Neighbours Day Aotearoa (NDA) Key Messages

1. The aim of NDA is to get as many people as possible to connect with their neighbours over the course of the NDA weekend

- "Go one step further in getting to know your neighbours"
- It's not about big events, but encouraging local activity in every street and neighbourhood
- It's never too late to say hello over the fence – we can all start somewhere
- Turning strangers into neighbours
- Turning streets into neighbourhoods

2. Great neighbourhoods start with great neighbours

- You can make a difference in your neighbourhood – change can happen in our own backyards
- Everyone in the neighbourhood has something to offer – find out what your neighbours enjoy and are good at
- Neighbourliness is a decision / a choice
- Encouraging ordinary people to do extraordinary things for the benefit of others and to put heart back in community living
- Know your neighbours: Be the change where you live

3. Social connection in neighbourhoods is good for our wellbeing

- Stronger neighbourhoods can be part of the successful antidote for the many 'social issues' within Aotearoa.
- Being good neighbours makes a difference
- Through fostering better connected neighbourhoods and more everyday 'neighbourliness', Kiwi communities can be stronger and more resilient and the wellbeing of individuals, family/whanau and community will be significantly enhanced
- The neighbourhood is a powerful platform for meeting people who are different to us and helping us learn how to connect with a variety of people. Showing respect honours our combined heritage
- NDA has a vision to see strong, connected (safe, fun, respectful, friendly) neighbourhoods in every street in New Zealand and to help re-invigorate a culture of neighbourliness and manaakitanga in local communities where this is currently not the norm

4. NDA is a catalyst for a movement

- Everyday can be a neighbours day
- The long term vision of NDA is to see every street in NZ participating in NDA, and ultimately to see fun, safe, respectful, friendly neighbourhoods throughout Aotearoa NZ

5. New Zealand is a neighbourly nation

- Being a good neighbour is part of the Kiwi DNA
- NDA aims to drive shifts in attitude and behaviour of Kiwis as neighbours and towards our neighbours
- NDA aims to inspire every Kiwi introduce themselves to their nearest neighbour, resulting in lifelong friendships and strong community belief

6. 'Atawhaingia te Pa harakeke'

- This whakatauki / proverb (gifted by Tamati Patuwai) speaks to the essence of what NDA is attempting to do, which is to nurture the familial bonds, the solidarity and unity of community.
    - Atawhaingia: Nurture, protect, cultivate, love
    - Pa Harakeke: The Pa Harakeke is the Harakeke (flax) grove of the village. In this instance the Pa Harakeke is used as a metaphor for the intertwined community

---

For enquiries please contact:
Rebecca Harrington
NDA 2012 Project Manager
(09) 489 4584
027 201 6455
RebeccaH@lifewise.org.nz
www.neighboursday.org.nz