



TOWN OF LAKESHORE

Community Survey

April 14, 2020

© 2020 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



Contents

03 Introduction

07 Executive Summary

10 Life in Lakeshore

19 Satisfaction with Services

23 Gap Analysis

28 Fiscal Preferences

30 Interaction with Town

35 Communication and Engagement

40 Conclusions

42 Profile of Respondents

INTRODUCTION

1

Background

Lakeshore is a town on Lake St. Clair, in Essex County, Ontario, Canada. It is home to 38,000 people, and is in the top 13 percentile in Canada in size. It is one of the fastest growing municipalities in the region..

Lakeshore is in close proximity to the USA, within 30 minutes from the U.S. border and Highway 401 travels right through Lakeshore going into Windsor and North America's busiest border crossing. The north shore boasts a 250 slip marina, lakefront park and the largest beach on Lake St. Clair. The majority of Lakeshore's urban area is concentrated around County Road 22, providing a direct link to Tecumseh (population 25,000) and Windsor (population 200,000+)

Lakeshore's major industry and employers are auto related supply plants and tool and mold shops, as well residents are a labour force for similar industry in Windsor and region. Commercial property is concentrated along County Rd 22. Lakeshore also offers an 8 screen cinema as well as high definition virtual indoor golf complex, state of the art 36 hole miniature golf with animatronics and waterfalls, beach volleyball courts with outdoor pool tables, ping pong tables and horseshoe pits.

Lakeshore's \$62 million Atlas Tube Centre (multi-use recreation facility) offers a variety of amenities including 3 NHL sized rinks, indoor track, several meeting rooms, conference centre, fully serviced public library, gymnasium, over 20 soccer fields, tennis courts, multi-use courts and an aquatics complex with a lap pool, zero entry pool, lazy river, therapeutic pool and outdoor splash pad. Outside, the facility is rounded out with basketball courts, tennis courts and a 5 km multi-use trail.

The Town has commissioned Ipsos to conduct its inaugural Community Survey to understand citizens' perceptions of the Town.

Methodology

The survey was conducted by telephone among n=454 respondents 18 years of age and older living in the Town of Lakeshore. The survey was conducted between February 10 and 26, 2020.

The margin of error for a sample of n=454 completed interviews is +/- 4.6 %, 19 times out of 20.

We were unable to use cell phones for this study because Lakeshore does not have its own cell phone exchange. The main reason for including cell phone sample in the study is to ensure that the survey includes sufficient response from residents aged 18 to 34 (who are less likely to have a landline). In response to the lack of cell phone, Ipsos ensured that a sufficient number of residents in this age group was reached (set a quota of n=80) via landline as a significant proportion of this demographic population also reside with older adults in the same household.

The results of the survey have been weighted based on age and gender to match the demographic profile of residents based on 2016 census data.

The response rate for this survey was 11 percent, which is typical of a telephone survey with multiple quotas (age, gender and ward quotas were set). Ward quotas of n=50 were also set to ensure each ward was represented within the data.

Reporting Conventions and Normative Comparisons

REPORTING CONVENTIONS

Due to rounding, there are some cases where totals do not round to exactly 100%. In other cases, respondents were able to provide multiple responses to a survey question and for this reason the total percent exceeds 100%.

Differences among subgroups are designated with pink and green shading. Green indicates that the number in that cell(s) is(are) significantly higher than the cell(s) shaded pink within a specific demographic category. In the example below, the number for men is significantly higher than the number for women.

Male	Female
22%	12%

References to “Top 2 Box” score refer to the net of the highest 2 categories on a rating scale. For example, if the scale is: very satisfied, somewhat satisfied, somewhat dissatisfied and strongly dissatisfied, then the combined category of somewhat satisfied and strongly satisfied is referred to as the Top 2 Box Score.

NORMATIVE COMPARISONS

Comparisons have been made between the results of the Town of Lakeshore Community Survey to Ipsos' database of municipal normative data where possible.

This normative database is comprised of survey findings for select questions from other municipal governments from across the country.

EXECUTIVE SUMMARY

2

Executive Summary (1)

The results of the Community Survey for the Town of Lakeshore are very positive: large majorities of residents are satisfied with Lakeshore as a place to live, believe Lakeshore is welcoming and vibrant, and express overall satisfaction with services. In fact, majorities of residents express satisfaction with all 16 specific services provided by the Town. Moreover, majorities say they are “very satisfied” with 10 of these services, particularly fire protection services, garbage, recreation facilities and recycling collection.

Life in Lakeshore

An overwhelming majority (97%) of residents are satisfied with Lakeshore as a place to live (including six in ten (58%) who are very satisfied). Residents find the close-knit or high community spirit (30%) and its nearness to the lake, water or marina (29%) as its greatest appeal. Large majorities see Lakeshore as welcoming (89%), vibrant (86%) and feel a sense of belonging (79%).

The Town receives very good ratings on its infrastructure (including roads and parks), with large majorities agreeing that its infrastructure is well-maintained (81%) and that it has a good network of parks, natural areas and trails (84%).

Other results indicate that infrastructure is one of the top-of-mind issues of concern regarding the Town of Lakeshore in the next five to 10 years, with improving the road system (35%) and infrastructure (26%) being at the top of the list of issues.

Also, given the appeal of Lakeshore as a close-knit community, there is also concern about urbanization (population growth), with 26% mentioning this as a top-of-mind issue.

Executive Summary (2)

Satisfaction with Services

An overwhelming majority (93%) say they are satisfied (either very or somewhat) with the services offered by the Town of Lakeshore overall. Moreover, majorities of residents express satisfaction with all services, with satisfaction highest for fire protection services (99%), garbage (97%), recreation facilities (95%), libraries (95%), administration services (95%), recycling collection (93%), animal control services (93%), parks, open spaces and pathways (92%), snow clearing from roads and sidewalks (91%) and recreation and culture programs (91%), and lowest for road quality and maintenance (79%).

Since satisfaction with individual services is very high, there are no primary areas of concern. However, there are some secondary areas for improvement – condition and maintenance of Town water and sewage systems, building permits, by-law enforcement, planning and development and road quality and maintenance. Although satisfaction with these services is relatively lower compared to other services, they have less impact on overall satisfaction with services. However, since improving roads, infrastructure and concerns about water and sewage system are mentioned as issues of concern in the future, the Town should be pro-active in addressing these service areas, as any deterioration in these services could have an impact on overall satisfaction with services in the future.

Community Engagement and Communication

When it comes to the current opportunities offered by Lakeshore to engage or be consulted regarding important Town matters, the majority (69%) of residents are satisfied with the level of engagement/consultation offered by the Town. Although most residents (68%) believe they receive the right amount of information, a sizeable number (31%) say they are receiving too little information. The most preferred ways for the Town to communicate information are mail (53%), followed by e-mail (34%).

