

WATERGATE BAY

H O T E L

DIVERSITY & INCLUSION MARKETING STANDARDS

We want everyone to feel like they have a place at Watergate Bay - and that starts with the way in which we promote ourselves. We are committed to putting diversity and inclusion at the heart of our marketing and to make that happen we have developed a set of standards which shape everything from our words and photography to social media and beyond.

1. Diversity and inclusion in our outwards facing communications begins on the inside. We are committed to fostering an inclusive environment which attracts and nurtures a diverse team, covering everything from age and gender to appearance and religion
2. We will choose experts, creators, consultants and community members that bring a mix of people and perspectives into our creative process
3. We are committed to working with a wide range of influencers to create user-generated content for our platforms which shows real people in real locations
4. We will ensure all of our photo and video shoots reflect the mix of guests who stay with us and the team who work with us, maintaining authenticity and true representation
5. We will always be intentional with the words that we use to ensure our brand language and tone of voice is inclusive. This covers everything from the way that we write our recruitment adverts to the descriptions that we use in our marketing
6. We will be curious and embrace education so that we deepen our understanding of cultures and communities outside our own and use this knowledge to shape our marketing
7. We will actively avoid tokenism and never knowingly promote something that isn't based on our values of truth and integrity. As part of this we will only partner with brands that are as committed to these principles as we are
8. We will endeavour to ensure our communications are accessible to all, through a range of audio and visual measures for a variety of ability requirements
9. We will listen to our communities to ensure we are being representative, inclusive and welcoming. We will respond, own our mistakes and continually evolve