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Strategic Business Plan 2021-2025													
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2	01 July 2020	All	Updated due to COVID-19, amendment to the Board structure and inclusion of FY2020/21 KPIs						
3	11 August 2020	Background, Targets and Actions, KPI's	Removed Board Organogram, added target 5.4, Updated KPI's						
4	18 January 2021	Welcome	Revised the welcome, background, and values, updated to 2021-2024						
5	15 June 2021	Assumptions	Added the Budget assumptions						
6	30 November 2021	Assumptions	Refreshed to reflect 2022/23 current budget projections and added the 2024/25 FY.						
7	18 May 2022	Goals Targets, Actions, KPIs Assumptions and Safety and Security Culture	Refreshed to reflect 2022/23 current budget projections and added the 2024/25 FY.						

PREPARED BY	CHECKED BY	AUTHORISED BY	ENDORSED BY
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1. WELCOME

The St Helena Airport Limited Strategic Business Plan 2021-2025

Following its inception in October 2018, St Helena Airport Limited (SHAL) developed its first Strategic Business Plan which covered the period 2019-2022. Significant progress has been achieved in meeting the strategic goals that were agreed in the initial three-year rolling Strategic Business Plan. Given the impact of the COVID-19 pandemic on the global economy and in particular, on the aviation and tourism sector, there is now a requirement to update our planning assumptions for the period 2021-2025.

The St Helena Airport Limited Board of Directors has taken the deliberate decision that, notwithstanding the current global and local challenges, the airport will continue to serve as the engine of growth for the national economy and ensure continued access to the island is provided. Our team is fully committed to promoting the efficient use of existing airport capacity, in consultation with other stakeholders.

Safety in our operations, and now so with COVID-19, for all users of the airport facilities remains our top priority. St Helena Airport Limited is strongly committed to proactive and uncompromising safety leadership across our entire operation. We have built a strong safety culture that underpins all aviation and non-aviation activities.

The COVID-19 pandemic has brought with its new challenges and opportunities which has required St Helena Airport Limited to readjust and refocus its strategic outlook.

St Helena Airport Limited has been able to achieve significant positive milestones which the organisation aims to carry forward as part of its post COVID-19 pandemic outlook.

Bruce Wilks Board Chairperson Gwyneth Howell CEO and Accountable Manager



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2. BACKGROUND

St Helena Airport Limited was formed by the Saint Helena Government with a clear mandate to operate St Helena Airport in the most effective and efficient manner. It is in this context that this Strategic Business Plan has been developed. The Strategic Business Plan includes a comprehensive set of Goals, Objectives and Action Plans designed to unify the organization, to engage and galvanize staff at all levels, and to coordinate efforts toward the achievement of the common priorities required to deliver on our mandate. The Strategic Business Plan was developed considering St Helena Airport Limited's critical supporting role in the broader St Helenian economy.

The team tasked with the development of the Strategic Business Plan is guided by the Safety Management System (SMS), Quality Management Systems (QMS) and the Environmental Management System (EMS). These take into consideration the safety culture and quality assurance principles that are embedded in the organisation in accordance with Overseas Territories Aviation Regulations (OTARs) and Overseas Territories Aviation Circulars (OTACs).

Another key consideration during the formulation of this Plan is that the aviation industry is a user of a variety of natural resources. The team understands this and ensures that in pursuit of its vision, St Helena Airport Limited should protect the environment since it is in the best interests of our stakeholders to do so.

The team also undertook a high-level SWOT (Strength, Weakness, Opportunities and Threats) assessment. Consequently, the factors that were identified guided the team in developing this updated Strategic Business Plan for the period April 2021 to March 2025.



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3. INTRODUCTION

The Strategic Business Plan provides St Helena Airport Limited and key stakeholders with the guidelines of its strategic vision for the Airport.

The Strategic Business Plan is structured around the following key elements:



Detailed Action Plans have been prepared to support each Strategic Objective and are documented in an Action Plan Summary; these are maintained by Airport staff and used as a guide to direct and coordinate effort across the organization.

