

Ways to Align D&I Objectives with Business Objectives

1. Define Clear D&I Objectives

- **Understand Business Goals:** Begin by understanding the broader business goals. D&I objectives should support these goals, whether it's expanding into new markets, innovating products, or enhancing customer satisfaction.
- **Set Specific D&I Goals:** Define clear, measurable D&I goals that align with your business objectives. For instance, increasing diversity within leadership positions can help bring diverse perspectives for better decision-making and innovation.

Example: A resources company looking to improve safety and operational efficiency sets a goal to diversify its workforce, understanding that diverse teams can offer a broader range of perspectives on safety and innovation, aiming to reduce incidents by 30% within three years.

2. Align Recruitment with D&I and Business Objectives

- **Inclusive Job Descriptions:** Use inclusive language in job descriptions to attract a diverse candidate pool. Highlight your commitment to diversity in your job postings.
- **Diverse Talent Pools:** Actively source candidates from diverse backgrounds. This could include partnering with organisations that focus on underrepresented groups or attending job fairs targeting diverse candidates.
- **Bias-Free Hiring Practices:** Implement structured interviews and utilise diverse hiring panels to minimise bias and ensure a fair hiring process.

Example: A resources company undertakes an assessment of its recruitment processes to understand and address the barriers that may be faced by diverse candidates thus preventing them from applying, as well as identifying and eliminating points in the processes where unconscious biases may exist.

3. Integrate D&I into Marketing Strategies

- **Reflect Diversity in Branding:** Ensure marketing materials reflect the diversity of the customer base. This can increase customer loyalty and attract new customers from diverse backgrounds.
- **Inclusive Marketing Campaigns:** Develop marketing campaigns that celebrate diversity and promote inclusivity. This approach can enhance your organisation's reputation and align with consumers' values.

Example: A resources company develops and implements a whole of organisation communications plan that focuses on the use of inclusive language, images and messaging in all internal and external communications.

4. Incorporate D&I in Operations

- **Inclusive Work Environment:** Create an inclusive work environment that respects and values diversity. This includes everything from flexible work arrangements to accommodating different cultural and religious practices.
- **D&I Training:** Provide regular D&I training for employees at all levels to foster an inclusive culture and address unconscious bias.

Example: A resources company develops a strategic plan that focuses on recruiting from a broader range of demographic groups, implementing bias training, and establishing mentorship programs for underrepresented employees in the field, such as women in engineering roles.

5. Champion Supplier Diversity

- **Diverse Suppliers:** Develop a supplier diversity program that commits to purchasing goods and services from businesses owned by underrepresented groups. This not only supports diverse communities but can also drive innovation and cost savings.
- **Partnership Development:** Build partnerships with diverse suppliers to foster long-term relationships and support their growth. This can enhance supply chain resilience and contribute to economic inclusion.

Example: A resources company establishes a diversity and inclusion leadership council with representatives from different regions and departments, including field operations, to spearhead initiatives that will

increase supplier diversity, share best practices, and ensure D&I efforts are relevant to all areas of the business.

6. Monitor, Measure, and Report

- **Track Progress:** Regularly monitor and measure progress towards D&I objectives and their impact on business outcomes. Use metrics and data to assess the effectiveness of D&I initiatives.
- **Transparent Reporting:** Share progress and challenges openly with stakeholders. Transparent reporting demonstrates accountability and commitment to D&I.

*Example: A resources company sets measurable targets for increasing the representation of local **Aboriginal and Torres Strait Islander** populations in their workforce and leadership positions, tracking progress through annual diversity audits and adjusting recruitment and development strategies as needed.*

7. Leadership and Accountability

- **Leadership Commitment:** Ensure that leaders at all levels demonstrate a commitment to D&I. Leadership should be held accountable for achieving D&I objectives, integrating them into performance evaluations.
- **D&I Champions:** Identify and empower D&I champions within different departments to drive initiatives forward and ensure alignment with business objectives.

Example: A resources company communicates its D&I achievements through sustainability reports, highlighting the link between its diverse workforce and its success in innovating and entering new renewable energy markets. Celebrating these successes can involve recognising teams and individuals who have made significant contributions to D&I goals.