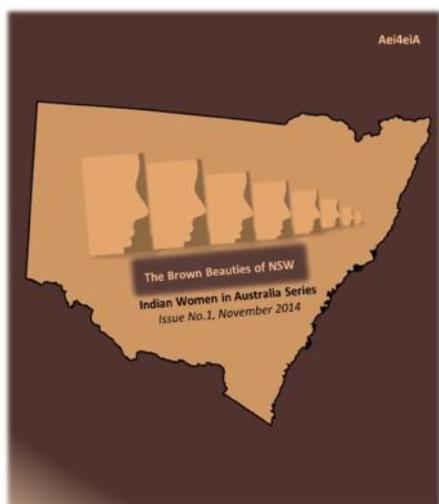


Media Release

From Fiscal Fantasy To Feasible Opportunity: Are Indian Migrant Women In NSW Ready To Create Opportunities?

19 January 2015



Sydney- A new report from Aei4eiA titled *'The Brown Beauties of NSW'* shows that New South Wales (NSW)-the **second most preferred state** (in Australia) to live in by Indian migrant women, could gain manifold by harnessing this ready pool of talent.

Gleaned from the 2011 Census of Population and Housing, this report covers data from Local Government areas (LGAs) of the Sydney region and Commonwealth Electoral Divisions (CEDs) of NSW. The report notes that Indian migrant women- the **second largest group of women migrants** in the state of NSW are **young** (most prominent age group being 25-34 years), **educated** (majority hold Bachelor's degree or higher) and majority studied **'management and commerce'**. The **top five industry of their employment** are 'Healthcare and social assistance'; 'Financial and insurance services'; 'Professional, scientific and technical services'; 'Retail trade' and 'Education and training' respectively. There were over 5000 of them who did **voluntary work** for an organisation. However, nearly, **25% or one in four women** of Indian origin residing in the Sydney region and across all CEDs have **'Nil or negative'** weekly income (ABS, 2011).

Top 5 Sydney LGAs where Indian women lives			Top 5 CEDs of NSW where Indian women lives		
1	7058	Blacktown	1	7391	Parramatta
2	5946	Parramatta	2	5564	Greenway
3	3402	Holyroyd	3	2665	Chifley
4	2428	Hornsby	4	2611	Reid
5	2089	The Hills Shire	5	1869	Bennelong

Source: ABS, 2011

Given the fact that **economic integration is a key indicator of successful migration** and also a measure of **equity and opportunity**, the report raises questions as to **how the long-term economic well-being of one of the fastest growing women migrants in the state be secured?**

What could be done to convert what some said fiscal fantasy to feasible opportunity? Are we aware that many Indian women residing in NSW practice cottage industry skills mostly as their hobby or as a part of their household chores? Cottage industries are small scale businesses requiring minimal initial investment and usually carried on at home involving very less number of people in production or manufacturing of goods or indigenous products that include art/crafts, knitwear, edible items, many precious items like jewellery, ornaments, dress designs etc. Back in India, such skills have helped promote trade from time immemorial. **Can such cottage industry skills of Indian migrant women be given an entrepreneurial shape thereby equipping them towards economic independence while facilitating cross-cultural exchange of ideas?**

To start with, the report **recommends**, identifying such cottage industry skills of Indian migrant women residing in the state and developing a skills inventory to encourage entrepreneurial development.

In his foreword for the report, **veteran community leader and 2000 Olympic torch bearer Mr. Bill Bradley** says, *"Explore new skills that this country can provide you with, share your skills that will benefit the country you now call your home. Together, that will help in creating an inclusive community that we all will benefit from"*. For his outstanding contribution to the community (even though living with significant disabilities himself), he has been awarded **2014 National Lesley Hall Award for Lifetime Achievement in Disability**. *"One thing is for sure that Australia is a land of opportunities. So, sit no more- I encourage you to become involved in various activities within your local area"* says Bill.

This publication is unique in itself as it provides **a ready source of detailed information about Indian migrant women** living in the state of New South Wales (NSW). This publication portrays a picture based on facts and **highlights the potential of this somewhat latent force as not only a ready pool of talent but also as possible creators of opportunities**. This report is a handy source of information for policy makers, business strategist, product marketers, academicians, scholars or anyone interested in the subject.

For further information please contact: Dr. Jayantee Mukherjee Saha

Email- jayantee@aei4eia.com.au

Phone: +61 2 8005 6809.

About Aei4eiA

Aei4eiA Pty. Ltd is a Sydney-based management/policy research and consultancy firm focusing on 'People and Sustainability' matters. The name Aei4eiA is derived from the Greek word '*Aieforeia*' meaning sustainability. With its 3A approach (Analysis, Awareness & Action), Aei4eiA helps businesses, organisations and policy makers- understand market dynamics, identify new opportunities, benchmark people strategies and practices, increase profitability and stakeholder satisfaction, attain business excellence and sustainability. For more information please visit- <http://www.aei4eia.com.au>.
