



26 October 2011 BUZZ #5

I am a 1.5er and I love K POP! by Raji Kumar

Who am I? I am ethnic, yet not ethnic enough! I am Australian, yet not Australian enough! I am becoming Australian, yet so different! I am a very complex individual, I am a 1.5er!

'1.5' generation refers to immigrants who have come in with their parents either as children or at most as teenagers. They bring with them faint memories of their home countries and spend their formative years in Australia.

"...(These) are people who belong to more than one world, speak more than one language (literally and metaphorically), inhabit more than one identity, have more than one home, who have learned to negotiate and translate between two cultures" -Stuart Hall- Cultural Theorist/Sociologist.

The 'in-between' generation are able to immerse into their new country, unlike their parents. They attend local schools, mingle with Australian peers, learn to speak the local language and grow up with an intimate knowledge of their new country's culture. However, at the same time, they also grow up with the values and traditions of their birth country. In the family home, their parents and grandparents try to retain their origin culture and a sense of stability amidst an environment of change.

So while they might be comfortable negotiating their academic and career paths outside their homes, once inside their homes they revert to the family's customs, traditions and expectations. They lead a unique hyphenated identity quite unlike the 'regular' youth who can trace their ancestry back to 3 or more generations in Australia.

So you see, our identities are much more complex than defined by simple demographics or language usage. So while we may act like the other 'Aussie' youth, speak English without an accent, there are still vast differences. Differences that are deeply rooted to our respective country of origin culture. The difference is in the value systems passed down from our parents and origin culture, traits like a strong belief in family first, frugality, education and community.

The spend patterns of 1.5ers are very much reflective of this dichotomy. Cultural patterns dominate the purchase decisions...be it financial, wealth or health! Or else why would a 1.5 generation immigrant youth barely 25 years old think of saving to buy a property investment, now that THEY HAVE A FULL TIME JOB!

Marketers would do well to know that a sizable number of 1.5 Gens are now getting married and growing up. Where we used to think nothing of spending \$200 on a pair of jeans, our priorities will change as life turns to investments and wealth creation fueled by our parents ambitions. Our entertainment continues to be deep rooted to our origin. We delve into our community publications to access latest country of origin news and for entertainment! Marketers may do well to be present at Sydney Olympic Park at the K-Pop (Korean Pop) festival happening on the 12th of November! See you there!!!



From the Editor's Desk



The 1.5 generation multicultural Australian is an unique phenomenon!

How alike or different are they to their first generation migrant parents? Are they any different to the true blue Aussie? What are their habits like?

Where can they be reached?

These interesting questions crop up often when we plan for the 1.5 migrant generation. We have dedicated this issue to the 1.5er.

In this issue we have a 1.5er who has been interviewed.

'I am a 1.5er and I love K pop!' delves into the psychology and inner motivations of this unique group.

And yet another 1.5er raised his hand to write a piece on Diwali a festival celebrated by the Indians. As a young 1.5er Australian Indian, he has sought to throw light on this festival and ends up inviting the readers to meet him at the Diwali Fair this Sunday at the Parramatta Stadium in Sydney.

We have a few 1.5ers in the agency and I must add the energy they bring to the place is simply inspiring, they truly bring together the best of both worlds! They are unique, they are different, they are invaluable assets and they are 1.5ers.

And finally it is Diwali time, a great time for marketers to connect with the Indian audience. Nothing beats a marketing strategy which is based on the cultural connection.

Happy Diwali to all our readers!
Wishing all of you the best of Health,
Wealth & Prosperity!

Sheba Nandkolyar





Diwali - The Indian Christmas

by Sanchay Mohan

Diwali or Deepavali is popularly known as the “festival of lights” and is the most important and biggest of all Hindu Festivals. It is like Christmas for the Indian community. For an Indian business owner it would be the start of a new financial calendar. The festival is normally marked by four days of celebration and literally illumines India with its brilliance, and dazzles all Indians with its joy. Each of the four days of Diwali is separated by a different tradition, but what remains true and constant is the celebration of life, its enjoyment and goodness.

The Origin of Diwali

Historically, the origin of Diwali can be traced back to ancient India, when it was most likely an important harvest festival. Some believe it to be the celebration of the marriage of Lakshmi with Lord Vishnu. Others consider it to be a celebration of the return of Lord Rama from exile.

