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# New Zealanders' Perceptions of Asia and Asian Peoples 2015 Annual Survey

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This report presents the results of a survey of the general New Zealand public, conducted during August 2015. The following topics, issues and media reports may have contributed to New Zealanders' perceptions:

- > Coverage of the New Zealand Labour party's policy analysis on leaked real estate data which inferred buyers' ethnicity from their surnames, and their advocacy of a register of foreigners buying houses;
- > Public debate surrounding the Trans Pacific Partnership Agreement (TPPA), which includes five Asian economies. This may have shaped public views about free trade agreements in general;
- > Publicity about farm sales to Chinese investors, such as the proposed sale of Lochinver Station to a Chinese buyer;
- > Financial market issues, including decreasing stock prices in China;
- > A bombing in Bangkok, Thailand, on 17 August 2015; and
- > Media reports of increased migration in 2015.

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# Knowledge of Asia and perceptions of Asia's importance

This section looks at New Zealanders' knowledge of Asia, how they get their knowledge and how this affects their views of Asia and Asian people.

Although Asia is considered more important to New Zealand than many other regions of the world, our knowledge of Asia is comparatively low. Contributors to our follow-up qualitative forum

believed there is room for improvement in New Zealanders' knowledge of Asia. This stemmed from the view that Asia is of economic importance to New Zealand.

# Knowledge of Asia and perceptions of Asia's importance

## Key findings

- > Asia is viewed as the second-most important region to New Zealand's future, behind Australia; 75 percent of New Zealanders see Asia as important to our future in 2015.
- > Eight out of every ten New Zealanders (82 percent) believe it is important for New Zealand to develop cultural and economic ties with the peoples and countries of Asia.
- > When asked how much they know about five different regions or countries, New Zealanders felt they knew less about Asia than any other region. Close to two-thirds (63 percent) of New Zealanders said they knew only a little or almost nothing about Asia.
- > People get their knowledge about Asia mostly through the media and through personal interactions.
- > New Zealanders express a desire to know more about Asian cultural traditions, foods and experiences.
- > Knowledge about Asia goes hand-in-hand with more positive feelings about Asia and Asian people. Eight out of ten (82 percent) New Zealanders who knew at least a fair amount about Asia agreed that Asian immigrants bring valuable cultural diversity to New Zealand, compared to six out of ten (60 percent) who knew only a little about Asia.

Most New Zealanders believe Asia is important to our future and that New Zealand should develop cultural and economic ties with the peoples and countries of Asia.

Findings of the 2015 survey reiterate those from previous years, showing that as a nation we appreciate the importance of the Asian region to our future. Asia was viewed as the second-most important region to New Zealand's future, behind Australia. Eight out of every ten New Zealanders (82 percent) believed it is important for New Zealand to develop cultural and economic ties with the peoples and countries of Asia. *(Knowledge Figure 1 — pages 06 and 07)*

The benefits of a relationship with Asia tend to be viewed mainly in economic terms, with exports to Asia and tourism from Asia being seen as having the greatest positive impact on our country's future. *(Knowledge Figure 2 — page 08)*

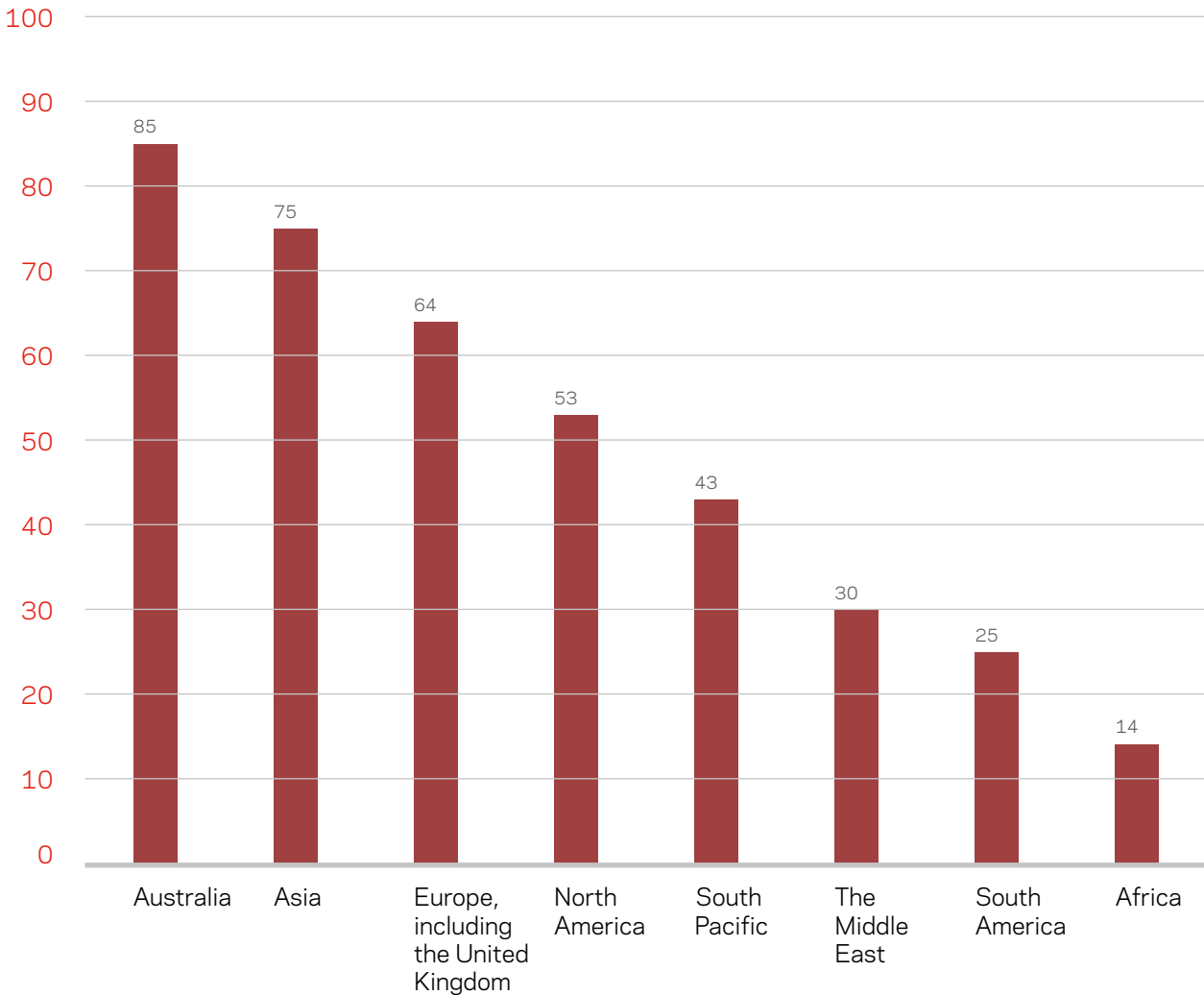
Although Asia is considered more important to New Zealand than many other reasons, we assess our knowledge of Asia as being comparatively low.

When asked how much they know about five different regions or countries, New Zealanders felt they knew less about Asia than any other region. Close to two-thirds (63 percent) of New Zealanders said they knew only a little or almost nothing about Asia. *(Knowledge Figure 3 — page 09)*

### Knowledge Figure 1 (Chart 1) — Importance of other regions/countries to New Zealand's future in 2015

Percentage of New Zealanders who gave an importance rating of 4 or 5 (out of 5)

Base: All New Zealanders, excluding those who said don't know (n=963 to 990)

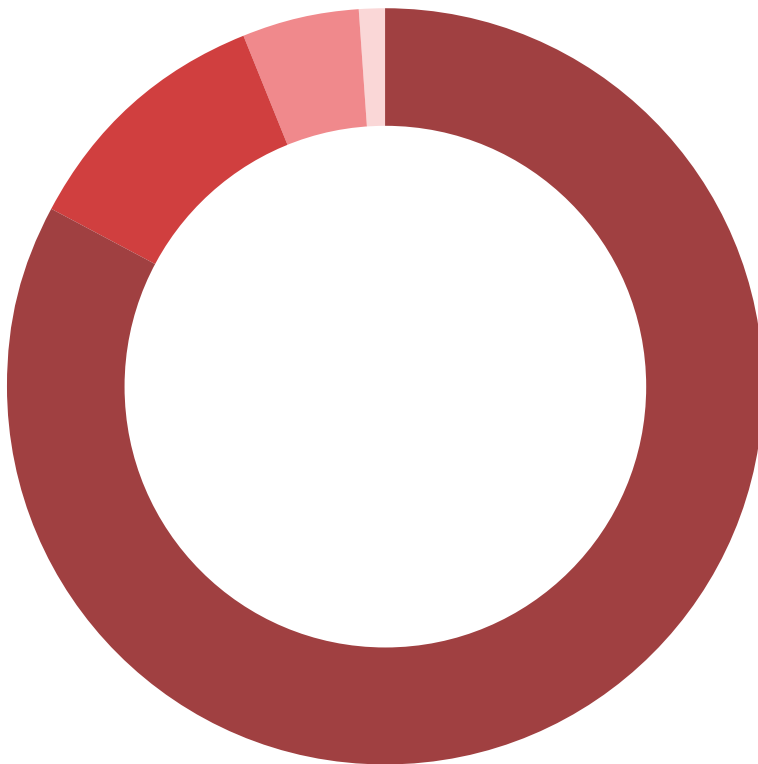


## Knowledge Figure 1 (Chart 2) — Importance of developing cultural and economic ties with the peoples and countries of Asia in 2015

How important, or unimportant, do you think it is  
for New Zealand to develop cultural and economic  
ties with the peoples and countries of Asia?

- 82%** Important
- 11%** Neither important nor unimportant
- 5%** Unimportant
- 1%** Don't know

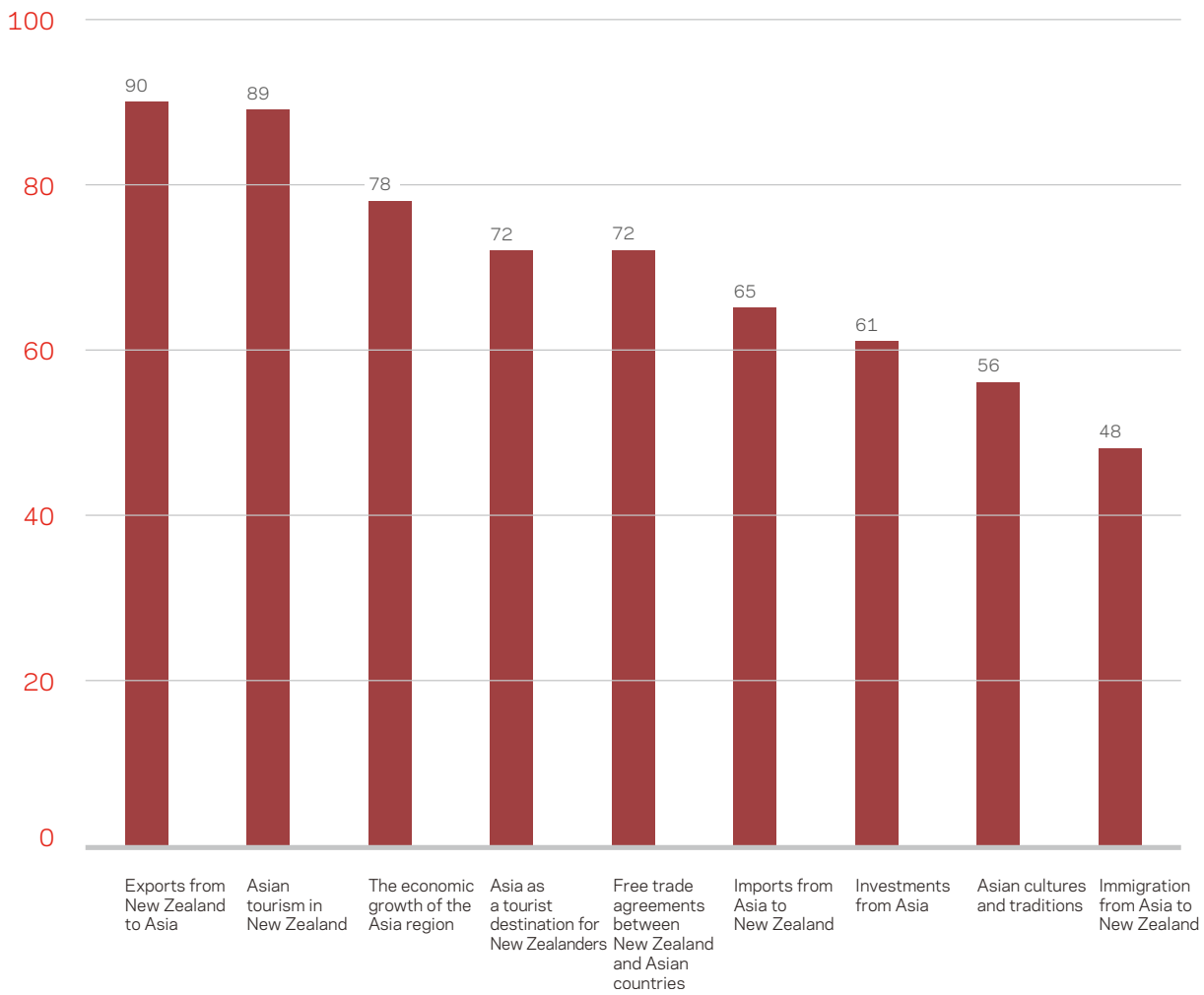
Base: All New Zealanders (n=1,001)



## Knowledge Figure 2 — Impact of a relationship with Asia

Percentage of New Zealanders who say each of the factors below will have a position impact on New Zealand in the next 10 to 20 years.

