



DIVERSITY & INCLUSION

2021

EDITION

iapi

GLOBAL DEI SURVEY HIGHLIGHTS FOR IRELAND

In the summer, Ireland along with 27 other countries took part in the world's first ever [Global DEI Census](#) led by the World Federation of Advertisers (WFA) in collaboration with agencies associations, EACA and Voxcomm, Cannes Lions, Advertising Week, Effies, GWI, Campaign, IAA and research firm, Kantar. It was designed to assess the scale of the diversity challenge facing the profession.



“ I believe it's in moments like this where we have the opportunity to rewrite history... The DEI Census offers us insights into the lived realities of our underrepresented colleagues. As we look at the data, we can see where we need to work harder in fostering inclusivity and encouraging equality in our day-to-day work lives.

Stha Banks,
Head of Paid Social, Core



The Global DEI Census

June 21-July 2, 2021



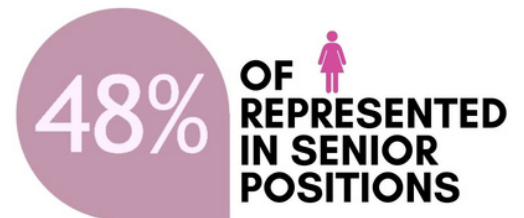
GLOBAL DEI SURVEY HIGHLIGHTS FOR IRELAND

HIGHLIGHTS

One highlight shows that Ireland outperformed all countries in employers who support their employees' mental health. Of those that had made their employers aware of their mental health challenges, 76% said they generally felt supported.



Women are still underrepresented in higher positions in work despite being overrepresented at total levels, 48% vs 65% respectively. Ethnic minorities are on par with national averages but are paid less on average compared to white colleagues at every level.



Age discrimination is also a challenge in Ireland, with 45% of respondents believing age played a factor in stalling career. Additionally, 33% of women did not believe that their company treated all employees equally regardless of age.



The Global DEI Census

June 21-July 2, 2021

WFA World Federation of Advertisers

campaign

KANTAR

VOCBM

eaca

ADVERTISINGWEEK

LIONS

advertising

DIVERSITY & INCLUSION POLICY

D&I POLICY LAUNCH

In June 2021, IAPI unveiled their [Diversity and Inclusion Policy](#), made to ensure that the industry is representative of all sections of society and all employees, job applicants, clients and suppliers are respected, valued and given equal and fair opportunity to perform at their best. A special launch event was held featuring Ali Hanan, Founder, Creative Equals.

Ali brought the audience through some interesting statistics about the makers of commercial creative work versus the receivers of the work;

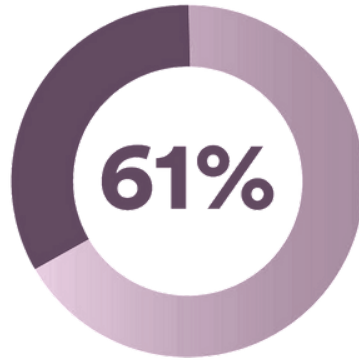
“ THERE MUST BE A REAL CONNECTION BETWEEN WHO IS PRESENT WHEN DECISIONS ARE MADE AND WHO IS IN THE WORK. IT IS A COMMERCIAL IMPERATIVE AS WELL AS A MORAL ONE. WHO MAKES THE WORK SHAPES THE WORK. ”

ALI HANAN, CREATIVE EQUALS.



DIVERSITY & INCLUSION POLICY

D&I POLICY LAUNCH



Of **women** make
all of the
purchasing
decisions



1 in 6 Gen Z-ers
are **Queer**



7% of people are
born with a
disability, **20%**
gain one by the
age of 50 and **41%**
of **over 65's** gain
a disability

Following our 2020 launch, IAPI opened applications for the second year of our [Female Futures Fund bursary](#), supported by Diageo. The programme is tailored for high potential women working in the creative communications and media industry.

Our 2021 goal was to broaden its' reach through comprehensive group leadership coaching of 25 women. At our first 2021 event, audiences were treated to a keynote delivered by Grainne Wafer, Global Brand Director, Guinness at Diageo.



