



National Disability Coordination Officer Programme
AN AUSTRALIAN GOVERNMENT INITIATIVE

Employer Resource Kit

Value for Business



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VALUE FOR BUSINESS

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Social responsibility



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FACT SHEET: Discover talent in diversity

With the right people,
in the right place, at
the right time you're in
a position to take a
business forward into
growth and success

- ✓ Increase staffing options by recruiting candidates with disabilities
- ✓ Gain access to a skilled and valued workforce
- ✓ Retain the skills and knowledge of employees who acquire disabilities
- ✓ Reduce staff turnover
- ✓ Reduce the average cost of hiring and training
- ✓ Increase productivity and performance using cost-effective technology, tools and resources

A company's human resourcing - recruiting, hiring and retaining employees - is pivotal in reaching and maintaining a competitive advantage.

By seriously considering the merits of employing people with disability, your human resource strategies can become a distinct competitive advantage.

Recruitment

Sectors of business experiencing skills shortages, are expanding into talent pools that are often overlooked - people with disabilities - and finding rewards. For example, in the past 10 years the number of students with disabilities in universities has doubled to almost 30,000 nationally.

Progressive employers who are seeking talent - from entry-level to senior management - are developing recruitment practices inclusive of students with disabilities, people returning from illness or accident and older Australians.

As well as finding the right people for the right job, in many cases, significant assistance is available to employers who choose inclusive recruitment practices.

Retention

It's been estimated that the cost of replacing an employee can range between 93% to 200% of their annual salary; so retaining productive employees makes good business sense.

Employees with disabilities consistently demonstrate strong loyalty to their employer. Research indicates that employees with disabilities are less likely to leave a company than those who do not have a disability. A leading human resource company in the United States found that people with disabilities tended to stay at a job an average of 50% longer than those without disabilities.

Pizza Hut reported that the staff retention rate for people with disabilities to be 72% higher than other employees, saving the organisation millions of dollars each year in recruitment and training costs.

In addition, in a recent study of over 300 employees across several industries indicates that workers with disabilities take fewer sick days than those with disabilities, and all participants showed identical job performance ratings.

Cost / Benefit

The business benefits of hiring people with disability can be measured. For example, look at a small food manufacturer in America. Fortune Magazine reported that the business owner of this small company decided to take on 10 people with disability, effectively half his workforce. The owner reported that his employee turnover dropped from 80% every six months to less than 5%; productivity rose from 70% to 95%; absenteeism dropped from 20% to less than 5%; and late arrivals at work dropped from 30% of staff to zero.

In many cases, the cost of modifications to a workplace needed to accommodate a person with a disability is completely subsidised by the Federal government. Through workplace modifications a person with a disability can either find or keep a job, and at the same time, a business can improve its productivity with no additional outlay.



FACT SHEET: Improving your bottom line

Employing a person with a disability makes good business sense

- ✓ Open your business to opportunities in new markets
- ✓ Improve job performance
- ✓ Reduce recruitment and training costs
- ✓ Increase retention rates
- ✓ Reduce insurance, worker's compensation and other staffing costs

Businesses that employ people with disabilities convert a community issue into a business advantage. These advantages can come in the form of lower costs or increased revenues.

The return on investment when you employ people with disabilities goes beyond profit.

Increased revenues

- In the most recent survey, the Australian Bureau of Statistics report that one-in-five, or over four million Australians, believe they have a disability.
- According to a national survey of consumer attitudes, 92% of people view companies that hire people with disabilities more favourably than those that do not. And 87% would prefer giving their business to companies that hire people with disabilities.

It's smart business to gain first-hand knowledge about the customer you serve and the greater community. When your workforce reflects your customers and your community, you are better positioned to understand your market.

Employing people with disabilities helps increase revenues by allowing you to tap into the disability market and build brand trust and loyalty.

Reduce costs

Businesses maximise their savings through building an inclusive culture and valuing all their employees, including those with disabilities. By doing so, and unleashing the unique skills, perspectives and work ethics of an entire workforce, a business is positioned to reduce their costs by:

- Recruiting from a larger talent pool, thereby reducing recruitment costs and avoiding productivity losses due to unfilled positions
- Reducing turnover costs with a talent pool that tends to stay with an employer longer, and more than often, prove to be well matched to their roles
- Accessing workplace modifications that ultimately improve efficiency in work processes. In a survey, over 65% of employers rated the workplace modifications to be cost neutral and 20% identified an overall financial benefit.

FACT SHEET: Social responsibility

Whether you call it corporate responsibility, corporate citizenship or just doing the right thing, more and more businesses are recognising the value of social responsibility.

- ✓ Connect with a significant market segment
- ✓ Increase customer loyalty and brand trust
- ✓ Improve employee morale
- ✓ Leverage the unique experience and skills of employees with disabilities
- ✓ Attract qualified candidates who value diversity

Increasingly, investors, customers and employees think that economic growth should be linked to social well-being. A survey conducted in 2007 amongst CEOs found that 95% believed that society now had higher expectations of business taking on public responsibilities than five years ago.

When a company acts unethically or irresponsibly it can make headlines; when a company acts responsibly and ethically it builds lasting brand trust.

Improving the quality of life of workers, their families, the community and society demonstrates corporate social responsibility. Employing people with disabilities, whether young or more mature, is social responsibility in action.

Value in the marketplace

A company's reputation is strongly linked to its commitment to corporate responsibility, a commitment that begins in the workplace and extends to its operations, communities, and customers. Acting as a socially responsible business enhances your shareholder value. Hiring people with disabilities can increase customer loyalty:

- According to a recent study, 92% of the public viewed companies that hire people with disabilities more favourably than those that do not; 87% of the public also agreed that they would prefer to give their business to companies that hire people with disabilities.
- In another study quoted by business speaker Tim Sanders, 65% of people are willing to switch to a brand associated with a good cause if price and quality are relatively the same.

Value in the workplace

One way companies can demonstrate their corporate social responsibility is by employing people with disabilities. In the book *Saving the World at Work*, Tim Sanders says that employers who demonstrate their corporate social responsibility can become an employer of choice.

When you hire people with disabilities, you can increase employee loyalty and productivity while attracting and retaining the best talent. Employing people with disability can also have a distinct, positive effect on staff morale, as discovered by Pizza Hut.

Employees with disabilities contribute to an organisation's success by bringing unique perspectives, problem-solving skills, and experience to the workplace. According to a human resource study in 2004, diverse teams that include employees with disabilities are creative, and more likely to develop efficient and effective business processes.