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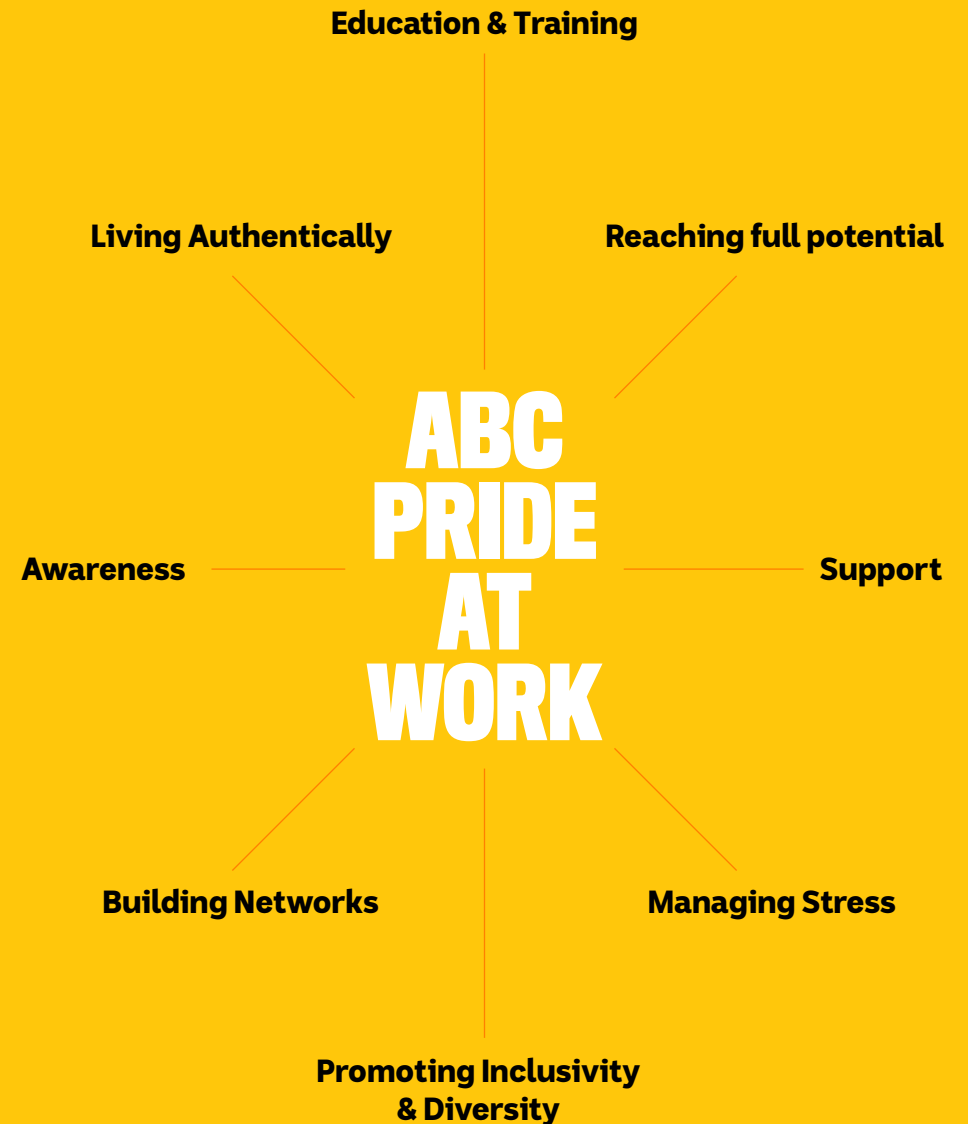


OUR AMBITION

ABC Pride is an **employee-led group** providing **Education, Awareness and Support** for our staff.

ABC Pride aims to create an **inclusive work environment** where our people can be their **authentic selves** and **reach their full potential**.

ABC Pride **signifies inclusion** and invites **all ABC employees** to be part of and support this ambition.