This Plan needs to be read in conjunction with:

St Helena Airport Limited Medium-Term Financial Plan

The following documents were considered in the development of this document:

- St Helena Island 10 Year Plan (dated 20 January 2017)
- St Helena Sustainable Economic Development Plan (SEDP) (dated 2018)

4. OUR VISION

Our Vision is to enable and support the economic and social growth of Saint Helena, through improved passenger and cargo access, and doing so in an environmentally sustainable manner.

5. OUR MISSION

Our Mission is to provide safe, reliable, and efficient Airport operations for Saint Helena. Our priority is to remain compliant with relevant regulatory requirements taking into consideration our passengers, stakeholders, and the environment, always striving for a personal and positive memorable experience.

6. OUR GOALS

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In pursuit of the Vision, St Helena Airport Limited will be guided by the following goals:

- 1. Maintaining and improving our standards and certifications
- 2. Increasing our customer and community engagement
- 3. Increasing our self-sufficiency and resilience
- 4. Reducing our carbon footprint.

6.1 MAINTAINING AND IMPROVING OUR STANDARDS AND CERTIFICATIONS

The maintenance and improvement of our standards and required certification will, more than any other factor, contribute to our Vision of being an economic enabler on the Island. This will be implemented while remaining cognisant of international best practices.

The Airport shall ensure that it adheres to all regulatory requirements within the Safety Management System Manual (SMS), Quality Management Systems (QMS) and the Environmental Management System (EMS). Further, the Airport will engage with external programmes to review current processes and learn from best practises.

6.2 INCREASING OUR CUSTOMER AND COMMUNITY ENGAGEMENT

Increased customer and community engagement is another key factor in ensuring that St Helena Airport Limited achieves its Vision. Engagement with these two groups will ensure enhanced brand awareness and improve the understanding of our organisation and operations to our customers and local community.

6.3 INCREASING OUR SELF-SUFFICIENCY AND RESILIENCE

St Helena Airport Limited's overarching financial plan is aimed at ensuring that revenues, expenses, and capital investments support the airport's overall strategic goals of the organisation. In this same vein, St Helena Airport Limited aims to become increasingly more self-sufficient from both a financial and operational standpoint. In addition to aeronautical revenue, St Helena Airport Limited will develop non-aeronautical revenue streams (passenger and non-aviation related) to mitigate against the risk of reliance on limited core revenue opportunities. Achieving this will result in a positive multiplier effect on the Saint Helena economy.



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6.4 REDUCING OUR CARBON FOOTPRINT

It is beholden on all of us to secure the sustainability of the planet for current and future generations to enjoy. As such, St Helena Airport Limited wishes to map and reduce its carbon footprint in order that it can contribute to the UN Sustainability Development Goal of "Climate Action". St Helena Airport Limited will seek to join, maintain, and progress through the levels of the Airports Council International (ACI) Airport Carbon Accreditation scheme as a way to improve environmental efficiency and carbon emissions reduction, with the ultimate aim of becoming carbon neutral.

7. OUR OBJECTIVES

GOAL 1: MAI	GOAL 1: MAINTAINING AND IMPROVING OUR STANDARDS AND CERTIFICATIONS								
Objective 1	tive 1 Ensure that the aerodrome complies with OTAR Part 139 to permit the issuance of a valid Aerodrome Certificate								
Objective 2	Maintain and improve standards for safe and secure operations through the implementation of regular audits								
GOAL 2: INCREASING OUR CUSTOMER AND COMMUNITY ENGAGEMENT									
Objective 3	Develop and implement a customer engagement strategy								
Objective 4	Enable greater community engagement through the implementation of effective communications								
GOAL 3: INCF	REASING OUR SELF-SUFFICIENCY AND RESILIENCE								
Objective 5	Develop revenue and improve expenditure efficiencies								
Objective 6	Strengthen St Helena Airport Limited's resilience through ongoing staff development and business sustainability								
GOAL 4: RED	GOAL 4: REDUCING OUR CARBON FOOTPRINT								
Objective 7	Maintain and improve the ACI Level 1 Airport Carbon Accreditation								

