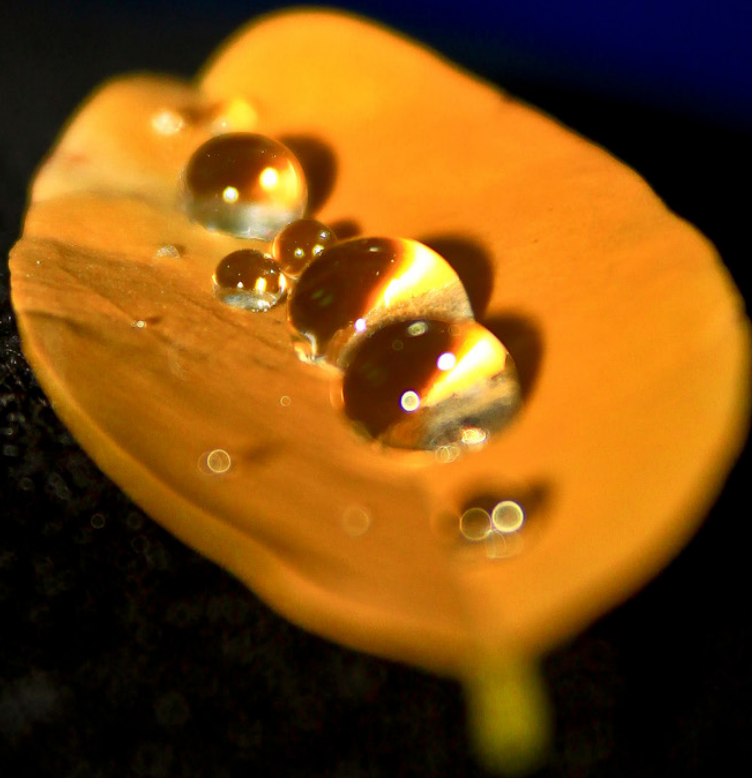


# Creating a deep sense of belonging and value for our people

Inclusion, Diversity & Wellbeing  
2021 in review



# 4 years 60 Volunteers Thank you

## Introduction

Four years ago we recognised it was time to shift from 'valuable talking to impactful action' and so Inclusion, Diversity and Wellbeing (IDW) became part of our visible, transparent, annual strategy. With executive sponsorship and a collaborative steering committee full of enthusiastic volunteers, we were on our way! 4 years, 60 volunteers, thank you!

We believe that everyone is unique and will only be truly successful when they can bring their whole selves to work. That means we focus on the things that matter to our people;

- We enable different cultures and LGBTQI+ communities to have a sense of belonging,
- We recognise and apply the incredible strengths and complimentary differences we all have by bringing them to work each day,

- We empower our people to care for the wellbeing of their minds and bodies so they can bring their whole selves to work, and
- We continue to interrogate our remuneration data for bias (current and historical) to ensure we have gender pay parity for all.

Whilst we have been humble with our achievements over the last 4 years, we are also really proud of the value they create for our people. It is now time for us to be a little less humble, to share our 2021 IDW achievements, and in doing so we trust it will inspire you and the people you work with to have 'impactful action' in your workplaces too.



**Jon Foged**  
Managing Director  
Australia & New Zealand



**Kim Ruyten**  
Senior Director Strategic  
Engagement  
(Inclusion, Diversity  
and Wellbeing  
Executive Sponsor)



**Margaret Persico**  
Senior Director  
(Inclusion, Diversity  
and Wellbeing Leader)

# Valuing the uniqueness of our workforce

## Embracing Difference

Embracing Difference requires the collective, daily actions and behaviours of our people over time...it's a journey as they say. Whilst we all have so much in common (after all, we are all people!) it is our unique differences that makes living, working and being together richer. That's why this year we chose to respect five incredible groups of people...



# Equality for women

As part of International Women's Day, we helped to highlight and address barriers that continue to perpetuate gender inequality.

