

# T R A W O O L

The Trawool Estate Values. Conceptualised by our staff in November 2022.

Iconography is based upon the following: *At Trawool we are very hands on, we lend a hand, we work hand-in-hand with our partners, the community and our fellow departments, we're not afraid to get our hands dirty.*



## PLAY BIG

We bravely take on the insurmountable and win.  
We aim high, work hard and preserve.  
Our size does not define or restrict us.  
We take pride in our big achievements.



## PIAZZZ, PASSION, PRIDE

We aim to make everyone smile, feel special, welcome and at home.  
We elevate mood with our positive Trawool Vibes and attention to every detail.  
Our level of service reflects our passion and pride.  
We bring that special "je ne sais pas", which we refer to as 'pizazz'.



## WE GOT THIS

We take opportunities to grow, develop and cross pollinate.  
We want to learn new skills and help other teams.  
We create the environment for creativity, embrace the learnings from mistakes and support each other to achieve personal goals.  
We do not shy away from a challenge!



## FAMILY, DIVERSITY, ENVIRONMENT

We treat each other like family. We embrace and celebrate diversity. Everyone has a voice and at home at Trawool.  
We respect our beautiful environment and traditional land owners.  
Our breathtaking landscape is part of who we are and the experience of those who visit Trawool.  
We are proudly sustainable in all areas of our business and commit to continuing to achieve in this space.



## TRAWOOLIGAN SPIRIT

We are cheeky, hard working, humble, honest and adaptable.  
We have a crack!  
We work as a team and lift each other up.  
We are proud to be a Trawooligan!