Base: All New Zealanders, excluding those who said 'don't know' (n=936 to 991)

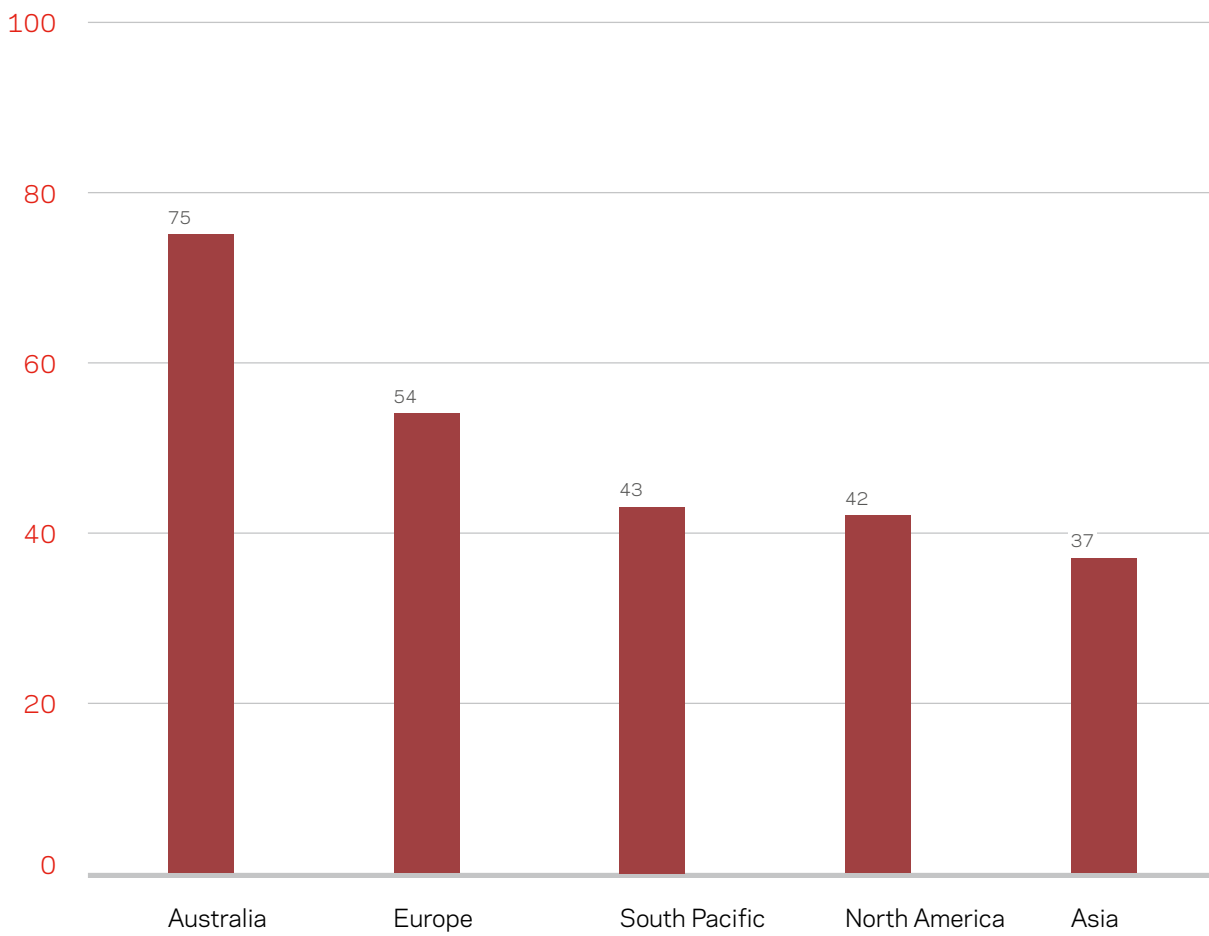




### Knowledge Figure 3 — Knowledge about Asia and other regions

Percentage who know a fair amount or a lot  
about each region

Base: All New Zealanders, excluding those who said 'don't know'  
(n=996 to 1,000)



## Who knows more or less about Asia?

- › **Self-reported knowledge of Asia is highest in Auckland and Wellington**

Almost half of the people interviewed in Auckland and Wellington reported knowing at least a fair amount about Asia (48 and 49 percent respectively, compared to 37 percent of all New Zealanders). This may be related to those two regions having a relatively high Asian population. In Auckland, almost a quarter (23 percent) of people are Asian. In Wellington, 14 percent are Asian.

Knowledge was lowest in provincial cities (30 percent knew at least a fair amount) and in small towns and rural areas (26 percent knew at least a fair amount).  
*(Knowledge Figure 4 — page 11)*

- › **Those on higher incomes reported knowing more about Asia**

Half (51 percent) of people with incomes over \$100,000 reported knowing at least a fair amount about Asia, compared to a third (32 percent) of people with incomes of \$100,000 or less.

## Contributors felt New Zealanders could improve on their understanding and knowledge of Asia

We presented the survey results to those who took part in our follow-up qualitative forum, and asked a number of questions about New Zealanders' knowledge of Asia.

The contributors in the follow-up qualitative forum generally felt that New Zealanders could make more effort to gain more knowledge about the Asian region and people from Asia. This stems from their view that Asia is of growing economic interest to New Zealand and that an increase in Asian migration puts the onus on both New Zealanders *and* migrants from Asia to get to know and understand each other better. The contributors perceive there is room for improvement in New Zealanders' knowledge of Asia.

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“As communities, we should be learning more of the people themselves, their history and culture and sharing ours with them. In that way we learn to respect one another and increase our knowledge and awareness of who we are.”

Female, 50 to 59 years old, Māori, Wanganui

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“We tend to know about the issues - overcrowding, attempts at investment, production being cheaper - but not so much about the people, their religions, what makes these people tick basically. We often have an incorrect perception of Asians and the impact they have on our lives.”

Female, 20 to 29 years old, Pākehā, Napier/Hastings

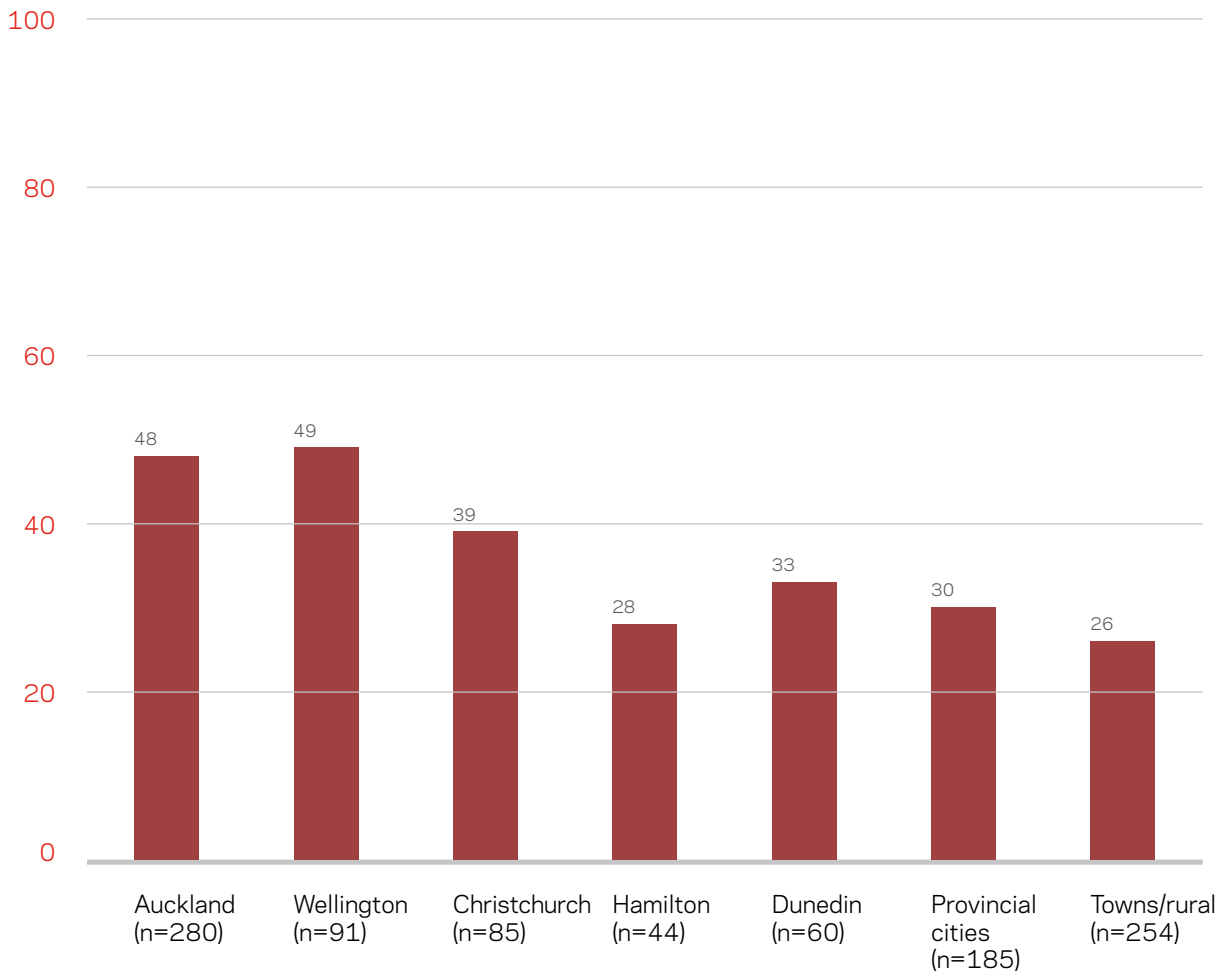
## Sources of information about Asia are primarily personal interactions and media stories

Contributors felt that New Zealanders get their information about Asia from two main sources: interactions and personal connections with people from Asia (either within New Zealand, or on travels to Asia); and from the media, including websites and magazines, or television programmes (such as programmes featuring Asian cuisine).

## Knowledge Figure 4 — Association with Asian peoples and cultures

Percentage who have 'a lot' or 'a fair amount'  
to do with Asian peoples or cultures

Base: Residents in each location, excluding those who said 'don't know'



Contributors provided examples of personal interactions with people from Asia:

- > Talking to work colleagues.
- > Working with Asian clients or customers.
- > Volunteering with Asian refugees or migrants.
- > Travel to Asia for work or recreation.
- > Intermarriage (themselves or others in their family).
- > Casual contact with friends/parents/ service workers.

Contributors provided examples of digital/media information sources about Asia:

- > The *Economist* magazine – for general economic perspectives on the region.
- > General media (for example Stuff, BBC and the *New Zealand Herald* digital sites).
- > Social media (e.g. Facebook posts and comments).
- > Articles or PR promoting local events (including websites that support these activities such as Diwali festival and Japan Day in Canterbury).
- > PlanetFM radio.
- > Books.
- > Online encyclopaedia articles (such as Wikipedia).
- > The Asia New Zealand Foundation.

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“Most information is from the media, but this is the worst place as they sensationalise, dramatise and give half the story. Best source of information will be text books, study pieces from reputable sources or information from their country about themselves or their plans.”

Female, 30 to 34 years, old Pākehā, New Plymouth

One contributor mentioned getting information about Asia through industry data available through his work.

Most people in the forum felt they do not think about Asia spontaneously, and their perception is that stories in the media can drive their thinking about an issue regarding Asia. For example, one contributor said they only tend to think of Asia “when a story hits the headlines”.

Contributors felt interactions with Asian friends, family, colleagues and clients provide them with the most authentic and valuable information about the Asian region and its people.

### The type of information New Zealanders value is local, personal and about individuals

Contributors who took part in the forum considered they would feel more connected and engaged with the Asian region and people from Asia if they heard or read stories about *individual Asians or families* with an interesting angle. They felt this type of knowledge is more interesting and valuable to them than a *generalised story* about the Asian economy or incidents in Asia. This type of information would be used to understand Asia and people from Asia on a personal level.

Those who interact with Asian people (as clients, friends, family members, neighbours and colleagues) value these personal interactions and felt they provide better quality and richer information about the Asian region and Asian people. One contributor’s comment encapsulates this sentiment well.

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“The information I get about people from Asia mostly comes from one of two sources – either news stories or conversations with two or three good friends who are Asian Kiwis. Media stories sometimes have useful/in-depth information, but they often seem to follow a ‘theme of the week’ (e.g. ‘overseas investors pricing hard-working Kiwis out of the Auckland housing market’ a few weeks ago) and rely on/ reinforce stereotypes rather than giving a human face to the stories. The information I get from friends has names/faces memories attached and makes it easier to view ‘Asia’ as a place where ordinary people live and love and get on with their lives.”

Female, 40 to 49 years old, Pākehā, Palmerston North

Contributors gave examples of what type of information they felt would add to their knowledge of Asia:

- › Particular cultural traditions (for example, what is Chinese New Year celebrating?).
- › What foods and dishes represent a culture and how to cook them (or where to find them).
- › Asian peoples' experiences (leaving their country, as refugees, for example).
- › Asian peoples' perspective on media stories such as disasters or events in Asia, as well as Asian news in the media in New Zealand (e.g. what do Chinese people think about the focus on foreign investment in houses in Auckland?).

### **Knowledge of Asia goes hand in hand with positive views about Asia and Asian people**

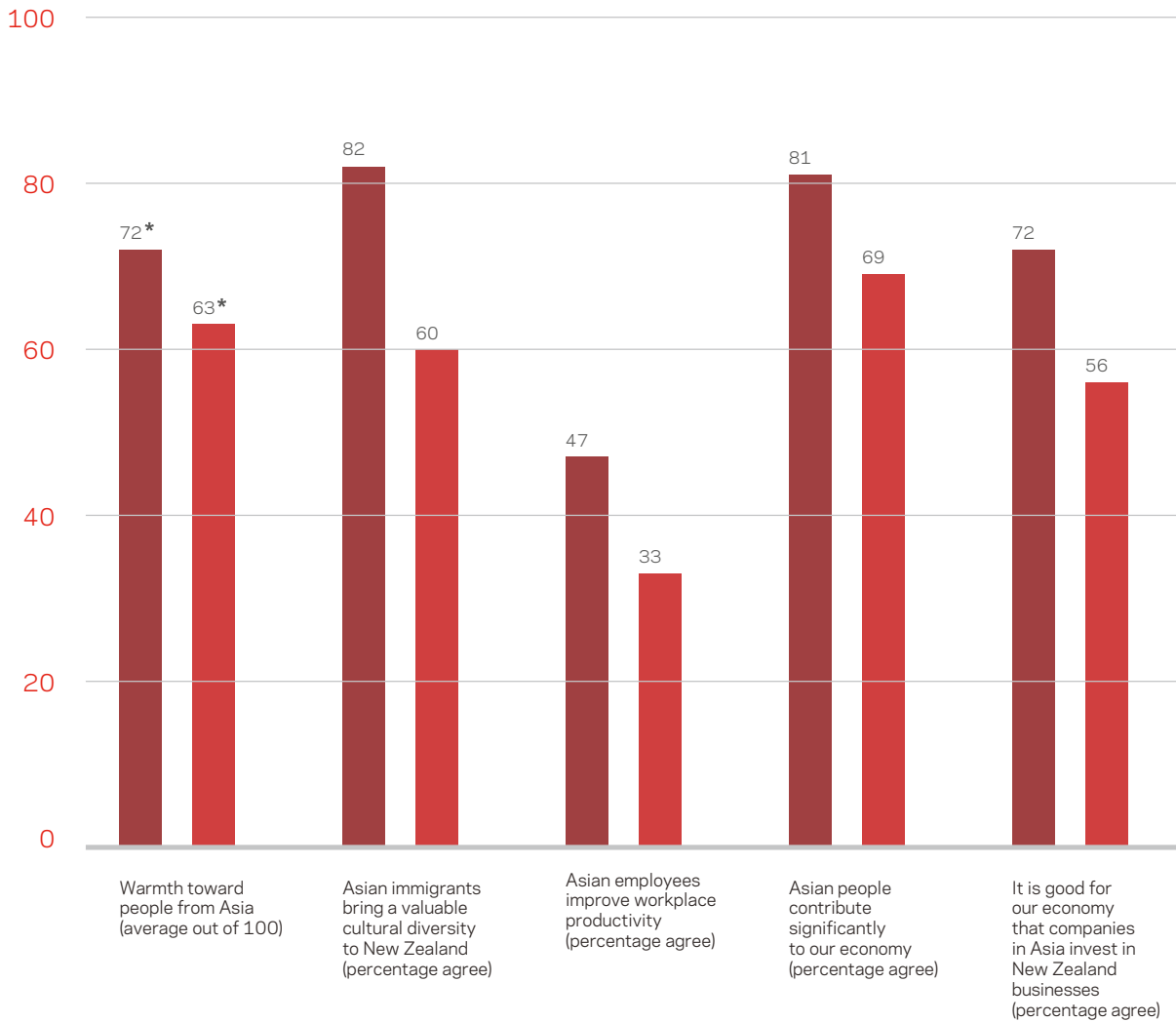
Analysis of the survey data supports suggestions made by contributors to the follow-up qualitative forum. Those who feel they know at least a fair amount about Asia experience greater warmth toward people from Asia, and more positive attitudes toward the contribution Asian people and companies make to New Zealand. This was true for both the Asian people and non-Asian people who took part in the survey. (*Knowledge Figure 5 — page 14*)

## Knowledge Figure 5 — Link between knowledge of Asia and positive feelings about Asia

### Knowledge, feelings and attitudes

- Know a lot or a fair amount about Asia
- Know a little or almost nothing about Asia

Base: Those who know about Asia (n= 338 to 364) and those who do not (n= 573 to 610)  
 \* Figures for average warmth are a score out of 100



# Changing perceptions and contributing factors

This section of the report discusses New Zealanders' perceptions of Asia and feelings toward Asian people in 2015. Comments made during our follow-up qualitative forum imply that Asia is generally not a subject that is on the top of many New Zealanders' minds, and that people's views and perceptions of Asia can form and change easily, in response to new information or media coverage.

