

VIEW Culture and Guiding Principles



All VIEW members are expected to uphold and embrace the VIEW culture and display behaviour that is consistent with our Guiding Principles.

What is Culture?

Culture is what it feels like to be part of the VIEW community. It's the way we welcome new women, how we celebrate each other's achievements, the shared traditions, and the fun and friendship of VIEW Clubs. Our culture is informed by our Vision, our Mission, our Guiding Principles and the Code of Conduct.

Why is Culture important?

When we get culture right, our members feel safe, seen, and valued and we are all proud to be a member of a VIEW Club. Culture is the reason someone decides to stay after her first meeting, volunteers to help out, or brings a friend along.

Not everyone who joins VIEW will be aware of our culture, we need to be clear about what we value and what we expect from each other. When everyone's on the same page, it's easier to show up, join in, and feel like you belong.

How do we maintain our Culture?

By living it, celebrating it, and passing it on. Culture is something we **do** every day, isn't just something we write down and recite at meetings. It shows up in a warm welcome, a helping hand, or a thoughtful check in.

We keep our culture strong by recognising the members who bring it to life. Our **Making a Difference Award** celebrates the women who live our values and lift up our community. When we celebrate the everyday actions that make VIEW Clubs special, we keep our culture alive.

Vision

Women creating and leading a more inclusive Australian society.

Mission

As a leading voice and valued support network for women, VIEW actively raises awareness of, and participates in, the work of The Smith Family

Guiding Principles

Inclusive
and
Welcoming

Diverse
and
Respecting

Supportive
and
Caring

Locally
focused
while
Nationally
Active

Collaborative
and
Future looking

CODE OF CONDUCT

Inclusive and Welcoming



VIEW women make everyone feel valued, respected and comfortable regardless of age, background or ability.

Behaviour	Examples
Welcoming and friendly to new and visiting members and guests	• We offer a warm and friendly greeting to newcomers and regulars • We seek out new members and make an effort to help them feel included • We adapt activities so everyone can participate • We try to ensure everyone feels included and heard • We use surveys to understand how welcome people feel • We treat inclusion as an evolving, shared responsibility
Supports the fun and friendship of VIEW	• We make time for social connection, not just business • We organise or join social activities, shared meals or interest groups • We celebrate personal milestones like birthdays, new arrivals, and farewells • We notice when someone seems left out and invite them to join in • We bring a warm, positive attitude that helps people feel relaxed and appreciated
Encourages and supports others to have a voice	• We give others the opportunity to speak • We encourage quieter members to contribute to conversations • We listen attentively and actively when others are speaking • We create safe ways for people to share feedback or concerns
Builds and maintains positive relationships	• We are approachable and we listen • We genuinely acknowledge the achievements and contributions of all members • We reflect on and adjust our behaviour based on feedback
Treats others fairly	• We include others in conversations and activities • We communicate respectfully and openly • We avoid sarcasm, gossip, and dismissive language • We help others where we can

Diverse and Respecting



VIEW women value and embrace different identities, perspectives, and experiences. We treat every person with dignity and fairness.

Behaviour	Examples
Speaks up when behaviour falls short of our values	- We have timely conversations with other members where there is a misunderstanding or disagreement - We have difficult conversations in private - We avoid blame or personal criticism - We aim to build trust and understanding through honest, respectful dialogue
Displays courtesy, respect and consideration towards others	- We abide by the VIEW Charter, Club Handbook, Code of Conduct and all other organisation guidelines - We avoid language or jokes that exclude or marginalize groups of people - We listen without judgment and approach difference with curiosity, not assumption - We don't make assumptions about someone's background, role, or ability
Demonstrates respect in digital spaces	- We avoid posting negative or critical comments about VIEW or its members on public platforms, concerns are directed through the correct internal channels - We use respectful tone and language in emails, chats, and online platforms including social media - We seek consent before taking and posting photos
Treats everyone with dignity and courtesy	- We show the same respect to everyone, regardless of role - We respond thoughtfully to disagreement or feedback - We use people's preferred names
Seeks to understand different points of view	- We allow others to express their opinions - We are open-minded - We create space for everyone to contribute, not just the loudest voices
Engages respectfully in disagreement	- We focus on ideas and issues, not individuals, when we disagree - We avoid talking over others or raising our voices - We stay curious and ask clarifying questions rather than assuming intent - We recognise that respectful disagreement can lead to better outcomes
Values and celebrates all forms of diversity	- We acknowledge and value the background and experience of others - We accept that everyone has different beliefs - We operate as an inclusive organisation - We are a non-political and non-religious organisation

Supportive and Caring



VIEW women show kindness, empathy and encouragement in how we work together. We support one another through challenges and celebrate each other's successes.

