



INCLUSIVE AUSTRALIA

DIFFERENCE IS HUMAN

OUR ROLE IN BUILDING AN INCLUSIVE AUSTRALIA



Inclusive Australia comes at a critical moment in time

We know that widespread fear and misunderstanding of others, based on the way they look, what they believe or how they live their lives, leads to discrimination and the exclusion of members of our society.

This not only poses a threat to the values of respect and fairness that Australians hold dear, but also to the prosperity of our country.

We have a way to reduce social exclusion

Three years ago, a group of people from seven different organisations, all with a passion for promoting diversity, decided it was time to change the divisive rhetoric being spread across the country and actively guide us to a more positive future.

From this collaboration and a close look at the state of social inclusion in Australia came the idea to build a social movement backed by the science of behaviour change. Led by the corporate, community and not-for-profit sectors, the movement is designed to improve societal attitudes and behaviours between people from different backgrounds, perspectives and circumstances.

In doing so, we are creating a more inclusive Australia where every person feels they belong and are valued, and difference is respected and celebrated.

Now, we are asking for your help to make this change happen

We've done the groundwork with representatives from more than 80 organisations to determine our purpose, shared values and strategy, build collective commitment, and prepare an evocative public campaign.

This is an opportunity for you to be a **leader** in the drive for social inclusion in Australia. It is also a chance to **grow, learn** and **collaborate** with a wide network of organisations and individuals in all sectors across the country.

This brochure gives details about the plan going forward and how you can be part of this **important movement**. In 2019, Inclusive Australia will be officially launched!



PURPOSE

The purpose of Inclusive Australia is to improve societal attitudes and behaviours between people from different backgrounds, perspectives and circumstances.

In doing so we will create a more inclusive and unified Australia where:

- Every person feels they belong and are valued; and
- Difference is respected and celebrated.

We will also increase the cooperation and capacity of businesses, institutions and community organisations to contribute to real and sustainable change.

This will reduce the social and economic cost of exclusion and allow our nation to thrive.

How will we achieve this?

Backed by the science of behaviour change, Inclusive Australia works on the simple philosophy that increasing awareness and building connection between people from different walks of life will help break down barriers and prejudices.

We are building a social movement for change, which will shift ingrained negative behaviours and attitudes between people from different backgrounds, perspectives and circumstances, and reduce the impacts of discrimination.

Inclusive Australia will do this in three main ways:

1. **Influence the national narrative** on social inclusion, enabling people individually and collectively to address discrimination and form connections with others.
2. **Build an Alliance** to accelerate and amplify the efforts of organisations and individuals that are committed to promoting inclusion within their circles of influence.
3. **Create a community of practice in inclusion**, to leverage existing expertise and networks, drive convergence and collective action, and offer shared learning and measurement.

What is the problem?

Although Australia is known for being open and diverse, discrimination and exclusion costs our country dearly, and undermines our national values of fairness and respect. Racism alone costs Australia more than \$45 billion a year*.

* Reference: Elias A., (2016), Counting the billion dollar cost of racism in Australia, Alfred Deakin Institute for Citizenship and Globalisation, Retrieved from <http://www.deakin.edu.au/about-deakin/media-releases/articles/counting-the-billion-dollar-cost-of-racism-in-australia>

The first Inclusive Australia Social Inclusion Index, developed by Monash University's BehaviourWorks, revealed:



One in five people have recently experienced major discrimination based on their age, gender, sexuality, religion, ability or country of origin



One in four people are highly prejudiced against religious minorities



One in five people are highly prejudiced against racial minorities



One in six people are highly prejudiced against Aboriginal and Torres Strait Islander people



One in six people are highly prejudiced against LGBTI people



Many Australians have little to no contact with minority groups

Promoting social inclusion means more people will be able to contribute to the social and economic life of the nation, resulting in higher employment and standards of living and more connected and vibrant communities.



WITH YOUR HELP, we can raise our national score every year on the road to becoming a more inclusive and unified country.



Inclusive Australia has been in development for three years and has involved widespread consultation and research.

Over the last three years, we have determined the nature and extent of the social inclusion problem in Australia; and how we can most effectively contribute to shifting attitudes and behaviour, including via engagement of industry in developing a cross-sector solution. Work has also gone into forming the Inclusive Australia organisation, the brand, and what it stands for.

