

Neighbours Every Day

Key Messages & Communications Guide



Campaign theme: Belonging Every Day

Relaunch: early October 2026 – six months out from Neighbour Day, Sunday 28 March 2027

Lead organisation: Relationships Australia

Website: neighbourseveryday.org

This guide is for anyone speaking or writing on behalf of Neighbours Every Day. Use it to keep our messaging consistent, no matter who is telling the story.

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Core Campaign Messages

Topline messages

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

1. Belonging Every Day – it starts with you: say hello, make the call, listen well, show up.
2. Belonging Every Day – it starts with us: make room, widen the circle, leave no one out.
3. Every small act of connection helps build a more inclusive, resilient Australia.
4. Respectful relationships are the foundation of belonging.
5. We all need each other to belong.

Summary key messages

Use these for longer descriptions, briefings and background information.

- Neighbours Every Day is Relationships Australia's national campaign promoting respectful relationships and social connection.
- The theme Belonging Every Day encourages people living across Australia to make belonging part of daily life, through small individual actions and a collective effort to make room for everyone.
- Individually, that means saying hello, making the call, listening well, and showing up – it starts with you. Collectively, it means making room, widening the circle, and leaving no one out – it starts with us.
- Around one in four people in Australia report feeling lonely. Small moments of inclusion, kindness and connection help reduce loneliness, improve wellbeing, and build stronger, more cohesive communities.
- Belonging is more than a feeling – it's something we all help create, share and grow through everyday words, actions and choices.
- NED shares tools, stories, and inspiration to foster connection and belonging.

Neighbour Day 2027

National Day of Action | Sunday, 28 March 2027

Topline

- Celebrate belonging on Neighbour Day – Sunday, 28 March 2027.
- Every connection counts – reach out, include, invite.
- Let's make room and grow belonging every day.

Summary

- Neighbour Day is Australia's annual celebration of community connection, held on the last Sunday in March.
- It invites everyone to connect in their own way and celebrate the power of community.
- It's a call to action: say hello, make the call, listen well, show up – and make room, widen the circle, leave no one out.
- This year's theme, Belonging Every Day, encourages action beyond the day itself, building toward Neighbour Day 2027 over a six-month campaign.
- 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. Say hello, make the call, listen well, show up – every day.

Neighbours Every Day
Belonging Every Day
It starts with you. It starts with us.
Sunday 28 March 2027



What is Neighbour Day? Neighbour Day is Australia's annual celebration of community connection on the last Sunday in March. It's a chance for everyone to connect with their community in their own way.

Research shows community connections increase belonging, improve wellbeing and build stronger, more resilient communities.

The theme for 2026-27 is Belonging Every Day – it starts with you and it starts with us. Small actions, taken alone and together, build lasting belonging.

Every connection counts. Whether it's a smile, a conversation or a shared moment, these everyday actions help create communities where everyone feels they matter.



Ideas to Build Belonging Every Day

- Host a BBQ with neighbours
- Plan a 'bring a plate' street party
- Grab a coffee and go for a walk and talk
- Or simply say hello to a new or old neighbour

It's as easy as 1, 2, 3!

1. Visit neighbourseveryday.org
2. Access free resources to plan your event
3. Say hello, make the call, show up – Belonging Every Day!

neighbourseveryday.org  [/NeighboursEveryDay](https://www.facebook.com/NeighboursEveryDay)  [/NeighboursEveryDay](https://www.instagram.com/NeighboursEveryDay)  

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 NeighboursEveryDay.org  [/NeighboursEveryDay](https://www.facebook.com/NeighboursEveryDay)  [/NeighboursEveryDay](https://www.instagram.com/NeighboursEveryDay)  

Campaign Background and 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 Australia to take small, everyday actions that help people feel included, supported and valued.

Belonging is not automatic. It is built through small, repeated acts between people, and through the structures and spaces that make those acts possible. Neighbours Every Day works at both levels at once.

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, at two levels.

Individually, that looks like saying hello, making the call, listening well, and showing up.

Collectively, it looks like making room, widening the circle, and leaving no one out – councils, workplaces, communities and organisations building belonging into how they already operate.

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

Why It Matters

- Around one in four people in Australia report feeling lonely, at real cost to health and wellbeing.
- 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 cohesive 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.

Say hello

A smile, a wave,
a simple hello
– that's where
belonging begins.

Relationships.
AUSTRALIA

**Neighbours
Every
Day**

Leave no one out

Stand for inclusion
and respect –
in your street,
your workplace,
your community.

Relationships.
AUSTRALIA

**Neighbours
Every
Day**

Belonging Every Day

It starts with you.
It starts with us.



Relationships.
AUSTRALIA

**Neighbours
Every
Day**

How to Live 'Belonging Every Day'

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

Individual actions – it starts with you

Say hello, make the call, listen well, show up

Say hello	A smile, a wave, or a simple hello can be the start of belonging.
Make the call	Reach out with a message, a call, or an invitation.
Listen well	Take a genuine interest, ask questions, and stay curious.
Show up	Be there consistently, not just once.

Collective actions — it starts with us

Make room, widen the circle, leave no one out

Make room	Create space for people's stories, needs and contributions.
Widen the circle	Involve others in conversations, spaces, decisions and celebrations; see diversity as a source of strength.
Leave no one out	Stand for inclusion and respect in your neighbourhood, workplace or community.



Ready-to-Use Copy

Copy and paste for newsletters, e-DMs and website updates – no editing needed.

Neighbours Every Day

Short version (50 words)

Neighbours Every Day supports people across Australia to 'live' belonging every day. This Relationships Australia campaign encourages simple, inclusive actions, individually and together, that strengthen social connection and cohesion, wellbeing and community resilience. Say hello, make the call, listen well, show up. Make room, widen the circle, leave no one out. Visit neighbourseveryday.org.

