

# Rainbow Communities Engagement Guidelines



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## Purpose of this document

The goal of this document is to create a liveable city in Auckland for Rainbow Communities.

## Intended audience

These guidelines are written for use by staff at Auckland Council (and other subsets of Auckland Council, such as CCOs, Local Boards and Advisory Boards). It is intended that Council staff review these guidelines prior to engaging or communicating with Rainbow Communities, and when promoting or gathering information about the wider Auckland Communities where representation of Rainbow identities is relevant.

## Authored by

These guidelines were initially drafted by the Auckland Council Rainbow Door reference group, and have been revised, amended and expanded by the Rainbow Communities Advisory Panel.

Any questions or concerns that arise from these guidelines should be directed to the Citizen Value and Engagement team.

## A liveable city for Rainbow Communities

Is one where:

- Rainbow communities have a strong voice in Auckland and influence decision making
- People who are part of Rainbow communities feel safe, welcome and included
- People across all sectors and interests work together to understand, voice and act on issues and needs for Rainbow communities

## Definition

Rainbow communities is a term that covers the diversity of sexual orientations, gender, and sex identities. It is inclusive of, but not exclusive to: Lesbian, Gay, Bisexual, Transgender, Transsexual, Intersex, Takatāpui, Whakawahine, Vakasalewalewa, Fakaleiti, Tangata Ira Tane, Tóngzhì, Mahu, Palopa, Fa'afafine, Akavaine, Fakafifine, Queer, Questioning, Asexual, Genderqueer, Pansexual, and Genderfluid.

## Diversity within Rainbow Communities

The diversity of sex, sexuality and gender identity are what define Rainbow Communities, however members of these communities can have very different needs. Indeed, some may feel that they should not be lumped together in the first place. It is important therefore to always make sure that we refer to Rainbow Communities, plural, not simply Rainbow Community, to recognise the myriad of people we are including within our definition.

Just like in all other walks of life, an individual may hold multiple identities, spanning not just sex, sexuality and gender, but also religion, ethnic background, socioeconomic status, relationship preference, level of ability and many other identities.

While some people hold strong ties to 'Rainbow Communities', others may prioritise different aspects of their identity.

## Gendered language

Be aware and avoid language that makes assumptions about people's sex, gender identity, sexuality and relationship status. Not everyone likes to be referred to with gendered language such as 'she' or 'her'. The organisation RainbowYOUTH often refers to individuals as 'they' and 'them'. If you are aware of someone's preference, make an effort to observe it.

## Being inclusive

Inclusivity can create a sense of belonging and enable investment in Auckland from Rainbow Communities.

### Marketing towards Rainbow Communities

Be purposeful in your inclusion and visibility of Rainbow Communities in marketing. Use of the Rainbow is important as a significant symbol of rainbow culture and identities, is internationally recognised and should be used liberally and prominently.

### Being inclusive of Rainbow Communities in general marketing

Imagery of people should be diverse. The point is either to be **visible** within marketing or at least **not invisible**.

### Spaces and events

If you intend to use an external venue for an engagement event check that the venue will not be a barrier to Rainbow Communities attending. For example, if you are intending to use a venue affiliated with an organisation that has previously spoken out against rainbow communities, check with Rainbow Communities that this is an appropriate place for your event.

It is recommended that you choose a venue with access to gender neutral toilets. If the only gender neutral toilet available is a toilet reserved for people with a disability, consider how this may also inconvenience members of the disability community who may also want to attend your event. Consider the signage on toilet facilities, and if not appropriate how this could be altered for the event. Some printable temporary signs are available at [genderneutral.co.nz/about-our-signs/download-printable-signs](http://genderneutral.co.nz/about-our-signs/download-printable-signs)

### Numbers

Data from the New Zealand Adolescent Health Survey (Youth '12)<sup>1</sup>, a nationally representative survey conducted in New Zealand High Schools, reports that:

