



Reorienting to Asia

Tracking New Zealanders' attitude to Asia and Asian Peoples from 1997 – 2011

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Introduction

New Zealanders' perceptions of Asia and Asian peoples 1997-2011

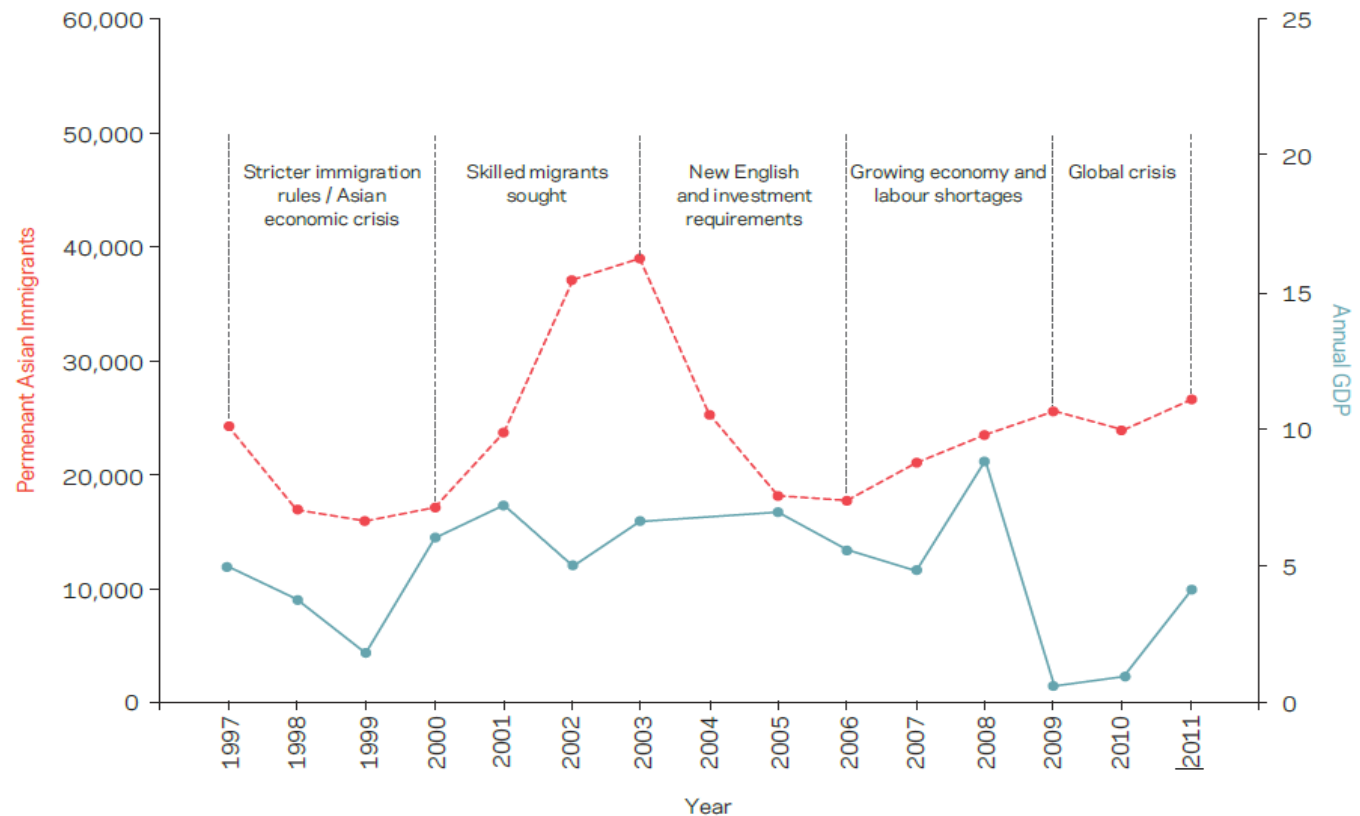
- Trends in Asian immigration
- Changing attitudes
- Charting the future



Asian Immigration

1997-2011

Figure 2. Trends in Asian Immigration: 1997-2011



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Asian Immigration

Trends

- At the peak of immigration in 2002-2003, Asian immigrants constituted **40%** of total immigrants.
- The Asian economic crisis (late 1990s), the global financial crisis (2008), and changes to New Zealand immigration policy were all key in explaining trends in Asian immigration.
- The changes to immigration flows and the resulting cultural diversity of NZ affected the ways communities regarded these new New Zealanders' and the nature of their interaction.



