

ACTION 5 - IMPROVE THE EXPERIENCE AND REPRESENTATION OF ASIAN TALENT

Headline Data and Hidden Disparities

The 2025 All In Census shows that, overall, experiences for Asian talent in the media and advertising industry are improving. Across many indicators, Asian employees report increased feelings of belonging, recognition, and support when compared to previous years.

However, the picture changes significantly when we look more closely at specific subgroups within the Asian community. While the headline story may appear positive, there are stark disparities underneath – especially for Muslim and Sikh women. Within the data for Asian talent, these subgroups continue to face challenges around inclusion, visibility, and career progression.

Key Findings

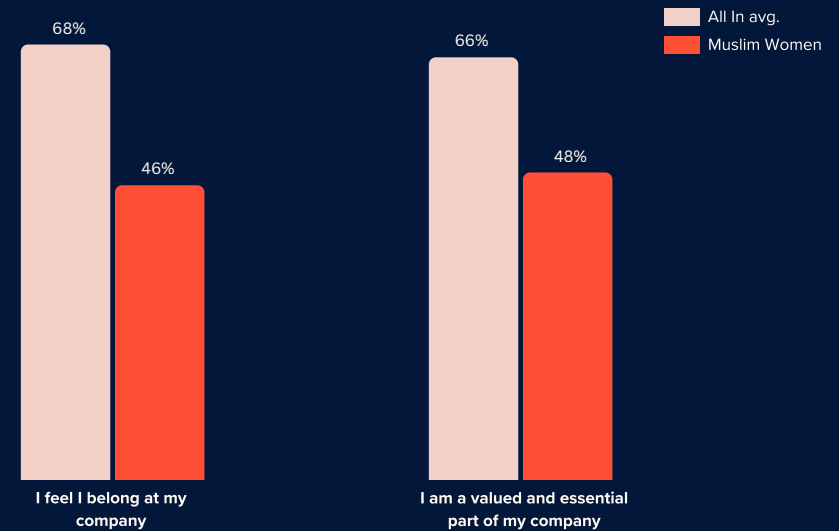
This report summarises the workplace experiences of Asian subgroups compared to the All In average, based on 2025 data from the All In Census.

The analysis focuses on Muslim Women, Muslim Men, Sikh Women, Sikh Men, and Asian Women. Each group's responses were benchmarked against the national average – the most reliable indicator of overall employee experience in the industry.

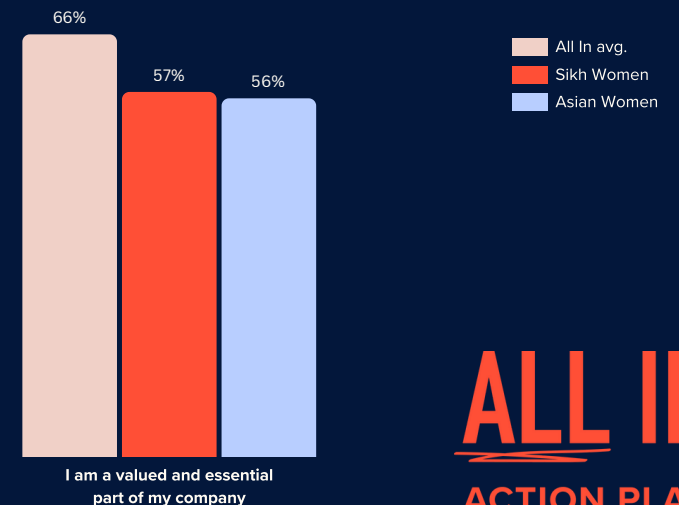
To ensure an accurate benchmark, businesses are encouraged to include data from the All In Census and other sector benchmarks to develop a clearer picture of how their Asian employees are experiencing the workplace.

For more data from the All In Census, visit advertisingallin.co.uk.

