



Purpose Statement

A purpose statement distils the fundamental reason(s) an organisation exists. It articulates **why** you matter and why you do what you do.

It is important for organisations to understand their purpose. Together with a defined set of values, a purpose statement will guide the direction, investment and scope of activities that it commits to.

When developing a purpose statement, start by asking yourself the following questions:

1. What is the purpose of our organisation? What are the outcomes and results we want to achieve?
2. Who are our internal and external stakeholders?
3. What are our shared core values, beliefs and guiding principles?
4. How do we differ from other organisations?
5. What level of service do we provide?

Examples

Surf Life Saving Australia

Surf Life Saving exists to save lives, create great Australians and build better communities.

Geelong Cats Football Club

To be the greatest team of all: an organisation people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

Nike

To bring inspiration and innovation to every athlete in the world.

Google

To organise the world's information and make it universally accessible and useful.



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