

# COMPANY PROFILE

love *Your Life* outdoors



**AUSTRALIAN  
OUTDOOR LIVING**



There's no doubt about it, Australian Outdoor Living came from humble beginnings. What is now an iconic Australian brand was originally made up of a handful of staff operating from a small office in Adelaide.

Since opening its doors in 2005, a lot has changed. For starters, we are now located in almost every state and territory in the country – with plans for a presence in each, very soon. (NT is on our radar and it won't be long!) The Australian Outdoor Living team has also grown exponentially.

Beginning with a team of just 5, AOL now employs over 200 staff nationally. Speaking of growing, so too has our range of outdoor living products. The entire offering aims to help Aussie families really embrace our '**love Your Life outdoors**' mantra by improving upon their very own piece of the great outdoors and living the great Australian dream.

We understand that our customers' homes are a reflection of, and tailored to, their lifestyle. We aim to extend our clients' living spaces to create an outdoor oasis that

will transform their space and add another dimension to their life.

Our range now includes outdoor blinds, roller shutters, artificial lawn, pergolas, verandahs, carports, decking and both concrete and fibreglass swimming pools. Please note that not all products are available in every state. For a list of products available in your state, please see our website.

## OUR VISION

*We are passionate about providing the highest quality outdoor living products to complement our customer's lifestyles. It is our vision to 'be recognised as Australia's benchmark of excellence and innovation in outdoor living solutions'.*

## WHAT WE BELIEVE IN

Australian Outdoor Living is committed to ensuring integrity in each area of our business, through:



### High Standards

Conducting business with the highest standards of honesty, professionalism and ethics



### Priorities

Identifying the key priorities and activities to enable us to deliver on our promises



### Innovation

Facilitating an innovative environment to create solutions to enhance outdoor living



### Leadership

Enhancing our capabilities through building leadership skills



### Positive Culture

Building a positive culture that embraces sustainability, diversity and inclusiveness



### Management

Adopting a systematic approach to the management of risks

## WHAT WE AIM FOR

To achieve this vision we will continue:

- 1 Building on our existing foundation, delivering exceptional service, offering the highest quality products, leading product innovation and adding to our skills and knowledge
- 2 Investing in our future to develop new skills, new products, new technologies and capturing new opportunities
- 3 Fostering a productive working environment that supports our professional and inspired team members to recognise opportunities, seek continuous improvement and deliver growth
- 4 Forging strategic alliances with suppliers, delivering innovative outdoor living solutions, and underpinning our ability to respond to emerging customer needs and opportunities



## OUR MISSION

Australian Outdoor Living's mission is to be passionate about transforming people's lifestyles.



Outdoor Blinds



Artificial Lawn



Pergolas, Verandahs,  
Carports & Decking



Roller Shutters



Fibreglass & Concrete  
Swimming Pools

We understand that each and every client is an individual - with different tastes, wants, and needs. All of our outdoor projects are custom designed to perfectly suit each family and the existing characteristics of their homes. We provide our valued customers with quality products and installations that inspire them to love their life outdoors.

At Australian Outdoor Living, we have a highly skilled team of professional design consultants and certified builders that will bring your outdoor vision to life. The success that Australian Outdoor Living has seen thus far is the result of our commitment to providing a truly personal service with our custom designed solutions.

We enjoy and appreciate the opportunities we have been given and we look forward to all those to come to helping Australian homeowners all over the country to achieve the backyards and lifestyles they desire.



## WHAT WE FOCUS ON

To achieve our strategic objectives we focus on:

- 1 Achieving competitive costs of goods in all product categories
  - 2 Understanding our markets and evolving our service standards to meet our customers' needs
  - 3 Improving the quality of existing products through our understanding of process, proper selection of equipment and technical innovation
  - 4 Seeking innovation in new products
  - 5 Searching for continuous improvement in all we do
  - 6 Providing our employees with a dynamic and rewarding workplace
-

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1300 13 13 49 | [australianoutdoorliving.com.au](http://australianoutdoorliving.com.au)

ARRANGE FOR  
YOUR FREE  
MEASURE  
AND DESIGN

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*Kuchel Enterprises Pty Ltd*  
T/As *Australian Outdoor Living*  
ABN: 24 519 482 665 | BLD: 214381

Outdoor Blinds | Artificial Lawn | Roller Shutters | Pergolas & Verandahs  
Carports & Decking | Fibreglass Swimming Pools | Concrete Swimming Pools

*Please note that not all products are available in every state. For a list of products available in your state, please see our website.*



#thatsAOL

