

# Diversity Leadership = Business Benefits



Diversity Council Australia is the independent, not-for-profit diversity advisor to business in Australia resourced solely by member subscriptions and advisory services. In partnership with our members our mission is to:

1. understand and achieve leadership in diversity management thinking and practice
2. realize business improvement through successful diversity programs
3. implement effective compliance management in a changing legislative environment, and
4. publicly demonstrate commitment to diversity.

## Membership provides real benefits:

DCA's members are Australia's business diversity leaders. Members have access to a range of free or discounted services that support and enhance their organisation's internal diversity and inclusion capabilities.

## As a member, DCA offers you:

1. *Leading edge information:*
  - Fortnightly email update
  - Quarterly diversity practice and research journals
  - Members-only area of website
2. *Events:*
  - Diversity leadership briefings
  - Teleconferences
  - CEO roundtables
3. *Evidence-based industry research:*
  - Groundbreaking projects e.g. 'Working for the Future' and 'Diversity in an Economic Downturn'
4. *Signature advisory services:*
  - Organisational development
  - Diversity audits
  - High level strategies and ROI
5. *Education:*
  - For boards, executives, executive management teams
  - Flexibility for managers
  - Value-added compliance and awareness
6. *Member representation:*
  - Submissions to inquiries e.g. paid maternity leave/pay equity inquiries
7. *Speakers:*
  - For your diversity council or executive team.



For more information, call Diversity Council Australia Ltd

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# UPDATE ON DCA'S SERVICES

## 1. Leading edge information

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DCA provides valuable information on diversity, exploring the latest trends and best practice. Our regular communications include:

### ***Diversity Matters update***

This special fortnightly bulletin explores the latest diversity news and features commentary by leaders in the field as well as profiling best practice in diversity. The bulletin is delivered to over 1,000 leading Human Resource directors, managers and diversity specialists, government, policy makers and academics at leading organisations around Australia and overseas, both members and non-members of DCA. Moreover, this distribution list is growing all the time. Click [here](#) to see the latest bulletins.

### ***Diversity Matters members-only journal***

*Diversity Matters* is Australia's only business diversity quarterly journal. It showcases leading practice initiatives as well as exploring 'hot' diversity issues and trends, practical information on how to manage real life issues in the workplace, information about proposed changes to legislation and case law.

Published regularly since February 1997, its audience is DCA members only. Market research showed that *Diversity Matters* is one of the most valued resources for members. Click [here](#) to see the latest issue.

### ***Research Matters members-only journal***

Introduced in 2009, this unique and original membership service is part of DCA's mission to work in partnership with our member organisations to achieve leadership in diversity thinking and practice.

This quarterly members-only bulletin reports on innovative industry and academic diversity research undertaken both in Australia and internationally. Click [here](#) for an online version of the latest bulletin.

### ***The web site***

DCA's web site is the hub for all DCA's communications for both members and non-members. The site received an average of over 7,600 visits and 83,000 hits per month since January 2008 and this is growing.

The web site also features an exclusive member-only area where members can access valuable information on key diversity issues including statistics, case law, policies and leading practice examples. During 2008, DCA updated information on key diversity areas including generations, LGBT, Indigenous, gender, multi-faith, multicultural, work-life, disability and diversity management. Click [here](#) to visit the web site.

## 2. Events

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DCA holds a full range of events and briefings for key audiences in major capital cities around Australia.

### **Diversity Leadership Briefings**

A key membership benefit, DCA's Diversity Leadership Briefings provide the latest insight into important diversity topics. This includes international best practice and the latest developments in Australia. These events are free for members and held in major capital cities or via teleconference.

Below is a selection of briefings that took place in 2008 and 2009:

- International best practice in diversity
- The right to request flexible work
- Making workplaces inclusive for Gay and Lesbian employees
- Cultural intelligence
- Recruiting outside the box
- Managers' competence in diversity
- The economic crisis and employees' mental health
- New anti-discrimination protections in the Fair Work Act.

DCA thanks AMP, ANZ, Ernst & Young, Gilbert + Tobin, Telstra and Workplace Training Advisory Australia for supporting these valuable events. Click [here](#) for more information on these briefings.

### **CEO Roundtables**

Exclusively for DCA member organisations, DCA's CEO Diversity Roundtables provide an extraordinary opportunity for member CEOs to discuss, in an informal environment, the achievements and concerns of their organisations with senior representatives from government, academia and industry.

