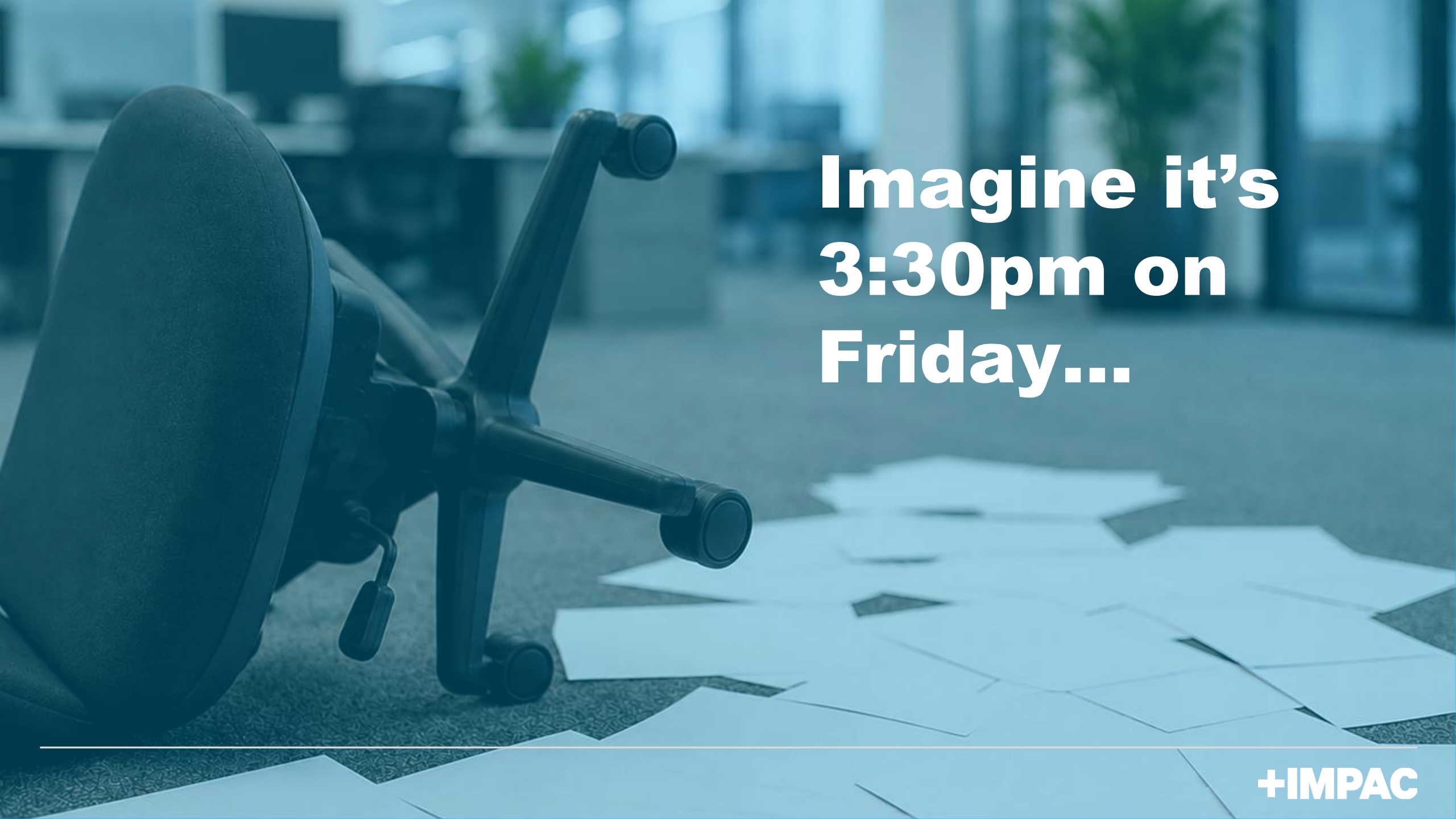


+IMPAC

**INFLUENCING WITH
AUTHORITY - CULTURE
AND COMMUNICATION**

An office chair is shown in the foreground, slightly out of focus. The floor is covered with numerous sheets of paper, suggesting a chaotic or busy work environment. The entire scene is overlaid with a semi-transparent blue filter. The text "Imagine it's 3:30pm on Friday..." is written in a bold, white, sans-serif font on the right side of the image.

**Imagine it's
3:30pm on
Friday...**

A photograph of a family at a backyard BBQ. In the foreground, a man in a grey t-shirt and a woman in a white t-shirt are seen from behind, embracing each other. The woman has her arm around the man's shoulder. In the background, several other people, including a man in a blue cap and a child in a striped shirt, are seated at a wooden picnic table eating and talking. The scene is set outdoors at dusk, with a house and trees visible in the background under a soft, golden light.

**Imagine you
are at a BBQ...**

+IMPAC




Why do we manage health and safety?

Moral • Legal • Economic

A man in a light blue shirt is sitting on a porch, looking out at a family playing soccer in a lush green backyard. The family consists of a woman and two children. A soccer ball is on the grass. The scene is bright and sunny, with trees and a fence in the background.

Who is affected?

**Rules control behaviour
for a while, but they don't
change hearts**

A photograph of two women in business attire standing in a modern office courtyard. The woman on the left is wearing a light blue blazer and has her hair in a bun. The woman on the right is wearing a dark blazer and has long dark hair. They are facing each other and appear to be in conversation. The background shows a modern building with large windows and greenery. The entire image has a blue color overlay.

**Storytelling is one of the
most powerful tools
an HSR has**

How we talk about Safety matters



Kia kaha

Be Strong, Be Brave, Be Persistent