



Rainbow Action Plan 2025-2027

September 2025

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

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Introduction

The Rainbow Action Plan has been developed through engagement with the Council's Takatāpui Rainbow Advisory Council (TRAC) from September 2024 to July 2025 to understand the lived experience of rainbow communities in the city.

We asked why rainbow inclusion is important for Wellington and we heard from TRAC members:

"Acknowledging the massive contributions by rainbow communities across all areas – environmental, economic, activism and human rights."

"Feels more safe and that the city is backing you up with a space to stand up for your rights and be respected."

"Acknowledging the history of queer migrants who paved the way. A space where that is accepted and to see what being queer looks like for all cultures."

"Many people come to Wellington and stay specifically because of the queer culture, such as when deciding which university to go to."

"Wellington has many sites of rainbow history, activism and protest, including homosexual law reform and decriminalisation, Lesbian and Gay Archives, and the International Lesbian Gay Association."

This feedback supports other reports that Wellington is a safe and desirable destination for rainbow people and tourists¹², and that Wellington is home to many historical sites of significance for rainbow people³.

Wellington has a significant rainbow population which contributes to a strong sense of identity. In Wellington City, 11.3% of adults (15 years and older who answered the relevant questions) identify as rainbow/LGBTQIA+ (2023 Census). Nationally, by comparison, 4.9% of adults identify as rainbow. A summary of the demographics of rainbow people in Wellington from the 2023 Census is provided at Appendix 1 and shows that the rainbow population skews younger and is concentrated in the Pukehinau/Lambton General Ward, the central city and suburbs.

Across New Zealand, rainbow people can experience disparities in their outcomes, reporting to experience on average poorer mental health, lower life satisfaction and higher rates of social exclusion compared to the general population⁴. Rainbow people report being victimised more than non-rainbow individuals (although

¹ [NZ city named one of the best worldwide destinations for LGBTQIA+ families - Stuff NZ, 2025](#)

² [Wellington named one of the world's top rainbow destinations for 2024 - Stuff NZ, 2023](#)

³ [Rainbow List Project - Heritage New Zealand](#)

⁴ [Wellbeing and Mental Health among Rainbow New Zealanders: Infographic: Results from the New Zealand Mental Health Monitor \(2019\)](#)

to a lesser extent in Auckland or Wellington)⁵, and can experience more housing deprivation⁶ or homelessness⁷, and are less employed⁸ than the non-rainbow population.

Some of these outcome trends are similar in Wellington, and a summary of outcome measures for rainbow respondents from the 2023 Census, 2025 Residents' Monitoring Survey, and the 2024 Quality of Life survey is provided at Appendix 2. On the other hand, rainbow respondents have also reported greater confidence in the Council's decisions and are more likely to report frequent participation in and report feeling welcome at arts and culture events.

Strategic Context

Under the Council's Social Wellbeing Framework (2021), the Council has a role in enabling everyone, including rainbow communities, to participate, thrive, and belong in the city through the delivery of its functions. Inclusive is described as "different communities are acknowledged and celebrated, and there is a strong sense of belonging".

The Council adopted five strategic approaches as part of its 2024-27 Long-Term Plan, which are embedded in everything we deliver. One of the strategic approaches is "making our city accessible and inclusive for all", which envisions all Wellingtonians to be empowered to participate in city life and to belong.

Through engagement with advisory groups (including TRAC), officers have defined inclusive as: all communities thrive, belong, and participate with dignity and choice, across all characteristics such as ethnicity, gender, sexuality, age, culture, ability, beliefs, neurodiversity, or economic circumstances.

Within Tūpiki Ora Māori Strategy, there is alignment in the pae hekenga for whānau toiora which focuses on the wellbeing of whānau/individuals. The strategy is inclusive of te hunga takatāpui and enables collaboration to occur to better accommodate actions for Māori within the rainbow action plan."

Action Focus Areas

The following actions have been developed to address some of the issues that rainbow communities face in the city (as advised by TRAC) and that aim to make the city more inclusive for rainbow communities. The rainbow organisations InsideOUT Kōaro and Gender Minorities Aotearoa were also consulted on draft actions.

Each action specifies the activity area within the Council organisation (as defined in the most recent 2024-27 Long-term Plan), the responsible team or business unit for the action, the likely timing of delivery for the action, and the role that the Council plays in delivering the action.

The Council has many roles when serving its community. On the next page is a diagram (from the Social Wellbeing Framework, 2021) that shows the main roles of the Council as a provider, funder, partner, facilitator, advocate, and regulator.

⁵ [NZ Crime and Victims Research 2024 – Auckland University of Technology](#)

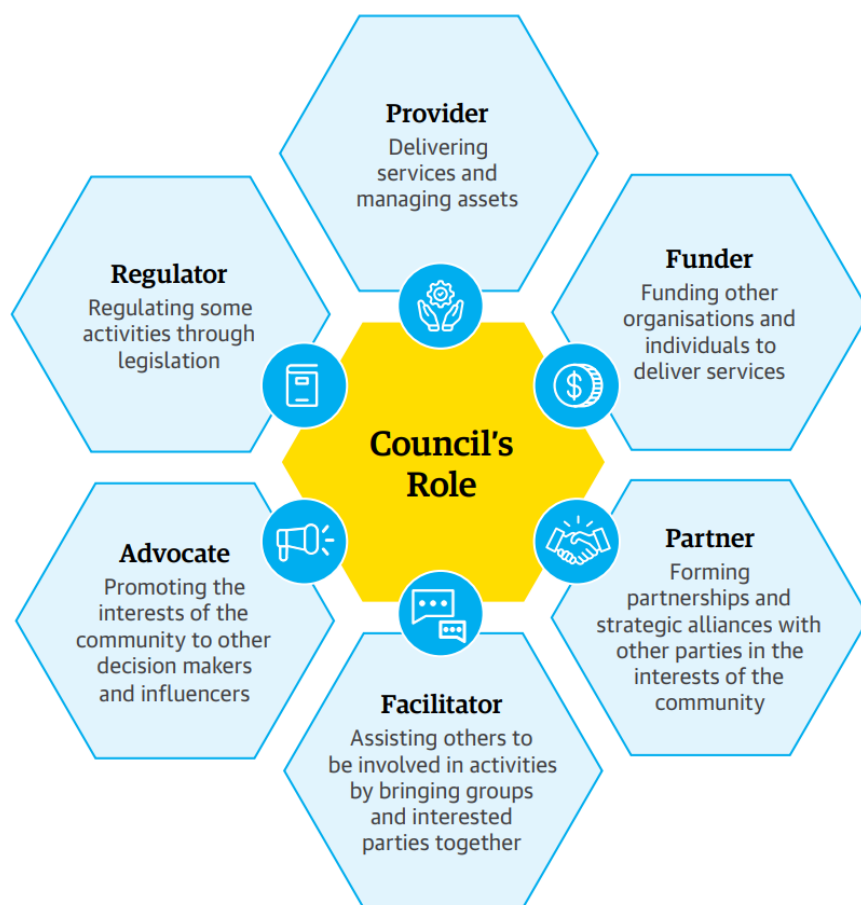
⁶ [Youth19 Housing Deprivation Brief](#)

