


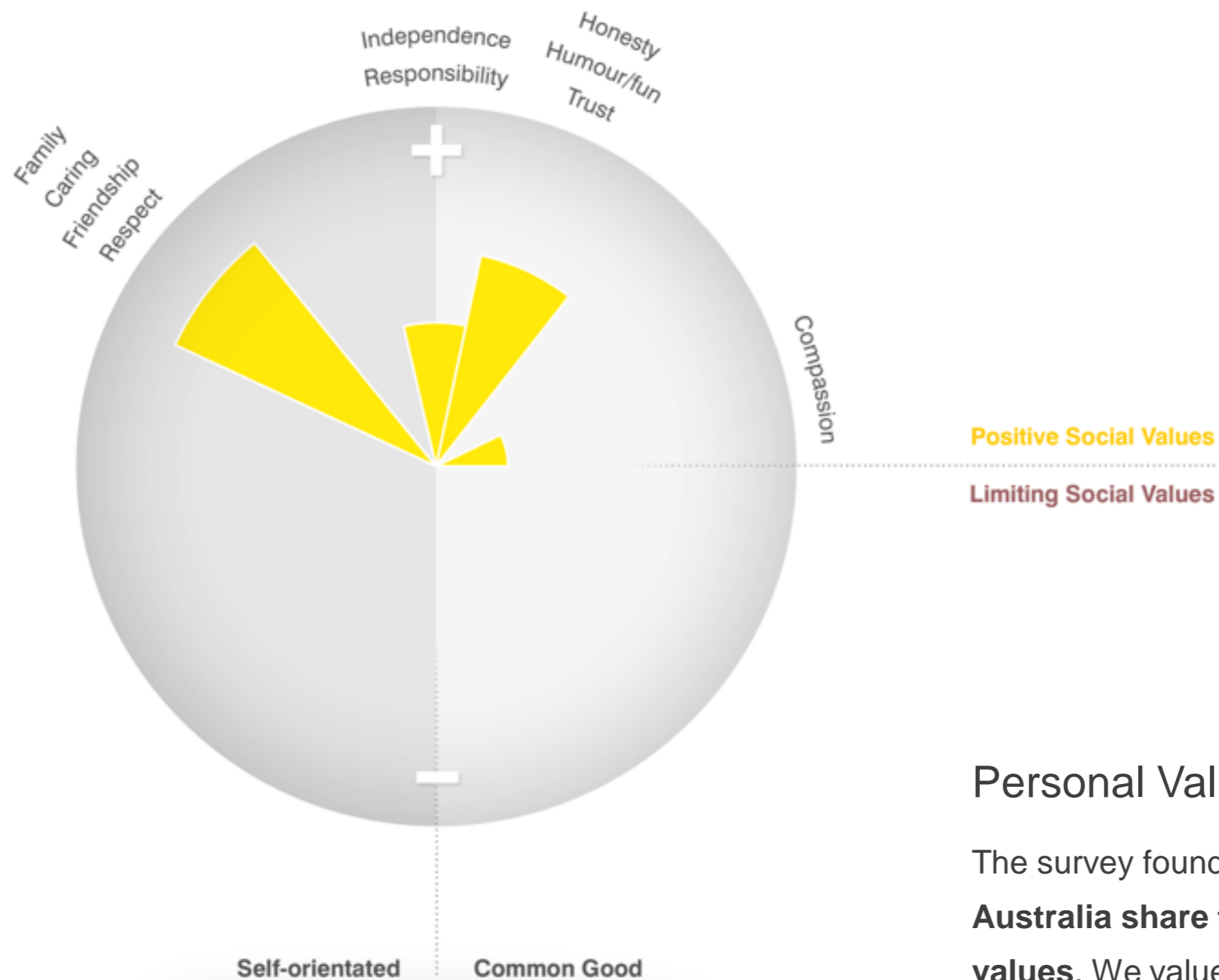


the BIG
conversation
.org.au



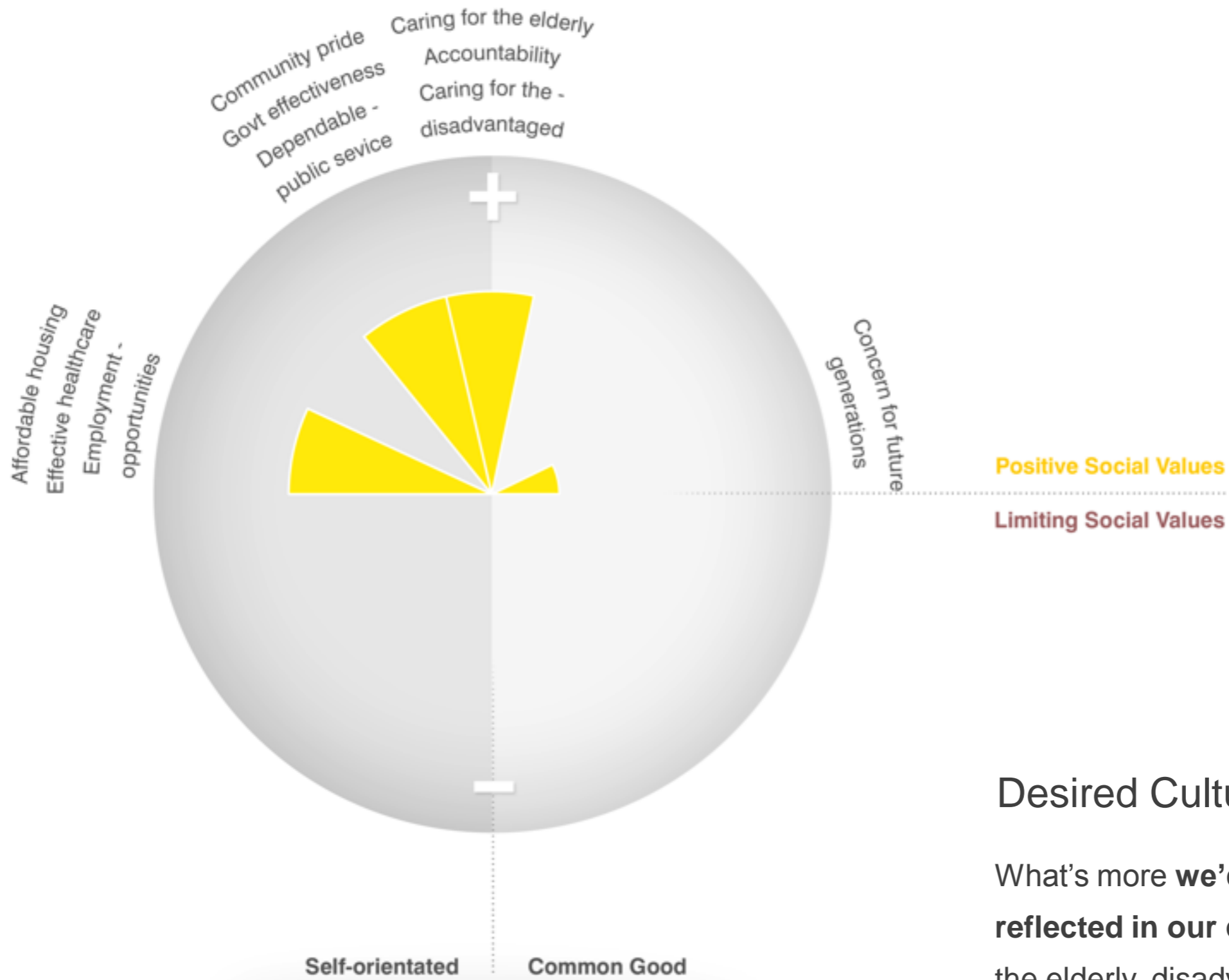
The Big Conversation asked ordinary Australians **what values were most important to them**, how they see society and how they would like society to be in the future.

The results were surprising.



