
Building a connected global industry

Craig Mitchell

Chief Executive Peninsula Hot Springs



Peninsula Hot Springs



Vision

To be recognised and loved globally as a wellness destination that creates and delivers immersive wellbeing experiences that respect and celebrate nature and all cultures

Purpose


To co-create experiences where people relax in nature with each other and connect with the deep well of their being

Values



Inclusive

Uncompromising integrity



Creative and innovative

Loving and respectful

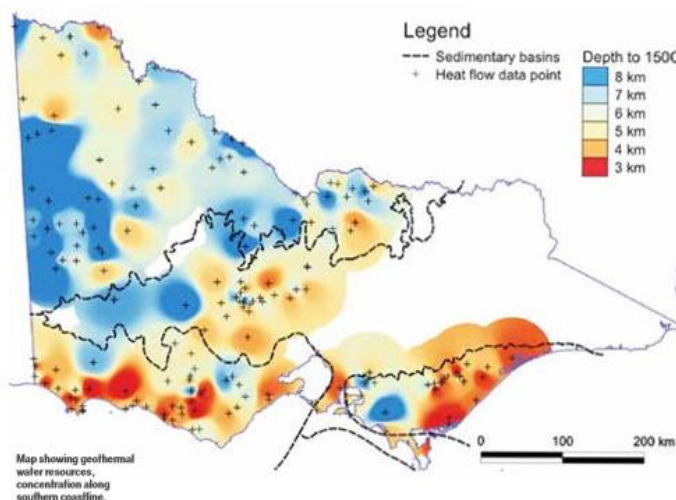
Building a connected global industry



Peninsula Hot Springs is evolving Australia's bathing culture, moving beyond the beach and into our world class geothermal pools

Whilst the industry is in it's infancy in our country, the potential is significant, especially if we work towards a **unified purpose**

Extract from the 2016 Victorian Geothermal Assessment Report,
Melbourne Energy Institute, University of Melbourne



How a clear purpose can help us build a connected global industry

Power of purpose

Opportunity to harness the energies of everyone, to engage, grow and innovate the industry

Purpose can help to motivate our people and transform our industry, based on research conducted by the EY Beacon Institute's *The State of the Debate on Purpose*

Bringing purpose to life

Pillars to motivate people and transform an industry



1. strategic clarity



2. innovation



3. transformation



4. human nature



5. building bridges

1. Strategic Clarity



“Having a strong purpose can hone your strategic response” says Keller

Purpose can serve as the lens through which to view the big strategic picture

It can work to set boundaries for what an organisation will and will not do as part of its growth strategy

Shifting mindsets

From

To

FOCUS ON SHORT TERM
FINANCIAL GOALS

FOCUS ON
SUSTAINABLE
VALUE

2. Innovation



“Purpose can be the common denominator that allows organisations and industries to collaborate with each other and their customers to new solutions whilst achieving common goals” Nancy A. Altobello Global Vice Chair Talent at EY

Purpose can inspire original ideas and creativity

It can guide and empower employees to be problem solvers and value providers

Purpose can give you the impetus to innovate, disrupt and also respond to others disruption

A shared purpose needs to be underpinned by an organisation’s values, engaging their people to be inspired to work together, promoting the values

3. Transformation

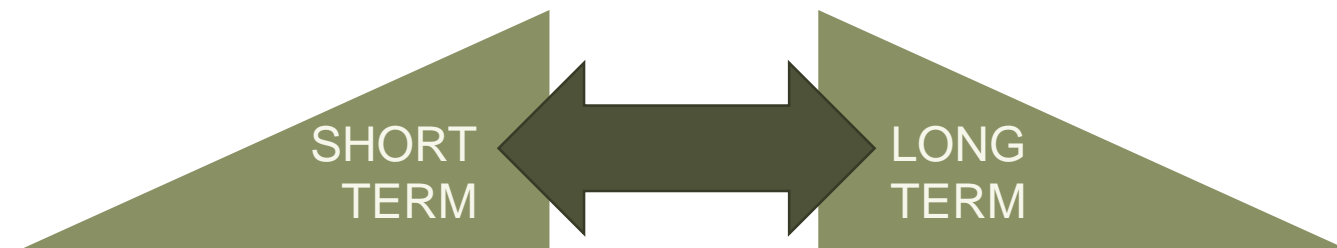


Purpose can provide the antidote to using fear when it comes to managing organisational transformation