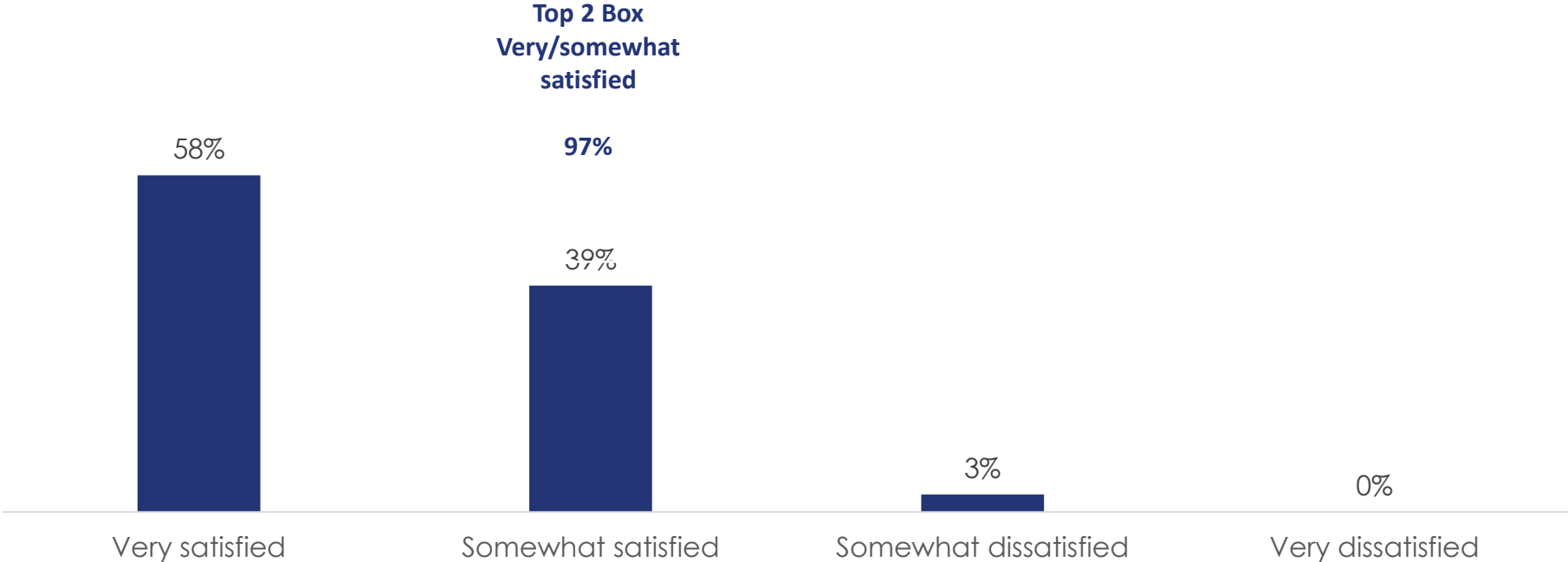
LIFE IN LAKESHORE

3

Lakeshore As a Place to Live

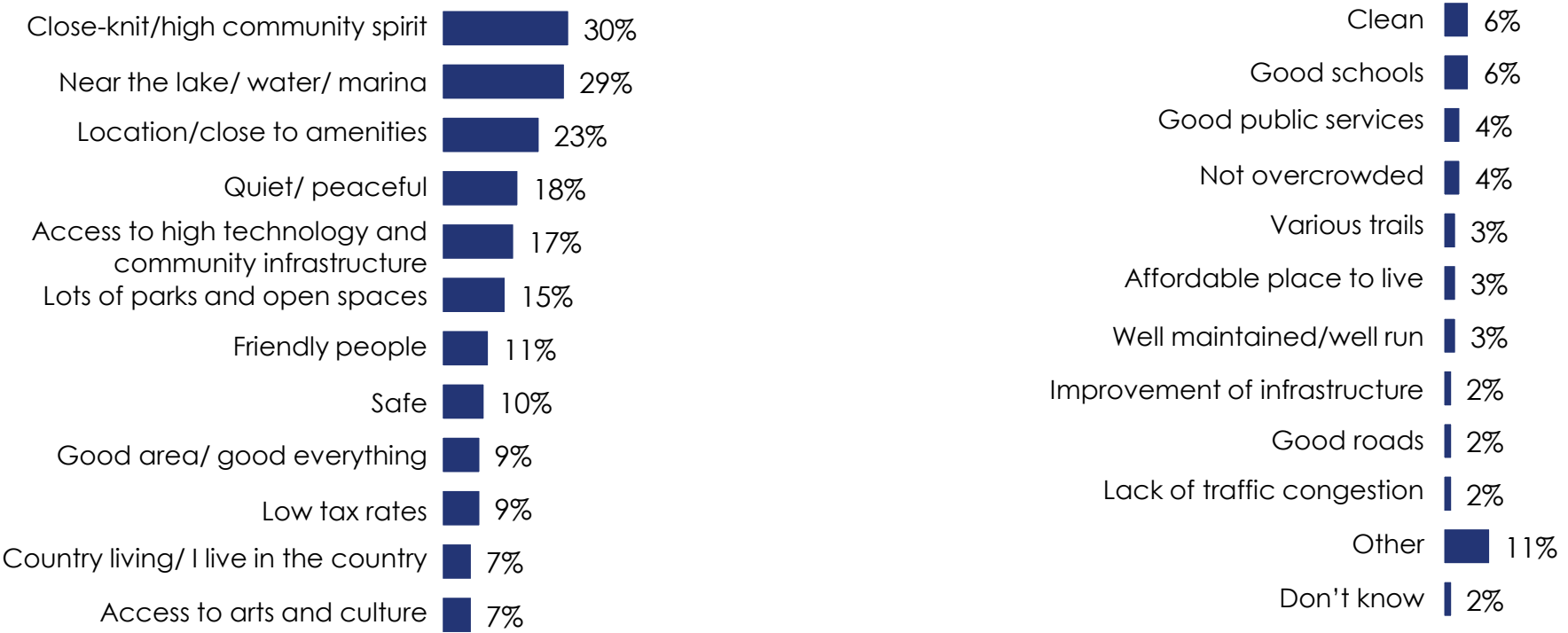
Almost all (97%) residents are satisfied with Lakeshore as a place to live, including six in ten (58%) who are very satisfied.

Satisfaction with the Town does not differ significantly across all demographic groups.



Most Appealing Aspects About Lakeshore

When residents were asked what they believe to be the most appealing aspects about Lakeshore, the most commonly mentioned responses (top-of-mind) are close-knit or high community spirit (30%) and near the lake, water or marina (29%), followed by location or close to amenities (23%), quiet or peaceful (18%), and access to high technology and community infrastructure (17%).



Mentions under 2% are not shown.

In Their Own Words



The feeling of a small, close-knit community. That it's not as busy as larger towns. The proximity to the lake and other amenities. All the different choices for schooling and you can still be part of the rural community.



Convenient - everything is close by, it's self-sufficient if a person doesn't want to venture out much. It's good for a senior community. Shopping for necessities is convenient, but for other stuff you have to go out of town. It's quiet and safe. You have good neighbours. It's a friendly town.



Living on Lake St. Clair bordering us; the pretty towns around Lakeshore; Belle River is very pretty; the parks; the marina; Atlas Tube Centre (p) a few conservation areas are very nice in Lakeshore.



It's peaceful and we have all the amenities we need. (P) We got pretty much everything we need here. We have Macdonald's, Tim Horton's, an arena. (P) The traffic is not too bad; it's not like you are in a city. (P)

Most Appealing Aspects About Lakeshore – by Gender, Age, Children in Household, Urban/Rural

Women are more likely than men to mention location/close to amenities, friendly people and safe.

Residents aged 18 to 54 are more likely than older residents to say close-knit/high community spirit. Those aged 18 to 34 are more likely than those aged 55 and older to mention lots of parks and open spaces. Those aged 55 and older are more likely than those aged 35 to 54 to say friendly people. Those aged 18 to 34 and 55 and older are more likely than those aged 35 to 54 to mention good area/good everything. Those aged 35 to 54 are more likely than those aged 55 and older to mention access to arts and culture and good schools.

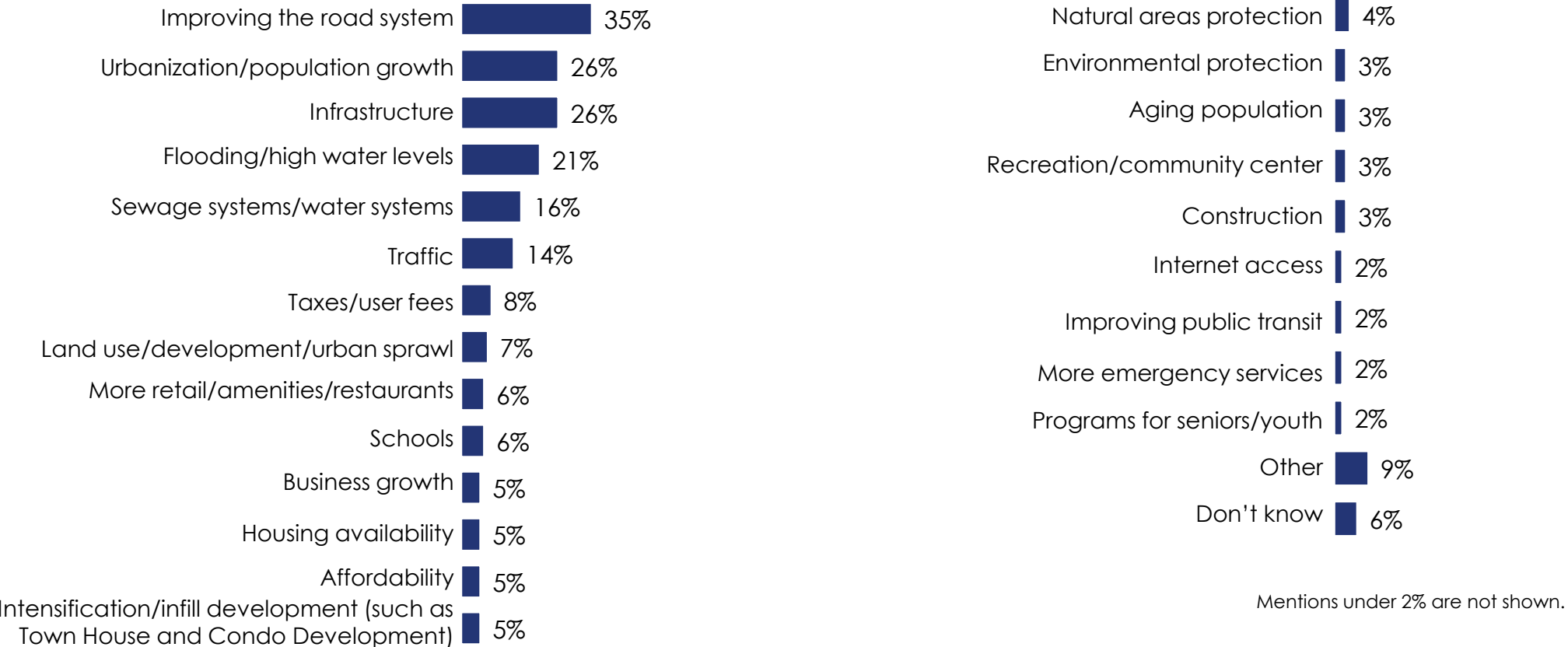
Those with children under the age of 16 in their household are more likely than those without to mention close knit/high community spirit, safe, access to arts and culture and good schools, but less likely to mention good area/good everything.

Urban residents are more likely than rural residents to mention low tax rates, while rural residents are more likely than urban residents to say close-knit/high community spirit.

Select Items	Male	Female	18-34	35-54	55+	Children <16 in Household	No Children <16 in Household	Urban	Rural
Close-knit/high community spirit	29%	31%	39%	36%	18%	45%	23%	10%	32%
Location/close to amenities	18%	28%	28%	21%	21%	23%	24%	24%	23%
Lots of parks and open spaces	14%	16%	26%	15%	8%	19%	15%	24%	14%
Friendly people	6%	15%	9%	7%	16%	10%	10%	2%	12%
Safe	5%	14%	11%	12%	7%	16%	6%	11%	10%
Good area/good everything	8%	10%	13%	4%	12%	2%	13%	8%	9%
Low tax rates	10%	9%	4%	13%	8%	9%	11%	22%	8%
Access to arts and culture	5%	10%	4%	11%	5%	14%	3%	5%	7%
Good schools	5%	8%	7%	9%	3%	13%	2%	3%	6%

Most Important Issues in Lakeshore

In this question, residents were asked what they think will be the most important issues that Lakeshore will deal with in the next 5 or 10 years. The most commonly mentioned issues are improving the road system (35%), followed by urbanization/overcrowding (26%), infrastructure (26%), flooding/high water levels (21%), and sewage systems/water systems (16%).



Most Important Issue (Top 5 Mentions) – by Gender, Age

Women are more likely than men to mention infrastructure.

