



Yoko Nakazawa

Cooking with Koji

GOVERNMENT SAVINGS ESTIMATE*

\$22,143

per annum

\$98,578

Lifetime savings
(NVP, assumes 5 years unemployed)



Woman on PPS or JobSeeker



Economic participation /job pathway

Making business possible /self-employment



Job creation

Start generating an income via micro business



Job & income sustained

Sustain income



Welfare & other dependence reduced/eliminated

Increase income and improve financial independence

ECONOMIC SECURITY TIMELINE

Situational circumstance

Yoko migrated to Australia from Japan, where she had a successful corporate career, to be with her partner. Moving to Australia was difficult for Yoko and she struggled with the language barrier, lack of connection and no financial independence. Yoko grew up watching her mother and family grow and preserve vegetables through fermentation and pickling. Yoko started practising this, which supported her wellbeing to improve, and began selling at farmers markets.

Barriers to mainstream employment

Yoko found it difficult to gain employment and understand the Australia way of working. This led to Yoko struggling significantly with her mental health.

Support accessed through Global Sisters

Yoko has received varied support Global Sisters to progress her business, including:

- Business education and coaching support through Sister School and Global Sisters coaching programs
- Pro-bono photography and marketing
- Support to find an appropriate commercial kitchen
- Connection to a community of entrepreneurs and business networks

Key milestones achieved

- Expansion of her business from a Victorian to an Australian-wide customer base
- Yoko has been profiled in the media many times, including MasterChef, The Age, Sydney Morning Herald and the ABC
- Moving her businesses from a solely face-to-face business to an e-commerce business and making her ever first online sales on the Global Sisters Marketplace
- Yoko has become one of the top sellers on the Global Sisters Marketplace

Current circumstance

Yoko is now working on her business full time and receiving a steady income. Yoko receives an average monthly revenue of \$2500-\$3500 per month from markets and workshops and over \$14,000 worth of online sales on the Global Sisters Marketplace in the last 12 months. Yoko now has disposable income and financial independence.



I tried several jobs and tried my best, but that was the Japanese way and it didn't work in Australia. It was a very dark period. When you come from a different country you really start with zero network whatsoever. Now I can ask my Global Sisters entrepreneur friends for support when I need it. That is a big help. Now when people ask me about my product and I have real knowledge and interest in it and I can answer them. What makes me really happy is when I receive great feedback and appreciation from customers. When they appreciate what I do, what I make, what I teach, what I share, I feel really happy. It really helps my mental health.

*Based on estimated welfare savings, does not include family tax benefit, child care subsidy, increase in taxes paid.