The survey demonstrates that before 2015 was a time when Asia and Asian

people received significant attention in the New Zealand media. Results show the highest recall in five years for information about Asia-related events, issues or people. This information focused predominately on New Zealand's housing shortage, Asian house buyers and foreign investment in New Zealand, and tended to be viewed negatively.

With the issues of Asian investment featuring prominently in public perceptions, New Zealanders were less optimistic

about our relationship with Asia at the time of the survey. While a strong majority of New Zealanders appreciated the importance of Asia to New Zealand's future, and saw the potential benefits of exports to Asia and Asian tourism in New Zealand, the perceived importance of Asia decreased in August 2015, while still regarded warmly overall, New Zealanders' feelings toward Asian people also cooled.

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# Changing perceptions and contributing factors

## Key findings

- > Three-quarters (75 percent) of respondents said they had seen, heard or read information or media coverage about Asia-related events, issues or people during the period leading up to fieldwork. This is the highest result since we began asking this question five years ago.
- > Two-thirds of respondents (67 percent) recalled negative information about Asia-related events, issues, or people. This compares to 49 percent who recalled positive information. Public debate in August 2015 surrounding Asian investment and property purchases dominated recall of Asia-related issues. The last time these results were negatively balanced was in 2013, when recall was dominated by the Fonterra botulism scare.
- > The perceived importance of Asia to New Zealand decreased in 2015. Seventy five percent of New Zealanders give Asia an importance rating of 4 or 5 out of 5 (with 1 being “not at all important to our future” and 5 being “very important to our future”). This is down from 80 percent in 2014.
- > While still regarded warmly overall, New Zealanders' feelings toward Asian people cooled again over the survey period, at 69° - on a scale of 0 to 100 - for people from Japan (down 4 points), 66° for South Korea (down 2 points), 65° for South East Asia (down 5 points), and 64° for China and India (each down 4 points).
- > Five years ago New Zealanders were more likely to disagree than agree that New Zealand was allowing too much investment from Asia. Over time this has reversed; in 2015 nearly half of New Zealanders (47 percent) believed we were allowing too much investment.
- > Similarly, in August 2015 half of New Zealanders (48 percent) agreed Asian people were responsible for rising house prices. This is a substantial increase since 2013, when New Zealanders were more likely to disagree than agree.



# Influencers on public perceptions

This section discusses New Zealanders' awareness and interpretation of information about Asia, either from the news media or through other sources.

## Result demonstrates the highest recall of Asia-related issues in five years

Opinions form and change in response to information and experiences, so it's important to think about contextual influences on people's perceptions.

As mentioned in the previous section, contributors to the follow-up qualitative forum feel they do not think about Asia spontaneously. Their perception is that stories in the media can help shape their thinking about Asia-related issues.

**"I tend to only think about Asians when a story hits the headlines, but I also have many interactions through my work and Asian distributors we use."**

Female, 20 to 29 years old, Pākehā, Napier/Hastings

In 2015, three-quarters (75 percent) of respondents said they had seen, heard or read information or media coverage about Asia-related events, issues or people during the period leading up to fieldwork. This is the highest recall since we began asking this question five years ago, and it represents a substantial increase over the previous election year result (61 percent recalled Asia-related coverage in 2014).

## Public debate surrounding Asian investment and property purchases dominated recall of Asia-related issues

Recall of Asia-related events, issues or people focused predominately on business and economic issues, and particularly on the New Zealand housing shortage, Asian house buyers and foreign investment in New Zealand land. Specific examples of business and economic issues provided by survey respondents include:

- > Coverage of the New Zealand Labour party's policy analysis on leaked real estate data which inferred buyers' ethnicity from their surnames, and their advocacy of a register of foreigners buying houses.
- > Free trade agreements with China, Korea and other countries.
- > Publicity about farm sales to Chinese investors, such as the proposed sale of Lochinver Station to a Chinese buyer.
- > Financial market issues, including decreasing stock prices in China. (*Perceptions Figure 1 — pages 18 and 19*)

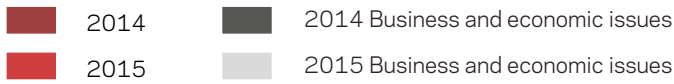
## On balance, coverage of Asia-related issues was interpreted negatively in 2015

During the survey we asked respondents to describe the tone of the information or coverage they recalled. As can be seen in the chart, during the period leading up to fieldwork, two-thirds of respondents (67 percent) recalled negative information about Asia-related events, issues or people. This compares to 49 percent who recalled positive information.

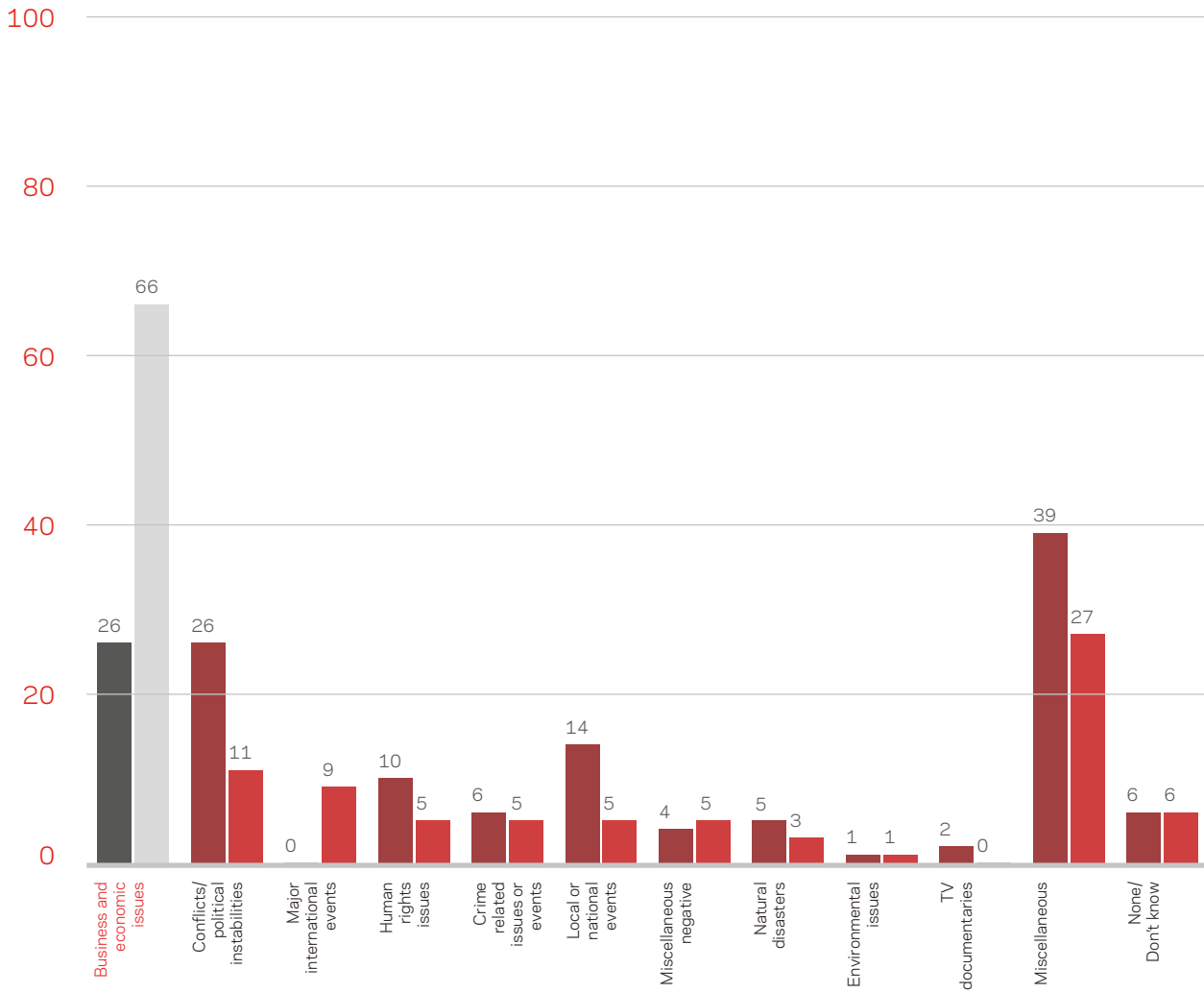
The last time these results were negatively balanced was in 2013, when recall was dominated by the Fonterra botulism scare. (*Perceptions Figure 2 — page 20*)

## Perceptions Figure 1 — Recall of media in the previous three months

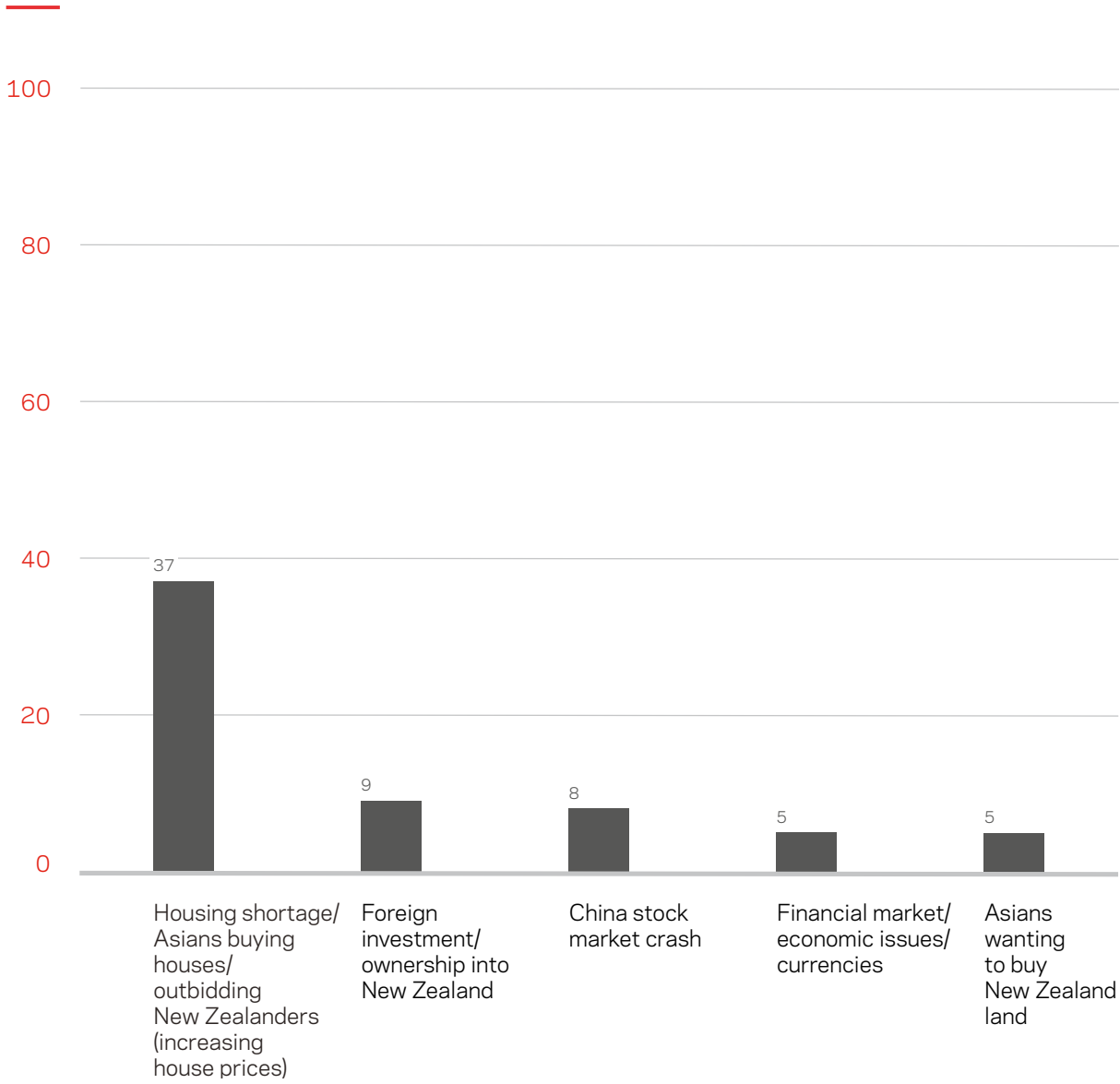
What people have seen, heard or read about Asia-related events, issues or people in the previous three months



Base: Those who recall seeing, hearing or reading something about Asia in the previous three months (n 2014 = 631, n 2015 = 757)



