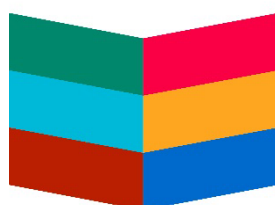


Diversity Council Australia

# Inclusion at Work Week

2024 Participation Guide



**INCLUSION**  
AT WORK WEEK  
18 – 22 NOV 2024



DIVERSITY  
COUNCIL  
AUSTRALIA

# Your guide to celebrating Inclusion at Work Week 2024

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## What is Inclusion at Work Week and why get involved?

Inclusion at Work Week (IAWW) is a week-long awareness campaign, running from 18-22 November 2024, that celebrates diversity and inclusion (D&I) in Australian workplaces. Organised by Diversity Council Australia (DCA), the campaign invites DCA Members and non-members alike to share the importance of D&I and the impact it has made within their organisations.

DCA's [Inclusion@Work Index](#) demonstrates that companies committed to D&I not only perform better but also boost employee wellbeing. IAWW provides an opportunity to celebrate these successes and inspire others to take action. Participants can use DCA's campaign materials to share achievements, promote initiatives, and align their brand with DCA's trusted reputation.

This is a chance for you to publicly show your commitment to building more inclusive workplaces, while also contributing to a broader conversation about the benefits of D&I for employee health and business performance.

## What's happening during IAWW 2024?

From Monday 18 November, we'll kick off IAWW 2024 with the announcement of DCA's 2024-2025 Inclusive Employers. Throughout the week, take part in open DCA Knowledge Programs (limited bookings), explore our new Inclusive Teams Toolkit, and participate in our national social media campaign.

## IAWW 2024 activities calendar

- **Monday 18 November** – DCA will be announcing which organisations made the 2024-2025 list of [Inclusive Employers](#). Help celebrate their achievements!
- **Tuesday 19 November** - Open Knowledge Program ‘Building Inclusion at Work’ at 10:00 - 11:30 am AEDT. For this week only, attend DCA’s Knowledge Programs on an individual basis (normally only open for group bookings). Spaces are limited, [book now!](#)
- **Wednesday 20 November** – DCA members can join us for the launch of the Inclusive Teams Toolkit – a fantastic new resource encompassing eight levers for creating inclusive teams at work. [Sign up for the launch event.](#)
- **Thursday 21 November 21** – Open Knowledge Program ‘Unpacking Words at Work’ at 2:00 - 3:30 pm AEDT. As above, for this week only you can book to attend as an individual (normally only open for group bookings). Spaces are limited, [book now!](#)
- **Friday 22 November** – DCA members who participate in IAWW enter the draw to **win a free virtual Knowledge Program** for 2025, choosing from either the Building Inclusion at Work or Unpacking Words at Work programs. The winner will be drawn and announced as we conclude the week!

## How do I get involved?

It’s simple. You can get involved as an individual or as an organisation (hopefully both) by:

- showcasing your workplace’s inclusion efforts
- communicating why diversity and inclusion are crucial to your business
- sharing the positive changes a focus on D&I has brought to your workforce
- growing knowledge and support for D&I within your workforce through communications and education activities.

## Join the Social Media campaign

Post and engage on social media about what inclusion at work means to you or your organisation, or to celebrate the great diversity and inclusion work happening in your workplace.

You can use our [social media assets](#), including frames for video, our suggested copy, and the theme questions below to inspire your posts.

### Tag us!

DCA members who participate in the #InclusionAtWorkWeek campaign and tag DCA will have their work re-shared where possible on DCA’s social media platforms.

- **Hashtag:** #InclusionAtWorkWeek
- **LinkedIn:** Diversity-Council-Australia-Ltd
- **Facebook:** @DivCouncilAus
- **Instagram:** @divcouncilaus
- **X:** @DivCouncilAus

## IAWW 2024 Theme Questions

- What leadership strategies do you use to foster inclusion in your team?
- Share your top tips for fostering team inclusion. Feel free to share examples you've experienced or witnessed.
- Share a personal experience where you felt included in your team. What made it special?

## Make a video

Make a short video choosing from any of the theme questions above, add some captions (to make it [accessible](#)) and share it on social media. Check out the videos on the next page for inspiration!

### Video example

(Thanks to Jac and Sheetal for sharing these insights with us.)



## Use the IAWW template for your internal communications

Use the [internal news item template](#) to help create awareness about your participation in Inclusion at Work Week. Share updates about workplace diversity and inclusion initiatives within your organisation along the way.

## Publish a blog

Blogs are a great way to raise awareness about workplace D&I. DCA regularly publishes blogs to share information, educate, and [mark significant days](#) around key diversity dimensions.

Your organisation can celebrate IAWW 2024 by sharing blogs with your employees and stakeholders that draw attention to D&I-related issues, campaigns, and resources - or that simply highlight all the great work your organisation is doing to enable a more diverse and inclusive workplace.

### How to get started

- **Start with purpose:** examine what you would like to convey in your blog – what is its purpose? A few examples include raising awareness, prompting action, educating, sharing best practice tips, sharing a lived experience perspective, or a combination of all the above.



