

Australian Reconciliation Barometer 2010

COMPARING THE ATTITUDES OF INDIGENOUS PEOPLE AND AUSTRALIANS OVERALL



Reconciliation
AUSTRALIA

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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.

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 first time a study of this nature comparing Indigenous Australians' attitudes and values to that of other Australians has been undertaken. 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 2010 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, and then in May, 2010 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) according to data from the 2006 census. 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 while 1,220 Australians completed the survey in April 12-29 2010. These sample sizes are associated with a margins of error of +/- 3.1% and +/- 2.8% at the 95% confidence interval. 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 June 25 and July 30 2008, while 704 Indigenous Australians completed it in April 12-29, 2010. These sample sizes are associated with margins of error of +/- 4% and +/- 3.7% 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.

Despite this we decided to weight the data to according to Indigenous demographic data (age/ gender and location) from the Australian Bureau of Statistics. We also re-weighted the 2008 Indigenous data and as a result there are some small changes in the 2008 data that is reported here, compared to our previous reports.

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 99% 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” (46%) while another 11% believed it is “very poor”. Conversely, 38% 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 45% believing it is fairly poor and 8% 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 7 in 10 general community respondents (71%) 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 (72% 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 (93% believe levels of prejudice are very high or fairly high) but 74% 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. 81% of general community respondents believe that Indigenous people have “fairly low” or “very low” levels of trust for other Australians, while 81% also believe that other Australians have the same low levels of trust towards Indigenous people.

Perceptions amongst Indigenous respondents are similar with 85% of them believing that Indigenous people have “fairly low” or “very low” levels of trust towards other Australians, and 91% 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 49% of general community respondents, and 52% of Indigenous respondents agreeing with this statement. Conversely, only 14% of general community respondents and 21% 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 41-43% 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 20-25% 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 13% 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 50% 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 half can think of an example-setter in the arts, politics and government and community service. However, less than 1 in 5 (17%) 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 73%)

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 88% of Indigenous respondents and 68% of general community respondents.

Another area where there are different views is on the issue of access to opportunities; 83% of Indigenous respondents believe Indigenous people have lower access to opportunities whereas only 54% 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 66% believing that “Indigenous people are mostly disadvantaged and live on the edge of mainstream society.” This compares to 48% 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 (27% and 17% 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 35% of general community respondents nominate their own personal experiences as their main source of information about Indigenous people, while 38% nominate the media 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 (32%).

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 16% of general community respondents agree that the media presents a balanced view of Indigenous Australia, with 45% disagreeing. Perceptions of media bias are far stronger amongst Indigenous respondents with 79% 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 two thirds of Australians having rare contact (44%) or no contact at all (21%). Only 9% have frequent contact and 25% have occasional contact.

It is encouraging, however that we want more contact with Indigenous people than we currently have, with 15% of respondents wanting frequent contact and 46% 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 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 a substantial majority of people simply do not 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, around half of general community respondents (51%) 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 (44%) 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 two-thirds) 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 (80% 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, 74% 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 half 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 at which an individual can achieve. Nearly half of all Australians (45%) agree that being born Indigenous makes it harder for an individual to achieve, while around a quarter (27%) disagree with this statement. In contrast around two thirds of Indigenous respondents (61%) 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 (91%) 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 90% 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 (92% of Indigenous respondents and 57% 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 one in 50 people (from both groups of respondents) believe government programs have been 'very successful' and only one-quarter 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 (58%) and 2 in 5 general population respondents (42%) believe that the apology has made the relationship between us better, while less than 1 in 10 believe it has made the relationship worse.

The role of business (new for 2010)

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 2 in 5 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 90% 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

The social context for changed attitudes

Before interpreting any changes in the survey results between 2008 and 2010 it is worthwhile to examine how the broader social, political, and economic environment has changed in Australia during this period. There have been some important changes in the last two 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 to 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 neatly divided our two surveys into a “pre-GFC” and “post-GFC” snapshot on our attitudes to reconciliation and Indigenous issues. 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 (as we will see).

The scale of changes

The changes we found between 2008 and 2010 are generally small (typically less than 10%) and our overall attitudes to reconciliation and Indigenous issues are broadly similar to what they were two years ago. However, we have found a series of interesting changes that reflect a subtle change in the mood of the nation. 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 since 2008

The relationship is less important to us

In 2010 we found a decrease in the proportion of general community respondents who believe the relationship between Indigenous people and other Australians is “very important” to Australia (with a drop from 51% to 43%) and a less significant, but similar trend amongst Indigenous respondents (a 4% drop to 90%). This is likely to have resulted from the changing social landscape associated with a lowering of the public profile of Indigenous issues described above.

We are more likely to believe the relationship is poor

Since 2008 the general community is less likely to believe the relationship is good (51% to 43%) and there is a similar, but smaller drop amongst Indigenous respondents (50% to 46%).

Indigenous respondents are also less likely to agree that the relationship is improving than they were in 2008 (52% agree compared to 60% in 2008). It seems reasonable that this perceived deterioration of the quality of the relationship may be due to a “fading” of 2008’s post-apology “glow”.

However, we are also less likely to see ourselves in a positive light

Interestingly, respondents were also less likely to see Australians (in general) in a positive way with about a 5% drop in the proportion of respondents who believe we exhibit positive traits such as being welcoming, proud, co-operative, family orientated or hardworking, and there are also similar drops in the general community’s opinion of Indigenous people. The fact that we see ourselves in a more negative way is a consideration in interpreting our changing attitudes towards Indigenous people and the relationship between the two groups. On many questions we saw a slight deterioration of attitudes towards the

relationship and Indigenous issues. However, the fact we also found a hardening of views on a question that was not directly about Indigenous issues suggests that the changed attitudes to Indigenous matters may be partly explained by a general shift in the mood of the nation from broader causes (such as the GFC) rather than causes that are specific to Indigenous issues or people.

The attitudes of Indigenous respondents to the two groups was more consistent in the two surveys although we did find a 6% drop in the proportion of Indigenous respondents who believe that Australians are welcoming.

Indigenous respondents are less likely to believe they are disadvantaged or affected by race-based policies of the past

General community perceptions of Indigenous lifestyles remain virtually unchanged, although there are changes in how Indigenous respondents see themselves. For example, they are less likely to agree that Indigenous people are mostly disadvantaged and living on the edge of mainstream society (the proportion who strongly agrees with this is down from 35% to 25%).

There is also a reduction in the proportion of Indigenous respondents who believe that race-based policies continue to affect some Indigenous people today, with the proportion of Indigenous respondents who strongly agree dropping from 68% to 56%. Similarly, there was a drop in the proportion of Indigenous respondents who strongly agree that being born Indigenous makes it harder to achieve in Australia today (down from 35% to 21%). These results are encouraging and suggest that Indigenous people have a greater sense of control over their own lives.

Key changes since 2008

There is a slight reduction in the importance we place on Indigenous culture

Agreement that Indigenous culture is important remains high (70% of the general community agrees), but there are small reductions in the proportion of both groups who agree with its importance on a range of factors. There is also a 10% reduction in the proportion of Indigenous people who strongly agree that Indigenous people are open to sharing their culture with other Australians (down to 37% from 47%).

Indigenous role models have become less visible to the general community

The profile of Indigenous people in the minds of the general community has also reduced with a marked decrease (of around 10%) in the proportion who are aware of Indigenous role models in a range of fields such as sports, the arts and politics.

Indigenous role models are just as visible to Indigenous respondents as they were in 2008. However, in 2010, Indigenous respondents were less likely to see Indigenous achievement as being above average in areas such as sport (down to 64% from 70%), the arts (down to 46% from 57%) and service to the community (down to 31% from 41%).

Perceived levels of contact and engagement with the issues has dropped

Perceived levels of contact with Indigenous people has also dropped amongst general community respondents, with 34% having frequent or occasional contact – down from 45% in 2008. The desired level of contact is also down, with 61% wanting frequent or occasional contact (down from 71%).

Consistent with this reduced engagement is a decrease in the proportion of general community respondents who have talked to

others about Indigenous issues in the last 12 months (down from 38% to 26%).

Amongst both groups there is also a decrease in the proportion of people who know what they can do to help Indigenous people.

We are less supportive of Government action on Indigenous issues

In 2010 we also saw a reduction in the proportion of Indigenous respondents who strongly agree that the government should put measures in place to help Indigenous people in specific ways (down to 63% from 73%), although agreement overall remains fairly consistent.

Amongst the general community there has been a reduction of around 10% in the proportion who believe that the government should make Indigenous issues, such as a health, education and employment, a high priority (although overall levels of support remains high).

There is also a reduction in the proportion of Indigenous respondents who believe that some Indigenous people need specific help to reach equality with other Australians (the proportion who strongly agree is down to 48% from 57%). This is consistent with the previous results that suggest Indigenous respondents may be feeling more empowered on a personal level.

Indigenous respondents have a more positive opinion of government programs but the general community disagrees

There are differing attitudes to government programs amongst the two groups. General community respondents have become less likely to believe that government programs have been successful (down 5 percentage points to 26%). However, Indigenous respondents are more likely to believe that the programs have been successful (up 7 percentage points to 29%).

Key changes since 2008

There has been a drop in the perceived importance of Indigenous culture, traditional lands and extended family relationships amongst Indigenous respondents

Since 2008 there has been a 5% drop in the proportion of Indigenous respondents who believe that connection to traditional lands is an important part of their identity (the proportion who strongly agrees is down from 75% to 70%). There is also a 12% drop in the proportion who believe Indigenous people tend to have close family relationships and feel responsible for members of their extended family (strongly agree down to 56% from 68%) .

Indigenous respondents believe they are better at working together but they see less co-operation between Indigenous and non-Indigenous leaders

It is also encouraging that there was an increase in the proportion of Indigenous respondents who believe that Indigenous people are good at working together to address the problems that confront them (up to 53% from 47%). However, there has also been a decrease in the proportion who believe there is good cooperation between Indigenous and non-Indigenous leaders (down from 22% to 17% in 2010).

The quality of the relationship

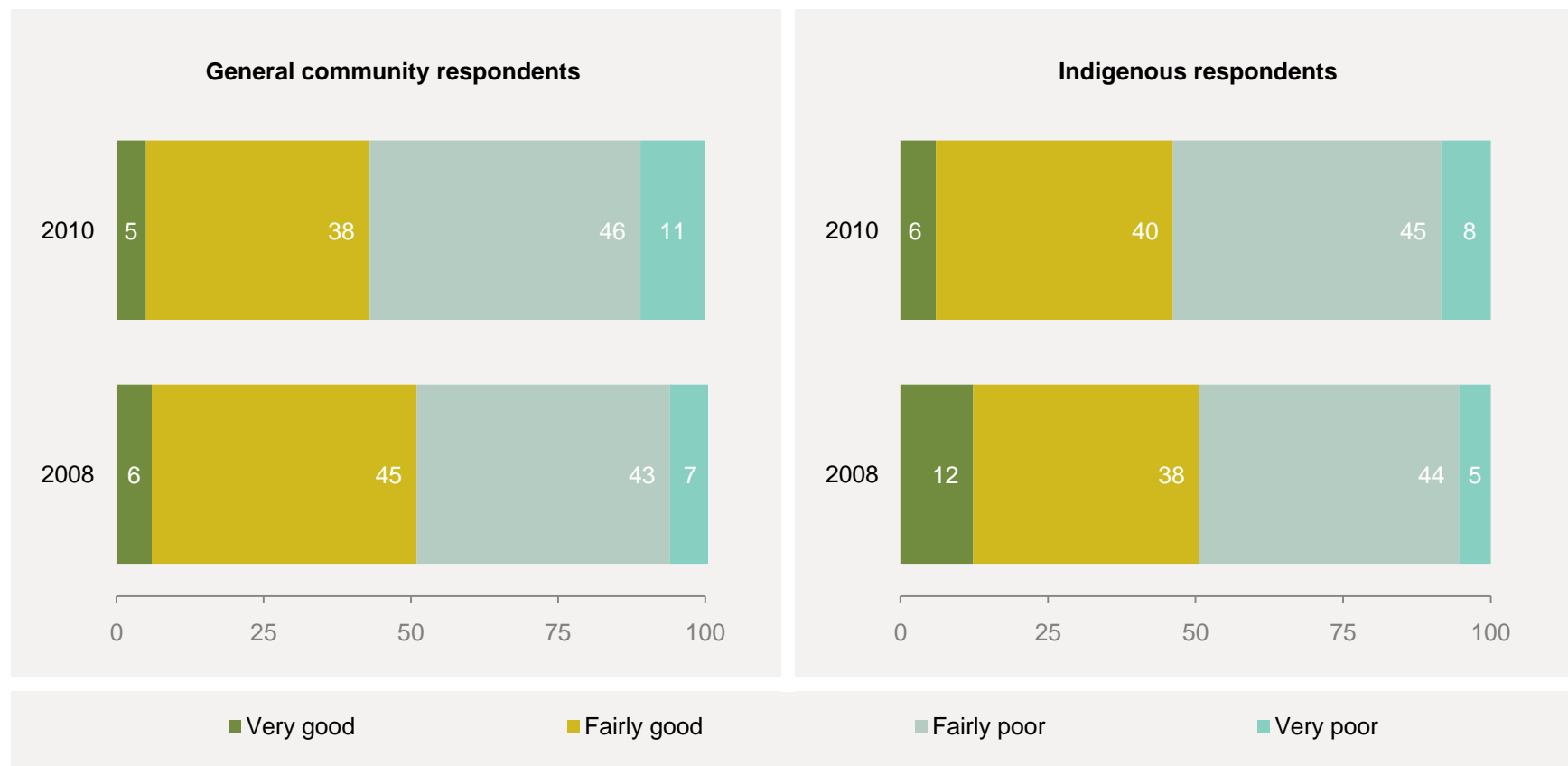
Some of the most defining measures of the Barometer examine how well we regard the overall relationship between us, as well as the fundamental levels of trust and acceptance that underpin a strong relationship.

How important do we believe the relationship is to Australia?



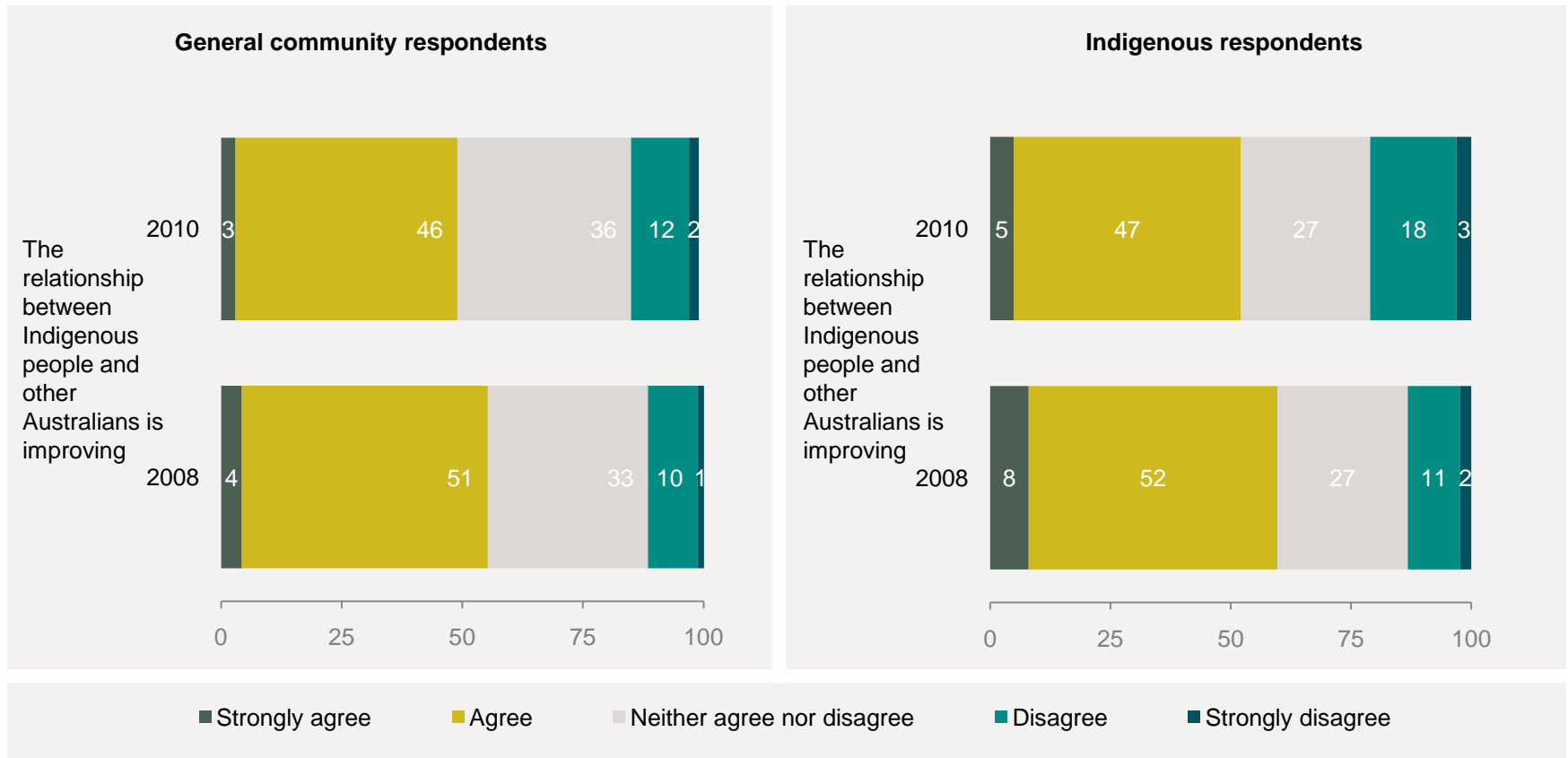
- ▶ The vast majority of respondents believe the relationship between Indigenous people and other Australians is important for Australia as a nation.
- ▶ However, amongst the general community respondents (in particular) there has been a decrease in the proportion of people who believe the relationship is very important.
- ▶ Not surprisingly, Indigenous respondents are far more likely to believe the relationship is very important to Australia as a nation.

How good do we think the relationship between Indigenous and non-Indigenous Australians is today?



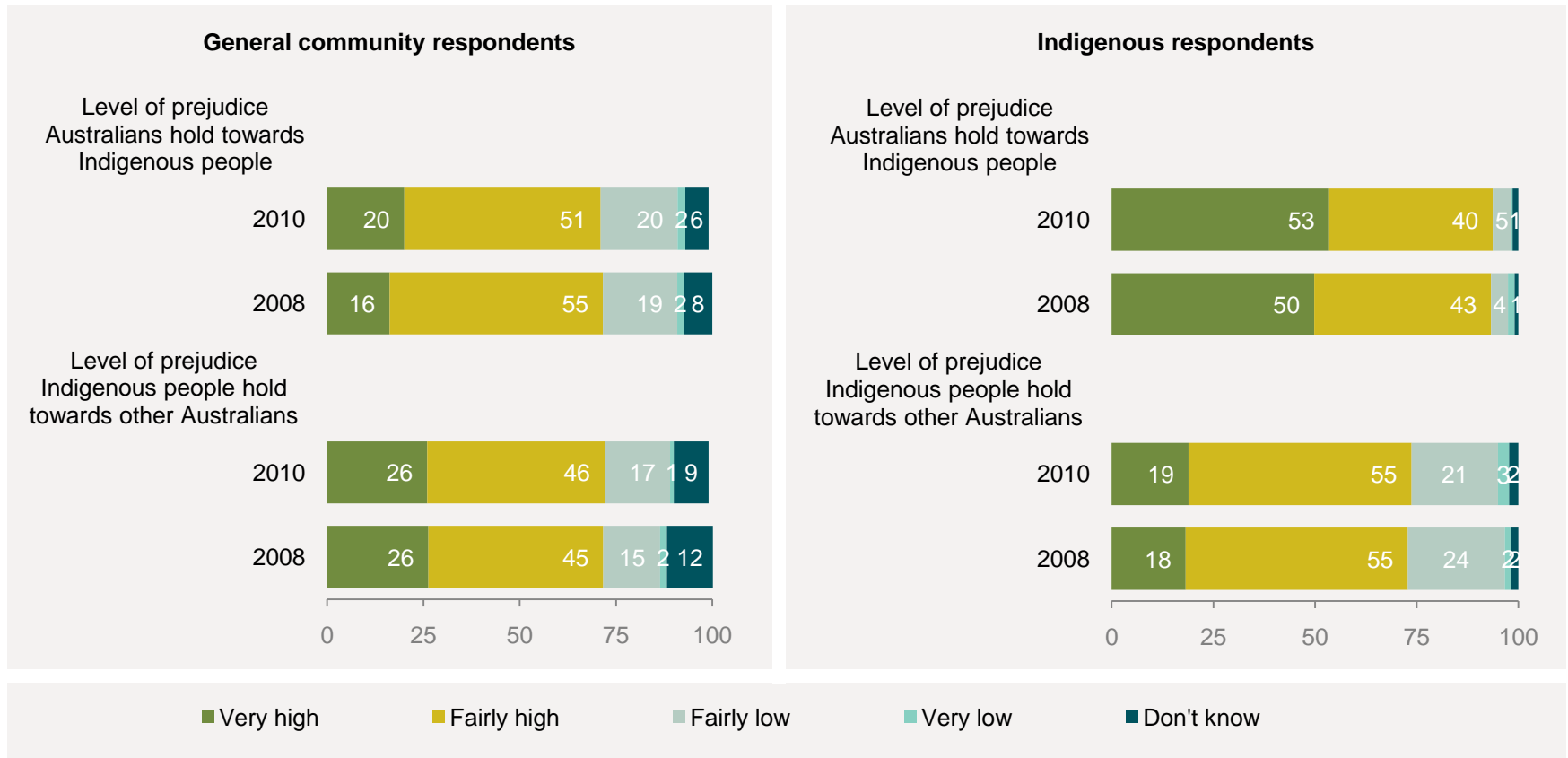
- ▶ Indigenous and general community respondents have remarkably similar views on the quality of the relationship between the two groups, with most people believing the relationship is either fairly good or fairly poor.
- ▶ Since 2008 there has been a perceived worsening of the relationship, characterised by an increase in the proportion of respondents who believe the relationship is poor or very poor.
- ▶ This worsening trend is evident across both groups of respondents.

