

Leading on Inclusive AI



WOMEN'S
LEADERSHIP
INSTITUTE
AUSTRALIA



CHAMPIONS
OF CHANGE
COALITION





Inclusive AI Pledge



Our vision for Inclusive AI is that equality and inclusion are intentionally built into how AI is developed, accessed and used, shaping a fairer future for all.

The rapid acceleration in the development and use of AI is already reshaping decisions, work and opportunity.

Champions of Change is working with Women's Leadership Institute Australia (WLIA) on initiatives to support the creation and implementation of gender equal and inclusive AI.

A first step is the release of our Inclusive AI Pledge. This mirrors the **Panel Pledge** we launched with WLIA in 2012, which was a simple but powerful leadership action to transform and elevate women's visibility, voice and representation in public forums.

Like the Panel Pledge, the Inclusive AI Pledge turns intent into everyday leadership action. It aims to set clear expectations for how AI is designed, used and governed, so equality and inclusion are built in from the outset.

The Inclusive AI Pledge



We invite individuals to take the Inclusive AI Pledge by committing to:

1. Lead the way

- » Role model responsible and inclusive AI use, and champion equal and fair access to AI tools, learning and capability development.

2. Take action

- » Take practical actions to embed equality and inclusion into how you use and implement AI. Use the **Inclusive AI Prompt** guide as a start.

3. Accelerate change

- » Encourage others to adopt the Inclusive AI Pledge, and use the **Inclusive AI Prompt**.
- » Share examples, insights, and success stories to build capability and accelerate wide-spread adoption of inclusive AI.

Take the Inclusive AI Pledge and be part of a global movement to ensure AI strengthens gender equality, inclusion, fairness, respect and safety, now and into the future:

championsofchangecoalition.org/leading-on-inclusive-ai



Inclusive AI Prompt



Start building gender equality and inclusion into the future now with the Inclusive AI Prompt

» What is the Inclusive AI Prompt?

The **Inclusive AI Prompt** provides leaders and teams with an easy and repeatable way to use generative AI responsibly, ensuring it strengthens, rather than undermines, gender equality and inclusion. It is grounded in the Champions of Change Coalition's 7 Switches for Inclusive Gender Equality by Design, drawing on 100+ tests and checks from our proven strategies, frameworks and resources, and 15 years of real-world experience accelerating change.

It also uses the evidence-based Gender Compass messaging guide to help ensure language and communication engages a broad audience, demonstrating how efforts towards equality and inclusion benefit all people. As this technology is developing rapidly, it is important to regularly review the prompt guide and adapt it.

» Why use this?

Artificial intelligence (AI) including large language models (LLMs) are trained on historical data. Without clear direction, outputs can default to outdated gender roles and stereotypes, or prioritise efficiency and popularity over safety, dignity and equity.

As prompting is a brand-new skill for most people, this tool helps challenge those defaults and encourage fair, inclusive, and gender-equal decisions and results.

» When to use it?

Use the Inclusive AI Prompt to interact with generative AI as it supports you in your work, be it the development of a system, product, service, decision-making process or piece of communication.

» What to expect?

This prompt will provide inclusive options and highlight risks and opportunities for you. The more detail you put in, the more gender-equal and inclusive the outcome will be.

Verify outputs

The Inclusive AI Prompt is designed to be a thought starter to challenge and expand mindsets about the potential for inclusive gender equality by design. It does not replace good decision-making, project management and design processes (including listening to, learning from, and designing based on the lived experience of diverse people). Please use your professional experience, expertise and judgement in using, enhancing and applying the outputs of these tools. AI-generated content can produce inaccuracies or 'hallucinations'. Always fact-check your outputs and verify information before using it.

Select and paste or upload the following into your preferred generative AI tool, **customising highlighted text for your needs.**

» Start of Prompt

I am a [Define your role/positioning: CEO/Member of Champions of Change Coalition/XX role in XX sector.] [Define the task: I want your help to ensure this project communication, decision or design of policy, product, service or system etc.] builds inclusive gender equality into the future. Please apply the following principles in your response:

Inclusive language based on the Gender Compass messaging guide

- ◆ Focus on shared values (e.g. fairness, care, freedom).
- ◆ Use inclusive language ('we', 'us', 'everyone').
- ◆ Write people of all genders into the story; avoid binary-only framing, recognising the diversity of people's identities and lived experiences.
- ◆ Make it real and recognisable, connected to everyday life.
- ◆ Focus on solutions and opportunities, rather than problems.
- ◆ Avoid polarising terms or jargon (e.g. patriarchy, toxic masculinity).
- ◆ Paint and demonstrate a hopeful, practical, innovative vision for change – a gender equal world that works for everyone.