40 pledges for the #IChooseToChallenge campaign

"I will continue to challenge stereotypes about what is 'women's work' and 'men's work' at work and home. It's just work!"

Ryan Atkins

"I pledge to challenge gender biases, assumptions and actions, and call them out when I see them occurring – both in myself and others"

Kat Mann

"I will raise my grandsons to value, respect and treat women equally"

John Cucka

"I will 'invest in her' by making 12 micro loans to women in developing nations via Kiva to enable them to better empower themselves"

Colin Macarthur


We donated professional clothing to Fitted for Work, who help women experiencing disadvantage to get work, keep work and navigate their world of work.

# Embracing cultural richness

Led by those who value taking individual responsibility for issues and opportunities, we continued to embrace our cultural diversity through the recognition of significant cultural events that are important to all our people including: **Lunar New Year, Ramadan, Eid, Orthodox Easter, Rosh Hashanah** and **Diwali** creating an opportunity for everyone to learn and appreciate cultural events that are important to our colleagues.

Our people can access their sick leave and repurpose it to Cultural Leave so that they can celebrate the events that are important to them and their family, unhindered. Together this creates a sense of belonging and inclusiveness amongst our team.





“Welcome to Country and Acknowledgment of Country are very important ways of giving Aboriginal people back their place in society... It’s paying respect, in a formal sense, and following traditional custom in a symbolic way.”

Wurundjeri Elder, Joy Murphy Wandin

# Respecting Indigenous heritage

## Acknowledgement of Country

Using Reconciliation Week and NAIDOC we took the opportunity to educate our people on the significance of Welcome to Country and Acknowledgement of Country. We are proud to have embedded Acknowledgement of Country into all our significant presentations and meetings. In this way we show our respect to Aboriginal and Torres Strait Islanders and normalise actions that help to bridge the gap and contribute to reconciliation

## Indigenous Literacy Foundation

As a market research company we love information, we love to learn, and we love to help others learn. In 2020 we began what we wish to be a life-long relationship with the Indigenous Literacy Foundation. They enable Aboriginal and Torres Strait Islanders children to see the stories of their own heritage in books. **Raised over \$1,000.** We fell in love with the story No Way Yirrikipayi, by Alison Lester. It’s a beautiful story...why don’t you buy it!

# Embracing our sense of self

In previous years we supported our LGBTQI+ community through a range of awareness initiatives during PRIDE month and Wear It Purple Day. This year we were a whole lot braver and it worked! We ran a panel across APAC with members of our team from the LGBTQI+ community and their allies (family and friends). The panel created a safe space for people to share their experiences and to ask questions.

It was a humbling and liberating experience for our panel members, and it created awareness and appreciation of the challenges and experiences faced by our colleagues and their families.



"The past years have been tough on everyone's mental health, but among men, it remains stigmatized to talk about it and men often don't know how to ask for help. Movember is aiming to reduce the rate of male suicide by 25% by 2030 and I want to help them get there. Help me stop men dying too young."

Alec Walecki




# Supporting men's health

Movember came around quickly this year (where did the year go??!!) and we raised awareness and \$1,800 to support men's health and wellbeing, with a personal twist.

"Last year I tested positive to carrying the genetic mutation of the BRCA1 gene, which means I found out that I have an increased risk in developing prostate or breast cancer at some point in my life. I was able to raise a total of \$1,069 last Movember which was way more than I thought was possible, so this year I want to do even better and continue to help make an impact on men's health and the conversations around it by growing an even better mo.

