

The Australia Project 2025

The Seven Tensions

We uncovered 7 key tensions that are
shaping the behaviour of Australians.

the**lab**

Summary

What We Did

Surveyed 2,005 Australians and analysed 8,000,000 digital discussions using advanced social listening techniques.

We combined this analysis with 2,340 cultural artefacts mapped by the team over the course of 2024.

The Australia Project

Uncovered seven overarching tensions

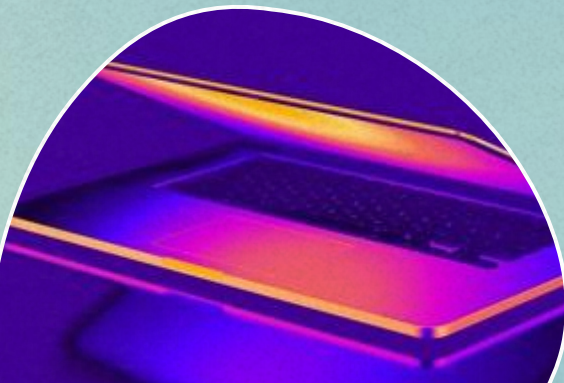
**'The Connection'
Tension**



**'What You Can'
Tension**



**'No One To Trust'
Tension**



**'The Take Over'
Tension**



**'Independence'
Tension**



**'The Resilience'
Tension**



**'Find Some Space'
Tension**



#1

Connection Tension

The Reality

I spend time interacting with people but I feel distant.

The Ideal

Feeling like I know and am with my people.

#2

What You Can Tension

The Reality

The world is absurd
and out of control.

The Ideal

Focus on what you can in the
now to elevate control.

#3

No One To Trust Tension

The Reality

Political divides, exacerbated by online platforms, AI and misinformation.

The Ideal

Feeling like you know who and what is genuine.

#4

The Take Over Tension

The Reality

People are uncertain
about where AI is going.

The Ideal

Feeling like people will
have a role in the future.

#5

Independence Tension

The Reality

Other people seem crazy
and not on the same page.

The Ideal

Do my thing and not
worry about others.

#6

The Resilience Tension

The Reality

Having been constantly tested and needing to be vigilant to make ends meet.

The Ideal

To feel comfortable with the need to be strong and determined.

#7

Find Some Space Tension

The Reality

Overwhelmed with concurrent demands and COL pincer grip.

The Ideal

Ability to add pauses and revitalise in life.

Reach out and we'll take you and your team through the insights and real-world examples inside the full Australia Project Report

DM or email us today.

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