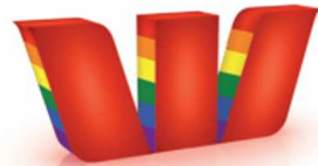


# Rainbow Roundtable

4 February 2015



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# Today's agenda

1

Why we did the research

2

Key insights

3

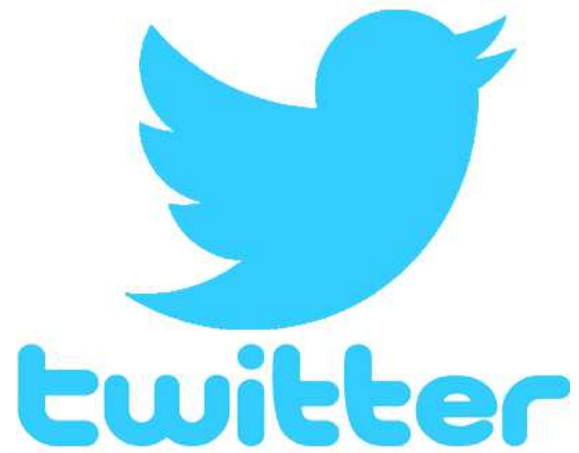
Group workshop - defining the problem

4

Where to from here?



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**#NZyoubeingyou**  
**@WestpacNZ**



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# Introductions



# Diversity and inclusiveness

Rainbow Acceptance Monitor

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# Rainbow Acceptance Monitor

Survey methodology; 20 minute online survey



- 1,025 interviews conducted (recruited via Survey Sampling International) in Sept 2014
- Respondents, 15+ of age, with a bank account in NZ recruited randomly to represent demographic population of NZ (by age, gender and region of residence)
- Of the total sample, 200 interviews were conducted amongst a booster sub-group of those who identified themselves as a member of the Rainbow Community
- Natural fallout from recruitment sample indicated an incidence of 7% for the Rainbow Community



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# Key insights



NZers as individuals are generally accepting of the Rainbow Community

*Two thirds agree “I am comfortable working with people from the Rainbow Community”*



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# Key insights



However, there is a disconnect  
at work...

*Less than half agree “My colleagues  
are accepting of the Rainbow  
Community”*



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# Key insights



Rainbow Community members  
are 2X more likely to feel  
compromised at work

*Around 3 in 10 have experienced  
discrimination, hidden their  
identity or been made to feel  
uncomfortable by others at work*





# Key insights



**Banks need to engage members of the community but don't single them out!**

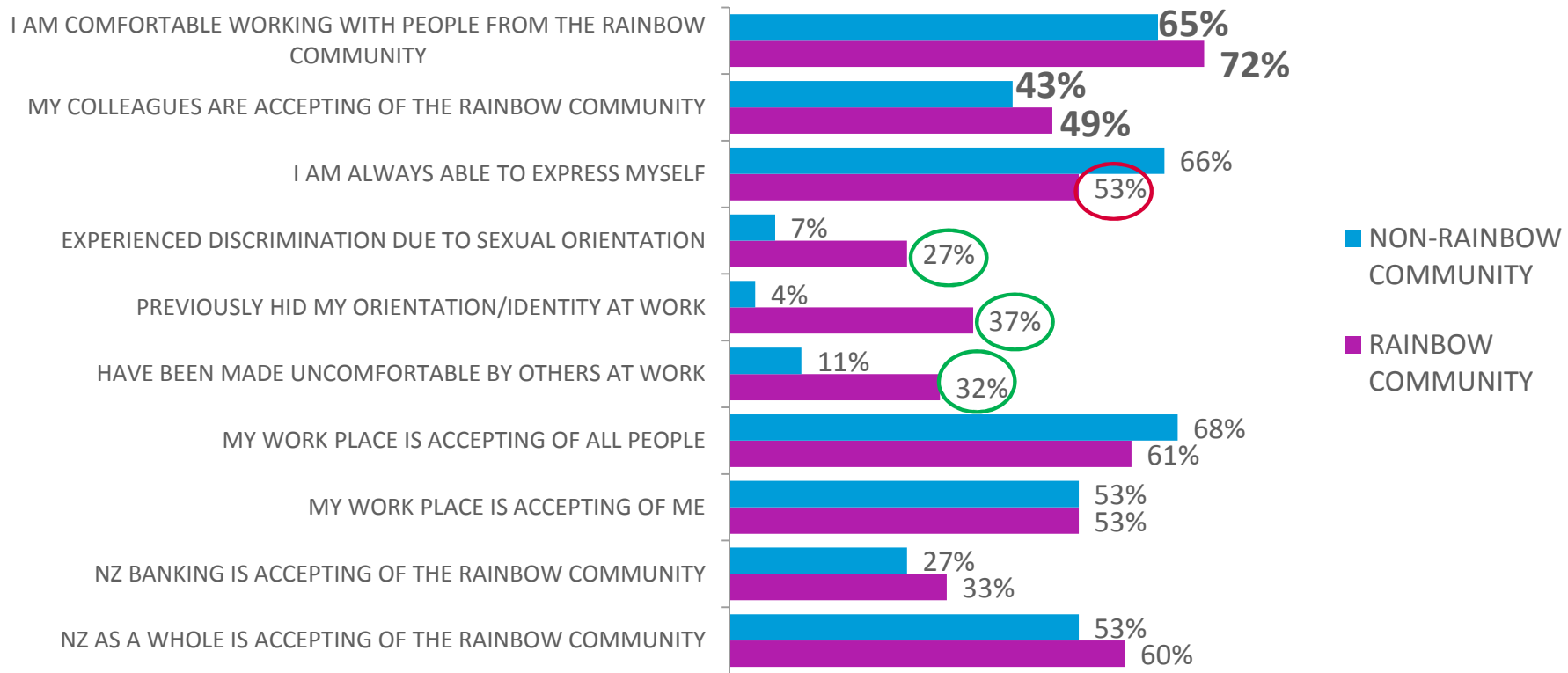
***1 in 3 say active communications are important – but ensure that it's inclusive***