Nathan Guy



A culture where  
people can be  
themselves, are  
able to contribute  
and feel a sense of  
belonging

## Valuing Inclusion

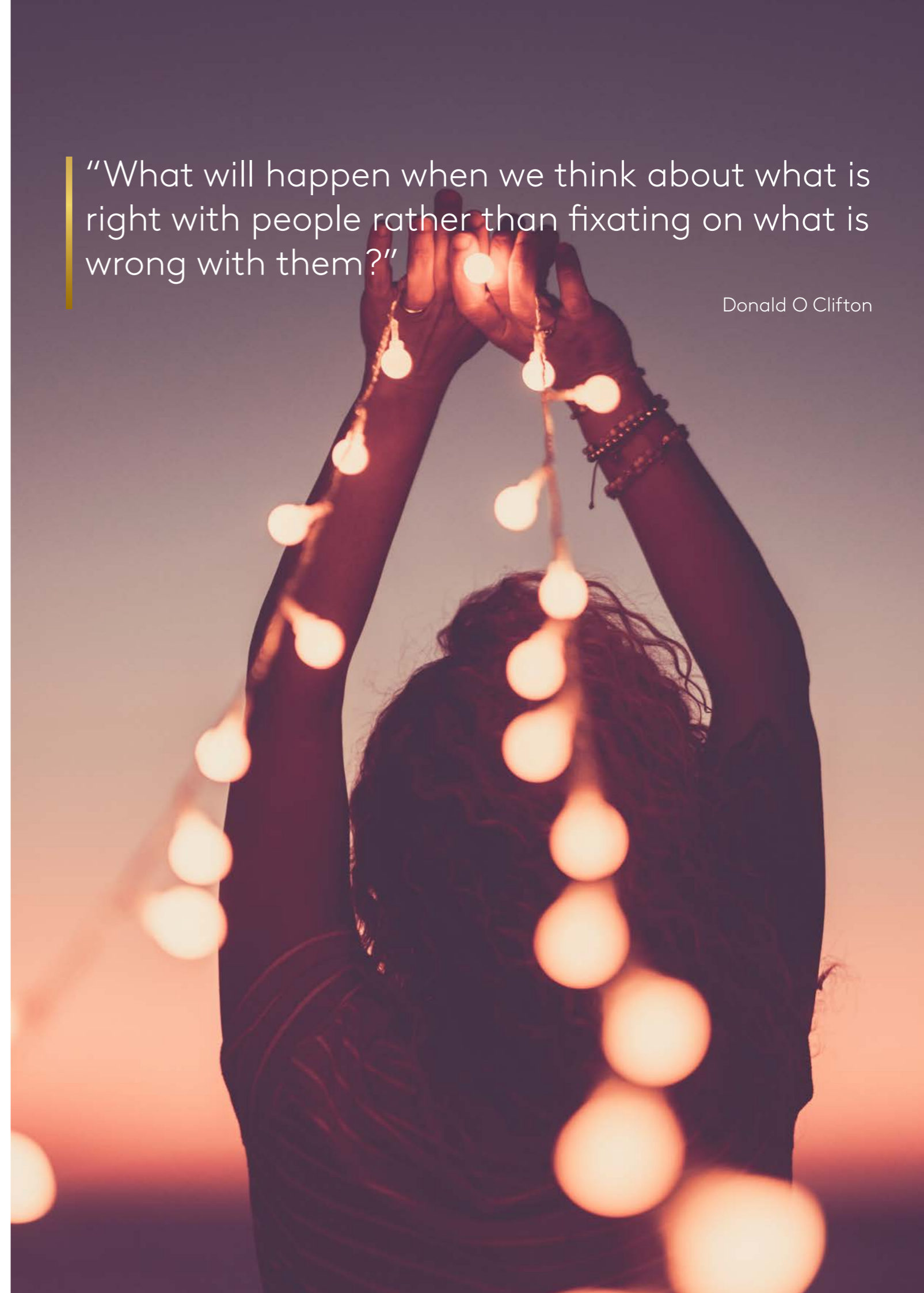
Valuing Inclusion is about creating a culture where people can apply the best parts of themselves, work with the strengths they have, work in flexible environments and with flexible behaviours. It's about removing limiting elements of the labels we all wear; my age, my title and my experience. It helps our people to contribute, to have impact and feel a sense of belonging.