Behaviour	Examples
Shows empathy and consideration for others	• We acknowledge that every member of VIEW Clubs is a Volunteer • We highlight behind-the-scenes work, not just visible achievements • We don't take others' time or support for granted
Listens actively to others	• We pay attention and listen without interrupting when others are speaking, especially during meetings • We seek the opinions of others before making decisions, particularly when this may impact others • We seek clarification about what has been said rather than assuming an understanding • We listen to understand and not just to reply
Respects people's time and commitments	• We arrive on time and prepare for meetings • We respond to messages in a timely and considerate way • We understand that life happens and support people when things change • We are patient and understanding if someone needs to step back for a while
Checks in and offers support to others	• We notice when someone seems overwhelmed and ask how we can help • We follow up after difficult meetings or moments to offer support • We follow up if someone has missed a meeting or event to let them know we care
Encourages and uplifts others	• We notice people's efforts and encourage them, even when they are unsure • We cheer each other on and celebrate the small wins as well as the big ones • We say thank you and let people know they are doing a great job • We help build confidence by recognising everyone's strengths

Locally Focused while Nationally Active



VIEW women are closely connected to our local community and we're proud to be part of a bigger picture and work together to make a difference across the country.

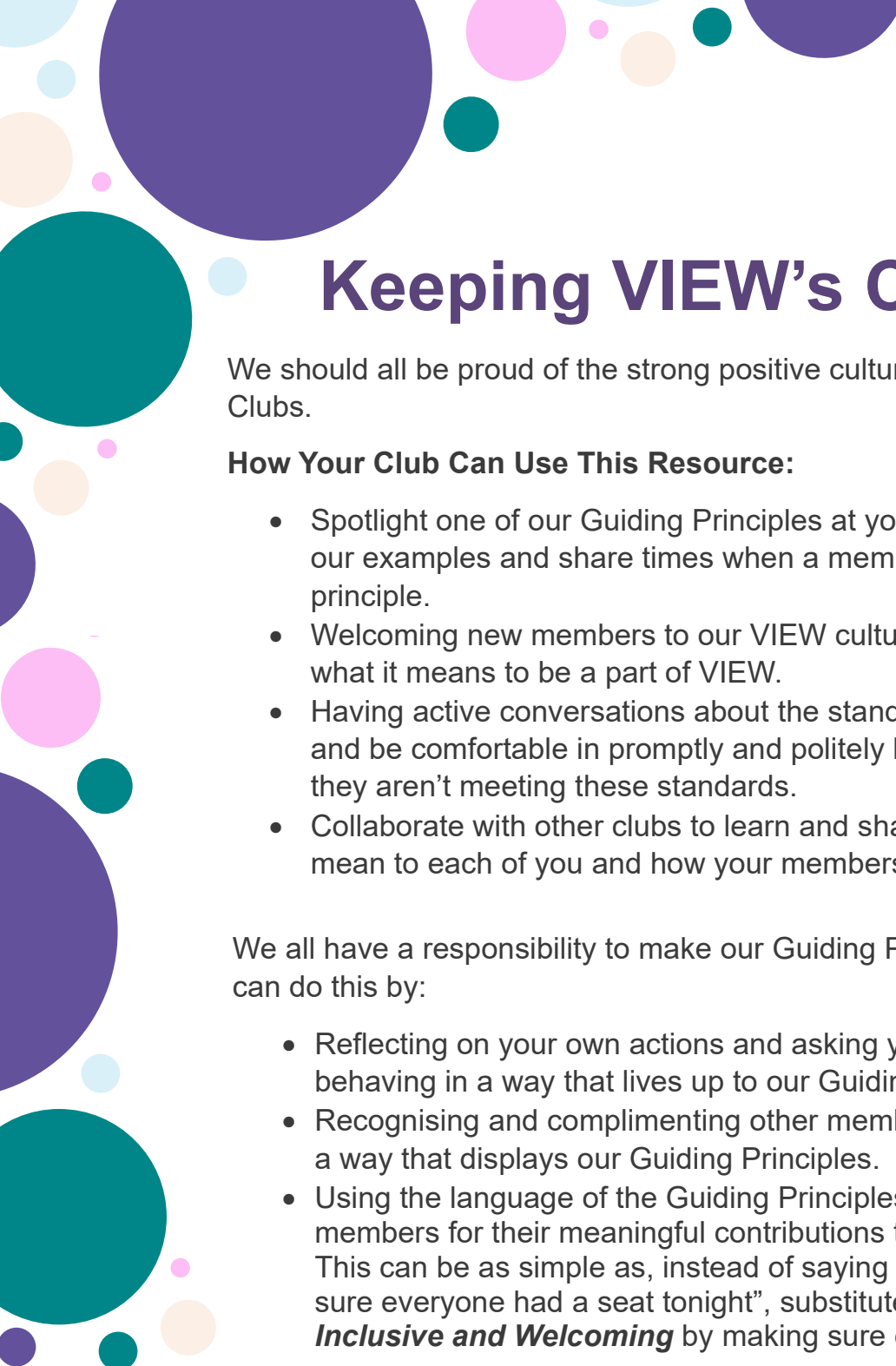
Behaviour	Examples
Builds strong local relationships and connections	- We connect women in community through the common purpose to improve the life outcomes of Australian children and young people in need. - We get involved in local events, groups, and community spaces - We listen to what matters to our community and shape our volunteer and fundraising activities around that
Connects local work to national goals	- We recognise we're part of something bigger, and that our local work contributes to a shared mission - We celebrate that we are a unique organisation operating as a valued part of The Smith Family a National childrens' education charity - We make sure our posters, messages and materials match VIEWs key messages and brand guidelines
Behaves in a manner that enhances the reputation of VIEW Clubs	- We wear our badges with pride, knowing they carry meaning - We perform our official duties with care and diligence and act in a fair and unbiased manner - We do not disclose restricted information without authority other than for official purposes in the performance of duties - We do not use VIEW to seek or obtain any financial advantage for ourselves or anyone else - We take care with our language, actions, and presence in public spaces, online and offline
Demonstrates support to The Smith Family	- We advocate The Smith Family's work and why it matters - We take part in fundraising and volunteering activities
Supports the elected members of the Club committee	- We demonstrate loyalty by following majority decisions - We recognise that committee members are volunteers too, doing their best for the club - We encourage new people to stand for roles and support them when they do
Gets involved	- We use our unique skills and passions to support our VIEW Club and The Smith Family - We spread the word about VIEW - We consider taking on a Committee position or Leadership role in VIEW

