



DIVERSITY
COUNCIL
AUSTRALIA

THE VALUE OF
**DIVERSITY
COUNCIL
AUSTRALIA
MEMBERSHIP**



“ Effective workplace diversity and inclusion (D&I) is a ‘superpower’ – delivering increased profit and performance, greater employee well-being, and ultimately, better long-term business resilience. ”

Lisa Annese, DIVERSITY COUNCIL AUSTRALIA CEO

Here are five critical reasons to invest in Diversity Council Australia membership.



1. BOOST ESG CREDENTIALS

Society is changing, and more than ever before, your workforce and clients are seeking to understand who you are, and what you stand for.

Diversity and inclusion, as a key component of a strong Environmental, Social & Governance (ESG) strategy, clearly articulates an organisation’s values and ethics, ultimately boosting lasting organisational relevance.

Our research continues to demonstrate that **Australian workers firmly endorse workplace diversity and inclusion and its personal and professional rewards.**

Why is Inclusion@Work important for Australian organisations?

Because employees want their workplace to be diverse and inclusive.

	3 out of 4 Australian workers support or strongly their organisation taking action to create a workplace which is diverse and inclusive		Only 4% oppose or strongly oppose their organisation taking action
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2. WIN THE WAR FOR TALENT

In today’s competitive job market, candidates have more choices than ever. It’s clear that the war for talent has intensified.

Failure to evolve with the changing nature of work, and employee expectations, is seen as the number one risk factor faced by Australian organisations today.

As a key driver of successful talent management, a truly inclusive workplace environment not only positions your organisation as an employer of choice, it also unlocks the enormous potential of a diverse talent pool.



3. IT PAYS TO BE INCLUSIVE

Diverse and inclusive workplaces perform better.

DCA’s own research clearly demonstrates that organisations that invest in D&I reap significant business gains.

Workers in inclusive teams are:

 11 times more likely to be highly effective	 10 times more likely to be innovative
 6 times more likely to provide excellent customer service	 4 times more likely to work extra hard



4. MITIGATE ORGANISATIONAL RISK

The reverse is also true.

Lack of inclusion increases your risk of discrimination and harassment, absenteeism and turnover, legal implications, and damage to brand reputation. Harnessing the power of inclusion means your organisation can take a preventative approach to ensuring a safe and respectful workplace.

Workers in inclusive organisations are:

 Loyal – they are four times less likely to leave their job in the next 12 months	 Healthier – 4 times less likely to feel work has a negative or very negative impact on their mental health	 Safer – 5 times less likely to experience discrimination and/or harassment
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5. GAIN COMPETITIVE ADVANTAGE

When your workforce reflects customer diversity, you gain valuable insights into their needs and perspectives; enabling you to deliver an authentic experience where your customers feel 'seen'.

Meaningful customer engagement, as well as leveraging 'diversity of thought' to create products and services that serve a wide range of consumer differences will deliver a depth of brand loyalty that no marketing campaign can match.

For example...



Research from the Centre for Inclusive Design shows that products and services designed with inclusive principles in mind **can reach four times** the number of intended consumers.



HOW WE CAN HELP

We know that creating lasting D&I change can be a complex and challenging process.

As a DCA member, your organisation joins a business community taking tangible workplace diversity and inclusion action.

Our member organisations are more inclusive and higher performing, with their workplaces:



Twice as likely to have **inclusive managers**



Twice as **innovative**



Twice as likely to have employees in **higher-performing teams**



Twice as likely to **put in extra effort** when compared to other organisations



ABOUT DCA

Founded over three decades ago by some of Australia’s biggest and best-known brands, Diversity Council Australia is the trusted advisor to businesses on every aspect of D&I in the workplace.

Our world-leading membership resources are grounded in our own evidence-based research. Our members are supported by our passionate team of D&I professionals.

IN FACT, OVER 95% OF OUR MEMBERS WOULD RECOMMEND DCA MEMBERSHIP

WHAT MEMBERSHIP LOOKS LIKE

DCA membership delivers a vast body of diversity and inclusion resources and events for your entire workforce.



UNIQUE RESEARCH

Utilise our evidence-based research to guide your D&I goals.



INSPIRING EVENTS

Explore the latest trends and topical issues across all diversity dimensions.



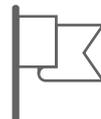
PRACTICAL RESOURCES

Empower your D&I actions with best practice tools and guidance.



LEARNING

Educate and engage your teams with our innovative learning programs.



BRAND ENHANCEMENT

Position yourself as a great place to work to attract and retain top talent.



D&I DATA

Gather critical decision-making information using our data and metrics tools.



GET INVOLVED

Enhance your profile by partnering with us on ground-breaking research and events.

**DON'T JUST TAKE OUR WORD FOR IT.
HERE'S WHAT OUR MEMBERS HAVE TO SAY:**

“ The online events have been so valuable and the resources on the member portal are fabulous. ”

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“ The membership has supported me with building my confidence as a D&I professional, expanding my knowledge on areas I have had little experience and helps me to feel confident I am delivering the most current information from a trusted source. ”

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“ Nothing beats DCA, it's the best asset I have to do my job as well as I do. ”

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“ I cannot express in words the value I have personally benefited from DCA – suffice to say it has been INCREDIBLY SIGNIFICANT. ”

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“ Knowing there's a community of DEI professionals in Australia that we can reach out to – also the ongoing support from your team has been phenomenal. Thank you again! ”



Ready to become a member?

To connect with us contact please
contact memberservices@dca.org.au

To explore the benefits of DCA membership
visit www.dca.org.au



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