

THE BASICS

to creating diverse, authentic and multi-dimensional representations in ads.

WHAT CAN YOUR WORKPLACE DO?

WHAT CAN YOU DO?

INVOLVE PEOPLE WITH LIVED EXPERIENCE AT EVERY STEP OF THE CREATIVE AND PRODUCTION PROCESS.

It's essential that diverse groups have their stories told authentically and the best way to do that right is to have those voices in the room and value their expertise in their lived experience.

AVOID GENDER STEREOTYPES THAT ARE HARMFUL, LIMIT CHOICES AND PERPETUATE FALSE ASSUMPTIONS ABOUT PEOPLE.

One of the most common harmful stereotypes is showing women performing domestic roles suggesting that care roles are the sole responsibility of women. For more examples of harmful stereotypes about women see the [Female Stereotypes in Ads guide](#).

EMBED GENDER EQUALITY IN WORKPLACE POLICIES, PRACTICES AND PROCEDURES.

Has your workplace done a gender pay gap analysis? Do you have a flexible work policy? Is there a policy to prevent and address sexual harassment and sex discrimination? For more information go to wgea.gov.au/take-action/action-planning-tool

PORTRAY MEN DISPLAYING HEALTHY FORMS OF MASCULINITY.

Portray men and boys in caring/nurturing roles, equally sharing domestic responsibilities, and showing emotional vulnerability.

SET TARGETS TO INCREASE DIVERSITY OF GENDER REPRESENTATION ACROSS THE WORKPLACE.

Especially in key creative production roles, including photographers, directors and DoPs. If you don't have a diverse workforce yet, take the time to revise your hiring practices, retention rates and workplace policies.

AVOID HARMFUL DEPICTIONS OF WOMEN.

Harmful depictions of women can sometimes look like showing them as peripheral to men's lives, demanding and interfering with men's freedom, leisure time and relationships with male friends, or sexualisation and objectification, including only displaying parts of their body not relevant to the product or service.

INVEST IN DIVERSITY AND INCLUSION TRAINING FOR STAFF.

Invest in ongoing gender equality training for all staff. Try shEqual's [Gender Equality in Advertising online training](#).

CHALLENGE YOUR FIRST ASSUMPTIONS ABOUT WHO MIGHT PLAY A CERTAIN ROLE.

By challenging your assumptions you can promote better representation. For example, consider casting people with disabilities for roles typically played by able-bodied actors. See our [Representing Real People Quick Guide](#) for more authentic portrayals.

This guide has been adapted from the [Content Creation Checklist](#), where you can find a more in-depth resource to support you in creating more diverse, authentic and multi-dimensional representations in your work.