

Embracing diversity and inclusion is good for your people and better for business.



Working in a diverse and inclusive workplace and providing opportunities for more people has so many benefits for the people who work there and the wider community. But what many people may not realise is that it's better for business too.

It makes sense when you think about it. If you're working in an environment where everyone feels safe, respected, accepted and comfortable being themselves, and where everyone's voice is heard, then that's a place where people can thrive.

In short, people can perform at their best, which translates into business success. Research tells us that businesses embracing best practices for diversity and inclusion enjoy better business performance. ¹

Protecting people's wellbeing.

For a business, it's not only a smart thing to do, it's the right thing too. In Australia, all employees have the right to work free from discrimination and harassment. Employers are responsible for ensuring their workplace upholds and protects these rights. This means it's against the law to discriminate against staff and potential employees because of race, colour, religion, gender, age or personal circumstances. ²

As an employer, you need to protect your team members' wellbeing. When people can work in a place without discrimination, where they feel valued and can make a contribution, they feel happier. Happier workers are more motivated, and more motivated workers are more productive. A recent Australian study found that an inclusive team will be 35% more productive. What organisation doesn't want that? ³



Inclusion gives a diverse workforce a place where they can flourish and succeed.

Why inclusion creates a culture for success.

While a mix of people will create a diverse team, it won't create success unless there's an inclusive culture in that workplace. An inclusive workplace is where every employee, client and supplier feels welcome, safe, accepted and, most importantly, comfortable being themselves. Inclusion gives a diverse workforce a place where they can flourish and succeed.

Celebrating diversity and inclusion.

Diversity and inclusion are more than simply respecting and accepting differences; they are about embracing and celebrating them. And because they deliver such a range of positive organisational, team and individual outcomes, there's a lot to celebrate. ⁴

A more motivated team. People who feel welcomed, valued and respected will be happier at work. Which means they are more motivated and productive.

Stronger teamwork. An inclusive culture that respects everyone's perspectives and voices is more likely to have strong team collaboration. ⁵

Wider knowledge and perspectives. A diverse range of people will provide more knowledge and different perspectives. Fresh new approaches from motivated people often help tackle challenges, make for more effective problem-solving, and drive growth.

Creativity and innovation. With a wide variety of viewpoints and ideas, in a workplace where people feel valued and comfortable expressing their opinions, people are more likely to produce new ways of thinking and doing things.

Better customer experience. Removing barriers means more people can engage with you. A diverse employee base is better equipped to serve, empathise with, and respond to a more diverse range of customers.

Attract and retain talent. As well as opening your business up to the broadest possible pool of talent, a workplace that embraces and celebrates diversity will be a more attractive proposition for potential candidates from all backgrounds.

Build your brand. A more diverse and inclusive workplace will show existing and potential clients and customers that you are open and welcoming to everyone. This can boost your brand reputation and customer loyalty and create more opportunities for winning new business.

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Building a better team.

Ultimately, improving diversity and inclusion is about building a better team, and Disability Council Australia's *Inclusion@Work Index 2023 -24* consistently shows a strong link between inclusion at work and team performance.⁶

They found that inclusive teams are:

10x

10 times more likely to be **innovative** than non-inclusive teams.

8x

Eight times more likely to **work effectively together**.

4x

Four times more likely to provide excellent **customer service**.

2.5x

Two and a half times more likely to have members willing to work extra hard to **help their team succeed**.

In the end, inclusion is about making people feel good about themselves, which is the foundation of good mental health and wellbeing. When people are happier at work, we know this has a positive flow-on effect in other parts of their lives, as well as our wider community.

The information contained in this article is for educational and informational purposes only and is not intended as health, medical, or financial advice. Always consult a qualified health provider or independent financial, taxation or legal advice specific to your circumstances and objectives.

Sources

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