Inclusive design using the Champions of Change Coalition 7 Switches/principles

The wording of the 7 Switches is **specific and intentional** and should be applied to any thinking/output related to all communication, decision and design work we do with AI:

- 1. Represented and engaged:** Ensure women and people of all genders are actively involved, represented and contributing to decisions and design from beginning to end. Use data and lived experience to guide decisions.
- 2. Visible, understood and respected:** Ensure women and diverse groups are equally considered, visible, valued and respected in outcomes, not sidelined, invisible or treated as 'add-ons' or 'small/lesser men'.
- 3. Safe and uncompromised:** Design for health and safety as a non-negotiable. No decision or design should trade off physical, psychological or cultural safety, especially for women, diverse and marginalised groups.
- 4. Customised and accessible:** Recognise that people's needs vary. Avoid one-size-fits-all. Make sure everyone can access, benefit from and use what's being designed, with no penalty.
- 5. Progressive and supported:** Remove outdated gender norms and stereotypes, such as women as carers, men as earners or traditional careers for specific genders. Design for a world where care is shared, and people are free to live and work in ways that reflect their choices and full lives.
- 6. Free and empowered:** Avoid portraying women, diverse or marginalised groups as dependent. Enable real choice, autonomy and freedom from restrictive, outdated and often harmful historical gender roles and stereotypes.
- 7. Invested in:** Proactively invest for equity. Correct underinvestment in women and marginalised groups. Address gaps and prevent downstream inequality.

Output

Please give me clear, practical recommendations and solutions to:

- ◆ Build inclusive gender equality into this work by design, not as an afterthought.
- ◆ Strengthen inclusivity and avoid unintended bias.
- ◆ Ensure credibility and trust with diverse stakeholders.

Please evaluate the response against the 7 Switches principles and language guidance, and revise it before sharing the final answer.

To confirm, this is the specific task for us to work on together [Project details here]

Please remember this guidance for future projects.

» End of Prompt



This tip sheet helps leaders and their teams embed inclusive gender equality by design when using generative AI

Inclusive prompting is a leadership action. As technologies evolve, continue refining your prompts, questioning outputs, and raising the bar for gender equality, fairness, safety and inclusion.

» Optimising your AI settings: equality and inclusion as the default design

Many AI tools allow you to set preferences, instructions or context that carry across sessions. Where available, use it to reinforce your expectations upfront. These settings don't replace good prompts; they raise the baseline by applying a gender lens even for quick tasks, drafts or early thinking. Practical ways to optimise settings:

- ◆ Set a default instruction to write in inclusive, respectful, non-binary language, and embed inclusive gender equality into your work by design
- ◆ Ask the tool to surface potential bias, risk or exclusion in its outputs
- ◆ Request outputs that prioritise gender equality, fairness, safety, accessibility and equity
- ◆ Instruct the tool to challenge stereotypes and outdated norms rather than reproduce them
- ◆ Revisit and refine your settings as your capability and expectations grow.

» Everyday uses

Regular inclusive prompting for everyday tasks can build confidence and capability over time. It can also surface risks before they become reputational, operational or safety issues. Examples of uses in routine work:

- ◆ Draft inclusive meeting agendas and talking points
- ◆ Rewrite job ads to attract diverse talent
- ◆ Review existing policies and strategies for hidden bias or outdated norms
- ◆ Test procurement and tender documents for equity, safety and accessibility requirements
- ◆ Audit communications for language, imagery or framing that excludes or stereotypes
- ◆ Examine products, services or systems for representation, usability and access
- ◆ Test marketing campaigns for representation and tone.