In late 2017, it was incorporated as a not-for-profit Company Limited by Guarantee and is finalising the details of arrangements to secure charitable tax concessions for funders.

Inclusive Australia will be formally launched in early 2019 and progress will be driven by a Board and key advisors comprising representatives from the not-for-profit, government and corporate sectors who share the vision for a more inclusive Australia.

How did Inclusive Australia begin?

In early 2016, an initial working group made up of The Scanlon Foundation, Australia Post, National Australia Day Council, Monash University's BehaviourWorks, PwC and The Shannon Company came together to crystallise the 'Big Idea'. This was to build a social movement rooted in behaviour-change science and cross-sectoral cooperation to drive social inclusion.

Initial research looked at the lessons from nearly 60 social inclusion programs nationwide and revealed the need for strategies and programs directly focused on reducing prejudice. It found that building awareness and connecting people from different walks of life is the best way help break down barriers and prejudices.

Also highlighted was the need for a body to look at social inclusion and its impacts as a whole and provide the infrastructure required to leverage and scale the collective work of existing organisations and individuals.

What has been achieved?

The idea to start an Inclusive Australia behaviour-change movement is on target to become a reality in 2019 with the support of a range of partnering organisations and individuals.

Who we are: Inclusive Australia is an alliance of passionate organisations and individuals working together to drive social inclusion and influence change.

What we want to achieve: Our vision is a more inclusive Australia, where all people feel they belong and are valued, and difference is respected and celebrated.

Why we exist: Our purpose is to improve societal attitudes and behaviours between people from different backgrounds, perspectives and circumstances.

How we will succeed: We will provoke new perspectives and bring people together from different walks of life to break down barriers and prejudices and increase the cooperation and capacity of organisations to contribute to real and sustainable change.

What guides us: Our core values are to include every individual in the social and economic life of our nation; connect people from all walks of life; share knowledge, experiences and stories; respect each other; celebrate our common humanity and our unique differences; and amplify voices of inclusion.

What the impact will be: Our goal is to achieve long-term behavioural change that will decrease the social and economic cost of exclusion and allow our nation to thrive.

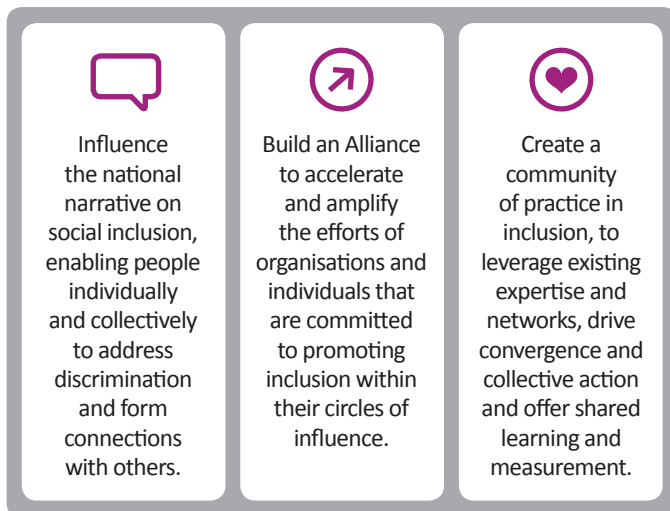
EXECUTION



Inclusive Australia has a clear strategy to effect social change in Australia:



To do this, Inclusive Australia will:



In 2019, Inclusive Australia Alliance members will drive forward a range of activities within their circles of influence to build empathy, understanding and connection, leading up to a public awareness and activation campaign that will kick start the movement. The campaign will reawaken audiences, normalise inclusive behaviour and spark respectful discussion into the issue of social inclusion.

What does Inclusive Australia look and sound like?



The Inclusive Australia logo is inspired by the Southern Cross, and represents the 'circles' in which we all live. Some are bigger, some are smaller and all are organic and free flowing. None of us belongs to just one group, nor do we spend all our time within one circle, but

what unites us is that no matter who we are, we all look up at the same set of stars each night.

With the slogan 'difference is human', we highlight that, underpinned by our common humanity, we all have differences that make each of us unique, and bring richness to our society.

The narrative celebrates difference while drawing on our fundamental similarities such as the desire to be happy, to be healthy, to be loved and to be respected. We are all different, but we all breathe the same air, we all live under the stars, and in an Inclusive Australia, we all belong and have value.

