

ASIA: AWARE - WHY ASIA MATTERS TO NEW ZEALAND

# ASIA: AWARE



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*Why Asia matters to New Zealand*

March 2009





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## INTRODUCTION

A warm welcome to this Asia Aware publication, 'Why Asia Matters to New Zealand', which highlights the huge impact that the region will have in world affairs in the 21<sup>st</sup> century.

New Zealand already has links with Asia but we can build on these to open up a world of opportunities, especially for young New Zealanders. Education is the key to achieving this and its importance is reflected in the New Zealand curriculum.

Asia New Zealand Foundation has commissioned a range of research on studies of Asia in primary and secondary schools. In August 2007 a survey was undertaken to provide information on the level of awareness, understanding and experience of Asia among New Zealand school principals. A key recommendation proposed that:

*If an Asia focus can be incorporated as part of the existing curriculum and if the relevancy of Asia studies is proven, and if the resources and professional development are provided, then principals, schools, parents and communities are likely to support and deliver an increased Asia focus in schools.<sup>1</sup>*

In response to this research, Asia New Zealand Foundation is committed to strengthening the understanding of the importance of Asia to New Zealand through a number of initiatives, many in collaboration with partners such as the Ministry of Education. This Asia Aware publication and the Principals' Forums are examples of the current work that Asia New Zealand Foundation is committed to in order to support the development of Asia Aware schools.

This booklet provides you with knowledge and information about the importance of Asia that you can share with your staff, your Board of Trustees, parents and the local community which your school serves.

We look forward to an ongoing commitment from New Zealand schools and the wider community to engage in the essential task of preparing young New Zealanders to be future-focused global citizens and to be ready to engage with Asian communities in New Zealand and with the peoples and countries of Asia.

**Dr Richard Grant**  
Executive Director  
Asia New Zealand Foundation

1. *Asia Literacy of School Principals*, Colmar Brunton (2007), page 4

2. United Nations Population Division ([www.un.org/esa/population](http://www.un.org/esa/population)), New York, 2007. *World Population Prospects: The 2006 Revision – Highlights*. Table I.1.
3. Statistics New Zealand ([www.stats.govt.nz](http://www.stats.govt.nz)), Wellington, 2007. *Census of Population and Dwellings 2006*. Table builder – Ethnic Group (Total Responses) for Census Usually Resident Population Count.
4. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 47

## WHAT IS 'ASIA'?

Asia is not one country, nor one people. It is a diverse group of nations and cultures, each with their own rich history, accomplishments and way of life. 'Asia' is four billion individual people<sup>2</sup>, comprising hundreds of ethnic groups and embracing many languages and belief systems.

From nomadic herders on the Mongolian steppe and subsistence farmers in Thailand to Japanese industrialists, Hong Kong financiers and technologists working on China's space programme, the region spans a range of activities as diverse as anywhere on the planet.

A bewildering number of religious beliefs are practised in the region with adherents ranging from Filipino Catholics, Indonesian Muslims and Indian Hindus to Cambodian animists, South Korean Confucianists and Japanese Buddhist priests.

And from the deserts of western China and the towering mountains of Nepal to the dense jungles of the Indonesian archipelago and the artificial resort islands of Singapore, Asia's geography is equally diverse.

New Zealand itself hosts many Asian communities, including people of Chinese, Indian, Filipino, Sri Lankan, Japanese, Korean, Cambodian and Vietnamese descent.<sup>3</sup> Some individuals in these communities are recent migrants; others are from families that have lived in New Zealand for generations.

## WHY LEARN ABOUT THE COUNTRIES AND PEOPLES OF ASIA?

From centuries of relative obscurity in world affairs, Asia is re-emerging as a powerhouse of global economic growth, political influence and technological prowess. It is no accident that in 2009 the new United States Secretary of State, Hillary Clinton, broke with tradition by visiting countries in Asia, including China, South Korea and Indonesia, rather than Europe, on her first official overseas trip.

As an Asia-Pacific nation, New Zealand is well placed to take advantage of this new reality and harness the growing importance of the region for our future prosperity, security and cultural vigour.

As one analyst has stated:

*The challenge we face as a country is to ensure New Zealanders have the chance to gain sufficient knowledge about Asia to take up the opportunities the region offers, and to enable New Zealand to remain competitive in a global economy.<sup>4</sup>*

## THERE ARE FIVE PERSUASIVE REASONS FOR INCREASING OUR UNDERSTANDING OF ASIA:

### A HIGHER STANDARD OF LIVING

New Zealand's economy is intertwined with Asian economies. We buy products and services from countries in the region and those countries buy from us. Companies from Asia invest in New Zealand, and people from Asian countries travel and study in New Zealand. This two-way trade in goods and services is vital to creating jobs, increasing incomes and raising the standard of living for all New Zealanders.

### DYNAMIC COMMUNITIES

By 2026, it is estimated that almost 16 percent of New Zealanders will identify with an Asian ethnic group<sup>5</sup>. Children growing up today and in the future are likely to live, study and work alongside people of Asian ethnicity. Increasingly, such people will become our friends, neighbours, classmates and workmates.

### CULTURAL ENRICHMENT

Asian cultures are increasingly part of New Zealand life — most obviously in terms of the food we eat and the festivals we celebrate. But Asian influences are also felt in music, television, books, film, art, architecture and children's toys and games.