Residents aged 35 to 54 are more likely than younger and older residents to say urbanization/overcrowding and infrastructure. Those aged 55 and older are more likely than those aged 35 to 54 to mention flooding/high water levels. Those aged 35 and older are more likely than younger residents to mention sewage systems/water systems.

There were no significant differences in top 5 mentions between those who live in urban areas compared to those who live in rural areas.

Top 5 Mentions	Male	Female	18-34	35-54	55+
Improving the road system	33%	37%	26%	34%	40%
Urbanization/overcrowding	26%	28%	20%	38%	19%
Infrastructure	31%	22%	20%	39%	18%
Flooding/high water levels	22%	20%	24%	16%	24%
Sewage systems/water systems	18%	14%	7%	19%	18%

Perceptions Toward Community Life (% Rated 5, 6 or 7)

When asked their perceptions of various aspects of life in Lakeshore, residents are most likely to agree that Lakeshore is a welcoming community (89%), a vibrant community (86%), has a good network of parks, natural areas and trails (84%), that they feel a strong sense of belonging to Lakeshore (82%), that they feel connected to their neighbours (82%), and that infrastructure in Lakeshore is well-maintained (81%).

In contrast, residents are least likely to agree that their tax dollars are being used effectively (67%) and that diversity in Lakeshore is one of its strengths (65%).

	Lakeshore is a welcoming community	%Rated 5, 6, 7
	Lakeshore is a welcoming community	89%
	Lakeshore is a vibrant community	86%
	Lakeshore has a good network of parks, natural areas and trails	84%
	You feel a strong sense of belonging to Lakeshore	82%
	You feel connected to your neighbours	82%
	Infrastructure, that is, roads, buildings, parks, and community centres in Lakeshore, is well-maintained	81%
	There are meaningful opportunities to volunteer in the Town	77%
	Lakeshore is environmentally responsible in its actions.	75%
	Your tax dollars are being used effectively by the Town of Lakeshore	67%
	The diversity in Lakeshore is one of its strengths.	65%

Perceptions Toward Community Life – by Gender, Age, Children in Household, Urban/Rural

Women are more likely than men to agree that infrastructure in Lakeshore is well-maintained.

Residents aged 18 to 34 are more likely than those aged 55 and older to agree that there are meaningful opportunities to volunteer in the Town.

Those with children under the age of 16 in their household are more likely than those without to agree that there are meaningful opportunities to volunteer in the Town.

Urban residents are more likely than their rural counterparts to agree that infrastructure in the Town is well-maintained.

Select aspects	Male	Female	18-34	35-54	55+	Children <16 in Household	No Children <16 in Household	Urban	Rural
Infrastructure, that is, roads, buildings, parks, and community centres in Lakeshore, is well-maintained	77%	86%	83%	81%	79%	87%	78%	95%	80%
There are meaningful opportunities to volunteer in the Town	78%	75%	85%	77%	71%	85%	72%	70%	77%

SATISFACTION WITH SERVICES

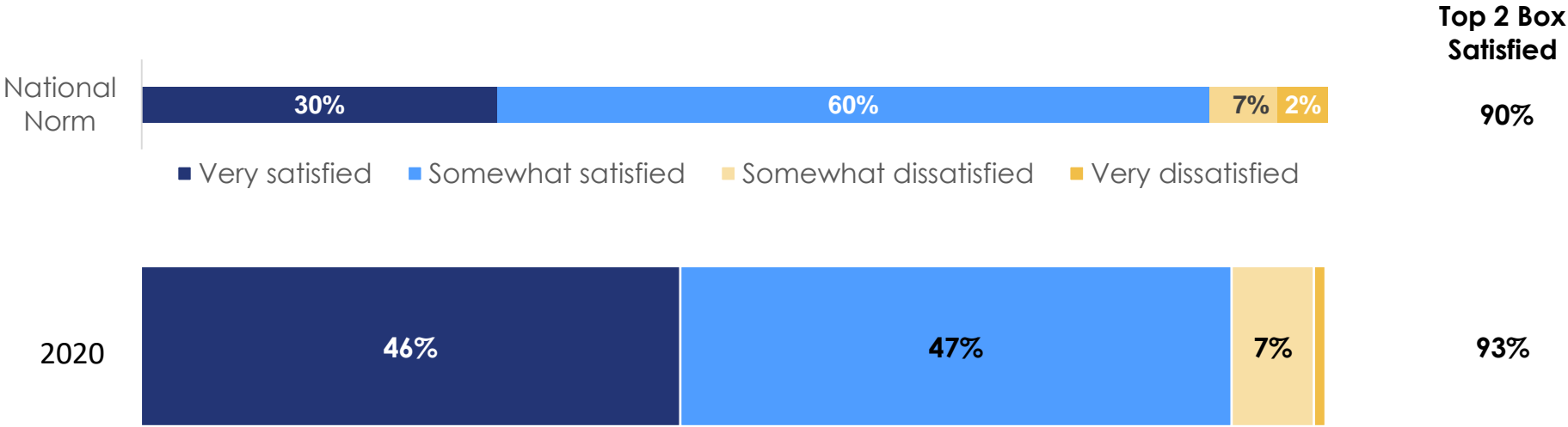
4

Overall Satisfaction With Services

The vast majority (93%) of residents are satisfied with the services offered by Lakeshore, residents are divided as to whether they are “very satisfied” or somewhat satisfied (46% vs. 47%).

Overall satisfaction with services is on par with the National Norm* (93% vs. 90%), but the proportion of Lakeshore residents who are “very satisfied” is significantly higher than the National Norm* (46% vs. 30%).

Overall satisfaction and the proportion who say they are “very satisfied” does not differ significantly across demographic groups.



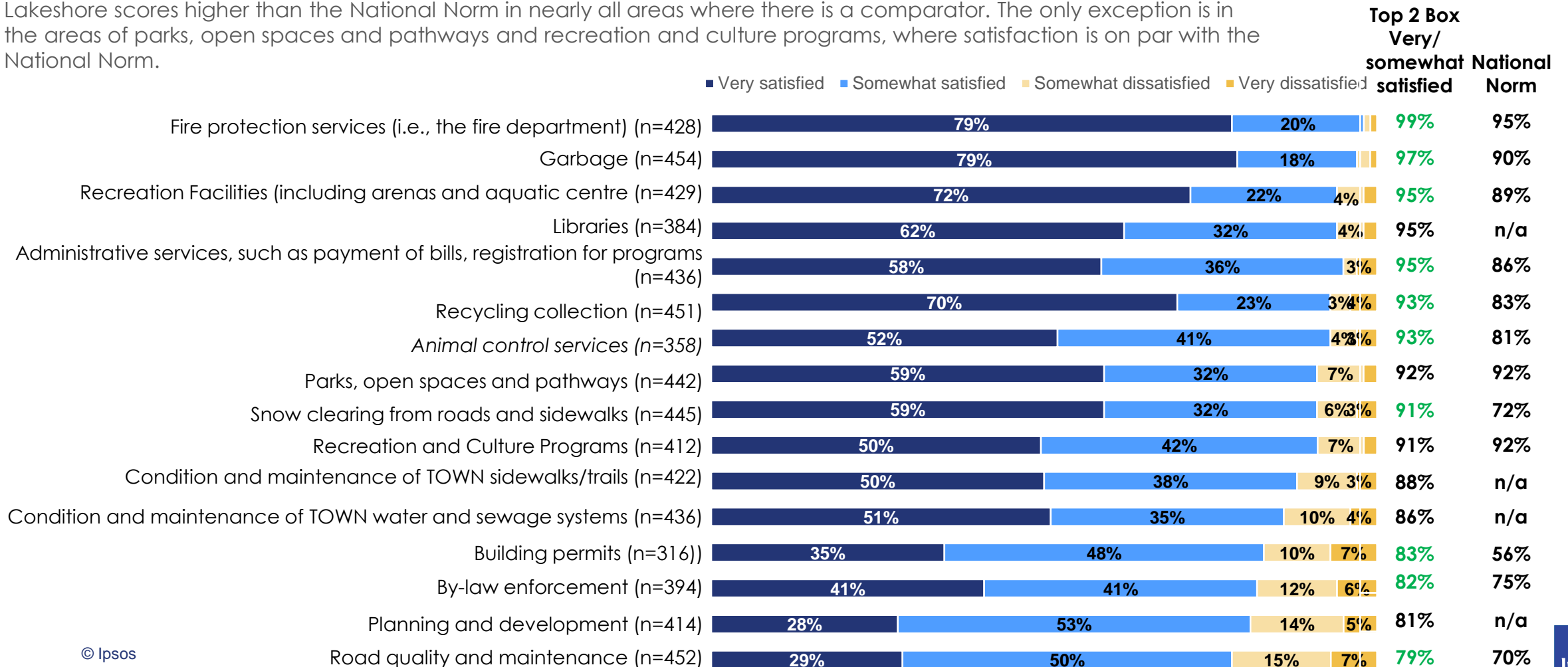
*Comparisons have been made between the results of the Town of Lakeshore Community Survey to Ipsos’ database of municipal normative data where possible

Proportions under 2% are not shown on the graph.

