



POWER TO THE PEOPLE EDITION

February 2021 | Issue #1



WHAT ISSUES ARE AUSTRALIANS MOST PASSIONATE ABOUT AND WHO HAS THE POWER TO CREATE CHANGE?



THESE ARE QUESTIONS THAT HAVEN'T BEEN ASKED IN A RECENT STUDY IN AUSTRALIA, SO WE DECIDED IT WAS TIME TO DO SO

By speaking to 2,000 everyday Australians from all walks of life, we set out to understand which social and environmental issues are closest to our hearts, whether what we care about varies by gender, generation and location, and who is doing what about it.

Why would we start such a thing? Quite simply, it's what we do.

For over ten years, **Republic of Everyone**, **The Bravery** and **Mobium Group** have worked with government, business and charities as fearless campaigners for communities and individuals to create change on the biggest issues facing Australia.

This report aims to start a conversation on those issues and move people to act.

So please, grab a cuppa and have a read. Some results will surprise you, and some may not.

One thing's for sure, it's compelling reading. People do care about the big issues and they're ready to act. What they want now is leadership from those in power to help make it happen.



BEN PEACOCK
FOUNDER, REPUBLIC OF EVERYONE



CLAIRE MALONEY
FOUNDER, THE BRAVERY



NICK BEZ
CO-FOUNDER, MOBIUM GROUP



BUT LIFE'S STILL PRETTY GOOD DOWN UNDER

Sure, we're the lucky country, but not for everyone and not for everything. So what needs improving? And who's going to make it happen?

We explored the biggest issues you care about, then took a look at the types of power that can create change and how we the people can leverage them, including the simple act of choosing wisely how you spend each dollar.

After all, if not us, who? And if not now, when?*

LET'S BEGIN

*A search of Google finds that no-one really knows who said this first. Rabbi Hillel the Elder said something similar in around 100BC, but more recently it has been used by Ronald Reagan and Barack Obama. So, like all sayings that are hard to attribute, we're going to go with Confucius or Mark Twain :)

GEN WHO?

THIS STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS¹

The eagle-eyed reader will note Generation Z is actually born 1997-2010 and aged as young as 10, making them around 20% of the population. However, we have only spoken to those aged 16 and above.

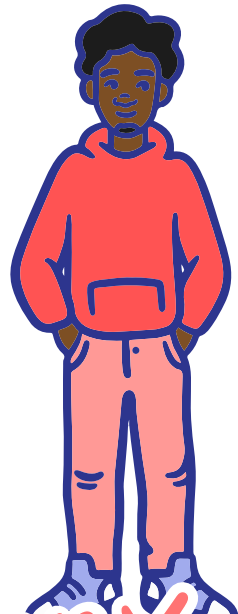


Gen Z

BORN 1995-2004

CURRENTLY 16-25 Y.O

AROUND **13%** OF THE POPULATION



Gen Y MILLENNIALS

BORN 1981-1994

CURRENTLY 26-40 Y.O

AROUND **20%** OF THE POPULATION



Gen X

BORN 1965-1980

CURRENTLY 41-56 Y.O

AROUND **20%** OF THE POPULATION



Boomer

BORN 1945-1964

CURRENTLY 57-76 Y.O

AROUND **20%** OF THE POPULATION

PART ONE

The Passion

WHICH SOCIAL AND ENVIRONMENTAL ISSUES ARE AUSTRALIANS MOST CONCERNED ABOUT?

UNPROMPTED, GLOBAL WARMING IS THE #1 THING PEOPLE CALL OUT AS THEIR BIGGEST SOCIAL OR ENVIRONMENTAL CONCERN

COVID-19 COMES A CLOSE SECOND



IN YOUR OWN WORDS

Homelessness.
Everyone deserves
to have some sort
of shelter, food and
to stay warm in the
cold weather.

Deforestation.
Forests are the planet's lungs.
If we continue destroying
them, we will not have the
oxygen generation required to
support our rapidly expanding
population or the animals
needed to provide food.

Poverty.
The rich are getting
richer and the poor
are getting poorer.

The economy. All the
stuff around social
and environmental
challenges need a robust
economy to work.

Racism. Migrants
to this country
are still being
discriminated against.

Mental health.
There were major
problems with mental
health issues which
have been significantly
impacted by Covid-19.

Global warming, because
it will displace people,
cause famine, extinctions,
destroy reefs and impact
the productivity of
food production.

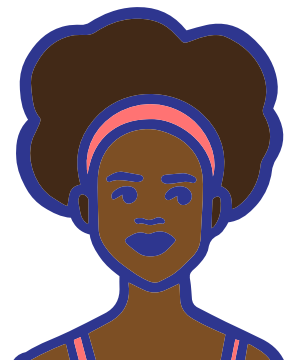
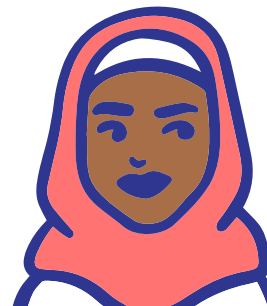
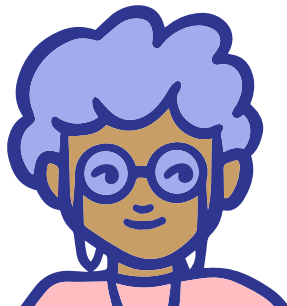
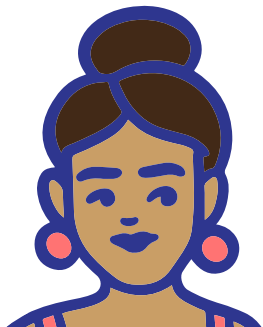
Covid-19. It's incredibly
dangerous and has
brought the world
to a standstill.

Climate change.
If we don't do
something about it
now, the planet is going
to be uninhabitable
in the future.

Plastic waste.
Too much plastic
waste being thrown
into oceans causing
great damage to
ocean lives.

The environment.
Without a healthy
functioning environment,
the well-being and
livelihood of all species
are under threat.

Overpopulation.
It is the root cause of
many other social and
environmental issues
such as global warming,
wealth inequality, habitat
destruction and more.