### BROADER HORIZONS

As countries in Asia have opened up over the past 20 to 30 years, travel to the region has become more common. The government now offers scholarships for study and research at overseas tertiary institutions, with a particular focus on countries in Asia and Latin America.<sup>6</sup>

### INTERNATIONAL PARTNERSHIPS

Security and strategic co-operation in the Asia-Pacific are paramount in the context of current global concerns such as climate change, energy resource depletion, financial volatility, sociopolitical unrest, food scarcity, emergency relief and human rights. New Zealand needs the skills to draw benefit from regional partnerships and opportunities like free trade agreements. It is through ongoing active multilateral engagement in the region that we can guarantee not only state security, but human well-being too.

These five themes are developed more fully in the following pages.

5. Statistics New Zealand (www.stats.govt.nz), Wellington, 2005. National Ethnic Population Projections 2001(base) – 2021 update.
6. New Zealand Educated (www.newzealandeducated.com), Wellington, 2007. *New Zealand Postgraduate Study Abroad Award description and conditions and New Zealand Undergraduate Study Abroad Award description and conditions.*

7. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 47
8. World Bank (www.worldbank.org), Washington, 2007. *World Development Indicators 2007*, Table 1.1, Size of Economy. Comparisons are based on the purchasing power parity measure of gross national income.
9. Ibid, Table 4.1, Growth of Output.
10. Statistics New Zealand (www.stats.govt.nz), Wellington, 2009. *Overseas Merchandise Trade: December 2008*. Table 4.

## ECONOMIC BENEFITS

### TRADE WITH ASIA PROVIDES NEW ZEALANDERS WITH JOBS, INCOMES AND CONSUMER GOODS

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New Zealand's economy is wired to the greater world economy and is highly dependent on international trade. We sell goods and services to other countries, and import consumer goods and machinery. Overseas investors provide capital to develop our industries, and we rely on overseas knowledge and technology to help our own economy become more innovative. These global links help provide jobs, incomes and better living standards for New Zealanders.

In all of these areas — import and export, investment, knowledge and skills — Asia is crucial. Yet the country's economic performance is currently weakened by a shortage of 'Asian' skills among non-Asian New Zealanders, particularly in relation to business:

*To succeed in an increasingly globalised environment, we need access to overseas networks, and linguistic and intercultural skills in ways that we have never needed them before. Developing and utilising our capability in Asian languages must become a priority as we accelerate the tempo of relations with Asia. It will be necessary to extend the limited range of Asian languages currently offered for study in New Zealand schools and tertiary institutions, and to better link them to needs in areas such as business, law and IT.<sup>7</sup>*

### ASIA'S ECONOMIES ARE AMONG THE WORLD'S LARGEST

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Two decades ago, Japan was the only Asian nation that ranked among the world's major economies. Now, three of the world's top four economies — China, Japan and India — are in Asia; all behind the United States, which is ranked first. Korea, Indonesia, Thailand, the Philippines and Pakistan are all among the top 25.<sup>8</sup>

China's economy grew by an average of about 10 percent a year from 1990 to 2005, and India's by six to seven percent. New Zealand's economy, by contrast, grew by less than four percent a year on average during the same period.<sup>9</sup>

### MANY OF THE GOODS WE BUY ARE FROM ASIAN COUNTRIES

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A child going to school in New Zealand might wear clothes made in China, read books printed in Singapore, travel in a Japanese car and use a computer made in Taiwan. Many of the consumer goods we take for granted are made in Asia.

By trading, New Zealand can take advantage of lower prices for imported goods, while focusing our economy on the goods and services that we are best at producing.

In the 2008 calendar year, New Zealand imported goods worth just over \$48.5 billion, nearly \$21 billion of which came from Asia. After Australia, China was our second biggest source of imports. Japan was fourth, and Singapore, Malaysia, Thailand and Korea were all in the top 10.<sup>10</sup>

## MAJOR NEW ZEALAND EXPORT MARKETS ARE IN ASIA

New Zealand is an exporting nation. In the 2008 calendar year, the country exported \$43 billion worth of goods.<sup>11</sup>

Though Australia is our single biggest export market, Asia is our most important export region.<sup>12</sup> In 2008, New Zealand exported about \$14.8 billion of goods to Asian countries, an increase of over 17 percent on the 2007 calendar year. Among the top 10 export markets were Japan, China, Korea, Indonesia, Malaysia and Singapore.

NEW ZEALAND'S TOP 10 EXPORT MARKETS (\$M, YEAR TO DECEMBER 2008)		
1	Australia	9,994
2	United States of America	4,383
3	Japan	3,615
4	PR China	2,539
5	United Kingdom	1,672
6	Republic of Korea	1,359
7	Indonesia	1,005
8	Malaysia	950
9	Germany	895
10	Singapore	863

Source: Statistics New Zealand ([www.stats.govt.nz](http://www.stats.govt.nz)), Wellington, 2009. *Overseas Merchandise Trade: December 2008*. Table 3.

11. Statistics New Zealand ([www.stats.govt.nz](http://www.stats.govt.nz)), Wellington, 2009. *Overseas Merchandise Trade: December 2008*. Table 3.

12. Ibid.

13. Statistics New Zealand (www.stats.govt.nz), Wellington, 2007. *New Zealand External Trade Statistics, December 2007*, page 1.
14. Ibid, page 34.
15. Ibid, page 1 and table 3.06.
16. Ibid, tables 3.06, 3.07 and 3.08.
17. Ibid, page 1 and Table 3.03.
18. Statistics New Zealand (www.stats.govt.nz), Wellington, 2007. *New Zealand External Trade Statistics, December 2007*, Table 3.03.
19. Ibid, Table 3.19.
20. Ibid, Table 3.21.