⁷ [Ira Mata, Ira Tangata: Auckland's Homeless Count \(2018\)](#)

⁸ Household Economic Survey 2020 (Stats NZ)

The actions have been organised into five main focus areas, reflecting the priority areas for rainbow communities for their inclusion and wellbeing in the city (as advised by TRAC and in alignment with the priority pou from their 2024 work plan).

- **Safety** – ensuring that the city is safe for rainbow communities, from crime, violence and other harms. This includes providing safe and inclusive housing options.
- **Community** – providing opportunities to build community connections through rainbow-friendly events and providing access to inclusive recreation and community facilities.
- **Visibility** – normalising and celebrating diverse rainbow communities and making rainbow identity and history visible across the city.
- **Intersectionality/Equity** – uplifting the voices of rainbow communities that intersect with other identities and may experience additional disadvantage. Providing fair opportunities for those experiencing marginalisation.
- **Inclusive Council Operations** – ensuring that the Council operates in a rainbow-inclusive way in how it supports and upskills staff, run public meetings, and communicates outwardly.



Ngā haepapa a te Kaunihera - Council's roles. From [Social Wellbeing Framework, 2021](#).

Research and Engagement

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
0.1	Governance	Undertake further research into the lived experiences of and issues facing rainbow communities in Wellington, including Takatāpui, transgender, non-binary, or people of colour.	Strategy, Policy and Research	Provider	Early 2026
0.2	Governance	Engage with other councils that have demonstrated commitment to rainbow inclusion to identify good practice and lessons learned.	Strategy, Policy and Research	Facilitator	Early 2026



Rainbow crossing on Cuba Street. Photo credit: Wellington City Council.

Focus Area 1: Safety

Outcome: Making Wellington safer for all, without fear of harassment or harm.

Safe Public Places

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
1.1	Social and Recreation	Invite representatives from rainbow community organisations to attend the quarterly Safety Forum as the City Safety Plan is implemented.	City Safety, Harm Prevention	Facilitator	End of 2025 to 2027
1.2	Social and Recreation	Hold a safety forum for all advisory groups including TRAC to hear from diverse community voices about city safety matters.	City Safety, Harm Prevention	Facilitator	Mid-2026
1.3	Social and Recreation	Publicise in the City Safety Newsletter the contact details for notifying WCC of any offensive (such as queerphobic or transphobic) graffiti in public places. This aims to speed up their removal by our contractors.	City Safety, Harm Prevention	Provider	End of 2025



Safety point on Cuba Street. Photo credit: Wellington City Council.

Harm Prevention

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
1.4	Social and Recreation	Continue to fund organisations that help to prevent violence towards vulnerable members of the community who intersect with rainbow identities, including Age Concern and youth development organisations.	Harm Prevention	Funder	Ongoing
1.5	Social and Recreation	Incorporate a rainbow lens on sexual violence prevention through our Safer Venues programme and consent campaigns.	Harm Prevention	Funder	Ongoing

Other ways the Council delivers safety for the rainbow communities:

Tahua Whaihua Hapori - Community Outcomes Fund

- Adopted in June 2025 and aligns funding with policies (Social Wellbeing Framework and others). The new framework places emphasis on alignment with Council's five strategic approaches in applications, including "Making our city accessible and inclusive for all", which applies to all communities including rainbow communities.
- The new funding framework has two priority areas, with 55% of the fund assigned to organisations and initiatives serving the pillars of the City Safety and Wellbeing plan. The fund has three priorities which include sexual violence prevention and harm reduction, projects that strengthen approaches to homelessness and enhance city safety and wellbeing.

Housing

	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
1.6	Urban development	Work with TRAC to explore how to make Te Kainga more queer-friendly and to make information about Te Kainga vacancies more available to rainbow communities.	Housing development	Provider	Mid to late 2026
1.7	Urban development	Engage with rainbow organisations and businesses to partner with us in the tenant benefit programme - where Te Kainga tenants can receive discounts from partner businesses.	Housing development	Provider	First quarter 2026
1.8	Urban development	Work with TRAC to develop an exit survey for Te Kainga tenants that identify as rainbow/Takatapu to understand their living experiences and any barriers faced during their tenancies.	Housing development	Provider	Mid to late 2026

Other ways the Council delivers safe and inclusive housing for rainbow communities:

Te Toi Mahana

- Wellington City Council (WCC) has provided social housing since the 1960s. In August 2023, Te Toi Mahana, an independent charitable trust set up by WCC took over the tenancy management of the housing portfolio. WCC remains the owner of the assets and is responsible for maintenance and upgrades, while the Trust is the tenancy provider/landlord. We partner with the Trust to ensure tenants can live in a warm, safe and dry home.
- Te Toi Mahana have a number of initiatives in place to support the rainbow community (WCC will support their implementation if asked). These include:
 - Being a member agency of the Pride Pledge and hosting annual corporate events to celebrate Pink Shirt Day
 - Having invited kaitiaki (tenant volunteers) within their tenant community to participate in Rainbow Awareness Training. The training aimed to increase awareness and understanding of LGBTQIA+ identities, lived experiences, and the importance of allyship, particularly in their roles supporting current and new tenants, and as leaders within their communities.

