



**Nursery & Garden
Industry Queensland**

VALUES INDEX

October 2024

Context

The NGIQ Values Index was commissioned to investigate and document behaviour and language that underpins the organisational culture that has supported NGIQ to grow and thrive over the past 90 years.

It captures the “way things are done” to create an exceptional service to our members and an outstanding workplace for our staff.

When we stand by and uphold these Values we thrive and we begin to lose our way when we don't.

It is the commitment of the current board to refocus on nurturing these values as a foundation for the next 90 years of service to our industry.

Methodology

The Board participated in Strategic Planning and Cultural Values Workshops where the following questions were considered:

- **What are our “not-negotiables”?**
- **What do we stand by, no matter what?**
- **What are our guiding principles?**
- **What behaviours do we expect to see demonstrated?**

From these, the following NGIQ Values Index was developed.

Intent + Purpose

The values and behaviours listed on the following pages provide detailed and clear expectations of the “NGIQ way”. It is what we look for when we recruit, what we expect of our staff, members and stakeholders, and what we will not tolerate if persistently unmet. When each of us takes responsibility for our behaviour, and holds each other to account to do the same, according to the clear statements within this document, we are confident that we will build and maintain a strong foundation for our future.



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Why organisational values matter

- ▶ The practiced values within an organisation determine behaviour
- ▶ How we make decisions; treat others (and ourselves); and serve clients is a result of our values
- ▶ How people behave creates the culture of an organisation
- ▶ The values that are practiced in an organisation, become the organisation
- ▶ Values are the DNA, the building blocks, the foundation of an organisation



- ▶ Organisation values and culture are living things
- ▶ They are not always what is written on the wall but they are what is practiced in the hallways
- ▶ By developing tangible language and tools to support its core values, organisations are able to make the “implicit” culture, “explicit”, and in doing so, strengthen both its foundations and future

Our values are at the centre of everything we do

Strategic Plan



VISION:

Deep Roots, New Shoots CULTIVATING TOMORROW, TODAY

Recognised and rewarded as the basis to the entire greenlife [plant based] industry, be it food, fodder, fibre or foliage; and as such vital to creating *healthy people, liveable communities and thriving environments*

PURPOSE:

Influence

Build

Connect

Position and promote our industry to create opportunities for our members to prosper



VALUES:

The way we do things at NGIQ

LEAD WITH INFLUENCE	MAKE WELL INFORMED DECISIONS	UNIFY AND COLLABORATE	BUILD AND GROW TOGETHER	DEMONSTRATE ETHICAL BEHAVIOUR	DELIVER EXCEPTIONAL SERVICE & ADVICE
...by earning respect, sitting at the right tables, and voicing our vision	...by considering the data and understanding perspectives	...by taking time to listen, challenge and care	...by striving to be our best as individuals, businesses, and as an industry	...by valuing integrity, fairness and good faith	...by practicing excellence

Strategic Priorities

1

Deliver an effective **ADVOCACY** function

2

Build **MEMBER PROFITABILITY AND WELLBEING**

3

Develop **ROBUST INDUSTRY AND MARKET COLLABORATIONS**

4

Strengthen organisational **GOVERNANCE AND EFFICIENT OPERATIONS**

Value: Lead with influence

...by earning respect, sitting at the right tables, and voicing our vision

Supportive Behaviours

- ▶ Showing up on time
- ▶ Speaking courageously, concisely and with clarity
- ▶ Presenting a unified industry voice and, where needed, clearly articulating alternate member views
- ▶ Constructively engaging
- ▶ Going the extra mile
- ▶ Taking pride in our work
- ▶ Consistently professional
- ▶ Presenting our best
- ▶ Maintaining confidentiality



Unsupportive Behaviours

- ▶ Criticising without solutions
- ▶ No clear message or purpose
- ▶ Fractured industry voice
- ▶ White anting / backroom politicking
- ▶ Sideline mud slinging / gossiping
- ▶ Not responding in a timely manner / missing deadlines
- ▶ Being rude, dishonest or disinterested
- ▶ Poor communication



