





**AUSPOLL**

Campaign. Intelligently

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# Introduction

Background and methodology

# Background

Reconciliation Australia and Auspoll began collaboration on the Reconciliation Barometer research project in February 2007. The objective of the research was to develop a tool to measure the progress of reconciliation between Indigenous and non-Indigenous Australians. This 2012 edition is the third iteration of the Barometer, following the initial two studies in 2008 and 2010.

While improvements in Indigenous health, employment, housing and education are essential for the reconciliation process, equally important, and at the core of reconciliation, is the relationship between the first Australians and those who have come since.

If we are to improve the relationship and create an environment which provides equal life chances for all Australians we must first understand the underlying values and perceptions that shape this relationship and influence our society today.

The Australian Reconciliation Barometer delves into the heart of our nation to identify the attitudes Indigenous and non-Indigenous Australians hold about each other, and about reconciliation in this country. It also attempts to shed some light on why we hold these attitudes.

This is the only study of this nature that has been undertaken, comparing the attitudes and values of Indigenous Australians and other Australians. It is a window into how we see ourselves today, and more importantly where we aspire to be as we begin the 21st century.

The inspiration for the Barometer came from South Africa, where the Institute of Justice and Reconciliation developed the 'South African Reconciliation Barometer'. Initially it was conducted bi-annually in 2003 and 2004 and since then annually.

The 2012 edition of the Australian Reconciliation Barometer reveals where we are today and examines how our attitudes have changed in the last two years.





# Methodology – Development of the Barometer

To create the Australian Reconciliation Barometer, the first part of the research task was to identify different factors that contribute to advancing reconciliation. Several phases of both quantitative and qualitative research were used in the process of identifying and defining these factors.

In May 2007 a quantitative survey among 1,024 people was conducted to determine the underlying values of Australians towards Indigenous issues and reconciliation. This survey was further enhanced by a series of in-depth interviews with 14 key Indigenous and non-Indigenous stakeholders. From this, 29 hypotheses of reconciliation were identified, forming the basis of a discussion guide for a qualitative study.

In November-December 2007 a series of 12 forums were conducted with Indigenous and non-Indigenous Australians in Shepparton, Rockhampton and Sydney. The forums explored the 29 hypotheses of reconciliation and this resulted in the development of 31 “outcomes” for reconciliation i.e. actions or conditions that will advance reconciliation.

These outcomes were used to inform the development of the questionnaire on which the Barometer is based. The same questionnaire was used in our surveys of Indigenous Australians as well as the general community to allow a direct comparison between the attitudes of the two groups.

In May 2008, May 2010 and then July 2012 we conducted a survey of the two groups. The results of these surveys comprise the Barometer, and are reported in full in this report.



# Methodology – Survey approach

## General Community Sample

The general community surveys are based upon a sample of Australians that was selected to be representative in terms of age, gender and location (state and urban/regional splits). Participants were recruited from a professional market and social research panel and they received a small incentive for their participation.

1,007 Australians aged 18+ completed the survey in May 2008 , 1,220 Australians completed the survey in April 2010, then 1,012 Australians completed the survey in July 2012. These sample sizes are associated with a margins of error of +/- 3.1%, +/- 2.8% and +/- 3.1% at the 95% confidence interval respectively. Further details of the composition of each sample is provided in the appendix.

## Indigenous Sample

The surveys among Indigenous respondents involved recruitment through Indigenous networks across Australia with an open invitation distributed by email. This targeted approach was taken due to the relatively small proportion of Indigenous Australians within established research panels, and the Australian population overall. A sample of 617 Indigenous Australians completed the survey between 25<sup>th</sup>-30<sup>th</sup> June 2008, while 704 Indigenous Australians completed it in 12<sup>th</sup>-29<sup>th</sup> April, 2010, and 516 completed it in July 2012. These sample sizes are associated with margins of error of +/- 4%, +/- 3.7% and +/- 4.3% respectively.

Gaining a truly representative sample of Indigenous Australians is difficult because of a number of geographical and socioeconomic factors. Accounting for these factors was beyond the scope of the research. It is acknowledged that the sample of

Indigenous people (recruited via Indigenous networks) may not be truly representative of the overall Indigenous population. The data is weighted according to Indigenous demographic data (age/gender and location) from the Australian Bureau of Statistics to try and ensure it is as representative as possible.

## Online approach

Participants from both groups completed the questionnaires online. Previous studies have shown that online research produces research which is at least as accurate (and sometimes more accurate) than telephone research. Another benefit of this approach is the removal of any interviewer bias that may come into play when discussing sensitive issues. On-line surveys also have the advantage of allowing people to respond at their own pace, giving them enough time to properly consider important and complex issues. However, it is possible that this methodology over-samples the computer literate population which may be more highly educated than the general population.

# The situation today



# The quality of the relationship

## **The relationship between Indigenous people and other Australians is important to us**

The Barometer reveals that the vast majority of Australians believe the relationship between Indigenous people and other Australians is important for Australia as a nation, with 87% of general community respondents and 98% of Indigenous respondents believing it is “very important” or “fairly important”.

## **We are most likely to see the relationship as being fairly poor or fairly good**

However, there is clearly more work to be done in improving this relationship. General community respondents were most likely to characterise the relationship as being “fairly poor” (45%) while another 9% believed it is “very poor”. Conversely, 41% believe it is “fairly good” while only 5% believed it is “very good”. Results from Indigenous respondents shows that there is broad agreement about the quality of the relationship amongst the two groups, with 40% believing it is fairly poor and 13% believing it is very poor.

The problematic nature of the relationship is at least partly explained by the levels of prejudice and trust that the two groups have for each other, and the Barometer examines these factors in greater detail.

## **We acknowledge that there are high levels of prejudice between the two groups**

Around 70% of general community respondents acknowledge that the level of prejudice Australians hold towards Indigenous people is “very high” or “fairly high”, but they also believe that Indigenous people are prejudiced towards other Australians (69% believe Indigenous people hold “very high” or

“fairly high” levels of prejudice towards them).

Indigenous respondents are even more likely to believe that Australians are prejudiced towards them (95% believe levels of prejudice are very high or fairly high) but 72% of them also believe that Indigenous people hold “very high” or “fairly high” levels of prejudice towards other Australians.

## **Trust between us is also low**

There is a low level of mutual trust between the two groups. 78% of general community respondents believe that Indigenous people have “fairly low” or “very low” levels of trust for other Australians, while 78% also believe that other Australians have the same low levels of trust towards Indigenous people.

Perceptions amongst Indigenous respondents are similar with 84% of them believing that Indigenous people have “fairly low” or “very low” levels of trust towards other Australians, and 93% believing that other Australians have “very low” or “fairly low” levels of trust towards Indigenous people.

## **We are optimistic for the future of the relationship**

Despite these difficulties, it is encouraging that respondents from both groups are somewhat optimistic for the future of the relationship. Both groups are most likely to agree that “the relationship between Indigenous people and other Australians is improving” with 50% of both general community respondents and Indigenous respondents agreeing with this statement. Conversely, only 15% of general community respondents and 24% of Indigenous respondents disagreed with it.

# How we see each other

The Barometer provides a unique insight into the characteristics that make up our national self-image and goes further to examine how the overall national image compares with the image of Indigenous Australians.

## **Both groups see themselves positively on a number of traits such as being good-humoured, good at sport, and easy going**

We asked respondents whether they believe that Australians, and then Indigenous people, hold a series of positive characteristics. Responses from general community respondents show that their opinion of Australians is generally high and they are particularly likely to see Australians as being easy going, good at sport, good humoured and friendly. However, they were less likely to see Australians as being hard working, respectful or disciplined.

## **Each group has a less positive opinion of the other but there are a number of shared positive traits**

General community respondents have a less positive opinion of Indigenous people and this is reflected in lower responses on each positive characteristic. However, there are a number of commonalities in how we see the two groups. General community respondents were most likely to see Indigenous people as being “family oriented”, “good at sport”, “proud” and “easy going” while they are least likely to see Indigenous people as being “co-operative”, hard working” or “disciplined”.

Indigenous respondents have a generally positive view of Australians, although it is less positive than how Australians see themselves. Conversely, their opinion of Indigenous people is far

more positive than the opinion of general community respondents.

## **Indigenous respondents are more likely than other Australians to believe that Indigenous people are good humoured, welcoming, hard working and respectful**

Comparing the responses from both groups also allows us to see where the biggest gaps in perception are. For example, when looking at the attitudes towards Indigenous people, the biggest gaps are related to being good humoured, welcoming, respectful and hardworking: Indigenous respondents are 41-48% more likely than general community respondents to believe Indigenous people hold these traits.

## **General community respondents are more likely than Indigenous respondents to believe Australians are welcoming, co-operative or respectful**

Comparing attitudes towards Australians in general shows that the biggest gaps in perception are around the traits of being welcoming, co-operative and respectful, with the general community being 20-30% more likely than Indigenous respondents to believe that Australians hold these traits.

Results from another direct question about the level of racial prejudice showed that only 10% of general community respondents agree that “Non-Indigenous Australians are superior to Indigenous Australians” suggesting that the overt level of racism is relatively low.

# Attitudes to Indigenous lives and lifestyles

## **The general community has less appreciation of the diverse range of Indigenous lifestyles and occupations than Indigenous respondents**

The Barometer reveals that Australians have a somewhat misplaced level of understanding about the lifestyles and achievements of Indigenous people, with 55% of general community respondents agreeing that “Indigenous people have a diverse range of lifestyles and occupations like other Australians”, whereas 75% of Indigenous respondents agree with this statement. Around one in five general community respondents also believe that Indigenous people live mostly traditional lives in tribal groups.

## **The general community’s knowledge about the varied achievements of Indigenous people is limited, and tends to focus on sport and the arts**

Virtually all Australians can think of an Indigenous person who sets an example for others in sport, and around half can think of an example-setter in the arts, politics and government and community service. However, less than 1 in 4 (23%) could think of an Indigenous person who sets an example in business. Virtually all Indigenous respondents can think of an Indigenous person who sets an example for others to follow although awareness of Indigenous business leaders is still the lowest category (at 77%).

## **Both groups are aware of Indigenous disadvantage across a wide range of indicators**

Amongst both groups there is widespread agreement that the levels of Indigenous people are lower than other Australians on a range of social indicators such as education, health, employment, and housing. Self-esteem amongst Indigenous

people is also seen to be lower by 89% of Indigenous respondents and 64% of general community respondents.

Another area where there are different views is on the issue of access to opportunities; 80% of Indigenous respondents believe Indigenous people have lower access to opportunities whereas only 51% of general community respondents agree.

## **Indigenous respondents are more likely to believe that Indigenous people are disadvantaged**

Indigenous respondents are significantly more likely than general community respondents to believe that Indigenous people are marginalised by society, with 70% believing that “Indigenous people are mostly disadvantaged and live on the edge of mainstream society.” This compares to 44% of general community respondents.

## **The general community does not see Indigenous people as being good at working together, and co-operation amongst Indigenous and non-Indigenous leaders is also seen to be low**

Only a minority of general community respondents (22%) agree that Indigenous people are good at working together to address the problems that confront them, whereas 53% of Indigenous respondents agree with this proposition.

In contrast, only a minority of both groups agree that there is good co-operation between Indigenous and non-Indigenous leaders in Australia (26% and 16% of each group agree respectively).

# How we interact and our attitudes to personal involvement

## **The general community's attitudes to Indigenous people comes mostly from secondary sources like the media**

The difference in responses between the two groups raises the question of where people are getting their information from. The Barometer shows that only 36% of general community respondents nominate their own personal experiences as their main source of information about Indigenous people, while 35% nominate the media and 17% school education and other research as their main source. In contrast, the main source of information for Indigenous respondents is their own personal experiences (57%) and their contact with parents and family (37%).

## **However, we do not believe the media presents a balanced view of Indigenous Australia**

The importance of the media as a source of information on Indigenous Australia is concerning given that only 18% of general community respondents agree that the media presents a balanced view of Indigenous Australia, with 43% disagreeing. Perceptions of media bias are far stronger amongst Indigenous respondents with 86% disagreeing that the media presents a balanced view.

## **Contact with Indigenous people is limited but we want to interact more**

The Barometer also shows that Australians have limited personal contact with Indigenous people with around six in ten Australians having rare contact (41%) or no contact at all (18%). Only 10% have frequent contact and 31% have occasional contact.

It is encouraging, however that we want more contact with Indigenous people than we currently have, with 16% of respondents wanting frequent contact and 49% wanting occasional contact with Indigenous people.

While this indicates an interest in personally engaging in contact with Indigenous people, there is a somewhat different level of desire to take steps to help overcome Indigenous disadvantage. In fact, the Barometer shows that just over a third of people agree that they "would like to do something to help disadvantaged Indigenous people" but about half the population take a neutral position.

## **There is a lack of awareness of what we can do to help disadvantaged Indigenous people**

This lack of engagement is at least partly explained by the finding that less than 1 in 5 say they know what they can do to help disadvantaged Indigenous people. Nevertheless, when asked to specify the types of things they had done to advance reconciliation or help disadvantaged Indigenous people in the last 12 months, over half of general community respondents (55%) were able to nominate at least one activity, from simply discussing Indigenous issues to donating their time and money.

The Barometer also tested attitudes towards relations with Indigenous people on a very personal level by showing that the vast majority of Australians would have no problem with their child deciding to marry an Indigenous person.

# Cultural awareness and shared pride

During the development of the Barometer the notion of “shared pride” emerged as a key theme, in that reconciliation will be advanced when Australians feel that they can share in the history, culture and pride that is part of Indigenous Australia.

## **We believe that Indigenous culture is important to Australia**

The Barometer shows that more than two thirds of general community respondents believe that Indigenous culture is important to Australia’s identity as a nation and that Indigenous history should be a compulsory part of the history curriculum in schools.

## **However, the general community is less likely to feel personally proud of Indigenous culture or believe that Indigenous people are open to sharing their culture**

Only around half of all general community respondents (45%) believe that Indigenous people are open to sharing their culture while 50% feel proud of Indigenous culture.

Not surprisingly, Indigenous respondents are far more likely to believe in the importance of Indigenous culture to the identity of Australia, and their own personal sense of pride.

## **The general community’s knowledge of Indigenous history and culture is fairly low but we have a basic understanding of key facts**

Another important tenet of the Barometer is the idea that the foundation for reconciliation is for all Australians to understand the facts of Indigenous Australia, including the history and culture of Indigenous people and their place in Australia today.

The Barometer measured this level of knowledge in a number of different ways. At a base level it shows that Australians tend to be more confident about their knowledge of history than they are about their knowledge of Indigenous culture. However, most people (around 6 in 10) believe their knowledge is weak in both areas.

Despite this, most have a basic level of knowledge about the facts, with the majority aware of some important details such as the meaning of the Dreamtime (74% are aware of its meaning) and the landmark Mabo legislation (78% are aware of its context) .

In contrast, there are clear knowledge gaps around some of the more controversial or challenging aspects of modern Indigenous life. For example, 75% of general community respondents believe that the stolen generation policies either ended long before they actually did, or have not idea at all.

## **We are open to learning more about Indigenous history and culture**

It is encouraging however that around 4 out of 5 Australians believe it is important to know about Indigenous history and culture and are therefore open to learning more.

# Perceived reasons for Indigenous disadvantage

## **We agree that a wide range of factors have resulted in Indigenous disadvantage today but the general community is more likely to see a lack of personal responsibility amongst Indigenous people as being a cause of their problems**

The general community is most likely to see alcohol and substance abuse, a lack of responsibility amongst Indigenous people, and race-based policies of the past as the most important factors creating disadvantage suffered by some Indigenous people today.

Most general community respondents believe a combination of factors have contributed to the disadvantage suffered by some Indigenous people today. Some of these factors are clearly beyond an individual's control including poor access to health and education, race-based policies, discrimination, ineffective programs and policies and lack of respect. However, the factors considered most influential - alcohol and substance abuse and lack of personal responsibility - are more likely to fall on Indigenous people themselves. This suggests many Australians continue to see those Indigenous people living in difficult circumstances as being largely responsible for their own disadvantage, as does the fact that less than 40% of general community respondents agree that being born Indigenous makes it harder for an individual to achieve in Australia today.

## **Indigenous respondents are more likely to believe external factors as being important causes of disadvantage**

Compared to the general community, Indigenous respondents saw all of the specific factors as being more important in creating disadvantage today. There was general agreement

between the two groups on the importance of "personal" factors such as alcohol and substance abuse and personal responsibility. However Indigenous respondents were far more likely to see external factors as being important. These factors include poor access to health and education services, discrimination, ineffective government programs and policies, lack of respect for Indigenous people and inadequate living conditions

## **Indigenous respondents are more likely to believe they face barriers to personal achievement**

There are differing views on the effect that "being born Indigenous" has on the ease with which an individual can achieve. Nearly 4 in 10 Australians (39%) agree that being born Indigenous makes it harder for an individual to achieve, while around a third disagree with this statement. In contrast two thirds of Indigenous respondents agree that being Indigenous makes it harder for them to achieve.

## **Both groups agree that previous race-based policies continue to affect some Indigenous people today**

Both groups agree that previous race-based policies continue to affect some Indigenous people today although the level of agreement amongst Indigenous respondents (96%) is considerably higher than that of the general community (64%).



# Attitudes to Government action and Indigenous policies



Effective progress towards reconciliation requires action by government, and the Barometer examines this from a number of perspectives.

## **We believe that some Indigenous people need help to overcome disadvantage and we want the government to act**

At an overall level there is a clear recognition that some Indigenous Australians need help to overcome disadvantage (with 92% of Indigenous respondents and 72% of the general community agreeing).

There is also the belief amongst most respondents that the government should put in place measures to help Indigenous people in specific ways (81% of Indigenous respondents and 61% of the general community agree).

Amongst both groups there is clear support for the government to put in place a range of measures that help Indigenous people reach equality on a wide range of measures. Health, education, and equality in life expectancy are seen as the areas where government should put the highest priority, although there is also fairly strong support for measures to reach equality in employment, housing and the development of leadership skills.

## **However, most of us think that government programs to address Indigenous disadvantage have been unsuccessful**

Despite the emphasis on the government as a key component of any solution, there is dissatisfaction about the effectiveness of government action so far. Just 2% of general community and 3% of Indigenous respondents believe government programs have been 'very successful' and only 30% and 31% respectively

believe they have been "fairly successful".

## **We believe the apology was important for Indigenous people and the relationship between us**

The 2008 apology to the stolen generation has been one of the highest profile government actions in our recent history and the Barometer examines our attitudes to this historic event.

Around 4 in 5 Australians (79%) believe that the apology was important for Indigenous people while around two thirds (65%) also believe it was important for the relationship between Indigenous people and other Australians. Support for the apology was overwhelming amongst Indigenous respondents with virtually unanimous agreement that it was important for Indigenous people as well as the relationship between the two groups.

Around 3 in 5 Indigenous respondents (61%) and almost half of general population respondents (47%) believe that the apology has improved the relationship between us, while only 4% of Indigenous respondents and 11% of general community respondents believe it has made the relationship worse.

# The role of business

In the 2010 Barometer we added additional questions which examined the role that business should take in promoting reconciliation and addressing Indigenous disadvantage.

Results show that there is some uncertainty about the role that business should take, with around half of Australians believing that “businesses should put measures in place to help Indigenous people in specific ways”.

## **There is widespread support for a range of business initiatives that promote reconciliation and address Indigenous disadvantage**

When respondents were presented with specific actions there was widespread support for many business initiatives. Strongest support was for actions that were seen as being a core part of their business activities. These included providing educational opportunities through scholarships, traineeships and work placements, recruiting Indigenous staff, and partnering with Indigenous organisations to promote reconciliation and address disadvantage.

Respondents were less supportive of businesses promoting and celebrating key reconciliation dates, or acknowledging the traditional owners at official events, although around half of all respondents do believe that businesses should take these actions.

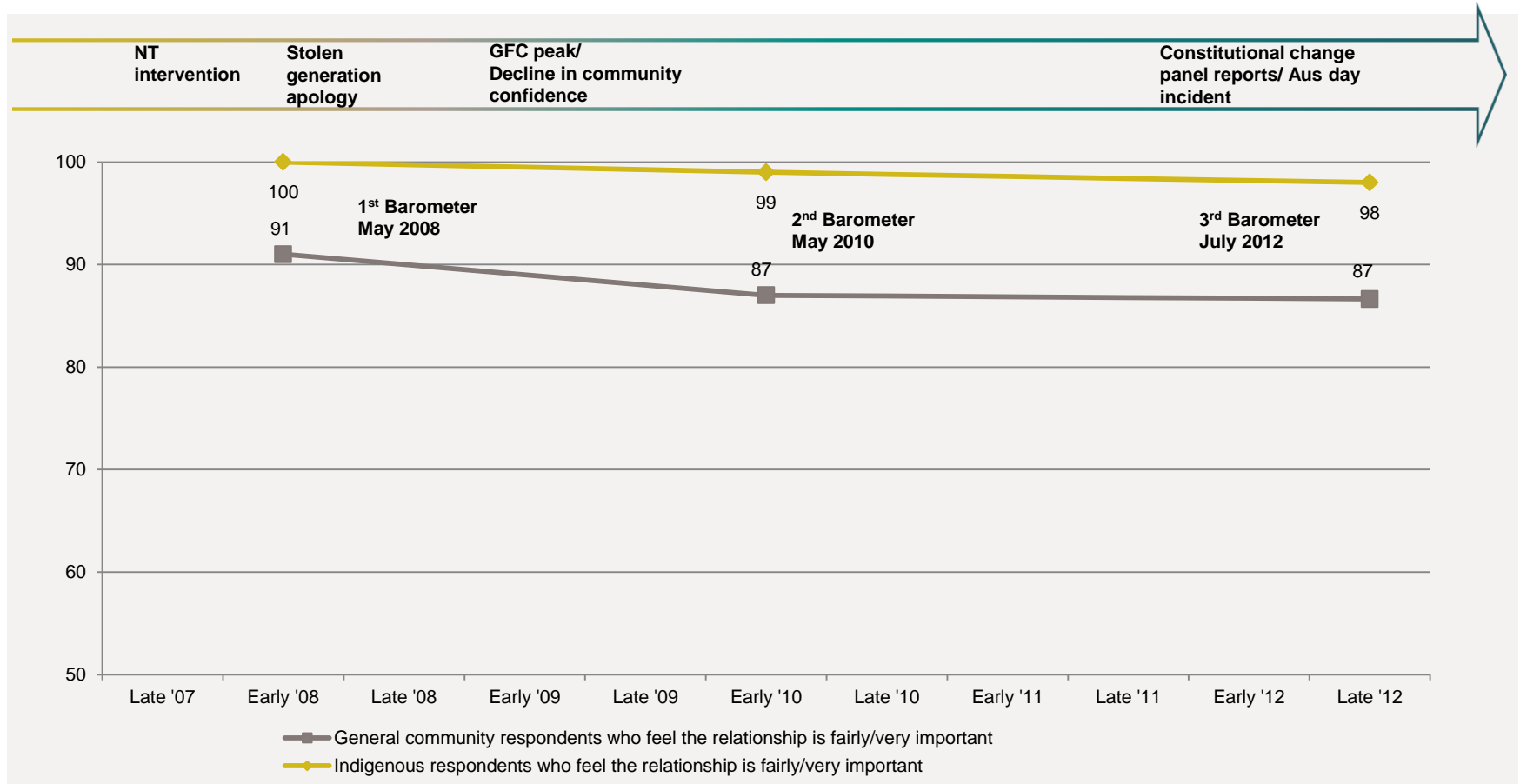
## **Indigenous respondents are particularly supportive of the role that business can take to improve the situation**

In contrast around 85% of Indigenous respondents believe that businesses have a role to play in helping Indigenous people.

There was also virtually universal support for businesses to take a range of initiatives, including symbolic actions such as the acknowledgement of traditional owners, as well as practical steps such as partnering with Indigenous organisations and providing education, training and work opportunities.

