

DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

And if yes, which ones?

For over ten years, **Republic of Everyone**, **The Bravery** and **Mobium Group** have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called **The Power and the Passion**. It all started with a simple question...

**What issues are Australians most passionate about?
And how do brands and businesses have the power
to create change?**

This report will give you a glimpse into what they said about your sector.

Want the whole thing?

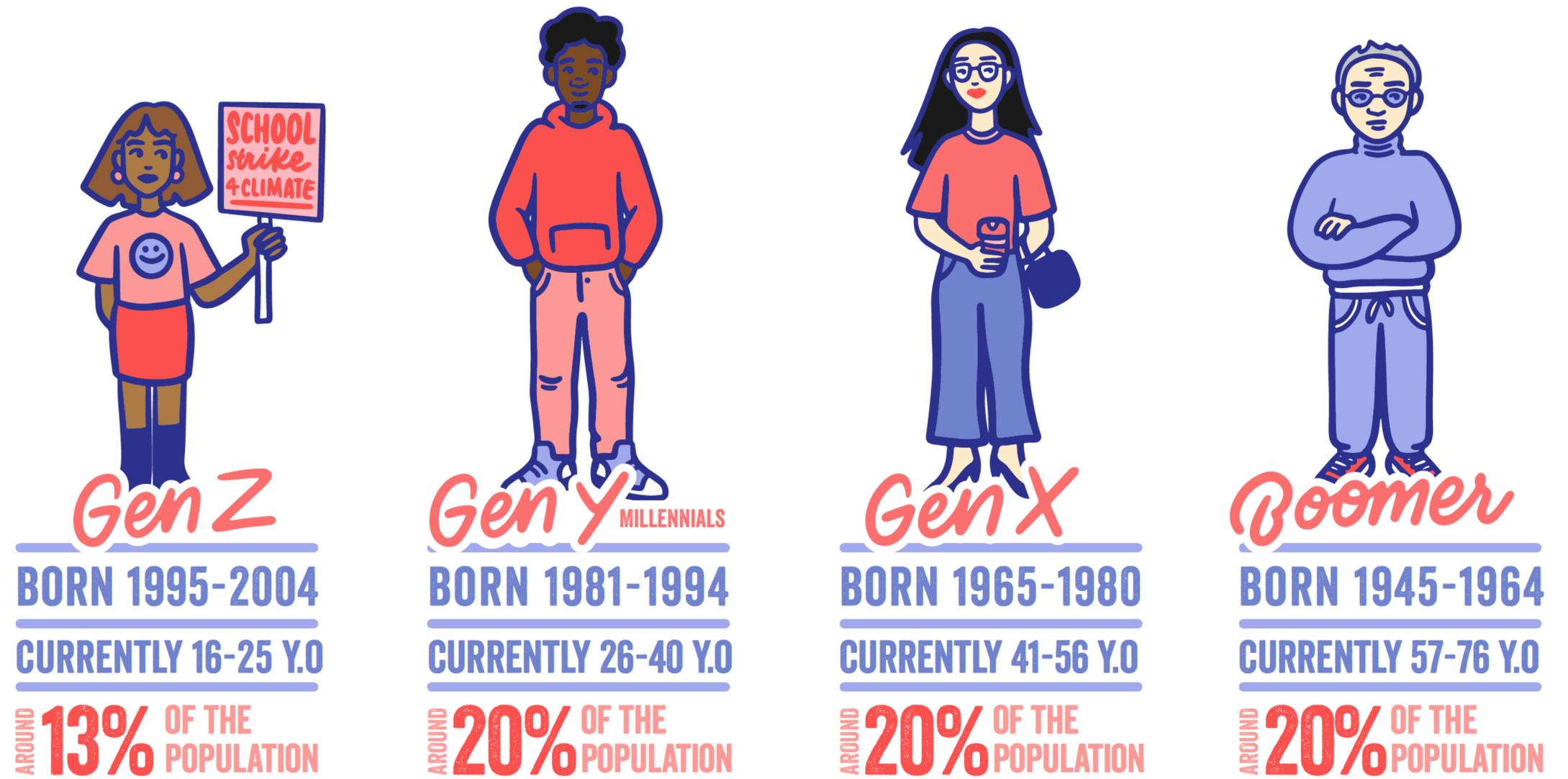
Download the complete Power and the Passion report at
powerandthepassion.com.au



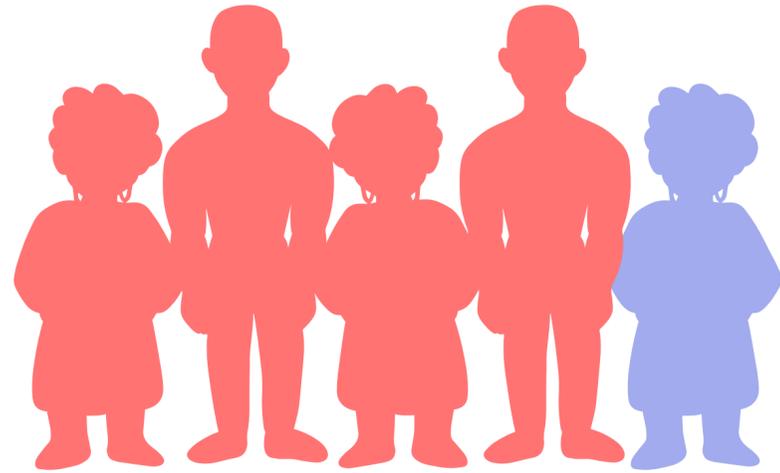
Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.

