

JOY

Joy is an inner contentment and satisfaction that comes, not through our daily circumstances, but in spite of them.

INTEGRITY

We are committed to corporate and personal integrity every day, through every transaction, in every relationship.

Integrity is the quality or condition of being whole, undivided or complete. Integrity means that what we say and what we do are the same.

CHARACTER

Character consists of the qualities or virtues that distinguish us from others. Respect for each other means to regard one another as better than ourselves. Challenging each other means to urge each other on to higher levels of performance.

We respect and challenge each other, and encourage one another to grow in character.

HONOUR

We strive to honour the Lord God by being diligent stewards of the company's resources: people, facilities, money and time.

Honouring the Lord through diligence recognizes that our existence on earth is finite. We do not own anything, but have been merely given resources in trust for the future by Him.

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