DRUM MARKETING AWARDS – DIVERSITY AND INCLUSION COMPANY OF THE YEAR
As Marco Bizzarri said, “diversity and inclusion, which are the real grounds for creativity, must remain at the centre of what we do” and given creativity is the name of our game, it’s a mantra we stand by. Tag is a global creative production powerhouse, fuelled by the talent and expertise of our individuals. We encourage a place of work that cultivates the best ideas by ensuring everyone feels heard, respected, and included, without exception.

We aim to break down barriers, encourage conversation and ignite ideas. Our aim is to champion a culture where employees can openly express themselves and feel safe, respected, and valued. Diversity, equity, and inclusion at Tag is an all-inclusive requirement for equality that encompasses gender, gender identity, age, race, religion, ethnicity, disability and more.

Spanning our global offices, our DE&I initiatives capture the true meaning of working as part of a business that is committed to providing equal opportunity for all. From the celebration of culture to the elimination of bias, to the collaboration with external partners to recruit talent without prejudice, Tag continues to be motivated by the proof that diverse teams make for a happier and healthier business.
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In 2021, the formation of a global DE&I team with focussed regional councils drove initiatives that made a difference to our people. The councils are made up of colleagues from all corners of the business who are committed to increasing representation, education, and accountability to create positive change from the ground up and the top down.

Over the past 16 months, the councils have celebrated events such as Pride, Diwali, Black History Month and International Women’s Day with creative and engaging content that highlights the importance of fairness in society. Meeting biweekly, the teams research cultures and historic events to
successfully deliver a series of awareness events to encourage mindset shifts and increase understanding of why diversity is vital to success. In a recent survey, 96% of employees strongly agree Tag respects diversity and is fair and open, which continues to motivate us all to promote inclusivity.

During Pride, Tag collaborated with myGwork to offer employees the opportunity to attend up to 50 virtual events including talks from inspirational speakers such as Michael Gunning on how his sexuality affected his career in sport. Tag also held internal virtual events including a ‘History of Pride Month’ talk and created a video celebrating the LGBT+ flags that was shared globally. The HR team reaffirmed what it means to be an ally in the workplace with an online SharePoint including links to educational resources on how employees can support the LGBT+ community.

We have increased our focus on diversity throughout the talent acquisition process to ensure we are providing equal opportunity for all. Rolling out mandatory non-bias training across our HR team ensures every candidate is interviewed in a fair, equal manner. We endeavour to conduct our interviews in the language of the employee’s choice and ensure that each candidate meets several staff throughout the hiring process to ensure unconscious bias doesn’t affect their application.

In the Americas, we have doubled the employee referral award programme for employees in racially underrepresented ethnic groups, as well as partnering with Mathison to support Tag with diversity recruitment. Most recently, we have partnered with Little Rocket who will facilitate cultural consultation for our clients in Australia, implementing our Reconciliation Action Plan and providing pathways for Indigenous creative talent - a relationship we are incredibly proud of.

To lessen any disclosed anxiousness about visiting a
new environment, we provide a video of the office to show candidates where the interview will be so they can familiarise themselves with the space. Further to this, we were the first agency to join The Valuable 500: A global CEO community revolutionising disability inclusion through leadership and opportunity. Through this partnership we have had sessions with the Valuable 500 founder to discuss Tag’s commitment to disability inclusion and the importance of creating an accessible and accommodating working environment. Our teams in both Australia and London have recently moved into new offices, which have been designed for our team members, by our team members. Our creative team had full creative freedom in planning the layout and functionality of the spaces, considering the collaborative and creative nature of our business whilst also considering ways we can make the spaces as accessible as possible.
Andria Vidler, Tag EMEA CEO, is an ardent supporter and enabler of women at all stages of their careers so gender equality is high on the agenda. Recognising that representation is often the first hurdle to overcome for women looking to progress, so having women in senior leadership positions shows young women a path of how to get there. Combine this with our overarching belief that you ‘recruit for the team, not for the role,’ you start to see a culture forming which is inclusive with a great balance of skills. Under Andria’s leadership, an Internal Women in Leadership programme was launched to nurture female talent and ensure they have the training resources, mentors, and equal opportunities for promotion into senior positions. As a direct result of that programme, Tag’s leadership team is now split 50/50.

International Women’s Day 2022 provided an opportunity to champion the theme #BreakTheBias, which looked to raise awareness of biases and inequality. Internal and external communications drove this message with selfie cards, a virtual event discussing biases within male-dominated sectors such as finance, and a piece highlighting our female employees involved in global charity work.

We also shared employee maternity success stories, with Beth Holding - having been promoted while on leave - saying: “I was never once made to feel as if I had to choose between my family and my
work – they have been treated as equal priorities throughout. I know that I am valued and appreciated as a colleague, and that this has, in no way, been undermined by my new role as a mother. The promotion has solidified this feeling and has proven to me that women at Tag don’t have to forego their career aspirations in order to start a family.”

Our family friendly policies ensure all employees have equal opportunity to grow with the business alongside their external responsibilities. We have recently increased both our Maternity and Paternity leave to 6-months and 4-weeks fully paid respectively, as well as implementing leave for adoption, IVF, miscarriage and still birth. Our focus on ensuring parents feel confident returning to work extends to a ‘return to work’ buddy programme which supports their wellbeing and workload as they adjust
to their new lifestyle. As Tom Bird, Growth Manager, says upon his return to work, “when I told Tag that I was to become a dad, there was support right from the start. I got advice and guidance to help understand the process and policy, and thankfully flexibility, as few babies are delivered on their due date and we were 2 weeks early. Coming back to work felt both like I’d never left but also that my team were keen to not overwhelm me. As I got back up to speed, my team and HR supported me throughout.”

During the pandemic, connecting our employees and looking after their mental health became more important than ever. Suki Thompson and the team from Let’s Reset were brought in to virtually run sessions that encouraged the team to reflect on their own behaviours and how they might impact others in ways that might not be immediately obvious. Listening, understanding, and appreciating different personalities led the team to have more consideration for their colleagues’ individualities. We also invested in a fitness app subscription for all employees to use at home to support their physical and mental wellness. Alongside this, an employee holds EMEA meditation sessions for colleagues to join virtually or in person to promote reflection and calm.

Tag remains firmly committed to promoting diversity, equity and inclusion across our business. As Henry Ford once said, “coming together is a beginning, staying together is progress, and working together is a success” and in our 50th year of success, our people are what continues to set us apart.
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