



Aus4Equality

The Aus4Equality Gender Responsive Equitable Agriculture and Tourism (GREAT) Program is an AUD33.7 million investment from the Australian Government in inclusive market systems development in Vietnam. The governing bodies of the Program are Provincial People's Committees of Son La and Lao Cai. It will be implemented from 2017 to 2021 with the aim of:



Background

The mountainous north-west region of Vietnam is home to a diverse ethnic minority population and has some of the highest levels of poverty and inequality in Vietnam. Ethnic minority women have a predominant role in tourism and agriculture, such as providing community-based tourism services, working as tour guides and in hospitality, crop planting, harvesting and marketing. Yet their economic returns are typically low. Deepening women's engagement in the tourism and agriculture value chains will improve women's economic benefits, promote inclusive private sector development and shared growth and contribute to lasting prosperity.

Expected Results

- Improve the incomes of **40,000** self-employed women farmers and small entrepreneurs.
- Contribute to the creation of **4,000** full time equivalent waged and safe jobs for women.
- Leverage **\$6 million** in private sector investment for business opportunities that are profitable, sustainable and inclusive.
- Increase confidence, enthusiasm and self-esteem of **80 per cent** of women beneficiaries.
- Increase the number of women leading or co-managing registered businesses by **15 per cent**.
- Increase **women's profile and roles** in policy, management, strategic decision-making, and resource allocation in the agriculture and tourism sectors.
- Sector plans and strategies adequately address issues that are critical for **inclusive sector growth**.
- Improve **gender equity, roles and norms** within the families of Program's beneficiaries.

Approach

- **Partnerships:** Engage with a wide range of partners to deliver the expected results.
- **Inclusive Market Systems Development:** Introduce interventions that contribute to systemic changes for more effective engagement of women in agriculture and tourism markets.
- **Adaptive Management:** adopt systems that allow for flexibility, whilst maintaining a focus on relevance, accountability and outcomes.

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