

MISSION STATEMENT AND COMMITMENTS

OUR HEALTH, SAFETY, QUALITY AND ENVIRONMENTAL POLICY



Our Mission

In a competitive business world, we help shape opinions, responses and behaviours. We make connections, we build support, we create advocates and we open doors. We give our clients definition, differentiation and share of voice.

Our Services

Corporate and business to business (b2b) public relations, marketing communications, public affairs, strategic consulting, community consultation, internal communications, issue and crisis management, digital, bid support, business intelligence.

Our Commitments

- ✓ We will consistently fulfil the needs and expectations of our interested parties
- ✓ We will provide safe and healthy working conditions for the prevention of work-related injury and ill health
- ✓ We will protect the environment, prevent pollution and ensure the efficient use of the resources we use
- ✓ We will at least comply with our compliance obligations including legal requirements and the requirements of interested parties
- ✓ We will continually improve our systems of work and delivery
- ✓ We will not allow our health, safety and environmental objectives to be compromised by other business objectives

Our Way of Life

1. We will remain our clients' preferred partner for our services based on our collaborative methods, integrity, intellect and excellence.
2. We plan our activities to achieve our compliance obligations and ensure delivery to our customer's contractual requirements.
3. We provide a safe and efficient working environment, including for the work equipment we use.
4. We hire bright people who are passionate about communications and delivering excellent campaigns. We provide them with the resources they need to achieve our commitments and objectives.
5. We ensure that individual roles and responsibilities are clearly defined and understood, and that our requirements and policies are communicated clearly to our employees and clients.
6. We build and maintain strong relationships with our employees and work hard to be a company that people want work for. We aim to achieve long employee retention and low staff turnover
7. We measure and monitor our performance in meeting our mission, commitments and objectives. In this way we seek to continually improve our activities and systems and ensure that any problems are identified, controlled, corrected and prevented from re-occurring.
8. We regularly review our performance and seek continual improvement of our activities and systems.
9. We develop and maintain positive behaviours to deliver the above objectives.

The leadership team will ensure that this policy and objectives for continual improvement are established and that they are compatible with the context and strategic direction of the organization.

The leadership team will establish the resources and monitoring regimes necessary for the successful delivery of the above objectives.

This Policy shall be reviewed at any change point, as part of lessons learnt and annually.

Signed

Ben Copithorne Managing Director – 03 February 2026