



Year in Review
2020/2021

**Asia New Zealand
Foundation
Te Whītau Tūhono**



Asia New Zealand Foundation

Te Whītau Tūhono

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Chair's report



The 2020-21 year was the first in the Asia New Zealand Foundation's history in which it was unable to send New Zealanders to Asia, or to host guests from the region. People-to-people connections and personal experiences are powerful ways to grow knowledge, understanding and confidence about Asia, so border constraints have proven a real challenge to the Foundation's mandate.

Domestically, COVID-related restrictions also took their toll on a range of events organised and supported by the Foundation, with several cancellations, postponements and adapted activities over the course of 2020-21.

Against that backdrop, I'm proud of the work the Foundation has been able to achieve in its mission to equip New Zealanders to thrive in Asia. The team has adapted its work in a range of ways, including through online connections to Asia; organising and supporting Asia content at a wide range of domestic events across New Zealand; and in growing its voice on topical issues.

Research commissioned by the Foundation in the past year demonstrates that its work continues to be critical, even at a time when the pandemic constrains engagement. We have been encouraged by the results.

The 2020 version of the Foundation's annual *New Zealanders' Perceptions of Asia and Asian Peoples* survey found that 73 percent of New Zealanders believed that developing political, social and economic ties with Asia was important for New Zealand's future, up from 67 percent in 2019.

Additionally, we were encouraged to see that New Zealanders were positive about the future impacts of engagement with Asia across a range of measures over the next

10 to 20 years, and that they recognised the value of Asia-related competencies, including understanding of cultural protocols, for New Zealand's future workforce.

In early 2021, the Foundation commissioned Nielsen to conduct a stakeholder survey to help inform its future direction of effort. Of the 333 respondents, 89 percent said the Foundation did an excellent, very good or good job of equipping New Zealanders to thrive in Asia, consistent with the results of the previous survey in 2019 (86 percent).

COVID-19 has delayed our plans to bring together the Foundation's Asia Honorary Advisers, but the Foundation trustees were pleased to be able to join with New Zealand Honorary Advisers in October for a strategy session. This year we have been delighted to welcome Labour MP Vanushi Walters as a new Honorary Adviser. We appreciate the ongoing support of our Asia Honorary Advisers.

I would like to acknowledge the work of my fellow trustees Danny Chan, Lyn Lim, Simon Watt, Chris Seed (ex-officio), and outgoing trustees Raf Manji and Simon Murdoch (deputy chairman). Finally, I'd like to make particular mention of chairman Hon John Luxton for his service since 2015. John, who sadly passed away due to ill health in November 2021, oversaw many changes in the Foundation's work, helping ensure its continued relevance.

I give sincere thanks to my fellow board members, the Foundation's Honorary Advisers, our staff, and our friends and partners in both Asia and New Zealand for all their support over the past year.

Hon Dame Fran Wilde, DNZM QSO

Chair

Executive Director's report



2020-21 has continued to see the Asia New Zealand Foundation adapting its work amid continued disruptions and uncertainty. I have been encouraged to see that awareness of Asia's importance remains high among New Zealanders, and that there is a strong appetite to learn more.

As New Zealand's relationship with Asia has become more complex, we have increased our support of public conversations on Asia. This has included producing major research reports; holding dialogues and roundtables on topical issues; and publishing hundreds of articles on our own platforms or in the media. China and India have been a particular focus of our work in 2020-21; and we have held a series of roundtables on those relationships as well as increasing our published articles.

The Foundation also presented to select committees on its research and in support of the value of language learning in Aotearoa; and made a written submission to the Ministry of Education on the need to ensure the contributions of Asian New Zealanders are acknowledged in the development of the New Zealand histories curriculum.

We have also taken the opportunity to reconnect with domestic stakeholders, including through 'reunion events' for alumni of our business internship programme and for New Zealand alumni of the ASEAN Young Leaders Initiative. These events enabled participants to refresh their knowledge of Asia and the region's importance to New Zealand.

As well as running our own Asia-focused events, we have supported and partnered with organisations around New Zealand to incorporate Asia elements or speakers into festivals and conferences. We have

extended our outreach across the country, particularly into three regional focus areas - Nelson-Marlborough, Taranaki and Tauranga. Additionally, the Foundation's formal presence in the South Island has enabled us to grow engagement and identify new ways to grow awareness and understanding of Asia in Te Waipounamu.