- **Choose a topic:** you may like to focus on a specific diversity topic that you believe your workplace would benefit from learning more about. See [DCA's Resources page](#) for examples of different diversity dimensions for inspiration.
- **Find perspective:** if you have a colleague within your organisation or a partner organisation who has lived experience of the topic you would like to highlight, you can ask them if they would feel comfortable writing a blog or sharing some quotes about their experiences in a workplace context. You can also do a call out to your colleagues asking if anyone has a D&I topic they'd like to write about or have highlighted.
- **Be evidence-led:** We encourage you to support your blogs with factual information and research from trustworthy sources, ensuring the sources are correctly referenced. Try [DCA's resources](#) and [research](#) for evidence-based facts and guidelines. Even lived experience blogs can benefit from including statistics and references to reinforce their message and address any misinformation.

**Blog attribution:** Include attribution text and hyperlink back to the original blog on DCA's website when sharing online.

Example: Blog [insert blog link] originally published by Diversity Council Australia (DCA). For more insights on workplace diversity and inclusion, visit [www.dca.org.au](http://www.dca.org.au).

**Research attribution:** Formal attribution to DCA and consent is required where references to DCA research material are in a written format. Citing DCA as a source will suffice where the reference is made in a verbal format. Contact [research@dca.org.au](mailto:research@dca.org.au) to seek consent.

Example: Diversity Council Australia (D'Almada-Remedios, R.) *DCA Inclusion@Work Index 2023-2024: Mapping the State of Inclusion in the Australian Workforce*, Sydney, Diversity Council Australia, 2024.

You're also welcome to share links to DCA's blogs to raise awareness during IAWW. Here are a few key highlights from our many blog posts:

- [Mental health is a workplace issue](#)
- [The impact and responsibility of effective allyship](#)
- [What do bathrooms have to do with inclusion?](#)
- [Respecting First Nations knowledge in business](#)
- [Empowering workplaces to address Family and Domestic Violence](#)
- [The way forward: employment outcomes from the Disability Royal Commission](#)
- [Why we use the term 'marginalised'](#)
- ["Forming a compounded whole": Why intersectionality matters](#)
- [AI in Recruitment: Advancing Inclusivity through Design](#)
- [Words at Work: Should we use CALD or CARM?](#)
- [Breaking the flex work stigma](#)

See more blog examples [on our website](#).

## Use the IAWW template to share a Media Release

Highlight all the fantastic work your organisation has done to bring about a more diverse and inclusive workplace by sending out a media release to your key industry publications. Provide case studies and

images to add colour to your story for a better chance of getting published, or even broadcast across the nation!

To help get you started, we've put together a [media release template](#) providing example copy and key messages. Make it your own by editing it to match your company's style guide and adding a unique angle to attract media attention. If you do decide to issue a media release, please keep us posted and email [comms@dca.org.au](mailto:comms@dca.org.au) to let us know!

## Some other ideas

This is also a great opportunity to spark conversations about diversity and inclusion in your workplace. Remind your teams and colleagues about the important role we all have in supporting colleagues to feel valued and respected.

- Have a look at our [D&I Planning Resources](#) which include resources to help you get your baseline D&I data, understand the business case for D&I, write/update your D&I policy, as well as useful information about D&I councils, D&I champions, employee resource groups (ERGs), and planning for D&I Dates.
- You could also spark a conversation on one of the many topics we have looked at in our extensive [catalogue of DCA Research](#).
- Organise an in-house [DCA Knowledge Program Workshop](#).

## Social Media Assets

Access the social media assets here: [IAWW Participation Kit](#).



## Suggested copy for social media

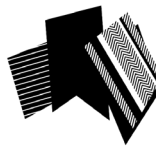
### LinkedIn

#### Option 1

Workplaces have an important role to play in creating safe, equitable work environments that give everyone a chance to contribute and achieve their potential, irrespective of who they are.



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We are proud to be celebrating #InclusionAtWorkWeek with @Diversity-Council-Australia and all Australian organisations taking action to create inclusive workplaces.

#### Option 2

Inclusion benefits everyone. That's why we are committed to taking action to create a more diverse and inclusive workplace.

We want to build a workplace where everyone feels respected, connected, and able to contribute their best at work.

We're celebrating #InclusionAtWorkWeek with @Diversity-Council-Australia!

### Facebook/Instagram

#### Option 1

We're celebrating #InclusionAtWorkWeek with @DivCouncilAus because building an inclusive workplace is good for our people and our business. We want to build a workplace where everyone feels respected, connected, and able to contribute their best at work!

#### Option 2

Inclusion is important to (us/me/or add business name) because (we/I) want everyone to feel respected, connected, and able to contribute their best at work. #InclusionAtWorkWeek @DivCouncilAus

### X (Twitter)

#### Option 1

We're celebrating #InclusionAtWorkWeek with @DivCouncilAus! We're committed to building an inclusive workplace where everyone can feel respected, connected, and able to contribute their best at work.

#### Option 2

Inclusion is important to (us/me/or add business name) because (we/I) want everyone to feel respected, connected, and able to contribute their best at work. #InclusionAtWorkWeek @DivCouncilAus.