

# Driving the diversity message home

**AT AIG**, diversity, equity and inclusion (DE&I) is a business imperative. The organisation's mission is to create an environment where people of all cultures, backgrounds and perspectives are valued and to ensure the company attracts, inspires, develops and retains diverse talent. AIG recognises that the diversity of its workforce is one of its greatest assets, linked to benefits such as increased employee and customer retention and engagement, business performance, innovation, and profitability.

A key component of AIG's DE&I agenda is its network of 130-plus employee resource groups (ERGs) across 35 countries, which are designed to bring colleagues together through shared interests across different dimensions of diversity.

In 2014, AIG launched the Women & Allies ERG in Australia with the objective of increasing the number of women in leadership positions. Over time, the ERG has adapted to meet the changing needs of employees and has been rebranded as the Equality Network, with a mission to unite employees with a common understanding of the importance of a gender-equal and equal-opportunity organisation.

"The Equality Network is at the heart of our employee engagement strategy and continues to ensure that AIG colleagues are aware of the benefits of fostering a culture that celebrates diversity, equity and inclusion," says Sharon-Louise Reid, head of HR for AIG Australia.

In Australia, the Equality Network has delivered numerous initiatives for employees and the industry alike, with the goal of creating real change around diversity in insurance. Notable outcomes include sponsoring several United Nations Women



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campaigns, hosting health and wellbeing sessions in partnership with the All Blacks and female Black Ferns Sevens teams, participating in Pride marches, and supporting industry events such as Women in Insurance and the global Dive In Festival.

Now in its fifth year of participating in Dive In, AIG continues to facilitate important DE&I conversations for the insurance industry. Past events have focused on attracting young professionals to the industry, measuring the impact of diversity and establishing what a culturally competent workplace looks like.

Recognising that gender inclusion works

both ways, AIG has also recently launched gender-inclusive parental leave, giving both male and female employees equal entitlements. This, combined with the introduction of a Women Leaders Development Program and updated language in all internal HR and corporate policies, has led to a 16% improvement in AIG Australia's employee engagement score over the past 18 months, as well as a finalist nomination for the ANZIIF Excellence in Workplace Diversity & Inclusion Award.

"These accomplishments demonstrate the importance of creating a sense of belonging and being able to bring our whole selves to the workplace," Reid says. **IE**