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**Strategic Direction**

**January 2014 – December 2016**

1. **Vision Statement**

Our Vision is to be highly reputable bakery across the whole of Australia; renown for our consistently fresh and high quality products, first class service, professional operations, staff satisfaction and support of economic growth in the Chittering region.

1. **Mission Statement**

To provide a diverse range of quality  bakery and cafe products in a friendly, professional and stylish environment by using many locally and Australian sourced ingredients in classically scratch baked products, delivering first rate customer service and sustaining an attractive facility for a memorable experience.

1. **Values**

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| *Quality*  | Through a commitment to a positive culture and achieving excellence, we pride ourselves in professionalism and quality food and services. |
| *Efficiency* | As a team, we strive for effectiveness, collaboration, capacity building and continuous improvement. |
| *Ethics*  | Personal and professional integrity is paramount in all that we do and is demonstrated in our respect, confidentiality, trust and equitable approach with the public and each other. |
| *Approachable* | Friendly, courteous and patience, we are willing to help and promote good communications. |
| *Growth* | We foster innovative leadership and creative initiatives that build our staff, community and region. |
| *Accountability* | We apply responsible conduct and sound decision making in our actions within the business and community. |

1. **Key (Business) Drivers, Strategies, Broad Actions and Expected Outcomes**

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| Key Driver: Customer ServiceStrategy 1: To deliver a consistently high standard of well-coordinated customer service and events. |
| Broad Actions | **Expected Outcomes** |
| 1.1 Delivering a consistently high standard of service by committing to assessment and continuous improvement | *Efficient and effective customer service model ensuring consistent first class quality service* |
| 1.2 Planning and managing well-coordinated and received community and private events | *Diverse range of regular activities and events are well-attended and sought after* |

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| Key Driver: Products and ServicesStrategy 2: To provide an extensive range of attractive and sought after quality products and services that respond to customers’ needs. |
| Broad Actions | **Expected Outcomes** |
| 2.1 Ensuring products continually meet BB&C quality standard requirements and accommodate customer preferences/ needs | *Quality products are consistently a high standard, flavoursome and extensive to meet the customers varied needs* |
| 2.2 Offering a quality range of sought after and attractive merchandise and boutique products | *Boutique items and merchandise are desirable to customers and in demand* |

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| Key Driver: MarketingStrategy 3: To grow and create greater awareness of the Bindoon Bakehaus & Café profile and experience.  |
| Broad Actions | **Expected Outcomes** |
| 3.1 Actively promoting and marketing the BB&C strategically to create greater awareness and recognition of products, services and business | *Well renown, supported and respected Australia-wide as a leader in the baking and cafe industries* |
| 3.2 Developing and maintaining the BB&C website with up to date information and to create greater awareness | *Website is readily accessed and is up-to-date with valued and relevant information* |
| 3.3 Identifying and directly targeting specific business opportunities | *Business and income opportunities are growing though targeted initiatives* |
| 3.4 Growing BB&C tourism interest and support | *Well-recognised and supported tourism location/site* |
| 3.5 Ensuring a high standard in all areas is supported by a positive and favoured experience | *The Bakehaus has a significant competitive advantage in the region and industry* |

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| Key Driver: Management & OperationsStrategy 4: To actively seek and apply outstanding human resource, operational, planning and stakeholder practices*.* |
| Broad Actions | **Expected Outcomes** |
| 4.1 Fostering a successful and effective management team through collaborative goals, open communications, capacity building and recognition | *Management are highly competent, valued, dedicated and effective as individuals and as a team* |
| 4.2 Attracting and retaining valued staff by promoting a positive work culture and fostering positive communications, staff engagement and development opportunities. | *Staff are motivated, enthusiastic, informed and supported in a positive work environment which encourages individual and team growth* |
| 4.3 Maintaining a high standard of compliancy operations and organisational management by reviewing and implementing continuous improvement | *Policy and Procedures, planning documents and regulations/compliances are current, made aware of and regularly reviewed for purposes of continuous improvement* |
| 4.4 Developing positive communications and good relationships/partnerships with stakeholders | *Stakeholder relations are positive and productive with outcomes satisfying both parties* |
| 4.5 Working with various stakeholders to plan towards and support economic growth resulting in no negative impacts from the Bypass. | *The proposed Bypass will have no negative impacts on the Bakehaus and Bindoon retail businesses including economics and staffing* |
| 4.6 Analysing new initiatives for feasibility and worth before planning to implement, if applicable | *New opportunities are explored for feasibility and possible expansion of business* |

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| Key Driver: FinancesStrategy 5: To implement high standards of financial management that respond to attractive pricing and viability. |
| Broad Actions | **Expected Outcomes** |
| 5.1 Maintaining a high standard of financial management and practices that adapt positively to the changing economic environment | *High standard of financial management and accountability in place to retain economic growth* |
| 5.2 Reviewing and implementing a pricing structure that are attractive to the consumer and viable to the operational budget | *Pricing is both competitive and reasonable whilst taking into account overheads and rising costs* |

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| Key Driver: InfrastructureStrategy 6: To provide a premier facility and surrounds that are functional, modern and accommodating. |
| Broad Actions | **Expected Outcomes** |
| 6.1 Maintaining a top quality and appealing facility through regular servicing, checks and upkeep | *The facility, fit-out and equipment is in top condition, attractive, stylish and appropriate to need* |
| 6.2 Seeking and supporting improvements to Binda Place and car parking infrastructure | *Car park is adequate for demand* |