Satisfaction with Individual Services

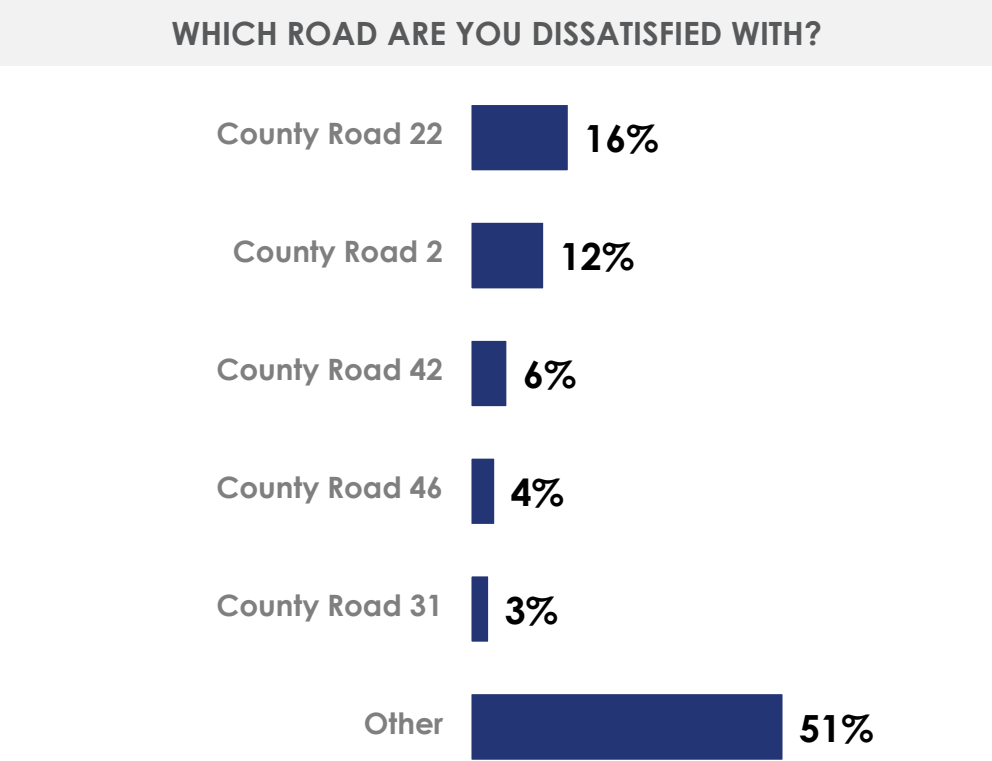
Majorities of residents are satisfied with all the services tested in the survey. Satisfaction is strongest for fire protection services (79% very satisfied), garbage (79%), recreation facilities (72%), recycling collection (70%), libraries (62%), parks, open spaces and pathways (59%), snow clearing from roads and sidewalks (59%), administrative services (58%), animal control services (52%), and condition and maintenance of Town water and sewage systems (51%).

Lakeshore scores higher than the National Norm in nearly all areas where there is a comparator. The only exception is in the areas of parks, open spaces and pathways and recreation and culture programs, where satisfaction is on par with the National Norm.



Which Road Dissatisfied With?

Among residents who are dissatisfied with road quality and maintenance, the road they are most dissatisfied with, in particular, is County Road 22 (16%), followed by County Road 2 (12%).



*Other roads were mentioned but by fewer than 1% of respondents.

© Ipsos 4c. You say you are dissatisfied with road quality and maintenance, what road, in particular, are you dissatisfied with?
Base: Those who were very or somewhat dissatisfied with road quality and maintenance (n=106)

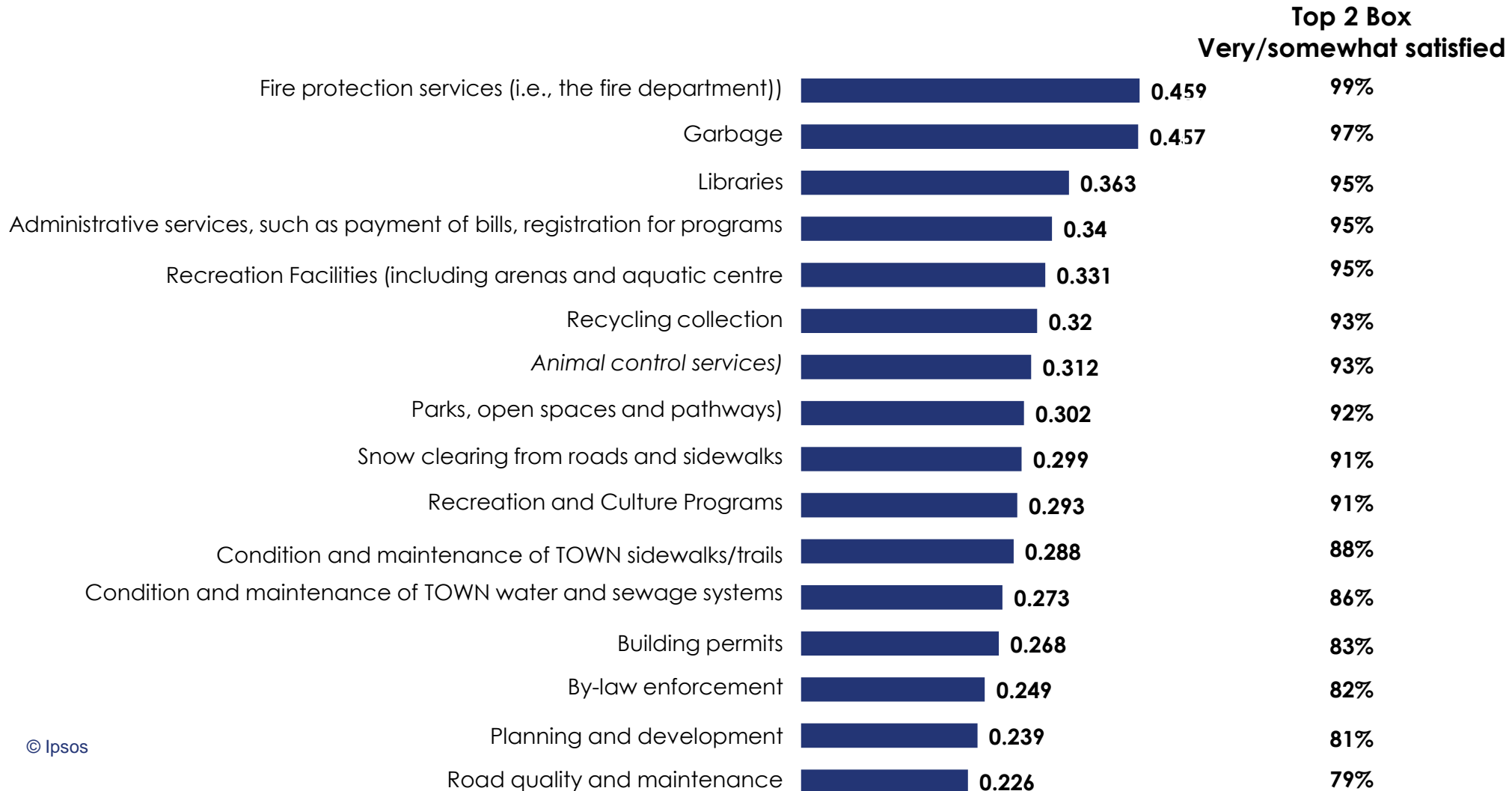
GAP ANALYSIS

5

Drivers of Overall Satisfaction of Services

Derived importance is based on the correlation between satisfaction with individual services as determined in Q4b (p. 21), and satisfaction with services provided by the Town overall as determined in Q4a (p. 20).

The values displayed are correlation coefficients – the greater the decimal value, the more it drives overall satisfaction.

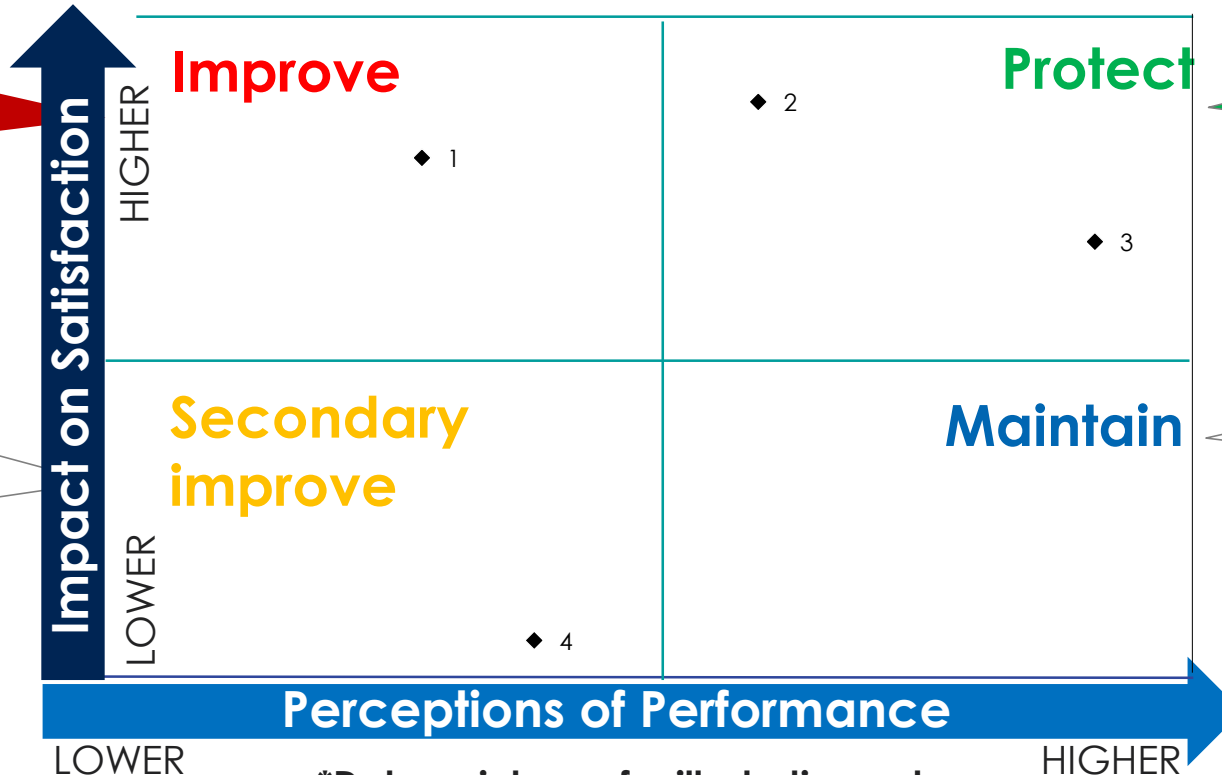


UNDERSTANDING POLICY PRIORITIES (GAP ANALYSIS)

A priority matrix allows for decision makers to identify policy priorities for improvement by comparing how well residents feel the Town of Lakeshore is performing with how much impact that area has on residents' overall satisfaction (derived importance). It helps to answer the question 'what can we do to improve satisfaction'. Each driver or component will fall into one of the quadrants explained below, depending on its impact on overall satisfaction (correlation coefficient) and its performance score (provided by survey respondents).

