

# INCLUSIVE EXCELLENCE AWARD

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This award recognises a clinic, business or individual who actively champions inclusivity and ensures their services, team culture, environment, and communications are welcoming to all.

From accessibility and diverse representation to gender inclusivity and culturally safe practices—this award celebrates those leading with compassion, awareness, and equity.

## WHAT JUDGES ARE LOOKING FOR:



### **INCLUSIVE CLINIC PRACTICES**

Evidence of welcoming and inclusive client experiences, including intake forms, treatment options, accessibility, and cultural competency.



### **TEAM & WORKPLACE CULTURE**

Demonstrated efforts to foster a diverse, safe and supportive workplace, including policies, training, and staff education.



### **COMMUNITY ENGAGEMENT & REPRESENTATION**

Initiatives that reflect and celebrate diverse communities—this may include inclusive marketing, outreach programs, or collaborations with underrepresented groups.



### **ACCESSIBILITY & EQUITY**

Steps taken to ensure services are accessible to people of different abilities, genders, ages, body types, cultural backgrounds or socioeconomic circumstances.



### **IMPACT & AUTHENTICITY**

Evidence that inclusivity is not just a buzzword—but truly embedded in the brand ethos, decision-making, and day-to-day operations.

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## TIPS FOR ENTRANTS:

- Be Authentic & Specific
- Share real examples of how inclusivity plays out in your business. From gender-neutral bathroom signage to disability access, every detail counts.
- Include Client & Team Feedback
- Testimonials or quotes from clients or team members can powerfully reflect the impact of your inclusive environment.
- Show Policy & Action
- Talk about your training, inclusive language guides, recruitment efforts, or changes made to be more accessible or representative.
- Highlight Inclusive Marketing
- If your visual branding, language, and messaging represent a diverse audience, be sure to showcase it—this is a huge part of inclusive excellence.
- Mention Growth
- Inclusivity is a journey. If you've identified gaps and worked to improve them—share the story! Vulnerability and progress are just as important as perfection.