### Business and economic issues (mentioned by 5 percent or more)

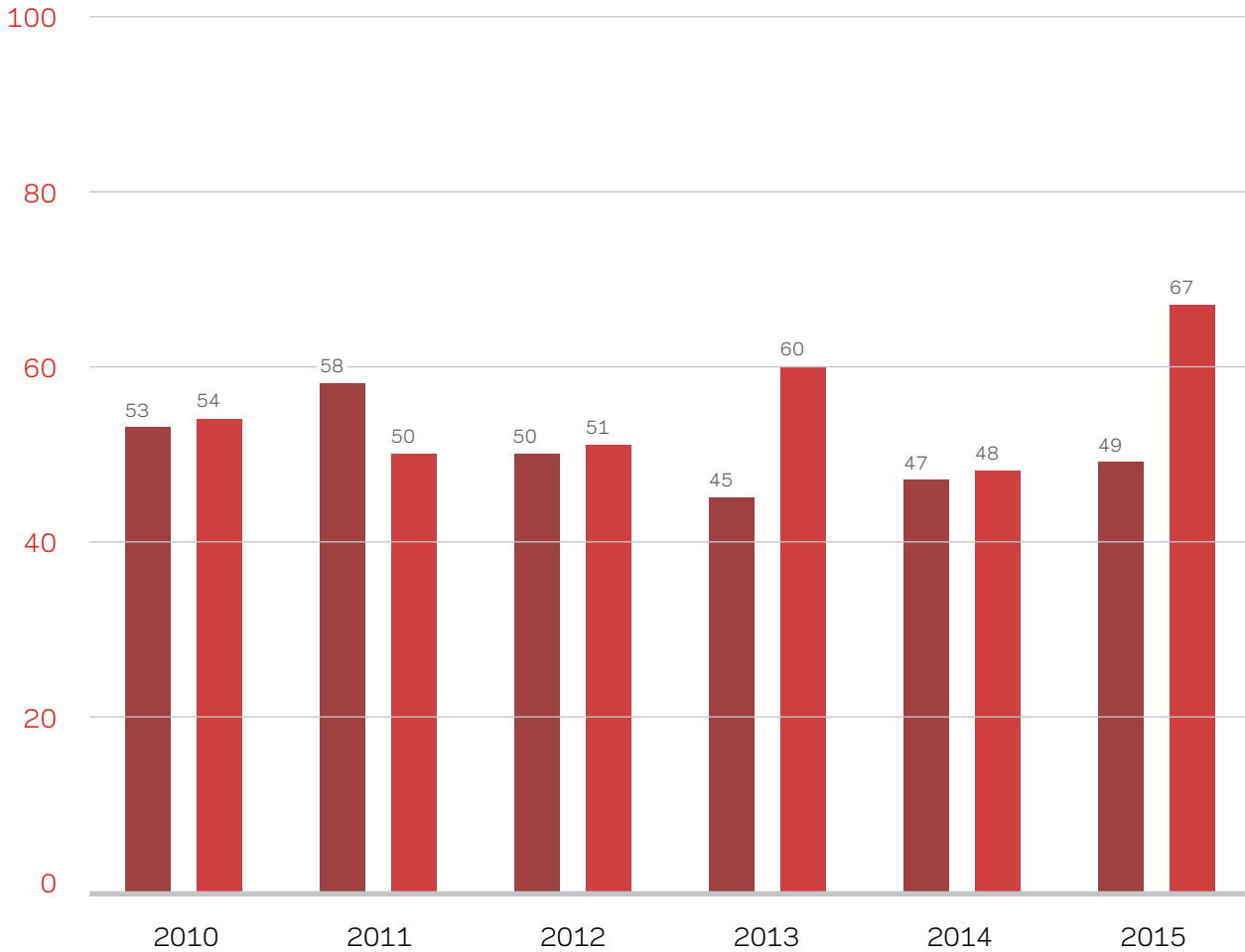


## Perceptions Figure 2 — Asia in the media

Percentage seen, heard, or read anything positive or negative about Asia-related events, issues or people in the last three months

- Positive
- Negative

Base: All New Zealanders (n=1,001)



# New Zealanders' Perceptions In 2015

This section discusses New Zealanders' perceptions of Asia and Asian peoples in 2015.

## Results demonstrate lower optimism surrounding the benefits of New Zealand's relationship with Asia, and cooler feelings toward people from Asia in 2015

It is clear from the survey results that a strong majority of New Zealanders appreciate the importance of Asia to New Zealand's future, and see the potential benefits of exports to Asia and Asian tourism in New Zealand. However, with the issues of Asian housing investment and property investment featuring prominently in public perceptions, New Zealanders were less optimistic about our relationship with Asia in August 2015.

This less positive sentiment is illustrated by the following three survey findings:

### 1. The perceived importance of Asia to New Zealand decreased in 2015

In 2015 Asia was seen as the second most important region to New Zealand's future, behind Australia, with 75 percent of New Zealanders giving Asia an importance rating of 4 or 5 out of 5 (with 1 being "not at all important to our future" and 5 being

"very important to our future"). This result is lower than in 2014, when 80 percent of New Zealanders gave Asia a rating of 4 or 5 out of 5. (*Perceptions Figure 3 — page 22*)

The only other significant decline in 2015 was for the perceived importance of North America, which had increased significantly the previous year, possibly as a result of media coverage about improving political and military ties between New Zealand and the US, and also public discussion about free trade agreements at that particular time.<sup>1</sup>

### 2. New Zealanders' feelings toward people from Asia cooled in 2015

Each year we ask New Zealanders about their feelings toward people from China, India, Japan, South Korea and, starting in 2013, South East Asia. New Zealanders are asked to rate their feelings towards people from each country, using a scale of 0 to 100, with 100 meaning they feel very warm and favourable, and 0 meaning they feel very cold and unfavourable. (*Perceptions Figure 4 — page 23*)

While still regarded warmly overall, New Zealanders' feelings toward Asian people cooled again in 2015, averaging at 69° for people from Japan (down 4 points), 66° for South Korea (down 2 points), 65° for South East Asia (down 5 points), and 64° for China and India (each down 4 points). We asked survey respondents to tell us why they thought New Zealanders feelings have cooled. Again, comments focused mainly on housing market issues (45 percent) and negative publicity about Asian people and businesses purchasing New Zealand property (18 percent).<sup>2</sup>

Most people in the qualitative forum said their feelings about Asian people were flexible and could be changed depending on positive or negative experiences, or positive or negative media coverage. People felt that positive interactions would make them feel warmer towards Asian people.

<sup>1</sup> See for example, 'Kiwis head home from Pearl Harbour military exercise' (2 August 2014) <http://tvnz.co.nz/national-news/kiwis-head-home-pearl-harbour-military-exercise-6044409>, 'John Key meets President Obama as ties strengthen' (20 June 2014) <http://tvnz.co.nz/national-news/john-key-meets-president-obama-ties-strengthen-6008976>,

and 'Trade Minister Tim Groser says TPP, trade deals with emerging economies are NZ's best insurance policy against export dependency on China' (2 June 2014) <http://www.interest.co.nz/news/70741/trade-minister-tim-groser-says-tpp-trade-deals-emerging-economies-are-nzs-best-insurance>

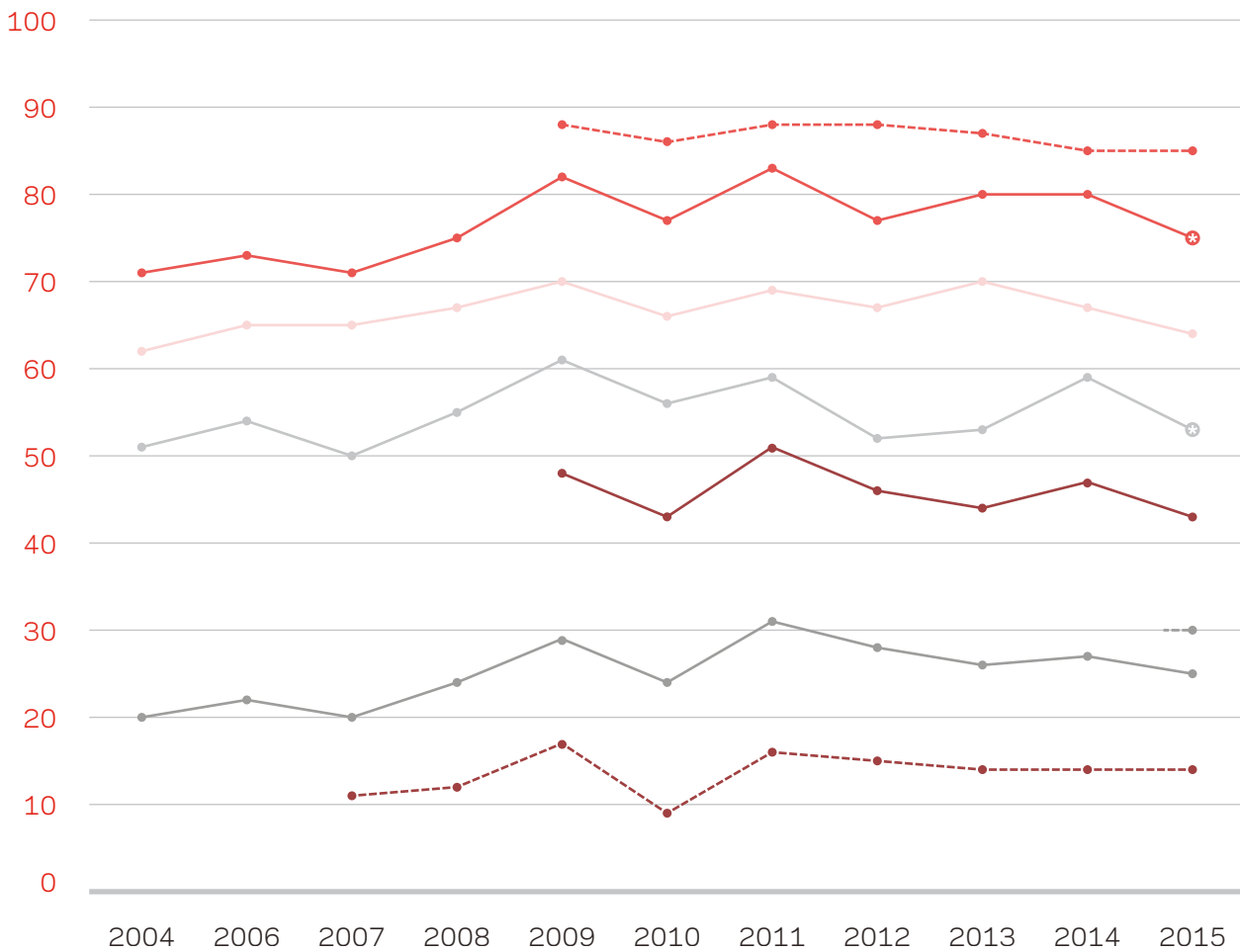
<sup>2</sup> These results are based on those who believed New Zealanders felt less warm toward Asian people compared to 12 months ago (n=450).

### Perceptions Figure 3 — Importance of other regions/countries to New Zealand's future

Percentage of New Zealander's who gave an importance rating of 4 or 5 (out of 5)

- South Pacific
- Asia
- Europe, including the United Kingdom
- North America
- South America
- Africa
- Australia
- Middle East

Base: All New Zealanders, excluding those who said 'don't know' (n=963 to 990)  
 \* These differences between 2014 and 2015 are statistically significant

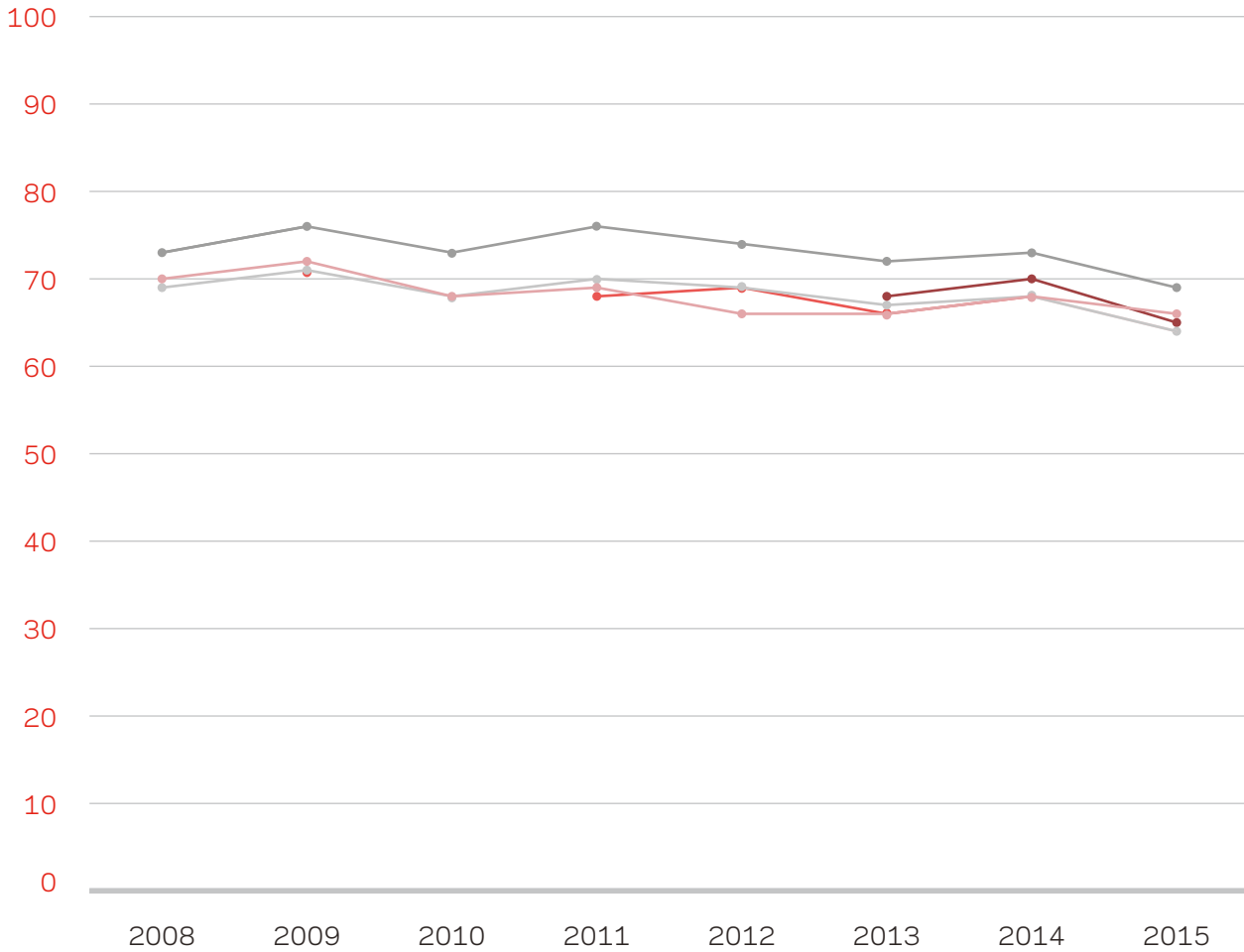


## Perceptions Figure 4 — Personal feelings of warmth toward people from Asia

### Average warmth felt by New Zealanders

- South East Asia (n=956)
- India (n=975)
- South Korea (n=912)
- China (n=972)
- Japan (n=968)

Base: All New Zealanders, excluding those who said don't know or refused



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"I think people generally base their views about groups of people based on their own experiences of these people. For example, having travelled in India I feel generally warm to Indian people and like many aspects of their culture. Not having so much to do with people from other parts of Asia, I have no fixed views. I think people are people, good, bad and indifferent."