IMPROVE / FOCUS
 Program or service has more impact on satisfaction, and its performance score is lower relative to other programs or services. Focus on improving your performance in this area.

IMPROVE SECONDARY/ BE AWARE
 Program or service is not as impactful and it has a lower performance score relative to other programs or services.

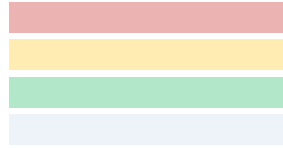


PROTECT / REINFORCE
 Program or service has more impact on satisfaction, and its performance score is higher relative to other programs or services. This is a strength which needs to be protected.

MAINTAIN
 Program or service is not as impactful as other programs or services and performance scores are high.

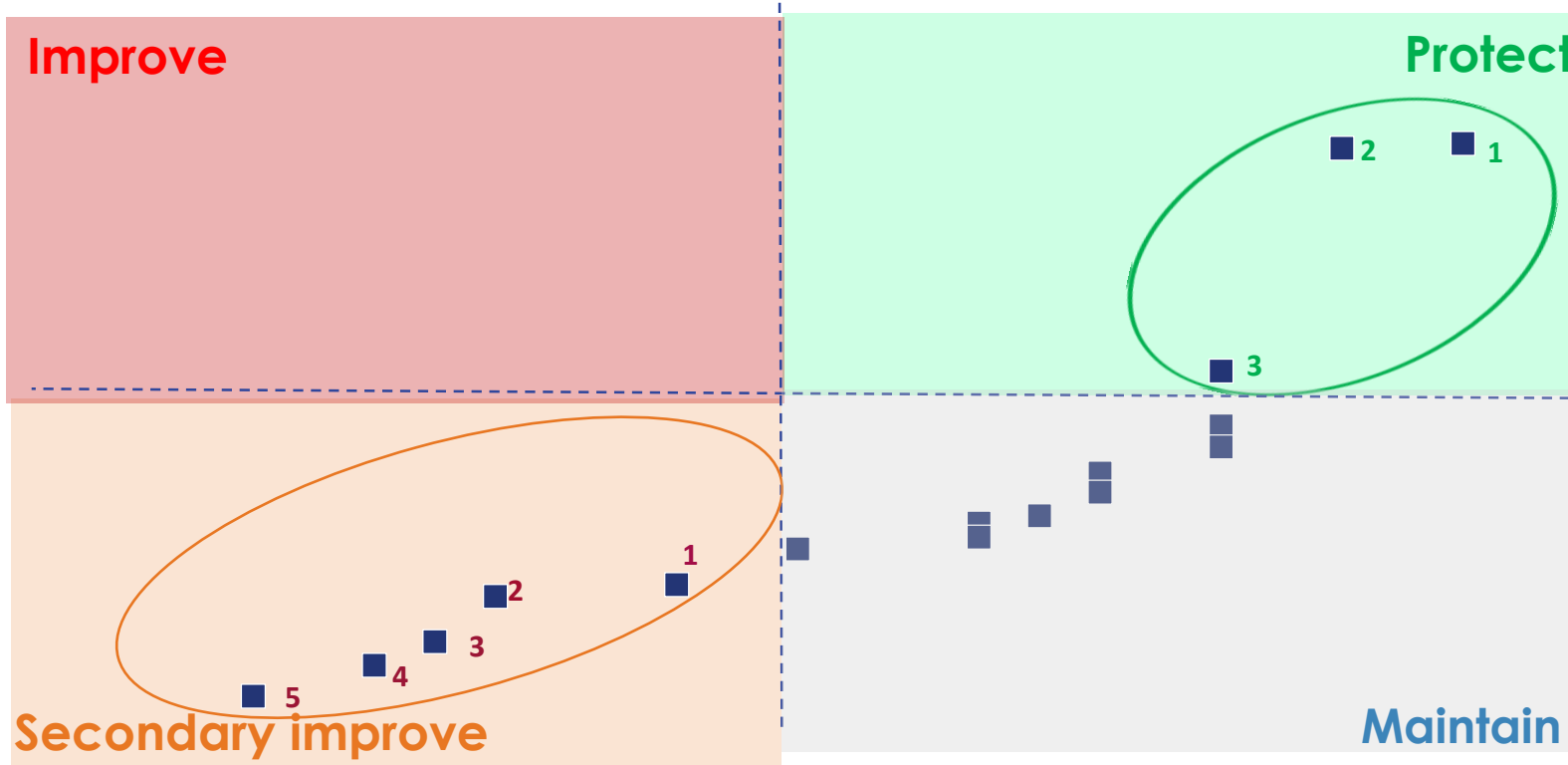
*Data points are for illustration only

GAP ANALYSIS



Primary Areas for Improvement
 Secondary Areas for Improvement
 Primary Areas for Protection
 Primary Areas for Maintenance

HIGHER
 Impact on Satisfaction
 (correlation coefficient)
 LOWER



	Protect
1	Fire protection services
2	Garbage
3	Libraries

	Secondary Improve
1	Condition and maintenance of TOWN water and sewage systems
2	Building permits
3	By-law enforcement
4	Planning and development
5	Road quality and maintenance

Results of the gap analysis

Primary Areas for Protection are:

- **Fire Protection Services**
- **Garbage**
- **Libraries**
- These are areas of strength for the Town of Lakeshore, as these services are of high importance and have high satisfaction levels. The Town should continue to maintain and protect these areas as they correlate highly with overall satisfaction with service delivery among residents.

Primary Areas for improvement are: There are no primary areas for improvement.

Secondary Areas for improvement are:

- **Condition and maintenance of TOWN water and sewage systems**
- **Building permits**
- **By-law enforcement**
- **Planning and development**
- **Road quality and maintenance**
- These are areas for secondary improvement for the Town of Lakeshore, as these services are of low importance and have relatively low satisfaction levels. The Town needs to be aware of these areas as currently they are not impacting strongly on overall satisfaction with services, but if they deteriorate could start to have an impact on overall service satisfaction.
- Given that improving roads, infrastructure and concerns about water and sewage systems are mentioned as issues of concern in the future, the Town should be pro-active in addressing these service areas.

FISCAL PREFERENCES

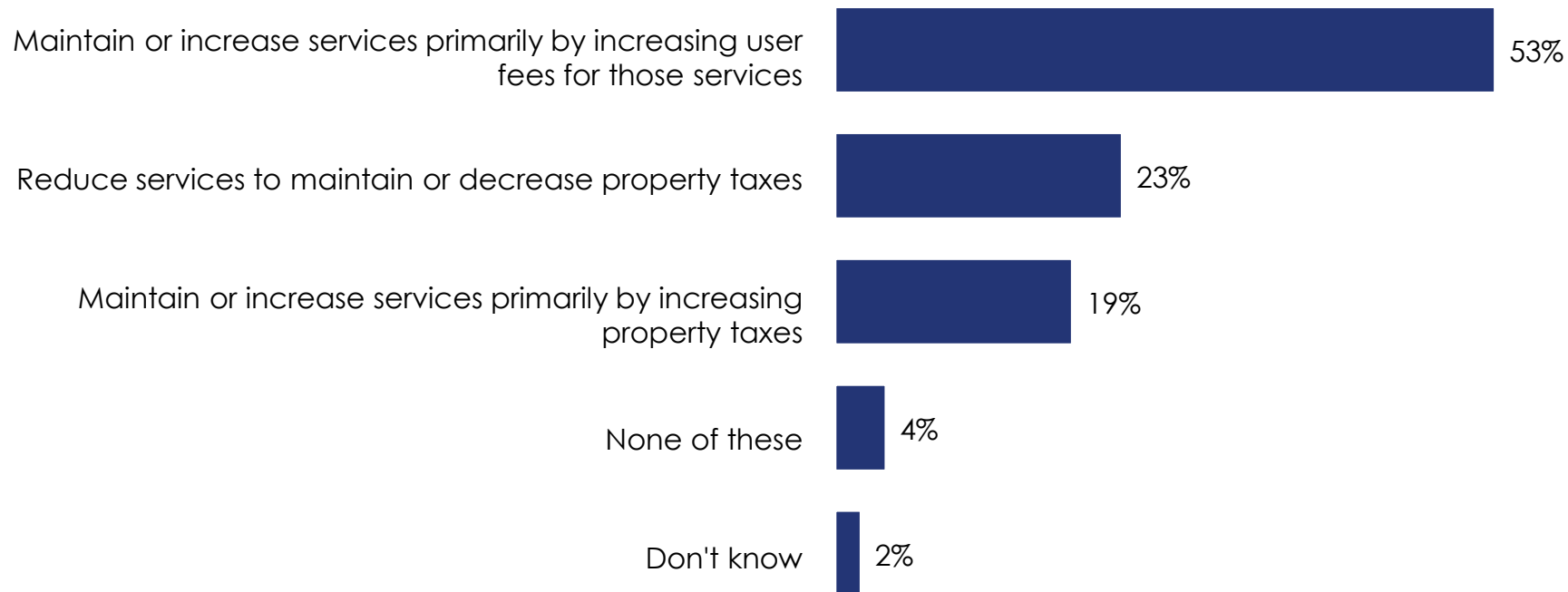
6

Preferred Direction of Future Budgets

When residents were asked to consider which of 3 guiding principles would they most prefer to be adopted when designing future budgets, a majority (53%) continue to prefer maintaining or increasing services primarily by increasing user fees for those services,

Fewer opt for reducing services to maintain or decrease property taxes (23%) or maintaining or increasing services primarily by increasing property taxes (19%).