Focus Area 2: Community

Outcome: Creating a resilient city by fostering an engaged, connected and diverse community.

Inclusive Spaces and Places

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
Public toilets and changing rooms					
2.1	Social and Recreation	Ensure all our public toilets that are 'all gender' have non-gendered signage.	Parks, Sports and Recreation	Provider	First quarter 2026
2.2	Social and Recreation	All new future public toilet provision will be non-gendered. (Implementing the current policy in Te Whai Oranga Poneke and Te Awe Mapara)	Parks, Sports and Recreation	Provider	Mid to late 2026
2.3	Social and Recreation	All significant upgrades of changing room facilities (free-standing at pavilions) will ensure there is provision of an 'all gender' option. (Action D7 of Te Whai Oranga Poneke)	Parks, Sports and Recreation	Provider	Ongoing
Community facilities					
2.4	Social and Recreation	All Council-run community centre managers and front of house kaimahi receive InsideOUT training on working effectively with Rainbow Communities.	Libraries and Community Spaces	Provider	End of 2026 and ongoing
2.5	Social and Recreation	All Council-run community centres have 'Safe Space Alliance' accreditation.	Libraries and Community Spaces	Partner	End of 2027
2.6	Social and Recreation	50% of funded community facilities (partner-run community centres) have Safe Space Alliance accreditation.	Connected Communities	Partner	End of 2027
2.7	Social and Recreation	Provide training for all youth hub staff and volunteers on LGBTQIA+ awareness, respectful language, and how to support youth safely.	Connected Communities	Provider	End of 2026
2.8	Social and Recreation	Ensure the Youth Hub is a LGBTQIA+ safe space where LGBTQIA+ youth can gather, access resources, and feel supported. This could include rainbow flags, inclusive signage, and private meeting areas.	Connected Communities	Provider	End of 2026
2.9	Social and Recreation	Changing rooms and toilets at new community facilities to be 'all gender' provision and have gender neutral signage. For significant upgrades of existing facilities endeavour to make all changing rooms and toilets all gender where practically feasible.	Parks, Sports and Recreation, Libraries and Community Spaces, Connected Communities	Provider	Ongoing
2.10	Social and Recreation	Improve knowledge of rainbow inclusion by having a WCC	Parks, Sports and Recreation	Partner	End of 2025

representative on the Recreation Aotearoa's monthly Aquatics Accessibility & Inclusion Hui.

2.11	Social and Recreation	Explore, develop and implement training on working effectively with rainbow communities for kaimahi at pools and recreational facilities.	Parks, Sports and Recreation	Provider	End of 2025
2.12	Social and Recreation	Work with rainbow community organisations and continue to expand Out in the Pool events beyond Keith Spry and WRAC pools.	Parks, Sports and Recreation	Provider	End of 2025
2.13	Social and Recreation	Explore Safe Space Alliance accreditation for pools and recreation centres.	Parks, Sports and Recreation	Partner	End of 2025
2.14	Social and Recreation	Continue to celebrate Pride Week at Council pools, recreation centres, parks, and open spaces.	Parks, Sports and Recreation	Provider	Ongoing

Connection

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
2.15	Social and Recreation	All community centres (Council-run and funded) are encouraged to provide regular programming for rainbow inclusive events, including during Pride Week. This can include facilitating rainbow community organisations to use community centre spaces.	Connected Communities, Libraries and Community Spaces	Provider	End of 2026 and ongoing
2.16	Cultural Wellbeing	Continue to support our organisers for rainbow events with funding and logistics advice.	Creative Capital	Facilitator	Ongoing
2.17	Economic Development	Support businesses in Courtenay Place to activate the street with free events to provide activities to spend time together and connect, including through involvement in the Pride Parade.	Economic Wellbeing	Facilitator	March 2026

Focus Area 3: Visibility

Outcome: Making diverse rainbow communities visible in positive ways.

Celebrating diversity

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
3.1	Governance	Reach out to rainbow organisations when updating our photo library to include more visual representation of diverse rainbow community members in our documents, posters, billboards, and campaigns.	Creative and Brand	Provider	Ongoing
3.2	Social and recreation	Continue to develop Library Collections to reflect a diversity of rainbow and Takatāpui voices and experiences, including those of traditionally underrepresented groups.	Libraries	Provider	Ongoing
3.3	Social and recreation	Celebrate the diversity of Wellington's rainbow and Takatāpui communities through curating a programme of events for rangatahi, whānau, and the wider community during the Wellington Pride Festival, Out On The Shelves, Out In The City, and other opportunities as they arise.	Libraries	Provider	Ongoing
3.4	Social and recreation	Enhance the visibility of our rainbow and Takatāpui communities through curating displays and promotions of LGBTQIA+ collection materials across our network of libraries and community spaces throughout the year as opportunities arise.	Libraries	Provider	Ongoing
3.5	Social and Recreation	Increase visibility of rainbow communities at pools and recreation facilities including signage, communications, and photos.	Parks, Sports and Recreation	Provider	Ongoing
3.6	Economic development	Ensure rainbow identity and history is visible and enhanced through the Cuba St and Courtenay Place Precinct Plan, working with rainbow organisations.	Economic Wellbeing, City Design	Facilitator	2026

Other ways the Council celebrates the diversity of rainbow communities:

Arts and Culture

- All arts and culture funding policy considers Aho Tini, the Arts and Culture Strategy and its Focus Area 1 is: Aho Tangata Our People – connected, engaged, inclusive, accessible communities – Our communities are connected by diverse arts and cultural expression.
- There has consistently been a policy of acknowledging our rainbow community with funding many rainbow organisations directly and also by supporting queer and diverse creatives within the creative community.