WHEN WE TAKE COVID OUT OF THE PICTURE AND ASK PEOPLE TO
CHOOSE FROM A LIST OF 20 SOCIAL AND ENVIRONMENTAL ISSUES

THEY ARE MOST CONCERNED ABOUT



*Our Oceans**

36% EXTREMELY CONCERNED

82% Overall concern



Climate Change

35% EXTREMELY CONCERNED

77% Overall concern



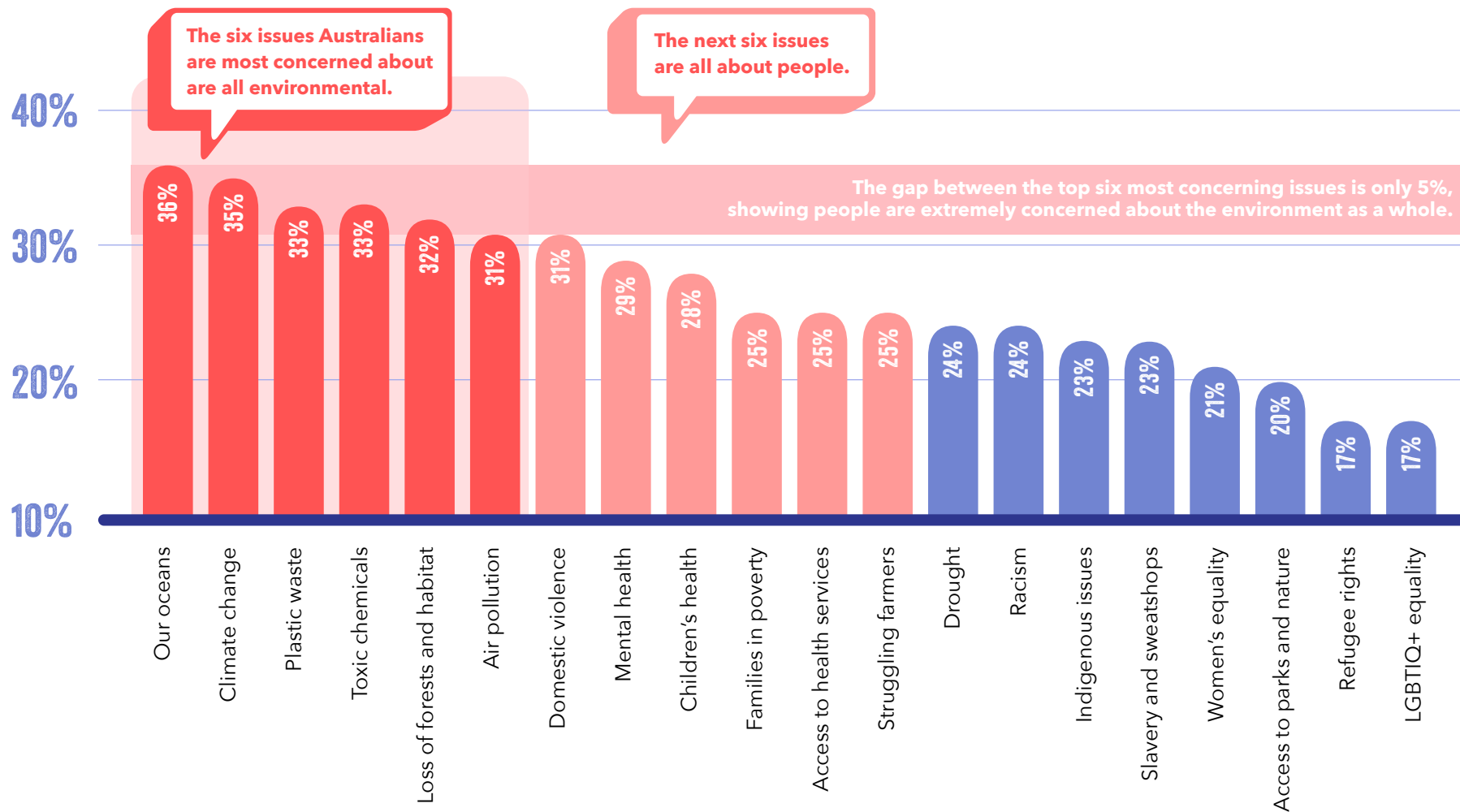
Plastic Waste

33% EXTREMELY CONCERNED

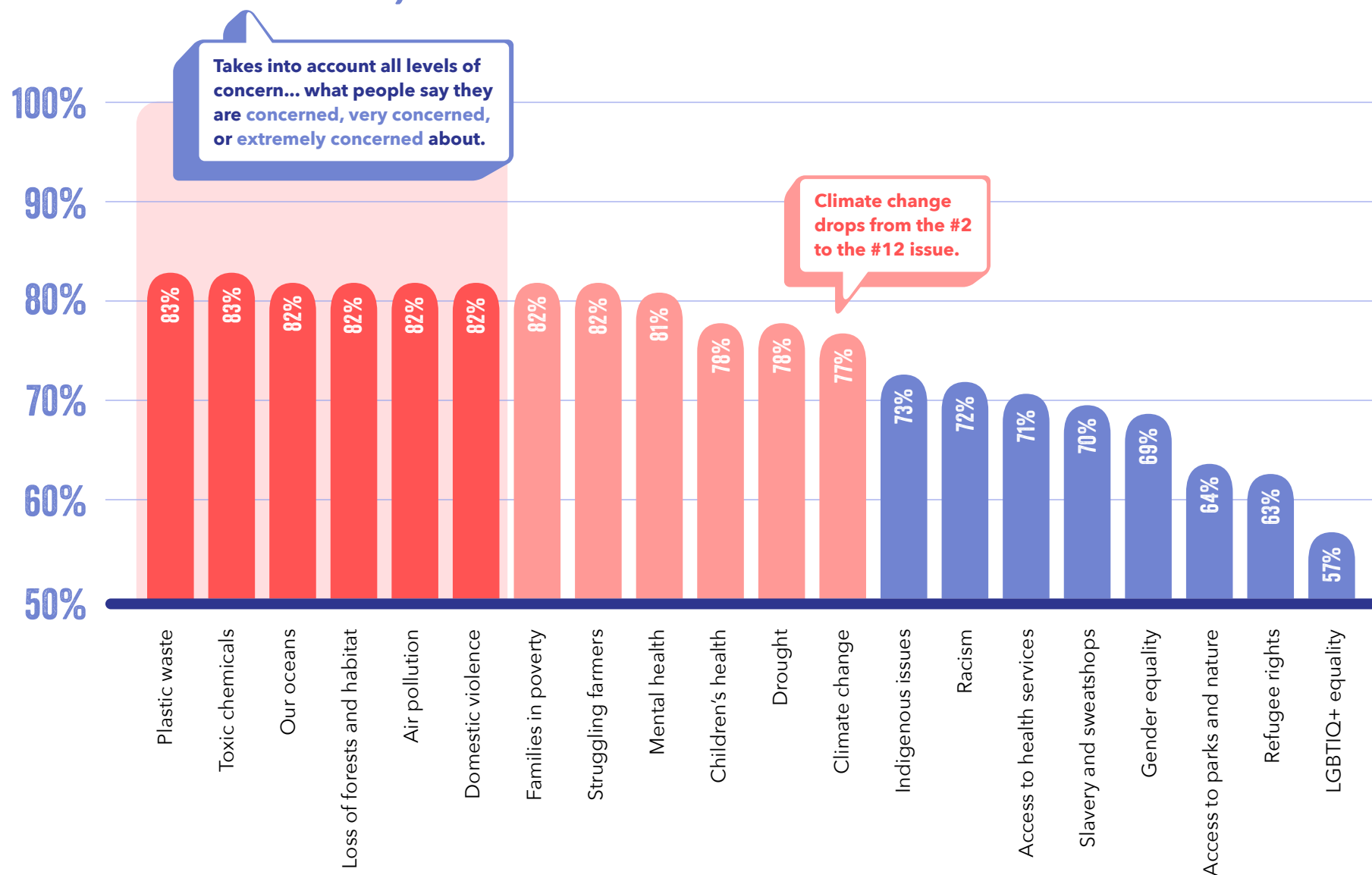
83% Overall concern

*Ocean pollution, overfishing and the Great Barrier Reef.