Attitudes

Importance of Asia to New Zealand's future

Figure 4. Importance of Asia to New Zealand's Future



Attitudes

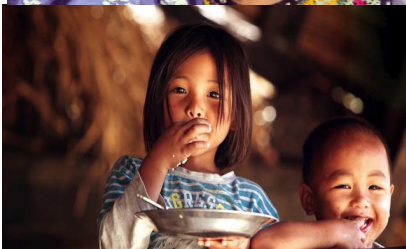
Warmth of feeling 2011

Table 1. Feelings Towards People in Asian Countries in 2011

Asian Country	Warmth of Feeling (Scale from 0 to 100)
Japan	76
Singapore	74
Philippines	71
Malaysia	71
Thailand	71
China	70
India	70
Vietnam	69
South Korea	68
Burma (Myanmar)	67
Cambodia	67
Laos	66
Brunei	66
Indonesia	65
Average	72

There is a clear gradient in the “warmth” of feeling among New Zealanders for people in different Asian countries.

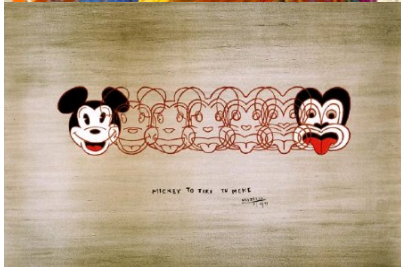
This gradient almost certainly reflects differences in New Zealanders’ knowledge of, and experience in, the various countries.



Attitudes

Impact of Asia on New Zealand

- The perception of most New Zealanders in 2011 was that the benefits of a relationship with Asia were primarily economic.
- Perceptions of both Asia as a tourist destination and positive impact of Asian cultures and traditions increased significantly.
- Despite the increasing recognition of the economic importance of Asia to New Zealand, only **22%** of New Zealanders saw New Zealand as part of Asia in 2011.
- New Zealand was still regarded as distinct from Asia culturally, historically and geographically.



Attitudes

Maori vs Non Maori

- The attitudes expressed by Maori respondents have tracked negatively, especially when it comes to economic issues and social/cultural issues.
- Several dimensions to these concerns among Maori:
 - Competition for employment
 - Concern that Asian cultures and languages competed for attention and resourcing
 - The perception that Asian immigrants did not adequately acknowledge the Treaty of Waitangi
- These attitudes indicate a tension point, which deserves more attention.



Attitudes

How do we compare to Australia and Canada?

- Australia and Canada are most similar to New Zealand in terms of the composition of immigration flows and policy frameworks.
- In relation to some issues (conformity with local culture), the responses are often broadly similar.
- In comparison with Australia, attitudes in New Zealand have become more positive in recent years.
- New Zealanders express more warmth towards Asian countries and Asians. Suggesting different attitudes on either side of the Tasman.
- The acceptance levels towards immigrants are higher, and trending in a more positive direction, in New Zealand than in many other countries.



The Future

2014-2026

- According to Statistics New Zealand, New Zealand's Asian population is expected to grow **3.4 %** a year.
- Rising from **400,000** in 2006 to **780,000** by 2026.
- Asians will make up an estimated **16%** of the New Zealand population by 2021.
- This trend is expected to be even more pronounced in Auckland. In 2006, the Asian population of Auckland was **19%** but that is projected to reach almost **30%** by 2021.
- These population trends reinforce the significance of tracking the attitudes of other New Zealanders towards these new and growing members of their communities.





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