THE POWER AND THE PASSION STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS:



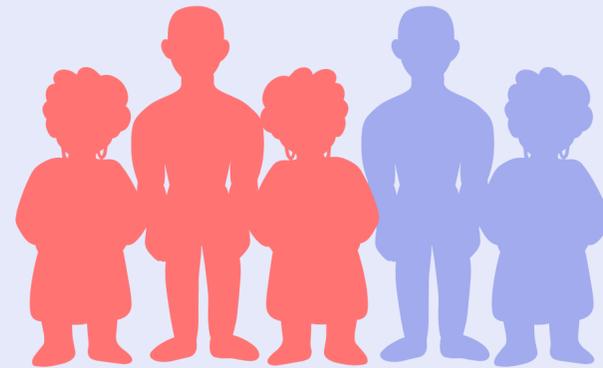
WHAT WE FOUND



ALMOST
4 in 5

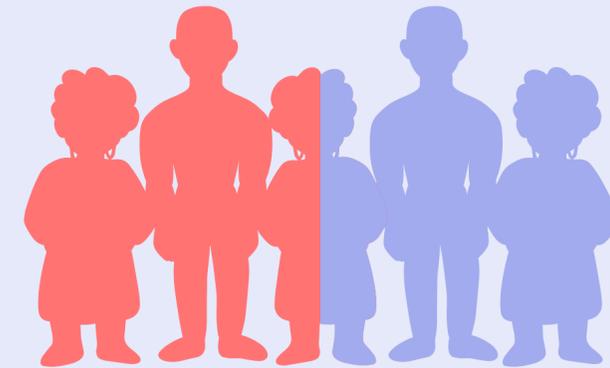
say brands and products should support causes or make changes to their products that address social and environmental issues

...AND THEY'RE READY TO REWARD THE BRANDS AND BUSINESSES THAT *do* ACT



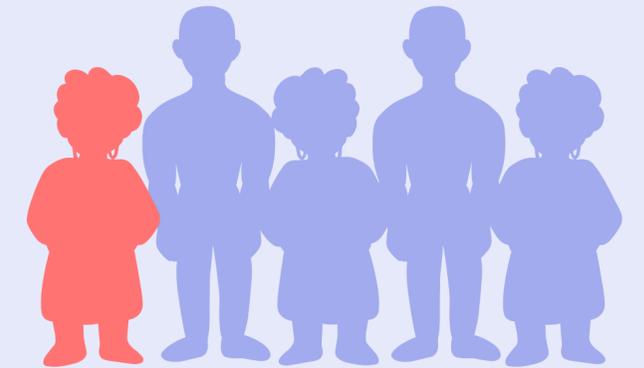
ALMOST
3 in 5

say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes



ALMOST
50%

of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue

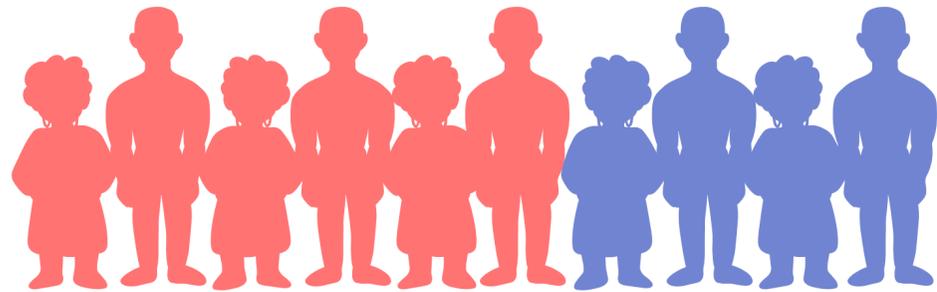


MORE THAN
1 in 5

say they did so in the last week

And yes,

PEOPLE WILL PAY MORE FOR PRODUCTS THAT SUPPORT CAUSES OR HAVE LOWER ENVIRONMENTAL IMPACTS



AROUND
6 in 10

will pay more

HOW MUCH MORE WILL THEY PAY?

1 in 3

people say they will pay 'a little more' – up to 5% – for products that support a cause or have a lower environmental impact.



14%

SAY THEY WILL PAY
UP TO 10% MORE

5%

SAY THEY WILL PAY
UP TO 20% MORE

5%

SAY THEY WILL PAY
UP TO 30% MORE

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.

IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



Authenticity is everything

When you champion a cause or an issue that is aligned with your stakeholder's expectations, your target audience's sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers - and as a result, have meaningful, long-term impact out in the real world.

