

Diversity in decision-making: the benefits

The *Diversity in decision-making in rural industries* research found businesses that proactively foster gender, racial and ethnic diversity are more likely to outperform their national industry competitors.

Did you know?



'Diversity' includes someone's professional background, culture, gender and age



Diverse workforces are delivering greater profitability, productivity and innovation to Australian businesses



Challenges in rural areas make it more difficult to attract skilled people to leadership roles



Leaders and decision makers should search for a wider, diverse and deeper talent pool



Just 15% of rural companies have formal diversity strategies



Fostering diversity is a long-term business strategy, not "just an HR matter"



There is a need for "a more diverse and highly skilled workforce with skills across a wide range of disciplines"

Diversity benefits



Access to new skills, knowledge and expertise



Diverse experiences can build affinity with customers



Improved understanding of emerging markets, business continuity, governance and strategy



Diversity can accelerate change within business



Help organisations recruit and retain talent

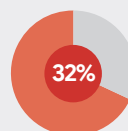
Diversity trends



26% of small businesses and 41% of large businesses have appointed females to decision-making roles



20% of large businesses have appointed people under 30 to decision-making roles



32% of large businesses have appointed people from diverse cultural backgrounds to decision-making roles