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, individually and collectively, 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 starts with you: say hello, make the call, listen well, show up. And it starts with us: make room, widen the circle, leave no one out. Around one in four people in Australia report feeling lonely. By making inclusion and connection part of daily life, we can help reduce loneliness, improve wellbeing and create a more resilient, more cohesive and compassionate society. Visit neighbourseveryday.org to learn more and get involved.

Neighbour Day 2027

Short version (50 words)

Join Relationships Australia for Neighbour Day on Sunday, 28 March 2027! This annual celebration of community connection is a chance to say hello, make the call, or simply show up for someone nearby. Together, we can widen the circle and bring belonging into everyday life. Visit neighbourseveryday.org.

Extended version (100+ words)

Mark your calendar for Neighbour Day – Sunday, 28 March 2027! 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, and in the months leading up to Neighbour Day, we invite you to think beyond the people next door. Say hello, make the call, listen well, show up – and help make room, widen the circle, and leave no one out. 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.

Social Media

Everything you need to post about Belonging Every Day and Neighbour Day 2027.

Assets

3 sets of ready-to-use social media graphics are available for download – see Additional Resources, [page 10](#).

Platforms & handles

- Facebook: tag @neighbourseveryday and share neighbourseveryday.org.
- Instagram: tag @neighbourseveryday in your caption.
- More stories and conversations: Verandah by NED e-news and Conversations on the Verandah with NED, both at neighbourseveryday.org/resources.

Quick tips

- Promote neighbourly actions, events or stories.
- Use the hashtags below, plus your own local ones.
- Repost NED content and add your own voice.

Hashtags

#NeighboursEveryDay #BelongingEveryDay #NeighbourDay2027 #ND2027

Sample posts

Copy, paste, and add your own photo or story.

Belonging starts small – say hello, make the call, listen well, show up. Every action helps build a kinder community. #BelongingEveryDay #NeighboursEveryDay

Belonging also grows through what we do together – make room, widen the circle, leave no one out. #BelongingEveryDay #NeighboursEveryDay

Mark your calendar! Neighbour Day is Sunday 28 March 2027 – a day to celebrate connection. #NeighbourDay2027 #NeighboursEveryDay

Who could use a friendly check-in today? Send a message, start a chat, or share a cuppa. #BelongingEveryDay #NeighboursEveryDay #ND2027

Small gestures, big impact. Share produce, offer a lift, drop off a meal. #NeighboursEveryDay #BelongingEveryDay

Widening the circle means noticing who's missing from the table – and pulling up another chair. #BelongingEveryDay #NeighboursEveryDay #ND2027

You don't need a special occasion to make room for someone. A knock on the door, an extra plate at dinner — that's Belonging Every Day. #BelongingEveryDay #NeighboursEveryDay

Style Guardrails

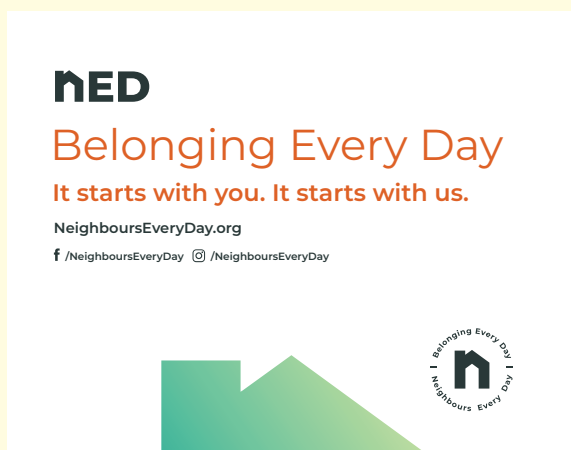
A few quick checks to keep every piece of NED content sounding consistent.

Do

- Use 'people across Australia' or 'people living across Australia' rather than 'Australians', to keep language inclusive.
- Keep the two-part structure – individual action, then collective action – wherever there's room for it.
- Use the campaign's own verbs: say hello, make the call, listen well, show up, make room, widen the circle, leave no one out.
- Write in plain, warm language. Belonging is a human idea – the copy should sound human too.
- Link back to neighbourseveryday.org wherever you can.

Avoid

- Corporate or clinical language ('stakeholders', 'leverage', 'deliverables') in public-facing copy.
- Overstating the campaign as a solution to loneliness – position it as protective and a strengths-based part of the answer, not the whole answer.
- Changing the campaign verbs or reordering the actions – consistency here is what makes the campaign recognisable.
- Using 'Neighbour Day' and 'Neighbours Every Day' interchangeably – Neighbour Day is the one day, our annual day of action; Neighbours Every Day is the year-round social connection campaign.



Additional Resources and Contact



Downloadable assets

Links to be added – check with the NED team for the latest versions.

Resource	What it's for	Link
Social media asset pack (3 sets)	Ready-to-post tiles and graphics for Facebook and Instagram	Download
Media release template	Editable template for local government and community organisation media announcements	Download
Campaign logo & brand assets	Approved NED and Neighbour Day logos, colours and fonts	Download

More from NED

- Full toolkit and free downloadable assets: neighbourseveryday.org.
- [Talking Points](#) for interviews (1 page).
- Verandah by NED e-news and Conversations on the Verandah with NED: neighbourseveryday.org/resources.
- Questions about using these messages, or want something tailored for your organisation? Contact the Neighbours Every Day team through neighbourseveryday.org.

This guide provides messaging for Australia's national campaign promoting everyday belonging and community connection, refreshed for the relaunch in October 2026 and the six-month countdown to Neighbour Day 2027.