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# Higher individual comfort in the workplace with the rainbow community vs the perception of the collective

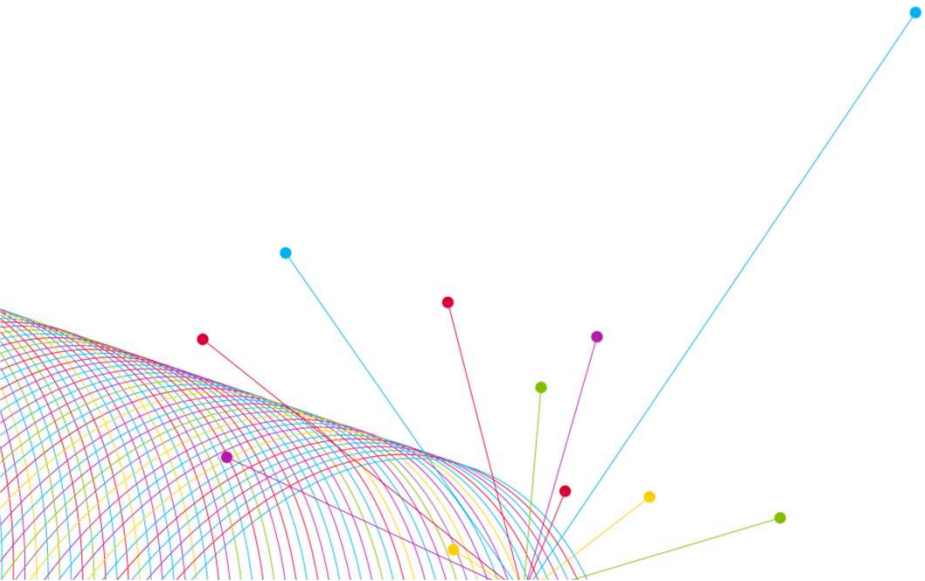
How strongly do you agree or disagree with the following statements  
(Somewhat agree to Strongly agree %)?



Base: Non-Rainbow Community; n=613, Rainbow Community; n=201



# Why can't I express myself?



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# Put in place policies to support equality

## TOP 3 REASONS FOR NOT BEING ABLE TO EXPRESS ONESELF

27% said  
fear of  
discrimination/  
do not want to be  
judged

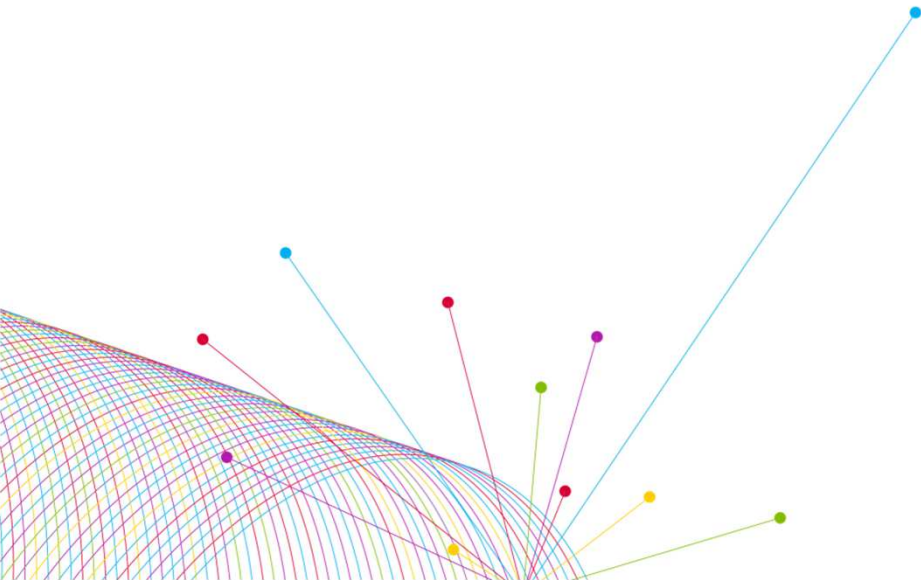
12% said  
The type of work I  
do/my place of work

10% said  
the attitude of the  
people I work with  
(they felt  
uncomfortable)



*Because I am aware that if my bisexuality was made public, EVERYBODY would have an opinion. And many of the people I work with are quite bigoted regarding other races, so I don't even want to open that kettle of fish when it comes to gender/sexuality.*

