

VALUES

SAFETY

FAMILY

STRETCH TARGETS

FRUGALITY

GENERATING IDEAS

EMPOWERMENT

INTEGRITY

HUMILITY

ENTHUSIASM

COURAGE &

DETERMINATION



**FIRE
FUND**

..
Carry these with you
and carry them far

SAFETY

*Look out for your mates
and yourself.*



Be responsible for not only your own safety, that's a given, but also your Minderoo brother and sister. It's how you put love into action. Plan for their safety, and for yours. Keep a bullet proof Plan B in your safety planning always close at hand. Natural or unnatural circumstances, or very occasionally your own judgment, works against you, Plan B will save you, and us. This is our most important value and particularly crucial anywhere outside the safety of an office.

FAMILY

Care for your workmates.



To be accountable to and for each other so that we always do what we say we are going to do. To show real love and care for each other and to treat each other, as we have discussed, with the highest of respect in the Fire Fund and every relationship we have, either through Fire Fund or Minderoo Foundation.

STRETCH TARGETS

*We deliver against
challenging targets.*



Everything at Minderoo and the Fire Fund starts here. When you plan your week, your year or decade, start with what you know might not be possible. It might be what you know needs to happen, but you don't know how to achieve it.

Brainstorm it with your Minderoo and Fire Fund family, take risks with a Plan B and have a crack at it.

I'm always here to bounce an idea off or get another one to crack a problem with, and so are the rest of us. We are all with you and we all win when you set that stretch, or often impossible target.

FRUGALITY

Think of ways we can do things better, faster, cheaper, safer.



No sustainable and long-term competent organisation survives without this and must be used in every decision we ever take. It's key to good decisions and the continuous drive for results. It enables the clarity of thinking that engenders success in the long term. If there is a way to achieve the same result (and often better) with less money and time - go and find it first.

GENERATING IDEAS

Always be on the lookout for better ways.



Like so many of the others, this is a totally interlinked cultural value.

The ability to find ideas and always explore for more, is how you stay at the bottom end of the cost curve on your efficiency - and the top end of the performance, or your own success curve.

It's about always striving for and testing every brave Plan A which may have never been done before, but it is always protected by a bullet proof Plan B. There can be no brave and crazy Plan A, that has the power to change everything we do, the Fire Fund, Minderoo, Australia or the world, without the protection of a bullet proof Plan B, in case the Plan A fails.

And good Plan A's often do.

EMPOWERMENT

We take action and encourage our team.



You are the master of your own destiny within the Fire Fund.

Provided you stick hard with all 10 cultural values, you are in charge and you will be empowered. This will come from your own leadership advice. Not direction, not orders, advice. You are responsible.

This is much closer to how the dynamic Australian SASR rolls, totally different to the normal ADF (Australian Defence Forces). It enables you to be responsible for yourself and your hard-won position, ideas and initiatives.

You must always search for better ways for the organisation and you, to do what you do more efficiently because you are on the ground or closest to the action. If you stick to all ten values - we as leaders can totally trust you. We have a rough idea of the quality of the decisions you are going to make before you make them.

And as your Chairman, I can trust you with such massive empowerment and sleep easily at night.

INTEGRITY

Do what you say you're going to do.



This is the most important differentiator between success and failure in life everywhere. When we say we are committed to assisting our community, we need to ensure that we follow through with action. It is vital that every step towards our commitments is guided by the values we define ourselves by.

This value more than most demonstrates how all 10 values are interlinked. Without them all, working as one, we set ourselves up to fail. Team, our culture becomes a force of nature through you, but it only works when you stick to all 10 cultural values.

HUMILITY

We show vulnerability in leadership.



The most important character of leadership is humility. It also acts as the life blood to real team building ability.

To always give others the credit whenever possible, but in failure immediately take the responsibility yourself. Don't forget that.

This builds the all critical magic so vital for success - true teamwork.

When you follow these 10 values closely, you will be successful. Always divert the credit for that success away from you wherever possible.

ENTHUSIASM

We are positive and energetic.



You are the energy and optimism that everyone else will reflect back to you my friend. It is the driver for success and innovation, team building and love for each other. At Minderoo, you should and are expected to project it wherever you go. Most importantly, at all times at work.

COURAGE & DETERMINATION

We never ever give up.



This is critical to every success and is among the most important to the Fire Fund. Yet it is completely underrated by society, along with its twin, determination, it is a key trait of the Fire Fund team.

This principle is embodied in that term that I hope is common to you now. NEGU. Nothing will succeed without it. It is our 'Never Ever Give Up' ethos that has made us succeed when others have become distracted, sought excuses - and eventually (or quite quickly) failed. It is the most overriding determinant of success and you must carry NEGU with you always at work.

If your cause is right and true, to never, ever, give up on it.

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