

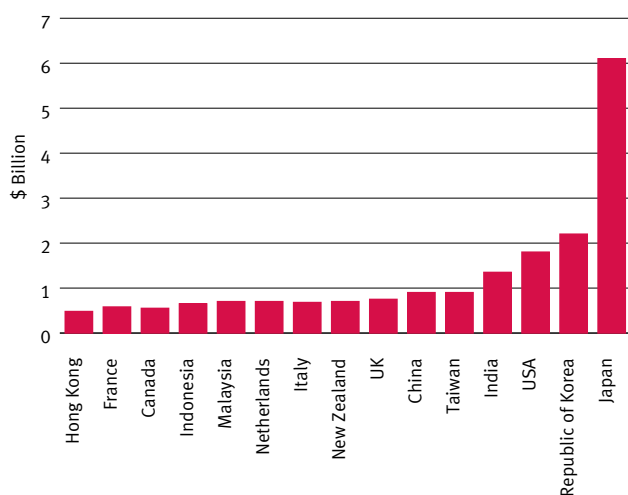


## Doing business smarter – Queensland's multicultural advantage

Queensland's many domestic and overseas markets, including export, tourism and educational services, are diverse and span multiple cultures and countries. Productive diversity provides an edge when dealing with these markets and can assist in improving an organisation's capacity to service and maintain a diverse customer base.

Queensland has a rich diversity of people from over 160 different cultural backgrounds and many religious backgrounds. The 2001 Australian Bureau of Statistics Census reported that 22.3 per cent of the Queensland population were born overseas and almost seven per cent of Queenslanders speak a language other than English at home. Furthermore, many Queenslanders have had the experience of travelling or working overseas and likewise, Queensland experiences a large number of visitors, tourists and overseas students arriving in the State. Our exposure to cultural and linguistic diversity is ever increasing. *Multicultural Queensland 2001*, a book detailing the history of the first peoples of this land, the Aboriginal and Torres Strait Islander peoples, along with the historic contributions of over 100 ethnic communities settling in Queensland, is available through Multicultural Affairs Queensland.

Queensland's top 15 export destinations  
2001–2002



Source: ABS unpublished international trade data

## Dealing in diversity – knowing the market

In 1999–2000, Queensland attracted 1,320,228 visitors. The top twelve short-term overseas visitor arrival source countries to Queensland were: Japan, New Zealand, the United Kingdom, the United States, Singapore, Taiwan, Hong Kong, Papua New Guinea, Malaysia, Korea, Germany and China.<sup>1</sup>

Tourism in Queensland accounted for \$6.2 billion or 6.4 per cent of the State's economic activity as measured by gross state product (GSP) in 1998–99. The overwhelming proportion (81.2 per cent) of tourism GSP was generated by tourists who were visiting friends/relatives or travelling for holiday.<sup>2</sup>

<sup>1</sup> ABS Overseas arrivals and departures unpublished data

<sup>2</sup> Office of Economic and Statistical Research (May 2001) *The Contribution of International and Domestic Visitor Expenditure to the Queensland Economy 1998–99*

Tourism directly accounted for the employment of 151,300 Queenslanders in 1998-99, nine in every one hundred jobs in the state.

### Skilled migration – did you know?

Queensland received 4322 skilled settler arrivals (migrants arriving to establish a business and migrants sponsored by employers to fill a skills shortage) in 2000-2001.<sup>3</sup> This is 11 per cent of business and skilled migrants coming to Australia. The skilled migration programs benefit the state by improving and enhancing economic development through new technology, export markets, manufacturing, business and employment.

Within the first three years of arrival, business migrants to Queensland achieve the following:

- 86 per cent are engaged in business of which 75 per cent are new.
- 65 per cent are involved in export businesses.
- an average of \$732,000 is transferred to Australia per business migrant.
- an average of five jobs are generated per new business migrant.
- 27 per cent have an annual turnover of \$1 million or more.<sup>4</sup>

Research indicates that business migrants appear to have a higher value of exports than their Australian counterparts and business migrant manufacturers performed consistently better than comparable non-migrant manufacturers. Also, small companies belonging to business migrants have employed a slightly higher number of employees on average, than Australian firms (Access Economics study 1998).

### Expenditure by overseas students in Queensland by major sector 2000

	Higher Education	Vocational Education	School Education	ELICOS <sup>5</sup>
Fees	\$171M	\$33M	\$23M	\$69M
Goods and services	\$187M	\$31M	\$28M	\$63M
Subtotal	\$358M	\$63M	\$51M	\$133M

*Note: These estimates are consistent with ABS methodology. Source: Overseas Student Statistics 2000. Australian Education International and Department of Education, Science and Training*

3 Department of Immigration and Multicultural Affairs Settlement data base, *Distribution of settlers by State for Migration Stream: Skilled*  
 4 The Department of Immigration and Multicultural Affairs, *Business Skills Data Base*, Business Migration and APEC Section, DIMA, Canberra, 1998  
 5 English Language Intensive Courses for Overseas Students