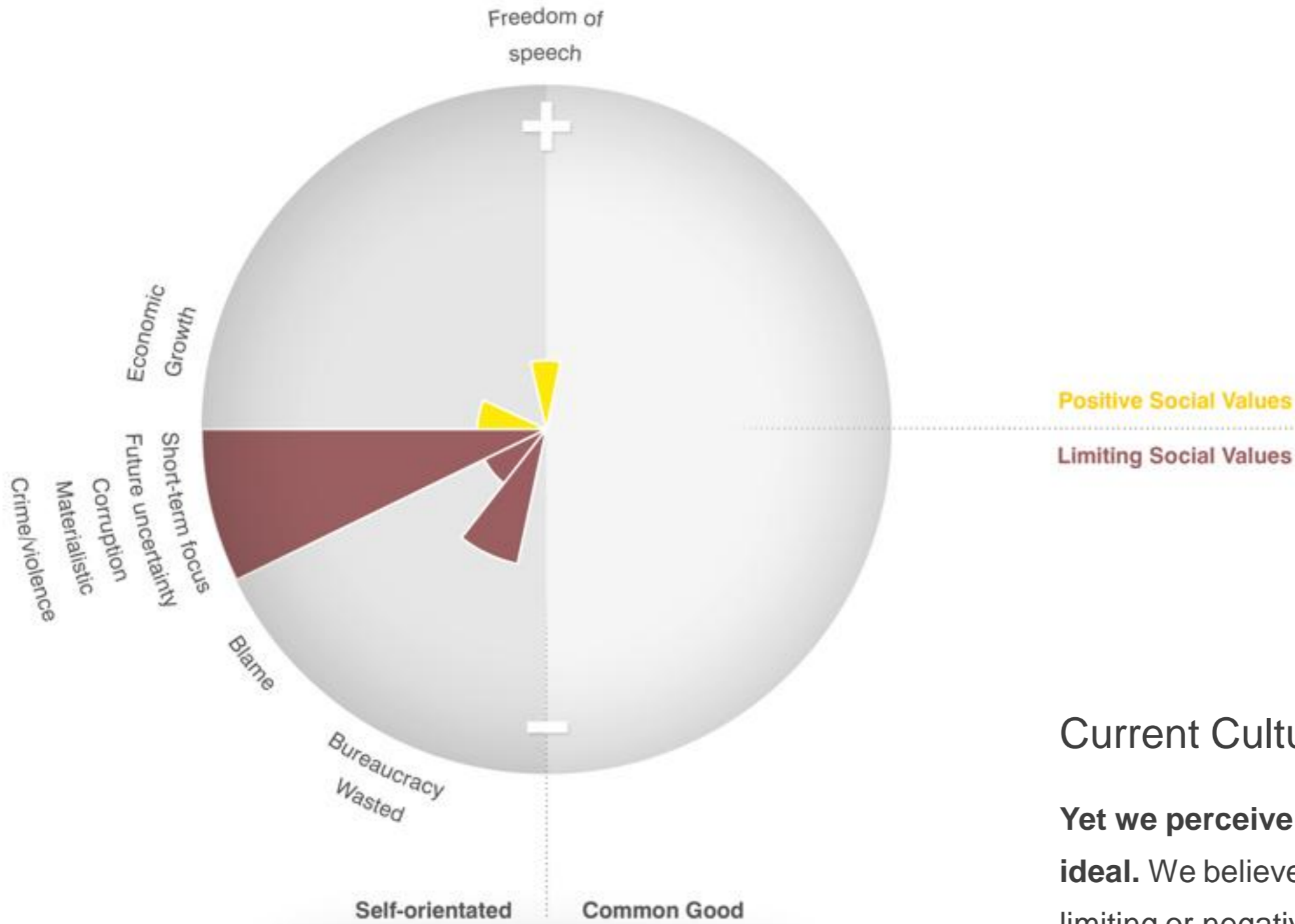
Personal Values

The survey found that **people across Australia share the same or similar values**. We value family and friends and place the common good of fellow citizens to be as important as our own self-interest.



Desired Cultural Values

What's more **we'd like to see those values reflected in our culture**, placing caring for the elderly, disadvantaged and future generations above many other values.



Current Cultural Values

Yet we perceive society to be far from this ideal. We believe our society exhibits many limiting or negative values and is marred by bureaucracy, crime and materialism.

Our culture is more than the sum of its parts and Australia is far more than the product of its people. Yet perhaps it should be driven more by the values that we hold dear.

How can we work together to ensure that our society reflects our shared values? Join the conversation ...

