Negotiating Tensions in the South

Trudie Cain (with Robin Peace and Paul Spoonley)

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Massey University
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Two regions - location
## Two regions compared

(Regional Economic Activity Report 2013)

<table>
<thead>
<tr>
<th></th>
<th>West Coast</th>
<th>Southland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>32,900 (0.7%)</td>
<td>94,900 (2.1%)</td>
</tr>
<tr>
<td><strong>Poptn aged 65+</strong></td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Projected growth</strong></td>
<td>0.1%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td>$86,000</td>
<td>$76,500</td>
</tr>
<tr>
<td><strong>Rental cost average p/annum</strong></td>
<td>$13,300</td>
<td>$10,700</td>
</tr>
<tr>
<td><strong>Employment rate (% share of poptn.)</strong></td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td><strong>Unemployment rate (% share of labour force)</strong></td>
<td>5.2</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Edctn. Performance (NCEA 2)</strong></td>
<td>62%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Industry</strong></td>
<td>Mining; tourism; agriculture, forestry and fishing</td>
<td>Dairy farming; agriculture, forestry and fishing; manufacturing; education</td>
</tr>
<tr>
<td><strong>High growth firms (p/1000 firms)</strong></td>
<td>0</td>
<td>12</td>
</tr>
</tbody>
</table>
Two regions - industry
# The ‘Q Concourse’ and ‘Q Set’

| Diversity                      | Individual or household
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>More ethnically diverse neighbourhoods</td>
<td>Different foods are available in my community</td>
</tr>
<tr>
<td><strong>Economic</strong></td>
<td><strong>Community or region</strong></td>
</tr>
<tr>
<td>Changing employment opportunities</td>
<td>Local schools merge or close</td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td><strong>National</strong></td>
</tr>
<tr>
<td>Young people leave for tertiary study</td>
<td>The idea of New Zealander changes</td>
</tr>
</tbody>
</table>
The Q research

The participants were asked to sort 35 statements about the possible effects of population change that best demonstrate that which is unacceptable to you and that which is acceptable to you.
Analysis

Analysis of Q: PQ Method

- Centroid Factor Analysis – 3 factors
- Varimax rotation
- Iterative process
- Workshopping

Interviews complemented Q sort

- Analysed using thematic analysis
- Used to support the Q Sort analysis
West Coast
Interpreting 3 factors

1. “On our terms”

2. “It’s the right thing to do”

3. “Close to home matters”
West Coast (1)

On our terms

Migrants are a welcome addition, contributing vibrancy and diversity, but in keeping with a neo-liberal framework, migrants must work to fit into ‘New Zealand culture’

- Migrants enhance a community introducing new ideas and experiences such as food and cultural experiences
- Understandings are located within a neo-liberal, meritocratic framework
- Migrants must work to fit within New Zealand social norms (language, culture, religion) and migrants must commit to New Zealand
West Coast (2)

It’s the right thing to do

There is a moral obligation to welcome newcomers into the community that moves far beyond economic imperatives; quite simply, it is the right thing to do

– Migrants’ economic and social contributions should be valued and acknowledged

– Key difference from F1 is the role of migrants – not just a presence but active participation as full citizens

– Being in community
West Coast (3)

*Close to home matters*

Rational, self/family-interested and primarily concerned with structural issues such as housing, healthcare and education

- Services such as healthcare, education and housing are of primary concern
- Personal responsibility, including settlement processes for newcomers
- Mobility, including the prospect that NZ residency might be used as a stepping stone elsewhere, is viewed as a possible pathway to economic opportunity
Southland
Interpreting 3 Factors

1. “Enriching the local”

2. “On the move”

3. “Who is the ‘new’ New Zealander”
Southland (1)  
*Enriching the local*

The family, local community, and a sense of (local) place are all important for creating a sense of belonging and well-being; migrants play an important role in the generation of community

- Migration is perceived as beneficial, offering new ideas and experiences
- Make sense of new arrivals through experiential accounts affecting the individual family unit
- Transformational in terms of everyday practices and opportunities for engagement
Economically and socio-culturally, mobility is important and transformative across the life span

- Economic regional realities mean being able to leave is vital
- Mobility provides a way of taking advantage of changing employment opportunities
- Young people need to leave for multiple reasons – study, employment, social and cultural experiences
- Mobility is/ought to be a norm carried through the life span
Southland (3)

Who is the ‘new’ New Zealander?

The idea ‘New Zealander’ changes: we accept and embrace multicultural diversity and / or we develop a new place-based sense of unity

– Welcome new arrivals, but look after them
– Transformational – take advantage of what is on offer from new migrants
– Foster their capabilities (and their family’s) for the future
– Committed to place
Work in progress

We know there are tensions around migration on the West Coast and in Southland.

The Q study is helping us to surface unanticipated facets of those tensions that we may not otherwise have seen.

Some key themes have emerged:

Three urban regions to go: Christchurch, Wellington, Auckland.
Nga Tangata
Oho Mairangi