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8. TARGETS AND ACTIONS

G	DAL 1	MAINTAINING AND IMPROVING OUR STANDARDS AND CERTIFICATIONS							
Oł	Dbjective 1 Ensure that the aerodrome complies with OTAR Part 139 to permit the issuance of a valid Aerodrome Certificate								
Та	rget 1	Comply	/ wi	th set OTARs and C	ΤA	Cs			
Ac	ctions								
	2021/22			2022/23		2023/24		2024/25	
≁	Six-monthly	review	†	Six-monthly review	$\mathbf{\dot{+}}$	Six-monthly review	≁	Six-monthly review	
	and training	on		and training on		and training on		and training on	
	OTAR			OTAR		OTAR		OTAR	
	requirement	s		requirements		requirements		requirements	
	compliance			compliance		compliance		compliance	
≁	Six-monthly	review	≁	Six-monthly review	≁	Six-monthly review	≁	Six-monthly review	
	and training	on		and training on		and training on		and training on	
	OTAC			OTAC		OTAC		OTAC	
	requirement	s		requirements		requirements		requirements	
	compliance			compliance		compliance		compliance	

GOAL 1	MAINTAINING AND IMPROVING OUR STANDARDS AND CERTIFICATIONS							
Objective 2	Maintain and improve standards for safe and secure operations through the implementation of regular audits							
Target 2 In	mprove	d standard of Airport (Эре	erations				
Actions								
2021/22		2022/23		2023/24		2024/25		
 Audit and review Airport operation practices Investigate the optimisation of A Traffic Management (ATM) Maintain reduce calibration flight frequency at yea Commence ACI APEX safety review. 	Air → Air arly	Audit and review Airport operation practices Develop and where possible implement ATM improvements.	* *	Audit and review Airport operation practices Complete ACI APEX safety review onsite.	ナ ナ	Audit and review Airport operation practices Attend ACI APEX assessor training. Review findings from the APEX visit, develop and implement an improvement plan.		



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GOAL 2	INCRE	ASING OUR CUSTO	MER AND COMMUNIT	Y ENGAGEMENT							
Objective 3 Improve customer engagement strategy											
Target 3	Farget 3 Develop and implement a customer engagement strategy										
Actions											
2021/22		2022/23	2023/24	2024/25							
 → Establish staff customer serv skills baseline → Select custom services traini partner/s → Train staff to address identi skills gaps 	rice ier ng ≯	 Review current customer engagement activities Develop a customer engagement strategy. 	 → Review current customer engagement activities → Implement the customer engagement strategy plan. 	 Review current customer engagement activities Review performance of the customer engagement strategy plan 							
 Develop surve baseline custo experience. 	•			performance.							

GC	DAL 2 INCREASING OUR CUSTOMER FOCUS AND COMMUNITY ENGAGEMENT								
Ob	Objective 4 Enable greater community engagement through the implementation of effective communications								
Та	Target 4Ensuring our Airport is accessible to the community as a focal point for events and celebration, as well as developing greater community engagement								
Ac	tions								
	2021/2	22		2022/23		2023/24		2024/25	
\rightarrow	Review a	nd	≁	Review and	ት	Review and update	$\mathbf{\dot{+}}$	Review and update	
	update the	e		embed the		the		the	
	Communi	cations		Communications		Communications		Communications	
	Plan			Plan		Plan		Plan	
≁	Participat	e in	≁	Participate in	≁	Participate in	≁	Participate in	
	career da	ys at our		career days at our		career days at our		career days at our	
	Airport an	d in the		Airport and in the		Airport and in the		Airport and in the	
	communit	y		community		community		community	
≁	Continued	ł	≁	Continued	≁	Continued	≁	Continued	
	communit	y		community		community		community	
	improvem	ent		improvement		improvement		improvement	
	activity			activity		activity		activity	
≁	Hold at le	ast one	≁	Hold at least one	≁	Hold at least one	$\mathbf{+}$	Hold at least one	
	open day	at the		open day at the		open day at the		open day at the	
	Airport.			Airport.		Airport.		Airport.	

