

- A vision statement describes the organization as it would appear in a future successful state. An effective vision statement is inspirational and aspirational for all its citizens
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- A mission statement explains the department's reason for existence - what it does and its overall intention.
- supports the vision and serves to communicate purpose and direction to employees.
- lays the foundation for operating principles
- sets the paradigm within which all future strategies will be developed

- What **Output** do we deliver? (this is the final product required by citizens in order to satisfy their needs) To whom (target group)? Where (location)?
  - **Result** - what action does our target group take using the output we deliver?
  - **Outcome / Impact** - what benefit does our target group enjoy after taking action using what we deliver
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- What
  - How
  - Why
  - 
  - Uses overt (can be seen) verbs
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- Usually uses the verb 'provide' when defining the output element eg. "The purpose of Local Government is to provide ....."

- The output element of the purpose statement needs to be broad enough to allow the organisation to change the nature of the service without having to revisit the purpose statement. For example, a purpose for Metro Police could be: “To provide crime prevention and a traffic control service to citizens of the Metro to enable them to take action which will lead to a safer environment with reduced crime.”
- Many things can prevent crime but if the Metro Police purpose was ‘to provide law enforcement’ then they would be limited to doing this only.

- **KZN COGTA SPATIAL PLANNING UNIT’S MISSION STATEMENT**

To provide spatial planning support within the KZN province by co-ordinating sustainable development through facilitating, capacitating and monitoring provincial and municipal planning in terms of the legislative requirements in order to ensure social equity and people centered co-operative governance

*The purpose of the eThekweni Municipality is to facilitate and to ensure **provision of infrastructure, services & support**, thereby **creating an enabling environment for all citizens** to use their full potential and **access opportunities** allowing them to ...*

*... contribute towards a vibrant and sustainable economy with full employment, and thus create a **better quality of life**.*

The political office bearers and staff of the Maphumulo Local Municipality commit to the following in achieving its vision and strategic objectives:

- To create a better life for all through delivering inclusive and affordable services for residents;
- To create an enabling environment for economic growth and development; and
- To create and maintain an effectively governed administration that is committed to financial sustainability.