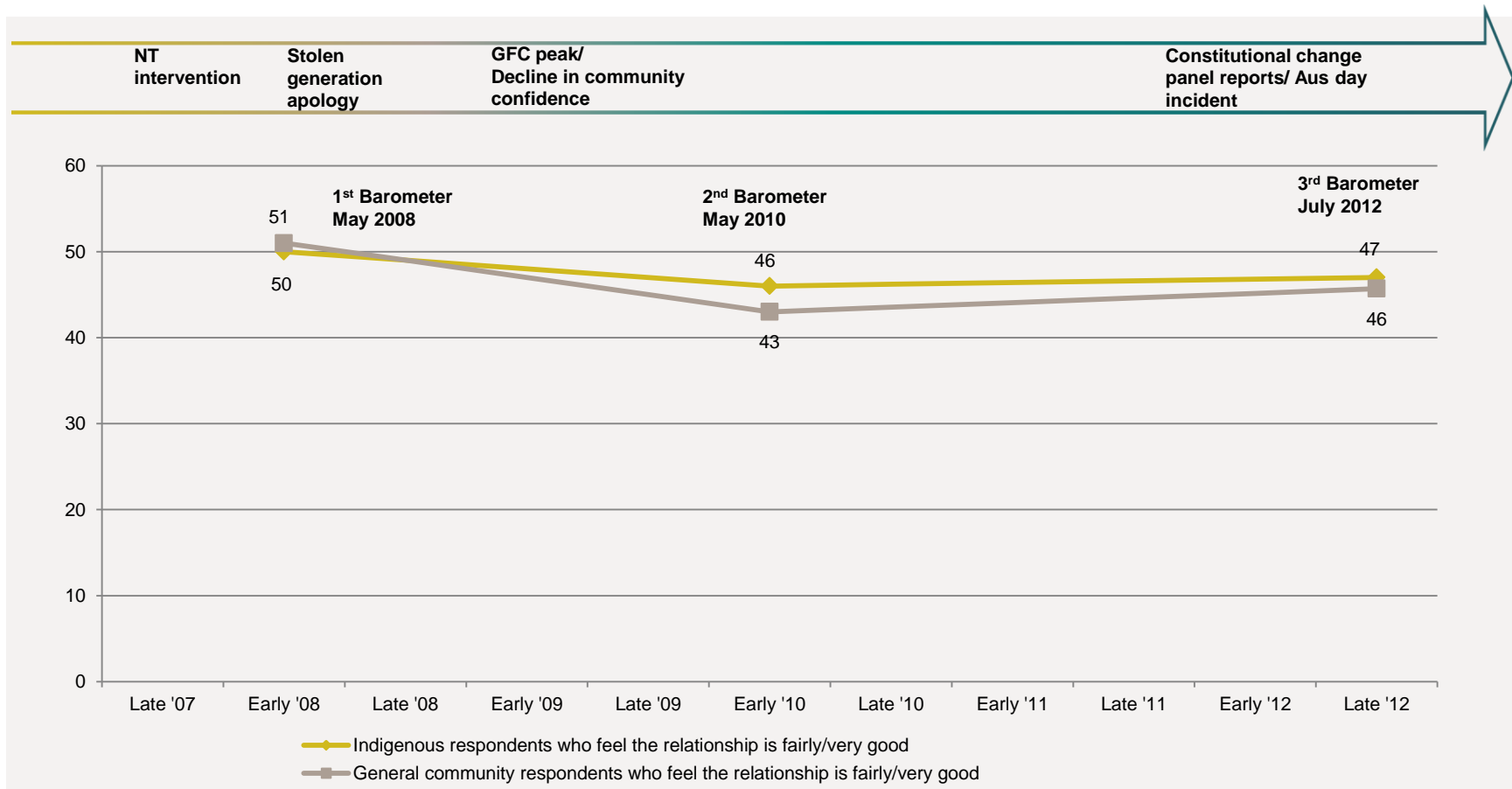
# Changes in our attitudes

# Key finding: how **important** is the relationship between Indigenous and other Australians?



- ▶ The degree of importance that Indigenous respondents attach to the relationship between Indigenous and other Australians has stayed largely consistent over the three survey waves.
- ▶ Whilst the number of general community respondents who viewed the relationship as either very or fairly important fell between 2008 and 2010, this does not appear to signify the start of a trend, with the 2012 results unchanged from 2010.

# Key finding: How do we see the **quality** of the relationship between Indigenous and other Australians?



- ▶ The quality of the relationship is viewed with some consistency between the two groups, with similar number of Indigenous and general community respondents believing the relationship is either fairly or very good within each survey wave.
- ▶ The apparent decline in relationship quality between 2008 and 2010 does not seem to be the start of a trend, with the 2012 results similar to the 2010 findings.

# The social context for changed attitudes

Before interpreting any changes in the survey results between 2008 and 2012 it is worthwhile examining how the broader social, political, and economic environment has changed in Australia during this period. There have been some important changes in the last four years and these may have influenced our attitudes to reconciliation and other Indigenous issues.

## **The apology to the Stolen Generation**

There were two “Indigenous events”, which were prominent at the time of the first Barometer, but have since become less visible as major issues in the media and the political debate. The first of these was the Federal Government’s apology to the Stolen Generation in February 2008. This event acknowledged and brought attention to the impact of past government policies on Indigenous Australians. It was generally well received by the broader community, as well as Indigenous people, with the latter typically seeing it as a crucial step towards building better relations between the groups. As such, the apology brought attention to the issue of reconciliation in a positive way that set an optimistic tone for the future.

## **The Northern Territory Intervention**

The other major event occurring around the time of the first Barometer was the Northern Territory Intervention which began in late 2007. As with the apology it generated significant media attention, but this time it was mostly focussed around negative portrayals of Indigenous people associated with themes of abuse, disadvantage and neglect. Although supported by both sides of politics, the intervention was controversial, with Indigenous people and other Australians divided on its merits. In the time since these two events, there has been less attention given to Indigenous issues in the media, and there has also been a drop in the political salience of Indigenous issues compared to other concerns.

## **The Global Financial Crisis**

On a broader level there has also been a major change in the global financial environment and this has affected the importance that Australians ascribe to various issues. Concern over the Global Financial Crisis peaked around 2009 and continues to affect sentiment today. At a broad level the GFC has been associated with a general shift in the public mood, from one of prosperity to one of uncertainty and guarded optimism. Other research by Auspoll has shown (not surprisingly) that over this period Australians have become relatively more concerned about job security and their financial stability and relatively less concerned with “non-financial issues” such as the environment or Indigenous reconciliation.

## **Campaign for constitutional recognition**

Since 2010 there has been considerable progress towards an agreement to hold a referendum that would recognise Indigenous people in the constitution. The expert panel for constitutional change released their report in January 2012 with recommendations for specific constitutional amendments. The movement for constitutional change had a relatively low profile at the time of the 2012 Barometer although this is likely to increase in 2013 and 2014.

## **The scale of changes**

The changes we found between 2008 and 2012 are generally small (typically less than 10%) and our overall attitudes to reconciliation and Indigenous issues are broadly similar to what they were in the previous two waves. However, we have found a series of interesting changes that reflect a subtle change in the mood of the nation both in new changes since 2010 and continued trends from 2008. As the Barometer continues we will get a better idea of whether these changes resulted from the “short-term” effects described above, or whether they represent a long-term shift in the national psyche as we travel the long path to reconciliation.



# Key changes amongst the general community

At an overall level, the results from the general community survey are encouraging, with attitudes on a number of key indices having improving slightly.

## **Since 2010 there has been a slight increase in the perceived quality of the relationship**

Results amongst the general community show a slight increase in the perceived quality of the relationship since 2010 with a 3% increase in the proportion of people who believe it is good (up to 46%). Although not a large change, this result reverses the downward trend observed between 2008 and 2010 and it is encouraging that the fall seen in 2010 has not continued as a longer term decline in attitudes. In this context the 2010 results may have reflected a post-apology dip in relation to the relatively high results measured around the time of the 2008 apology.

## **We are less likely to see Indigenous people as being disadvantaged and there has been a slight decrease in the perceived importance of a range of factors causing Indigenous disadvantage**

Results show that there has been a slight decrease in the proportion of people who think that Indigenous people are mostly disadvantaged and living on the edge of society (down 4 percentage points to 44%). Consistent with this is a reduction in the proportion of people who believe that Indigenous people are doing worse than other Australians in relation to a range of factors such as health (down 11 points since 2010), education (down 13 points) and employment (down 7 points).

There has also been a decrease in the perceived importance of a range of factors causing Indigenous disadvantage. For example, there has been a decrease in the proportion of people who believe that alcohol, access to health services, and race-

based policies of the past are very important in causing Indigenous disadvantage (with falls since 2010 of 9, 8 and 7 percentage points respectively). Encouragingly there has also been a fall in the proportion of people who believe that a lack of personal responsibility is responsible for Indigenous disadvantage (with a 9% reduction in the proportion of people who think that this is a very important cause of disadvantage).

## **There is greater understanding of Indigenous lifestyles**

Encouragingly there appears to be greater understanding of Indigenous lifestyles. For instance there has been a 5 point increase in the proportion of people who believe that Indigenous people have a diverse range of lifestyles and occupations like other Australians (up to 55% agreement), and a similar increase in acceptance that connection to their traditional lands is an important part of Indigenous identity (up to 75% agreement).

## **There is also increased support for the role of business in promoting reconciliation in Australia**

Another positive trend is that an additional 7% of respondents believe that it is important for businesses to put measures in place to help Indigenous people in specific ways (up 7 points to 48% since 2010). Amongst specific business activities the greatest increase in support was for businesses to contract Indigenous suppliers (up 5 points to 65%) and promote and celebrate key reconciliation dates and events (up 4 points to 54%).

# Key changes amongst Indigenous respondents

Results amongst Indigenous respondents are broadly consistent with previous survey waves. The slight changes we have found are harder to interpret than those of the general community with some changes being contradictory in nature. We also need to be cautious in attributing changes to the wider Indigenous population on account of: 1) the relative small size of the sample in 2012 and 2) the fact that respondents were recruited via Reconciliation Australia's contacts and are therefore more likely to be engaged and informed on "Indigenous issues" than "regular" Indigenous people. In light of this the following outlines some key changes we have observed through time.

## **At an overall level there is little change in the importance of the relationship or the overall quality of it**

Virtually all Indigenous respondents see the relationship between Indigenous people and other Australians as being very important (87%) or fairly important (11%). As with the general community respondents, most Indigenous respondents also continue to see the relationship as being fairly good (42%) or fairly poor (40%) with little change in these key results since 2010.

## **There has been a perceived improvement in health and education levels of Indigenous people in line with changing attitudes amongst the general community**

Indigenous respondents continue to be more likely than the general community to think that Indigenous people are doing worse on a range of indicators such as health, employment, education and self-esteem. However, since 2010, there has been a slight decrease in the proportion of Indigenous respondents who think that Indigenous people are doing much worse in regards to health (down 6 points to 72%). Similarly there has been a decrease in the proportion of Indigenous

respondents who think that Indigenous people are doing much worse in regards to education (down 7 percentage points to 63%).

## **There has been some increase in perceived levels of prejudice held by the general community towards them**

There has also been an increase in the proportion of Indigenous respondents who believe that Australians hold very high levels of prejudice towards Indigenous people (up 6 points to 59%). We also found an increase in the proportion of Indigenous respondents who strongly agree that previous race-based policies of the past continue to affect some Indigenous people today (up 12 percentage points to 68%).

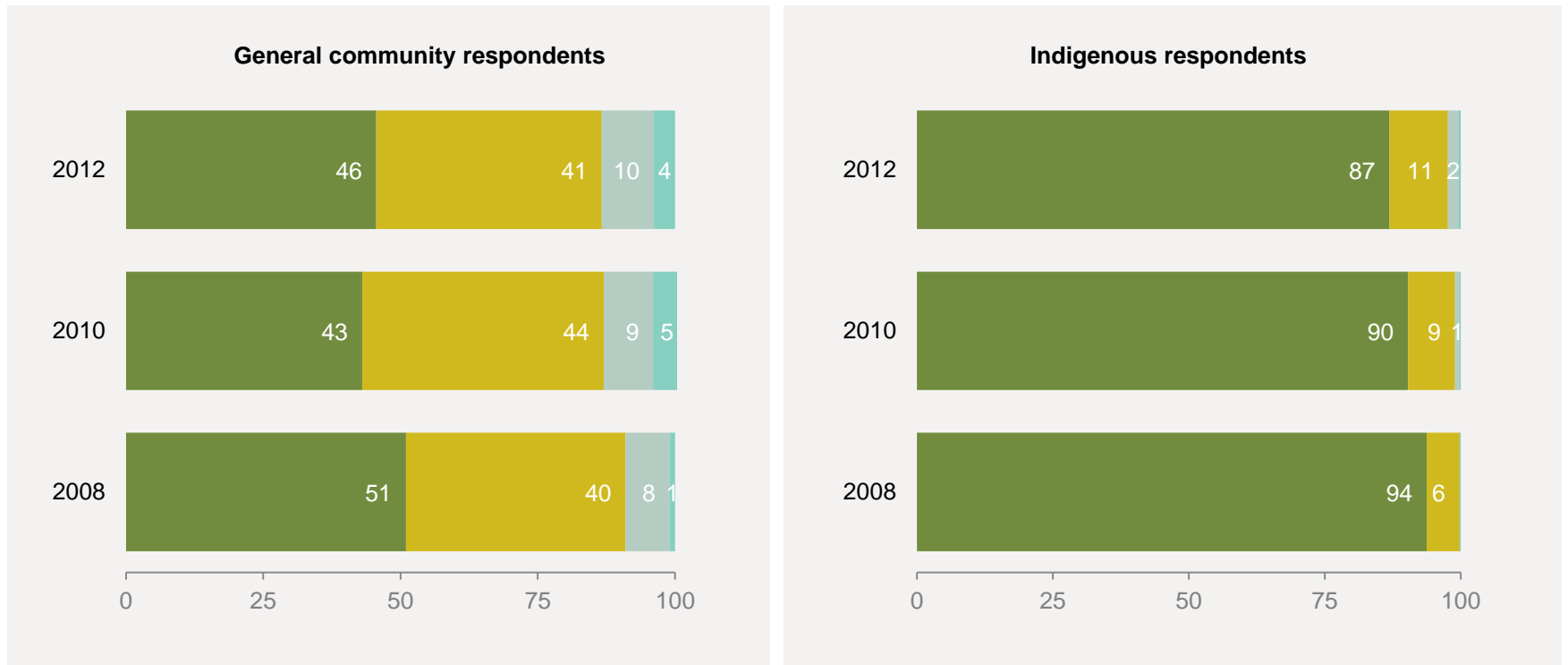
## **Support for government actions has fallen despite the fact that Indigenous people are more likely to believe that government programs have been successful.**

Also somewhat contradictory are changes in Indigenous attitudes to government action. In this regard there has been a slight increase in the proportion of Indigenous respondents who believe that government programs have worked (up 5 points to 34%). However, there has also been a slight decrease in the proportion of Indigenous respondents who believe that the government should put measures in place to help Indigenous people in specific ways (down 11 percentage points to 81%).

# The quality of the relationship

Some of the most defining measures of the Barometer examine how well we regard the overall relationship between us, as well as the fundamental levels of trust and acceptance that underpin a strong relationship.

# How important do we believe the relationship is to Australia?



■ Very important

■ Fairly important

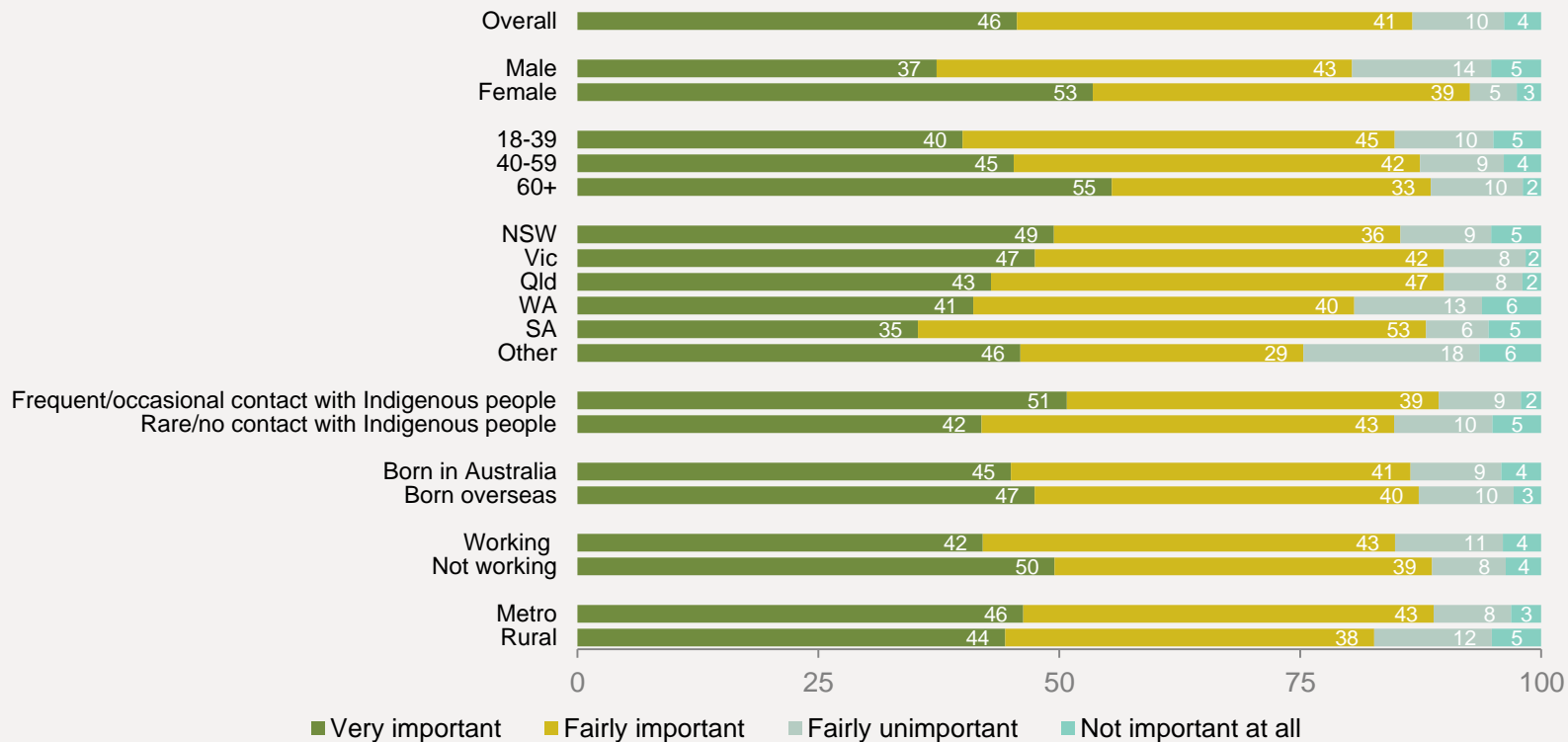
■ Fairly unimportant

■ Not important at all

- ▶ The vast majority of respondents believe the relationship between Indigenous people and other Australians is important for Australia as a nation.
- ▶ Amongst the general community there has been a slight increase in the proportion who believe the relationship is very important since 2010, however this level is still slightly below that in 2008.
- ▶ Not surprisingly, Indigenous respondents are still far more likely to believe the relationship is very important to Australia as a nation. However, the number who believe the relationship is very important has declined slightly in each survey year.

# How important do different sections of the population consider the relationship to Australia?

## General community respondents - 2012



- ▶ There is a consistent high level of importance attached to the relationship across all the key demographic groups.
- ▶ Groups that attached particular importance to the relationship were women, those aged over 60, and those who already had frequent or occasional contact with Indigenous people.

# How do we see the quality of the relationship between Indigenous and non-Indigenous Australians today?



■ Very good

■ Fairly good

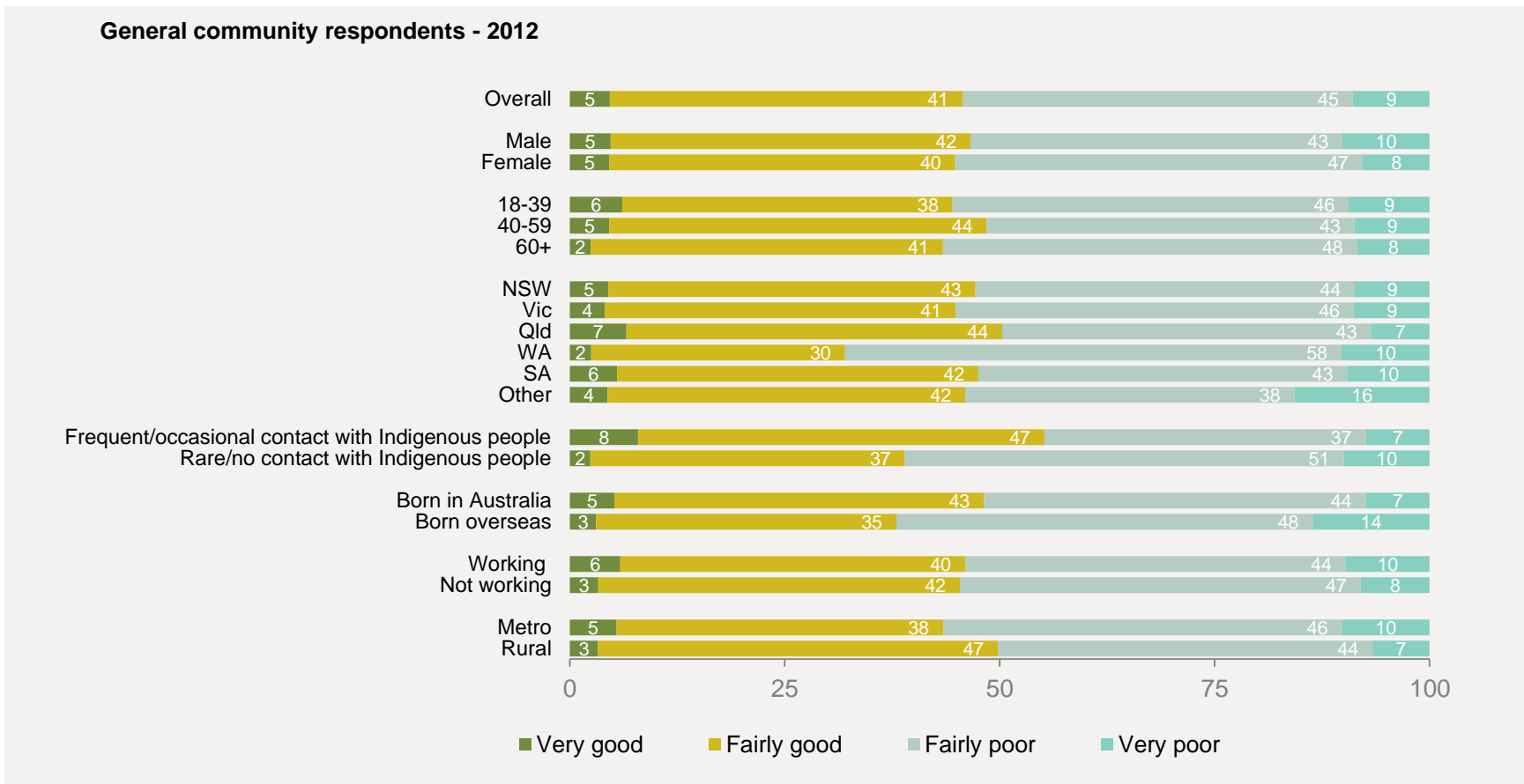
■ Fairly poor

■ Very poor

- ▶ Indigenous and general community respondents have remarkably similar views on the quality of the relationship between the two groups, with most people believing the relationship is either fairly good or fairly poor.
- ▶ Since 2010 there has been a small improvement in the perceived quality of the relationship amongst the general community, with a slight increase in the proportion of respondents who believe the relationship is fairly good.
- ▶ Whilst most Indigenous respondents continue to rate the relationship as either fairly good or fairly poor, an increasing number believe it is very poor.

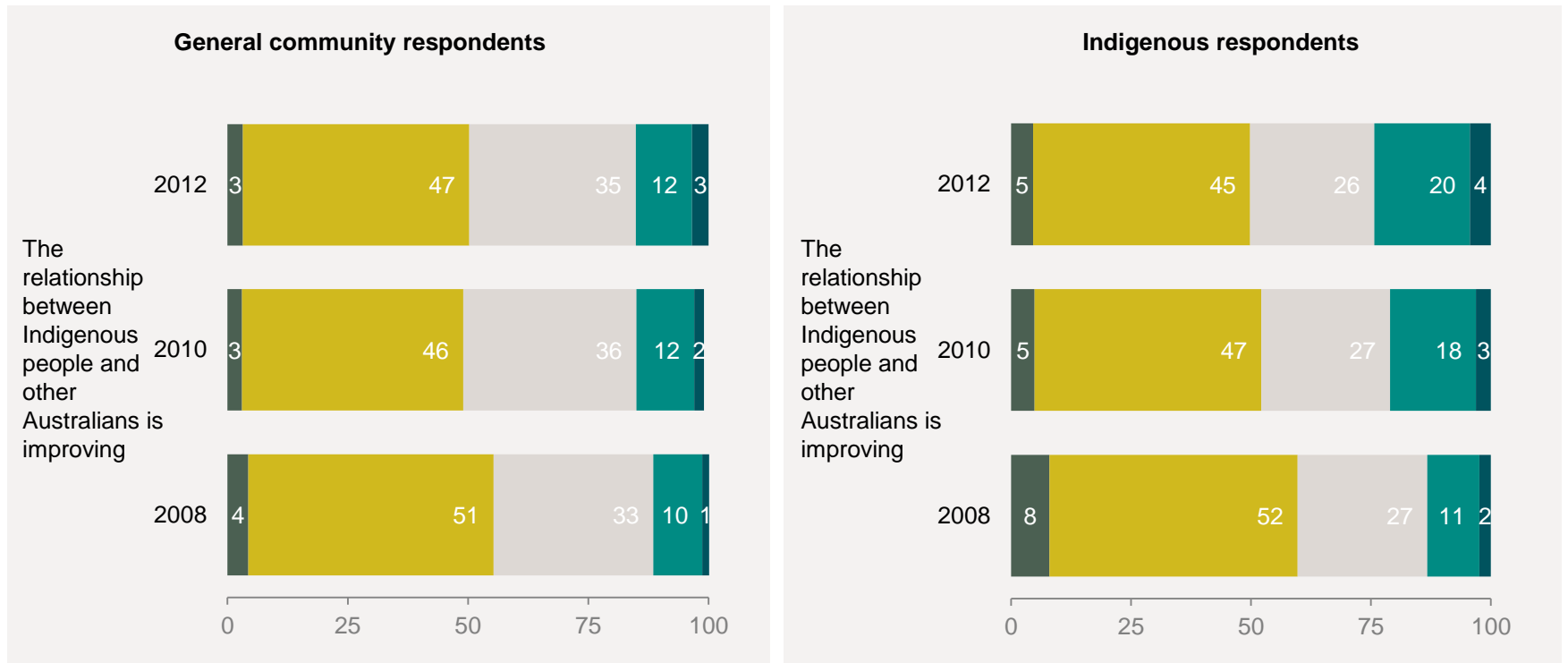


# How do different sections of the population see the quality of the relationship between Indigenous and non-Indigenous Australians today?