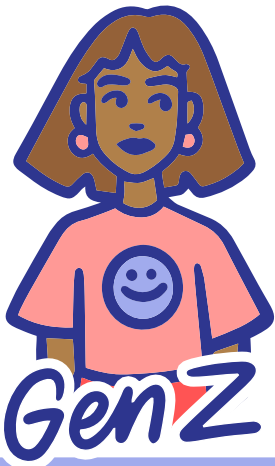
LOOKING AT WHAT PEOPLE ARE EXTREMELY CONCERNED ABOUT, THE BIG PICTURE LOOKS LIKE THIS



LOOKING AT WHAT PEOPLE ARE CONCERNED ABOUT OVERALL, THE BIG PICTURE LOOKS LIKE THIS



GENERATIONS ARE EXTREMELY CONCERNED ABOUT THE SAME THINGS, WITH A COUPLE OF EXCEPTIONS



extremely concerned

36% CLIMATE CHANGE
36% MENTAL HEALTH
36% OUR OCEANS

overall concerned

82% CLIMATE CHANGE
85% MENTAL HEALTH
84% OUR OCEANS



extremely concerned

36% CLIMATE CHANGE
36% OUR OCEANS
34% PLASTIC WASTE

overall concerned

80% CLIMATE CHANGE
84% OUR OCEANS
83% PLASTIC WASTE



extremely concerned

38% OUR OCEANS
36% PLASTIC WASTE
36% CLIMATE CHANGE

overall concerned

84% OUR OCEANS
82% PLASTIC WASTE
78% CLIMATE CHANGE



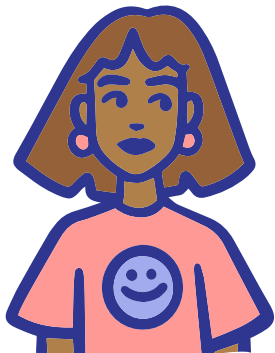
extremely concerned

36% TOXIC CHEMICALS
35% OUR OCEANS
33% PLASTIC WASTE

overall concerned

86% TOXIC CHEMICALS
78% OUR OCEANS
82% PLASTIC WASTE

ON AVERAGE, BOOMERS ARE LESS CONCERNED ABOUT ALL ISSUES THAN OTHER GENERATIONS



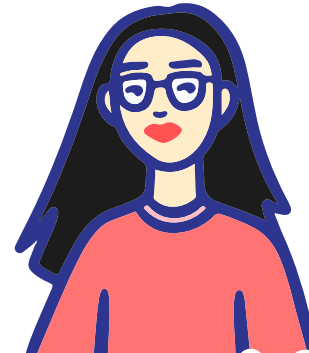
Gen Z

79%



Gen Y MILLENNIALS

77%



Gen X

76%



Boomer

71%

AVERAGE LEVEL OF OVERALL CONCERN ACROSS ALL ISSUES

Gen Z hold the highest overall concern for 16/20 issues.

Boomers hold the lowest level of overall concern for 17/20 issues.

DIFFERENT GENDERS* HAVE DIFFERENT CONCERNS

WHILE THE TOP TWO CONCERNS ARE THE SAME, CONCERNS VARY SIGNIFICANTLY FROM THERE

Guys

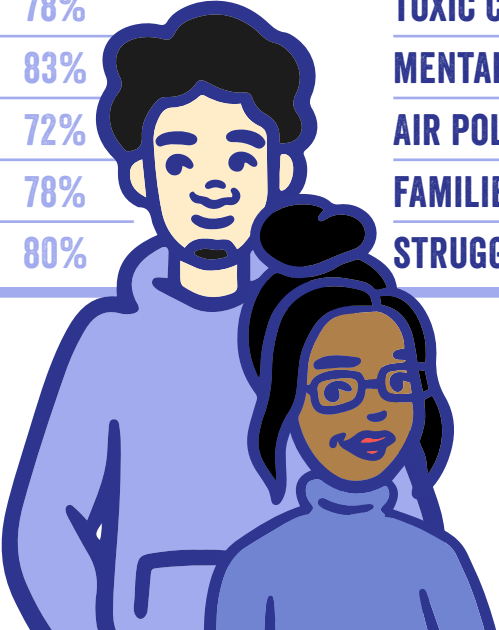
	Extremely concerned	Overall concerned
OUR OCEANS	34%	81%
CLIMATE CHANGE	34%	75%
PLASTIC WASTE	31%	82%
AIR POLLUTION	31%	81%
TOXIC CHEMICALS	31%	83%
CHILDREN'S HEALTH	29%	78%
LOSS OF FORESTS AND HABITAT	28%	83%
ACCESS TO HEALTH SERVICES	24%	72%
DROUGHT	26%	78%
DOMESTIC VIOLENCE	25%	80%

Gals

	Extremely concerned	Overall concerned
OUR OCEANS	37%	78%
CLIMATE CHANGE	37%	78%
LOSS OF FORESTS AND HABITAT	37%	82%
DOMESTIC VIOLENCE	36%	84%
PLASTIC WASTE	36%	83%
TOXIC CHEMICALS	36%	83%
MENTAL HEALTH	32%	83%
AIR POLLUTION	31%	82%
FAMILIES IN POVERTY	31%	82%
STRUGGLING FARMERS	27%	83%

*Our study included responses from 10 non-binary individuals, however representing just 0.5% of the study means this data set does not provide for accurate statistical comparison of this group. If you are interested in these results get in touch.

Overall, gals report higher levels of extreme concern about all issues than guys by a 5-10% margin.



WHERE YOU LIVE MAKES A DIFFERENCE TO WHAT YOU CARE ABOUT

Urban Dwellers

	Extremely concerned	Overall concerned
CLIMATE CHANGE	36%	80%
OUR OCEANS	35%	84%
PLASTIC WASTE	33%	83%
TOXIC CHEMICALS	32%	84%
LOSS OF FORESTS AND HABITAT	31%	84%
AIR POLLUTION	31%	84%
DOMESTIC VIOLENCE	29%	82%
MENTAL HEALTH	29%	82%
CHILDREN'S HEALTH	26%	79%
FAMILIES IN POVERTY	24%	84%

Rural and Regional

	Extremely concerned	Overall concerned
OUR OCEANS	37%	77%
LOSS OF FORESTS AND HABITAT	35%	79%
PLASTIC WASTE	35%	82%
DOMESTIC VIOLENCE	35%	81%
TOXIC CHEMICALS	34%	81%
AIR POLLUTION	32%	75%
CLIMATE CHANGE	32%	68%
STRUGGLING FARMERS	31%	82%
CHILDREN'S HEALTH	30%	78%
DROUGHT	28%	77%

Climate change is #1 for urban dwellers yet just #7 for regional and rural folk.

SO WHO IS DOING SOMETHING ABOUT ALL OF THIS?

We are

**BY
DONATING**

**BY
RECYCLING**

**WITH OUR
SPENDING**

**VIA ONLINE
ACTIVISM**

**BY
USING LESS**

**BY
SHOWING UP**

57%

of us donate regularly
to charities

57%

of us recycle
regularly²

56%

of us actively look for 'good'
brands and products –
those that support causes
or have environmentally
friendly attributes

