

# FACT SHEET

## INDIA

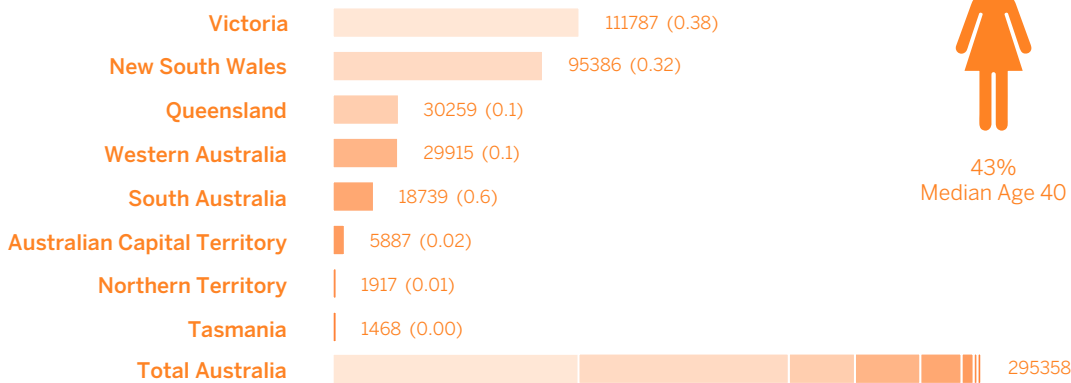


### SNAPSHOT POPULATION FIGURES:

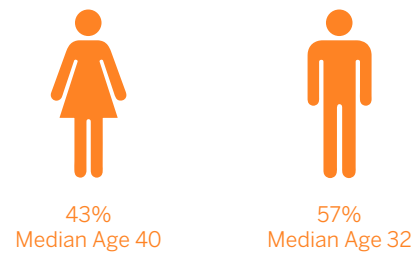
In the 2011 Australian Census against Australia's total population of 24,176,691 people approximately 295,358 people or about 1.2% of Australia's population identified as being born in India.

### VITAL STATISTICS

- Estimated Population born in India (By State and Total Australia) **295,358**
- 38%** identified as living in Victoria



### POPULATION BORN IN INDIA (BY STATE AND TOTAL AUSTRALIA)

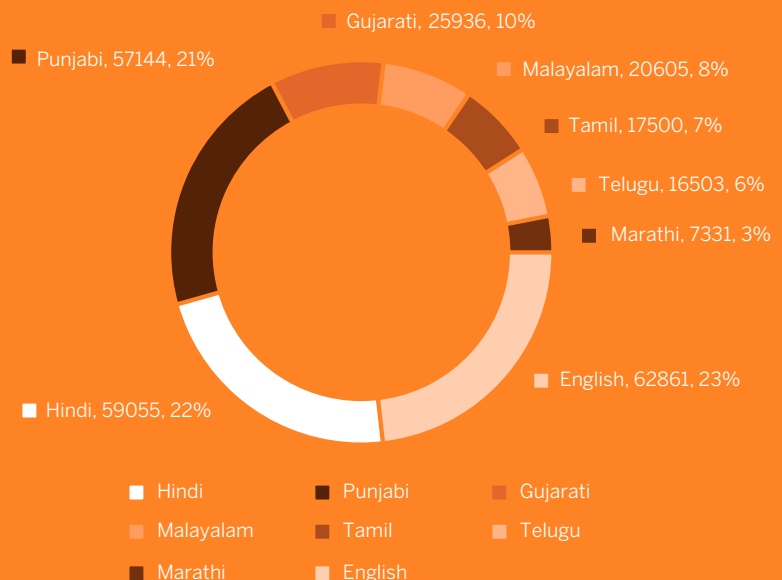


### LANGUAGE ISSUES BY REGION

There are over 17 languages recorded in the 2011 Australian Census as being spoken by Indian born people in Australia. The graph highlights the top 8.