- ▶ Most people in all demographic groups describe the relationship as either fairly good or fairly poor.
- ▶ People in WA and those born overseas were less likely to think the relationship was fairly good or very good.
- ▶ Those who already had frequent or occasional contact with Indigenous people were more likely to think that the relationship was very or fairly good.

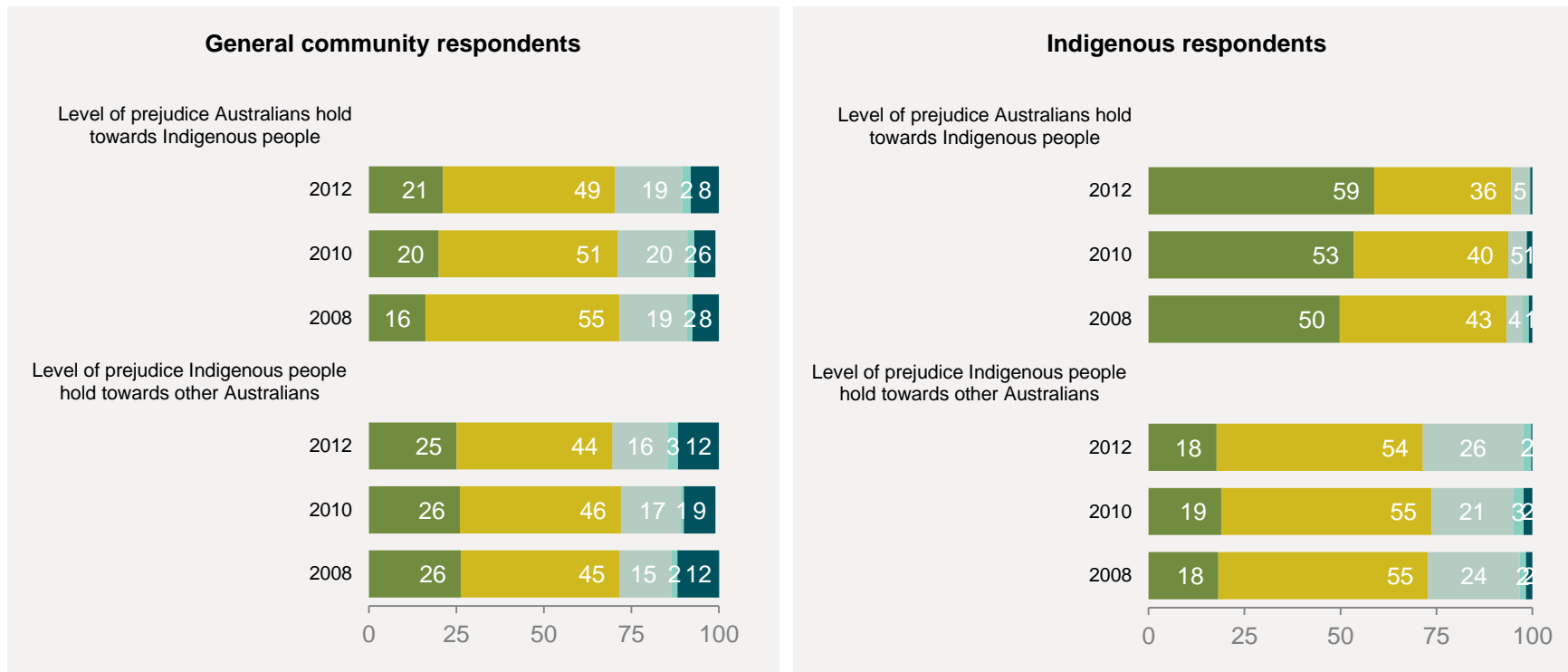
# Do we think the relationship is improving?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ Respondents from both groups are still most likely to agree that the relationship between the groups is improving, with the results of the 2012 survey closely echoing the 2010 results.
- ▶ Amongst Indigenous respondents there has been a slight increase in the proportion who disagree that the relationship is improving.

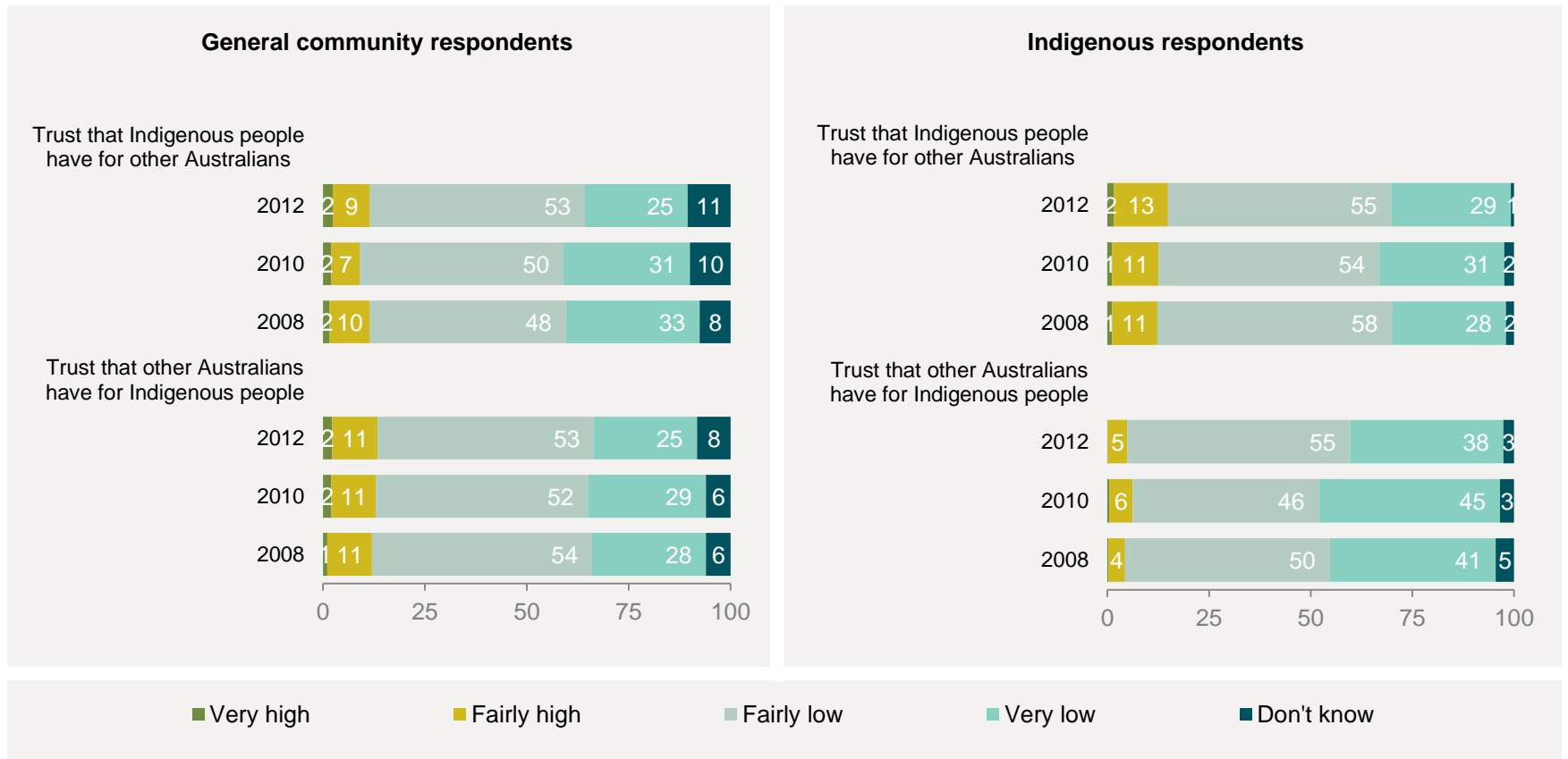
# Do we see ourselves as prejudiced towards each other?



■ Very high    
 ■ Fairly high    
 ■ Fairly low    
 ■ Very low    
 ■ Don't know

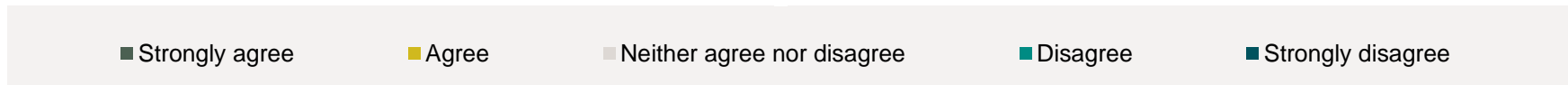
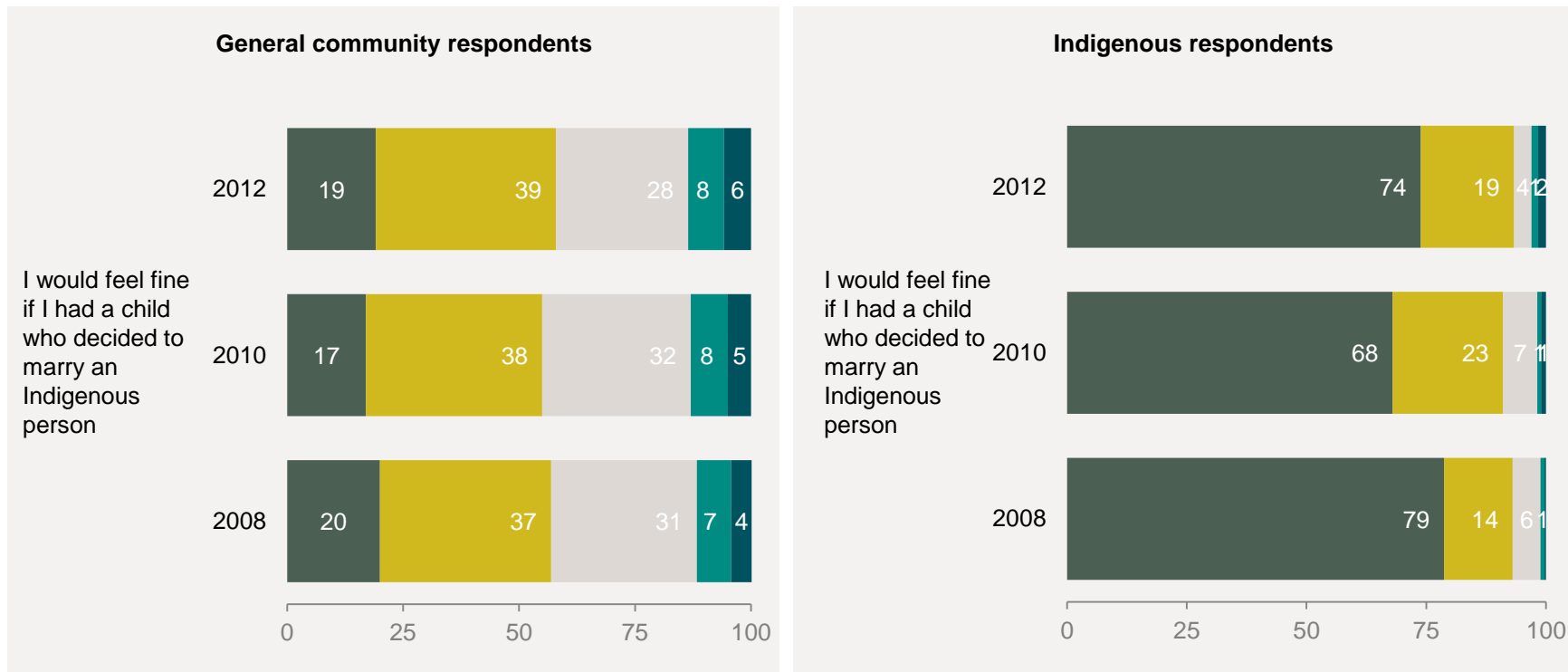
- ▶ Both groups agree that there are relatively high levels of prejudice between Indigenous people and other Australians.
- ▶ General community respondents see roughly equal levels of prejudice between the two groups whereas Indigenous respondents believe that prejudice towards Indigenous people from other Australians is much higher.
- ▶ The attitudes of the general community regarding perceived prejudice between Indigenous and non-Indigenous Australians have stayed generally consistent between 2008, 2010 and 2012. However, amongst Indigenous respondents there is a slight increase in perceived levels of prejudice that other Australians have towards them.

# Do we trust each other?



- ▶ Perceptions of the level of trust between Indigenous Australians and other Australians remains low amongst both the general community and Indigenous respondents.
- ▶ The perceived low level of trust coupled with the perceived high level of prejudice between the two groups suggests that there is still room for improvement on these two key measures.
- ▶ There is however a slight reduction in the proportion of Indigenous respondents who believe that other Australians have a very low level of trust for them.

# How do we feel about having a child who decided to marry an Indigenous person?



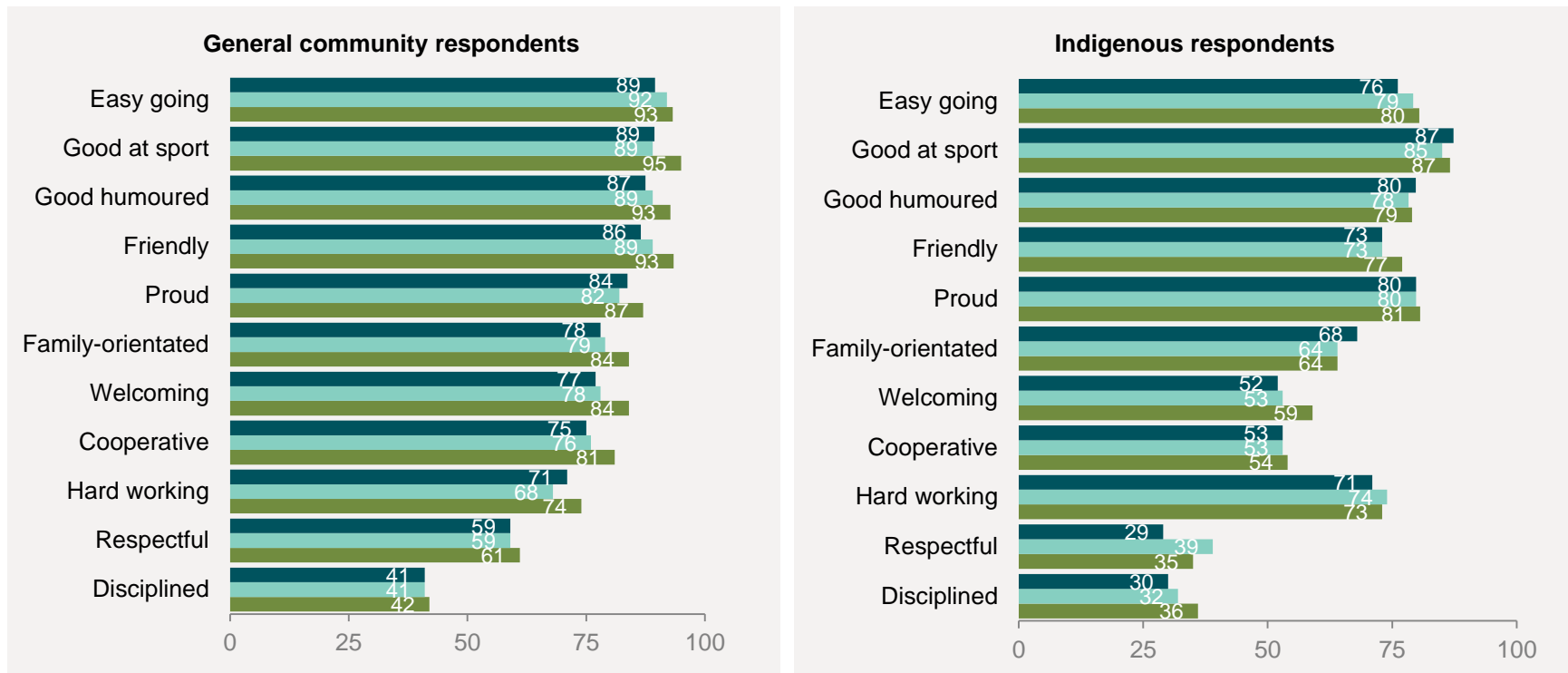
- ▶ Most respondents would feel fine if they had a child who decided to marry an Indigenous person with only 14% of the general population disagreeing with this proposition. It is encouraging that this very personal measure of the relationship is strong despite the perceived high levels of prejudice and low levels of trust outlined previously.
- ▶ Results remain largely consistent across survey periods, with some variation with the number of Indigenous respondents who strongly agree rather than agree.

# How we see each other

The Barometer provides a unique insight into the characteristics that make up our self image and goes further to examine how our overall image of Indigenous Australians compares our overall image of Australians.



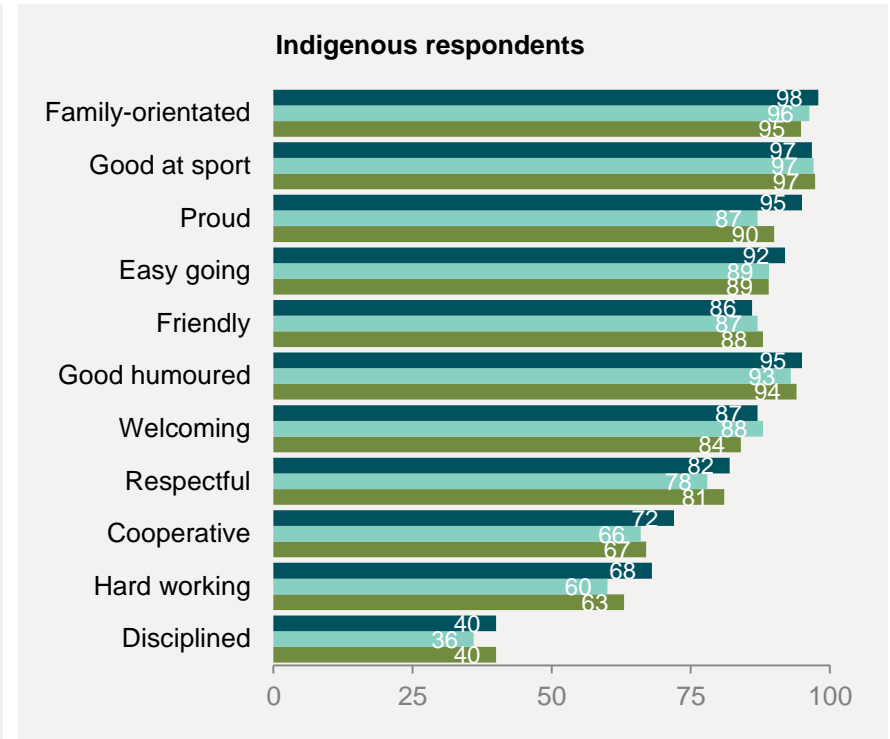
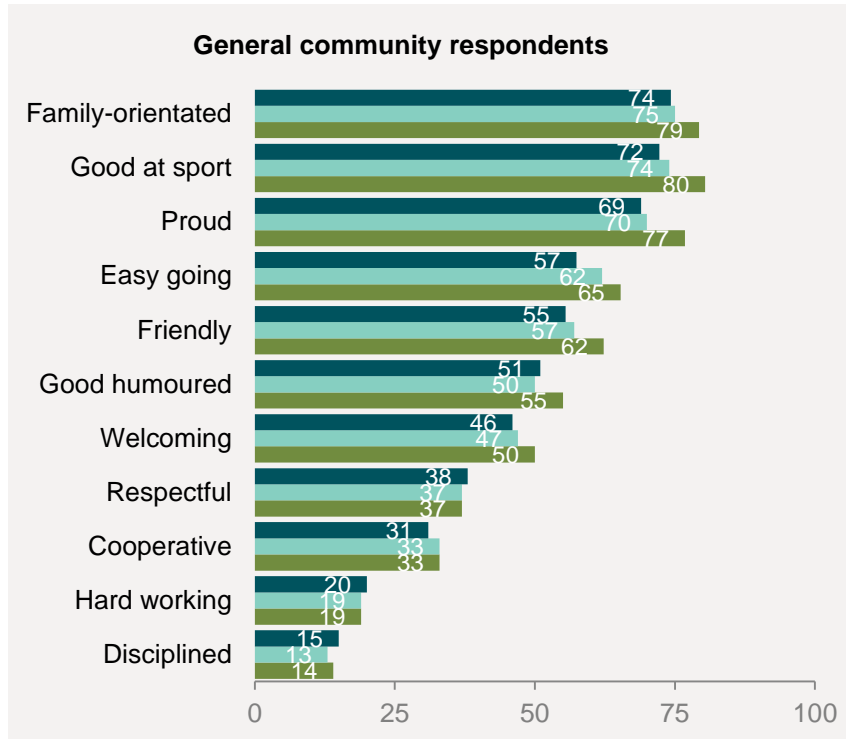
# How do we see “Australians” in general?



■ 2012   ■ 2010   ■ 2008

- ▶ There has been a slight fall in positive perceptions of Australians amongst both the general community and Indigenous respondent groups in regards to the characteristic “Easy going”, and also characteristics like “Good humoured” and “Friendly” amongst general community respondents.
- ▶ There were generally only very slight changes in perceptions between the different survey waves, although there has been a more substantial change in the attitudes of Indigenous respondents in regards to Australians and the characteristic “Respectful”.

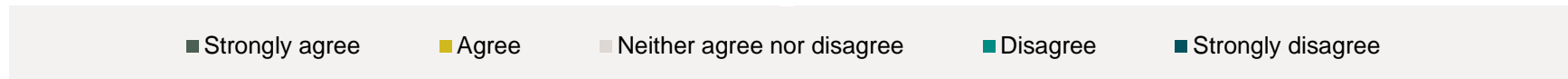
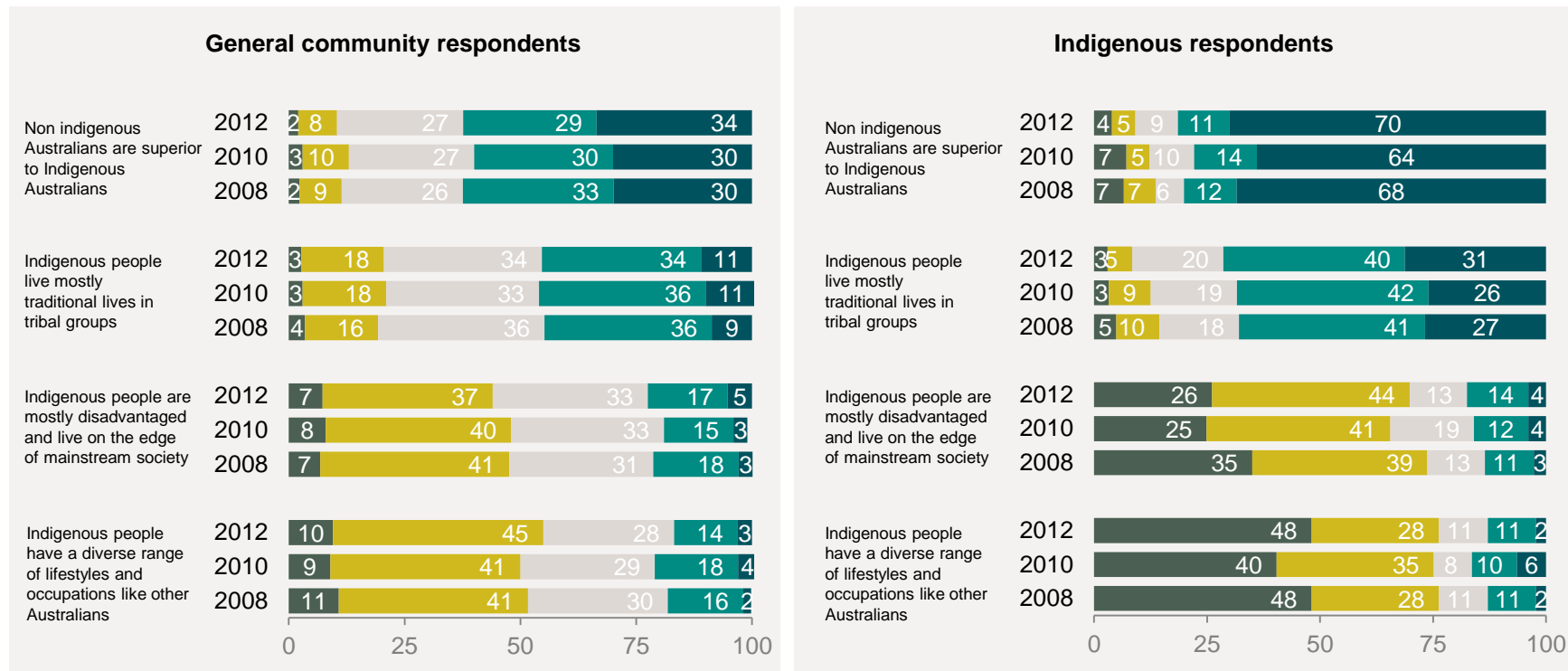
# How do we see Indigenous people?