Do we think the relationship is improving?



- ▶ Interestingly, respondents from both groups are most likely to agree that the relationship between the groups is improving.
- ▶ This contrasts with the results from the previous slide which suggest that there has been a perceived deterioration of the relationship during the last 2 years.
- ▶ Perhaps this measured short-term deterioration in the relationship since 2008 reflects a “post-apology” let-down, while the more positive results from this question are a better reflection of respondent’s long term attitudes.

Do we see ourselves as prejudiced towards each other?

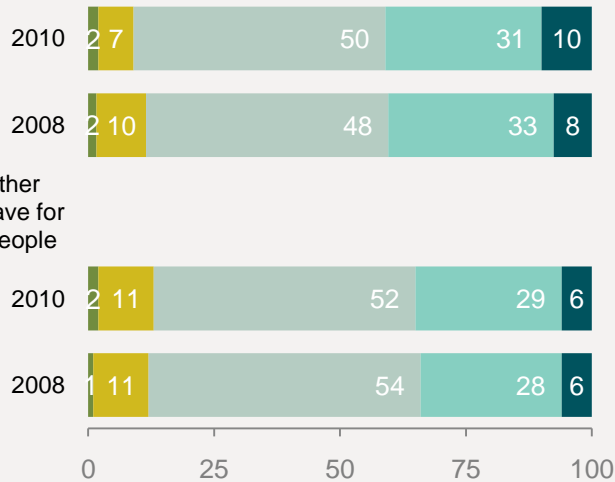


- ▶ Both groups agree that there are relatively high levels of prejudice between Indigenous people and other Australians.
- ▶ General community respondents see roughly equal levels of prejudice between the two groups whereas Indigenous respondents believe that prejudice towards Indigenous people from other Australians is much higher.
- ▶ Overall, there has been very little change in the levels of perceived prejudice between Indigenous and non-Indigenous Australians since 2008.

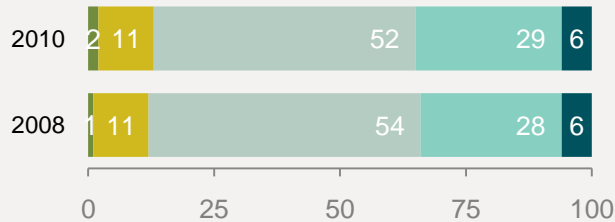
Do we trust each other?

General community respondents

Trust that Indigenous people have for other Australians

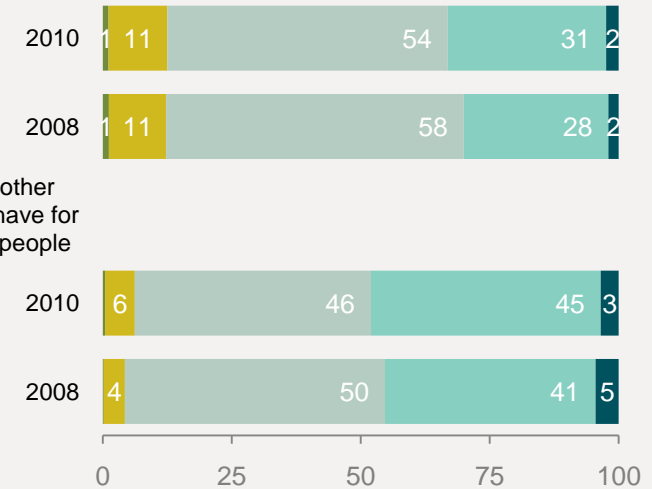


Trust that other Australians have for Indigenous people

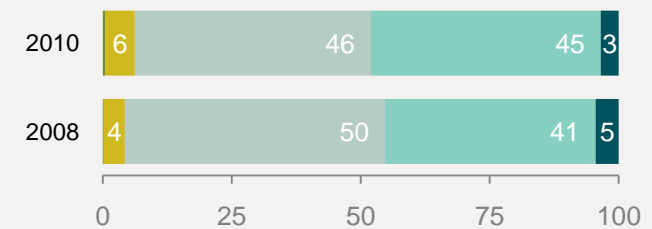


Indigenous respondents

Trust that Indigenous people have for other Australians



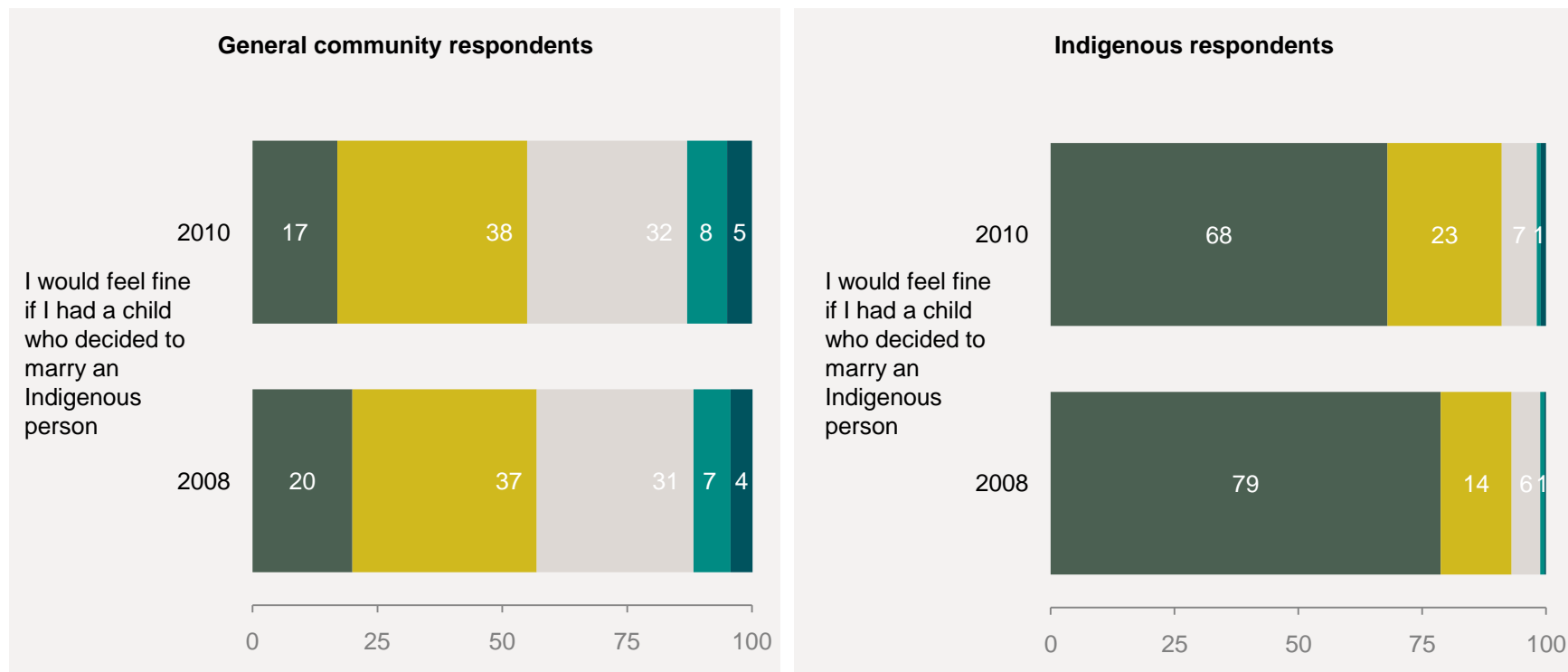
Trust that other Australians have for Indigenous people



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

- ▶ Perceptions of the level of trust between non-Indigenous and Indigenous Australians remain low amongst both the general community and Indigenous respondent groups.
- ▶ Indigenous respondents, in particular, believe that other Australians have low levels of trust towards them .

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



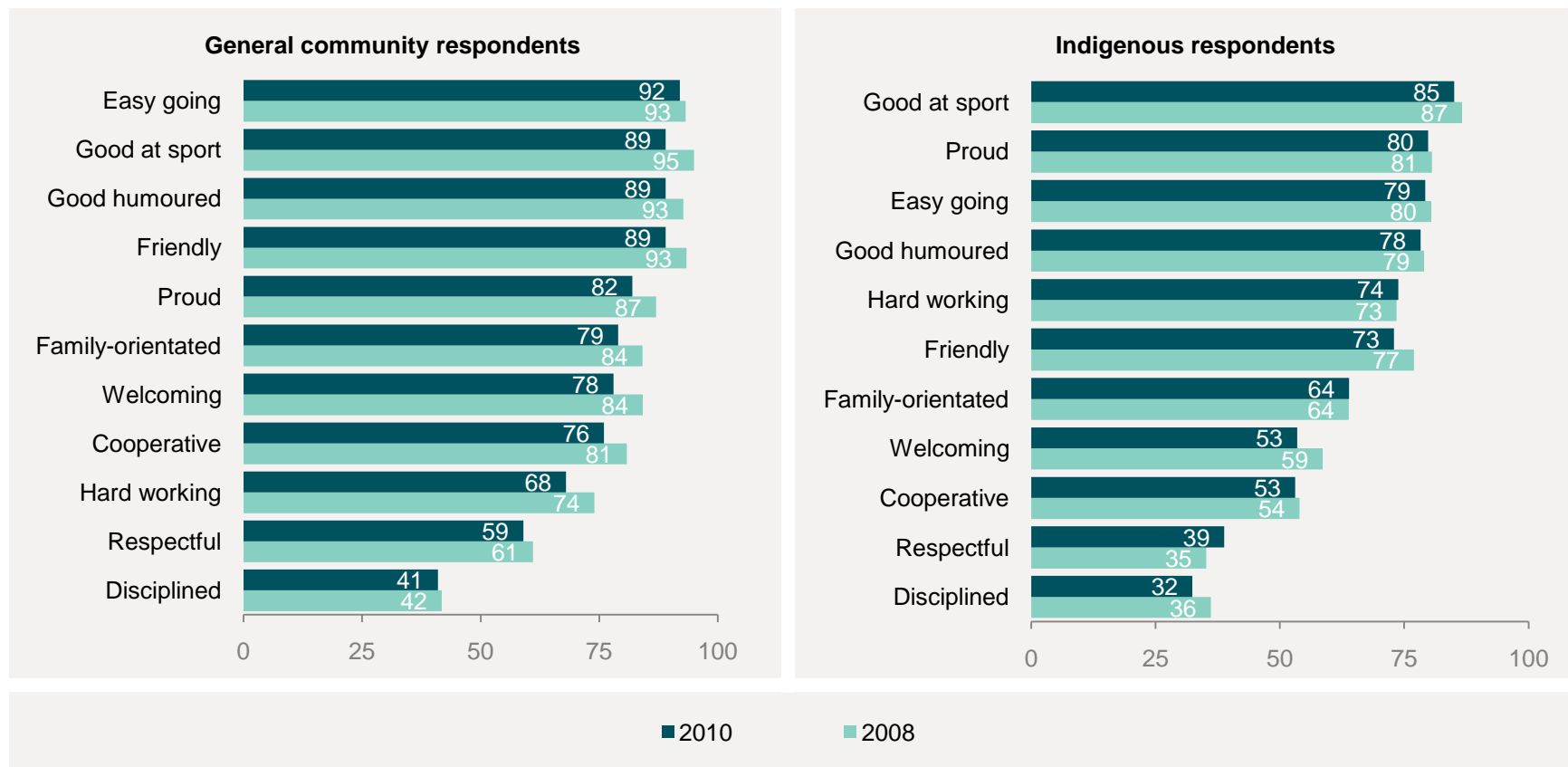
■ Strongly agree
■ Agree
■ Neither agree nor disagree
■ Disagree
■ Strongly disagree

- ▶ Our willingness to bring an Indigenous person into our families, though marriage, provides a very personal indicator of the quality of the relationship. It is therefore encouraging that respondents from both groups are most likely to agree that they would feel fine if they had a child who decided to marry an Indigenous person.
- ▶ The attitudes of general community respondents remain largely consistent with the results from 2008.
- ▶ However, amongst Indigenous respondents, there has been a reduction in their strength of agreement, which is characterised by a reduction in the proportion of Indigenous people who strongly agree and an increase in the proportion who agree.

How we see each other

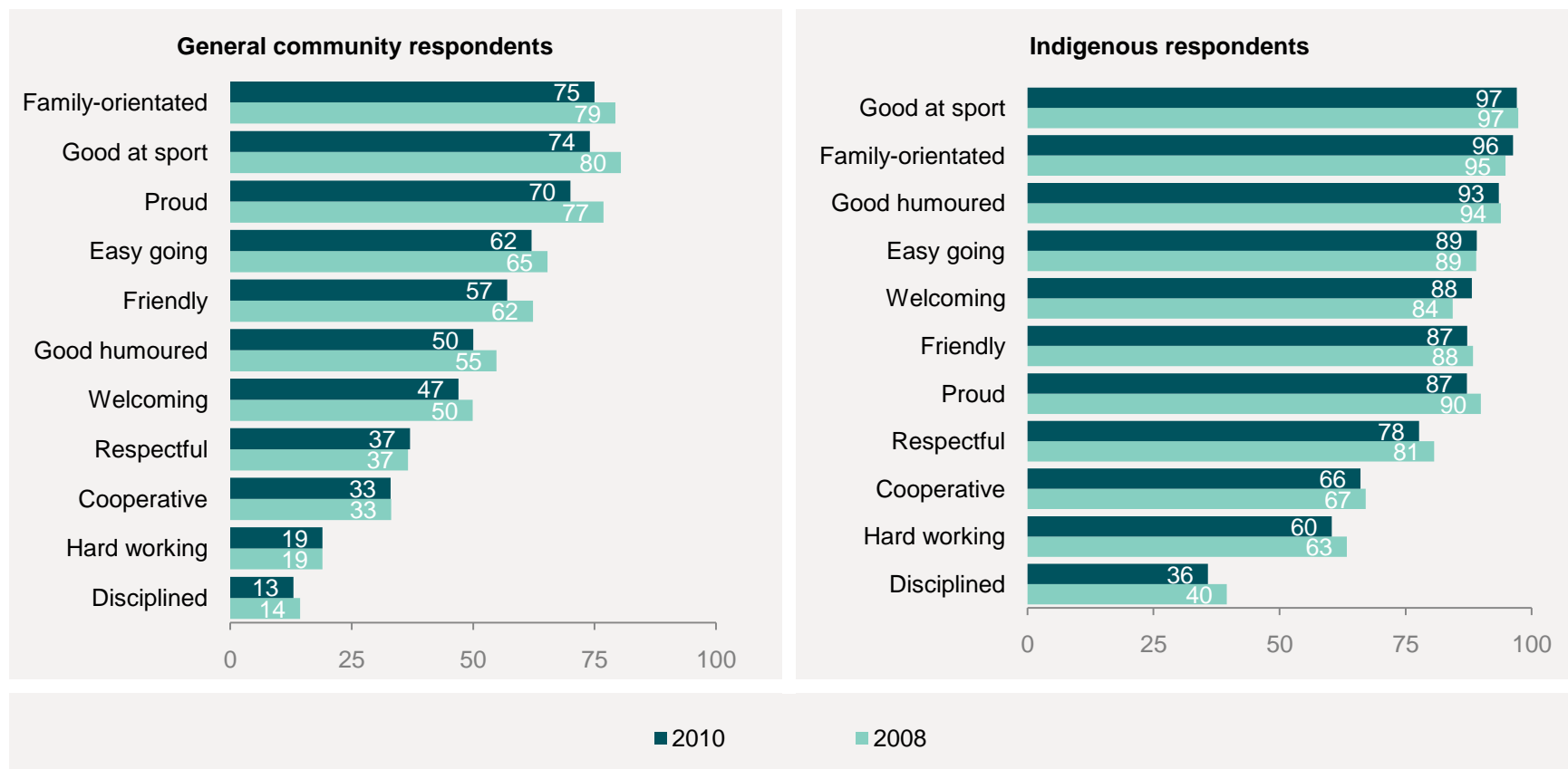
The Barometer provides a unique insight into the characteristics that make up our self image and goes further to examine how our overall image of Indigenous Australians compares our overall image of Australians.

How do we see “Australians” in general?



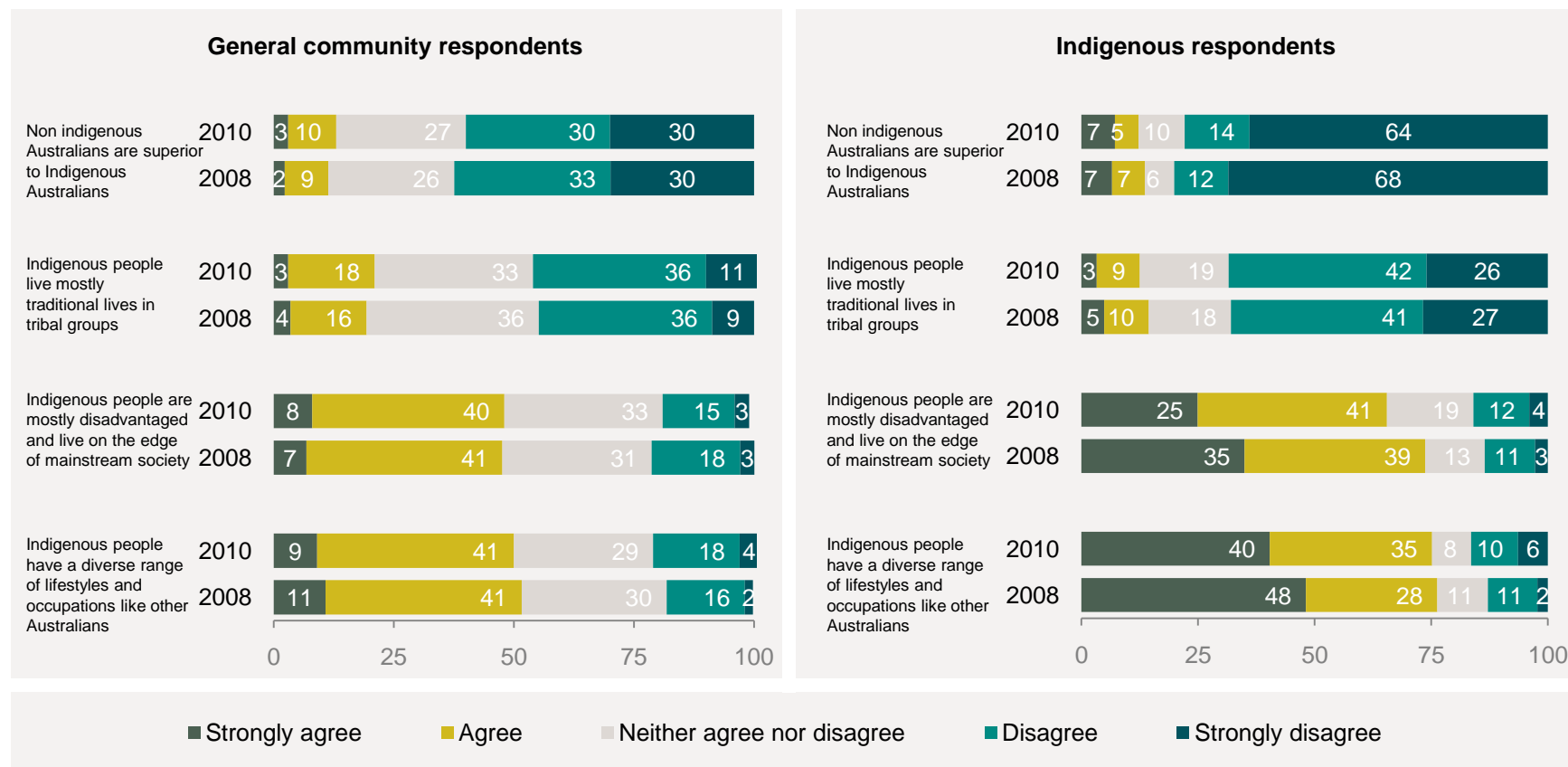
- ▶ There has been a slight decline in positive perceptions of Australians amongst both the general community and Indigenous respondent groups (to a lesser degree). It is possible to see this as a change in line with the overall shift in mood among people since the global financial crisis (GFC) and economic downturn of the past 2 years, which marks a significant change in the background of the two surveys.
- ▶ General community and Indigenous respondents continue to hold very similar views of “Australians” in general, and general community respondents remain somewhat more likely to hold a positive overall view than Indigenous respondents.

How do we see Indigenous people?



