

Diversity & Inclusion are not just buzzwords at REA Group, they are essential ingredients to the success of our business. The *Women in Technology* program is another example of how we're determined to foster an environment where *everyone* matters.



One of our values is KEEP IT REAL

We don't expect anyone to fit a certain mould – we accept everyone for who they are, quirks and all. We're a down-to-earth bunch who listen, are open with each other, and tell it like it is, respectfully.

The following video shows you how we keep it real



Our diversity networks & community programs



In March 2016 we launched our 'Spectrums of Equality' network, designed to create awareness, provide education, and support for the lesbian, gay, bisexual, transgender, and intersex (LGBTI) community at REA Group.



Girlapalooza is an internally driven community that positively engages women within REA in activities related to digital technology, marketing, design and leadership. Girlapalooza embraces women of all abilities and backgrounds, with a positive philosophy of fun and inclusion. Events are run regularly and are intended to harness the talent, passion and creativity that women at REA possess.



With the first program held in February 2017, DevOps Girls is a free community program sponsored by REA Group. The program aims to provide women with a baseline knowledge of Amazon Web Services (AWS), how it's used in the technology space and which resources and external groups to reach out to should they want to learn more. DevOpsGirls has become a part of DevOpsAustralia.

REA offers gender neutral parental leave and flexible working



In 2016 we launched our industry-leading, gender neutral parental leave offering:

- Six months leave at full pay for the primary carer (20 weeks paid at commencement of leave; 6 weeks paid on return to work)
- Three months paid leave for the secondary carer (6 weeks at full pay, 6 weeks at half pay)
- Superannuation paid for entire period of leave (paid and unpaid) up to 12 months
- Flexible return to work for four weeks at 75% of agreed work hours, but at full pay.

In 2018 we launched a formal flexible working policy as it's ok to start a conversation about flexible working at REA.

REA are a White Ribbon Workplace (Accredited)

White Ribbon Australia are part of a global movement that aims to create an Australian society in which all women can live in safety, free from violence and abuse. The campaign works through primary prevention initiatives involving awareness raising and education by partnering with schools, workplaces and community organisations.

At REA, we believe that organisations play a key role in the social change process and we are committed to making that change happen.

Our White Ribbon Accreditation recognises the steps that REA has taken to prevent and respond to violence against women.

REA Leaders were put through domestic violence sensitivity training to prepare them to respond to disclosures of violence, but also to fundamentally alter the way we do things so that we are preventing the attitudes and behaviours that promote violence and gender inequality. One such initiative was our language matters campaign, sponsored by Owen Wilson REA's Chief Financial Officer. This campaign aimed to increase awareness around gendered language and encouraged our people to address gender stereotypes in everyday conversations. The attached video was a part of the *Your Language Matters* campaign.





Why our #languagematters

Blog Post created by **Owen Wilson** on 02/11/2016

Like • 17 Comment • 2

Hi everyone,

You will notice some messages appearing around the Australian offices today about language. They are designed to capture your attention. To make you think.

We have talked about the importance of White Ribbon and supporting the cause to end violence against women. That's why we're on the journey to becoming White Ribbon accredited – because we want to make sure our people feel safe, supported.

The accreditation process specifically addresses gender discrimination and involves implementing preventative measures related to domestic violence. This got us thinking about how gender discrimination might be experienced in our workplace. While I know everyone will have their own views about this, one of the things we feel can make a lasting impact is **language**. How we speak to each other. What words we use.

In the lead up to White Ribbon Day on 25 November, we're going to be talking about language. Why the language we use matters and how it is linked to gender inequality. Now, I'm the first to admit that we can't obsess about every word we choose. A joke's a joke right? Why is the world becoming so overly PC?

Well, when does a joke become not all that funny... or just plain offensive? When have you heard something and thought to yourself "That's not on"... but you didn't say anything?

Or, when have you thought about the language we use with children and how this might reinforce stereotypes? Nothing malicious. Nothing done with any ill intent – but some words and phrases are so entrenched that they aren't questioned.

We're an open-minded bunch. We all want to assume best intent in each other – and should – but there's nothing wrong with a quick tap on the shoulder and a chat to raise that what someone has said could be offensive.

I will be joining the #languagematters Slack channel and contributing to the conversation and I invite you to do the same. Let's show that #languagematters here at REA and work together to challenge what we say and how we say it.

Creating an inclusive culture by shining the light on why language matters

He cried
like a girl.

It's ok to say "That's not ok" because
#languagematters

Changing our language is an easy way to begin overcoming gender inequality.

Join the conversation on slack

White Ribbon
Australia

REA Group

because
we care

Don't worry
your pretty
little head
about it.

It's ok to say "That's not ok" because
#languagematters

Changing our language is an easy way to begin overcoming gender inequality.

Join the conversation on slack

White Ribbon
Australia

REA Group

because
we care

You can tell
who wears the
pants takes
charge there.

It's ok to say "That's not ok" because
#languagematters

Changing our language is an easy way to begin overcoming gender inequality.

Join the conversation on slack

White Ribbon
Australia

REA Group

because
we care

That took
balls guts.

