

# **Palmerston North**

# **Settlers' Profile**

**Palmerston North City Council 2011**

## **Table of Contents**

Executive Summary .....	2
Introduction .....	3
Section One – The People .....	4
Section Two – Participation in Education and Training .....	13
Section Three – Social and Cultural Participation .....	15
Section Four – Economic Life .....	20
Conclusion .....	24

## **Acknowledgements**

This profile has been developed by the Palmerston North City Council to provide a better understanding of the community. It has been developed with the much appreciated assistance of community and government agencies. A special note of thanks to Shelley Davenport, Settlement Support Co-ordinator Manawatu, for the funding and support that made this profile possible.

## **Executive Summary**

In Palmerston North City nearly 13,000 people were born overseas (at the 2006 Census).

Seventeen percent of the City's population was born overseas compared to the national average of 23%.

As at October 2011 there are 391 refugees living in Palmerston North City. The refugees come from Congo, Burma and Bhutan.

At the 2006 Census the areas of Palmerston North City with the highest overseas born populations were Hokowhitu East, Aokautere, West End, Hokowhitu West, Roslyn and Kelvin Grove.

Overseas born residents are more likely to have higher educational qualifications (University Degrees and Tertiary Qualifications) than their New Zealand born counterparts.

The majority of overseas born residents living in Palmerston North are in the 20-24 years age group.

From the data included in this profile, the typical Palmerston North migrant is most likely:

- to be from Asia
- to live in Hokowhitu
- to be male
- to be aged between 20-24 years
- to have lived in the City nine years or less
- to live in a one-family household
- to pay rent for accommodation
- to have educational achievements, most probably a University degree
- to have wages as their main source of income.

Palmerston North is well equipped with agencies that work towards reducing barriers and promoting equal opportunities for settlers.

## **Introduction**

Palmerston North is home to people from all over the world. The settlers who live here bring different cultures, social structures, belief systems, languages, food, dress, values systems and religions, adding to the interest and cultural diversity in the City.

This Profile brings together data and research findings on the settlers' community in Palmerston North. The Palmerston North City Council intends for this information to assist Council, community and other government agencies with planning for the future and better meeting the needs of settlers. The report contains the most up-to-date data available, including data not previously published from the 2006 Census. At the time of writing the 2006 Census data is five years old. Despite its age it is still considered to provide a reasonably accurate account of settlers living in Palmerston North.

## **Defining Settlers**

The settler community of Palmerston North can be generally defined as those people who were born overseas and now reside in the City. Settlers can be broadly classified into two groups; voluntary migrants, those who chose to migrate to New Zealand, and refugees, those who were forced to leave their country of birth. These two groups have very different experiences of coming to live in the City and require different services and support.

NOTE about the numbers. Where possible this profile uses census statistics for people that have identified as being overseas born. Using the overseas born measure provides the most accurate picture of the migrant situation in Palmerston North. Because of the relatively low numbers of overseas born people in the City, data is not always made available by Statistics New Zealand. This is to protect individual privacy.

## Section One – The People

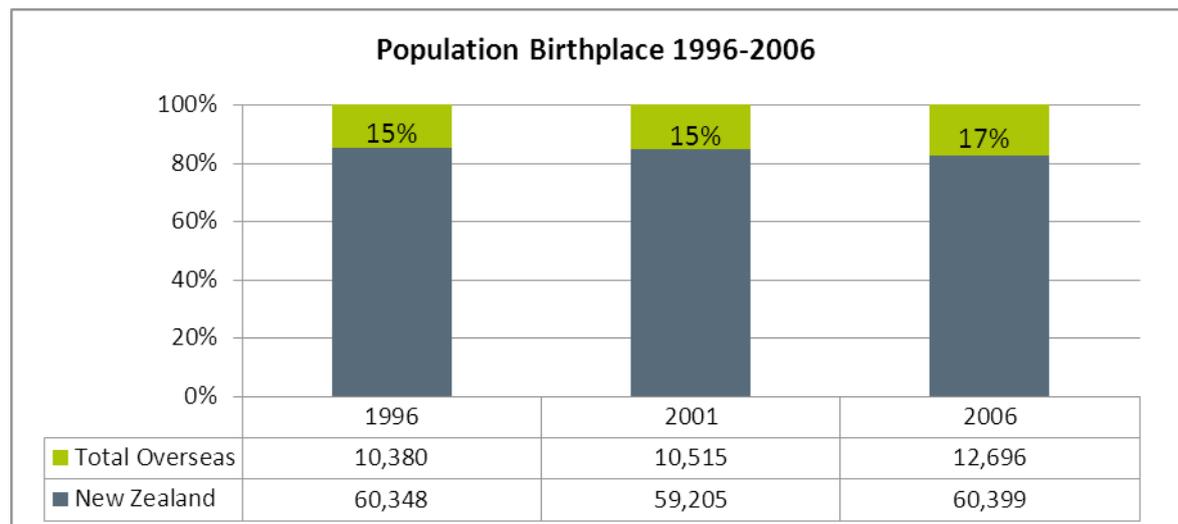
Palmerston North City is home for people born in countries as small as Tuvalu, as large as India, as far away as Spain and as close as Australia. The following section provides details about the group of people who were born overseas and are now settled in the City.