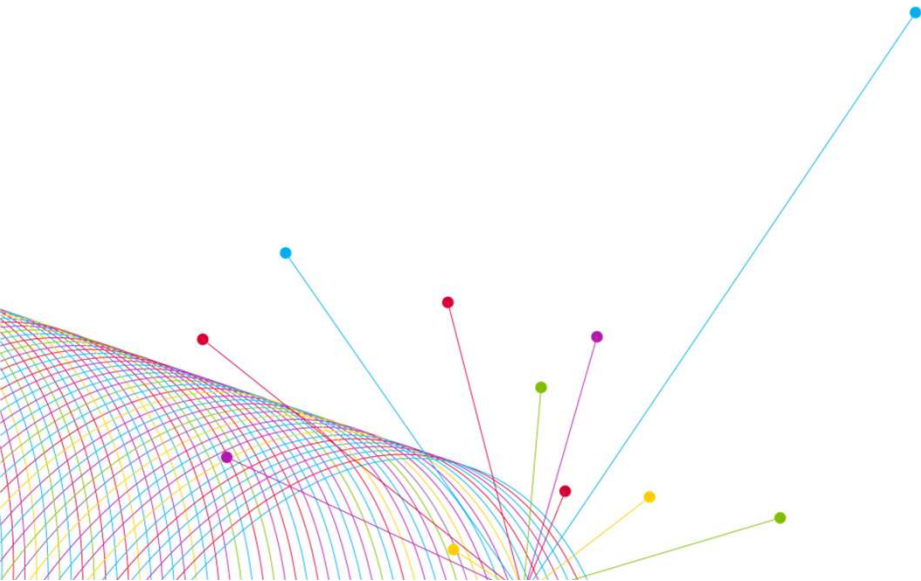
25-29 year old, male from Otago



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***Because I don't want to be judged or looked at differently by other people in my work place, I like to keep my professional and private life separate***

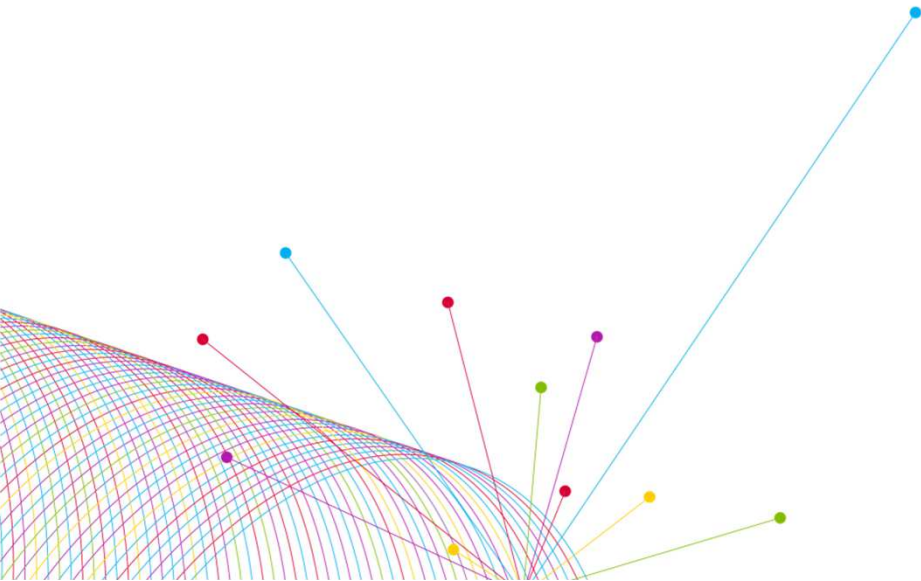
15-19 year old, female from Manawatu-Wanganui



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*“People in my workplace are very prone to gossip. Talking about workmates behind their backs is not only not discouraged but management actively participated. I was not comfortable with my co-workers making assumptions about my personal life and spreading rumours.”*

20 – 24 year old, female from Otago



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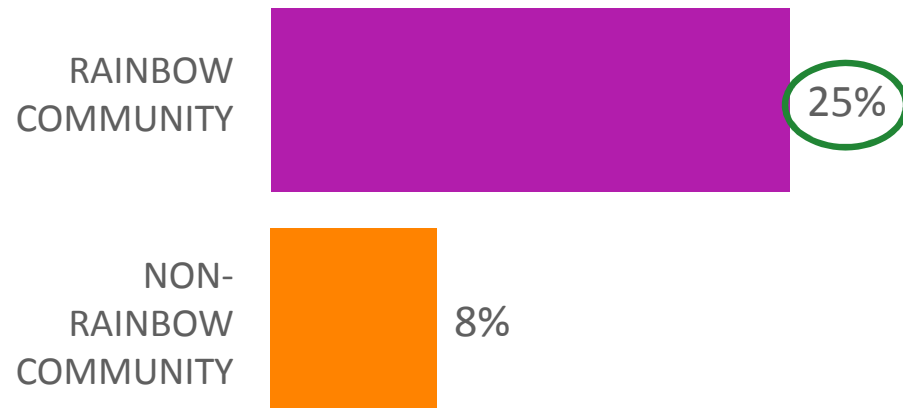
*It is the usual story how their desks are cluttered with family photos and our business is often interrupted by 'family' stuff - but the moment I mention anything gay there's the sense I was 'shoving it down their throats'. On the other hand a lot of places I've worked at have really annoying ideas about 'gay' people - I'm not a frenzied disco drug user but that is apparently what all gay men must be like - my problems must be very trivial because of this.*

50-54 year old, male from Auckland



# 1 in 4 heard negative comments at work

*Have/Had you ever heard another staff member make comments about the Rainbow Community that have made you feel uncomfortable?*



# Individual comfort does not translate to overall workplace acceptance



How strongly do you agree or disagree with the following statements (Somewhat agree to Strongly agree %)

