We are at a critical point in time in Australia. Right now, nearly one in four people have recently experienced a major form of discrimination, like being unfairly denied a job. This impacts us socially and economically and it’s not who we are.

**Inclusive Australia is a growing alliance of individuals and organisations coming together to do something about it.** We are starting a social movement to improve how Australians view and appreciate the differences in others. From behaviour-change science, we know that connecting people from different walks of life is the best way to break down barriers and prejudices, and this connection doesn’t always need to be face-to-face.

Our goal is to create a more inclusive Australia where every person feels they belong and are valued, and difference is respected and celebrated.

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**WE WILL IMPROVE HOW AUSTRALIANS VIEW AND APPRECIATE THE DIFFERENCES IN OTHERS BY:**

1. Measuring the problem
2. Fostering collaboration through the alliance
3. Paving a way forward

*Please turn over.*
1. MEASURING THE PROBLEM

With Monash University, we have been able to measure social inclusion as a whole for the first time in Australia. The findings of the first annual Inclusive Australia Social Inclusion Index were alarming but also promising.

The bad news

- One in four people have recently experienced a major form of discrimination
- Wellbeing among people who have experienced discrimination is 15% lower
- 39% of Australians have little to no contact with certain minority

The good news

- One-third of people are willing to volunteer to help minority groups
- More than half are willing to stop discrimination when they see it

2. FOSTERING COLLABORATION THROUGH THE ALLIANCE

We are uniting for a common cause. Together we will:

- Influence the national narrative on social inclusion and create a safe space for respectful debate
- Accelerate and amplify the efforts of organisations and individuals that are committed to promoting inclusion
- Create a community of practice in inclusion

WHAT IS SOCIAL INCLUSION?

Social inclusion is about allowing people to participate fully in the social and economic life of the nation – by having a job, receiving a secure and adequate income, and being closely connected to family, friends and the local community.

3. PAVING A WAY FORWARD

To get us all thinking about inclusion, we have created a national Instagram campaign that encourages everyone to diversify their Instagram feeds, by following _somebodydifferent_ - an Instagram account run by a different Australian every day.

By following _somebodydifferent_ people will start to look outside of their social bubbles and gain an insight into different Australian lives.

For individuals, we are asking you to follow the Instagram account _somebodydifferent_ or find ways to connect with others in your everyday life.

For organisations, we are asking you to join the alliance. You have the power to reach large audiences and promote social inclusion through your people, your programs and your collaboration with others.

This is just the beginning, there is much more come!

GET INVOLVED

Follow @_somebodydifferent on Instagram.
If you’d like to be involved in this campaign, please email info@inclusiveaustralia.com.au

*Source: Elias, Amanuel. Measuring the Economic Consequences of Racial Discrimination in Australia. No. Ph. D., (Deakin University, 2015).*