

2025 National Forum on Australia's Wellbeing Wellbeing In Action

21st to 23rd October 2025 Ngunnawal and Ngambri Country - Canberra

WORKSHOP: SELLING AN ECONOMY THAT WORKS
FOR PEOPLE AND PLANET TO AUSTRALIANS -
DEFINING AND COMMUNICATING WELLBEING



MELISSA
COADE
- THE MANDARIN

THERE IS NO
SILVER BULLET
WHEN IT COMES
TO SELLING WELLBEING.

WHAT MAKES
A GOOD HEAD-
LINE IS SIMPLE
MESSAGING...
- A GOOD RESPONSE
IS MORE NUANCED

START WITH
A NEGATIVE,
REFRAME IT
INTO A
POSITIVE!



ANDREW
REEVES
- THE ROYALS

SOME
CREATIVE
OUTCOMES



A FAIR PLAYING
FIELD WHERE THE
TEAM WINS

ECONOMIC MESSAGING RESEARCH

- BUILD UP OUR STORY, DON'T JUST TEAR DOWN THEIRS
- TALK ABOUT PEOPLE AND PLANET, NOT MONEY AND ABSTRACT FORCES
- GOVERNMENT IS THE SOLUTION, NOT THE PROBLEM

WE WANT YOU
TO THINK DIFFERENTLY

CHOOSE YOUR
METAPHOR WISELY:



LACHIE
WILLIAMS
- THE SHAPE
AGENCY

CUT THROUGH:
IT'S NOT JUST A
MESSAGING PROBLEM

- ARCHITECTURE OF GOVT & SOCIETY NEEDS TO CHANGE
- 'PEOPLE' NEED TO BE CONVINCED

DON'T JUST TALK
ABOUT TAX, TALK
ABOUT WHAT
IT GETS YOU

WELLBEING
SURVEY

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HMMM I'M NOT
SURE THAT THE
GOVERNMENT IS
ON MY SIDE.



FILL OUT YOUR TEMPLATES!

TABLE:		
ISSUE:	VILLAIN:	VISION:
VALUE:		

STEP 1: FIND THE VALUE

- WRITE A ONE SENTENCE STATEMENT ABOUT YOUR TOPIC THAT CONNECTS TO A WIDELY HELD VALUE THAT ALMOST NO ONE CAN DISAGREE WITH

STEP 2: NAME THE VILLAIN

- WHOSE ACTIONS ARE PREVENTING US FROM REALISING THE PROMISE THIS SHARED VALUE CONTAINS

STEP 3: RELEASE THE VISION

- HOW DO WE OVERCOME THE VILLAIN'S ACTIONS AND DELIVER A BENEFIT THAT IS IN LINE WITH THE VALUES OUR AUDIENCE SHARE?

• INEQUALITY IS KILLING THE PLANET!

PEOPLE ARE PROFIT!

WE NEED TO EVOLVE THE "PEOPLE OVER PROFIT" MESSAGE.



'WELLBEING' IS INVISIBLE -
IT IS BURIED IN POLICY AND REPORTS



- WHAT AUSTRALIANS THINK:
- WELLBEING SHOULD BE A TOP CONSIDERATION IN GOVT DECISION MAKING, ABOVE ALL PRIORITIES
 - THE OVERALL WELLBEING OF THE POPULATION IS A LEADING PURPOSE OF GOVERNMENT
 - THE POINT OF DEMOCRACY IS ENSURING FAIRNESS, INCLUDING FOR THE MOST VULNERABLE
 - IT IS IMPORTANT FOR GOVT TO MAINTAIN CAPABILITY TO DELIVER SOCIAL SERVICES DIRECTLY