

# Keeping WA Moving

\* To provide world class outcomes for the customer through a *safe, reliable and sustainable* road-based transport system.

## Areas of Focus

To achieve our aspiration, these four areas are about creating a focus on delivering value, which is more than just improving the status-quo.

These choices are based on the future needs of our customers and stakeholders. In identifying these areas of focus we recognise the role that our Portfolio partners have to play and our part in supporting the achievement of an integrated transport solution creating an efficient and user friendly State wide transport network.



**Customers**



**Safety**



**Movement**



**Sustainability**

## Our Values



## Our Guiding Principles

These are the principles that reflect our values and underpin the delivery of Keeping WA Moving. They are about how we operate as we set our future direction.



We will strive to improve **sustainability** and **community amenity**



We will be an **agile** and **responsive** organisation that can prosper in a rapidly changing environment



We will put the **customer** and their experience at the **centre** of everything we do



We will develop and invest in **leaders** that will **challenge the status-quo** in a real and authentic way



We will continue to **build and maintain** strong relationships with the Transport portfolio to achieve **better transport outcomes**



We will **recognise** and **cultivate innovation** to take up challenges and stay ahead

# Keeping WA Moving



## Customers

Provide a transport network centred on what our customers need and value



## Movement

Improve mobility of people and the efficiency of freight



## Sustainability

Develop a sustainable transport network that meets social, economic and environmental needs



## Safety

Provide improved safety outcomes for all users of the transport network

