

## MEDIA RELEASE

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### Belonging Every Day — Campaign Launches to Connect Communities this World Mental Health Day

Relationships Australia today launched its refreshed *Neighbours Every Day* campaign, answering this year's World Mental Health Day call to "Connect with your community" with a proven approach to building belonging across Australia.

With over 5.1 million people across Australia—24% of our population—reporting frequent loneliness, the need for meaningful connection has never been more urgent. Today's launch of the *Neighbours Every Day* (NED) campaign provides communities nationwide with the tools and inspiration to transform everyday interactions into lasting bonds.

*"This year's World Mental Health Day theme couldn't align more perfectly with what we do," said Relationships Australia National Executive Officer, Nick Tebbey. "Connection isn't just good for our wellbeing—it's essential for thriving communities. When people feel they belong, everything changes."*

#### Building Belonging Through Everyday Actions

The campaign's theme, **Belonging Every Day**, recognises that connection isn't a one-off event but a daily practice. Research consistently shows that when people engage with their communities, they experience improved mental wellbeing and reduced loneliness.

NED participants demonstrate this impact in real terms: 85% report knowing their neighbours better after engaging with the campaign, with 99% of these connections enduring over time. Most significantly, 63% report improvements in their mental health.

*"Every small act of connection helps build a kinder, more inclusive and resilient Australia," Mr Tebbey said. "We all need each other to belong, and this campaign shows how simple it can be to make that happen."*

#### Strategic Community Connection

NED's success stems from its evidence-based, strategic approach: community-led, inclusive by design, insight-driven, practical and scalable, it combines national coordination with grassroots relevance.

After more than 20 years of fostering connection across Australia, the campaign has earned significant recognition for its impact:

- **Endorsed** in Australia's National Suicide Prevention Strategy 2025-2035 as a leading prevention initiative
- **Referenced** in the 2025 World Health Organisation Social Connection Report as one of the few evidence-backed models globally

- **Recommended** by the ACT Legislative Assembly's Inquiry into Loneliness and the NSW Parliament's report on loneliness as a priority investment
- **Backed** by over 20 years of cross-sector partnerships with local governments, not-for-profits and corporates

## Proven Value for Communities

Independent economic evaluation by researchers at the Australian National University and University of Queensland found NED delivers exceptional value, with outcomes at \$4,667 per Quality-Adjusted Life Year—well below the commonly accepted benchmark of \$28,000 and making it more cost-effective than many mainstream public health interventions.

## Neighbour Day 2026 — Sunday, 29 March

The campaign's annual National Day of Action will be celebrated on Sunday 29 March 2026, providing communities across Australia with a focal point to celebrate and strengthen local connections.

*"Neighbour Day gives everyone permission to reach out, but the real magic happens when that spirit of connection becomes part of our everyday lives," Mr Tebbey said.*

## Get Involved

Councils, community organisations and individuals can register events, download free resources, and share neighbourly stories at **[www.neighbourseveryday.org](http://www.neighbourseveryday.org)**

Follow Neighbours Every Day on social media and share your story using **#NeighboursEveryDay** and **#BelongingEveryDay**.

**For crisis support call Lifeline on 13 11 14. In an emergency call 000.**

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**About Relationships Australia:** Relationships Australia is the leading provider of relationship support services for individuals, families and communities across Australia. Through the Neighbours Every Day campaign, it has been fostering community connection and belonging for over 20 years.