What is the plan for the next 12 months?

Launch of Inclusive Australia – The official launch of Inclusive Australia will spark robust national discussion about the issue of social inclusion, and the actions we can take to make Australia more inclusive – together. We will introduce our founding Alliance members and share our plans for 2019 and beyond.



Cross-sector Alliance – We will continue to build our Alliance of businesses and institutions committed to creating more inclusive work and community environments and fighting discrimination against marginalised groups. An information and engagement portal will be developed for Alliance members, as well as talks, networking opportunities and other events.

Public Campaign – The launch of a public campaign and related activities will reawaken the inclusivity inherent in Australian values, and inspire individuals to be curious rather than fearful about the differences that make each of us unique and human and bring richness to our society.

Resources & education – Alliance members will be encouraged to drive action and share success stories and resources, to build a community of good practice in inclusion. Inclusive Australia will conduct research and analyse existing data to offer cross-sector insights on inclusion-related issues, that will assist in defining solutions and setting nationwide standards and processes.

Influencing – Inclusive Australia will work with media partners, Alliance members and other leaders and influencers to set the national narrative and tell stories of inclusion and exclusion around the country.

Awareness and connection – Inclusive Australia and Alliance members will design and lead a variety of activities that build respect and understanding, and promote positive connection between people of different backgrounds, beliefs and life experiences.

Advocacy – The work of Inclusive Australia and Alliance members will influence the national agenda, legislation and policy through thought leadership and stakeholder engagement.



WITH YOUR HELP,
we can kick start the
movement to create a more
Inclusive Australia.

Inclusive Australia is an alliance of passionate organisations and individuals working together to drive social inclusion and influence change on a large scale.

Over the last three years, more than 80 organisations Australia-wide have been engaged in the development of Inclusive Australia. These organisations and others are now being approached to formally join the alliance.

The Inclusive Australia Board includes Chair Andrea Pearman (Australia Post), Michael Daddo (The Shannon Company), Anthea Hancocks (Scanlon Foundation), Justin Homer (PwC), Liam Smith (Monash University's BehaviourWorks), Dieu Ndenzako (Macquarie Bank) and Cameron McIntyre (carsales.com).

Who has been involved so far?

The founding organisations have consulted with a wide cross-section of community- and industry-based collaborators throughout the three-year development process.

Two Design Forums were held in May and August 2017 with representatives from more than 80 organisations to address the challenge of building a more inclusive Australia and the best way of moving forward. Through this consultation process, a high-level action plan was developed as well as the purpose, values and principles for Inclusive Australia.

The alliance of supporting organisations and individuals continues to grow as Inclusive Australia secures official support from corporate and media partners in the lead up to the launch.

What commitment is expected of Alliance Members?

There is no cost to join the Alliance, and the overall commitment by members will vary depending on their desired level of involvement and contribution to Inclusive Australia (see the Alliance Member information sheet for more details).

However, Alliance Members are expected to commit as far as practical to the activities, values and principles detailed below:

1. **Pledge:** Alliance Members are required to make a pledge summarising the important commitment they are making to a more inclusive and unified Australia.
2. **Company Statement:** Alliance Members are encouraged to supply a short message from their CEO/Chair on their vision for an inclusive Australia and why inclusion is important.
3. **Recognition:** Alliance Members will be publicly recognised by Inclusive Australia, and are encouraged to use the Inclusive Australia logo to highlight their participation in the collective commitment to a more inclusive society.
4. **Promotion:** Alliance Members are encouraged to share their commitment with their networks, and acknowledge it on materials for initiatives that align with the Inclusive Australia agenda, such as inclusion and diversity policies and programs, and relevant thought leadership documents.
5. **Sharing Programs & Events:** Alliance Members are encouraged to share information about their events and activities on the Inclusive Australia website, to reach an extended audience and potential collaborative partners.
6. **Sharing Good Practice & Expertise:** Alliance Members are encouraged to share their good practice, including case studies of successful initiatives, to build the collective strength of the Alliance and ensure recognition of important efforts.



WITH YOUR HELP,
we can ensure the long-term growth of the Alliance in our efforts to reach a critical mass in the movement for social inclusion.



“

Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.

”

- Margaret Mead

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