- 8.1% of young people are not heterosexual:
  - 4.3% of young people are same/both sex attracted
  - 3.8% not sure/neither
- 3.7% of young people do not identify as cisgender:
  - 1.2% identify as transgender
  - 2.5% not sure of their gender identity

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<sup>1</sup> [fmhs.auckland.ac.nz/en/faculty/adolescent-health-research-group/youth2000-national-youth-health-survey-series/youth2012-survey.html](http://fmhs.auckland.ac.nz/en/faculty/adolescent-health-research-group/youth2000-national-youth-health-survey-series/youth2012-survey.html)

## Gathering demographic information

People verbalise their own sexuality or gender identity in a number of different ways. For example, some people would refer to themselves as transgender, where others with a similar experience may refer to themselves as female, transwoman, gender fluid, etc. Many individuals choose to identify with culturally specific terms, such as Takatāpui or Fa'afafine. Care should be taken not to assume that these terms are equivalent to western terms, such as gay or transgender. It is important to give people the opportunity to identify themselves in the way that makes them feel most valued.

### Sex, gender and sexual orientation are defined by Statistics NZ<sup>2</sup> separately:

- Sex is the distinction between males and females based on the biological differences in sexual characteristics. These characteristics are determined by biological, chromosomal, and physical attributes.
- Gender is the social and cultural construction based on expectations of what it means to be a male or female, including roles, expectations, and behaviour.
- Sexual orientation refers to the sex and/or gender of people that an individual is sexually and emotionally attracted to. It is derived from someone's sexual attraction, behaviour, and/or identity.

### Gender identity data

When gathering demographic information about gender, at a minimum the use of 'gender diverse' is used alongside options of 'female' and 'male'. For best practice, refer to the Statistics NZ standard on Gender Identity<sup>3</sup> and always provide a free-text option. The use of 'other' is inappropriate.

### Sexuality/sexual identity data

When engaging with people from Rainbow Communities, take the lead from those communities in regard to offering the option for disclosure around sexuality and how this information is used.

Generally, the decision to collect this information should be done in consultation with the Citizen Value and Engagement team, unless the identity of respondents remains anonymous and they are able to opt-out of answering.

In a health context (such as the Youth '12 survey), questions around attraction or behaviour are asked. For example:

- same sex attracted
- both sex attracted
- opposite sex attracted
- attracted to neither sex

In a social context, individuals can have strong views on the identity term that they use, e.g. lesbian, Takatāpui, queer, etc. It is important to consult with Rainbow Communities on what terms should or shouldn't be included, and to offer a free-text option.

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<sup>2</sup> [stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/sex/definition.aspx](http://stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/sex/definition.aspx)

<sup>3</sup> [stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/gender-identity.aspx](http://stats.govt.nz/methods/classifications-and-standards/classification-related-stats-standards/gender-identity.aspx)

## Appendix

### Rainbow Communities Organisations

#### Auckland based, 1+ FTE organisations

- RainbowYOUTH [ry.org.nz](http://ry.org.nz)
- OUTLine [outline.org.nz](http://outline.org.nz)
- Rainbow Collective (part of Village Collective - [villagecollective.co.nz](http://villagecollective.co.nz))
- ME Family Services [mefsc.org.nz](http://mefsc.org.nz)
- Body Positive [bodypositive.org.nz](http://bodypositive.org.nz)
- NZAF [nzaf.org.nz](http://nzaf.org.nz)
- Rainbow Tick [rainbowtick.co.nz](http://rainbowtick.co.nz)
- Silver Rainbow [facebook.com/SilverRainbowNewZealand](https://facebook.com/SilverRainbowNewZealand)