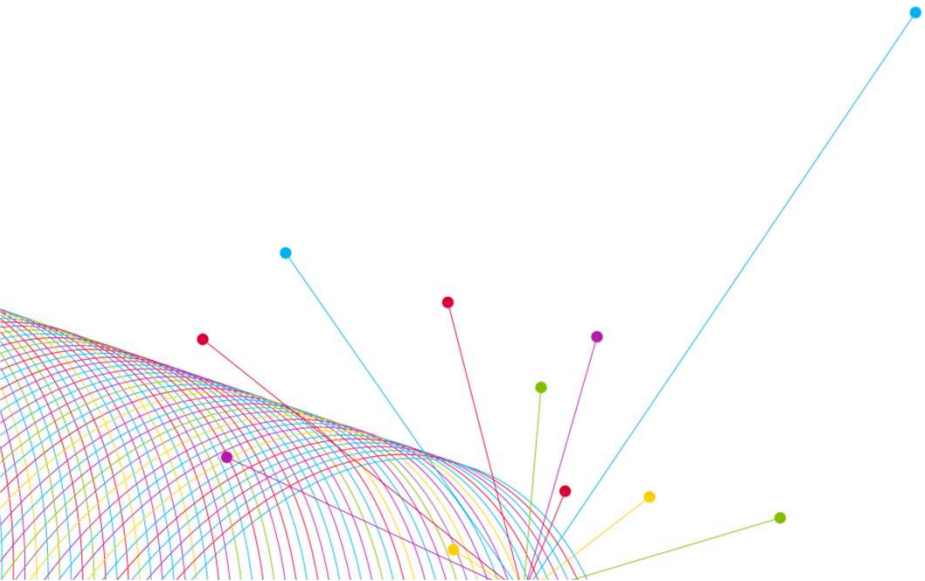
	TOTAL	Manuf'ring	Retail	Accomm. & Food Services	Info Media & Telco	Prof., Scientific & Tech Services	Admin & Support Services	Education & Training	Healthcare & Social Assist.
N=	814	43	89	49	33*	57	49	115	81
I AM COMFORTABLE WORKING WITH PEOPLE FROM THE RAINBOW COMMUNITY	67%	60%	72%	81%	68%	69%	75%	70%	77%
MY COLLEAGUES ARE ACCEPTING OF THE RAINBOW COMMUNITY	44%	27%	45%	51%	44%	52%	48%	58%	55%

\* caution; low base size



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# Themes by sub groups



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# Those in education, healthcare & services see their colleagues as more accepting

## TOP 3 INDUSTRIES



EDUCATION & TRAINING



HEALTHCARE



PROFESSIONAL , SCIENTIFIC  
& TECH. SERVICES

## BOTTOM 3 INDUSTRIES



MANUFACTURING



INFORMATION MEDIA &  
TELECOMMUNICATIONS



RETAIL

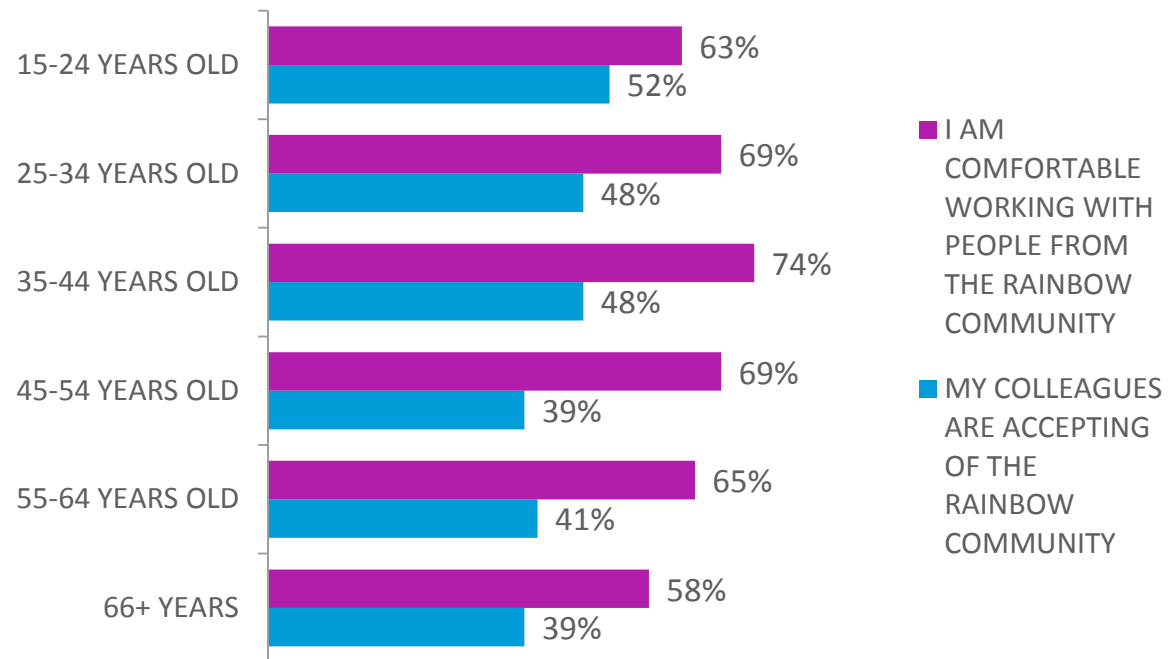


# This disconnect is evident across all age groups but less so amongst under 24yr olds

Comfort and acceptance level at work  
(Somewhat agree to Strongly agree %)



