Values, Vision & Mission

Our Values

Core Values

Safety And Fire Experts Pty Ltd will conduct all activities upon the basis of these core values. All employees commit to these values as essential characteristics of good business and professional conduct.

Our core values are:

- **Loyalty**
  The building of mutually beneficial relationships both internally and externally that stand the test of circumstances and time.
- **Customer Satisfaction**
  By listening to our customers and responding to their needs we seek to add value and exceed their expectations.
- **Communication**
  Maintaining high levels of communication both internally and externally of the business
- **Commitment**
  Being prepared to dedicate time and energy to fulfil obligations in the pursuit of the business objectives.
- **Industry Excellence**
  The pursuit of outstanding qualities and outcomes.
- **Integrity**
  The demonstration of the above values in adherence to the code of conduct.
- **Value for Money**
  To provide the highest quality products and of services for the lowest possible price.

These values are the foundation of the Safe Electrical Pty Ltd.

Our Vision

"Encompassing the fields of fire and electrical systems design, installation, certification, maintenance and general repairs; our business will be integral; the valued partner and expert solutions provider to the commercial, industrial and domestic markets. This is and will remain the driving principle of progress and the touchstone of success.

Safety And Fire Experts Pty Ltd will continue to be synonymous with quality services and products. Our clients' experience of our reliable and industry leading work will exceed their expectations.

This is why repeat business is and will remain a company norm and the distinguishing company characteristic."

Our Mission

Safety And Fire Experts Pty Ltd Mission Statement

In line with our Core Values and Vision, Safety And Fire Experts Pty Ltd will be the provider of choice dedicated to quality electrical, fire and communication system solutions, products, and services to the commercial, industrial and domestic markets.

This will be achieved by:

- The continued development of our workforce capabilities
- Involvement of employees in the quality improvement process
- Responsive and cost-effective work execution
- A focus on long term relationships with our clients in recognition of their needs and expectations
- Our knowledge, experience, professionalism and pursuit of excellence
- The development of additional business consistent with core expertise
- The implementation of action plans in order to achieve strategic and operational objectives to reach agreed measures of success

This mission statement provides the direction for Safety And Fire Experts Pty Ltd and will be reviewed for relevance and currency.

Safety And Fire Experts Pty Ltd is a leader in the provision of electrical, fire and communication contracting, service and maintenance. Safety And Fire Experts Pty Ltd employees have played significant roles within the commercial, industrial and infrastructure arena containing fire, electrical, data and communications.

Safety And Fire Experts Pty Ltd strength stems from its ability to combine this experience with a distinct, client-driven culture to achieve successful outcomes for clients.

Name:	John Tobin	Position:	Director
Signature:		Date:	13.10.2025