



# Cyana Duong

Camie Fleur, Canterbury, Sydney

**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

Born in Vietnam, Cyana came to Australia to pursue study after her family sold their home to fund this opportunity. As an International student and immigrant, Cyana could not find work after graduating and unable to afford rent and facing homelessness.

## Barriers to mainstream employment

Early 20's and needing her first job, with English as a second language, no work experience or network, Cyana was unable to secure stable employment.

## Support accessed through Global Sisters

- Providing business planning through the Sister School program and involvement in Industry Circles, a group coaching program
- Selling through Global Sisters Marketplace (e-commerce platform) with product photography provided and profiling to media and corporate partners
- Showcasing her business through a national Sister Pitch event to high profile corporate network
- Attendance at further business education & business planning events
- Connection into a supportive, women-led business community
- Facilitation of enterprise crowdfunding for seed funding via Global Sisters partnership

## Key milestones achieved

Cyana launched her business in December 2019. In 2020 Camie Fleur pivoted from the supply of floral decor for weddings and events to online sales to adapt to the COVID environment. She generated \$120k revenue in her first full year of operations. Cyana's goal is to employ people with disabilities. In 2021 Cyana generated \$248k and is now employing herself as well as three other young migrant women.

## Current circumstance

Camie Fleur is continuing to expand, hiring employees, improving the sustainability and social impact of the supply chain and providing a regular income for Cyana.



Being an immigrant to Australia, what I lack is access to networks. Global Sisters spreads the word about my business which makes a big impact on my sales. Getting to know Global Sisters and being provided with opportunities to share my story (in media and with high-powered networks) keeps my head clear and strengthens me everyday. Global Sisters is a massive massive force. My business is growing, its so crazy now for bookings this year. Global Sisters support and the networks boosted the sales. Until now and the end of this year, we are fully booked out.

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