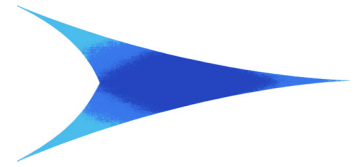


The Southern Cross Group

Promoting Mobility in the Global Community
www.southern-cross-group.org



MEDIA RELEASE

The Million Missing from this week's Australian Census

On Tuesday 8 August, the Australian Bureau of Statistics will count everyone in Australia.

But the 2006 Census won't take into account Australia's sizable diaspora of approximately one million people.

Australians of all ages, backgrounds and occupations are found today in every corner of the globe, quietly, consistently and crucially contributing to the way the rest of the world interacts with and understands our Island Continent, and influencing its future.

Finding all of Australia's one million unofficial ambassadors would be an impossible task. But those that can be reached online, via the media, through various Australian expatriate organisations, and through their families and friends in Australia are being strongly encouraged to participate in a new independent non-governmental online survey of the Australian diaspora.

To be launched to coincide with the day of the official Australian Census, and an initiative of the New York-based organisation **Advance** working in partnership with the **Southern Cross Group**, **One Million More – the Census of Australians Abroad** is aiming to achieve participation levels greater than any previous surveys of overseas Australians. A global hunt is on to track down as many as possible of the "missing million".

Comprising some fifty questions and taking approximately 30 minutes to complete on an entirely anonymous basis, the **One Million More** survey asks Australia's far-flung citizens, former citizens and others overseas with a very close family connection to the country to respond to some key questions adapted from the official Australian Census. It also includes specific questions designed to get to the heart of the experiences and issues faced by those abroad. Participants are asked whether and when they might move back to live in Australia, and about the factors which influenced their decision to originally live abroad, as well as perceived barriers to return. For the first time, issues surrounding participation in Australian elections by offshore citizens will be probed.

SCG Australian Coordinator John MacGregor said: "The **Southern Cross Group** is very pleased to be partnering with **Advance** for this important initiative. Up-to-date, extensive and specific data on the missing million, such as we hope will result from **One Million More**, will be an indispensable tool going forward for all those concerned with developing and fostering Australia's relationship with its extensive diaspora."

The data collected will be used in further academic research to be undertaken at Adelaide University by Professor Graeme Hugo, already widely known for his pioneering studies of the Australian diaspora. In addition, the Southern Cross Group will draw on the survey findings to guide its ongoing advocacy and support efforts and inform its continuing dialogue with government on diaspora issues. All survey results and conclusions will be published on the internet as they become available.

"We ask everyone in Australia who has a grandchild, son or daughter, brother or sister, other relative, friend or colleague in the missing million overseas to get in touch with them and urge them to participate in **One Million More**. Every single one of them is an integral part of Australia." Mr MacGregor said.

One Million More – the Census of Australians Abroad will go live on the morning of Tuesday 8 August 2006 Australian time, and will remain online until Saturday 30 September 2006.

<http://www.onemillionmore.com/>

For additional information on **One Million More**, go to <http://www.southern-cross-group.org/census.html>

Contacts:

In Australia

John MacGregor, mobile +61 418 621 918, sid@southern-cross-group.org

In the United States/Canada

Robyn Stephenson, +1 616 748 7993, robyn@southern-cross-group.org

In UK, Ireland and Continental Europe

Anne MacGregor, mobile +32 474 950 131, anne@southern-cross-group.org

In Asia

Ed Smith, mobile +86 1390 1333 747, ed@southern-cross-group.org

About the Southern Cross Group

The Southern Cross Group is an international non-profit volunteer-run and independently-funded advocacy and support organisation for the Australian diaspora. The SCG takes an inclusive approach in defining the Australian overseas community and works on behalf of everyone in that community, regardless of their age, educational background, occupation, professional status or income. Those who are not technically Australian citizens but who are former citizens or future citizens or otherwise have a very close family connection with Australia are also within the SCG's constituency. Since its formation in early 2000, the SCG has established a consistent track record of intelligent and timely submissions to Government on a host of Australian expatriate issues, taking the lead in establishing "the Australian diaspora" firmly in Australian domestic consciousness. The Group is best known for its work in reforming Australian citizenship law. It has also been active on the issue of expatriate disenfranchisement in the Australian electoral process, and was the driving force behind the establishment of a broad-based dedicated Federal Senate Committee Inquiry into Australian expatriates held in 2003-2005. The SCG is run by 100 volunteers in 30 countries. It has no formal members or membership fees. People interested in keeping abreast of the SCG's activities are invited to [sign up to its occasional free e-bulletins](#).

<http://www.southern-cross-group.org>

About Advance

Advance is a community of Australian professionals overseas headquartered in New York City, with established chapters in Boston, Chicago, Los Angeles, San Francisco, Washington DC and London with several others in formation around the globe. **Advance** recognises the importance of maintaining connection with the one million Australians in our diaspora making their mark in boardrooms, science laboratories, arts institutions, classrooms and communities worldwide. We provide online and live services and events in major industry sectors, enabling Australians abroad to be informed ambassadors-at-large who open doors and opportunities for Australia and Australians across the globe. **Advance** is an independent not-for-profit and registered charity in the United States.

<http://www.advance.org/>