

*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

Roads Matter Taking pride in managing the road network for the

Embracing Challenge and taking up

Excellence in **Customer Service** Going to extraordinary and provide what s important to our

Working Together

Striving to enhance achieve excellence

Professionalism Providing high levels of expertise and experience in delivery services.

Family Respecting and supporting our customers, the community and each other.

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 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



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Customers

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

Sustainability

Develop a sustainable

transport network that

meets social, economic



Movement

Improve mobility of people and the efficiency of freight



Safety

Provide improved safety outcomes for all users of the transport network

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