



neighbour day

Sunday 27 March 2016

Neighbour Day in your workplace

Neighbour Day is Australia's annual celebration of community, bringing together the people next door, across the street or on the next farm for a beer, a barbie or just a cuppa.

The principal aim of Neighbour Day is to build better relationships with the people who live around us, especially the elderly and vulnerable.

Many Australians spend as much, if not more time at work or doing work related activities, than they do at home. Issues of social connection and inclusion, compassion and resilience are just as important in the workplace. Good relationships with others can and do change communities. Social connection also makes us feel better as it helps prevent loneliness, isolation and depression.

Business organisations and companies are recognised as important supporters of Neighbour Day. They are in a strong position to promote the Neighbour Day ethos to their staff and customers; where an association with Neighbour Day can be seen to be a practical manifestation of a company's core values.

Some businesses leverage an association with Neighbour Day to play a catalyst role in engaging and supporting their communities of interest.

Others take the opportunity to weave Neighbour Day promotion and engagement into their calendars, bringing their people together with business neighbours to celebrate at hosted public events. Most businesses celebrate Neighbour Day in the weeks prior. Staff and customers will likely choose to celebrate closer to the nominated day when they are back in the neighbourhoods they call home.

Easy Neighbour Day Ideas for the workplace

Print Neighbour Day posters and display them in your buildings, store fronts, and related facilities (e.g. child care) and wherever else you and your people have a presence. You may wish to offer these items to your staff to help them promote Neighbour Day in their respective neighbourhoods.

Talk about Neighbour Day in your publications, e-newsletters, and social media. You can also highlight your Neighbour Day activities at relevant meetings, networks or groups where developing stronger communities and connected neighbourhoods reflects your business values.

Access the Neighbour Day resources and e-kit which are available at neighbourday.org. Resources include posters, e-cards, calling cards, promotional fliers, and Neighbour Day signs for Instagram selfies.

Distribute Neighbour Day promotional fliers, calling cards to your people and encourage them to get out there and be neighbourly! Subscribe to Verandah by Neighbour Day bi-monthly Enews, which you can also share with your people and use in your communications.

Support and encourage your staff to host their own Neighbour Day events in their neighbourhoods.

Align existing business or company events with Neighbour Day, including events that are held before or on (or even after!) Sunday 27 March 2015.

Register your event on the Neighbour Day web site at neighbourday.org. You may wish to choose another day during the week that suits you and your business neighbours better. Whichever day you decide to celebrate, remember 'Every day is Neighbour Day'.

The new Neighbour Day e-kit for Neighbour Day in your workplace is now available for download when you register at neighbourday.org. The e-kit includes, Neighbour Day logo and posters, e-cards, calling cards (for bulk printing), and selfie and event signs. Also included, How to Social for the workplace with email drafts.

Stuck for an idea?

Here are a few ideas to start you thinking:

- Organise a Neighbour Day breakfast in your business park in the week before Neighbour Day to connect with local business neighbours. You could include a terrific barista, barby breakfast and tasty treats.
- Bring a plate morning tea for your office only to promote your involvement with Neighbour Day, or with nearby business neighbours to share the neighbourly vibe!
- Very neighbourly Bake-Off (Julie Goodwin is one of our Ambassadors!) Everyone could bring something they have baked to share and the tastiest cake could get an award. Share the recipes via Neighbour Day social media.
- Conservation Volunteers Australia (a Very Neighbourly Organisation) promoted March as 'Neighbour Month' and used the theme for all conservation projects held in March. You could round up some of your people and volunteer for a day!
- There are plenty of volunteering opportunities that would sit well with being socially inclusive and connected e.g. homeless shelters, 'soup kitchens', etc.
- Lunchtime sausage sizzle – who doesn't like a sausage, a bit of bread and tomato sauce? Low cost and the aroma attracts good interest and gets people talking.
- Photo booth – [#neighboursof](https://neighboursof.com) - just about everyone has a smartphone. Print out some signs, bring in some fun dress up box type items, and perhaps even have a makeshift frame – and you have a fun activity for your people. You can share the neighbourly messages on social and other media.

Engage in Neighbour Day social media. More than 20,000 people follow Neighbour Day on Twitter, Facebook and Instagram. Councils, community organisations and businesses can use social media to cross-promote neighbourly events and information.