

Directa

Vision of empowering and embracing diversity

Shaqaeq is a refugee who as a displaced person coming to Australia has gone through the painful process of building a life in a new country where social norms are different from those she had previously experienced. Shaqaeq is committed to using her experiences to help others.

Background

Shaqaeq and her family were Hazara people who fled to Iran from Afghanistan in the early 2000s when the Taliban attacked the Hazara minority who belonged to a different Islamic sect. In Iran, Shaqaeq was unable to pursue education or to find employment. After ten years as refugees in Iran, the family moved to Australia. Refugees and displaced persons

The Refugees Convention was written in 1951 and Australia became a party to the treaty in 1954. The United Nations estimates that there are 68.5 million people displaced around the world, both in their own countries and in external countries. About 84% of refugees are hosted by developing countries. Turkey hosts 2.7 million refugees and Lebanon and Pakistan each have 1 million refugees. Australia has taken just over 45,000 refugees since 2013.

The business

Shaqaeq formed Directa to serve the specific needs of migrants and refugees. Directa is an online multi-lingual directory that provides migrants and refugees (users) with a single site to access information about settling in Australia. Migrants and refugees (users) do not make any purchases, the process of monetisation involves a subscription fee from the organisations that provide the services for refugees. Directa works like an advertising agency for the Social services, community organisations and non-government organisations that provide resettlement programs for refugees and migrants. Directa works as a middle contact that connects organisations to their clients directly who are Directa's users (refugees and migrants). A particular focus was to provide information in a form that is accessible to those with limited education and to provide women and girls with information that empowers and assists them to explore options of higher education and employment rather than traditional roles.

Share details

N/A -

Market size

More than 568,000 migrants came to NSW between 2013 and 2017 and almost half as many (245,000) in 2017 alone. Australia has taken in 45,070 refugees since 2013. The UN estimates that at the end of 2017, there were 68.5m refugees worldwide.

Upside Case

- Providing a one stop shop for information to help refugees and migrants to Australia
- Unique servicer
- Highly committed individual with personal experience of the needs of displaced persons

Downside Case – N/A

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