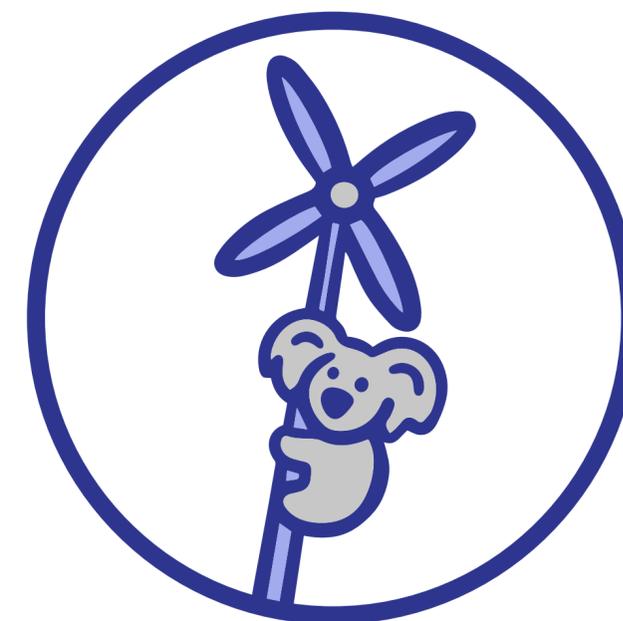
SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT TRAVEL AND TOURISM COMPANIES TO ACT ON?



#1 MADE IN AUSTRALIA



#2 CARBON NEUTRAL



#3 100% POWERED BY RENEWABLES

And breaking it down by generations:

WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK TRAVEL AND TOURISM COMPANIES SHOULD BE ACTING ON?

Across all generations, Made in Australia is a high priority for Australians. They also want to see companies looking at their carbon footprint.



#1 MADE IN AUSTRALIA

#2 CARBON NEUTRAL

#3 SUPPORTING FAMILIES IN POVERTY



#1 MADE IN AUSTRALIA

#2 CARBON NEUTRAL

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#1 MADE IN AUSTRALIA

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#3 CARBON NEUTRAL



#1 MADE IN AUSTRALIA

#2 CARBON NEUTRAL

#3 OUR OCEANS

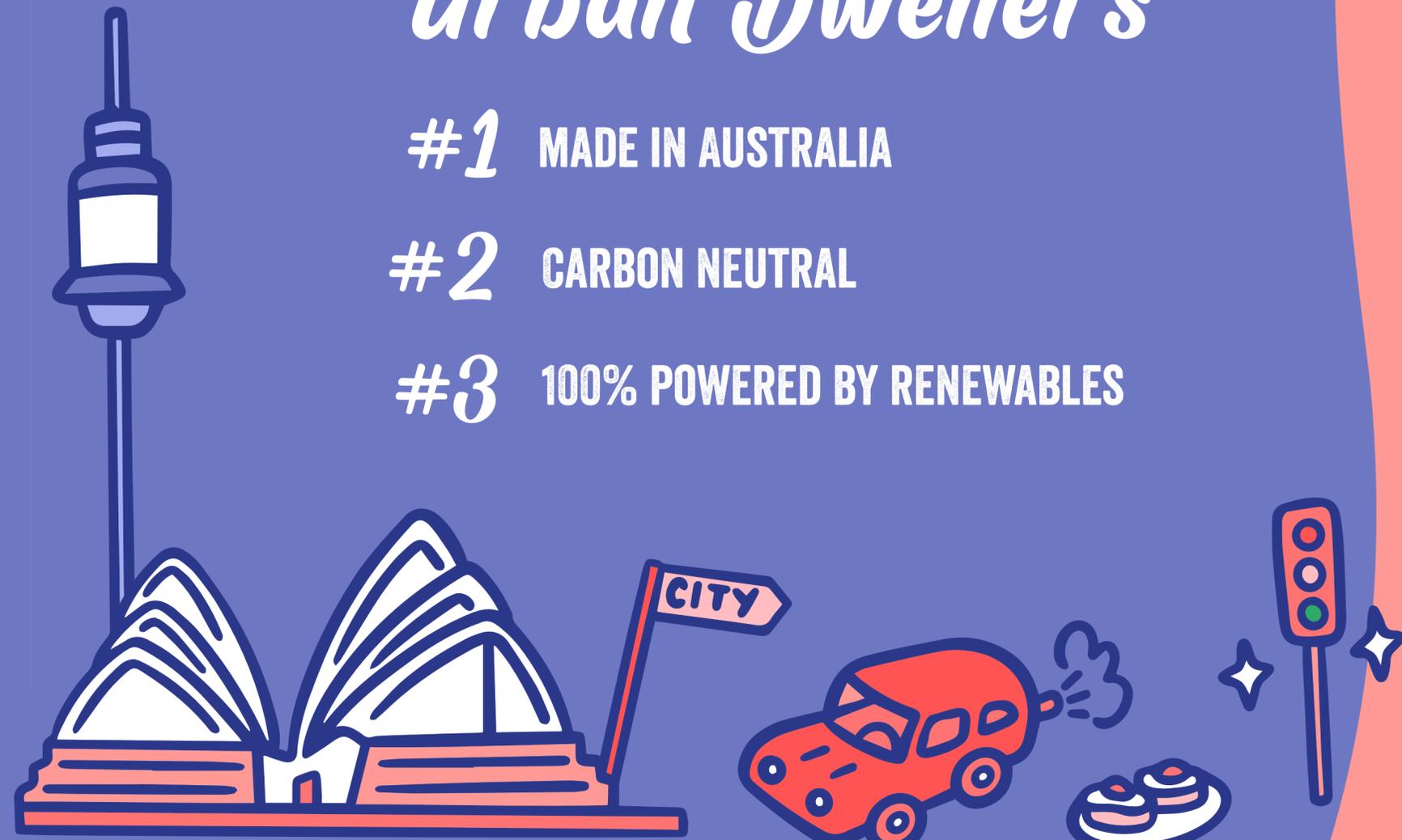
HOW DOES *location* CHANGE THINGS?

