



# Migrant Life Hawke's Bay

## About this Publication

Migrant Life Hawke's Bay publication is a demographic profile of Hawke's Bay migrants, and includes information relating to population, age, place of birth, languages spoken, places of residence, education, work, occupations, individual case studies, and more.

It is important to note that the profiles are of groups who identify with an ethnic minority from the Hawke's Bay region's population of migrants and descendants of migrants. For this reason, the publication does not include New Zealanders, either European or Tangata Whenua, unless otherwise stated as these groups comprise Hawke's Bay's ethnic majority.

### Notes on Ethnicity

Ethnicity is a subjective, self-perceived measure of personal identity. In the Census of Population and Dwellings, it is identified by the person completing the census form and people can belong to more than one ethnic group.

Ethnicity is the ethnic group or groups that a person identifies with or feels they belong to. It is not the same as race, birthplace, citizenship or ancestry, and a person can identify with an ethnicity even if they are not descended from ancestors with that ethnicity.

Ethnicity is a measure of cultural affiliation made up of an ethnic group of people who have some or all of these characteristics; a common proper name, an element or elements of common culture, a shared sense of ancestry, a common geographic origin, or because they are a unique community of interest.

A person may look like they belong to a certain ethnicity but identify with another ethnicity. For example a person may have been born in China to Chinese parents, but may have been living permanently in New Zealand since they were very young, so choose to identify with the 'New Zealander' ethnic group rather than with the 'Chinese' ethnic group.

### Statistical Notes

The data in this publication has been obtained from Statistics New Zealand and is for the usually resident population of Hawke's Bay. It excludes tourists, but includes residents who were temporarily away from Hawke's Bay on New Zealand census night.

Much of the data makes use of 'total response' data which refers to the fact that people can have multiple responses to certain questions in the census, such as ethnicity or languages spoken. For these examples, where a person has reported more than one ethnic group or who indicated they can speak more than one language, they have been counted in each applicable group. Therefore, the total number of responses in some of the data will be greater than the total number of people.

Statistics New Zealand also use a residual category for responses for which no appropriate category exists, including 'not stated', 'response outside scope', 'response unidentifiable', 'refused to answer' and 'don't know', which can give the appearance of some inconsistencies across data sets or incomplete totals within data sets when this category is not shown, and generally it has been omitted here for the purposes of simplicity.



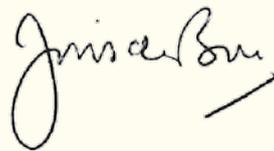
## FOREWORD

Migrant Life Hawke's Bay provides essential information for business, government and community organisations to understand their market and their community in order to plan effectively for future needs and opportunities. The vital statistical information provided is interspersed with human stories that challenge the barriers to the full utilisation of the skills that migrants bring to Hawke's Bay.

The value of this publication lies particularly in its regional focus. Already, permanent migrants, international students and seasonal migrant workers make a vital contribution to the regional economy. With an ageing population, shortages of skilled workers, the need to attract qualified professionals for essential services and to recruit seasonal workers for the primary industries of the region, increasing numbers of migrants are vital to the future of Hawke's Bay.

The challenge for businesses, service providers and the community as a whole is to provide an environment that is attractive to such migrants – recognising their qualifications and skills and the diversity that they bring to the community. This requires support with settlement, a welcoming community and not just a tolerance of different ethnicities, cultures and beliefs but a celebration of this diversity.

Congratulations to Settlement Support Hawke's Bay and Napier Economic Development for producing this valuable resource.



**Joris de Bres**  
**RACE RELATIONS COMMISSIONER**

## MIGRANT LIFE HAWKE'S BAY

Migrant Life Hawke's Bay was produced by Settlement Support Hawke's Bay and Napier City Council Economic Development Unit. The aim of this publication is to highlight the diversity in our local population, the skills that migrants and their families bring to our community, and to explain how easy it is to satisfy the gaps in your workplace with staff from a wide range of backgrounds.



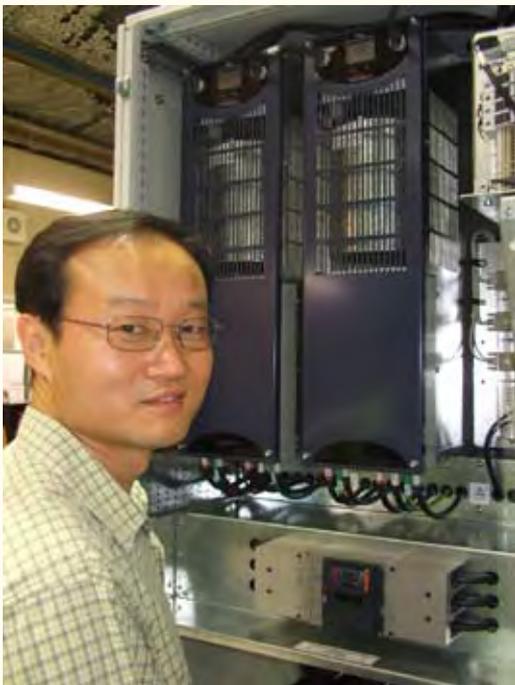
**Nina Siers**  
**SETTLEMENT SUPPORT HAWKE'S BAY**

**2008**



**SETTLEMENT SUPPORT**  
NEW ZEALAND

## Harry Kim / Vectek Electronics

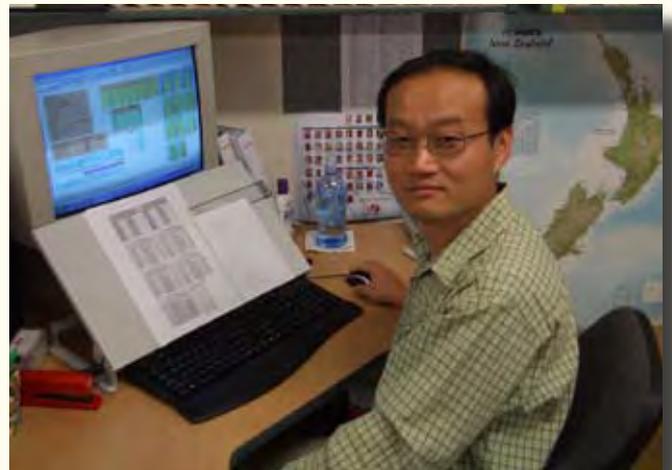


Vectek Electronics, which designs and produces innovations to reduce power quality problems, specialises in selling products to different markets around the world. This is a privately owned company with its manufacturing premises and Head Office based in Napier. Vectek supplies voltage conditioners and power converters globally on a very large scale which can save companies billions of dollars from power shutdowns. One of Vectek's biggest markets is Korea where over the last three to four years, voltage conditioners have been supplied that would condition power to the equivalent of ten Napier cities.

Company Director John Penny said that with such advanced technology used in the design and manufacture at Vectek it is hard to find professional engineers at this level. Over the years it has been a necessity to employ some overseas migrants moving to New Zealand.

Harry Kim, a mechanical engineer from Korea, has been working at Vectek for 18 months. Harry and his family moved to New Zealand looking for a better lifestyle. His first priority was to complete an 'English as a Second Language' course to get his English up to speed and help with employment prospects. Yet it still proved very difficult to secure a job and although he had been short-listed for three, his command of English seemed to be a barrier that let him down.

Fortunately for Harry he was introduced to Vectek by an acquaintance. John was very pleased to employ him as he is highly skilled and experienced and the language barrier is not such an issue. "Harry works really well with our Korean clients," said John. "He understands the culture and the language, which helps when clients are visiting from Korea."





Vectek has had some past experience in employing migrants and is familiar with what is involved. Not only do migrants experience difficulties finding jobs but so too do employers have difficulty finding qualified skilled workers. As an accredited employer sourcing workers from overseas, Vectek has built a good working relationship with the New Zealand Immigration Department.

Harry is happy to be working in the field for which he was trained and interestingly he worked for 15 years in Korea for a company that deals with Vectek. Harry's advice to anyone from another culture looking to work here is first and foremost make sure their English is up to a good level. "Communicating properly is so important and has been the biggest factor in holding people back," he said.

Harry's nine and eleven year old children 'speak like kiwis' but at home they communicate in Korean and although Harry would like to practise his English more he finds the children speak in a different terminology. Hyein, Harry's wife, has been working in a sushi bar where speaking English and dealing with the public is great for building confidence.

*Not only do migrants experience difficulties finding jobs but so too do employers have difficulty finding qualified skilled workers.*

For Vectek and Harry the combination works well where there is mutual benefit to both parties. For a highly technical company that deals on the world market it is essential to have engineers of Harry's calibre and Vectek recognises the advantages of employing from our ever increasing pool of well qualified and skilled migrants.



**DID YOU KNOW...?**

In 2006 there were 96 Koreans in Hawke's Bay, the 24th largest group of the 65+ Hawke's Bay ethnic groups.

# Hawke's Bay Migrant Groups

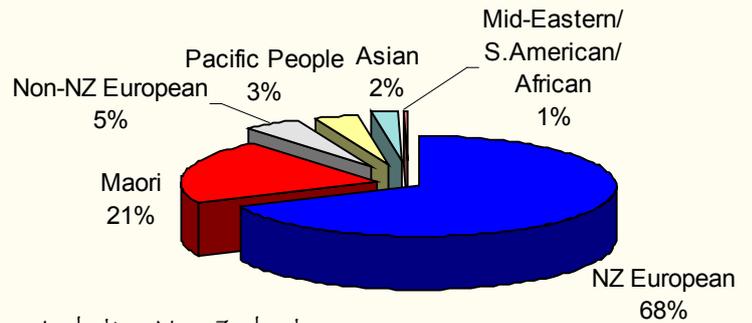
Ethnic profiles are important as the number of residents who identify with each ethnic group and the rates of change over time provide an indication of the ethnic diversity of Hawke's Bay.

Hawke's Bay is becoming more ethnically diverse; In 1996, the non-New Zealander ethnic groups made up 11% (15,948 people) of the total population of 142,791. By 2001, this proportion had increased to 13% of the population in Hawke's Bay (total 142,950), or 18,906 people.

