



INTERNATIONAL FREIGHT FORWARDERS

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# Pacific Air Cargo 2021-2023 Strategic Plan

## Vision Statement

For Pacific Air Cargo to be a leading Freight Forwarder in the Pacific Islands market recognised by families, businesses and organisations for providing uncomplicated, personal, efficient and cost effective freight solutions to all Pacific Island Nations from other Global markets.

## Mission Statement

To provide infrastructure, knowledgeable personnel, and opportunities for any exporter to be able to send freight to Pacific Islands Nations. To be inclusive to all people that are wanting to use and pay for our services without discrimination as to whether they are an individual sending supplies back home to family or a large business sending freight to agents for resale.

## Shared Values

- Professionalism
- Integrity
- Innovation
- Service Orientated
- Inclusive
- Collaborative
- Respect

## Strategic Initiatives – within 3 years

1. Increased awareness of Pacific Air Cargo throughout Pacific Island communities in Australia and abroad.
2. Continued improvement in the skills and education of our staff, management, and shareholders.
3. Improved capacity of our warehouses, transport systems, staffing and technology to sustain growth.
4. Improved delivery of services through efficient use of technology.
5. Increased engagement with stakeholders through digital and personal platforms (social media, websites, apps and community engagement).
6. Being recognised for the level of service that we provide to our customers.
7. Give a feeling of unity and familiarity as well as strategic alignment between PAC and all customers, agents, and providers.

## Strategic Priorities

- Grow
- Develop
- Build
- Learn
- Share