

## *Fletcher Building*

### *Positive Inclusion*

Fletcher Building's Pride Employee Action Group had been active for three years, but was in need of some reinvigoration.

The group had heard that Fletcher Building's regional teams were not clear about the purpose and objective of the group, which is to promote an inclusive culture and raise awareness and understanding of the Rainbow community.

There was appetite and enthusiasm to hear more but FB Pride, which was formed in 2015, needed a fresh approach to take understanding and education of the LGBTQI community to the wider business (not just the corporate centre).

The answer was to create. "FB Pride Month."

Fletcher Building has more than 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.

FB Pride Month's goal was to raise awareness while also leveraging sponsorship and staff participation in the Auckland Pride Parade. Fletcher Building has been a primary sponsor of Auckland Pride Parade for three years. In 2015 it was also the first construction company to gain the Rainbow Tick and has maintained it since.

Aiming for an event that was as broad and inclusive as possible, FB Pride Month ran throughout February culminating in the Auckland Pride Parade.

It was decided something eye catching was needed to attract attention to both FB Pride Month and the parade. Up stepped concrete manufacturer Firth with new concrete mixer trucks to do the job.

One concrete truck was painted in rainbow colours. The rainbow truck was wrapped in a big red bow and proudly parked at the front of Fletcher Building with FB Pride flags and banners displayed on Great South Road.

The second was decorated as a show-stopping mirror ball disco truck with 1000 small mirrors adhered to it. It was lit using customised lighting trolleys during the Auckland Pride Parade.

To 'commission' the rainbow truck and launch FB Pride Month, the FB Pride team organised an FB Pride Open Day, where the milestones and achievements of the group were showcased through an interactive walk-through presentation for 1000 head office staff.

This event needed 'wow' factor to get as many people talking as possible, and so FB Pride invited the renowned drag queen Buckwheat to host the day.



Supporting the month was a makeover for Fletcher Building's Intranet homepage including rainbow colours, the first animated gif banner and a colourful Pride screensaver across 35 business units right around the world. And the Rainbow Tick logo has been added to company email signatures.

FB Pride Month was a huge success and connected with many thousands of people, resulting in the sponsorship of two Christchurch pride events and first-time involvement in a Melbourne event. The FB Pride Action Group has grown from six to 27 members. Two hundred employees, friends and families took part in walking in the parade.



External coverage of the rainbow truck and mirror-ball truck was extensive on TV, print and online and FB Pride month was the company's most successful social media campaign in five years. The rainbow flag is now flown at Fletcher Building's GBC Winstone quarry in Belmont.

New CEO Ross Taylor, who came on board in November 2017, has been supportive of the campaign. His first public speech was recorded live by the Auckland Pride Parade Board members and streamed on Facebook. "This is part of the culture of Fletcher and I think this is really great to see. We're a very multi-cultural, diverse society and if you don't reflect that in your business I don't think you've got a hope of actually succeeding. We want to be a place to work that's really inclusive so this is really important," he said.

Allan Lennie (Firth) sums up his feelings on the campaign. "Growing up in a small conservative farming community, where being heterosexual was the only option, I hid my sexuality from most people. Through the support of individuals in the Fletcher Building Pride Group and Fletcher Building itself, I can truly say I am very proud to be part of such a diverse, inclusive, forward-thinking organisation. I am now a much more confident, happier employee who looks forward to coming to work every day and I can be myself. Fundamentally for me it's not about whether I'm gay or not; if you have the right attitude and work ethic, your sexuality, gender, race, ethnic origin or religious beliefs should never get in the way. The rainbow truck doesn't only show support towards the LGBTQI community but also symbolises diversity for all, something we all should be proud of!"

IF YOU WANT MORE INFORMATION,  
TOOLS OR RESOURCES TO MAKE  
YOUR WORKPLACE MORE INCLUSIVE

Visit [diversityworks.nz](http://diversityworks.nz)  
or call 0800 DIVERSITY (348 377)