

The main goal of Diversity, Equity, Inclusion and Belonging (DEIB) is to create a work environment where all individuals are treated equally, feel included, heard and authentic, and are offered the same career development opportunities regardless of gender identity, sexual orientation, ethnicity, religion, age, physical ability or any other demographic.

Focusing on DEIB within the workplace offers many benefits to both employers and employees such as creating a better employee experience, leveraging existing skills and attracting new talent, and assisting in progressing the company or organisation.

Research from multiple organisations including the Diversity Council of Australia, Deloitte and McKinsey has shown that embracing DEIB can also lead to:

- A more productive and engaged workforce
- Lower employee turnover
- Better problem solving
- Greater innovation and more creative ideas
- Improvement in team performance
- Increased job satisfaction and employee retention

Key statistics

Companies and organisations that invest in diversity and inclusion frameworks and initiatives are **22%** more likely to be seen as industry leaders.¹

Diverse teams have a **60%** improvement in decision making, making better decisions than individuals **87%** of the time.²

Workers within inclusive teams are **4x** more likely to work harder and **6x** more likely to provide excellent customer service.³

Workers within inclusive teams are **5x** more likely to report being very satisfied with their job.⁴

Companies and organisations with diverse workforces are **35%** more likely to outperform their competitors and **70%** more likely to capture new markets.⁵

1 McKinsey (2015). Report: Diversity Matters; LinkedIn Research (2023). Why is D&I important?

2 Cloverpop (2022). White Paper: Hacking Diversity with Inclusive Decision Making

3 Diversity Council Australia (2023). DCA Inclusion@work index: The case for inclusion in Australian workplaces

4 Diversity Council Australia (2023). DCA Inclusion@work index: The case for inclusion in Australian workplaces

5 McKinsey (2015). Report: Diversity Matters; Harvard Business Review (2013). How Diversity can Drive Innovation