



Corporate services news

# Our new Diversity and Inclusion Strategy

5/10/2024

We are proud to announce the launch of our first ever Diversity and Inclusion Strategy. Learn about the Strategy and hear from our new Diversity and Inclusion Champions, ACMA's Cathy Rainsford and eSafety's Paul Clark.

*Main image: Cathy Rainsford, General Manager of the ACMA's Consumer Division; and Paul Clark, Executive Manager of eSafety's Education, Prevention and Inclusion branch.*

## What is the purpose of the Strategy?

Our new *Diversity and Inclusion Strategy 2024-26* (the Strategy) aims to build on the strong foundation that the ACMA and eSafety have developed to continue our diversity and inclusion journey. We want to create a culture that values and utilises the diverse backgrounds and experiences of our staff.

Importantly, the Strategy will improve our capability to serve the public as our workforce mirrors the diversity and diverse needs of the

Australian community. This alignment helps us to improve service delivery in our purpose to maximise the economic and social benefits of communications services and content.

## **What does diversity and inclusion mean at the ACMA and eSafety?**

Diversity at the ACMA and eSafety means acknowledging and leveraging the unique backgrounds, identities, experiences and perspectives of our employees.

Inclusion means that we see these diverse voices as not just present, but integral to the organisational process, encouraging a workplace where everyone feels valued and can fully contribute.

**Paul Clark** says: *'The Strategy is a clear demonstration of why we place such a high value on the uniqueness of our people. We all want to not only be proud of our work, but also proud of where we work too.'*

**Cathy Rainsford** adds: *'The quality of our advice and our decisions can only be improved by drawing on the wide range of experience, perspectives and voices across the agency. Doing so in a way which demonstrates deep respect for, and value in, the individuality of our people will make this an even better place to work where everyone can contribute to their maximum potential.'*

## **How did the Strategy come about?**

The [2022 Graduate Major Project](#) examined and assessed the ACMA and the eSafety's workplace culture in relation to diversity and inclusion, and determined that a Strategy should be developed to improve diversity.

The draft Strategy was developed [in consultation with staff](#) throughout 2023 and early 2024 to understand the initiatives staff see as a priority.

Staff feedback was an important component of developing the Strategy to ensure it is meaningful to each of us and to understand how we will bring it to life together across many areas of our work, and how we work. You can read a [summary of the feedback received and the action proposed](#). The Strategy has been updated to include the actions that recommended a change to the Strategy.

## **What opportunities are there to be involved?**

Everyone at the ACMA and the eSafety will have various opportunities to engage with diversity and inclusion initiatives, including:

- Getting involved in diversity and inclusion activities, training and celebrating days of significance - contact [HRassist@acma.gov.au](mailto:HRassist@acma.gov.au) if you would like to be involved! We would love your ideas and support.
- Supporting our [entry level recruitment programs](#), the School Leavers Program and the Indigenous Australian Graduate Development Program (IAGDP), by engaging with and supporting staff members in these programs.
- Complete the [SBS Inclusion program](#) in Learnhub to increase your understanding of diversity.

Stay tuned for more ways you can be involved!

See the [Our Diversity and Inclusion Strategy](#) page on The Hub.