The two biggest issues for both urban and regional Australians in the travel and tourism sector are Made in Australia and carbon neutrality.



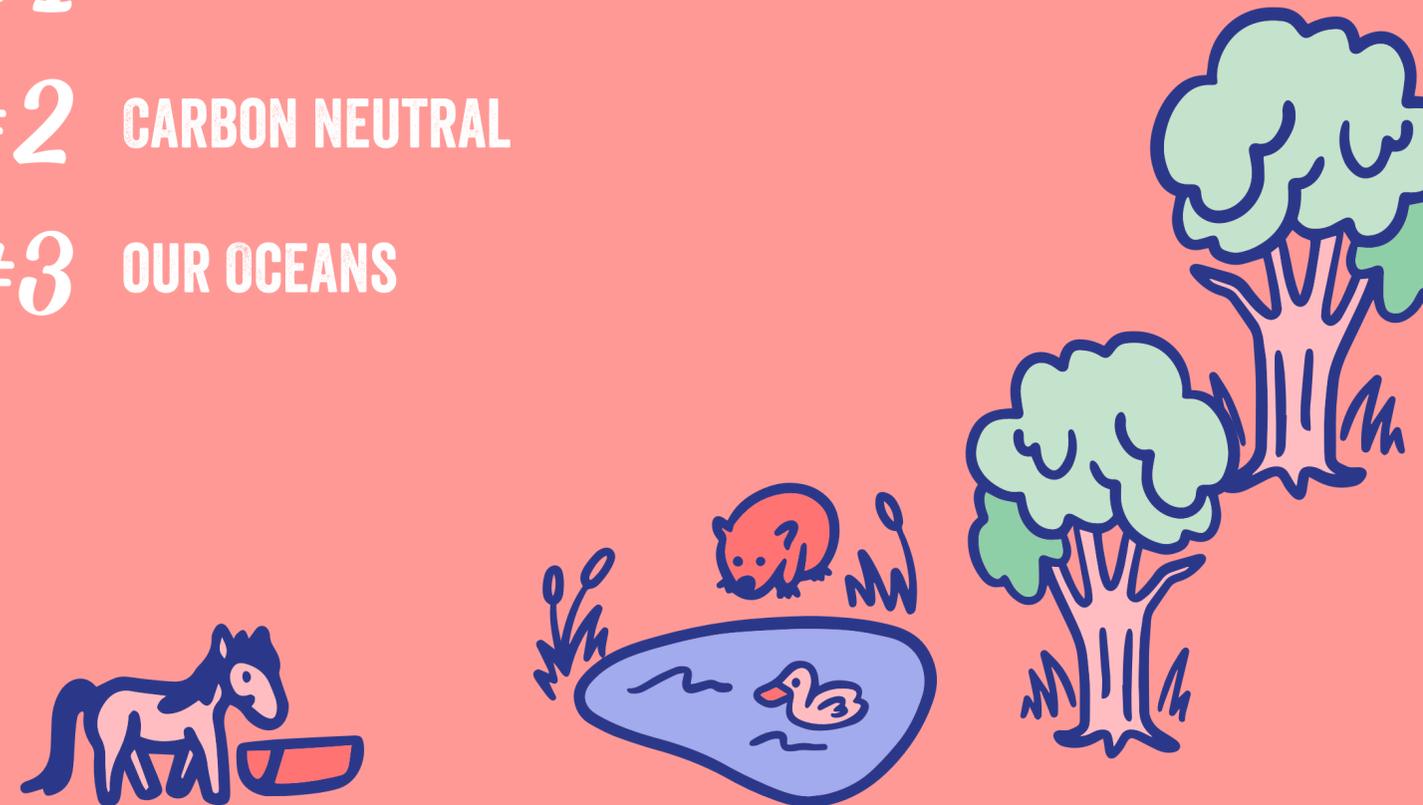
Urban Dwellers

- #1 MADE IN AUSTRALIA
- #2 CARBON NEUTRAL