44%

of us complete
online petitions

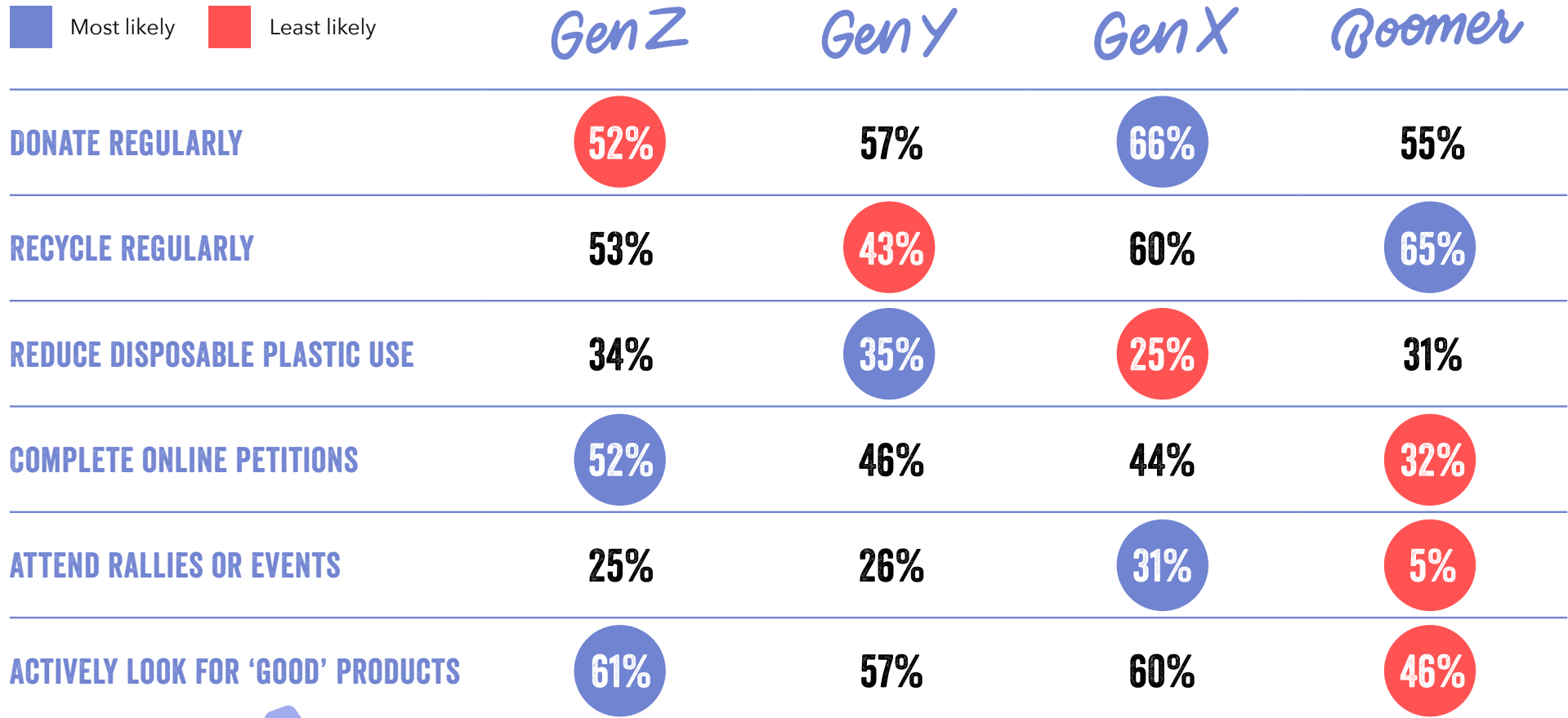
31%

of us are reducing
our use of
disposable plastic²

22%

of us attend rallies
and events

THE CHALLENGE IS, NOT ALL GENERATIONS ACT EQUALLY



A 'good' product is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

Overall Gen X is the most likely to act in some sort of way, with Gen Y and Gen Z not far behind (though they need to lift their game on single use plastics).

Every generation has its weak spot, but Boomers are consistently least or less likely than most others to take any given action, with the exception of recycling.

PART TWO

The Power

NOW WE KNOW WHAT AUSTRALIANS ARE MOST PASSIONATE ABOUT WHEN IT COMES TO SOCIAL AND ENVIRONMENTAL ISSUES, LET'S LOOK AT WHO HAS THE POWER TO MAKE THE CHANGE WE'RE LOOKING FOR

While younger people are most likely to seek to change the world through how they spend their money, they often don't have as much to spend as older generations.

POWER COMES IN MANY KINDS LET'S START WITH MONEY



THE AVERAGE GEN Z
has just over a quarter
(27%) of the net household
wealth of a Gen Y



THE AVERAGE GEN Y
has less than half **(43%)**
the net household
wealth of a Gen X



THE AVERAGE GEN X
is doing OK too, with around
75% of the net household
wealth of a Boomer



THE AVERAGE BOOMER
has a net household
wealth* of around
\$1.3m³

*Net household worth is the value of all assets, including superannuation, minus debts.
To fit generational brackets we have split the 35-44 age group across Gen Y and Gen X, so numbers are approximate.

WHAT ABOUT POWER IN BUSINESS?

Of Australia's top 50 companies,

**29 CEOs ARE BOOMERS OR OLDER AND 21 ARE FROM GEN X.
ZERO ARE FROM GEN Y OR GEN Z.⁴**



AND WHO BOSSES THE BOSSES?

Of Australia's top 200 companies,

JUST 21% OF ALL BOARD MEMBERS ARE AGED 55 OR UNDER.⁵



So, while Gen X has some influence in how businesses are run, Gen Y and Gen Z are basically not represented at all.

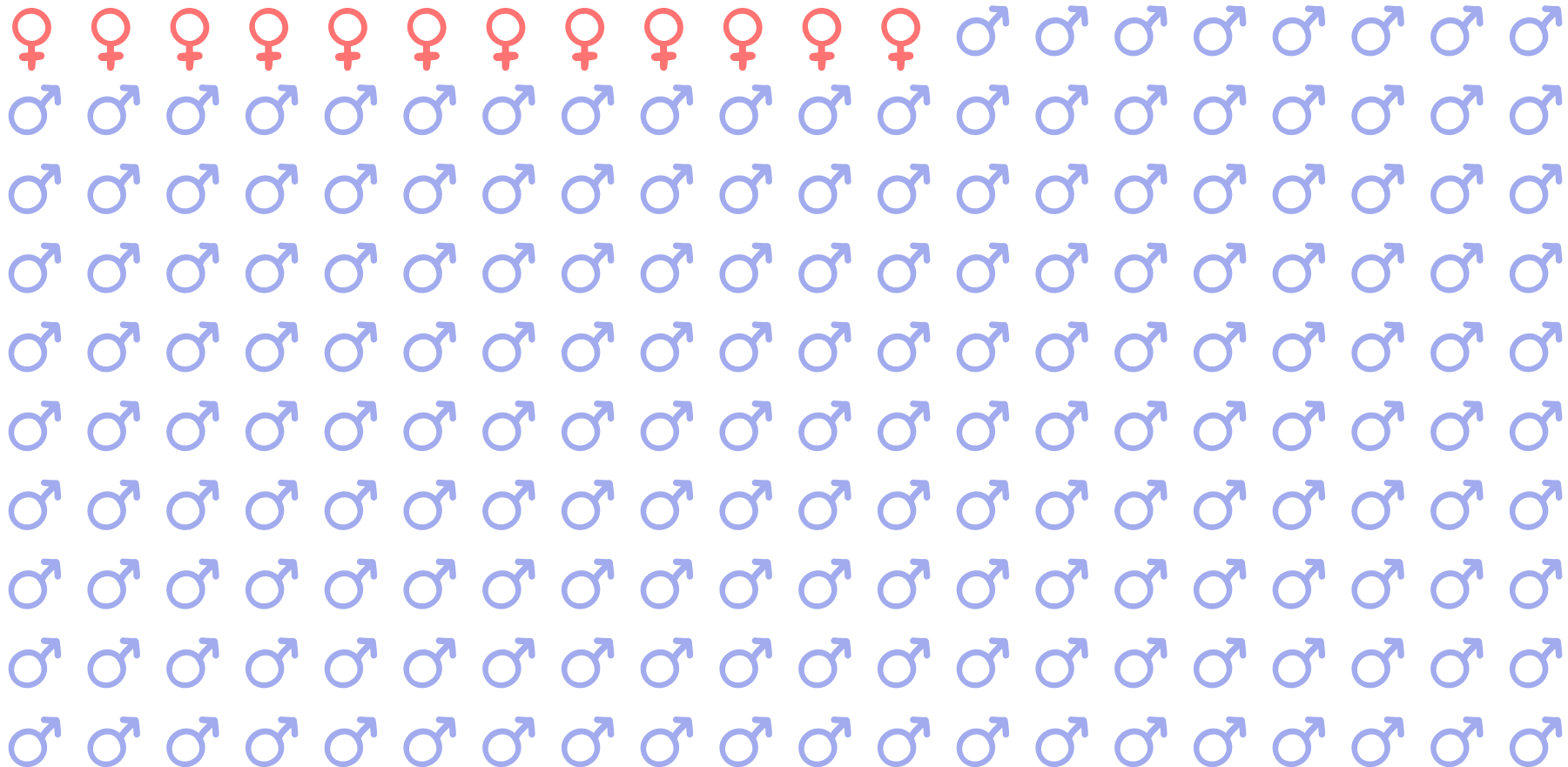
WHAT ABOUT GENDER?

