

GUIDE: Cultural diversity data collection

This guide will help you to capture the demographics of your internal workforce and external audiences. Gathering data helps you find potential new clients and assess any gap between your staff's diversity and the diversity of your stakeholders.

Firstly find out who is out there, and with whom to engage. Data can help you create a targeted marketing approach to promote your services and can help you monitor service delivery continually.

Client-facing staff can collect data, managers can review and check quality, and leaders can champion robust data collection to give a strong evidence base for planning and evaluation.

Benefits of collecting internal data

Collecting internal data on cultural diversity within your organisation will help you:

- review and plan policies and procedures and foster diversity internally and externally
- identify and respond effectively and in a culturally appropriate way to the needs of culturally diverse staff and audiences
- assess and measure the business practices and their outcomes
- assess cultural requirements of staff to identify any barrier to employment or retention of culturally diverse staff
- ensure staffing and skills represent target audiences
- identify which groups are in the internal and external cohorts and which are missing
- identify cross-cultural skills that may be under-used.

Risks of not collecting data

There are some risks to not collecting culturally diverse data. These include:

- missing potential consumers
- misplaced resources on policies and procedures that do not meet the needs of staff or clients

- a lack of understanding of how to retain existing culturally diverse staff and audiences
- a lack of understanding of the issues and barriers faced by potential employees and audiences
- a workforce that is not equipped to respond to consumers in a culturally appropriate way.