

# AGENCY CHARTER FOR CHANGE

- 1 We understand the advertising/marketing industry will reach its full potential with the experiences and talents of all.

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- 2 We are behind advancing gender equality in our agency, particularly in creative departments, addressing the loss of women across the career pipeline and the absence of women at a senior creative level.

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- 3 We commit to changing unequal gender representation across all creative disciplines (copy, art direction, design, film directors and creative technology)

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- 4 We commit to tackling the gender pay gap at all levels.

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- 5 We will actively redress removing the obstacles faced by women at certain points of their career development. We will give them the tools, training and support they need so we can retain them – and they can fulfil their career potential.

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- 6 We commit to asking for asking for gender diverse CVs at all levels to make sure our agency recruitment pipeline gives women an equal chance at every level.

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- 7 We recognise our work has a strong influence on the way women are portrayed in the media and it's our responsibility to reflect modern, contemporary girl/womanhood to create positive, aspirational images of woman.

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- 8 We commit to making sure the female creatives we hire are put on gender diverse accounts.

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- 9 We understand and support the fact that gender equality comes from all levels within an organisation, particularly from those in senior leadership roles.

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- 10 We commit to making structural and cultural changes to advance gender equality to make sure women are able to work within our agency with their work/life commitments. We understand this is an agency-wide issue, not just on an individual level.

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- 11 We understand people from all walks of life bring different experiences to our agency and shape a better, more diverse industry. We're committed to the way our agency reflects, supports and promotes a better society to live in.