

Global Diversity, Equity & Inclusion Director, Greg McCaw, talks about the importance of creating positive experiences and better outcomes for the LGBTQIA+ community at Flutter, as we mark the 50th anniversary of Pride

Creating positive experiences and better outcomes for the LGBTQIA+ community is something we care deeply about at Flutter. We're committed to creating a playing field that has fair odds for all, and an environment that empowers and supports everyone to be themselves. So, we're delighted to share more details of how we're coming together to celebrate Pride.

This month marks the 50th anniversary of Pride and is focused on celebrating the LGBTQIA+ community, showing how far rights have come. 2022 should be a year where we've continued to see strides for the LGBTQIA+ Community worldwide. Instead, the last six months have seen some incredibly challenging moments that remind us that pride isn't a victory parade; it's a protest.

We wanted our events this year to make sure people felt seen and heard, so that began by placing a pride installation into our Dublin Office, all built from recycled materials. We also wanted to use these installations as a learning opportunity, so we added educational materials and video booths. In addition, we will also participate in Pride marches in L.A., New York, Dublin and Leeds to demonstrate to our colleagues that we stand with them.

We recognise that our commitment to the LGBTQIA+ community cannot be seasonal and that their day-to-day experience working with Flutter matters. That's why we've partnered with the LGBT Foundation to create new internal resources that create a stronger culture of inclusion for LGBTQIA + colleagues.

From my experience of coming out and professionally as a DE&I Leader, I believe that our efforts need to focus on structural change because that's how we'll create better outcomes and experiences for folk. That's why in addition to the above, we're making important changes to how we measure engagement, so LGBTQIA + voices don't get lost and we can stay close to their experience, and we're building improvements in recruitment and onboarding as part of our HR transformation work.

We're definitely not done; we know there's more to do, and shortly we'll be talking about some exciting plans to progress our global advocacy programme as part of our Work Better pillar in our Positive Impact Plan, which will help us continue to drive meaningful and scalable change.



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