

Culture Pop

# How Neighbours elevated the **beauty of a *simple* Australian life.**

And how its core message is now more important than ever.

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Not too long ago, you'd be hard-pressed to find an Australian who couldn't name at least one of the residents of Ramsay Street. Or who couldn't tell you what would be on Channel 10 at 6:30pm every week-night.

But times have changed, and last week Australia said goodbye to Neighbours, signalling not only the end of an Australian cultural icon, but the end of an era.

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# A suburban Australian embodiment, elevator **and escape**

Although not every Australian cul-de-sac can boast the same rates of affairs, risings from death, crime, fights, car crashes, weddings, hostage situations, and (until the recent resurgence) mullets, Ramsay Street provided an escape to suburbia that rejected the notion of a simple life being a mundane one.

For 37 years Neighbours' explosively (pun intended) dove into and elevated the **broad tapestry of failures and triumphs, love and loss that makes the 'simple life' a special one that everyone can connect to.**



For our distant Neighbours, the iconic soapie **defined Australia's image**

Beyond our shores, Neighbours served as our popular culture flag in the sand.

An export that penetrated borders through universal threads of hope and passion that proudly embodied the quintessential Australian life, transporting the world to brutal and beautiful moments that deeply resonate.

Perhaps our greatest export and image builder. One that juxtaposed British winters and simultaneously romanticised the Australian life.



**“It was literally my cultural introduction to life in Australia. Who I spent my tea time with after school in the UK. It was an anchor point for the strength of community within Australia - and how people could look out for each. I’m going to miss the Kennedys so much”**

- An amazing British Labster

**“I grew up with Neighbours in England. It was literally my favourite thing... It made me think that Australia was the most exciting and interesting place in the world. Community focussed, funny, friendly... a better version of suburbia than where I lived. Whilst I haven't watched it for years, I am a little bit in mourning... but it had its time I suppose. It feels like a relic of the past now and needed to go. But it also needs to be replaced.”**

- An incredible British Labster

# The Australian tropes Neighbours spearheaded and fostered around the world



**A vibrant suburban life**



**Venues that are lively and optimistic**

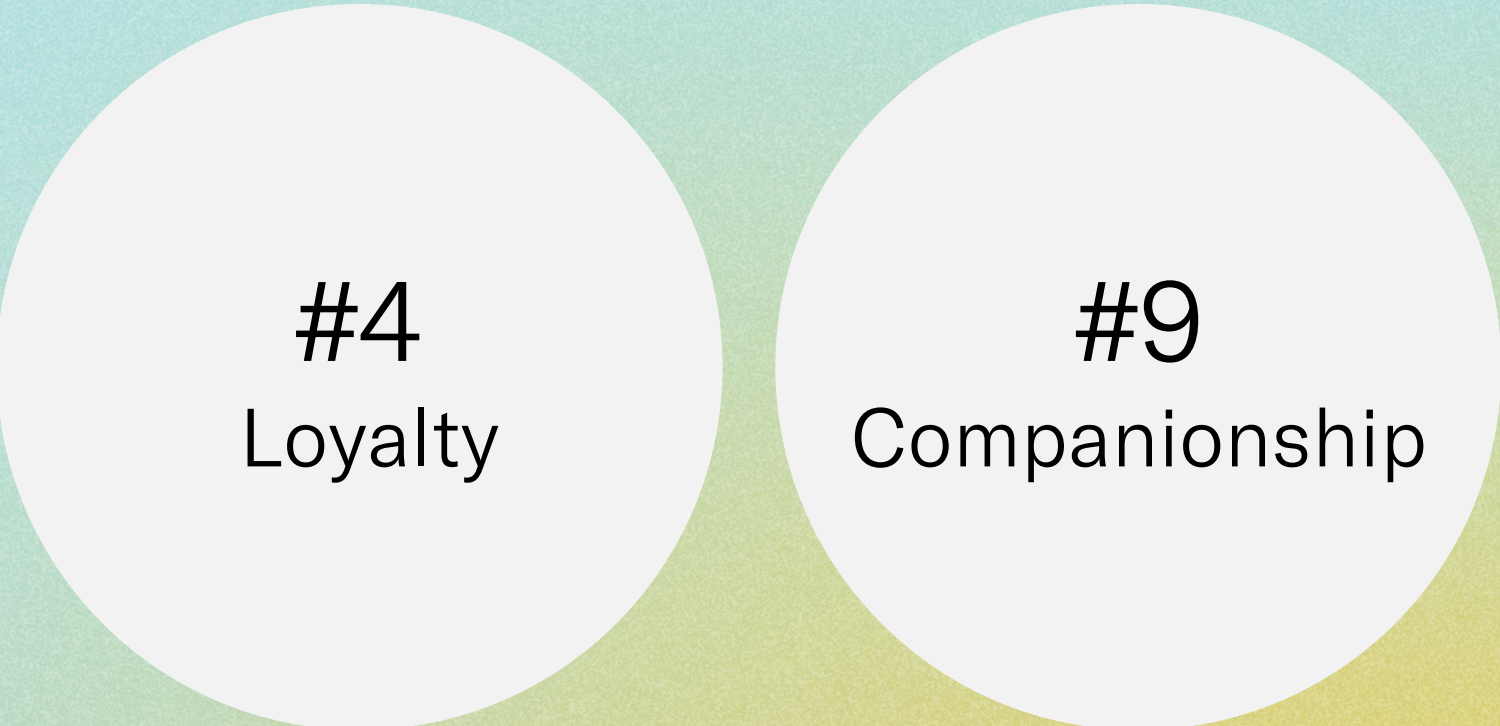


**Communities that are second families**

Neighbours serves as an embodiment of our **enduring cultural values.**

Behind the scandals and controversies were stories of **mateship and community.** Of people who look out for each other, who show up when it counts and offer forgiveness when they falter. The type of community we aspire to be a part of.

Our Annual Australian Values tracker shows that these values remain at the core of Australian life, with both **loyalty and companionship** sitting in the Top 10 values of 2022.



#4  
Loyalty

#9  
Companionship

Neighbours' core message of unwavering mateship manifested in those who loved it. A unifier, a connector, a friendship cultivator.

Perhaps the simplicity of Neighbours struggled to maintain its place or relevancy in our lives as they became more complex (as did our entertainment mediums).

Times change and icons like Neighbours come and go, but the hope for a community driven by tropes of the simple Australian life, anchored in empathy and connection, remains strong.

Now it's our turn, in life, work, and through brands to be more than just a neighbour but a friend.



We would love to hear from you...

**What do you think Neighbours meant to  
Australian culture?**

Comment below!

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Thank **you** 👋