In 2006, the non-New Zealander groups number had reduced slightly to 12% of the population, or 17,175 people, of the total population in Hawke's Bay of 147,783.

Of the non-New Zealander ethnic groups, between 1996 and 2006, the Middle Eastern/South American/African ethnic group has had the greatest proportional population growth

## Ethnic Group Profile 2006

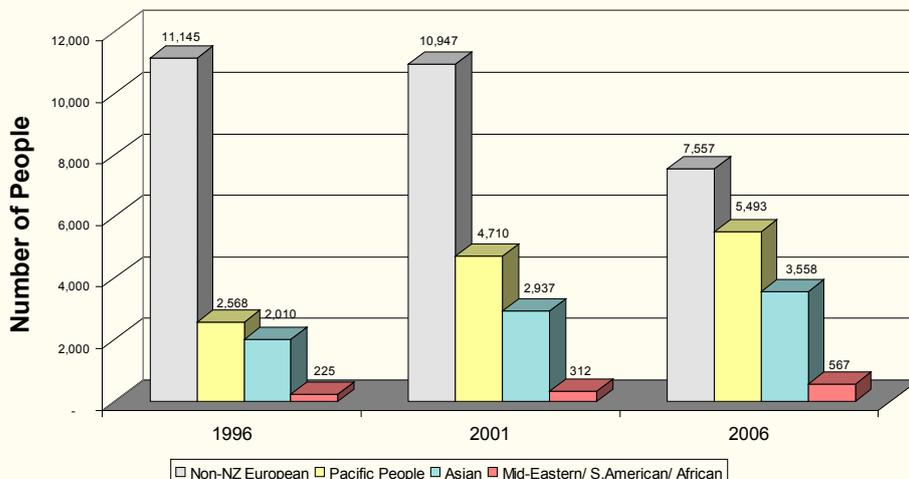


Including New Zealanders

with an increase of 60%, or 342 people, while the Pacific people group has had the highest numerical growth with an increase of 2,925 people, or 53%.

Between 1996 and 2006 the rate of population change for the Pacific people, Asian and Middle Eastern/South American/African groups combined was a 52% increase, and for the Non-NZ European group was a 47% decrease. The average growth over the 10 years from 1996 to 2006 for the total Hawke's Bay population was 3%.

## Non-New Zealand Ethnic Group Profiles 1996 to 2006



### DID YOU KNOW...?

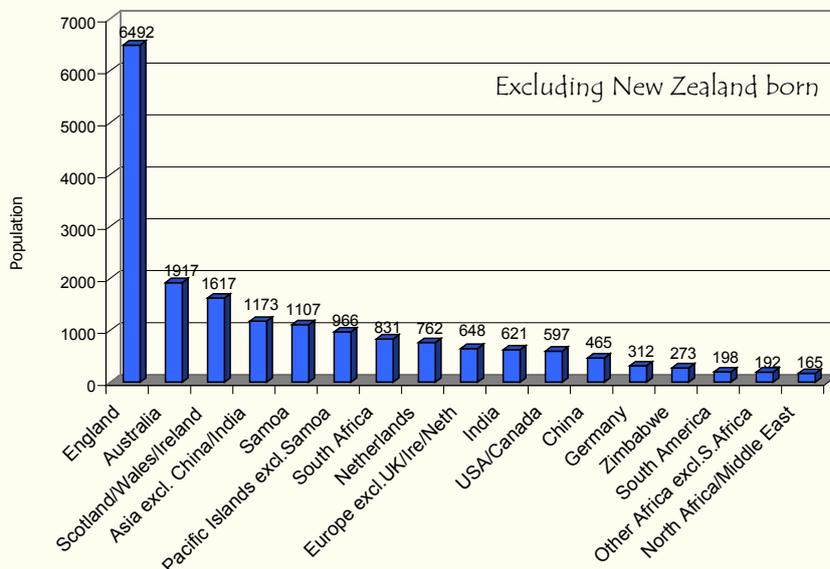
That in 2006, *overseas born* people made up 12% (18,336 people) of the Hawke's Bay population of 147,783.

Note: Any changes in count between censuses does not necessarily equate to an actual change of this number but may be partly due to factors such as some people identifying with more than one ethnic group, and the ethnic group or groups that someone identifies with may change over time.

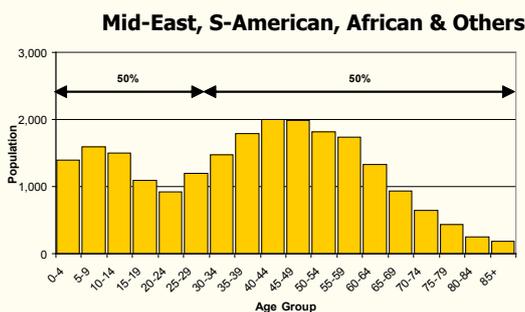
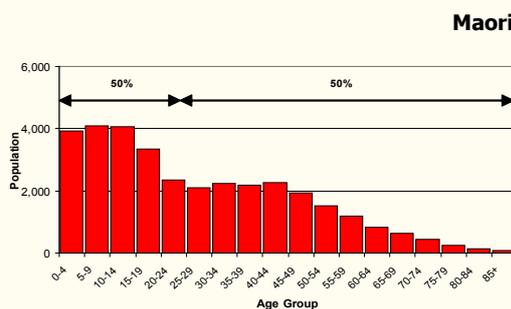
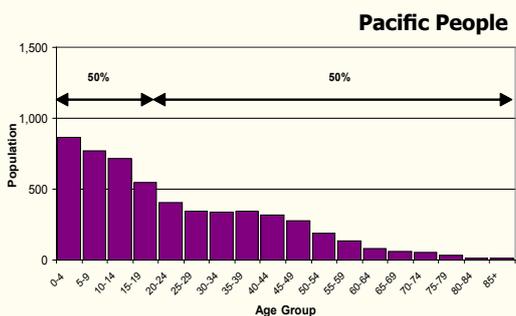
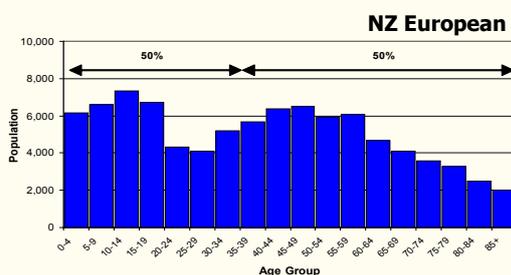
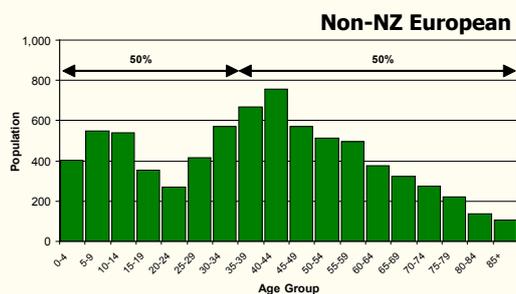


## Hawke's Bay Migrant's Birthplace

Birthplace is different from ethnicity which also includes New Zealand born. At the finer detail level of the groupings the diversity of Hawke's Bay becomes more apparent. In 2006, there were at least 65 different ethnic groups living in Hawke's Bay. Of single country groups, English was the largest migrant group, with 6,492 people in 2006, followed by Australian (1917), Samoan (1107), Scottish (927), South African (831), Dutch (762), Indian (621) and Chinese (465).



## Age Profiles 2006



Different ethnic groups have different age compositions. Knowing an ethnic group's age structure can help in predicting likely future population growth, as those groups with larger proportions of younger people will have higher rates of growth. It also gives an indication of population dependency - whether the population has a large number of dependants in the younger age groups (0-14 years) or in the older age groups (65 years and over). This is particularly important for future planning and policy decisions for schools, housing and health care.



## Steve and Angie Rawlinson

The largest source of skilled migrants arriving into New Zealand are from the United Kingdom. Most will talk about the over crowding, poor weather, long hours commuting to work in high pressure jobs and the drudge of doing the same thing over and over. For Steve and Angie Rawlinson this was definitely the case. Both in stressful jobs in London, they felt their lives were like being on a treadmill and had come to the conclusion that somewhere there had to be a better quality lifestyle with a slower pace.

"We found we loved to get away from the usual European destinations for our holidays and back pack with nothing booked to places with fewer tourists and different cultures; meeting other like minded people doing the working persons OE," said Steve. From these experiences they realised the world had so much more to offer with completely different attitudes and lifestyles.

"Since childhood I had always wanted to live and work elsewhere," Angie recounted. "I remember at aged seven sitting in the window seat watching the rain on the glass and making a chart to count the different coloured cars going by. Life was so boring when the weather was bad."

*It seemed confusing that to get a visa they would need a job offer, but to get a job they would need a visa.*

With encouragement from Steve's brother who, with his kiwi girlfriend, had already been to New Zealand and had decided to move, Angie and Steve felt perhaps this could also be the place for them. "We knew we were on to something when I found over the internet there was to be a New Zealand Expo in London," said Angie. "We then discovered Napier in the Lonely Planet Travel Guide and it sounded so perfect.

"It said Napier had the most sun, was a wine region, was on the ocean and was a unique, picturesque Art Deco city!"

At the expo Steve and Angie's main focus was to gather information and find out about visas and work permits. It seemed confusing that to get a visa they would need a job offer, but to get a job they would need a visa. While having coffee to mull it all over and about to leave, Angie flicked through the leaflet once more and spotted that there was a stand for Napier. Excitedly they headed back into the expo.

"It was very busy but I was greeted by a lady called Barbara," said Steve, "then she told me she was the Mayor of Napier! I didn't know how to react and was stunned that she had actually made the effort to be at the expo." Upon reading Steve's form and discovering that he was a graphic designer Barbara called out, "Rick I have a graphic designer here!"

What was supposed to be a five minute chat with Rick Hopkinson, Creative Director of Adplus Advertising, turned into a 40 minute interview. "I knew instantly that Steve was right for Adplus," recalled Rick who is a marketing consultant for the Napier City Council.

"He spoke the right industry language and had the right fit for the Adplus culture. I knew I could work with him."