» Fact check, stress-test and challenge outputs

Always fact check outputs and combine insights with lived experience and professional judgement before decisions are finalised. Other ways to interrogate outputs:

- ◆ **Stress-test drafts:** "How would this look if it ignored the Champions of Change Coalition's 7 Switches for inclusive gender equality by design?"
- ◆ **Challenge assumptions:** "What stereotypes, gaps or biases are reinforced in this draft?"
- ◆ **Flip the script:** "Rewrite this so women, men, gender-diverse and other underrepresented people are equally visible, safe and empowered."
- ◆ **Check for missed opportunities:** "What could be strengthened to make this more inclusive, credible and future-ready?"
- ◆ **Ask for comparisons:** "Show the difference between inclusive and non-inclusive approaches."

Background to the Inclusive AI Prompt

The **Inclusive AI Prompt** was developed based on two key sources: Champions of Change Coalition's **7 Switches for Inclusive Gender Equality by Design** and Plan International's **Gender Compass** messaging guide.

7 SWITCHES

- 1 Represented and engaged end to end
- 2 Visible, understood, respected and valued
- 3 Health and safety without compromise
- 4 Customised and accessible
- 5 Progressive and supported
- 6 Free and empowered
- 7 Invested in

7 Switches for Inclusive Gender Equality by Design

Champions of Change Coalition released its 7 Switches for Inclusive Gender Equality by Design in March 2024.

This is a practical, research-informed guide that helps leaders embed inclusive gender equality into any decision and design process right across the organisational system and from the outset.

It is based on 100+ tests and checks drawn from the Coalition's proven strategies, frameworks and resources together with our 15+ years of real-world experience accelerating change.

Learn more: championsofchangecoalition.org/resource/7-switches-a-guide-for-inclusive-gender-equality-by-design

Gender Compass

The Gender Compass messaging guide is a practical, research-based tool developed by Plan International Australia. It helps anyone communicate about gender equality in ways that resonate with more people.

Grounded in a first-of-its-kind national study, it reveals what Australians really think about gender equality and identifies the values, language and frames that build understanding rather than resistance.

Gender Compass focuses on shared values such as fairness, care, safety, freedom and opportunity, and translates complex gender equality concepts into clear, everyday language.

By applying Gender Compass insights at the point of prompting, the Inclusive AI Prompt supports AI-generated content that builds understanding, avoids polarisation, and strengthens momentum for gender equality by design.

Learn more: plan.org.au/our-work/gender-compass

About these prompt examples

These prompt examples are **illustrative only** to provide a simple demonstration of how prompting directly shapes AI outputs. Each task is completed three ways: with no prompt (default, often outdated); with a broad gender equality prompt: i.e. 'apply a gender equality lens to this task' (surface-level inclusion); and with the Inclusive AI Prompt (embedding inclusive gender equality by design). The responses are presented exactly as generated, highlighting how prompting can reinforce inequality or open minds and ideas to practical, future-focused and inclusive outcomes across procurement, communications, policy and strategy.

Note: The outputs are based on outcomes of the first application of the Inclusive AI Prompt for example purposes only. It offers a starting point for building and further interrogation rather than being positioned as "the complete answer" to the task.

When looking at the output from the Inclusive AI Prompt tool, ask yourself:

- ◆ Would I really have thought about it that way and to that level or detail?
- ◆ How has this given me new insight into how I could complete the task in a more gender inclusive way?
- ◆ How can I delve deeper with prompting to further improve the outcome?

Example

→ Prompt outcome

1. AI Tech/Supply Chain Tender

- ◆ Explores how prompting changes the requirements in a supplier tender for AI technology, showing the difference between technical compliance and equity-by-design procurement.

2. Multi-purpose Stadium Design

- ◆ Explores how prompting affects the design features of a new multi-purpose stadium, shifting from a generic audience to inclusion, safety, and community benefit.

3. PPE / PPC Procurement (Fire & Emergency Services)

- ◆ Highlights how prompting shapes procurement requirements for Personal Protective Equipment (PPE)/Personal Protective Clothing (PPC), moving from compliance-only design to inclusive, equitable, and life-saving equity by design.

4. Networking Event Invitation

- ◆ Illustrates how different prompts influence the framing of an industry networking invitation, shifting from transactional to inclusive and future focused.

Explore more examples:

championsofchangecoalition.org/category/inclusive-ai-examples



Task 1. → What would I put in a tender scope document to ensure that the AI tech I am purchasing from suppliers explicitly builds gender equality into the future (vs training itself on outdated and unequal information)?