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GOAL 3 INCREASING OUR SELF-SUFFICIENCY AND RESILIENCE							
	p revenue and improve		;				
Target 5.1 Establis	sh and implement a plar	n to increase revenue					
Actions							
2021/22	2022/23	2023/24	2024/25				
 → Review passenger and cargo operations and areas where non- core income can be generated → Review Airport tariffs → Engage the business community to use the Airport. 	 → Review passenger and cargo operations and areas where non- core income can be generated → Review Airport tariffs → Engage the business community to use the Airport. → Raise awareness of St Helena Airport air transport capacity opportunities. 	 Provide advertising platforms e.g., Airport screens, noticeboards, and website Develop an advertising campaign with identified service providers Continue to engage the business community to use the Airport Engage ASSI regarding runway profiling and 	 Continue to offer advertising opportunities Continue to review existing and new core and non-core revenue opportunities Continue to engage the business community to use the Airport Safety assessment runway profiling and payload opportunities. 				
Actions	and implement a plan	payload opportunities. to improve financial effic					
2021/22	2022/23	2023/24	2024/25				
 → Review utility and telephone usage and identify areas of cost saving → Review service providers and supplier contracts → Review maintenance and operations costs. 	 Engage stakeholders on planned business opportunities Review service providers and supplier contracts Review maintenance and operations costs. 	 → Review service providers and supplier contracts → Review maintenance and operations costs → Foster a synergy with stakeholders on planned business and operational opportunities. 	 Review service providers and supplier contracts Investigate options for remote ATC services Review maintenance and operations costs Foster a synergy with stakeholders on planned business and operational 				



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Target 5.3 Keep ex	Target 5.3 Keep expenditure within the agreed funding envelope								
Actions									
2021/22	2022/23	2023/24	2024/25						
→ Establish an annual	➔ Establish an annual	➔ Establish an annual	➔ Establish an annual						
budget that is	budget that is within	budget that is within	budget that is within						
within funding	funding envelope	funding envelope	funding envelope						
envelope	➔ Monitor budget vs	➔ Monitor budget vs	➔ Monitor budget vs						
Monitor budget vs	expenditure	expenditure	expenditure						
expenditure	→ Review	→ Review expenditure	➔ Review expenditure						
→ Review expenditure	expenditure	variances.	variances.						
variances.	variances.								
larget 5.4 obligatio	compliance with statu ons	tory and contractual F	inancial Report						
Actions									
2021/22	2022/23	2023/24	2024/25						
→ Develop reporting	→ Prepare and	→ Prepare and	→ Prepare and						
framework in line	publish reports in	publish reports in	publish reports in						
with St Helena	line with St Helena	line with St Helena	line with St Helena						
Airport Operating	Airport Operating	Airport Operating	Airport Operating						
Contract.	Contract reporting	Contract reporting	Contract reporting						
→ Prepare and	framework.	framework.	framework.						
publish annual	→ Prepare and	➔ Prepare and	→ Prepare and						
statutory reports.	publish annual	publish annual	publish annual						
	statutory reports.	statutory reports.	statutory reports.						