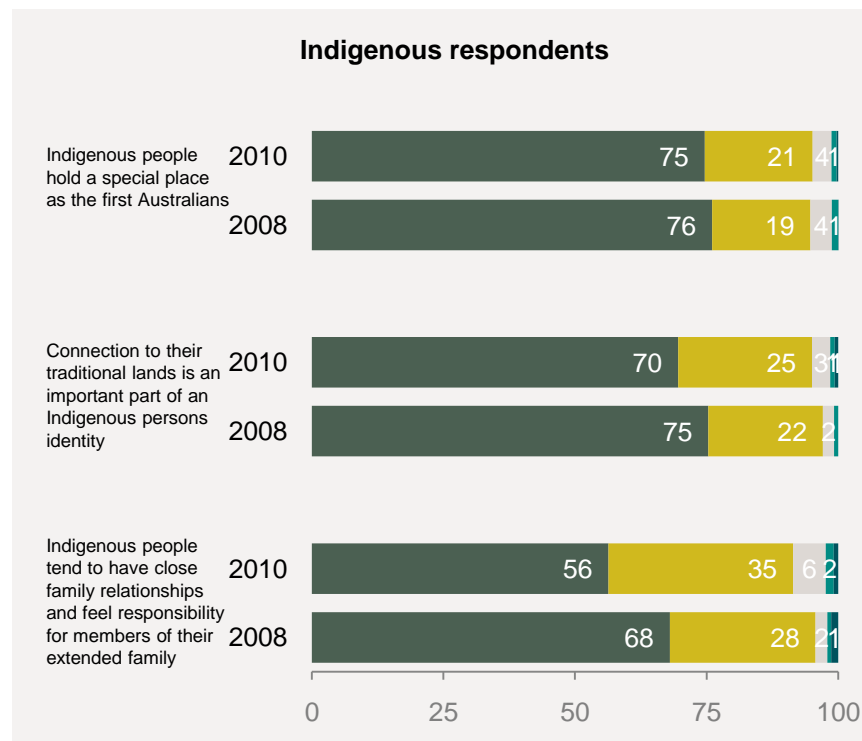
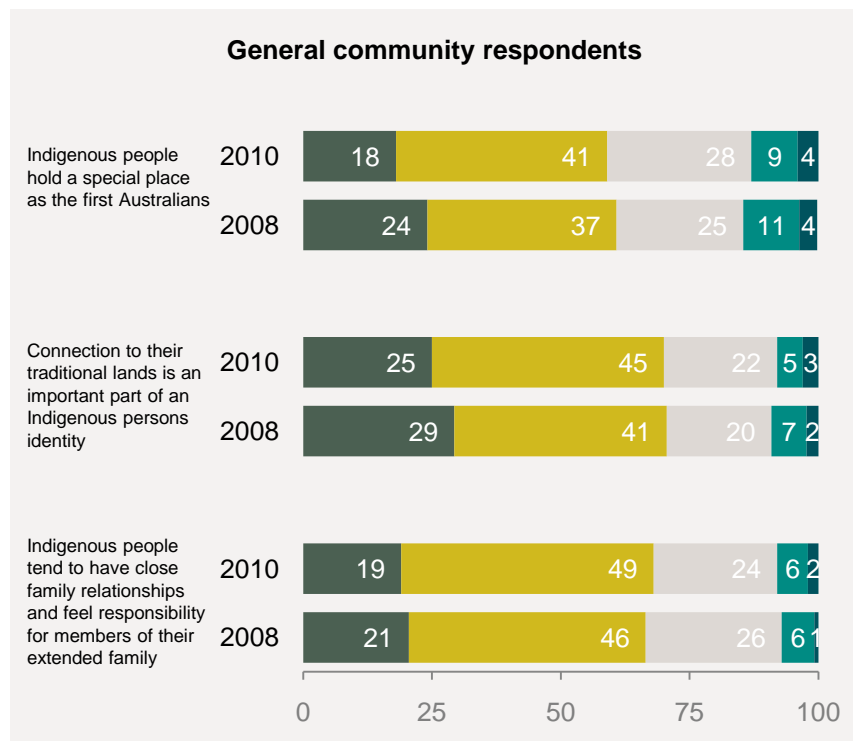
- ▶ The disparity in positive perceptions of Indigenous people remains marked between the general community and Indigenous respondent groups, and appears to have widened in the past 2 years. While Indigenous respondents show a stable widespread positive view of themselves overall, general community respondents are still significantly less likely to attribute these positive factors to Indigenous people.
- ▶ The most notable difference between the two groups are the perceptions of Indigenous people being good humoured, welcoming, respectful and hard-working, with Indigenous respondents being 41%-43% more likely to believe that Indigenous people hold these positive traits.

What are our perceptions of Indigenous lifestyles?



- ▶ It is encouraging that only a small minority of respondents believe that non-Indigenous Australians are superior to Indigenous Australians.
- ▶ However, there is clearly some misunderstanding of Indigenous lifestyles amongst general community respondents, in that they are more likely than Indigenous respondents to believe that Indigenous people live in tribal groups, and less likely to believe they have a diverse range of lifestyles and occupations.
- ▶ Perceptions of Indigenous lifestyles amongst the general community have remained constant over the last 2 years. However, amongst Indigenous respondents there has been a decrease in the perception of Indigenous people as being disadvantaged.

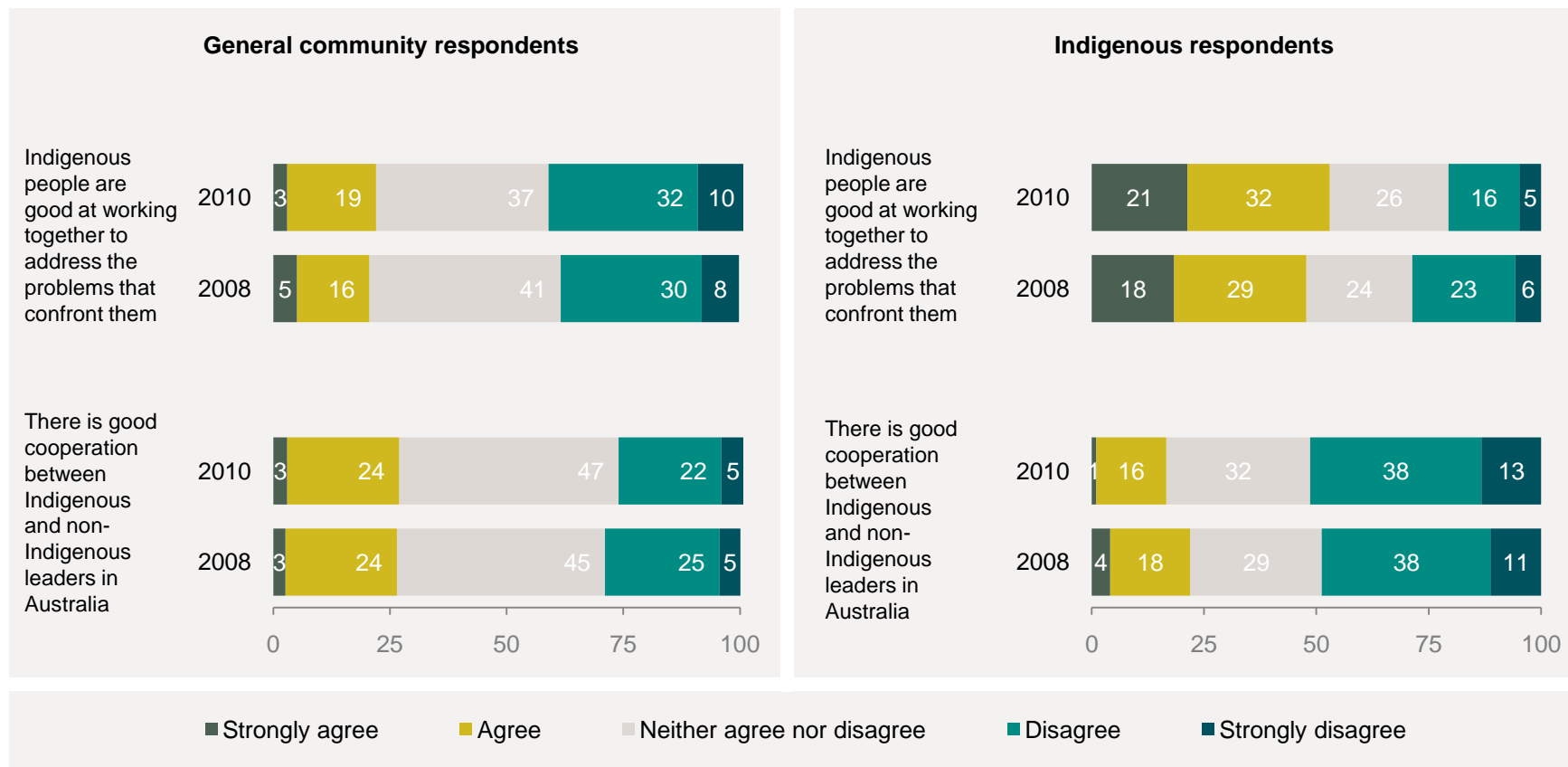
Do we believe in the special place of Indigenous people, their connection to the land, and their family relationships?



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

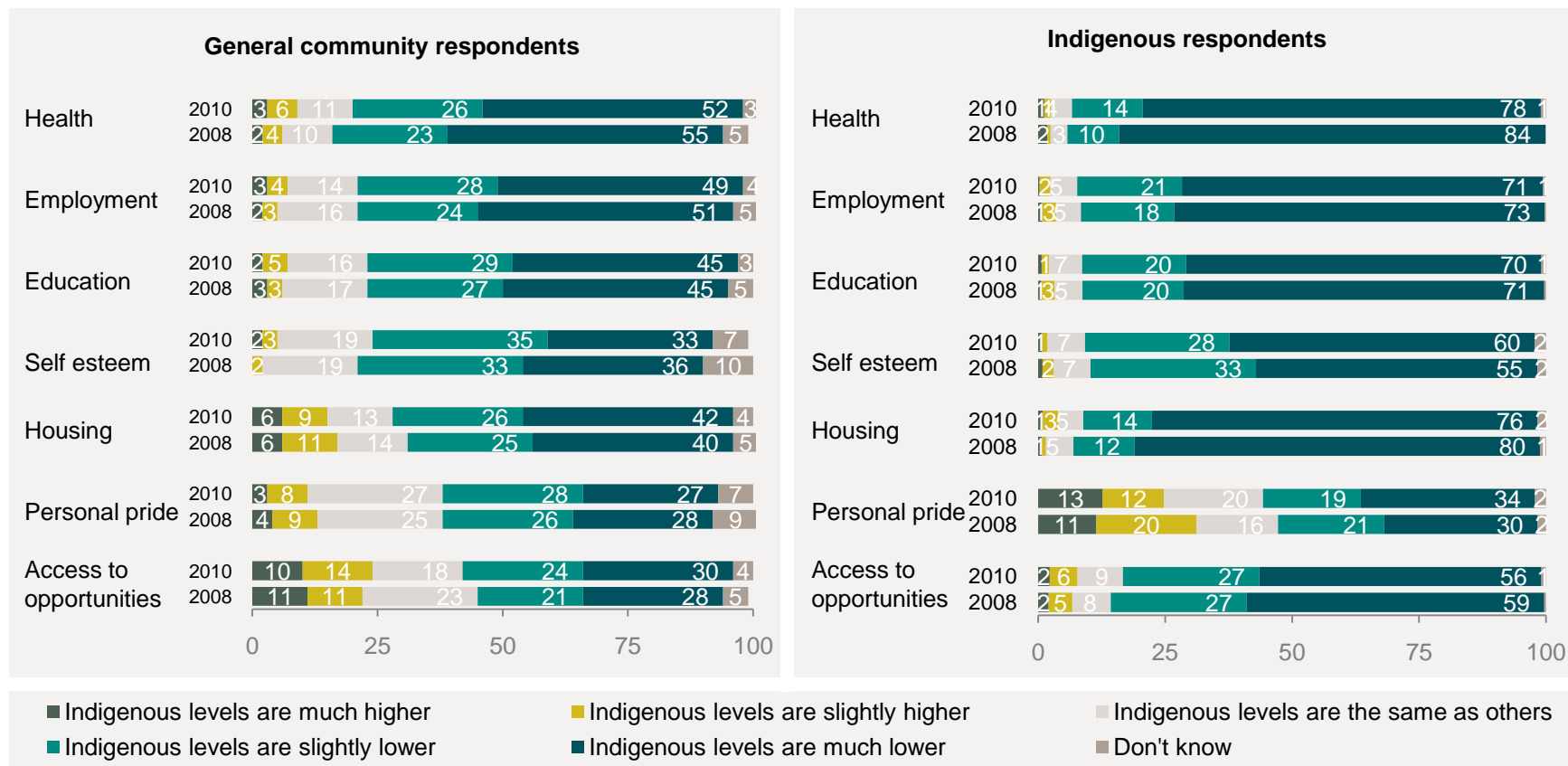
- ▶ Most of the general community group agree that Indigenous people hold a special place as the first Australians, that connection to their land is important and that they tend to have close family relationships.
- ▶ Agreement levels amongst Indigenous respondents is far stronger with most “strongly agreeing” with each statement
- ▶ Since 2008 there appears to be some decrease in the proportion of Indigenous respondents who believe connection with the land, and close family relationships are extremely important.

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



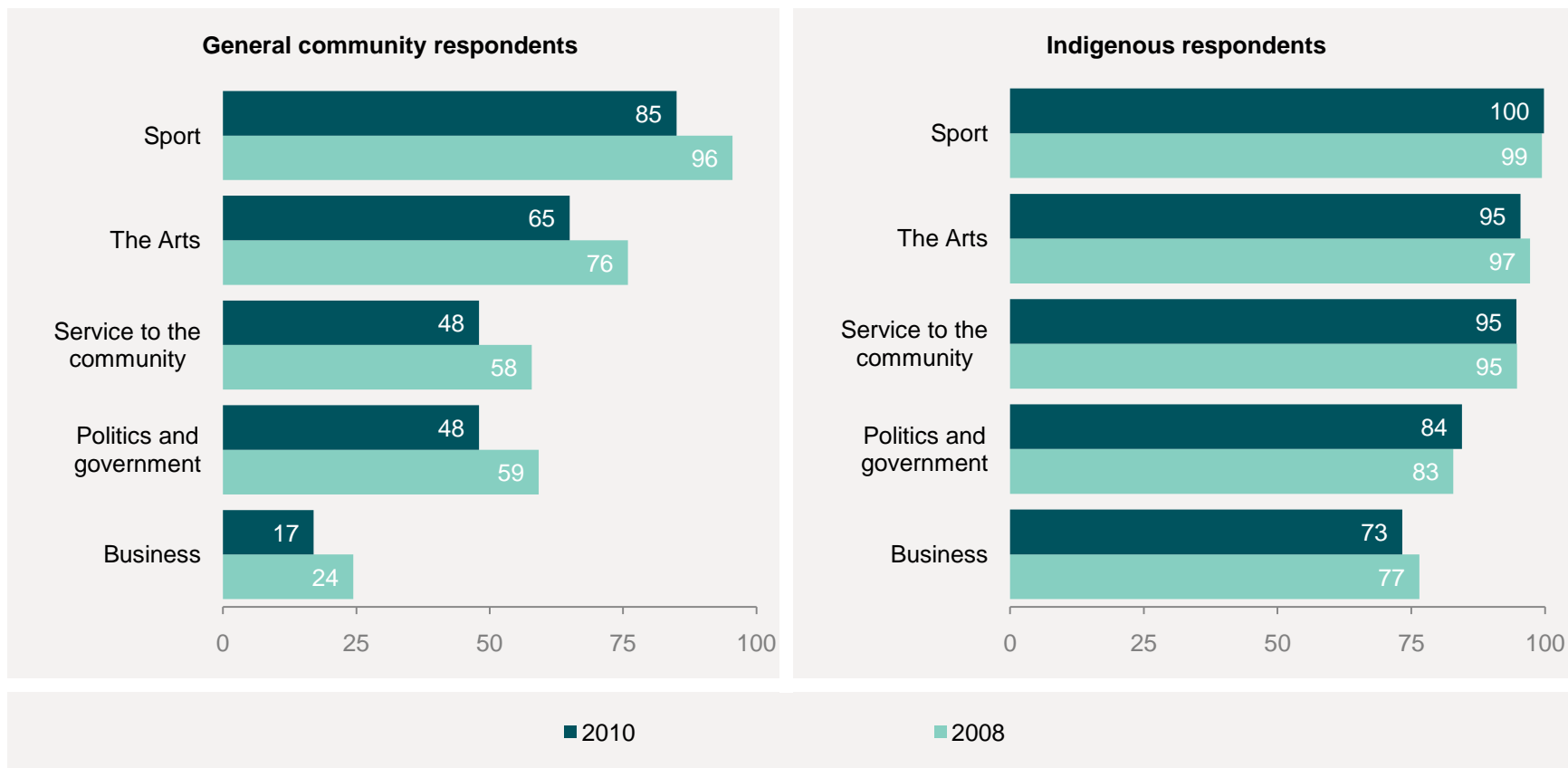
- ▶ Most general community respondents do not believe that Indigenous people are good at working together, while Indigenous respondents largely disagree with this view.
- ▶ Both groups continue to be largely sceptical about the level of cooperation between their respective leaders.
- ▶ The general community's attitudes have remained constant over the last 2 years. However, amongst Indigenous respondents there has been a slight increase in the proportion who believe Indigenous people are good at working together, and a slight decrease in the proportion who agree there is good co-operation between the leaders of each group.

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



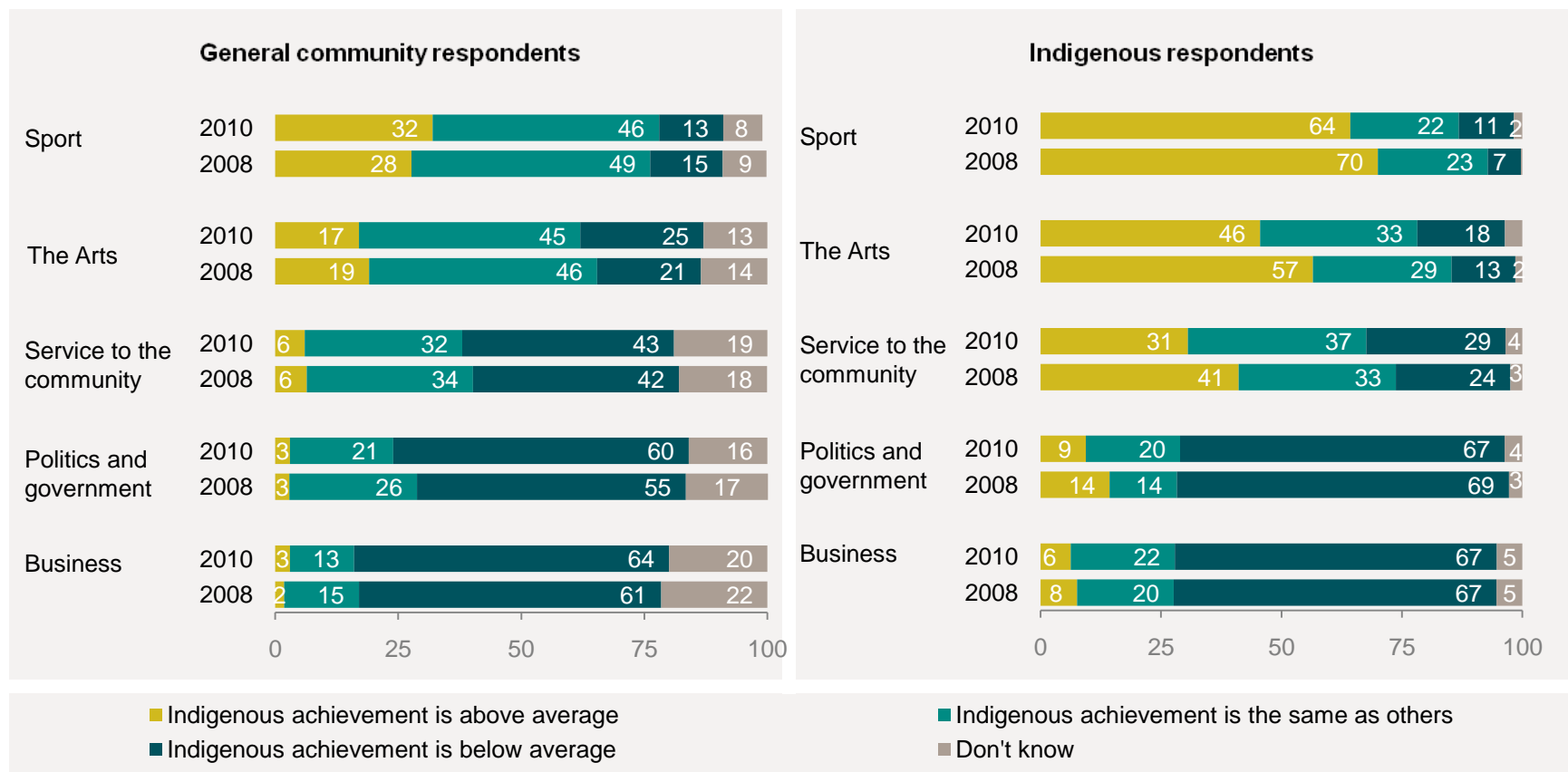
- ▶ Most of the general population believe that Indigenous Australians are disadvantaged on most measures: particularly in terms of health, employment, education and self esteem
- ▶ Indigenous people more likely to believe they are disadvantaged than the general population on all measures (except for personal pride).
- ▶ There is little change through time apart from a slight decrease in the proportion of Indigenous people who believe they are more proud than other Australians

Are we aware of Indigenous role models?



- ▶ Most people can think of an Indigenous role model, but they are most typically in the areas of sport and the arts
- ▶ There has also been a marked decline in the level of recognition of Indigenous role models among general community respondents in all areas in the past 2 years.
- ▶ The most notable differences in perceptions between the groups relates to the awareness of example-setters in business and service to the community.

How do we characterise the level of Indigenous achievement?

