



neighbour day

Sunday 27 March 2016

Neighbour Day for Councils

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.

Councils are great supporters of Neighbour Day and integral to the success of the movement. They have the ability to inform and engage large numbers of community members in neighbourly pursuits, by using the Neighbour Day celebration as a vehicle to achieve their community development goals.

Some Councils choose to leverage their association with Neighbour Day to promote social connection in their communities. Other councils take a pro-active role by organising larger Neighbour Day events in the lead up to the day and weaving Neighbour Day promotion and engagement into their calendars.

Easy Neighbour Day Ideas for Councils

Print Neighbour Day posters and display them in council buildings; libraries; community halls; child and family health, youth and senior citizens centres and other council premises in your local area.

Talk about Neighbour Day in council publications, e-newsletters, local newspapers, the Mayor's column and social media. You can also highlight your Neighbour Day activities at community meetings, networks or groups focused on developing stronger communities and connected neighbourhoods. Perhaps the Mayor could be the local Neighbour Day Ambassador.

Access the Neighbour Day council resources and e-kit available at neighbourday.org. Resources include posters, e-cards, invitations, calling cards and Neighbour Day signs for Instagram selfies. Subscribe to Enews Verandah by Neighbour Day and share with your community for great neighbourly information and ideas

Distribute Neighbour Day calling cards to all council services and libraries for residents to collect.

Support and inspire residents to host their own Neighbour Day events with ideas, council approvals, equipment or other encouragement.

Align existing council events with Neighbour Day, including events that are held before or on Sunday 27 March 2016.

Register your event on the Neighbour Day web site at neighbourday.org.

The new Neighbour Day e-kit for Councils and Community Organisations is now available for download at neighbourday.org. The e-kit includes event ideas, online registration, Neighbour Day logo and posters (including a version with space for your logo or local sponsor logos), invitations, Certificate of Recognition template, e-cards, promotional fliers to use at community events, stands, or shop counter tops, calling cards, and selfie and event signs. Also included are social media drafts, and an easy to use media template.

What some councils have done....

- A small council in QLD organised a community information stall in a shopping centre and invited community, health, fire and rescue and other support services to talk about what they offer. Neighbour Day resources were used to promote the event. In the ACT some suburbs have a 'Party at the Shops' each year to celebrate Neighbour Day.
- A council in Perth offered their bar-b-ques and cricket sets to use for free community events in local parks; whilst City of Albany, WA put together a great [Neighbour Day event guide](#) and provided wheelie bin cricket wicket stickers for neighbourly cricket games.
- [Greater Shepparton City Council, VIC](#) offered ten free BBQ kits each to the value of \$100 for people willing to host a neighbourhood BBQ. The packs included a voucher for meat and bread at the local shops and paper plates, serviettes and BBQ utensils as well as helpful event tips.
- Brimbank City Council, VIC [offered grants](#) of \$250 to residents to encourage connection and community participation at a local level with great success.
- Launceston City Council, TAS links Neighbour Day to its [Meet the Neighbours](#) program with a terrific Street Party Guide, and some helpful incentives.
- Very Neighbourly Organisation Lane Cove Council '[Love Where You Live](#)' campaign links Neighbour Day with its Meet the Neighbours program and offers useful neighbourly information and resources.
- The Western Advocate newspaper in regional NSW put the call out for great neighbourly stories with awards supported by Bathurst Regional Council and an event hosted by Relationships Australia NSW.
- Many councils host good neighbour/thank you type awards e.g. Melville Council in WA hosted Friendly Neighbour Awards.
- The Mayor of the City of Unley in SA dropped off 'Good Neighbour' jars and shared on You Tube.
- A Melbourne council used the Neighbour Day social media guide to promote their own events and encouraged people to use the Neighbour Day 'selfie signs' and post them on Instagram.
- Two Northern Territory Mayors, Mayor Katrina Fong Lim (City of Darwin) and Damien Ryan (Alice Springs Town Council) are respectively local Ambassadors for Neighbour Day and promote the celebration widely in their communities. The City of Darwin opened its [three swimming pools free](#) to the public to celebrate Neighbour Day and Costa Georgiadis, Neighbour Day Ambassador recently caught up with his Neighbour Day and community gardening fans in Alice.
- A Council in Victoria encouraged residents to enter the Neighbour Day 'Tell Us Your Story' competition in an effort to be the council with the most entries.
- A Council in regional NSW simply encouraged people to introduce themselves to neighbours they haven't met and invite them over for a cuppa.
- Another Council in Tasmania supported local NGOs to host a public concert and picnic for Neighbour Day.
- Very Neighbourly Organisation Befriend Inc. partnered up with the City of Vincent and Relationships Australia WA for a very sweet Neighbour Day Street Party! [See video.](#)
- One council Library organised a poetry competition for children focusing on healthy neighbourhoods and where children feel safe.

What some community and business groups have done

- A community organisation in Ryde NSW organised Neighbour Day breakfasts in offices and business parks on the Friday before Neighbour Day to engage their local neighbours.
- A girls' school in Melbourne celebrated on the Wednesday before Neighbour Day at lunchtime with a special guest talking about the importance of being neighbourly.
- Another school in the Northern Territory co-ordinated a cricket game on the school grounds for the neighbours that live in the same street as the school.
- In Adelaide, a group of organisations came together and held a Street Party to celebrate Neighbour Day with young people, including a photo booth and games truck. [See video.](#)
- A Neighbourhood Bake-Off was organised by a group of seniors in Brisbane.
- The CWA of Victoria members hosted morning teas with their neighbours.
- Conservation Volunteers Australia (another Very Neighbourly Organisation) promoted March as 'Neighbour Month' and used the theme for all conservation projects held in March.
- More than 20,000 people follow Neighbour Day on Twitter, Facebook and Instagram. Councils and other community organisations can use social media to cross-promote neighbourly events and information.

What people are saying ...

"I really believe it was a momentous turning point in how my community relates to one another and thinks about ownership and neighbourly responsibility."

"We had a great BBQ in the park and plenty of food and drink. We found there is a common interest in music!"

"We at Noradjuha celebrated Neighbour Day in style! We had 94 adults and about 30 children - it was an overwhelming success. We also had a ceremonial tree planting which just about everyone came out to witness."

"We had a perfect day for our Neighbour Day 'Picnic in the Park' for, and a wonderful turn up of 70 residents, adults, and children! We were fortunate to have a lovely hamper of chocolates donated to us by our local MP, to use as a fund raiser. So we raffled the hamper to kick-start our fund for a National Trust plaque for our street and raised \$321!"

"This is the first time we have hosted a Neighbour Day party and we were overwhelmed by how many people came. This is the beginning of an annual event in our neighbourhood that will strengthen our community to look out for each other and thrive."

"Being young, I hoped to be able to connect with some of the people who had lived in the area for a number of years, and new families moving in like myself - and I did and it was GREAT! As I chatted with the neighbours, some approached our park morning tea tentatively, but left happy, with full tummies and feeling connected having met new people."