



GRANITE CLUB

“TOGETHER WE ARE GRANITE” CORE VALUES CAMPAIGN

COMMUNICATIONS - MEMBER AND STAFF ENGAGEMENT

Description & Outcomes

The Granite Club recently launched *Together We Are Granite* — a campaign celebrating the small, meaningful actions Members take to uphold the Club’s Core Values (Tradition, Respect, Community, Quality, Environment, and Responsibility). From tidying shared spaces to registering their Guests in advance, these thoughtful gestures create a welcoming, inclusive, and considerate community. To bring these values to life, the Club introduced a cast of ‘everyday heroes’ (e.g. The Wardrobe Warrior; The Tidy Titan; etc.) who demonstrate ‘Granite Ambassador’ behaviour — such as walking calmly through the Club, cleaning up after themselves, and showing respectful conduct.

This initiative enhances the Club’s Core Values, encourages Members to maintain decorum, and fosters pride in the Club and its traditions. It also strengthens the Club’s sense of safety and service excellence. In addition to a visual ad campaign featuring *Together We Are Granite’s* everyday heroes, the Member Services Team partners with young Members and their families to provide gentle reminders and regularly communicate house rules and etiquette. As young Members respond positively and demonstrate improvement, Staff reward them with “Proud to be a Granite Ambassador” stickers, reinforcing their positive behaviour.

The initiative has received very positive feedback from both Members and Staff. Many Members appreciate the Club’s ongoing efforts to promote respectful behaviour, ensure a safe environment, and uphold the Club’s unique community and culture.



JOHN GRAVETT, CCM, CCE
Chief Executive Officer
Tel. 416-510-6663 | Fax. 416-445-0838
Email. JGRAVETT@GRANITECLUB.COM
Web. GRANITECLUB.COM

GRANITE CLUB • 2350 BAYVIEW AVENUE
TORONTO, ONTARIO, CANADA, M2L 1E4