## ASIAN MARKETS ARE VITAL FOR MANY OF OUR KEY INDUSTRIES

### DAIRY

The dairy industry is New Zealand's biggest export earner, accounting for \$7.5 billion or about 21 percent of total goods exports in the year to December 2007.<sup>13</sup>

In that year, New Zealand's top five export markets (by dollar value) for dairy products were the United States, the Philippines, Japan, Mexico and China. The Philippines, Malaysia and China were among New Zealand's top four markets for milk and cream, and Japan remained the biggest market for cheese and curd.<sup>14</sup>

### MEAT

The meat industry is New Zealand's second-biggest export earner, accounting for \$4.5 billion or just over 13 percent of total exports in the year to December 2007.<sup>15</sup>

Although the US and Europe dominate overall meat exports, Asian markets are also important. Korea, Japan, Taiwan and China are all major markets for beef.<sup>16</sup> The United Kingdom, Europe and North America are New Zealand's main markets for sheep meat exports, but China, Japan and Taiwan and Malaysia are in the top 20.

### FORESTRY

In the year to December 2007, wood was New Zealand's third-largest export earner, accounting for just over \$2 billion of export earnings. Wood pulp accounted for another \$665 million, and paper and paperboard for just over \$510 million.<sup>17</sup>

Australia is New Zealand's largest market for wood and forest products, but Japan and China aren't far behind and exports to those markets are growing rapidly. Overall, eight of New Zealand's top 10 markets for forestry and forest products are in Asia.

### FRUIT-GROWING

In the year to December 2007, fruit exports earned \$1.28 billion.<sup>18</sup> Four of New Zealand's 10 biggest export markets for fruit were in Asia — Japan, Korea, Taiwan and Hong Kong.<sup>19</sup>

Kiwifruit accounted for \$807 million in export earnings in that year, making it by far the biggest fruit export crop. Japan is the country's biggest kiwifruit export market, and Korea is fourth; altogether, eight of the top 15 kiwifruit export markets are in Asia.<sup>20</sup>

For Zespri, the world's leading kiwifruit exporter, Asian markets are crucial. They account for about 40 percent of the company's sales — and a larger portion of profits.

In the case of kiwifruit, the region contains not just significant markets, but the original source of the product itself. Without Asia, there could be no New Zealand kiwifruit industry.

The vast enterprise started with the chance gift of monkey peach seeds to a New Zealand missionary at Ichang in China. Brought back to Wanganui in 1904, the climbing shrub was bred to produce the large, exotic fruit which was first known as the Chinese gooseberry. Reinvented as kiwifruit in the 1960s, some 90 million trays a year are now shipped to 60 countries.



## TOURISM

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Nationally, tourism from Asia is big business. In the 2008 calendar year, more than 450,000 people visited New Zealand from Asian countries. Japan, China, Korea and Singapore are among our top 10 tourism markets.<sup>21</sup>

The number of visitors from China and India has grown rapidly since the mid-1990s and is projected to continue growing strongly.<sup>22</sup> Between 2008 and 2014, the number of visitor arrivals from China is forecast to grow by about 10 percent each year, similar to those from India, making the two countries New Zealand's fastest-growing tourism markets in percentage terms.<sup>23</sup>

## TWO-WAY INVESTMENTS ARE ALSO SIGNIFICANT

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At 31 March 2008, there was close to \$276 billion of foreign investment in New Zealand, while New Zealanders had \$121 billion invested in other countries.<sup>24</sup> Australia, the US and the UK are by far the biggest sources of foreign investment in New Zealand, but Asian countries are important. At 31 March 2008, Singaporean investors had \$7.9 billion invested in New Zealand, Japanese investors had \$9.3 billion, and Hong Kong investors had more than \$3 billion.

New Zealanders are also investing in those countries, including \$4.4 billion in Japan, \$3.1 billion in Singapore and \$1.33 billion in Hong Kong.<sup>25</sup>

## BUSINESS POTENTIAL IN ASIA IS UNLIMITED

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In 2007, New Zealand educational publisher Biozone International signed a deal with China's Ministry of Education for an initial order of 100,000 workbooks adapted for the Chinese market. The company's progressive teaching methods and up-to-date content helped it gain access to a market in which some five million secondary school students are studying biology at any one time.

The same year saw the release of the supernatural thriller *The Tattooist*, a film joint-venture between Singapore and New Zealand. Now there are plans for a more ambitious joint-venture with China that will see up to five films made at a cost of more than \$30 million. One, *A Kung Fu Western Love Story*, would likely star two of China's best-known stars, Jet Li and Zhang Ziyi. Apart from creating work locally, the deal would help New Zealand break into the huge Chinese film market.

As a mark of the deepening ties with the region's film culture, China's highest grossing film, *If You Are the One*, had its first international screening in New Zealand in early 2009.

Such business opportunities will increase markedly in developing countries throughout Asia as cultural barriers dissolve and people attain standards of living long taken for granted in the West.

21. Statistics New Zealand (www.stats.govt.nz), Wellington, 2009.

*International Travel and Migration: December 2008*, Table 3.