2021 FEMALE FUTURES FUND RECIPIENTS WERE:

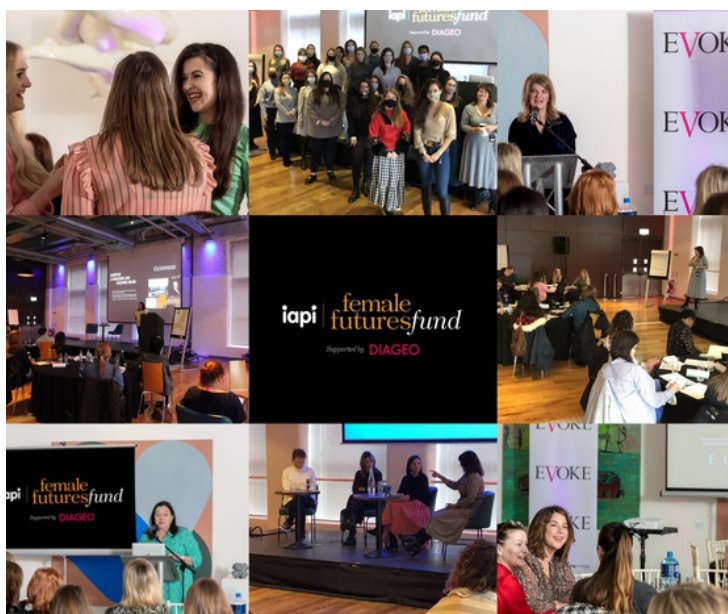
- Lisa Meindl, Digital Performance Lead, OMG
- Mary Sheahan, Insight Director, MCCP
- Maura O'Malley, Social Media Manager, Marketing Network
- Niamh Murphy, Head of Planning & Behavioural Science, In the Company of Huskies
- Samantha Griffin, Programmatic Performance Manager, OMG
- Sarah Byrne, Account Director, Verve
- Sarah Chadwick, Senior Producer, Boys + Girls
- Sarah Geoghegan, Client Director, Core Sponsorship
- Sinead Duell, Senior Account Manager, iProspect
- Tamara Conyngham, Senior Strategist, Rothco Accenture Interactive
- Alex Ingerfield, Senior Copywriter, Rothco Accenture Interactive
- Anne Zahan, Strategy Director, Core
- Aoife Butler, Head of Shopper Marketing, Pluto
- Bairbre McGlade, Senior Art Director, Boys + Girls
- Catherine O'Connor, Account Director, Elevate
- Claire Healy, Senior Art Director, Publicis
- Deborah Tracey, Account Director, PHD Media
- Donna Parsons, Account Director, Thinkhouse
- Egle Jankeviciene, Account Director, MediaCom
- Gemma Gilmore, Business Director, Spark Foundry
- Jen Walsh, Head of Digital, Zenith
- Laura comber, Group Client Director, PHD Media
- Laura Halpin, Copywriter, Folk Wunderman Thompson
- Laura Rice, Senior Arty Director, In the Company of Huskies
- Ali Donnelly, Digital Client Director, Spark Foundry

Nearly 60 entries were received by the closing date. 25 of which were selected to avail of the Female Futures Fund after passing two judging rounds by our panel.

All 25 candidates stem from different backgrounds, from creatives to media planners, from strategists to client managers, from digital specialists to producers.

“ It is designed to ensure that we retain our best female talent by helping women realise their full potential whilst also achieving a life balance that may include family and/or other lifestyle priorities. ”

Charley Stoney
CEO, IAPI



The 2021 Female Futures Fund training workshops were delivered by Danica Murphy, founder and director of PRISM. The IAPI / Diageo [Female Futures Fund Programme](#) was a three-month leadership journey focused on developing:

- The self in terms of confidence, purpose, and aspiration.
- The professional profile of each participant by focusing on leadership style, mentoring, sponsorship and communication.
- The community by building a network of peers who will be leaders in this industry and market in the years to come.

In Ireland many of us like to believe that we are supportive of the LGBTI+ Community. The marriage equality referendum is used as a cultural proof point of our shared attitudes.

For the third year running, a virtual IAPI team, together with 2FM worked pro-bono with BeLong To, creating a campaign to combat homophobia within secondary schools and the wider population.

