



## ▶ VISION, MISSION AND VALUES THAT INFLUENCE A HEALTHY SAFETY CULTURE

The Club would like to thank Karen Passman, Director at **Impact Crew**, for her invaluable contribution to this guidance.

The vision, mission and values of your company can have a positive impact on improving your organisation's Safety Culture. Embedding safety into these three areas, at all levels of the organisation, demonstrates leadership's commitment to a healthy Safety Culture and helps to integrate safety into everything your team does.

The vision statement serves as a clear definition of your company's purpose and direction. Employees can clearly understand where goals fit in and how their actions contribute to this vision. The mission statement describes how you are all going to achieve your vision through everyday choices when undertaking tasks and accomplishing goals. The values highlight how your teams' behaviours are important when striving to reach goals and when interacting with managers, colleagues and customers.

This guidance aims to assist Members to understand how the incorporation of vision, mission and values can be developed in a way that positively influences a healthy Safety Culture. The vision, mission and values suitable for your organisation will be unique, however, the guidance below outlines some questions with sample answers that may assist you with the process of developing or reviewing your own defining statements.

### VISION STATEMENT

#### *What are we striving towards?*

**This is a statement about what your organisation is reaching for. It needs to be aspirational, inspirational, and motivational, as well as meaningful and relevant to everyone in your organisation. To make it effective and memorable, keep it simple with just one sentence. Safety should be integral to your vision statement.**

<b>What are we trying to achieve?</b>	Improved safety and sustainability in a work environment that consistently seeks to develop for the benefit of staff, the organisation, customers and the environment.
<b>What is the best possible outcome?</b>	Highly motivated staff aware of and invested in health and wellbeing, safety, performance and improvement.
<b>What are we striving towards?</b>	Continuously improving and promoting a healthy Safety Culture.
<b>What do we want people to see / hear / feel – ideally?</b>	Respected and valued by the local and international community. Staff proud of the success of the organisation.
<b>What is our dream for the company?</b>	Being the employer of choice for our people and the preferred service provider for our clients.

## MISSION STATEMENT

### *What is our everyday purpose?*

This is a declaration that describes what you do every day to achieve the vision. It needs to be a simple statement that everyone can relate to. Safety should influence your mission statement.

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Why are we here?	To deliver safe and sustainable services to our customers.
What do we do?	Operate vessels with due regard for people, the environment, regulations and best practices.
What is important to us?	Depending on your organisation this may include aspects such as passenger safety, highly skilled and engaged staff or limiting environmental impact.
What makes us unique or is special about what we do?	Your relationship with and investment in staff.
What qualities do we demonstrate?	This may relate to your values and may include accountability, high standards and adaptability.

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## VALUES

### *What are our guiding principles?*

These are the attitudes and behaviours which in turn create the culture of your organisation. Company values guide your employees to behave in an appropriate way with each other, customers, and the organisation's property. To help maintain the credibility of your company values, leaders should visibly demonstrate them every day. Safety can either underpin all your values or be a standalone value itself.

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How do we conduct ourselves?	<b>Integrity</b> – Being reliable and truthful. <b>Passion</b> – Motivated staff that incorporate safety into all aspects of work with attention to details that can make a difference. <b>Transparency</b> – Being open and honest.
What are the strengths that we are proud of?	<b>Communication</b> – Promoting open and effective communication which ensures that we are all heard and understood. <b>Effort</b> – A diligent work attitude, striving for continuous improvement and being responsible for our actions. <b>Safety</b> – A reporting and learning culture that seeks to improve safety without assigning blame. Developing staff, improved skills and knowledge, safeguarding people.

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**What principles influence how we do business?**

**Compassion** – Genuine care for the health, safety and wellbeing of staff and others in our community.

**Excellence** – A team of high performers that contribute to safe and successful ship operations.

**Respect** – Regard for people, regulatory requirements and the environment.

**Who are our values for?**

**Community** – Having a positive impact on the local and international community.

**Environment** – Sustainable and socially responsible processes to minimise any adverse impact on the environment.

**Stakeholders** – Building ever stronger relationships between the business and our employees, as well as our customers.

**How do we want people to feel about our organisation?**

**Appreciation** – Glad to be part of the success.

**Pride** – Pleased to be associated with the organisation.

**Unity** – Working collectively as one team to achieve goals.

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You can read more about developing a healthy Safety Culture by visiting the Club [website](#) or watch the Shipowners' Club [video](#) to learn more about our Vision, Mission and Values. We welcome all feedback on this or any other Loss Prevention guidance. Therefore, please feel free to contact the [team](#) should you have any queries on this subject.