

# Diversity, Equity, & Inclusion Code for the Investment Profession

## Why sign up to the CFA Institute DEI Code?



CFA Institute, the global association of investment professionals, is uniquely positioned to champion positive systemic change within the investment industry as we are driven by a mission to advance ethics, market integrity, and professional standards of practice. With over 160 CFA societies and over 200,000 charterholders worldwide, CFA Institute is a truly international organisation with a global outlook informed by local insights across all geographies.

The CFA Institute DEI Code provides a structured framework to support employers, executive leaders, investment professionals, and HR professionals in crafting impactful and measurable strategies to enable better people management in the investment industry.

CFA Society Australia has launched the Australian adaptation of the DEI Code, which has been specially tailored for our region with input from the Working Group, including leading employers in the investment industry.

The DEI Code helps address client service and product development challenges that come with demographic, cultural, and societal variations across markets and provides a practical implementation guide to enact real change for our region.

## What does signing up to the DEI Code involve?

Signatories to the DEI Code make the following commitments anchored around six principles:



### Pipeline

We commit to expanding the diverse talent pipeline.



### Promotion and Retention

We commit to designing, implementing, and maintaining inclusive and equitable promotion and retention practices to reduce barriers to progress.



### Measurement

We commit to measuring and reporting on our progress in driving better DEI results within our firm. We will provide regular reporting on our firm's DEI metrics to our senior management, our board, and CFA Institute.



### Talent Acquisition

We commit to designing, implementing, and maintaining inclusive and equitable hiring and onboarding practices.



### Leadership

We commit to using our position and voice to promote DEI and improve DEI outcomes in the investment industry. We will hold ourselves responsible for our firm's progress.



### Influence

We commit to using our role, position, and voice to promote and increase measurable DEI results in the investment industry.

Signatories are provided with a detailed implementation guide for their region which provides a menu of practical recommendations and strategy options to incorporate the DEI Code into daily practice.

The reporting framework provides signatories with a ready tool to enable the anonymised collection of qualitative and quantitative DEI data and help measure progress over time. DEI Code signatories are invited to submit confidential annual progress reports to CFA Institute. In turn, CFA Institute will consolidate signatory DEI Code data into new industry statistics, providing a comprehensive and representative benchmark reference to further the investment industry's DEI ambitions to better serve diverse clients.

## What makes the DEI Code different?

CFA Institute, a not-for-profit organisation, has a mission to lead the investment profession by promoting the highest standards of ethics, education, and professional excellence for the ultimate benefit of society. The DEI Code is aligned with our mission to promote best practice in the investment industry.

The DEI Code was developed through extensive consultation with the investment industry across several geographies, and it therefore offers globally applicable and regionally nuanced DEI frameworks for organisations.

The DEI Code was further reviewed and adapted specifically for our region with input from a Working Group of leading Australian employers in the investment industry.

The DEI Code draws strength from our extensive relationships with regulators, resulting in the adoption of industry best practices and ensuring longevity in its approach. The DEI Code has also benefited from academic oversight from the University of Edinburgh, Harvard University and Northwestern University. The Code therefore provides well-researched and practical tools for organisational and behavioural change for asset managers that choose to engage with it.

Complementing this rigour is a robust governance structure: the Code is managed by CFA Institute's Senior Global Head, DEI reporting to the CEO and Board of Governors, and it is further overseen by a DEI Steering Committee made up of industry leaders across continents. As a result of the structure and conditions under which the DEI Code is developed and implemented, it ensures transparency, accountability, and adherence to the highest standards of excellence.

## How has the DEI Code grown since its launch in 2022?

With existing signatories responsible for approximately 30 per cent of global Assets Under Management and nearly 200 signatories globally after only two years since launch, ranging from industry giants to VC startups, the DEI Code is gaining substantial momentum within the investment industry. We attribute much of the success of the DEI Code to dedicated signatories who diligently implement the Code.

List of DEI Code  
[Signatories Organisations here >](#)

