



DIVERSITY, EQUITY AND INCLUSION

OUR COMMITMENT

Our community comes together to work, play and celebrate at Kardinia Park.

We are committed to creating a place where all people feel welcome and safe. A place where people are treated fairly and there are no barriers to inclusion.

To create a truly equitable and inclusive environment, we not only need to look beyond the physical offerings of our stadium, but also focus on our people and our culture.

As we live out our Diversity, Equity and Inclusion (DEI) Action Plan, we pledge to engage with our community, participate in ongoing learning and always strive for excellence.

WHY IS THIS IMPORTANT?

We want to contribute to a more inclusive world and leverage from the full potential of diverse perspectives. Diversity, Equity and Inclusion is integrated into all the ways we do business - it is not something that occurs in isolation.

By embracing diversity and offering inclusive experiences at GMHBA Stadium we can:

- enable a better customer experience
- attract new content and audiences
- find innovative and creative solutions
- improve employee engagement, satisfaction and cohesion
- attract talented employees

OUR PLAN:

Our Diversity, Equity and Inclusion actions are intentional and link our core business with our strategy, culture and values.

The actions were developed in collaboration with our stakeholders and community via a number of co-design workshops.

KEY OBJECTIVES

Our areas of focus that have informed the priorities of a Diversity and Inclusion Plan

Outcomes	Equitable Community Participation	Improved Facility Access	Employment Outcomes
Specific Objectives	<ul style="list-style-type: none">• Increase diversity of stadium patronage and visitation• Broaden offerings at the stadium	<ul style="list-style-type: none">• Continue to identify and remove barriers to facility access• Continue work in progress to increase equitable access across the stadium	<ul style="list-style-type: none">• Promote inclusion and attract diverse talent• Enhance the development of our people with diverse and inclusive experiences

