Diversity & Inclusion Mission Statement

As a business built for women with the goal of empowering women, we acknowledge the need for our leadership and workforce to reflect the communities in which we operate.

Sweat supports women from around the world of many different demographics; ages and stages; physical fitness and abilities; countries and cultures. Together these women make our Sweat community truly exceptional. To maintain this in a fast changing world, we must evolve and continue to build communities and workplaces where we can all celebrate being our true selves and authentically belong. We will continue creating both a work environment and work-out experience, which is inclusive and where everyone can be themselves.

Key Facts on Sweat Community and Employees

The Sweat app was founded in 2015, and gives women access to expert fitness advice, one-on-one personal training and unique exercise content. Powered by our team of female trainers, Sweat has built a global community of more than 50 million women who offer support and inspiration to help women reach their fitness goals. The Sweat app is available in eight different languages in 155 countries. We are a global company located in Australia, with our head office in Adelaide, South Australia. With approximately 100 employees in Australia, our workforce is currently 60% female and 40% male. We also work with a range of partners and suppliers around the world, to produce world-leading digital fitness content for women.
To ensure we embed Diversity deeply within our DNA, we anticipate a multi-phase journey. During Phase 1, we will specifically focus on expanding our workplace and fitness experiences to appeal to people with a broad range of:

- ages and stages
- physical fitness and abilities
- gender identities and sexual orientations
- physical shapes and sizes
- cultural and linguistic backgrounds
- races and ethnicities
- religious beliefs or backgrounds
- vulnerable and disadvantaged communities

Inclusion is a product of individual and collective mindsets and behaviours. We will measure our ‘inclusiveness’ by the extent to which our people and our members feel valued, respected, connected and able to achieve their goals. Inclusion occurs when everyone equally:

- feels valued and respected for who they are
- feels connected with and accepted by their co-workers or co-members
- has equal opportunities to develop their career and fitness goals
- can contribute their full talents to their workplace and work-out
- feels safe to freely talk about physical and mental health challenges
- feels safe to respectfully and freely express their views
Strategic Overview 2021–2023

Diversity and Inclusion is a complex and wide-ranging area, with authentic change taking time to deeply embed. Outlined below is our Phase 1 Strategy, which will be reviewed and updated at the end of 2023.

The Strategy was developed by our leadership team in conjunction with an internal working group who consulted with Community Members from the US, Asia, India, Israel and South Africa. With a better understanding of everyone’s needs and priorities and supported by an external consultant drawing on global best practices, we have identified two key areas of focus for our people and the Sweat community.

1) Building a Diverse, Equitable and Inclusive Workplace for Sweat’s People, and

2) Building Diverse and Inclusive Experiences for Sweat’s Community
GOAL 1: Gender Balance
Continue to increase the gender balance in company leadership positions, through our Leadership Pathway Program.

GOAL 2: Remuneration
Review employee remuneration packages to ensure they are fair and equitable across the organisation, by July 2021.

GOAL 3: Code of Conduct
Review and update Sweat’s Code of Conduct to increase the focus on inclusivity, by September 2021.

GOAL 4: Education and Tools

GOAL 5: Workplace Culture
Continue developing an inclusive and fair workplace culture that attracts and retains diverse talent.

GOAL 6: Recruitment for Diversity
Attract and grow a more diverse workforce at Sweat to better reflect the community we support and operate in.
GOAL 7: Trainer Representation
Continue increasing the diversity of our female trainers to reflect the communities we support.

GOAL 8: Marketing Content representation and diversity
Increase the representation of the diverse communities Sweat supports in the marketing content we create.

GOAL 9: Consultation and Amplification
Continue to consult with the Sweat Community and amplify diverse voices across our external channels.

GOAL 10: App Access & Experience
Increase access to Sweat for vulnerable and disadvantaged communities, and ensuring app content is inclusive and culturally appropriate, by June 2022.
Definitions

**Strategy** - A plan to achieve the Diversity and Inclusion goals in a specified timeframe.

**Policy** - A deliberate system of principles to guide decisions and achieve rational outcomes. A policy is a statement of intent, implemented as a procedure or protocol.

**Members** - A group of people who pay for and/or access the Sweat app.

**Community** - A group of people who are engaged with Sweat and Sweat Trainers either through the App or Social Media.

**URGs** - Under Represented Group

**Disability** - A physical or mental condition that can restrict movements, senses or activities.

**Gender Identity** - A person’s perspective of having a particular gender which may or may not correspond with their birth sex.

**Sexual Orientation** - A person’s sexual identity in relation to the sex they are attracted to.

**Cultural background** - The context of one’s life experience as shaped by membership in groups based on ethnicity, race, socioeconomic status, gender, exceptionalities, language, religion, sexual orientation, and geographical area.

**Race** - A category of humankind that shares certain distinctive physical traits.

**Ethnicity** - Large groups of people classed according to common racial, national, tribal, religious, linguistic, or cultural origin or background.

**Gender Equality** - At Sweat, gender equality means that women and men enjoy the same opportunities, rights and obligations in the workplace. Gender inequality affects everyone (including men), although not everyone experiences inequality the same way.