Somewhat agree to Strongly agree % by age group

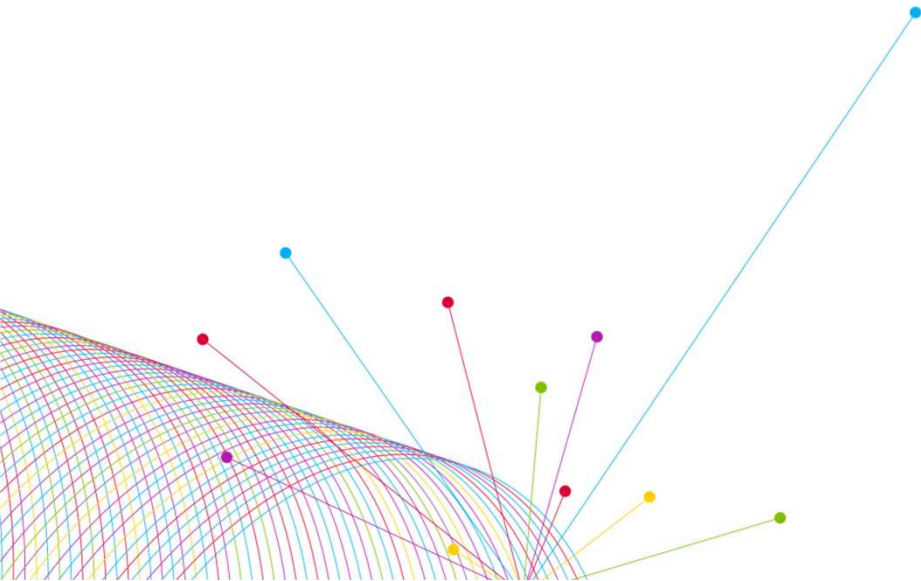


Base: n=814



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**How important is it for a bank to be friendly and engaging with the community?**



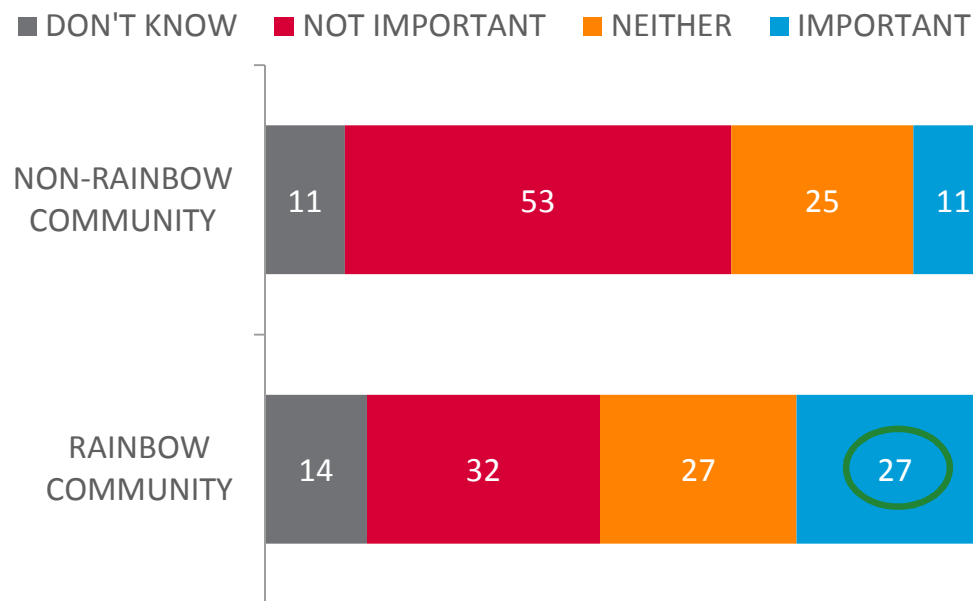
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# 1 in 4 say actively engage me



*On average, it is significantly more important to Millennials that banks actively engage the Rainbow Community when they choose a bank compared to other age groups*

When choosing a bank how important is it that the **bank actively engages the Rainbow Community?**





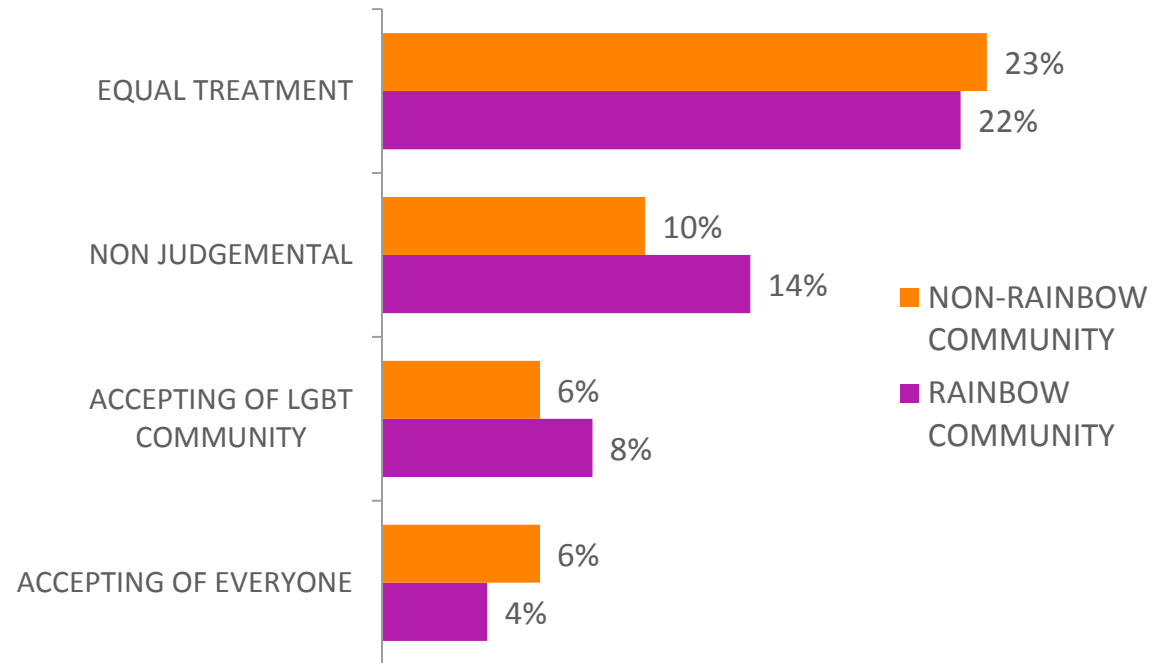
# Rainbow friendly bank means equal treatment