How can we encourage people to unlearn this hurtful habit?

The campaign aims to leave listeners/viewers with the question 'If these words can't be used on-air or in print, why are we still saying them?' [View the video on iapi.ie >>](http://iapi.ie)

In a one on one setting we often show support and empathy, but in a group setting we can let things go unsaid that can be harmful to members of the LGBTI+ community. We can't say derogatory, homophobic slurs on TV, radio or across print yet so many people still use these words casually every day.

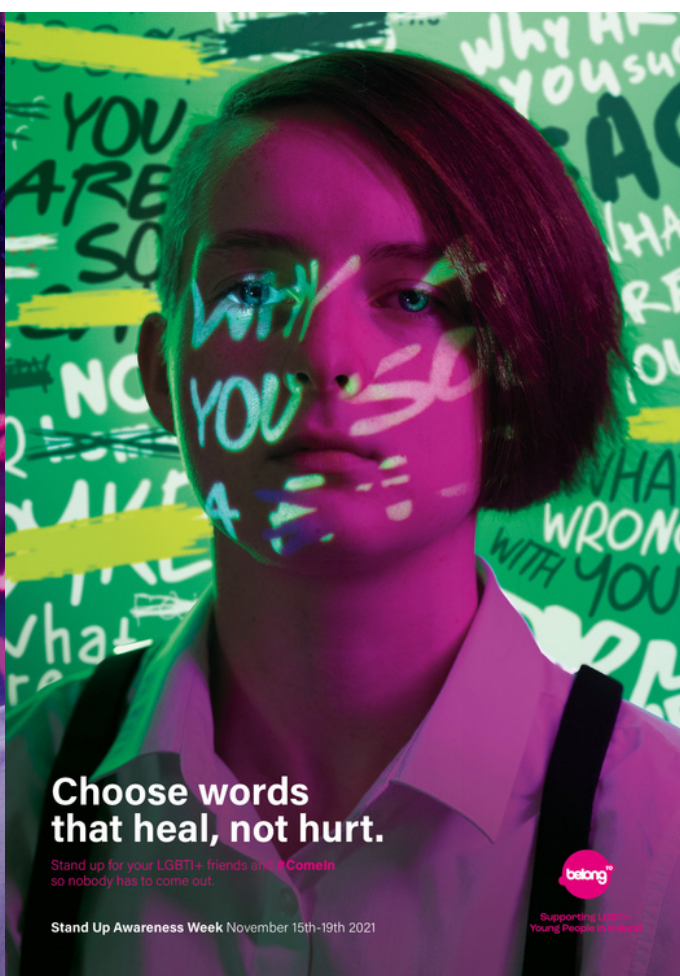
CHOOSE WORDS THAT HEAL, NOT HURT



**Choose words
that heal, not hurt.**

Stand up for your LGBTI+ friends and #ComeIn
as nobody has to come out.

Stand Up Awareness Week November 15th-19th 2021



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Stand up for your LGBTI+ friends and #ComeIn

Stand Up Awareness Week November 15th-19th 2021

WITH THANKS TO:

Agency Team:

