

Cultural Pops

Narratives of **Reconciliation**

the**lab**

Discourse Analysis

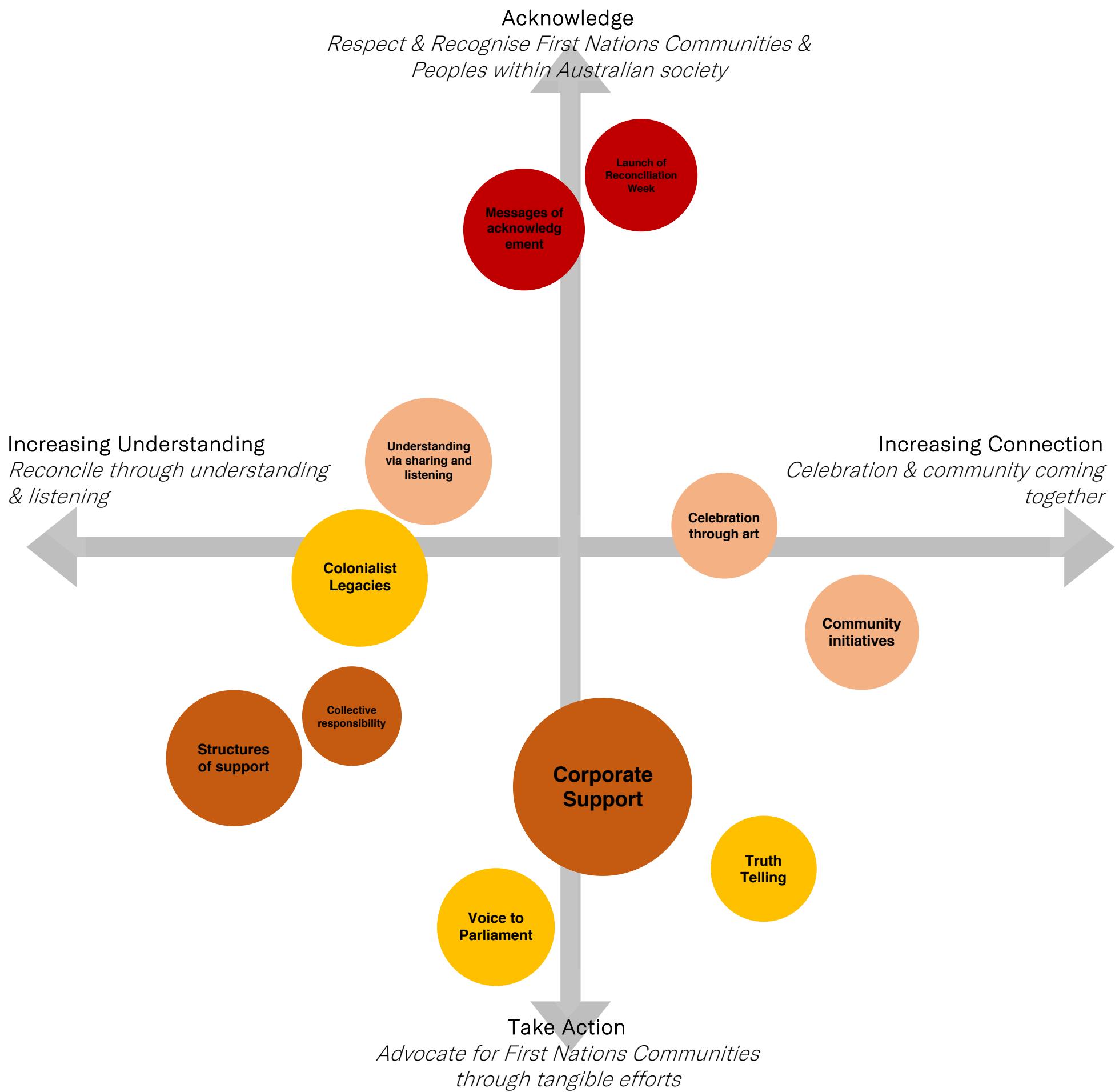
Decoding the cultural conversation

As we continue through Reconciliation Week, taking time to understand the key narratives at play in the discourse around reconciliation is an important way to understand where we need to be brave and make change.

We've used our Lab AI decoding tools to understand how Australians have engaged with reconciliation over the past 12 months to understand where we are on the journey.

Topic Landscape

Reconciliation in Australia

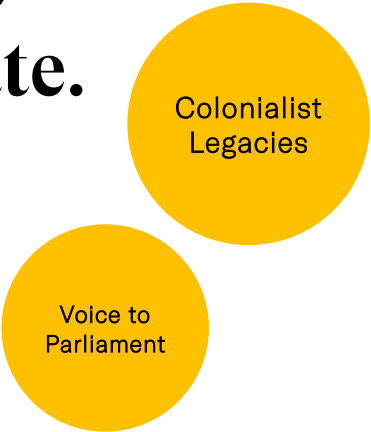


Drivers of sentiment

The most powerful drivers of positive sentiment centre around discussion of **tangible support and community action on reconciliation.**



The drivers of negative sentiment understandably lie with the **legacy of colonialism** and frustration over **the Voice to Parliament debate.**



What we can learn

1

It is the areas of tangible action and progress towards an equitable and reconciled Australia where there has been greatest cultural traction.

2

Driving positivity through community engagement and amplification of First Nations cultures is a powerful tool for understanding

3

Showing allyship to First Nations peoples on topics such as truth telling and the voice to parliament is an opportunity to walk the walk

4

The conversation around reconciliation cannot exist without recognition of colonialist legacies. We all have a role in getting close to uncomfortable truths.

Stay Tuned

Our next culture pop will
explore the avenues where
‘being brave, making change’
are most needed in our
community

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Thank **you** 👋