

The Australian Unity Wellbeing Index
Public Relations & Corporate
Communications Conference 2010
Sydney

What is the Index?



- A national indicator on quality of life – an alternative to traditional economic measures such as GDP. It is a subjective measure.
- A program of credible, scientific research supported by strategic communications activities
- Personal Wellbeing Index – satisfaction with health, personal relationships, safety, standard of living, achieving in life, community connection, future security and spirituality/religion
- National Wellbeing Index – satisfaction with social conditions, economic situation, environment, business, national security and Government
- Also investigates the impact external factors have on wellbeing, such as personal debt, body image, work circumstance etc.

How it fits in at Australian Unity



Profile – Build our profile through significant media coverage, and directly with key stakeholders

Advocacy – Contribute to creating awareness of social issues, and provide opportunity to engage meaningfully with Government without an 'ask'

Brand – Support our brand & wellbeing positioning by providing a credible and tangible advantage in this space

Community – Play a key role in our community program and reputation as a leader in community engagement

Stakeholder engagement – provides opportunities to develop relationships

Media liaison



- The Index is a lead source for many journalists – built over time – 10 years
- Regularly updated and targeted media list
- Relevant and topical findings:
 - Fires and floods strengthen sense of community
 - The happiest Australians live in the country
 - Almost one third of Australians are lonely
- Media pitch and follow up
- Supporting materials e.g. Report findings and graphs