



## **BROOME ADVENTURE CRUISES MISSION STATEMENT AND CORE VALUES**

At Broome Adventure Cruises we are passionate about providing an outstanding tour experience exceeding our customer expectations with an achievement-orientated workforce where customer service is at the heart of everything we do.

We believe that every customer interaction is pivotal in maintaining and growing our exceptional reputation and as such our values outline the behavioural expectations necessary in achieving our strategic objective of being recognized internationally as a must-do touring experience.

### *WE ARE VIBRANT AND POSITIVE*

- ❖ We strive to create an inclusive and enjoyable environment for staff and customers.
- ❖ We empower our staff with the skills and knowledge to carry out their roles confidently and happily.
- ❖ We enjoy what we do and let it show.

### *WE OPERATE WITH INTEGRITY*

- ❖ We always act with integrity and honesty in everything that we do from interacting with staff and customers right through to the growth and planning of the business.

### *WE WORK TOGETHER*

- ❖ Our people set us apart.
- ❖ We all contribute our individual skill sets and work together to achieve success.
- ❖ We work together to deliver an exceptional customer experience.

### *WE ARE DETERMINED TO DELIVER*

- ❖ We do what we say we are going to do.
- ❖ We are committed to excellence in all that we do.
- ❖ We strive for excellence in customer satisfaction and business growth.

### *WE ARE COMMITTED TO CULTURAL AND ENVIRONMENTAL SUSTAINABILITY*

- ❖ We pride ourselves on the eco-friendly features of our business and the environmental policies we strictly uphold.
- ❖ We encompass the cultural significance of our land and the areas of cultural importance on our tours.



*WE ARE COMMITTED TO IMPROVING OUR ACCESSABILITY*

- ❖ We are committed to continually assessing and improving our products to cater for the diverse and varied accessibility needs of our passengers.

*WE ARE COMMITTED TO REDUCING OUR EMISSIONS*

- ❖ We are committed to being aware of our environmental footprint, to continually assessing and improving our processes and procedures, to lower our emissions.