

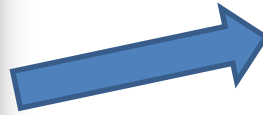
Creating an Exceptional Customer
Experience

Innovating for Experience



www.scenicworld.com.au

A little bit about me



www.scenicworld.com.au

History of Scenic World – The Coal Mine 1878



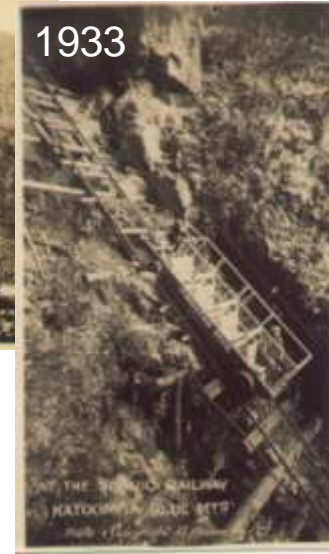
www.scenicworld.com.au

History of Scenic World – 7 Trains

1918



1933



1935



1924



1974



2013



1994



1952



www.scenicworld.com.au



History of Scenic World – 4 Skyways



1957



1968



2017



2004



www.scenicworld.com.au



History of Scenic World – The Rest



Walkway - 2000



Visitor Centre - 2004



Retail - 2004



Food outlets - 2013



Cableway - 2000



www.scenicworld.com.au



History of Scenic World – The Family



www.scenicworld.com.au



Why Innovate?



www.scenicworld.com.au

What does Innovation look like at Scenic World? - Old



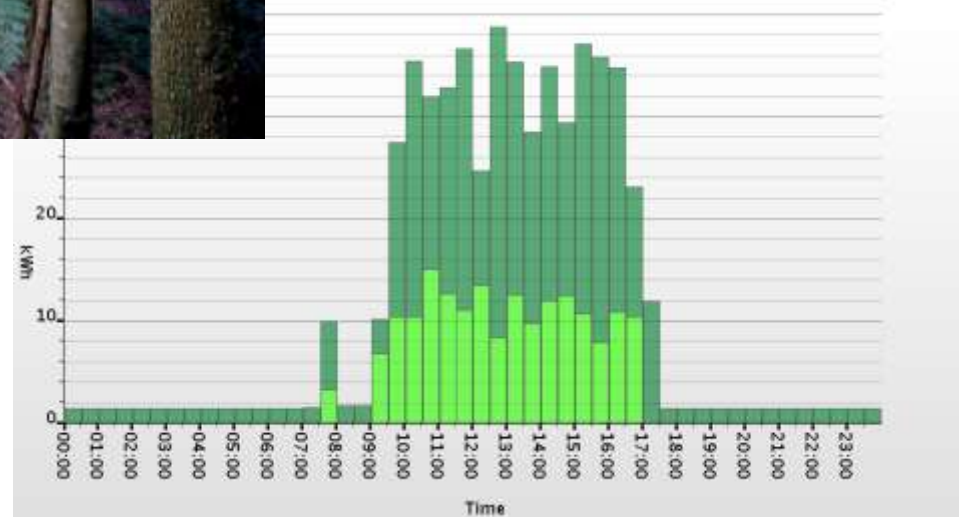
www.scenicworld.com.au

What does Innovation look like at Scenic World? New



www.scenicworld.com.au

What does Innovation look like at Scenic World? New



www.scenicworld.com.au



What does Innovation Look like at Scenic World? New



www.scenicworld.com.au



How do we Innovate? Old vs



www.scenicworld.com.au



How do we Innovate?New

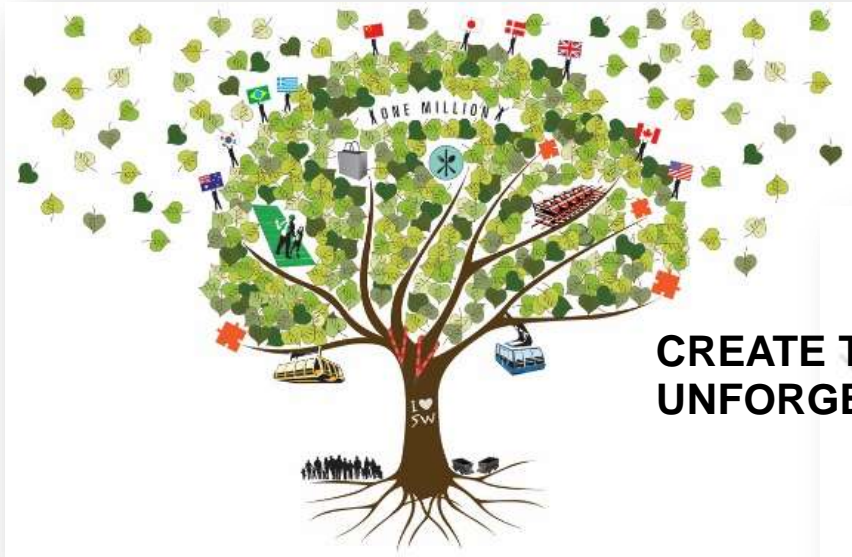


www.scenicworld.com.au



What Makes a Strong Culture

Vision and Values



**CREATE THE
UNFORGETTABLE**

**PASSIONATE
ABOUT OUR
ENVIRONMENT**

**OUR PEOPLE
COME FIRST**

HAVE FUN!

