

ENHANCING DIVERSITY AND INCLUSION

INTERNATIONAL
BROADCASTING
ASSEMBLY

7 DECEMBER 2020



UNESCO/ABU PROJECT – FBC, RRI, TRT, VBTC, VOV - DIVERSITY AND INCLUSION PLAN DEVELOPMENT AIMS TO:



Influence media leadership and commitment



Empower leaders and stakeholders

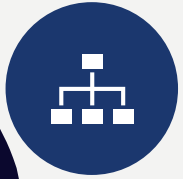


Develop tailored diversity and inclusion plans for media organizations, linked to the business case with communication strategies



Make a difference in employment, content and services across the Asia and Pacific region

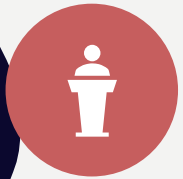
MEDIA DIVERSITY AND INCLUSION SURVEY



THE ORGANISATION



EMPLOYMENT DATA
BY GENDER and
DIVERSITY GROUPS



LEADERSHIP AND
PLANNING



REPRESENTATION
AND EQUITY



POSITIVE AND SAFE
WORK
ENVIRONMENT



CONTENT AND
SERVICES

UNESCO/ABU SURVEY SNAPSHOT LEADERSHIP & PLANNING

- **OVER 80% COLLECT GENDER DATA OF SE'S AND CONTENT MAKERS**
- **EQUALLY HAVE: D&I PLAN, PLAN UNDER DEVELOPMENT, NO PLAN**
- 60% HAVE DEVELOPED A BUSINESS CASE FOR D&I
- **42% HAVE D&I KPIS FOR SES**
- 67% HAVE BUDGET ALLOCATION FOR D&I



UNESCO/ABU SURVEY SNAPSHOT PLANNING- WORKPLACE

- 67% RECRUITMENT GUIDELINES
- **75% VACANT POSITIONS WITH SELECTION CRITERIA**
- 75% MEASURE GENDER PARTICIPATION OF PROMOTIONS AND TRAINING AND DEVELOPMENT
- 42% HAVE EXIT INTERVIEWS WITH D&I QUESTIONS
- 33% NETWORKING GROUPS
- **67% DIVERSITY AWARENESS TRAINING**
- **75% FLEXIBLE WORK PROVISIONS**
- 83% WORKPLACE SAFETY FOR WOMEN; AND WORK AND FAMILY LEAVE PROVISIONS FOR STAFF
- **92% WORKPLACE BEHAVIOUR POLICY AND TRAINING**



GENDER EQUALITY IN THE MEDIA GUIDELINES FOR THE WORKPLACE



- EBU GENDER EQUALITY IN MEDIA GUIDELINES 2019
- ABU GENDER EQUALITY IN MEDIA GUIDELINES 2020

**DIVERSITY
AND
INCLUSION
FOUR-PART
WEBINAR
SERIES 2020**

LEADING WITH DIVERSITY

WHY DIVERSITY AND INCLUSION?

A CONVERSATION ABOUT DIVERSITY AND
INCLUSION IN THE MEDIA WORKPLACE

A CONVERSATION ABOUT DIVERSITY IN
CONTENT AND SERVICES

ABU GENDER AND DIVERSITY CHAMPIONS FOR MEDIA STRATEGY

- Demonstrate leadership
- Encourage and support initiatives
- Participate in forums and activities
- Share knowledge and work
- Keep up to date
- Be a mentor

ABU GENDER AND
DIVERSITY
CHAMPIONS FOR
MEDIA STRATEGY



**CASE STUDY:
ABC
DIVERSITY
AND
INCLUSION
PLAN 2019-
2022**



ABC EQUITY AND DIVERSITY PLAN 2019-22

We aspire to a truly varied workforce, where diversity powers greater collaboration, creativity and innovation, and inspires high quality and distinctive content that reflects the valuable differences within the Australian population

CASE STUDY: ABC, AUSTRALIA

The ABC must look and sound like modern Australia, and include all Australians in what we do

ABC EQUITY AND DIVERSITY PLAN 2019-22

Three strategic goals

➤ **1. A diverse workforce:**

To recruit, develop and retain a diverse workforce that reflects the make-up of the Australian community

➤ **2. An inclusive workplace culture:**

To foster a workplace culture that is inclusive, collaborative and accountable and supports the talent and diversity of our people

