

succeed  
think  
exceed  
passionate  
inspired  
educated  
make a  
difference

empowering people to help others



**AIPC is an organisation founded on the principle of enabling people to help others. At the very heart of our logo, designed three decades ago, is the statement ‘Caring for people.’ That’s the core of what we do; and that’s why our work matters.**

**Our thousands of graduates have helped tens of thousands of Australians to lead healthier lives. This has been made possible through the effort and passion of our people.**

**These values articulate the beliefs and behaviours that guide us and inspire us in our pursuit of ‘caring for people.’**

# OUR VISION

**To make our  
communities  
healthier by  
empowering  
people to help  
others.**

# OUR PURPOSE

**We're passionate about assisting people formalise their natural helping abilities so they can support others to lead happier, healthier lives. In this way, our work enriches the wellbeing of our students, their communities and our world.**

# OUR CORE VALUES





**everyone  
can succeed**

**think like  
our students**

**always exceed  
expectations**

**ignite  
passions**

**be inspired &  
be inspiring**

**provide exceptional  
education**

**our work makes a  
real-world difference**

**everyone  
can succeed**

—

**We believe in people's potential.  
We believe that everyone has  
the right to pursue their dreams.  
And provided with the right  
environment, can attain them.  
We therefore strive to make our  
programs accessible and provide  
our students with outstanding  
support that empowers them to  
excel.**

think like  
our students

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**We design and deliver education  
that enhances our students' lives.  
Walking a mile in our students'  
shoes enables us to create an  
environment where students  
flourish and love to learn.**

always  
exceed  
expectations

—

**We aim to make every  
experience with us a 5-star  
experience. We recognise that  
small things have huge impacts.  
When people connect with us,  
they can't help but be impressed.**

ignite  
passions

—



**Our work ignites passions –the passion for helping others; the passion for developing oneself; the passion for meaningful contribution. Our work matters and we approach it with energy and purpose.**

be inspired  
& be  
inspiring

—

**Our behaviours are infectious.  
By being inspired to greatness  
we inspire others to be great. We  
cannot expect more from others  
than we expect from ourselves.**

provide  
exceptional  
education

—

Education is the heart and soul of what we do. We deliver exceptional learning experiences that transcend the industry and our students' expectations.

our work  
makes a  
real-world  
difference

—

**Our work impacts the world in real and tangible ways. How well we educate our students now determines how well they can improve the lives of others in the future. Together we have positive impacts within our communities.**

**caring for people**

**[www.aipc.net.au](http://www.aipc.net.au)**