

Our vision is to become the most trusted retailer in Australia and grow long-term shareholder value



We value...



Customer obsession
We constantly seek to better understand our diverse customers



Passion and pace
Enthusiasm, energy and responding at pace is us at our best



Responsibility
We always strive to do the right thing, reduce waste and take accountability for our actions



Health and happiness
We believe caring about our team members helps them do a great job in caring for our customers, suppliers and the community

Enabled by our behaviours...



Look ahead

- Know your stuff
- Have a plan
- Explain the why



Energise everyone

- Build it together
- Empower and support
- Celebrate progress



Deliver with pride

- Own it
- Stay the course
- Have fun with it

Our Feedback Model