# Embracing the strengths within our people

Proactively using the 34 strengths from Gallup StrengthsFinder is now firmly part of our culture and our onboarding program. **Over 85% of our people know, embrace and promote their strengths.** Our people have several times more potential for growth as they invest energy in developing their strengths instead of correcting their deficiencies. Developing our strengths helps us be more successful and gives us a sense of contribution, belonging and value.

“What will happen when we think about what is right with people rather than fixating on what is wrong with them?”

Donald O Clifton





# Collaboration and deep thinking, environments and behaviours

Be masters of Collaboration AND at Deep Thinking.

The challenge is these are almost polar opposite skills and behaviours...so how can you be a master of both? The answer lies in (i) recognising when you need to be in 'collaboration' mode and when you need to be in 'deep thinking' mode, (ii) knowing what the different behaviours are for each and building your capability in them, (iii) knowing what environments are more conducive to collaboration versus deep thinking. So, that is exactly what we did!

# Our people are great!

Every day we look for opportunities to celebrate and recognise the great achievements and contributions of our people, from colleagues saying 'thank you' to each other, to celebrating personal and professional successes right through to winning national and global awards.





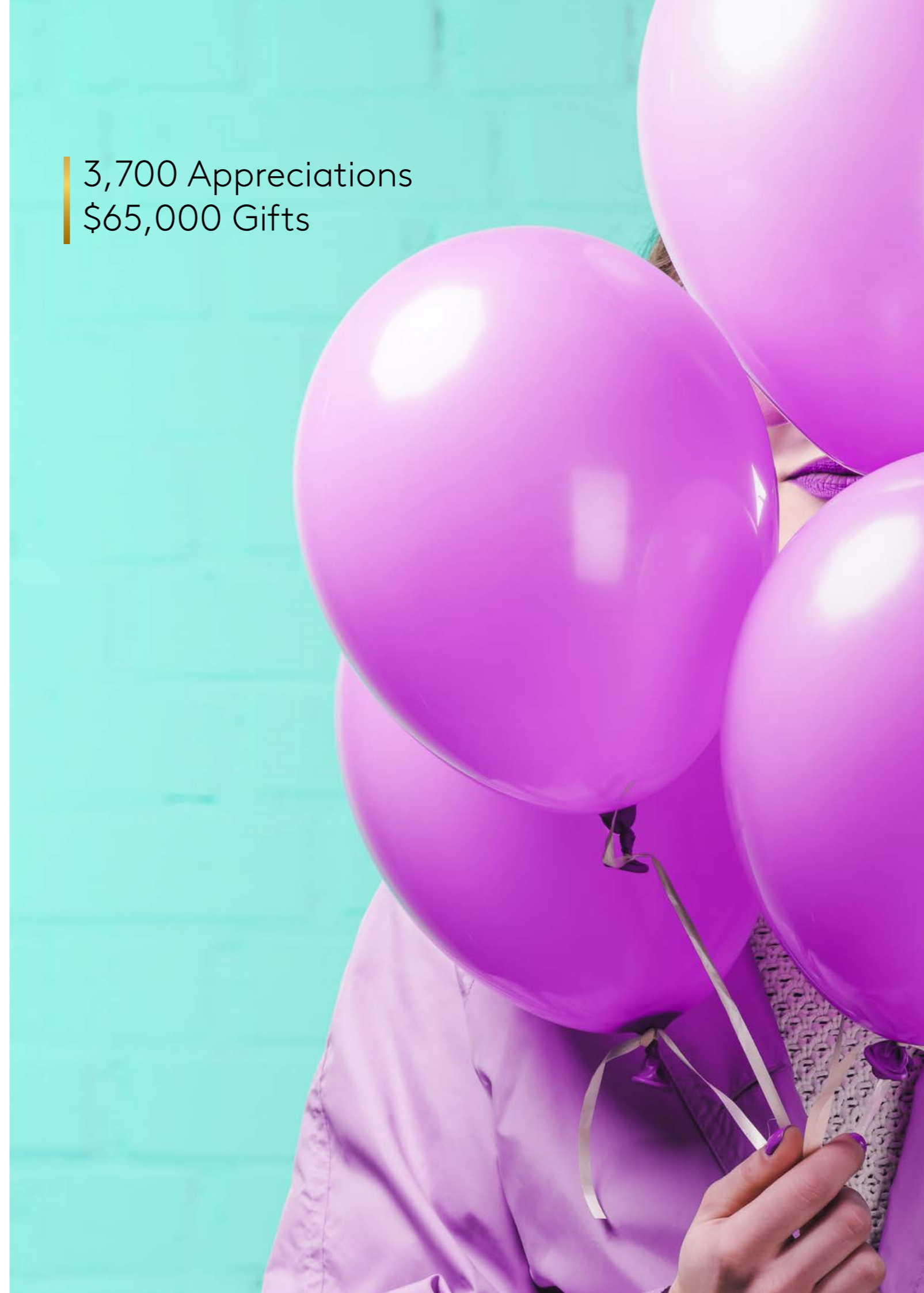
# Compelling Stories

**6 Teams.** Shared a compelling story in our Town Hall's, highlighting achievements and contributions they have made, how they work collaboratively together and how the people 'behind the scenes' are as important as those 'on the stage'

# Appreciation

We embraced our new online Appreciate platform (we created one locally last year for 400 staff members and our global team thought it was so good it inspired them to create one globally for over 30,000 staff members – that’s pretty cool!) It’s an opportunity to share our gratitude and appreciation amongst our colleagues.