### Total number of settlers

In 2006 Palmerston North was home to 75,800 people<sup>1</sup>. Of these people 17% (12,696) were born overseas. Palmerston North City has a smaller proportion of overseas born residents than the national average of 23%. The majority of overseas born people living in New Zealand reside in the greater Auckland area.

As shown in Graph 1, in the ten year period from 1996-2006 the number of overseas born residents<sup>2</sup> living in Palmerston North City increased by 2,316 people (or 22.3%). The rate of growth in the City during this period was less than the 45.4% increase experienced by New Zealand as a whole.

**Graph 1**



### Where do settlers come from?

As at the 2006 Census, the overseas born population of Palmerston North came from 138 different birthplaces. Birthplaces identified literally range from A for Australia to Z for Zimbabwe!

<sup>1</sup> Recorded at the 2006 Census. The population figures shown in the graph are different than the total population figure quoted (75,800). This is due to the number of people counted by Statistics NZ as 'Not Elsewhere Included' which includes Response Unidentifiable, Response Outside Scope and Not Stated.

<sup>2</sup> Overseas born residents who usually reside in Palmerston North as recorded at Census 2006.

The four largest broad migrant group populations in the City were, in order, Asia (4,014), UK/Ireland (3,696), Pacific Peoples (1,125) and Australia (1,083).

### **Annual arrivals**

In the ten year period from 2000-2010 there has been an average of 1,397 people per annum who have chosen to come to Palmerston North, either on a long term or permanent basis. It is important to note that the number of 'arrivals' are not only those people who are overseas born. Arrivals include overseas born migrants who arrive in New Zealand intending to stay for a period of 12 months or more (or permanently), plus New Zealand residents returning after an absence of 12 months or more. The lowest number of arrivals was noted in 2000 (1,086) while the highest number of arrivals was noted in 2003 (1,646). Between 2003 and 2010 there has been a 20.5% decline in the number of arrivals coming to Palmerston North. In 2003 there were 1,646 arrivals compared to 1,311 arrivals in 2010.

A number of new City residents are refugees. In 2006, Palmerston North City was designated as refugee resettlement location, one of nine such locations throughout the country. New Zealand has committed to taking 750 refugees per annum<sup>3</sup>. Refugee Resettlement Manawatu takes 18% of the total annual intake (currently 135 refugees per annum). Most of the refugees have been resettled into the City; in 2011 some refugees were settled in Feilding.

As at October 2011 the City is home to 391 refugees, with another 23 refugees expected to arrive in December. Annual refugee figures range with the lowest (57 refugees) noted in 2008 and the highest (100 refugees) noted in 2010. The decision about where refugees are placed is made by the national body, Refugee Services Aotearoa New Zealand; so annual numbers coming to the City fluctuate according to total numbers coming to New Zealand and the needs of the refugees.

In 2011 more refugees than anticipated were resettled into this area. The Manawatu and Christchurch Refugee Services branches share the responsibility for the resettlement of Bhutanese refugees in New Zealand. As a result of the recent earthquakes in Christchurch, refugees are currently not able to be homed there. Approximately 40 Bhutanese people resettled in Feilding in 2011 instead of Christchurch. This included families who moved to Feilding after their homes were damaged in the earthquakes.