- In the last three years, between March 2022 to July 2025, over \$295,000 has been given in grants for projects and initiatives by, for, or about rainbow communities (which may also include other communities) through the Arts and Culture Fund, Community Events Sponsorship, Wellington Venue Subsidy, and Living Wage for Events Fund.

City Design

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
3.7	Urban development	Engage with TRAC or rainbow community organisations on how to integrate visibility of and give voice to rainbow communities and their histories within public space, urban and city design projects underway and upcoming.	City Design	Provider	Ongoing until project completion (end of 2028)
3.8	Urban development	Refresh the rainbow crossing with the Rainbow Progress Flag design.	City Design	Provider	End of 2025

Other ways the Council delivers visibility for rainbow communities in city design:

The Wellington Design Manual

- The Wellington Design Manual will provide guidance on art and storytelling as part of placemaking, reflecting local histories and identities of particular streets, including those for rainbow communities.
- The Design Manual will guide project holders for public space design on how to identify key stakeholders and consult with them on histories, key themes and priorities for public places.
- The estimated date for publication of the Design Manual will be in the first quarter of 2026.

Focus Area 4: Intersectionality/Equity

Outcome: Uplifting people who intersect across identities (and may experience overlapping forms of marginalisation).

Uplifting voices

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
4.1	Social and Recreation	Engage with and respond to the needs of rainbow and Takatāpui youth through the Libraries' Youth Advisory Group quarterly meetings.	Libraries	Facilitator	Ongoing
4.2	Economic Development	Ensure rainbow businesses are part of the business voice during engagement for the Cuba St and Courtenay Place precinct planning.	Economic Wellbeing	Facilitator	Late 2025
4.3	Urban Development	Advocate to Greater Wellington Regional Council for safer public transport for rainbow communities and greater public transport provision from the city to suburbs and after midnight on weekends.	Transport Strategy	Advocate	Ongoing – during upcoming consultations



A busy festival on Cuba Street. Photo credit: Wellington City Council

Equitable opportunities

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
4.4	Economic Development	Identify and explore opportunities to support and promote rainbow creatives through activities in the central city including night markets, activating vacant shopfronts, and showcasing talent.	Economic Wellbeing	Facilitator	Ongoing
4.5	Governance	Develop measures for diversity and social impact outcomes for rainbow-owned businesses as part of the Procurement Policy review.	Commercial Partnerships	Provider	End of 2026
4.6	Governance	Engage with TRAC during the Procurement Policy review to ensure that the policy serves the rainbow community.	Commercial Partnerships	Facilitator	End of 2026
4.7	Governance	Hold a workshop for rainbow-friendly or rainbow-owned businesses to support them to develop requests for proposals.	Commercial Partnerships	Facilitator	End of 2026
4.8	Cultural Wellbeing	Toi Poneke will continue to host the monthly development meetings of the National Takatāpui Wananga Roopu and monthly network meetings of the Wellington Pride Festival for free.	Creative Capital	Facilitator	Ongoing

Other ways the Council provides equitable opportunities for rainbow communities:

WellingtonNZ (Council-controlled organisation)

- Under action 1.2.6 of the Economic Wellbeing Strategy (2022) WellingtonNZ has a role in partnering with government agencies, education providers, mana whenua, and employers to break down barriers for employment in rainbow communities.

Procurement

- **Social and Sustainable Procurement Framework:** WCC has adopted a procurement framework that incorporates social, cultural, environmental, and economic outcomes, including supplier diversity.
- **Supplier Expectations:** Vendors are expected to align with WCC's commitment to equity, diversity, and inclusion—including respect for rainbow communities.
- **Inclusive Facilities and Services:** Contractors delivering community services are required to meet inclusive standards, including safe environments for people in our rainbow communities.
- **Equity and Inclusion Training:** Some council staff involved in procurement have received training to consider rainbow and minority community impacts when awarding contracts. To be rolled out to rest of the team who have arrived in last year.

Focus Area 5: Inclusive Council Operations

Outcome: Ensuring WCC demonstrates from within the vision of an inclusive city.

Staff capability and training

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
5.1	Governance	Review existing rainbow and Takatāpui e-learning to make sure content about the vulnerabilities, discrimination and violence that rainbow and Takatāpui communities face is covered. Where there are content gaps, offer the opportunity for Queer at Council and the kaimahi Inclusion Advisory Group to input into and review draft additions.	Culture and Capability	Provider	Mid 2026
5.2	Governance	Work with libraries leadership around how they could share the ways libraries create safety for rainbow and Takatāpui people with other customer facing business units.	Culture and Capability	Provider	Early 2027
5.3	Governance	Continue to encourage WCC people leaders to engage with external providers of face-to-face workshops on understanding rainbow communities and how they can ensure employees who are part of the rainbow community feel included.	Culture and Capability	Facilitator	Ongoing
5.4	Economic Development	Wellington Basin Reserve to continue to work towards achieving the Rainbow Tick accreditation.	Council-controlled Organisations and Partnerships	Partner	End of 2026
5.5	Economic Development	Explore the Rainbow Tick accreditation for Experience Wellington and the Cable Car.	Council-controlled Organisations and Partnerships	Partner	End of 2026

Other ways the Council supports rainbow kaimahi and provides for staff capability when working with rainbow communities:

- Including Takatāpui and Rainbow Communities at WCC e-learning (2023) - This e-learning module was developed internally, reviewed by InsideOUT, and shared with TRAC. This learning is included in our induction learning pathway. It aims to raise awareness of:
 - Some of the issues facing Takatāpui and rainbow communities

- What some of the key LGBTQIA+ terms mean
- How best to use inclusive language.
- Inclusion of Takatāpui and Rainbow Communities – Internal Guideline (2023) - Provides advice for supporting the inclusion of Takatāpui and rainbow kaimahi communities at the Council.
- Gender Affirmation – Internal Guideline (2023) - This guideline provides advice for supporting kaimahi taking steps to affirm their gender.
- Queer at Council – Employee Led Network - A queer network of people from across the Council who come together to chat, debate, socialise and connect. Their mission to create a safe space for rainbow (and rainbow adjacent) folk at Wellington City Council to come and be themselves.
- Workforce representation
 - The number of gender diverse kaimahi has grown – from just three people in 2022 to 33 in 2025.
 - We do not yet have enough data to report gender pay gap information for gender diverse kaimahi, but this is checked on an individual basis.
- Talent Acquisition model that enables us to significantly increase and diversify our talent pools – so our recruitment model is inclusive (range of kete to reach different communities including rainbow) and focus on assisting managers to attract people who reflect the communities we serve.