ALWAYS EVOLVE



www.scenicworld.com.au

What Makes a Strong Culture

HR Based

Organisational Structure

Recruitment and Training

Job Design



www.scenicworld.com.au



What Makes a Strong Culture

Team Based

Rewards and
Recognition

Motivation

Communication

Leadership

Cross Functional
Co-ordination

Teamwork

Satisfaction



www.scenicworld.com.au



How do we Innovate?



www.scenicworld.com.au



The End Result



www.scenicworld.com.au

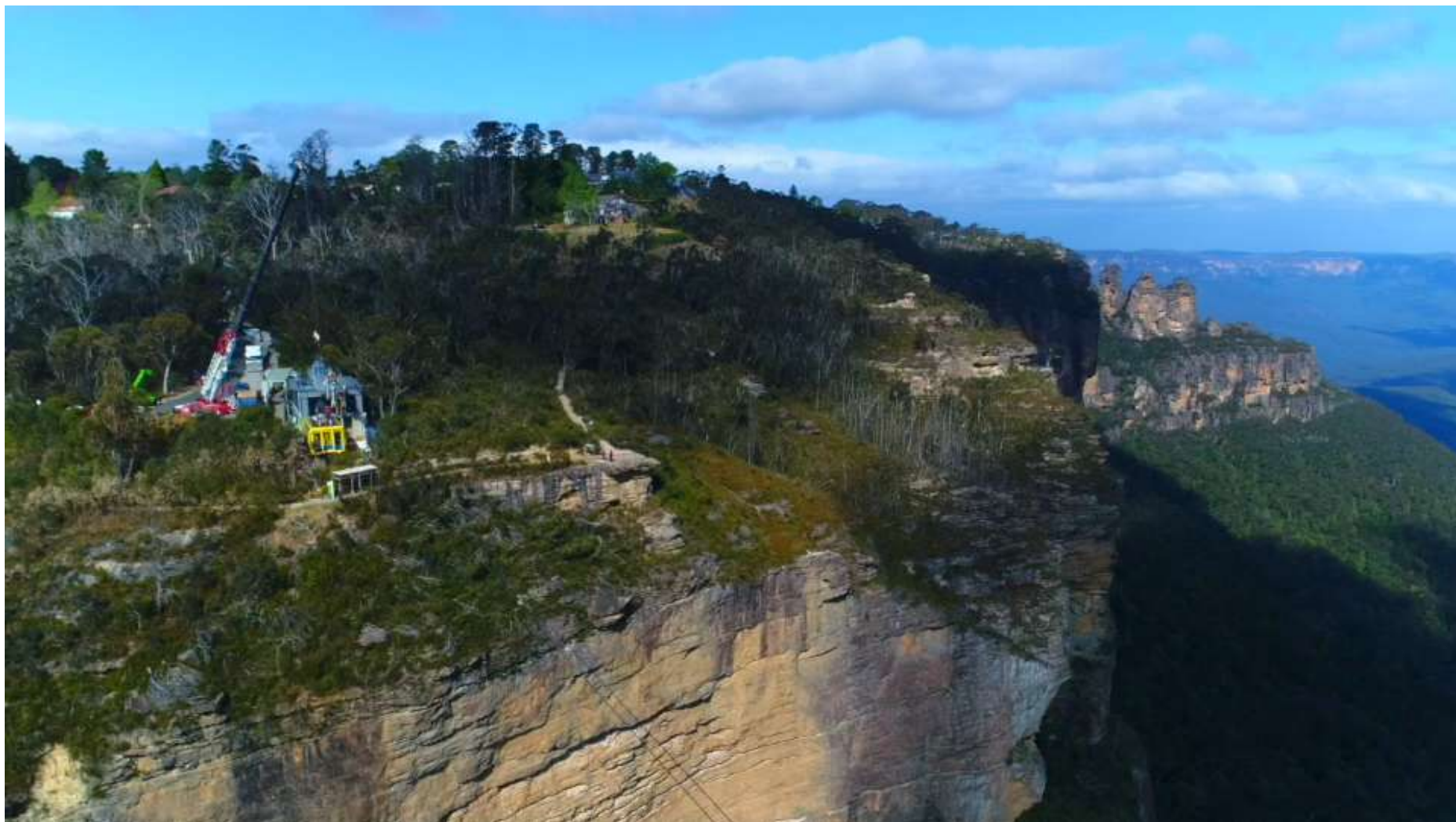


The Future



www.scenicworld.com.au





www.scenicworld.com.au