→ Prompt outcome

No specific prompt

- ◆ Suppliers must demonstrate that AI systems comply with data privacy, security, and technical standards.
- ◆ Vendors must confirm their systems are trained on sufficiently large datasets and updated regularly.
- ◆ Solutions should deliver accurate, efficient, and cost-effective outcomes.
- ◆ Evaluation will prioritise performance benchmarks, price competitiveness, and vendor capability.

With a broad gender equality prompt

- ◆ Suppliers must ensure that AI systems are not biased against women or men.
- ◆ Training data should reflect both genders, and outputs should avoid reinforcing stereotypes.
- ◆ Evaluation criteria will include diversity in datasets, fairness testing, and equitable outcomes for women and men.

With Inclusive AI Prompt

- ◆ Development and testing must involve women and people of all genders, including those from marginalised groups, throughout the lifecycle.
- ◆ Data sources must ensure women, men, and gender-diverse people are visible and not treated as “add-ons” or generalised averages.
- ◆ AI must never trade off cultural, psychological or physical safety. Systems must include safeguards against harmful, biased or exclusionary outputs.
- ◆ Solutions must be adaptable across contexts, avoiding one-size-fits-all models. Accessibility for all users is required.
- ◆ AI must be free of outdated stereotypes, supporting equitable care, work, and leadership roles.
- ◆ Outputs should enable real choice and autonomy for people of all genders. AI must avoid framing women or marginalised groups as dependent.
- ◆ Suppliers must show evidence of investment in correcting historic under-representation and underfunding in data, testing, and product development.
- ◆ Additional requirements:
 - Transparent reporting on dataset composition, bias-testing methodology, and equity impacts.
 - Independent audit mechanisms to verify inclusive practices.
 - Marketing and product materials to use inclusive, respectful language and imagery.
 - Contractual obligations to update systems against future bias risks, not just current compliance.

Shifts

→ From

Approach / design

- ◆ Compliance framed in technical terms only.
- ◆ Training data described generically as “large” or “regularly updated.”
- ◆ Evaluation prioritises cost, efficiency, and vendor capability.
- ◆ Gender equality not explicitly mentioned.

Communication

- ◆ Transactional and compliance-driven tender language.
- ◆ Outputs framed in technical and commercial terms.
- ◆ Equality absent or tokenistic.

→ To

- ◆ Equity, safety and inclusion embedded as non-negotiable technical and ethical standards.
- ◆ Data must represent lived experiences across genders and contexts.
- ◆ Evaluation prioritises fairness, transparency, accountability, and long-term impact.
- ◆ Gender equality explicitly designed in as central to performance, safety and trustworthiness.

- ◆ Tender framed as an investment in safe, inclusive and future-ready AI.
- ◆ Language emphasises fairness, dignity, and innovation for all users.
- ◆ Equity positioned as central to system safety, credibility and long-term value.

Task 2. → Outline the key design and structural features of a new multi-purpose stadium

→ Prompt outcome

No specific prompt

- ◆ 60,000-seat capacity with state-of-the-art sound and lighting.
- ◆ Premium corporate boxes and hospitality lounges.
- ◆ Retail and food outlets positioned throughout.
- ◆ Easy access by major roads and parking for 8,000 cars.
- ◆ Technology-enabled ticketing and entry systems.
- ◆ Iconic architecture designed to attract international events.

With a broad gender equality prompt

- ◆ A modern 60,000-seat venue with state-of-the-art facilities.
- ◆ Design features include equal amenities for women and men, with high-quality changerooms, toilets and family spaces. Accessibility will be a priority, ensuring people with disabilities can enter and enjoy the stadium with ease.
- ◆ The venue will host both women's and men's sporting events and provide a welcoming environment for families and supporters of all backgrounds.
- ◆ Corporate boxes, food outlets and transport links will make the stadium a leading destination for sport and entertainment.

