



Ogilvy Public Relations Worldwide

**POLICY: DIVERSITY/  
EQUAL EMPLOYMENT OPPORTUNITY (EEO)**

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## Ogilvy Public Relations Worldwide

### Introduction

Ogilvy Public Relations Worldwide in Australia is committed to providing a workplace that is inclusive of difference, encouraging and enabling each employee to fully contribute. The Company recognises the diversity of our employees and aims to provide a Company culture that recognises, respects, values and enables everyone to work effectively towards the achievement of our business goals.

This policy has been written in accordance with Australian legislation and WPP Policy Guidelines.

### Scope

This policy applies to all employees of the following companies in Australia:

*Ogilvy Public Relations Worldwide Pty Ltd  
Howorth Communications Pty Ltd  
Impact Employee Communications Pty Ltd  
Ogilvy PR Health Pty Ltd  
Parker & Partners Pty Ltd  
Pulse Communications Pty Ltd  
Savage & Partners Pty Ltd*

*And any other companies which are acquired and majority owned.*

Collectively all the above form part of *Ogilvy Public Relations Worldwide Pty Ltd in Australia*, also referred to as the "Company".

### Purpose

Diversity encompasses differences in indigenous and ethnic origin, gender, language, age, sexual orientation, marital status, nationality, religion, socio-economic status, physical and mental ability, experience and education. The Company believes that the vast array of perspectives that result from a diverse workforce promotes innovation and business success.

The Company is an *Equal Opportunity Employer* and does not discriminate against employees or qualified job applicants on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability, veteran status or any other status or condition protected by applicable law. This policy extends to, but is not limited to, recruitment, selection, compensation, benefits, promotion, training, transfer and termination.

Managing diversity and applying EEO principles makes the Company more flexible, productive and competitive.

### Policy

#### Equal Employment Opportunity

The Company promotes equality of opportunity and employment. Equal Employment Opportunity (EEO) ensures that all employment decisions are solely made on the basis of



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merit, taking into account all relevant skills and experience, without bias or prejudice. EEO for women does not require quotas and it does not mean that women will be given more advantages than men. It simply aims to ensure that women are not disadvantaged by comparison to men. Further information is detailed in the separate "Employment of Women" Policy.

### Where does EEO apply?

The Company is particularly concerned that equality of opportunity is maintained in the following areas:

1. Recruitment and selection;
2. Promotion, transfer and training;
3. Terms of employment, benefits, facilities and services;
4. Grievances, disciplinary procedures, dismissals and redundancies; and
5. Delivery of services.

### Recruitment and Selection

Whenever recruitment or selection for positions takes place:

- The Company does not make assumptions that only certain types of people will be able to perform certain types of work;
- The Company will not specify age limits in contravention to any legislation;
- The Company encourages referrals from internal sources, and positions are advertised internally first to allow a wide range of people to apply;
- If selection tests are used, they will be specifically related to job requirements and measure the person's actual or inherent ability to do or train for work and are assessed to ensure they are free from an unjustifiable bias, either in content or in scoring mechanism;
- Recruitment consultants are provided with EEO guidelines and the demographics of candidates reviewed to assess discriminatory practices;
- All applications are processed in a consistent manner;
- Written records of interviews and reasons for appointment and non appointment are kept for a reasonable period;
- All recruitment is conducted using questions that are related to the requirements of the job;
- Those that are involved in making recruitment and selection decisions must read and understand and apply this policy and the principles of EEO.

### Promotion, Transfer and Training

Assessment criteria for all roles and the performance and development system are carefully developed and monitored to ensure they are not discriminatory.

The Company does not use discriminatory criteria such as age to determine promotion, transfer and training.

Where disabled employees are shown to be at an unjustified disadvantage, The Company will take reasonable steps to reduce or eliminate that disadvantage.

### Terms of Employment, Benefits, Facilities and Services

The Company's terms of employment, benefits, facilities and services available to employees are reviewed regularly to ensure that they are provided in a way that is free from unlawful discrimination (for example, provisions for facilities for breastfeeding employees).

Part-time employees receive pay, benefits and services on a pro-rata basis to their full-time colleagues of a comparable status unless otherwise objectively justified.

Where the company's arrangements relating to terms of employment, benefits, facilities and services put disabled employees at a substantial disadvantage due to a reason connected



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with their disability, reasonable adjustments to the arrangements will be made to eliminate, if that is not reasonably practicable, reduce the disadvantage unless otherwise objectively justified.

Pay and bonus criteria, policies and practices are monitored for inconsistencies and if it appears that any group of employees is disadvantaged by these criteria, then they are checked to make sure that this is not due to any hidden or indirect discrimination.

### Grievances, Disciplinary Procedures, Dismissals and Redundancies

Employees who, in good faith, bring a grievance (or assist another to do so) either under this policy or otherwise in relation to an equal opportunities matter are not disciplined, dismissed or otherwise victimised for having done so.

Employees will not be disciplined or dismissed for performance or behaviour that would be overlooked or condoned in another group unless there is genuine and lawful justification for this.

Redundancy criteria and procedures will not operate in an unlawfully discriminatory manner.

The provisions of any voluntary redundancy benefits are equally available to all employees concerned unless there is a genuine and lawful justification for doing otherwise.

## Anti-Discrimination

The Company is committed to providing a work environment that supports its values of teamwork, respect, recognition and integrity. Prejudices and stereotyped views must not influence the way people are treated. It is important that no employee or job applicant is discriminated against or denied equal treatment.

The Company will not condone any form of discrimination. Discrimination can be both direct and indirect. Direct discrimination occurs when a person is treated differently because of a certain factor or characteristic. Indirect discrimination can occur when a requirement that is the same for everyone has an unfair effect on some people because of a specific attribute they possess (eg sex, race, disability).

Employment decisions are *unlawful* if they are made on the basis of the following reasons:

- Person's physical appearance
- Race
- Nationality or ethnic origin
- Colour
- Social Origin
- Ethical Belief
- Political conviction
- Trade Union activity
- Religious belief
- Employment status
- Criminal Record
- Gender
- Sexuality or Sexual Orientation
- Transgender
- Marital Status including occupation of spouse or partner
- Parental status and family responsibilities



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- Pregnancy or potential pregnancy
- Age
- Disability (including HIV or AIDS)
- Physical impairment
- Carer's responsibility

### Responsibility

All people employed by the Company are responsible for ensuring everyone is treated fairly and equally free of harassment and discrimination on a day-to-day basis.

#### *Employees:*

- It is every individual's responsibility to maintain and encourage a workplace inclusive of difference and free from discrimination and harassment.
- If an employee identifies a special need within their work environment they should discuss it with their Manager or Managing Director who will give it due consideration in line with business needs.
- If an employee has a diversity or discrimination related grievance or they observe an incident, they must refer to the Grievance Policy for resolution.

#### *Managers:*

- Must maintain and encourage a work environment that respects and values diversity, encourages inclusion and is free from discrimination.
- Must treat current and future employees equally and they must be given every opportunity to develop their career based on merit.
- Should make employees aware of the Company's Diversity/EEO Policy.
- Deal with all complaints promptly in line with the Company's Grievance Policy.
- Show respect to and give due consideration to an employee who wishes to discuss a special need that they have within the workplace and follow through promptly.

### Complaints

In circumstances where there is a complaint, reference should be made to the Grievance Policy.

### Related Documents

- Workplace & Sexual Harassment Policy
- Employment Of Women Policy
- Grievance Handling Policy
- Anti-Discrimination Act 1977 (New South Wales)
- Discrimination Act 1991 (ACT)

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