

DIVERSITY CHAMPIONS PROGRAMME

WHY JOIN?

★ Let Scottish Diversity Champions tell you why:

“The Scottish Government is delighted to be a part of Stonewall's Diversity Champions Scotland Programme. This programme has provided us with a valuable resource of information, advice and networking opportunities which assist us in attracting a diverse workforce and the associated business benefits. Being part of the programme can enhance an employer's reputation and brand amongst potential employees.”

Norman McFadyen, Scottish Government Equality and Diversity Champion

“Being a Diversity Champion of Stonewall is like being part of a family of like minded people. It has given us the knowledge and the confidence to do things we may not have managed to achieve on our own e.g. monitoring sexual orientation and setting up our LGBT network group. Their professional approach, expertise and guidance have really helped us to focus our efforts. The programme of events is varied and provides an excellent opportunity for networking with other Diversity Champions.”

Julie Wade, Diversity Manager, Clydesdale Bank

“We're delighted with the speed and tangible success we have had since including LGBT equality in our Diversity work this year. That success would simply not have been possible without the active support that we have received as members of Stonewall Scotland's Diversity Champions programme.”

Alastair McKenzie, Regional Investment Director, Barclays Scotland

HOW CAN I JOIN?

Log on to www.stonewallscotland.org.uk/workplace to find out more and complete a short application form. If you have questions and would like to speak to us directly contact us on the number below.

Stonewall Scotland

Workplace Team

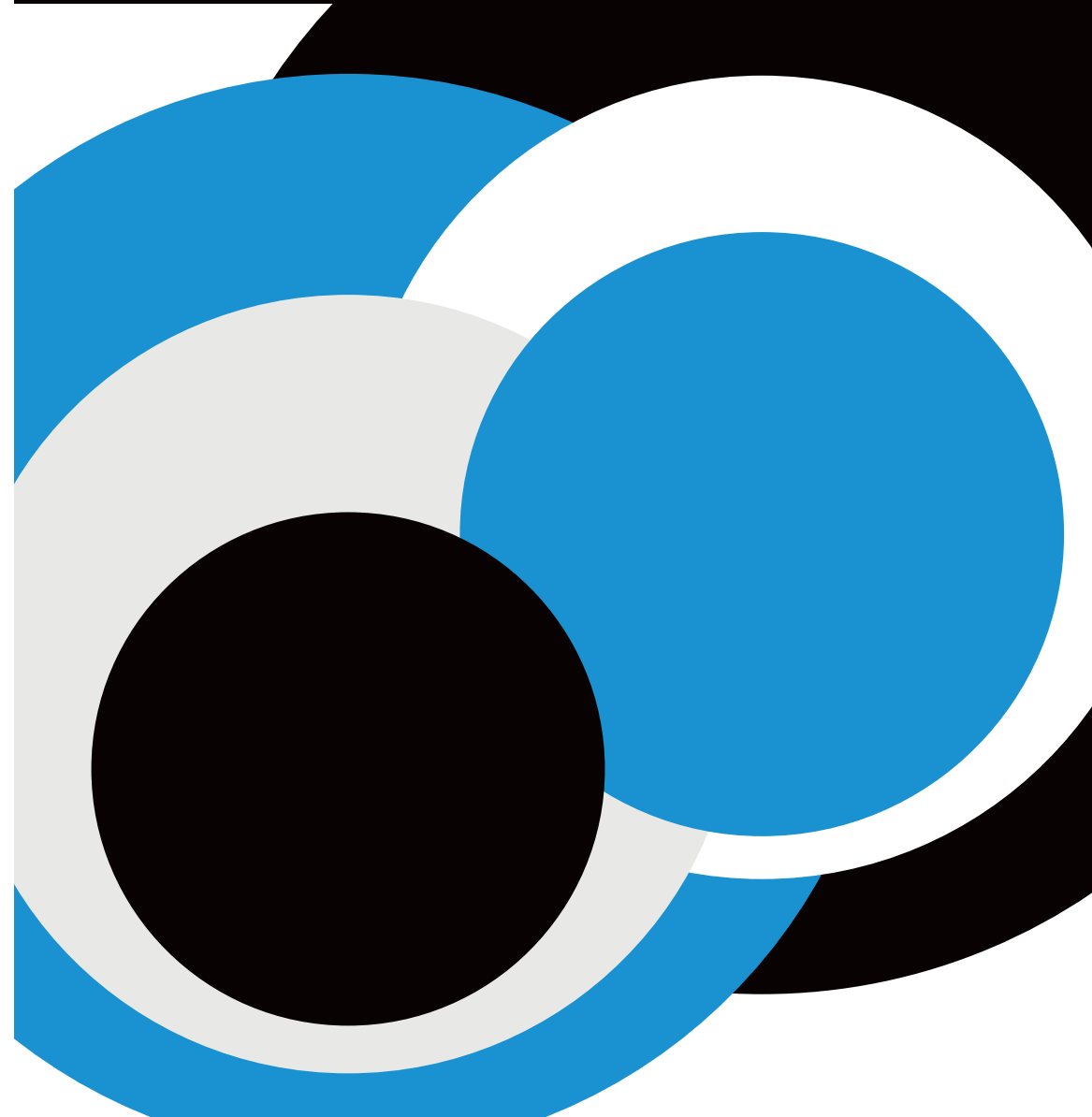
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DIVERSITY CHAMPIONS SCOTLAND