While recognising that in-person communication and experience remains central to building connectivity and confidence, we have been able to adapt many of activities to the digital environment. This has included online Track II discussions with partners throughout Asia; online paid internships with workplaces in Asia; and digital commissions from New Zealand artists to help celebrate and share Asia connections with a wider audience.

Domestic engagement and digital connections have served us well in the past year; but we certainly look forward to the day when we can bring people back together in person.

Whatever 2022 may hold, what is becoming clearer to us is the critical role personal connections play in New Zealand-Asia relations, and the Foundation's central role in assisting those.

Simon J Draper
Executive Director

About the Asia New Zealand Foundation Te Whītau Tūhono

What we do

We equip New Zealanders to be confident and engaged with Asia by enabling deeper connections, awareness and knowledge.

Why we do it

New Zealand's present and future, economically, culturally and socially, are firmly tied to Asia. This reality presents New Zealand with a range of positive opportunities – we need to be deliberate and thoughtful in our approach to them.

How we do it

We provide experiences and resources to help New Zealanders build their knowledge, skills, connections and confidence to thrive in Asia.

This is achieved through a range of diverse programmes: arts, business, education, entrepreneurship, leadership, media, research, sports, and informal diplomacy (Track II).

Our goals

Deepening connections

We want New Zealand's relationships with Asia to have the breadth and depth we share with Australia, Europe and the Americas.

Growing awareness and knowledge

We want New Zealanders to be knowledgeable of Asia. It's also important we are recognised as a key part of the ecosystem on Asia and New Zealand's relationships, both within New Zealand and the Asia-Pacific region.

Growing confidence

We aim to be a key enabler of New Zealanders gaining confidence in their interactions with Asia. Success is seeing New Zealanders become more knowledgeable, attuned to and understanding of Asia and with connections and networks in the region.

Organisational performance

We stay relevant to our stakeholders and adapt as their needs change.



Our values

The Asia New Zealand Foundation's te reo expression Te Whītau Tūhono describes the Foundation's commitment to unity, connectedness and the forging of strong relationships through its work to equip New Zealanders to thrive in Asia.

— Whakapono

We believe in what we do

Our work makes a difference for Aotearoa New Zealand's future. We are driven to change people's lives through knowledge, connections and confidence.

— Ako

We are creative, dynamic and adaptable

We are continuously learning and sharing our knowledge. We believe collaboration strengthens our impact and helps us thrive in our changing environment.

— Manaakitanga

We value relationships through respect and support

We value relationships and people and the importance of strong and diverse connections. We support our colleagues, value their contribution and have their back. We build relationships with respect, inclusivity, and care.

A photograph of three people laughing together at a social event. On the left is a man in a dark suit and light shirt. In the center is a man in a blue suit and tie. On the right is a woman in a green floral dress. They are standing in front of a wooden wall and a red backdrop. A large, stylized graphic of many small, interconnected loops is overlaid on the top left of the image.

Deepening Connections

Outcome statement

New Zealand's relationships with Asian countries model the breadth and depth we share with Australia, Europe and the Americas.

Goal 1 Measures

Level of New Zealand public awareness of the importance of Asia to New Zealand (social research)

An attitudinal research project, *New Zealanders' Perceptions of Asia and Asian Peoples*, has been undertaken since 1994.

Despite the impacts of Covid-19, the 2020 report found 72 percent of New Zealanders saw Asia as being “very important” or “important” to New Zealand’s future; the same as polling carried out in 2019 (pre-pandemic).

2020/21 goal: maintain

2020/21 actual: 72%

Number of Track II dialogues conducted

The Foundation continued adding value to the Track II dialogue series by hosting post-dialogue briefings, roundtable discussions and events to find a wider audience.

This includes:

2020/21 goal: conduct eight Track II dialogues

2020/21 actual: 12 Track II dialogues conducted: ASEAN and Australia (July 2020, December 2020 and May 2021 Myanmar focus); Asan Institute (Korea) for Policy Studies; Prospect Foundation of Taiwan; Diplomatic Academy of Vietnam; Centre for Strategic and International Studies of Indonesia; United States Department of State; Shanghai Institute of International Studies; Australia (with multiple think-tank partners) and a series of Track II simulations held online and in person in New Zealand.

All dialogues bar Australia took place online due to travel restrictions.