New intakes of refugees come to the Manawatu every two months.

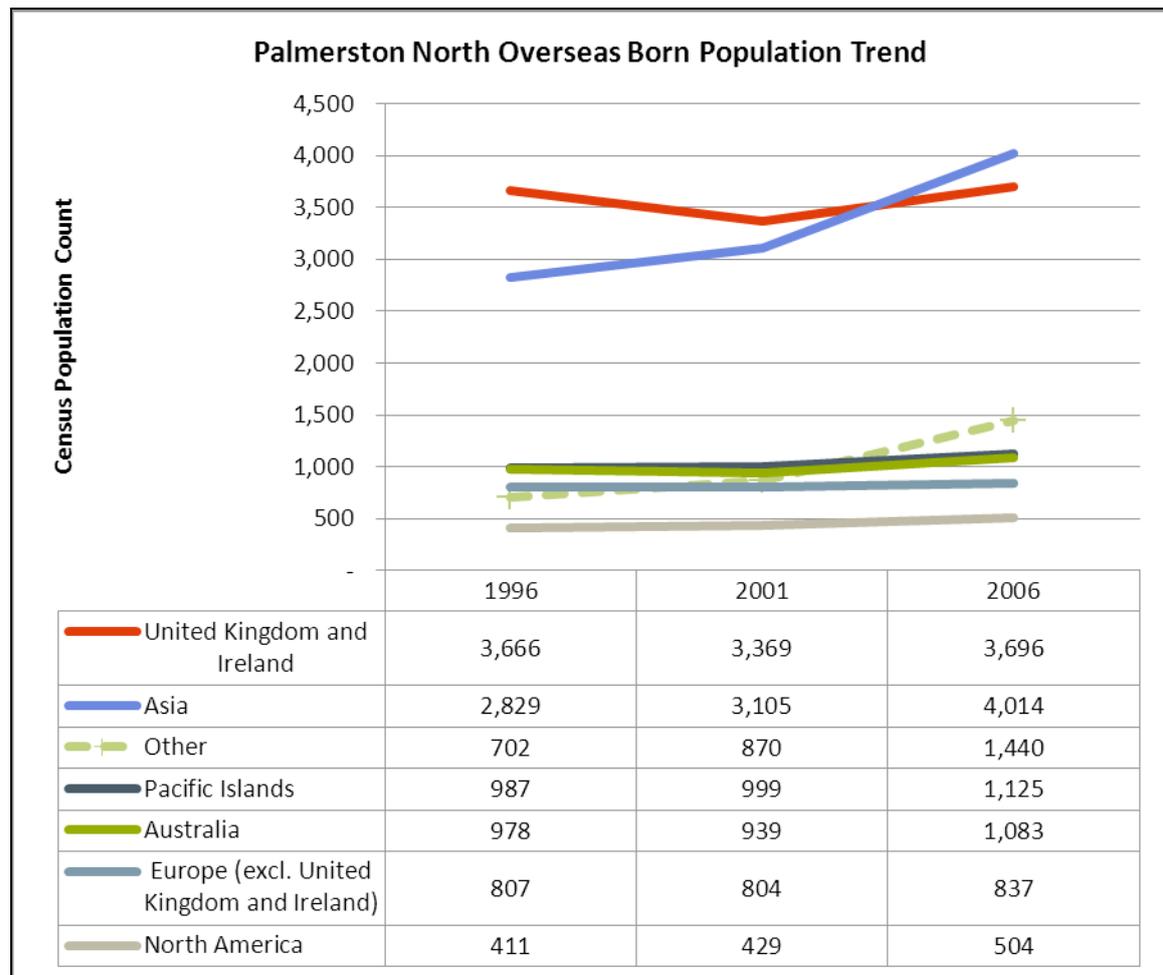
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<sup>3</sup> The number of refugees accepted into New Zealand is subject to change. The decision is made on an annual basis.

## Where have settlers come from in recent years?

Graph 2 shows gains in migrant numbers over the past 10 years. From 1996-2006 increases were noted for Other<sup>4</sup> 738 (105%), Asia 1,185 (41.9%), North America 93 (22.6%), Pacific Peoples 138 (14%), Australia 1,083 (10.7%), Europe 30 (3.7%) and UK/Ireland 30 (0.8%).