Fewer women run top Australian companies than men named John, or Peter.⁷

We know women are more concerned about social and environmental issues.
Yet in business, their voices are significantly under-represented.

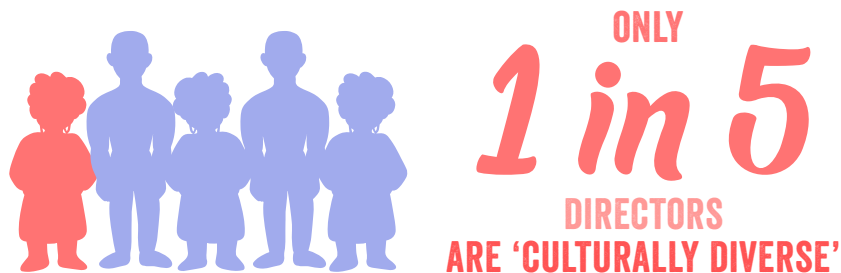
Just 12 of Australia's ASX200 companies are led by female CEOs.⁶

A majority of Australian businesses are run by heterosexual, white, able-bodied men aged 40-69, yet they represent just 8.4% of the population.⁷

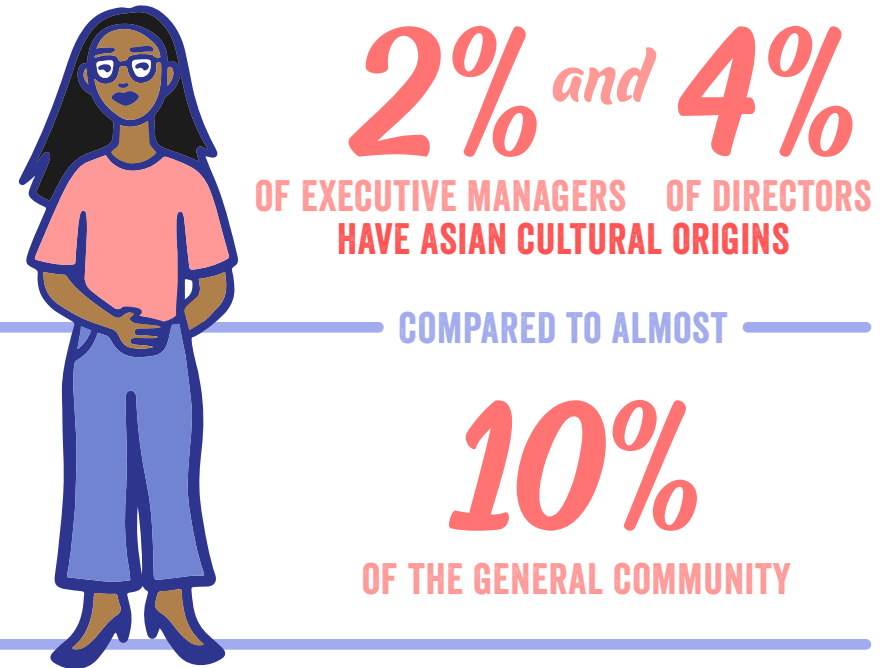
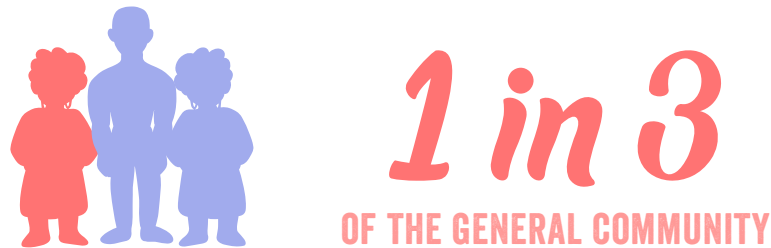


WHAT ABOUT CULTURAL DIVERSITY?

In a study of the cultural origins* of ASX 200 Business Leaders:⁸



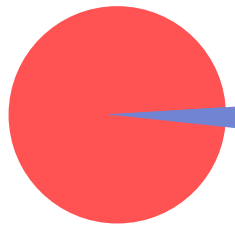
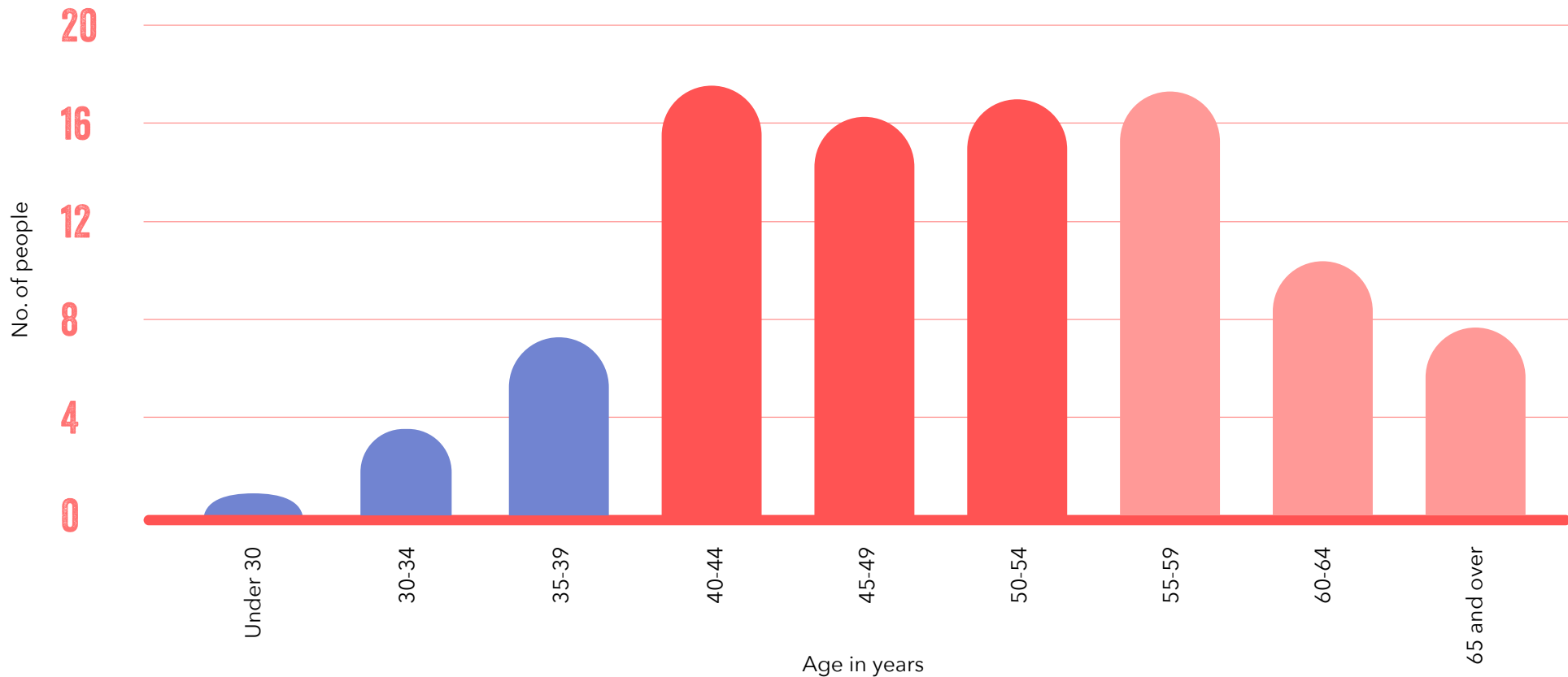
COMPARED TO



*Referring to people from non-Anglo-Celtic cultural origins, i.e. European, Asian, African, Middle Eastern and Pacific Islander origins

WHAT ABOUT POWER IN POLITICS?

