



Friday, 8 April 2022

Seven joins UN Women's Unstereotype Alliance

Seven West Media is proud to announce it has joined the Unstereotype Alliance's Australian chapter to help end harmful stereotypes.

Unstereotype Alliance is an industry-led initiative convened by UN Women that unites media, advertisers and advertising agencies to affect positive cultural change by using the power of advertising to help shape perceptions.

The members of the alliance collaborate to help create a world without stereotypes, empowering people in all their diversity, be it gender, race, class, age, ability, ethnicity, religion, sexuality, language or education. The Australian chapter was set up in November 2021.

As one of Australia's leading media companies, Seven West Media is committed to its responsibility to work with the industry and encourage the end of harmful stereotypes, including gender stereotypes, to lead positive social change.

Whether it's depictions of men struggling with household chores or changing a nappy, to girls being less academic and women unable to park a car, campaigns that reinforce negative stereotypes can cause offence, resentment and restrict people's aspirations and opportunities.

Seven West Media Chief People and Culture Officer, Katie McGrath, said: "Seven takes its role as a positive and progressive force in society seriously. We recognise our important responsibility to work with brand partners to lead positive social change.

"It's clear that harmful stereotypes contribute to inequality in society and limit people's potential. As an industry, we must continue to work with our peers to encourage diverse, inclusive and non-stereotypical representations of all people on-screen."

Founding members and allies of the Australian chapter of the Unstereotype Alliance include Accenture, Bayer Australia, Coles, Diageo Australia, Facebook Australia, Google Australia, IKEA, IPG, Ipsos Australia, Mars Australia, Mastercard Australia, Omnicom, Optus, Publicis Groupe, Salesforce, Snap Inc., Suncorp, Unilever ANZ, WPP AUNZ, Westpac and the Australian Association of National Advertisers.

Last month Seven West Media was the first media company in Australia to be named an Employer of Choice for Gender Equality by the Workplace Gender Equality Agency.

For more information, please contact:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.