Our first CEO Diversity Roundtable was hosted by National Australia Bank in Melbourne in April 2008 with Julia Gillard, Deputy Prime Minister, Minister for Employment & Workplace Relations, Education and Social Inclusion. Our second Roundtable was hosted by The Cancer Council Queensland in Brisbane in March 2009 with The Hon. Brendan O'Connor MP, Minister for Employment Participation.

DCA thanks National Australia Bank and the Cancer Council Queensland for hosting these events. Click [here](#) for more information.

### **Other events**

DCA sponsors a range of other events including:

- The 21st Women, Management and Employment Relations Conference
- The Serious Women's Business conference
- Advancing Women in Professional Firms
- Indigenous conferences
- The National Equity and Diversity Officers Forum
- Workplace diversity: Building the case, sustaining the future.

### 3. Evidence-based industry research

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DCA works in partnership with members to conduct research, which generates evidence-based information and guidance on workplace diversity for the Australian context. Additionally, and just as importantly, DCA research projects investigate a broad range of diversity dimensions (e.g. Aboriginality, age, disability, ethnicity, faith, race, sexual orientation, work organisation, and so on). Contact us if you are interested in partnering with DCA on diversity research.

DCA's research features the following innovative projects completed or planned:

#### **Working for the Future: A National Survey of Employees**

DCA is conducting a comprehensive national survey of employees to measure the current and future Australian workforce, employment conditions, diversity demographics, employee engagement and well-being, productivity, business effectiveness and workforce planning capacity. Sponsored by Credit Suisse, IBM Australia, McDonald's and Tabcorp, it will provide Australian employers with better access to systematic and reliable information on employment- and diversity-related workplace trends and benchmarking data.

#### **Diversity in an economic downturn survey**

Sponsored by McDonald's, DCA's *Diversity in an Economic Downturn Survey* provides members with benchmarking data on the extent to which the global financial crisis has impacted on Australian organisations' diversity agenda.

#### **Pay equity**

DCA has commissioned KPMG to commence cutting edge research into pay equity. Called *Gender Pay Equity and Productivity in Australia: Finally, A Dollar Figure*, DCA and KPMG expect to release the findings to members in 2009 and 2010.

#### **Being diversity competent**

This research investigates the critical role line managers have in 'doing' diversity – that is, turning organisational policy into practice. Based on the PhD research of Jane O'Leary, DCA's Research Director, findings were released to DCA members in February 2009. They are invaluable in assisting managers understand their own level of competence, with a view to further developing this.

#### **Engaging Aboriginal Australians in our workplace**

Sponsored by National Australia Bank, this landmark research project revealed the motivations and aspirations of Aboriginal Australians to provide valuable information to help build sustainable employment strategies for the future. As far as we are aware, this is the first research of this type ever.

#### **LGBT Corporate Equality Index**

In partnership with the National LGBT Health Alliance, DCA will launch a new LGBT Corporate Equality Index project designed to promote employers who show leadership and a demonstrated commitment to workplace diversity. DCA members will be invited to participate. KPMG is a founding partner in this project.

#### 4. Signature advisory services

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DCA's signature advisory services include providing strategies, advice and insights to build and sustain your diversity and inclusion efforts. This includes:

- Developing and evaluating policies and strategies to make the most of diversity
- Diversity audits to measure workplace culture and identify areas for improvement
- Organisational development
- Specialist advice on diversity issues
- *Flexibility First*, DCA's new flexibility management program designed to help employers prepare for the Fair Work Act.

#### 5. Education

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Consultants continue to provide quality, tailored in-house education programs for our members. Programs are delivered around Australia covering the full range of diversity topics, including:

- Diversity/EEO orientation or induction programs
- Tailored general diversity and EEO awareness training programs for employees, managers and senior managers
- Contact Officer programs
- Identifying and preventing bullying and harassment in the workplace.

#### 6. Member representation

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DCA consults its members on key areas of legislative change and diversity and makes submissions to government on behalf of members. Detailed below are DCA's most recent submissions:

- Review of the Sex Discrimination Act
- Inquiry on Paid Maternity, Paternity and Parental Leave
- Inquiry into pay equity and associated issues related to increasing female participation in the workforce
- National Disability Strategy.

DCA thanks Telstra for hosting these member consultations via teleconference. Click [here](#) for more information on DCA's submissions to the inquiries.

#### 7. Speakers

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Engaging and inspiring others to join the diversity cause is a crucial part of the success of any diversity strategy. DCA has access to leaders from both inside and outside the organisation, who are available to speak on diversity topics to inform and enlighten audiences. These speakers have a wealth of experience in various aspects of diversity, and are passionate and articulate about their chosen topic.

The Speakers Bureau is a fee-for-service resource. Click [here](#) for more information.