

Our Values

We are storytellers

- We continuously *learn* & strive to *grow*
- We understand our product
- We *inspire* with our knowledge, our *enthusiasm* & *passion* about
 - our Park
 - Kororāreka - Russell
 - the wider Bay of Islands
- We delight & surprise & *exceed expectations*

Whānau

- We demonstrate *Whanaungatanga* & *Manaakitanga*
- We all pull together & *support* each other, our guests & our *community*
- We are friendly, *welcoming*, kind & caring, empathetic & understanding
- We are respectful of others' beliefs & opinions & are *inclusive*
- We *build* guest loyalty & *advocates*

Our Mahi

- We take *accountability* & responsibility for our role
- We *communicate* openly & seek to understand before acting
- We *lead change* & welcome different ways to do our work
- We go above & beyond & cooperate to *achieve* & deliver the *best outcomes* to achieve our individual & common goals
- We take pride in our work & challenge ourselves to *innovate* & find creative solutions
- We *celebrate* & share our successes

Kaitiakitanga

- We make *memories* as nature intended
- We care about our natural environment & our *culture*
- We look at *sustainable* options for future generations
- We share our learnings & *educate*
- We support local initiatives to protect our wider *natural environment*