GOAL 3	INCRE	EASING OUR SELF-SUFFICIENCY AND RESILIENCE								
Objective 6	•	hen St Helena Airport L oment and business sug		ugh ongoing staff						
Target 6.1	Farget 6.1 Establish a succession plan									
Actions										
2021/22	2	2022/23	2023/24	2024/25						
 Continue to implement a training plar external and internal serv providers Continue to implement provisions o succession Conduct and analyse Emp Survey 	n with d vice of the plan	 → Monitor and maintain progress on the training and succession plans → Continue to implement provisions of the succession plan → Conduct and analyse Employee Survey 	 → Monitor and maintain progress on the training and succession plans → Conduct and analyse Employee Survey 	 Monitor and maintain progress on the training and succession plans Formalise Succession Plan Conduct and analyse Employee Survey 						



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Target 6.2 Review	v key service provider co	ontracts and assessing s	single points of failure			
Actions						
2021/22	2022/23	2023/24	2024/25			
→ Actively monitor	➔ Actively monitor	➔ Review Supplier	→ Review Supplier			
Supplier	Supplier	performance	performance			
performance	performance	→ Review	→ Review			
➔ Develop and test	✤ Continue to test	effectiveness of	effectiveness of			
contingency,	contingency,	contingency,	contingency,			
continuity, and	continuity, and	continuity, and	continuity, and			
recovery plan	recovery plans	recovery plans	recovery plans			
➔ Identify single	➔ Implement single	➔ Assess single point	→ Assess single point			
points of failure and	point of failure	of failure plan.	of failure plan.			
develop an action	plan.					
plan.						
Target 6.3 Implement a pro-active rolling maintenance programme						
Actions						
2021/22	2022/23	2023/24	2024/25			
→ Review and Update	→ Monitor	→ Review and Update	→ Review and Update			
Corrosion	implementation	Corrosion	Corrosion			
Management rolling	Corrosion	Management rolling	Management rolling			
plan.	Management	plan	plan			
	rolling plan	➔ Implement Asset	➔ Implement Asset			
	➔ Develop an Asset	Replacement Plan.	Replacement Plan.			
	Replacement Plan.					

G	GOAL 4 REDUCING OUR CARBON FOOTPRINT						
Ok	Objective 7 Achieve and improve Level 1 Airport Carbon Accreditation						
Та	Target 7 Mapping and reducing our carbon footprint						
Ac	Actions						
	2021/22		2022/23		2023/24		2024/25
\mathbf{a}	Investigate and	ት	Investigate and	†	Develop increased	,	Develop increased
	implement carbon		implement carbon		renewable energy		renewable energy
	reduction initiatives		reduction initiatives		production		production
≁	Continue to	≁	Continue to	+	Further implement	+	Further implement
	implement		implement		initiatives to reduce		initiatives to reduce
	community		community		carbon footprint		carbon footprint
	engagement		engagement	+	Continue to	+	Continue to
	initiatives relating		initiatives relating		implement		implement
	to environmental		to environmental		community		community
	conservation		conservation		engagement		engagement
\rightarrow	Maintain or	\mathbf{a}	Maintain or		initiatives relating		initiatives relating
	improve Airport		improve Airport		to environmental		to environmental
	Carbon		Carbon		conservation		conservation
	Accreditation.		Accreditation.	\mathbf{a}	Maintain or	\mathbf{a}	Maintain or
					improve Airport		improve Airport
					Carbon		Carbon
					Accreditation.		Accreditation.



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9. KEY PERFORMANCE INDICATORS

The table below highlights the Strategic KPIs that St Helena Airport Limited will be monitoring during the course of the life of this Plan.

No.	Target	Performance Measure/s Measure	Metric/s	Reporting Frequency
	Ensure compliance with statutory and contractual Financial Report obligations	Annual Report and Financial Statements published within statutory time limits	Audited Report published no more than 180 days after the end of the financial year.	Yearly
1		Contractual Reporting timeline	Quarterly unaudited financial reports no more than 45 days from the end of the quarter	Quarterly
			Yearly draft Financial Statements produced no more than 45 days from year end	Annually
2	Establish and implement a plan to increase revenue.	Aeronautical income increased	By 3% per annum	Quarterly
2		Non-aeronautical income increased	By 3% per annum	Quarterly
3	Establish and implement a plan to improve financial efficiencies.	% of budgeted operating costs vs actual operating costs	Actual operating costs at least 1% below budgeted operating costs per annum	Quarterly
Ū	Keep expenditure within the agreed funding envelope.	% of budgeted operating costs vs funding envelope.	Budgeted operating costs ≤ funding envelope per financial year.	Annual
4	Review key service provider contracts and assessing single points of failure	Contract compliance rate with key Service Providers	≤ 95% compliance by St Helena Airport Limited with its contractual obligations	Quarterly
5	Ensuring our Airport is accessible to the community as a focal point for events and celebration, as well as developing greater community engagement	Number of hours completed on community engagement activities	≤ 120 hours per annum	Annually



