



## OUR MISSION

*To provide people with adventurous experiences that free their spirit and inspire them to live a more authentic, adventurous and extra-ordinary life; while appreciating the value of the world around them.*

## OUR VISION

- We are well known as a boutique adventure travel provider that takes people to inspiring landscapes and cultures that change the way they see themselves and the world around them.
- We work with and serve like-minded people who have an adventurous & self-responsible spirit.
- When taking people to adventurous places, we support the local communities we visit and contribute to maintaining the integrity of the environments we experience.
- We have an ongoing commitment to earning a reputation for quality, personal service, affordability, relate-ability and safety.
- We are personally involved at the coalface of our business with clients, and suppliers.
- Our growth is always responsible, sustainable and balanced so that the experience of developing and running our business will be fun, adventurous and inspiring.
- The essence of the free spirit adventures brand is authentic, adventurous, down to earth and communicates possibility and freedom.
- We live and do business with authenticity, fun & professionalism and are guided by our values.

## OUR VALUES

### 1. Integrity

We demonstrate integrity in the way we live and do business by being authentic, open & honest in our dealings with each other, our clients, suppliers and the communities we interact with. Our business decisions and processes are socially, economically and environmentally ethical.

### 2. Beyond the Ordinary

We go beyond the ordinary in the services we deliver by providing memorable and adventurous experiences for our clients that take them beyond what they expect. We provide experiences that free the spirit and inspire people to live an extra-ordinary life. We pursue continuous improvement personally and professionally by being open-minded, innovative and adventurous in the way we live and do business.

### 3. Sustainability

We follow sustainable principles in our business practices by acting socially, environmentally and economically responsible in everything we do and say. We set value added but affordable price points for our services and realistically sustainable growth targets for our business.

### 4. Balance

We make our personal wellness, quality of life and relationships a priority, so that we have the capacity to maintain a successful business and enjoy the process. There is a flavour of fun in everything we do and we make time for our health, our family and our personal and professional development. Our growth is balanced with quality and sustainability.

### 5. Responsibility

We have a 'no blame / no excuses' culture, where we focus on solutions to challenges and are proactive about assessing and managing potential risks when it comes to staff and client safety or business risks. We understand and remember that each of us has the ability to choose our response when faced with challenges and that it is our 'Response-Ability' that determines our results.

### 6. Respectful Communication

We respect diversity and seek to understand and embrace differences by communicating with empathy and an open mind. We endeavor to listen, question, clarify & negotiate without judgment; always seeking win-win outcomes. We also respect the diversity of our clients and the cultural communities we visit.