22. Statistics New Zealand (www.stats.govt.nz), Wellington, 2008.

*Overseas Visitor Arrivals by Country of Residence 1983-2007*.

23. Statistics New Zealand (www.stats.govt.nz), Wellington, 2008.

*Forecasts of Overseas Visitor Arrivals by Country of Residence, 2008-14*.

24. Statistics New Zealand (www.stats.govt.nz), Wellington, 2008.

*Balance of Payments and International Investment Position: Year ended 31 March 2008*, Table 6.

25. Ibid, Table 6.

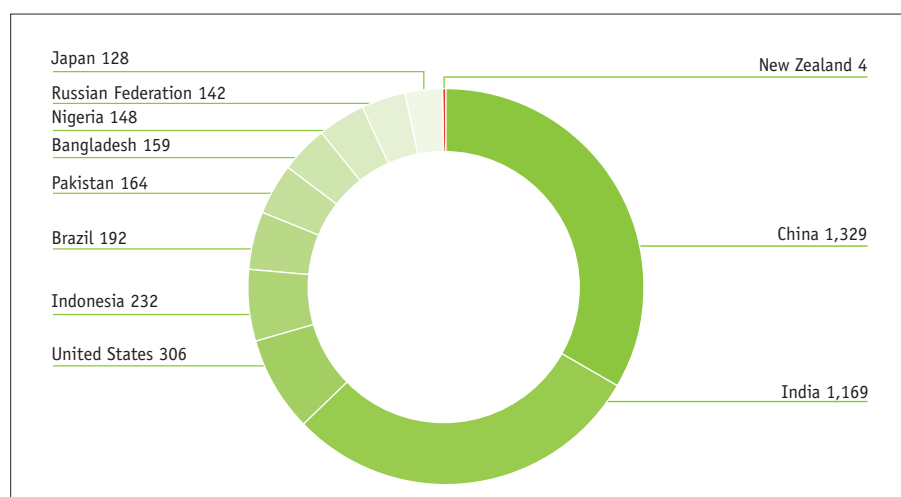
26. United Nations Population Division ([www.un.org/esa/population](http://www.un.org/esa/population)), New York, 2007. *World Population Prospects: The 2006 Revision – Highlights*. Table I.1.
27. United Nations Statistics Division ([unstats.un.org/unsd/demographic](http://unstats.un.org/unsd/demographic)), New York, 2004. *Demographic Yearbook 2004*. Table 8. The cities are Beijing, Chengdu, Chongqing, Dongguan, Guangzhou, Shanghai, Shenyang, Shenzhen, Tianjin, Wuhan and Xi'an.
28. Statistics New Zealand ([www.stats.govt.nz](http://www.stats.govt.nz)), Wellington, 2007. *Census of Population and Dwellings 2006*. Table builder – Ethnic Group (Total Responses) for Census Usually Resident Population Count.

## GOOD NEIGHBOURS

### ASIA IS BY FAR THE WORLD'S MOST POPULOUS REGION

Asia's population is over four billion, out of a total world population of 6.7 billion.<sup>26</sup> Of the world's 10 most populous countries, six are in Asia. China alone has more than 10 cities with populations over four million people.<sup>27</sup>

#### WORLD'S 10 MOST POPULOUS COUNTRIES PLUS NEW ZEALAND (MILLIONS)



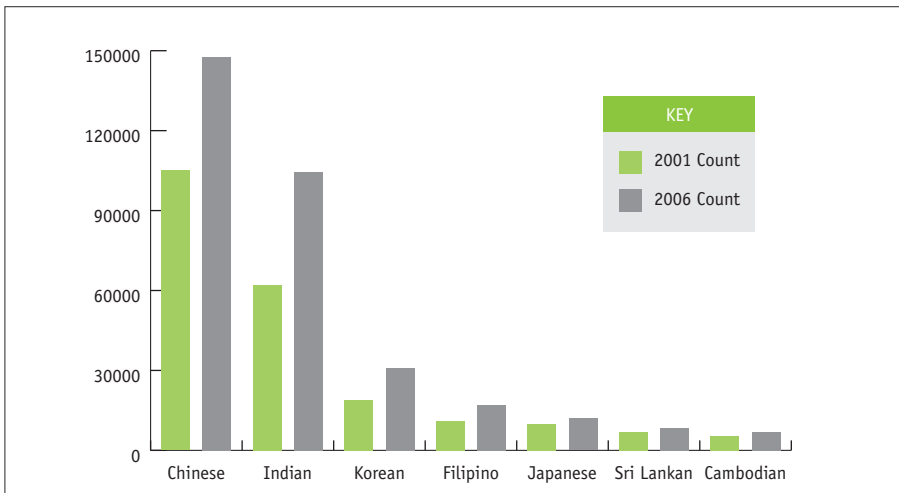
Source: United Nations Population Division ([www.un.org/esa/population](http://www.un.org/esa/population)), New York, 2007. *World Population Prospects: The 2006 Revision – Highlights*. Tables A.2 (for NZ population) and A.3 (for top 10 countries).

### MANY PEOPLE WITH ASIAN ORIGINS LIVE AMONGST US

New Zealand is home to many Asian communities, including people of Chinese, Indian, Filipino, Sri Lankan, Japanese, Korean, Cambodian and Vietnamese descent.<sup>28</sup> Some individuals in these communities are recent migrants; others are from families that have lived in New Zealand for generations.

