

KINDNESS

OUT LOUD

MAKING AUSTRALIA'S KINDNESS VISIBLE

Kindness Out Loud has a bold vision:

**THINK AUSTRALIA.
THINK KINDNESS.**

ABOUT US

Is Australia kinder than we think?

Every day, people across Australia help neighbours, support strangers and show compassion in countless quiet ways. Yet most of this kindness goes unseen.

What we see are the stories that dominate our headlines, newsfeeds and algorithms, often stories of conflict, division and what is going wrong.

Over time, this can shape the way we see each other and the country we live in.

Kindness Out Loud exists to change that narrative.

By making the everyday kindness already happening across Australia more visible, perhaps we can begin to see ourselves, and each other, differently.



Kindness Out Loud is proudly supported
by the Ubuntu Foundation.



A SIMPLE IDEA

**Kindness is already happening.
Let's make it visible.**

Australians are already kind.

Every day, Australians do kind things for one another, often quietly, without recognition or expectation.

For generations, many of us have been taught to keep our good deeds private. **Kindness Out Loud changes that.**

When we share the kindness we do, see and experience, we're not showing off. **We're showing up.**

We're shining a light on the everyday kindness happening all around us so others can see it too.

Because when kindness becomes visible, it spreads.



HOW IT WORKS

Kindness Out Loud is not about teaching people to be kind. Kindness already exists everywhere—our role is to shine a light on it.

For kindness you:

Do

Share the acts of kindness you do everyday.

See

Recognise and celebrate acts of kindness happening around you.

Experience

Share the stories of kindness you have received.

SHARE IT OUT LOUD!

Text KIND to **0493 119 995** or **scan the QR code**



Answer 2 quick questions, and you're done within 30 seconds.
Every act shared helps make Australia's kindness more visible.



WHY NOW

This is an important moment for Australia.

As Brisbane prepares to welcome the world in 2032, we have a once-in-a-generation opportunity to make Australia's kindness visible globally.

At a time when disconnection is growing and negative stories dominate the media, Australians may be kinder than we think.

Our national research with McCrindle will explore the possible gap between how kind Australians believe our country is and the kindness they actually experience every day.

By 2032, when the world is watching Australia, we want our country to be known for its kindness.

THINK AUSTRALIA. THINK KINDNESS.

"As Brisbane prepares to welcome the world in 2032, initiatives like Kindness Out Loud show the character of our city at its best. I'm pleased to support a movement that's shining a light on the kindness Brisbane locals show each other every day."

- Lord Mayor of Brisbane, Adrian Schrinner

Kindness Out Loud is proudly championed by Brisbane City Council.



THE SCIENCE OF KINDNESS

Kindness is good for our mental health.

Kindness is socially contagious. Research from **Harvard University** and the **University of California** suggests that positive behaviours and emotions can spread through social networks by up to **three degrees of separation**.

Research also shows that experiencing or witnessing kindness can trigger the release of neurochemicals associated with wellbeing and social bonding, including oxytocin, serotonin and dopamine. These responses can help reduce stress, strengthen resilience and support social connection.

At a time when loneliness and disconnection are increasing globally, strengthening kindness and social connection has never mattered more.

Sources: Harvard Medical School, Mayo Clinic Health System, UCLA Bedari Kindness Institute.

BUILDING A NATIONAL MOVEMENT

**It starts locally.
It grows nationally.**

Kindness Out Loud is beginning in Moorooka and surrounds, where local schools, Clubhouse Moorooka and local businesses are helping make everyday kindness visible.

Through a simple QR code or SMS platform, people can share the kindness they see, do and experience. What we learn in Moorooka and surrounds will help create a model that can grow across Australia.

THE RIPPLE EFFECT



Communities

Strengthening local connection and pride.



Workplaces and Businesses

Creating cultures where kindness is visible and valued.



Schools

Helping young Australians recognise and celebrate kindness.



Media and Social Platforms

Sharing stories that inspire people across the country.



