



Information Sheet

Establishing a vision and mission statement

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The vision statement for an Early Years Network (Network) outlines what the group ultimately hopes to achieve. A clear vision reflects the core values of the membership and the aspirations for children and families in the local community. It guides the decisions and actions and supports the group in determining its long-term focus.

Vision and mission statements serve two distinct functions:

- The **vision** captures how the Network wants to change the community in the long term.
- The **mission** describes the Network's purpose and how it will make that change happen.

Compare these sample statements of an Early Years Network's vision and mission:

- **'Vision** – In our community every child has the opportunity to reach their full potential.' This vision statement focuses on the result of the Network's work. It is future-focused and outlines the ultimate outcome the Network wishes to achieve.
- **'Mission** – The Early Years Network will provide opportunities for children to be actively engaged in learning opportunities throughout their community.' This mission statement focuses on the Network's purpose and role in delivering the vision. It explains what the Network will do to help achieve this outcome.

Developing a vision

When developing a vision, consider the bigger picture and imagine what you wish to achieve in the next three to five years. It is useful to consider:

- What would be different in the community if the change occurred?
- How would the lives of the children and families in the community have changed?
- What would children and families in say about living in this community if the change occurred?

A good vision:

- inspires and serves the community
- is ambitious and future-focused
- is short (2-3 sentences), memorable and easy to understand.

Establishing a mission statement

To establish a mission statement, it can be helpful to work through the following steps with your Network:

Step 1: Identify areas where your Network could improve outcomes in your community (e.g., literacy outcomes).

- Who is affected by the issue?
- How would the community benefit, be different, or change if outcomes improved?

Step 2: Determine activities or programs your Network can undertake to improve outcomes (e.g., providing opportunities for children to read).

Step 3: Define your target group within your community (e.g., children up to eight years and their families).

Step 4: Identify your geographic boundaries (e.g., local government boundaries).

How can we achieve this?

Does your mission explain to the community what the Network will do? Is it clear and simple?

Will the mission focus on the Network?

Does the mission align well with the vision?

Does the mission explain how the Network will achieve the vision?

More information

To find out more about Early Years Networks, please visit our website or contact:

- **Web:** www.communities.wa.gov.au
- **Email:** EY@communities.wa.gov.au