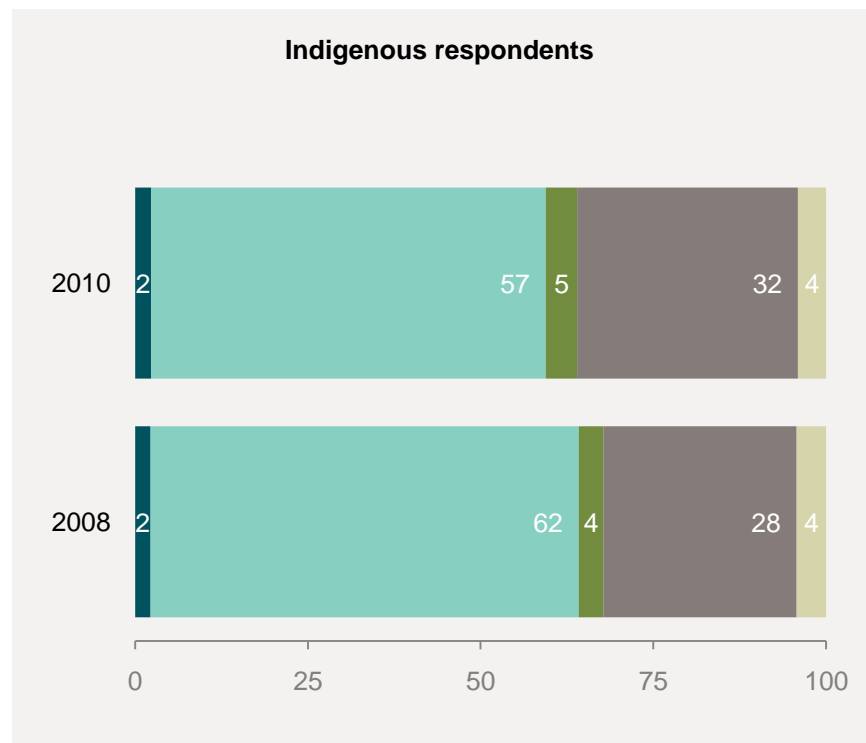
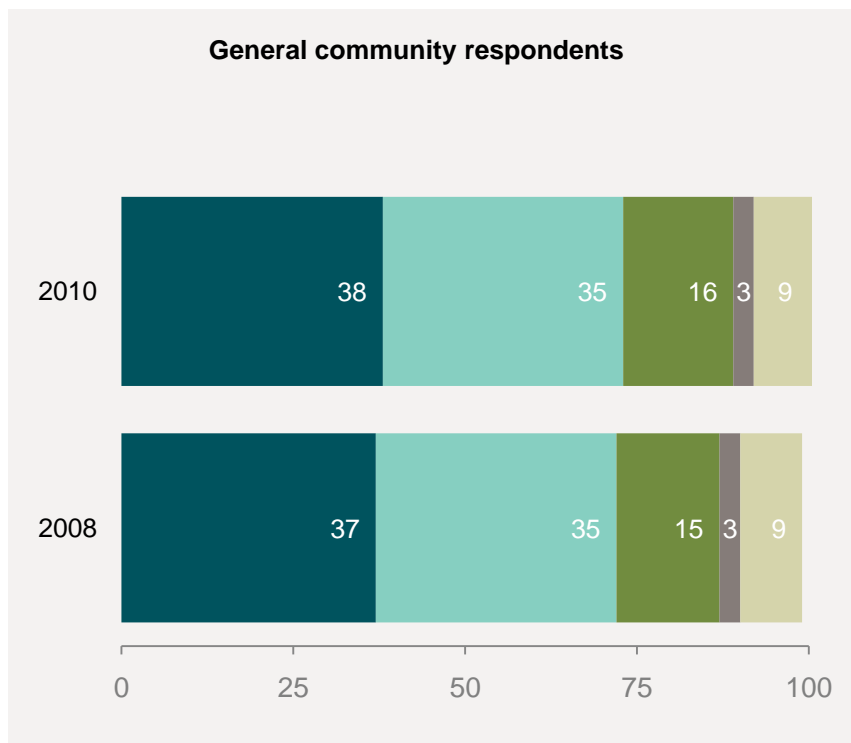


- ▶ Once again Indigenous respondents are more likely than general community respondents to believe that Indigenous achievement is higher, with this achievement seen as being strongest in the areas of sport and the arts.
- ▶ Perceptions of Indigenous achievement amongst the general community have changed little during the past 2 years, with business and politics still seen as the areas of greatest underachievement by Indigenous people.
- ▶ In contrast, there has been a marked decline in the proportion of Indigenous respondents who believe that Indigenous achievement is above average

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?

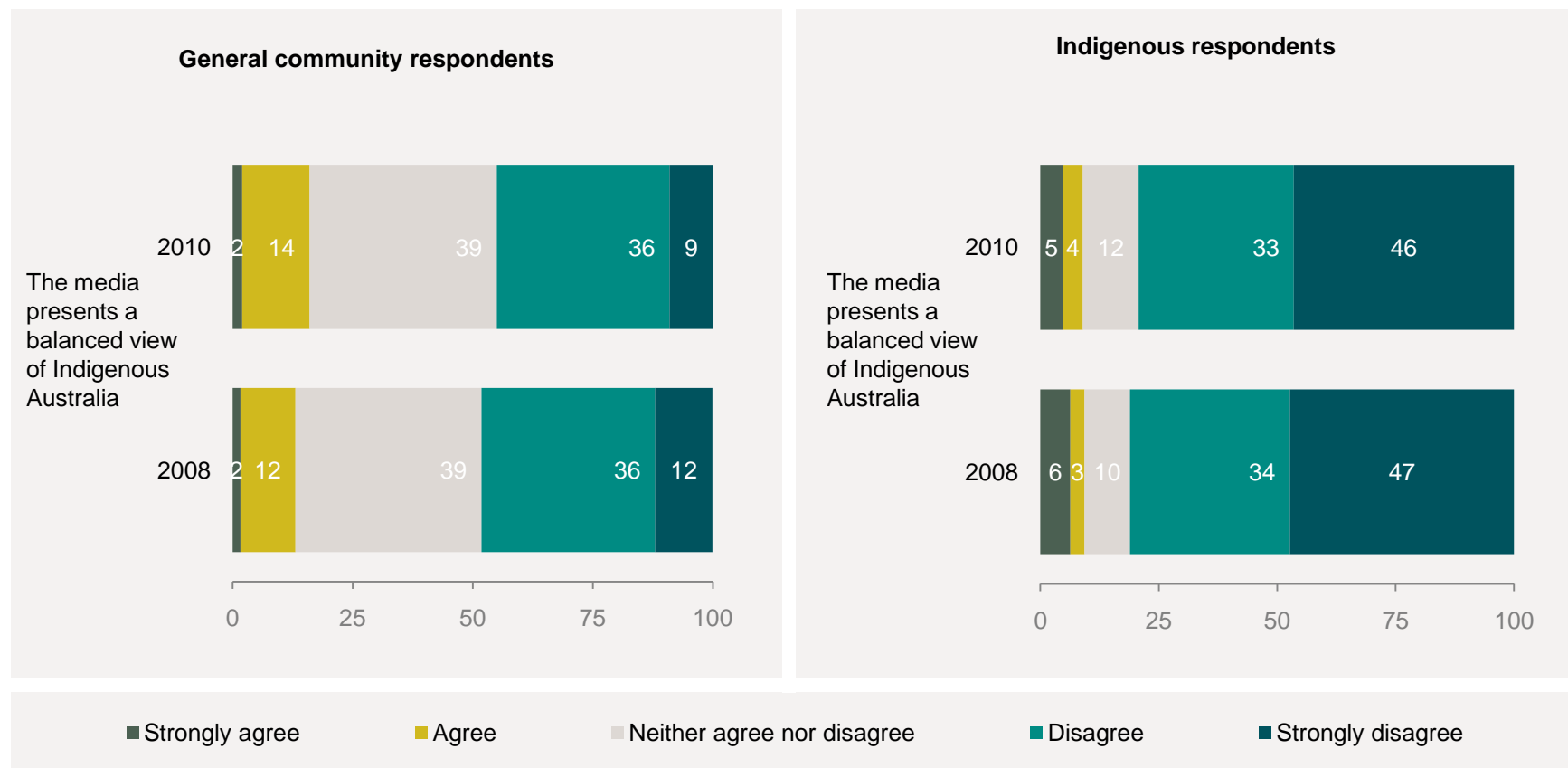


■ The media
■ School education or other research
■ Other people around you

■ Your own personal experiences with Indigenous people
■ Parents and family

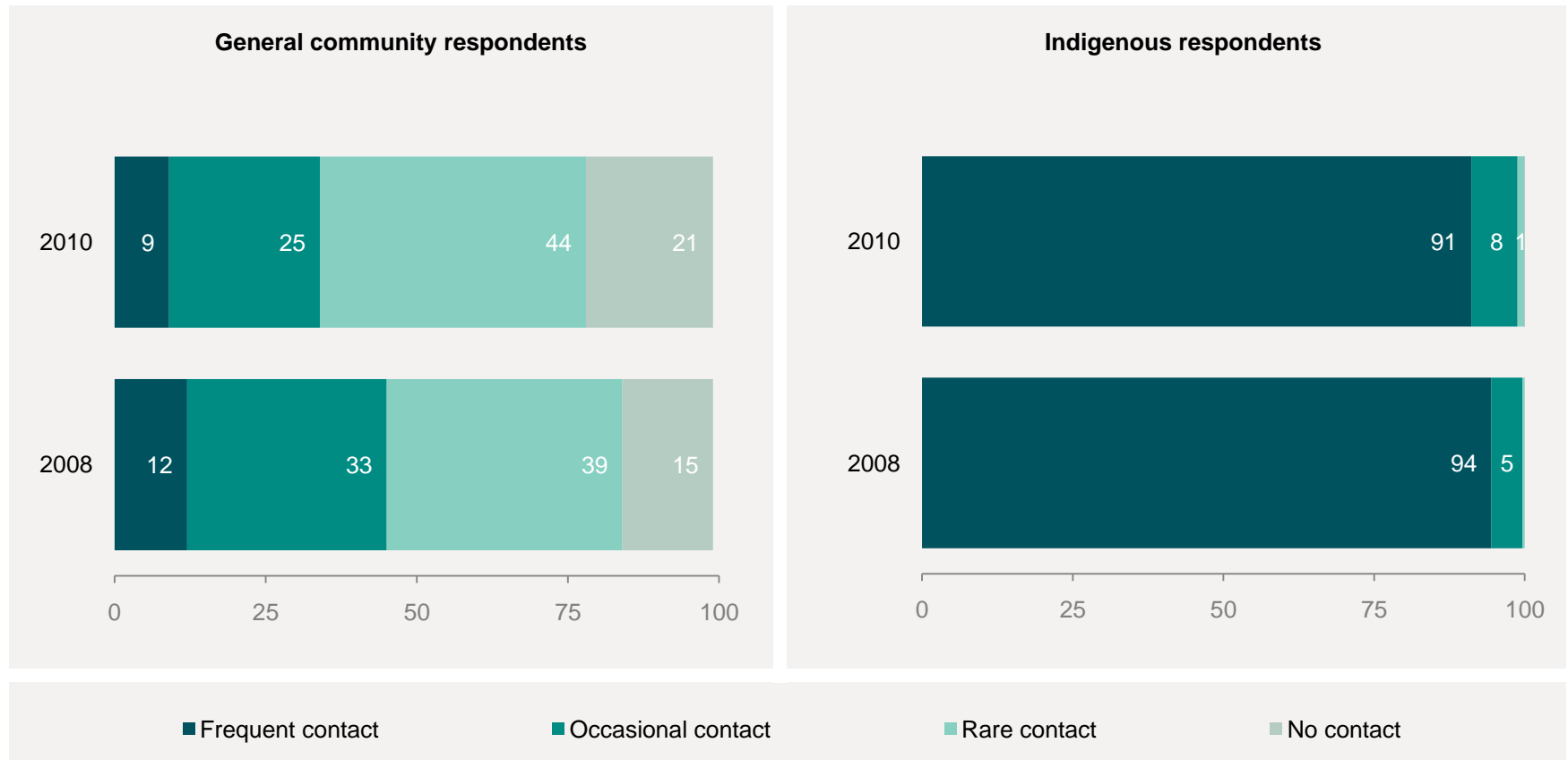
- ▶ General community respondents continue to be far more likely to mainly learn about Indigenous people through the media or other secondary resources (such as school or other research) and this highlights the ongoing significance the media has in shaping the views of the general community.
- ▶ In contrast, Indigenous respondents remain most likely to learn about Indigenous people from direct cultural engagement with their communities and families.

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



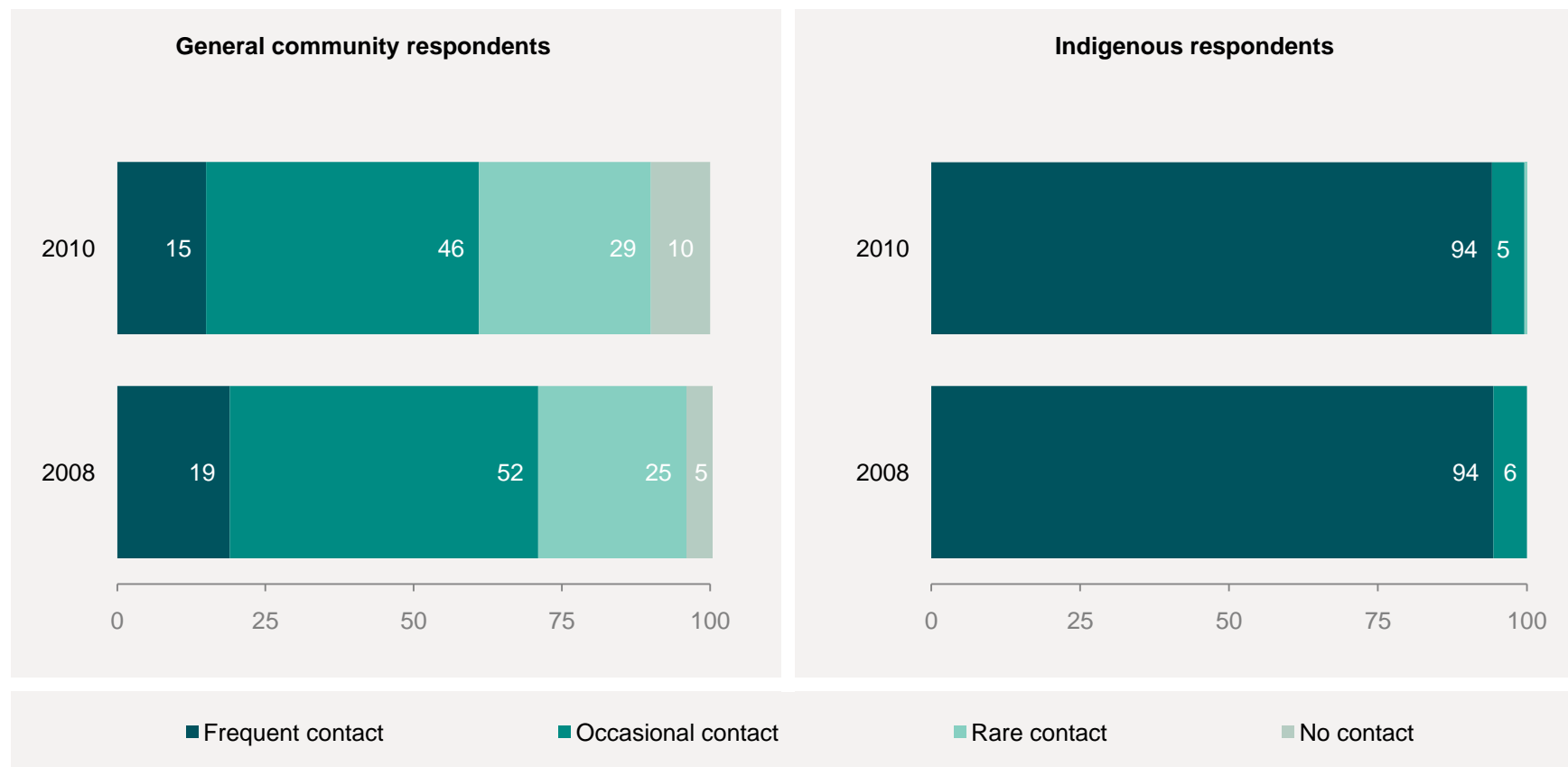
- ▶ Both general community respondents and Indigenous respondents continue to be sceptical about how the media portrays Indigenous Australia.
- ▶ However, while many general community respondents are still unsure whether media views are balanced or not, Indigenous respondents remain far more likely to feel strongly that media views of Indigenous Australia are not balanced.

How much contact do we have with Indigenous people?



- ▶ The perceived level of contact between general community respondents and Indigenous people has declined in the past 2 years and remains low, with 2 out of 3 respondents feeling they have only rare or no contact with Indigenous people.
- ▶ Conversely, there continues to be regular interaction between Indigenous respondents and other Indigenous people.

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

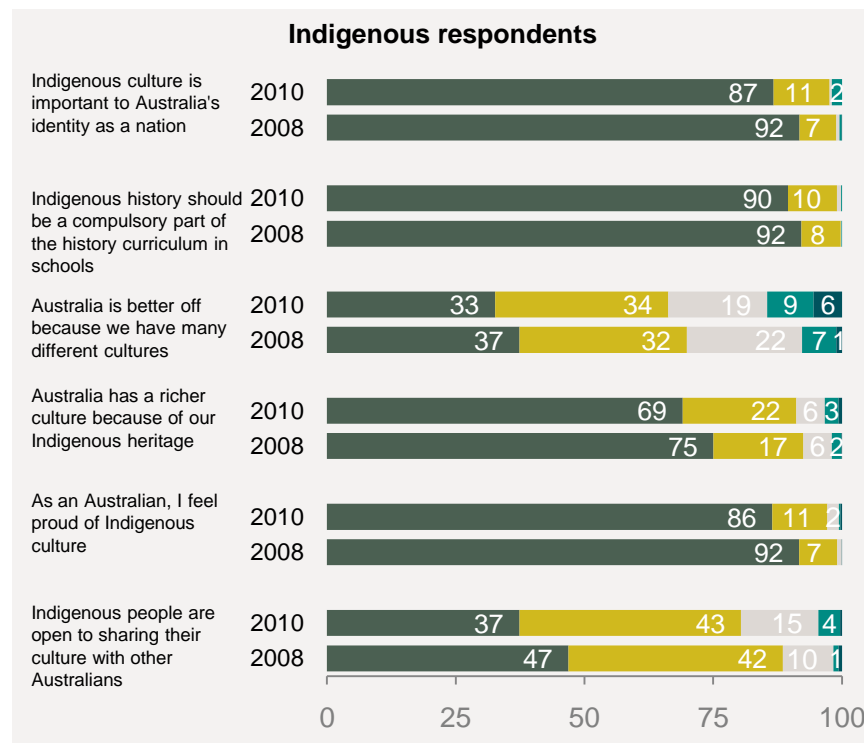
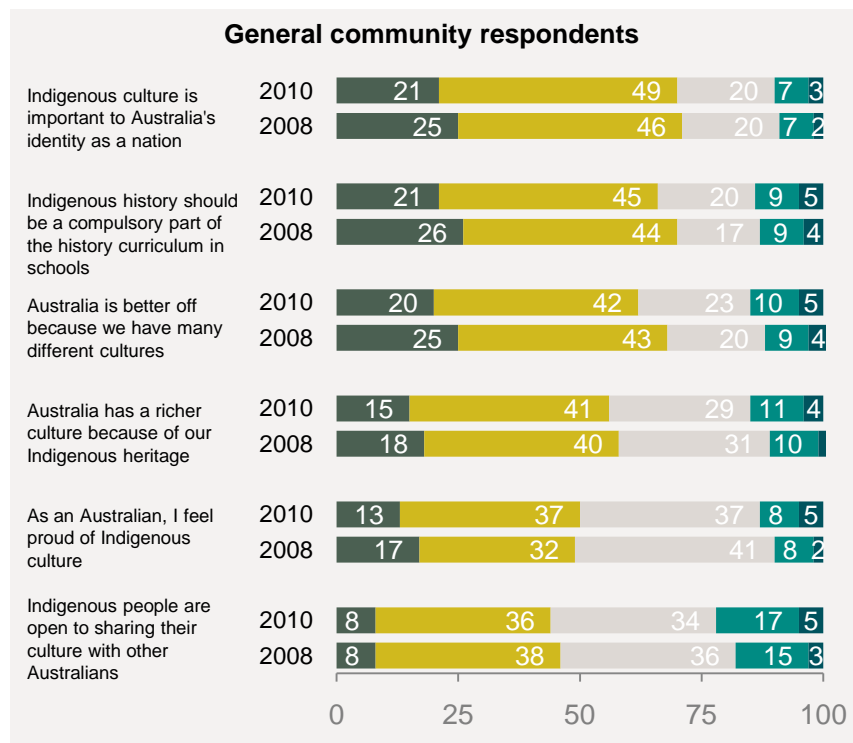


- ▶ There has been a slight decline in the level of desire among general community respondents to have frequent or occasional contact with Indigenous people during the past 2 years, and it is possible to see this as at least partially due to a subsidence in the positive effects of the formal Apology made by the Rudd Government in 2008.
- ▶ However, nearly twice as many general community respondents would like to have frequent or occasional contact with Indigenous people than currently do have (see preceding slide).
- ▶ Conversely, 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 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?



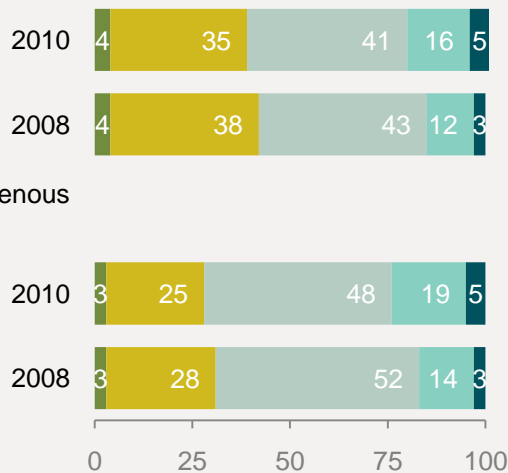
■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

- ▶ 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. However there is less agreement that they share a personal sense of pride or that Indigenous people are open to sharing their culture – both are areas for improvement.
- ▶ Not surprisingly Indigenous respondents are far more likely to consider their culture as an important and valuable part of Australia than the general community.
- ▶ Amongst both groups there has been a slight decline in the perceived importance of Indigenous culture and a decline amongst Indigenous respondents in the belief that they are willing to share their culture with other Australians.

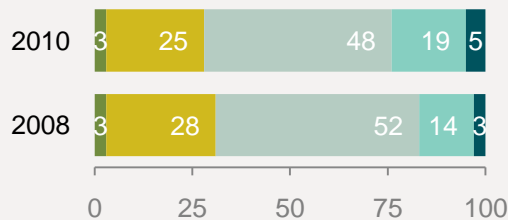
How much do we know about Indigenous history and culture?