- #3 100% POWERED BY RENEWABLES



Rural and Regional

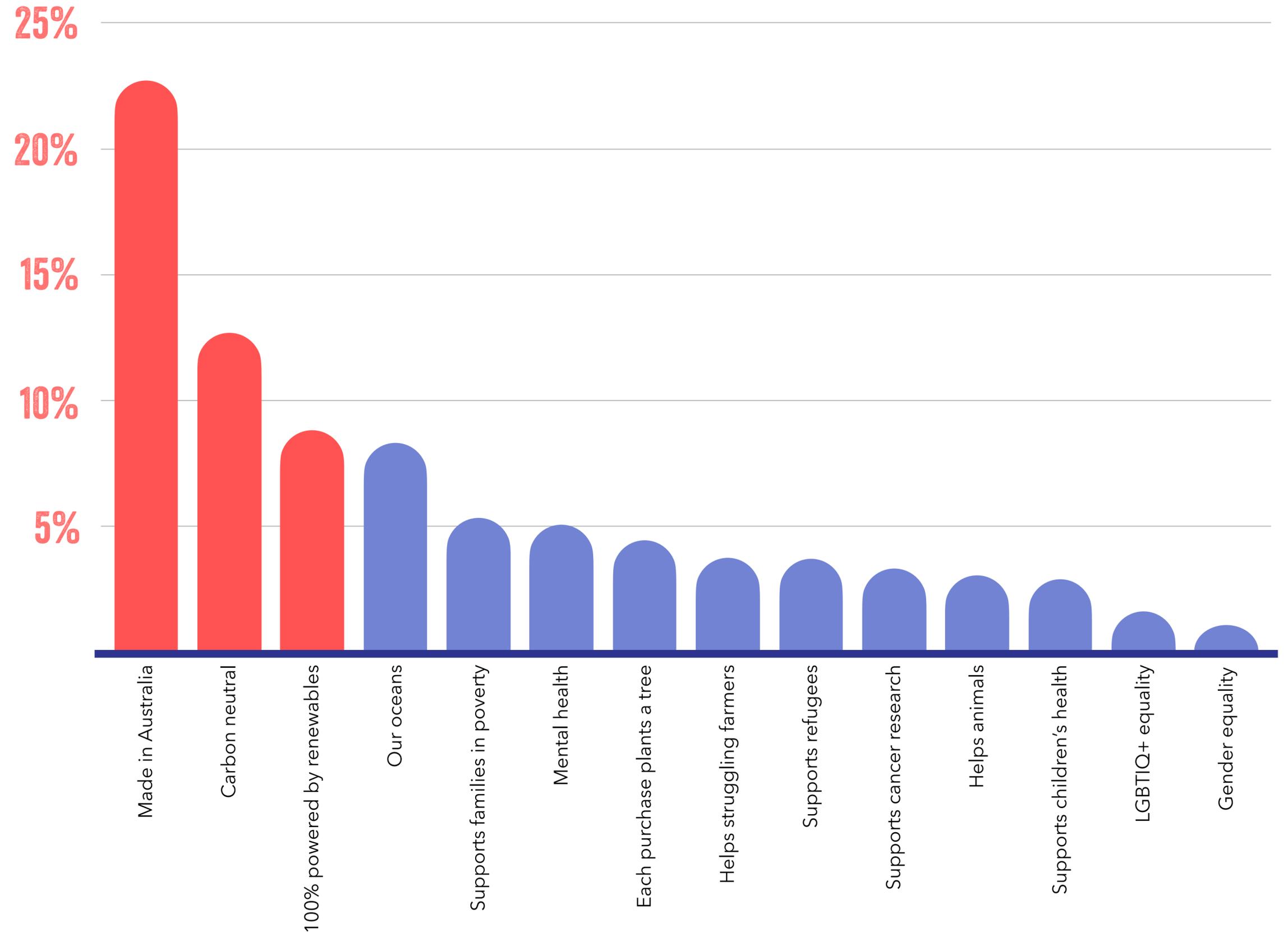
- #1 MADE IN AUSTRALIA
- #2 CARBON NEUTRAL
- #3 OUR OCEANS



AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see travel and tourism companies support.

Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF
TRAVEL AND TOURISM COMPANIES
TAKING ACTION?**

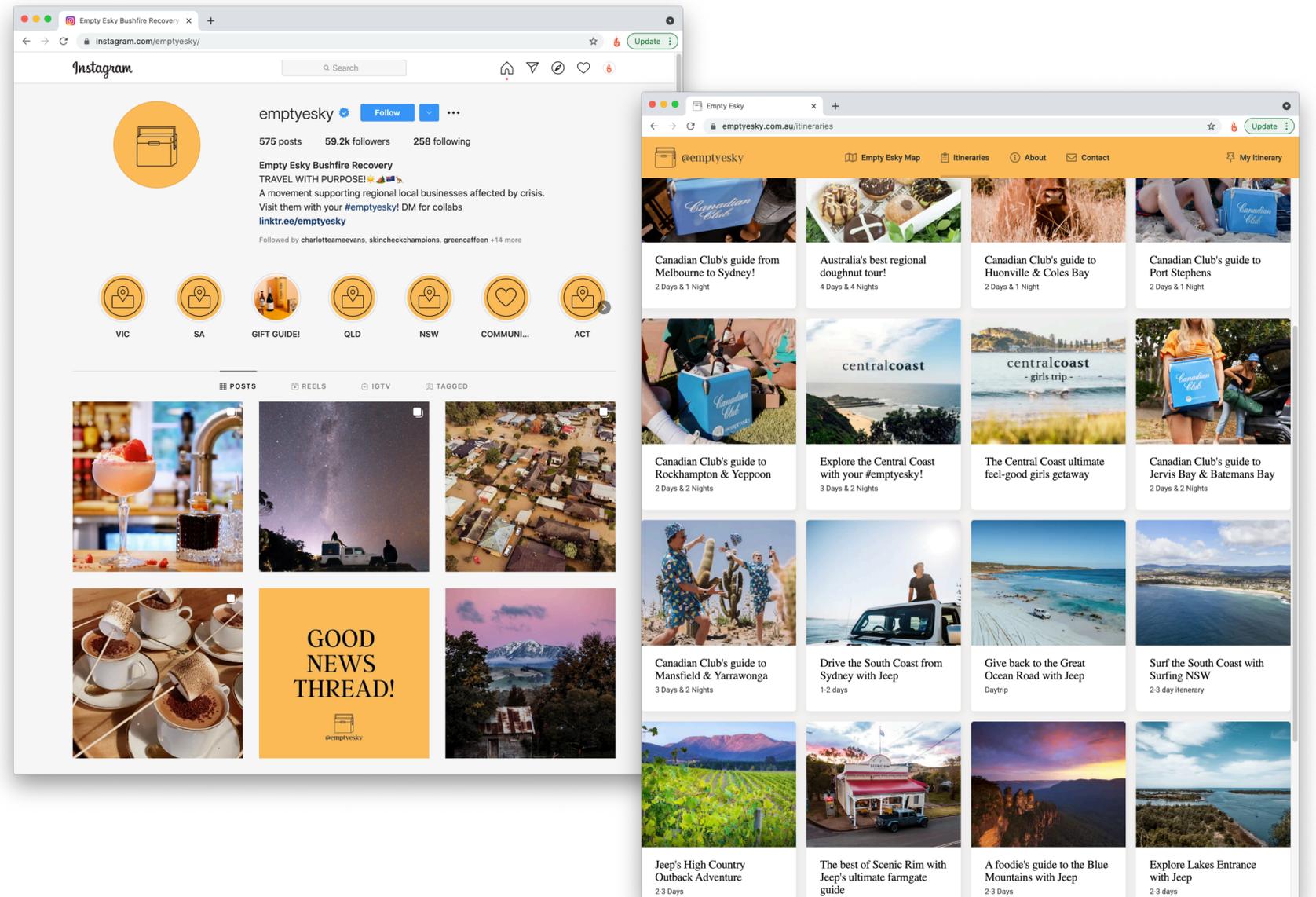


MADE IN AUSTRALIA

In the summer of 2019-2020, a horrific fire season impacted communities across the country, devastating environments and bringing local economies to the edge of collapse.

To breathe life back into these regions and help small businesses get back on their feet, a new non-profit initiative called **EMPTY ESKY** sprung up, encouraging Australians to take a (safe) road trip to an affected community and stock up on local produce and wares.

Companies including Jeep and Canadian Club jumped onboard to support the campaign and created regional travel guides – driving further visibility and traffic to the campaign.



