

Essential Tools for Workforce Development

Building Support for Workplace Diversity Guide

This resource is part of a series of resources in the online Diversity in Disability Toolkit.

For further information, see: diversityindisability.org

Build a business case for diversity

Understanding that you need to engage with the CALD Community is a step in the right direction but its hard for your team to embrace diversity and inclusion if you don't have the support of business leaders and your management team.

So, how do you do it? Build you business case using the following 6 steps to get started on your diversity journey.

1. Define the need
2. Think about your audience
3. Gather data
4. Present your data
5. Build a support group
6. Take action

1. Define the Need

- Utilisation of the disability sector by CALD communities remains below what would be expected
- CALD communities are a significant and growing client group
- There is an increasingly marketwise and market sensitive environment for disability service provision
- Providers will increasingly be required to vie for the custom of individual clients and client groups
- Clients will require more information and advice in order to be able to understand, access and negotiate service providers
- Service delivery will need to adjust to better meet the needs of CALD communities

Ref. Adapted from CDCF Report p.6 Executive Summary

Benefits of diversity

- Improved organisational performance
- Cost savings
- Better staff retention
- Lower absenteeism
- Increased creativity and innovation
- Higher quality problem-solving in teams
- Increased understanding of client groups
- Enhanced organisational flexibility

Ref. Dickie, Soldan & Fazey (2012), Diversity at Work, Tilde publishing, Victoria, p48-51

2. Think about your audience

Finance

Needs and challenges:

- Profitability
- Financial viability
- Market share

Key resources and information:

- Key statistics
- Community demographics
- Cost-benefit analysis

HR

Needs and challenges:

- Less conflict between staff
- Less stress
- Better achievement of quotas, targets and pipeline
- Diversity in workplace
- Happier more inclusive engaged diverse workforce
- Better skilled, capable staff means happier clients

Key resources and information:

- Hiring including;
 - Advertising
 - Shortlisting
 - Interviewing
- Management Reporting
- Trouble Shooting
- Supporting others in conflict
- Negotiating
- Reasonable adjustment/flexible work practices
- Role modeling Best Practice
- Training / workforce capability

Managers

Needs and challenges:

- Disability service standards met
- Lower stress and fear of the unknown – CALD engagement
- Raise staff motivation, engagement and capability – therefore lower your workload
- Lower conflict through applying better inclusive management
- Raise inclusion and team cohesion
- Manage upwards – better Board leadership ‘getting it’

Key resources and information:

- Disability service standards as they relate to CALD communities
- Inclusive management strategies and resources
- Community networks and contacts

Staff

Needs and challenges:

- Better management of workload
- Reduced stress
- Greater support and understanding from management
- Access to relevant resources
- Training and support

Key resources and information:

- Culturally specific information in relation to client communities
- Training and capability development
- Support networks

3. Gather data

- A demographic breakdown of the local community based on statistics from the local council.
- A quote from a recognised industry leader emphasising the importance of servicing CALD communities to future-proof your business
- Examples of other service providers and how they engage with CALD communities
- An introduction to three key cultural community groups and the scale of their organisations as potential outreach
- A summary of local non-English speaking communities and the language services available to engage

4. Present your data

- Keep it simple
- Structure your information in logical order
- Rather than raw data and numbers, basic pie charts or graphs are more powerful influencing tools
- Use quotes from recognised community and business leaders
- Prepare real-life examples to demonstrate your key points
- Use the right forum to present, pick a time when people can focus

5. Build a support group

- Discuss your ideas with your manager
- Network with other providers
- Share the load – involve members of your team
- Reach out to the community you work in
- Set up a working group with the support of management

6. Take Action

- Define what success looks like
- Set targets and a timeline
- Launch your diversity initiative - Organise a morning tea or lunch
- Make time for regular scheduled check-ins
- Get expert support and advice when required
- Celebrate your successes

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