



Media Release

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ANZ turns ATMs into GAYTMs

Covered in thousands of rhinestones and featuring vibrant colours, ANZ has transformed four of its most prominent ATMs into 'GAYTMs' in support of diversity and inclusion.

The GAYTMs, which were first introduced by ANZ Australia last year to celebrate the famous Sydney Mardi Gras and quickly became a sensation on social media, were commissioned in New Zealand as part of the bank's diversity programme, which has also featured special ATMs for Matariki and Diwali.

ANZ has five staff affinity groups – Māori and Pasifika, Asian, Indian, Pride and Flexible Working Parents. Antonia Watson, Chief Financial Officer and ANZ Pride Network executive sponsor, says they are all about encouraging staff to be themselves at work.

"We believe that celebrating a diverse New Zealand is not only the right thing to do but also makes good business sense given the make-up of our staff and customers.

"The GAYTMs represent values that are important to all of us: respect, inclusion, equality and acceptance."

The spectacular art installations also celebrate ANZ's partnership with Auckland's Pride Festival and Wellington's Out in the Park, and mark ANZ's accreditation into the Rainbow Tick programme.

"Getting the Rainbow Tick shows the world that you are a progressive, inclusive and dynamic organisation that reflects the community you are based in. ANZ also received a special commendation for its work with transgender staff," said Michael Stevens, Programme Director of Rainbow Tick.

The GAYTM at ANZ Ponsonby features a uniquely Kiwi design by acclaimed artist Reuben Paterson, who is of Maori and Scottish descent. *Freedom Flowers* takes its inspiration from the Rainbow Flag, and features the native New Zealand flower, the *Puawhananga* or *Clematis Paniculata*.

"The Puawhananga's journey from the base of the forest to the treetops represents pride in the LGBTI community's own journey onward and upward. This journey is as far reaching as the night sky as the clematis are referred to as Puanga - or the bright star of Orion," said Mr Paterson.

As well as their flamboyant designs, the GAYTMs will also print 'Freedom Flowers' receipts and display support messages for the Pride and Out in the Park festivals. ANZ is donating proceeds from the use of non-ANZ customer cards from the GAYTMs to OUTline, a not-for-profit counselling service that supports people dealing with gender and sexuality issues.

To support the GAYTMs, ANZ is also running a social media campaign where people can glam up everyday items and upload pictures to Facebook, Twitter or Instagram with the tag #GAYTMNZ, to be in to win flights, accommodation and VIP tickets to Mardi Gras in Sydney. Terms and conditions apply.

The GAYTMs are located at 312 Ponsonby Road, 122 Karangahape Road, 45 Queen St in Auckland, and 22 Willis St in Wellington throughout February. ANZ 45 Queen St will also display rainbow coloured lights for the month.

The GAYTMs are being launched tonight at special events in Auckland and Wellington. For more information, or to attend, please contact Jessamy Malcolm Cowper on the details below.

#GAYTMNZ

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