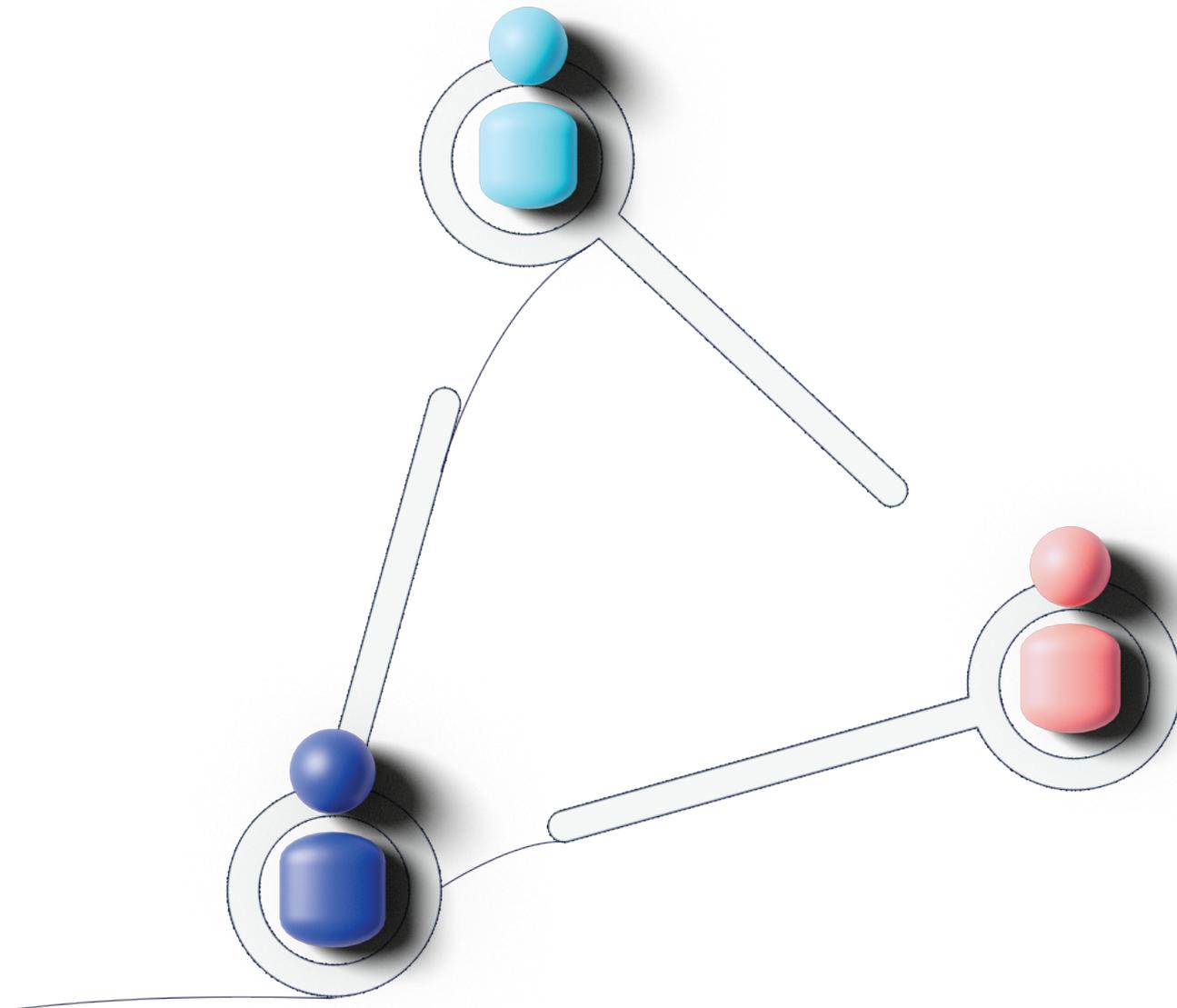


# 2022

## Togetherhness Index

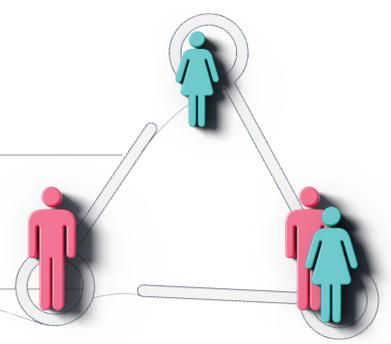


The impact of communication  
on social cohesion

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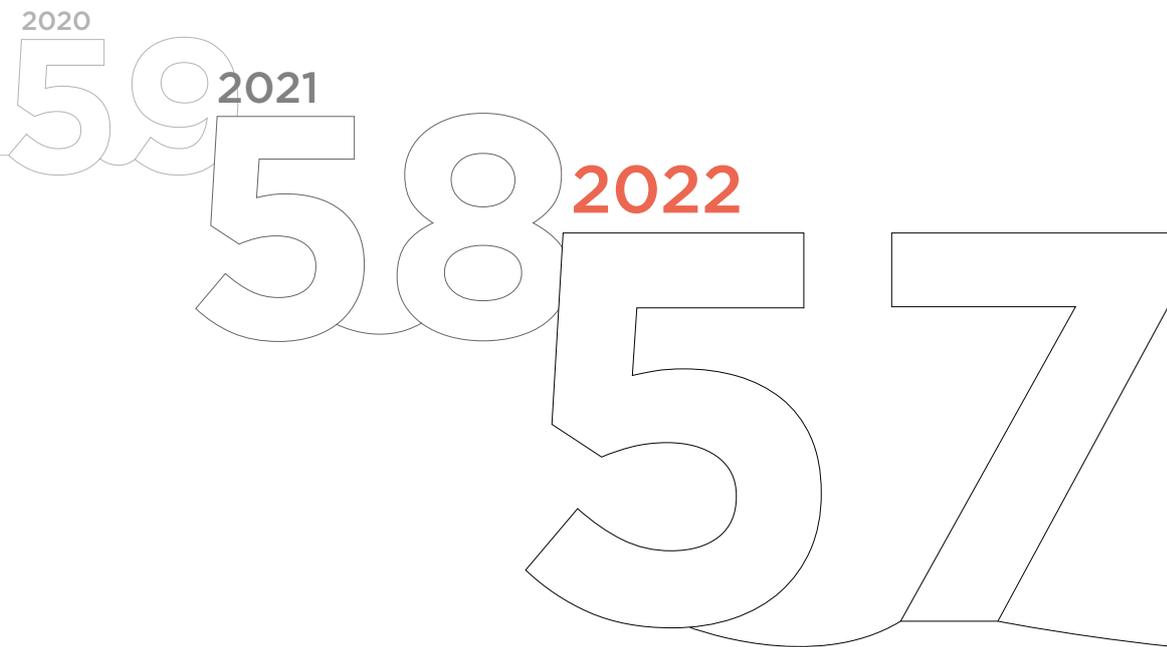
# The Togetherness Index

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**The Togetherness Index (TI) considers which communication elements contribute to social cohesion, or togetherness, within the community. Our first survey occurred during the initial wave of the pandemic in 2020. Since then, we've continued to monitor community sentiment annually and can see the TI is on a downward trajectory.**

Perhaps it's not surprising that we're tuning out, after two years of COVID-19. There are also other events getting considerable airplay - like the