➤ **3. Inclusive content, products and services:**

To reflect and represent the diversity of the Australian community in our content, products and the services we provide

CASE STUDY: ABC, AUSTRALIA

Focus areas:

Cultural and Linguistic
Diversity

Indigenous Peoples

Disability

Gender

LGBTQI+

ABC EQUITY AND DIVERSITY PLAN 2019-22

➤ I. **A diverse workforce:**

Attract diverse candidates

Strengthen pathways for diverse candidates into the ABC

Mandatory training required for anyone involved in recruitment and selection

Provide learning and career development opportunities to employees from under-represented groups

Monitor and report on the diversity of our workforce

CASE STUDY: ABC, AUSTRALIA

Targets by August 2022:

15% (9.2%) of content maker roles and 15% (9.8%) of executive roles filled by CALD employees

3.4% (2.7%) Indigenous employees

8% (5.3%) employees with disabilities

20% (16.6%) women in technological roles

50% (48.9%) women in senior exec roles

**KEY FOCUS
AREAS AND
ACTIONS OF
ABC PLANS**

- **LEADERSHIP**
- **REPRESENTATION**
- **POSITIVE WORK ENVIRONMENT**
- **CONTENT AND SERVICES**

DIVERSITY AND INCLUSION LEADERSHIP



**Linked to Strategic
Vision and Planning**



**Plan objectives,
timeframes, areas
designated to
implement**



Targets and reporting



**KPIs for Senior
Executives**



**Responsibility shared
across the organisation
through corporate
wide and divisional
groups, dedicated
divisional
representatives and
diversity champions**

ATTRACTION AND RECRUITMENT-PROCESSES

- WEBSITE WITH GENDER AND DIVERSITY INCLUSION
- INTERNAL RECRUITMENT GUIDELINES
- ALL JOBS ARE ADVERTISED WITH SELECTION CRITERIA
- JOB VACANCIES HAVE ADDITIONAL WORDING TO INVITE DIVERSITY GROUPS TO APPLY; HAVE INCLUSIVE LANGUAGE, MENTION ACCESS FOR PWD, PROMOTE FLEXIBILITY



DEVELOPMENT AND RETENTION

- INDUCTION PROGRAMS INCLUDE DIVERSITY REFERENCES
- PROMOTIONS, TRAINING AND DEVELOPMENT DATA BY GENDER
- ACCESS TO ACTING OPPORTUNITIES, MOBILITY MOVES, MENTORS
- SPECIFIC LEARNING OPPORTUNITIES/RESOURCES: SINGLE GENDER COURSES, WORKPLACE ADJUSTMENT FOR PWD, LANGUAGE IMPROVEMENT
- PROVISION OF NETWORKING GROUPS, SUCH AS SENIOR WOMEN, CARERS' GROUPS, INDIGENOUS STAFF CONFERENCES
- EXIT INTERVIEWS WITH DIVERSITY QUESTIONS



WORKPLACE BEHAVIOUR POLICIES AND TRAINING

- **ENGAGEMENT SURVEY**
- **CODE OF CONDUCT**
- **POLICY TO ADDRESS DISCRIMINATION,
HARASSMENT AND BULLYING**
- **GRIEVANCE PROCEDURES**
- **A BETTER PLACE TO WORK MANDATORY
TRAINING**





DIVERSITY AWARENESS TRAINING

UNCONSCIOUS BIAS
DISABILITY AWARENESS
INDIGENOUS CULTURAL
AWARENESS
CULTURAL/RELIGIOUS
DIVERSITY
MENTAL HEALTH
AWARENESS
MANAGING FLEXIBILITY