Rick believes that when employing from overseas it is important to look beyond the nationality barrier to how the individual will fit with the nature of the business. One of New Zealand's top independent advertising agencies, Adplus has embraced the concept of employing qualified people from overseas into provincial areas. "For those within New Zealand sometimes the belief is that the provinces can't satisfy career aspirations whereas people from overseas are looking for a more even career lifestyle balance for satisfaction," said Rick.

It's been three years since the couple arrived in Napier. "We are over the moon," said Steve. "Sometimes we have to pinch ourselves to make sure it's real. I walk 10 minutes to work while looking out at the ocean and we can be at the beach in 30 minutes. We have played golf, tandem skydived, bungy jumped, water skied, been out in a surf life saving IRB, snow skied and had a good old kiwi bach holiday!"

Both believe that the secret to fitting in is to embrace the kiwi culture and be prepared to go outside your comfort zone.

Angie said that the thought of moving was initially terrifying but it actually made her feel alive again. Neither wanted to wake up at age 60 years realising they hadn't acted on their dreams.

*When employing from overseas it is important to look beyond the nationality barrier to how the individual will fit with the nature of the business.*

"It's still hard work and long hours in the job," said Steve, "but there is more time and a better work/life balance. I actually enjoy going to work and I also enjoy other activities which are so much more accessible without being costly."

Angie said, "Kiwis are so embracing and friendly. They are a nation of easy going people which makes it very easy to settle." Their advice for others is to "feel the fear and do it anyway". Plan well, do the research, know what you want and don't be too afraid of change.



#### **DID YOU KNOW...?**

In Hawke's Bay 17% of migrants are employed in professional occupations (e.g. doctors, lawyers, engineers) compared with 8% of the general population.

An example of a diverse work force exists in the Hawke's Bay District Health Board which, in 2008, had migrants making up 17% of the 2581 staff.

# Hawke's Bay Population Projections

Population projections give a useful indication of potential population growth and can be used to help assess the demand for resources such as housing, land, water, and related services required to meet the needs of future residents, as well as planning for infrastructure needs.

## Population and Growth rates 2006-2016 (Medium Projection)

Population	2006	2016	Change	Change %
Pacific People	6,300	8,600	2,300	37%
Asian	4,100	5,400	1,300	32%
Maori	37,500	41,300	3,800	10%
European incl. non-NZ European	117,200	114,700	-2,500	-2%
<b>TOTAL</b>	<b>149,800</b>	<b>150,500</b>	<b>700</b>	<b>0.5%</b>

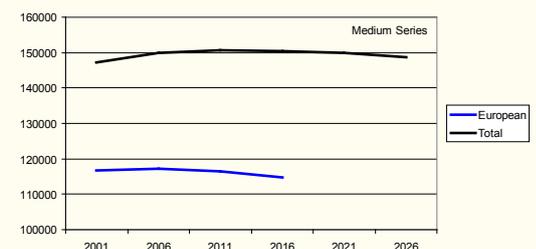
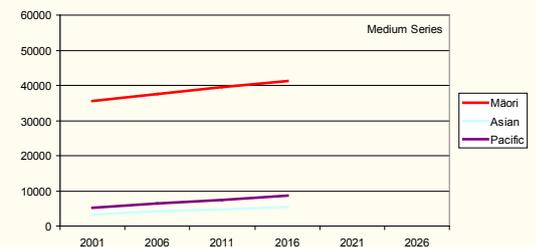
### DID YOU KNOW...?

In 2007 more than 1,500 overseas born people migrated to Hawke's Bay, approximately a 50% increase from 10 years ago.

The projections shown here are based on the 2001 census. Although the *total* population from the Hawke's Bay 2006 census is available, the supplementary 2006 census based *ethnic* population projections will not be available until 2009.

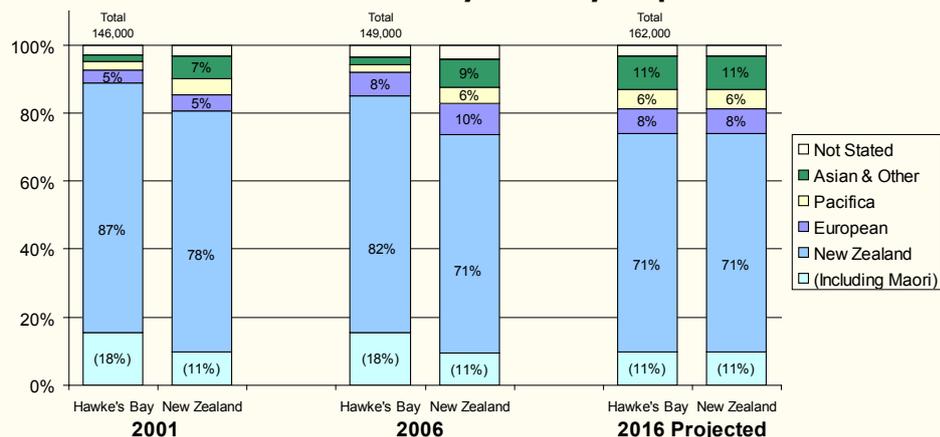
Population growth from 2001 to 2006 has occurred at a rate of 1.7%, and stood at 149,800 in 2006. Using the medium projection the total Hawke's Bay population is set to reach 150,500 people by 2016. Growth will slow to a rate of 0.5 per cent between 2006 and 2016, and the population will *reduce* by 1.3 per cent between 2016 and 2026.

## Ethnic Groups Projections 2001-2026



Statistics New Zealand cautions users of its projections, stating that "population and household projections are guidelines and not exact forecasts". Three alternative series (low, medium and high) are produced for population projections using different combinations of appropriate assumptions about future fertility, mortality, migration, inter-ethnic mobility, living arrangement type and labour force participation patterns of the population. See the Stats New Zealand website [stats.govt.nz](http://stats.govt.nz).

## New Zealand vs Hawke's Bay Ethnicity Proportions



# Migration to New Zealand

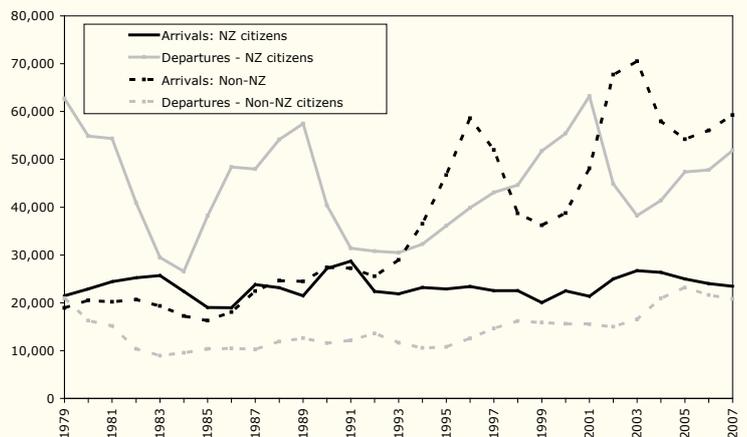
Migration is the movement of people from one area to another. When the movement is between countries it is called external migration; when it is within a country it is called internal migration. The information here is about external migration to New Zealand.

Net external migration to New Zealand is a key component of population change and is largely responsible for population growth rate variations. The total number of people migrating to and from New Zealand has fluctuated over time, but in general, the trend has been one of continual growth. New Zealand has had periods of net outflows of people, such as in the 1980s and late 1990s, followed by periods of net inflows. Over the last decade, there has been an average net gain of 10,300 people per annum. The figure below shows the increase in Permanent and Long-term arrivals and departures over the last 25 years and the fluctuations in net migration inflows and outflows.

The movement of non-New Zealand citizens has increased steadily over the last 25 years, with a much greater number of arrivals compared to departures. In general, the number of migrants coming from Australia and the Pacific Islands has decreased since the 1980s, while the number from Asia and Europe has increased. The number of migrants coming from Asia increased rapidly between 2000 and 2003, largely a result of significant growth in the export education industry.

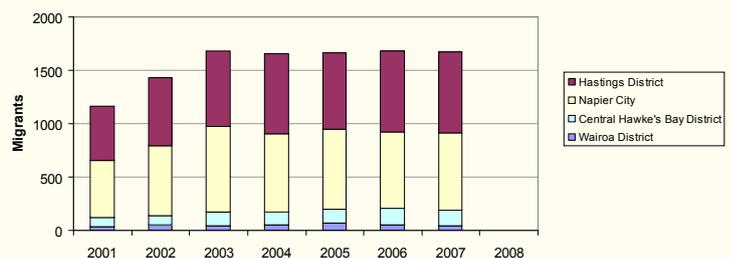
Since 2003, the number of Permanent and Long-term arrivals from Asia has decreased, while those from Europe have increased. The decrease from Asia is largely because of falling international student numbers, but also from a shift in the main source countries for permanent residence in New Zealand. Over the last three years, the number of Asian people granted permanent residence

has decreased, particularly from China and India, while numbers have increased from Europe, particularly from the UK.



Source: Merwood (2006 & 2008) : Migration Trends 2005/06 & 2006/07 Department of Labour, Wellington

The net fiscal impact i.e. difference between government receipts in taxation and expenditure on social services, of the migrant population was \$3,288m in 2005/06. This indicates that the migrant population's contribution to government revenue exceeded government expenditure on the migrant population in the same year. This compares to a net \$2,838m for the New Zealand-born population (Fiscal Impact of Migration 2005/06, Department of Labour, August 2007). The migrant population makes up 25% of the total population whilst the New Zealand-born population makes up 75% of the total population.



Source: External Migration, Statistics New Zealand

## The Muslim Community of Hawke's Bay

The attraction to live and work in New Zealand has drawn a wide range of diverse cultures and nationalities. This is particularly so in the vibrant Muslim Community situated in Hastings. We visited the Muslim Community and were warmly greeted by Razeen Assan, the Imam (Priest), and a very friendly group of the congregation. Their stories were interesting and varied in their ability to find work here.

Djavlonbek Kadirov came to New Zealand with his wife and family from Uzbekistan which is a country bordering Kazakhstan and Afghanistan. He was invited to study here, spent three years studying in Hamilton and is now a Marketing Lecturer at Hawke's Bay's Eastern Institute of Technology. They have settled well with a baby born in New Zealand and kids with kiwi accents – although at home they speak in Uzbek and Russian.

