

Neighbours Every Day (NED) Campaign

Key Messages Menu

- **Neighbours Every Day [NED]**
 - Topline Messages p2
 - Summary Key Messages p2
- **Neighbour Day 2025 (day of action)**
 - Topline Messages p3
 - Summary Key Messages p3
- **NED Long form Key Messages**
 - What is Neighbours Every Day? p4
 - Why Neighbours Every Day? p4
 - What is Neighbour Day? p4
 - Create Share Grow Belonging (theme) p4
 - Why Grow Belonging? p5
 - How to Grow Belonging? p5
 - Why get involved? p5
 - How to get involved p6
 - Every Day
 - On Neighbour Day
 - On Social Media
- **Enews draft copy**
 - For every day use – short & longer versions p7
 - For Neighbour Day 2025 - short & longer versions p7

NED Topline Messages

1. Create, Share, Grow Belonging every day.
2. Strong communities start with you.
3. Respectful relationships build stronger, healthier communities.

NED Summary Key Messages

1. NED promotes social connection as a cornerstone of mental health and wellbeing.
2. Building respectful relationships fosters a sense of belonging in communities.
3. Regular social interactions contribute to reduced loneliness and improved life satisfaction.
4. NED provides practical tools to create, nurture and grow meaningful connections in everyday life.
5. Diverse, inclusive communities that embrace belonging are more resilient and supportive.

Neighbour Day 2025 (Annual Day of Action)

Topline messages

1. Celebrate community on Neighbour Day, 30 March 2025.
2. Every connection counts – reach out on Neighbour Day.
3. Create, share, and grow belonging this Neighbour Day.

Neighbour Day 2025 (Annual Day of Action)

Summary Key Messages

1. Neighbour Day is Australia's annual celebration of community on the last Sunday in March (30 March 2025.)
2. It's a call-to-action for everyone to connect with their community in their own way.
3. It provides a focus day for celebrating the importance of social connection.
4. It's an opportunity to strengthen respectful relationships within your community.
5. Neighbour Day encourages creating inclusive spaces where everyone feels they belong.
6. It's as easy as 1,2,3!
 1. Visit neighbourseveryday.org
 2. Access helpful information, free resources and more to help you plan your event or activity!
 3. Create, Share and Grow belonging!

NED Long form Key Messages

What is Neighbours Every Day?

- Relationships Australia's social connection campaign promoting respectful relationships and community resilience.
- Operating for over 20 years, this is a strengths-based campaign empowering Australians to build supportive community connections.
- Research shows community connections increase belonging, improve well-being, reduce loneliness, and boost resilience.

Why Neighbours Every Day?

- Loneliness is a complex social problem stemming from relationship dissatisfaction and systemic exclusion.
- Building social connections is crucial for mental well-being and community resilience.
- Relationships Australia's clinical experience, pioneering research, and innovative programs like Neighbours Every Day position us as leaders in addressing loneliness.
- Neighbours Every Day is a strengths-based campaign that empowers communities.
- Recognises the need to nurture and grow social connections for lasting, fulfilling and respectful relationships.
- Annual day of action is "Neighbour Day" on the last Sunday in March (30 March 2025).

What is Neighbour Day?

- Annual call-to-action for Neighbours Every Day, celebrating community connections.
- Opportunity for people to connect and celebrate in their own way.
- Founded in 2003, adopted by Relationships Australia in 2014 to expand its reach and impact.

Create, Share, Grow Belonging

- 2024/2025 theme: "**Create, Share, Grow Belonging**" - encouraging daily actions to foster social connections.
- Create belonging for ourselves and others; share through inclusion and connection; grow through empathy and compassion.
- Emphasises that belonging is inclusive, requires practice, and sometimes professional support.
- Provides practical tools for creating and growing belonging year-round.

Why Grow Belonging?

- Enhances group identity, purpose, and validation.
- Improves mental health and well-being, reducing loneliness.
- Promotes personal growth through self-reflection and stepping out of comfort zones.
- Fosters inclusive, diverse communities with unique perspectives.
- Enhances creativity, innovation, and problem-solving.
- Improves decision-making and conflict resolution.
- Builds stronger, more resilient communities with diverse skills.
- Inspires societal change through positive examples.

How to Grow Belonging

- Inspire others through positive actions, creating a ripple effect in communities.
- Practice self-kindness and extend it to others, embracing growth through making an effort to connect and learning from mistakes.
- Actively invite others to join your group or community.
- Cultivate empathy and compassion to deepen connections.
- Celebrate diversity and learn from different perspectives.

Why Get Involved?

- Improves individual and community well-being.
- Enhances community resilience in emergencies.
- Develops diverse, satisfying relationships.
- Promotes mental health and relationship satisfaction for all involved.

How to Get Involved?

Every Day

- Engage in simple acts of connection and friendship.
- Organisations can promote resources and create inclusive spaces.

On Neighbour Day

- Celebrate neighbours on Sunday 30 March 2025.
- Express gratitude and mark the importance of social connections.

On Social Media

- Share
 - Neighbours Every Day content and personal belonging stories
 - why you think belonging is important AND your tips for how to 'grow belonging'
- Check out our free social media resources & draft copy [here](#).
- Use hashtags
 - NED year-round use #NeighboursEveryDay #GrowBelonging
 - Neighbour Day 2025 #NeighbourDay2025 #ND2025 #GrowBelonging

E-news draft copy

Every day - Short

Neighbours Every Day empowers Australians to create, share, and grow belonging in their communities. This Relationships Australia initiative promotes daily actions that foster social connections and build resilience. By engaging in simple acts of kindness and inclusion, we can all contribute to stronger, more supportive neighbourhoods. Join us in creating lasting, respectful relationships that enrich our lives every day. Visit neighbourseveryday.org to find out more.

Every day - Longer

Neighbours Every Day, Relationships Australia's social connection campaign, invites you to create, share, and grow belonging in your community. For over 20 years, we've been inspiring Australians to build stronger, more resilient neighbourhoods through daily acts of connection and support. Our research shows that when people feel they belong, their well-being improves and loneliness decreases.

This year, we challenge you to go beyond creating and sharing belonging – let's grow it together. By practicing empathy, embracing diversity, and fostering inclusive spaces, we can build lasting, respectful relationships that enrich all our lives. Join us in transforming our communities, one connection at a time, every day of the year. Visit neighbourseveryday.org to find out more.

Neighbour Day 2025 - Short

Join Relationships Australia for Neighbour Day on Sunday, 30 March 2025! This annual celebration of community connection is your chance to create, share, and grow belonging. Whether it's a cuppa, a picnic, or a friendly chat, take action to strengthen your neighbourhood bonds. Together, we'll build more resilient, supportive communities across Australia. Visit the [NED website](https://neighbourseveryday.org) to find out more.

Neighbour Day 2025 - Longer

Mark your calendars for Neighbour Day, Sunday, 30 March 2025! This special day is Relationships Australia's annual call-to-action, inviting everyone to celebrate and strengthen community connections.

Neighbour Day is your opportunity to create, share, and grow belonging in your own unique way. Host a BBQ, organise a street party, or simply reach out to someone new. Every action, big or small, contributes to building more resilient and supportive neighbourhoods.

This year, let's challenge ourselves to extend our concept of 'neighbour' beyond just those next door. Embrace the diverse connections that enrich our lives and communities. Join us in fostering lasting, respectful relationships that make a difference every day of the year – and grow belonging this Neighbour Day! Visit the [NED website](https://neighbourseveryday.org) to find out more.