



CULTURE BOOK

SCA

Welcome to SCA!

This culture book was created as a guide on all things SCA, from our values, our mission, culture, and employee benefits.

In this book you'll dive into our core values and beliefs, which fuel everything we do, from creating captivating content to fostering a dynamic and inclusive work environment.

At SCA, we believe in the power of collaboration, innovation, and pushing boundaries to deliver exceptional experiences to our listeners.

We are forging the way for the future of audio - come and join us!





A little about us!

Southern Cross Austereo (SCA) is Australia's leading media entertainment company, home of LiSTNR and the Triple M & HIT networks. With the ability to reach 95% of the population through our Radio, TV and Digital channels, our mission is to Entertain, Inform & Inspire all Australians Anytime. Anywhere!

In 2021 we launched LiSTNR, a curated and personalised Audio-On-Demand destination. It is home to the HIT & Triple M networks, 25 music stations and over 500 podcasts. LiSTNR is Australia's #1 podcast network reaching more than 8 million monthly listeners.

Our Mission:

**We Entertain, Inform & Inspire
Australians. Anytime. Anywhere.**

Innovation at SCA

In 2021, SCA pioneered the Australian podcasting landscape with the introduction of LiSTNR -- Australia's leading premium podcasting network - a curated and personalised Audio-On-Demand platform. It is home to the Hit & Triple M Networks and over 500 podcasts. LiSTNR is Australia's #1 podcast network reaching more than 8 million monthly listeners.

In February 2024, LiSTNR underwent its most significant app update since its inception, with game changing features influenced by extensive consultation and feedback from LiSTNR's 1.9 million+ signed up users. The LiSTNR app is now faster, more intuitive and personalised, delivering a truly exceptional user experience for our listeners.







In addition to LiSTNR, SCA promotes creative thinking and innovation to consistently improve our content and our digital products. We strive to create an environment where our people feel valued, heard, and empowered to embrace their creativity. We achieve this through several initiatives including:

Innovation Steer Group: strategic initiative group to classify innovative ideas into themes and levels (ensuring SCA's innovation is strategic and directed).

AI Innovation Projects: funded innovation projects that undergo real-world testing and rollouts, these projects provide tangible results and insights.

Team Platforms: Brown Bags and Engineering Forums are used to discuss innovative ideas, share knowledge, and collaborate while Academies and Hackathons are platforms for intensive learning and rapid idea prototypin



Our Culture & Values

SCA is committed to fostering a respectful, inclusive, and high performing culture where our employees can be their most authentic and creative selves.

In 2021, we were awarded with the Human Synergistics Culture Sustainability Award for building a culture that continually evolves through openness, honesty, and regular communication.

At SCA we pride ourselves on creating a culture where people feel valued and can perform at their very best. We don't focus simply on what we do – we also care about how we do it.

We have five values, which people across SCA share and bring to life every day. Our values have been designed to identify the deepest beliefs and aspirations of the organisation. They represent the things we value and aspire to and the expectations we have for ourselves and each other.



What **People Are Our Power** looks like at SCA:

- We seek diverse backgrounds and perspectives – and make space for people to contribute and flourish
- We understand our audiences and create content they love
- We care about our clients, and find solutions that help them succeed
- We design our products with people in mind



What **We Push Doors Open** looks like at SCA:

- We push open doors to unlock new opportunities
- We drive outcomes – and achieve what we set out to
- We identify both problems and solutions
- We are proactive not reactive
- We guide our own career journeys



What **We're Better Together** looks like at SCA:

- We collaborate, because collaboration gets us the best outcomes
- We include multiple perspectives in project groups
- We actively seek feedback from others and take it on board – it helps us grow
- Our leaders value ideas from everyone

What **Be Genuine** looks like at SCA:



- We don't shy away from having genuine conversations
- We have the courage to speak up for ourselves and others
- We don't have time for politics
- We create authentic content that connects



What **Always Curious** looks like at SCA:

- We learn something new every day
- We take creative risks and have fun
- We constantly seek a better way forward
- We learn from our mistakes



Our Commitments

Diversity & Inclusion at SCA



We firmly believe that fostering an inclusive and diverse workplace drives innovation, collaboration, and business success. We have implemented a range of initiatives and programs to promote diversity and inclusion within our organisation and beyond.

