

GroupM and Avenue C commit to Age Inclusive Employer Endorsement

Sydney. October 15, 2024: AgeInc, in collaboration with the Experience Advocacy Taskforce (EAT), is pleased to announce GroupM and Avenue C as its inaugural agency partners to commit to the principles of AgeInc's Age Inclusive Employer Endorsement (AIEE) status.

Launched last month, the initiative aims to recognise employers who demonstrate a strong commitment to fostering an inclusive work environment that values and supports employees of all ages. Participating agencies must commit to educate and train senior management and HR teams to improve their knowledge and understanding of age discrimination, and by doing so be more considered and well-informed about recruiting and retaining people aged 50+.

Richard Spencer, Founder, AgeInc, said: "We are absolutely delighted to welcome GroupM and Avenue C as our inaugural agency partners and look forward to working together to educate and ultimately overcome age biases in the Australian media and advertising industry. Proudly showcasing an AIEE badge enables GroupM and Avenue C to inform their stakeholders that they are committed to creating an age inclusive culture at their respective agencies."

Scott Laird, Chief People Officer, GroupM said: "We believe every individual, from every generation in the workplace brings unique strengths and perspectives to the table. We're thrilled to partner with AgeInc to further develop an environment where experience is valued and every employee, is empowered to contribute, no matter their age. This is about creating an industry where everyone feels seen, heard, and valued, regardless of what year is on their birth certificate."

Melissa Mullins, Managing Partner at Avenue C said: "Signing up reflects our commitment to building a truly inclusive workplace. We recognise employees of all ages bring unique insights and experiences that drive creativity and innovation. By fostering an environment where everyone feels valued, we not only enhance our team's collaboration but also position ourselves to better meet the diverse needs of our clients and the community."

"We are proud that nearly 30 percent of our agency's cohort is aged between 40-50 years. Our proposition has always been to hire people who have at least ten years' experience, enabling us to operate a flat structure, provide autonomy to our team members and most importantly provide our clients with informed and different perspectives that drive growth."

Greg "Sparrow" Graham, Founder, EAT said: "When AgeInc approached us to help spread the word among adland agencies re its initiative, we jumped at the chance. Their ethos to address ageism bias in our industry speaks directly to EAT's mission of making ageism a non-issue for the next generation of industry professionals. We applaud GroupM and Avenue C for their forward-thinking approach and commitment to the cause."

Benefits of becoming an Age Inclusive Employer Endorsement partner include:

- Allows employers to publicly demonstrate their commitment to creating an age inclusive culture
- The recognition and credibility of the Endorsement Badge
- A competitive advantage in recruitment and retention

- Networking and collaboration with like-minded organisations
- A demonstrable commitment to corporate social responsibility

Spencer concluded: “Prejudice against people aged over 50 in the workplace is based solely on stereotypes. This bias, unconscious in many organisations, is the last socially acceptable form of prejudice in Australian employment. The endorsement is one further step towards educating our industry about the biases against experienced professionals.”

For more information about the Age Inclusive Employer Endorsement visit <https://ageinc.au/>

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