Federal Election, climate change, the cost-of-living crisis, and war in Ukraine, to name a few - which also place togetherness at risk.



Here are three key insights we uncovered based on trends observed over the past three years.



# 1. Despite the spread of misinformation online, social media continues its hold over us

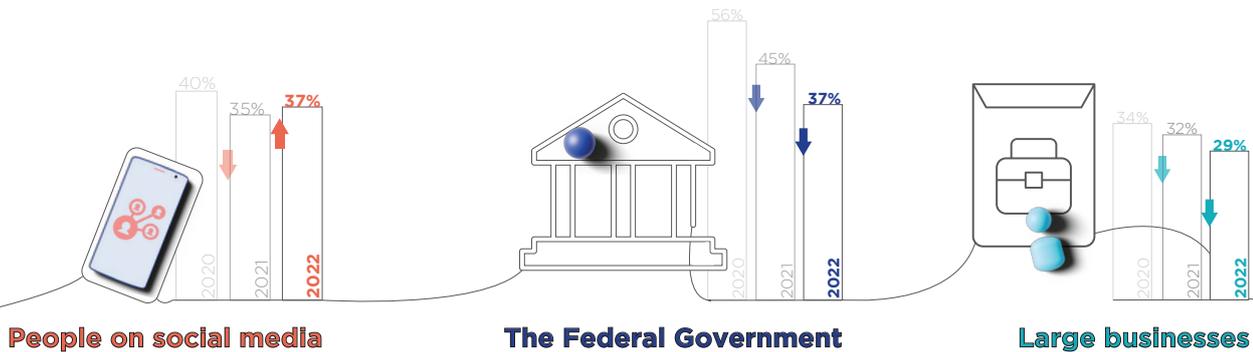
**What we see, read and hear on social media is as effective at keeping us informed as Federal government communication. Australians also consider it more effective than business communication, and as trustworthy. Social media is almost as likely to influence behaviour as the media, our community and their leaders, large business and the Federal Government.**

This is despite concerns about the growing risk of misinformation on social media. While

