

# DIVERSITY STATEMENT





## OUR INTENT

We value diversity and recognize the contribution it can make to our organization. Supporting diversity and being inclusive are intrinsic to our values in action as we Lead From The Front and Win Together, with behaviours which include:

- **Welcoming collaboration**
- **Building rewarding and valuable relationships**
- **Being aware of our impact on others**
- **Giving others the space to win**

We are committed to building an organization which is reflective of the diverse societies we operate in, and has a positive impact through our employment experiences, the way we do business and how our brands support diversity in sport.

We're not there yet. Our level of diversity in many areas is low. This is the start of a journey that we'll all take together, living our values as we throw ourselves all in.



# OUR DIVERSITY PILLARS

## WHAT WE WANT TO ACHIEVE:

- **Reflect** our diverse populations
- **Minimize barriers** to work
- **Empower** our authentic selves at work
- **Nurture** diversity through our Values
- Role-model **inclusivity**
- Develop under-represented **talent**



### VALUES & ENGAGEMENT

Deliver Management Awareness Programme to build an inclusive culture across all teams

Celebrate diversity & educate colleagues through Awareness Events

Celebrate our brands supporting diversity in sport



### TALENT PROGRESSION

Review gender and age distribution and implement an action plan to redress imbalances

Revise internal recruitment processes to facilitate diverse appointments



HOW WE GET THERE...  
OUR COMMITMENTS FOR  
THE NEXT 12 MONTHS



### TALENT ATTRACTION

Identify & engage with new talent pools to increase representation within job applicants

Engage with community groups to grow awareness



### WORKING ENVIRONMENT

Collate diversity data to inform our decision making

Extend communication platforms to support diversity networking

Conduct diversity audits of our offices and virtual working spaces

