

**Submission  
No 2**

## **INQUIRY INTO PREVALENCE, CAUSES AND IMPACTS OF LONELINESS IN NEW SOUTH WALES**

**Organisation:** Laterz Social  
**Date Received:** 4 September 2024

---

## **Submission to the Inquiry on the Prevalence, Causes, and Impacts of Loneliness in NSW**

My name is Robert Wallace, and I am a Veteran and the founder of Laterz Social, a social media platform designed to help people make spontaneous, light-hearted connections and reduce social isolation. I am submitting this statement in support of the inquiry into loneliness and its impacts, and to highlight how Laterz Social is already playing a role in addressing these issues among those in the community.

### **Addressing Loneliness Through Laterz Social:**

Laterz Social is a platform where users, can connect individually, as couples, in groups, or as a family. It fosters safe, inclusive environments where friendships can be formed quickly, making it easier for people to combat loneliness and improve their social well-being. The platform uniquely provides a space where individuals can connect in a light-hearted, low-pressure way, whether they are young adults navigating new social environments or families seeking to make connections with other families.

Through Laterz Social, users can engage in fun, spontaneous interactions, including our unique fashion feedback feature, which adds a casual, enjoyable twist to social media. This approach breaks down barriers and encourages people to reach out and make new friends, addressing the feelings of social isolation that many experience.

### **Key Areas of Impact:**

**Young Adults (18+):** Laterz Social offers a safe and welcoming space for young adults to meet new people and expand their social circles in a less formal way than traditional social media platforms. Many young people transitioning into adulthood face loneliness as they navigate new phases of life, and our platform helps to facilitate those social connections quickly and easily.

**Families:** Laterz Social is also a great tool for families who want to connect with other families or engage in group activities. It provides a family-friendly way for adults to make meaningful connections with like-minded people, contributing to stronger community ties and social cohesion.

### **Relevance to the Inquiry:**

Having served in the Australian Defence Force (ADF), I experienced firsthand the challenges of constant relocations, not only for myself but for families as well. With each new posting came the need to rebuild social ties, form new friendships, and establish a sense of community from scratch. This lived experience inspired me to create Laterz Social—a platform designed to make it easier for people to connect and form new friendships, no matter where life takes them.

Laterz Social aligns with the goals of this inquiry by addressing the psychological and social impacts of loneliness, particularly among young adults and families. By focusing on adult users and creating an environment where making new friends is simple and enjoyable, Laterz Social plays a critical role in reducing social isolation, which can significantly impact mental health and well-being.

**Conclusion:**

As the founder of Laterz Social, I am committed to contributing to solutions that reduce the prevalence and impacts of loneliness in NSW and Australia as whole, particularly among young adults, those new to the community, Veterans and their families. I would welcome the opportunity to further discuss how Laterz Social can support these efforts and contribute to building stronger social connections within the community.

Thank you for your time and consideration.

Warm regards,

Robert Wallace

Founder, Laterz Social