General community respondents

Knowledge about the history of Indigenous people in Australia

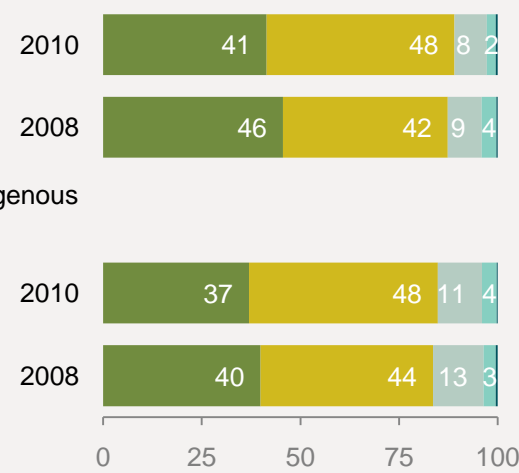


Knowledge about Indigenous culture

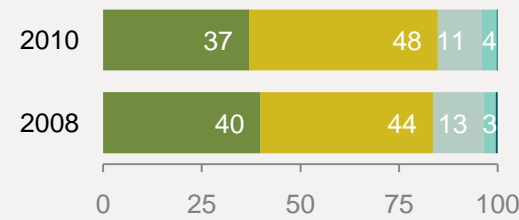


Indigenous respondents

Knowledge about the history of Indigenous people in Australia



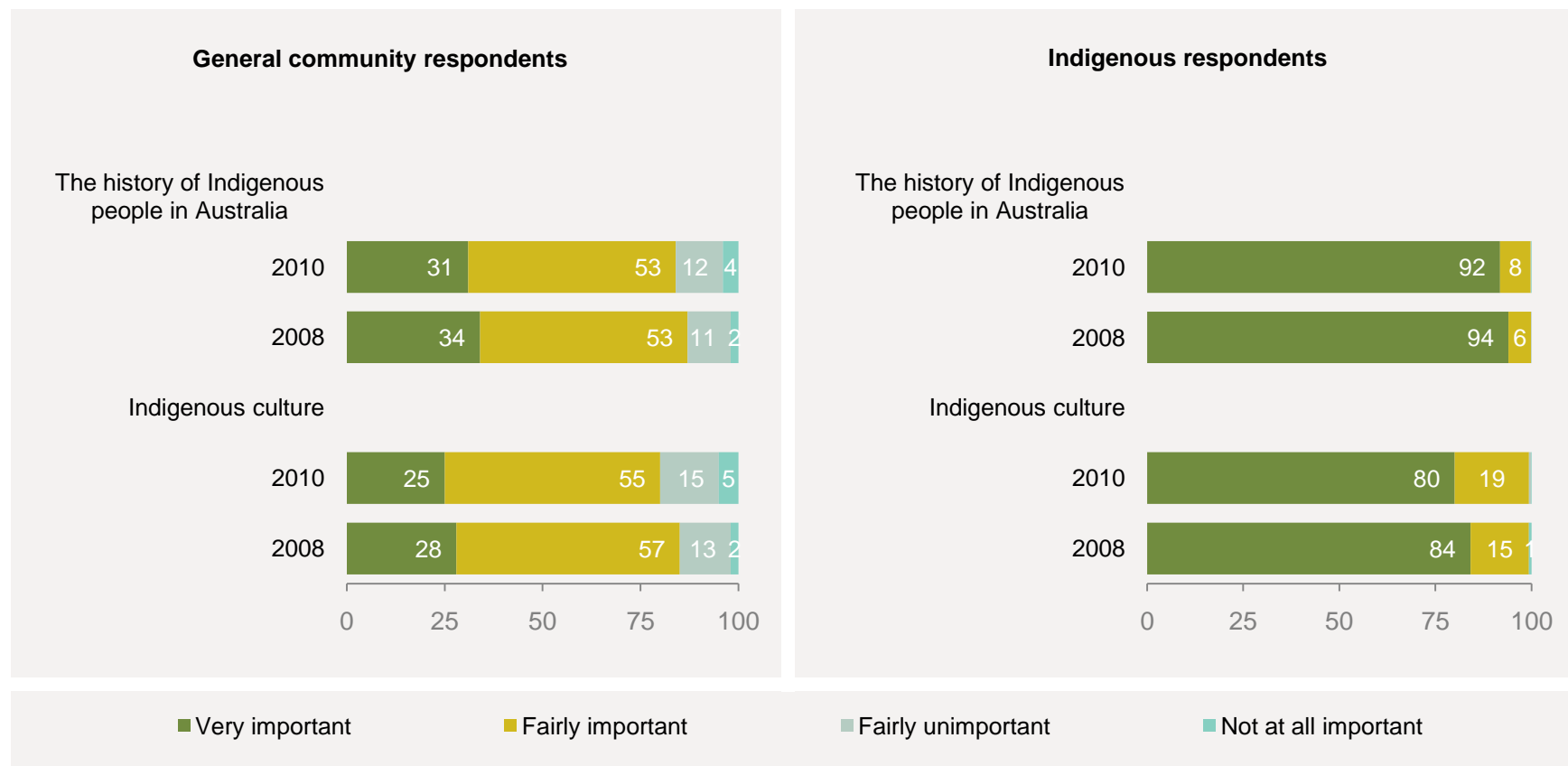
Knowledge about Indigenous culture



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

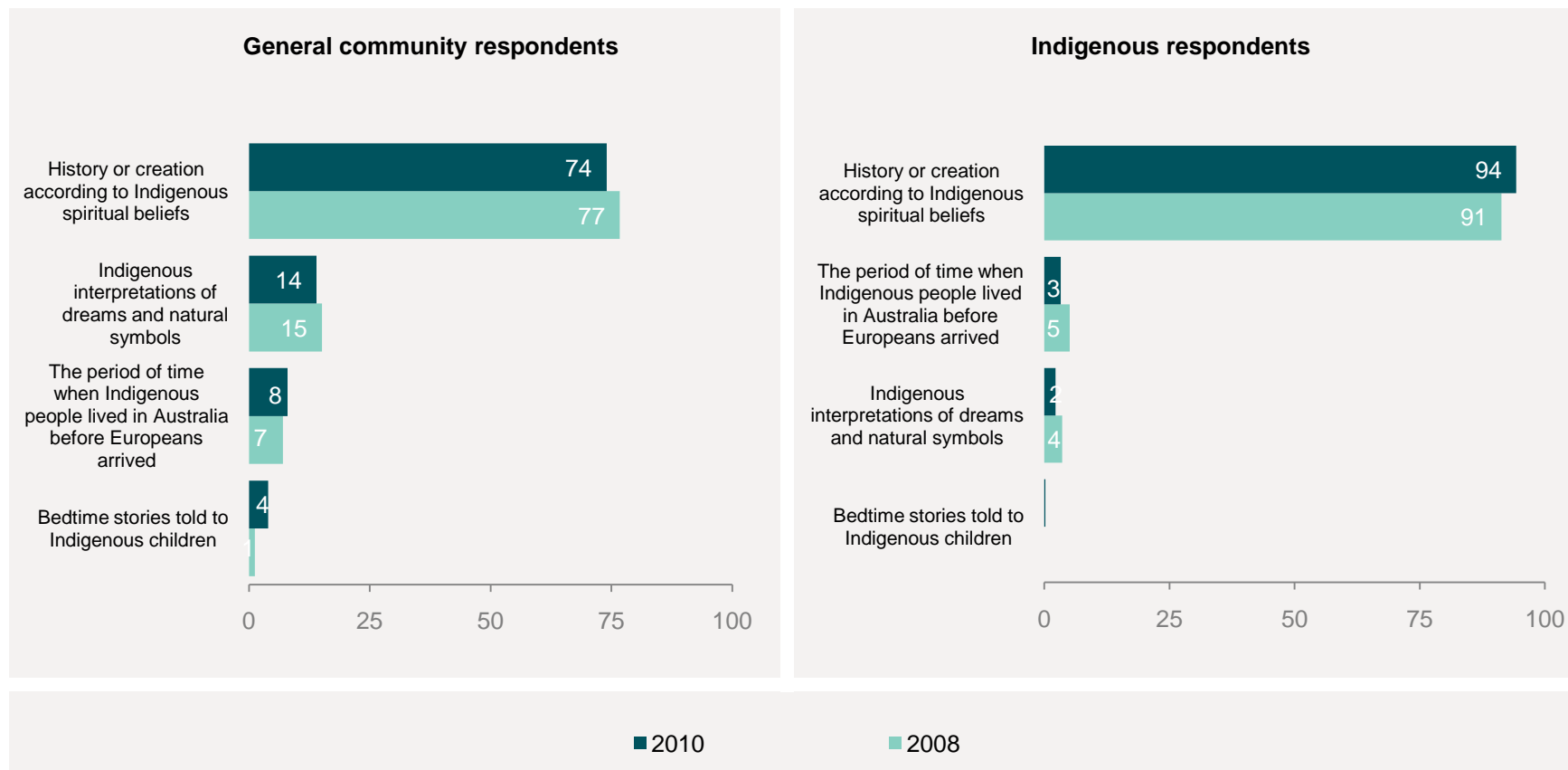
- ▶ There is still a widespread lack of knowledge about Indigenous history and culture amongst general community respondents with more than half claiming to have a fairly low, or very low level of knowledge.
- ▶ General community respondents are also more likely to believe they know about Indigenous 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?



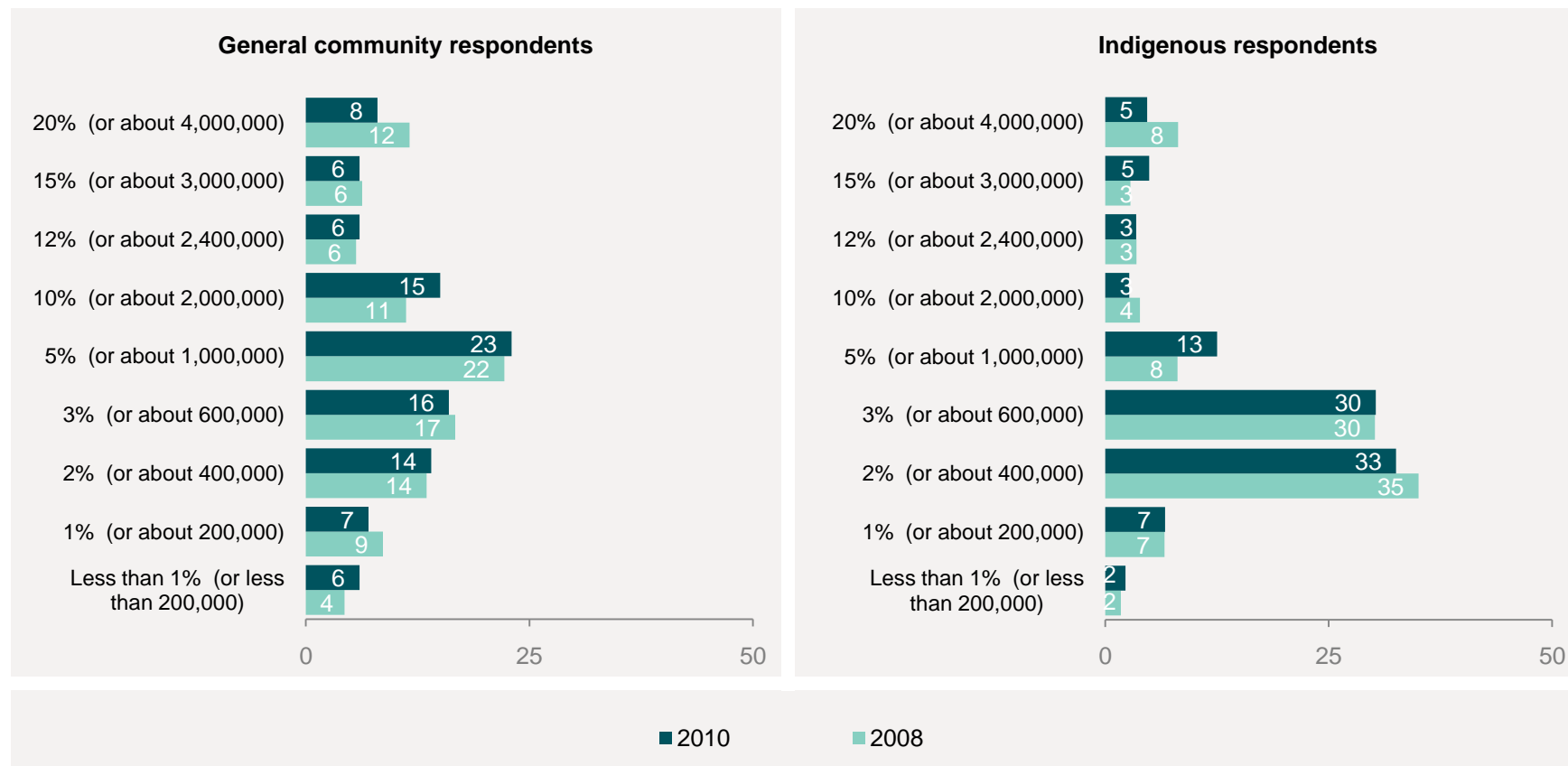
- ▶ There is widespread agreement amongst both groups that it is important for all Australians to know about Indigenous history and culture.
- ▶ The fact that the importance that respondents place on history and culture is higher than their knowledge (see previous slide) is positive and suggests that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

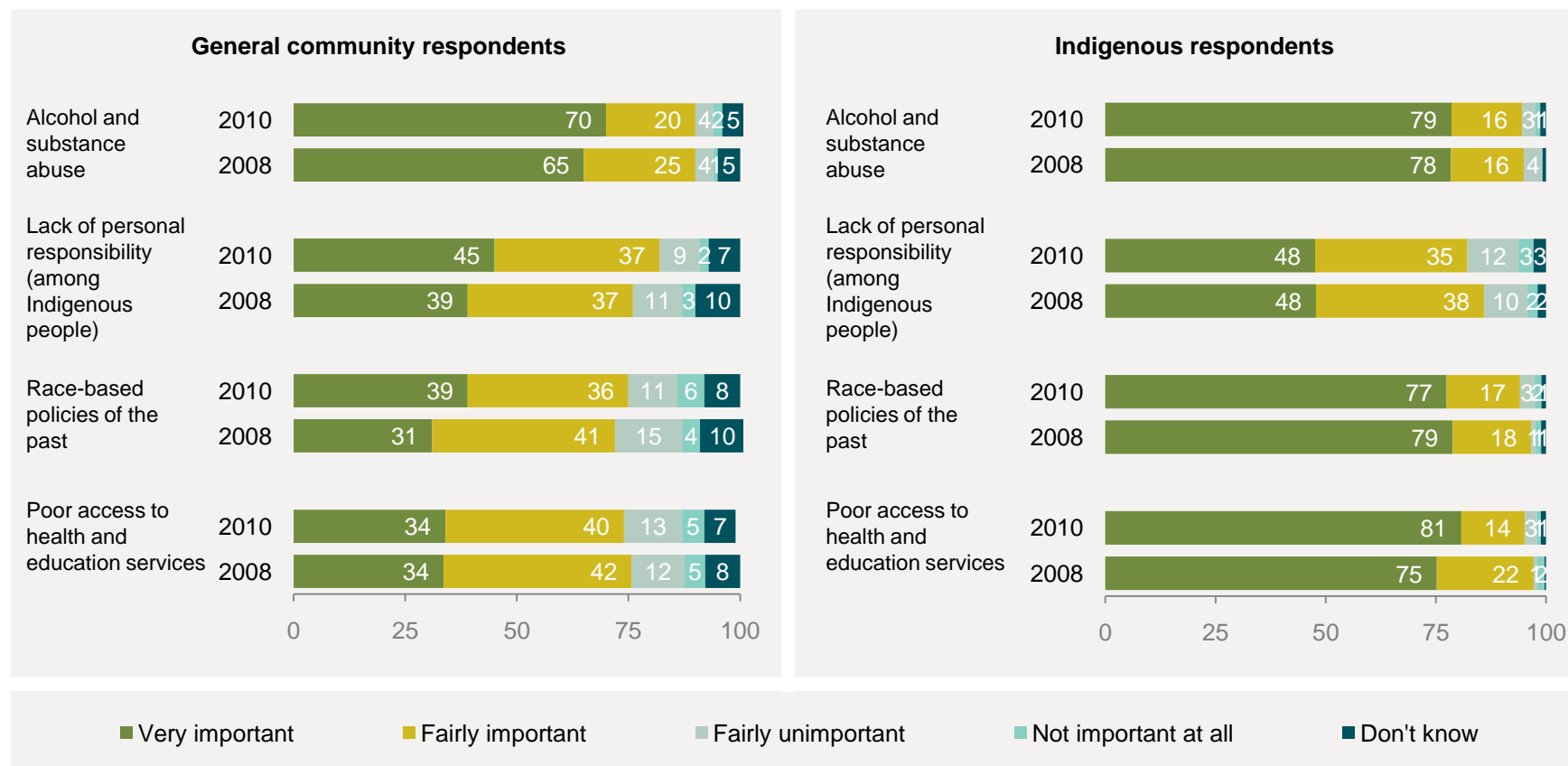


- ▶ Indigenous respondents are still more aware of the actual Indigenous percentage of Australia's population (around 2%), than the general community.
- ▶ Interesting, the general community are more likely to overestimate the size of the Indigenous population.

Perceived reasons for Indigenous disadvantage

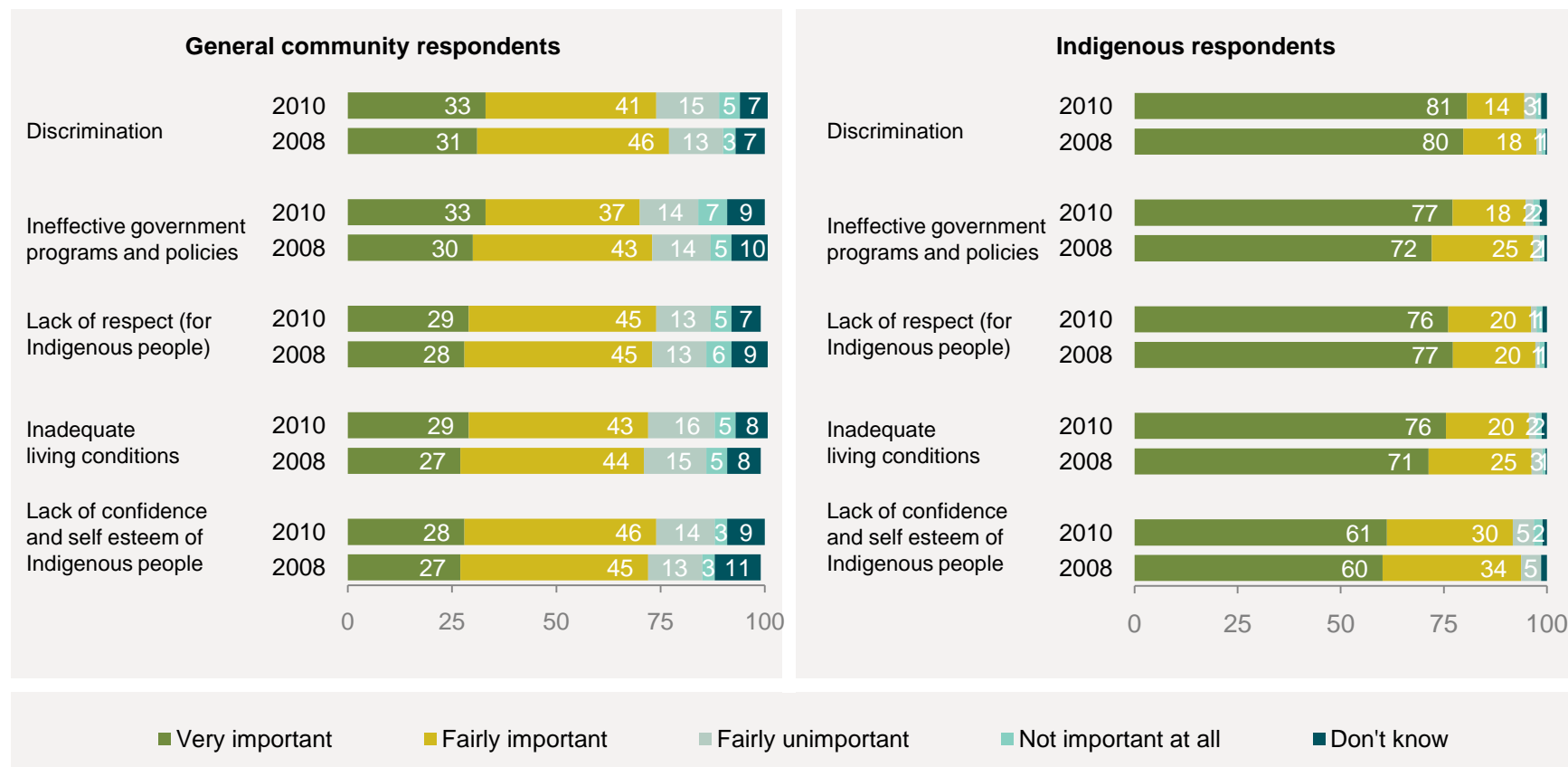
The Barometer examines our understanding and awareness of the facts and issues that have contributed to Indigenous disadvantage today. A foundation for reconciliation is an understanding of the external factors that have resulted in Indigenous disadvantage and an appreciation that they continue to affect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

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



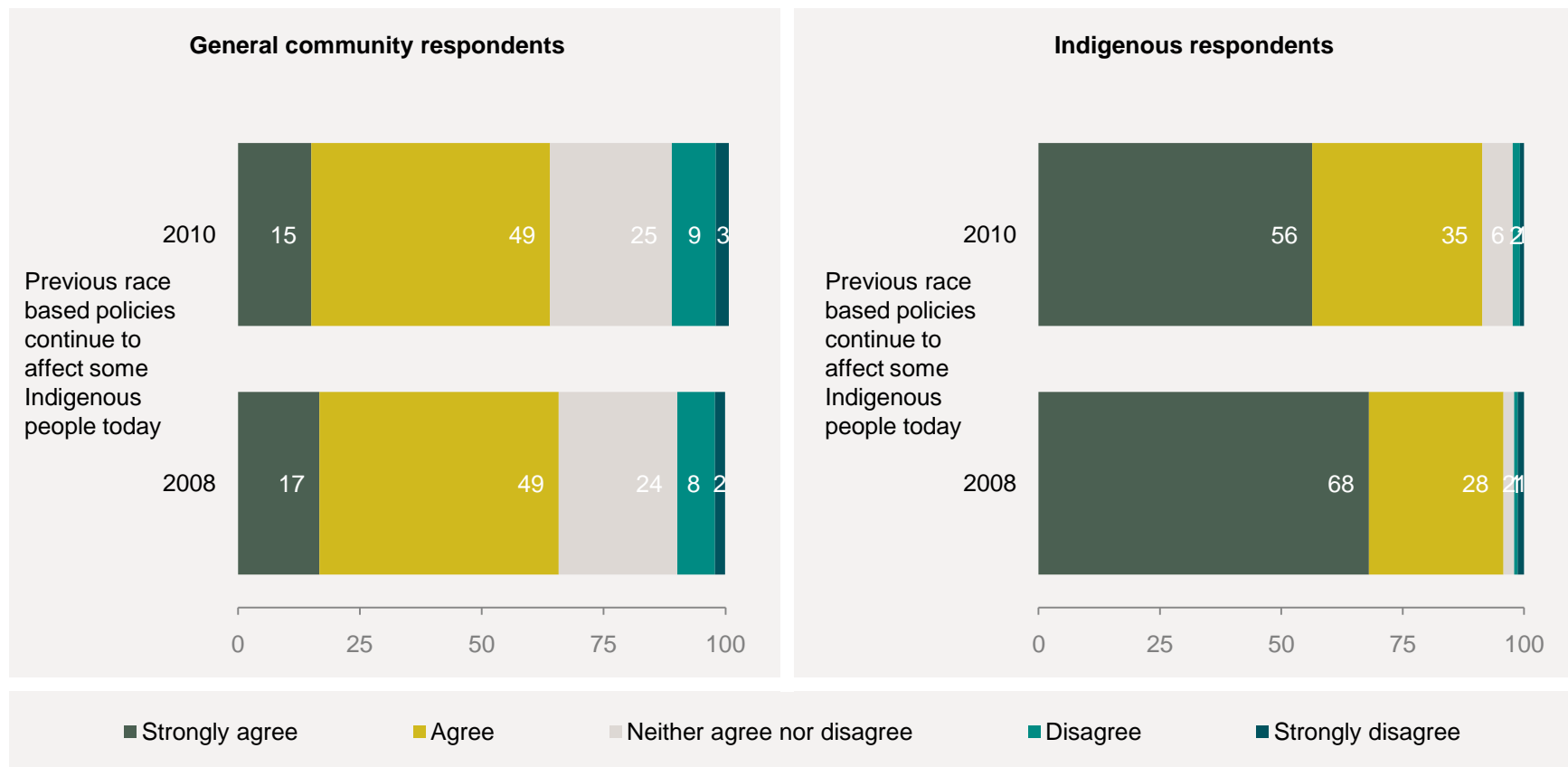
- ▶ Most respondents believe that alcohol and substance abuse, lack of personal responsibility, race-based policies of the past and poor access to health and education services are important contributing factors in creating the disadvantage suffered by some Indigenous people.
- ▶ Indigenous respondents 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 2008, there has been a slight increase in the number of general community respondents who feel that alcohol and substance abuse, lack of personal responsibility, and race-based policies of the past are very important factors.