■ 2012   ■ 2010   ■ 2008

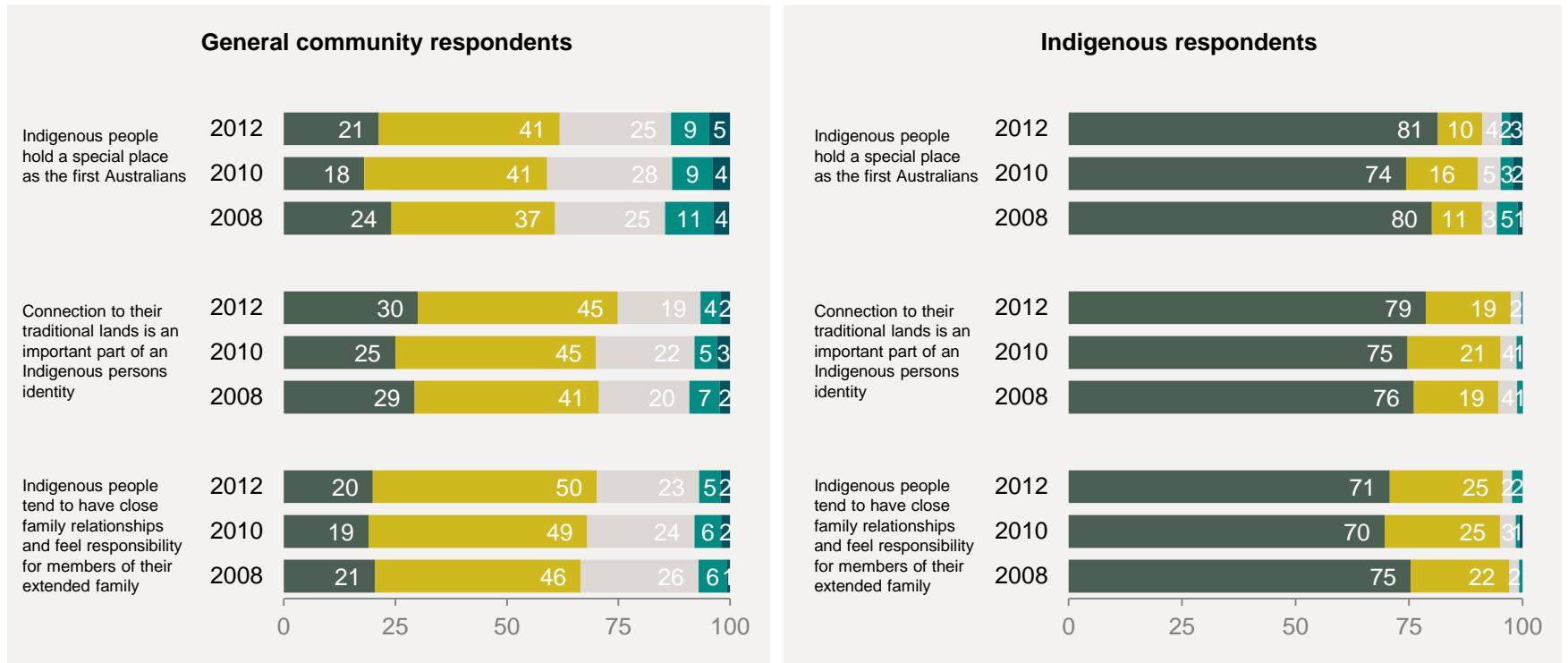
- ▶ Indigenous respondents continue to hold a much more positive perception of Indigenous people than general community respondents. Within this respondent group there have only been slight changes in perception since 2010, although there has been a jump in the number of Indigenous respondents who associate being “Proud” and “Hard working” with Indigenous people more broadly.
- ▶ The most notable difference between the two groups are the perceptions of Indigenous people being good humoured, welcoming, respectful, cooperative and hard-working, with Indigenous respondents being much more likely to believe that Indigenous people hold these positive traits.

# What are our perceptions of Indigenous lifestyles?



- ▶ Only a small minority of respondents believe that non-Indigenous Australians are superior to Indigenous Australians.
- ▶ Whilst general community respondents continue to be more likely to hold misconceptions about Indigenous lifestyles, the 2012 findings show that the proportion who believe they have a diverse range of lifestyles like other Australians has slightly increased whilst the proportion who believe they are disadvantaged and living on the edge has decreased.
- ▶ In comparison, most Indigenous respondents continue to agree that Indigenous people are mostly disadvantaged and living on the edge of mainstream society.

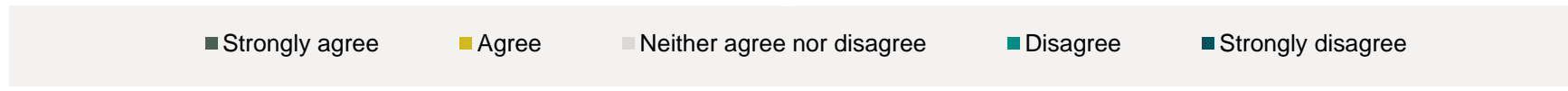
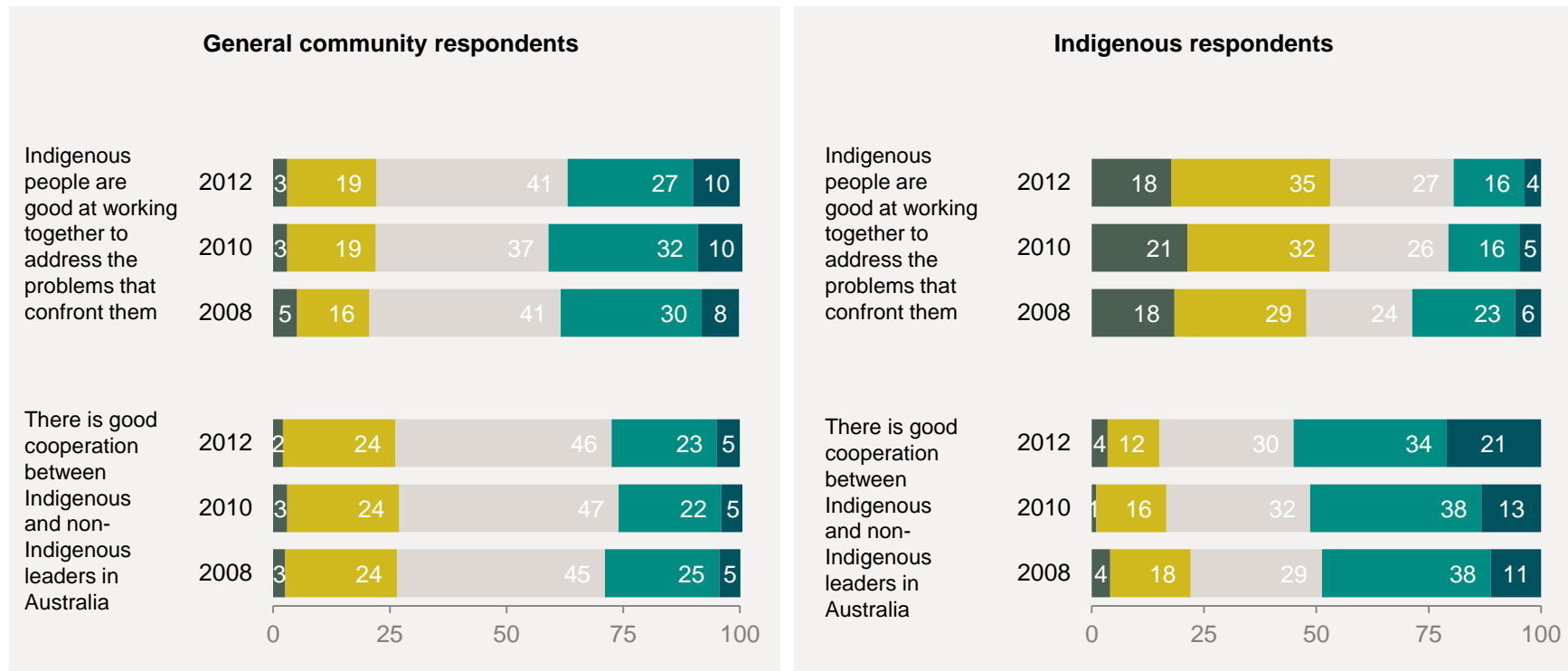
# Do we believe in the special place of Indigenous people, their connection to the land, and their family relationships?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ Most of the general community respondents agree that Indigenous people hold a special place as the first Australians, that connection to their land is important and that they tend to have close family relationships. There appears to have been a slight increase in the proportion that agreed with these statements in 2012 compared to 2010 and 2008, which suggests that more people within the general community are now acknowledging these key factors that contribute to Indigenous identity.
- ▶ Agreement levels amongst Indigenous respondents is far stronger with most “strongly agreeing” with each statement.

# Do we see Indigenous people as being co-operative and good at working together?



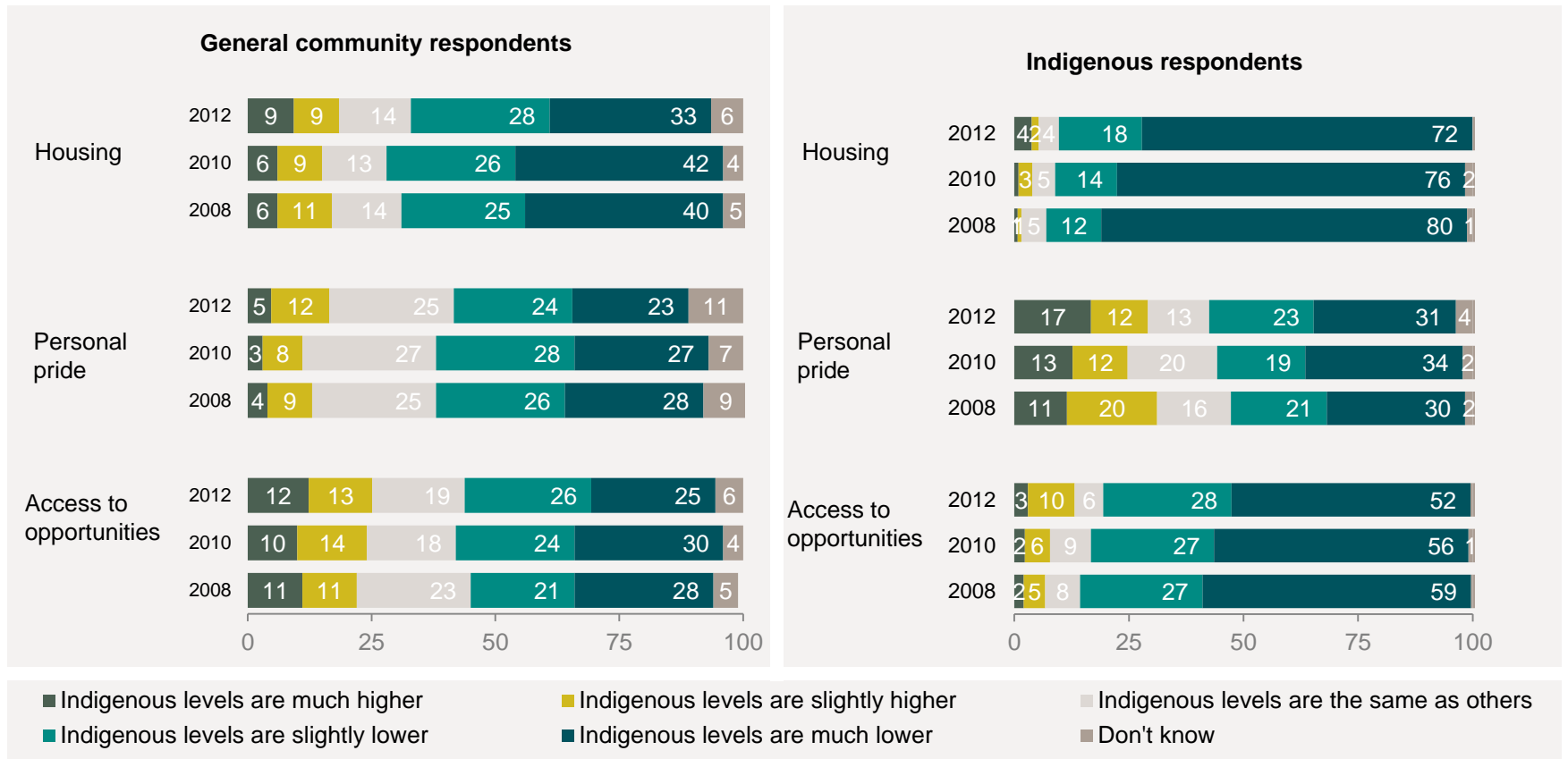
- ▶ Most general community respondents do not believe that Indigenous people are good at working together, while Indigenous respondents largely disagree with this view.
- ▶ Both groups continue to be largely sceptical about the level of cooperation between their respective leaders. However, amongst Indigenous respondents this scepticism may be growing with a slight increase in the proportion who disagree that there is good cooperation between Indigenous and non-Indigenous leaders.

# How we think the lives of Indigenous people compare to the lives of other Australians?



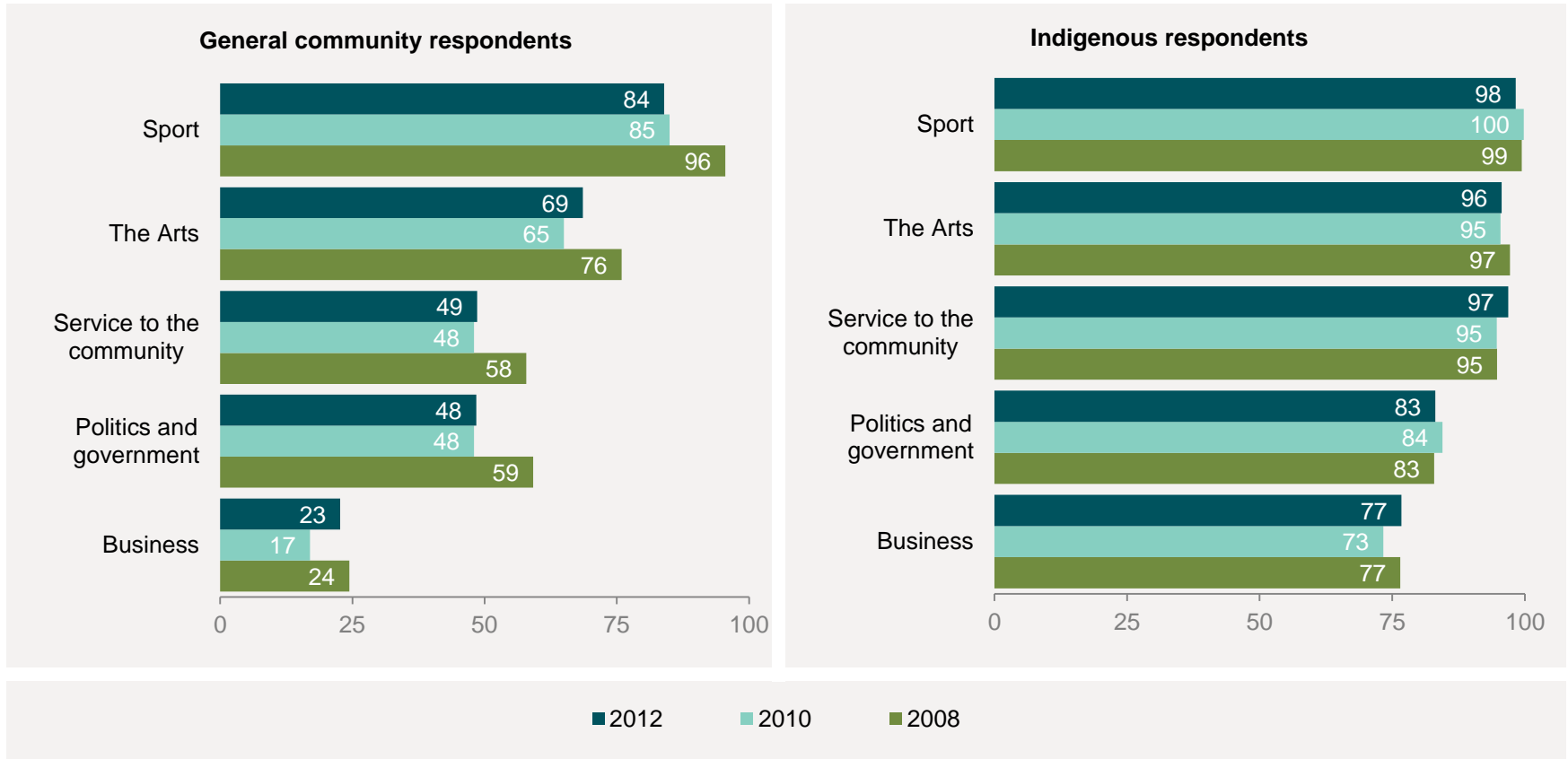
- ▶ Most of the general population believe that Indigenous Australians are disadvantaged on most measures: particularly in terms of health, employment, education and self esteem. Indigenous respondents are more likely to believe they are disadvantaged than the general population on all measures .
- ▶ However, there has also been an increase in the proportion of general community respondents who think that Indigenous people are better off (or at least no worse off) in 2012 in relation to health and education.
- ▶ Even though almost all Indigenous respondents feel that Indigenous people are worse off in regards to the above key indicators, fewer believe that Indigenous levels in health and education are much lower suggesting that some progress is being made in these particular areas.

# How we think the lives of Indigenous people compare to the lives of other Australians (continued)?



- ▶ Indigenous respondents are more likely than general community respondents to feel that they are disadvantaged in terms of housing and access to opportunities. However, they are also more likely than the general community to believe that Indigenous people have higher levels of personal pride.
- ▶ Even though most Indigenous respondents feel that Indigenous levels are lower in regards to housing and access to opportunities, the number who feel levels are much lower has been decreasing in each survey. This would suggest that there is a degree of improvement is being made in relation to these aspects.

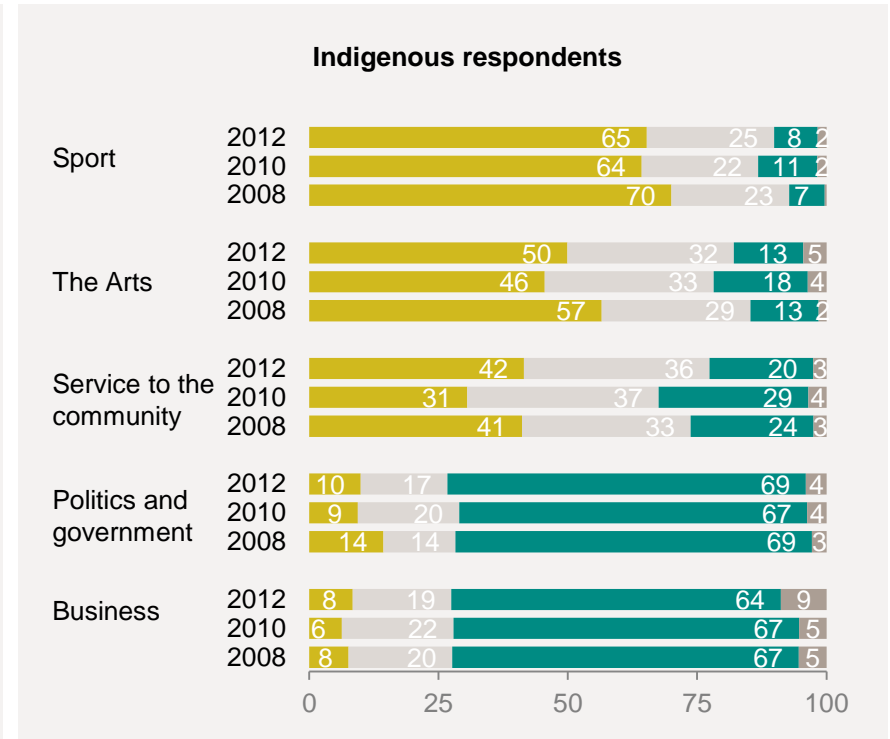
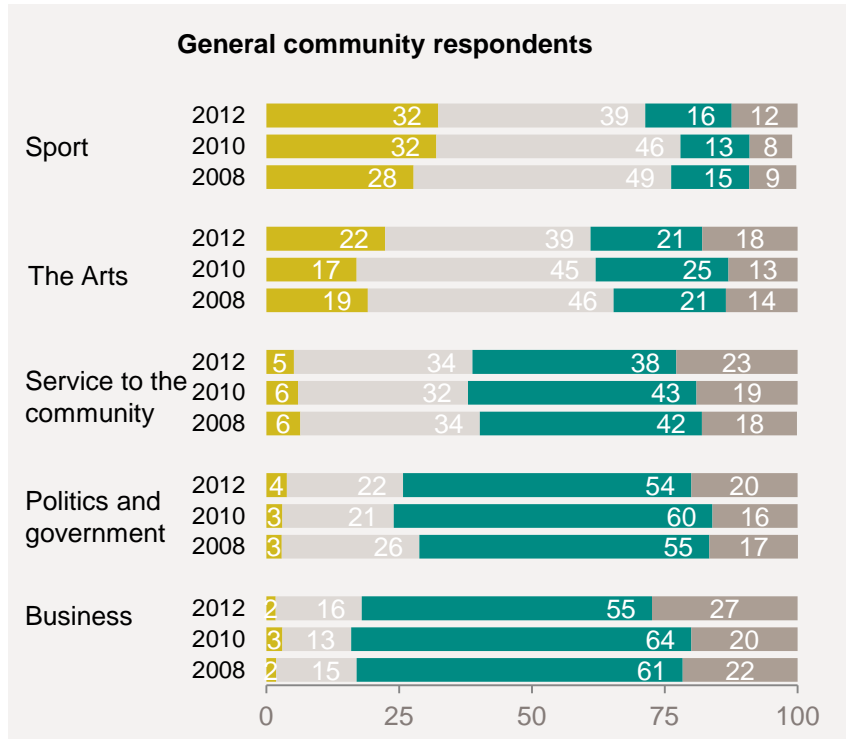
# Are we aware of Indigenous role models?



- ▶ Most general community respondents are able to recall an Indigenous role model in the areas of sport and the arts, and less likely to be aware of a role models in community service, politics and government, and business (in which awareness was lowest).
- ▶ Indigenous respondents are much more likely to recall an Indigenous example-setter across all areas, with the most notable differences in perception between the groups in relation to awareness of role models in business and service to the community.



# How do we characterise the level of Indigenous achievement?



- Indigenous achievement is above average
- Indigenous achievement is below average
- Indigenous achievement is the same as others
- Don't know

- ▶ Perceptions of Indigenous achievement amongst the general community have remained generally consistent over the past 4 years, with Indigenous achievement seen as being strongest in sport and the arts, and weakest in business and politics.
- ▶ Indigenous respondents continue to be more likely than general community respondents to believe that Indigenous achievement is higher, with this achievement seen as being strongest in the areas of sport and the arts.
- ▶ Whilst there was a decline in perceptions amongst Indigenous respondents between 2008 and 2010 in relation to Indigenous achievement in the arts and service to the community in particular, this has recovered to some degree in the 2012 findings.

# How we interact

Understanding where we get our information on Indigenous people allows us to understand the influences on the attitudes we hold.

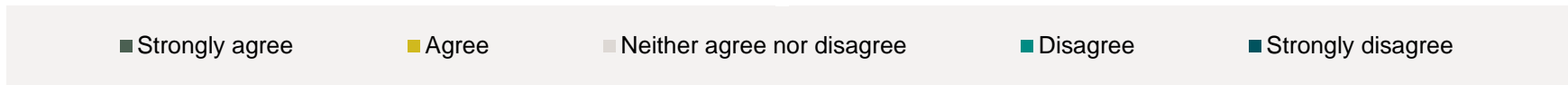
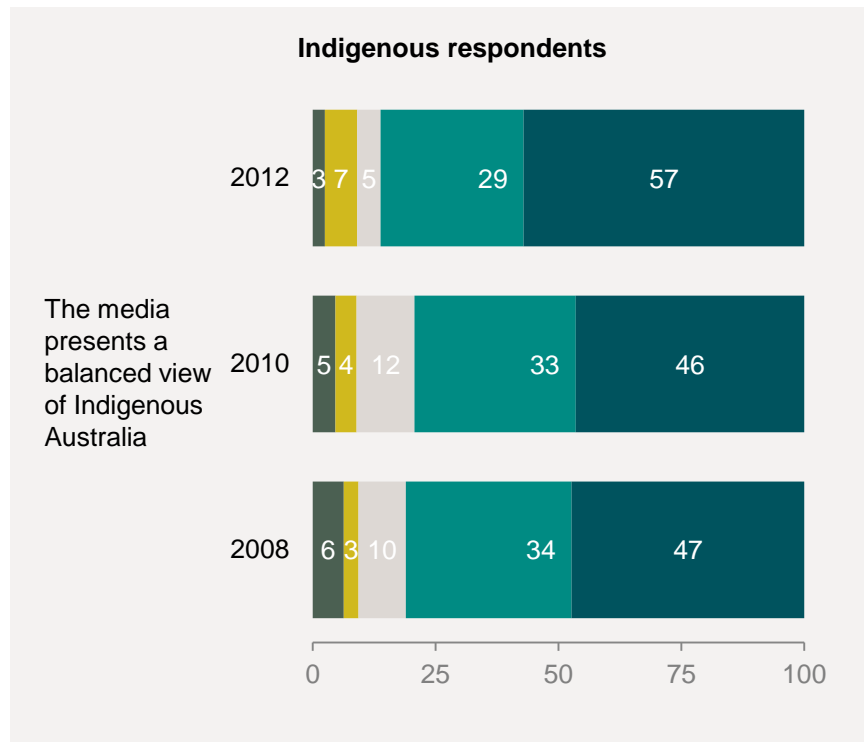
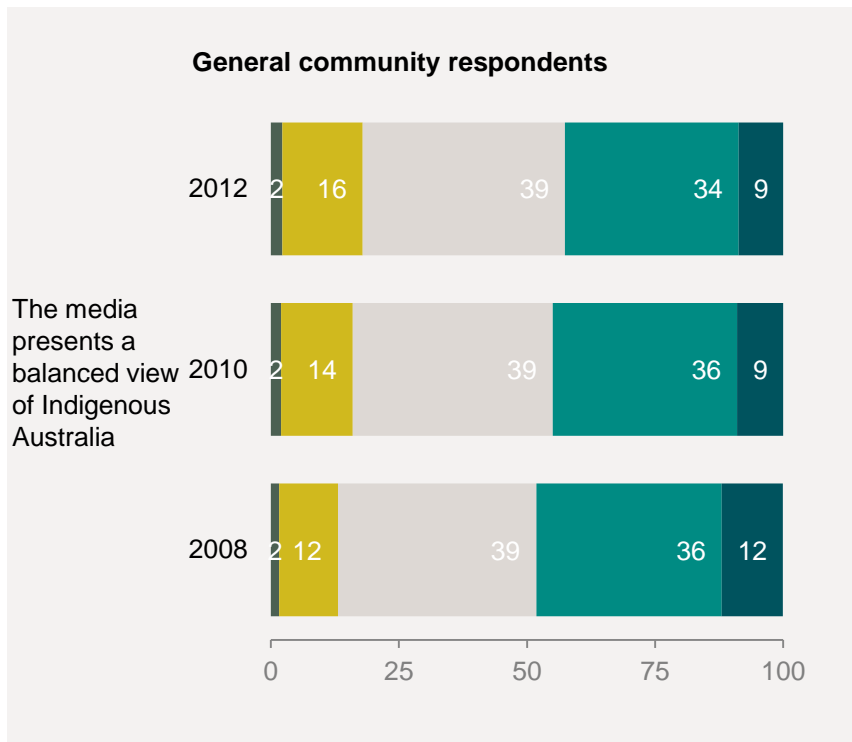
# Where do we learn about Indigenous people?



