

Life Balance Case Study Maria Island Walk

Organic leadership

Output focus

Health & Wellbeing

Engagement

Genuine flexibility

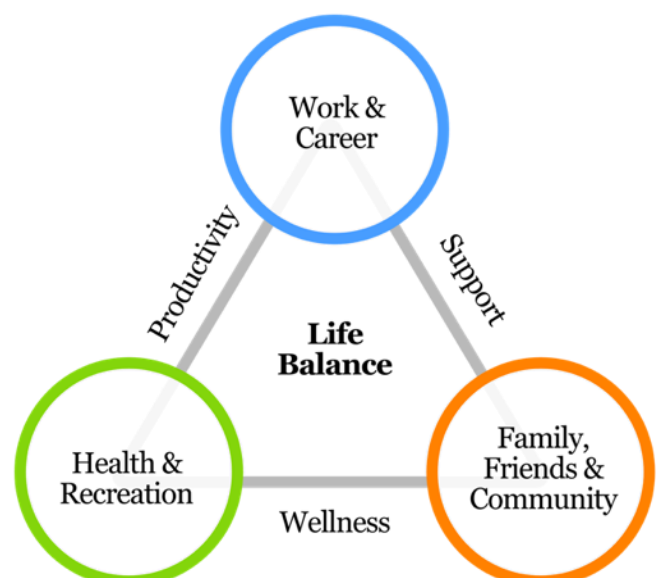
Continuing excellence

Maria Island Walk

Tasmanian family owned and operated, the Maria Island Walk considers its staff and guests an important part of its extended family.

The organisation loves Tasmania, and it shows. It offers an authentic Tasmanian experience to both staff and guests, bringing to life local history and culture.

Working closely with Parks and Wildlife Tasmania, the walk has received widespread acclaim for its environmentally friendly practices in protecting this beautiful island, as well as leadership in the industry.



Four days that will last a lifetime

During 20 years as a civil engineer, Ian Johnstone became disillusioned with his experiences of short term relationships and limited loyalty. He wanted his own family business to have a very different culture, where people feel a sense of ownership and pride in the organisation they work for, and genuinely want to come to work.

This desired culture has assisted the Maria Island Walk to become one of the Great Walks in Australia. Winning numerous awards along the way, the organisation enjoys the loyalty of a highly motivated and well trained team that return year after year.

Realised Business Benefits

- Guests like engaging with **genuine, friendly people**
- “Word of Mouth” **referrals from happy guests** is our biggest and most effective form of marketing
- Our reputation as an Employer of Choice, ensures **recruitment and retention** of highest quality staff
- Proactive industry partnerships ensure strong **community and business relations**
- Staff **love their job**, which is so critical in tourism
- **Secure workforce** in a highly seasonal industry



Realised Staff Benefits

- Family culture allows for **dynamic relationships**
- Seasonal workforce **confident** of job security
- Higher level of community involvement, leads to a sense of **collaboration** in other areas of life
- Significant value in **variety of work on offer**
- Smaller workplace leads to **genuine connections** between staff, owners and guests
- Staff **share core values** with their workplace

Practices and Principles

Family Culture

- Loyalty of staff in a family culture is amazing
- Relating to customers and guests is authentic
- Authenticity attracts quality people
- Values based recruitment

Community Minded Citizens

- Strong values on being good corporate citizens
- Close relationships with the industry
- Mentoring of other operators, adding to the common good
- Engagement with training providers ensures quality recruits
- Feedback from guides and guests is actioned

Organic Working Arrangements

- Flexible and varied work on offer
- Outdoor environment supports nature and connection
- Employment of multiple family members enhances culture



Produced by AIM with selected Employers of Choice