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



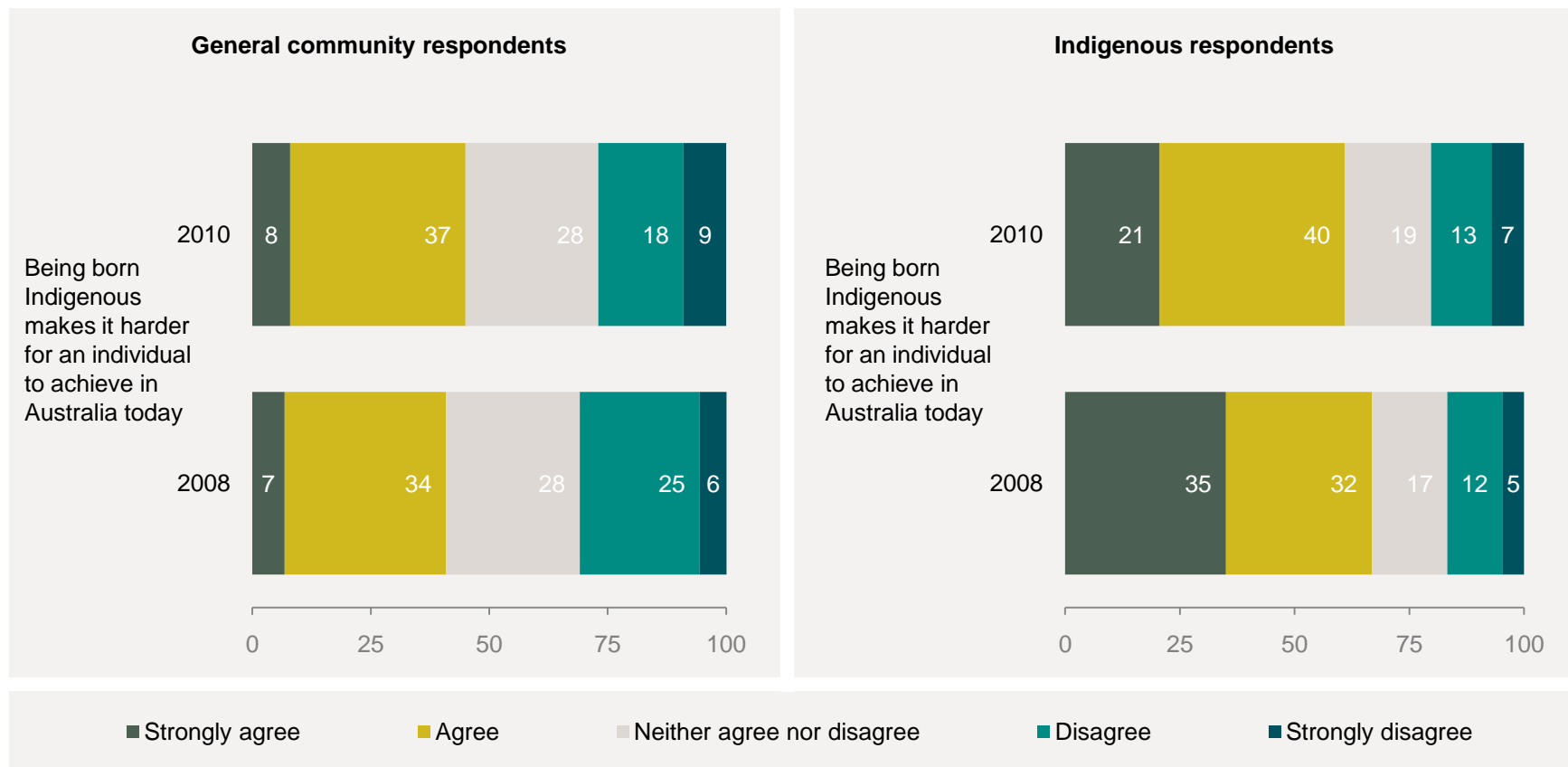
- ▶ Once again, Indigenous respondents are more likely to believe that a range of factors are important in creating Indigenous disadvantage.
- ▶ Since 2008, there has been minimal changes in the feelings amongst the general community or Indigenous respondents, although there is a slight increase in the proportion of Indigenous people who believe that ineffective government programs, and inadequate living conditions, have been important.

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



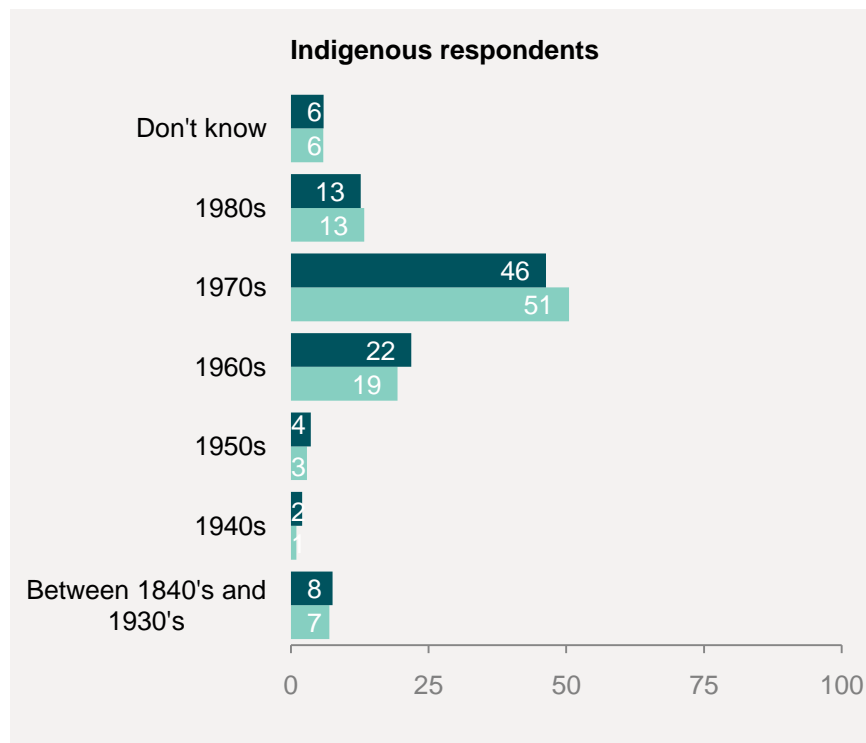
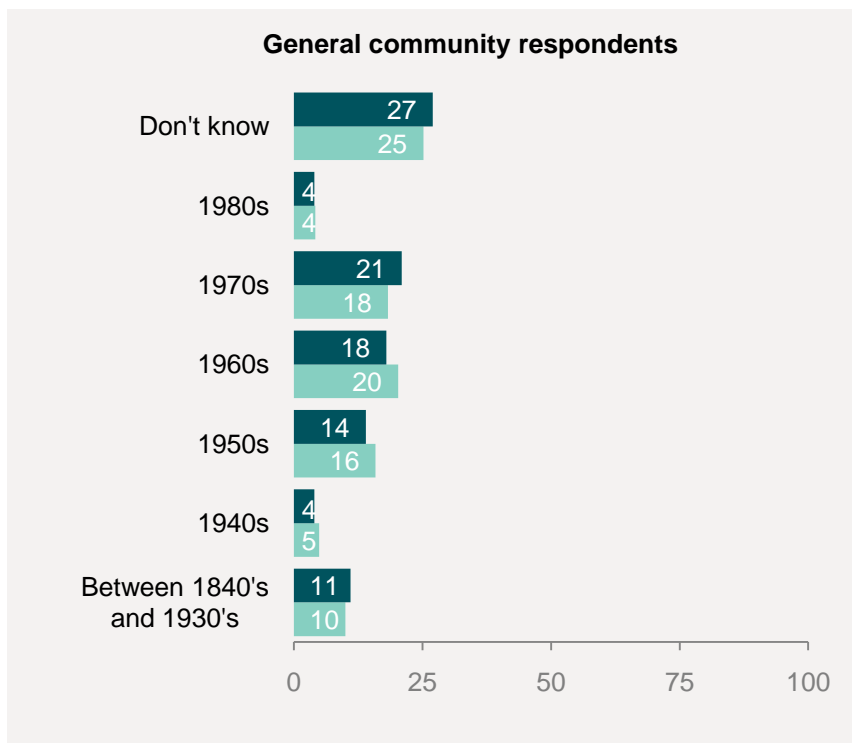
- ▶ Most respondents agree that previous race based policies continue to have an impact on some Indigenous people today, with Indigenous respondents more likely to strongly agree that this is the case.
- ▶ There has been little change in the attitudes of the general community since 2008, but amongst Indigenous respondents, there has been a drop in the number who say that they strongly agree.
- ▶ This diminished sense of importance of past policies on Indigenous people today may reflect a reduction in the media attention given to the issue in the two years since the apology.

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



- ▶ 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.
- ▶ Attitudes amongst general community respondents show little change, however, there is a significant drop in the proportion of Indigenous people who believe being born Indigenous makes it harder to achieve. This is a positive result which suggest a greater level of personal empowerment amongst Indigenous respondents.

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

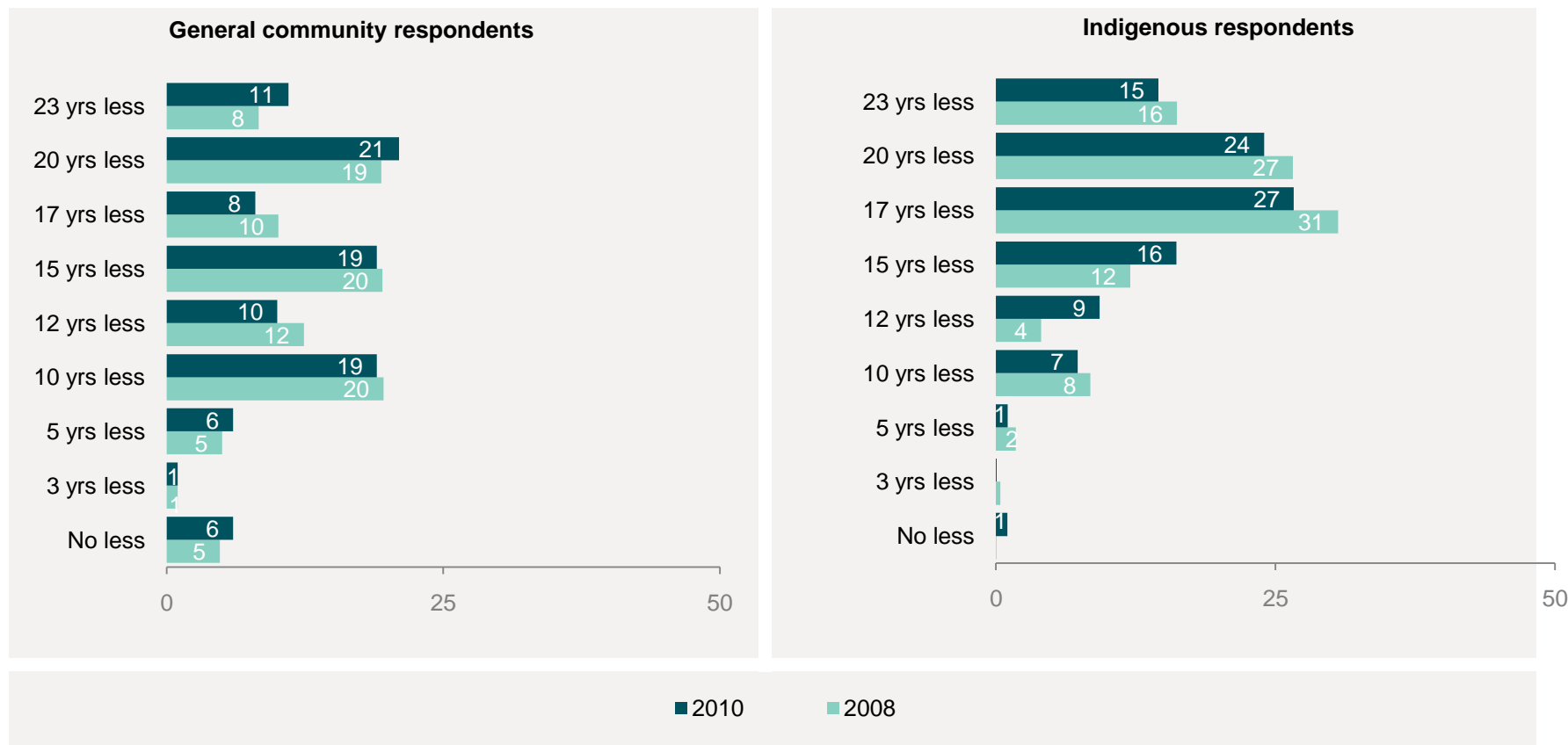


■ 2010

■ 2008

- ▶ General community respondents are most likely to believe that the stolen generation policies ended before the 1970's, or 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?

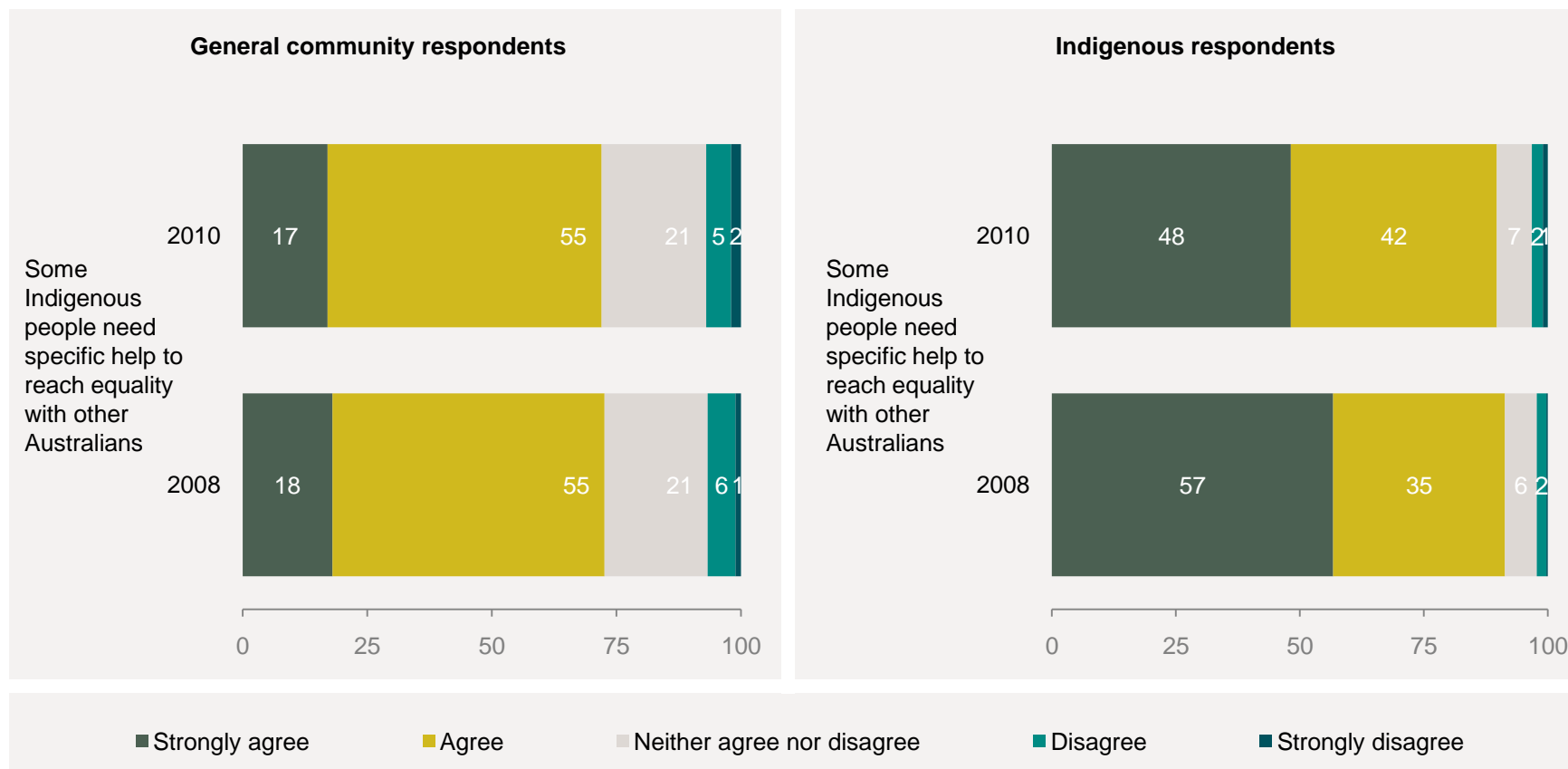


- ▶ Indigenous respondents were more likely to know that the life expectancy gap is 17 years, although fewer gave this answer than in 2008.
- ▶ Indigenous respondents were also more likely to overestimate the life expectancy gap compared to general community respondents.
- ▶ Most general community respondents are unaware of the age gap and they are more likely to underestimate the scale of the disparity.

Attitudes to government action

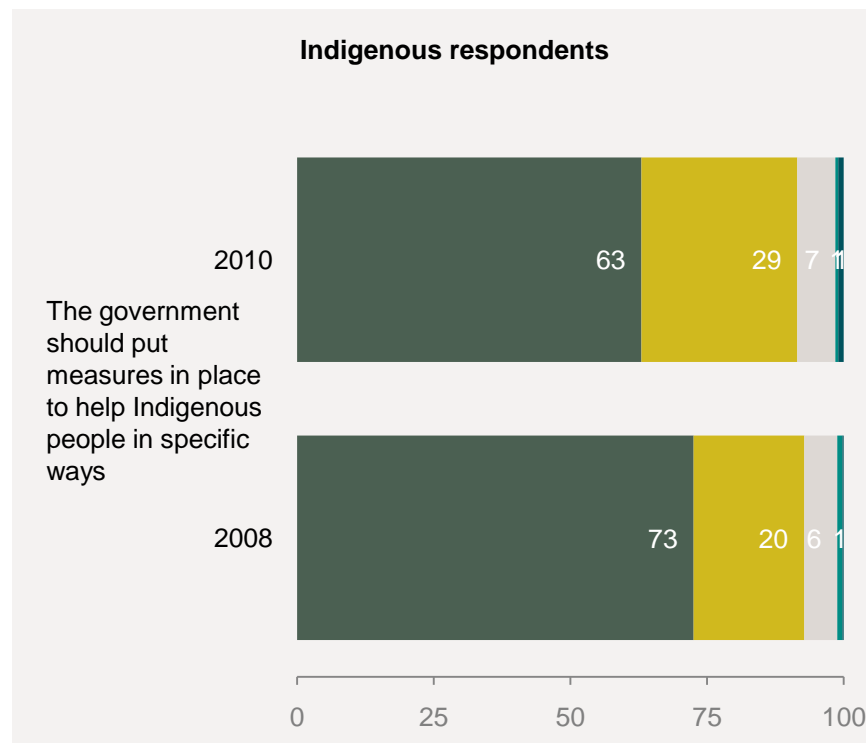
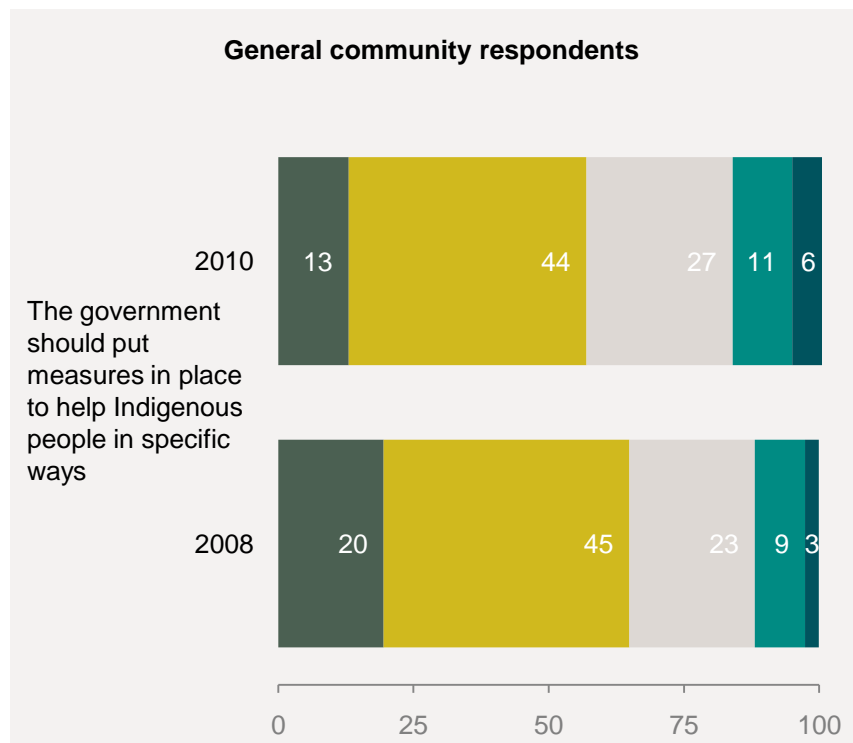
Effective progress towards reconciliation requires action by government and the Barometer examines this from a number of perspectives.

