

# Mission

- Achieve growth by being socially focused, customer centred, and commercially driven

# Vision

- Unity will be the bank of choice for the trade union and social economy movements



- **We are committed to enabling social development and supporting community involvement**

- To develop strategic partnerships to make a sustainable contribution to society
- We are passionate about adding value to help customers achieve their goals in the development of communities and people

- **We treat customers fairly and are open, honest and transparent in our dealings with them**

- We communicate in plain English
- We provide products and services that do what they say they will and are relevant to their needs
- We admit when we have made a mistake and strive hard to put it right

- **We are customer centred**

- We are easy to do business with and approachable
- We are close to and understand our customers' needs

## Values

- **We focus on solutions and deliver on our promises**

- We will deliver value for money products and services
- We will delight our customers

- **We behave with respect and integrity and value teamwork**

- We work to ethical and principled controls and procedures
- We encourage sharing and co-operation
- We respect individual contributions and recognise that we can all make a difference

- **We will look to deliver our shareholders' goals by:**

- Being ethically led
- Delivering our plans
- Achieving optimum profits
- Involving them in our key decisions, and
- Delivering high standards of corporate and personal behaviours.