

## NZ's First Gender Affirmation Policy Register Launches

New Zealand took a step closer to gender inclusion today with the launch of the new Pride Pledge Gender Affirmation Policy Register.

Pride Pledge Director Martin King has worked with rainbow leads and employee groups who are committed to shifting the experience faced by our trans and non-binary communities who, King says, “Still experience significant discrimination and barriers in our workplaces. The register grew out of conversations with our rainbow leads and we hope that it will set inclusive employers apart.”

The standard of policy and availability of information expected today has increased even in the last few years for Aotearoa’s rainbow communities. George Fowler, gender diversity and inclusion consultant, worked alongside King to develop the project. He believes that a publicly visible register provides much-needed transparency to potential employees. ‘For so many job hunters, an organisations’s diversity policies are not an ‘added bonus’ but top priority when considering an employer. No-one should have to leave a portion of themselves at the door when they come to work. Having a way to showcase the organisations proudly leading the pack in inclusive policies helps rainbow people find jobs in which they’re most likely to be safe, happy and celebrated.’

Registered organisations have policies which include gender affirming leave, inclusive bathrooms, uniforms and grooming standards, use of pronouns and support for gender diverse people to thrive in their organisations.

Some of Aotearoa’s leading brands and employers have signed up to lead the way including Hato Hone St John, Meridian Energy, Les Mills International, Kiwibank, Foodstuffs North Island, Simpson Grierson, Accor Hotels (ANZ), Chapman Tripp and many more.

The new register is being launched with events in Auckland, Wellington and Christchurch this week in the lead up to Transgender Awareness Week 2024.

The Register is open to existing Pride Pledge organisations, which includes 300 employers who have already shown their commitment to safe, welcoming and inclusive policies for our Rainbow Communities, with explicit gender affirmation policies and commitments that are visible to prospective employees and other stakeholders.

You can find out more about the Gender Affirmation Register and how to get involved

[www.pridepledge.co.nz/affirm](http://www.pridepledge.co.nz/affirm)

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**Further background and talking points:**

- The new Pride Pledge Gender Affirmation Policy Register is the first site of its kind that has been identified in New Zealand or globally. This could be a world first!
- Gender Affirmation (often referred to as transition) is the process where a transgender or gender diverse person takes steps to socially, legally, and/or physically feel more aligned with their gender identity as distinct from the sex they were assigned at birth. For people who are affirming their gender, having their gender recognised at work can be an integral part of this process and creates a safe, inclusive and supportive environment for people of all genders to thrive.
- Gender Affirming Policies in New Zealand have become one of the new cornerstones of corporate commitments to Rainbow safe, welcoming and inclusive organisations, specifically focused on our Transgender and Non-Binary (Gender Diverse) employees.
- Pride Pledge is New Zealand's premier Rainbow Inclusion workplace consultancy partnering with more than 300 organisations throughout the country. Pride Pledge has seen an increasing demand for implementation or updating of Gender Affirming policies in the last 24 months as organisations seek to improve their commitment to rainbow inclusion.
- The number of employees identifying as Trans or Non-Binary (Gender Diverse) is on the rise with 6% of Gen Zs identifying compared to less than 1% of baby boomers (2023 Ipsos LGBT+ Global Pride Survey). Gen Zs make up 1.1 million Kiwis and expect support in a range of ways from their workplaces and these need to be protected and explicit in policy.
- Only 32% of Gender Diverse employees are out at work in Australia according to the 2024 Diversity Council of Australia report. This has significant negative consequences on employee wellbeing, anxiety, and depression and such factors can lead to our Trans and Gender Diverse employees feeling less engaged and included in our workplaces. Explicit policies enable Trans and Gender Diverse employees to feel safe, protected and supported and therefore more likely to come out.
- This shift in open self-identification has led to many organisations equally not having appropriate supports, policies, and systems in place to ensure the safety and inclusion of Gender Diverse Employees to feel safe, included and supported in the workplace. Organisations simply are not prepared and ready.
- There is currently no portal or website where Gender Diverse employees or employers looking to implement these practices can find easy to access information about which organisations have such policies or what the policies include.
- The register enables Trans and Gender Diverse employees to 'check them out' and consider organisations with the supports they need prior to applying for employment.
- Pride Pledge aims to have 50 organisations list their policies in the first 12 months and up to 150 within 3 years of launch.
- The additional benefits of the website will be to create awareness among organisations of the policy standards and visibility of other organisations commitments to Gender Affirming Policies. Listing on the new site is FREE for Gold Pride Pledge supporting organisations.
- The desire is therefore to create pressure on more organisations to follow and to create policies to the same standard.

Organisations currently listed for day one launch are:

- AA Insurance
- dentsu
- Z Energy
- Find Recruitment
- Les Mills International
- Publicis Groupe ANZ
- RealNZ
- Meridian Energy Limited
- Kiwibank
- Simpson Grierson
- Accor Hotels New Zealand & Australia
- Hato Hone St John New Zealand
- Foodstuffs North Island
- Southern Cross Healthcare
- Chapman Tripp
- Sky Network Television Ltd