

Diversity in business

The diversity of our population is helping Australian businesses grow and create jobs.

Employees with knowledge of different cultures, customs and languages are adding value to organisations trying to develop new, specialty markets in Australia as well as overseas.

Special food makes business grow

A fast-food restaurant in Punchbowl, Sydney, has introduced Halal hamburgers in response to local Muslim needs. Halal refers to a special way of preparing food that Muslims can eat. Since introducing the Halal hamburger, the Muslim community has begun eating at the restaurant.

The business has registered a 15 per cent increase in sales and many new customers are visiting the restaurant. It has also employed 10 new staff due to the increased sales.

In 2002, Australian Halal food valued at \$3.7 billion was exported to many Muslim countries including Bangladesh, Egypt and Malaysia.

Find out more about other companies that have used diversity to improve their business at: www.diversityaustralia.gov.au/case



Australian Government

Department of Immigration and
Multicultural and Indigenous Affairs

Classroom activities

I Imagine a business with employees who come from different backgrounds and speak many languages.

- Discuss ways the business could use its employees to create markets overseas. (Consider language skills, knowledge of customs and use of existing contacts.)
- Could employees coming from the same background limit business opportunities in the Australian and international marketplaces?
- How could the business expand its customer base, create a better customer service and more profits?

Diversity works

Businesses are like sporting teams. They benefit from having players with a variety of skills.

Think about a soccer team full of good goalies but no strikers or defenders. The team wouldn't be effective.

In sport and in business, by having and valuing a diverse variety of individuals and skills, the whole team becomes stronger and performs better.

