



Tipsheet

Workforce diversification



The Redlands Regional Jobs Committee is proudly supported and funded by the Queensland Government

What is workforce diversification?

Workforce diversification refers to creating a workforce that reflects the diversity of the community in which it operates. This means creating an environment that is inclusive and values the differences among employees, including but not limited to, race, ethnicity, gender, age, religion, sexual orientation, ability, and socioeconomic background. Here are some key tips that businesses need to know about workforce diversification and why it is essential in today's economy.



“ *creating an environment that is inclusive and values the differences among employees* ”



Boost innovation and creativity

Workforce diversification leads to a variety of perspectives, ideas, and approaches that can lead to greater innovation and creativity. A diverse workforce brings together people with different experiences, backgrounds, and skill sets that can result in more effective problem-solving, decision-making, and product development. Research shows that organisations with diverse teams are more likely to develop innovative products and services than those without.



Increase market share

A diverse workforce can help organisations better understand and connect with diverse markets. Businesses that reflect the communities they serve can build stronger relationships with customers, increase brand loyalty, and improve customer satisfaction. This can lead to increased sales and market share, as well as a competitive advantage over companies that do not embrace diversity.



Attract top talent

Companies that value diversity and inclusion are more attractive to job seekers. Employees want to work for companies that align with their values and offer a welcoming and inclusive environment. This can help businesses attract and retain top talent, reducing recruitment costs and increasing productivity.



Improve employee morale

When employees feel valued and included, they are more engaged and productive. A diverse workforce can lead to a more positive work environment, where all employees feel respected and supported. This can improve employee morale and job satisfaction, reducing turnover and absenteeism.



Essential for legal compliance

Businesses that fail to diversify their workforce may face legal consequences. Anti-discrimination laws exist to protect individuals from discrimination based on race, gender, age, religion, and other protected characteristics. Failure to comply with these laws can result in costly lawsuits, negative publicity, and damage to a company's reputation.



Are you looking to learn more?

Are you looking to learn more about workforce diversification and its benefits for your business? If so, then we have the resource for you.

Watch our workforce diversification video to find out about taking the first step towards creating a more diverse and inclusive workplace.

Scan the QR Code or click the link below and start creating an inclusive environment that values diversity today.



Contact information

Kate Adams | Project Manager
0430 716 320

jobs@redlandsc coastchamber.org.au

redlandsc coastchamber.org.au/redlands-regional-jobs-committee