Many are migrants, but a significant number were born in New Zealand. Some identify with an ethnic group and a nation, for example Fijian Indian, Malaysian Chinese, Cambodian Chinese, Indian Tamil or Sri Lankan Tamil. Some have a provincial ethnic identity, for example Gujarati or Bengali.

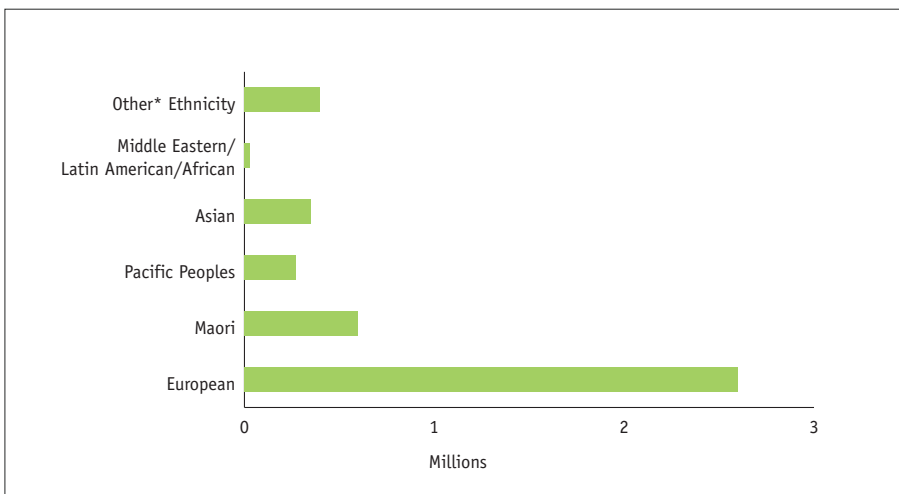
**NEW ZEALAND'S SEVEN LARGEST ASIAN ETHNIC GROUPS**



Source: Statistics New Zealand (www.stats.govt.nz), Wellington, 2007: *Quickstats about Culture and Identity: 2006 Census*.

Over the past two decades, the number of Asian people in New Zealand has grown rapidly — from 173,000 in 1996 to more than 350,000 (9.2 percent of the population) in 2006.<sup>29</sup> It has been estimated that by 2026 there will be 790,000 Asian people in New Zealand.<sup>30</sup>

**NEW ZEALAND ETHNIC GROUPS, 2006 CENSUS**



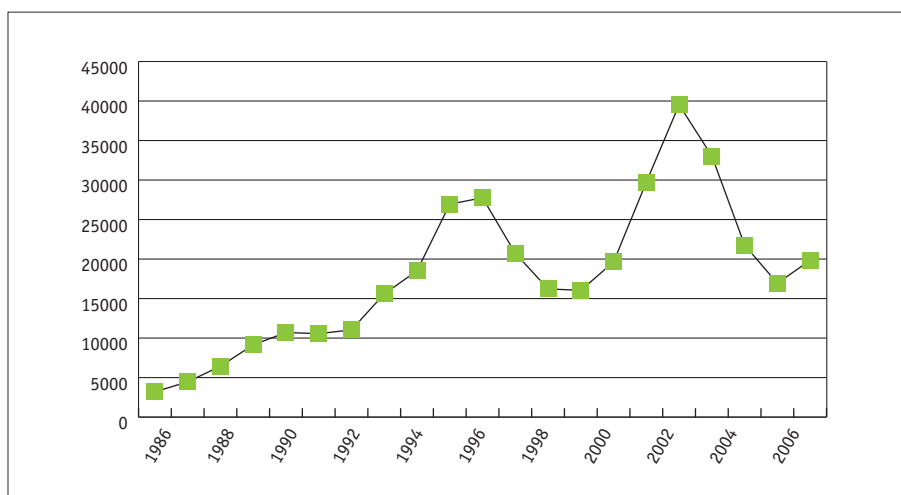
Source: Statistics New Zealand (www.stats.govt.nz), Wellington, 2007: *Census of Population and Dwellings 2006, Regional Summary Tables by Regional Council, Table 2*.  
 \*Includes those who identified as 'New Zealander'.

29. Statistics New Zealand website (www.stats.govt.nz): *Quickstats about Culture and Identity: 2006 Census, and 1996 Census: Counts for people*.

30. Statistics New Zealand (www.stats.govt.nz) Wellington, 2007. *National Ethnic Population Projections 2001(base)-2021 update*.

31. Statistics New Zealand (www.stats.govt.nz), Wellington, 2007. *Census of Population and Dwellings 2006: Quickstats about the Auckland region*.
32. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 45

#### ANNUAL MIGRATION FROM ASIA TO NEW ZEALAND 1968-2006



Source: Statistics New Zealand (www.stats.govt.nz), Wellington, 2007: *Tourism and Migration 2006*, Table 2.07.

New Zealand's major cities have much larger Asian communities — at the 2006 Census, about 19 percent of people in the Auckland region identified with an Asian ethnic group.<sup>31</sup> Children who go to these cities to study or work are likely to have people from Asian communities as classmates, workmates, neighbours and friends.