- The media
- Your own personal experiences with Indigenous people
- School education or other research
- Parents and family
- Other people around you

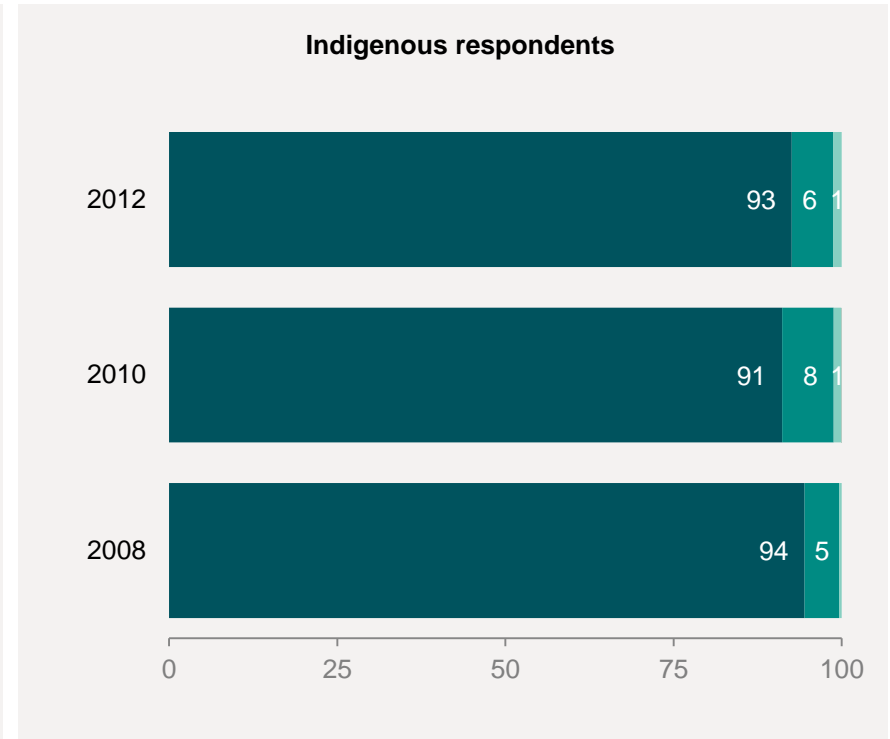
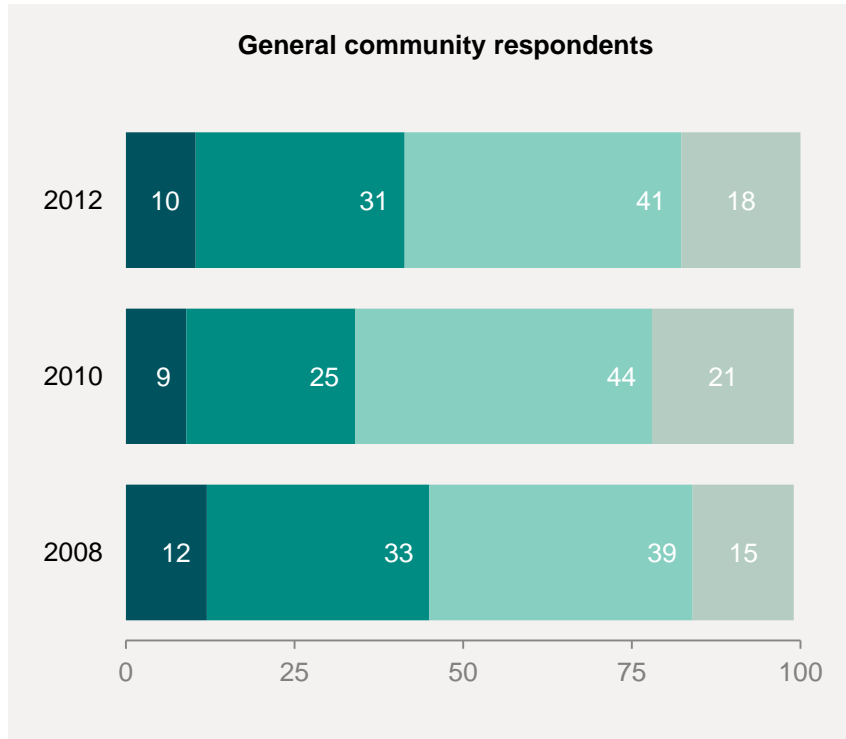
- ▶ General community respondents are still more likely to list the media or other secondary sources (such as school or other research) as their main source of information about Indigenous people.
- ▶ This emphasises the importance of the media in influencing the perceptions that the broader Australian community has of Indigenous people.
- ▶ In contrast, Indigenous respondents remain most likely to learn about Indigenous people from direct engagement with their communities and families.

# Do we think the media presents a balanced view of Indigenous Australia?



- ▶ There is still a degree of scepticism amongst both general community respondents and Indigenous respondents about how the media portrays Indigenous Australia.
- ▶ Many general community respondents are still unsure whether media views are balanced or not, and continue to be more inclined to view the media as presenting an unbalanced view.
- ▶ Indigenous respondents in 2012 are even more likely to feel that the media presents an unbalanced view of Indigenous Australia than in previous years.

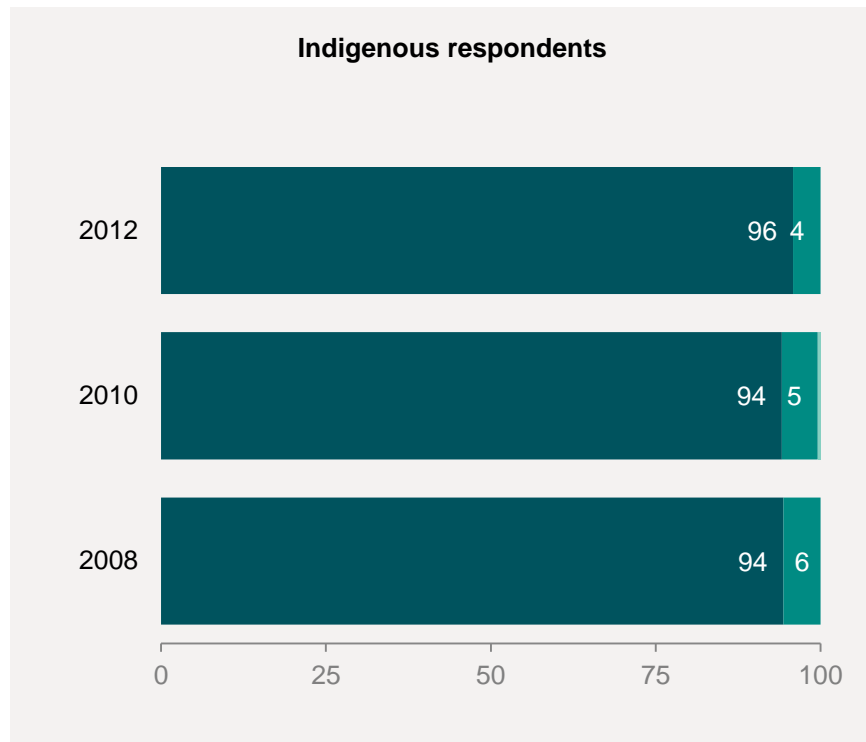
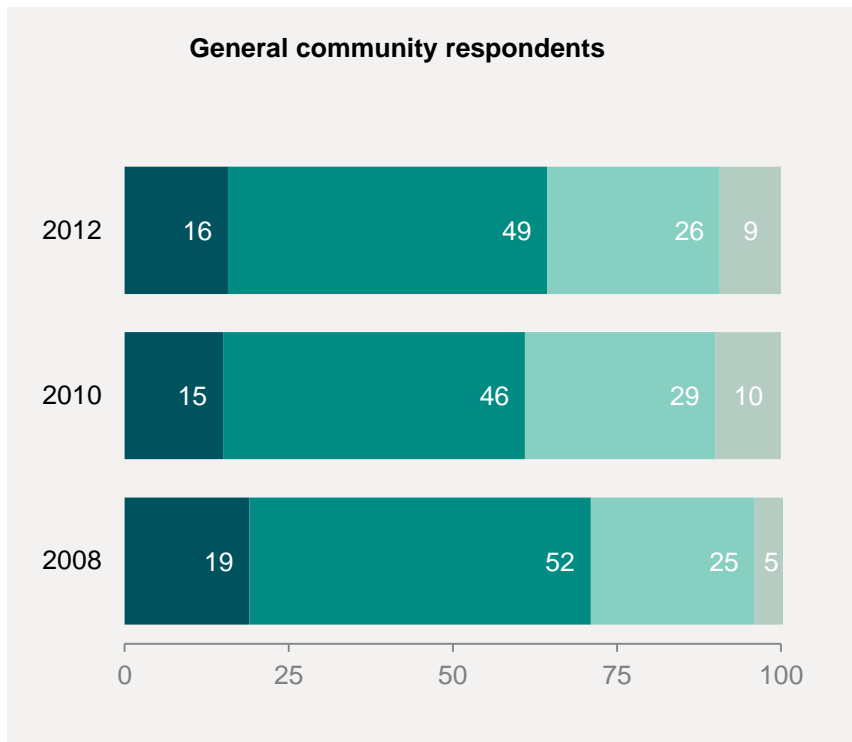
# How much contact do we have with Indigenous people?



■ Frequent contact     
 ■ Occasional contact     
 ■ Rare contact     
 ■ No contact

- ▶ The level of contact that members of the general community have with Indigenous people is relatively low with nearly 6 in 10 respondents feeling they have only rare or no contact with Indigenous people.
- ▶ Somewhat unsurprisingly, there continues to be regular interaction between Indigenous respondents and other Indigenous people and these results have remained mostly consistent across the 3 studies.

# How much contact with Indigenous people do we want to have?



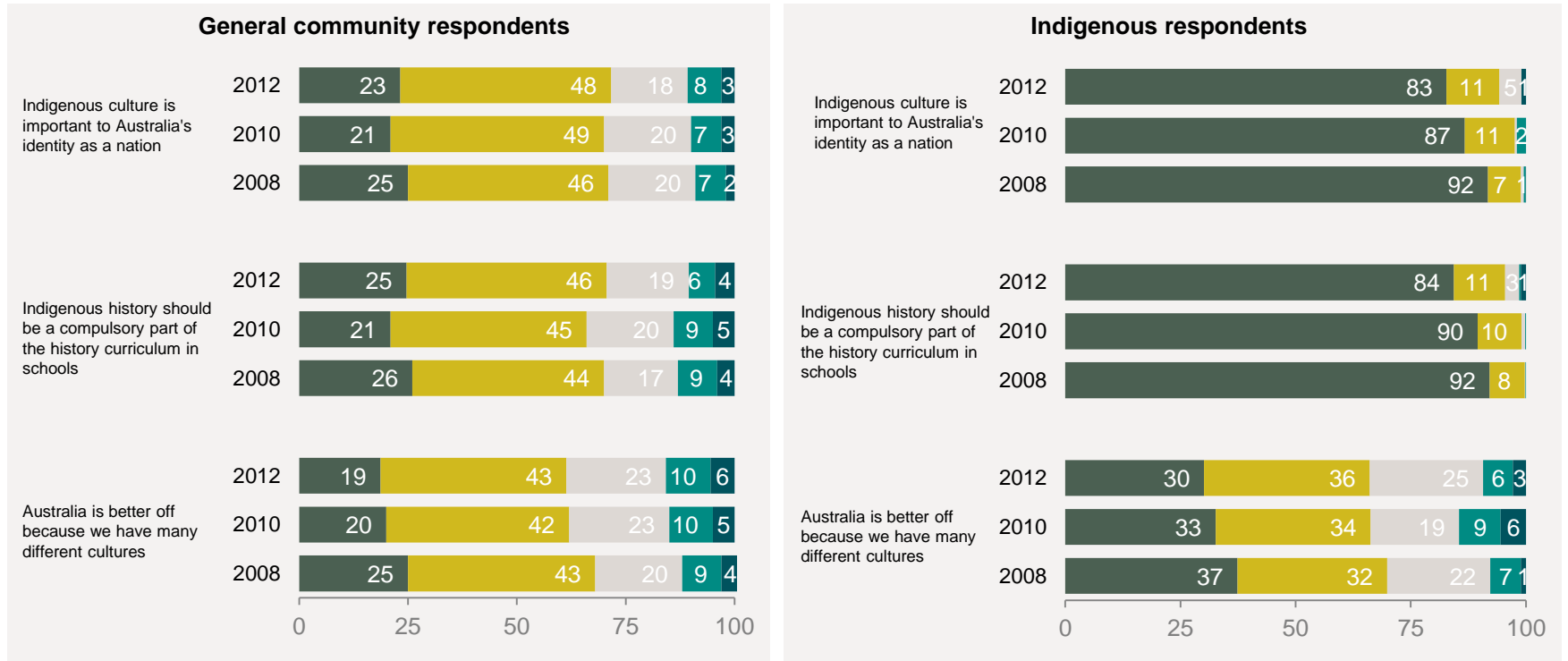
Frequent contact
  Occasional contact
  Rare contact
  No contact

- ▶ Virtually all general community respondents would like contact with Indigenous people with around two thirds wanting frequent or occasional contact
- ▶ Encouragingly, nearly twice as many general community respondents would like to have frequent or occasional contact with Indigenous people than do currently (see preceding slide).
- ▶ Indigenous respondents continue to desire regular contact with other Indigenous people.

# Cultural awareness and shared pride

During the development of the Barometer the notion of “shared pride” emerged as a key theme in that reconciliation will be advanced when all Australians can feel that they can share in the history, culture and pride that is part of Indigenous Australia.

# What are our attitudes to Indigenous culture?

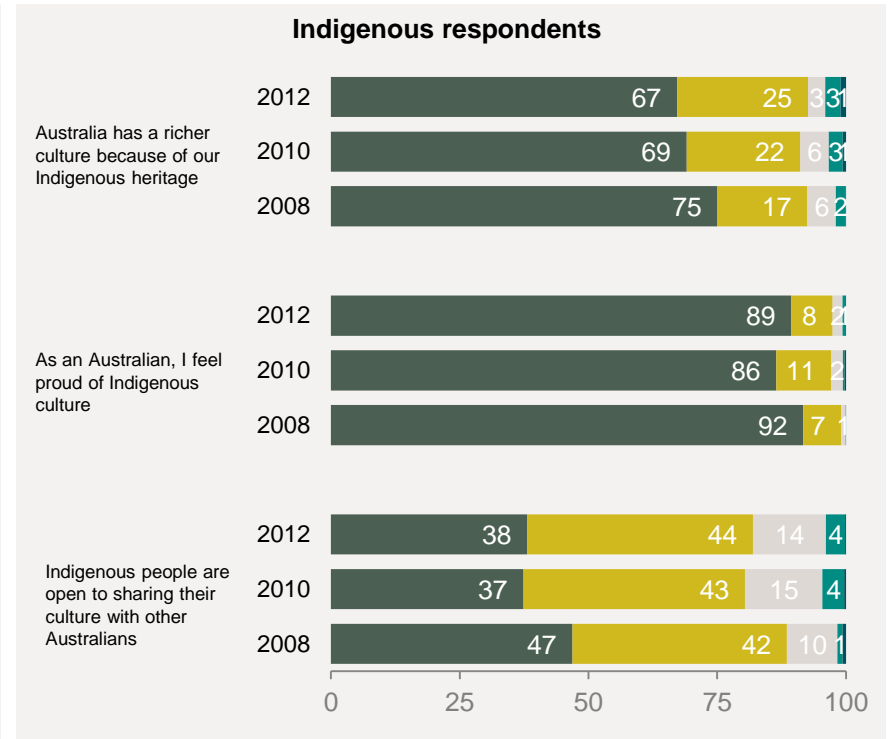
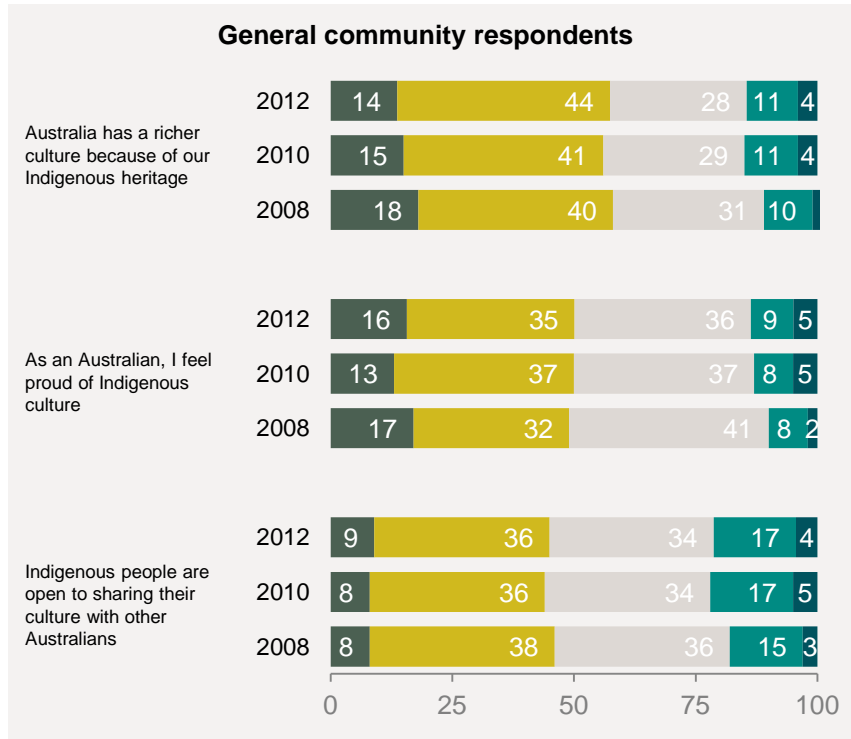


Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ General community respondents typically agree with the importance and value of Indigenous culture and believe that it should be a compulsory part of the school curriculum.
- ▶ Not surprisingly Indigenous respondents are far more likely to consider their culture as an important and valuable part of Australia than the general community, although there does appear to be a slight shift away from the number of respondents who strongly agree. This slight shift is echoed in the number who strongly agree that Indigenous history should be a compulsory addition to the school curriculum, and that Australia is better off because we have many cultures.



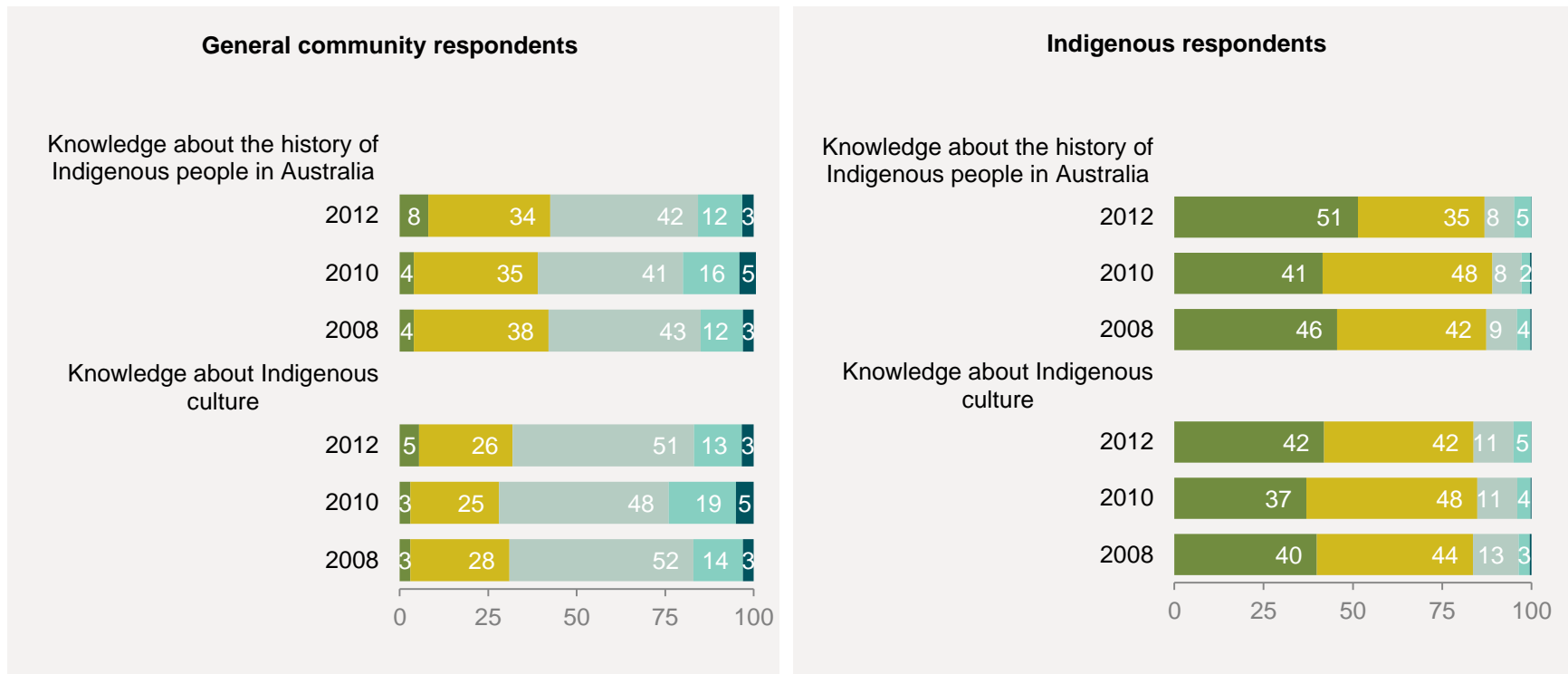
# What are our attitudes to Indigenous culture (continued)?



■ Strongly agree    
 ■ Agree    
 ■ Neither agree nor disagree    
 ■ Disagree    
 ■ Strongly disagree

- ▶ Most general community respondents agree that Australia has a richer culture because of our Indigenous heritage, and that as Australians they are proud of Indigenous culture. Whilst the general community are much more likely to agree rather than disagree that Indigenous people are open to sharing their culture, this could be an area where the relationship could benefit from increased focus.
- ▶ Again, Indigenous respondents are far more likely to be proud of Indigenous culture and believe Australian has a richer culture because of its Indigenous heritage. Most also believe that they are open to sharing their culture (in contrast to the belief amongst the general community).

