

Public purpose and strategy

Effective 8 October 2026. Applies to Setsail Interactive Inc. and Setsail Marketing, Inc.

Our purpose

Setsail brings dreams into reality by helping organizations communicate clearly and grow responsibly. We aim to make useful information and digital experiences easier to understand and access, provide fair and inclusive opportunities for the people doing the work, and reduce avoidable harm to people and the environment through the projects and suppliers we choose.

This purpose builds on Setsail's long-standing values of Clarity, Growth and True Care. It sets out the social and environmental impact we intend to create. It does not claim that these outcomes have all been achieved.

How the purpose guides strategy

- We screen new and renewed client work using the client, project and procurement impact review in Schedule G.
- We build accessibility, substantiated claims, privacy and informed consent into briefs and quality assurance.
- We use worker listening and the policy commitments in Schedule J to improve fair access to work and development.
- We review our most material procurement decisions each year.
- Every action has a named owner, and we measure both completion and outcomes.

How we measure progress

Opportunities screened

Percentage of material new and renewed opportunities screened under Schedule G

Claims substantiated

Percentage of public social and environmental claims with a recorded source and a named approver

Accessibility QA

Accessibility quality assurance completed on relevant digital work

Worker feedback closed

Worker feedback actions closed, with the outcome communicated back

Climate actions

Climate action plan actions completed on time

We establish a baseline for each measure before reporting performance against it. The directors review progress against this purpose at least once every 12 months, as part of the annual review in Schedule C. This purpose is published on Setsail's public policies page.