that would emphasize the results of the collaborative partnership's efforts.

The Working Group spent some time revisiting the Daily News Headlines (above, right) and looked at some vision statement examples from well-known corporate and collaborative community initiatives (above, left).

Identified Common Themes & Drafting our Vision

We separated working groups members into small break out rooms and use the Daily News Headlines and example vision statements to break down the **common themes** across the newspaper articles and begin **drafting** some Vision Statements that incorporated those themes.

Mural Board is the collaborative tool where participants were invited to place sticky notes and collaborate their ideas. The groups generated a lot of content about themes and used multiple methods to capture ideas, including chat rooms and discussion, placing final thoughts on the Mural Board.



We also used ChatGPT to develop some creative vision statements using key words the group resonated with. Those versions are included in the purple notes.

We refined the common themes to create a vision for the future of the Western Downs region. We questioned whether the vision was targeted at the community or at the government/corporate world and refined it again to be more community oriented.

