



## Aus4Equality

### Background

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 have a predominant role in tourism and agriculture, such as selling handicrafts and traditional textiles, and working as tour guides, in hospitality and markets. Yet their economic returns are typically low. Improving women's engagement in the tourism and agriculture sectors offers a significant opportunity to improve women's economic benefits, promote private sector growth and contribute to lasting prosperity in this region of Vietnam.

Aus4Equality aims to empower local women to better engage in agriculture and tourism businesses, enhance women's voices in decision-making and leadership, support business partnerships with the private sector, and support government policies and services that enable more inclusive development.

### Expected Results

- Increase the incomes of 40,000 self-employed women farmers and small entrepreneurs.
- Contribute to the creation of 4,000 full time positions for women in fulfilling and safe formal waged employment.
- Leverage approximately AUD7 million in private sector investment for business opportunities that are profitable, sustainable and inclusive.
- Directly invest approximately AUD17 million in two provinces through local partnerships that help women living in Lao Cai and Son La beneficially engage in agriculture and tourism sectors at all levels.
- 15 per cent increase in the number of women leading or co-managing formal businesses.
- Increase women's profile and roles in: policy, management, strategic decision-making, and resource allocation in the agriculture and tourism market sectors.
- Provincial policies and strategies in the agriculture and tourism sectors build a business environment that is inclusive of ethnic minority women.

### Fast Facts

Australian Aid, an economic partnership. Delivering aid innovatively to build prosperity and tackle poverty.

### Funding

AUD 35 million

### Duration

2017 - 2022

### Partners

- Son La and Lao Cai Provincial People's Committees
- Government of Vietnam, Department of Planning and Investment

### Project sites

- Son La Province
- Lao Cai Province