For the Kadirov family, it was quite a straight forward process to obtain a visa to work here. Immigration rules require would-be skilled migrants to have a job

*Obtaining the job offer is the most difficult task and more so for applicants from other cultures.*

offer before a visa can be granted. Obtaining the job offer is the most difficult task and more so for applicants from other cultures. "Employers must be very open to employing people from other cultures because foreigners can contribute value, diversity, new experience, non-standard solutions to problems, and cultural insight to organisational practices," Djavlonbek told us. But he felt that kiwi employers were hesitant to employ migrants as they seem to believe a visa is required first. "One of the problems is that employers need to learn the immigration process to avoid confusion and time wasting," he said.

Naeem Teladia and Fehmidah Hoosen had only been in the Hawke's Bay for two weeks at the time of the interview. Naeem arrived here from South Africa with the encouragement of his brother-in-law who lives in Auckland. He left Fehmidah and their two children in South Africa and came to investigate. After four months separation Naeem was offered a job at Link Technologies in Napier and was able to apply for a visa and move the family over.

To Naeem and Fehmidah New Zealand held huge opportunities to bring up their children in a safer environment. "We made the move

*Kiwi employers were hesitant to employ migrants as they seem to believe a visa is required first.*

for the kids and it has been fantastic to discover that kids are so important here!" said Fehmidah. "The parks are excellent and the safety, comfort and child awareness is amazing."

In South Africa Fehmidah spent eight years as a magistrate and also has a Commerce Degree but is finding it quite difficult to get a job. To practise law in New Zealand she will have to do a bridging course which is costly and time consuming and to afford that she needs to find a job.

Each family has had a different experience in finding work in this country. Sometimes it is not so much finding the job but employers' treatment of those from other cultures which causes difficulties. Ihlam Ibrhim from Sri Lanka has been here two years. He is an experienced and well qualified mechanic yet he is finding he is on a minimum wage and not earning as much as kiwi colleagues who are not as experienced or qualified as himself.

Ilham accepted the job knowing that it was not the best pay but felt he had no choice as he needed the job to obtain a visa. He feels employers use the excuse that prospective employees do not have enough New Zealand experience. For a mechanic it is not relevant yet it has been used to scale down the amount of money earned.

What the Muslim Community has experienced is that qualified and skilled people are finding it very difficult to get jobs within their field of work and are choosing to work on orchards or at the meat works. Mr Sayeed chose to work at the local mushroom factory. Having lived here since 1990, he has worked on orchards and found seasonal work preferable.

"School teachers are now looking for work on orchards as they are finding it so difficult to find teaching positions," said Mr Sayeed. Razeen agreed and said that to alleviate some of the problems workshops for new immigrants would be helpful.

Razeen, from Sri Lanka, came here for doctorate studies and has a Masters Degree in Counselling. He also found the challenges for employment greater than expected and is now employed by the Muslim Community as the Coordinator.

The Community was established in 2006 and has 65 families within its congregation. Strong bonds have developed between the families who are a diverse mix of different races and nationalities. They support and encourage one another which is essential when all have moved half way across the world to a new country and a new culture.

"When moving to another country we become cut off from family and friends," said Djavlonbek. "But being with the Muslim community we are all brothers and sisters." It has been a particularly important way for his wife to make contacts and have support.

"We are very happy here," agreed Naeem. "The Mosque is a focal point for us where we have been able to acclimatise and network. I never dreamed to have friends from different cultures and communities."

*This community believes it is the potential they offer that is important.*

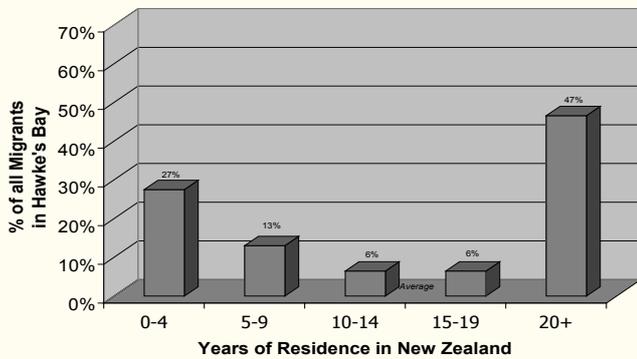
For some it has been more difficult in the desire to give their families better and safer lives. All have had to take huge steps out of their comfort zones. This community believes it is the potential they offer that is important. "What we can do from here and in the future," said Razeen. "Migrants have different desires and motivations. We have to make it work!"



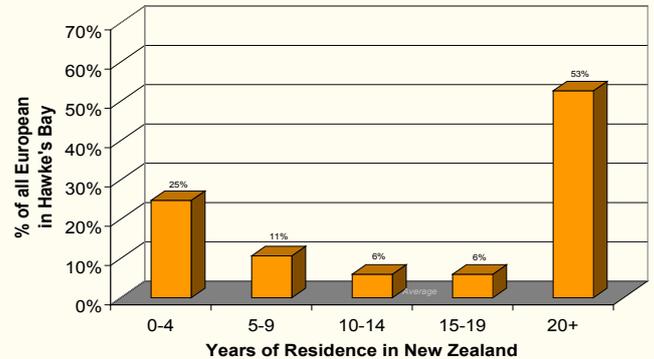
# Migrants in Hawke's Bay

The following graphs show the length of time migrants in Hawke's Bay have been living in New Zealand as percentages of their respective migrant group (from the 2006 Census).

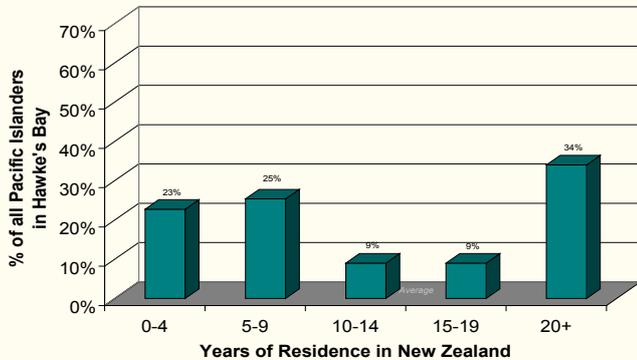
### All Hawke's Bay Migrants



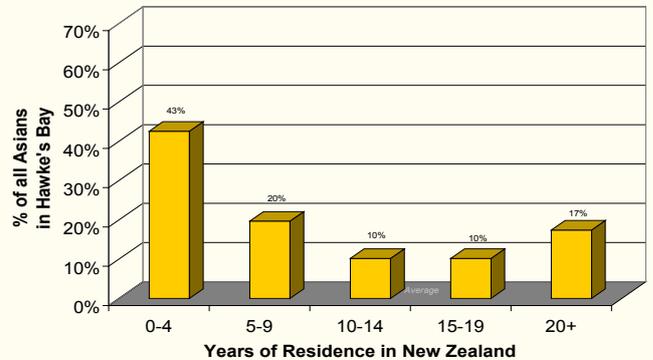
### European Migrants



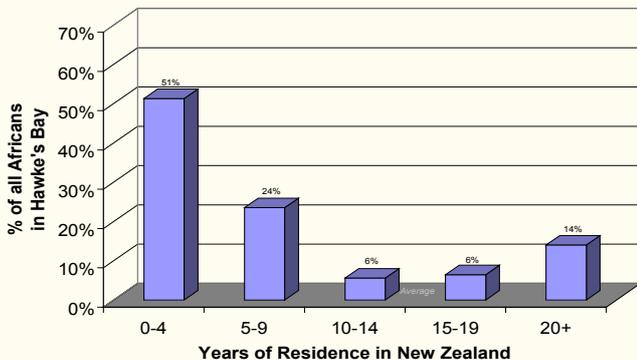
### Pacific People Migrants



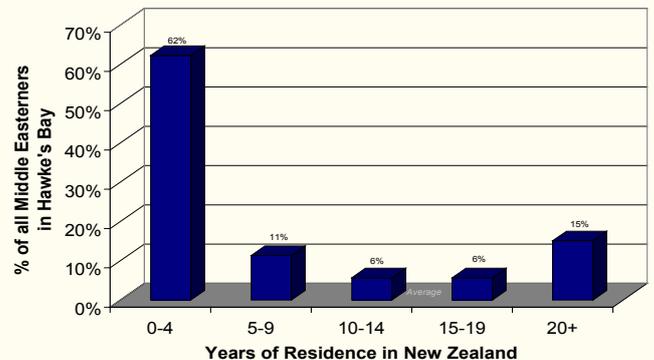
### Asian Migrants



### African Migrants



### Middle Eastern Migrants

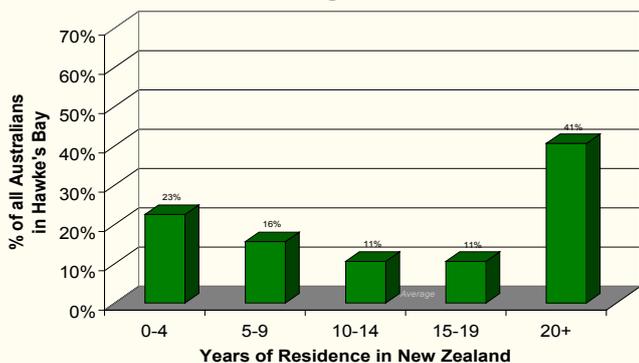


#### DID YOU KNOW....?

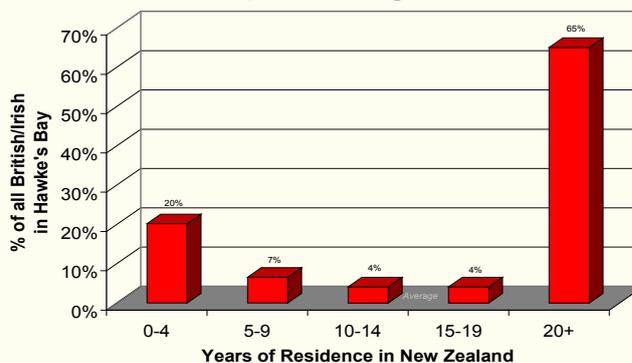
Approximately 9500 migrants (72% of Hawke's Bay migrants, excluding British) have been living in New Zealand for less than 20 years.



