

Title	Mission and Vision statement
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Mission, Vision & Values Framework

Mission

To represent, support, and advance the Australian vertical transport industry by promoting safety, innovation, and best practice standards. Guided by our core values of Safety, Integrity, Collaboration, Innovation, and Excellence, we empower our members through advocacy, education, and our industry association partnerships, ensuring the highest levels of quality and compliance for the benefit of the community.

Vision

To be the leading voice and trusted authority for vertical transport in Australia, driving a future where lifts, escalators, moving walks and related technologies deliver safe, sustainable, and seamless mobility solutions for all.

Core Values

- **Safety** – We prioritise the wellbeing of people and communities in every aspect of vertical transport.
- **Integrity** – We act ethically, transparently, and with accountability.
- **Collaboration** – We foster partnerships and knowledge-sharing across the industry.
- **Innovation** – We embrace technology and forward-thinking solutions to meet evolving needs.
- **Excellence** – We strive for the highest standards in quality, compliance, and service.