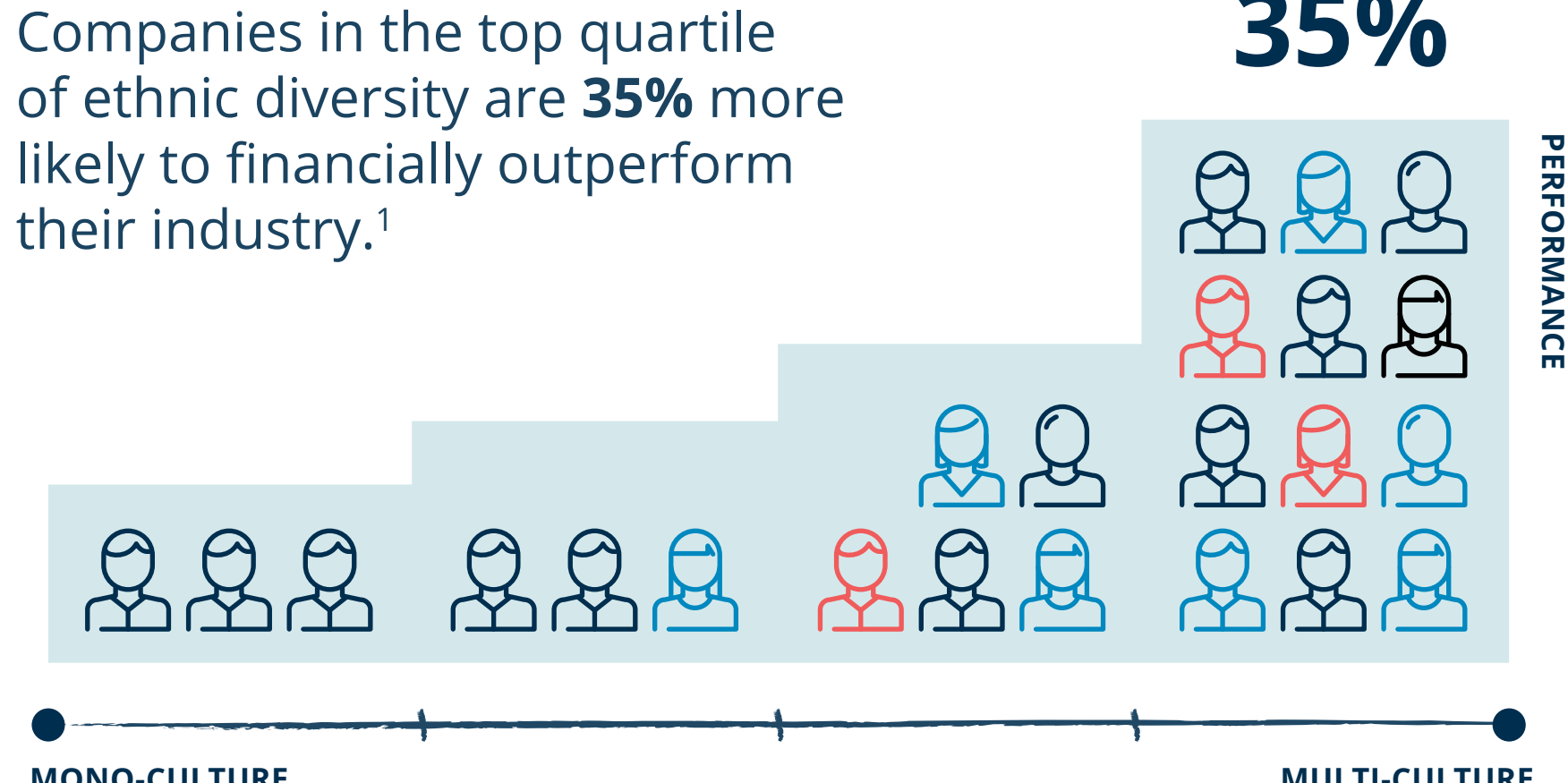


Our Case for Change

Diversity and inclusion is **proven** to lead to **better** commercial results.

Financial performance

Companies in the top quartile of ethnic diversity are **35%** more likely to financially outperform their industry.¹



The companies in the top quartile of gender diversity are...

15% more likely to financially outperform their industry.¹



Workplace diversity

33% more ethnic diversity = more market share

Companies with a high ethnic diversity are **33%** more likely to have higher than average market share...

38% more gender diversity = more market share

...and companies with high gender diversity are **38%** more likely to have higher than average market share.²

Women in boards



Companies with at least one female exec outperform the stockmarket by **37%** and companies with at least **30%** female exec outperform the stockmarket by **173%**³



Companies with female board members are **26%** more profitable than companies with all-male boards.⁴



The highest rated companies for **LGBTI inclusion** consistently outperform the stockmarket.⁵

More creativity and innovation

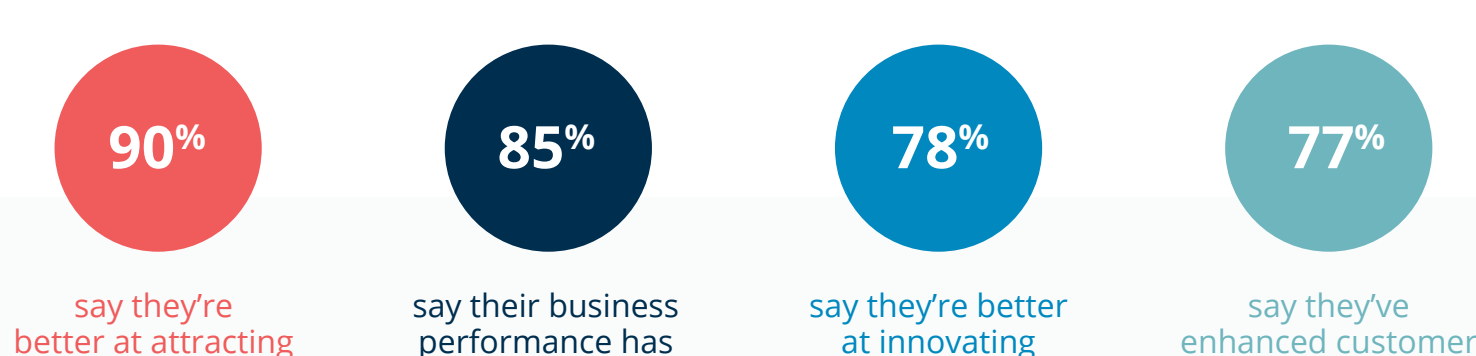
Demographically diverse groups make better decisions and produce more innovations, because they bring in different perspectives⁶ and help guard against 'groupthink' and false consensus effect bias (which causes individuals to overestimate the number of people who see the world as they do).⁷

A workforce that better reflects New Zealand's diversity provides a 'real' perspective of needs. When teams have members with traits in common with the end user, the entire team better understands that user.⁸

Happier People

The millennial generation seeks out employers with a strong record on equality and diversity,⁹ and when an employee perceives their cultural beliefs are included in a workplace, it benefits job outcomes, career satisfaction, organisation commitment and retention.¹⁰

CEOs who've led strategies to promote diversity & inclusion see these results in effect¹¹



This research proves the business case for diversity and inclusion – better still, it vindicates the even more compelling human case for warmly embracing the rich diversity of New Zealand throughout our workplaces and boardrooms.

— Dame Jenny Shipley