*A rainbow friendly banks does not discriminate!*

*However, quite a few are unsure what a Rainbow friendly bank encapsulates; possibly due to a lack of experiencing/exposure to what being Rainbow friendly is*

What does a rainbow friendly bank look like?

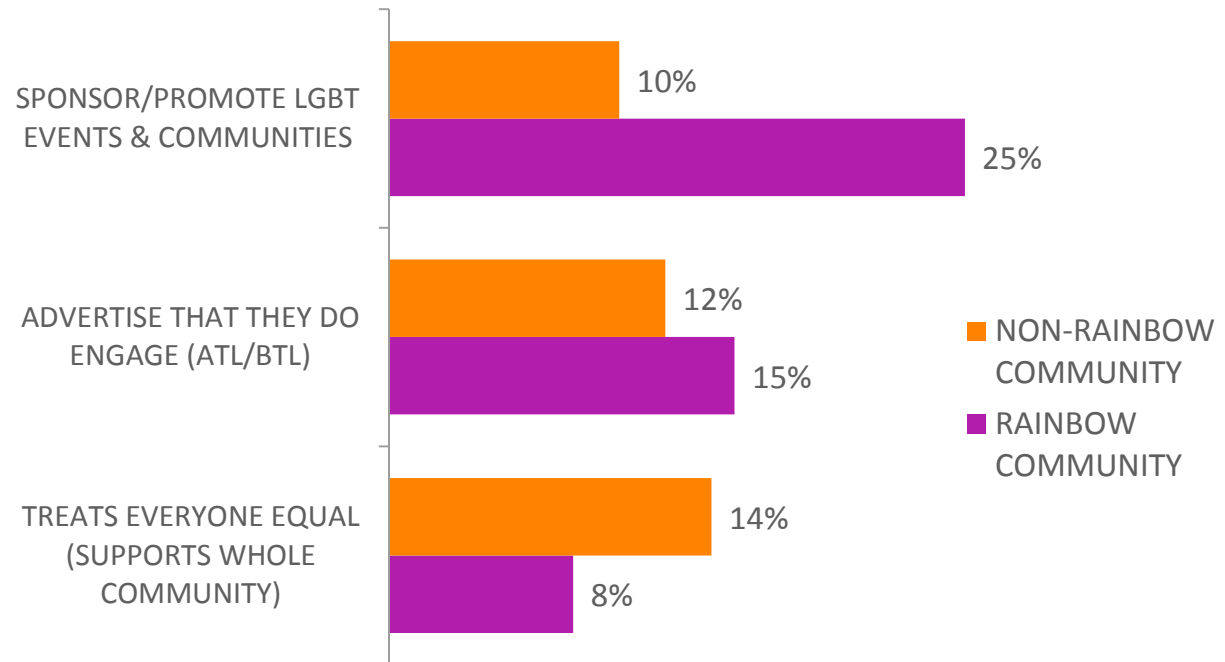


# Engage community via sponsorships



*1 in 4 Rainbow respondents say that banks should sponsor and promote LGBT events and communities*

What would a bank need to do to show that they actively engage with the Rainbow community?

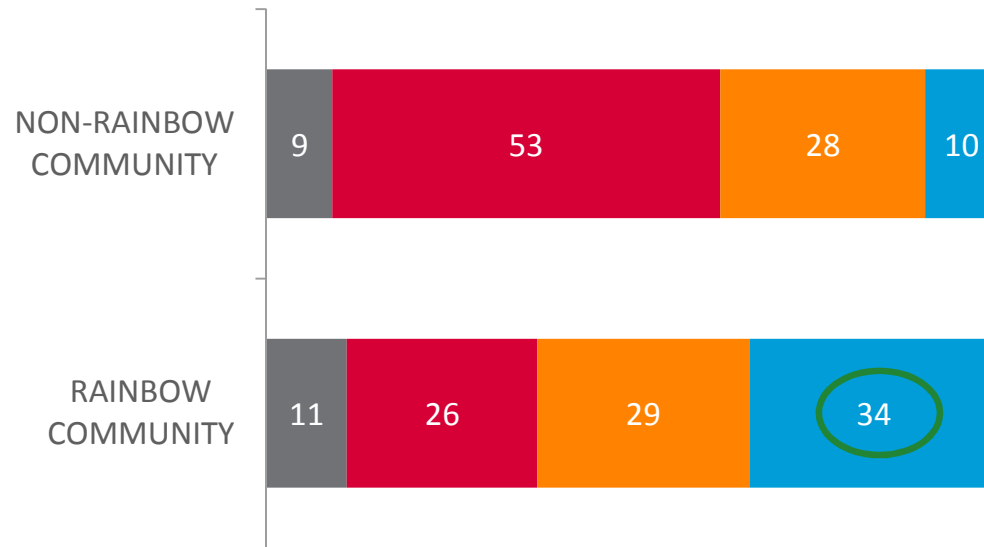


# 1 in 3 say active comms. important



How important is it to you that a bank visually shows you through advertising, communication in branch or on the website that they are supporting the Rainbow Community?