It's ok to say "That's not ok" because
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White Ribbon
Australia

REA Group

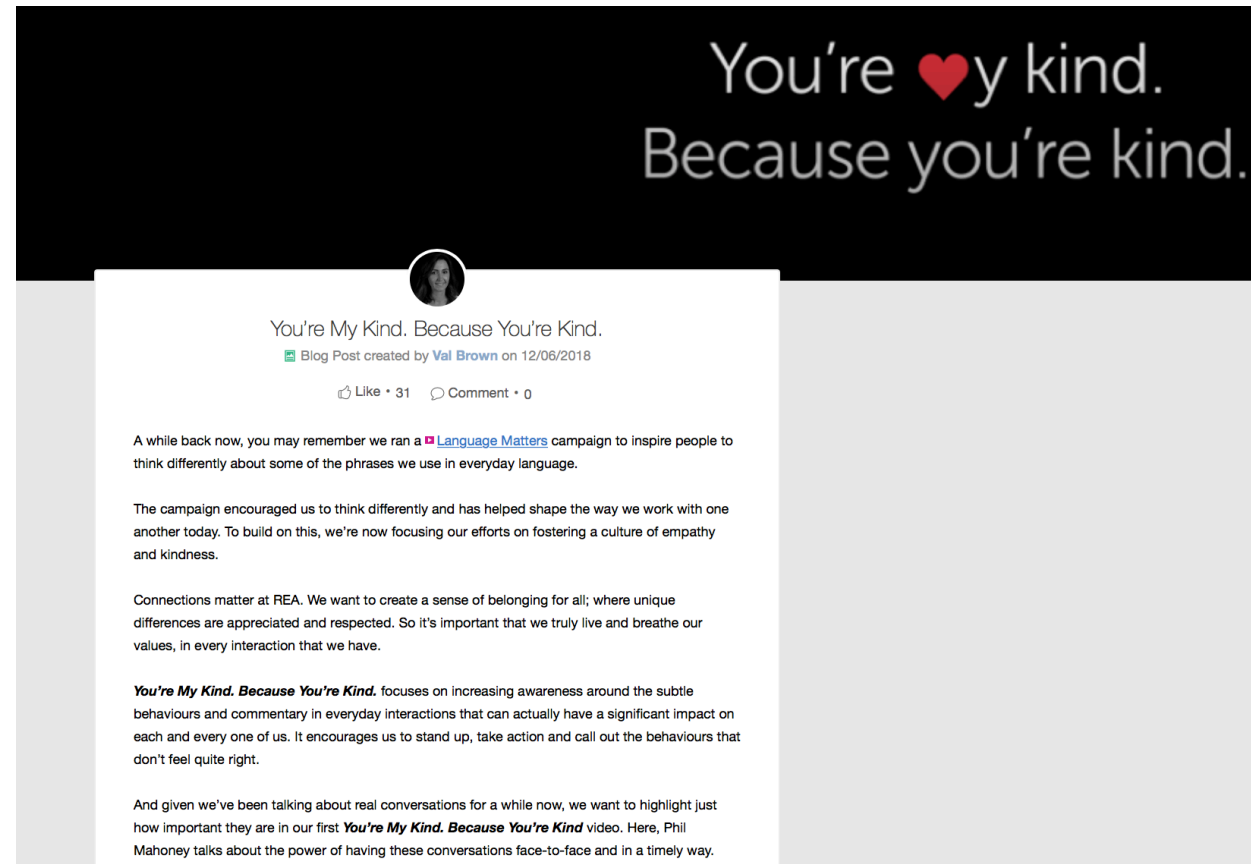
because
we care

You're my kind. Because you're kind.

REA's current campaign focuses on fostering a culture of kindness and empathy is sponsored by Val Brown, Executive Director of Consumer. It focuses on increasing awareness around the subtle behaviours and commentary in everyday interactions that can actually have a significant impact on everyone.

We want to create a sense of belonging for all; where unique differences are appreciated and respected.

It's supported by a video series, encouraging people to stand up and address behaviours that don't create an inclusive environment.



The image is a screenshot of a blog post. At the top, there is a large black banner with the text "You're ♥y kind. Because you're kind." in white. Below the banner, the blog post title "You're My Kind. Because You're Kind." is displayed, followed by the author's name "Val Brown" and the date "12/06/2018". The post content includes a paragraph about a previous "Language Matters" campaign, a paragraph about the current campaign's focus on empathy and kindness, a paragraph about the importance of connections at REA, and a paragraph about the "You're My Kind. Because You're Kind." video series. The post also features a small profile picture of Val Brown and social media interaction icons for likes and comments.

You're ♥y kind.
Because you're kind.

You're My Kind. Because You're Kind.
Blog Post created by Val Brown on 12/06/2018

Like • 31 Comment • 0

A while back now, you may remember we ran a [Language Matters](#) campaign to inspire people to think differently about some of the phrases we use in everyday language.

The campaign encouraged us to think differently and has helped shape the way we work with one another today. To build on this, we're now focusing our efforts on fostering a culture of empathy and kindness.

Connections matter at REA. We want to create a sense of belonging for all; where unique differences are appreciated and respected. So it's important that we truly live and breathe our values, in every interaction that we have.

You're My Kind. Because You're Kind. focuses on increasing awareness around the subtle behaviours and commentary in everyday interactions that can actually have a significant impact on each and every one of us. It encourages us to stand up, take action and call out the behaviours that don't feel quite right.

And given we've been talking about real conversations for a while now, we want to highlight just how important they are in our first **You're My Kind. Because You're Kind** video. Here, Phil Mahoney talks about the power of having these conversations face-to-face and in a timely way.

Thank you