

WHO'S



MISSING?

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Hi there! You're about to play a crucial role in driving real change across our industry. Asking "Who's Missing?" isn't just another industry initiative; it's a fundamental shift in how we approach our work, ensuring inclusion is at the heart of every decision.

Every single action you take – every adoption, every post, every conversation – helps normalise inclusive thinking, multiplying our collective influence across the entire industry.

This guide is designed to help you bring "Who's Missing?" to life within your organisation's daily operations.

Finally, share with us how you've adopted Who's Missing? This feedback will be invaluable to gauge the impact this campaign is having across the industry.

Let's make this happen!



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WHY THIS MATTERS

We know from research that inclusive campaigns lead to stronger brand outcomes.

"Who's Missing?" is the Unstereotype Alliance Australia's first national campaign launched at MFA Ex in September 2025. It's an invitation to everyone – from the marketing teams shaping the briefs to the agency teams bringing them to life – to build inclusion into the earliest stages of campaign planning.

Its core purpose is to empower everyone in marketing, media and advertising, and media - no matter their role - to consistently ask "Who's Missing?" early and often.

This campaign provides practical tools, prompts, and [shareable assets](#) to help individuals embed inclusive thinking into their everyday decisions and become part of a collective driving systemic change across the industry.

You're leading by example. Here's how to bring "Who's Missing?" to life within your organisation →



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1. EMBED THE QUESTION

This is about making "Who's Missing?" a natural part of your workflow.

Update Your Templates: Add "Who's Missing?" directly into all your creative, media, research, and strategy brief templates. Make it a mandatory field or a prominent prompt.

Integrate into Key Meetings:

Encourage teams to actively ask this question during:

- Campaign kick-offs
- Brainstorming sessions
- Internal approval processes

Empower Everyone: Make it explicitly clear that anyone, at any level, is empowered and encouraged to raise the "Who's Missing?" question. It's everyone's responsibility.



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2. KEEP IT TOP OF MIND

Display Posters:

Print and prominently display "Who's Missing?" posters in:

- Boardrooms
- Meeting rooms
- Collaboration spaces
- Anywhere ideas are born or decisions are made.

Brief Your Teams:

Conduct internal briefings to ensure everyone understands:

- The purpose and objectives of asking "Who's Missing?"
- Simple, practical ways they can apply this question in their day-to-day roles.



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3. AMPLIFY THE MESSAGE

Share your commitment. Your voice helps spread the word and inspire others.

- LinkedIn Launch Post: During launch week, share a LinkedIn post explaining why your organisation is adopting "Who's Missing?".
- Use the Hashtag #WhosMissing in your posts.
- Include one of the official campaign graphics to make your post stand out.
- Ensure images have alt text to support screen readers and improve content accessibility.

Prompt Ideas for Your Post:

- Share why inclusion is critical to your work and how "Who's Missing?" helps achieve it.
- Explain what "Who's Missing?" means specifically to your team or organisation.
- Highlight practical examples of how your teams are already using the question.



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RESOURCES

We've got you covered with the essential assets to help you embed this question into your organisation and foster a culture of inclusion that will benefit everyone.

- Printable & Digital Posters: For display in your offices and digital communications.
- Ready-to-use visuals for your social posts.
- "Who's Missing?" Prompt: A small, powerful logo you can add directly to your brief templates.
- Email Banner: For internal and external communications.
- [The Inclusive Media Playbook, Australia Edition](#)

Visit [Unstereotype Alliance](#) to find out more about how to get involved and download the research behind the campaign

[Inclusion = Income: The Business Case for Inclusive Advertising](#)
[Australian Chapter Research](#)

THANK YOU FOR LEADING THIS
CHANGE WITH US

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WITH THANKS TO

The Unstereotype Alliance mandate is powered by its members, who give their time and expertise pro bono, united by a shared commitment to change our industry for good. This campaign is possible thanks to that collective effort, and we are deeply grateful for the dedication each of you has shown:

Sam Turley, Invention Lead, Mindshare

Rose Herceg, President, WPP

Sarah Bailey, Managing Director, VML

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Sara Shams, Founder, Ethnobility (Award-Winning Disability Rights and Diversity Consultant)

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Jaz Baker, Designer, VML

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Santosh Murthy, Managing Director, Identity Communications

The Unstereotype Alliance Secretariat, UN Women

And all the Unstereotype Alliance Champions, Members and Allies who were our first adopters

For all enquiries: Annie Konieczny, Unstereotype Alliance Australia – Lead (UN Women)

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CONVENER



CHAMPIONS



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