

# TRINITY P3 LEADS TRANSPARENCY CHARGE BY ASKING AGENCIES TO DECLARE HARASSMENT POLICIES



By  
MARY MADIGAN

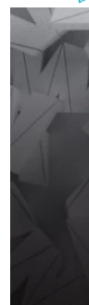
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INDEPENDENT STRATEGIC MARKETING MANAGEMENT COMPANY TRINITY P3 IS NOW ASKING AGENCIES TO SIGN A STATUTORY DECLARATION ON HARASSMENT POLICIES.

Now agencies that join Trinity P3 on pitches will be asked to sign a legal document. It's a move that comes as adland is still trying to shed its old boys' club image and be known as a more woke and progressive industry.

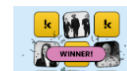
TrinityP3 put out a post on LinkedIn to outline why it has decided to take such a cool stance in a lengthy post.

ADVERTISING



It explained, "In the past year, we have become increasingly aware that issues related to workplace bullying, harassment and assault were still occurring in the advertising industry. Too often, these issues are framed as historical, and the

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industry was “not as bad as it was”.

“But you only have to look at the stories and concerns that emerged at recent International Women’s Day events to realise the issues are still very apparent and directly affect this generation of adland employees.”

According to the [article](#), the statutory declaration asks for:

- The agency to define their status in regard to complaints of workplace bullying, harassment and assault;
- The agency to detail their use of Deeds of Confidentiality and other legal instruments potentially gagging victims and others from reporting such workplace behaviours;
- It also asks for warrants on policies and processes regarding meeting agency obligations as employers in ensuring the safety of their employees and contractors.

The [post](#) went on to say, “Trinity P3 does not pretend statutory declarations are the solution to what is a major and entrenched industry problem.

“But we hope that in taking this stand we can be on the right side of history and act as agents of change in the interests of protecting not only our clients but also the agency employees who too often do not have the power to act and push for change and reform.”

It’s particularly exciting because TrinityP3 is a big player in adland, it has heavyweight clients like Optus and Bega and by taking such a hardline stance, this should suggest real change will happen in our industry.

Founder and chief executive of Trinity P3, Darren Woolley (main image) wrote on LinkedIn, “Sadly, harassment, bullying and even assault are nothing new for the advertising industry. From today we at TrinityP3 in Australia will be asking all agencies who join one of our pitches to sign a statutory declaration.”

It’s a response that is already being applauded in the industry, Keeva Stratton, brand strategist and founder of Quip, said: “Silence and anonymity are powerful enablers of bullying, harassment and discrimination.

“It’s critical that as an industry, we build real transparency, no matter how challenging that might be initially, so we can normalise the reporting of bullying, harassment and assault and develop appropriate policies and measures to provide greater protection against it.

“Future employees also have the right to know how safe the environment a prospective employer offers, and staff deserve to better understand how committed their leaders and board are to eliminating these very damaging behaviours.

“I think what TrinityP3 is proposing is the kind of radical disruption that’s urgently needed to improve the safety of the advertising industry, especially if it’s going to be a truly welcoming, diverse and inclusive industry going forward.”

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DARREN WOOLLEY

TRINITYP3

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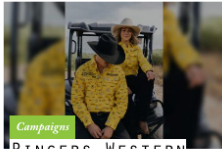
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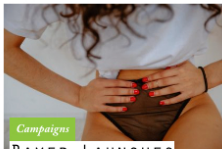
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"UNNECESSARY  
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TWITTER TAKEOVER

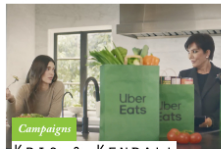
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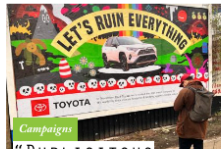
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NEW "GET ALMOST  
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PLATFORM

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ADVERTISING!"  
CLIMATE  
ACTIVISTS  
SUBVERT 400  
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SPOOF ADS

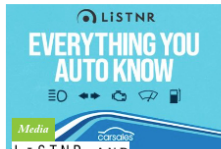
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EVERYTHING YOU  
AUTO KNOW  
PODCAST ABOUT  
CAR OWNERSHIP

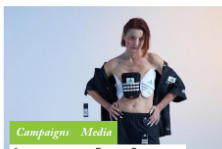
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Campaigns Media

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HIRES

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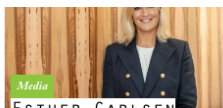
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Media

ESTHER CARLSEN  
NAMED NINE'S  
COMMERCIAL  
DIRECTOR –  
DIGITAL AUDIO

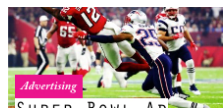
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Media