We understand that continuous improvement is crucial in promoting D&I at SCA. We recently partnered with expert external consultants, who conducted a review of SCA's current D&I efforts to identify areas of strength and opportunity to help us develop a 3-year D&I horizon strategy.

The objective of the strategy is to support our efforts in continuing to build a diverse and inclusive workplace for our employees, and to reflect the diversity of Australia's community in our consideration of programming and content.

Social Impact

SCA Embrace

We recognise our unique opportunity to engage with charities beyond monetary donations. In 2016, we launched our national charity program, SCA Embrace, which works with selected national charities over two-year cycles to help their work while engaging our own people to build stronger communities. In January 2024, we commenced our two-year partnership with Endometriosis Australia and Cancer Council. [Read more here.](#)

The purpose of the Embrace program is to make a substantial difference to our Embrace Partners to grow and amplify their message throughout this period. We support the two charities through community service announcements and content opportunities on SCA's radio, television, and digital networks.



Learning & Development

At SCA, we provide learning and development opportunities to enhance, motivate and equip our employees to be the best they can be. Some of our learning programs are:

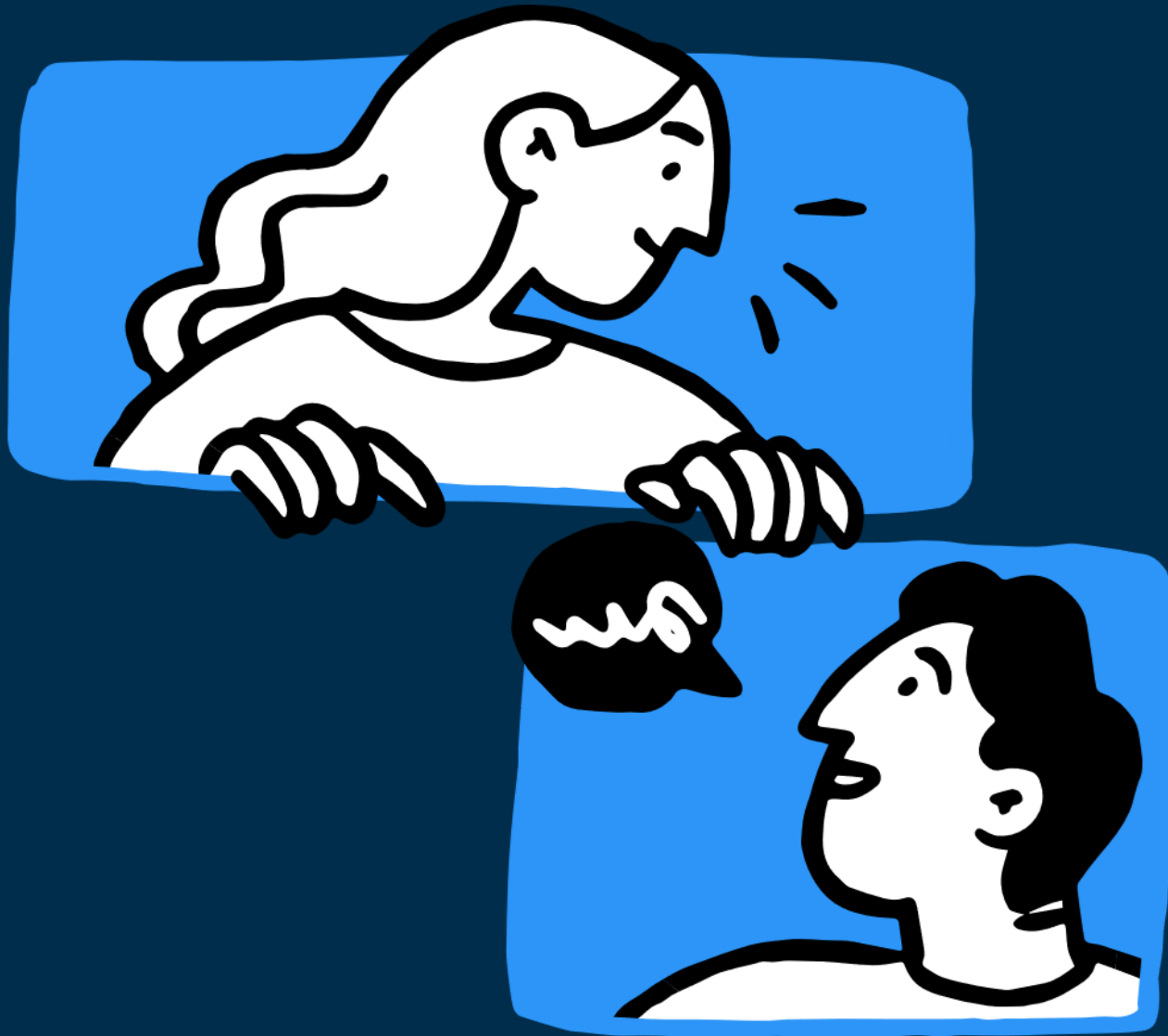
SCA Leads: This program provides our people leaders and emerging managers with the tools they need to be an effective, constructive leader.