Number of inward/outward Asia experiences

Targets were set prior to New Zealand border closures and travel restrictions. Against this backdrop of severely constrained travel, the Foundation has been unable to provide on-the-ground experiences to New Zealanders, or host visitors from Asia in the 2020-21 year.

2020/21 goal: 375

2020/21 actual: 0

Number of partnerships/ sponsorships

The Foundation was able to partner with 26 organisations across a broad spectrum of events such as the China Business Summit (Auckland), the Canterbury Tech Summit, Otago Festival of the Arts, the Institute of Directors (IoD) Leadership Conference, Festival for the Future, Sister Cities New Zealand Conference (Wellington), and Auckland Arts Festival.

2020/21 goal: 20

2020/21 actual: 26

Number of attendees at partnership/ sponsorship events

Through 26 sponsorships, the Foundation was able to engage with over 62,000 attendees. Almost 29,000 additional people attended the Auckland Diwali Festival of Light events - of which the Foundation is a founding partner.

2020/21 goal: 18,000

2020/21 actual: 62,103



Goal 1 Highlights



Shifting conversations online

Travel restrictions created by the pandemic constrained the Asia New Zealand Foundation's ability to connect with Asia in person in 2020-21.

However, online engagement has allowed us to maintain connectivity with contacts and partner organisations in Asia, and to build some new connections. Many of our Track II (informal diplomacy) relationships date back more than a decade; and shifting the dialogues online has enabled the Foundation to continue talking with these counterpart organisations about important developments in Asia. For instance, the Foundation participated in the 13th ASEAN Australia New Zealand Dialogue and its 12th dialogue with the Diplomatic Academy of Viet Nam, while also holding its first dialogue with Indonesia's top-rated think tank, the Centre for Strategic and International Studies (CSIS).

We have also used online connections to include the voices of Asia-based stakeholders in our own events and those organised by other organisations. For instance, Asia New Zealand Foundation Honorary Adviser Helianti Hilman, founder and CEO of Javara Indonesia, spoke at Festival for the Future 2020, an online summit for young people, about the important role local and global collaboration plays in the world of entrepreneurship.

Bringing Asia to New Zealand events

One area of focus has been supporting other New Zealand organisations to deliver Asia-related experiences to New Zealanders, particularly those in our target audiences. Two of these – the Auckland Lantern Festival and the Wellington Japan Festival – were not able to proceed due to the COVID alert levels in place at the time, and several others were postponed or transitioned to an online environment. However, our partnership activities nevertheless allowed a wide range of Asia content to be included in a diverse range of festivals and conferences around Aotearoa.

Highlights included the inclusion of the theatre production OTHER [Chinese] at the Dunedin Arts Festival in April 2021, a performance that saw local participants exploring complexities of contemporary diasporic Chinese identities on stage. The production also travelled to Wanaka. At the other end of the country, the K-Pop Party at Auckland Arts Festival highlighted how Asian pop culture influences are becoming part of New Zealand's cultural landscape.



IN TOUCH digital arts commissions

The Asia New Zealand Foundation invited New Zealand arts practitioners who had previously participated in its programmes to apply for commissions to develop new works suitable for digital channels. These works draw on the artist's ongoing connections to Asia, and 10 works were commissioned for the Foundation's website and social media platforms. They reflect a diverse range of artistic practices, Asian cultures and themes.

“The Foundation’s work toward establishing deeper ties with Asian culture and Asian art has been a reassuring and empowering support for myself as an Asian art-practitioner living in New Zealand. The IN TOUCH project has provided me a supportive and safe space to deepen my relationship with Asia, even throughout a difficult and isolated time.”

Yin-Chi Lee, co-creator of Unlined, an IN TOUCH arts commission

Internship reunion

Over more than 10 years, the Foundation's business internship programme has provided dozens of young tertiary students and recent graduates the opportunity to live in Asia and gain an understanding of the business cultures of large Asian companies. In March, alumni of this programme flew in from around the country to Auckland to reconnect, reminisce and have their interest in Asia rekindled.

Connecting through in-person events

In September, the Foundation formally opened its South Island presence with a launch event attended by Christchurch Mayor Hon Lianne Dalziel; Asia diplomatic representatives; Joanna Norris, Chief Executive of ChristchurchNZ; and Minister Andrew Little. Our formal presence in the South Island, with South Island Manager Alistair Crozier on board, has allowed us to develop deeper partnerships and identify new ways to grow awareness and understanding of Asia in Te Waipounamu.

