

NSW Business Migration Case Study

HEATHER PRICE

Price established a human resources consultancy in South Africa during the 1990s specialising in dealing with diversity and equity issues for clients in the public and private sector.

In 2003 Heather decided to move to Australia and established Diversity Consulting, an international consultancy specialising in provision of a range of diversity and equity solutions for business. The company offers workshops, training services, diversity audits and advice on diversity strategy and policy. Its premier product is a software tool, designed by Diversity Consulting, called "The Diversity Challenge".

Heather says that despite the concerns of some colleagues, she found 'the lessons learnt about addressing diversity and discrimination in the South African business environment were transferable to Australia.'

'In Australia, whilst there is a sophisticated legislative framework protecting against discrimination, and the society is committed to giving everyone a fair go, there is a distinct gap between policy and practice in the workplace.' Diversity Consulting educates and builds the capability of employees and management to address this gap and deal with difference effectively so that organisations can attract and retain diverse employees, position themselves as employers of choice and embed a discrimination free workplace culture in Australia's increasingly diverse society.

The company initially was managed from Heather's home but now has offices in Double Bay. The team consists of 8 eight consultants in Australia and has clients across the Asia Pacific region. It has established a network of international distributors exporting 'The Diversity Challenge' directly and under license to Singapore, USA, UK, NZ and Ireland.

Heather's Australian clients include : ANZ; BHP Billiton; Coles ; National Bank; IBM; AMP; Shell; NSW Attorney General's Department; Liverpool Town Council; Department of Disability, Aging and Home Care; State Transit Authority; Auspost; Telstra; Colgate Palmolive; Ernst and Young and KPMG.



Heather Price presenting *The Diversity Challenge*

Heather and her family initially chose to settle in Sydney as it offered better business opportunities, good weather and she and her husband had family living in Sydney. Their two sons have now graduated from the University of NSW.

Heather moved to Australia on a 457 Independent Executive visa and in April 2005 successfully applied for NSW State sponsorship for a Business Owner (Residence) visa sub class 892. The Department of Immigration and Citizenship granted Heather permanent residence in Australia in March 2007.

For more information on migrating to NSW go to www.business.nsw.gov.au/migration