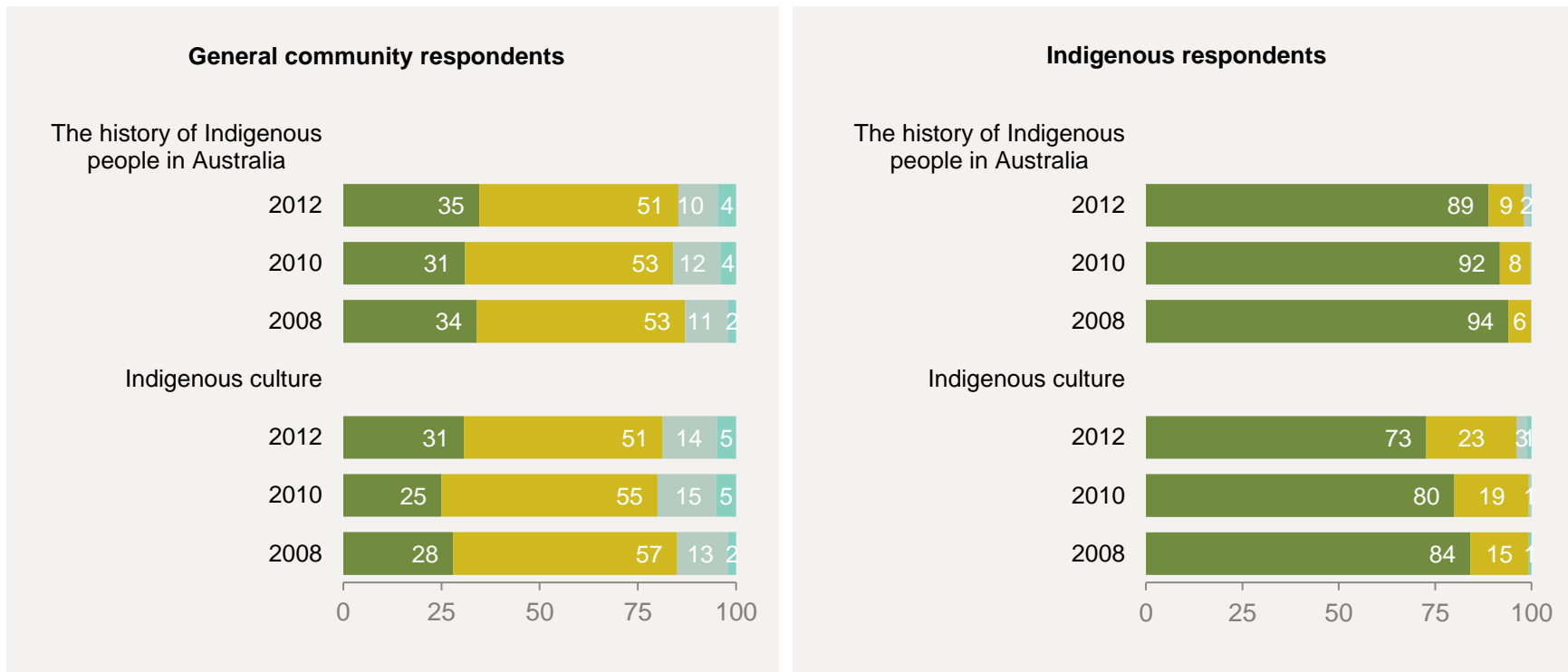
# How much do we know about Indigenous history and culture?



■ Very high     
 ■ Fairly high     
 ■ Fairly low     
 ■ Very low     
 ■ No knowledge at all

- ▶ There remains a widespread lack of knowledge about Indigenous history and culture amongst general community respondents with more than half claiming to have a fairly low or very low level of knowledge.
- ▶ General community respondents are more likely to believe they know about Indigenous history rather than culture.
- ▶ Perceived knowledge amongst Indigenous respondents is far higher and this difference is likely to be at least partially responsible for the difference in appreciation for Indigenous culture between the groups (see preceding slide).

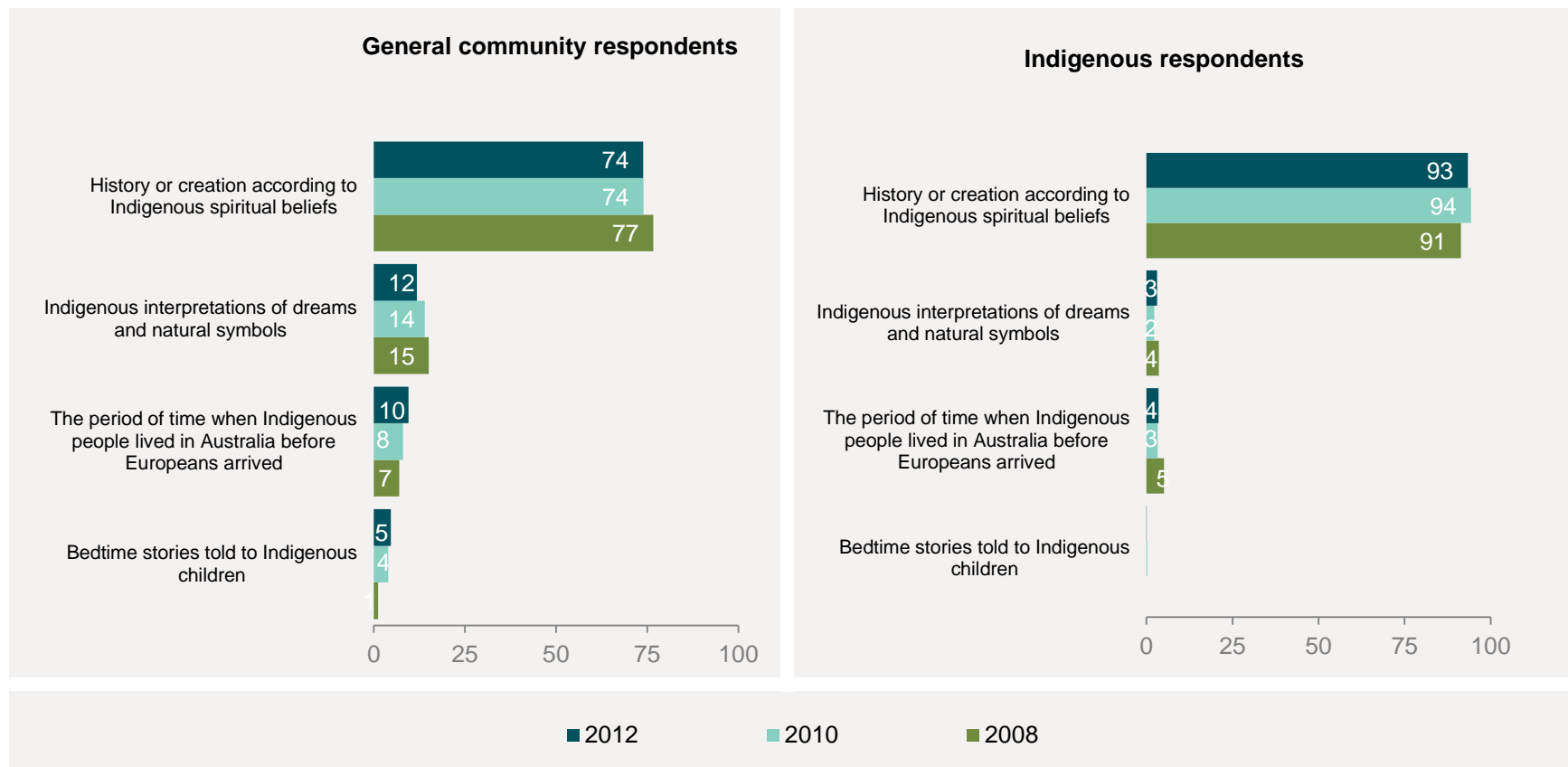
# How important do we think it is to know about Indigenous history and culture?



■ Very important     
 ■ Fairly important     
 ■ Fairly unimportant     
 ■ Not at all important

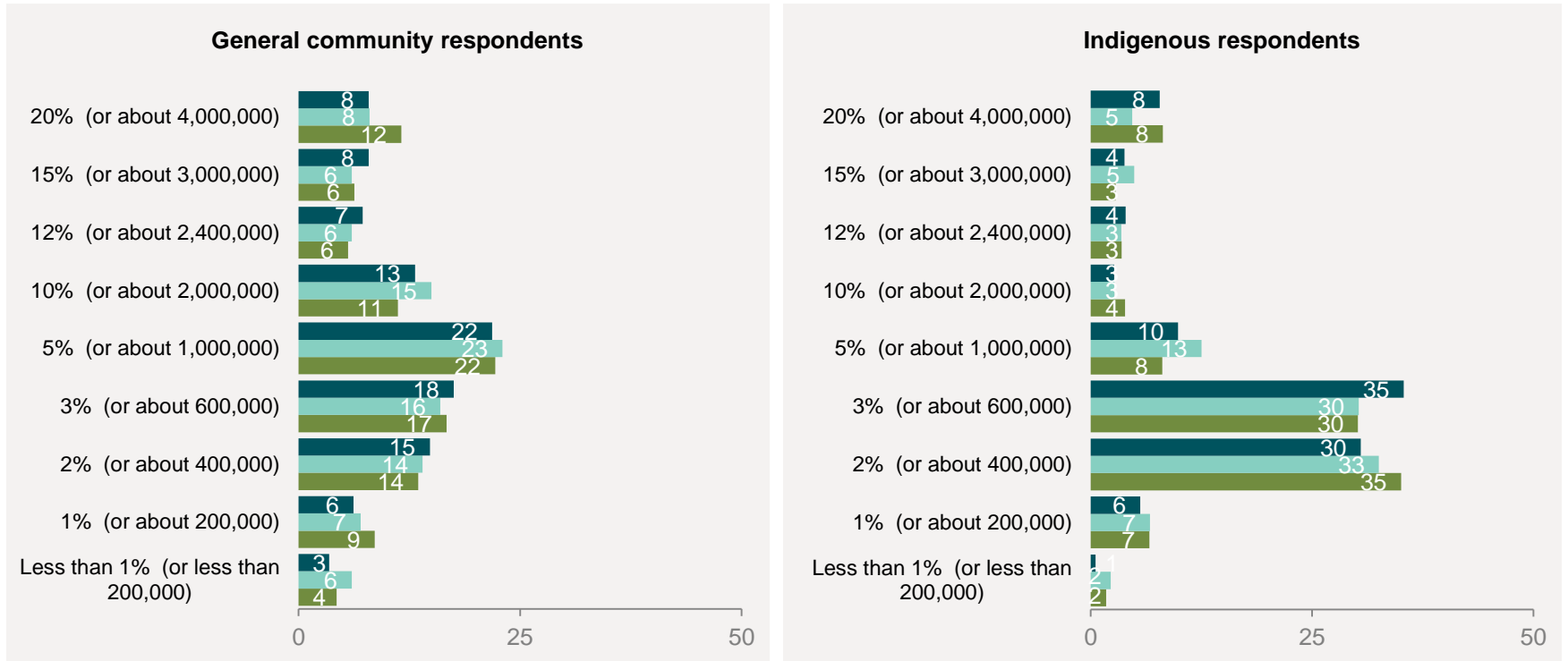
- ▶ There is widespread agreement amongst both groups that it is important for all Australians to know about Indigenous history and culture.
- ▶ The fact that the importance that respondents place on history and culture is higher than their knowledge (see previous slide) is positive and suggests that people are open to learning more.
- ▶ Indigenous respondents continue to believe that it is very important for other Australians to know about Indigenous history and culture.

# How much do we really know? – The Dreamtime



- ▶ There continues to be widespread understanding of the meaning of the Dreamtime amongst both the general community and Indigenous respondent groups, although the former are noticeably more likely to hold a misconception than the latter.
- ▶ This suggests that there is at least a basic understanding of this key part of Indigenous culture.

# How much do we really know? - What proportion of Australia's population is Indigenous?



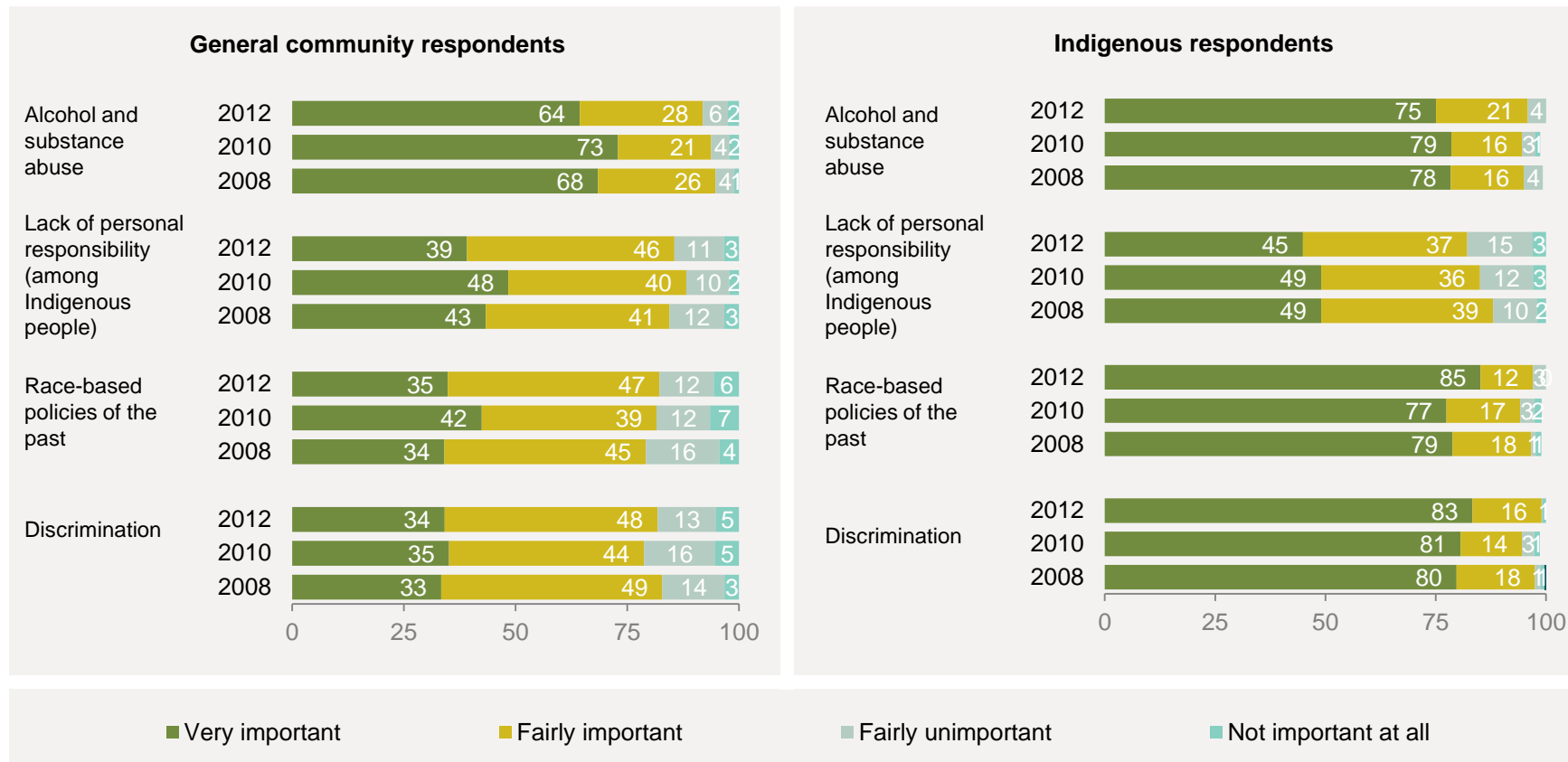
■ 2012   ■ 2010   ■ 2008

- ▶ Indigenous respondents are still more aware of the actual Indigenous percentage of Australia's population (around 2.5%), than the general community.
- ▶ The general community are still more likely to overestimate the size of the Indigenous population.

# Perceived reasons for Indigenous disadvantage

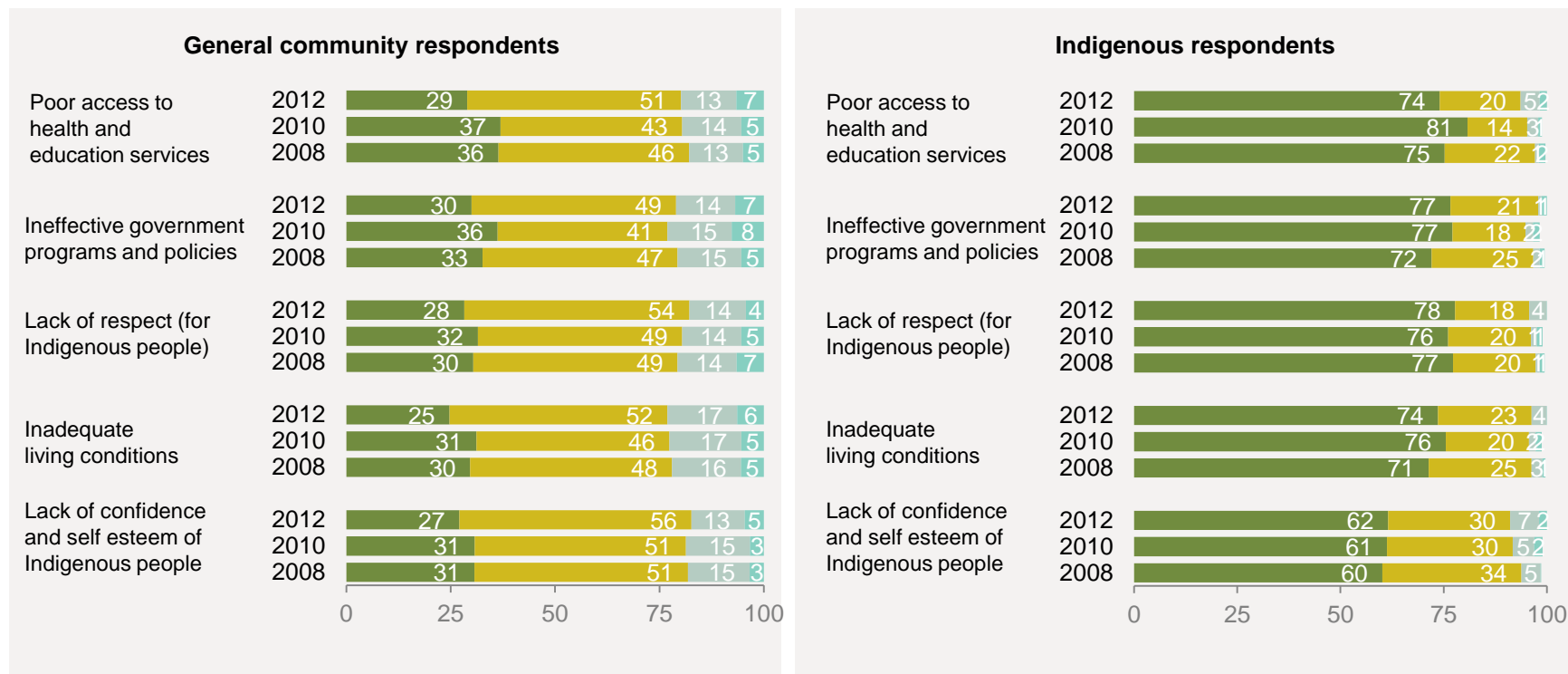
The Barometer examines our understanding and awareness of the facts and issues that have contributed to Indigenous disadvantage today. A foundation for reconciliation is an understanding of the external factors that have resulted in Indigenous disadvantage and an appreciation that they continue to affect some Indigenous people today.

# What factors do we think are important in creating disadvantage amongst some Indigenous people?



- ▶ Most respondents believe that alcohol and substance abuse, lack of personal responsibility, race-based policies of the past and discrimination are important contributing factors in creating the disadvantage suffered by some Indigenous people. Indigenous respondents feel more strongly than the general community respondents about the impact that these factors have had on creating Indigenous disadvantage, with more saying that they believe these factors are very important.
- ▶ Since 2010, the proportion of the general community who believe these factors are either fairly or very important has remained fairly constant, although there has been a shift with fewer thinking it is very important and more thinking it is fairly important. Indigenous respondents are somewhat more inclined to view previous race policies as having a very important role in creating disadvantage.

# What factors do we think are important in creating disadvantage amongst some Indigenous people?

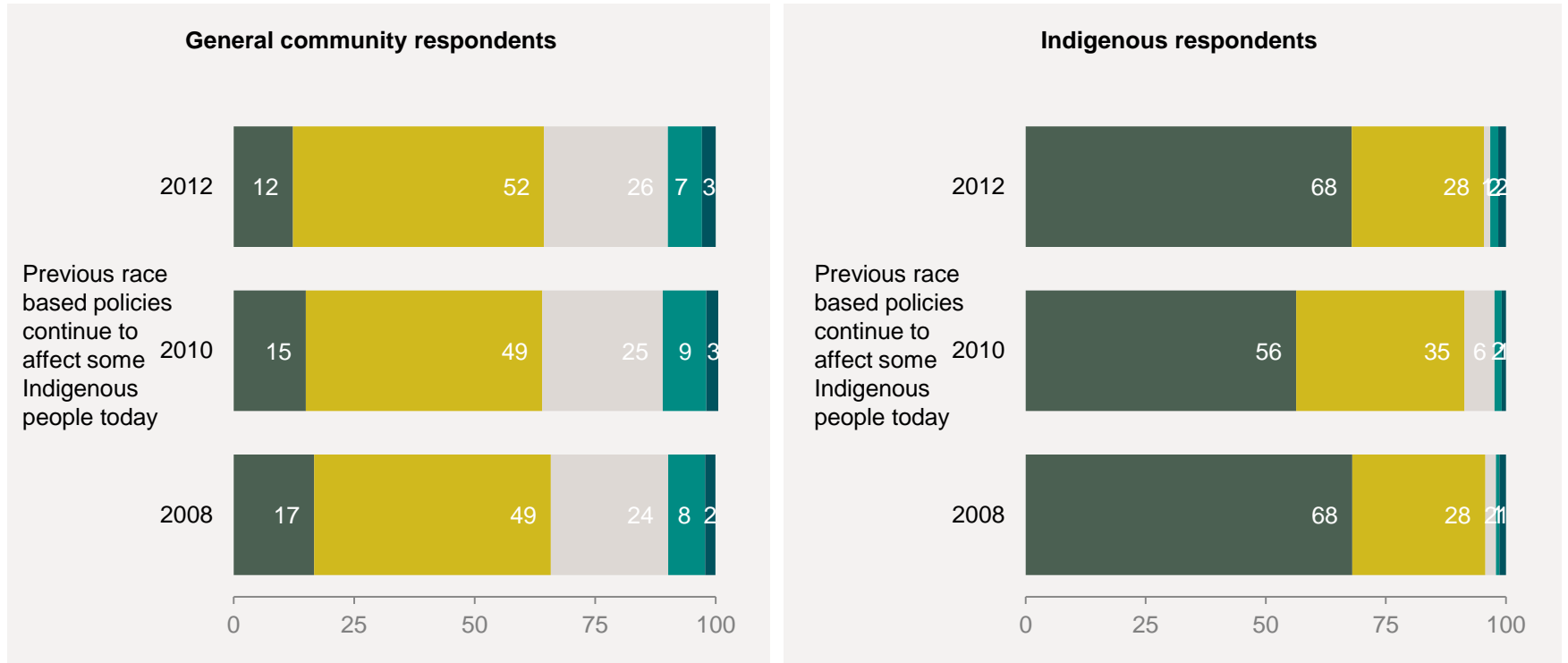


■ Very important     
 ■ Fairly important     
 ■ Fairly unimportant     
 ■ Not important at all

- ▶ Indigenous respondents remain more likely to believe that a range of factors are important in creating Indigenous disadvantage.
- ▶ Since 2010, there has been little change in the feelings amongst the general community or Indigenous respondents in the total number that think it is fairly or very important, although there has generally been a shift amongst general community respondents from those thinking it is very important to fairly important.



# Do we believe that the policies of the past still affect Indigenous people today?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ Most respondents agree that previous race based policies continue to have an impact on some Indigenous people today, with Indigenous respondents more likely to strongly agree that this is the case.
- ▶ The net number of respondents (whether general community or Indigenous) who agree that some Indigenous people continue to feel the impacts of past race based policies has remained largely consistent across survey waves.