Project Manager: Fiona Cunniffe, In the Company of Huskies

Creative Director: Niall Staines, TBWA Dublin

Planner: Rachel O Donovan, BBDO

Creative Team: Alana McDonough & Anthony McDonagh, Goosebump

Creative Team: Sarah Egan & Hannah Brady, Publicis

Producer: Ciarán Walsh, In the Company of Huskies

Social Media Manager: Emma Magill, Verve

PR: Emma Kelly & Rachel Farrell, Elevate PR

Media: Peter Flanagan, Mindshare

Photography & Design: Kyle Schouw, TBWA Dublin

Finished Art & Retouching: David Picquenot, TBWA Dublin

Designers: Gavin Feiritéar, In the Company of Huskies & Kevin McKay, BBDO

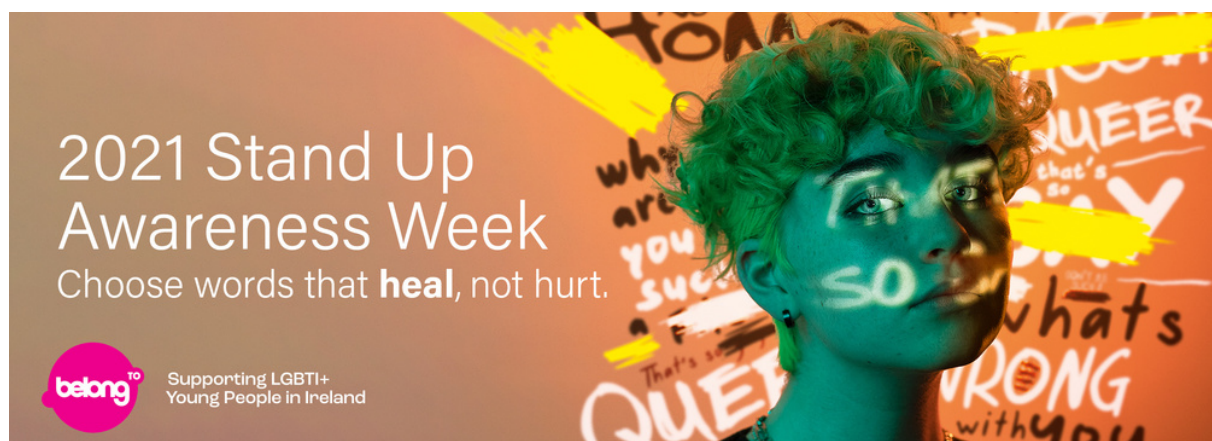
Research: Alana Devitt, Core

Production: Motherland, Algorithm & Mutiny

**Special thanks to 2FM plus clients who donated
radio spots and their Media Agency Groups**

"I'm delighted to say that the IAPI and 2FM collaboration with BeLong To has been running for 3 years now and has led to the hugely successful #ComeIn campaign. Helping secondary school students by eliminating the fear of coming out as LGBTQI+ is something our virtual IAPI team can be very proud of."

**- Katherine Ryan,
Programme Director, IAPI**



DIVERSITY IN TALENT ATTRACTION BITC

IAPI launched a [school mentoring programme](#) in conjunction with Business in the Community last year. With 11 mentors from the IAPI membership and 11 students from Holy Child Community School in Sallynoggin, the programme has seen IAPI members support these students throughout 5th year and into their final Leaving Cert year.



OPEN DOORS

Under the banner of "**Break into Advertising**" IAPI & Open Doors provided 15 people with 1 month of free online training in January 2021.



This [programme](#) provided access to people from direct provision centres, foreign nationals and people from different socio-economic backgrounds.

This project is testament to the conviction of IAPI members in their acknowledgement of the need for a deeper assessment and execution of Diversity & Inclusion within the industry.

OPEN DOORS

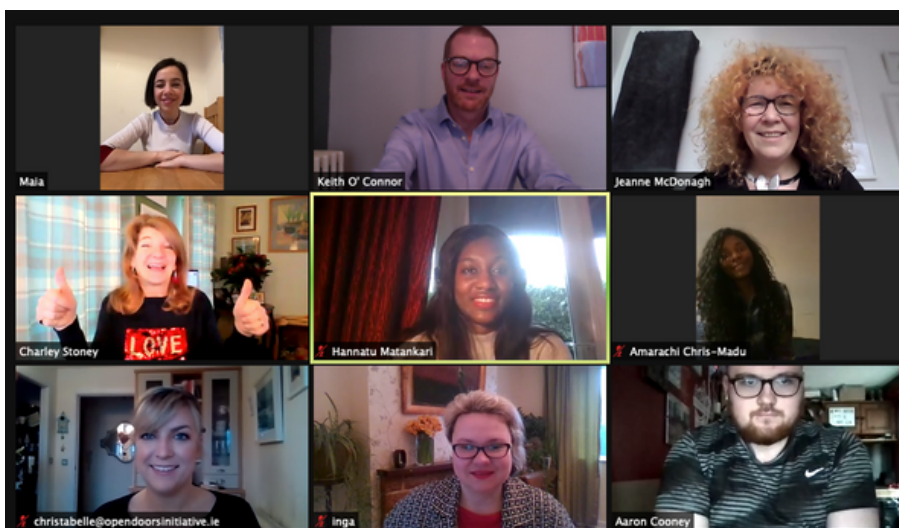


The benefits of [Open Doors](#) were two-fold – it opened up the labour market to some of those who have been unable to access it; and in doing so it helped us to attract and retain our future workforces.



