

## Positive Inclusion Award Winners:

### ANZ



Video link: <https://vimeo.com/album/4446506/video/229801000>

Members of the LGBTI community are three times more likely to let go of their partner's hand in public than anyone else.

That didn't sit comfortably with the ANZ who decided to go out on a limb and get people talking about it, prompting a campaign well outside the usual remit for a banking institution. It went global!

The campaign celebrated the simple act of couples holding hands to raise awareness of the issue and support the bank's LGBTI staff and customers to feel comfortable showing affection for their partners in public.

The initiative came on the back of New Zealand research commissioned by the bank as part of their ongoing commitment to diversity, inclusion and respect.

The research showed people largely dropped hands because they are worried about what people might think of them. And almost one third of Lesbian, Gay, Bisexual, Transgender and Intersex people say they've received negative responses while holding hands, a gesture most New Zealanders do naturally.

This became the basis for the hugely successful social media campaign #HoldTight.

The emotive campaign smashed previous social media records for ANZ, with the hashtag #HoldTight reaching more than six million people and being used more than 4,000 times on Twitter alone. This exceeded the Apple Pay launch which was previously ANZ's biggest Twitter campaign. Sentiment was more than 97 per cent positive, with supportive shares and commentary received from as far away as the UK and US.

In New Zealand ANZ reached 1.5 million people on Facebook.

The campaign featured a short film highlighting the challenges faced by LGBTI couples when holding hands in public. Their reactions, (dropping hands, when, others stared at them), inspired many conversations of support.

A staff testimonial video was also published where ANZ staff shared their personal experiences and what #HoldTight means to them.

The bank is very proud of its reach and has achieved a goal of showing year-round support of the LGBTI community beyond the bank's traditional public presence at major cities where festivals including the Auckland Pride Festival, Big Gay Out and Wellington's Out in the Park are partnered and sponsored by ANZ.

ANZ, which employs 9,000 staff throughout New Zealand, has had a focus on diversity and inclusion for over a decade. Initiatives include:

- A Pride Network available to its employees since 2007. The aim of the network is to be a voice, contact point and support mechanism for both LGBTI people and allies as well as to increase diversity, inclusion and respect through active engagement of its people.
- Introduction of specialist focus groups including an Intersex Focus Group, Parents Focus Group and Transgender and Gender Diverse Focus Group.
- Promotion on the importance of allies.
- Induction email from the NZ CEO with support for the bank's Diversity and Inclusion agenda.
- Use of gender neutral words in all policies and consultation on salutations.
- Recognising same sex couples in parental leave policies.
- Education sessions and line manager accountability training which includes workshops, and gender affirmation support guides and resources.
- Mandatory learning courses for all employees on code of conduct, equal opportunity, harassment and bullying. Increased visibility of support for the LGBTI community externally.

ANZ New Zealand CEO David Hisco commented: "We recognise that diversity improves decision making and problem solving. A vibrant, diverse and inclusive workforce makes us a better organisation for our employees and the communities that we live and work in."

"Staff tell us that during the recruitment process they feel they can be themselves and therefore bring their whole selves to work," he says.

The comments are backed up by the bank's staff engagement survey which shows engagement of LGBTI employees has increased 10 percent in the past two years.

ANZ New Zealand's overall diversity and inclusion index score on its 2016 engagement survey was 87 per cent which is 12 per cent above the Global Financial Services norm.