**Graph 2**



It is important to note that these figures do not take into account the refugee population, as most arrived in Palmerston North after 2006. As at October 2011 there are 391 refugees living in Palmerston North City. The refugees come from Congo, Burma and Bhutan.

<sup>4</sup> Other includes Middle Eastern, Latin American and African.

## Where have the settlers settled?

At the 2006 Census the areas of Palmerston North City with the highest overseas born populations were Hokowhitu East, Aokautere, West End, Hokowhitu West, Roslyn and Kelvin Grove. Conversely the lowest numbers of overseas born residents are found in Whakarongo, Linton, Cloverlea, Awapuni and Massey. Areas on the outskirts of town may be less attractive to overseas born residents because of the potential of being isolated and having less access to services.

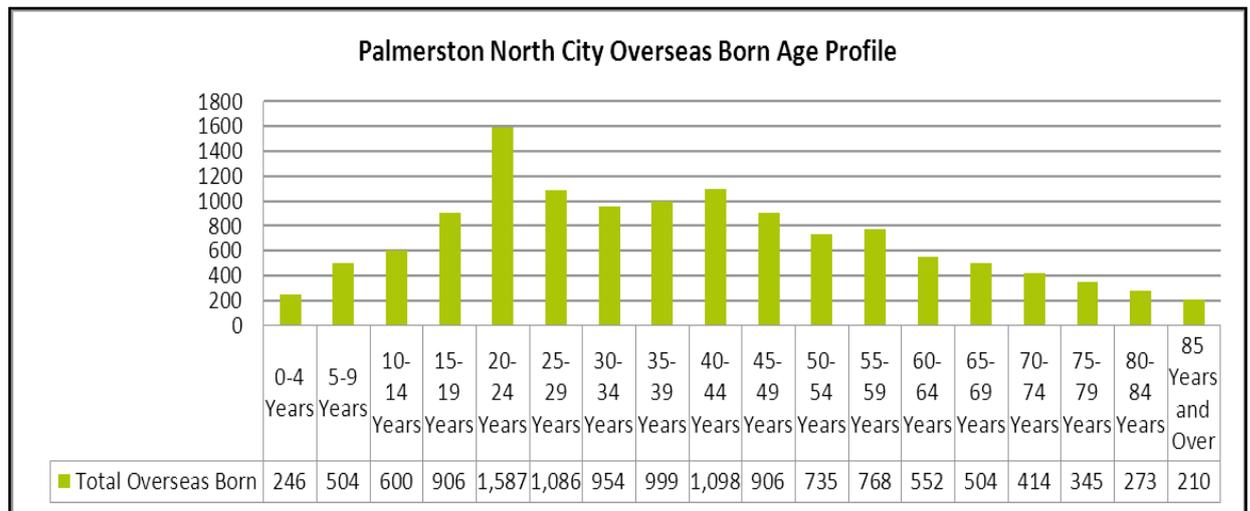
## Gender

There are slightly more overseas born males (52%) than overseas born females (48%) living in the City. This is the reverse for New Zealand born residents living in the City, with 48% of males compared to 52% of females.

For the refugee population there are slightly more females (53%) than males (47%).