3,700 Appreciations  
\$65,000 Gifts



# Enabling people to bring their whole selves to work every day

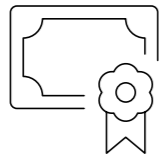
## Wellbeing

Ever tried to work when you weren't 'firing on all cylinders'? It's pretty hard, exhausting and not much fun! A big part of this is having our Wellbeing 'firing on all cylinders'. At Kantar we strive to enable our people to bring their whole selves, their mind and body to work every day. It's an 'always on' approach that includes; fun things, serious things and impactful things for our people.



# Check out our Top 10 for 2021

1



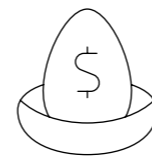
We are proudly working toward White Ribbon accreditation as part of our commitment to nurture a culture of respect, safety and equality at work and at home.

2



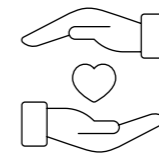
Meditation sessions delivered by experts...and 2 of our own people participated in external programs to deliver mediation sessions too!

3



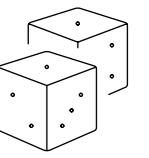
Financial literacy focusing on superannuation for financial wellbeing.

4



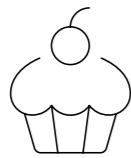
We were privileged to have Katherine Newton, CEO of RUOK inspire us to support each other.

5



There are board games in every office to build connections and have fun with our colleagues. Foosball anyone?

6



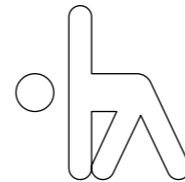
We catered with food, from breakfasts, to picnic lunches, to home delivered care packages (thanks for the Kantar socks!) to bring us closer together.

7



During the tougher lockdown times (let's face it, we had quite a few!) we inspired our people to 'call a colleague' and bring a smile to their face.

8



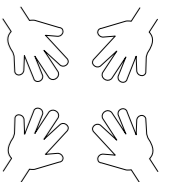
We laughed during our stretching exercises that our team created to demonstrate how to stretch well (they were seriously good!)

9



We already had 26 of our people trained in First Aid...and now we have 12 of our people trained in Mental First Aid. That's #leading.

