

## Transcript

Title: Thuy Nguyen (Alumni Impact Awards 2023)

Creator: Swinburne University of Technology

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### **Thuy Nguyen (Alumni Impact Awards 2023). George and Ethel Swinburne Social Impact Award Finalist.**

NARRATOR: After studying a graduate Diploma of Communication Design at Swinburne, Thuy Nguyen returned to her home country of Vietnam with a mission to create a company with social responsibility.

Bobi Craft empowers women and creates jobs for disadvantaged people through the making and selling of unique handmade children's products produced from organic material sourced locally in Vietnam. Beginning with ten employees, Bobi Craft now provides stable employment for around 450 people, including many women, farmers and the vision impaired. Its premium hand crocheted children's toys, clothing and accessories are distributed worldwide.

Throughout the many challenges of the pandemic Thuy used this opportunity to increase the resilience of Bobi Craft by bolstering its digital presence and replicating business strategies online that would have traditionally been in person.

Thuy's ability to take something simple and turn it into job opportunities and a source of income for disadvantaged people is nothing short of inspiring. She is a natural entrepreneur driven by the desire to create positive change.

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