Four Days of Diwali

Each day of Diwali has its own tale, legend and myth to tell. The first day of the festival marks the vanquishing of the demon Naraka by Lord Krishna and his wife Satyabhama. The second day of Deepavali, marks the worship of Lakshmi, the goddess of wealth in her most benevolent mood, fulfilling the wishes of her devotees. Amavasya also tells the story of Lord Vishnu, who in his dwarf incarnation vanquished the tyrant Bali, and banished him to hell. Bali was allowed to return to earth once a year, to light millions of lamps to dispel the darkness and ignorance, and spread the radiance of love and wisdom. It is on the third day of Deepavali that Bali steps out of hell and rules the earth according to the boon given by Lord Vishnu. The fourth day is referred to as Yama Dvitiya (also called Bhai Dooj) and on this day sisters invite their brothers to their homes and prepare a lavish meal for them.

The Significance of Lights & Firecrackers

The illumination of homes with lights and the skies with firecrackers evoke the blessings of the Gods for the attainment of wealth, knowledge, peace and

prosperity. Another possible reason has a more scientific basis: the fumes produced by the crackers kill a lot of insects and mosquitoes, found in plenty after the rains.

The Tradition of Gambling

The tradition of gambling on Diwali also has a legend behind it. It is believed that on this day, Goddess Parvati played dice with her husband Lord Shiva, and she decreed that whosoever gambled on Diwali night would prosper throughout the ensuing year. Diwali is therefore associated with wealth and prosperity.

From Darkness Unto Light...

In each legend, myth and story of Deepavali lies the significance of the victory of good over evil. Truth finds new reason and hope in the coming year. From darkness unto light — the light that empowers us to commit ourselves to good deeds, that which brings us closer to divinity.

A perfect time for marketing

Diwali is celebrated around the globe. Outside India, it is more than a Hindu festival, it's a celebration of South-Asian identities. Festivals are organised and celebrated in Australia too. These festivals are a great platform for marketing to Indians. Practically every city in Australia has a Diwali fair with the Sydney Diwali Fair being held at Parramatta Stadium on the 30th of October. Come to the festival....we may just be able to do a Samosa (a popular Indian savoury) together or perhaps a Kaju Barfi (the queen among Indian sweets)!





In conversation with Diksha Lepcha - a 1.5er!

Diksha is a graphic designer at Multicall Connexions and also doubles up as the resident smiling panda. A vivacious 1.5 generation Indian-Australian, she opens up in a freewheeling conversation on her cultural affiliations.

So D, where do your cultural roots lie, tell us a little about your background?

Culturally I am Indian but background is 3/4 Nepalese and 1/4 Indian. It's quite a mix!

How old were you when you first came into Australia?

I was 7 when I first came to Australia, I remember the day quite clearly as just hours before my flight I was in an accident for which I had to go to the hospital and get 12 stitches on my heel. Didn't seem like a good start to my new life, considering it was my first time flying.

What does your family expect you to do in your free time and what is it that you would like to do?

Indian parents always want their children home, no matter what; where as, at this stage I want to be out and be a social butterfly as much as I can. There is however a compromise that for one weekend a month, I have to stay in and spend time with family.

What do you like to do with your friends?

Friends are always good for conversation, so I always catch up with my friends and we go food hunting. Trying new restaurants and doing food photography... our favourite is having Korean BBQ in Strathfield.

Do you like festivals? Which ones?

Despite being a 1.5 generation, I love Desi (a term for Indian) festival. They are always great to go to, there's lots of food, activities, cultural dances and there is always a competition with the ladies on who dresses

up in the most beautiful Indian clothes. My favourite Indian festival to go to is definitely Holi, there is such an array of colour and I love how different ethnicities all embrace Holi and just have fun. Diwali too is great.... also called the festival of lights.

When you get married, where do you want to get married, and how?

Nothing beats a **big fat Indian wedding**, the days leading up to the wedding and parties afterwards are definitely not to be missed. And I would love to get married with the whole she-bang: the elephants, the music, the food, all of which is only possible in India.

And yes it needs to be the full 10 day affair! And in terms of 'when', I don't plan on anything right now. I have yet to see the world!

What according to you defines Australian culture?

I think the typical clichés "shrimps on the barbie", "beach Christmas" and "g'day mates" are still a definite part of today's generation but Australia is undoubtedly one of the most multicultural countries in the world. People here are definitely more open to experiencing different cultures and that's what makes Australia, Australia! In fact what I love is the fact there are times of reverse culturalisation.....Here is me an Australian Indian who loves Korean food!

