



## COLLECTIVE ACTION WITH COMMUNITIES

# COLLECTIVE ACTION FOR COMMUNITIES

Defining your community aspirations  
and goals – what matters to  
whānau/community



Transforming  
Healthcare  
Outcomes,  
Everyday



COLLABORATIVE  
AOTEAROA

# SECTION ONE

## CAPTURING COMMUNITY ASPIRATIONS

1. What are community aspirations – what matters to whānau?
2. What makes a good vision statement?
3. Community / whānau aspirations considerations
4. Setting community aspirations and goals

# Community aspirations and goals components – what matters to whanau

Your community aspirations and goals defines “what” it is you are collectively trying to achieve for your cross-sector collaboration initiative. This ensures that you:

- Are all on the same page and can visualise a shared future, and what this looks like
- Have identified an opportunity for change that can achieve this vision, and are aiming towards this aspiration
- Have anticipated the outcomes, and what success looks like to know when you have implemented this vision
- Have a clear understanding of what the focus is and is not
- Are working together with the common values when undertaking the work
- Ensure equity is embedded at every level



WHAT IS THE  
OPPORTUNITY  
OR FUTURE YOU  
IMAGINE FOR  
YOUR CHN  
(VISION)



WHAT  
OUTCOMES /  
SUCCESS WILL  
COME FROM  
ACHIEVING THIS  
VISION?



WHAT IS IN AND  
WHAT IS OUT  
(SCOPE/  
BOUNDARIES)



WHAT  
STRATEGIES YOU  
WILL USE TO  
GET THERE



HOW YOU ARE  
GOING TO  
WORK  
TOGETHER  
(VALUES AND  
GUIDING  
PRINCIPLES)

# What makes a aspiration statement?

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A 1-2 sentence statement that describes a desired outcome and invokes a vivid mental picture of your goal. It should:

- **Inspire and energise, evoke emotion**, have a 'stretch factor' to reach it, yet **be achievable**.
- **Say something about your locality network**, and your **dream**.
- **Build a picture** – the same picture, in peoples minds and tell everyone where we are going.
- Be written in the **present, not future tense**
- Be summarised with a **powerful, repeatable phrase** that uses simple, relatable language – without business or technical jargon, metaphors.
- **Not confuse aspirations with the business goal and objectives** for a particular period of time, or provide numeric measures of success.
- **Align with your values** and way you work together with others to achieve this vision.



Difference between vision and mission statement?

*The aspiration statement is the locality network's desired future position for the network and community it serves.*

*Whereas, the mission statement is essentially the definition of a locality network's current network and community state and its objectives.*



# Whānau aspiration considerations

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The community aspirations sets about looking at what it would take to achieve your vision within your community. Honouring Te Tiriti o Waitangi and embedding equity for Māori and other underserved populations will be front and centre.

It should:

- **Identify potential opportunities** within your locality network to achieve this vision of what matters to whānau
- **Draw on data** on current state on potential focus areas to **inform prioritisation** – what are demographics and other characteristics
- **Define the outcomes** that you would anticipate seeing when your vision becomes a reality – what will change for whānau
- **Clarify what success** on achieving this vision **looks like** – how do you know you have got there? Outcome measures show progress
- Provide **clear bounds** of what you are and are not going to be doing
- Articulate your **ways of working**, and **strategies** for achieving the outcomes and vision. Whakawhanaungatanga, creating strong, connected and trusting relationships

# Setting your aspirations

## Vision Statement:

What is our “passionate purpose”?



## Outcomes:

What outcomes would we want to see to know that our vision has become a reality?

## Scope:

What is and isn't on our radar for this initiative?

## Strategies:

What strategies can our collaborative undertake that will lead to the desired outcomes?

## Principles:

Which core values will guide our work as we take action on our strategies?

## Success:

What would success look like when we have got there?

What matters to whānau  
Community aspirations



Outcome 1

Outcome 1

Outcome 1

Activity we will be doing

Activity we won't be doing

Strategy 1 =  
Working Group 1

Strategy 2 =  
Working Group 2

Strategy 3 =  
Working Group 3

Principle 1

Principle 2

Principle 3

Success criteria 1

Success criteria 2

Success criteria 3

With the vision statement in place, flesh out these remaining elements to form your aspirations