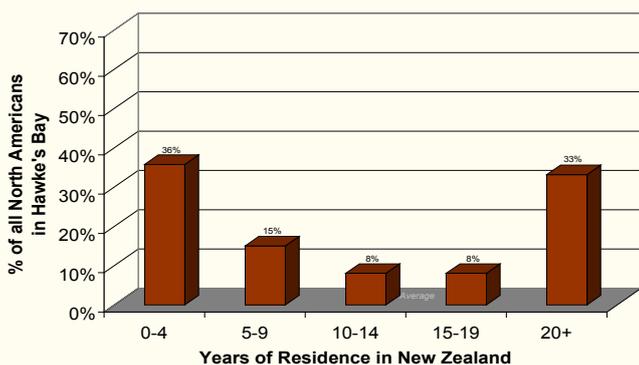
### Australian Migrants



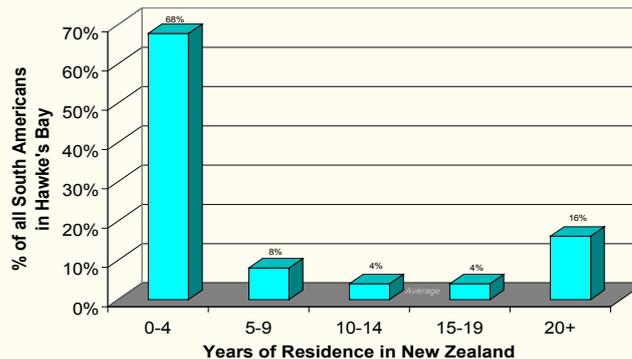
### British/Irish Migrants



### North American Migrants



### South American Migrants



- In NZ for:** Migrants groups with more than average
- 1 - 4 years Middle Eastern migrants (45%) & Asian migrants (30%)
  - 5 - 19 years Asian migrants (40%) & Pacific People migrants (43%)
  - 20+ years British migrants (65%) & European migrants (53%)

### 'Older' Migrants

The majority of the Australian (60%), Pacific People (62%), British (60%) and European (73%) migrants have an 'older history' in New Zealand, having lived in New Zealand for 10 years or more.

### 'Younger' Migrants

The Middle Eastern migrants (62%), South American migrants (68%) and African migrants (52%) have proportionally more than the average having arrived in New Zealand within the last four years, indicating that these groups are recent immigrants.

Of all individual country migrants, the Northern Irish, Dutch and Polish have the largest proportion of people who have been living in New Zealand for twenty years or more, all in excess of 70%. This is closely followed by Cook Islanders, Italians, Scottish and Hungarians in excess of 65%. Malaysian, Japanese and Brazilian migrants have the largest proportion of people living in New Zealand for less than one year, all in excess of 30%. This is closely followed by Romanians, Iraqis, and Koreans in excess of 20%.

Number of years	Number	%
Less than one	1,359	7.4%
1 - 4 years	3,435	18.7%
5 - 9 years	2,274	12.4%
10 - 19 years	2,268	12.4%
20 + years	8,130	44.3%
Not stated, response outside scope / unidentifiable, refused to answer & don't know	882	4.8%
<b>TOTAL</b>	<b>18,348</b>	<b>100%</b>

# Immigration Categories

Immigration is one of the levers Government has to help business gain and retain the skills it needs. New Zealand's immigration policies are geared towards attracting those migrants who have skills that are in demand or in shortage in New Zealand, balanced with the desire to see New Zealanders trained and fully employed.

There are a number of policy avenues through which workers can apply to work or reside in New Zealand. Work policies enable suitably skilled migrants with job offers in New Zealand to work for up to 3 years, with some types of work permit enabling the worker to apply for residence after working for 2 years.

Some work policies are based on skill shortages identified by the Department of Labour and reviewed biannually. Others are based on recognising individual employers' needs to supplement their workforce with talent from overseas or based on employers providing evidence to establish that there are no New Zealand citizens or residents suitably qualified by training and experience who are available.

In some cases, migrants may have an 'open' work permit, enabling them to take up a position with any employer. There are various situations in which an 'open' work permit can be granted, for example if the applicant is the partner of someone who holds a work permit.

Residence policies enable migrants to live permanently in New Zealand. These policies cover a range of situations, for example, migrants with close family ties to New Zealand, refugees, migrants from Pacific Islands, and migrants accepted into New Zealand because of the skills they bring with them.

People who wish to migrate permanently to New Zealand must apply through one of the three residence streams of the New Zealand Residence Programme, as follows:

The **Skilled/Business Stream** (60% of total approvals) includes the Skilled Migrant Category, the Residence from Work categories and the Business categories.

The **Family Sponsored Stream** (30% of total approvals) includes spouses and partners, dependent children, parents, adult siblings and adult children of New Zealand residents and citizens.

The **International/Humanitarian Streams** (10% of total approvals) enables New Zealand to fulfil its international obligations and commitments regarding refugees and its special relationship with some Pacific nations, as expressed by the Pacific Access Category and the Samoan Quota.

Each stream has a number of categories and a separate approval limit totalling around 50,000 people per annum.

The Skilled Migrant Category is the main pathway to residence in New Zealand for applicants with skilled job offers. This category is a points based system, where applicants are awarded points on the basis of factors such as qualifications, work experience, age, a skilled job offer, and where settling in New Zealand.

Immigration New Zealand assist employers who would like to understand which immigration avenues could assist them to access the International skilled workforce. Immigration New Zealand resources include:

- Website **immigration.govt.nz** for:
  - General information (see *Employers* section)
  - The *Immigration Guide for Employers*
  - Regional employer seminars/events
  - FAQs and e-mail enquiry service through the help function.
- Call centre **0508 558 855** for:
  - General enquiries
  - The *Immigration Guide for Employers* by telephone

## MAKING PEOPLE WELCOME

### Introduce yourself

It's easier to talk to the people you know in your neighbourhood or at a party, but why not talk to someone new - it's a perfect way to make them feel welcome.

### Check they know how our City works

If you know someone is new to town, check whether there is any practical information they're unsure of eg. bus timetables and rubbish days.

### Recommend Good Professionals

Getting things done in a new city can be daunting. A personal recommendation of a doctor, dentist or plumber can save a newcomer lots of money, time and worry.

### Connect them

Find out what their interests are and introduce them to people who can help them join the right groups.

### See how they're doing

It's great to be welcoming in the first few days of people arriving, but sometimes it is after a month or two that people start feeling isolated. Keep in contact.

## HAWKE'S BAY SETTLEMENT SUPPORT SERVICE

(The producer of this publication)

Settlement Support is a free nationwide initiative which aims to help newcomers access information and services as quickly as possible to help them settle in New Zealand.

Settlement Support Hawke's Bay has produced the Newcomers Guide which can be ordered on line at the website below, or picked up in local i-SITES, libraries and many other agencies.

Check out the website, to access information on local projects, newsletters and any interesting things happening for newcomers in Hawke's Bay, on **napier.govt.nz** keyword = settlement

Phone Local Settlement Support office **06 835 2723**

E-mail: **ssnzhb@napier.govt.nz**



SETTLEMENT SUPPORT  
NEW ZEALAND



## Nnadozie Oraguzie

Nnadozie Oraguzie has travelled internationally to represent New Zealand's Horticulture and Food Research Institute (HortResearch) on apple and pear research in China, Japan and the USA, yet his own origins are as distant as the markets the apples are grown for. As Senior Scientist in HortResearch Nnadozie's profession is extremely complex and comes with enormous responsibility. His work involves identifying the genes (and how they are passed on) responsible for key attributes in apples to ensure that each generation has the necessary qualities and characteristics for premium fruit that will sustain lasting storage for the overseas market.

This research is vital to New Zealand's exportation of fruit to the world market. The sheer distance to markets means apple varieties must attract an absolute premium and withstand storage.

As a world leader in apple production, which makes a significant contribution to the national economy, New Zealand must maintain strict regulations to protect its asset. Nnadozie's role is fundamental in the asset protection through DNA fingerprinting of cultivars. This work protects varieties such as Pacific Rose from theft and enables identification of the apple.

Having completed a masters degree in his native country Nigeria, Nnadozie initially looked to Canada to complete a doctorate in horticultural genetics. He happened to chance upon a poster advertising Lincoln College in Christchurch as an education provider and decided to apply. Nnadozie was accepted and granted a scholarship by the Ministry of Foreign Affairs. Three years after coming here his girlfriend, Bridget, followed and they married not long after in Christchurch.

The idea had been to acquire the appropriate skills to take back to Nigeria. With the completion of his studies Nnadozie looked here for work and was quickly snapped up by HortResearch in Hawke's Bay.

*It is 14 years since Nnadozie arrived in New Zealand which he now views as his home.*

It is 14 years since Nnadozie arrived in New Zealand which he now views as his home. The couple now have three children, Onyinye nine years, Ebuka eight and Chidinma four - all born in New Zealand.





The Oraguzie family have established themselves in Havelock North and are actively involved in the local Baptist church. They are an outgoing family and have made many friends although Nnadozie says that Kiwis can be suspicious of immigrants.

"Because this country is so far from the rest of the world, some Kiwis don't understand foreigners," said Nnadozie, adding with a laugh. "But if you don't come to us, we come to you!" Nnadozie also coaches a junior soccer team, a skill many rugby orientated kiwi fathers struggle with.

Not all migrants are outgoing like the Oraguzie family and many are very shy which makes it hard for them to integrate. "Every migrant here really wants to work," said Nnadozie. "Often they work harder than Kiwi colleagues because they come from a culture where hard work brings self esteem and results are important."

One of the major problems was finding rental accommodation. "It took many months to find a house and when the landlord discovered we were Nigerian he told us the house had been let!" said Nnadozie. His advice is to always give a business card to show that you have a profession and will be able to pay the rent.

