



**HELEN & JOEY**  
— ESTATE —  
YARRA VALLEY

## **Mission, Vision and Values Policy**

### **July 2023**

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#### **POLICY STATEMENT:**

As a company, we conduct our business according to the highest standards of business ethics. Our team members are also expected to adhere to all business policies and conduct themselves with the best interests of the business in mind.

Listed below is:

- Our Mission Statement which is a short statement as to why Helen & Joey Estate and Re'em Yarra Valley exists and what our overall goal is
- Our Vision Statement which outlines our objectives and how we plan to accomplish our Mission
- Our Core Values which summarise our guiding principles, the way we operate as a business, and how we expect each individual to conduct themselves
- Our Value Statement which explains our Core Values in more detail
- Our Code of Conduct Procedures define how we expect our team members to act on a day-to-day basis. It reflects the business's daily operations and overall business culture.

Helen & Joey Estate and Re'em Yarra Valley believe in these long-standing fundamental elements of professional conduct. We fully expect that all team members will be able to give complete commitment and wholehearted support to these standards. While this document does contain some specific policies, every possibility and eventuality can never be anticipated.

Each team member's good judgment, integrity, candour, and good example will always be needed to implement these basic principles. We also believe that if all team members follow the standards and the spirit set forth, then an appealing work environment will exist throughout Helen & Joey Estate and Re'em Yarra Valley and the reputation of each team member and the Helen & Joey Estate and Re'em Yarra Valley business will be enhanced.

To ensure the well-being of all team members, violations of Helen & Joey Estate and Re'em Yarra Valley regulations and standards will result in corrective action appropriate to the offense. The severity of corrective action in response to the violation will be determined by such considerations as the impact of the offense on Helen & Joey Estate and Re'em Yarra Valley, the extent of damage caused, and the circumstances of the offense.

Full, factual, and timely disclosure of any situation that would appear to be in conflict with the interest of Helen & Joey Estate and Re'em Yarra Valley is required. Consent to a specific situation may, at times, be granted by the Managing Director when circumstances are clearly understood, and the business is not adversely affected.



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**MISSION STATEMENT:**

“At Re’em, we passionately share the essence of our farm, the splendour of our landscape, and the richness of our region. Central to our offerings is our diverse range of wines, elegantly crafted to tell a story of the land they come from. We welcome visitors from all walks of life, championing inclusiveness, forging mutually respectful relationships, and upholding the deepest care for both people and place. While we take pride in our innovative spirit, we also deeply respect and honour the traditions and stories that have shaped our past.”

**VISION STATEMENT:**

“Our aspiration for Re’em is to be more than just a destination – we envision it as a vibrant heartbeat in the realm of on-farm and winery experiences. We are committed to making Re’em the premier choice for consumers and tourism industry and partners alike. Whether it’s an overnight stay, an intimate dining experience, or a visit to our cellar door, we promise authentic, immersive, and memorable moments. Together, let’s celebrate the true essence of the land and its produce.”

**CORE VALUES:**

**1. TEAMWORK**

Contribution to the team reflected in flexibility, reliability, dependability, commitment to own and team goals, communicating effectively, consulting with, and acknowledging others.

**2. CUSTOMER FOCUS**

Focuses on the best outcomes for the business and the client and demonstrates a commitment to meet clients’ needs and requirements with professionalism.

**3. POSITIVE WORK ETHIC**

This includes demonstrating a ‘can-do’ attitude, positivity, motivation, and the ability to use initiative and get things done.

**4. HONESTY & INTEGRITY**

Demonstrating honesty and fairness, being ‘up-front’ in communications, and being consistent and professional.

**5. RESPECT**

Being friendly, approachable, courteous, and receptive to other ideas. Responding in a timely manner. Treating the workplace, other staff, and the business environment with respect.