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Value: Making well informed decisions

...by considering the data and understanding perspectives

Supportive Behaviours

- ▶ Taking the time to consider alternative points of view
- ▶ Encouraging the expression of diverse views
- ▶ Obtaining relevant and objective data before making decisions and claims
- ▶ Establishing timely and meaningful membership engagement strategies
- ▶ Valuing research
- ▶ Asking “If there was another view, what would it be and who would have it?”
- ▶ Discussing issues
- ▶ Seeking advice
- ▶ Asking open ended questions



Unsupportive Behaviours

- ▶ Focusing on the “Squeaky wheel”
- ▶ Enabling “Closed club” behaviour
- ▶ Unwelcoming of new ideas
- ▶ Allowing “This is the way we have always done it” mentality



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Value: Unify and collaborate

...by taking time to listen, challenge, and care

Supportive Behaviours

- ▶ Listening to understand not to respond
- ▶ Courageously and compassionately challenging each other
- ▶ Helping each other
- ▶ Taking time to care
- ▶ Investing in relationships
- ▶ Celebrating milestones and successes
- ▶ Sharing important information in a timely way
- ▶ Believing in ourselves and each other



Unsupportive Behaviours

- ▶ Displaying a “Too busy” mentality
- ▶ Only hearing the loudest voice
- ▶ Not attending or engaging at important events
- ▶ Not celebrating each other’s wins
- ▶ Not being available or accessible when it counts
- ▶ Not responding to calls and emails
- ▶ Taking a “My way or the highway” approach



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Value: Build + Grow Together

...by striving to be our best as individuals, businesses,
and as an industry

Supportive Behaviours

- ▶ Taking time to know and care for each other
- ▶ Supporting each other to achieve
- ▶ Always looking for ways to improve
- ▶ Learning from our (& each others) mistakes
- ▶ Having each others' backs
- ▶ Embracing change

Unsupportive Behaviours

- ▶ Withholding relevant information
- ▶ Not caring about each other
- ▶ Unsupportive
- ▶ Having a “that’s not my job” attitude
- ▶ Stagnation -unwilling to grow and adapt
- ▶ Repeating mistakes



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Value: Demonstrate ethical behaviour

...by valuing integrity, fairness + good faith

Supportive Behaviours

- ▶ Taking accountability + taking ownership of our work - both good and bad
- ▶ We do what we say we are going to do
- ▶ Doing the right thing, no matter what
- ▶ Giving others the benefit of the doubt
- ▶ Being open and honest
- ▶ Allowing everyone to have a voice
- ▶ Standing by our word
- ▶ Adhering to the law / Following legislation
- ▶ Showing patience and understanding
- ▶ Striving to earn trust



Unsupportive Behaviours

- ▶ Not taking ownership + accountability
- ▶ Taking credit for others work
- ▶ Not paying attention to detail
- ▶ Not giving your best
- ▶ Being dishonest
- ▶ Withholding information
- ▶ Not “pulling your weight”
- ▶ Giving preferential treatment
- ▶ Unfair, dismissive behaviour
- ▶ Not being a team player
- ▶ Cutting corners, not following the rules



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Value: Deliver Exceptional Service + Advice

...by practicing excellence

Supportive Behaviours

- ▶ Demonstrating clear and courteous communication
- ▶ Respond in a timely manner
- ▶ Being timely
- ▶ Personalising interactions
- ▶ Showing our members matter
- ▶ Understanding + compassionate “listening”
- ▶ Not make assumptions
- ▶ Meeting deadlines
- ▶ Effective work policies and processes
- ▶ Extra effort “going the extra mile”
- ▶ Keeping up to date with training and legislation