Accepting migrants is fundamental to New Zealand where there is a shortfall of skills for some of the country's top professions. It's a win-win situation that is beneficial to both parties. Nnadozie is a great testimony to this as he works at the forefront of one of our most prized and valuable industries.

Accepting migrants is fundamental to New Zealand where there is a shortfall of skills for some of the country's top professions.

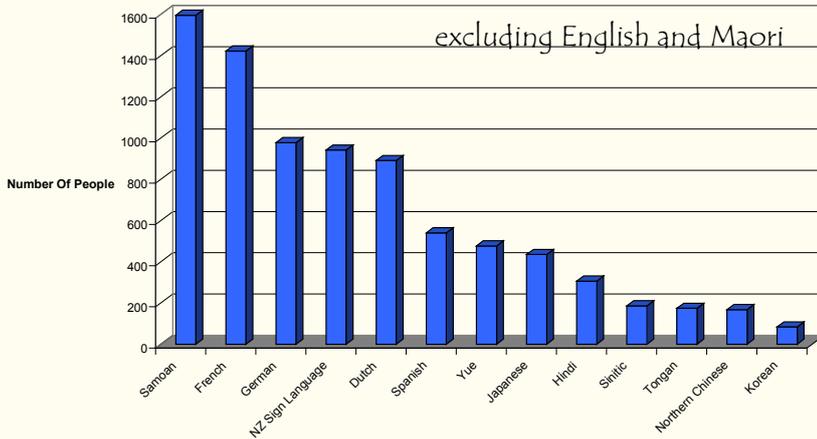


**DID YOU KNOW....?**

There are 831 South Africans and 465 Other Africans in Hawke's Bay accounting for 7% of the migrant population or 1% of the Hawke's Bay population.

# Language and Education

## Languages Spoken 2006

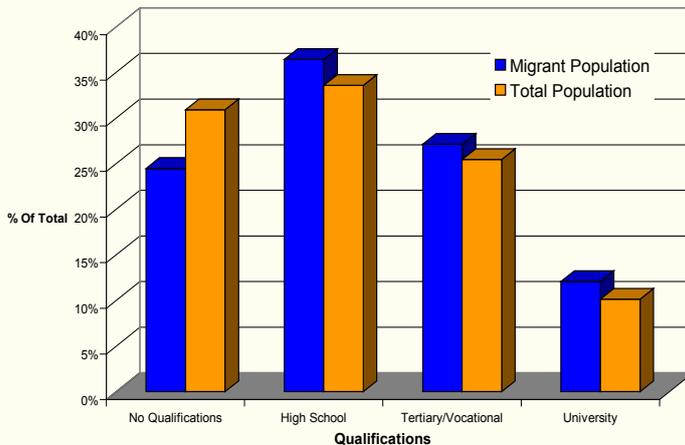


## Languages

Samoan and French are the leading minority languages spoken amongst the migrant population of Hawke's Bay at the time of the last census. The number of speakers of other minority languages combined is 3,507. Speakers of the official New Zealand languages are as follows:

	Hawke's Bay	NZ
NZ Sign Language	942	<1%
Maori	9,684	7%
English	136,734	93%

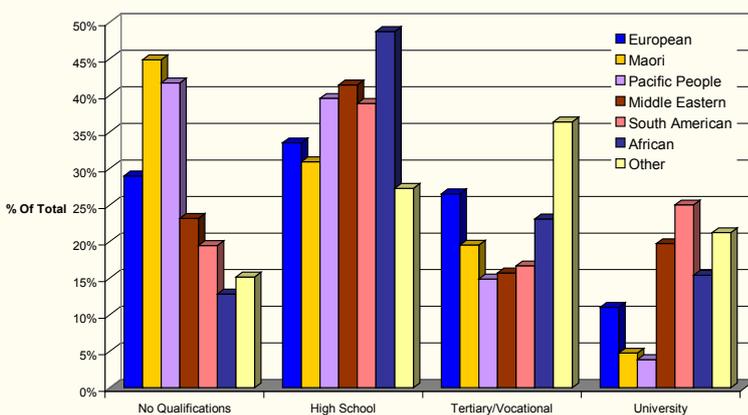
## Hawke's Bay Population - Educational Qualifications 2006



## Educational Qualifications

The leading broad qualification groups in 2006 for the migrant population as a whole are high-school then tertiary/vocational achievement levels. The migrant population has better overall achievement profiles than the Hawke's Bay population.

## Hawke's Bay Migrants - Educational Qualifications 2006



Hawke's Bay's Maori and Pacific people have the highest proportions of their working-age population without formal educational qualifications at the time of the 2006 Census. South American and African people living in the region have the least levels with no qualifications. Middle-Eastern and African residents are the leading groups for high-school qualifications, while European and Maori have the least levels for this category. European and African residents have the highest proportions for tertiary/vocational achievement, and Pacific people and Middle-Eastern migrants the lowest proportion. Middle-Eastern and South American residents have the leading proportions for university educational achievement, and Maori and Pacific people the least.

# Employment and Occupation

## Occupational Profiles

The leading occupational groups for migrants to Hawke's Bay are, in order, managerial work, professional work, technical/trades work and administrative/clerical work. These are also the leading occupations for the region's New Zealand European ethnic group. The leading groups for the Maori population are industrial and rural work. Migrants as a whole are least represented in the machinery and sales occupations. Migrants have the highest involvement amongst the three population groups for the managerial, professional and administrative/clerical occupations, and the lowest for machine operation occupations.

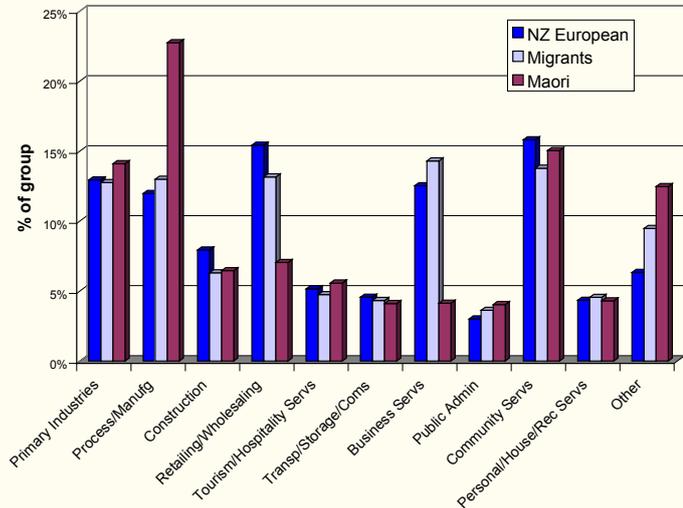
## Industry Employment Profiles

The leading industry employment groups for migrant people in Hawke's Bay are business services, community services and retailing/wholesaling. Their lowest levels of participation are in the tourism/hospitality and public administration industries. Migrants in Hawke's Bay have a higher involvement than New Zealand Europeans and Maori in the business service occupations and a lower involvement than the other two groups in the transport/storage and tourism/hospitality industries. The leading employing industries for New Zealand Europeans are retailing/wholesaling, community services and business services, and for Maori are processing/manufacturing, community services and the primary industries.

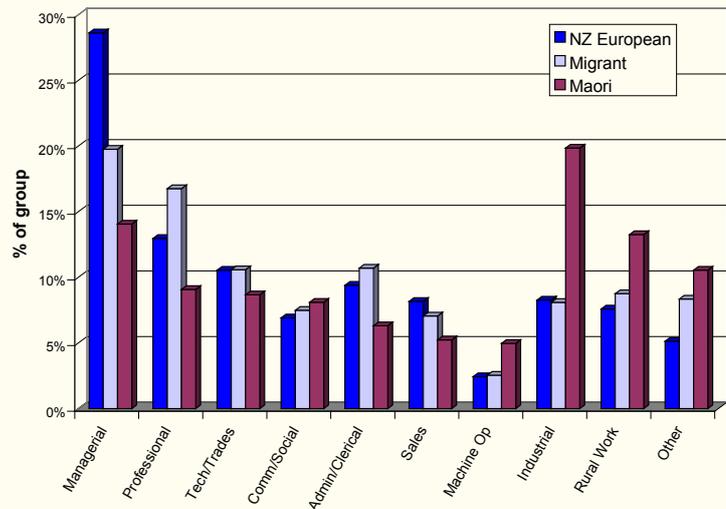
## Personal Incomes

For 2005/06 the specific migrant groups with the highest median or 'middle' annual personal income level in Hawke's Bay were, in order, Non-New Zealand Europeans, Africans, Cook Islands Maori and Latin Americans. Those with the lowest income levels were Niuean, South-East Asian, Chinese and Indians.

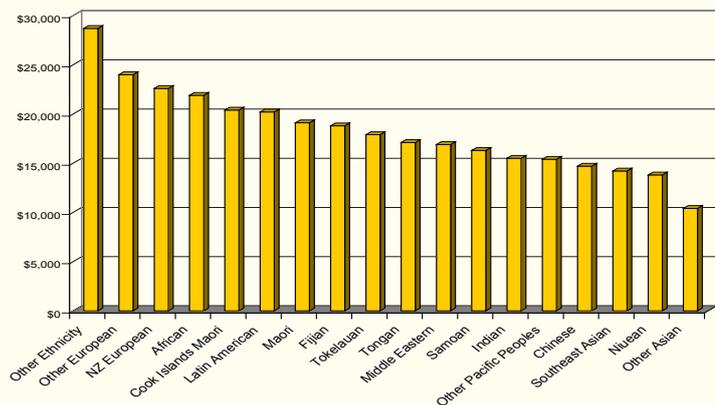
**Hawke's Bay Migrants Employment Profile 2006**



**Hawke's Bay Migrants Occupation Profile 2006**



**Hawke's Bay Working Age Population - Median Annual Personal Income 2005/06**



## Inara McLean and Valentina Johnson

In a country that actively pursues skilled migrants for employment due to a marked shortfall of skills, not all those who move to New Zealand have done so in pursuit of a fantastic job. Valentina Johnson from Russia and Inara McLean from Kazakhstan are highly educated, skilled and experienced in their respective careers, and both are married to New Zealanders.

These women have a wealth of experience and expertise to offer to the Hawke's Bay work force yet sadly both found it incredibly difficult to obtain jobs to the level of which they are capable.

