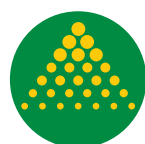




Vision, Mission & Values



GOLDACRES

Strengthening our foundation

Why we're reviewing our Vision, Mission, and introducing Values



Goldacres has come a long way since its founding in St. Arnuaud back in 1978 by John Richards.

Over the years, through innovation, the introduction of new models, the expansion of our dealer network, and ongoing reinvestment, we have steadily grown, with significant acceleration in the last decade. This growth has been both exciting and transformative for our business.

As we reflect on this journey, we, as a family recognise that while our business has expanded, some of our core family values have become less visible in our day-to-day operations.

To ensure these values remain at the heart of everything we do, we are redefining our Vision, Mission, and Values. These statements will serve as a guiding force in how we operate, make decisions, and work together as a team, allowing us to honour our legacy while driving future achievements.

The Richards family: Stephen, John and Roger (above)

Our vision and mission statements define the Goldacres commitment to delivering quality products to our customers.



Vision

We are a premier partner in Australian agriculture, dedicated to delivering innovative sprayer solutions that enhance productivity and ensure grower success.



Mission

We will be the trusted leader in chemical application and weed control in Australian agriculture, recognised as the “grower’s partner” that listens, understands, innovates, and delivers faster and better than any competitor.

Values

Goldacres values demonstrate what we believe in, shaping how we work, how we treat each other, and how we build a better future for our people.



Teamwork

We work together as a team:

We collaborate, support each other, and use our combined strengths to achieve our objectives and deliver on our customer’s needs.



Safety

We maintain a safe workplace:

Being safety focused means prioritising the health and wellbeing of our people by fostering a proactive safety culture and continuously improving our safety practices.



Quality

We take pride in our work:

We are committed to delivering high-quality results for our customers through attention to detail and a strong work ethic.



Success

We are committed to success:

We stay focused on our goals, continuously strive to improve, celebrate our wins and learn from our losses, and ensure customer satisfaction in all that we do.

Powering Progress

The Goldacres Success Cycle



The Goldacres Success Cycle represents our commitment to continuous improvement and innovation. It reflects our journey from setting a clear vision to creating actionable plans that drive us toward our goals. Each step of this cycle—guided by our vision, mission, and values—is designed to ensure we remain focused on delivering the best outcomes for our customers.

As we review and refine our strategies, we keep our aspirations high, grounded in the purpose of enhancing productivity and success for growers across Australia.

This cycle is the engine that drives our progress, powering our ability to turn ambitions into achievements.

Roger Richards, Managing Director

The Goldacres Success Cycle

Vision

Our vision statement clearly defines our long-term aspiration and desired future state.

It guides the company's direction, setting a purpose that motivates and unites everyone toward common goals.

Mission

Our company mission statement defines what we do, our purpose, and how we serve our customers.

It guides daily operations, decision-making, and aligns the team toward achieving the company's vision.

Review & Plan

We review our action plans to determine successes and identify areas for improvement.

These reviews guide us in setting new objectives aligned with market trends, customer needs, growth and innovation.

This step enables us to turn our vision into reality.

Action Plans

Our Action Plans help us break down our objectives into clear, actionable steps, ensuring that we can effectively achieve our goals.

Each plan includes specific tasks, timelines, and assigned responsibilities to keep our efforts focused and on track.

Goals / Objectives

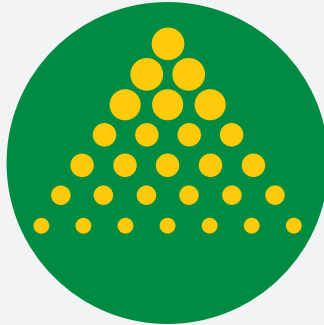
Our goals / objectives are broad targets that guide our strategic direction, whether focused on revenue, customer satisfaction, market share or employee development.

By setting these goals / objectives, we align our team's efforts.

Values

Our values guide our decisions and actions, ensuring we operate with integrity, respect, and a strong commitment to innovation.

By fostering a collaborative and positive work environment, we strive to create meaningful impacts for our customers and the community.



Our Values in action



As a team, it is our collective responsibility to consistently recognise and celebrate positive behaviours that align with our company's values. By doing so, we not only reinforce these values but also inspire and motivate one another to continue integrating them into our daily work."

Our commitment to innovation in Australian agricultural sprayers helps growers achieve greater efficiency and productivity, and by upholding these values, we ensure that our advancements continue to make a meaningful impact.

Roger Richards, Managing Director

Stephen Richards, Sales & Marketing Operations Manager

Practical ways to uphold the Goldacres Values:



Teamwork

We work together as a team

We collaborate, support each other, and use our combined strengths to achieve our objectives and deliver on our customer's needs.

- Offer help and support to colleagues when they need it, fostering a collaborative environment.
- Share knowledge and resources that can help others achieve their goals.
- Listen to and respect different perspectives during group discussions and problem-solving.
- Celebrate team successes and give recognition to others' contributions.
- Communicate openly and transparently to avoid misunderstandings and resolve conflicts promptly.



Safety

We maintain a safe workplace

Being safety focused means prioritising the health and wellbeing of our people by fostering a proactive safety culture and continuously improving our safety practices.

- Actively participate in safety training and encourage others to do the same.
- Identify and report potential hazards immediately to prevent incidents.
- Regularly conduct safety checks on equipment and workspaces.
- Follow all safety procedures without shortcuts, ensuring the safety of yourself and your team.
- Encourage open communication around safety concerns and share suggestions for improvement.



Quality

We take pride in our work

We are committed to delivering high-quality results for our customers through attention to detail and a strong work ethic.

- Pay attention to detail and ensure high standards in every task, no matter how small.
- Take personal responsibility for the quality of your work and be open to feedback for improvement.
- Go the extra mile to meet client or internal expectations.
- Uphold professionalism in all interactions, from emails to face-to-face conversations.
- Continuously seek out ways to improve your skills and knowledge to deliver even better results.



Success

We are committed to success

We stay focused on our goals, continuously strive to improve, celebrate our wins and learn from our losses, and ensure customer satisfaction in all that we do.

- Set clear, achievable goals and work consistently towards them.
- Look for opportunities to streamline processes and improve efficiency.
- Acknowledge and celebrate team achievements, both big and small, as a motivation to keep improving.
- Learn from mistakes by analysing what went wrong and how to avoid similar issues in the future.
- Stay adaptable and embrace change that supports long-term success, remaining focused even in challenging times.

