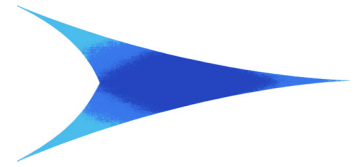


The Southern Cross Group

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



MEDIA RELEASE

Aussies Strive to Beat Kiwis in Expat Census

Rivalry between Australia and New Zealand is ubiquitous, and has been undoubtedly traditionally most pronounced on the sporting field. But now the two countries are competing in an entirely new sphere.

Earlier this year, KEA New Zealand conducted a global “census” of New Zealanders abroad to coincide with the official New Zealand census, called “Every One Counts”. Open for 69 days, the online survey received 18,000 responses from expatriate New Zealanders as well as capturing information on 11,000 spouses and children of respondents, so that the initiative reached over 29,000 Kiwis abroad in total.

Now **One Million More** – the Census of Australians Abroad – is aiming to survey an even greater number of expatriate Australians, but in a shorter timeframe – just 54 days.

Since the launch on 8 August 2006, the day of Australia’s official census, over 5,700 completed **One Million More** survey responses have been logged, representing nearly 10,000 individuals in Australia’s diaspora. But the challenge is on to surpass the response rate in the Kiwi expat census by the closing date of 30 September.

“We’ve got our work cut out for us”, said John MacGregor, Australian Co-ordinator for the Southern Cross Group. “Although New Zealand only has a resident population of around 4 million, whereas Australia has a population of around 20 million, amazingly, both countries have diasporas of approximately equal size – around one million people each.”

Australia’s diaspora is roughly 5% of its population, whereas New Zealand’s is probably 20–25% of the New Zealand population.

Much has been made of the exodus of New Zealanders to Australia in recent years, with probably more than 400,000 New Zealand-born people currently living in Australia. But it is not widely known that in excess of 70,000 Australians presently reside in New Zealand, comprising around 7% of Australia’s total diaspora.

In New Zealand’s 2001 Census, 56,259 people gave their country of birth as Australia. Australian Department of Foreign Affairs and Trade estimates based on levels of consular activity for the same year put the number of Australians in New Zealand at 70,000. And the figure has probably increased in recent years: in the June 2005 year alone, 13,742 people arrived in New Zealand from Australia on a permanent or long-term basis.

All Australians in New Zealand are being strongly encouraged to participate in **One Million More**.

“Australians in New Zealand and everywhere else outside Australia are an integral part of Australia”, Mr MacGregor said. “All Australians make Australia great. The New Zealand-based subset of the Australian diaspora is a very significant group and it would be a great pity if Australians in New Zealand are not adequately represented in **One Million More**.”

An initiative of **Advance** working in partnership with the **Southern Cross Group**, **One Million More – the Census of Australians Abroad** is already the largest ever survey of Australians outside Australia.

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 the Australian government on diaspora issues. All survey results and conclusions will be published on the internet as they become available.

One Million More – the Census of Australians Abroad 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>

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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.

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