neighbour day
2020 EVALUATION SUMMARY
Evaluated by the Australian National University
Prepared by Relationships Australia Inc. (March 2021)

NEIGHBOUR DAY AND COVID-19

Neighbour Day is Australia's annual celebration of community, encouraging people to connect to those around them. The Neighbour Day Campaign (NDC) 2020 operated against the backdrop of COVID-19. This provided a unique insight into the effect of restrictions on respondents.

Neighbour Day reduces loneliness by connecting people to their community. As expected, those involved in Neighbour Day reported an increase in loneliness during the nation-wide lockdown in April. However, following involvement in Neighbour Day, there was a **significant and enduring** increase in neighbourhood satisfaction and identification and a general sense of belonging. Seven months after their involvement, those who participated in Neighbour Day felt less lonely and more connected to those around them.
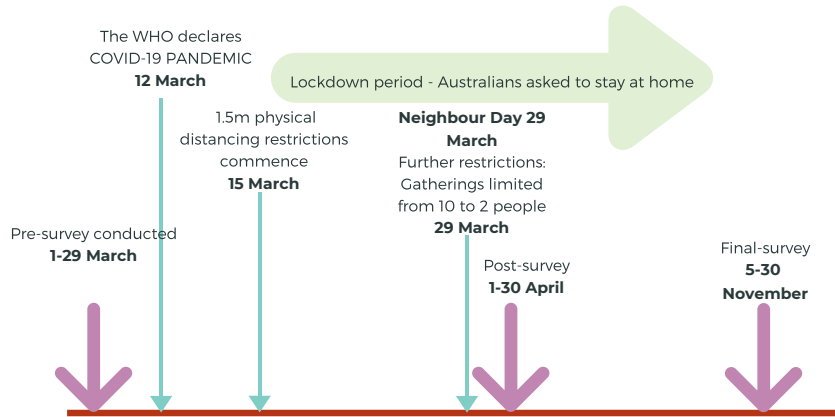
METHODOLOGY

The WHO declares COVID-19 PANDEMIC **12 March**

1.5m physical distancing restrictions commence **15 March**

Lockdown period - Australians asked to stay at home

Neighbour Day 29 March Further restrictions: Gatherings limited from 10 to 2 people **29 March**

Pre-survey conducted **1-29 March**

Post-survey **1-30 April**

Final-survey **5-30 November**

Figure 1. Timeline of NDC 2020 in the context of the COVID-19 pandemic

TIMEPOINT 1
March 1 - 29 2020
235 Responses

TIMEPOINT 2
April 1 - 30 2020
171 Responses

TIMEPOINT 3
November 5 - 30 2020
154 Responses

WHAT DOES NEIGHBOUR DAY ACHIEVE?

1 Neighbour Day facilitates social connection

99% of respondents have engaged with their neighbours in tangible ways since April 2020

2 Neighbour Day improves relationships between neighbours and communities

before participating in Neighbour Day, 42% did not know their neighbours well

85% agreed that after participating, they had stronger relationships with their neighbours

3 Neighbour Day creates more localised social support networks that people have relied on in challenging times

81% of people involved in Neighbour Day said they would rely on their neighbours if they had to self-isolate, while 80% said their neighbours had already been a source of support during 2020