Inara with a BA specialising in English and Interpretation and a BCom in international trade and economics thought she would have no problem getting a job here. However, what she found very difficult was that employers expect New Zealand experience. This is a catch 22 situation as to get that experience she needed a job. After two months working at The Warehouse Inara spent six months door knocking and applying for every possible opportunity. The same response came back, either that she had no NZ experience or that she was over qualified. In reality Inara felt that it was her Kazakstan background that put off prospective employers.

"I was finally employed by a local logistics company," said Inara "It is very frustrating and demoralising not being able to get a job but so important to be positive, visit places, believe in yourself and never give up." After 18 months in the job and armed with kiwi experience Inara felt ready to progress in her career and having spotted a position as logistics co-ordinator at Seleni Winery in the newspaper she was offered the job.

She loves this job and believes she is using her skills to the full along with both the experience gained in New Zealand and her experience from Kazakhstan. "I have brought in new customers and can have an influence in improving international economic ties," said Inara.

Valentina left a very prestigious career in Russia to move to New Zealand with her husband and has had similar experiences looking for work

in Hawke's Bay. She realised very quickly that she needed to use all avenues available including talking to friends and employment agencies. Yet it was difficult and so different from her own environment that Valentina became concerned she would only be able to take a labouring job.

*Employers expect New Zealand experience. This is a catch 22 situation as to get that experience she needed a job.*





Having had a top secretarial career as an interpreter and helping others integrate into the Russian community, Valentina found it disheartening that she was unable to get anyone interested in her skills here. However, meeting Nina Siers from Settlement Support was a breakthrough for her. Nina put Valentina in touch with Career Services *rapuara*, a government funded career service. They helped Valentina to rewrite her CV in a New Zealand style and explained the local environment.

Both Inara and Valentina are positive confident women and their English is perfect.

towards employment yet employers also need to make changes towards migrants and be more flexible. "There is huge pressure on new migrants," said Valentina, "It's a new life where we have to change and accept kiwi ways. Even learning to drive is a huge step."

The Russian community in Hawke's Bay is growing with some families well established, having been here for 10 – 15 years. Some, although highly skilled, have had to start with cleaning, apple picking and labouring jobs. The community is a supportive network that helps each other to find jobs, helps settle other new migrants and contributes to the local community. "New Zealand is versatile with international communities settled here and kiwis are interested in us," said Valentina. "I have been invited to speak at meetings, churches, and scout clubs which is educational for everyone."

With her new 'kiwi friendly' CV Valentina began to get interviews for vacancies, yet her first job in a sales role at a winery was through a friend. Although she had no experience in sales Valentina loved the job. "This introduced me to small business where the need to be flexible and versatile was essential," she said, "I had to help with everything even picking grapes and driving a tractor!"

To gain that valuable kiwi experience Valentina moved on to temping for Trade Staff. This she believed was excellent in gaining knowledge of local businesses and understanding kiwi ways.

Currently she holds two part time jobs, one with Biobees which came through word of mouth, and the other her dream job in administration with Care New Zealand in the drug treatment unit at the Hawke's Bay prison. It took Valentina four long years to get to this place but she never gave up.

It's a learning curve for both migrants and employers in New Zealand.

Both Inara and Valentina are positive confident women and their English is perfect. They believe a good command of the language is the first issue

It's a learning curve for both migrants and employers in New Zealand. Inara and Valentina believe all migrants, not just those from Russia, bring various skills and experiences and these are an advantage for employers and the community.

#### DID YOU KNOW....?

Of the Hawke's Bay Population of approximately 142,000:

- 121,000 (85%) speak 1 language
- 15,000 (11%) speak 2 languages
- 1,600 (1%) speak 3 languages and 550 speak 4 or more languages.

# Where Migrants Live - 2006 Census

## Wairoa District .....

### Hawke's Bay Census Area Unit Migrant Group Population 2006 Census

Census Area Unit	European (Non-NZ)	Samoan	Pacific People Excl Samoa	Chinese	Indian	Other Asian	Middle Eastern	South American	African	Other Ethnic Groups
<b>Wairoa District</b>										
Tuai	6	3	6							6
Frasertown	3		3							18
Ruakituri-Morere	18		6			6				66
Maungataniwha	9	3	6							18
Raupunga	24	9	15	3						51
Whakaki	15	9	3	3	6					42
Nuhaka	6		6	3						12
Mahia	21	9	3			3				72
Wairoa	144	33	60	24	30	27	6		3	303
<b>Wairoa District Total</b>	<b>246</b>	<b>66</b>	<b>108</b>	<b>33</b>	<b>36</b>	<b>36</b>	<b>6</b>	<b>0</b>	<b>3</b>	<b>588</b>

This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may differ in other Statistics NZ tables. Ethnicity includes all of the people who stated each ethnic group, whether as their only ethnic group or as one of several ethnic groups.



# Where Migrants Live - 2006 Census

## ... Napier City .....

Census Area Unit	European (Non-NZ)	Samoan	Pacific People Excl Samoa	Chinese	Indian	Other Asian	Middle Eastern	South American	African	Other Ethnic Groups
<b>Napier City</b>										
Bay View	93	6	15	30	9	12				309
Poraiti	63	3			12			6	3	114
Meeanee	57	6		39		6				195
Awatoto	24	6		3						42
Westshore	63	3	15	3	6	9	3		3	189
Ahuriri	69		12	3		6				117
Onekawa Central	78	6	15	24	12	15			3	171
Onekawa West	3	3								12
Onekawa South	147	171	96	45	24	21	3			477
Marewa	258	93	57	42	18	30	36	6	9	534
Maraenui	84	297	135	27	18	15		3		231
Hospital Hill	222	15	9	30	3	9	3	3	9	447
Bluff Hill	288	3	18	18	6	15	12	9	9	369
Nelson Park	153	18	24	27	12	33	9	6	6	309
Mclean Park	138	12	33	15	12	12				333
Tamatea North	108	24	36	18	3	33	18	6		318
Tamatea South	144	36	21	51	21	21				354
Greenmeadows	297	33	36	81	18	87	3		3	999
Taradale North	264	18	30	78	27	33	12	3	3	816
Taradale South	288	30	36	108	21	75	3	3		876
Pirimai	171	45	39	57	9	36	3	3		522
<b>Napier City Total</b>	<b>3,012</b>	<b>828</b>	<b>627</b>	<b>699</b>	<b>231</b>	<b>468</b>	<b>105</b>	<b>48</b>	<b>48</b>	<b>7,734</b>

# Where Migrants Live - 2006 Census

... Hastings District .....

Census Area Unit	European (Non-NZ)	Samoa	Pacific People Excl Samoa	Chinese	Indian	Other Asian	Middle Eastern	South American	African	Other Ethnic Groups
<b>Hastings District</b>										
Twyford	51	12	9	9		6				162
Karamu	39	6	12	21	12	6	3	6		129
Whakatu	33	3	18	9		3		3		90
Clive	78	3	21	18	12	3				252
Haumoana	180	18	9	15		18	6			297
Brookvale	30			3					3	72
Irongate	18	9	15							78
Longlands South	60	6	12	3				3		132
Tangoio	33		6	3		3				123
Eskdale	36		3	3	3	3				81
Sherenden-Puketapu	156	6	6	3		12	3			432
Omahu	6		9			3				18
Waiohiki	9	3		6		3				63
Pakowhai	27	3	9							60
Maraekakaho	63		9						3	255
Bridge Pa	36	21	24	6	3	3			3	108
Poukawa	96	6	15	6	3					186
Pakipaki	21	3	21			3				69
Waimarama	60	3	9	3	3			3		156
Tutira	21	9	3	3						87
Puketitiri	12		3							51
Whanawhana	6									48
Mahora	171	45	156	60	69	27	3	12	6	408
St Leonards	147	33	51	45	105	51		6	9	315
Frimley	69	9	21	9	54	9			15	207
Raureka	177	81	150	21	117	48	3	18	6	456
Mayfair	192	66	135	21	78	15	12	6	15	459
Parkvale	192	15	54	42	60	45	3	3	12	381

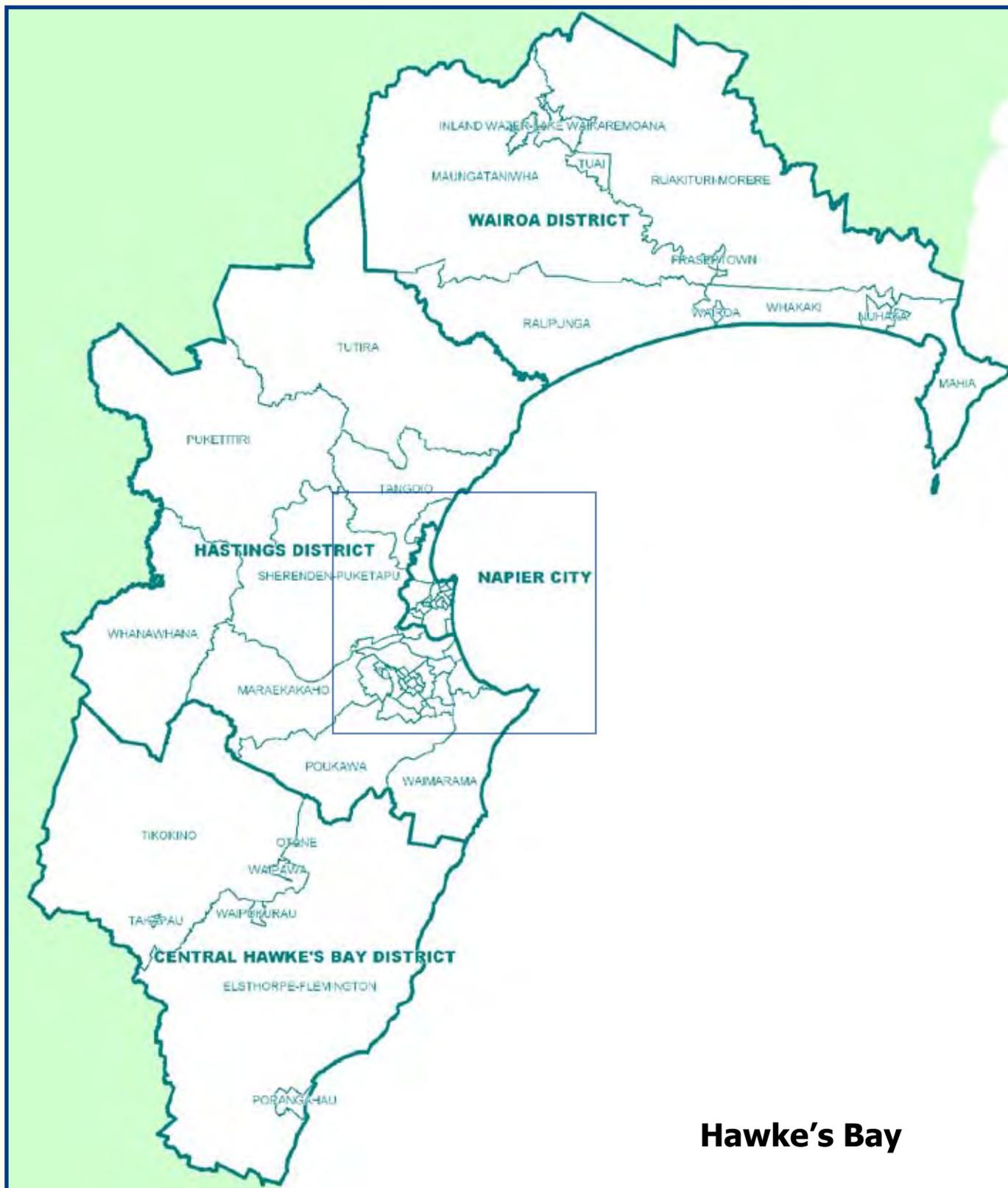
continued.....