THINK HQ HIRES  
HUMAN RIGHTS  
ADVOCATE FIONA  
NIXON

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SUPER BOWL AD  
TRACKER:  
EVERYTHING WE  
KNOW ABOUT THE  
BIG GAME'S BIG  
ADS

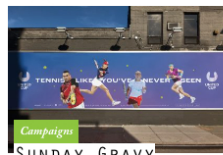
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Opinion

THE ROBOT  
WRITERS ARE  
TAKING OVER! HOW  
TO WIN IN AN AI-  
POWERED WEB

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Campaigns

SUNDAY GRAVY  
UNVEILS "SEE THE  
GAME" FOR THE  
UNITED CUP

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Marketing

SMITH'S CHIPS  
TEAMS WITH  
SUBWAY, RED  
ROOSTER & MAD  
MEX FOR ICONS  
RANGE

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NIKKI WARBURTON  
JOINS MA  
FINANCIAL GROUP  
BOARD

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Advertising Campaigns

R/GA PARTNERS  
WITH FIRST  
NATIONS SOCIAL  
ENTERPRISE ON  
INVASION DAY  
EVENT – 'BLAK  
POWERHOUSE'

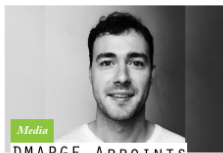
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STARTUP DOVETAIL  
PINCHES FELLOW  
STARTUP ZOOMO'S  
HEAD OF  
MARKETING, TOM  
MANSFIELD

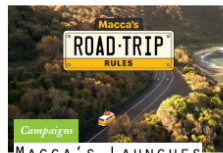
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DMARGE APPOINTS  
GABRIEL RITCHIE  
AS AGENCY SALES  
MANAGER

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MACCA'S LAUNCHES  
SUMMER ROAD TRIP  
CAMPAIGN VIA  
GEMBA

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SHAMELESS  
PODCAST  
INTRODUCES PAID  
SUBSCRIPTION

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Advertising Technology

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GAINS MRC  
ACCREDITATION  
FOR ATTENTION  
MEASUREMENT  
SOLUTION

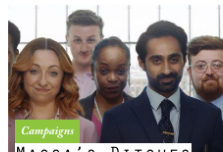
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KIA UNVEILS  
ACTIVATION  
CELEBRATING ITS  
22 YEAR OZ OPEN  
PARTNERSHIP

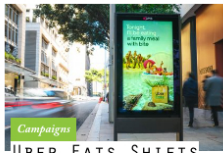
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Campaigns

MACCA'S DITCHES  
THE BURGERS,  
DIALOGUE &  
RESTAURANTS IN  
EYEBROW-RAISING  
NEW WORK

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Campaigns

UBER EATS SHIFTS  
BRAND PLATFORM  
FROM "TONIGHT  
I'LL BE EATING"

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Media

NINE'S 2023  
AUSTRALIAN OPEN  
STARTS TODAY

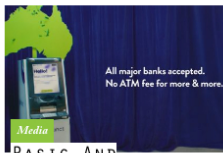
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NEW YEAR, NEW  
REMINDER: GET  
YOUR YOUNG LIONS  
ENTRIES IN!

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Media

RASIC AND  
PARTNERS DEBUTS  
"OPEN FOR  
EVERYONE"  
CAMPAIGN FOR

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Media

SUNDAY WRAP:  
ABC'S DEATH IN  
PARADISE COMES  
OUT AS WINNER ON  
SLOW NIGHT

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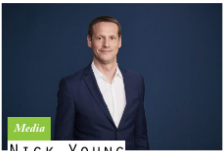
Campaigns

ENGLISH PREMIER  
LEAGUE'S  
INCUMBENT  
CREATIVE PARTNER  
PULLS OUT OF

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CAMPAIGN FOR  
BANKING PLATFORM  
PRECINCT

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Media

NICK YOUNG  
PROMOTED TO  
NINE'S  
COMMERCIAL  
DIRECTOR -  
DIGITAL

SLOW NIGHT

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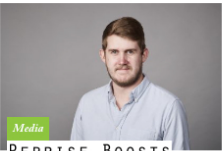


Campaigns

SUNDAY GRAVY  
BRINGS THE  
LAUGHS FOR ICED  
COFFEE BRAND  
HUNT AND BREW

FOLLS OUT OF  
REPITCH

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Media

REPRISE BOOSTS  
LEADERSHIP TEAM  
WITH TWO NEW  
APPOINTMENTS

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