As alert levels have allowed, the Asia New Zealand Foundation has also held a range of public events on topical subjects through our “Asia After Five” series. Topics have included the place of the SS Ventnor in New Zealand's Chinese history; the state of democracy in Myanmar; and the value of internship experiences in Asia.

“It has given me more confidence and knowledge in workplace etiquette, culture and challenges. It has also encouraged me to keep improving my language skills.”

Mentorship programme participant Michelle Too, whose mentor Michelle McCarthy has provided her with insights into what it is like working in Asia



Growing New Zealand’s future leaders on Asia

The Foundation’s Leadership Network is a global professional network that equips New Zealand’s next generation of leaders to thrive in Asia. It provides its 379 members with the connections, knowledge and confidence to lead New Zealand’s future relationship with Asia. In 2020-21, online connections were used to enable conversations between New Zealand-based network members and those offshore, particularly in Asia.

In October we brought together Pacific members of the network for the first time in a talanoa in Auckland, exploring how the Foundation can better engage with Pacific peoples in New Zealand. In November, members of the network’s Te Kāhui gathered in Taranaki for a hui to discuss Māori engagement in the network and in the Foundation as a whole.

In February, new members of the Leadership Network were formally welcomed into the network after several postponements of an induction event. The network was also able to strengthen connections between members through in-person events such as the Rethinking Leadership Hui, the Mentorship Hui, and the Wellbeing Hui.

Sports workshops spark Asia interest

Prior to COVID-19, the Foundation’s sports programme focused on supporting New Zealand sportspeople and school sports teams to have cultural experiences on-the-ground in Japan. In the absence of international travel, regional workshops have provided another way to highlight the relevance of Asia to young people.

In February, former Black Sticks goalie Richard Joyce visited schools at the top of the South Island to give hockey coaching workshops and talk to students about his experiences playing in Asia. Richard’s stories highlighted Asia’s diversity and the opportunities the region presents to young New Zealanders. Further sports workshops were held in Taranaki in May.

“Asia is the biggest continent by both landmass and population. Sixty percent of the world’s young population live in Asia-Pacific. As a result, Asia will play a pivotal role in shaping the direction that the world goes in ... What I really enjoy about Asia is the deep culture of each country. The philosophies that are embedded within the rich history of these countries play a significant role in my life. It was a pleasure to stoke students’ curiosity in Asia through my journey. The schools that we reached now have the resources and more importantly the drive to deepen their understanding of Asia.”

Richard Joyce



Growing awareness and knowledge

Outcome statement

The Foundation is recognised as a key part of the ecosystem on Asia and New Zealand's relationships, both within New Zealand and the Asia-Pacific region.

Goal 2 Measures

Number of research reports published and distributed

Continued changes to COVID-related alert levels slowed our pace of work in the research programme in 2020-21, with some postponements to the commissioning of content.

Published in June, the 2020 report in the annual *New Zealanders' Perceptions of Asia and Asian Peoples* series was extensively covered by both New Zealand and international media. Initially the team had planned to launch two reports – one quantitative and one qualitative – but it was decided to package these together for a more complete picture of New Zealanders' current engagement with Asia and understanding of the region.

2020/21 goal: five reports published and distributed

2020/21 actual: three research reports published and distributed – *Viet Nam and New Zealand: Let's Go*; *The Key to Māori Success in Asia*; *New Zealanders' Perceptions of Asia and Asian Peoples 2020 Annual Survey*.

Percentage increase in the number of schools within Asia New Zealand Foundation's school network

The Foundation's education programme was reviewed in late 2020 to ensure it was focusing on areas where it could have the most impact. The revamped programme has a more targeted approach, supporting deeper engagement with a smaller number of educators and schools.

2020/21 goal: 5%

2020/21 actual: -1%

Content about Asia on Foundation and Media digital platforms

As part of the Foundation's role in strengthening New Zealand thought leadership on Asia, in 2020-21 we published 362 pieces of digital content on our own websites: the Asia New Zealand Foundation's corporate website and the Asia Media Centre site. This material covered news stories, backgrounders, profile pieces and opinion and commentary.

2019/20 goal: 250

2020/21 actual: 362

Goal 2 Highlights



Supporting informed conversations on New Zealand and Asia

Published in June, the 2020 report in the annual *New Zealanders' Perceptions of Asia and Asian Peoples* series was extensively covered by both New Zealand and international media. The survey has been running since 1997 and provides a range of insights into New Zealanders' understanding of Asian countries and of New Zealand's relationship with the region.