People perform better
when they can be themselves



DIVERSITY CHAMPIONS SCOTLAND

STONEWALL SCOTLAND

Stonewall Scotland works with businesses, the public sector, the Scottish Government, the Scottish Parliament and many other organisations to improve the lives of lesbian, gay, bisexual and transgender (LGBT) people in Scotland. Established in 2000, our work is tailored to Scotland's needs and draws upon a wealth of research and information from Stonewall across Britain.

DIVERSITY CHAMPIONS SCOTLAND

Stonewall's Diversity Champions Programme is Britain's good practice forum for workplace sexual orientation issues. Top employers work with us and with each other to promote diversity and improve the workplace for lesbian, gay and bisexual people. Launched in 2001, the programme connects hundreds of organisations at the cutting edge of delivering diversity in business and public services across Britain.

Diversity Champions Scotland provides private companies and public service employers in Scotland with a tailored programme that understands the Scottish environment and offers an approach tailored to your needs. And, because Stonewall Scotland works towards LGBT equality in Scotland, we are able to offer advice and expertise on transgender issues in the workplace.

WHY JOIN DIVERSITY CHAMPIONS SCOTLAND?

As an employer you'll want to make the most of your existing LGBT employees and attract new ones. Working with Stonewall Scotland not only enhances your reputation but helps you to change policy and practice, making a real difference to employees, your organisational effectiveness and your prospects in difficult economic times.

The business case for diversity. Smart employers understand a diverse workplace will save them money. We know 36% of LGB employees will change careers if they face discrimination, and at least 55% say discrimination has a negative effect on their work. And as well as the human cost, prejudice has a real bottom-line impact in legal fees, recruiting and training new staff, and regaining the trust of key stakeholders. The highest award by an employment tribunal in Scotland for workplace discrimination on the grounds of sexual orientation was £120,000. And, for those in the private sector, 74% of LGB consumers and 42% of straight consumers are less likely to buy from companies which hold negative views of LGB people. **The question isn't 'Can we afford to be Diversity Champions?' It's 'Can we afford not to be?'**

ENJOY THESE KEY BENEFITS:

- ★ **Dedicated programme manager based in Edinburgh** offering a tailored meeting each year and advice at any time.
- ★ **Exclusive networking** with member organisations in Scotland and across Britain, and across every sector.
- ★ **Scottish seminars** on key topics with high profile speakers to share and develop good practice.
- ★ **Tailored benchmarking meeting** to help your organisation improve in the Workplace Equality Index.
- ★ **Recruitment advertising.** Contact thousands of talented job seekers through Proud Employers, Stonewall's online job board, which receives over 67,000 visits a month, and is exclusively available to Diversity Champions.
- ★ **Free and exclusive** entry in the Starting Out: Lesbian, Gay and Bisexual Recruitment Guide, which is distributed to every university and college across Britain.
- ★ **Joint branding** including exclusive use of Diversity Champions Scotland logo to signal your commitment to lesbian, gay, bisexual and transgender equality.
- ★ **Exclusive online access** to Diversity Champions 'Members Only' pages, which feature downloadable presentations from past seminars, members e-bulletin and online forum.
- ★ **Discounted registration** and priority booking for the annual Stonewall Scotland Workplace Conference and the Stonewall Leadership Programme, as well as discounted registration to the annual Workplace Conference in London.
- ★ **Definitive Workplace Guides** including Guidelines for Employers, Network Groups, Monitoring, Bullying and Harassment, and Career Development to get you started.
- ★ **Access to Stonewall's latest research** on media, health, education, employment and more.