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



- ▶ 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 since 2008.
- ▶ Indigenous respondents are more likely to strongly agree, although there has been a decrease since 2008. The net agree level remains consistent, but the strength of feeling appears to be slightly diminished.

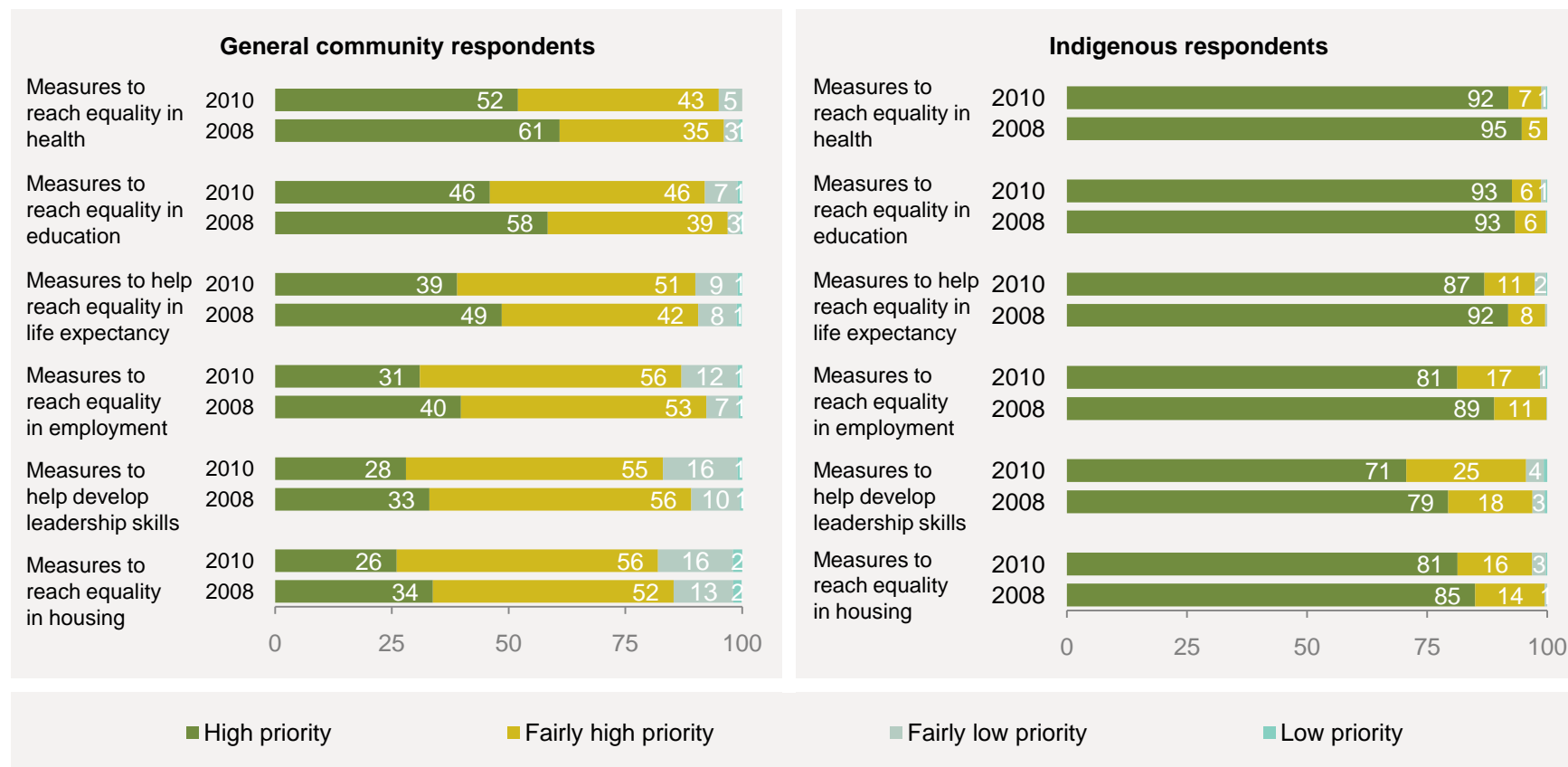
Do we think the government should provide specific help for Indigenous people?



Strongly agree
 Agree
 Neither agree nor disagree
 Disagree
 Strongly disagree

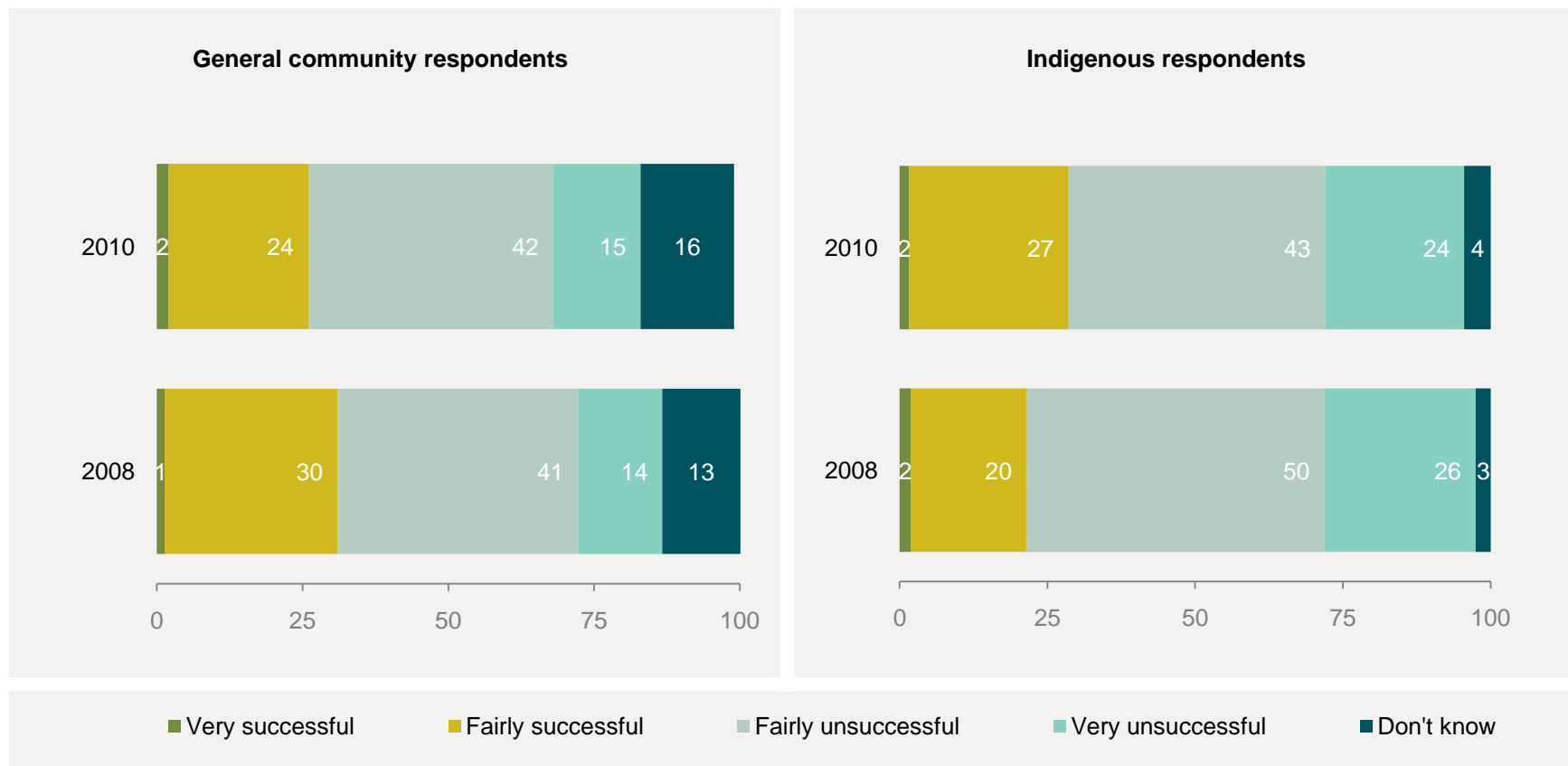
- ▶ Most believe that the government should put in place measures to help Indigenous people in specific ways, although Indigenous respondents were more likely to strongly agree.
- ▶ General community respondents were less likely to strongly agree with this statement now than in 2008.
- ▶ Indigenous respondents were slightly less likely to strongly agree now than in 2008, but the net number who agree has largely remained constant, (and with the majority still strongly agreeing). This suggests that a desire for government support remains strong within the community.

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



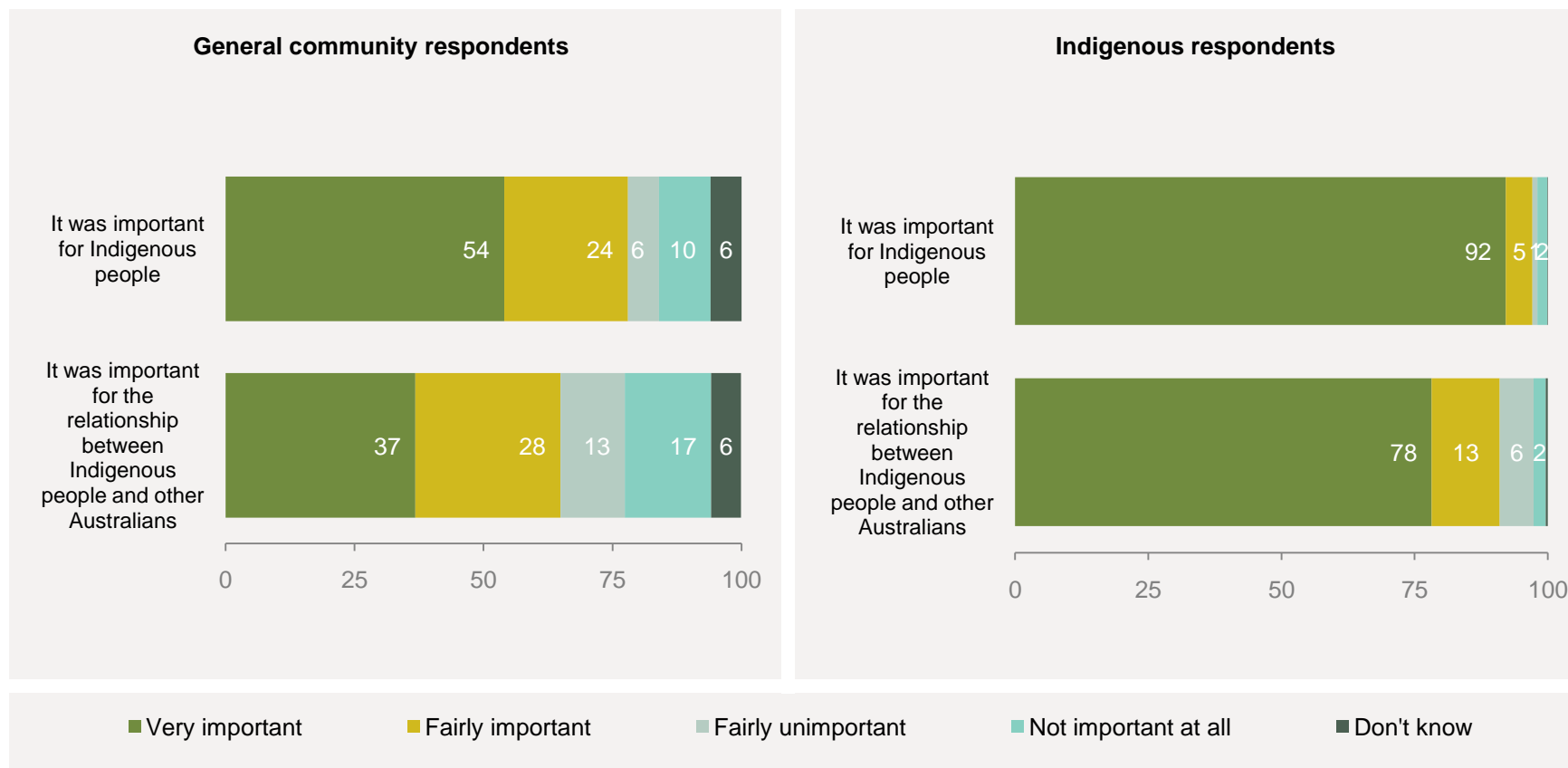
- ▶ Most respondents see all the above areas as a government priority on some level. General community respondents see health as the highest priority, followed by education. However, since 2008, there has been a consistent decline in the number of general community respondents who see each issue as a high priority.
- ▶ Most Indigenous respondents believe all issues should be a very high priority for government, with health and education attracting the strongest support. Once again there is a slight decrease in support – particularly for measures related to employment and leadership, although overall support remains very high.

Do we think government programs have worked?



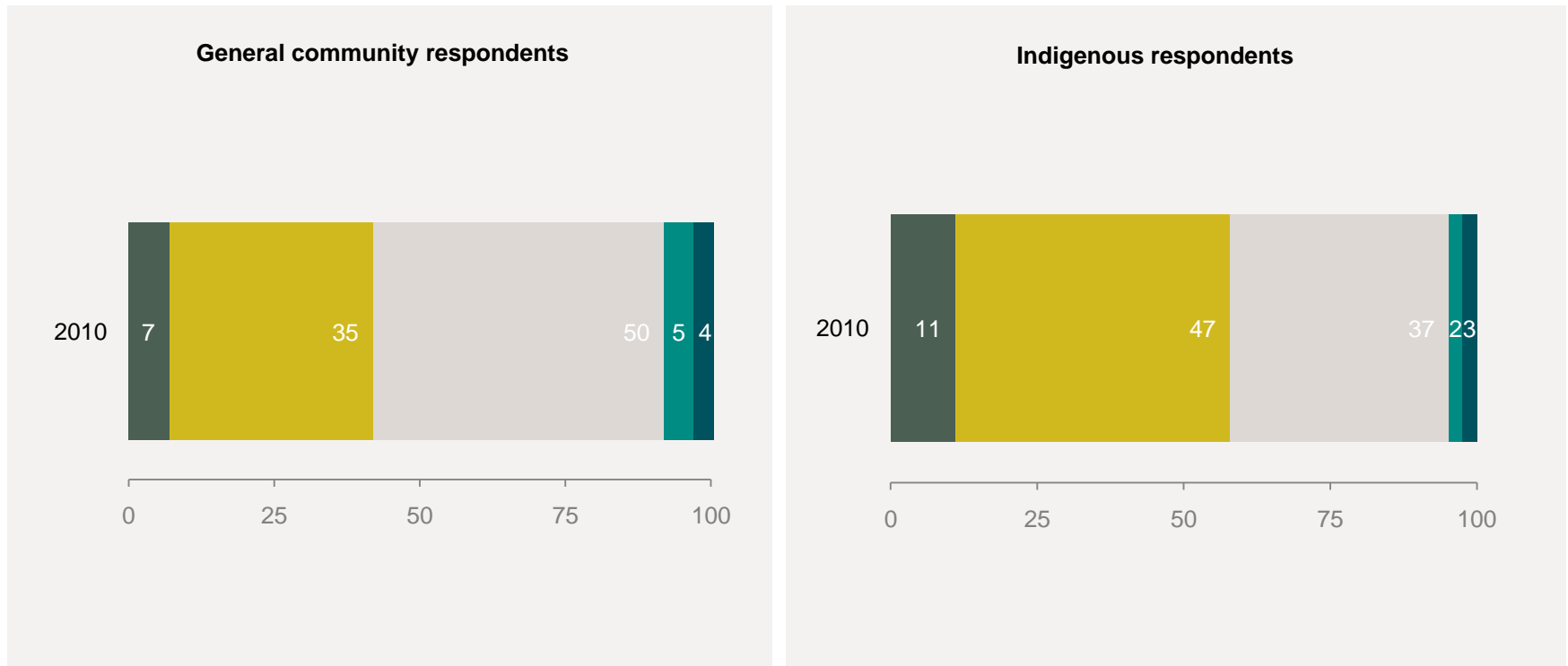
- ▶ Government programs designed to address Indigenous disadvantage are largely seen as having limited success.
- ▶ General community respondents are now less likely than in 2008 to think that programs designed to address Indigenous disadvantage have been successful. However, more Indigenous respondents feel that these programs have had a measure of success compared to 2008.
- ▶ It is somewhat encouraging the respondents who are more likely to have had contact with the programs (i.e. Indigenous people) are now more likely to believe they have been successful.

How important was the apology to us?



- ▶ 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.

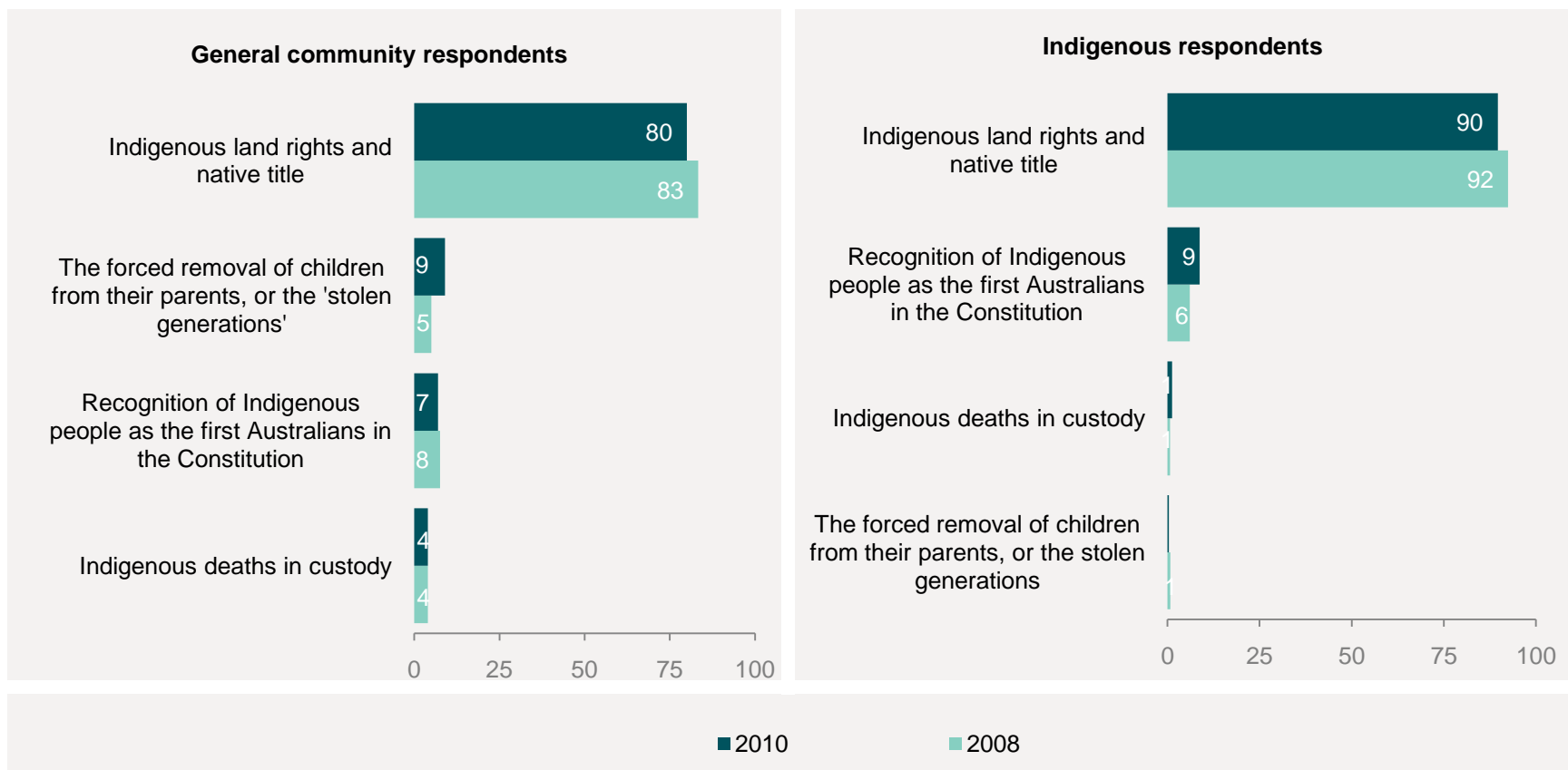
Do we think the apology has improved the relationship?



- 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

- ▶ In 2010, respondents were also asked whether they believed the apology had improved the relationship between Indigenous people and other Australians.
- ▶ General community respondents were more likely to view the apology as having a positive impact on the relationship rather than a negative one – although around half believed it has made no difference.
- ▶ Indigenous respondents were more likely to have a positive view, with the majority believing the apology has helped to improve the relationship.

Are we aware of the Mabo decision?