EMAIL: abcpride@abc.net.au

FACEBOOK: <https://www.facebook.com/groups/ABCPride/>

ABC INTRANET: <https://intranet.abc.net.au/my-job-and-career/indigenous-employment-and-diversity/abc-pride2>

ABC PRIDE TIMELINE

Feb 2017

Manda Hatter nominated as LGBTQI Champion for the ABC, establishes the ABC Pride committee

ABC Pride holds first BBQ event in Ultimo to coincide with Gay and Lesbian Mardi Gras

March 2017

R U OK Day co-hosted in Ultimo with Finance team. Leigh Sales judges a bake-off, Patricia Karvelas MC's LGBTQI panel

Feb – Dec 2017

ABC Pride networking drinks organised on a monthly basis

Feb 2018

Landmark mini-series RIOT screened in Ultimo with panel hosted by Julie McCrossin

NSW Police apologise to the 78'ers for violent response to first Mardi Gras Parade

June 2018

ABC's first AWEI submission and the start of metrics on LBTQI employees

October 2018 – Jan 2019

Discussions held with ANZ and Deloitte regarding strategy approaches, 3 year strategy developed in conjunction with ABC Pride Committee and Executive Sponsor

Christmas Bake-off Morning Tea in Ultimo attracts 300 employees

Feb 2019

Meet & Greet with SBS Pride Chair & Executive Sponsor

Finalised Metro Sponsors – listed on Intranet

May 2019

IDAHOBIT Day celebrated at ABC offices around the country

AWEI score improvement from 1st year entry

June 2019

Inaugural Gayla and Strategy Launch held in Ultimo, opened by ABC Managing Director

WHY?

Because it is good for our people and good for business

We believe in **equal opportunity**

We value **inclusion**

We value **respect**

We believe a person's identity and sexual orientation is an **intrinsic part of who they are** and we are committed to creating a working environment that **supports and embraces our differences**.

Supporting our LGBTQI community will:

- Help make the ABC a **better place to work** (ABC Investing in Audiences Strategy – Great Place to Work)
- Help us recruit and retain the best – make us an **employer of choice**.
- Help us **make better content** by leveraging that diversity (ABC Investing in Audiences Strategy - making extraordinary content)

Recently published research noted LGBTI and supporter employees at inclusive companies (compared to those that have a negative attitude to LGBTI employees) are:

- significantly more likely to say they are proud to work for their employer (84% v 68%);
- more likely to “go the extra mile” for company success (84% v 73%)

^ Source: Harvard Business Review, February 2016

INVESTING IN AUDIENCES

1. Creating extraordinary relevant and valued content

Through a new awards nomination platform open to all ABC staff;

- a) Best 'Community Member' (working title) – Who made the biggest difference to the community at the ABC
- b) Best Ally – Non-LGBTQI staff member who most supported the community
- c) Best Content – For content that changed the conversation around LGBTQI issues

2. An outstanding audience experience

- By promoting diversity and inclusion on and off screen
- Through Diversity and Inclusion training programs available to all staff, including content makers

3. Reaching and Engaging more people more frequently in the most relevant way

- By collecting data from our staff to ensure our internal diversity targets are reflective of all Australians
- By celebrating diversity days like IDAHOBIT and Wear it Purple

4. Building a great place to work

- By extending the ABC's mentoring program to include LGBTQI mentors
 - By offering resources specific to LGBTQI staff through our Intranet page
 - By engaging Champions across the ABC to reach and support all our staff in Metro and Regional areas
 - By reviewing our policies and updating terminology to be more inclusive, including offering gender transition leave as a proposed clause in the EA
 - By introducing a staff feedback form to better understand how to support our staff through the Pride group's activities
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WHAT IS SUCCESS?

1. Visible and vocal support for our LGBTQI community from our leaders.

Support could be in many forms including communications and presentations, social media sharing, attendance at LGBTI events, prioritising LGBTI on the agenda of important forums.

2. Qualitative feedback

From our LGBTQI community that says we are moving towards our ambition.

3. Implementation of this strategy

Including key initiatives like the LGBTQI mentoring program, the metro champion program, policy updates, IDAHOBIT & Wear it Purple Day, and an annual Gayla event.

4. Significant improvement in AWEI score

Continual improvement in the Australian Workplace Equality Index

The AWEI now stands as the definitive national benchmark on LGBTI workplace inclusion and comprises the largest and only national employee survey designed to gauge the overall impact of inclusion initiatives on organisational culture as well as identifying and non-identifying employees. The Index drives best practice in Australia and sets a comparative benchmark for Australian employers across all sectors.