#### Auckland based community organisations

- The Charlotte Museum Trust [charlottemuseum.lesbian.net.nz](http://charlottemuseum.lesbian.net.nz)
- EquAsian [equasian.org.nz](http://equasian.org.nz)
- FAF SWAG [fafswagball.com](http://fafswagball.com)
- OUT@AUT [aut.ac.nz](http://aut.ac.nz)
- UniQ Auckland
- AGender [agender.org.nz](http://agender.org.nz)
- ITANZ - Intersex Trust Aotearoa New Zealand [ianz.org.nz](http://ianz.org.nz)
- Gender Bridge
- No Pride In Prisons [noprideinprisons.org.nz](http://noprideinprisons.org.nz)
- Holding Our Own [holdingourownhoo.wordpress.com](http://holdingourownhoo.wordpress.com)
- Kelston Kweenz
- Fine Fatale [facebook.com/FineFatale](https://facebook.com/FineFatale)
- Te Aito Rangatira [facebook.com/groups/1011048202239257](https://facebook.com/groups/1011048202239257)
- GABA [gaba.org.nz](http://gaba.org.nz)
- Love Life Fono
- Ahakoa Te Aha
- Tīwhanawhana [tiwhanawhana.com](http://tiwhanawhana.com)
- Bear New Zealand [bearnewzealand.co.nz](http://bearnewzealand.co.nz)
- LAGANZ [laganz.org.nz](http://laganz.org.nz)
- Proud to Play [proudtoplaynz.com](http://proudtoplaynz.com)
- Rainbow Teachers NZ [facebook.com/rainbowteachersnz](https://facebook.com/rainbowteachersnz)
- NZDF Overwatch [facebook.com/NZDFOverwatch](https://facebook.com/NZDFOverwatch)
- Falcons Rubgy Team [facebook.com/NZFalcons](https://facebook.com/NZFalcons)
- Auckland Lesbian Business Association: [alba@alba.org.nz](mailto:alba@alba.org.nz)
- Lesbian networking site [lesbian.co.nz](http://lesbian.co.nz)
- Auckland Pride Festival Trust [aucklandpridefestival.org.nz](http://aucklandpridefestival.org.nz)

## Media outlets

- [gaynz.com](http://gaynz.com)
- Lesbian News Aotearoa [lesbianaoearoa.wordpress.com](http://lesbianaoearoa.wordpress.com)
- Express [gayexpress.co.nz](http://gayexpress.co.nz) (Be aware that some members of Rainbow Communities do not support 'Express' as it can be over-sexualised and has been previously accused of being transphobic)
- [eikonline.com](http://eikonline.com)
- [pridenz.com](http://pridenz.com)
- [gaytalktonight.com](http://gaytalktonight.com)

## Auckland Council network

GILBeRT Internal staff network - GILBerT is the internal staff network that supports gay, intersex, lesbian, bisexual and transgender staff. CCO staff members and partners are also welcome to join us at after work events, monthly after work catch ups and occasional social events. There is also an email network for GILBT information sharing: [catherine.gilhooly@aucklandcouncil.govt.nz](mailto:catherine.gilhooly@aucklandcouncil.govt.nz).

## Events

The main event for Rainbow Communities in Auckland is Pride ([aucklandpridefestival.org.nz](http://aucklandpridefestival.org.nz)) held in February each year. There are a number of events throughout February, including Big Gay Out. It is important to check the dates for each event annually as some are flexible.

- AIDS Candlelight Memorial
- Transgender Day of Remembrance
- World AIDS Day
- IDAHOT
- Pink Shirt Day [pinkshirtday.org.nz](http://pinkshirtday.org.nz)
- Day of Silence [dayofsilence.org.nz](http://dayofsilence.org.nz)
- Wear it Purple Day [wearitpurple.org](http://wearitpurple.org)

## Glossary

Pronoun: is a word that takes the place of a noun. Typically, when referring to a singular person, we might say he, him, she, or her dependant on the gender of the subject. It is grammatically correct to use them or they to refer to a singular person where the gender of the subject is not known, and/or not assumed.

A regularly updated list of terms relating to the description of the diversity of sexuality and gender identity can be found here: [ry.org.nz/friends-whanau/useful-words](http://ry.org.nz/friends-whanau/useful-words)

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