Female, 50 to 59 years old, Pākehā, New Plymouth

Those who have little or no interaction with Asian people considered media coverage of Asia-related events or content would be the main influence on their perceptions.

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"I personally have very few Asian friends so my view comes from them and the media but this gives me a limited perspective. More information could change my view to warmer or cooler depending on the type and reliability of the information. Finding out if the claims about child labour are true and accepted as common practice would cool my view and finding this not to be true would warm my view."

Female, 25 to 29 years old, Pākehā, Dunedin

### 3. New Zealanders were less optimistic about the mid- to long-term benefits to New Zealand of a relationship with Asia in 2015

During the survey people were asked to think about New Zealand in the next 10 to 20 years, and to say what they thought would have positive and negative impacts on our future.

Consistent with findings throughout the course of this research, the 2015 survey shows New Zealanders view the benefits of a relationship with Asia primarily in economic terms. In particular, export market opportunities (90 percent saw this as beneficial) and Asian tourism (89 percent saw this as beneficial) were recognised by the vast majority as being beneficial to New Zealand over the next 10 to 20 years. (*Perceptions Figure 5 — page 25*)

As can be seen in the chart, however, the perceived benefits of a relationship with New Zealand have decreased over the last two years.

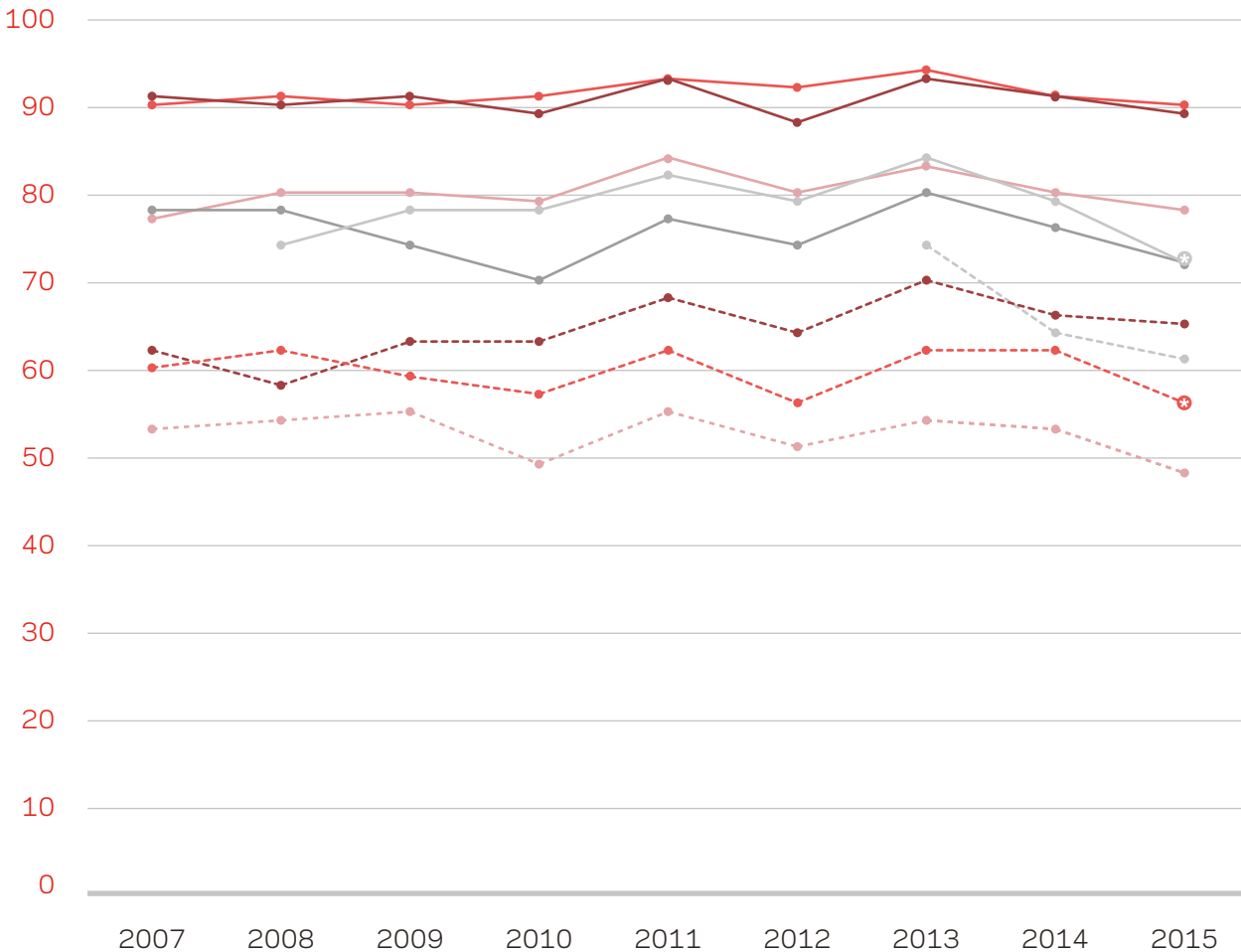


## Perceptions Figure 5 — Benefits of a relationship with Asia

Percentage of New Zealanders who say each factor will have a positive impact on New Zealand in the next 10 to 20 years

- Asian tourism in New Zealand
- Exports from New Zealand to Asia
- The economic growth of the Asian region
- Free trade agreements between New Zealand and Asian countries
- Asia as a tourist destination for New Zealanders
- Imports from Asia to New Zealand
- Asian cultures and traditions
- Immigration from Asia to New Zealand
- Investment from Asia

Base: All New Zealanders, excluding those who said 'don't know' (n=936 to 991)  
 \* These differences between 2014 and 2015 are statistically significant



# Public Views About Investment From Asia

This section focuses on New Zealanders' views about investment from Asia and Asian buyers in the New Zealand housing market. We also discuss the interpretation of the recent media coverage relating to these.

## New Zealanders have become increasingly concerned about Asian investment and the impact of Asian buyers on house prices

Two questions in the survey track public opinion surrounding Asian investment and the impact of Asian buyers on the housing market.

As can be seen in the chart, five years ago New Zealanders were more likely to disagree than agree that New Zealand was allowing too much investment from Asia. Over time this has reversed; in 2015 nearly half of New Zealanders (47 percent) believed we were allowing too much investment from Asia.

Similarly, in 2015 half of New Zealanders (48 percent) agreed Asian people were responsible for rising house prices. This is a substantial increase since 2013, when New Zealanders were more likely to disagree than agree. (*Perceptions Figure 6 — page 27*)

## Concern about Asian investment, and the impact of Asian buyers on house prices, is concentrated mainly in Auckland and New Zealand's provincial and rural areas

However, as can be seen in the chart, those living in provincial cities, as well as those in small towns and rural areas, also express higher levels of concern relative to those in some other urban locations. We can't be sure why this is the case, but reported involvement with Asian peoples and cultures is lowest in provincial and rural areas, as is self-reported knowledge of Asia.<sup>3</sup> (*Perceptions Figure 7 — page 28*)

<sup>3</sup> In 2015 a third (36 percent) of those living in rural or provincial areas reported having 'at least a fair amount' of involvement with Asian peoples or cultures, compared to nearly two thirds (62 percent) of those living in New Zealand's main cities. Just over three quarters (78 percent) of those living in rural or provincial areas reported knowing 'at least

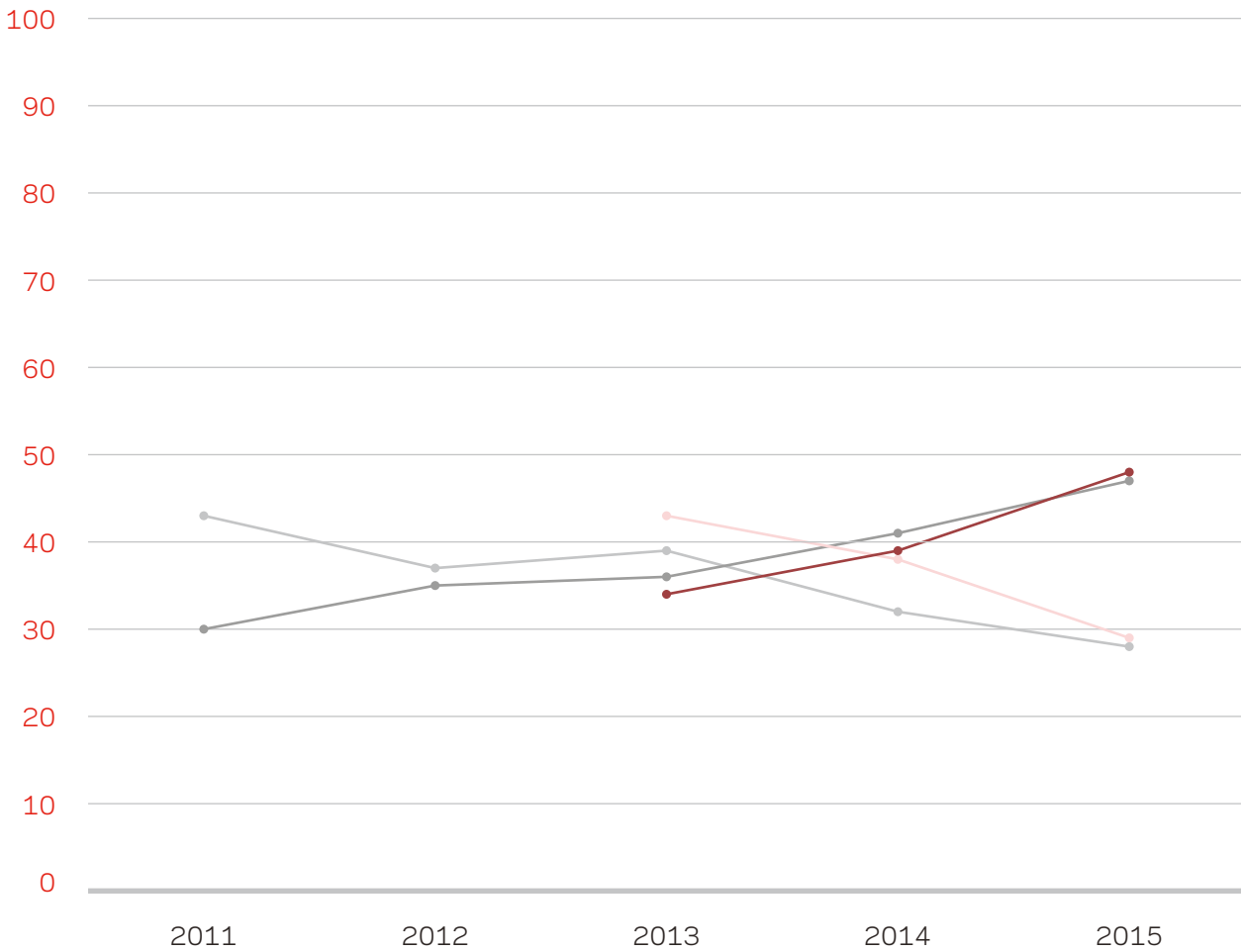
a fair amount' about Asia, compared 44 percent of those living in New Zealand's main cities.

## Perceptions Figure 6 — Views about investment and the contribution Asian people have made to rising house prices

### New Zealand is allowing too much investment from Asia

- Asian people are responsible for rising house prices (percentage agree)
- Asian people are responsible for rising house prices (percentage disagree)
- New Zealand is allowing too much investment from Asia (percentage agree)
- New Zealand is allowing too much investment from Asia (percentage disagree)

Base: All New Zealanders (n=1,001)  
 Note: The percentages for 'neither' or 'don't know' are not shown on the chart

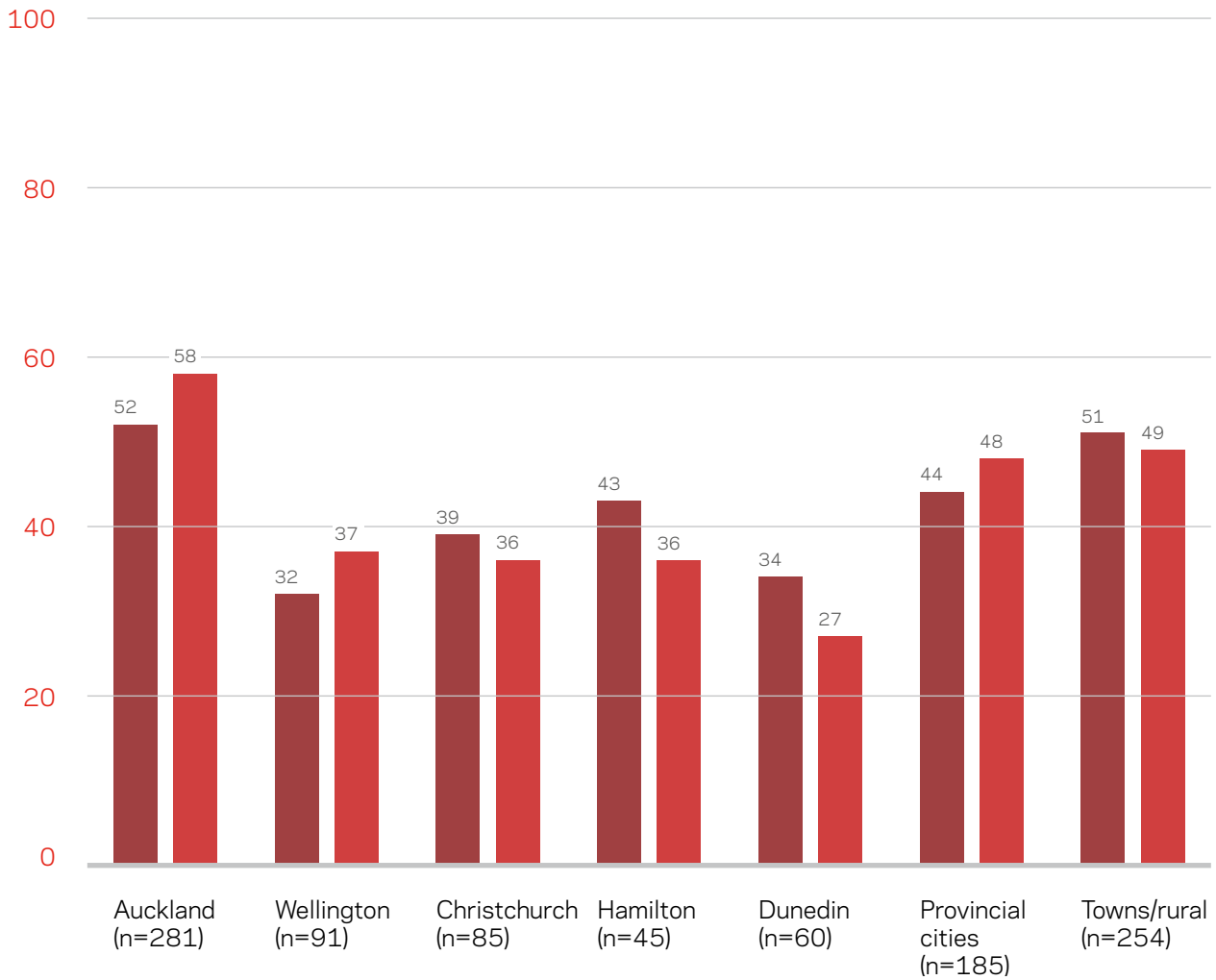


## Perceptions Figure 7 — By location

Percentage in each location who agree with each statement

- New Zealand is allowing too much investment from Asia
- Asian people are responsible for rising house prices

Base: Residents in each location



## Other demographic differences

Those more likely to agree that New Zealand allows too much investment from Asia are:

- > Women (54 percent, cf. 39 percent on men).
- > Māori (62 percent, cf. 47 percent of New Zealand Europeans).