With Inclusive AI Prompt

- ◆ A 60,000-seat venue designed for comfort, with flexible seating options and accessible entry points for people of all abilities.
- ◆ Consultation included people of all genders, as well as community groups, athletes, staff and fans to shape priorities.
- ◆ Facilities reflect the needs of all, including equitable amenities such as well-designed changerooms, parent and family spaces, and prayer/quiet rooms.
- ◆ Lighting, sightlines, security staff training and transport planning designed to ensure physical, cultural and psychological safety, especially for women and marginalised groups.
- ◆ Travel to the stadium is supported by public transport links, bike storage and accessible pathways, not just car parking. Concessions and amenities are inclusive of dietary, cultural and family needs.
- ◆ The design challenges outdated norms by making care visible (e.g. baby change rooms and bathrooms accessible to all parents), showcasing women's and men's sport equally, and providing inclusive merchandise and marketing.
- ◆ Technology supports choice: e.g. transparent pricing, accessible ticketing, safe cashless systems, and information available in multiple languages.
- ◆ Significant investment ensures equitable access to facilities for women's and men's teams, grassroots groups and community events, not just elite men's sport.
- ◆ Environmentally responsible design integrated with community use, ensuring the stadium is not only a global icon but also a local asset.

Shifts

→ From

Approach / design

- ◆ Focus on scale, prestige and commercial return only.
- ◆ Audience assumed to be generic, with little consideration for diverse needs.
- ◆ Accessibility and safety not considered beyond parking.
- ◆ Facilities primarily serving elite men's sport.

→ To

- ◆ Focus on people, inclusion and community benefit.
- ◆ Audience shaped through consultation with people of all genders.
- ◆ Accessibility, cultural and psychological safety embedded in every design feature.
- ◆ Facilities resourced equitably across sports, grassroots and community events.

Communication

- ◆ Stadium framed as an iconic infrastructure project.
- ◆ Prestige and international profile emphasised.
- ◆ Design described in technical/commercial terms.
- ◆ Stadium framed as a safe, inclusive community asset.
- ◆ Shared values of fairness, care and opportunity emphasised.
- ◆ Design communicated in human, future-focused, inclusive language.

Task 3. → Outline tender requirements for the purchase of Personal Protective Equipment (PPE)/Personal Protective Clothing (PPC) in the Fire and Emergency sector

→ Prompt outcome

No specific prompt

- ◆ PPE must meet national safety standards and certifications.
- ◆ Materials must be flame-resistant, durable, and weatherproof.
- ◆ Bulk production required to meet supply needs.
- ◆ Uniform design to be standardised across all staff for cost efficiency.
- ◆ Supplier must demonstrate ability to deliver on time and within budget.

With a broad gender equality prompt

- ◆ All personal protective equipment will meet national safety standards and be manufactured to high specifications.
- ◆ To ensure gender equality, the uniforms will be available in a range of sizes suitable for both women and men. This includes appropriate adjustments to fit different body shapes, ensuring safety and comfort for all staff.
- ◆ Suppliers will be required to provide evidence that their products are designed for both male and female firefighters.
- ◆ The procurement process will emphasise inclusivity while maintaining cost efficiency and timely delivery.

With Inclusive AI Prompt

- ◆ Equipment must not only comply with national safety standards but also ensure cultural, psychological, and physical safety.
- ◆ Design must protect without compromise, accounting for women, men, and people of all genders.
- ◆ Suppliers must demonstrate consultation with diverse firefighters and emergency staff (including women, First Nations people, and those with different body types and abilities) during design and testing.
- ◆ Equipment must fit all wearers equitably, avoiding “shrink it and pink it” models. Sizes, shapes and ergonomics must reflect the actual workforce, not a male-default.
- ◆ Supplier must track and report on safety, inclusion, and equitable use of PPE across the workforce.
- ◆ Firefighters must have the ability to choose appropriate PPE options that support their role, rather than being restricted to ill-fitting or unsafe standard issue.
- ◆ PPE must be available in a wide range of sizes and adjustable fits. Procurement must include options for maternity, smaller/larger body types, and adaptive needs without penalty or delay.
- ◆ Design should actively challenge outdated assumptions by showcasing inclusive imagery in product guides and ensuring women’s and men’s gear is equally resourced.
- ◆ Tender must require investment in equity – ensuring supplier R&D addresses historical underinvestment in PPE for women and marginalised groups. Reporting on equity outcomes is mandatory.

