

FACT SHEET

INDIA

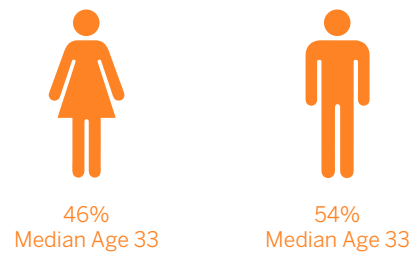
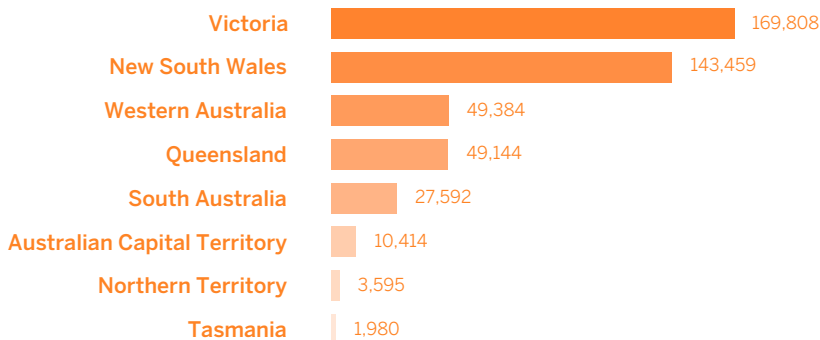


SNAPSHOT POPULATION FIGURES:

In the 2016 Australian Census against Australia's total population of 23,401,891 people there were approximately 455,385 people or about 1.9% of Australia's population identified as being born in India.

VITAL STATISTICS

- Estimated Population born in India (By State) **455,385**
- 37%** identified as living in Victoria



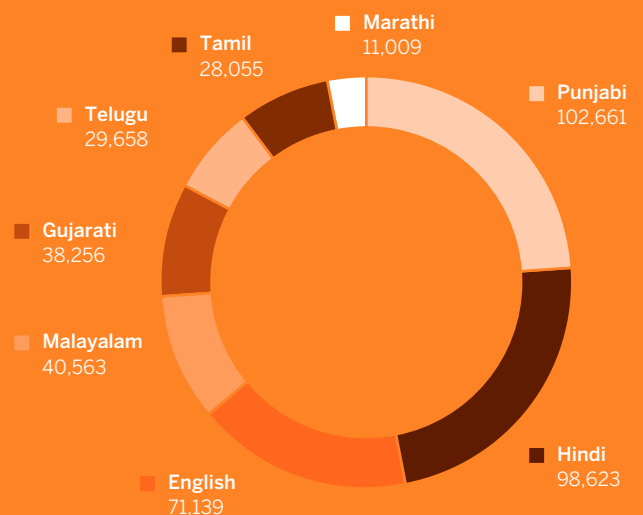
LANGUAGE ISSUES

Top 8 Languages spoken by those born in India (where n > 10,000)

KEY TAKEOUT – WRITTEN VS. SPOKEN LANGUAGE

English language proficiency of the Indian community in Australia is very high with the 2016 Census indicating **94%** speak English well.

COUNTRIES OF BIRTH



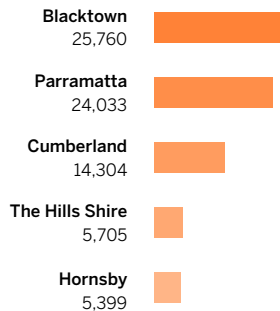
TOP 5 MAJOR LOCAL GOVERNMENT AREA BY STATE/TERRITORY*

*Australian Capital Territory: Top 5 major residential suburbs in the ACT include Bonner, Harrison, Franklin (ACT), Phillip, and Belconnen.

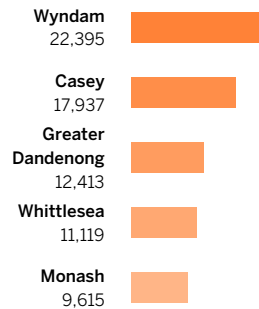
KEY OBSERVATION:

The majority of the population live in either major cities or larger suburbs. The trend appears to be towards living in city areas versus regional areas.

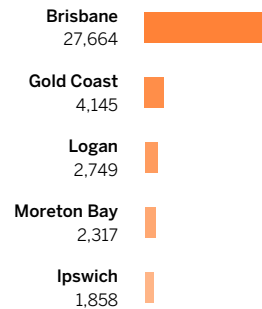
New South Wales



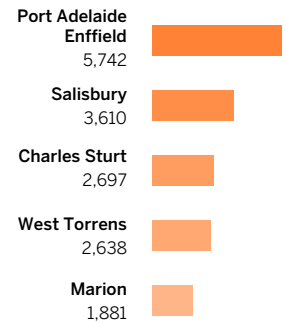
Victoria



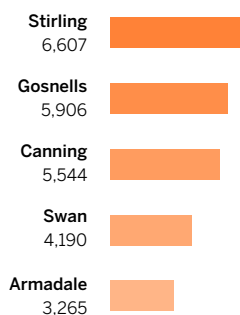
Queensland



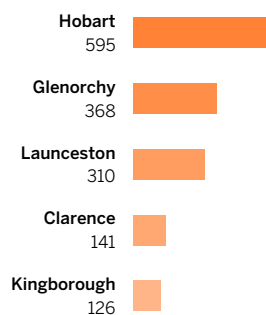
South Australia



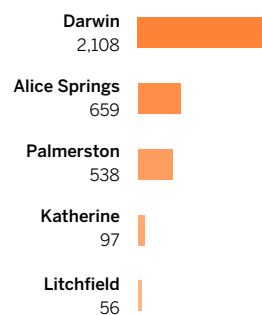
Western Australia



Tasmania



Northern Territory



VALUES AND PASSION POINTS

Cultural Opportunities (Festivals/National Days)

- Diwali (Dipawali) – (19th October 2017)
- Holi – Spring Festival (2nd March 2018)
- Krishna Janmashtami – (3rd September 2018)
- Baisakhi – (14th April 2018)
- Navratri – (10th 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 first.
- 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.

Key Media Presence & Media Consumption

- Print: Indian Link, Indian Post, 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).
- 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%).