LinkedIn Learning: an online learning platform that delivers training on a multitude of topics and skills to all staff across SCA.

Leading Teams & New Manager Training: This program teaches our people leaders the value of having genuine conversations and developing strong professional relationships. This program teaches leaders to drive a team to reach their common purpose, and become a high functioning group.

Mentoring Program: Our Mentoring Program offers mentees the opportunity to learn from and receive career coaching from SCA's senior leaders over a six-month period.

SCA GIGs: SCA GIGS, is designed to empower our employees with opportunities to upskill and gain valuable insights across all functions of the business.



Career Progression

At SCA, we're all about helping our team members grow in their careers with us. We believe in giving them the support and development they need for a long and meaningful journey with SCA.

We're proud of our track record of promoting and moving employees across different departments and our 52 offices nationwide. We make sure to advertise all our job openings internally so that our employees are always across our exciting opportunities.

Our performance review process, called SCA Upload, allows our team members to work with their managers on their goals and aspirations, building a career that really matters to them here at SCA.



Perks & Benefits





Work Life Balance

We love what we do, but we support our people taking a balanced approach to work and life. Our flexible work program, SCA YourWay, allows our people to adopt a form of flexibility that empowers them to achieve their best professionally, while meeting their personal commitments.

We support our employees with a range of flexible working options to suit their individual needs, such as:

- Flex hours
- Remote working
- Job-sharing
- Temporary & permanent part-time arrangements
- Retirement transition plans



Paid Parental Leave

SCA YourFamily is a gender neutral paid parental leave policy which breaks down gender norms in family life to foster an even more equitable and inclusive environment at SCA, acknowledging that there is no one-size-fits-all approach and that everyone's journey to parenthood is unique.

The policy includes:

- 20 weeks paid parental leave for a primary carer
- 20 weeks paid parental leave for those adopting or expecting a child through a surrogate
- 4 weeks paid parental leave for a secondary carer
- Support for SCA's people in the tragic event of the loss of a child
- Leave can be taken flexibly across multiple blocks over a 12-month period



SCA YourWellbeing

We strongly believe that you need to feel your best to perform at your best. We support our employees wellbeing through our:

- Employee Assistance Program (free confidential counselling)
- Annual flu shots
- Flexible working program
- Mental health training
- Bupa health insurance discount

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