“Most change initiatives seek to create a sense of crisis or urgency” says Keller
“But there is a need to balance the burning platform with a burning ambition

When focused on the horizon, leaders can consider their internal systems holistically, ensuring their team is engaged on the vision, helping to break through fears and inertia

A clear sense of purpose can be harnessed to guide a company through change as external pressure demand new ways of value creation



5. Building bridges



“By showing where people and organizations share common ground, purpose also helps build bridges, across business functions within organizations and between different organizations,” says Keller.

Companies can assess their potential for collaboration with a particular group or company by looking for some common ground in their purposes.

Purpose is “a guiding force that tells everybody how to interact with you and what’s important to you, so that you’re driving your company forward much more strategically. EY executive



Purposeful organisations

Businesses today are finding that doing good also means doing well

Companies with an established sense of purpose – one that's measured in terms of social impact, such as community growth, and not a certain bottom-line figure – outperformed the S&P 500 by 10 times between 1996 and 2011. *Mark Weinberger, Global Chairman and CEO, EY*



United by language



Building a Better Working

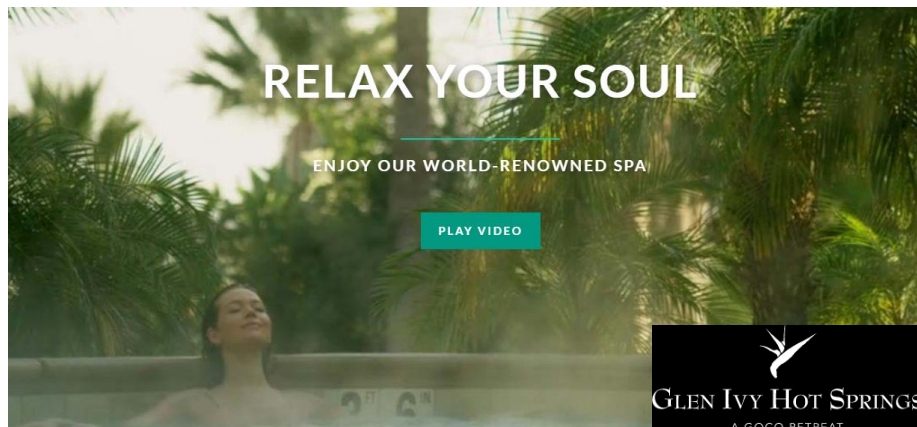
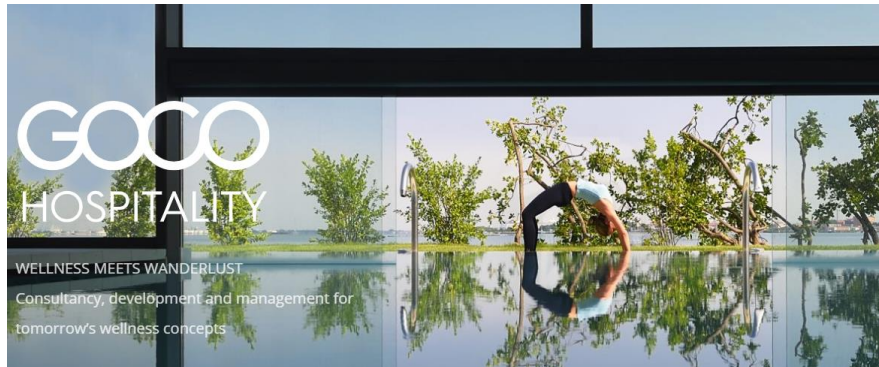


To inspire, enrich and strengthen our community through our determination to succeed in, and through, the AFL.



Co-create experiences where people relax in nature with each other and connect with the deep well of their being

Uniting with a shared purpose



United feelings, values, cultures, shared experiences, common language