

DIVERSITY AND INCLUSION STRATEGY

2019 – 2021

To achieve OUR VISION of Australia’s best regional stadium, the Kardinia Park Stadium Trust (KPST) recognises that it must have an:

External Focus to:

- Seek to understand participation at the precinct and the barriers that exist for different members of the community.
- Gather as much data as possible to inform baseline measures related to diversity and inclusion and to enable improvement measurement.

Provide the best experiences for all people who come to the stadium

- and precinct through Customer Service training and regular review of customer feedback.

Internal Focus to:

- Commit to, embrace and prioritise learning;
- Implement inclusive recruitment practices to maintain a diverse internal workforce; and
- Meet our legislative and statutory requirements as a minimum requirement, but also role model best practice in inclusion.



OUR MISSION

To evolve, expand and enhance people’s experiences

requires proactive measures to include all community members in Stadium life through diverse participation and to involve diverse views in decision-making. As an organisation we must drive internal policy and culture that leads to an inclusive and equitable workplace free of discrimination, bullying or harassment of any kind.

We live **OUR VALUES** in the daily operations of the Trust. Our values are driven and help to inform this strategy and will be integral to our success. The following represents how our values will be enacted to enhance diversity and inclusion specifically:



Collaboration

we will work as a team to engage our community and stakeholders, create inclusive events, and develop ourselves as Australia’s best regional stadium



Accountability

we will be accountable for the delivery of events and experiences which are inclusive of and cater for diverse groups



Integrity

we will publish our Diversity and Inclusion Strategy and will report progress against our actions in our Annual report and on our website



Equity

we will be proactive in our workplace and work with our partners who support disadvantaged people within our community



Courage

we will be open to new ideas, try new approaches, learn from others and be willing to lead the way in response to changing community needs



Care

we have your back! We will listen, show compassion, and consider the broad needs of community members and our staff

DEFINITION DIVERSITY

Diversity is the quality of being varied or different and in the context of people and community, diversity can be in dimensions including race, ethnicity, gender, age, abilities, religious beliefs, political alignment, experience, socio economic status and sexual orientation.

- Recruit the best talent from the widest pool available
- Improve innovation, creativity and critical thinking
- Understand our customers and their customer service needs
- Improve the connection between our people and the community we serve

DEFINITION INCLUSION

Inclusion occurs when diverse people (e.g. of different ages, cultural backgrounds, genders) feel valued and respected, have access to opportunities and resources, and can contribute their perspectives and talents. Inclusion is associated with:

- Value and Respect
- Belonging and Connection
- Participation and Contribution
- Influence and leadership
- Opportunity

STRATEGIC ALIGNMENT

KPST's Diversity and Inclusion Strategy does not present isolated goals for KPST, rather diversity and inclusion are a consideration across most of our work. In particular, there is a strong alignment to the following KPST plans and future strategies:

- Strategic Plan 2019-2023
- Ethical Framework
- Community Engagement Charter
- Stakeholder Marketing and Communications Framework
- Reconciliation Action Plan
- Event Hirer Guide
- Customer Service Framework

THE STRATEGIES

KPST's Diversity and Inclusion Strategy has two distinct components:

- an internal component which scrutinizes KPST's internal practices and seeks continuous improvement in the way the organisation recruits and operates.
- an external component which explores how the stadium setting and KPST events can be more accessible and suitable for a wider range of people to achieve our Vision of Australia's Best Regional Stadium.

From the following strategic aspirations, the KPST team have developed a detailed working document to support this strategy which outlines measurable targets, KPIs, lead team members and timeframes.

Diverse and Inclusive Workplace Internal View

Our Aspirations:

A diverse workforce where different opinions are respected, everyone feels included, learning and development are high priority, and equity is the norm.

Within **OUR WORKPLACE** we are committed to providing a diverse and inclusive environment where everyone has the opportunity to succeed and is treated fairly and with respect.

We go above and beyond our legal obligations to create a culture that thrives on mutual respect, teamwork and diversity of thought.

This is best achieved when the internal workforce and our Board have a diverse make-up which is representational of the community in which we operate and all our leader's role model inclusive behaviors.

Diverse and Inclusive Stadium External View

Our Aspirations:

To be known and preserved as an inviting and accessible icon for Geelong where all people can come, enjoy, and participate in a diverse range of inclusive

at **KARDINIA PARK** we are committed to working with diverse stakeholders to create a stadium and precinct that welcomes all members of the community and is easily accessible to all.

Whilst the physical attributes and aesthetics of the precinct are important, inclusion will also be achieved through community engagement and exploration.

The Trust aims to work in partnership with community groups, organisations, government and sporting bodies to strengthen community programs and activities. We will leverage from the iconic status of the stadium to provide support and connection. We will enable our partners to excel.

