

# Cultural diversity and the NDIS

## Making it work for my business

### Opportunities for growth

By 2019, more than 90,000 Queenslanders with disability are expected to access the NDIS (National Disability Insurance Scheme), creating up to 19,400 additional jobs.

People with a disability from culturally and linguistically diverse backgrounds do not currently access support services at the expected rate.

This is an incredible opportunity for Queensland businesses to deliver supports participants want and need in a new, consumer-driven market.

### Why focus on cultural diversity?

Queensland is a richly diverse, multicultural society.

Over 20% of our population are born overseas and of these, nearly half are born in countries where English is not the main language.<sup>1</sup> In 2016, 37.7% of Queensland's population growth was driven by net overseas migration.<sup>2</sup>

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*A culturally diverse workforce means the ability to respond to customers' disability support needs AND service delivery preferences suited to their cultural, language &/or religious backgrounds.*

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<sup>1</sup> Queensland Government Statistician's Office, Queensland Treasury, 2017, *Queensland Regional Profiles: Resident Profile for Queensland*

### What's in it for my business?

In a competitive market, it makes good business sense to cater to diverse client groups. Findings from NDIS trial sites confirm that there will be demand for workers from a variety of backgrounds, reflecting the diversity of clients.

Business benefits include:

- ✓ **attract** and **retain** clients through culturally appropriate and responsive services
- ✓ **improve** trust and communication resulting in client satisfaction and better outcomes
- ✓ **gain** entry into new markets and improve connections with culturally diverse communities
- ✓ **foster** innovation and productivity by cultivating new perspectives and ideas
- ✓ **attract** the best staff and broaden the recruitment talent pool
- ✓ **improve** staff satisfaction and retention through valuing and promoting diversity in the workplace
- ✓ **strengthen** your reputation as a socially responsible organisation

<sup>2</sup> Queensland Government Statistician's Office, Queensland Treasury, 2017, *Population growth, Queensland, December quarter 2016*

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*A culturally diverse workforce with valuable language skills and cultural knowledge can help create more marketable customer experiences, products and services.*

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## **What does a diverse and culturally competent organisation look like?**

- ✓ Staff come from a range of cultural backgrounds that reflect the diversity in our community.
- ✓ Recruitment policies and practices reflect the organisation's commitment to diversity.
- ✓ Workplace policies promote cultural awareness and cultural competence.
- ✓ All staff receive training on how to work effectively with people (staff and clients) from culturally and linguistically diverse backgrounds, including how to effectively utilise interpreters.
- ✓ Attitudes, knowledge and skills of staff enable them to engage effectively with clients from diverse backgrounds.

### **Let's get started!**

1. Learn more about the diversity in your region (link to regional profiles)
2. Contact local organisations who have networks with multicultural communities in your area (link to regional profiles). Ask them about advertising jobs to culturally diverse job seekers and how to engage with culturally diverse community leaders in your area.
3. Identify and engage with experienced cross-cultural training providers to build your organisation's cultural capability.