# Where Migrants Live - 2006 Census

...Hastings District, Central Hawkes Bay District.

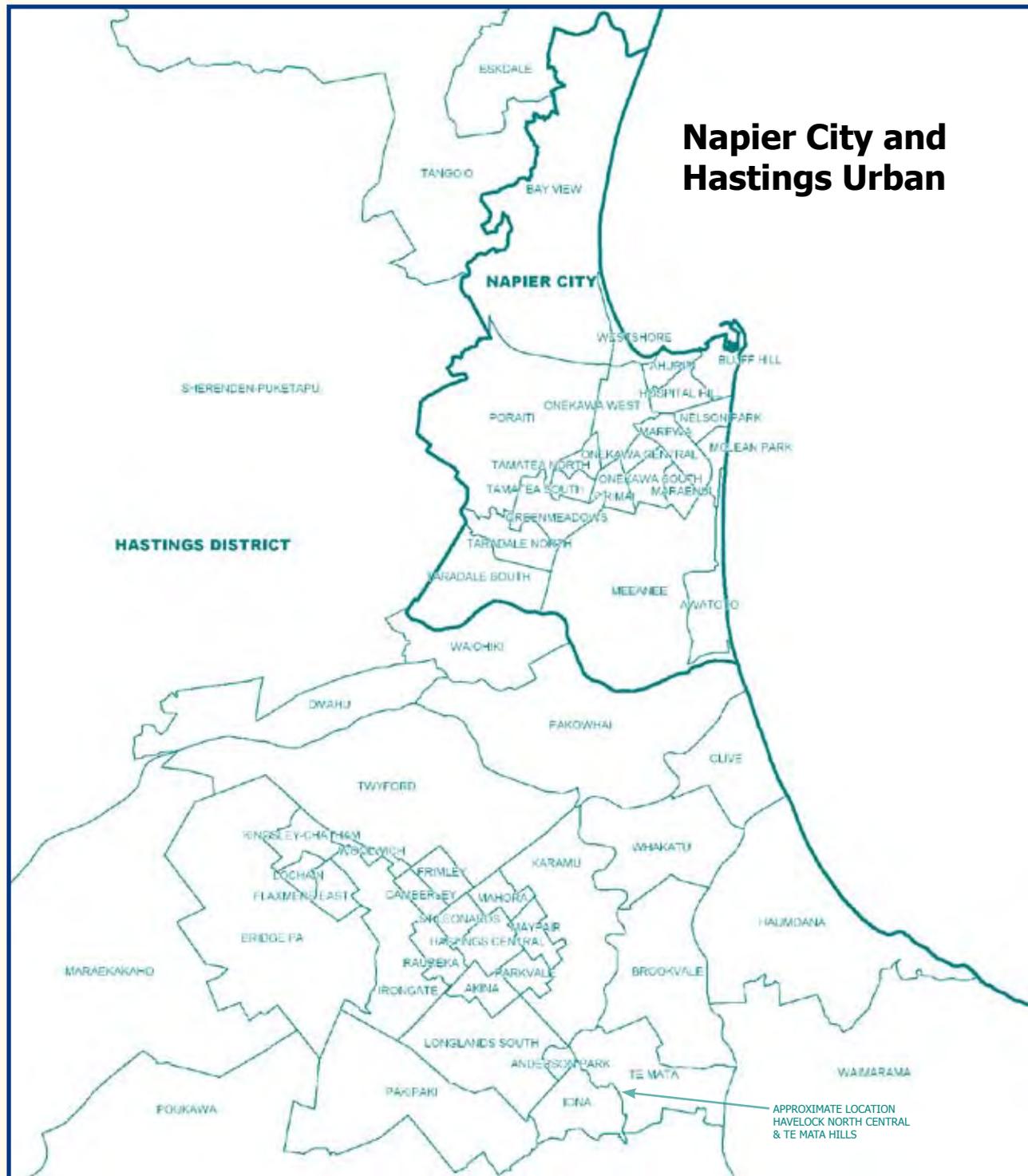
Census Area Unit	European (Non-NZ)	Samoaan	Pacific People Excl Samoa	Chinese	Indian	Other Asian	Middle Eastern	South American	African	Other Ethnic Groups
<b>Continued.....</b>										
Hastings Central	150	42	51	30	84	30		6	18	297
Akina	231	48	87	45	165	48		3	21	483
Camberley	48	195	126	9	42	15		12		57
Kingsley-Chatham	66	207	441	18	6		3	3	3	87
Lochain	78	237	210	15	15	6	3	6		150
Woolwich										
Flaxmere East	111	315	360	12	24	12				195
Anderson Park	93	21	81	3	27	24	3	15	9	150
Iona	273	12	9	12	6	18	3	3	9	444
Havelock Hills	33			3	3					150
Te Mata	291	6	12	24	33	15	3	3	3	444
Havelock North Central	291	9		24	6	21	9	9	6	426
Te Mata Hills	72	6		9		18	6		3	147
<b>Hastings District Total</b>	<b>3,756</b>	<b>1,458</b>	<b>2,157</b>	<b>513</b>	<b>930</b>	<b>468</b>	<b>63</b>	<b>120</b>	<b>144</b>	<b>8,205</b>
<b>Central Hawkes Bay District</b>										
Takapau	18	3	9	3	3			3		54
Waipawa	111	18	51	9	6	3		3	3	207
Tikokino	132	6	6	6	6	3		3	3	414
Otane	24	3	12		3					48
Waipukurau	129	57	60	15	12	21	3	3		426
Porangahau			6							9
Elsthorpe-Flemington	93	15	24			9		3		450
<b>Central HB District Total</b>	<b>507</b>	<b>102</b>	<b>168</b>	<b>33</b>	<b>30</b>	<b>36</b>	<b>3</b>	<b>15</b>	<b>6</b>	<b>1,608</b>
<b>Total Four Districts</b>	<b>7,524</b>	<b>2,454</b>	<b>3,063</b>	<b>1,278</b>	<b>1,227</b>	<b>1,008</b>	<b>177</b>	<b>183</b>	<b>201</b>	<b>18,141</b>

# Census Area Units 2006



**Hawke's Bay**

# Census Area Units 2006



## Birthplace of Migrants in Hawke's Bay

Country of Birth	Migrants	Country of Birth	Migrants
Afghanistan	3	North-West Europe	45
Americas	93	Pacific Islands	54
Australia	1,917	Pakistan	24
Austria	30	Papua New Guinea	21
Bangladesh	33	Philippines	159
Brazil	75	Poland	33
Cambodia	18	Romania	12
Canada	225	Russia	78
Chile	30	Samoa	1,107
China	465	Scotland	927
Cook Islands	447	Serbia & Montenegro	6
Croatia	12	Singapore	54
Denmark	39	Somalia	36
Egypt	18	South Africa	831
England	6,492	South Eastern Europe	15
Fiji	270	South-East Asia	51
France	57	Southern & Central Asia	30
Germany	312	Southern & Eastern Europe	180
Hong Kong	54	Sri Lanka	33
Hungary	18	Sub-Saharan Africa	75
India	621	Sweden	27
Indonesia	78	Switzerland	45
Iran	15	Taiwan	45
Iraq	63	Thailand	135
Ireland	222	Tokelau	24
Italy	36	Tonga	132
Japan	138	Tuvalu	12
Kenya	54	UK & Ireland	57
Korea	96	Ukraine	15
Malaysia	150	United States of America	372
Netherlands	762	Viet Nam	72
Niue	6	Wales	237
North Africa / Middle East	69	Zambia	27
Northern Ireland	174	Zimbabwe	273
<b>2006 Census</b>		<b>Total</b>	<b>18,336</b>

**Produced by:**

Nina Siers  
*Hawke's Bay Settlement Support*  
Ron Massey  
*Napier Economic Development*

Napier City Council  
Private Bag 6010  
Napier 4142  
NEW ZEALAND

**Statistical Analysis:**

Sean Bevin and Claire Hatfield

**Design:**

Janet Conyngham

**Articles:**

Judi Hopkinson

**How to Access this Report**

Migrant Life Hawke's Bay is available on the Settlement Support web site at:

napier.govt.nz  
keyword = settlement

You can obtain a printed copy from the Settlement Support Coordinator on:  
Telephone 06 835 2723 or [ssnzhb@napier.govt.nz](mailto:ssnzhb@napier.govt.nz)

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