

Turners Automotive Group

RESPECTFUL CULTURE

MEDIUM-LARGE ORGANISATION FINALIST



THE STORY

Finding ways to actively celebrate the diversity of its workforce has helped Turners Automotive Group take its Diversity and Inclusion Policy to the next level, creating a culture where it is valued at all levels of the organisation.

Turners Automotive Group (the Group) is comprised of four different companies: Turners Auto Retail, Oxford Finance, DPL Insurance and EC Credit Control. Collectively, it employs more than 700 people.

Group GM of People & Culture Marianne Burns says that while the Group has a Diversity and Inclusion Policy and the Board has strategic objectives to meet, they wanted to take it further and make diversity and inclusion a common goal across the entire organisation.

“We wanted to look for ways to celebrate the hugely diverse nature of our amazing workforce, and with such a geographical spread around New Zealand, to connect our people by joining together with a common goal of embracing our differences and celebrating the diversity of our people,” says Marianne. “We felt we had a diverse and inclusive culture, but we wanted to find ways to know that was indeed the case; and to ensure we brought these concepts to the forefront of people’s minds so that our organisational culture allowed diversity, equity and inclusion to thrive.”

In November 2022, a Diversity and Inclusion Committee was established with members from each of the four key business units and two from the Group Executive Team. The aim was to foster a culture within the organisation where everyone felt they belonged and could be their true self at work.

The first step was inviting comment on how people felt about their workplace in terms of diversity and inclusion. Specific questions were included in the Peakon engagement survey which is run Group-wide every four months.

“We then communicated with our people to bring them on the journey.”

Alongside explaining its purpose, the committee asked employees to vote on key events that should be celebrated across the organisation.

“Our involvement of our people in deciding the path of our D&I journey, by selecting the initiatives that we would celebrate, was squarely aimed at empowering our people to feel their opinions were respected and valued. We brought our leaders on the journey by targeted, regular and comprehensive communication.”

In its first year the initiative celebrated six key events across the Group. As well as these events on the company-wide D&I calendar, additional events were celebrated as suggested by employees. In November 2023 an e-learning module was launched to promote concepts such as identity and emotional intelligence. Additional optional resources were created for Matariki, Waitangi Day and Pride month.

The Group GM for People & Culture travelled around the country for the filming of two D&I videos. “The purpose of the videos was to celebrate the diversity of our people in an engaging and moving way. The fact that all of the people who were asked to be involved were so enthusiastic about contributing really spoke volumes about our people’s willingness to embrace these concepts,” says Maryanne.

“We have been blown away by the thought, passion and time that our people have put into each event. We had spectacular workplace decorations and event-themed food, but the most compelling outcome has been the learnings that have come out of each event. Many people have shared stories of their own experiences and personal journeys, so we have seen people bringing their true selves to work and sharing their vulnerabilities. We have seen a real unity of purpose, incredible sense of community and hugely enhanced team building from our initiatives.”

The new focus on celebration was received positively by both staff and customers.

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“The diversity at Turners is awesome and something that I cherish,” wrote one employee.

THE CHALLENGE

Turners Automotive Group wanted to find ways to celebrate the hugely diverse nature of its workforce.

STRATEGIES FOR SUCCESS

- A Diversity and Inclusion committee was established
- Diversity and Inclusion questions were included in regular staff engagement survey
- Employees were surveyed to discover what events they would like to celebrate and learn more about
- A company-wide Diversity Calendar established with six key events celebrated.
- E-learning modules launched to help employees understand concepts such as identity and emotional intelligence.

RESULTS AND BENEFITS

- Following the introduction of diversity and inclusion questions into a group-wide engagement survey, the score has remained consistently at 9.4 placing the group in the top five per cent of consumer organisations globally.
- Employee turnover has decreased from 29% to 23%.
- Customers have supported and become involved in celebrations.



KEY LEARNING

Actively celebrating a wide variety of events that mean a lot to employees creates an organisational culture that allows diversity, equity and inclusion to thrive.

