

## How do we attract more diversity into the advertising industry?

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### THE PROBLEM

The Australian advertising industry has always worked towards being an industry of greater diversity and inclusion. However, we know that progress has been slow and there is always room for improvement. Diversity and inclusion in advertising is no longer just an optional consideration, it is an imperative for the advertising industry if we are to move forward. Diversity is about recognising and valuing people's individual differences based on a range of things that include; gender, socioeconomic background, ethnicity, disability and sexual orientation. Inclusion occurs when we acknowledge this diversity and people feel respected and valued within the workplace.

### TARGET AUDIENCE

Anyone currently working in or interested in getting into the advertising industry. As well as anyone wanting to change the status quo by making the advertising industry more diverse and inclusive.

### REASONS TO BELIEVE

Thriving industries have the most diversity and inclusion in their workforces. Representing people from all backgrounds matters because it fosters new ways of working, new ideas, innovation and collaboration. Diversity and inclusion have an immeasurable impact and influence on our industry's success and future.

### KEY STATS

**Mental and Physical Health**  
46% of people with physical or mental health challenges have felt undervalued compared to colleagues.

**Social Mobility**  
77% of the industry have completed further education. Whilst 54% attended a private/fee paying school vs the national average of 35%. This could point to more exclusionary hiring protocols.

### Ethnic Diversity

While Australia is the most diverse country in the world, with 30% of people born overseas, only 16% of people in advertising are culturally diverse and often, they are the only one in the room.

### Sexual Orientation

**Representation and Inclusion**  
Among the LGBTQIA+ people in our industry, 32% choose to hide their sexuality at work.

Source: Create Space Census and #onlyoneintheroom

### KEY DATES

Entries close: Tues 11th October 2022  
Finalists announced: Sun 16th October 2022  
BADC Awards Night: Sat 22nd October 2022

### KEY INSIGHT

More diversity and inclusion in advertising begins with more diversity within the advertising industry itself.

### PROPOSITION

Better diversity and inclusion lead to better advertising.

### YOUR CHALLENGE

Understanding the problem and using the proposition, we want you to come up with a creative response to answer this brief. It can be a written submission, creative idea, tech-related or social. Keep it simple and true to the brief. Responses should be no more than 1 page.