



Value Statement

A value statement conveys the values and priorities of an organisation. It encapsulates for members and the local community what is important to your organisation and the culture that guides its behaviours and decision-making.

It should show what your organisation believes in.

It is the backbone which can be referred to as context for what to do next and how to act. Think of it as a set of guidelines which demonstrates the “soul” of your organisation to whoever reads it.

Effective value statements:

- Align to an organisation’s purpose and the way in which it aims to achieve its strategic objectives
- Are understood and demonstrated by all volunteers and administrators
- Communicate organisation priorities
- Inform how members interact with each other and the community
- Guide decision-making and behaviour including with respect to recruitment, orientation, communication and engagement, sponsorship and marketing, training and development, and feedback

Example: Cricket Australia

Be Real - *Show respect, talk straight. Never be afraid to challenge or be challenged.*

Smash the Boundaries - *Innovate. Be comfortable being uncomfortable. Challenge the status quo without fear of failure.*

Make Every Ball Count - *Do what you say. Deliver. Make decisions.*

Stronger Together - *Embrace diversity. Listen. Customer voice first. Do what’s best for cricket.*

For additional information or assistance, please contact the Governance and Organisational Enhancement team of Sport Australia via email at sportsgovernance@ausport.gov.au



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