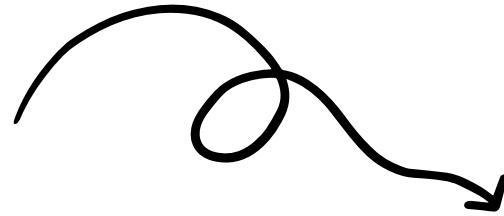




**WHAT DO WE NEED TO DO TO  
CREATE THE RIGHT CONDITIONS  
FOR EQUITY?**



# TOWARDS CREATING A DESIGN BRIEF

## FIRST DRAFT FOR DISCUSSION

### DESIGN PRINCIPLE 1

#### PERSON-CENTRED

Provide person-centred services - focused on what matters to the individual, not service

### DESIGN PRINCIPLE 4

#### CO-PRODUCED

Co-produce solutions with the people and communities affected

### DESIGN PRINCIPLE 7

#### BUILD ON GOOD PRACTICE

Build on existing areas of good practice

### DESIGN PRINCIPLE 2

#### HOLISTIC

Work in ways that support the 'whole person' including their wider circumstances

### DESIGN PRINCIPLE 5

#### PLACE RESOURCES WHERE THEY WILL HAVE MOST IMPACT

Distribute resources fairly and where they will have the most impact

### DESIGN PRINCIPLE 8

#### BUILD ON GOOD PRACTICE

Work in ways that support the whole place and recognise rural and coastal challenges

### DESIGN PRINCIPLE 3

#### WHOLE PLACE

Work in ways that support the 'whole place' and recognise rural and coastal challenges

### DESIGN PRINCIPLE 6

#### JOIN FORCES & PROMOTE SHARED LEADERSHIP

Promote shared leadership and join forces across the system towards a common aim

### DESIGN PRINCIPLE 9

#### COMMUNICATE

Get better at communicating with each other across the system