Council-controlled organisations

- Te Nukua Wellington Zoo's Rainbow inclusion initiatives have been awarded for excellence at the national Rainbow Excellence Awards. They have achieved Rainbow Tick certification and their staff Rainbow group undertake inclusion mahi, supporting the display of the progress pride flag at the front of Wellington Zoo.
- The Cable Car employs a diverse and inclusive rainbow team, valuing and respecting individuals of all backgrounds and identities.
- Wheako Pōneke Experience Wellington
 - Delivers a varied and diverse offering ensuring all members of our community including LGBTQIA+ can enjoy programmes especially tailored for them.
 - Makes their Safe Spaces Statement visible at all sites and online that is enforced where necessary to ensure all people are welcome and safe at their sites and in their programmes, of every gender identity and expression, and sexual orientation.
 - The Access and Inclusion Committee works closely with teams to apply a strong access and inclusion lens across all policy, procedures and operational practices across the organisation.

Democracy

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
5.6	Governance	Provide training for chairs of Council committees to use standing orders to facilitate respectful meetings, so that all members of the rainbow community feel that they can attend and participate in Council meetings.	Democracy Services	Provider	Early 2026
5.7	Governance	Work with TRAC to update our Attending and Speaking at Meetings website to be more rainbow-inclusive.	Democracy Services	Provider	2026

Communications

#	Activity area	Action	Responsible Business Unit / team	Council's role	Timing
5.8	Governance	Use non-gendered icons in signage where relevant and use gender inclusive language (eg "all genders") in spaces like non-gendered toilets.	Design	Provider	Ongoing

How the Council provides for rainbow-friendly communications:

- WCC Writing Style Guide – Refers to the use of gender-neutral language. Unless it is relevant, avoid using language that refers specifically to either gender.

Glossary

Source: Public Service Commission – [Glossary of common rainbow terms](#)

Asexual - A person who either does not, or does not often, experience sexual attraction but may experience romantic attraction towards others. This can also be used as an umbrella term, like 'ace', that encompasses a range of other ace spectrum identities.

Bisexual - A person who is emotionally and sexually attracted to their own and other genders.

Gay - A person who is attracted to the same gender. This is more widely used by men than women and can be both a personal and community identity.

Gender - Gender is an individual's internal sense of being a woman, a man, neither of these, both or somewhere along a spectrum. Gender is not fixed or unable to be changed.

Gender diverse - A person who does not conform to their society or culture's dominant gender roles.

Homosexual - A person who is sexually attracted to people of the same gender. Alternative terms used are gay and lesbian.

Intersex - An umbrella term used to describe people born with physical or biological sex characteristics (including sexual anatomy, reproductive organs, hormonal patterns and/or chromosomal patterns) that are more diverse than stereotypical definitions for male or female bodies.

LGBTQIA+ - An acronym which stands for Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, Intersex, Asexual or Ace. The + recognises there are further identities not listed, and while the combination and number of letters varies, the overall LGBTQIA+ acronym is well-recognised.

Lesbian - A woman who is attracted to other women. This is used as both a personal identity and community identity.

Non-binary - An umbrella term for gender identities outside the male/female binary.

Queer - Historically used as a derogatory term for something/someone being different. This word has been reclaimed by some people as an umbrella term for sexual and gender minorities who are not heterosexual or cisgender. Note — due to this history, it is best not to initiate the use of this term to refer to others unless this is how they describe themselves.

Rainbow - An umbrella term that covers all sexual and gender minorities, and people with variations of sex characteristics and avoids the acronym LGBTQIA+. This can be used to identify communities as well as an individual.

Takatāpui - A traditional term reclaimed by Māori to encompass both their culture and spirituality, as well as their diverse sexual orientations, gender identities and expressions, and sex characteristics.

Transgender - This term describes a wide variety of people whose gender is different from the sex they were assigned at birth. Transgender people may be binary or non-binary.

Appendix 1: Wellington city - Rainbow overview

LGBTIQ+ %: 2.3%  11.3%

Wellington city's rainbow population

~18,237

rainbow people in Wellington city
(Wellington city usual residents aged 15 years or older who responded to the Census 2023 who were identified as LGBTIQ+)

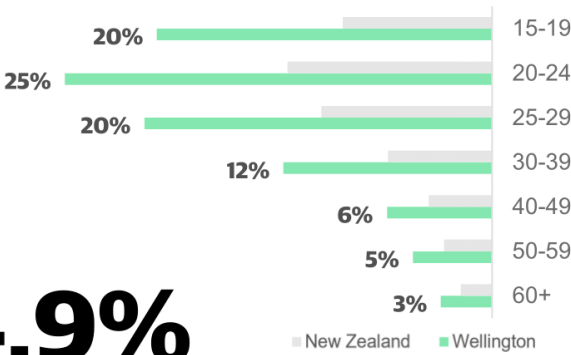
11.3%

identify as rainbow in Wellington City

vs 4.9%

identify as rainbow in the general NZ population

Rainbow identification by age

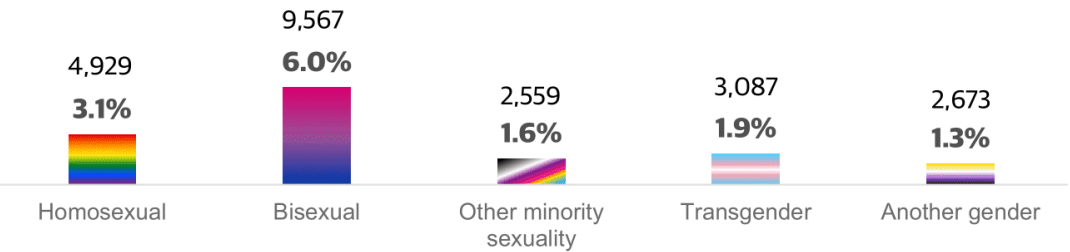


Median age of...