Alongside a quantitative survey of 2001 people, the latest report also incorporated interviews with New Zealanders from a range of diverse backgrounds, highlighting how they engage with and learn about Asia in their daily lives. Māori participants in these interviews highlighted the importance of cultural commonalities between Te Ao Māori and Asia.

In other research, the Foundation published the report *Viet Nam and New Zealand: Let's go!*, to mark the 45th year of the diplomatic relationship. It tells the story of the country's dynamic relationship with New Zealand, through historic ties, the economic relationship, international cooperation and people-to-people links.

We published *Unlocking the key to Māori success in Asia* on our website, a series of case studies on celebrating Māori success in Asia that built on our 2019 report *Perceptions of Asia and Asian Peoples from a Te Ao Māori Perspective*.

Beyond the research reports, Foundation staff have had commentary pieces published in a wide range of publications. These have included fortnightly Executive Director opinion pieces on Stuff.co.nz and articles in *Policy Quarterly* and in the *New Zealand International Review*.

Focus on China

New Zealanders' perceptions of China are important to perceptions of Asia as a whole. Both the 2019 and 2020 *New Zealanders' Perceptions of Asia and Asian Peoples* reports found that the word New Zealanders associate most closely with Asia is "China". New Zealanders have a spectrum of views, from welcoming China's economic rise and the opportunities that it has given New Zealand businesses, to concern about political and security implications. Interest in learning about the country remains high.

To help grow understanding of China beyond trade and political issues, in 2020-21 the Asia New Zealand Foundation has focused on increasing its engagement in relation to China. This has included material on our Asia Media Centre site and in mainstream media, helping highlight topics that otherwise might not be covered. We have also held roundtables with experts and journalists, and with members of our Leadership Network, to help develop a better understanding of some of the more complex and challenging issues in the New Zealand-China relationship.



Focus on India

India is a significant player in multilateral, political, democracy, defence, health and security space. New Zealand and India enjoy strong people-to-people relationships, have shared interests in regional stability and security, and diversity of cooperation and connection. However, New Zealand has tended to view India through a trade lens, with less investment put in to other important aspects of the relationship. The Foundation's increased engagement on India this year has included media outputs, roundtables to reflect on the relationship and discuss its future, and support for India-focused events such as the India New Zealand Business Council Summit.

Education "Champions"

Our education programme provides New Zealand educators with the knowledge, resources and experiences to equip their students to thrive in Asia. In 2020-21, the Foundation reviewed its education programme to ensure it was focusing on areas where it could have the most impact, bringing more depth to our engagement with educators and schools through a targeted approach. One key pillar is the Champions initiative, which brings together leading educators to act as amplifiers and role models, ensuring knowledge and understanding of Asia is valued in

New Zealand schools. For our first intake, we selected 25 educators from across the country.

In May 2021, the education team launched our Schools Asia Engagement Project with schools in Auckland, Hamilton, Wellington and Nelson-Marlborough. This will see the Foundation invest in initiatives in these schools that are designed to raise knowledge and understanding, and then track and measure effectiveness.

"From a cultural perspective, learning about Asian cultures leads to having a better appreciation of your own culture. No matter what sector you think about, Asia is leading ... the innovation that comes from that region – there are so many career opportunities for young people."

Te Kura Kaupapa Motuhake o Tāwhiuau, Murupara, teacher Lianne Bird, a Foundation education Champion



Leadership Network Otago History Hui

Unable to hold an annual “offshore forum” for Leadership Network members in Asia, in May the Foundation organised a trip to explore the history of Chinese people in Otago, growing knowledge and awareness of Asian migration to New Zealand as a whole. Sixteen members of the network travelled to Dunedin, Lawrence and Arrowtown where they visited historic sites and places of significance to the first Chinese to live in the region; and heard from renowned historians Emeritus Professor Manying Ip, an Asia New Zealand Foundation Honorary Adviser, and former Foundation board member Dr James Ng.

“Having a better sense of who I am and how my story fits in New Zealand has already given me a stronger grounding and sense of self and made me into a more well-rounded leader with a clearer, more authentic voice.”