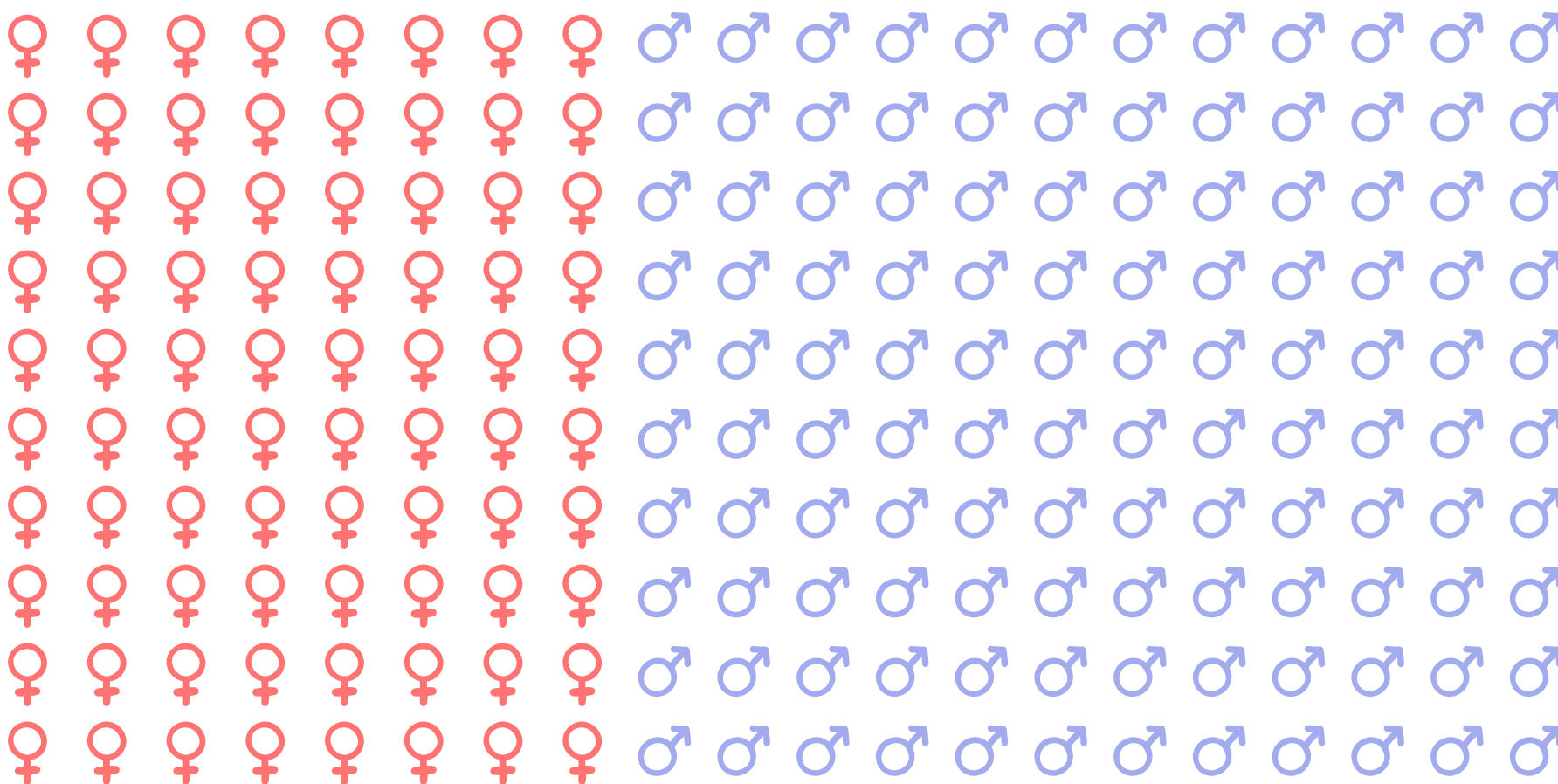
In 2013, those under 40 were significantly under-represented in the Australian Parliament.⁹



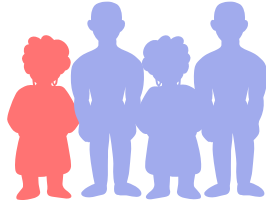
AT THE LAST FEDERAL ELECTION, IN 2019, LITTLE HAD CHANGED, WITH JUST 3.1% OF OUR NATIONAL REPRESENTATIVES IN PARLIAMENT AGED UNDER 35¹⁰

IN POLITICS, GENDER RATIOS ARE BETTER,

though women are still not equally represented, accounting for just under 40% of our federal politicians.¹¹

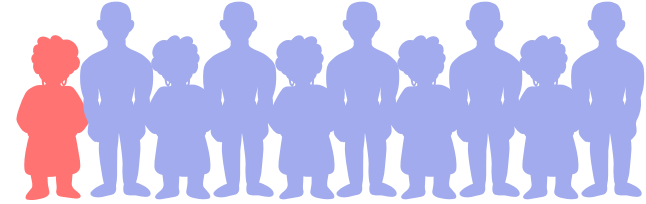


WHAT ABOUT CULTURAL DIVERSITY IN PARLIAMENT?



1 in 4

AUSTRALIANS HAVE A NON-EUROPEAN OR INDIGENOUS BACKGROUND,



1 in 10



CANDIDATES IN THE LAST ELECTION

YET THEY
REPRESENTED JUST

AT THE LAST ELECTION, LESS THAN 2% OF CANDIDATES WERE INDIGENOUS¹²

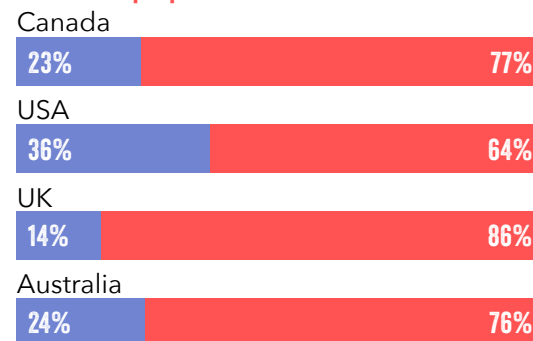
Australia has far less diversity in its legislature than comparative countries such as Canada, the United States and the UK.

Representation is even less diverse when you look at positions of power within Parliament:

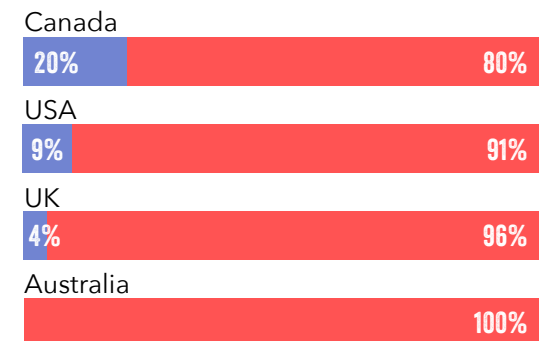
 Non Anglo-Celtic/
European  Anglo-Celtic/
European

ETHNIC REPRESENTATION IN POPULATION VS CABINET/EXECUTIVE

General population



Cabinet/Executive



WHAT ABOUT POLITICAL REPRESENTATION FOR PEOPLE WITH DISABILITIES?



