Jen Sharpe

Founder & Managing Director, Think HQ

Founder statement for ECCV's All One Together campaign

Think HQ is a full-service communications agency. We only work on projects and with partners that create good social outcomes for people and the places they live.

Racism strips people from different cultural backgrounds of the chance to reach their potential. That's why **we're so passionate about ECCV's All One Together campaign. We're thrilled to spread the word as a Campaign Ambassador. One of our cornerstone values is self-actualisation – we believe that everyone deserves the opportunity to achieve their full potential and make their own informed decisions.** That can't happen in a society driven apart by racism.

Institutionalised racism is one of the most insidious forms of this problem, because it infests the foundations of our structures, organisations and cultural context in a way that tricks people into thinking this is the way things have to be.

It isn't.

We know the value of communications to shape attitudes and behaviours, and we take our responsibility as practitioners seriously. We, like all organisations, have our hands on some of the small levers that control our society and we will do our part.

Change is hard but we're keen to get stuck in, to help build an Australia where everyone feels genuinely cared for, seen and represented. We understand that equality means some must give up positions at the top.

We commit to act. We've already started.

This year, Think HQ is:

- Growing CultureVerse – our dedicated multicultural communications arm – to further embed representative communications into everything we and our clients do
- Building a photo library that represents the true Australian population so we can drive better representation
- Extending our practice to include Indigenous expertise. We will either recruit a specialist or form a documented partnership with a specialist organisation.

We encourage every Australian business and organisation to get onboard with the campaign, and let's change things for the better, together.

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ALL ONE TOGETHER
CONNECT COMMUNICATE CELEBRATE