Otago History Hui participant Greta Young

Arts project fund

The Foundation’s arts project fund supports New Zealand professional arts companies, events and organisations to deliver projects that will grow New Zealanders’ awareness and knowledge of Asian arts. Highlights in the 2020-21 year included Wellington’s Chinese New Year Zodiac Arts Trail, which mapped out the animal signs of the Chinese Zodiac through 12 original artworks created by artists with strong links to Asia and New Zealand. Among other projects, the fund also supported Indian Ink Theatre Company with its national tour of new work *Paradise or the Impermanence of Ice Cream*, set in Mumbai, and South Island launch events for the book *A Clear Dawn: New Asian Voices from Aotearoa New Zealand*.

“The work *Flowers and People – Gold* is an interactive work that takes up the theme of the seasons, which is often reflected in Japanese art and important in Japanese culture ... People in New Zealand have never seen anything like this before and we felt it important to showcase this new type of work, modern but inspired by an ancient culture.”

Whirinaki Whare Taonga (Upper Hutt) director Leanne Wickham.

Growing confidence

Outcome statement

The Foundation is a key enabler of New Zealanders gaining confidence in their interactions with Asia. They are more knowledgeable, attuned and understand Asia.

Goal 3 Measures

Number of supported entrepreneurs engaged with Asian counterparts

Result: The entrepreneurship programme supports emerging New Zealand entrepreneurs to build connections and facilitate business relationships in Asia. Online connections facilitated engagement between entrepreneurs in New Zealand and Asia in 2020-21.

2020/21 goal: 45

2020/21 actual: 29

Percentage increase in applications for Internships

Result: Prior to the pandemic, the Foundation had been steadily increasing its portfolio of internships. In 2020-21 we were unable to send any New Zealand students and graduates to Asia.

2020/21 goal: 5%

2020/21 actual: Not measured



Goal 3 Highlights

"I feel really indebted to the Foundation and the YBLI trips to Southeast Asia because that was the enabler to commence our export business and made the connects to Singapore who are now our second largest export customer. So I feel very blessed that we have the connection."

**Green Meadows Beef co-founder Nick Carey,
alumni of the ASEAN Young Business Leaders Initiative**

Entrepreneurship

The Asia New Zealand Foundation Te Whītau Tūhono has been delivering the Young Business Leaders Initiative (YBLI) for the New Zealand Government since 2011. Funded by the Ministry of Foreign Affairs and Trade (MFAT), it is one of New Zealand's initiatives with the Association of South East Asian Nations (ASEAN).

Travel restrictions in both New Zealand and Asia prevented the Foundation from organising in-country programmes in 2020-21. However, the COVID-enforced break from business as usual was an opportunity to deepen the network of more than 160 leading entrepreneurs and business leaders across New Zealand and Southeast Asia. We organised a range of online activities to reconnect programme participants across the course of the year. In December, we brought together New Zealand entrepreneurs for a summit in Waiuku, Auckland, representing a range of sectors and in different stages of expansion into Asia. They reflected on what they had learnt from their visits to Southeast Asia through the Young Business Leaders Initiative and spoke of the region's continued relevance. They were able to connect to Southeast Asian counterparts through online panel discussions and received video messages from others in the region.



Online internships

Our business internships are an example of how the Foundation has taken a programme that we have been running for many years and amended it to reflect changing circumstances.

In 2020-21, we enabled nine New Zealand students and recent graduates to undertake internships with Asian companies and partner organisations, either online or in New Zealand. The two-month internships gave young people the chance to experience Asian business cultures and be immersed in an industry sector to develop valuable work skills, helping New Zealand's overall business engagement with Asia.

"While I'm not able to be in China and immerse myself in the culture, I can still learn about how business is done in China and gain an insight into the work culture over there. For instance, I've learnt about the importance of giving 'face' in China, which means showing someone respect for their status. This is especially relevant in the business world, where one should show face to both their superiors and their clients."

UMS online intern Kevin Li



"To be able to gain internship experience with a globally renowned conglomerate while also deepening my understanding of New Zealand and South Korea's relationship and my knowledge of Korean culture; it was the most incredible opportunity to expand beyond what I've learnt during my degree ... This internship has supported me to learn more about the connections between Asia and New Zealand, to interact with industry members, and to build skills that will be a great stepping-stone to kickstart my career."