CROSS-CORPORATE THEMES

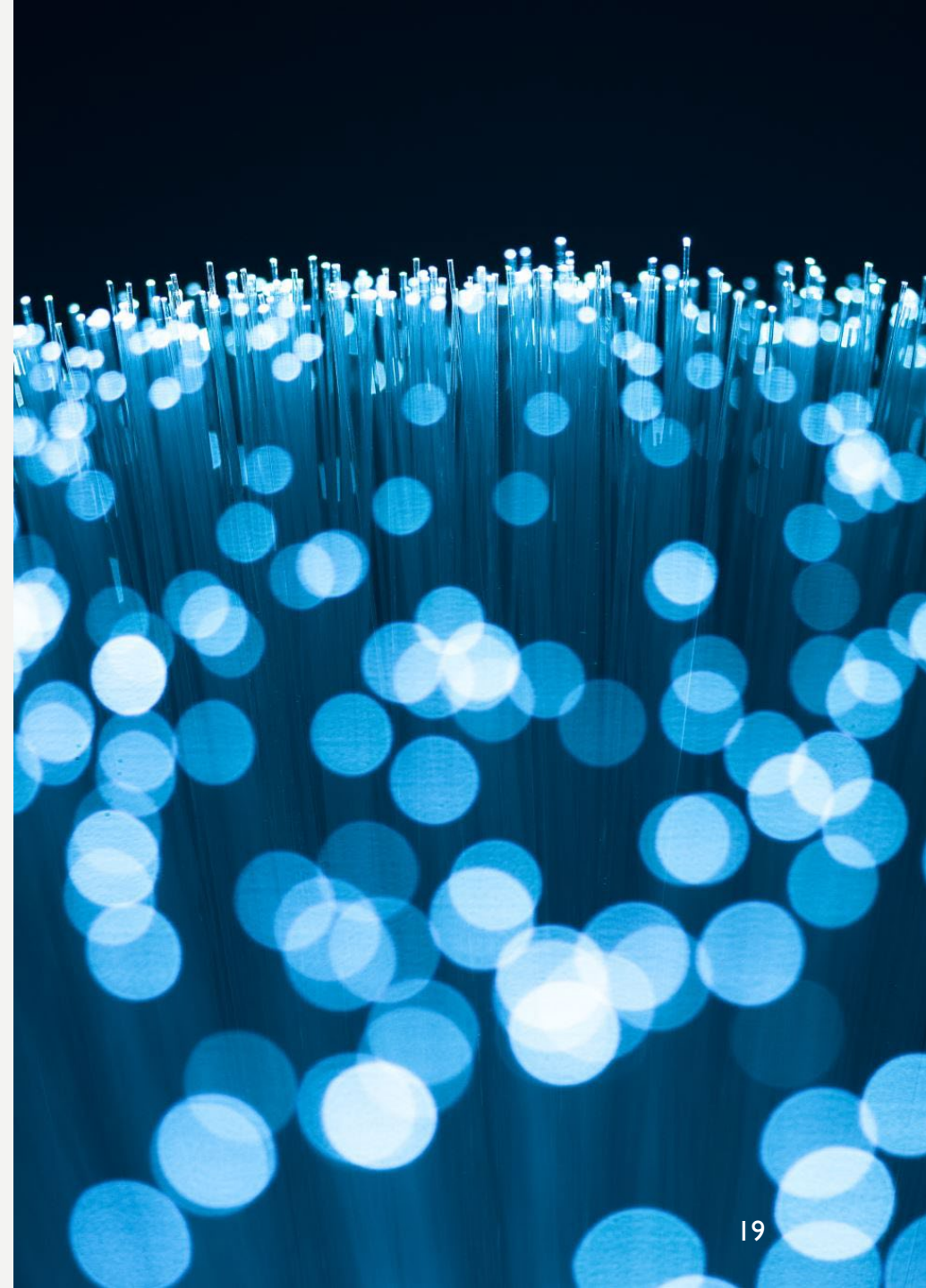
INTERNATIONAL DAYS

NATIONAL EVENTS

LOCAL FORUMS

SPEAKERS, EXPERTS, CREATIVE EVENTS

RECOGNITION SCHEMES WITH DIVERSITY
COMPONENT





FLEXIBILITY, WORK LIFE BALANCE - LEAVE

PARENTAL LEAVE

STUDY LEAVE

FAMILY CARE

ADOPTION

FAMILY VIOLENCE

RELIGIOUS

HEALTH AND WELLNESS

PURCHASE ADDITIONAL
LEAVE



FLEXIBILITY, WORK LIFE BALANCE – AT WORK

FLEXIBLE HOURS

JOB SHARING

PART-TIME

BLOCKS OF TIME

ROSTERED DAYS

FLEXIBILITY, WORK LIFE BALANCE – RESOURCES

BREASTFEEDING FACILITIES

CHILD CARE FACILITY

VACATION CARE INFO

EAP

WORK AND FAMILY SEMINARS

FAMILY VIOLENCE SUPPORT

WELFARE/VOLUNTEER GROUPS

MATURE AGE SEMINARS

MEN AND WORK



MAKING A DIFFERENCE

ENHANCING DIVERSITY AND INCLUSION IN THE MEDIA WORKPLACE

