

### Inclusive Australia comes at a critical moment in time.

We are seeing widespread fear and misunderstanding lead to discrimination against and exclusion of members of our society based on the way they look, what they believe or how they live their lives.

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 the cost of exclusion.

It is time to change the divisive rhetoric being spread across the country and take control of our future.

With a collective impact approach and a deep understanding of the context of social and economic inclusion in Australia, we are building a social movement for change. Backed by behaviour change science and driven by the corporate, community and not-for-profit sectors, it will improve attitudes and behaviours towards people from different backgrounds, perspectives and circumstances. In doing so, we aim to create a more inclusive Australia where all people feel they belong and are valued,

And difference is respected and celebrated.

### You have an opportunity to contribute to this important effort.

The Inclusive Australia concept has been collaboratively developed by representatives from more than 80 organisations, to determine our purpose, shared values and strategy, and to build an evocative public campaign to reawaken Australians to the issue.

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.

### Founding Partners & Supporting Partners.

To date, the Founding Partners of Inclusive Australia comprise the Scanlon Foundation, Australia Post, Monash University's Behaviourworks, PwC, the National Australia Day Council, The Shannon Company, Six Degrees Executive Recruitment and Proximity.

If you are interested in becoming a Founding Partner or Supporting Partner of Inclusive Australia, by making a financial and/or in-kind contribution to help achieve our goals, please contact us at [info@inclusiveaustralia.com.au](mailto:info@inclusiveaustralia.com.au).

### Building an Alliance.

A key feature of Inclusive Australia is the building of an Alliance of supporting organisations, committed to a common vision: An inclusive Australia where all people feel they belong and are valued, and difference is respected and celebrated.

The Inclusive Australia values and principles guide how the Alliance works together and with the wider community to achieve this vision.

This paper outlines the range of activities that Alliance Members can participate in when you join the Inclusive Australia movement, as well as the values framework that will guide collaboration.

There is no cost to join the Alliance, but Alliance Members are expected to commit, as far as practicable, to the activities, values and principles detailed below.



## Actions by alliance members

### Statement of Support.

Alliance members are required to make an 'inclusive Australia statement of support', articulated at the end of this document, which summarises the important commitment you are making to a more inclusive and unified Australia.

### Company statement.

Alliance members are encouraged to supply a short message as to your vision for an inclusive Australia and why inclusion is important. This statement will be displayed on the inclusive Australia website under the signature / name of your CEO / MD or other senior executive.

### Your logo.

Alliance members are requested to make your logo available for use on standard inclusive Australia marketing materials, including the website, so that we can recognise your commitment. Of course, use of your logo beyond standard materials will only occur with additional approval from you.

### Inclusive Australia logo.

Alliance members are encouraged to use the inclusive Australia logo on any communications materials, activities and programs which are aligned and consistent with the goals of inclusive Australia. This will mutually reinforce our efforts and show the full scale of efforts towards a more inclusive society.

### Promotion.

Alliance members are encouraged to highlight your organisation's role in inclusive Australia to internal and external networks, through tools such as social media and more formal communication channels.

You are also encouraged to acknowledge your relationship with inclusive Australia on materials for initiatives that align with the inclusive Australia agenda, such as inclusion and diversity policies and programs, and relevant thought leadership documents.

### Sharing programs & events.

Alliance members are encouraged to share information about your events and activities on the inclusive Australia website, to reach an extended audience and potential collaborative partners. Guidelines for upload to the website are provided.

### Sharing good practice & expertise.

Alliance members are encouraged to share your good practice, including case studies of successful initiatives,

To build the collective strength of the alliance and ensure recognition of your important efforts. Guidelines for submission will be provided.

You will also be invited to collaborate on alliance-led activities such as helping to review tools, templates, reports and research projects to promote inclusion, and participate in working groups and committees where your experience is relevant.

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# Inclusive Australia Values and Principles

Respecting and living the values and principles of Inclusive Australia forms part of the 'Inclusive Australia Pledge'.

## Values of Inclusive Australia

Inclusive Australia will...

1. **Include** every individual in the social and economic life of our nation
2. **Connect** people from all walks of life, to break down barriers and eliminate prejudices
3. **Share** knowledge, experiences and stories to advance inclusion
4. **Respect** each other and our varying opinions
5. **Celebrate** our common humanity and our unique differences
6. **Amplify** the voices of those who champion inclusion

## Principles of Inclusive Australia

Inclusive Australia...

1. Welcomes and encourages all members of society to take part in the discussion about social inclusion, and actively seek to engage those who are disengaged.
2. Collaborates amongst Alliance Members and others whenever possible to gather a diverse range of information and opinions to inform decision-making.
3. Aims to strengthen the national narrative on social inclusion, using positive and accurate language to frame difference and commonality.
4. Shares knowledge, experiences and stories to allow Alliance Members to leverage existing expertise and networks and contribute to shared learning.
5. Meets in person or remotely as often as possible to build relationships amongst Alliance Members and the wider community.
6. Creates a safe and accessible working environment where everyone has the chance to speak and the responsibility to listen.
7. Uses collective data from the Alliance to evaluate, measure, compare and ultimately improve social inclusion activities.
8. Communicates with every individual and group in a respectful way that encourages open conversation while recognising areas of sensitivity.
9. Is open to other opinions and ideas with the aim of learning from each other and recognising the value of all input.
10. Utilises technology and existing tools and networks to facilitate collaboration and spread the messages of social inclusion.
11. Promotes the values and activities of Alliance Members and individuals which share the Inclusive Australia vision.



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# Inclusive Australia Statement of Support

Alliance Members are required to submit your statement of support on organisational letterhead, signed by your most senior executive or Chair, using the following text or similar. The statements of support will be featured prominently on the Inclusive Australia website.

*We believe in Inclusive Australia's fundamental premise that the most successful way to positively shift attitudes and behaviour towards others is to build connection, understanding and empathy amongst people from different backgrounds, perspectives and circumstances.*

*We will strive to ensure all people in our circle of influence – staff and their families, customers and clients, members, suppliers and others – are included and treated with respect and understanding, regardless of how they look, what they believe or how they live their lives.*

*We will do this by pursuing initiatives that include:*

- *Creating open and respectful conversations regarding our common humanity and our unique differences*
- *Finding opportunities to connect and build exposure amongst people from all walks of life*
- *Implementing policies and programs that promote respect and belonging*

*As an Alliance Member, we also commit to collaborating and contributing to the collective knowledge and activities of Inclusive Australia, and to promoting its cause. We will do this with respect for and adherence to the core values and principles of Inclusive Australia.*

Inclusive Australia | November 2019

For more information contact

**[info@inclusiveaustralia.com.au](mailto:info@inclusiveaustralia.com.au)**

