



OUR VISION

Safer Healthier Work.

OUR MISSION

To advocate, educate and facilitate the enablement of safe and healthy work.

OUR PURPOSE

To serve the community as a relevant and valued social-purpose work health and safety organisation.

OUR VALUES

The following underpin our primary value of health and safety:



Quality - we set high standards and strive for excellence



Integrity - we act honestly, responsibly and ethically



Reliability - we are trustworthy and behave consistently



Positivity - we are positive and optimistic in attitude



Humanity - we care about people and exist to serve

OUR BRANDS



WHS Academy



WHS Advisory



WHS Advocacy



WHS Agency



WHS Assurance



3 YEAR PLAN

2022 REBUILD Initiating the strategy to rebuild the business

Refreshing business premises, establishing new business practices, refresh products and services, establishing organisational capability, commence IT digital improvements, gaining market presence and developing member, customer and partner confidence.

2023 REVITALISE Embedding the strategy for business revitalisation

Optimising business premises, embedding business practices, expanding products and services, refining organisational capability, further digital utilisation, expanding market presence and increasing member, customer and partner confidence.

2024 REGROW Leveraging the strategy for sustainable growth

Business premises expansion, refining business practices, enriching products and services, harnessing organisational capability, digital transformation, and increased market growth and enhancing member, customer and partner confidence.

OUR PRIORITIES

OUR OBJECTIVES

1

Brand & Purpose Repositioning

Repositioning of our brand and purpose to remain relevant and contemporary for our members, customers, partners and other stakeholders.

- 1.1** Create, launch, transition to, market and embed new brand.
- 1.2** Develop, launch, promote and grow new member program.
- 1.3** Actively advocate for WHS including communications, forums and events.

2

Facility & Asset Enhancement

Enhancing, expanding and optimising our facilities and assets to grow our business, achieve our purpose and retain our land holding.

- 2.1** Renovate and refurbish North Lake land, facilities and assets.
- 2.2** Upgrade and enhance IT infrastructure and systems capability.
- 2.3** Further develop our North Lake facilities for business growth.

3

Training & Learning Modernisation

Modernising our training courses, content, materials, delivery and assessment methods to be contemporary and improve learning outcomes.

- 3.1** Improve and expand Academy training courses including for new WHS laws.
- 3.2** Develop and embed improved training delivery standards and practices.
- 3.3** Adopt and utilise digital technology in training delivery and learning assessment.

4

Product & Services Diversification

Diversifying our products and services to expand our offering and grow our business to enhance and sustain the achievement of our purpose.

- 4.1** Expand and improve Advisory business including new Assurance services.
- 4.2** Develop, launch and grow new Agency recruitment and placement business.
- 4.3** Diversity training services including for resources, high-risk work and emergency.

5

Business & Compliance Improvement

Improvement of our business practices to achieve quality, efficiency and corporate compliance, enabling continued business operation.

- 5.1** Implement quality and efficient business systems embracing digital technology.
- 5.2** Ensuring compliance including corporate, training, safety and environment.
- 5.3** Develop and foster business partnering relationships and arrangements.

6

People & Culture Development

Development of our people and culture to achieve organisational performance through an engaged, productive, safe and healthy workforce.

- 6.1** Develop skills, competency, capability and flexibility of our workforce.
- 6.2** Enhance our workforce through engagement, communication and recognition.
- 6.3** Create a positive organisational culture including safe and healthy work.