



THE BILLION DOLLAR QUESTION

SAM TURLEY, INNOVATION LEAD, MINDSHARE
SARA SHAMS, AWARD-WINNING DISABILITY RIGHTS &
DIVERSITY ADVOCATE
PRIYA ADDAMS WILLIAMS, SHIFT 20 INITIATIVE LEAD



KEY TAKEAWAYS AND FURTHER READING

Who's Missing?

Who's Missing? is the first national campaign from Unstereotype Alliance Australia, launched at MFA EX in Melbourne and Sydney in September.

It invites everyone - from creatives to client teams - to build inclusion into the earliest stages of campaign planning by asking Who's Missing? early and often.

Backed by research linking inclusion to stronger brand outcomes, the campaign provides practical prompts, a checklist, and shareable assets via a toolkit to help individuals embed inclusive thinking into everyday decisions, while encouraging organisations to join the Alliance and become part of a collective driving systemic change.

Contact for Media & Enquiries

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Scan here for the toolkit

