



GENDER RESPONSIVE EQUITABLE AGRICULTURE AND TOURISM PROGRAM (GREAT) (AUS4EQUALITY)

The mountainous north-west region of Vietnam is home to a diverse ethnic minority population and has some of the highest levels of poverty and inequality in Vietnam. Ethnic minority women play an important role in tourism and agriculture, such as working as tour guides, making and selling handicrafts and textiles, working in hospitality, and crop planting and harvesting. Yet their economic returns are typically low. Deepening women's engagement in the tourism and agriculture value chains can improve women's economic outcomes, promote private sector growth and contribute to lasting prosperity in this region of Vietnam.

What Australia is doing

The GREAT program aims to enhance the way women, particularly those from rural and disadvantaged ethnic minority groups, interact with agriculture and tourism markets. Through around 50 partnerships with the private sector, civil society and government, GREAT will demonstrate a sustainable and scalable approach to boosting incomes, employment, and living standards.

Expected Results

- Improve the incomes of 40,000 self-employed women farmers and small entrepreneurs.
- Contribute to the creation of 4,000 full time, equivalent waged and safe jobs for women.
- Leverage approximately AUD7 million in private sector investment for business opportunities that are profitable, sustainable and inclusive.
- Increase the number of women leading or co-managing registered businesses by 15 per cent.
- Increase women's profile and roles in policy, management, strategic decision-making, and resource allocation in the agriculture and tourism sectors.
- Sector plans and strategies adequately address issues that are critical for inclusive growth.

Fast Facts

GREAT is developing market systems for a diverse range of important products and services, including tea, spices, medical herbs, vegetables, benzoin, textile crops, passionfruit, and community-based tourism.

Funding

AUD 33.7 million

Duration

2017 – 2021

Partners

- Son La and Lao Cai Provincial People's Committees
- CowaterSogema Int.Inc.

Project sites

- Son La Province
- Lao Cai Province

For more information, visit <http://equality.aus4vietnam.org>

