



PRCA APAC

DIVERSITY, EQUALITY &
INCLUSION

PRCA APAC

DIVERSITY, EQUALITY, AND INCLUSION CHARTER

Public Relations & Communications Association

PRCA

Asia Pacific



CHARTER

PRCA APAC believes that establishing a comprehensive Diversity, Equality, and Inclusion (D, E & I) charter is crucial in promoting an inclusive and diverse public relations industry across the Asia Pacific region.

With an increasing need to ensure that diversity, equality, and inclusion (D, E & I) are at the forefront of all PR professionals' work, it is essential that the industry recognises and addresses the systemic barriers that exist within the varied and complex cultures within the region, and that proactive steps are taken to enable industry practitioners to uphold best practice in the D, E & I space.

This 7-point charter, which has been produced with input from PR and communications practitioners in the region, is one of the many ways that the industry can work towards achieving this goal. It is meant to serve as a set of industry guidelines that PR practitioners can use to guide their work and promote a culture of respect, equality and inclusion.



GUIDING PRINCIPLES



01. COMMUNICATION & ENGAGEMENT

- Treat all individuals with respect and dignity, regardless of their race, ethnicity, gender, sexual orientation, religion, age or ability.
- Work to eliminate discrimination and bias, and to promote fairness and equity in all aspects of our work.
- Create an inclusive environment where everyone feels welcomed, valued and supported.



02. DIVERSITY-FOCUSED INITIATIVES & EVENTS

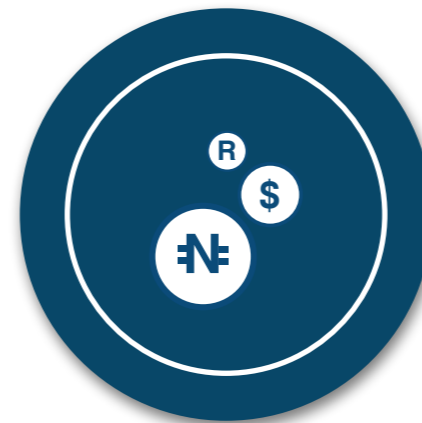
- Provide support for diversity-focused initiatives and events within our organisation and in the broader community, and actively seek out opportunities to promote diversity, equality and inclusion at work.

GUIDING PRINCIPLES



03. HIRING & RECRUITMENT

- Ensure that all hiring and recruitment processes are equitable, inclusive, and free from bias, and actively seek out and hire diverse candidates.



04. EQUAL PAY

- Ensure that all staff members receive equal pay for equal work, regardless of their race, ethnicity, gender, sexual orientation, religion, age, or ability.
- Regularly review and evaluate compensation policies and practices to identify and address any potential disparities and to ensure that pay practices are fair, transparent and equitable.

GUIDING PRINCIPLES



05. TRAINING & DEVELOPMENT

- Provide ongoing training and development opportunities to promote cultural sensitivity, competency and awareness among all staff members, and to ensure work is responsive to diverse perspectives and needs.



06. EMPLOYEE RESOURCE GROUPS & AFFINITY NETWORKS

- Encourage the formation of employee resource groups and other affinity networks that promote diversity, equality and inclusion.

GUIDING PRINCIPLES



07. BIAS & DISCRIMINATION REPORTING

- Establish processes for reporting and addressing incidents of bias or discrimination within the workplace, and ensure that all reports are taken seriously and handled promptly, confidentially, sensitively and effectively.
- Regularly review and update policies as well as practices to ensure that they align with the commitment to diversity, equality and inclusion.



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