

Neighbour Day is Virtually Alive!

Australia's annual celebration of community, Neighbour Day will be launched today with a virtual campaign reaching communities across the country. As part of the launch people all over Australia will be taking photos with the same Neighbour Day signage to show their support for the campaign and to promote every day as Neighbour Day.

"This year the Neighbour Day launch is accessible to everyone with a social media campaign that includes photographs from people from all walks of life supporting the theme - *The community you want starts at your front door™*," according to Alison Brook, National Executive Officer for Relationships Australia. Relationships Australia is the home of Neighbour Day.

To be part of the virtual launch people can access the Neighbour Day signage [here](#), take a photo of themselves, or ask a mate to take a snap and send it to Twitter: @NeighbourDay, Facebook: facebook.com/neighbourday or Instagram: @NeighbourDay. Remember to tag Neighbour Day when you post your picture. Neighbour Day has a broad social media and community presence and the virtual launch is expected to extend the reach even further.

"Our plan is to flood the internet with messages of support for neighbourliness and connected communities," Ms Brook said.

The principal aim of Neighbour Day is to build better relationships with the people who live around us, especially the elderly and vulnerable. It's well known that connected communities where people know each other are often safer, healthier and more resilient.

Neighbour Day Ambassadors who are supporting the launch include:

- Natalie Ahmat, journalist and presenter of NITV News
- Hon. Fred Chaney AO, 2014 Senior Australian of the Year
- Nick Duigan, co-host of Hook, Line and Sinker on the Seven Network and Fox Sports
- Costa Georgiadis, host of the ABC Gardening Australia program
- Julie Goodwin, Australian cook, winner of the inaugural season of MasterChef
- Andrew Heslop, the founder of Neighbour Day
- Hugh Mackay, social researcher and author of 'The Art of Belonging'.

Now in its 13th year, this year's Neighbour Day on Sunday 27 March is shaping up to be another big celebration of community. All over Australia neighbours, local councils, businesses, and community groups are organising barbeques, street parties, morning teas and community gatherings in an effort to get to know the people around them.

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As this year's Neighbour Day falls on Easter Sunday many people are choosing to celebrate on another weekday or weekend that may suit better. The supporting theme is – *Every day is Neighbour Day*, so people can choose to connect with their community in whatever way and at whatever time suits best.

Neighbour Day was founded in Melbourne in March 2003 by Andrew Heslop after the remains of an elderly woman, Elsie Brown were found inside her suburban home. Andrew Heslop is a community activist, social commentator and well known Australian. Andrew suggested a 'National Check on Your Neighbour Day' in a Letter to the Editor of The Melbourne Age in 2003.

In January 2014 Andrew handed responsibility for Neighbour Day to Relationships Australia to build and grow.

The Neighbour Day website (neighbourday.org) includes all the information needed to get involved in the Day and to register an event. The *Tell Us Your Story* competition encourages people to submit a 500 word story about a great neighbour or an extraordinary neighbourly act. To enter go to neighbourday.org and be in the running to win cash prizes.

“The community you want starts at your front door.”™

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Neighbour Day video support messages

The Minister for Social Services, The Hon Christian Porter MP has issued a support message for Neighbour Day ([Video1](#), [Video2](#)).

Neighbour Day Ambassadors including [Julie Goodwin](#), [Natalie Ahmat](#), [Andrew Heslop](#) and [Nick Duigan](#) have also issued support messages for Neighbour Day (click the links to find out more).

About Relationships Australia

Relationships Australia is a leading provider of relationship support services for children, adults, families and communities. We are a community-based, not-for-profit Australian organisation with no religious affiliations. Services and programs are provided from more than 110 centres nationally by our 2,000 staff.

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