*One factor that will shape perceptions of New Zealand in the Asian region is how New Zealand as a whole reacts to its growing Asian population. According to our annual Asia New Zealand Foundation Perceptions of Asia Tracking Study, contact between people of Asian descent and non-Asian New Zealanders is largely positive, but there is always room for improvement. We could do with more New Zealanders who are confident in their dealings with Asia and Asian societies. And that will only come through greater familiarity and knowledge of the region and its peoples.<sup>32</sup>*

#### IT IS A NATURAL RELATIONSHIP

There is a case for claiming 1432 as the most important date in New Zealand history. In that year Chinese Emperor Xuande is said to have issued a decree forbidding the building of ships longer than 30 metres. A few years earlier a fleet of larger ships under Admiral Zheng He had sailed as far as Madagascar. The decree put an end to the possibility of Chinese exploration and settlement of Australasia and, indirectly, ensured that New Zealand's heritage would be largely Polynesian and European.

Even that Polynesian heritage can be traced back to Asia, however, with molecular biologists at Victoria University in Wellington recently finding proof through DNA analysis that Maori originated in China and Melanesia some 6000 years ago.

Such facts of geographical closeness, genetic ancestry and thwarted exploration make today's strengthening links with the region understandable, perhaps even inevitable.

## CULTURAL ENRICHMENT

### ASIAN CULTURES INCREASINGLY ARE A PART OF OUR IDENTITY

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As the country's Asian populations have grown, Asian cultural influences have become more evident. New Zealand has many cultural influences including Maori, European, Pacific and Asian.

*New Zealanders are coming into increasingly close and frequent contact with Asia and its people, through short term visitors (tourists, students, and business people), and longer term through immigration from the region to New Zealand. Already, there is a growing Asian flavour to New Zealand's identity: New Zealand residents of Asian ethnicity increased by 50 percent from 2001 to 2006, to make up 9 percent of our total population. In Auckland, our largest city, 19 percent of residents identified themselves as Asian.<sup>33</sup>*

Annual festivals such as Diwali, Chinese New Year and the Chinese Lantern Festival are enjoyed each year by many New Zealanders from all backgrounds.

Performers from Asian backgrounds such as singer-songwriter Bic Runga have found large audiences and critical acclaim for their work.

At an international level, cultural influences from Asian countries have become more marked. Japanese brands and youth culture, including anime, tamagotchi, Pokémon, Nintendo, have spread to western countries.<sup>34</sup> In literature, since 1990 three writers from Asian ethnic groups have won the Nobel Prize<sup>35</sup> and three Indian writers have won the Man Booker Prize, despite it being open only to books first published in English.<sup>36</sup>

Films from Japan, Korea and China have won the Cannes Film Festival Grand Prix and Palme d'Or.<sup>37</sup> Japanese architects have won the Pritzker Architecture Prize, the world's leading prize in their field, three times since 1979, and Chinese-born I M Pei, who designed the famous Louvre Pyramid in Paris, has also won the award.<sup>38</sup>

The growing global economic power and reach of countries such as China, India, Korea and Japan is likely to lead to further increases in their influence on culture in other nations in future.

New Zealand has absorbed and refashioned such cultural products in the past — including the claimed invention by a New Zealander of the jandal (coined by shortening 'Japanese sandal'), and the widespread building in the early 20th century of suburban bungalows influenced first by Indian and then by Japanese architectural styles.

Inspiration from the region continues today, for example in the Indian-influenced jewellery of New Zealander Rosena Sammi which is now sought after by America's rich and famous. There are many more Asian influences on our common culture, which we have sometimes effortlessly incorporated in daily life.

33. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 45

34. See Roland Kelts, New York 2006. *Japanamerica: How Japanese popular culture has invaded the US*, Palgrave Macmillan, and Anne Allison, Los Angeles, 2006. *Millennial Monsters: Japanese toys and the global imagination*. University of California Press.

35. Nobel Prize website ([www.nobelprize.org](http://www.nobelprize.org)), Stockholm, 2008. The winners are VS Naipaul, Gao Xingjian and Kenzaburo Oe. The Man Booker Prize winners

36. Man Booker Prize website ([www.themannbookerprize.com](http://www.themannbookerprize.com)), London, 2008. The writers are Arundhati Roy, Kiran Desai and Aravind Adiga.

37. Cannes Film Festival website ([www.festival-cannes.fr](http://www.festival-cannes.fr)), Cannes, 2008.

38. Pritzker Prize website ([www.pritzkerprize.com](http://www.pritzkerprize.com)), Chicago, 2008.



- 39. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 59
- 40. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 17
- 41. Sister Cities website ([www.sistercities.org.nz](http://www.sistercities.org.nz))

## NEW HORIZONS

### BUILDING BRIDGES TO ASIA

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*Broader Asia skills are in short supply amongst non-Asian New Zealanders, including in business. But New Zealand has a lot of Asia knowledge already, among Asian New Zealanders and recent migrants and visitors. Making good use of existing Asia networks in New Zealand, including their links to countries of origin, is important not only for social cohesion but also to utilise expertise and skills otherwise hard to come by.<sup>39</sup>*

*Asia is geographically vast. It is highly diverse. There are major social and economic differences between countries but also within countries. This means that New Zealand is not dealing with 'Asia' as a single unit and cannot adopt a 'one size fits all' approach. It is important, however, to keep fostering existing valued relationships even while we seize new opportunities.<sup>40</sup>*

Several such deep and longstanding relationships are the work of individual New Zealanders who have forged profound links with Asia. Sir Edmund Hillary's lifelong charitable work in Nepal is well-known, and has drawn the two countries closer together, guaranteeing every adventurous New Zealander a warm welcome in the Sherpa homeland. He is also fondly remembered in India, both for his time as High Commissioner and for his pioneering jet boat journey up the sacred Ganges river.