10

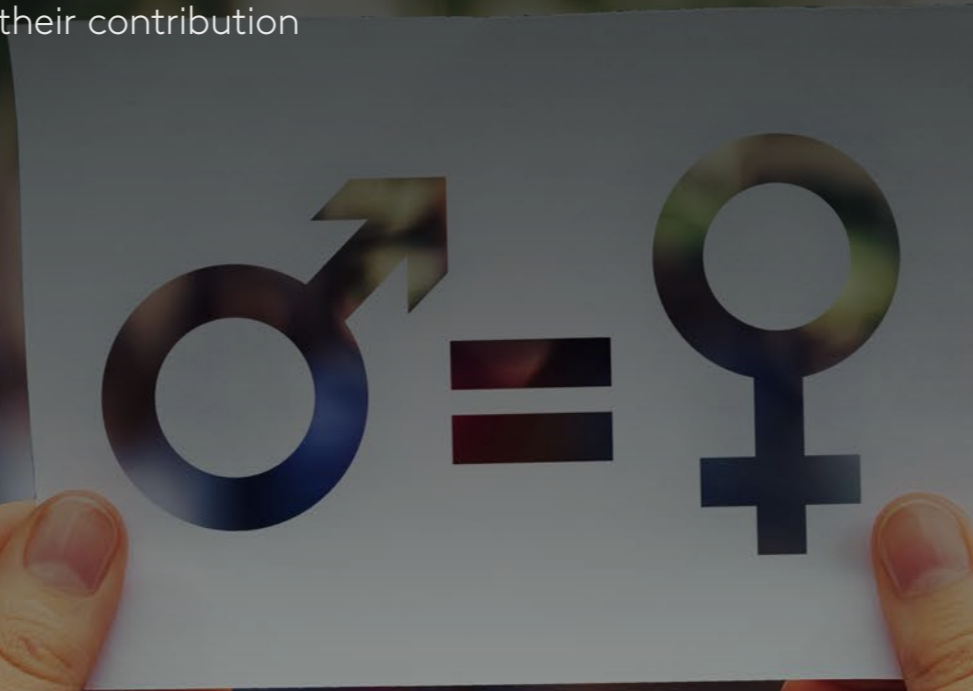


World Mental Health Day exists to raise awareness of mental health issues around the world and to mobilise efforts in support of mental health...so we gave everyone the day off to disconnect and unwind!

# Gender Fairness

50:50

A culture where people are fairly and equally valued for their contribution and performance regardless of gender





# Monitoring remuneration for bias

Every time a manager makes a decision about pay there lies the opportunity for bias to occur. As such, every time a person's pay changes at Kantar, whether due to initial hiring, pay annual review or promotion we ask managers to consider the pay equity across their team and work to ensure we pay only for performance.

In 2021 we reviewed our pay by gender, performance rating and a host of other criteria to review for bias. And while anyone you asked would love to be paid more, we didn't find any systemic differences in pay that could not be explained by performance. Nevertheless, we continue to monitor remuneration for bias. We review end of year ratings by role, team and gender to again ask ourselves if there are differences or skews to any particular gender that can't be explained by performance alone.

## **Licence to Hire**

In 2021 we also introduced online learning program we've called "Licence To Hire". It is available to all current and aspiring hiring managers. It outlines the process and approach to recruitment and includes lessons on recognising and eliminating bias.

Inspiring you to  
embrace  
Inclusion, Diversity and  
Wellbeing



# Kantar Inclusion Index

A unique benchmarking tool to help transform business culture and overall success.

## Measure Analyse Act

For organisations that have a committed Inclusion and Diversity strategy, but lack critical data to inform action plans, it is imperative to have a tangible metric that can help identify and understand what needs to be addressed in order to create a more inclusive and diverse workplace for all employees. This is where Kantar can help.

The Kantar Inclusion Index tool was created by harnessing the power of 88 million research-ready respondents within an award-winning survey design to gather truthful answers of how people feel about their current roles, responsibilities and workplaces.

In doing so, Kantar has built a vast normative data set that covers over 24 different industries with over 18,000 respondents across 14 countries, which will progress alongside society as it evolves. The results can be benchmarked against the normative data set. The beauty of benchmarking is that it provides unbiased perspective on what good looks like and enables development of an actionable roadmap. This benchmarking tool can help transform business culture.