"The Open Doors Initiative members helped over 2,300 people on pathways to work last year with 33 companies. Even before Covid, nearly 70% of people with a disability couldn't gain access to the labour market. An early school leaver is twice as likely to be unemployed than another person aged 18-24. We are delighted to be now working with IAPI's members as well to further our work."

Jeanne McDonagh
CEO Open Doors



“ Great tutors and team. It turned out to be like family.

Hannatu Matankarl ”

GRIFFITH BURSARY



IAPPI in conjunction with the Journalism and Media Communications faculty at Griffith College were delighted to launch their Creative Bursary aimed at disadvantaged and DEIS Schools across Ireland.



The theme for this year's bursary is 'Sustainability'. This is our 3rd year collaborating on this bursary which aims to promote Creative Careers to secondary students nationwide.

Griffith College have once again generously provided bursary funding of €10,000, which will be allocated to the winning schools in order to assist them with their arts programmes.

GRIFFITH BURSARY



IAPF member agencies will provide experiential opportunities in the form of additional training and workshops.



“The Creative Bursary has become a key project for IAPF. This initiative allows us to reach out to talented secondary students from all over the country and ensure they are aware of the possibilities open to them within the creative communications sector.”

Keith O'Connor
Talent Marketing Manager

“We are delighted in the media and communications faculty to be able to fund and support this bursary for a third year. Students are key for creating the next generation of ideas and innovative solutions that will move us to an environmentally sustainable future. We look forward to hearing first-hand what is happening on the ground in schools across Ireland.”

Dr Robbie Smyth
Deputy Head of the Journalism
and Media Communications





WHAT TO EXPECT IN 2022

DIVERSITY OF OUR TALENT POOL IS THE TRUE MEASURE OF OUR DIVERSITY EFFORTS



- We have held the mirror in our faces, what do we see?
- Do your people feel they belong in your organisation?
- Do they have to downplay aspects of their physical, cultural, spiritual or emotional self at work?
- What contributions or behaviours are most valued and rewarded in your organisation?
- Do they feel they have sufficient support to develop their skills & progress?

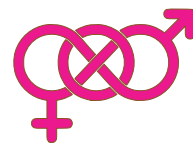
IAPI is committed to help foster change with initiatives, skills building & resources.

LEADERSHIP COMMITTED TO ACTION & MEASUREMENT



- Continue our talent attraction initiatives to increase diversity of talent entering the industry – Open Doors, Business in the Community, Third Level Representation.
- Gender Balance Addressed with Female Futures Fund bursary. We're now at 40% of females on IAPI Boards with 50% at Exec Management Level. Vital now to increase % of female Creative Leaders/female CDs.
- Increase download and usage of IAPI D&I policy amongst agencies.
- Provide more diversity training including Unconscious Bias in 2022.
- Set goals and measure the impact of initiatives to gauge diversity.

ENSURING THE RIGHT REPRESENTATION



- In agency, in production and in front of the camera.
- WFA's future looking guidelines on D&I in Creative output are an excellent starting point.
- IAPI committed to developing similar guidelines and framework in early 2022.
- Database of diverse talent within the creative industry to be available to agencies.

GIVING A VOICE TO THE FUTURE OF OUR INDUSTRY



Nearly 45% of our industry is under the age of 30, driving participation, and motivating your staff to believe in the future of the industry is key to the success of today, and tomorrow.

- Development & networking, of new, and existing staff.
- Helping & supporting industry initiatives to help attract new talent.
- Futureheads, is for all new-comers, not just staff below the age of 30.
- Help and support career change programmes, attracting experienced hires to the industry.
- Supporting peers within our industry, focusing on the wellbeing of our industry, to help retain and grow, setting the foundations for the future of the industry.

iapi



IAPI
12 Clanwilliam Square
Dublin 2
DO2 CD51

t. +353 (1) 676 5991
e. info@iapi.com
www.iapi.ie