18%
OF AUSTRALIANS
HAVE A DISABILITY

BUT ONLY

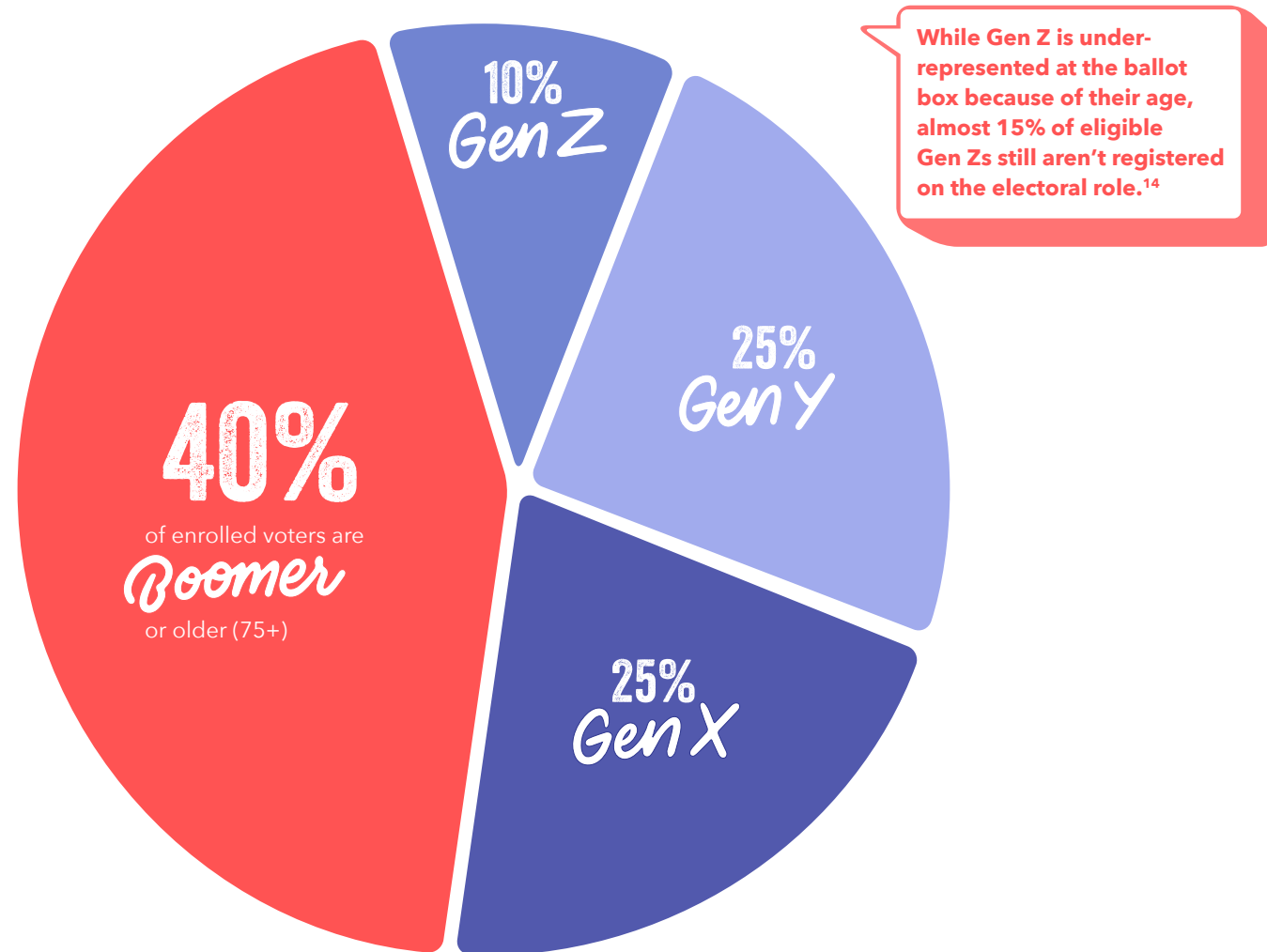
1%
OF CANDIDATES FROM THE MAJOR
PARTIES RECORDED HAVING A
DISABILITY IN THE LAST ELECTION⁸

"If someone is physically excluded from a space and that is visually seen to be the case, then that sends a strong message about the role of that person within that institution."

WA Senator Steele-John,
the one parliamentarian who currently uses a wheelchair.

SO WHO VOTES ALL THESE OLDER, WHITE, ABLE-BODIED PEOPLE IN TO PARLIAMENT?

You guessed it – older people do.¹³



WHICH CAN RESULT IN POLITICAL ACTIONS THAT DON'T ALIGN WITH THE ISSUES AUSTRALIANS ARE MOST PASSIONATE ABOUT



Our Oceans

In 2018, the Federal Government removed almost

50%

from the protected areas of the Australian Marine Parks Network¹⁵



Climate Change

The 2020 Climate Change Performance Index ranked Australia

57/57

for climate change policy¹⁶

Turkey, Bulgaria, Algeria, Malta, Iran and Kazakhstan all ranked higher.



Plastic Waste

Out of all Australia's states and territories just

1/8

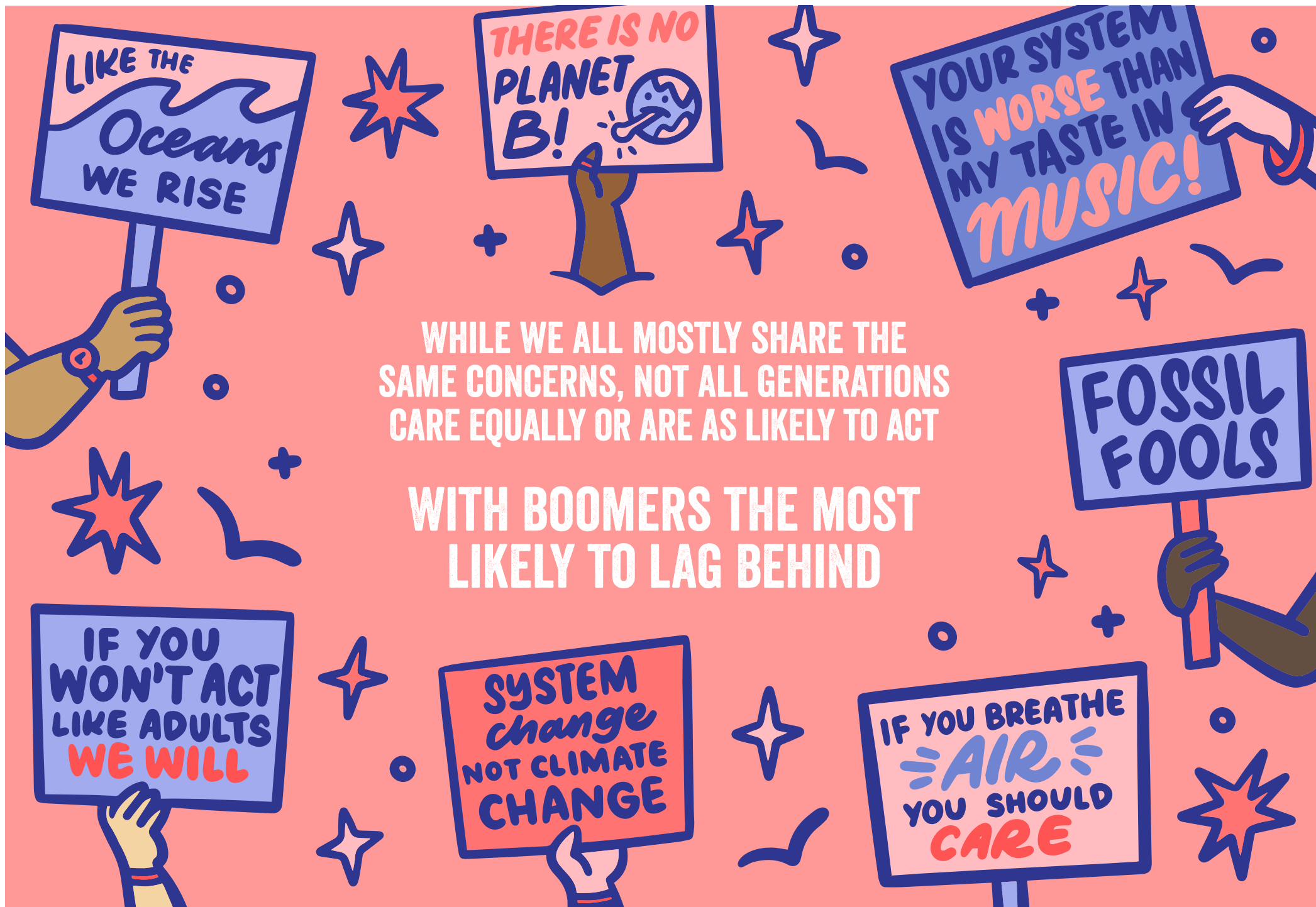
have passed laws banning single use plastics. Well done, SA

