

## Positive Inclusion Award Winners: Fletcher Building



Video link: <https://vimeo.com/album/4446506/video/229801175>

When Fletcher Building gained Rainbow accreditation in 2015 the company immediately raised the rainbow flag outside its head office.

The move proved so popular both internally and externally, it is still flying today and catching the attention of passing drivers who regularly contact Fletcher Building to congratulate them on its significance. Fletcher Building was (and still is) New Zealand's first construction and building materials company to achieve Rainbow Tick accreditation.

The Rainbow Tick is a certification mark awarded to organisations that successfully complete a Diversity & Inclusion process.

Fletcher Building's commitment to promoting diversity and inclusion, is extensive throughout its large network of businesses. The Rainbow Tick is one of its most public milestones, but there have been many more since the company established the FB Pride Group in June 2015.

Fletcher Building has over 20,000 employees in 40 countries. Its network of businesses cover construction, manufacturing and distribution industries. In New Zealand, the workforce is around 10,000.

The FB Pride Group was established for two main reasons. Firstly, to recognise and support the needs of Fletcher Buildings LGBTI employees and their families, as well as the contractors it works closely with. And secondly, to provide education and guidance to

management and those in a position of responsibility throughout Fletcher Building to equip them to best support teams with members who are sexually and gender diverse.

Over the past two years FB Pride Group has gone from strength to strength, promoting and supporting diversity within Fletcher Building and the wider community.

Using Yammer group chats, Matrix stories, events and focus groups, a supportive NZ-wide network has formed.

The FB Pride group has also initiated communications campaigns to bring greater diversity inclusion awareness to all Fletcher Building employees. Such awareness has a tangible impact on employee engagement and been significant in the NZ business.

Kim Prance, from Mico counter sales talks about how it has affected him personally: "I'm proud to work for Fletcher Building, a company that has gone out of its way to mark itself as an inclusive and non-judgemental workplace. For me as someone whose gender has always been questionable this makes a big difference."

This year Fletcher Building was Principle Sponsor of the Auckland Pride Festival. Sponsoring the pride festival and taking part in the pride parade has sent a clear sign of organisational support to staff, customers and the Rainbow communities.

During Pride month, Matrix, Fletcher's global intranet, focused on people in the FB Pride Group and a 'Proud to Build pride' campaign was launched. Employees with different backgrounds, roles, ages, genders and ethnicities visually showed why they were proud to build Pride. The Proud to Build Pride campaign video was Fletcher's most engaged with post since the page opened.

Fletcher Building has also actively supported the LGBTI community in other ways. The rainbow shed featured in the company's Pride Parade float was auctioned, with \$7,000 going to RainbowYOUTH Aotearoa. This initiative was the first time a corporate partnered with the LGBTI community in this way. FB Pride Group also raised NZ\$2,000 for HIV research as part of World Aids Day.

FB Pride Group is actively promoted through Fletcher Buildings' leadership team.

Fletcher Building CEO Mark Adamson describes why Fletcher Building is so focused on promoting diversity: "Fear and shame have no place in a modern workplace. Employees should feel safe at work and be comfortable enough to be themselves. By creating a diverse and inclusive work environment, Fletcher Building will ensure it keeps attracting high quality employees whatever their gender, ethnicity or sexuality. Diversity delivers to the bottom line."

Toni Lea, Recruitment Talent Force Manager agrees and says that having The Rainbow Tick is an important part of Fletcher Building's focus because it gives a voice to people who perhaps don't have that confidence or don't feel comfortable to speak up.

"I do everything I can to try to make Fletcher Building a safe place to work for individuals who might not usually feel that way," she says.

"It's truly a great feel knowing that the company I believe in, believes in what I stand for. Building Better Together is what we stand for. How true is this?" adds Shane Hagai, GBC Winstone Kapiti Quarries Manager.