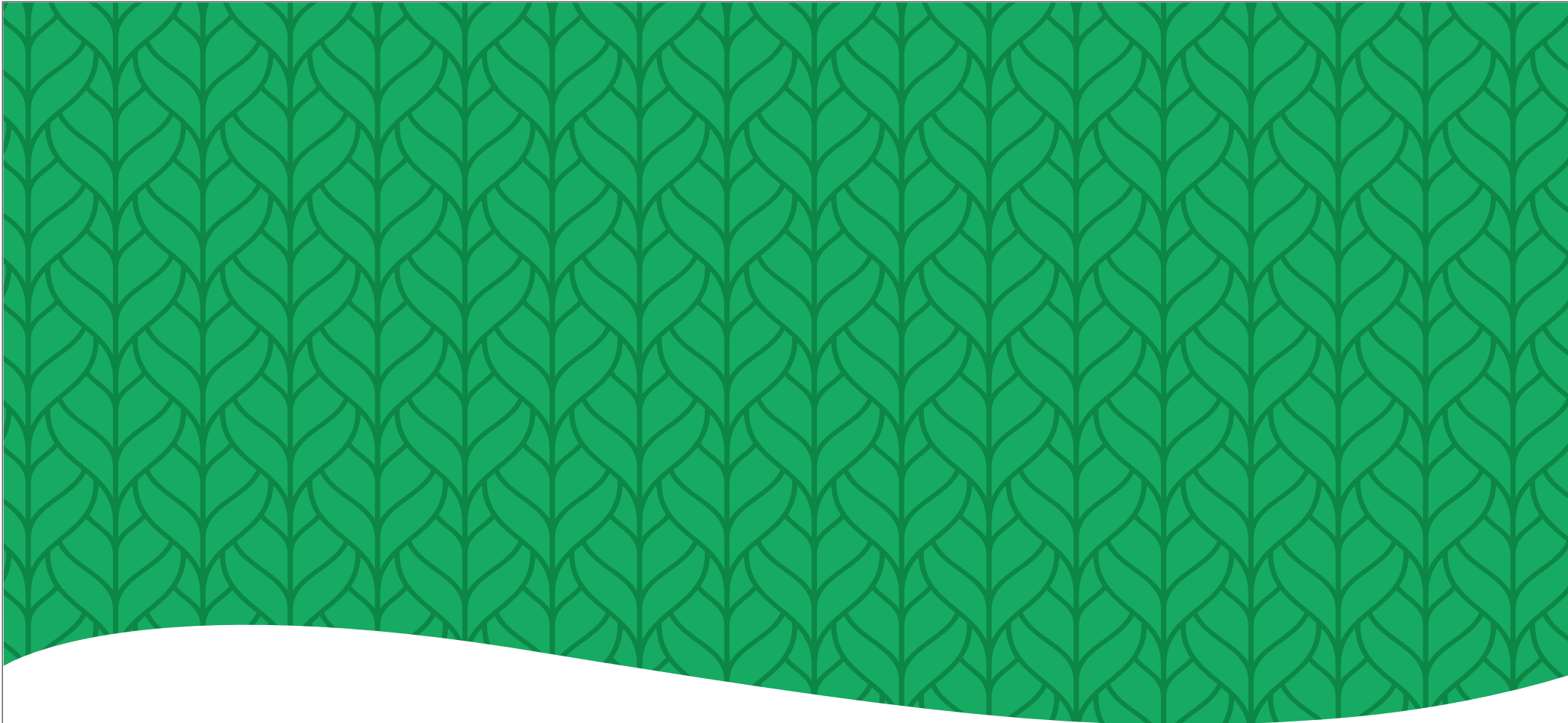


Unsupportive Behaviours

- ▶ Unprofessional communication and behaviour
- ▶ Rude + dishonest behaviour
- ▶ Lacking interest
- ▶ Being disengaged
- ▶ Being unresponsive
- ▶ Not answering phone calls and emails in a timely manner - being prompt
- ▶ Poor time management
- ▶ Rushing
- ▶ Sustained stressing due to overload
- ▶ Giving advice when not confident or qualified



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