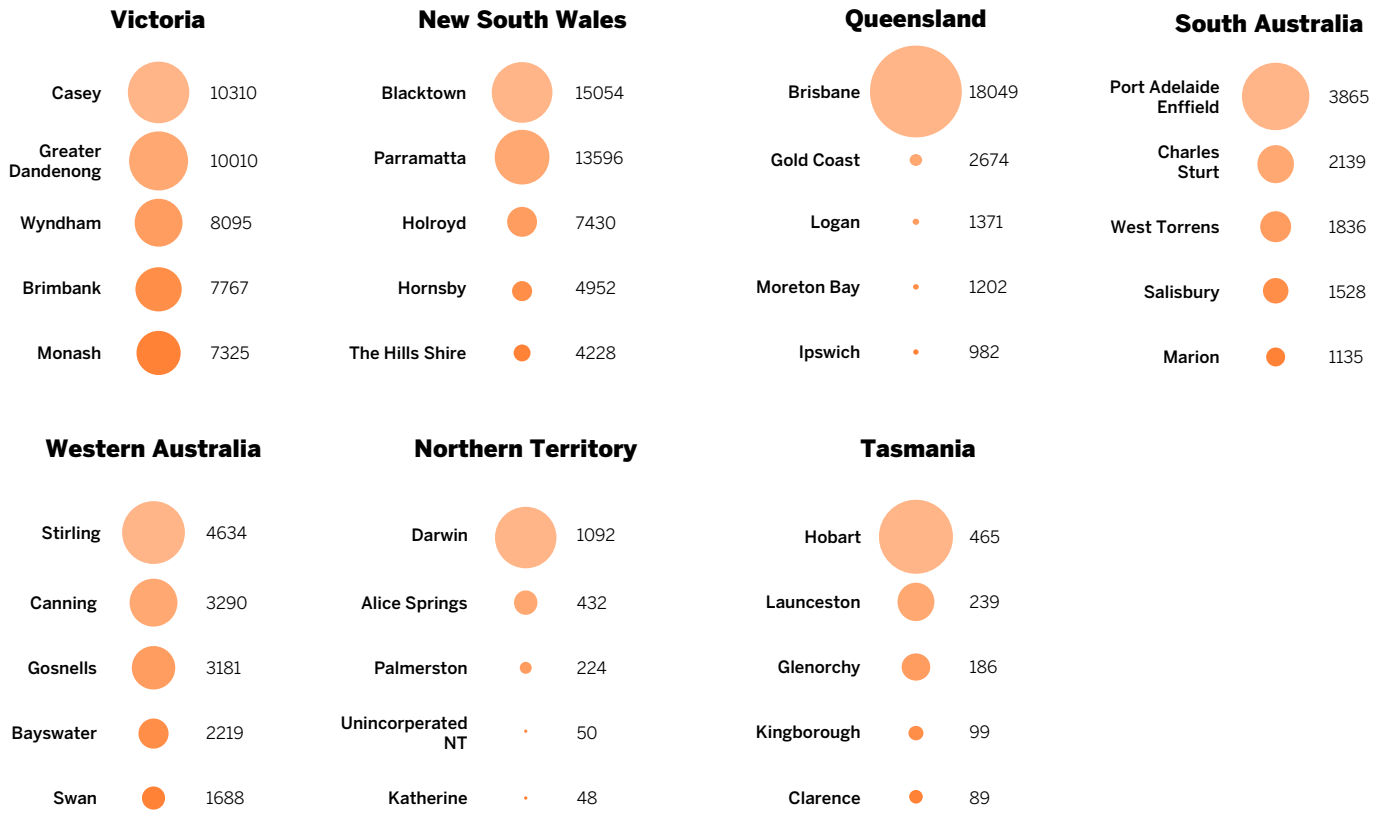
### KEY TAKEOUT – WRITTEN VS. SPOKEN LANGUAGE

English language proficiency of the Indian community in Australia is very high with the 2011 Census indicating **58.2%** speak English well.



## TOP 5 MAJOR LOCAL GOVERNMENT AREA BY STATE/TERRITORY\*

\*Australian Capital Territory: Top 5 major residential suburbs in the ACT include Philip, Franklin (ACT), Gungahlin, Ngannawal & Harrison.



## VALUES AND PASSION POINTS

### Cultural Opportunities (Festivals/National Days)

- Diwali (Dipawali) – (October - 2017)
- Holi – Spring Festival (March - 2017)
- Janamasthami – (Krishna – August - 2017)
- Baisakhi (January 2017)
- Navratri (October 2017)

#### Community Events

- Parramasala -NSW (October)
- India Fest Townsville – QLD (February)

### Cultural Protocols

- Traditional greeting is to press the palms of one's hands together in front of the chest and say 'Namaste', accompanied with a nod of the head. The handshake is a common greeting as well, but for women it is best practise to wait until they extend their hand.
- Indians expect people to greet the eldest or most senior person first.
- Address someone with his or her title and last name until told that you may use their first name. Be aware that many Buddhists and Muslims do not consume alcohol for religious reasons, and other Indians may not drink as it is generally discouraged by the culture. Only serve or provide alcohol if you are sure that your Indian counterpart drinks it. This may also apply to meat consumption.

### Key Media Presence & Media Consumption

- Print: Indian Link, Indian Post, Indian Sun, Indian Age, South Asia Times, The Indian Voice. The Indian community consume their print media in English due to the high English Language Proficiency of this community.
- Radio: Hindi Youth, 3SEER (VIC), SBS Pop Desi (NAT), Radio Rhythm (QLD), Indian Link Radio (NSW)
- Digital Media: The Indian community is very active on social and digital media. Online media consumption is also in English. Key online mediums include Facebook, Indian Link, and the Times of India

### Key Community Structures

- United Indian Associations Inc
- Federation of Indian Women's Association in Australia
- Federation of Indian Communities of Queensland

### Passion Points

- Cricket
- Movies and TV
- Social Media

### Participation in Sports and Physical Activity

- According to the 2006 Australian Bureau of Statistics General Social Survey (GSS) overall participation rate of people born in Southern and Central Asia region trend towards non-organised sport or physical activity (83.2%) compared to organised sport or physical activity (46.2%).