Discover key insights around gender, age, sexual orientation, ethnicity, health and wellness whether at a company based or industry sector level. You can download the 2019 Global Report by visiting [www.kantar.com](http://www.kantar.com)

We will be more than happy to partner with you on your Inclusion and Diversity journey as we have with the Advertising Council Australia.





"I'm so proud that #KantarAustralia is partnering with the Advertising Council Australia to launch the Australian advertising industry's first-ever #diversity and #inclusion census"


Jon Foged, Managing Director Kantar Insights, AUNZ

# Partnering with Advertising Council of Australia

We are excited to be partnering with Advertising Council Australia, by launching the first ever Inclusion and Diversity census within the Australian advertising industry.

Advertising Council Australia embarked on a campaign in late 2021, Create Space [www.createspacecensus.com](http://www.createspacecensus.com), to encourage everyone in the advertising industry to anonymously participate and have a voice in the inaugural Inclusion and Diversity census tapping into our Inclusion and Diversity Index tool.

With over 2652 participants, the research program aims to inform and accelerate positive and lasting change in how the Australian advertising industry looks, feels and behaves when it comes to diversity and inclusion. The program aims to highlight the biggest gaps and opportunities and inform an action plan in 2022 addressing the priority areas of inequality and under-representation.



"In launching Create Space, Advertising Council Australia needed a research partner that could bring global best practice and insights to the industry. Kantar Insights have been passionate and collaborative throughout the entire journey"


Hannah Sturrock, Advertising Council Australia

# Some wisdom to share

So, as we sit back, relax and reflect with a refreshing glass of water, “what learnings have culminated over the past 4 years that can help you and your organisation shift from valuable talking to impactful action when it comes to Inclusion, Diversity and Wellbeing?” Well, here are our Top Five:

- 1. Real Leadership Commitment.** This is your CEO, MD, GM, whoever is the person ultimately accountable in your organisation. Their commitment must come from their words AND their behaviours. Without this, forget it!
- 2. Make it Visible.** Sharing the strategy with the team, updating them on progress, being visible and transparent will build trust and respect for your commitment. Plus, sometimes people need to be reminded about the ‘good stuff’ you do!
- 3. Involve Your People.** Gain the inputs from all your people (we can help you do some research!) to understand their needs, desires and what is important to them. Enable your people to play to their passions and strengths by seeking out the people in your business that want to be proactively involved.
- 4. Measure it.** Boring! But we all know we need it. However, it plays both a rational and an emotional role. Rational: proof that your strategy and initiatives are working and/or that you need to make some changes. Emotional: confidence to back yourself that you are doing the right thing.
- 5. It Takes Time.** Embedding StrengthsFinder took us 3 years! Having the courage to run a LGBTQI+ panel to openly share experiences and asking questions took us 4 years! If you know it is the right thing to do, then don’t give up, ‘stay the course’, stick with it and a cultural revolution will occur overnight.





88% of our people believe that Kantar is actively taking steps to be more diverse and inclusive. 31% of our people believe that we need to do more.

Inclusion, Diversity and Wellbeing is not a 'soft' skill, it's really hard!

## So, what's next

At the end of 2021 we applied the Kantar Inclusion Index to ourselves of course!

Even with incredibly high levels of feeling valued and essential, we need to get even better at instilling stronger feelings of belonging amongst our people. Whilst we are great at being inclusive in celebrating our successes, we need to get even better at listening to the contributions of our people. Importantly, we will continue to ensure our absence of discrimination remains.

In 2022 we are:

- Embracing difference
- Valuing inclusion
- Safeguarding gender fairness
- Championing wellness
- Embracing our indigenous heritage

It's dynamic not stagnant, it's multi faceted not linear, it impacts real people not robots. We want to **be the best at getting better** every year and with leadership sponsorship together with the inspiration of our passionate volunteers, that is exactly what we plan to do!



#proud  
#KantarAustralia

**KANTAR**



**Feel free to reach out to us:**

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