Educator and social reformer Rewi Alley cemented a similar bond with Chinese people at the time of Mao Zedong's Cultural Revolution. Alley, said to have 'achieved greatness in a country where few foreigners ever manage to achieve an authentic ripple', worked tirelessly to establish co-ops and foster education through the country.


His example was honoured in 1999 when *The Learning Revolution*, a book by New Zealander Gordon Dryden and American Jeanette Vos, sold nine million copies in China, outselling Chairman Mao's *Little Red Book*.

These days, New Zealand links with the countries in the region are also being formed at the community level, through the sister cities concept.

*Sister Cities programmes foster communications across borders — a mutual exchange of ideas, people and materials in cultural, educational, youth, sports, municipal, professional and technical projects.*

*The Sister Cities concept is unique: It is two-way; the give and take is shared by both sides; it provides for planned and continuous contact between the cities involved and their citizens; it brings together both municipalities' volunteer resources at the local level; it offers a mechanism at the community level for anyone or organisation to become involved in international relations.*

*The establishment of sister city and friendship city relations stimulates interaction between people of different countries and cultures on a people-to-people basis. The aim is to foster international understanding and friendship, to encourage exchange of education, culture and sport, and to promote, where possible, tourism and trade. These concepts are recognised as a catalyst for economic growth.<sup>41</sup>*



Three of Auckland City's five sister cities are in Asia — Busan (South Korea), Fukuoka (Japan) and Guangzhou (southern China); as are three of Christchurch's six sister cities — Gansu Province (China), Kurashiki (Japan) and Songpa-Gu (South Korea). Nor are such relationships restricted to the major cities. Smaller centres such as Napier, Nelson and Invercargill also have strong links with sister cities in the region. Many sister school relationships between New Zealand and Asia have evolved as a result of these connections.

### MANY PEOPLE FROM ASIA ARE STUDYING HERE

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In 2007, more than 91,000 foreign fee-paying students were enrolled in New Zealand schools, polytechnics, colleges of education, universities and private training establishments. Of those, over 24,000 were from China, about 18,000 were from South Korea and more than 12,000 from Japan. Thailand, Taiwan and India were also large markets, each with more than 2500 students<sup>42</sup>, and more recently Vietnam has become a growth market.

*The internationalisation of the education sector means more than the presence of international students in New Zealand classrooms, though this in itself has the potential to have a positive impact on our engagement with the region.*

*At the Government level, bilateral education relationships have grown substantially. Scholarships have been introduced to bring research students to New Zealand. Asia is a focus of these efforts. Our education institutions are building their own networks throughout the region.*<sup>43</sup>

Recent statistics suggest that almost two-thirds of international students, many of them from Asian countries, intended to apply for permanent residence on completion of their studies. Their youth holds out the likelihood of them being lifelong taxpayers and valued contributors to New Zealand society.

### ASIA OFFERS TRAVEL, STUDY AND WORK OPPORTUNITIES

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#### TRAVEL

New Zealanders have traditionally taken their OE in Europe – but we don't have to. In the past 15-20 years, as many Asian countries have become more open, they have become more popular as tourist destinations.

In 2008 New Zealanders made more than 256,000 short-term visits to Asian countries for holidays, business and other reasons.

Although Australia, the UK and Fiji are our favourite travel destinations, China, Thailand, India and Japan are all in the top 10. Travel to Asian countries is growing. In 2008 the number of people travelling to Vietnam increased by about 23 percent and the number travelling to the Philippines increased by 28 percent compared with the previous year.<sup>44</sup>

42. Ministry of Education statistics, ([www.educationcounts.edcentre.govt.nz](http://www.educationcounts.edcentre.govt.nz)), Wellington, 2008. *Export Education Levy Key Statistics 2003-2007*.

43. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 37

44. Statistics New Zealand ([www.stats.govt.nz](http://www.stats.govt.nz)), Wellington, 2008. *International Travel and Migration: December 2008*, Table 4.

45. Ministry of Education (www.minedu.govt.nz)/Phillips KPA, Wellington, 2006. *Internationalisation in New Zealand Tertiary Education Organisations*. Table 5.1.
46. New Zealand Educated (www.newzealandeducated.com), Wellington, 2007. *New Zealand Postgraduate Study Abroad Award description and conditions and New Zealand Undergraduate Study Abroad Award description and conditions*.
47. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 48
48. *Our Future with Asia*, White Paper on New Zealand's relations with Asia; The Ministry of Foreign Affairs and Trade (2007), page 59.
49. Statistics New Zealand (www.stats.govt.nz), Wellington, 2007. *International Travel and Migration: December 2008*, Table 6. Australia and the United Kingdom were the two biggest destinations for permanent and long-term departures during the year, followed by the United States, China and Korea.
50. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 54

## STUDY

In 2004, about 450 New Zealand tertiary students studied at overseas institutions on exchange or study programmes, and just under 800 had other international study experiences such as study tours, clinical experience or collaborative projects at overseas institutions.<sup>45</sup>

The government offers study abroad scholarships for both undergraduates and postgraduates to study or research at overseas universities. Through this programme, the government is particularly encouraging study in Asian and Latin American nations.<sup>46</sup>