Those more likely to agree that Asian people are responsible for rising house prices are:

- > Women (52 percent, cf. 44 percent of men).
- > Those aged 50 years or more (52 percent, cf. 46 percent of those under 50 years)
- > Asian people (59 percent, cf. 48 percent of non-Asians).<sup>4</sup>

## New Zealanders' views about foreign investment (from Asia and elsewhere)

During the follow-up qualitative forum we asked contributors to share their views on investment from Asia, relative to investment from other countries or regions of the world. To help inform this discussion we showed all contributors some data from Statistics New Zealand which illustrated the proportion of investment in New Zealand companies from foreign countries. We made it clear to all contributors that the data did not include investment in property. (*Perceptions Figure 8 — page 30*)

## Foreign investment is seen as economically beneficial

Contributors generally made little differentiation between investment from China and investment from other regions. Most felt foreign investment is appropriate, necessary and economically beneficial to New Zealand.

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“Providing there are clear regulations around foreign investment and it will aid the economic growth of New Zealand, profits are reinvested back into New Zealand then I do not feel we need to differentiate from where the investment is coming. I welcome sound investments from any country. China and Asia should not be singled out for special mention or concern.”

Female, 60 to 69 years old, Pākehā, Auckland

Contributors were asked to comment specifically on Chinese investment in the Christchurch rebuild.<sup>5</sup> Most were positive about this announcement as they felt the economic boost would be beneficial to the Canterbury region and New Zealand as a whole.

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“With the city being in its current state of demolition and recovery, I can only see this as a positive move which should be gratefully accepted with arms outstretched. Christchurch is desperately in need of any investment available to get the city up and running again.”

Male, 60 to 69 years old, Pākehā, Christchurch

Contributors considered foreign investment to be an important component of New Zealand's economic growth.

<sup>4</sup> Further sub-analysis suggests it is non-New Zealand born Asian people who were particularly likely to hold this view (61 percent agree, based on a sub-sample of 58).

<sup>5</sup> Contributors were asked to comment on this news article <http://www.stuff.co.nz/business/industries/72324474/chinese-investors-may-pour-3-billion-into-christchurch> from 23 September 2015, which was the day before the forum commenced.

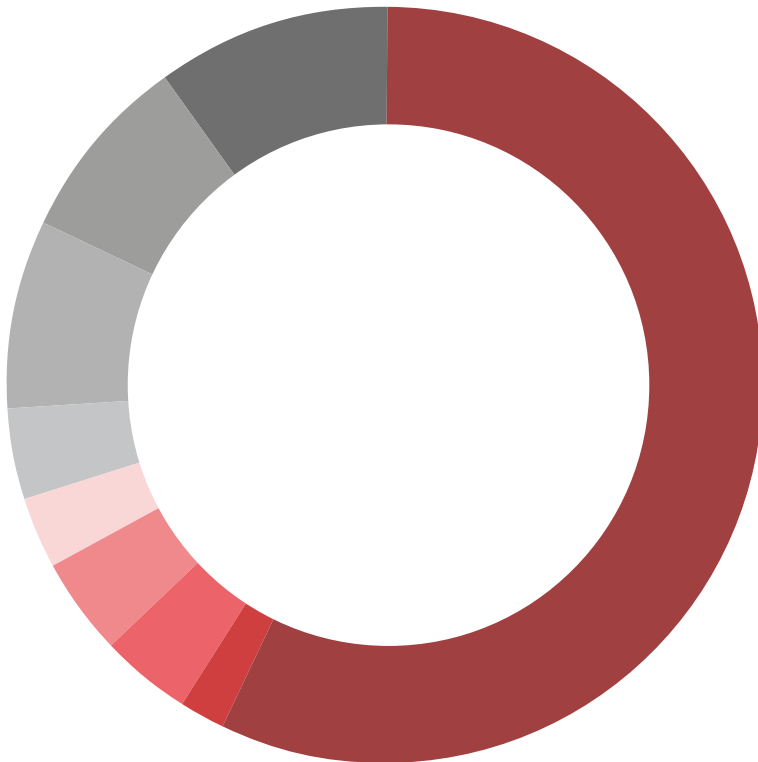
## Perceptions Figure 8 — Foreign direct investment in New Zealand

### Direct investment in New Zealand in 2014

- 57%** Australia \$55,541-million
- 2%** Canada \$1,938-million
- 4%** China (incl Hong Kong) \$3,739-million
- 4%** Japan \$3,591-million
- 3%** Netherlands \$2,795-million
- 4%** Singapore \$4,012-million
- 8%** United Kingdom \$7,980-million
- 8%** United States \$8,184-million
- 10%** Other countries \$9,593-million

Source: Statistics New Zealand (2014), Balance of Payments and International Investment Position, Directional Basis Stock of Direct Investment by Country

Note: This chart shows investment by overseas-based companies/entities in New Zealand-based companies/entities. The amounts shown do not include property purchases



### Views about the importance of regulating foreign investment

Some contributors felt that New Zealand should limit or carefully regulate foreign investment overall to avoid “too much” investment from any one region, including Asia. Contributors feel it is risky to New Zealand for any one region to dominate investment, as this puts our economy at risk of being too dependent on one source of investment. Some contributors singled out Chinese investment as a particular concern. These contributors cited Chinese human rights abuses, poor treatment of employees, and the political situation in China as reasons for carefully managing investment from China.

One contributor felt regulators should ensure that Chinese investment is carefully managed to avoid unethical behaviours.

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“Overall I think Chinese investment is positive for the economy. Having said this, I think we do need safeguards and to be careful regarding sensitive technology where patents/copyrights can be violated given China’s track record here (i.e. our dairy technology). [There is also] the potential for possible corruption/unethical practices given the issues China faces. [There are also] national security implications (i.e. investment in telecommunications) given the Chinese defence establishment’s business interests and China’s cyber behaviour.”

Male, 40 to 49 years old, Pākehā, Wellington

One contributor felt, due to the size of the Chinese and Indian economies, there is a risk that investment from these countries could become so significant that it may become the main source of investment in New Zealand. This was a concern because he felt the economy would be dominated by investment from just one or two countries.

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“So I think investment from China and Asia should be allowed but should be restricted. Investment from Asia is certainly more different to investment from other regions or countries simply because of the size of the population. Asia contains 60 percent of the world’s population and that can make all the difference. Due to the enormous population size more people can invest into the New Zealand economy. Countries like China and India that are the top two populated countries in the world have many people trying to invest in New Zealand and if all of it [is] allowed, then they very well could take over the New Zealand economy. So investment should only be allowed at a certain amount.”

Male, 15 to 17, Indian, Palmerston North

### Views about recent media coverage on investment from Asia

Some contributors were surprised at the low level of Chinese investment in New Zealand given the level of attention this had received by the media. They felt negative media stories has fuelled public concern about investment from Asia and highlighted biases against Asian investment in New Zealand.

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“Interestingly, I would have thought that investment in New Zealand from China would have been more than the graphs show.”

Female, 50 to 59 years old, Māori, Wanganui

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“Foreign investment from China has just sensationalised in the media more creating an unfair stigma around it.”

Female, 20 to 29 years old, Pākehā, Dunedin

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“I think New Zealanders lack evidence of the facts and reality of the proportion of Chinese companies investing in New Zealand. The image of an ‘invasion’ or ‘takeover’ by Asian people hangs over from the war years and is easily fuelled by the media and by politicians.”

Female, 50 to 59 years old, Pākehā, Dunedin

# Conflict and security in Asia

This section covers New Zealanders' perceptions of conflicts or threats in Asia and how they might affect New Zealand.

Most New Zealanders believe conflicts in Asia could have some impact on New Zealand, with the largest risks perceived to be conflict between North and South Korea, drug trafficking, terrorism and internal conflicts within different Asian countries.



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# Conflict and security in Asia

## Key findings

- › Eight out of 10 (80 percent) New Zealanders think that conflicts in Asia could have at least some impact on New Zealand. Almost three in ten (28 percent) think these conflicts could have a significant impact.
- › The threats people were most likely to raise were about economic and security impacts from terrorism and conflicts in places like Korea, the Philippines, Thailand and Indonesia.
- › People thought the negative impacts on New Zealand would include economic risk due to less trade with Asia, and less safe and secure conditions for New Zealanders travelling or working in Asia.

## The majority of New Zealanders believe conflicts, threats or instability in Asia could have some impact here in New Zealand

Four out of five New Zealanders (80 percent) think conflicts, threats or instability in Asia could have at least some impact on New Zealand, and 28 percent believe the impact on New Zealand could be significant. This has remained relatively unchanged since 2010. (*Conflict Figure 1— page 35*)

Those more likely to say conflicts, threats or instability could have at least some impact include:

- > Women (83 percent).
- > New Zealand Europeans (84 percent).
- > those with incomes higher than \$50,000 (84 percent).

## Possible threats, conflicts and instabilities

During the follow-up qualitative forum we asked contributors to tell us what conflicts, threats and instabilities they were thinking about when answering the survey question.

Contributors felt our proximity to Asia and reliance on it as an importer of our goods could make New Zealand vulnerable economically, should conflicts, threats or instability become an issue in the Asian region.

The table below provides the possible threats, conflicts and insecurities that contributors in the forum mentioned, and what they saw as the potential impacts for New Zealand (and whether these are social, economic or safety-related).

### Possible threats, conflicts, and instabilities

### Perceived potential impact on New Zealand

Conflict between North and South Korea

#### Economic and safety.

Being exposed to the threat of use of nuclear weapons, and being drawn into conflict. The threat of this conflict spreading throughout the region would have negative economic and safety impacts for New Zealand.

Terrorism in general (but specifically some mentioned the Philippines and Thailand)

#### Economic, social and safety.

Casualties for New Zealanders travelling to these countries, and fewer people wanting to travel to these areas. New Zealanders avoiding these countries. It could have a negative impact on our engagement with the region.

Drug smuggling and manufacture originating from China (Contact NT)

#### Social and economic.

Drugs entering New Zealand and being available to people. More people exposed to drug addiction and the side effects of this.

The threat of ISIS spreading through Asia

#### Safety and security.

New Zealanders' safety compromised when living or working in Asia, or potentially in New Zealand.

Conflict between Muslims and non-Muslims

#### Safety and security.

New Zealanders' safety compromised when living or working in Asia, and potentially in New Zealand as well.

Internal conflict in Indonesia

#### Safety and security.

New Zealanders' safety compromised when living or working in Indonesia. The threat of this conflict spreading throughout the region would have negative economic and safety impacts for New Zealand.

The threat of a refugee influx from Asia

#### Social and economic.

A large number of migrants or refugees is perceived to have a negative impact on New Zealand's economy and could contribute to social instability.

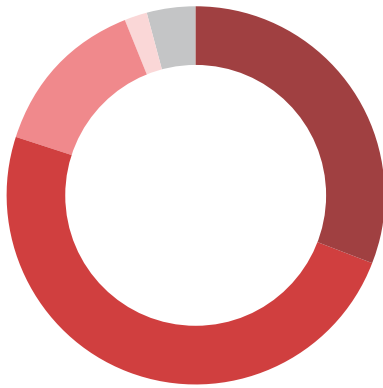
## Conflict Figure 1 — Impact of conflicts and threats from Asia on New Zealand

Percentage who think conflicts or threats will have  
some or a significant impact on New Zealand

Base: All New Zealanders (n=1,001)

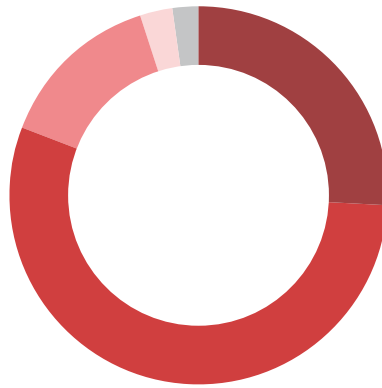
### 2010

- 31%** A significant impact
- 49%** Some impact
- 14%** Not that much of an impact
- 2%** No impact at all
- 4%** Don't know



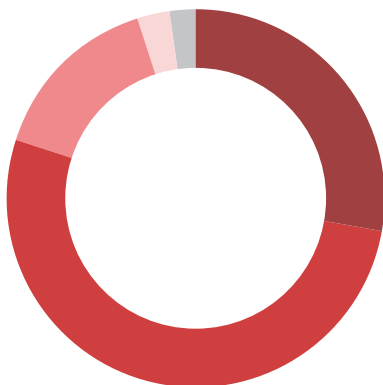
### 2011

- 26%** A significant impact
- 55%** Some impact
- 14%** Not that much of an impact
- 3%** No impact at all
- 2%** Don't know



### 2015

- 28%** A significant impact
- 52%** Some impact
- 15%** Not that much of an impact
- 3%** No impact at all
- 2%** Don't know



Some contributors comments about the issues mentioned above are provided below.

This contributor felt potential conflict in Asia could have social and economic repercussions for New Zealand.

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"I feel slightly uneasy about the unstable and occasionally threatening relationship between North and South Korea and I think if a full scale military conflict broke out in that area there would be worldwide ramifications ... There would be issues for New Zealand as we may then find ourselves in the position of having to take 'sides' in one of these disputes and, in a worse scenario, be involved in taking military action. The economy would also be involved as these issues could also result in trade boycotts being taken against various countries or vice versa."

Male, 60 to 69, Pākehā, Christchurch

This contributor is also concerned about potential military conflict and potential economic impacts, and the proximity of Asia to New Zealand.

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"All types of instability ultimately affect economic output and this then is the primary cause of effect on New Zealand and other nations. We are heavily dependent on purchasing but also selling to China and other Asian nations that any reduction in an economy has direct effects on New Zealand. Think Japan in the 90s. War seems so far off, and yet oppression of rights ultimately causes uprising. China needs to manage its growth, Indonesia has various hot points that might cause unsettled episodes. Potentially the same things may arise as happened during the communist expansion that are yet unseen, then Asia is very close to us and at war."