Muslim Women consistently reported the most negative experiences across nearly all categories, particularly in feelings of belonging, being valued, and seeing people like themselves in leadership. For example:

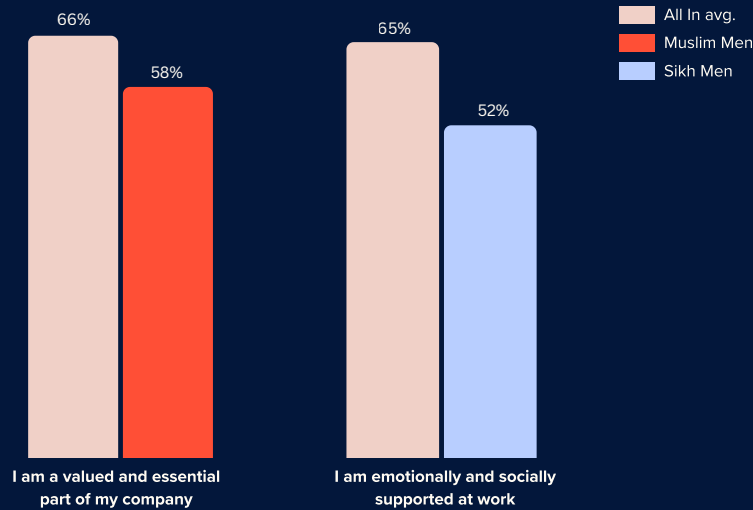


Sikh Women and Asian Women also reported worse-than-average experiences, though not as extreme as Muslim Women:

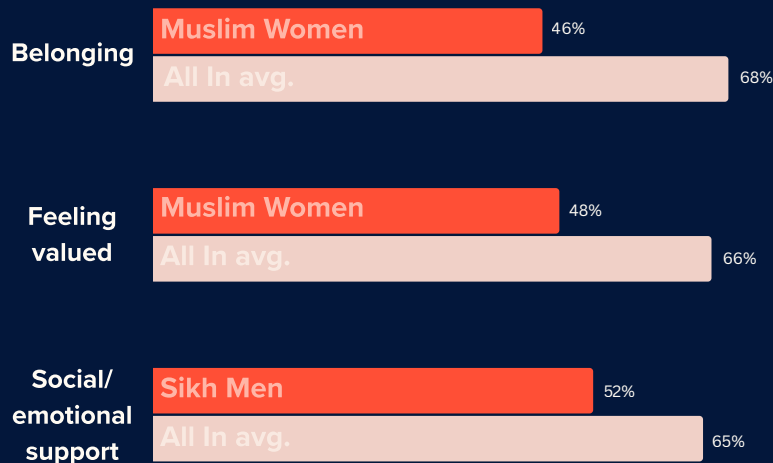


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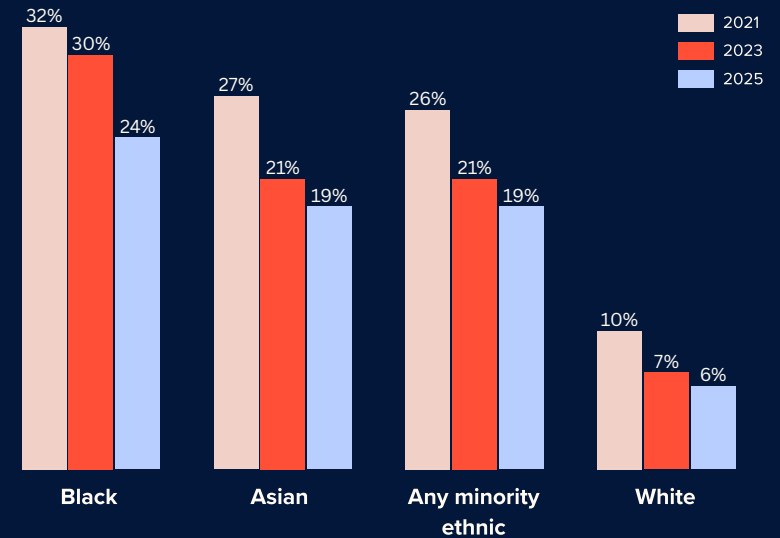
Muslim Men and Sikh Men reported somewhat better experiences, though still below the All In average. For instance:



Subgroups with the least favourable experiences by theme (selected)



People most likely to leave the industry due to lack of inclusion/discrimination experienced, by ethnicity



Conclusion

The All Census found that Asian talent are the second largest group of people most likely to leave the industry due to lack of inclusion/discrimination experienced. Within the data for Asian talent, Muslim Women remain the most disadvantaged group across nearly all inclusion metrics, followed by Sikh Women and Asian Women. Although some minor improvements have been noted since 2023, the gaps between these groups, other ethnicities, and the industry average remain substantial.

Future interventions must centre intersectionality – especially the compounded impact of gender and religion – to ensure that efforts to improve inclusion and equity truly reach those who need them most.

LATEST INDUSTRY ACTION: TAKING AN INTERSECTIONAL APPROACH

The latest All In Census findings reaffirm that inclusion is not one-size-fits-all. Muslim and Sikh women, in particular, face unique challenges at the intersection of race, gender, and faith. The following practical actions can help employers address these disparities meaningfully.

Continue to Be Curious

- Collect disaggregated data that considers gender, ethnicity, and religion.
- Compare internal results with external data and relevant industry benchmarks (e.g. All In Census data).
- Where possible, commission a third-party review of your inclusion data and strategy.

It's Still Important to Explain the 'Why'

- Communicate clearly why you're asking about identity or preferences—to support inclusion. Always ensure disclosures are voluntary.

Take Targeted Action for Muslim and Sikh Women

- Establish listening groups or roundtables focused on the voices of Muslim and Sikh women.
- Set measurable objectives to improve their representation in senior roles.
- Ensure culturally sensitive training and wellbeing support is available.
- Offer anonymous feedback channels and follow up with tangible action.
- Recognise and celebrate key cultural and religious events meaningfully and inclusively.

Final Word

Diversity at entry level is no longer enough. Inclusion must be intentional, tailored, and rooted in the intersecting realities of the people we seek to support.

For more resources and guidance on supporting Asian talent in the workplace, visit the [All In Directory](#).

PREVIOUS INDUSTRY ACTION: FOUNDATIONAL GUIDANCE FOR BUSINESSES

The below list forms the previous toolkit for Action 5 in the All In Action Plan, outlining core actions businesses should already be taking to support Asian talent in the workplace.

Mentoring/Coaching

- Avoid generic programmes. Match mentors and coaches to the specific needs of underrepresented Asian subgroups, especially Muslim and Sikh women.
 - Encourage your employees from ethnic minority backgrounds to engage with external mentoring support such as MEFA (Media for All).
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Employee Resource Groups

- Engage ERGs early in decision-making. Listen to their lived experiences.
 - Establish partnerships with organisations such as MEFA and encourage employees to join communities that represent their lived experience and provide additional peer support.
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Diet and Fasting

- Provide inclusive food options in workplace catering and events.
- Show solidarity during Ramadan or other fasting periods where appropriate.

Alcohol at Events

- Be sensitive to religious preferences. Offer non-alcoholic options and avoid making alcohol central to social or professional functions.
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Prayer and Washroom Facilities

- Create or adapt quiet spaces that support prayer and ablution, where possible.
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Flexible Holidays

- Allow employees to swap public holidays for religious or cultural observances. Let them choose to work remotely on significant religious days.
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Recognise How Faith Shows Up in the Workplace

Note: Faith is not confined to religious holidays. It can influence diet, dress, appearance, working hours, and social engagement.

- Ensure people of faith are not put in uncomfortable or isolating situations due to lack of awareness.
- Provide training for line managers on how to support employees' religious needs without placing the burden of education on colleagues.