

## NZME

### *Emerging Diversity and Inclusion*

Being awarded the Rainbow Tick was a catalyst for change at NZME, leading to the formation of a diversity committee that has gone on to develop a workplace where employees feel “Free to be me at NZME”.

Previously, diversity and inclusion came under the umbrella of the Culture and Performance team, which launched several successful initiatives, but Recruitment and Employer Brand Lead Kylie Telford says a decision was made that a more cohesive approach was needed.

“After being awarded the Rainbow Tick, we thought it was imperative to have a committee dedicated to growing our understanding of diversity at NZME. When we proposed the idea of the diversity committee, we were overwhelmed by the response and enthusiasm from NZMErs,” she says.



New Zealand Media and Entertainment (NZME) has a portfolio of radio, digital, e-commerce and print brands bringing together three New Zealand media brands, APN NZ, The Radio Network (TRN) and GrabOne. With 1800 permanent employees and a further 500 contractors and casual staff, the organisation represents a wide range of skill sets, abilities, ethnicities, ages, and gender identification.

The aim was for the diversity committee to be a true representation of the wider organisation, and a team of 14 employees was chosen from many applications.

“Together, the team came up with the backbone of our diversity and inclusion strategies at NZME which is the ethos that’s behind all our initiatives: Free to be me at NZME”, says Kylie.

NZME CEO Michael Boggs set the tone for new initiatives in a newsletter to staff. “Diversity of all kinds - gender, ethnic, cultural and sexual - is key to a productive workplace. Great solutions come from seeking opinions and perspectives from a diverse group. Our workplace is a slice of our community. It’s important people bring their whole selves to work. This is what NZME is about.”

Since its inception the committee has overseen the following initiatives:

**Pride Festival - Pride Parade and Big Gay Out:** NZME had a presence at both events with staff encouraged to join in on the day of the events, and be involved in the planning beforehand.

**Cultural celebration:** Events were held to mark Dwali and Chinese New Year. These gave all staff an opportunity to learn something about different cultures, funds were also raised for charity.

**International Women's Day:** On March 8 the *Viva* and events teams created an opportunity for women (and men) to come together and celebrate.

**Encouraging diversity and removing unconscious bias in recruitment:** The organisation has adopted Weirdly, recruitment software which aligns diversity and strong work culture. “This was developed to

ensure a fair and authentic selection when recruiting, and to minimise any discrimination. Due to the size of our company and the number of roles we recruit for, it can become easy to manually filter through applicants with an unintentional bias due to time constraints. The use of Weirdly helps to eliminate this as much as possible by promoting a diverse workplace and hiring mainly based on cultural fit," says Kylie.

**Accessibility:** NZME is working with BeAccessible with a view to having more employees and interns with accessibility needs in the organisation.



Staff are kept up to date with new initiatives via regular newsletters from the CEO and the company's intranet. All staff are encouraged to share their ideas, thoughts and feedback with new email addresses set up specifically for this purpose. Staff have commented specifically on what the Diversity and Inclusion Strategy has brought to the workplace and how it has affected them personally.

"Being able to bring your whole self to work is really important and valued here at NZME. One great example of this is getting the Rainbow Tick. People from all over the business and country comment on how proud they are to have received the rainbow tick for NZME! The company welcomes people from all cultures, genders, ethnic groups and religions, and treasures their thoughts and opinions." HR Advisor Jess Ah Kuoi, Auckland.

"The activation that really resonated with me was the activities that NZME undertook for the Rainbow Tick. The fact that it was celebrated was a whole new experience for me as I come from Malaysia, a Muslim country where the LGBT community is not publicly acknowledged, especially in the workplace. It was very refreshing to see everyone, including our CEO, get involved in celebrating our differences." Strategic Planner Karen Sandhu, Auckland.

"I'm honoured to work for NZME in that it gives me a chance to advance my career with support and understanding. Having been a solo mum, raising two children on my own, managing a career has been hard at times. Although my babies have flown the coup, I'm thrilled to see women in the workforce, in particular those mothers, who have the support and understanding that NZME offers. Family is first with NZME and we give our female employees as much advancement as our male counterparts, and offer our female staff the support with all the care and understanding of how difficult at times it can be as a working mum. Be it working remotely, or starting or finishing a little earlier or later as required." Taranaki Sales Manager Tracey Blake, New Plymouth.

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YOUR WORKPLACE MORE INCLUSIVE

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or call 0800 DIVERSITY (348 377)