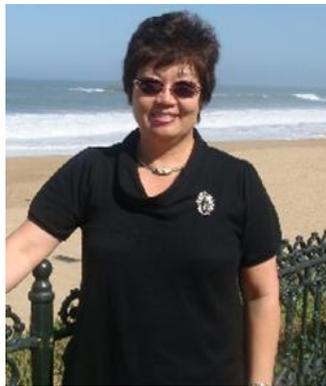


Trailblazers:



Inspirational Journeys of Migrant Women Entrepreneurs in New Zealand



Vivien Wei Verheijen, Senior Ethnic Affairs Advisor
Office of Ethnic Affairs, 25 October 2012

Overview

- Introduction
- Project objectives
- Case studies
- Summary of findings

“To give the voices of a diverse group of immigrant women an opportunity to be heard and to educate us about experiences of immigration women across cultures.” - Roni Berger



The Office of Ethnic Affairs

Vision:

To build strong ethnic communities and promote the optimum benefits of ethnic diversity for all New Zealanders

Our priorities:

- Economic Development
- Ethnic Responsiveness
- Social Harmony



Background to the Project



- Auckland is one of the most ethnically diverse cities in the world
- More than half of the immigrants are women
- This project is within the Auckland Regional Settlement Strategy

Objectives

- Provide a catalyst for the development of migrant women's networks
- Showcase migrant women's businesses and their contribution to the economy
- Identify ways to build knowledge of enterprise options and business opportunities

Case Studies

- Seven migrant business women were selected for the portrait and interview process
- Those inspirational journeys have been shared through workshop and the publication of “Trailblazers”



Findings of the Project

- Challenges for women to juggle between family and business in a new country
- Resilience, courage and determination to pursue their professional aspirations
- Immigrants bring international knowledge and connections: a benefit for New Zealand's future
- The change in attitude towards migrants in the past decade

Odetta Ntezicimpa



“When you move from a learner’s to a restricted licence, it’s really an empowering experience.....At the end of the day it does change somebody’s life.”

Shivani Arora

“When I noticed how well the business was doing, I told my husband I don’t want to look for a job, I want to buy this shop!”



Galia Barhava-Monteith



“New Zealand is a true meritocracy. If you work hard, you’ve got the right skills and you make an effort, you can really succeed here, there’s no judgement.”



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Migrant Women Entrepreneurs
in New Zealand

TRAILBLAZERS



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“Trailblazers” Launch

“The publication of Trailblazers has inspired me to encourage and monitor the progress of successful migrant women to government appointments next year and to actively monitor ethnicity as well as gender.”

--Dr Judy McGregor, EEO Commissioner, 28 June 2011



***“This is a great country to be fearless
in, and do business.”***

-Wendy Chen



Reflection of the Workshop-DVD