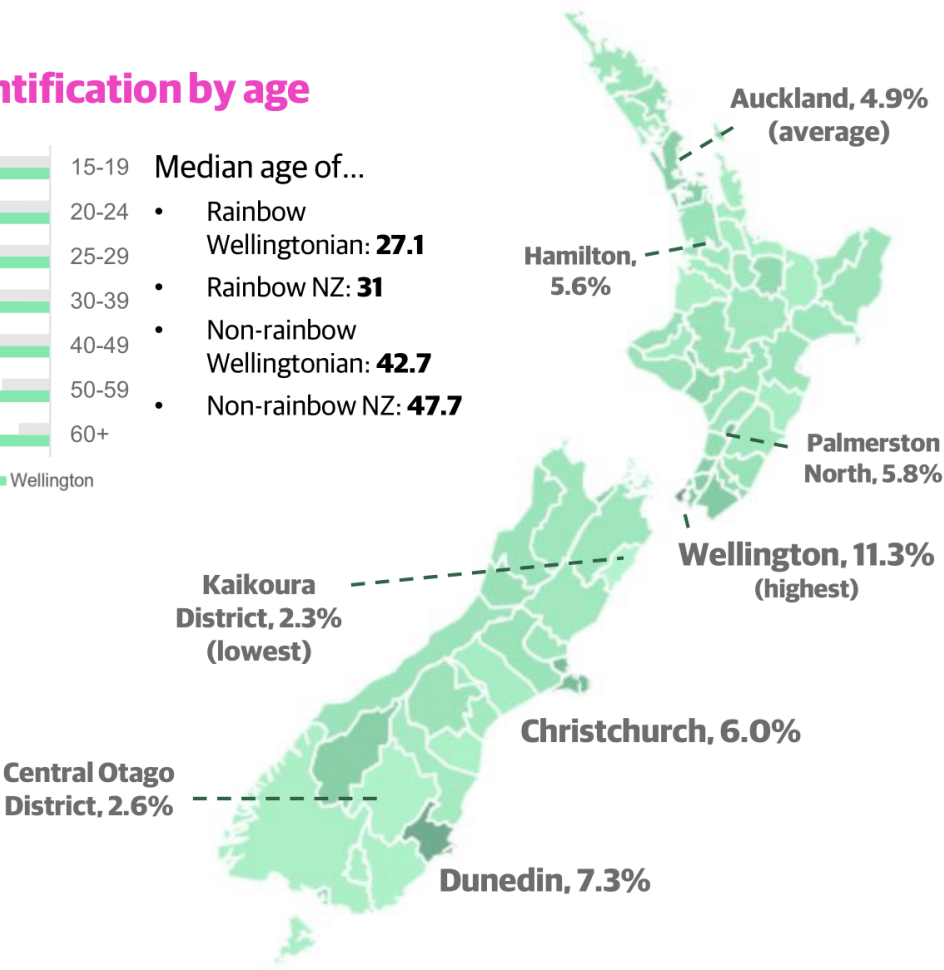
- Rainbow Wellingtonian: **27.1**
- Rainbow NZ: **31**
- Non-rainbow Wellingtonian: **42.7**
- Non-rainbow NZ: **47.7**

Rainbow subgroups (% of Wellington city overall)

'Rainbow' refers to anybody who has been identified as one or more of the following* ...
N.B. counts are not exact due to StatsNZ confidentiality rules. See notes at bottom right of slide.



Sources: [Census 2023 - Ethnicity and age by LGBTIQ+ indicator](#); [Sexual identity, cisgender and transgender status](#) (Statistics New Zealand)



Note: All percentages reported are of those who had an identifiable LGBTIQ+ status. LGBTIQ+ population includes anybody who was identified in Census 2023 to be one or more of: transgender, 'another gender', minority sexuality, intersex. (Intersex data was not available at the TA level). Sexual identity percentages include "prefer not to say" in the base, as this is a valid Census response. Respondents may belong to multiple rainbow groups (e.g. there is a heavy crossover between 'another gender' and 'transgender'), see StatsNZ for category specifications. All numbers should be taken as indicative rather than exact, as A) not all eligible people responded to the rainbow-related Census questions, and B) StatsNZ confidentiality rules obscure exact numbers.

Wellington city - Rainbow overview

Sources: [Census 2023 - Ethnicity and age by LGBTIQ+ indicator](#); [Disability indicator by LGBTIQ+ indicator](#) (Statistics New Zealand)

1 in 5 young people in Wellington are rainbow

21.9%

of Wellingtonians aged 15-29
identify as rainbow

vs 10.2% (NZ)

of people aged 15-29 in the general
population identify as rainbow

1 in 4 young Europeans and Māori are rainbow

25.2%

of Europeans aged 15-29 in
Wellington city are LGBTIQ+

24.0%

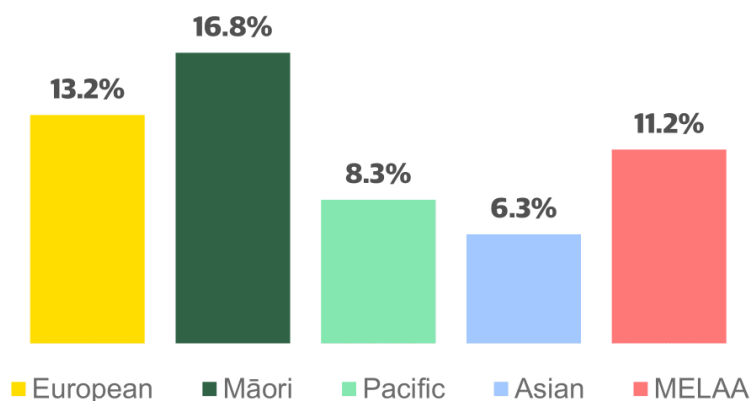
of Māori aged 15-29 in
Wellington city are LGBTIQ+

vs 12.0%

of Asians aged 15-29 in
Wellington city are LGBTIQ+

(The three largest ethnic groups in Wellington have been presented to illustrate that differences exist between ethnic groups)

