

# STRATEGIC PLAN 2016 – 2019

## The Australian Organic Group Strategy

### CORE VALUES

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▶ Service ▶ Integrity ▶ Accountability ▶ Collaboration ▶ Growth

### PURPOSE

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To provide and grow world-class certification services and form strategic alliances which enable market access for our clients.

### THREE-YEAR HORIZON

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#### THREE-YEAR BHAG

Be the most influential and diverse organic certification body in Australasia, with multiple forms of income.

#### THREE-YEAR KEY RESULT AREAS

The team have named the Key Areas in which we need to deliver our results.

This helps to focus resources, effort and leadership. Great results in the Key Areas will deliver the BHAG.

- a) We are respected and trusted globally as a professional certification organisation.
- b) We have a well-resourced, value-driven staff program and company culture.
- c) Our diverse financial strength enables us to provide for our current and future commercial needs.
- d) We have a high level of member/client satisfaction and engagement.
- e) We address barriers and develop opportunities across all industry sectors for our clients.