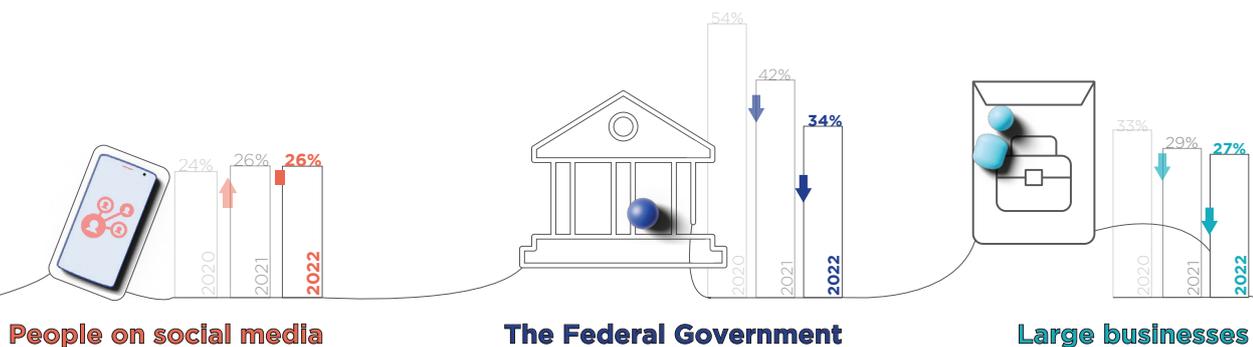
Government trustworthiness falls, there continues to be around a quarter of Australians who trust what people find on social media and this hasn't changed since 2020.

The results indicate it's never been more important to ensure people are turning to trusted sources online, and know how to pick up on misinformation.

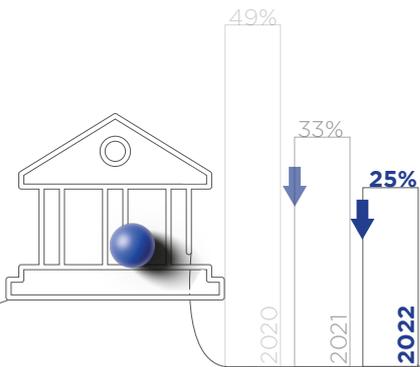
Proportion who believe the following people/institutions have been **EFFECTIVE AT KEEPING US INFORMED** about issues of relevance.



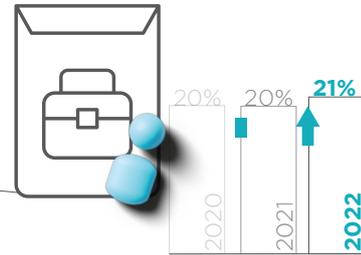
Proportion who believe that information communicated by the following people/institutions about issues of relevance is **TRUSTWORTHY**



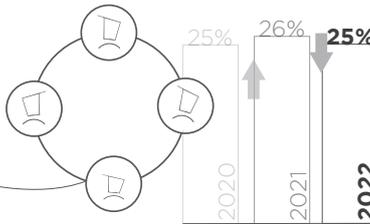
Extent to which messages communicated by the following people/institutions in the last six months have been **INFLUENTIAL** on behaviour



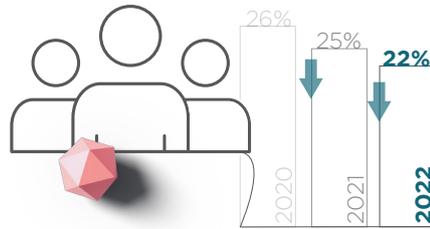
**The Federal Government**



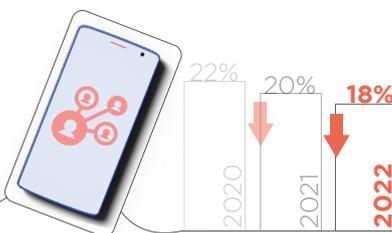
**Large businesses**



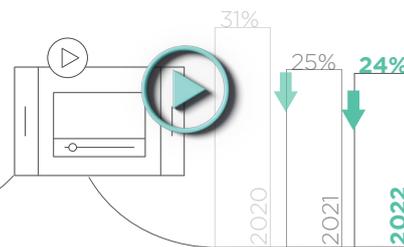
**People who live in your local community**