Rainbow identification by ethnicity group, Wellington city



Note: Factors such as the different age distributions of different ethnic groups contribute to the differences (e.g., Māori are younger than the general population, and younger people have higher rainbow identification). Any correlation between ethnicity and LGBTIQ+ status should not be interpreted as an intrinsic characteristic of either group. People may identify with more than one ethnic group. All figures rounded to the nearest decimal place.

The central ward has the highest rainbow identification

19.0%

of Wellingtonians who are usual census
residents in the Pukehinau/Lambton
General Ward identify as rainbow

vs 9.2%

of Wellingtonians who are usual census
residents across the other four
Wellington wards identify as rainbow

Rainbow people are more likely to be disabled

12.6% of LGBTIQ+ Wellingtonians have at least one activity limitation, as compared to 5.4% of non-LGBTIQ+ Wellingtonians.

The higher rate of disability is especially pronounced for young people: **15.4%** of LGBTIQ+ Wellingtonians aged 15-29 have at least one activity limitation, as compared to 4.9% of non-LGBTIQ+ Wellingtonians aged 15-29.

Appendix 2: Socioeconomic outcomes and experiences with Council services

The following are some of the key findings from the 2023 Census, 2025 Residents' Monitoring Survey and the 2024 Quality of Life surveys for rainbow respondents. Note that comparisons were made within the age range for young people where possible as the rainbow population skews younger, and age may influence responses.

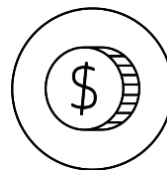
Census

In the 2023 Census, rainbow 15 to 29 year olds in Wellington were:



15.4%
Disabled

Compared to **4.9%** non-rainbow. Rainbow respondents were 3 x more likely to report being disabled (having at least one activity limitation).



6.7%
Unemployed

Compared to **5.2%** non-rainbow. Rainbow respondents were more likely to report being unemployed.



38.2%
Housed in damp conditions

Compared to **25.2%** non-rainbow. Rainbow respondents were more likely to report that their dwelling is sometimes or always damp. Though this may be related to low home-ownership rates among young people.



3.2%
Homeowners

Compared to **4.9%** non-rainbow. Rainbow respondents were less likely to own their own home. Transgender and non-binary respondents were much less likely, with 1.5% reporting to own or partly own a home.

Transgender/non-binary respondents generally reported having worse outcomes compared to the general rainbow 15 to 29 year old group.

Residents' Monitoring Survey

In the 2025 Residents' Monitoring Survey, rainbow 18 to 29 year olds in Wellington reported:



83% Good quality of life

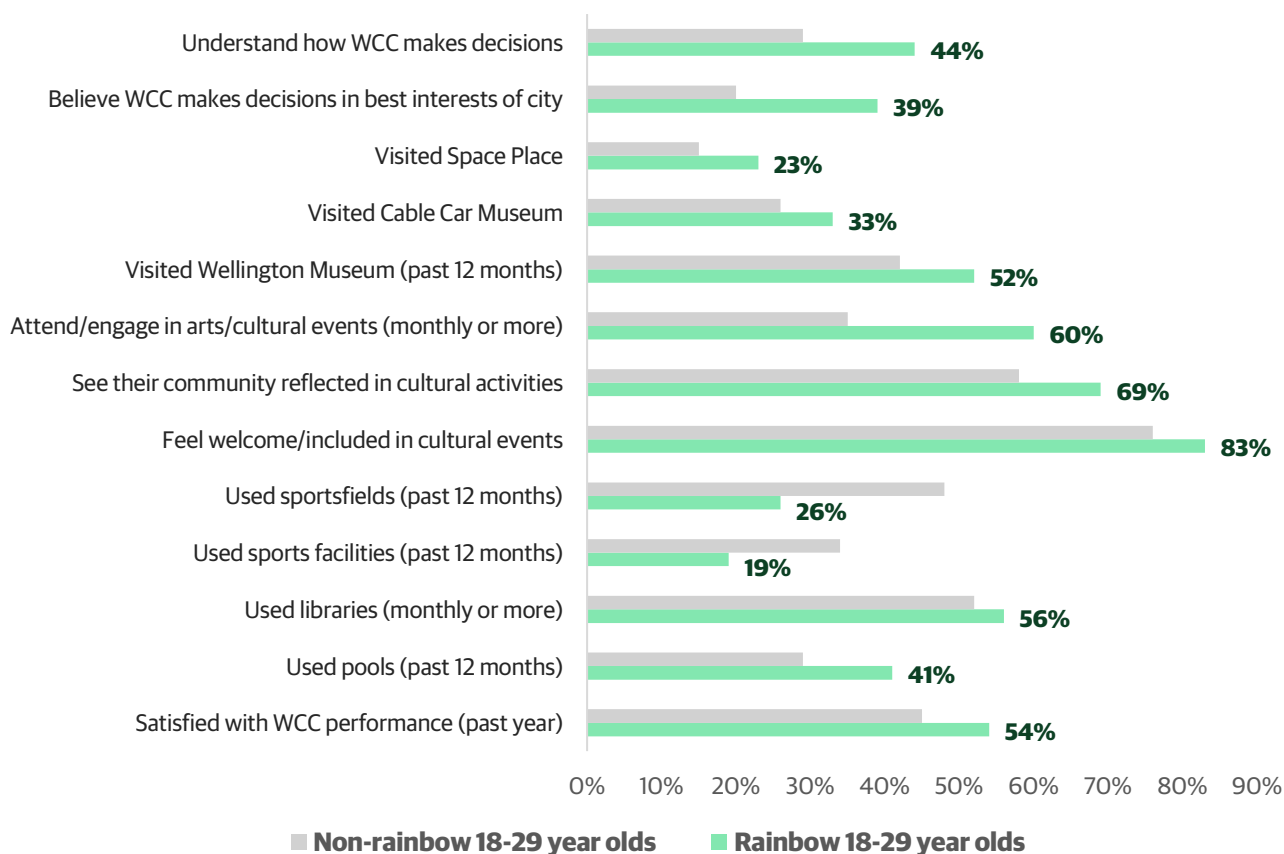
Compared to **91%** non-rainbow. Rainbow respondents were somewhat less likely to report an overall good quality of life.



