

# Who we are



## Giving Back

Our core purpose is Giving Back to West Auckland. We help all kinds of people, local clubs, and associations in the community by giving grants, donations, sponsorships, rebates, and household items. As a community-focused organisation, we're always happy to hear suggestions on ways we can improve.



## Owned and operated by West Auckland

We take our position seriously to ensure we always act in a socially responsible manner by not selling to minors or opening up too many stores which is better for our community. Our trustees are elected by you to help us Give Back in ways that are relevant and make a difference in our community. Many of our staff are locals and are fully engaged in our business and community with great career paths.



## Liquor

The Trusts sells alcohol in West Auckland through the West Liquor and Village Wine & Spirits stores and invests profits back into community projects or community-owned business. Unlike big supermarkets our profits don't go to private owners or shareholders.



## Entertainment

We aim to run all our venues competitively and to a high standard. Whether you're dining out or entertaining at home, every time you visit our bars, restaurants and liquor stores you're supporting the community.

# What we do



## Hospitality

We own a number of excellent bars and restaurants in West Auckland that offer something for everyone.

### Our Goals:

Operate a number of profitable, modern venues in West Auckland, and open establishments in new entertainment developments.

Recruit and retain industry-leading managers and develop people who are passionate about hospitality.



## Retail

Our industry-leading stores are some of the best in the country, with a large range of specialty beers, quality spirits, and fine wines from around the world.

### Our Goals:

Maximise retail opportunities through a network of conveniently located stores that best service our customers.

Develop outstanding results for the business and people through our retail leadership programme.



## Investments

We wisely invest our profits to grow our community owned investment base over the long term.

### Our Goals:

To build a balanced portfolio of high performing and strategic assets that maximise our ability to give back more.



# Giving back

What we do will benefit the community through donations, rebates, sponsorship and household distributions'



Investments driving  
Profit & Capital Growth



Profitable Hospitality Venues



Profitable Retail Stores



**Group Services  
Support Office**

Purchasing/Supply Chain; Marketing; People and Culture;  
Finance & Business Intel; Retail Leadership ; Hospitality Leadership;  
Executive/WATS Board