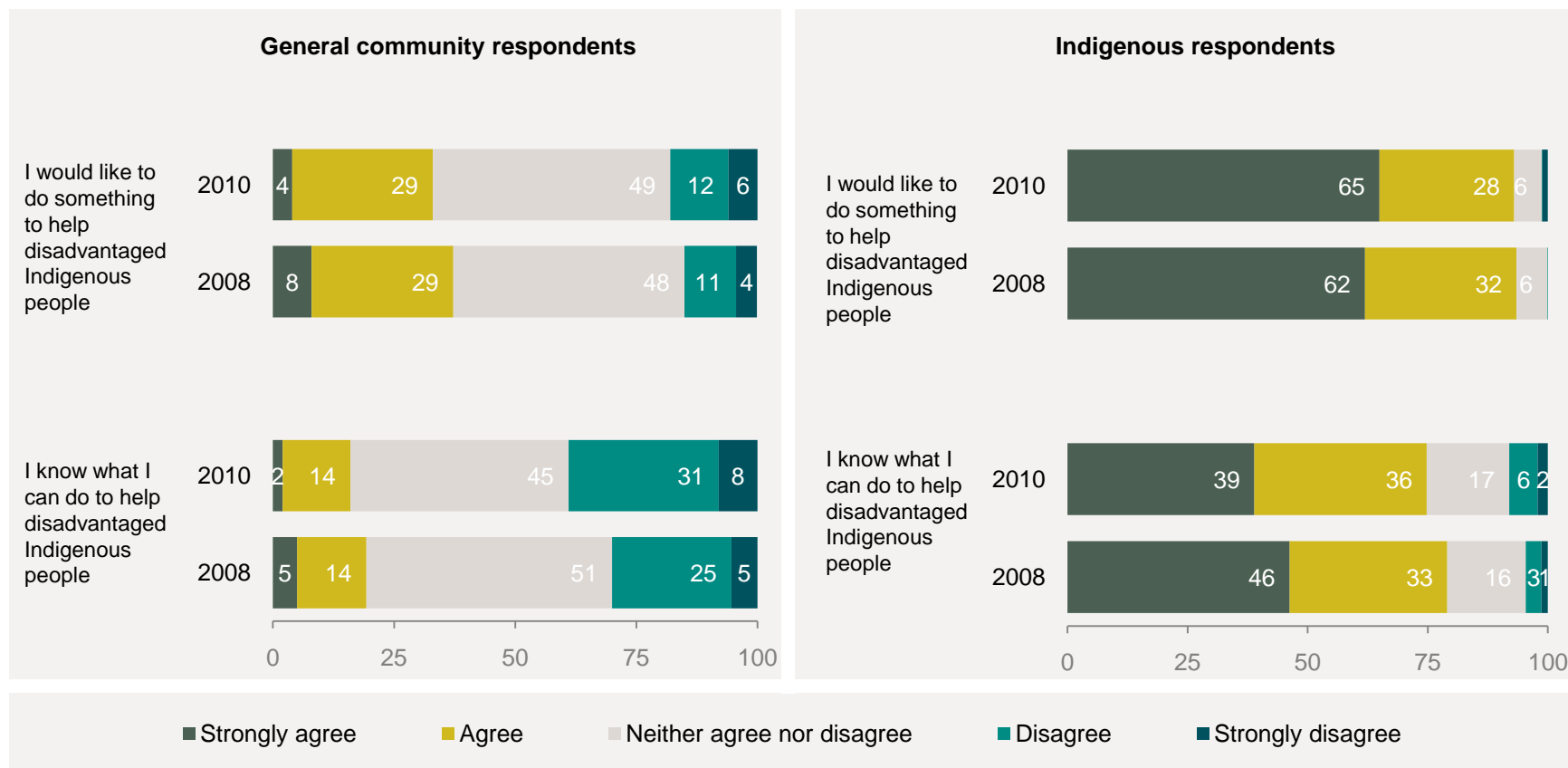


- ▶ The Mabo decisions is another key institutional change to Indigenous rights in Australia and it is encouraging that most respondents are aware of context of this decision.
- ▶ Awareness levels were higher amongst Indigenous respondents, although there was a high level of awareness amongst general community respondents as well.
- ▶ There were minimal changes in knowledge levels between 2008 and 2010.

Attitudes to personal action

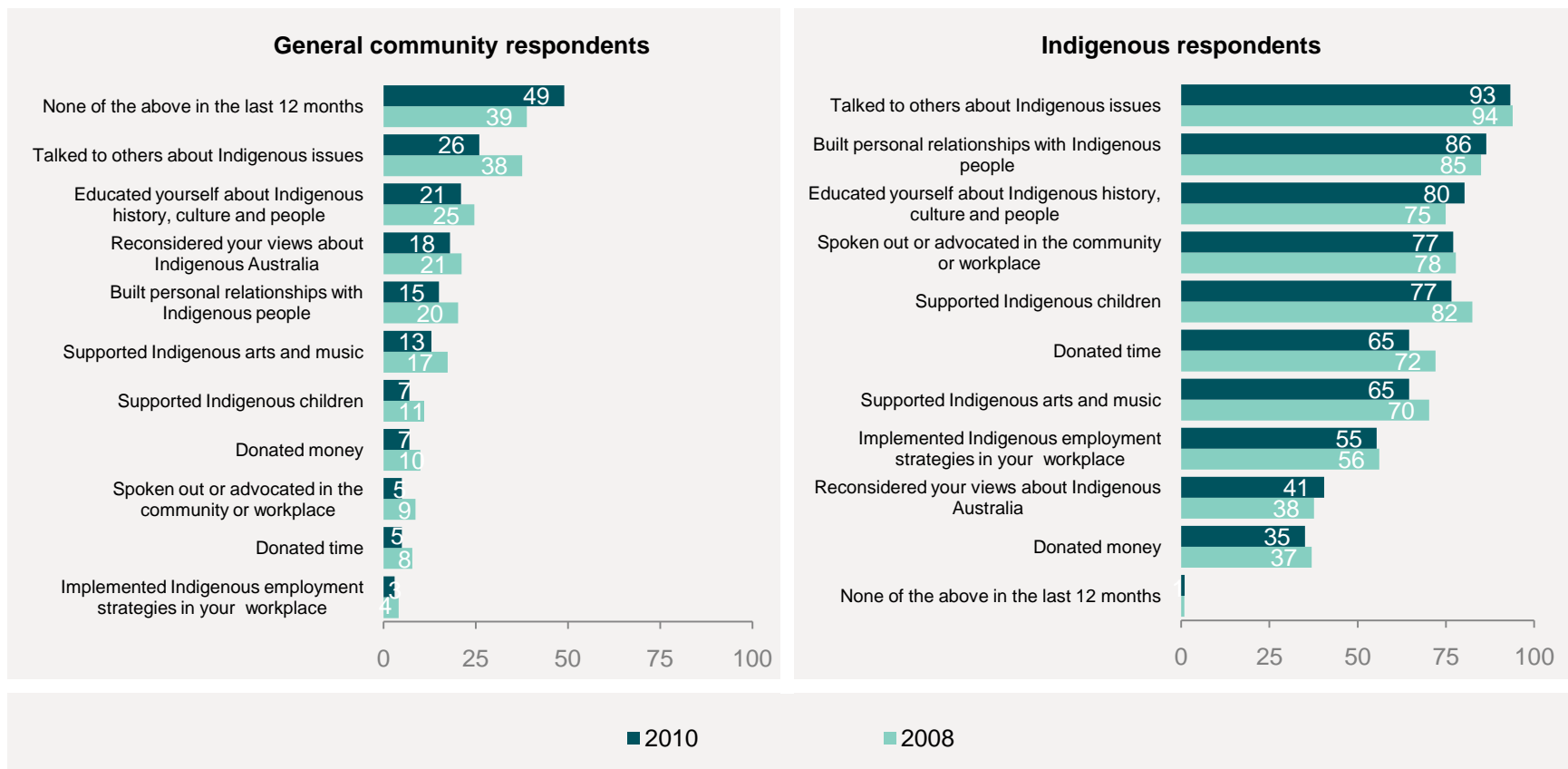
Our desire for personal engagement points to the potential for engagement with reconciliation on a personal level.

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



- ▶ General community respondents are more likely to want to do something to help disadvantaged Indigenous people rather than not, but are less likely to know what it is they can do to help. Since 2008, the number of respondents who want to help and who know what they can do has also dropped.
- ▶ 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. Since 2008, there has been an increase in the number of Indigenous respondents who strongly agree that they would like to help, but a decrease in the number who strongly agree that they know what they can do.

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

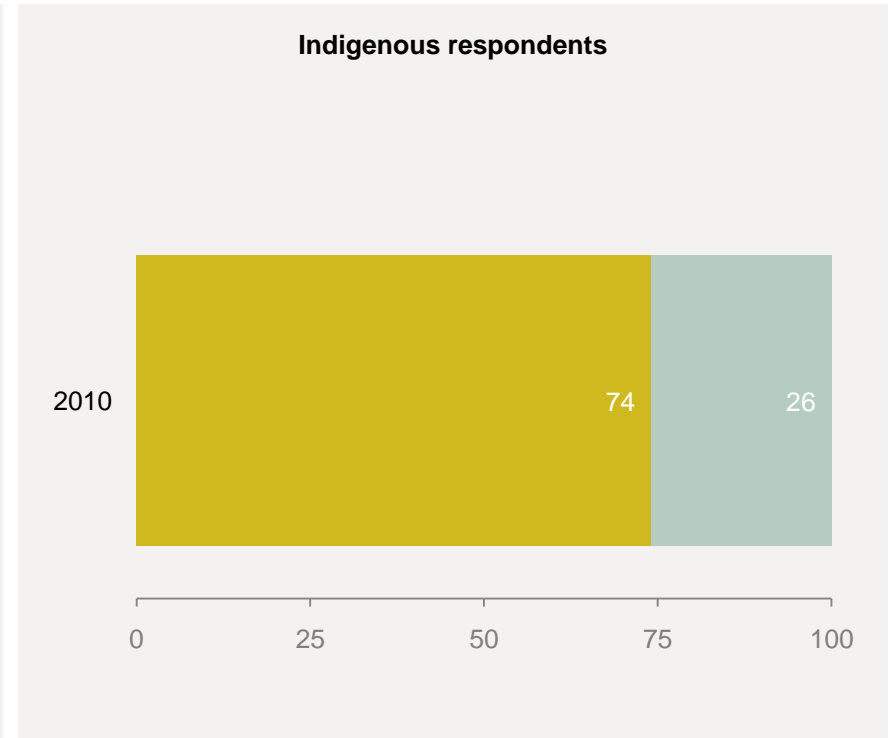
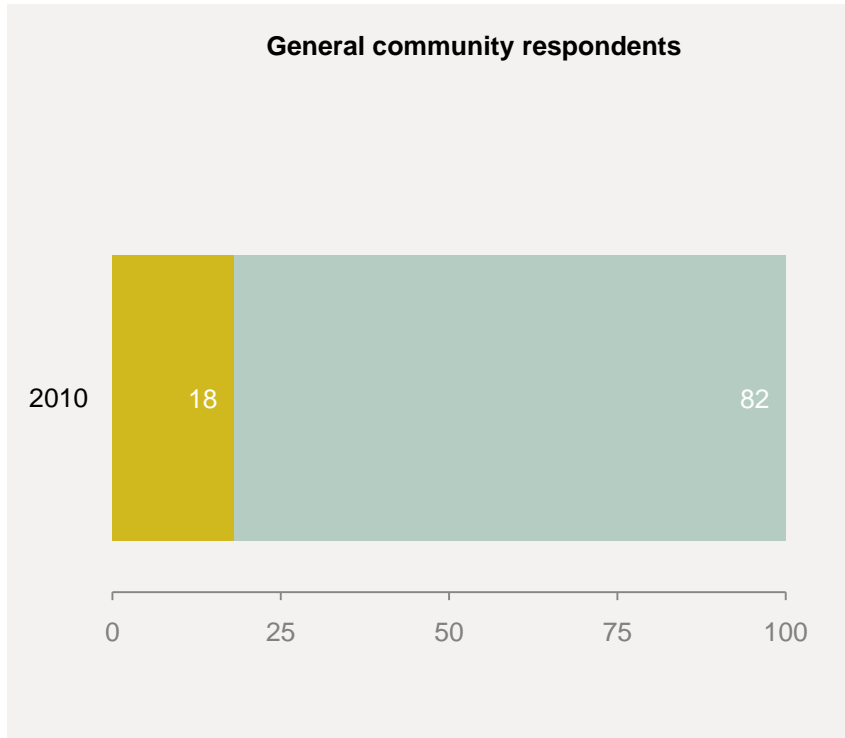


- ▶ In the last 12 months, Indigenous respondents are much more likely to have participated in actions to help advance reconciliation or help disadvantaged Indigenous people, compared with general community respondents.
- ▶ General community respondents are less likely to have taken action that can help advance reconciliation or help disadvantaged Indigenous people than they were in 2008.
- ▶ There has been a notable reduction in the number of general community respondents who have talked to others about Indigenous issues and this reflects a general lowering of the priority of Indigenous issues in the media.

The role of business (new for 2010)

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

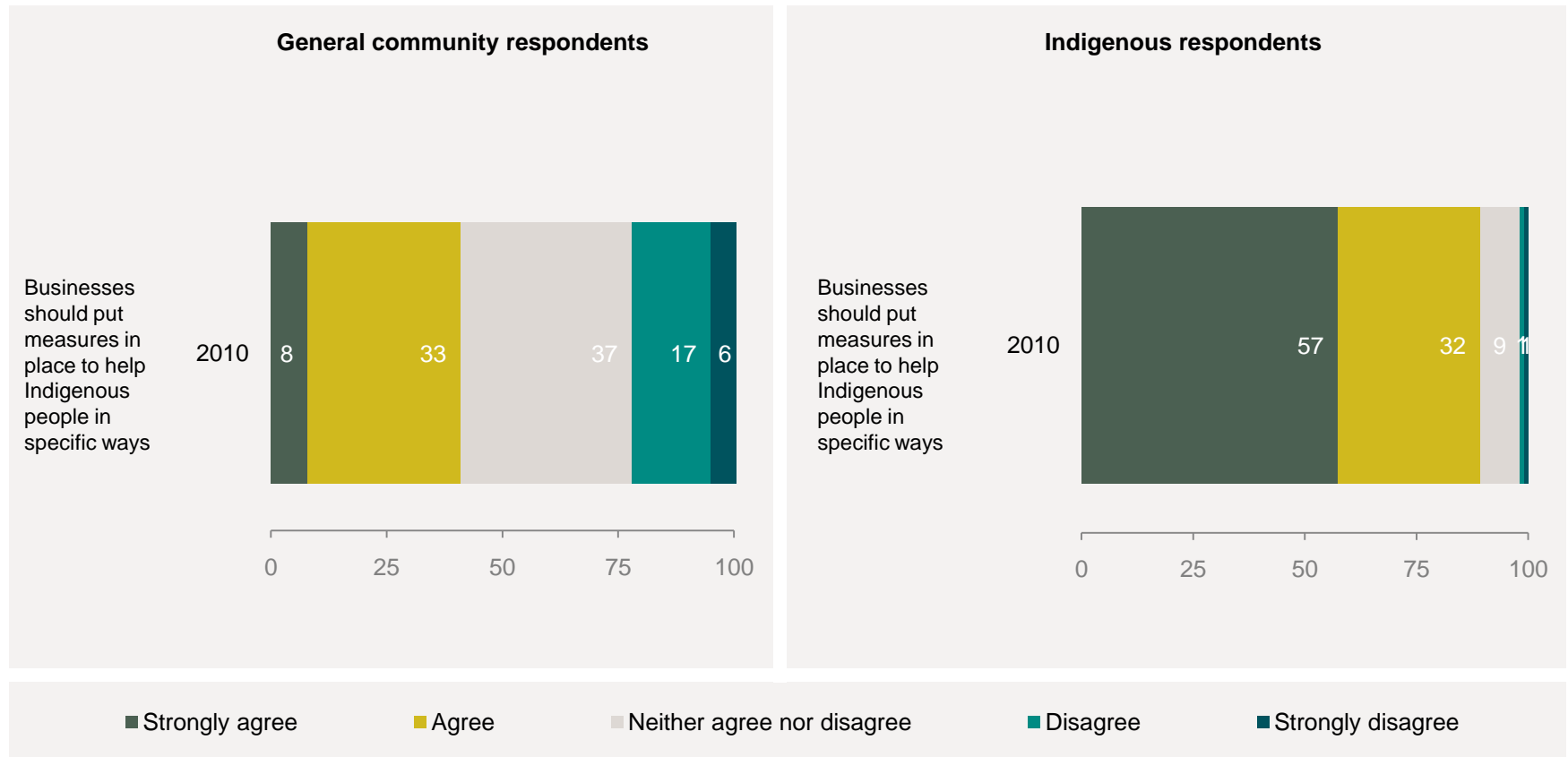
Are we aware of programs that businesses have put in place to address Indigenous disadvantage?



- 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

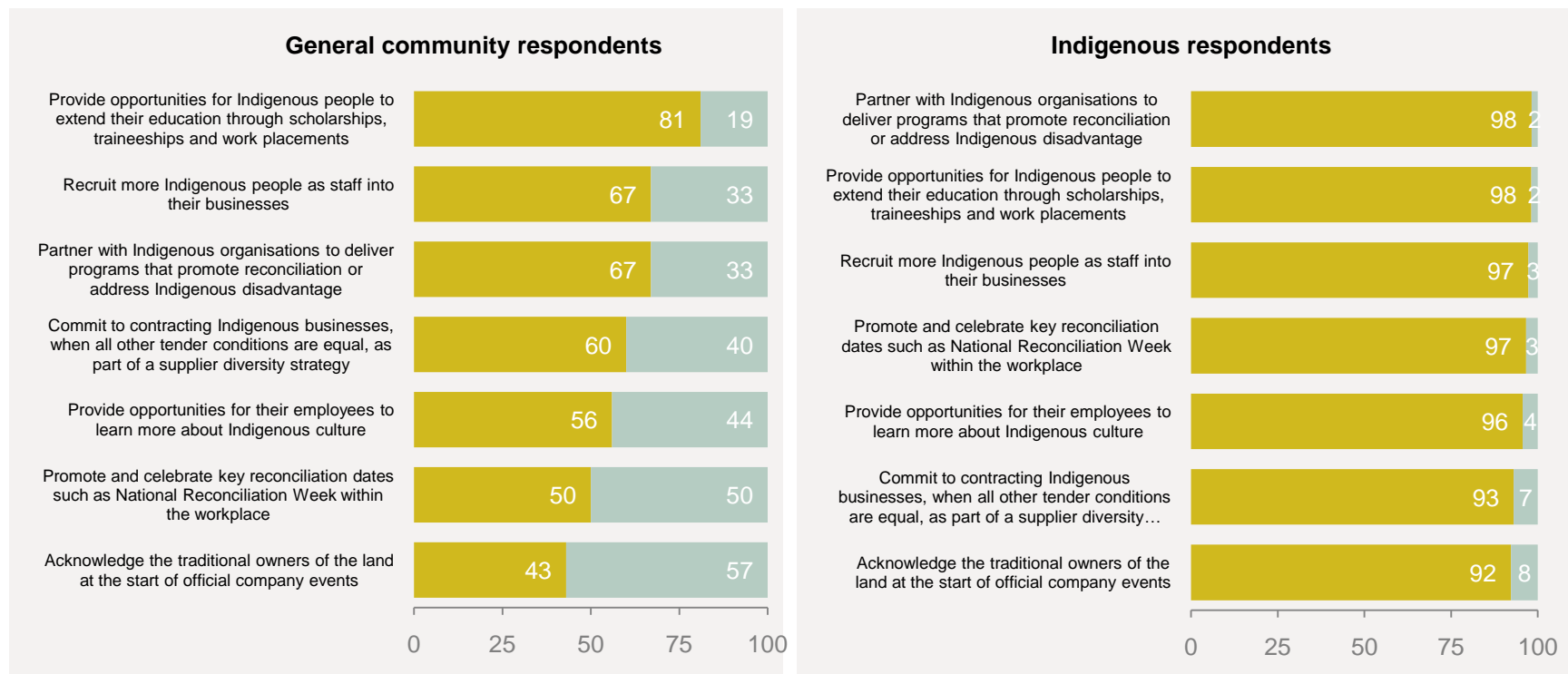
- General community respondents are mostly unaware of programs put in place by business to address Indigenous disadvantage or promote reconciliation although Indigenous respondents are much more familiar with them.

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



- ▶ Most Indigenous respondents strongly agree that businesses should put in place measures to help Indigenous people in specific ways.
- ▶ 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 their 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 .

What actions do we want businesses to take?



■ Yes, I think that businesses in Australia should take this action
■ No, I do not think that businesses in Australia should take this action

- ▶ Once specific details were provided there was a far higher level of support for a variety of actions that business could take.
- ▶ Strongest support was for actions that were seen as being a core part of their 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.
- ▶ Almost all Indigenous respondents agree that businesses should be taking these specific actions.

Appendix

Respondent profiles

Sample Characteristics (2010 survey)

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Male	49	542	48	214
Female	51	678	52	490
18 to 29 years	21	212	34	126
30 to 39 years	19	186	25	169
40 to 49 years	19	195	20	224
50 to 59 years	17	213	12	140
60 to 69 years	17	288	9	44
70 plus years	7	126	0	1

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
NSW	33	395	29	194
VIC	25	321	9	69
QLD	19	211	28	179
SA	8	115	5	42
WA	10	115	15	141
Other	5	63	14	79

Total sample = 1,220 general community, 704 Indigenous community. Please note that percentages have been rounded, and therefore may not equal 100%

Sample Characteristics (2010 survey)

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Capital city	56	709	31	302
Major regional city	16	170	21	107
Regional town	14	153	24	137
Rural town	10	135	17	110
Remote town or community	4	53	7	48

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Postgraduate degree	9	98	12	87
University degree	25	281	24	195
TAFE/apprenticeship	31	381	34	198
Secondary school	25	336	22	152
Part of secondary school	10	124	9	72

Total sample = 1,220 general community, 704 Indigenous community. Please note that percentages have been rounded, and therefore may not equal 100%

Sample Characteristics (2010 survey)

Sample sub-segment	General community weighted %	General community (raw numbers)	Indigenous community weighted %	Indigenous community (raw numbers)
Less than \$30,000	17	237	9	56
\$30,000 - \$49,999	17	210	20	114
\$50,000 - \$69,999	17	202	28	199
\$70,000 - \$89,999	13	145	18	120
\$90,000 - \$119,999	13	136	12	97
\$120,000 - \$149,999	6	66	6	56
\$150,000 or more	5	59	4	44
I don't want to say	12	165	2	18

Total sample = 1,220 general community, 704 Indigenous community. Please note that percentages have been rounded, and therefore may not equal 100%

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