67% Felt safe at night in CBD

Compared to **60%** non-rainbow. Rainbow respondents were somewhat more likely to report feeling unsafe in the central city after dark.

Engagement and satisfaction with the Council's services and facilities



Quality of Life Survey

In the 2024 Quality of Life Survey, rainbow respondents in Wellington reported:



**51% Good
mental health
and wellbeing**

Compared to **68%** all respondents. Rainbow respondents were less likely to rate their own mental health and wellbeing as good.



**50%
Experienced
discrimination**

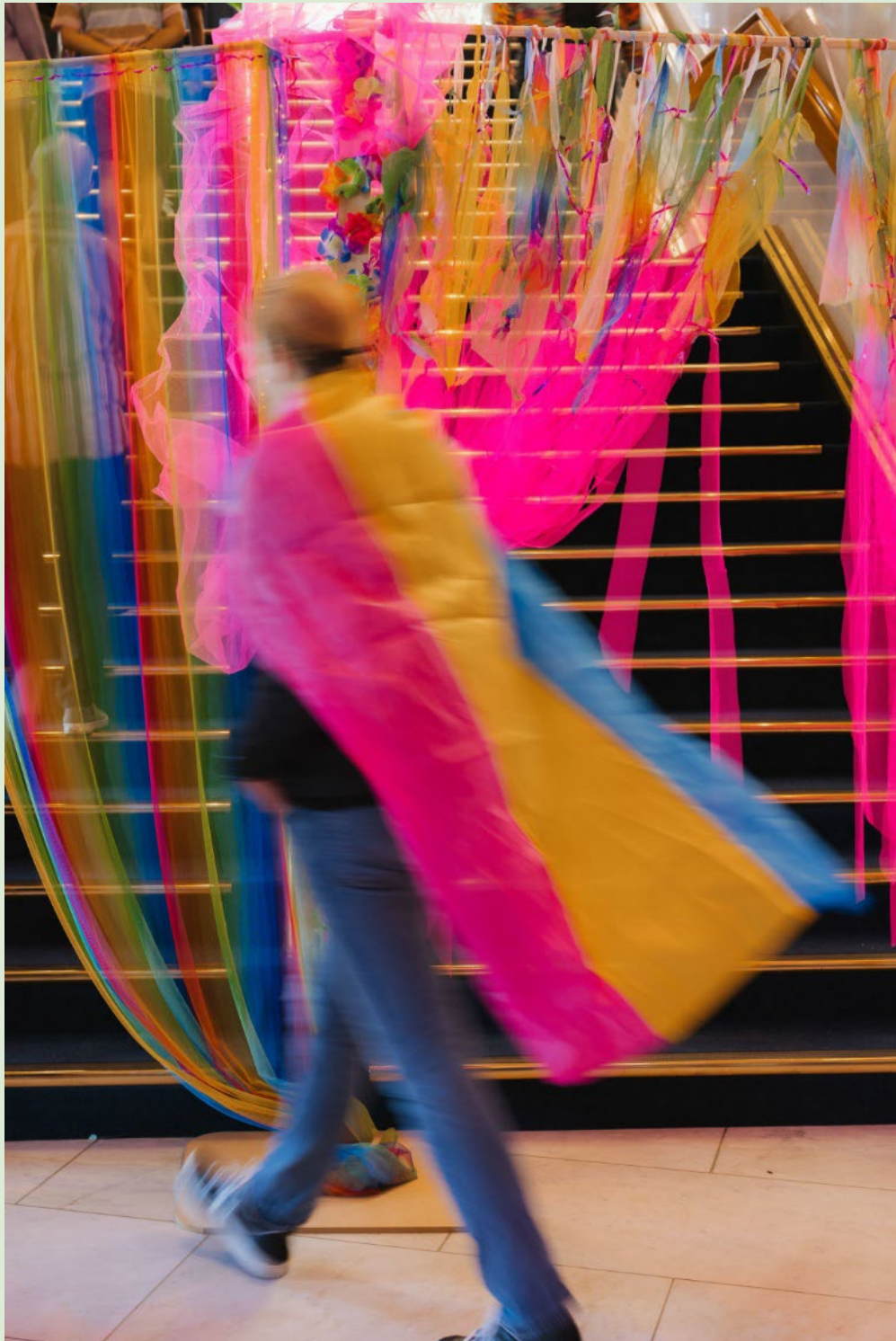
Compared to **26%** all respondents. Rainbow respondents were more likely to report experiencing at least one form of discrimination (of gender, age, ethnicity, physical or mental condition, sexual orientation, or religious beliefs) in their local area in the last 3 months.



**30% Felt
lonely**

Compared to 15% all respondents. Rainbow respondents were more likely to report feeling lonely most of the time or always in the past 12 months.

These differences are less apparent when comparing all rainbow respondents to all under 25 year old respondents, however for this survey it was not possible to compare rainbow and non-rainbow with the under 25 age group.



A person draped in a pride flag. Photo credit: Wellington City Council