Collaborative and Future Looking



VIEW women work together openly and respectfully, sharing ideas and learning from each other. We plan ahead, welcome change, and shape a stronger future for our organisation and our community.

Behaviour	Examples
Honest, open and transparent in interactions with others	• We share information and progress with others • We support new members and encourage them to get involved • We communicate clearly • We have meaningful conversations and use positive body language • We are a learning organisation, where we acknowledge and learn from our mistakes
Promotes and celebrates the work of others	• We acknowledge the good work and achievements (big and small) of others • We promote the success of others • We find ways to personalise acknowledgements • We organise regular celebrations
Works effectively and inclusively with others	• We work effectively to share information • We share contacts, connections and introductions with others who can use them
Demonstrates flexibility	• We listen and are open to the ideas of others • We are responsive and adaptable to change • We show a genuine interest in others and their work • We are aware of the VIEW Clubs bigger broader strategy for continual improvement
Willing to explore creative solutions	• We keep things simple and easy to understand • We continuously improve • We think about solutions rather than problems
Willing to view situations from a different perspective and take action	• We are open to the ideas of others • We understand and communicate our purpose and key messaging • We allow for the unexpected
Sees mistakes as learning opportunities	• We take responsibility for mistakes and take the opportunity to learn from them • We create an environment where it is safe to make mistakes



Keeping VIEW's Culture Alive

We should all be proud of the strong positive culture that has developed at VIEW Clubs.

How Your Club Can Use This Resource:

- Spotlight one of our Guiding Principles at your club meeting, read through our examples and share times when a member of your club displayed that principle.
- Welcoming new members to our VIEW culture and lead by example on what it means to be a part of VIEW.
- Having active conversations about the standards we hold each other to, and be comfortable in promptly and politely letting someone know when they aren't meeting these standards.
- Collaborate with other clubs to learn and share what the Guiding Principles mean to each of you and how your members live them every day.

We all have a responsibility to make our Guiding Principles meaningful. We can do this by:

- Reflecting on your own actions and asking yourself if you are behaving in a way that lives up to our Guiding Principles.
- Recognising and complimenting other members when they behave in a way that displays our Guiding Principles.
- Using the language of the Guiding Principles when we thank other members for their meaningful contributions to our culture. This can be as simple as, instead of saying "thank you for making sure everyone had a seat tonight", substitute "thank you for being **Inclusive and Welcoming** by making sure everyone had a seat", etc.

Keeping our Guiding Principles front of mind and part of our vocabulary helps to establish a sense of who we are and what we stand for as an organisation. Clear culture means everyone knows what our expectations are and gives members the confidence and the language to speak up.

Making a Difference Award

This award recognises women who bring our VIEW Guiding Principles to life through her actions and her attitude. It's our way of saying thanks to someone who helps make VIEW Clubs a great place to be.

[The Making a Difference nomination form is available online.](#)

Code of Conduct

VIEW, as a valued part of The Smith Family, endorses the following Code of Conduct as a standard of behaviour which is adopted by each member at Club, Zone, Area and National levels.

The Code of Conduct should be read at the Club Election/Annual General Meeting as a reminder.



VIEW members are expected to:

- Be welcoming and friendly to new and visiting members and guests.
- Be conscious of behaving in a manner which edifies VIEW and The Smith Family's public reputation.
- Become engaged in supporting the Club's fundraising and volunteering activities for The Smith Family.
- Support the fun and friendship of VIEW, displaying courtesy, respect and consideration towards others.
- Support the elected members of the Club committee or other forms of Club governing structure.



VIEW Club members should also:

- Abide by the VIEW Charter, Club Handbook (regularly updated) and all other organisation guidelines
- Always conduct activities within the law
- Demonstrate loyalty by following majority decisions
- Perform their official duties with care and diligence and act in a fair and unbiased manner.
- Not disclose restricted information without authority other than for official purposes in the performance of their duties.
- Not use VIEW to seek or obtain any financial advantage for themselves or any other person or organisation other than The Smith Family.
- Consider taking on a Committee position or Leadership role in VIEW.



Our Code of Conduct documents how we expect VIEW members to live out our Guiding Principles through behaviour.

