

# The AUSTAR Way

AUSTAR is a leading provider of subscription television services in regional and rural Australia. In striving to become the favourite provider of entertainment and communication, we have developed a common set of behaviours which are vital in helping us achieve our goal. These are known throughout the organisation as the AUSTAR Way.



## **We challenge and respect each other**

*We foster open communication where different ideas can be shared and discussed. Our environment is also one where people of diverse backgrounds are valued and respected.*



## **We look for ways to improve**

*We adopt a continuous improvement and solution based focus in the way we operate our business.*



## **We take responsibility as if it were our own business**

*We take the same level of accountability for our decisions and actions as if it were our own business.*



## **We do what we say**

*We deliver on our commitments and promises to our customers, shareholders, employees and other key stakeholders.*



## **We act as one voice**

*Once agreement has been reached, a united voice and collective support for the solution is demonstrated.*

Key to AUSTAR's success will be the embodiment of the AUSTAR Way by all employees. AUSTAR strives to conduct its business with integrity, honesty and fairness. Our comprehensive range of corporate policies, together with the AUSTAR Way, encompasses AUSTAR's commitment to good corporate ethics.

AUSTAR's Executive is committed to practicing the AUSTAR Way and undertakes to lead by example.

Philip Knox  
Chief Financial Officer

John Porter  
Chief Executive Officer

Dana Strong  
Chief Operating Officer

Nikki Warburton  
Group Director, Product Sales & Marketing

Deanne Weir  
Group Director, Corporate Development and Legal Affairs