Preferred direction of future budgets does not differ significantly across demographic groups.



INTERACTION WITH TOWN

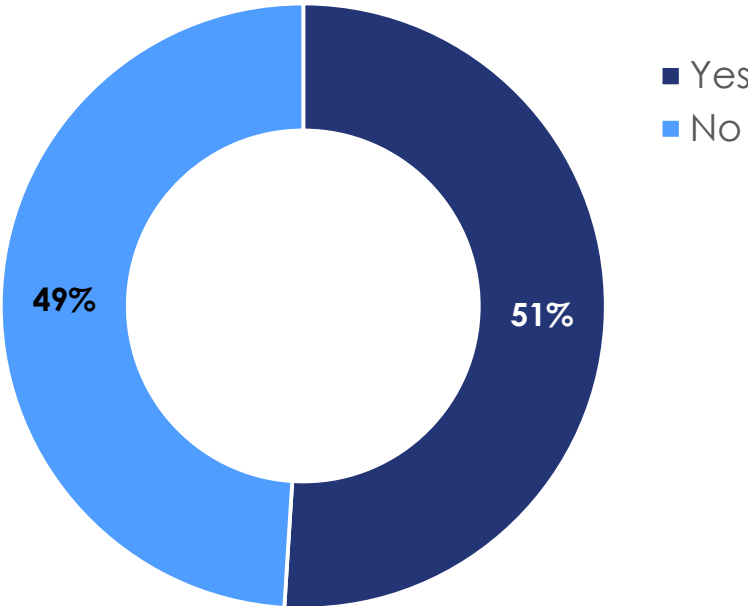
7

Contact with the Town in the past 12 months

Half (51%) of residents have had contact with the Town in the past 12 months.

Town of Lakeshore residents are on par with the National Norm to have contacted their municipality (51% vs. 53%, respectively).

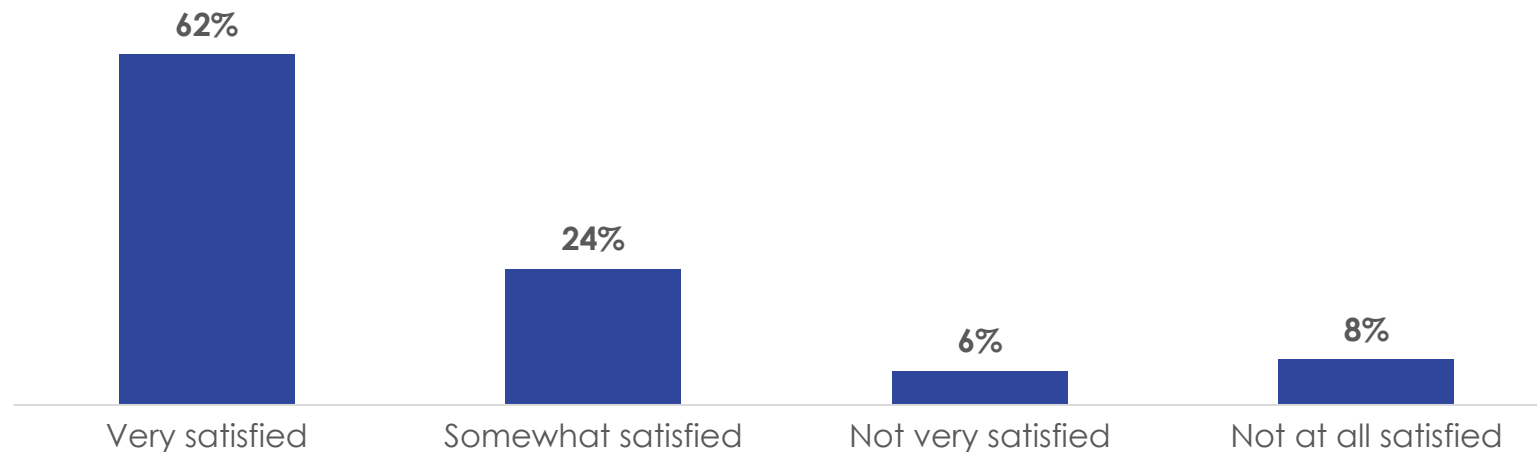
Those with children under the age of 16 in their household are more likely than those without to have had contact with the Town in the past 12 months (62% vs. 44%).



Satisfied with Service Received in last Contact with Town

A large majority (86%) of those who contacted the Town in the past 12 months, are satisfied with the overall service they received in their last contact with the Town, including six in ten (62%) who say they were very satisfied.

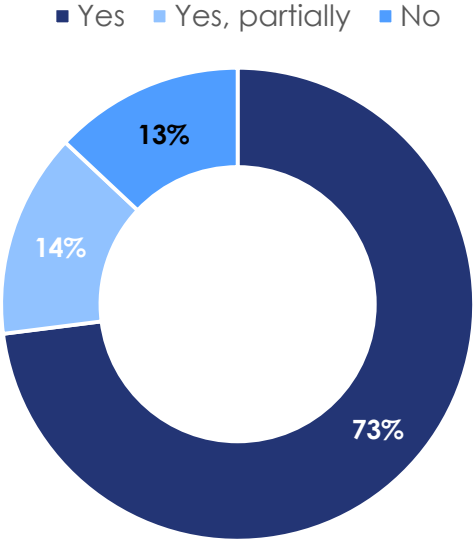
Those with children under the age of 16 in their household are more likely than those without to be very satisfied (71% vs. 55%) with the service they received the last time they had contact with the Town.



Received Service/Support Needed

Among those who had contact with the Town in the past 12 months, three-quarters (73%) say that in the end, they received the service/support they needed. Another 14 percent say they received partially what they needed.

There are no significant differences across demographic groups.

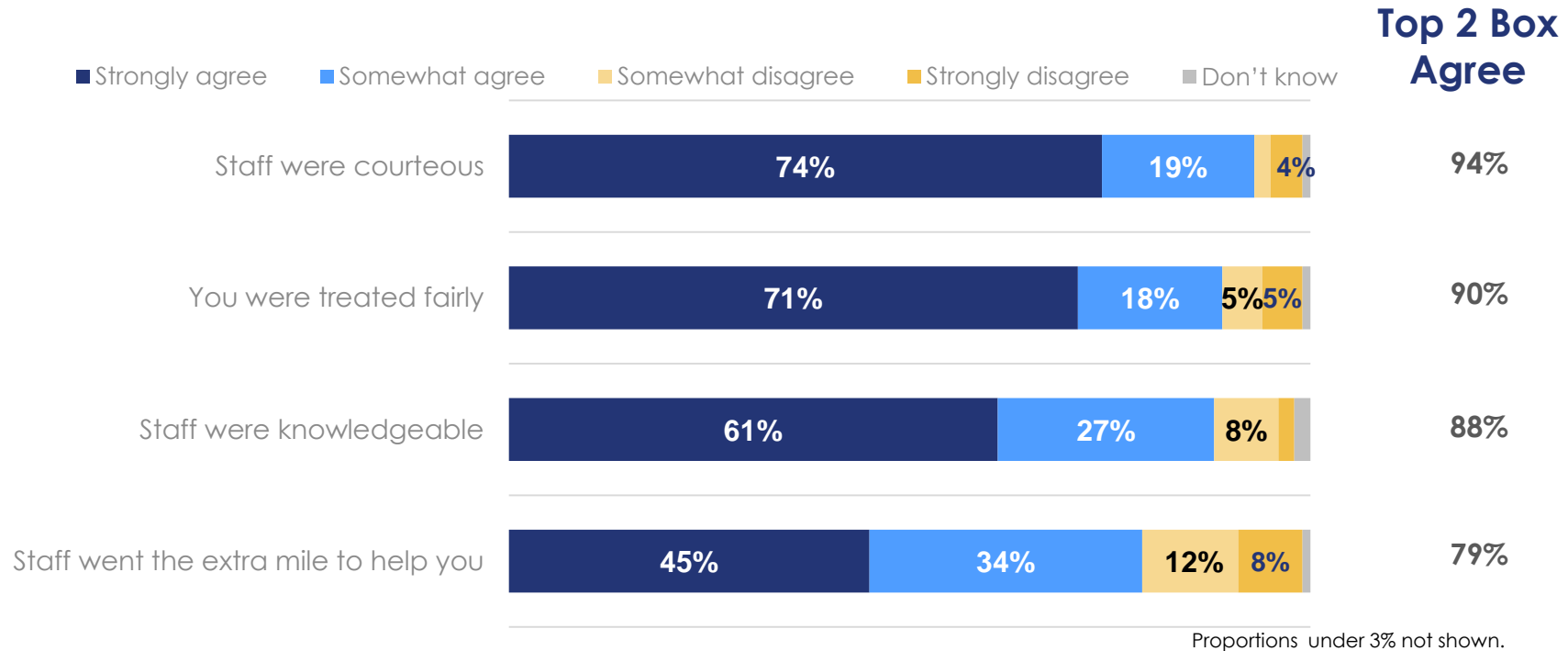


Perceptions of Most Recent Contact

Large majorities of those who had contact with the Town of Lakeshore in the past 12 months agree that in their most recent contact with the Town, staff were courteous, they were treated fairly, staff were knowledgeable, and went the extra mile to help them. Moreover, majorities strongly agree with most of these perceptions, particularly on courteousness and being treated fairly, the only exception is on staff going the extra mile (45% strongly agree).

Assessments regarding staff are on par with the National Norm.

These perceptions do not differ significantly across demographic groups.



