



## Diversity Policy

### 1. INTRODUCTION

Prime Media Group and all of its subsidiaries (**Prime Media**), is committed to promoting an inclusive workplace that recognises and embraces the skills, perspectives and experiences that people bring to the company through, among other things, their gender, family and relationship status, sexual orientation, gender identity, age, disabilities, ethnicity, religious beliefs, cultural background, socio-economic background, perspective and experience.

Prime Media's Diversity Policy (**Policy**) forms part of the corporate governance framework and sets out Prime Media's approach and commitment to achieve better business outcomes through shared accountability for inclusion and diversity. This will be attained through:

- an inclusive environment, where employees feel they belong, are valued and can reach their full potential;
- diversity in the workplace and ways of working, enhancing our talent pool and ensuring greater diversity of thought behind business decisions; and
- external leadership in inclusion and diversity.

Prime Media recognises the many benefits of diversity in a competitive labour market and the importance of being able to attract, retain and motivate employees from the widest possible pool of available talent. Drawing our workforce from a diverse pool allows us to recruit the best talent to deliver our strategy. The promotion of gender diversity encourages greater innovation, improves Prime Media's corporate image and reputation, enhances employee engagement and retention, and creates value for our customers and shareholders.

### 2. KEY VALUES

The Policy supports Prime Media's expectations for compliance with its statement of values:

- we are committed to sharing the stories of regional Australia;
- we are dedicated to fostering the success and growth of regional communities;
- we remain steadfastly impartial, honest and accountable;
- we always strive for excellence and integrity in our work;
- we embrace diversity and believe in working together to achieve our best; and
- we always comply with laws and regulations.

The key values underpinning the Policy are:

- we will provide a safe and secure working environment;
- we will treat people with dignity and respect;
- we will comply with applicable local laws regarding anti-bribery and corruption; and
- we will value diversity.

### 3. WHO THE POLICY APPLIES TO

This Policy applies to all directors (executive and non-executive) and employees of Prime Media (collectively **Prime Media personnel**).

#### **4. KEY PRINCIPLES**

Prime Media's approach to diversity is underpinned by key principles, including:

- create and maintain a safe work environment by taking action against inappropriate workplace behaviour;
- facilitate equal employment opportunities based on relative ability, performance and potential;
- attract and retain a skilled and diverse workforce;
- that in order to have a properly functioning diverse workplace, discrimination, harassment, vilification and victimisation cannot and will not be tolerated;
- develop flexible work practices to meet the different needs of our employees;
- maximise customer service and market reputation by developing a workforce that respects and reflects the diversity of our customers and shareholders; and
- create a workplace culture of inclusion.

#### **5. RECRUITMENT AND SELECTION**

Prime Media:

- ensures recruitment is based on merit at all levels (from the Board downwards) and is appropriately structured so that a diverse range of candidates are considered;
- complies at all times with equal employment opportunity and anti-discrimination requirements;
- encourages management involved in recruitment to consider workplace diversity when making selection decisions; and
- aims to make its recruitment process accessible to all candidates by advertising positions broadly and by using professional recruitment agencies where required.

#### **6. CAREER DEVELOPMENT AND PROMOTION**

Prime Media supports and encourages the personal and professional development of all employees and promotes career development and promotion opportunities based on relative ability, performance and potential.

#### **7. FLEXIBLE WORK ARRANGEMENTS**

Prime Media:

- acknowledges that employees (female and male) at all levels may have domestic responsibilities and flexible work practices will assist them to meet those responsibilities;
- endeavours to support the work-life balance and flexibility needs of its employees;
- recognises that flexible work arrangements can reduce absenteeism, increase employee engagement and retention; and
- offers a range of flexible working arrangements, subject to meeting the needs of the business, including part time work, job share arrangements and flexible working hours.

#### **8. COMMUNICATION AND AWARENESS**

All employees will be notified of this Policy upon commencing employment with Prime Media, and this Policy is available to view and download from the business intranet site and Prime Media's Internet site.

## **9. THE ROLE OF THE BOARD**

The board of directors of Prime Media (**Board**), in consultation with the Remuneration and Nomination Committee and management (where appropriate), is responsible for overseeing the implementation and monitoring of this Policy, including:

- establishing measurable objectives for achieving diversity;
- reviewing periodically the objectives; and
- assessing periodically the progress in achieving the objectives and the effectiveness of this Policy.

## **10. KEY CONTACTS**

If any part of this Policy is unclear, please contact the Company Secretary or the Legal Department.

## **11. POLICY REVIEW**

The Board will review the operational effectiveness of this Policy at least every two (2) years and will, if necessary or desirable, amend the Policy.

**Last revised August 2020**