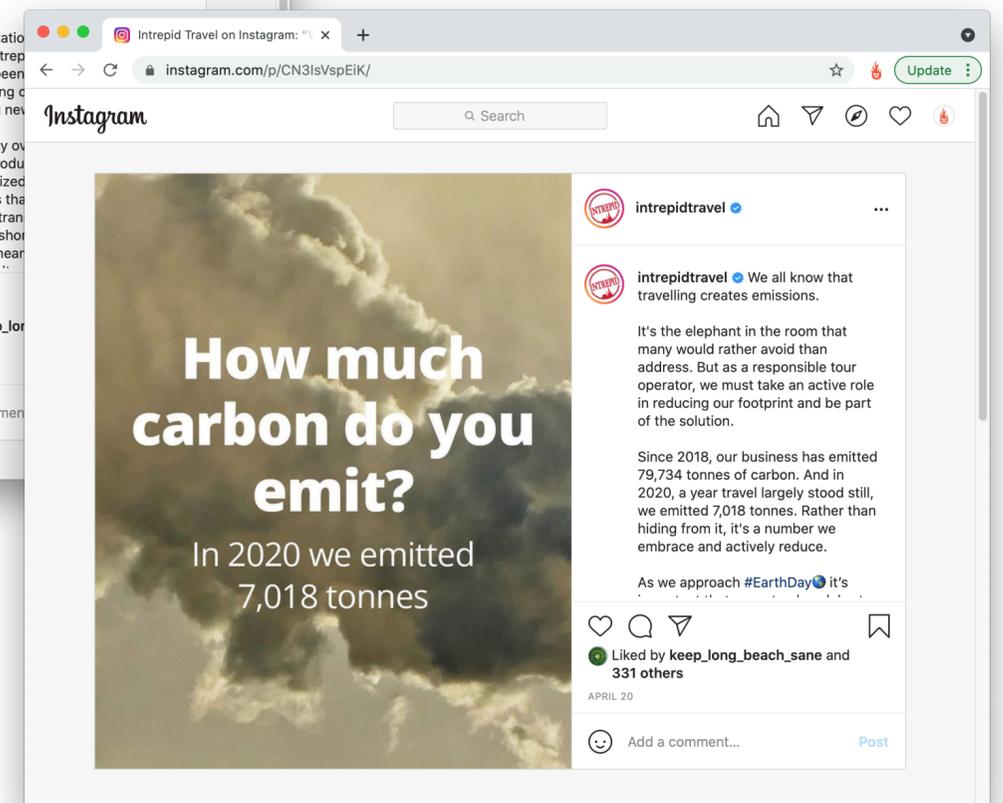
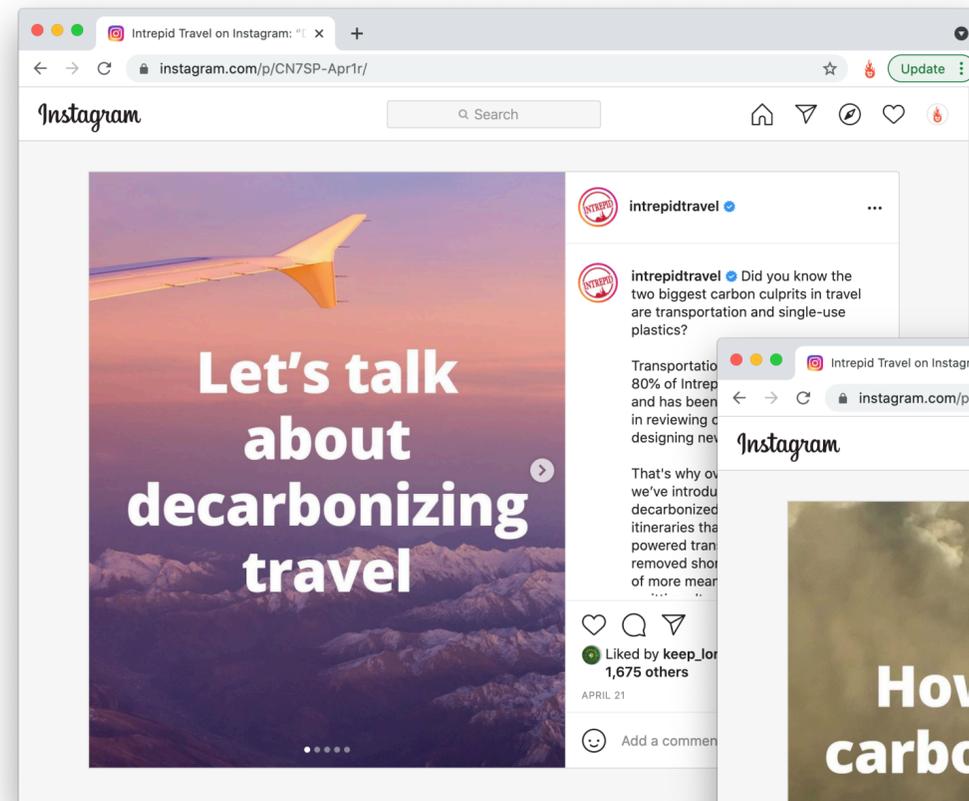


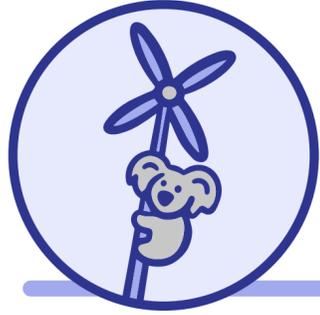
CARBON NEUTRAL

It's estimated that the tourism industry is responsible for around 8% of the world's global greenhouse emissions – a very heavy environmental footprint.

Certified B Corp Intrepid Travel believes that travel companies have the power to change that, which is why they've been **CARBON NEUTRAL SINCE 2010.**

Not only that, they're also on the lookout to reduce their customers' footprints, too: in the past 12 months, Intrepid has introduced **40+ DECARBONISED OR LOW CARBON ITINERARIES** and have become the first global tour operator with verifiable science-based targets.



