Guiding Principles – Toyota Mission

Toyota Motor Corporation’s seven guiding principles, which were adopted in 1992, define the company’s mission and underpin Toyota operations around the world.

1. Honour the language and spirit of the law of every nation and undertake open and fair business activities to be a good corporate citizen of the world.

2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in their respective communities.

3. Dedicate our business to providing clean and safe products and to enhancing the quality of life everywhere through all of our activities.

4. Create and develop advanced technologies and provide outstanding products and services that fulfil the needs of customers worldwide.

5. Foster a corporate culture that enhances both individual creativity and the value of teamwork, while honouring mutual trust and respect between labour and management.

6. Pursue growth through harmony with the global community via innovative management.

7. Work with business partners in research and manufacture to achieve stable, long-term growth and mutual benefits, while keeping ourselves open to new partnerships.
The Toyota Way

The Toyota Way was introduced globally in 2001 to articulate the long standing values of the company. It is based on Toyota’s seven guiding principles which define the values and behaviours expected from Toyota employees. Central to the Toyota Way are two platforms – continuous improvement and respect for people.

Toyota Global Vision

The Toyota Global Vision outlines the company’s aspirations. It was developed in 2011 and details the values and actions required to unite Toyota for future prosperity.

The Global Vision has been developed to represent a tree in that its roots, the foundation of the company, are the Toyota values as articulated in the Guiding Principles and the Toyota Way. The trunk provides a stable base of business and the resulting fruits are always better cars and enriched communities. All of this exists within a structure of sustainable growth.

Rewarded with a smile by exceeding your expectations

Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe there is always a better way.

Toyota Australia’s President’s Goals

At Toyota Australia our mission, vision and strategic direction drive our business, and also reflect our parent company’s global vision and guiding principles.

The President’s Goals are Toyota Australia’s aspirational goals. They encourage and support a mindset of continuous improvement and respect for people, which are the fundamental platforms of the Toyota Way.

The President’s Goals are supported by Toyota’s short and long term business plans. In addition, the Toyota Australia Future Business Transformation (TA-FBT) strategy is a company-wide initiative driving significant change across the business to ensure a sustainable future in Australia.

VISION
Most admired and respected company
MISSION
We deliver outstanding automotive products and services to our customers, and enrich our community, partners and environment
PRESIDENT’S GOALS
ZERO HARM
ZERO QUALITY DEFECTS
#1 CUSTOMER FOCUSED ORGANISATION
EMPLOYER OF CHOICE
PRODUCT DESIRABILITY
MARKET LEADER
Strategic Direction

Driving Toyota’s business transformation
The impact of the high Australia dollar, new government regulations, changing customer preferences and increased product competition have impacted significantly on Toyota and have forced us to review and transform the way we do business.

In addition to our ongoing strategic and business planning processes, the transformation strategy was launched in 2011 to restructure our business model to ensure profitability and sustainability beyond 2018.

The transformation strategy is focused on achieving profitable and sustainable sales operations, product and value chain enhancement, alternative sourcing strategies, cementing local manufacturing profitability, implementing workplace reform and intensive supplier development programs. It encompasses each of Toyota’s four operating arms – manufacturing and purchasing, sales and marketing, product planning and development, and corporate services as well as the Toyota Technical Centre Australia and Toyota Financial Services.

The transformation strategy is aimed at creating a new business model where decisions are made quickly, revenues are consistent, bold new ideas are pursued and more exciting products are built and sold. To support this model a further objective is to create an enjoyable and rewarding workplace for employees.

Significant achievements were made in the first year of the transformation strategy with increased productivity, improved quality, cost reductions and significant focus on local manufacturing.

The transformation strategy is supported by the long term business plan which provides a five year strategic roadmap setting out the business’ key plans, capability requirements and risks. The first year of the long term business plan forms the annual plan for the current Toyota Australia financial year which runs from 1 April to 31 March.