

Media Release

2 June 2022

SydWest Backswing brings to Mt Druitt African beauty and fashion pop-up store

On Friday 10th June from 10am, the Dawson Mall area will be coming alive with a one-day special pop-up event showcasing the skills of the participants of this term's **Backswing** project.

Backswing in Western Sydney is an initiative delivered by SydWest Multicultural Services for culturally and linguistically diverse (CALD) people living with a disability, to develop their job-readiness and employability skills by managing projects together as a group.

During the Backswing African Fashion Day, there is wonderful opportunity for everyone to check out the colourful fashions, receive makeup, hair and styling advice, experience hair and beauty demonstrations.

'I invite everyone to come along and experience the retail, sales and demonstration skills of this term's Backswing participants. We want the local community, including employers, to support our participants and help build their confidence through this retail work experience by visiting the pop-up store. It is through this event that our participants have the opportunity to practice some of these key skills that our CALD people with a disability gain with the Backswing program.'

'We hope everyone will want to help to provide a real-life retail experience for our Backswing participants. To our local businesses in the region, I urge you to get your company involved in our day of action and support employment opportunities for people with a disability from culturally and linguistically diverse communities,' said Elfa Moraitakis, CEO of SydWest Multicultural Services.

We are also pleased to advise that Mr Edmond Atalla MP, Member for Mt Druitt in the NSW Parliament is our special guest on the day, who will be congratulating all the participants and officially presenting them with their Certificate of Completion from our SydWest Backswing program.

On the day, Backswing participants and volunteers will display and promote African-themed and styled fashion items as well as other accessories, whilst engaging with passers-by, and discussing the importance of helping CALD community members with disabilities integrate into society by way of greater economic participation, particularly through employment.

STATEMENT ENDS /

Media Enquiries: For further information or to arrange interviews, contact Vikki Hine, Public Affairs & Communications, SydWest Multicultural Services on vikki.hine@sydwestms.org.au or 0428-109-215.

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SydWest Multicultural Services is a leading organisation for all cultural diversity issues responding to community needs and opportunities. Established more than 35 years ago, SydWest provides a range of services to culturally and linguistically diverse (CALD) individuals and communities services to assist with settling and living productive and independent lives in the community. We offer flexible and integrated service models across the life course of refugees and migrants, supporting the self-determination and empowerment of our diverse communities. SydWest is an innovative employer of choice, with passionate, qualified and experienced bilingual and bicultural staff who are sensitive to the languages and cultures of the communities we represent. With locations in Blacktown, Mt Druitt, Penrith and Rouse Hill, we cover all matters of cultural diversity in the region.