*Our educational institutions have an important role to play in teaching knowledge about Asia as well as language skills. The new national curriculum gives greater priority to language learning than in the past, including Asian languages, in New Zealand schools. To follow up this, the Government is now working on a draft languages strategy. Greater flexibility provided with the curriculum will also make it possible for teachers to enhance knowledge about Asia by bringing learning about Asian nations and cultures into existing subjects such as art history, social studies and geography. More broadly, the revised curriculum will help equip New Zealanders to thrive in an inter-connected world.*<sup>47</sup>

*Asian language learning. The process of developing Asian language learning in New Zealand, whether short term or in schools and universities, has been difficult. While the new school curriculum increases the emphasis on learning languages, it will be for schools to determine which languages they teach. Schools, students and parents need to be aware of and consider our future with Asia as they make decisions around which languages to offer and study. Finding enough teachers with Asian language skills will be a challenge.*<sup>48</sup>

## WORK

In the 2008 calendar year, a total of 83,600 people left New Zealand as permanent or long-term migrants, including more than 9500 who emigrated to countries in Asia. The most popular Asian destinations were China, Korea and Japan.<sup>49</sup>

*Just as international experience and research collaborations are regarded as invaluable for New Zealand scientists, skilled researchers from Asia are an important part of our science workforce. 30 percent of university-qualified people in New Zealand in 2001 were born overseas and, of this, 20 percent were Asian. New Zealand receives a large proportion of its science and technology workforce from Asian countries and has done so since 1979.*<sup>50</sup>



## ENHANCING OUR ROLE IN THE REGION

A greater understanding of Asia will also help strengthen New Zealand's political ties with Asia, and these in turn will enhance our own security and give us a greater voice in regional forums.

*Security and stability in the region matter to us. What happens in Asia has an impact on us: when the region does well, New Zealand benefits; when it falters, New Zealand too suffers.*<sup>51</sup>

New Zealand's ability to influence international events increasingly depends on our position as an Asia-Pacific nation. As a small country, New Zealand has long recognised that the best way to influence regional and world events is to work through multilateral organisations. Traditionally, we have acted to shape global decision-making through bodies such as the United Nations and the Commonwealth, and through other international alliances.

These global forums are still important. However, given New Zealand's geographical location and changing population, and the increasing influence of Asia on world affairs, we have new opportunities to work within Asian regional groups as well.

New Zealand already plays a key role in the Asia Pacific Economic Cooperation (APEC) group and hosted the first of four meetings per year of the APEC Business Advisory Council (ABAC) in Wellington in February 2009. We are looking to expand links with the Association of South East Asian Nations (ASEAN) and the wider group of East Asian nations that is now emerging.

If we can establish ourselves clearly as an integral partner in the region, we will be better positioned to defend New Zealand interests and influence world events, including global decisions on trade, security and the environment.

The skills and knowledge with which we equip upcoming generations will have a decisive impact on New Zealand's future in what some have defined as a coming "Asian Century". Our economy will be increasingly intertwined with Asian economies and people of Asian origin will be an ever more important element of the fabric of our communities. In our culture and everyday life, Asian influences are evident across the arts to the clothes we wear, the food we eat and the appliances we use. Global connections are facilitating the movement of people, with the resulting exchanges in ideas, know-how, experience and research. Strategic alliances will remain crucial as governments increase co-operation to ensure security and prosperity in the region. By becoming more Asia-aware, New Zealanders will be able to fully benefit from the opportunities that Asia offers.

51. *Our Future with Asia*, White Paper on New Zealand's relations with Asia, The Ministry of Foreign Affairs and Trade (2007), page 13

## MORE INFORMATION

The leading resource on Asia for schools is the Ministry of Education's Asia Knowledge website (<http://asia-knowledge.tki.org.nz>). The site is designed for principals and teachers and includes teaching resources, tools and information for Asia-aware schools.

### ADDITIONAL NEW ZEALAND RESOURCES

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- Asia New Zealand Foundation ([www.asianz.org.nz](http://www.asianz.org.nz))
- Te Ara Encyclopedia of New Zealand ([www.teara.govt.nz](http://www.teara.govt.nz))
- New Zealand History Online ([www.nzhistory.net.nz](http://www.nzhistory.net.nz))
- Ministry of Foreign Affairs and Trade ([www.mfat.govt.nz](http://www.mfat.govt.nz))
- Dictionary of New Zealand Biography ([www.dnzb.govt.nz](http://www.dnzb.govt.nz))
- Statistics New Zealand ([www.stats.govt.nz](http://www.stats.govt.nz))

### INTERNATIONAL RESOURCES

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- Asia Society: Ask Asia website ([www.askasia.org](http://www.askasia.org))
- Asia Education Foundation, Australia ([www.asiaeducation.edu.au](http://www.asiaeducation.edu.au))
- Amazing Asian Links – an eccentric list (<http://users.erols.com/arbs/links.html>)
- Asian Educational Media Service, University of Illinois ([www.aems.uiuc.edu](http://www.aems.uiuc.edu))
- Asia for Educators, Columbia University (<http://afe.easia.columbia.edu>)
- Visualizing Cultures, MIT (<http://tinyurl.com/c5ohq4>)

## **ASIA NEW ZEALAND FOUNDATION**

Asia New Zealand Foundation was founded in 1994 as an apolitical, non-profit organisation dedicated to building New Zealand's links with Asia. Through its activities in education, business, media, culture, research and policy the foundation aims to promote initiatives which deepen understanding and relationships between New Zealanders and the peoples of Asia.

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