Gender Responsive Equitable Agriculture and Tourism (GREAT)

Volume 11 June 2022

Key Figures

Disbursement Lao Cai

AUD $ 15,555,032

Disbursement Son La

AUD $ 13,784,697

Private sector co-investment

AUD $8,6 million

Signed partnership agreements & contracts

71

Women having increased income

15,378

Women having new jobs

3,657

Women with increased confidence

86%

Women in leadership roles

1,963

Women-led collective groups

537

Latest News

Australian Ambassador visits GREAT-supported projects in Lao Cai Province

A delegation from the Australian Embassy in Vietnam visited Lao Cai Province from 5 to 6 June 2022 to meet with local government leaders, businesses and communities benefiting from Australia's investment in the province. Australia's Ambassador to Vietnam, H.E Ms. Robyn Mudie, met with community-based tourism service providers, including those run by ethnic minority women, to understand how Australia's support is helping to strengthen tourism-related economic opportunities for businesses and communities.

Read more

Community-based tourism develops the village economy for women plum growers

Moc Chau District, Son La Province, is fertile with a temperate climate, a diverse ecosystem and scenic landscape. Home to 12 ethnic groups, Moc Chau also has diverse and unique cultures.

In recent years, the GREAT Program, funded by the Australian Government, has supported the people of Ta So 1 and Ta So 2 villages in Chieng Hac Commune, Moc Chau to develop community-based tourism, improve women's capacity and increase household income.

Read more

GREAT Stories

Thanks to the support from the GREAT Program, Ms Tran Thi Hong, a tailor in Moc Chau, Son La is now a self-confident director of Suoi Bang Agriculture Cooperative.

The Cooperative, established in 2016, has since grown to 20 household members who have contributed labour and land to cultivate a total of thirty hectares of fruit trees. In 2020, the Cooperative earned an income of VND1,8 billion and in 2021 earned VND2,3 billion. This year, the Cooperative expects an income of VND3 billion, with the extra income to be made from processing dried fruits.

Read more

The GREAT Symposium and Summation Workshop

The GREAT Symposium and Summation Workshop**: Engaging Women in Markets - Scaling up Local Success Nationwide** shared the approaches and results of the first phase of the GREAT program and provided a platform to discuss opportunities to promote women's economic empowerment through applying market systems development approaches in the National Target Programs 2021-2025.

See more

Take off TV Show

Ly Ta May, Director of Ta Phin Community-based Tourism Service Cooperative in Ta Phin, Sa Pa was featured on the popular national talk show Take-off s on the occasion of International Women's day. Watch the video on the inspiring journey of Ms May.

Watch video

GREAT Snapshots

Ms Robyn Mudie, Australia's Ambassador to Vietnam met Ms Luong Thi Hong Tuoi, a Thai ethnic homestay owner at the GREAT Symposium and Summation Workshop.

GREAT tourism partners from Lao Cai and Son La at the Vietnam International Travel Mart exhibition, as part of GREAT's strategy to help the tourism sector recover from COVID-19.

Ms Robyn Mudie experienced strawberry picking with local people at a homestay in Moc Chau District, Son La Province.

The farmers market at the GREAT Symposium and Summation Workshop featuring agricultural and tourism products.

A delegation from the Ministry of Planning and Investment on a visit to GREAT projects in Ta Phin Commune, Sa Pa Town, Lao Cai Province.

Ms Cherie Russell, Development Counsellor, Australian Embassy Vietnam and Mr Le Hong Minh and Mr Hoang Quoc Khanh - Vice-Chairs of Son La and Lao Cai Provincial People's Committee co-chaired the final GREAT Steering Committee meeting of the 2017-2022 phase.

Key Past Activities

December 2021-March 2022: WeGrow gender equality campaign continues

January 2022: DFAT's approval of GREAT 2

December-March 2022: Project-level endline assessment fieldwork

May 2022: GREAT’s National Symposium and Summation Workshop

May 2022: NTPs Government Decree launch

June 2022: Steering Committee Meeting

June 2022: Phase one closure

Key Quotes

Australian Ambassador's Visit

"Together we have achieved very positive results, despite the disruption of COVID-19 for agriculture and tourism businesses. Australia is committed to our partnership with the Lao Cai and Son La Provincial Government and businesses to strengthen agriculture and tourism, creating more opportunities for ethnic minority women."

- Ms Robyn Mudie - Australia's Ambassador to Vietnam

Gender Equality Campaign

"The Campaign carried our message not only to women but also to the whole community. From the event, one of my favourite messages was "Work together, think together, grow together". Another favourite was "Real men say no to violence"."

- Ms Tran Thi Ngan - Head of Family, Society and Economy Department Provincial Women's Union, Lao Cai Province

Ambassador's visit to Lao Cai

"The GREAT Program has inspired the success in many neighbouring areas. For example, in Bac Ha, people have learned from farmers in Nam Det how to produce organic cinnamon because it brings high economic benefits. Now they don't have to work far away but can make good money in their hometown."

- Trinh Xuan Truong - Chairman of Lao Cai Provincial People's Committee

Community-based Tourism

"GREAT helped us to get access to the loan. They opened training courses on hospitality, where we learnt skills to run a homestay and cook according to guests' taste. Now I know a lot more. I'm totally capable of talking with guests and entertaining them."

- Sung Y Hoa - Hoa Phong homestay owner in Ta So Village, Moc Chau District, Son La Province

Engaging Women in Markets

"GREAT has supported the development of production along the value chain with the participation of the community, which is in line with the national target programs."

- Mr Vu Ngoc Hung - Deputy Head of the Finance and Monetary Department, Ministry of Planning and Investment

Cowater International

Vui lòng gửi email về địa chỉ great@Aus4Equalityvn.org nếu Quý vị cần bản tiếng Việt của bản tin này

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Aus4Equality GREAT, 7th Floor, VINAPACO Building, 142 Doi Can Street, Ba Dinh, Hanoi 100000, Vietnam