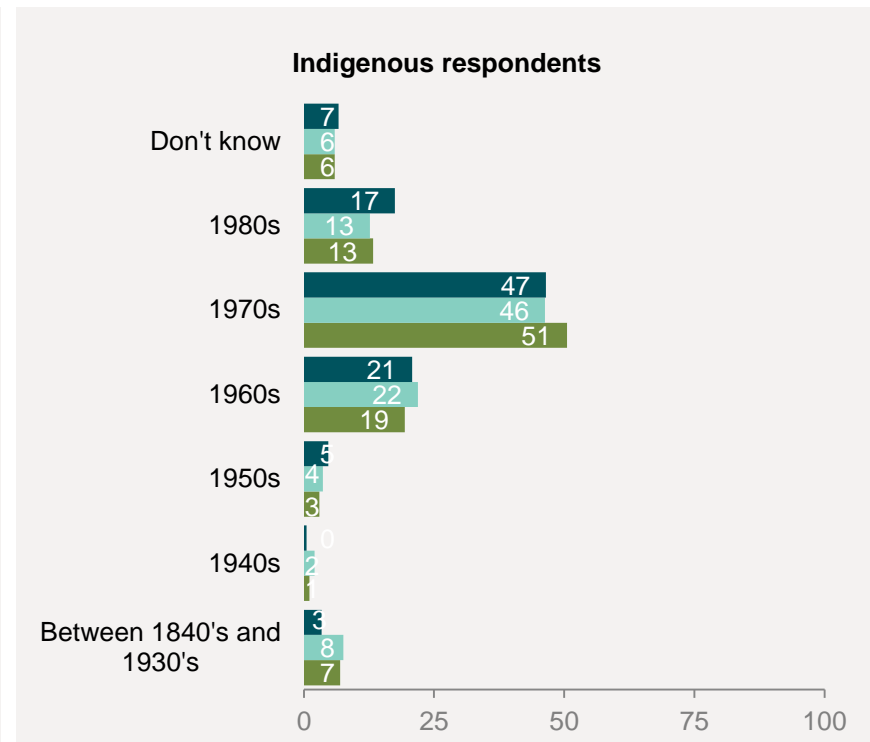
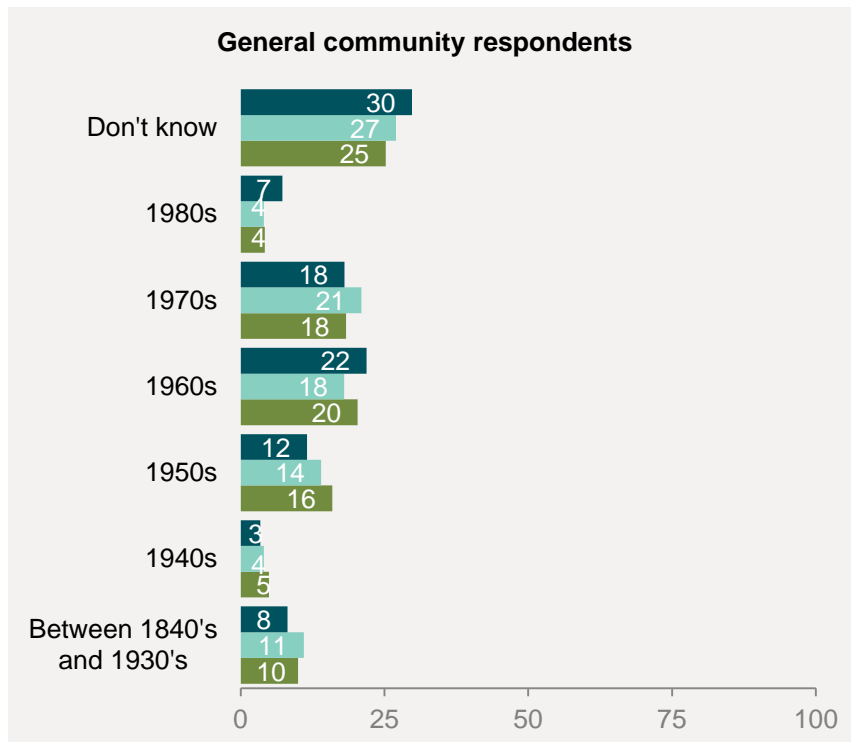
# Do we think that being born Indigenous makes it harder to achieve?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ General community respondents are more likely to agree than disagree that being born Indigenous makes it harder for an individual to achieve in Australia today, although views are divided.
- ▶ Indigenous respondents are far more likely to believe that being born Indigenous makes it harder to achieve, with around two thirds agreeing with this proposition.
- ▶ Since 2010 there has been a small decline in the proportion of general community respondents who agree that being born Indigenous makes it harder for an individual to achieve, but the attitudes of Indigenous respondents is largely unchanged.

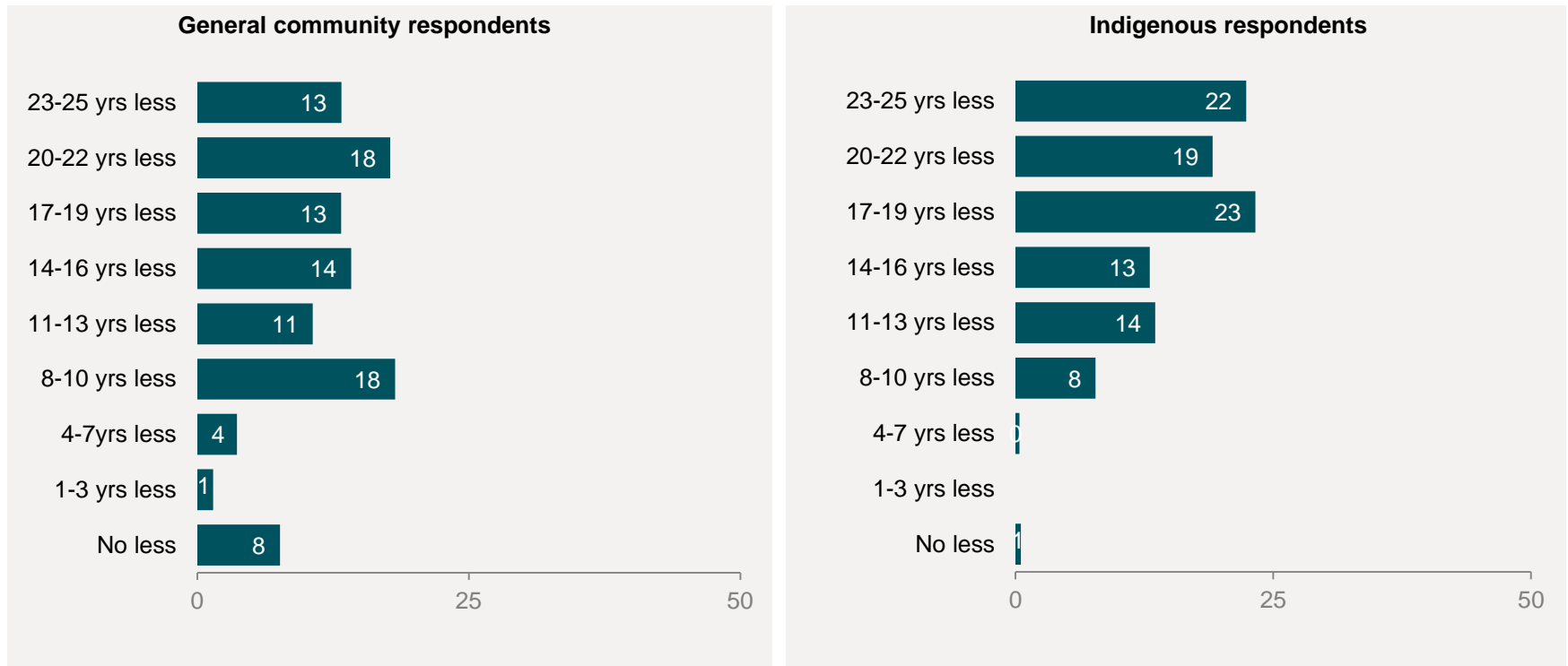
# Do we know key facts about previous discriminatory policies? – the stolen generation



■ 2012 ■ 2010 ■ 2008

- ▶ General community respondents are most likely to either believe that the stolen generation policies ended before the 1970s, or admit that they have no idea at all.
- ▶ Although most of the general community is aware of discriminatory policies, they are unaware of just how recent they were, and therefore what impact they continue to have on Indigenous people today.
- ▶ Indigenous respondents are far more likely to be aware when the stolen generation policies ended.

# Do we know key facts about Indigenous life expectancy?



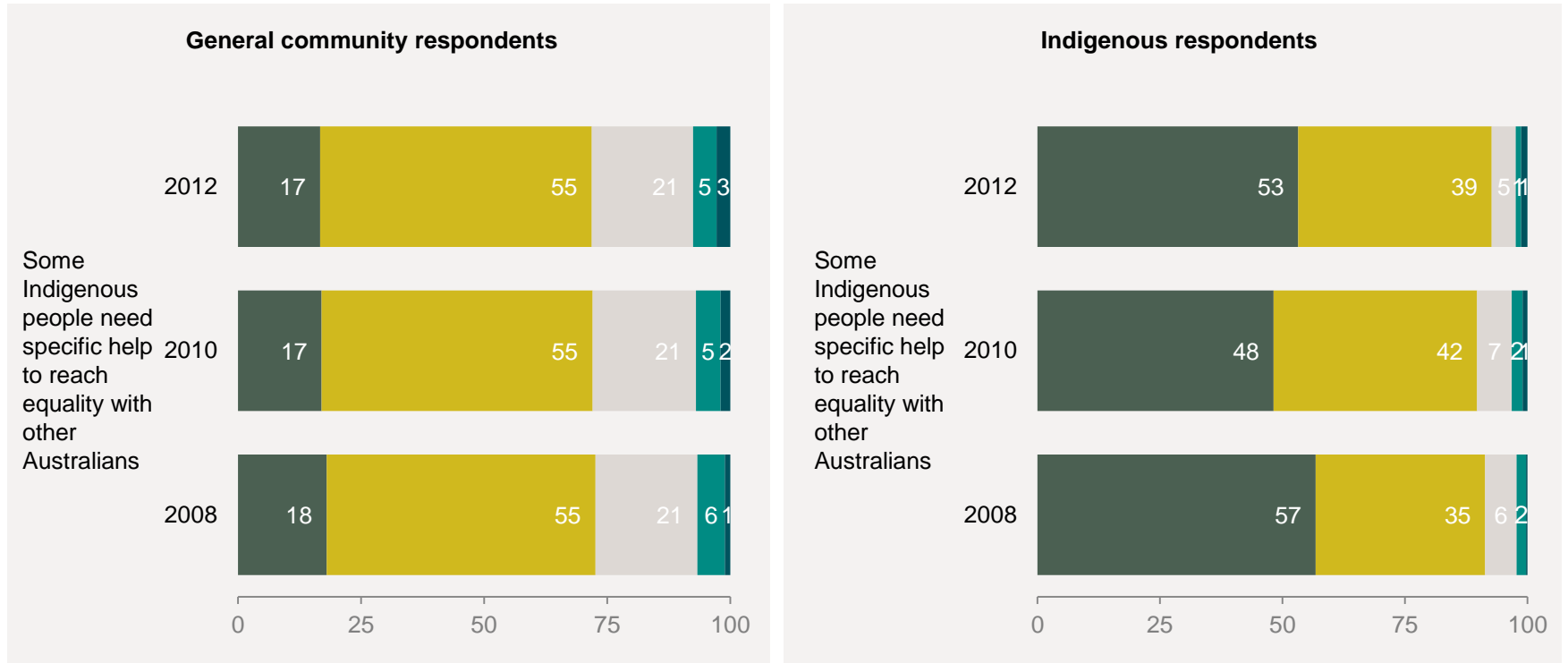
■ 2012

- ▶ Indigenous respondents were slightly more likely to know that the life expectancy gap is 11-13 years.
- ▶ Indigenous respondents were also more likely to overestimate the life expectancy gap compared to general community respondents.
- ▶ Most general community respondents are unaware of the size of the gap, with the even distribution of answers a sign that many are unsure of this fact.

# Attitudes to government action

Effective progress towards reconciliation requires action by government and the Barometer examines this from a number of perspectives.

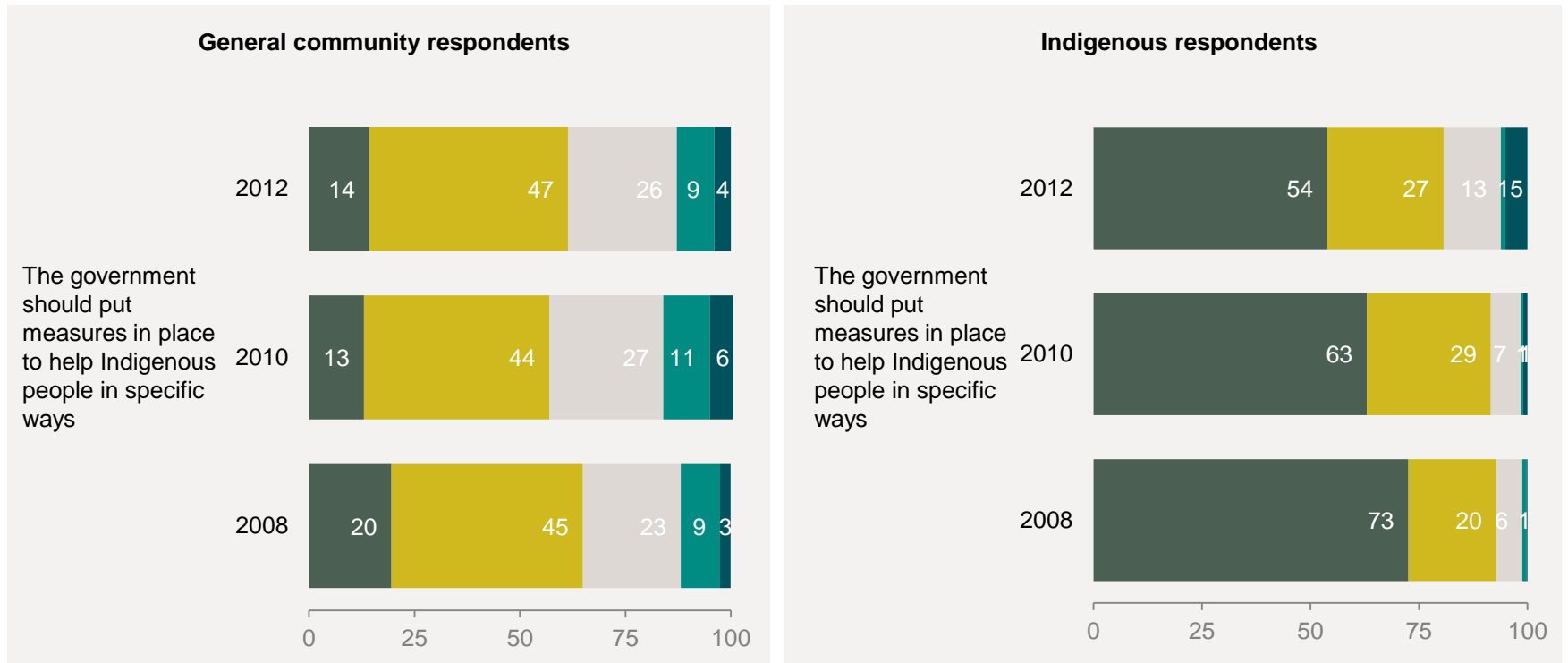
# Do we agree that some Indigenous people need help to reach equality with other Australians?



■ Strongly agree    
 ■ Agree    
 ■ Neither agree nor disagree    
 ■ Disagree    
 ■ Strongly disagree

- ▶ Most respondents agree that some Indigenous people need specific help to reach equality with other Australians.
- ▶ General community respondents are more likely to agree rather than strongly agree, and there is minimal change in attitudes across survey waves.
- ▶ Indigenous respondents are more likely to strongly agree, although there have been some small variations between survey waves. However, the net agree level remains consistent.

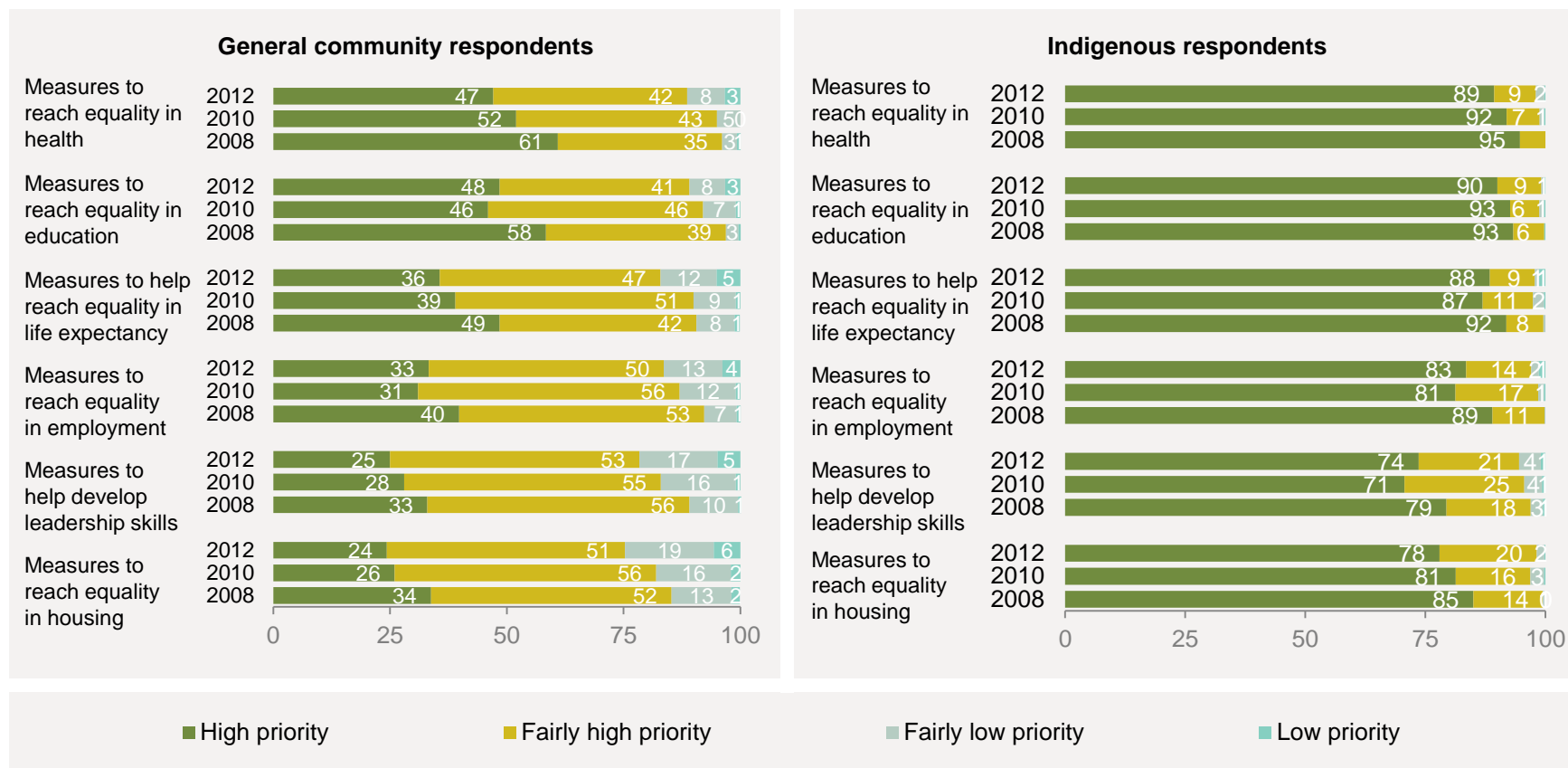
# Do we think the government should provide specific help for Indigenous people?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ Most believe that the government should put in place measures to help Indigenous people in specific ways, although Indigenous respondents were more likely to strongly agree.
- ▶ General community respondents were slightly more likely to agree with the statement than in 2010.
- ▶ The number of Indigenous respondents who strongly agree has fallen over successive survey waves. Whilst there is still widespread agreement that the government should offer support Indigenous people, the fact that fewer say that they strongly agree may suggest that levels of empowerment or self reliance amongst Indigenous people is increasing.

# Where do we think the government should be putting its effort?



- ▶ Most respondents see all the above areas as a government priority on some level. Health and education are the highest priorities for all respondents, together with life expectancy for Indigenous respondents.
- ▶ Amongst the general community there has been a slight reduction in the perceived priority of each measure whereas support amongst Indigenous respondents remains at the same high level.



# Do we think government programs have worked?



■ Very successful    
 ■ Fairly successful    
 ■ Fairly unsuccessful    
 ■ Very unsuccessful    
 ■ Don't know

- ▶ Government programs designed to address Indigenous disadvantage are largely seen as having limited success, although a slightly higher proportion of general community respondents believe the programs have been successful in 2012 compared to 2010.
- ▶ Amongst Indigenous respondents there has been a trend over survey waves towards viewing government programs as successful.

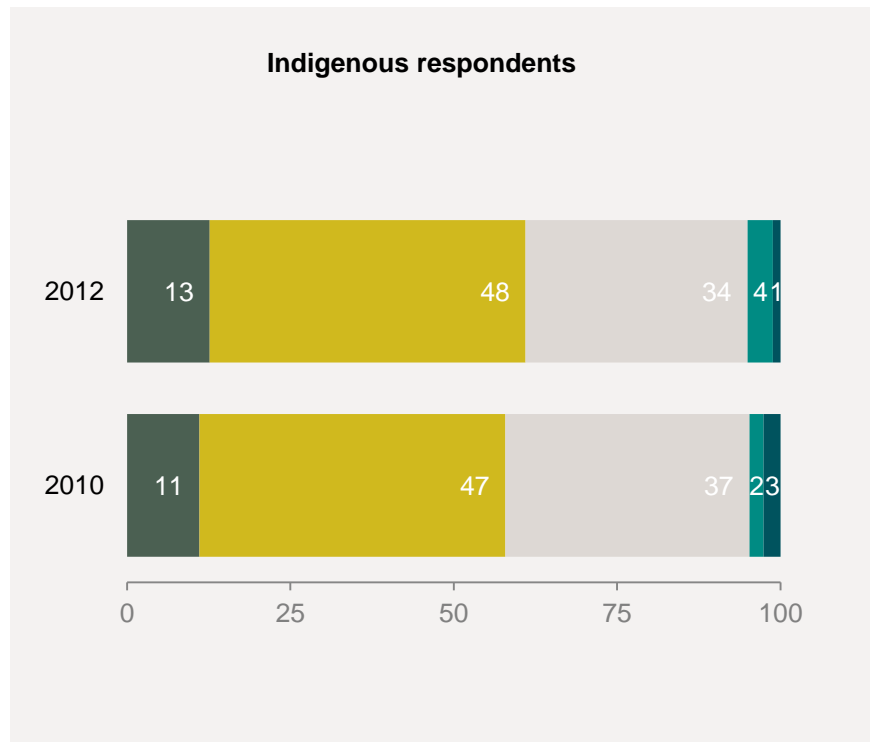
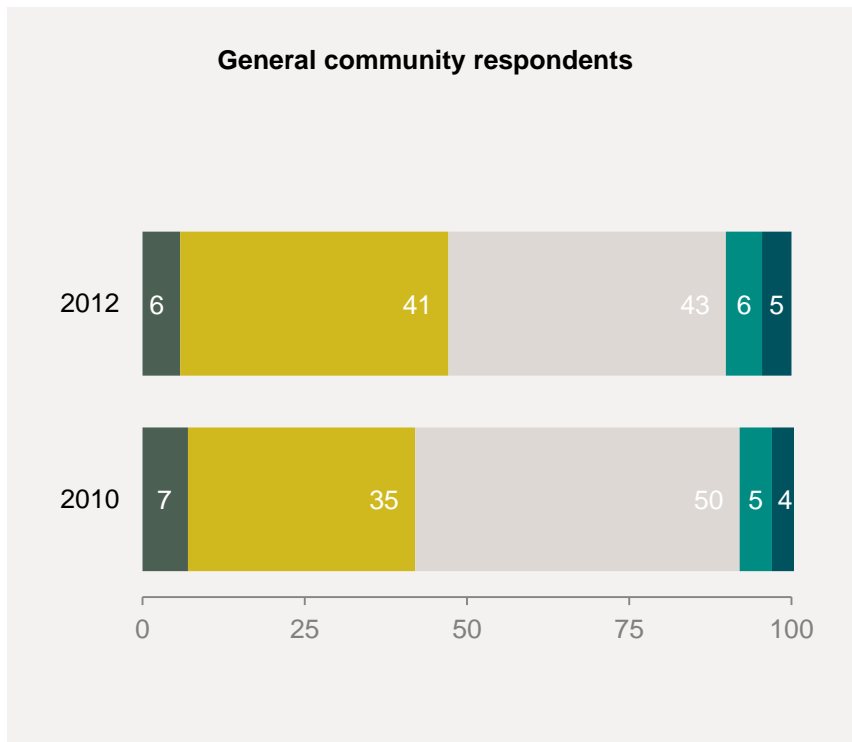
# How important was the apology to us? (2008 survey only)



■ Very important    
 ■ Fairly important    
 ■ Fairly unimportant    
 ■ Not important at all    
 ■ Don't know

- ▶ In the 2008 survey, respondents were asked what they thought of the apology to the stolen generations – whether it was important for Indigenous people and whether it was important for the relationship between Indigenous and other Australians.
- ▶ The majority of respondents thought the apology was important, both in terms of what it meant to Indigenous people and for the relationship, although there was a stronger response in terms of how important it was for Indigenous people.
- ▶ Indigenous respondents were more likely than the general community respondents to agree the apology was very important, both for Indigenous people themselves, and for the relationship.

