



RESPECT FOR DIVERSITY PEOPLE AND CULTURE POLICY

We want to develop a deeper appreciation of why we are all different in the way we perceive and understand the world. We can then use this knowledge as a guide to the way we engage with others, build our relationships and enhance the practices which are applied at the Geelong Football Club.

PURPOSE

The Geelong Football Club is a welcoming place where we seek to engage respectfully with people with diverse experiences and backgrounds. We believe that this will deepen our understanding and appreciation of others, motivate us to embrace our differences and make us richer for the experience. As a result our Club will strengthen and grow.

Respect is a core value of the Geelong Cats and as a concept is *nurtured*. Respectful behaviour has a powerful effect on those who are giving respect to others and those on the receiving end. Demonstrating respect to others is our starting point: it's not something that someone has to earn from us.

Respect for diversity is intrinsic and a deep rooted belief within our Club: It *almost* goes without saying. We acknowledge that we can further build on this solid foundation of respect and raise the bar even higher.

The development of this policy provides us with a framework for our diversity initiatives as we strive to get better.

There are many benefits of diversity in the Community including:

- Increased Club performance
- Stronger connections with our stakeholders
- Improved diversity of thought
- Increased employee engagement and talent retention in the workplace

SCOPE

This policy applies to the Board, the Executive Management team, all Staff members, Players, Volunteers, Members and Supporters of the Geelong Cats.

POLICY STATEMENT

Australian Rules is a game for all people. The passion displayed on-the-field can be mirrored by those involved off-the-field; whether as a fan, an administrator or as a volunteer. The Geelong Cats understand

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the importance and value of diversity in all its forms and therefore wish to promote respect for diversity. We seek to appreciate and embrace everyone who wants to be part of the Geelong Cats experience. Respect is a key value of the Geelong Cats: respect for our club, partners, communities and each other.

This policy will specifically address four components of diversity, namely: (1) Race (incorporating ethnicity and culture), (2) Generational (age), (3) Disability (intellectual and physical) and (4) Gender (including gender diversity).

The Club trusts its staff and players to display respect in their dealings. As such the application of respect for diversity is not a new concept: this policy seeks to build on current respectful behaviour whilst seeking to improve our culture, understanding, acceptance and appreciation for diverse people, where possible.

This endeavour to promote respect for diversity also links with our value of Unity: through inclusion, and is in line with our 'Good to Great' business philosophy of continual improvement.

PROCESS

The Club commissioned a piece of independent research in 2011 in order to develop this policy and supporting framework. This has been conducted through a consultation process including staff members across all levels and departments, the Player Leadership Group, members, the Nine Lives Committee and Club Directors.

The People and Culture team are responsible for the development and review of the policy including the impact on the organisation.

APPLICATION

The following framework acts as the vehicle for:

- ➊ Awareness raising initiatives
- ➋ Procedural improvement
- ➌ Policy development in related areas

A set of action and deliverables has been developed and will be implemented as part of the People and Culture initiatives.