■ DON'T KNOW ■ NOT IMPORTANT ■ NEITHER ■ IMPORTANT



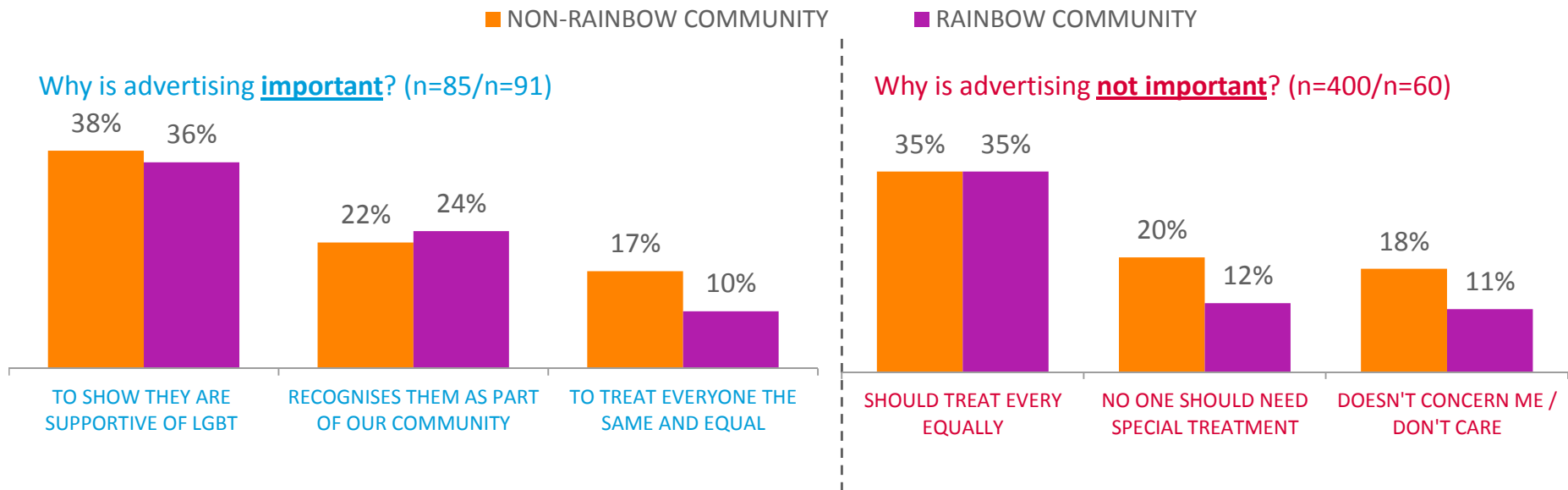
Q47

Base: Non-Rainbow Community; n=773, Rainbow Community; n=252



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# But don't single me out



COMMUNICATE INCLUSIVE BELONGING NOT DISTINCT DIFFERENCE

Q48



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# Engage community via frontline

STAFF WHO CAN RELATE WITH THE COMMUNITY (% QUITE IMPORTANT TO EXTREMELY IMPORTANT)	NON-RAINBOW COMMUNITY	RAINBOW COMMUNITY
HAS STAFF WHO UNDERSTAND THE RAINBOW COMMUNITY	25%	55%
HAS STAFF WHO KNOW HOW TO ENGAGE WITH THE RAINBOW COMMUNITY	25%	52%
TRAINS ITS STAFF TO BE RAINBOW COMMUNITY AWARE	27%	55%

Q15

Base: Non-Rainbow Community; n=773, Rainbow Community; n=252



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# Leaders of the brand to guide the way

IDENTIFY WITH THE COMMUNITY THROUGH ASSOCIATION - BRAND AND LEADERSHIP (% QUITE IMPORTANT TO EXTREMELY IMPORTANT)	NON-RAINBOW COMMUNITY	RAINBOW COMMUNITY
HAS SENIOR LEADERS WHO ACTIVELY SUPPORT THE RAINBOW COMMUNITY	15%	37%
HAS SENIOR LEADERS WHO PERSONALLY IDENTIFY AS PART OF THE RAINBOW COMMUNITY	11%	26%
HAS BRANCH STAFF THAT REFLECT THE RAINBOW COMMUNITY	14%	34%
SPONSORS RAINBOW COMMUNITY EVENTS	14%	38%

Q15

Base: Non-Rainbow Community; n=773, Rainbow Community; n=252



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# In Summary...

NZers are generally accepting of the Rainbow Community

However, that acceptance has yet to translate in the work environment – with community members significantly more likely to feel compromised at work

More can and should be done in the Manufacturing, Information Media & Telecommunications and Retail sector

Leaders and the frontline of banks should show support and engage with the Rainbow Community without singling them out!