Female, 35 to 39 years old, Pākehā, Napier/Hastings

A number of contributors considered North Korea's dictatorial leadership a concern for the Asian region and for New Zealand.

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"I am concerned about threat of atomic war, the fact that Korea is making threats. I feel that should they set atomic weapons off we could end up with another world war, which would have a devastating effect on our small country as we would likely follow Britain or the US into conflict."

Female, 50 to 59, Pākehā, Wellington

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"When I answered this question I was thinking of North Korea and that if their leader decided to escalate his dictatorial activities so it impinged on other countries the conflict would disturb travel and trade for nearby countries like New Zealand. Our troops may even need to be deployed. Our proximity to Asian countries means we are affected and would become involved in conflicts."

Female, 50 to 59, Pākehā, Dunedin

Many of the issues people have brought up, such as North and South Korea, or issues in Indonesia, have existed for a long time. This may indicate why people's views on conflicts and the potential impact on New Zealand have remained relatively stable over time. It is difficult to tell how this may change in the future. The likelihood of these threats may recede, but the perceived impact on New Zealand may increase as ties grow stronger between Asia.

# Involvement with Asian peoples and cultures

This section looks at perceived involvement with Asian people, how this has changed over time and what type of interactions people have found the most valuable.

Despite reduced optimism and cooler feelings toward Asian people in 2015, New Zealanders appeared to be experiencing an increased sense of involvement or connectedness with Asian peoples and cultures.

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# Involvement with Asian peoples and cultures

## Key findings

- > About half (51 percent) of New Zealanders reported having at least a fair amount to do with Asian people and cultures in 2015. This is up from 44 percent in 2013 and 30 percent in 1998. As may be expected, those in areas with a higher Asian populations reported more involvement with Asian people.
- > Agreement with the statement “Asian people do not mix well with New Zealanders” has declined each year since 2010, and is now at the lowest level recorded by this survey, at 25 percent (down from 40 percent in 2010). This decrease has been particularly marked among residents of New Zealand’s provincial cities.
- > Contributors to the follow-up forum expressed that some of the most valuable involvement came through family connections, school encounters and professional involvement.
- > People with more involvement in Asian cultures express more positive views about Asia and Asian people.

## New Zealanders are experiencing a greater sense of involvement or connectedness with Asian peoples and cultures

Despite reduced optimism and cooler feelings toward Asian people in 2015, New Zealanders appeared to be experiencing an increased sense of involvement or connectedness with Asian peoples and cultures in recent years. This is supported by two key findings.

### 1. More involvement with Asian peoples or cultures in 2014 and 2015

Between 2009 and 2013 the survey findings suggested a growing sense of “disconnectedness” with Asian people in New Zealand, with small year-on-year decreases in perceived involvement. Comments from respondents during this time implied this was due at least partly to concerns over Asian migration, New Zealand’s level of unemployment and competition for jobs following New Zealand’s economic recession.

In 2014, for the first time in five years, the survey showed a significant increase in New Zealanders saying they have “a lot” or “a fair amount” to do with Asian peoples or cultures. In 2015 this increase was maintained, with half of New Zealanders (51 percent) saying they have at least a fair amount of involvement with Asian peoples or cultures. (*Involvement Figure 1 — page 40*)

There was more involvement with Asian people and cultures in areas where there are higher Asian populations. (*Involvement Figure 2 — page 41*)

### 2. Improved social cohesion over the last five years

In 2010, 40 percent of New Zealanders agreed that “Asian people do not mix well with New Zealanders”. Agreement with this statement has declined each year, and is now at the lowest level recorded by this survey, at 25 percent. This is a substantial decrease over the last five years. (*Involvement Figure 3 — page 42*)

This positive decrease has been observed across a wide range of New Zealand’s demographic groups but has been particularly marked over the last three years among residents of New Zealand’s provincial cities (agreement is down from 40 percent in 2013 to 22 percent this year) and Dunedin (agreement is down from 30 percent in 2013 to 12 percent this year).

## Facilitating greater involvement with people from Asia

During the follow-up qualitative forum we explained that part of the Asia New Zealand Foundation’s role is to increase New Zealanders’ knowledge of Asia as a region, which will in turn strengthen our understanding, and build more effective economic and cultural relationships.

We asked contributors to tell us about the types of interactions that could facilitate understanding, awareness and involvement with people from Asia. Personal and social interactions with Asian people were considered key to engagement on both sides, and a key ingredient in strengthening ties with Asia and people from Asia. Some examples from contributors include interactions at school, at family gatherings and at public events like festivals.

At least three of the contributors in the forum mentioned that marrying into an Asian family, or having a relationship with an Asian, had been an enhancement to their lives, and to raising their knowledge of the region and its people. These relationships engender close and social interactions in an informal way.

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**“My greater involvement with Asians at both the professional and casual level have influenced me. Being in a relationship with an Asian has also helped me develop a greater understanding.”**

Male, 40 to 49 years old, Pākehā, Wellington

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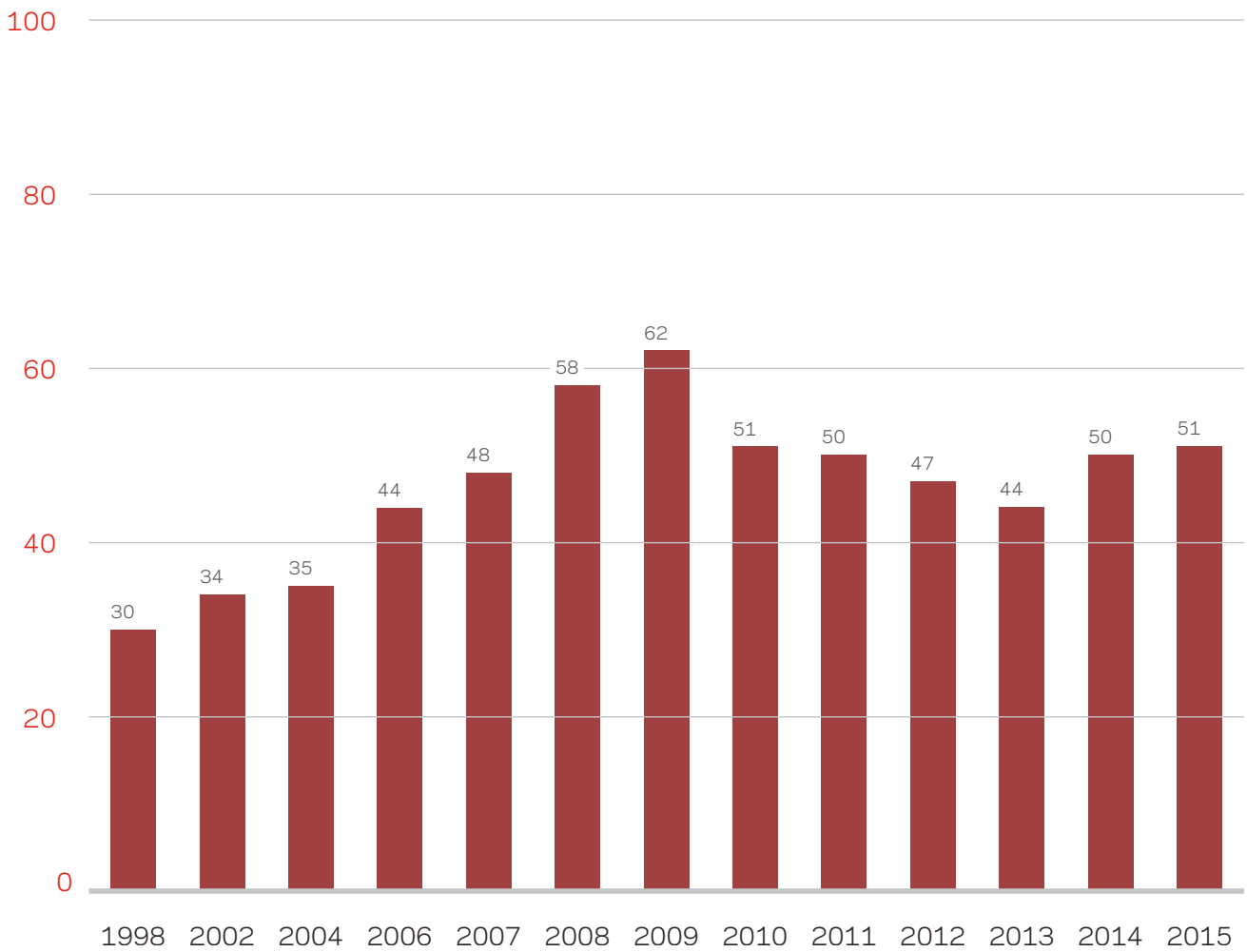
**“My wife is Indonesian, and as a result, I now have a large extended family that is Indonesian. The experience has afforded me the opportunity to come in contact with people of many different cultures, and as a result, I have a better understanding of these people and their culture.”**

Male, 30 to 34, Indian, Auckland

## Involvement Figure 1 — Involvement with Asian people and cultures

Percentage who have 'a lot' or 'a fair amount' to do with  
Asian peoples or cultures

Base: All New Zealanders (n= approx. 1,000 per year)

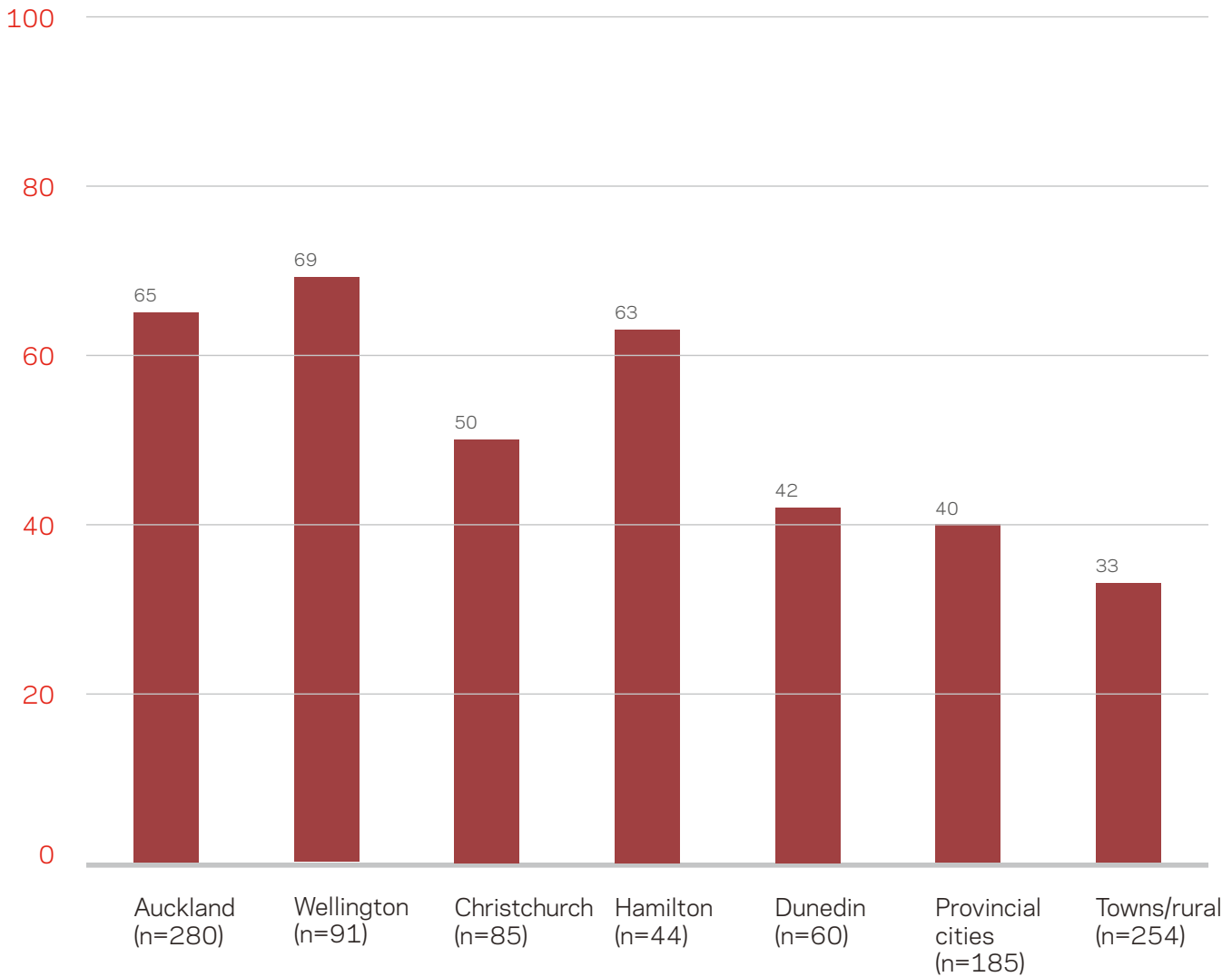




## Involvement Figure 2 — Involvement with Asian peoples in different parts of the country

Percentage who have 'a lot' or 'a fair amount'  
to do with Asian peoples or cultures

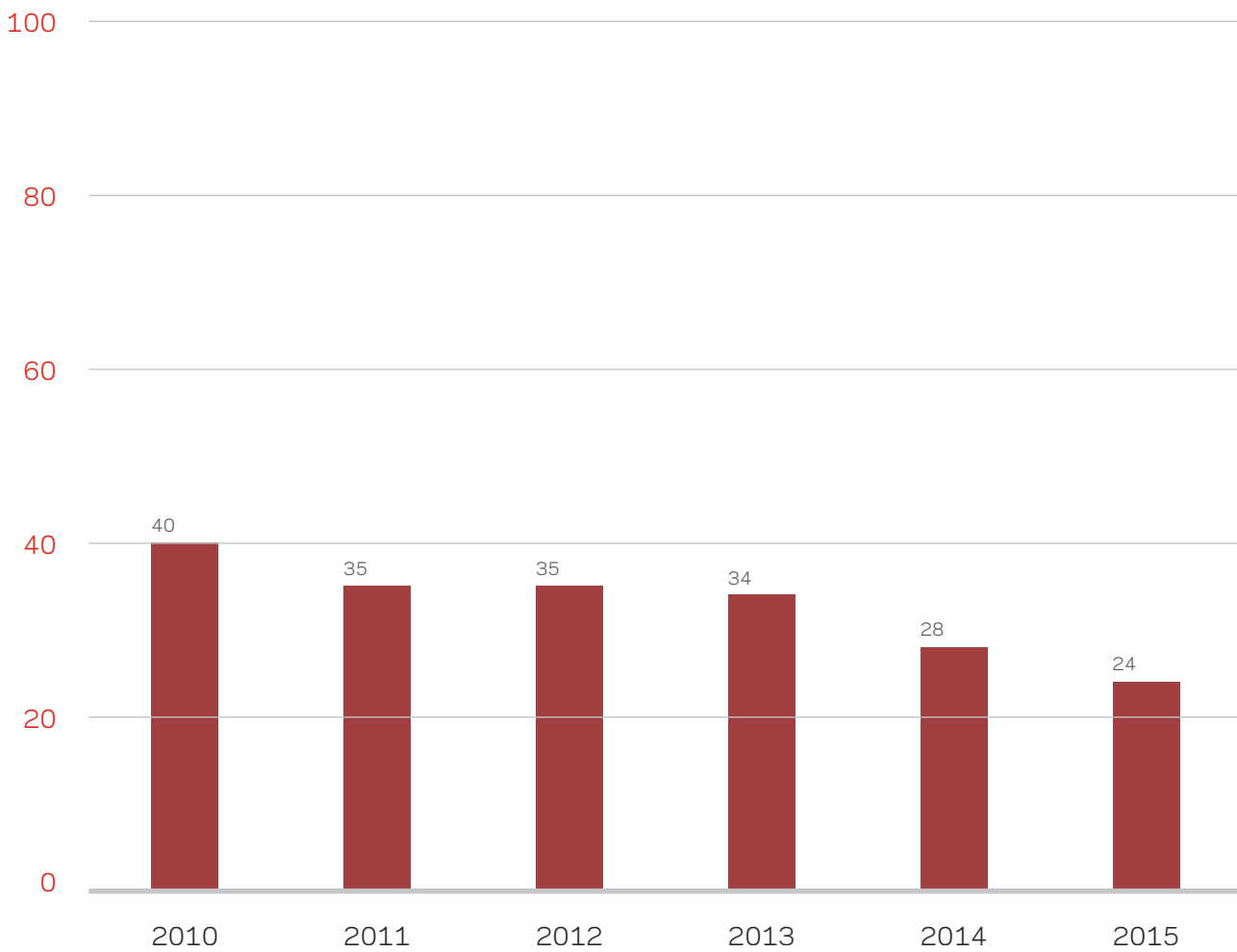
Base: All New Zealanders (n=1,000)



### Involvement Figure 3 — Perceived cultural integration

Percentage who agree that Asian people do not mix well with New Zealanders

Base: All New Zealanders (n= approx. 1,000 per year)



Contributors felt that early interactions, at secondary school, in day-to-day life, positively influence engagement with Asian peoples. Again, these everyday interactions “normalise” Asia and people from Asia, and provide opportunities for New Zealanders to interact in a non-confrontational way with everyday people.