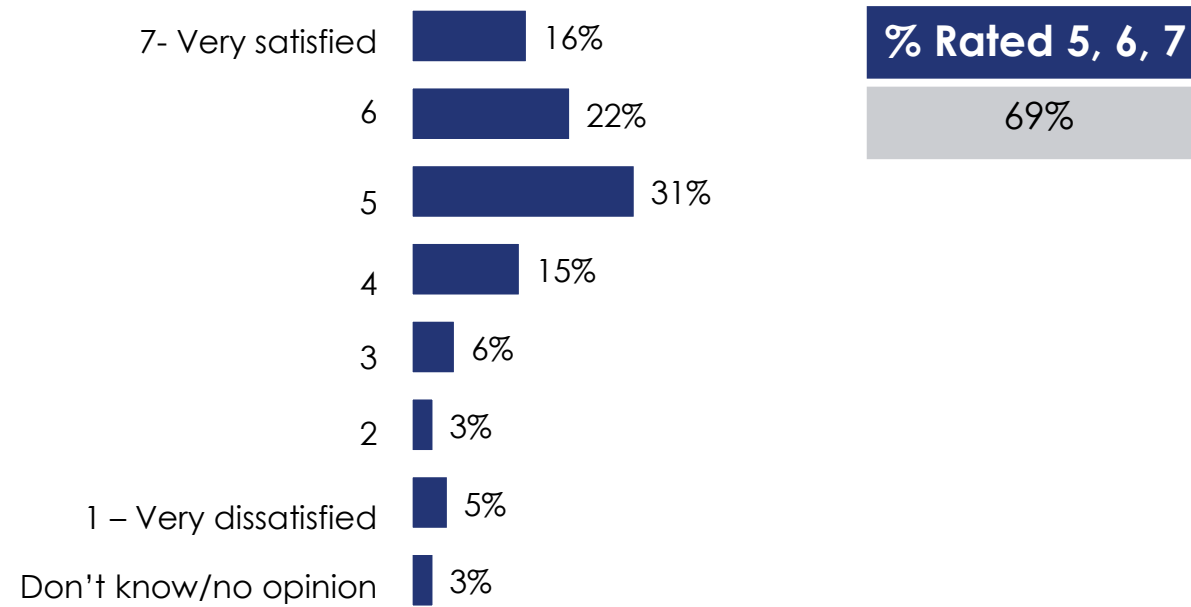
COMMUNICATION AND ENGAGEMENT

8

Satisfaction with Current Opportunities to Engage or be Consulted

Residents were asked on a scale of 1 to 7 (1 being very dissatisfied, and 7 being very satisfied), how satisfied they are with the current opportunities offered by the Town of Lakeshore to engage with or be consulted regarding important Town matters. A majority of 7 in 10 (69%) are satisfied with the level of engagement/consultation offered by the Town (rated 5, 6 or 7); with about 4 in 10 (38%) saying that they are very satisfied (rated 6 or 7).

Satisfaction with opportunities to engage or be consulted does not differ significantly across all demographic groups.

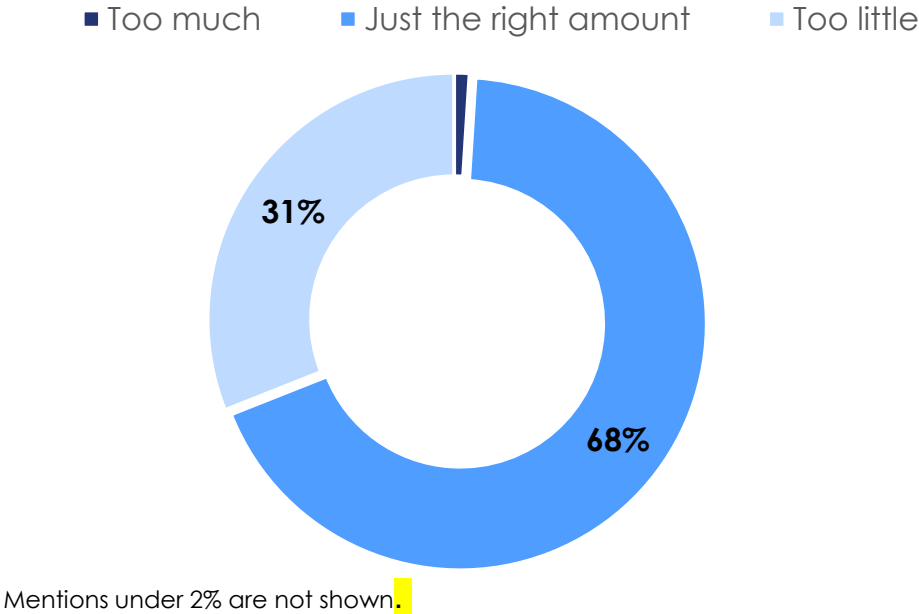


Perceived Amount of Information Received from the Town of Lakeshore

A large majority (68%) believe they are receiving just the right amount of information from the Town of Lakeshore. A sizeable proportion of 31% say they are receiving too little, while very few (1%) say they are receiving too much information.

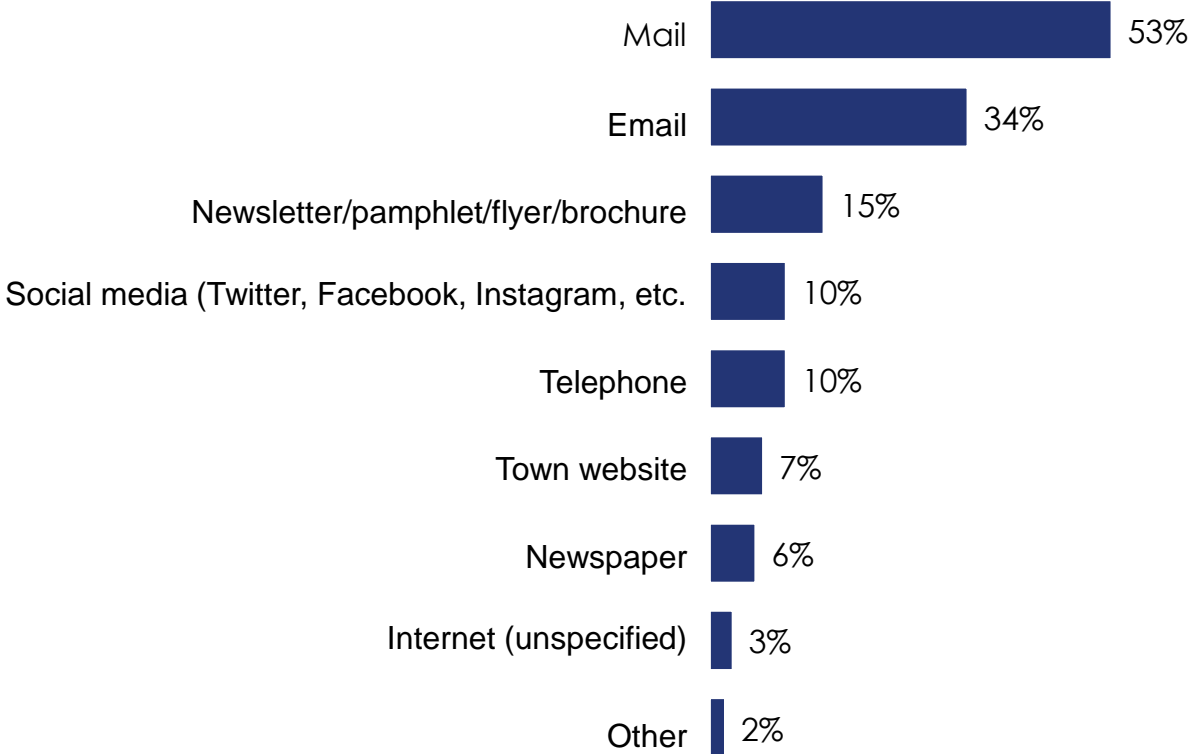
The proportion of residents who say they are receiving too little information is lower than the National Norm (31% vs. 43%, respectively).

Residents aged 35 to 54 are significantly more likely than those aged 55 and older to believe they are receiving too little information (36% vs. 25%).



Preferred Methods for Communication

Mail (53%), followed by email (34%), newsletters, pamphlets, flyers and brochures (15%), social media (10%) and telephone (10%) are seen as the preferred methods for communicating information from the Town of Lakeshore. Smaller proportions mention other methods.



Mentions under 2% are not shown.

Preferred Methods for Communication – by, Age, Children in Household,

Residents aged 18 to 54 are more likely than those aged 55 and older to prefer to receive information from the Town via email or social media.

Those with children under the age of 16 in their household are more likely than those without to prefer communication through social media.

Select aspects	18-34	35-54	55+	Children <16 in Household	No Children <16 in Household
E-mail	41%	39%	25%	40%	35%
Social media	17%	13%	4%	17%	7%

CONCLUSIONS

9

CONCLUSIONS

The results of the survey indicate that the residents of the Town of Lakeshore are satisfied with the Town as a place to live, and with its services. The Town is rated better than other municipalities in the country.

Residents like the close-knit aspect of the Town, but are concerned about future urbanization and population growth. There is also concern that infrastructure and amenities will not keep up with this growth.

Another appealing feature of the Town is its closeness to the lake and water, but there is concern about water levels in the future and the impact on their property.

Like many other municipalities in Canada, road quality is a number one issue, and is one of the lowest rated services relative to other services tested in the survey (although it currently receives a high level of satisfaction).

The concerns about the future of the Town of Lakeshore are consistent with the strategic goals in the Town's 2019-2022 Strategic Plan. These concerns are addressed in the Strategic Goals:

- Sustainable Development
- Roads and Infrastructure
- Shoreline Protection and Community Resiliency

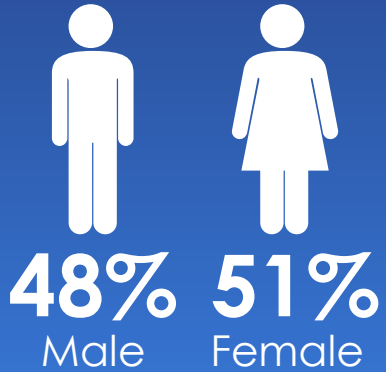
The results indicate that the Town is on the right track to addressing the concerns of its residents and should continue on this path.