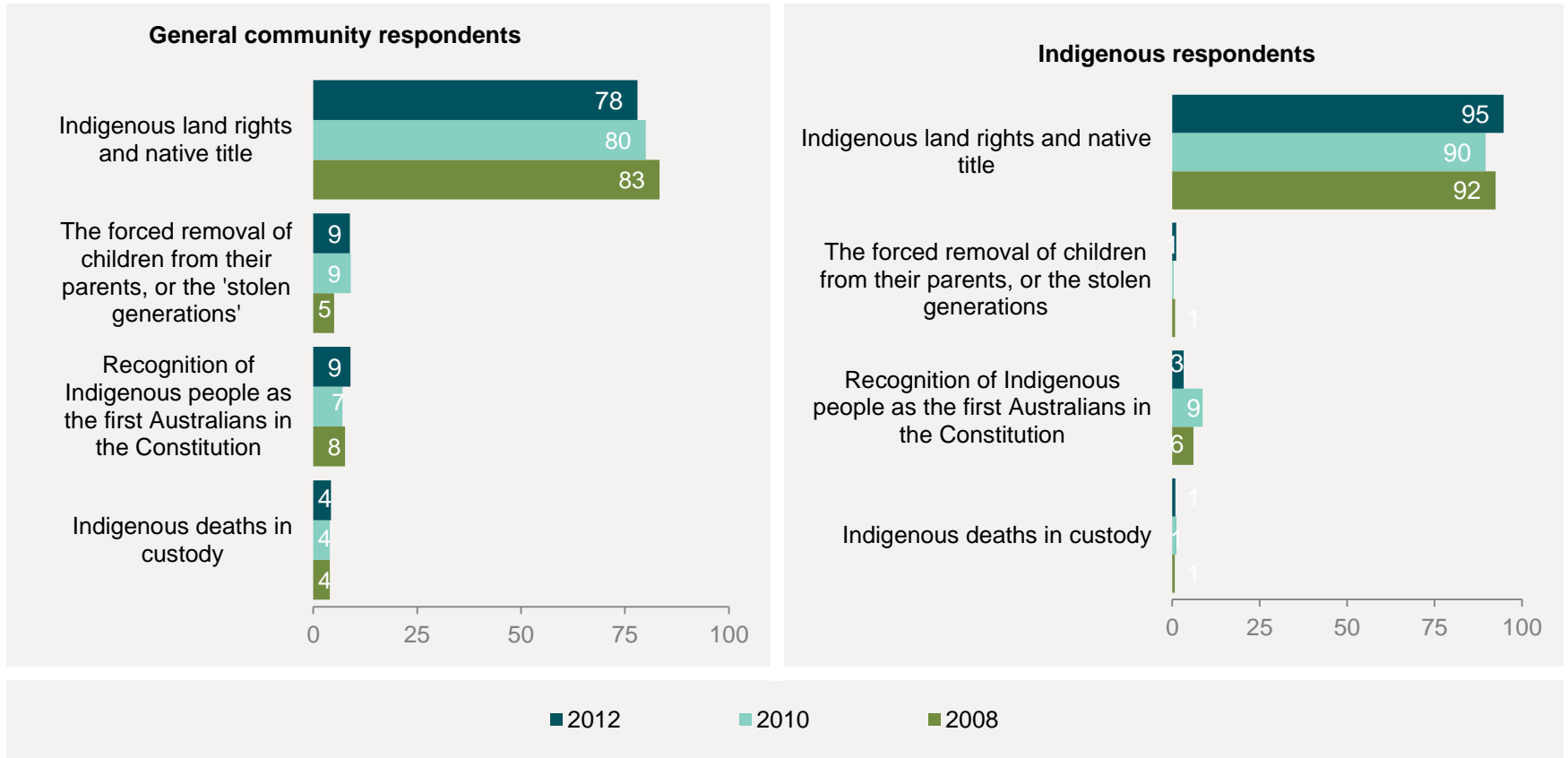
# Do we think the apology has improved the relationship? (2010 and 2012 surveys)



- It has made the relationship a lot better
- It has made the relationship a little better
- It has made no difference to the relationship
- It has made the relationship a little worse
- It has made the relationship a lot worse

- ▶ General community respondents are more likely to view the apology as having a positive impact on the relationship rather than a negative one – although many feel it has made no difference. Encouragingly, there has been a small increase in the proportion who believe the apology has made the relationship better, suggesting that it has taken some time for the impact of the apology to be appreciated.
- ▶ Most Indigenous respondents believe that the apology has improved the relationship, with attitudes generally consistent with the 2010 findings.

# Are we aware of the Mabo decision?

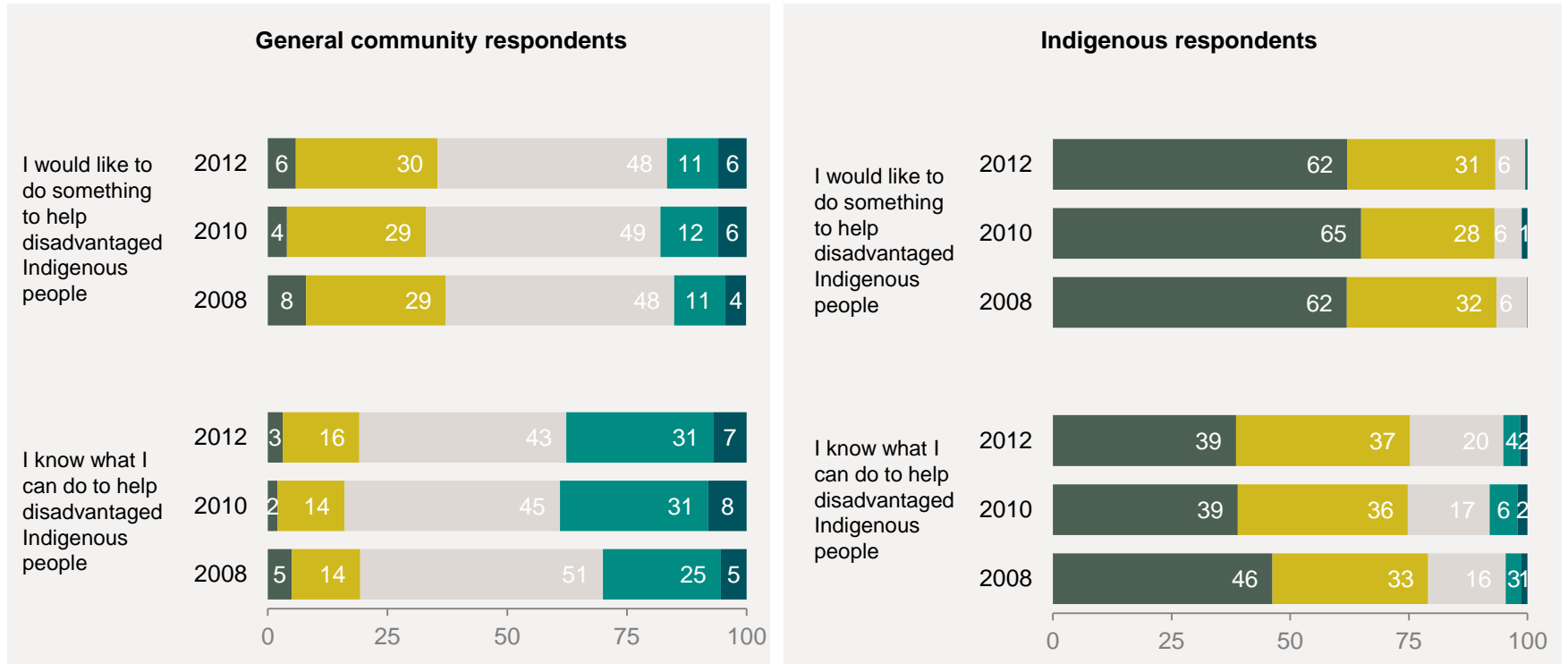


- ▶ The Mabo decisions is another key institutional change to Indigenous rights in Australia, and it is encouraging that most general community respondents are aware of the context of this decision. Awareness levels were higher amongst Indigenous respondents, with virtually all understanding what it was about.
- ▶ Despite this high level of knowledge there had been a small drop in awareness amongst general community respondents in 2012, continuing the trend from 2010, reinforcing the need to highlight the importance of this event.

# Attitudes to personal action

Our desire for personal engagement points to the potential for engagement with reconciliation on a personal level.

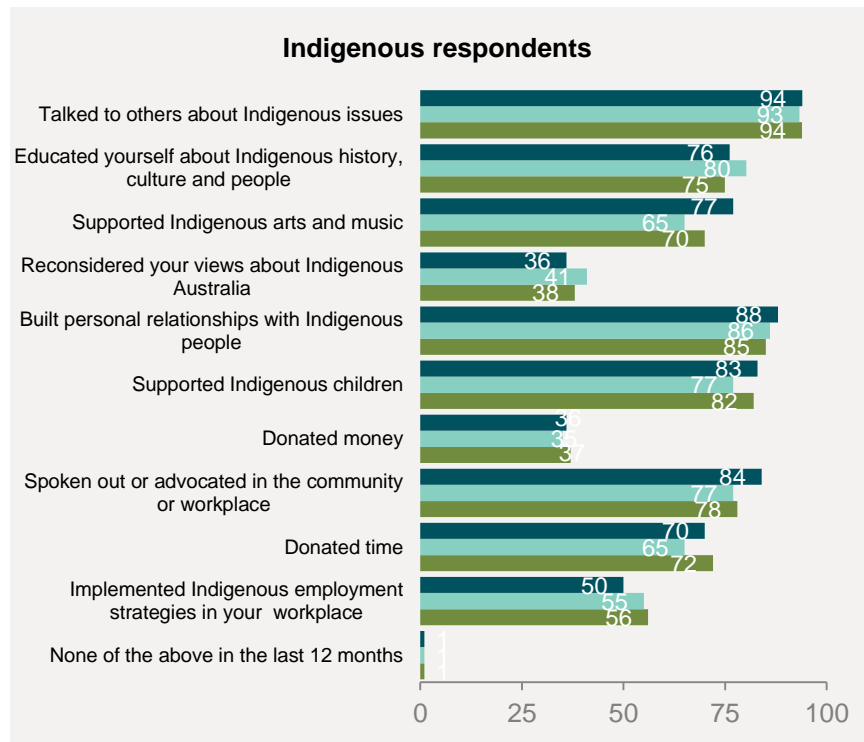
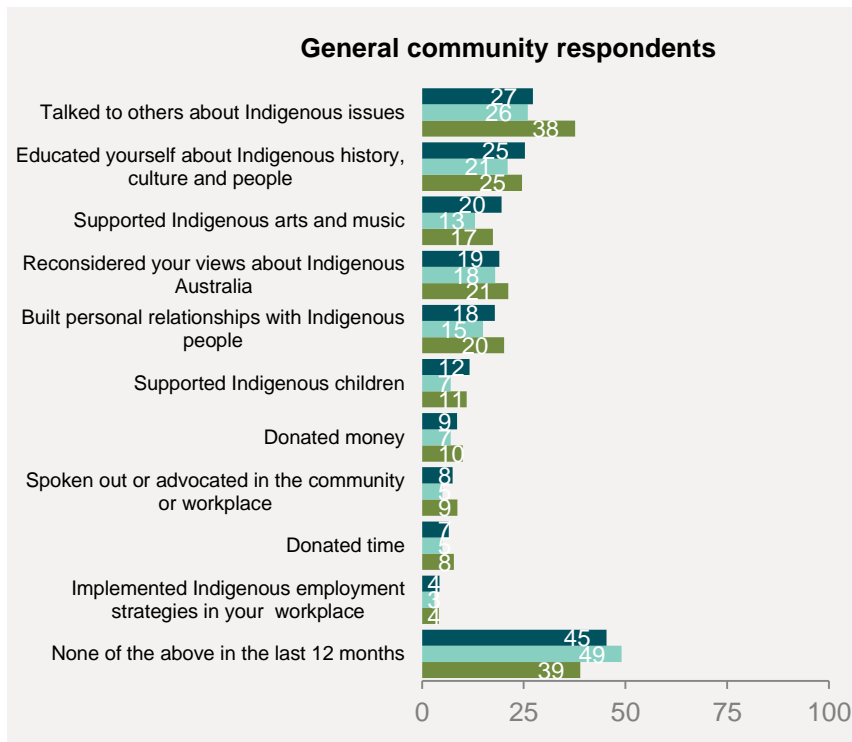
# Do we want to be personally involved in helping Indigenous people? Do we know what we can do?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ General community respondents are still more likely to want to do something to help disadvantaged Indigenous people rather than not, but remain less likely to know what it is they can do to help. These levels are relatively unchanged from 2010, suggesting the desire to help is still there but this is not translating into knowledge about what to do.
- ▶ The majority of Indigenous respondents strongly agree that they would like to help disadvantaged Indigenous people, and most either agree or strongly agree that they know what they can do to help. There have only been slight changes amongst Indigenous respondents over the different survey waves.

# What have we actually done to advance reconciliation or help disadvantaged Indigenous people?



■ 2012   ■ 2010   ■ 2008

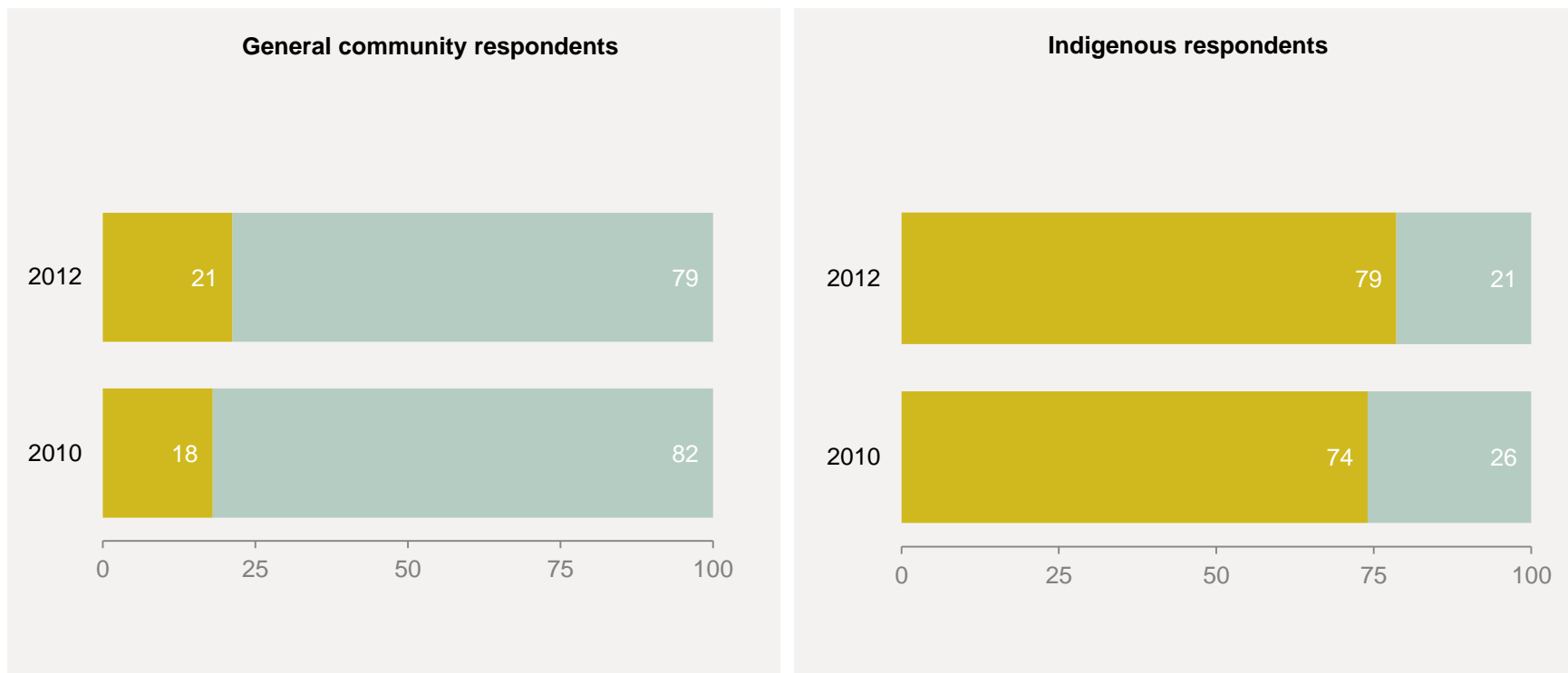
- ▶ Indigenous respondents are still much more likely to have participated in actions to help advance reconciliation or help disadvantaged Indigenous people, compared with general community respondents.
- ▶ There was a small increase in the proportion of general community respondents who had participated in at least one action in the last 12 months. The most common being talking to others about Indigenous issues, and educating yourself about Indigenous history, culture and people.
- ▶ There was also a noticeable increase in the proportion of each respondent group who have supported Indigenous arts and music in the last 12 months.

# The role of business

In the 2010 Barometer we added additional questions which examined the role that business could take in promoting reconciliation and addressing Indigenous disadvantage.



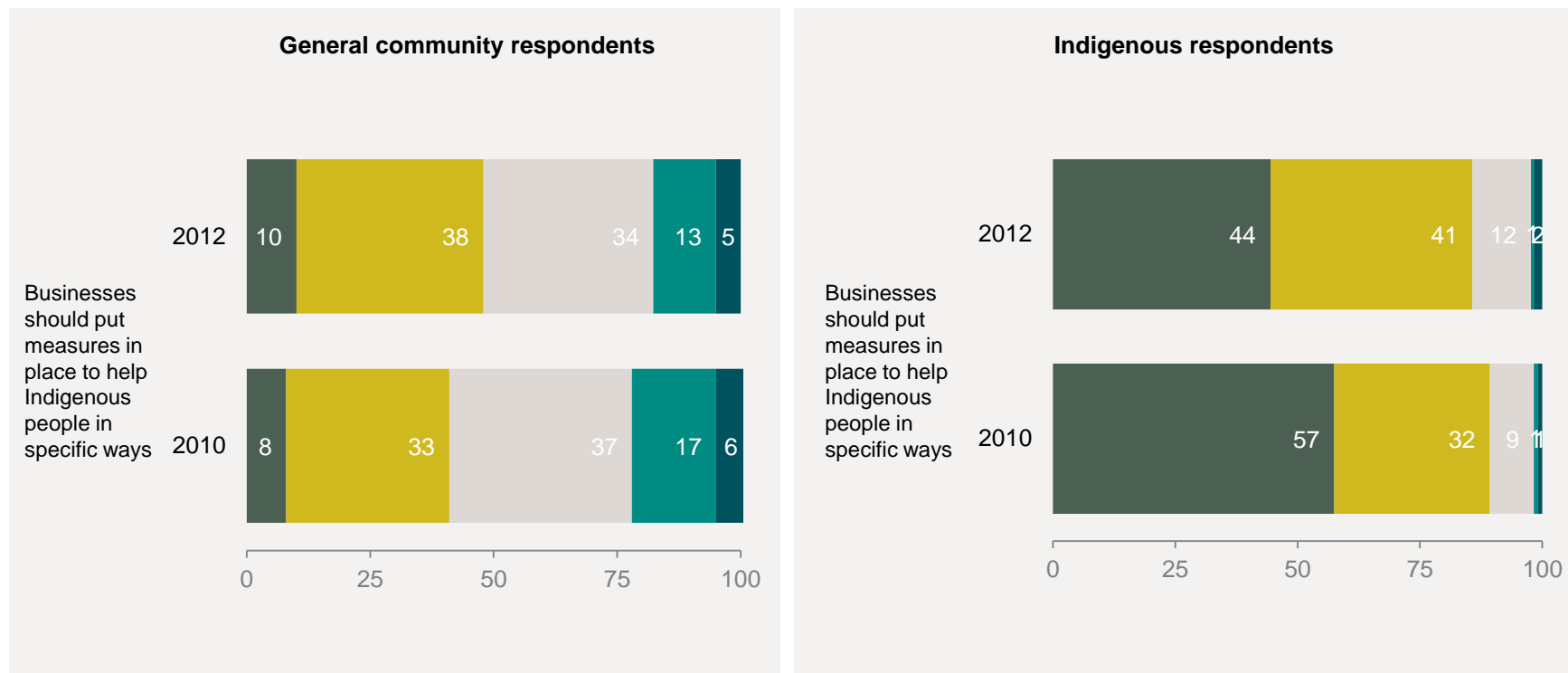
# Are we aware of programs that businesses have put in place to address Indigenous disadvantage? (2010 and 2012)



- Yes, I am aware of programs that businesses have put in place to address Indigenous disadvantage
- No, I am not aware of any programs that businesses have put in place to address Indigenous disadvantage

- ▶ General community respondents are mostly unaware of programs put in place by business to address Indigenous disadvantage or promote reconciliation, although there is a much higher recollection amongst Indigenous respondents.
- ▶ There was a small increase in the proportion of each group who were aware of business programs in 2012 compared to 2010.

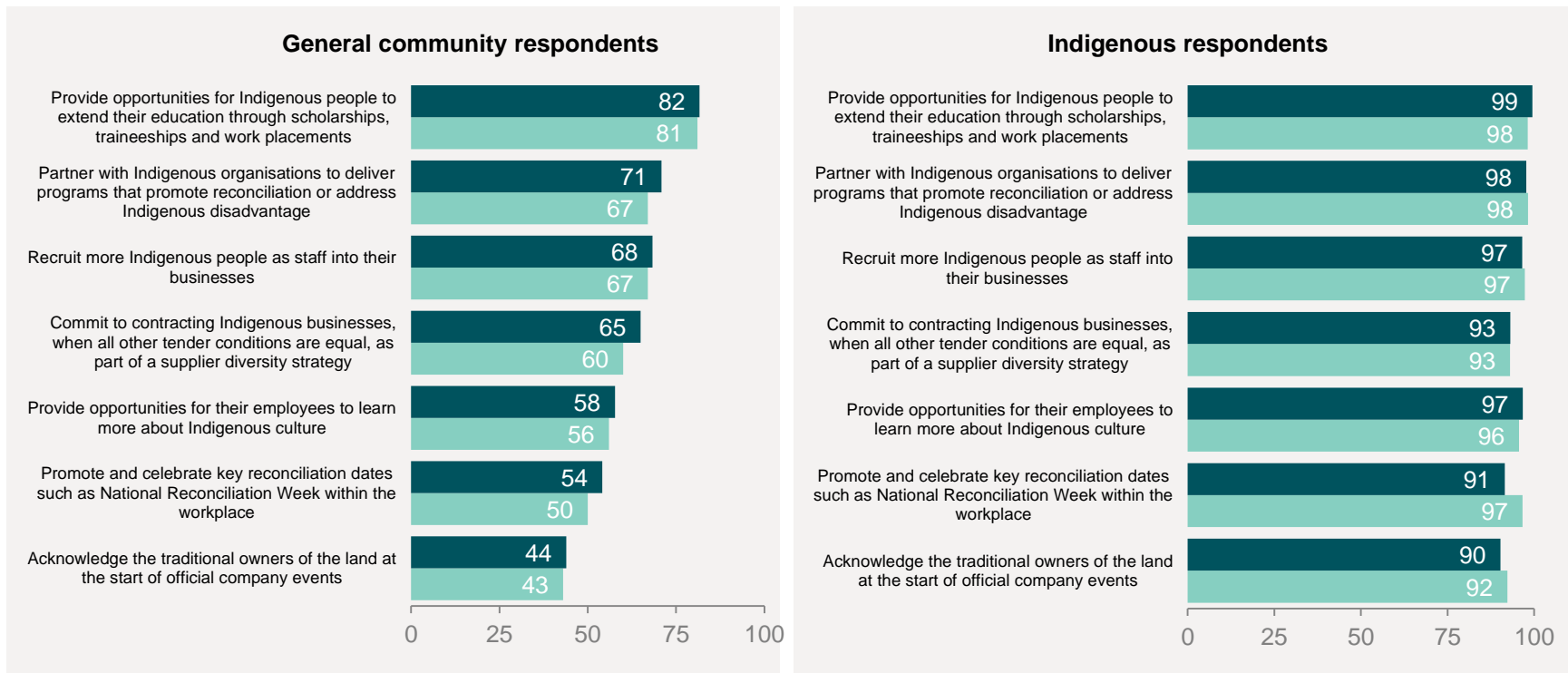
# Do we agree that businesses should put measures in place to help Indigenous people?



Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

- ▶ Most Indigenous respondents agree that businesses should put in place measures to help Indigenous people in specific ways, although there has been a decline in the number who strongly agree since 2010.
- ▶ General community respondents are more likely to agree than disagree that business should do its part, but there remains a level of indifference or uncertainty about its role. This suggests that the general community is likely to be somewhat more cautious about business programs and would want to be aware of more specific details before giving their support.
- ▶ Encouragingly though in 2012 the proportion who agree that businesses should put measures in place has increased.

# What actions do we want businesses to take?



■ 2012 - yes businesses should take this action  
■ 2010 - yes businesses should take this action

- ▶ Once specific avenues for action were provided there was a far higher level of support for a variety of steps that business could take.
- ▶ The strongest support was for actions that are a core part of business activities such as education, training and hiring, although there was also strong support for partnerships with Indigenous organisations.
- ▶ There was less support for symbolic activities such as the celebration of key reconciliation dates or the acknowledgement of traditional owners of the land at official events. This was also the case amongst Indigenous respondents (although support levels were still high), which may suggest that business based actions are more of a priority.

# Appendix

## Respondent profiles

# Sample Characteristics (2012 survey)

## Gender, age, and state



Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Male	49	501	48	173
Female	51	511	52	343
18 to 29 years	21	200	33	89
30 to 39 years	19	199	25	109
40 to 49 years	19	202	20	154
50 to 59 years	17	168	13	125
60 to 69 years	14	141	8	35
70 plus years	10	102	1	4

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
NSW	33	345	29	104
VIC	25	250	6	90
QLD	19	201	28	152
SA	8	81	5	29
WA	10	98	15	52
Other	5	37	17	89

Total sample = 1,012 general community, 516 Indigenous community. Please note that percentages have been rounded, and therefore may not equal 100%

# Sample Characteristics (2012 survey)

## Location and education level



Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Capital city	58	607	31	247
Major regional city	15	146	28	95
Regional town	11	114	17	88
Rural town	10	97	15	54
Remote town or community	5	48	9	32

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Postgraduate degree	9	92	11	67
University degree	23	239	25	156
TAFE/apprenticeship	31	314	31	148
Secondary school	26	267	26	103
Part of secondary school	10	100	6	42

Total sample = 1,012 general community, 516 Indigenous community. Please note that percentages have been rounded, and therefore may not equal 100%

# Sample Characteristics (2012 survey)

## Annual household income before tax



Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Less than \$40,000	26	256	16	68
\$40,000 - \$59,999	18	185	24	107
\$60,000 - \$79,999	11	109	26	144
\$80,000 - \$99,999	12	120	12	71
\$100,000 - \$119,999	7	78	7	35
\$120,000 - \$149,999	6	65	7	36
\$150,000 or more	6	59	6	40
I don't want to say	13	140	2	15

Total sample = 1,012 general community, 516 Indigenous community. Please note that percentages have been rounded, and therefore may not equal 100%

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