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“The best way to foster better understandings between cultures, is at a personal level. Early school encounters that lead to friendships are very formative.”

Female, 50 to 59 years old, Pākehā, Dunedin

One contributor found volunteer work with refugees from Asia a valuable way to learn about Asia, and an opportunity to expose his son to difference cultures.

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“I am currently involved with two former refugee families from Bhutan. I was inspired to take up this role by the large number of Bhutanese and Burmese people I worked with in my previous employment and the friendships that were created as a result. Learning about their lives both here in New Zealand and in their countries of origin or transit on their way here encouraged me to keep learning. My young son now has regular contact with both of these families and it is my hope that he will grow up not seeing any difference between these children of Asian descent and himself.”

Female, 35 to 39 years old, Maori, Nelson

Contributors felt attending cultural events and festivals, and having opportunities to eat and cook Asian foods enhance understanding between New Zealanders and Asian people.

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“I cannot say specifically what type of information is important to New Zealanders to know about Asia but for starters, it would be nice for New Zealanders to have information on say, major Asian festivities, not limited to just the Chinese New Year or Diwali. Festivities usually involve rich culture, music, food and is such a non-threatening subject. It can be used as a platform to know more about Asia/ns through celebrations, sharing and learning. With this knowledge, hopefully we can all be more embracing, tolerant and understanding to one another. Of course, it will take two hands to clap.”

Male, 50 to 59 years old, Chinese, Auckland

Contributors felt that engaging in day-to-day activities with people from Asia promotes better connections. For example, taking morning tea over to a new Asian neighbour, or talking to a work colleague about their country of origin in the course of a regular day.

## Positive feelings towards Asian people

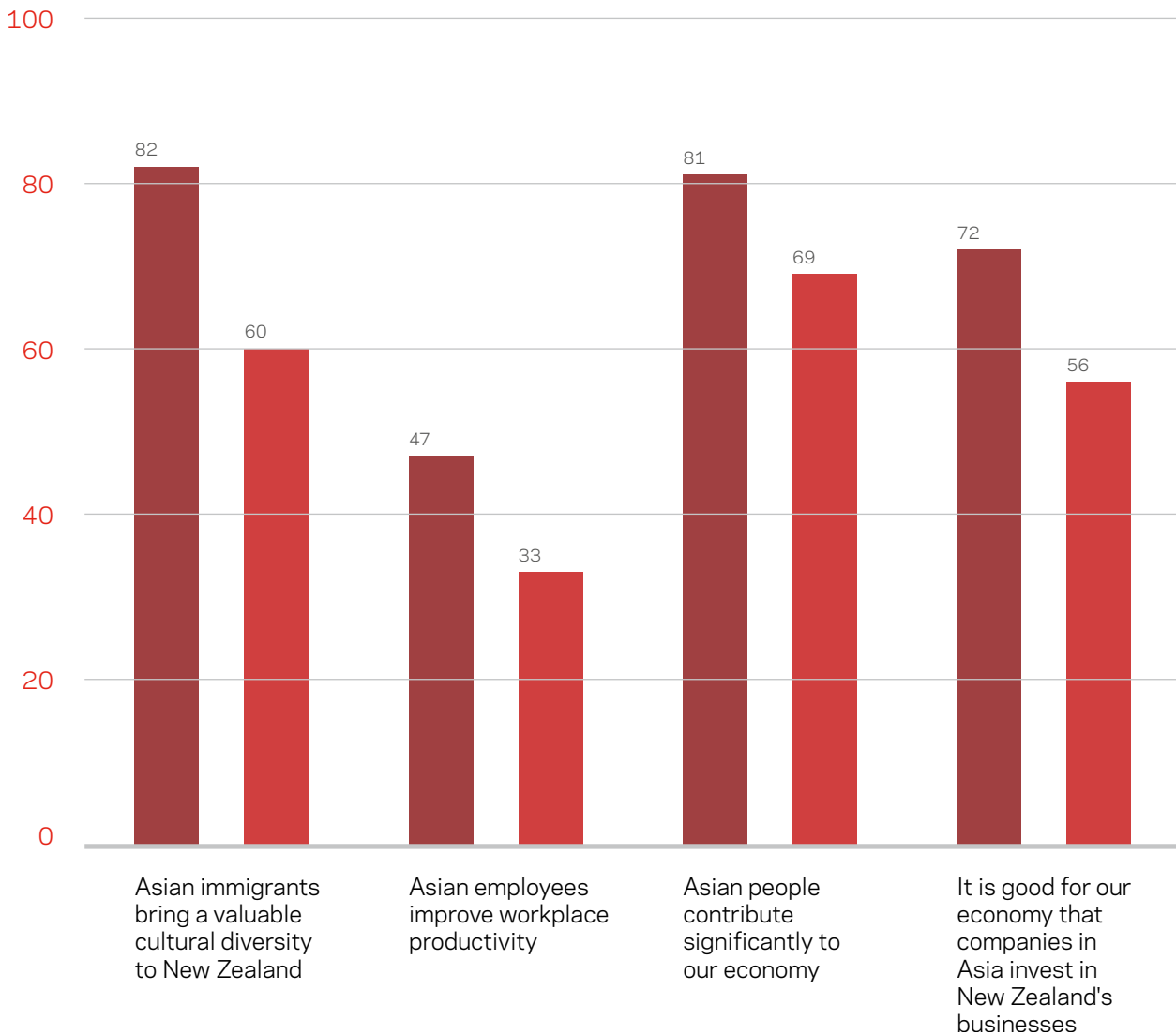
Analysis of the survey data supports contributors' suggestions, and shows that greater involvement with Asian peoples' and cultures goes hand in hand with more positive attitudes about Asian immigration, Asian people and Asia's contribution to the New Zealand economy (Involvement Figure 4 – page 44).

## Involvement Figure 4 — Attitudes and involvement with Asian peoples and cultures

Percentage agree by involvement

- Involved with Asian peoples or cultures
- Not involved with Asian peoples or cultures

Base: All New Zealanders (n=1,001)  
 Note: Involved = a fair amount or a lot / Not involved = not that much or not at all



# Background, methodology and sample profiles

The Asia New Zealand Foundation was established in 1994 with the objective of increasing New Zealanders' understanding of, and strengthening their relationships with, the people and countries of Asia.

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## Background to the research

Since 1997 the Foundation has undertaken regular research to measure New Zealanders' perceptions of the people and countries of Asia. This research is the only research focused on understanding New Zealanders' views of both the barriers to and benefits of a relationship with Asia. The research serves as a backdrop to the Foundation's policy direction, and identifies priorities for building stronger relationships with Asia and for better preparing New Zealanders to engage confidently with Asia.

The research has evolved over time, and includes questions covering:

- > The perceived importance of Asia to New Zealand.
- > Views about the benefits to New Zealand of a relationship with Asia.
- > Perceived involvement with Asian people and cultures.
- > Perceptions of Asian people and cultures.
- > Views about investment from Asia.
- > Views about whether Asian people are responsible for rising house prices.
- > Recall of Asia-related events, issues or people in the media.
- > Perceived knowledge of Asia.

# Quantitative Methodology

One thousand and one telephone interviews were carried out among a random sample of New Zealanders aged 15 years and over from 4 August to 30 August 2015. A random survey of 1,001 people has a maximum margin of error of +/- 3.1 percentage points at the 95 percent confidence level.

## Sampling and weighting

The survey used Random Digit Dialling (RDD). An RDD sample frame includes all households with landline telephones, including those with unlisted numbers. Telephone numbers were randomly drawn from known number ranges within New Zealand's regions and each interviewer asked to speak with the person in the household aged 15 years or over who had the next birthday. A disproportionate sample scheme was employed to enable an analysis of the results by each of New Zealand's main cities, including Dunedin. This disproportionate sample was corrected at the weighting stage, so the overall findings are representative of New Zealand's cities and regions.

A sampling scheme that selects only one person per household is subject to a household size bias, where people from large households have a different chance of being included than people from small households. To correct for this, data were weighted by household size (defined as the number of eligible respondents who live in the household).

As this was a random sample of the population, small variations will exist between the sample and the New Zealand population. Percentages have therefore been post-weighted by age and gender to ensure that overall results represent the population on these key variables. The weighted and unweighted sample profiles can be found in Appendix A.

## Other notes

- > Within the body of this report subgroup analyses are included to add clarity to the results. Sub-analyses include cross-tabulations with demographic variables, such as gender, age, ethnicity and region. Reported differences are statistically significant at the 95 percent confidence level, unless otherwise specified.
- > The project also included follow-up qualitative research to further explore some of the results of the quantitative survey. The qualitative research was carried out among a sample of those who took part in the survey. Details of the qualitative research are outlined below.
- > Throughout this report "New Zealanders" refers to all those living in permanent private residences in New Zealand, including those who were born in New Zealand and those who were born elsewhere.
- > Please note that occasionally the percentages in the charts and tables do not add up to the nett percentages presented within the text of the report. This is because each percentage in the charts and tables has been rounded to a whole number. When calculating the nett percentages, only the final result has been rounded to a whole number. This reduces the influence of rounding error in the final result.

## Qualitative Methodology

The qualitative phase of this report was conducted via an online discussion (e-Qual). This was conducted after the survey was completed. Respondents in the survey were asked if they would like to take part in further research. An email informing these respondents about the date and time of the forum was sent to people who had agreed to be re-contacted (while ensuring a range of age, gender, warmth/positivity ratings, and other criteria were included). Of this subset, 29 people agreed to take part in the forum and were provided access via a login and username. The demographic breakdown of these 29 people is presented in Appendix B.

Once they had logged in and given themselves a username, which allowed them to comment without revealing their real name, respondents were shown a number of preloaded questions (some of which included visual images of the findings from the survey to prompt discussion). The questions for the qualitative phase were formulated in conjunction with the Foundation to understand in more depth some of the topics and responses in the survey. A Colmar Brunton moderator probed and sought clarification from respondents if they felt more depth was required. Foundation staff also viewed the forum during the period it was live and observed comments as they were posted.

The forum was conducted over two days (24 and 25 September 2015). Each day questions were loaded. The structure was as follows:

### Day 1

- > **Knowledge of Asia** — understanding where people find out about the Asian region.
- > **Asian investment** — views on where investment in New Zealand originates.

### Day 2

- > **Conflict and security issues** — understanding what issues are of concern and why.
- > **Perceptions of Asia** — idea generation for improving relationships/engagement with Asia.

An additional question regarding Asian investment in Christchurch was added to the forum and the findings from this have been amalgamated into the section on Asian investment.

After two days, the forum was closed and respondents could not go back into the questions.

Comments from the forum were used throughout the report to illustrate key findings. These are attributed by gender, age, ethnicity and location.



## Appendix A— Survey sample profiles

	Unweighted percent	Weighted percent
<b>Gender</b>		
Male	44%	48%
Female	56%	52%
<b>Age group</b>		
Under 30 years	10%	25%
30-39 years	6%	6%
40-49 years	9%	8%
50-59 years	18%	19%
60-69 years	21%	18%
70 years or more	18%	13%
<b>Ethnic identification</b>		
New Zealand European/Pākehā	73%	69%
Māori	10%	11%
Pacific	1%	1%
Asian	2%	4%
Non New Zealand European	7%	7%
Other	4%	4%
<b>Location</b>		
Auckland	28%	31%
Wellington	9%	9%
Christchurch	8%	8%
Hamilton	4%	4%
Dunedin	6%	3%
Provincial city	18%	18%
Town/rural	25%	25%

## Appendix B — Qualitative forum profile

<b>Gender</b>	
Female	19
Male	10
<b>Age</b>	
15-17	1
20-24	2
25-29	5
30-34	3
35-39	3
40-49	5
50-59	7
60-69	2
70+	1
<b>Location</b>	
Auckland Urban	10
Non Auckland Urban	12
Small Town	7
<b>Ethnic identification</b>	
New Zealand European/ Pākehā	21
Māori	3
Indian	2
Chinese	1
Cook Island Māori	1
Not recorded	1

Base: All New Zealanders (n=1,001)

The Asia New Zealand Foundation is New Zealand's leading non-government authority on Asia.

We are a non-partisan, non-profit organisation, set up in 1994 to build New Zealanders' knowledge and understanding of Asia. We rely on a mix of public, philanthropic and corporate funding.

With staff in Auckland and Wellington, the Foundation is overseen by a board of trustees drawn from business, community, academic and leadership backgrounds.

We are supported by a panel of honorary advisers from across Asia. This group comprises leading academics, businesspeople and current and former politicians and diplomats.

The Foundation works in partnership with influential individuals and organisations in New Zealand and Asia to provide high-level forums, culture events, international collaborations, school programmes and professional development opportunities.

Our activities cover more than 20 countries in Asia and are delivered through seven programmes.