

Towards Extraordinary

Our Manifesto



TOGETHER

OUR PURPOSE

We're Tasmania's shoulder to lean on and voice when it matters.

VISION

By 2030, RACT will have a valued relationship with every Tasmanian.





Our Manifesto

At RACT, we believe in the **collective power** of our members to help themselves, their families, their communities and each other through the mutual enterprise model. **Together we thrive!**

We believe that our members' best interests are served not only by supporting them, but also by supporting the **communities** in which they live, work, play and raise their families.

We believe that a **diverse and inclusive** community is a strong community.

We believe in the power of **human empathy**. That when it matters, there is no substitute for people helping people, and **engaging in everything we do with heart**.

We believe that in this age of complexity, **trustworthiness and integrity** have never been more important. That helping our members navigate complex issues easily, transparently and in ways that are right for them is the greatest value we can offer. We stand behind our promises, and **walk the talk**.

We believe in putting our **members** at the centre of every decision and action we take, and celebrate the fact that we work for our members, and not the bottom line. Our job is

to serve and advocate for our members, not just do business with them.

We believe that an **engaged, energised, empowered and passionate** community of staff and organisational partners is critical to achieving our Vision and **unleashing our potential**.

We believe that **courage, and a bold spirit of innovation and continuous improvement**, deployed in the service of faithfully advancing our Purpose, are a timeless recipe for success. We also believe that, after serving our members for almost 100 years, we must be respectful of our history, without being constrained by it. We believe that the past should anchor our principles and character, but should not limit our future.

We believe in taking the **long view**, and are committed to driving the strategic, financial and environmental sustainability of RACT and the communities in which we operate.

We believe that RACT is a promise we made to the people of Tasmania 100 years ago, and that while we have done much for them over that time, we can do more. We have always been different, but by building on our core difference (that we are an organisation of our members and for our members), we can take our difference to the next level.



OUR PURPOSE

**We're Tasmania's
shoulder to lean on and
voice when it matters.**

Our Values

Engage with heart

We go beyond walking in other's shoes. We look after each other, listening, caring, understanding and taking on other's perspectives to always engage with trust, respect and a full heart.

Unleash potential

We strive to adapt, innovate and flourish. We celebrate uniqueness, courage and a sense of adventure.

Walk the talk

We do what we say - acting with integrity, respect and commitment, and always finding a way, whether it's a big deal or tiny detail.

Together we thrive

We're proudly Tasmanian - working together in various ways for our community and our teams, while lifting each other up.

**We want to be
different. We want to
be bravely different.
We want to be
extraordinary.**

To do this, we must never be satisfied with providing our members with generic choices in a crowded market. Rather, we must be truly differentiated in the way we conduct our enterprise. We must be our members' champion when they are at a disadvantage. We must hold true to the things we believe in, and have the courage of our convictions. We must be prepared to make the hard decisions and invest ahead of the curve into the assets, infrastructure and capabilities required to achieve our Vision.

We must ensure that we are always about purpose... never just profit.

What we want to achieve

To achieve our Vision, we must be consistent in the value and the proposition we deliver for our members. Like a trusted friend, our members must be able to rely on us and be confident of what they can expect in every interaction. This must be consistent across every activity, advocacy initiative and business line that bears the RACT brand.

This value will be expressed by helping our members to build the foundations of lives well lived. Through providing products, services and assistance to help our members prevent, protect, minimise, overcome and recover from the risks they, their families and their communities face, we will allow them to unleash their potential and thrive.

We will be there for our members with a helping hand and a shoulder to lean on when they need us most. Always treating our members as people not policies, we'll provide them the confidence to live the lives they choose, knowing that RACT has their back when risks threaten to derail their hopes, dreams and aspirations.

We will also give our members a voice when their needs and concerns are not being heard by government or business. We will be our members' champion when they need us, and be in their corner to advocate on their behalf when it matters most.

We will do this not just for our members but also for their families, communities and for the great state of Tasmania, because we know that none of us are in this alone, and that together we thrive. By playing our part to help build strong networks and communities, we know that more than anything else, this will help our members create strong foundations upon which to build extraordinary lives.





OUR VALUES

Engage with heart



Unleash potential



Walk the talk



Together we thrive

