



VALUE FOR BUSINESS SERIES | Fact Sheets

- ➔ Discover talent in diversity
- ➔ Improving your bottom line
- ➔ Social responsibility

“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

Improving your bottom line

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.