

WAMA DEI vision and roadmap

MISSION: Provide a space for people to connect , educate on industry best practice, and ultimately facilitate braver and more effective marketing practices.	DEI VISION: An equitable, inclusive marketing community that reflects and values our diversity.			
DEI roadmap stages	DEI Pillars			
LEAD: Learn and lead by example, show a way forward.	Create space for difference Complete team cultural awareness training. Create our DEI vision and roadmap. Launch dedicated DEI page to share roadmap and resources for marketing community. Establish a DEI Committee.	Increase representation Actively seek out diverse speakers for our events – formalise as part of our event process. Embed DEI practices in our own committee/advisory board selection process.	Design equitable systems Audit website for accessibility requirements. Develop transparent and equitable nomination process and criteria for Campaign Brief WAMA Award. Complete systems thinking team training.	Foster an inclusive industry Add alt text to all social media posts. AoC for all meetings, appearances, events, website. Add inclusion commitment to all events and communications to set standards/expectations. Identify and achieve credible DEI certification.
CONNECT: Provide safe, inclusive spaces to connect.	Continually improve event experience and inclusion for people with any access requirements.	Increase representation in event photography. Proactively choose imagery that promotes diversity in our marketing and communications.	Conduct survey to gather information on how our events can be more equitable. Identify and sponsor/speak at career events for underrepresented groups (First Nations, LGBTQ+, PWD, 1st and 2nd generation migrants/refugees).	Add pronouns to registration/ name tags. Host events that are accessible by all (consider ability, location, socioeconomic background...). Collaborate with similar orgs to align our DEI practices in events. (Who are they?)
EDUCATE: Amplify and promote DEI best practices to our industry.	Promote cultural awareness training workshops for agencies/marketing teams. Develop DEI event series with Q&A, on specific topics. These will be identified from the post-event survey from our DEI breakfast panel.	Conduct industry representation annual survey in partnership with ECU. ECU research paper: industry barriers to entry. Share findings from research paper.	Source accessibility workshops for WA marketers. Source DEI workshops focused on equity and systems thinking for WA marketers.	Source DEI resources for marketers to share via WAMA channels. Source inclusive comms guides to promote/share. Share success stories and case studies of DEI success in our industry (actively source WA examples where possible).
FACILITATE: Facilitate brave and effective DEI marketing practices.	Facilitate training that educates marketers on the value of diversity (i.e. the value of First Nations consultation).	Establish First Nations marketing scholarship with university partner, to start in 2026. Develop school workshops/Q&A sessions for schools with large populations of underrepresented groups, to start in 2026.	Source and promote accessibility workshops. Facilitate leadership training on dismantling inequitable systems. Roundtable discussion: Equity issues in industry. Roundtable discussion: Outcomes-based plan.	Source and promote LGBTQ+ inclusion training. Source and promote racism awareness workshops.

LEGEND	
	2023
	2024
	2025

WAMA DEI action plan 2023-2025

DEI roadmap stages	2023	2024	2025
LEAD: Learn and lead by example, show a way forward.	Complete team cultural awareness training.	Embed DEI practices in our own committee/advisory board selection process.	
	Create our DEI vision and roadmap.		
	Launch dedicated DEI page to share roadmap and resources for marketing community.	Develop transparent and equitable nomination process and criteria for Campaign Brief WAMA Award.	
	Establish a DEI Committee.		
	Actively seek out diverse speakers for our events – formalise as part of our event process.	Complete systems thinking team training.	
	Audit website for accessibility requirements.	Identify and attain credible DEI certification.	
	Add alt text to all social media posts.		
	AoC for all meetings, appearances, events, website.		
Add inclusion commitment to all events and communications to set standards/expectations.			
CONNECT: Provide safe, inclusive spaces to connect.	Accommodate event access requirements for people with disability.	Increase representation in event photography.	Identify and sponsor/speak at career events for underrepresented groups (First Nations, LGBTQ+, PWD, 1st and 2nd generation migrants/refugees).
	Develop and host DEI event series with Q&A, on specific topics. These will be identified from the post-event survey from our DEI breakfast panel.	Proactively choose imagery that promotes diversity in our marketing and communications.	
	Add pronouns to registration/ name tags.	Conduct survey to gather information on how our events can be more equitable.	
	Host DEI in our industry breakfast panel.	Host events that are accessible by all (consider ability, location, socioeconomic background...).	
		Collaborate with similar orgs to align our DEI practices in events. (Who are they?)	
EDUCATE: Amplify and promote DEI best practices to our industry.	Promote cultural awareness training workshops for agencies/marketing teams.	ECU research paper: industry barriers to entry (TBC).	Source DEI workshops focused on equity and systems thinking for WA marketers.
	Conduct industry representation annual survey in partnership with ECU.	Share insights from research paper with our industry.	
		Source inclusive comms guides to promote and share.	
		Source DEI resources for marketers to share via WAMA channels.	
FACILITATE: Facilitate brace and effective DEI marketing practices.		Facilitate training that educates marketers on the value of diversity (i.e. the value of First Nations consultation).	Establish First Nations marketing scholarship with university partner, to start in 2026.
		Source and promote accessibility workshops.	Develop school workshops/Q&A sessions for schools with large populations of underrepresented groups, to start in 2026.
		Source and promote LGBTQ+ inclusion training.	Facilitate leadership training on dismantling inequitable systems.
			Roundtable discussion 1: Equity issues in industry.
			Roundtable discussion 2: Outcomes-based actions.
			Source and promote racism awareness workshops.