CJ Cultural intern Kate Hellings

Cultural diversity teaching resources

In late 2020 we launched a new cultural diversity resource on our website. This Year 7-10 resource guides social studies and health teachers to explore and discuss cultural diversity with their students, helping young New Zealanders to gain confidence and engage with people from different cultural, social or religious backgrounds. Our online resources on the Tokyo 2020 Olympics and Paralympics, created in partnership with the New Zealand Olympics Committee and Paralympics New Zealand respectively, also continued to support educators to teach students about Japan in the lead-up to those major sporting events.



NextGen

Our Track II programme supports informal diplomacy with think tanks in Asia on issues and challenges facing the region. An important component of this work is our “NextGen” work to grow the next generation of strategic thinkers, kickstarting their future in foreign, trade and security policy. In 2020-21 we were able to hold eight NextGen dialogues, working with universities around New Zealand. We enabled New Zealand postgraduate students and recent graduates to participate in the Young Leaders’ Forum: Promoting Engagement on Heritage and Memory, hosted by Kyushu University Border Studies in collaboration with National University of Taiwan, Victoria University of Wellington.

“Thank you for engaging so enthusiastically with the students in the Track II session yesterday. It is inspiring for our students to have the opportunity to interact with accomplished foreign policy professionals ... and helps build their motivation and passion to pursue their aspirations.”

**Professor Robert Patman,
University of Otago**

Asia Media Centre training

The Asia Media Centre offers media training sessions to help Asia experts and community representatives grow their knowledge and confidence about the New Zealand media. This in turn increases the range of voices on Asia that journalists have access to, and helps deepen understanding of current affairs in the region. In 2020-21, the team ran sessions in Wellington, Christchurch and Auckland, and the centre has seen increased media engagement among participants since.

“I had gone in deliberately without setting expectations. At the end of the workshop I came away with some very useful, practical strategic tools to think of ways to communicate my work to different audiences.”

**Participant in Wellington
media training workshop**

Organisational performance

Outcome statement

The Foundation becomes more relevant to its stakeholders and adapts as their needs change.

Stakeholders satisfied with what the Foundation is delivering (survey to be conducted biennially)

The Foundation undertook a Stakeholder survey in 2021 with 89 percent of respondents satisfied with what the Foundation is delivering with responses of good, very good and excellent.

2020/21 goal: maintain
2020/21 actual: 89%

Goal 4 Highlights



The Foundation commissioned Nielsen to conduct an online stakeholder survey in early 2021, canvassing the views of stakeholders who had engaged with the Foundation in the past two years.

The previous survey in 2019 presented an opportunity for the Foundation to test awareness of its new strategy, and to create a baseline. In 2021, the survey was focussed on strategic objectives.

This survey had three aims:

- Monitor stakeholders' engagement with the Foundation
- Measure effectiveness against the Foundation's mission and goals
- Measure the Foundation's response to the COVID-19 pandemic.

The survey achieved a 35 percent response rate, with 333 online interviews completed between 24 February and 18 March.

Key findings include:

89% saw the Foundation as good, very good or excellent in its progress towards its mission of equipping New Zealanders to thrive in Asia (up from 86 percent in 2019).

92% were likely or very likely to recommend the Foundation to others, virtually unchanged from 2019 (93 percent).

98% indicated they wished to maintain or increase their engagement with the Foundation.

74% said the Foundation was offering the right mix of activities to assist New Zealand to increase the breadth and depth of its Asia connections.

58% saw the Foundation as being excellent, good or very good in response to COVID-19. Another 36 percent were unsure.

"I've really enjoyed being in the Foundation since 2015. The many activities both overseas and within New Zealand have helped me with my understanding of doing business in Asia, but also the contacts have been invaluable. I have met so many talented and top notch individuals because of the Foundation and I am so grateful for the opportunity."

Leadership Network member, respondent to stakeholder survey



"The Asia New Zealand Foundation offers a great deal to the education sector's limited resources. It places a great deal of value on the network of educators and offers the education fraternity opportunities [travel] it would not normally be enjoying. The immediate and lasting benefits of the Asian experience are numerous and have positive advantages for both teachers and students."

Education programme participant, respondent to stakeholder survey

Asia Media Centre editorial advisory group

The Foundation has convened a new editorial advisory group to provide strategic editorial guidance to the Asia Media Centre, supporting its mission of helping New Zealand journalists in their coverage of Asia. This editorial advisory group was created as an outcome of the independent review of the media centre in 2019. It will provide input into the centre's activities and will help ensure its work continues to meet the needs of contemporary New Zealand newsrooms. Its six members have a diversity of journalistic and Asia expertise and will meet twice annually, or as required.



