

CORE PURPOSE

to enhance the well-being of our communities by:

Distributing profits in support of community organisations and events

Operating successful businesses that benefit from community ownership

Vision

To make a positive difference to our communities

PILLAR 1

Sustainable Profitability

PILLAR 2

Regulatory Compliance

PILLAR 3

Community Well-being

PILLAR 4

Brand Equity

PILLAR 5

Systems and Processes

Strategic Objective 1:

To build a financially stable Trust House for future generations

Strategic Objective 2:

To create a culture where failure is not an option

Strategic Objective 3:

To ensure that what we do is having a positive impact to our communities

Strategic Objective 4:

Linking our brand to our value proposition

Strategic Objective 5:

To ensure that all that we do adds value to our markets, products and services

Strategic Actions:

- No operational outlets reporting cash losses
- Increase housing portfolio
- Increase gaming portfolio
- **Constant reassessment of market forces, it's customers and our competitors**
- Reduce costs
- Research innovative growth strategies
- **Continual review of product and placement**

Strategic Actions:

- Investigate apps to introduce on line grant application process
- Standardised internal audit procedures
- Company-wide commitment to adopting best practice
- **Investigate app for auditing and food assessments**
- Regular review of what we do

Strategic Actions:

- Annual community surveys to identify areas where we can make a difference
- Get out and meet the people
- Commitment to relationship building
- **More 'good news' stories on community well-being**

Strategic Actions:

- Ensure exceptional customer service is linked to every transaction
- Offer perceived value for money products and services.
- **Strategic naming rights**
- **Continual reinforcement of company's core purpose and what it stands for**
- **Consistent messages as we advertise and promote our business under our umbrella brand**
- **Facebook 'like' campaign. For every 'like' received Trust House will donate \$1 to our charity (maximum \$5k)**

Strategic Actions:

- Annual review for effectiveness and impact
- **Implementation of Kaizen system**
- **Review asset management software**
- **Implement Value financials**
- **Review time and attendance systems**
- **Research software for company-wide regulatory compliance**

VALUES

Respect | Innovation | Collaboration | Commitment | Humility



TRUST HOUSE
COMMUNITY ENTERPRISE