

# AMA 360° diversity and inclusion strategy

**Our goal is that people across the whole of society are engaging with arts, heritage and culture.**

By 2020, AMA members will be leading the way in transforming the inclusivity of the arts.

Diversity to the AMA encompasses all aspects of people's differences including all of the protected characteristics and socio-economic status. It's about the AMA team, board members and member reps, our members and audiences, visitors and participants.

We believe that diversity must start in our own backyard and have a ripple effect throughout our organisation, our membership, their organisations and their audiences.

The **AMA 360° diversity and inclusion strategy** has been designed to provide focus on inviting, welcoming, including, and engaging a broad, diverse mix of people and perspectives across all areas of the AMA.

## The AMA has

A commitment to diversify our team, our membership, the sector and audiences

## The AMA strives for

Real change

## What are we doing about it?

Driving change by addressing these areas publicly, holistically and with ambition

## The AMA has

An open and accessible recruitment policy

## The AMA strives for

A greater reach and a more diverse pool of candidates

## What are we doing about it?

Continually reviewing our recruitment process  
Trialling new ways of sharing job opportunities  
Reaching out to young people to raise the profile of arts marketing as a profession

## The AMA has

An effective, passionate Board

## The AMA strives for

A Board that is more diverse in thought, skill and personal characteristics

## What are we doing about it?

Reviewing the election process  
Co-opting up to 2 Board members  
Working with members and non-members to widen the pool of individuals believing they can be potential Board members

## The AMA strives for

A more diverse group of Member Reps not just in personal characteristics but organisation type and genre

## The AMA has

An incredible group of Member Reps (past and present) becoming more diverse

## What are we doing about it?

Continuing to reach out beyond our 'usual' networks  
Working with existing and previous Members Reps to reach new people

## The AMA has

A diverse range of content and speakers

## The AMA strives for

Content and speakers that meet the needs of a more diverse membership and signal 'we are for you'

## What are we doing about it?

Identifying new speakers from across the sector to add to our existing family of speakers  
Spending time with current and potential members to understand their needs and build a programme that addresses these

## The AMA has

An inspiring membership

## The AMA strives for

A bigger, more diverse membership

## What are we doing about it?

Building new networks to reach new individuals and organisations  
Diversifying the team, Board and Member Reps to demonstrate 'we are for you'. Involving our members in developing our diversity strategy  
Working with people with different networks to the AMA to reach new people and encourage them to engage with our programme and become members