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No.	Performance Measure/s Target Measure		Metric/s	Reporting Frequency
6	Develop and implement a customer engagement strategy	Customer Engagement Strategy Plan	Customer Engagement Strategy Plan developed	Annually
7	Mapping and reducing our carbon footprint	Reduce carbon fuel generated electricity usage	Reduced by at least 1% per annum	Annually
		Reduce vehicle fuel usage	Reduced by at least 1% per annum	Annually
8	Improved standard of Airport Operations	Number of Level 1 external audit findings	Nil	Quarterly
		Number of Level 2 external auditor findings resolved by auditor's deadline	100% resolved by auditor's deadline	Quarterly
9	Comply with set OTARs and OTACs	Uptime of all airport communication and navigation equipment (measured across 24/7)	≥ 98% serviceability	Quarterly

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10. ASSUMPTIONS

The following are the assumptions that St Helena Airport Limited has adopted in the development of the Strategic Business Plan and the Budget and cover the period to 31 March 2024.

- 1. Funding from SHG through the subsidy will be agreed annually and cover the operational budgetary requirements of St Helena Airport Limited.
- The GB Pound (in which St Helena Airport Limited receives the majority of its income) will remain stable against the USD and at the average rates prevailing during 2021 of £1 to \$ 1.3690 and £1 to ZAR 20.2891.
- 3. The inflation rate will average 3.3 % annually for the period 2022-2024 according to current St Helena Government projections. *SHG need to review the inflation rate taking into account the economical downward trend world-wide.*
- 4. The re-introduction of the Airlink Flights from April 2022 with flight movements once every two-weeks for the 2022/23 FY with an additional flight in each month during the summer season. We also assume limited number of medevac as the scheduled flights will be used to get people on and off the island for medical treatment.
- 5. The reduction of the mandatory quarantine period and measures on the island that will stimulate an increase in tourist numbers and ease the passage of critical service providers to St Helena Airport Limited.
- 6. The conclusion of an organisation-wide Job Evaluation process and the adoption of the proposed remuneration standard scales by the end of 2022/23 FY. The adoption of the proposed salary scales will be coupled with no increases and/or salary adjustments to reflect the Retail Price Index (RPI) for all employees for a two-year period following the adoption.
- 7. The Company Tax rate remains as the current 25% of annual profit.
- 8. All local permanent staff will receive a pension contribution from the employer at a rate of 12.5%. This will not include temporary, apprentice and expatriate staff members.
- 9. The development of a detailed asset replacement programme that will take into consideration the impact of COVID-19 on the local and global economy and aviation sector. St Helena Airport Limited anticipates there may be significant changes to the air access agreement/arrangement, tourist numbers and general Island development as espoused in the St Helena Tourism COVID-19 Recovery Strategy document. St Helena Airport Limited recognises the outlook remains unclear, thus it is critical to ensure that replacement of key assets is appropriately geared to the future needs of the airport.
- 10. The Annual Calibration Flight exemption from the regulator Air Safety Services International (ASSI) remains in place until 2024, saving £90,000 annually.



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11. CORE VALUES

Core Values are the fundamental beliefs of an organisation. These guiding principles dictate our behaviour.





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12. SAFETY AND SECURITY CULTURE

Our Safety and Security Policies are critical documents that play a pivotal role in the operation of the organisation. These policies guide our safety and security culture, and thus support our ways of thinking and doing, as outlined below:

