

Name, Vision, Preamble, Principles, Objectives

The corporation MUST have a **name** and **objectives**.

It is also a very good idea for the corporation to have a **vision, preamble and guiding principles**.

Name

The **name** of the corporation:

- Must include the words 'Aboriginal Corporation' or 'Indigenous Corporation'
- Must not be the same as the name of another corporation

Thinking about and writing the vision, preamble, principles and objectives can help you decide on the best name.

So it can be a good idea to wait until you have written your vision, preamble, principles and objectives before you decide on your name.

Vision

The **vision** of a corporation **inspires** and **gives direction** to the members and employees. A vision shows where the organisation sees itself in the future. provides a **guiding image** of the successful corporation in the future.

The vision of the corporation should include its:

- Core business
- Core activities / product and clients
- Long-term goal

A vision should be:

- Challenging – make you want to try
- Inspiring – be positive and show a good picture of the future
- Shared – the members and employees should see themselves in the vision
- Binding – make you feel part of a team
- Giving direction – serve as a guiding image that shows the way
- Clear and short

- Passionate, powerful and memorable
- Realistic
- Describing the best outcome (ideal state) for your business
- Building a positive picture in people's minds

Examples:

Western Arnhem Shire has a vision:

Strong communities working together to improve our lives.

The draft vision for a Ramingining Aboriginal Corporation:

A strong, healthy, well-governed and well-managed, accountable registered Ramingining Aboriginal Corporation that will provide and support: Homeland Centre services, local employment, education, training and enterprise development in Homeland Centres and Ramingining.

Questions:

What will the corporation do?

What could the corporation look like if it is running REALLY well – in its IDEAL state?

Why are we here and what purpose do we serve?

How will we achieve our purpose?

Who are the people or groups we are serving?

What is our long term goal?

Guiding Values or Principles

The **values** or **principles** of an organisation are the core truths or standards of the organisation.

They guide the governance and work practices – the way people behave and act in the organisation.

They should be values and principles that are important to good Yolŋu governance and work practices as well as good Western governance and work practices.

Values – standards of behaviour, what is important in life

Principles – core truths or values on which you base your behaviour and actions

Preamble

Most constitutions start with a preamble, in the form of an opening statement or series of statements.

A preamble gives important background information.

It has important symbolic significance, and it may have legal significance as well.

Objectives

The objectives of the corporation are the **purpose**, **aims** or **activities** the corporation has been established for.

Questions:

Why will your corporation exist?

What is its purpose, aims?

What region will your corporation cover in its operations?

What issues and challenges will your corporation try to address?

What will the corporation do to help the community address community issues and challenges?

Who will benefit from the corporation?

How will they benefit from your corporation?