So, let's summarise

We care, a lot

WHILE COVID IS HIGH ON OUR LIST OF CONCERNS RIGHT NOW, ENVIRONMENTAL ISSUES ARE TOO, WITH OCEANS, CLIMATE CHANGE AND PLASTIC WASTE TOPPING THE LIST





WHILE WE ALL MOSTLY SHARE THE
SAME CONCERNS, NOT ALL GENERATIONS
CARE EQUALLY OR ARE AS LIKELY TO ACT

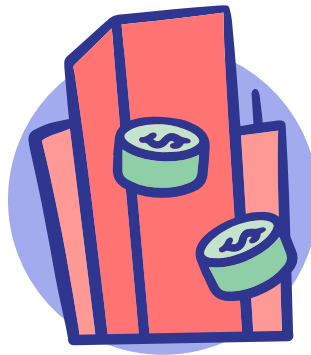
WITH BOOMERS THE MOST
LIKELY TO LAG BEHIND

THE CHALLENGE IS,
WHEN IT COMES TO POWER,

Boomers are in charge



CONTROL OF
HOUSEHOLD WEALTH



BUSINESS LEADERSHIP



REPRESENTATION
IN GOVERNMENT

IF WE WANT CHANGE,
something must change



**BUT
WHAT?**



If you're a Boomer,

THINK BACK

You're the generation that started the environmental movement. Peace, love and mung beans. Greenpeace, 350.org, WWF and almost every other major environmental NGO was founded by Boomers. You started the fight for a sustainable planet, so it makes sense to help other generations finish it.

So if you're one of the many Boomers who cares, talk to your friends who aren't on board and help them understand that this is their legacy. Even if they don't believe the problem is as big as their kids and grandkids do, they owe it to them to act anyway. The younger generations have a lot longer to live on this earth with the consequences of inaction. As they* say, we do not inherit the world from our ancestors, we borrow it from our children.

*Once again, no-one is quite sure who said this first. Could be Ralph Waldo Emerson, could be a native American proverb. The earliest cited printed version is by Wendell Berry in 1971, but he said it a little differently: 'I am speaking of the life of a man who knows that the world is not given by his fathers, but borrowed from his children'.

If you're Gen X.

**YOU ARE THE MOST POWERFUL
OF THE YOUNGER GENERATIONS,
SO IT'S YOUR TIME TO LEAD**

You may not have the wealth of your parents but you have enough to make an impact, so vote with your wallet.

Your generation is most represented in Parliament, and your opinions and voting power will only continue to grow as you grow older. Use this emerging power to lobby your politicians on the issues you care about.

Soon Gen X will control most of the biggest companies too, which opens a whole new avenue of change. Continue to fight for what is right with bravery, even in the face of challenging boards and structures that want to maintain the status quo.

And, with most Gen X now being parents of young adults, teens and younger children, their future is with your choices.





If you're Gen Y.

IT'S TIME TO GET MORE INVOLVED

You may not have wealth but you still have spending power and your generation now makes up more of the workforce than any other, which creates power too. Demand your employer show action in the areas you care about or find one that does.

Make your vote count on the big issues at the ballot box, and speak up to your local Member for Parliament. Even better, run for office. It's not until our representatives are truly representative that everyone will have the say they deserve.

If you're Gen Z.

YOUR TIME IS COMING TOO

36 You're the most educated generation on social and environmental issues in history, so there's an opportunity to turn this knowledge into power.

As a wise person once said, 'every dollar you spend or don't spend is a vote you cast for the world you want'*.

So support companies that are taking action on the issues that you care about and keep harnessing the power of digital activism.

And, on the topic of voting, every actual vote you cast is a vote for that world too, so make sure you're registered on the electoral roll.

Once you've done that, talk to your parents about your passion for positive change, and you might be able to influence them to act, too.

*This time we do know who said it: L.N. Smith, Sunrise Over Disney, L.N. Smith Publishing, 2011

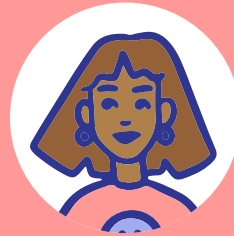
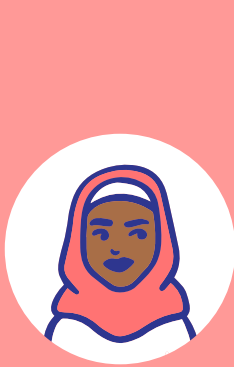


And for everyone

while there will always be disagreement on how change should happen, it's worth recognising that we all broadly agree on what change needs to happen.

As COVID-19 has shown us, we do better when we're all in this together.
So, let's get together and do this...together.

AFTER ALL...



*We don't need
handful of people doing
everything perfectly.*



**WE NEED MILLIONS OF PEOPLE
JUST DOING SOMETHING**



*Almost word for word from Anne Marie Bonneau, @zerowastechef who actually said, 'We don't need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly.' But hey, changing the world is bigger than food waste, right?

WHAT WILL YOU DO?

You might've already made the move to live a little lighter, by taking shorter showers, eating less meat, or reducing your energy use – so here's a few tips on stepping up your action.

The wonderful world of Google can give you plenty more.

- ☐ MOVE YOUR SUPERANNUATION AND BANKING TO A RESPONSIBLE PROVIDER
- ☐ SPEAK UP ON THE NEED FOR STRONGER ENVIRONMENTAL AND CLIMATE POLICY
- ☐ REDUCE SINGLE USE PLASTIC
- ☐ GO SOLAR OR CHOOSE A GREEN POWER PROVIDER
- ☐ CARBON OFFSET YOUR LIFE (IT'S CHEAPER THAN YOU THINK)
- ☐ RECONSIDER YOUR VOTE
- ☐ GET INVOLVED IN POLITICS
JOIN A PARTY, LOBBY YOUR MP
OR EVEN RUN FOR A SEAT
- ☐ CHOOSE PRODUCTS AND SERVICES WITH SOCIAL AND ENVIRONMENTAL ATTRIBUTES
- ☐ CHAMPION SUSTAINABILITY AT YOUR WORKPLACE
- ☐ REDUCE, RE-USE AND REPAIR MORE, THROW AWAY LESS
- ☐ OR SOMETHING ELSE?

ARE YOU A COMPANY OR BRAND READY TO ACT?

Get the Power and the Passion – Brand and Marketing edition at
powerandthepassion.com.au






ABOUT THE RESEARCH

Republic of Everyone and The Bravery commissioned independent market researchers Mobium Group to undertake The Power and Passion community research.

An online survey of **2,018 AUSTRALIANS** aged 16-75 years was undertaken between September 28 and October 7, 2020. Gender and geographic quotas were employed to provide balanced samples.

Each of the four generation cohorts had a minimum sample size of 500 respondents.



FOR YOUR REFERENCE (or rather ours)

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