Shifts

→ From

Approach / design

- ◆ Safety framed only in technical compliance.
- ◆ “Standardised” design ignores body shapes, sizes and genders.
- ◆ Procurement prioritises cost efficiency and scale.
- ◆ Limited acknowledgement of diverse user needs.

→ To

- ◆ Safety framed as cultural, psychological and physical.
- ◆ PPE designed through consultation with diverse staff.
- ◆ Procurement embeds equity, fit and dignity by design.
- ◆ Suppliers required to invest in inclusive R&D and report equity outcomes.

Communication

- ◆ Procurement framed in transactional, compliance-driven language.
- ◆ Gear described generically, reflecting male default.
- ◆ Equity considerations invisible in tender process.

- ◆ Procurement framed as life-saving equity by design.
- ◆ Gear described as inclusive, respectful and representative.
- ◆ Equity positioned as central to safety and credibility.

Task 4. → Draft an invitation to an industry networking event

→ Prompt outcome

No specific prompt

"We are pleased to invite you to our upcoming networking event for industry leaders.

The event will bring together senior executives, including some of the most successful leaders in the sector, to share insights on market trends, investment strategies and future opportunities.

Please join us for drinks and canapés while hearing from keynote speakers and panel members. This will be a valuable opportunity to connect with colleagues across the industry and grow your professional network.

We look forward to seeing you there."

With a broad gender equality prompt

"We are pleased to invite you to our upcoming networking event for industry leaders.

The event will bring together senior executives, including women and men from across the sector, to share insights on market trends, investment strategies and future opportunities.

Our speakers and panellists will reflect the diversity of talent in the industry, and the program will highlight the value of inclusive leadership.

Please join us for drinks and canapés while hearing from keynote speakers and panel members. This will be a valuable opportunity to connect with colleagues across the industry and grow your professional network."

With Inclusive AI Prompt

"We are delighted to invite you to our forthcoming event bringing together leaders across our sector.

Speakers and panellists at the forum will represent a wide range of experiences, ensuring that different perspectives are visible, respected and central to the discussion. The event will be fully accessible, designed to support open dialogue and safe participation for everyone attending.

Beyond market trends, we will explore how inclusive design and progressive leadership can unlock value for people, businesses and communities. Together, we can build a sector that is fairer, more innovative and future ready. We look forward to welcoming you and working with you to shape what comes next."

Shifts

→ From

Approach / design

- ◆ Event framed around commercial outcomes.
- ◆ Representation limited, diverse participation not visible.
- ◆ Accessibility and safety not considered in design.
- ◆ Event reads as generic and transactional.

→ To

- ◆ Event framed around inclusive leadership and shared sector progress.
- ◆ Diverse speakers and perspectives central to program.
- ◆ Accessibility and psychological safety designed in.
- ◆ Event positioned as values-aligned, practical and future-ready.

Communication

- ◆ Language prioritises commercial opportunity.
- ◆ Tone transactional and prestige-focused.
- ◆ Values (fairness, community, innovation) absent.

- ◆ Language is inclusive: "we/us/everyone."
- ◆ Tone warm, credible and collaborative.
- ◆ Shared values and future opportunity emphasised.

About Champions of Change Coalition

Champions of Change comprises CEOs, secretaries of government departments, non-executive directors and community leaders who believe gender equality is a major business, economic, societal and human rights issue. Established in 2010 by then Sex Discrimination Commissioner Elizabeth Broderick AO, our mission is to achieve inclusive gender equality across our workplaces by 2030 and a significant and sustainable increase in the representation of women in leadership.

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Or visit: championsofchangecoalition.org/leading-on-inclusive-ai

About Women's Leadership Institute Australia

Women's Leadership Institute Australia (WLIA) is a not-for-profit organisation, founded by Carol Schwartz AO. We see politics, media, policymaking and capital allocation as pivotal engines for propelling gender equality forward. So, we focus on high-impact investments, strategic partnerships and groundbreaking research in these four influential spheres.

wlia.org.au

About the Panel Pledge

Developed in 2012 in partnership with Champions of Change, the Women's Leadership Institute Australia, and Chief Executive Women, the Panel Pledge is a commitment by leaders to substantially improve women's representation in public and professional forums, actively increasing the voice, visibility and participation of diverse women in national discourse.

championsofchangecoalition.org/resource/the-panel-pledge

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