Supporters

The Foundation has sought to build partnerships with the New Zealand Government and the business community. We receive contributions from the following partners:

Partners

Ministry of Foreign Affairs and Trade and New Zealand Trade and Enterprise.

Sponsors

Japan Fund - The Nakashimoto Scholarship Foundation.

The Foundation also acknowledges support from the following organisations:

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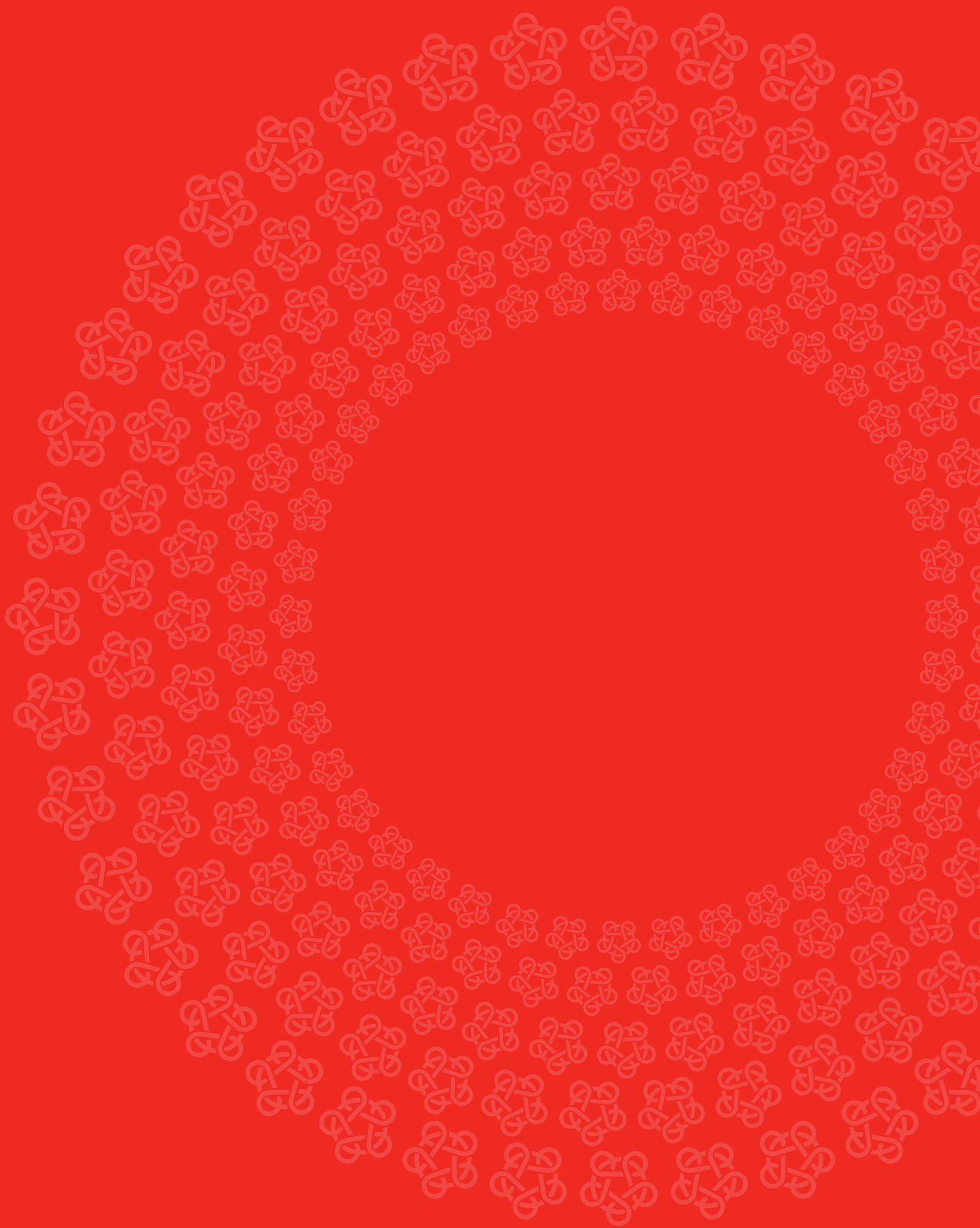
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