# Themes to ponder...



NZers as individuals are generally accepting of the Rainbow Community



Rainbow Community members are 2X more likely to feel compromised at work



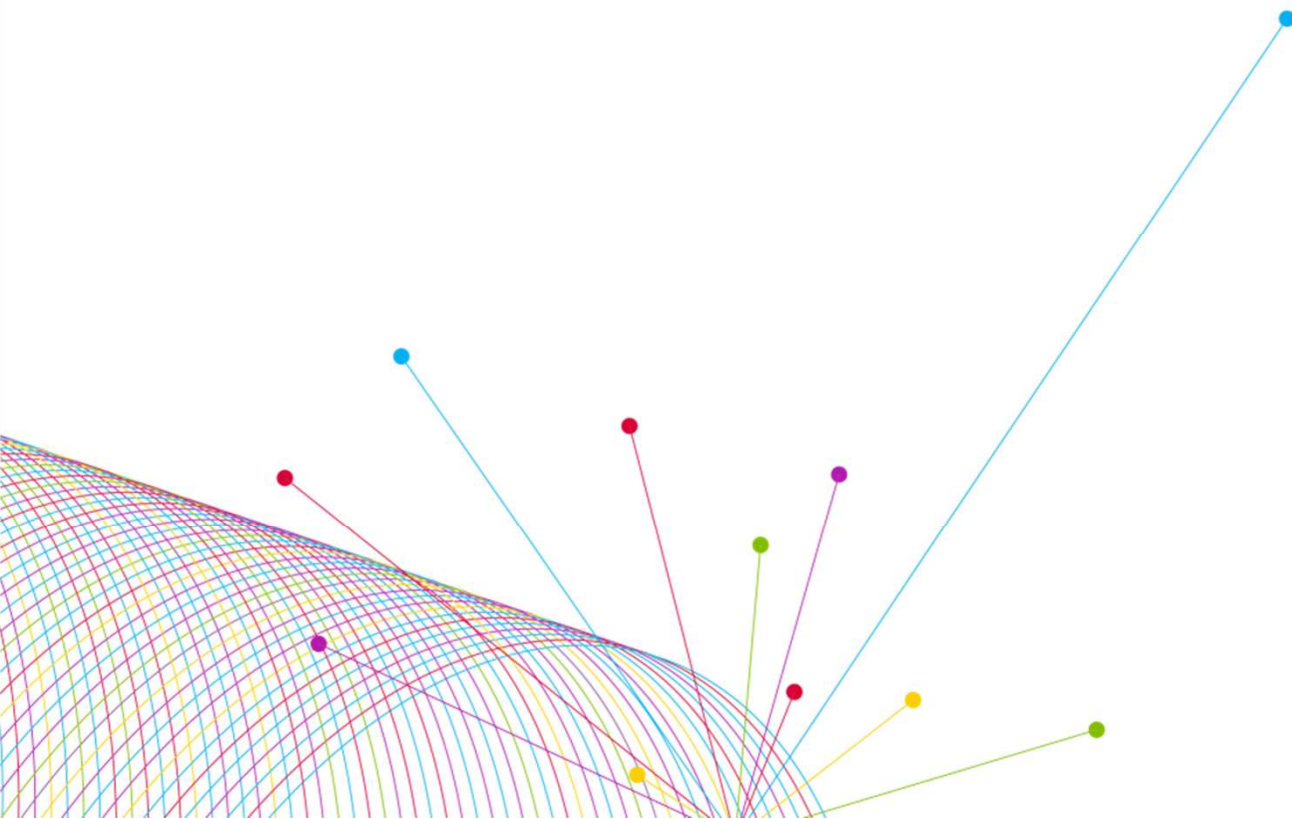
Less than half agree *“My colleagues are accepting of the Rainbow Community”*



Banks need to engage members of the community but don't single them out!







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.....

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# Group Workshop

## Defining the Problem

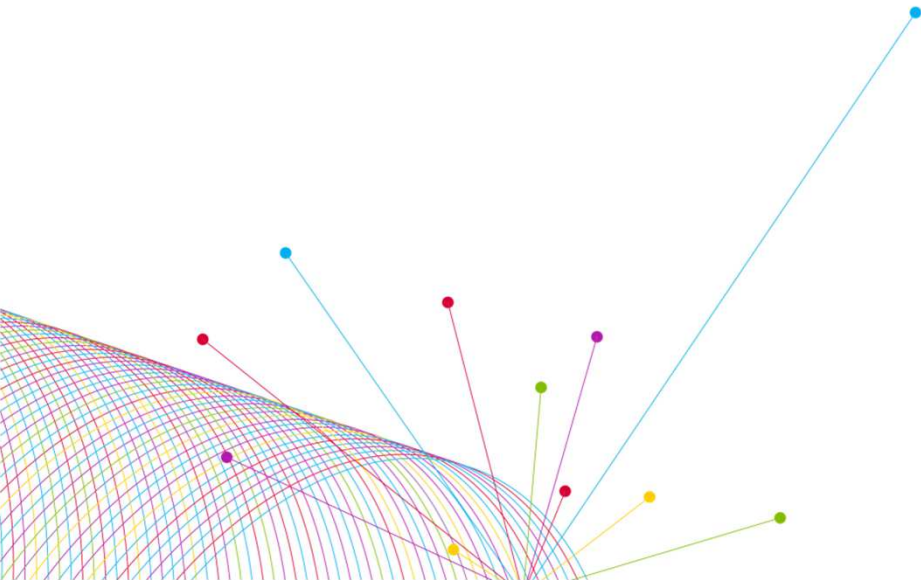


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# Defining the problem

There is a disconnect between how we feel as individuals vs how this plays out in the workplace

Where to from here?



# In your tables, brainstorm...

1. The key issues / insights raised for you
2. The top 2-3 solutions to turn these issues around
3. How could we work together to solve this – would you like to be involved or do you have suggestions of others who could/should be involved?





# Where to next?



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