PROFILE OF RESPONDENTS

10

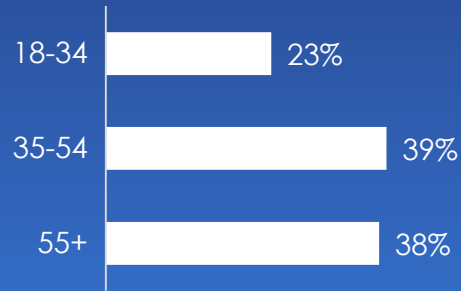
Profile of Respondents

GENDER

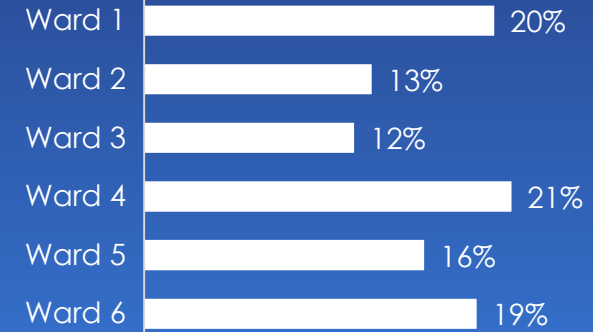


*1% are non-binary

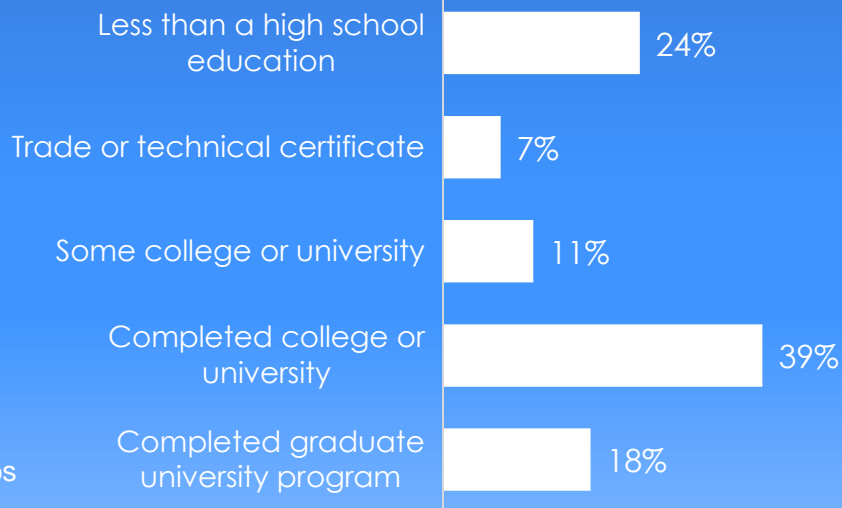
AGE



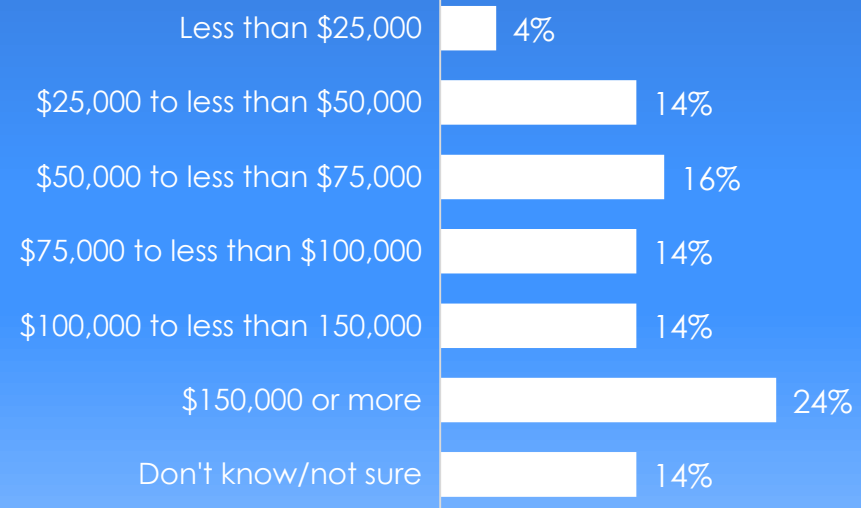
WARD



LEVEL OF EDUCATION

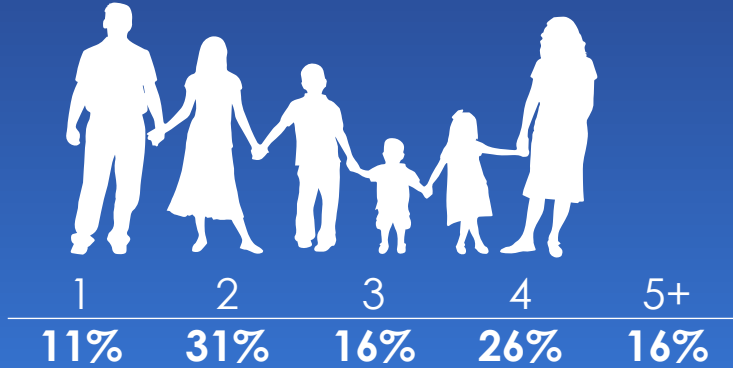


HOUSEHOLD INCOME



Profile of Respondents

HOUSEHOLD SIZE

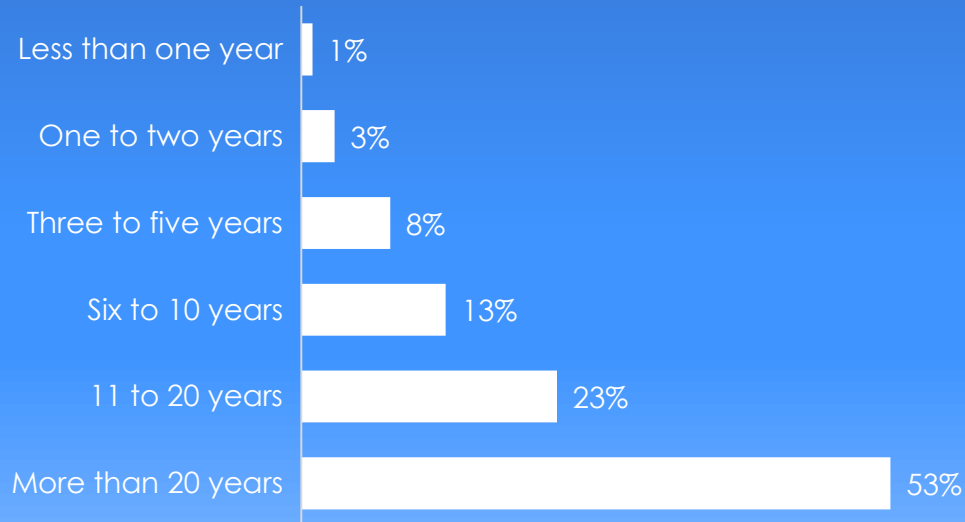


CHILDREN <16 YRS IN HHLD



39%
Children

YEARS LIVED IN LAKESHORE

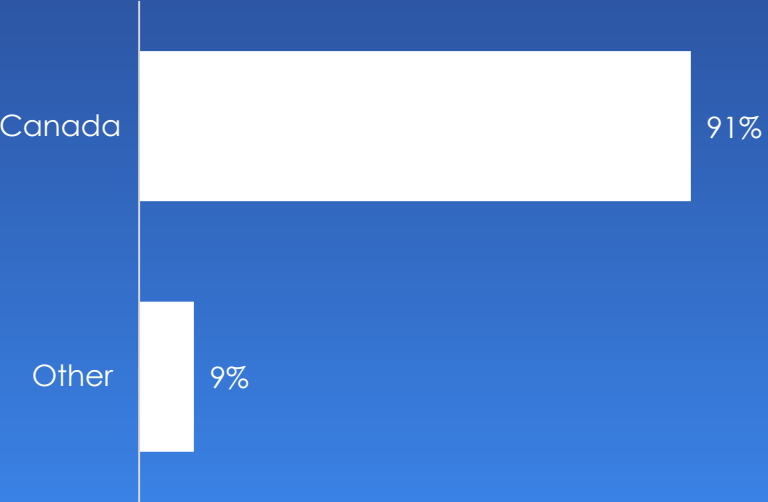


WORK IN LAKESHORE

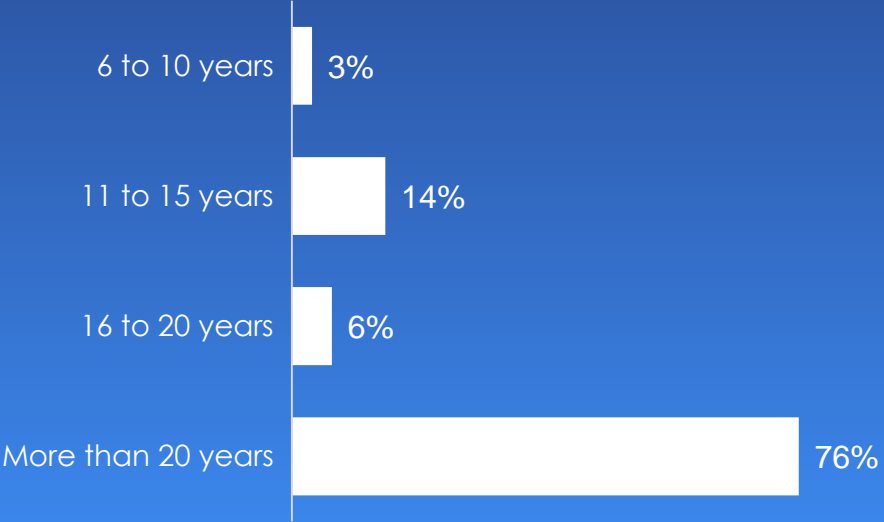
Yes 23%
No 76%
Don't know 1%

Profile of Respondents

COUNTRY OF BIRTH



YEARS LIVING IN CANADA (THOSE BORN OUTSIDE CANADA)



ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA,
Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simpliTown, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.