

Neighbours Every Day

Key Messages & Communications Guide

Campaign Theme: *Belonging Every Day*

Lead Organisation: Relationships Australia

Website: neighbourseveryday.org

Core Campaign Messages

Topline Messages

Use these for headlines, social media, and key talking points

- 1. Belonging Every Day — it starts with you.**
- 2. Every small act of connection helps build a more inclusive, resilient Australia.**
- 3. Respectful relationships are the foundation of belonging.**
- 4. Let's make belonging more than a moment — let's live it every day.**
- 5. We all need each other to belong.**

Summary Key Messages

Use these for detailed descriptions and background information

1. Neighbours Every Day is Relationships Australia's national campaign promoting respectful relationships and social connection.
2. The theme *Belonging Every Day* encourages Australians to make belonging part of daily life.
3. Belonging is more than a feeling — it's something we all help create, share and grow through everyday words, actions and choices.
4. Small moments of inclusion, kindness and connection reduce loneliness, improve wellbeing, and build stronger communities.
5. Everyone has a role to play in making belonging a daily practice.
6. NED shares tools, stories, and inspiration to foster connection and belonging.

Neighbour Day 2026 | National Day of Action | Sunday, 29 March 2026

Event Messages

Use these for event promotion and invitations

Topline:

- **Celebrate belonging on Neighbour Day — Sunday, 29 March 2026.**
- **Every connection counts — reach out, include, invite.**
- **Let's create, share and grow belonging every day.**

Summary:

1. Neighbour Day is Australia's annual celebration of community connection on the last Sunday in March.
2. It invites everyone to connect in their own way and celebrate the power of community.
3. It's a call to action to create, share and grow belonging, strengthening respectful relationships, and growing social connection.
4. This year's theme, *Belonging Every Day*, encourages action beyond the day itself.
5. Neighbour Day provides inspiration and resources to make connection easier — and lasting.

How to Get Involved

1. **Visit** neighbourseveryday.org
2. **Access** free resources to support your event
3. **Create, share and grow** belonging — every day!

Campaign Background & Context

What is Neighbours Every Day?

Neighbours Every Day is Relationships Australia's year-round campaign promoting respectful relationships, social connection and community belonging.

For over 20 years, the campaign has inspired Australians to take small, everyday actions that help people feel included, supported and valued.

Neighbours Every Day recognises that strong, connected communities don't just happen — they are created through care, attention and inclusion.

What is Neighbour Day?

Neighbour Day is the campaign's annual National Day of Action, held on the last Sunday in March. It encourages people to take simple, positive steps to connect with others.

Founded in 2003 and adopted by Relationships Australia in 2014, Neighbour Day has grown into a widely recognised, grassroots celebration of connection and community.

It's a chance to start new connections or strengthen existing ones — a smile, a conversation, a shared moment — no matter how big or small all actions can make a difference.

Why 'Belonging Every Day'?

Belonging Every Day is about making inclusion and connection a consistent part of life.

Belonging isn't just for one day or one event — it's something we can all contribute to and experience through daily actions and shared values.

When we create, share and grow belonging in our communities, everyone benefits.

The Impact & Importance

Why It Matters

- Loneliness and isolation affect people of all ages and backgrounds
- Belonging is a protective factor for mental health and wellbeing
- People who feel they belong are more likely to engage, contribute and thrive
- Communities where people feel safe, seen and valued are more resilient in the face of change or crisis
- Everyday belonging builds a kinder, fairer, more connected society

Benefits of Getting Involved

- Improved mental health and wellbeing
- Reduced loneliness and social isolation
- Greater local resilience and safety
- Stronger relationships within communities, families and workplaces
- A culture of care, inclusion and respect

How to Live 'Belonging Every Day'

Belonging isn't about grand gestures — it's built in the small, human moments that happen every day.

Simple Ways to Create Belonging

Action	Examples
Notice and reach out	A smile, a wave, a message, or an offer to help can make someone's day
Be inclusive	Involve others in conversations, spaces, decisions and celebrations
Welcome difference	See diversity as a source of strength and creativity
Make space	Create room for people's stories, needs and contributions
Speak up	Stand for inclusion and respect in your neighbourhood, workplace or community
Be consistent	Belonging is built over time, through repeated acts of care and connection

Ready-to-Use Content for Newsletters & Communications

NED Campaign Content

Short Version (50 words): Neighbours Every Day supports people across Australia to 'live' belonging every day. This Relationships Australia campaign encourages simple, inclusive actions that strengthen social connection, wellbeing and community resilience. The *Belonging Every Day* theme reminds us that small moments of kindness and inclusion — every day — make a big difference. We all need each other to belong. Visit neighbourseveryday.org to find out more.

Extended Version (100+ words): Neighbours Every Day is Relationships Australia's long-running campaign promoting respectful relationships and stronger, more connected communities. It encourages everyday actions that help people feel seen, supported and valued.

Belonging Every Day is our current campaign theme — a call to embed belonging into the way we live, not just what we do. It's about noticing who's missing, reaching out, inviting others in, and creating spaces where everyone feels they matter.

By making inclusion and connection part of daily life, people across Australia can help reduce loneliness, improve wellbeing and create a more resilient, compassionate society. Let's build communities where everyone feels they belong — every day. Visit neighbourseveryday.org to learn more and get involved.

Neighbour Day 2026 Content

Short Version (50 words): Join Relationships Australia for Neighbour Day on Sunday, 29 March 2026! This annual celebration of community connection is an opportunity to take action — whether it's sharing a cuppa, hosting a picnic, or having a chat with someone new. Together, we can grow stronger, more connected neighbourhoods and bring belonging into everyday life. Visit neighbourseveryday.org to find out more.

Extended Version (100+ words): Mark your calendar for Neighbour Day — Sunday, 29 March 2026! Neighbour Day is Relationships Australia's annual day of action, inviting people across Australia to connect with others and celebrate community.

It's a chance to take meaningful action in your own way: host a barbecue, organise a gathering, check in on someone nearby, or make a new connection. Big or small, every action can help foster belonging.

This year, we invite you to think beyond the people next door. How can you create, share and grow belonging in your communities — whether in person or online — to ensure that everyone feels a sense of connection?

Belonging Every Day starts with all of us.

Join us in creating safe, inclusive, respectful communities — on Neighbour Day and every day. Visit neighbourseveryday.org for ideas, resources and inspiration.

This guide provides comprehensive messaging for Australia's national campaign promoting everyday belonging and community connection.