MEASURING KINDNESS

Kindness Out Loud is working with McCrindle Research on a long-term research program, beginning with a national study of 5,000 Australians.

The research will measure:

- How Australians perceive kindness across the country
- How often they experience kindness personally
- How often they perform acts of kindness
- How kindness relates to wellbeing and social connection

At the heart of the research is a possible **PERCEPTION GAP**- the difference between how kind Australians believe our country is and the kindness they actually experience every day.

IS AUSTRALIA KINDER THAN WE THINK?

The study will establish the Australian Kindness Index and allow us to measure change over time.



OUR FOUNDER

"I started Kindness Out Loud because I realised Australians are kinder than we think we are. We just don't talk enough about it. When you start looking for it, kindness is everywhere."

– Carolyn Vincent

Growing up in Chembur, Mumbai, Carolyn passed people begging by the roadside and questioned why some had so much while others had so little.

In the India of her childhood, people rarely interacted with those begging on the street, and kindness was kept quiet.

At 14, she began sharing part of her pocket money. But she left home early so nobody would see her.

Carolyn would sit at road level, look them in the eyes, smile and place five paise into their hands.

It wasn't the money that mattered most. It was the human connection.

"For a few fleeting moments, I experienced that I was him and he was me. The only difference between us was circumstance."

Only later did Carolyn question why kindness had to be hidden. That experience stayed with her. Years later, she founded the Ubuntu Foundation, inspired by Ubuntu:

"I am because you are."

Kindness Out Loud is a natural extension of that belief, and of the question that began all those years ago:

Why do we keep kindness quiet?

OUR BOARD

Kindness Out Loud is guided by leaders from across business, philanthropy, governance, media and the community sector, united by a shared commitment to making the kindness already happening across Australia visible, celebrated and shared.

Carolyn Vincent

Founder

Carolyn is the Founder of Kindness Out Loud and the Ubuntu Foundation. An entrepreneur, philanthropist and community leader, she has spent more than a decade leading grassroots initiatives that strengthen connection and belonging. She now leads Kindness Out Loud's vision to make Australia's everyday kindness visible and build a culture where kindness is seen, shared and celebrated.

Peter Treseder AO

Chair

Peter has devoted more than two decades to leading Australian not-for-profit organisations and advancing philanthropy. A respected governance leader and recipient of three Orders of Australia, he brings extensive experience in community leadership, charitable impact and national collaboration to Kindness Out Loud.

Cathy Hunt AM

Director

Cathy is a nationally recognised cultural leader and social changemaker. Founder of the Australian chapter of the global WOW – Women of the World movement, she believes storytelling has the power to strengthen communities, inspire hope and create meaningful social change through connection, equity and inclusion.

Anna Reynolds GAICD

Director

Anna is a respected media, arts and governance leader with more than 30 years' experience across journalism, executive leadership and the not-for-profit sector. She is recognised for building trusted organisations, fostering collaboration and helping purpose-led initiatives strengthen their public profile and community impact.

Elias (Leo) Manicaros

Director

Leo is a Chartered Accountant and Registered Company Auditor with more than 30 years' experience in audit, governance and strategic advisory. A longstanding adviser to charities and not-for-profit organisations, including the Ubuntu Foundation, he provides the financial stewardship and governance expertise to support Kindness Out Loud's long-term growth.



JOIN THE MOVEMENT

This is a movement made by everyday Australians, for everyday Australians.

Kindness Out Loud is a collaborative national grassroots movement.

We invite individuals, communities, schools, workplaces, businesses, partners, champions and the media to help shine a light on the everyday kindness already happening around us.

Every story shared helps make kindness more visible. Together, we can strengthen connection, inspire participation and create a culture where kindness is seen, shared and celebrated.

"I'd love you to be a part of it."

— Carolyn Vincent

THINK AUSTRALIA. THINK KINDNESS.

Carolyn Vincent
Founder

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