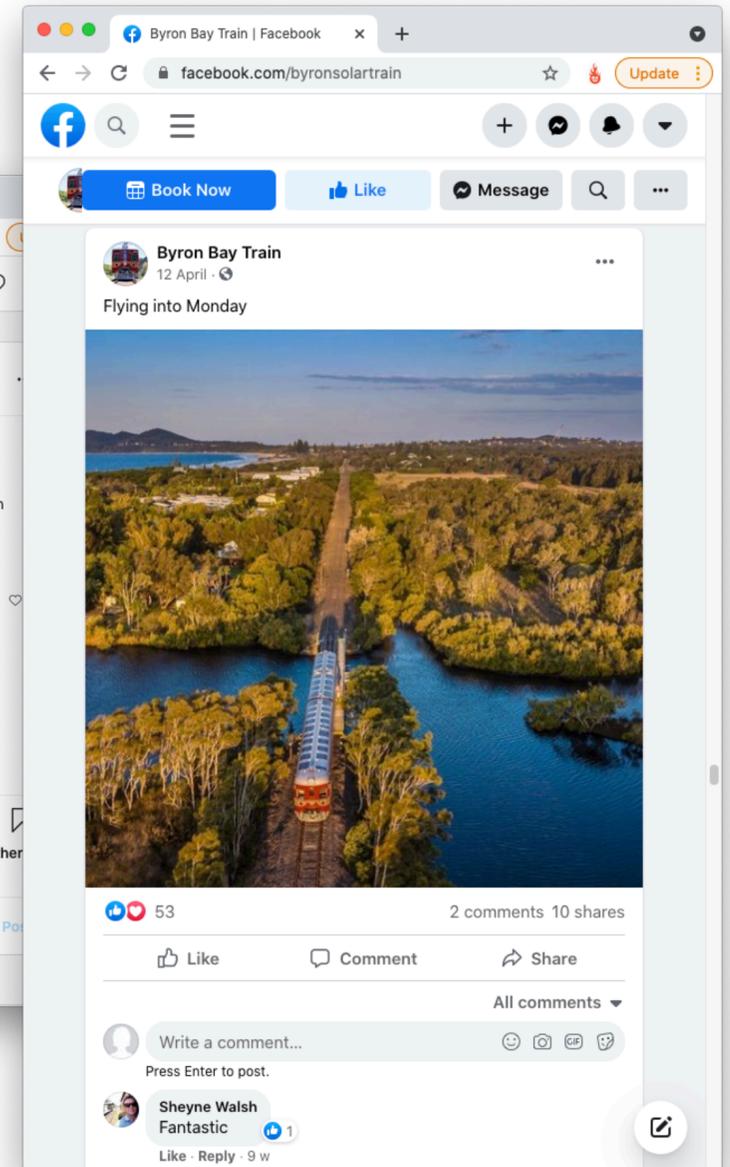
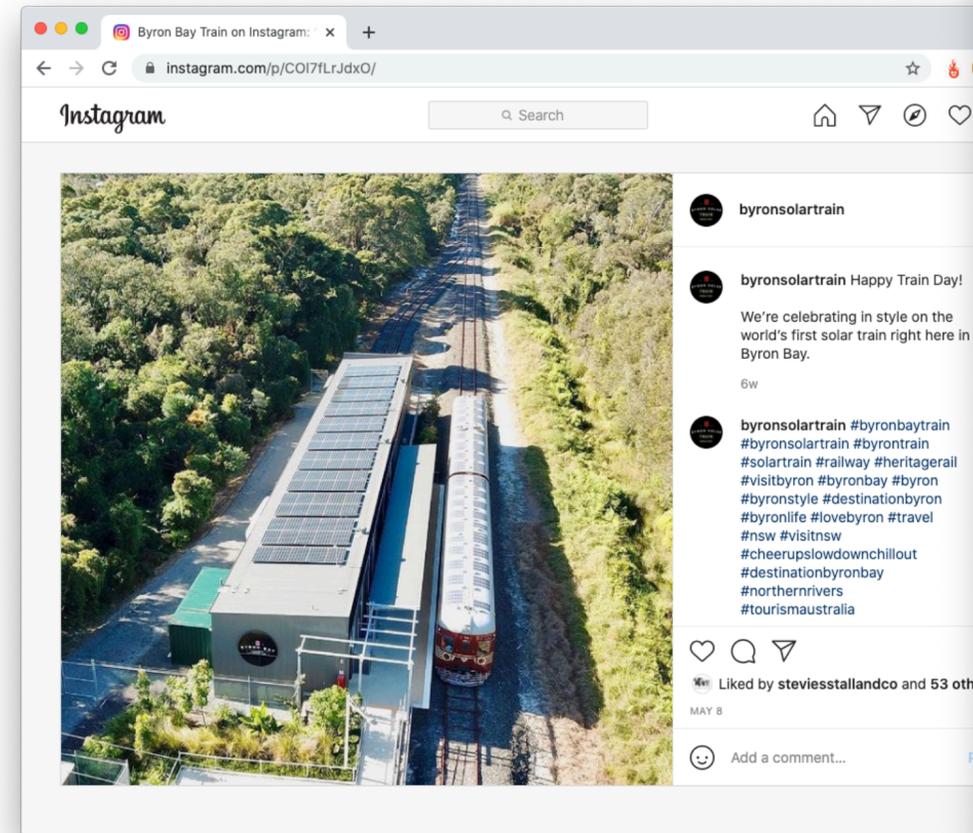


POWERED BY RENEWABLES

Providing a return service along a 3km coastal track between Byron Town Centre and North Beach is a carefully-restored, 1949-era, two carriage heritage train.

But this vintage locomotive is special – it's powered by something much older than itself: a 4.6 billion year old power source.

The train is the first in the world to be **100% POWERED BY SOLAR ENERGY**, not only engaging locals and tourists on the potential of sustainable transport options (in a part of Australia renowned for its natural beauty), but also demonstrating the technical potential of renewables in the travel and tourism industry at large.





DOES YOUR BUSINESS NEED HELP FINDING
or communicating
ITS IMPACT WORK?

**BETWEEN REPUBLIC OF EVERYONE AND THE BRAVERY,
OUR SERVICES PROVIDE EVERYTHING YOU NEED TO IMAGINE, THEN DELIVER.**

Consultancy

You can do anything,
but you can't do everything.

We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
 - Shared Value
 - Impact programs
 - Internal engagement
 - Reporting
 - Brand purpose
 - Behaviour change
-

Creativity

Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn't create a better world?

- Digital
 - Design
 - Experiential
 - Campaigns
 - Copy and content
-

Storytelling

The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
 - Media relations
 - Social media
 - Events and activations
 - Issues and crisis management
 - Media and presentation training
 - Influencers and ambassadors
 - Partnerships
 - Speechwriting and presentations
 - Personal brand and business profiling
-

GET IN TOUCH:



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