



# VISION STATEMENT

Our purpose is to build a profitable, stable, growth orientated business within the environmental services industry focused on the core principles of good soil health, erosion control, soft surface treatments, native seed and revegetation.

Our vision is to have a business with stable growth trajectory and a leader in our field. A leader that is dedicated to achieving good outcomes for Western Australia, its people, communities, businesses, and, importantly, its natural areas and environment.

In order to achieve our vision, we are guided by the following ethics, principles and values:

- Growth – grow personally, grow family, friends and others, and grow as a business, always in an ethical, moral and sustainable way. Grow native seed and plants, look after our country. Set optimistic, but realistic and achievable goals and do not grow for growth's sake chasing booms and bubbles. And while growing, remember to:
  - Listen and learn; no matter how foreign things may sound at the time
  - Ask questions, but not be a critic
- Make it happen – you are empowered to get the job done, but you are also, more importantly, responsible to do your best, and to look after yourself, your co-workers and clients, your country and your environment. Commit to always doing your best and maintaining high standards.

2021

