MISSION STATEMENT

ValleyView will be the Australian market leader in the provision of quality resources for tourism and the environment.

GOALS

1. To raise environmental, cultural and social awareness through the provision and development of relevant and up-to-date tourism and recreational guides.

2. To encourage the growth of tourism and its related activities by providing tourism and recreational guides at local, regional and national levels.

3. To produce innovative and high-quality products by staying at the forefront of technological development.

4. To achieve international recognition for ValleyView products.

5. To provide resources for people of all ages and ability.

6. To be recognised as a company that promotes sound environmental practices.

7. To support and encourage tourism activity within the local community.

8. To develop and maintain a harmonious and productive work environment.