

## Article on TNT UK Website, 7 September 2006

*www.tntmagazine.com*

### **Survey fires up trans-Tasman rivalry**

Australian expats are being encouraged to apply the trans-Tasman rivalry so often displayed on the sporting field to a global census being conducted on the overseas Australian community.

One Million More, an online survey being run on the diaspora, has already become the largest study of Australians living abroad, but organisers are hoping to outdo the numbers reached by a similar survey of Kiwis done earlier this year.

Anne MacGregor, co-founder of expat advocacy organisation Southern Cross Group (SCG), who are running the survey in conjunction with networking group Advance, said they were hoping to get at least a similar completion rate to the Every One Counts study run by the Kiwi Expat Association (KEA) earlier this year.

"Australia's expat community is roughly the same size as the Kiwi diaspora, we both have around one million people abroad," said MacGregor. "We should be able to rustle up at least the same number of responses."

In the month since One Million More was released, about 5700 Australians have completed the survey, but MacGregor said there is still a long way to go if they were going to reach the 18,000 responses collected by KEA's survey.

"I think a lot of people, particularly those living in the Northern hemisphere, may have been on holidays during August, so may have received an email about the survey and just not gotten round to doing it yet," said MacGregor. "We are hoping Aussies will strive to beat the Kiwis by getting everyone they know overseas to complete it."

The data collected in the anonymous survey will be passed to Professor Graeme Hugo, an Adelaide University academic known for his pioneering studies of Australian expats. The results will also be integral to the SCG's work in campaigning for the rights of Australians abroad. In the past they have been instrumental in getting the Australian Government to make changes to electoral and citizenship legislation to make it fairer to expats.

**The census will be open until September 30. See [www.onemillionmore.com](http://www.onemillionmore.com).**