**Leaders from community organisations**



**People on social media**



**Mainstream media**

## 2. Australians are in danger of switching off from Government communication entirely

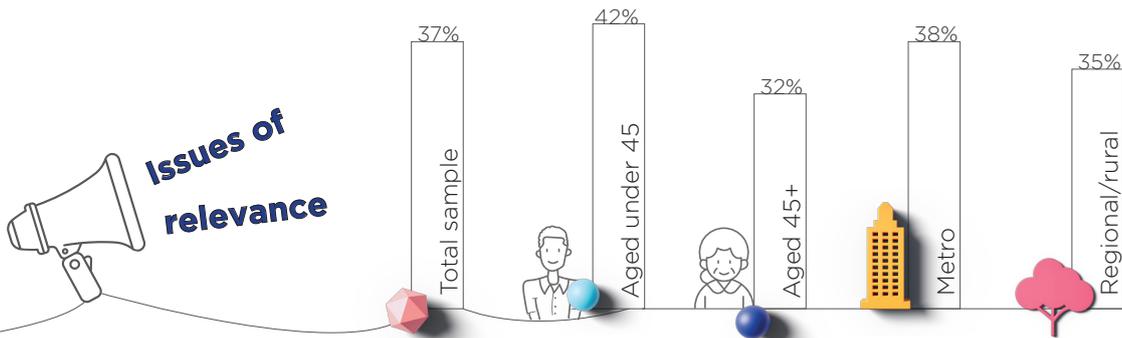


**The effectiveness of the Federal Government to keep us informed has taken a hit. The results indicate that regional/rural residents and older voters find communication from Federal Government less trustworthy and effective than other Australians.**

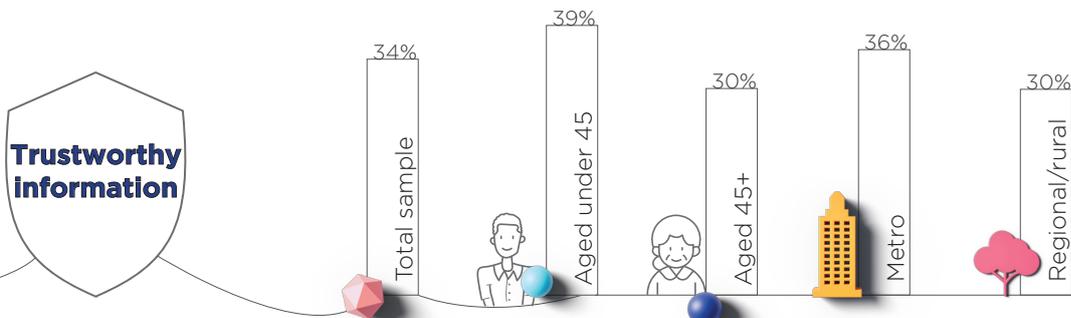
There is a strong perception that Government does not listen and women feel less listened to than men by the Federal Government.

This fatigue will impact how the pandemic is managed moving forward, and how communities react to other crises and issues such as floods and bushfires. New ways to connect are required.

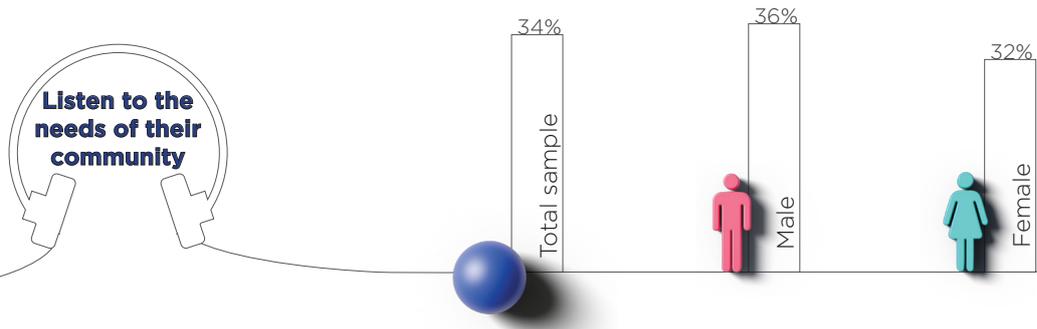
**Proportion who believe the Federal Government has been EFFECTIVE at keeping us informed about issues of relevance - by demographic segments**



**Proportion who believe that information communicated by the Federal Government about issues of relevance is TRUSTWORTHY - by demographic segments**



Proportion who believe **FEDERAL GOVERNMENT** leaders **TRY HARD** to listen to the needs of citizens in their community - by demographic segments



### 3. Business and other institutions are also struggling to cut through



The effectiveness of business communication and the media has dropped for the third survey in a row as has its trustworthiness. The corporate world has a lot to do to convince Australians that business can be a force for good. Community leaders are struggling to get through too - with measures of effectiveness, trust and action all dropping in the latest survey.

Are we tired of hearing from our local leaders? It's important to keep bringing the community together via different sources and to do so in a variety of ways. These results indicate this may be a struggle moving forward.

Proportion who believe the following people/institutions have been **EFFECTIVE AT KEEPING US INFORMED** about issues of relevance



Proportion who believe that information communicated by the following people/institutions about issues of relevance is **TRUSTWORTHY**



Extent to which messages communicated by the following people/institutions in the last six months have been **INFLUENTIAL** on behaviour



**Want to talk? We're here to help.**

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