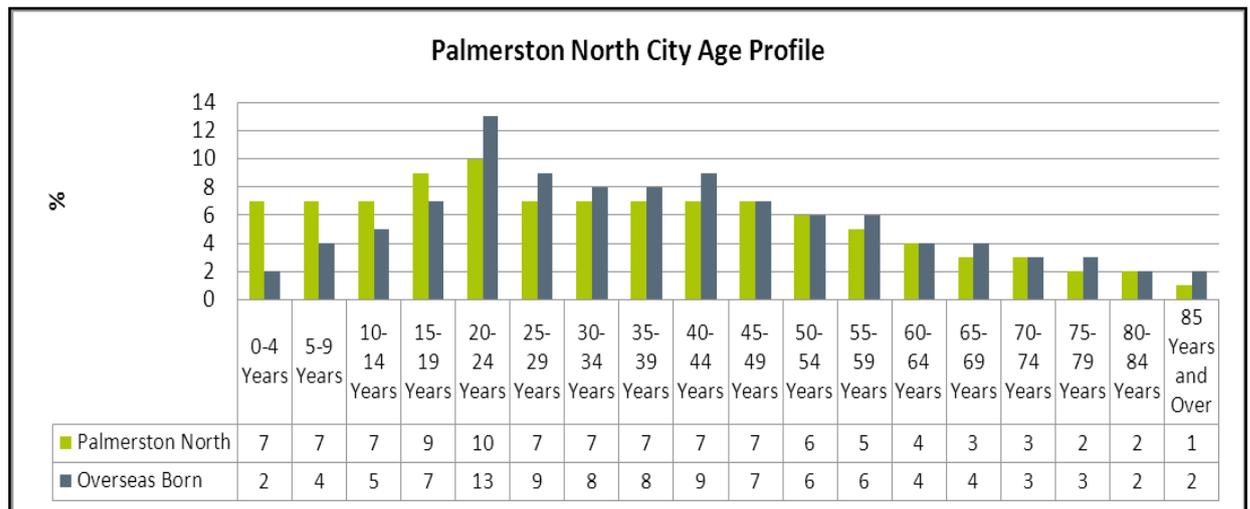
## Age Profile

**Graph 3**



As shown in Graph 3 the majority of overseas born residents living in Palmerston North are in the 20-24 years age group. The three most common age groups for the overseas born population of Palmerston North, in order, are 20-24 years (1,587), 40-44 years (1,098) closely followed by 25-29 years (1,086). Age group proportions in comparison with the New Zealand born Palmerston North residents are made below.

**Graph 4**



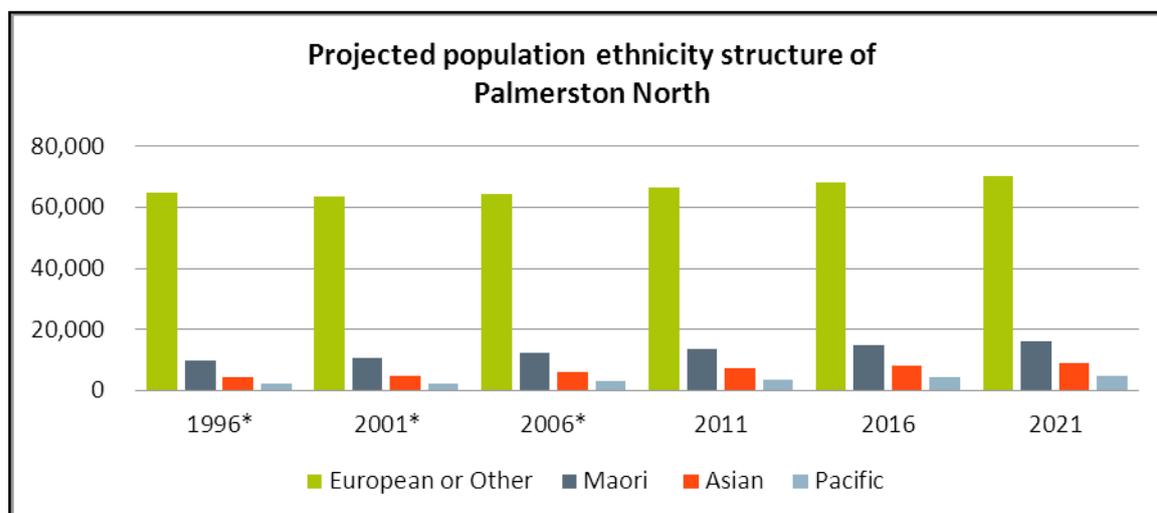
The largest proportion of age groups for the overseas born population residing in the City is 20-24 years (13%). This is the same for the New Zealand born Palmerston North population, with the largest proportion (10%) noted in the 20-24 year age group.

However, the similarities end there. Marked differences can be observed in the younger age groups. There are significantly smaller proportions of overseas born young people aged 0-19 years when compared to New Zealand born City residents. Thirty percent of the City's population is aged between 0-19 years compared to just 18% of overseas born residents. The greatest difference is noted in the 0-4 years age group, who make up 2% of the overseas born population compared to 7% of the City residents who were born in New Zealand.

**What will happen in the future?**

The figures below provide an indication of the ethnic make-up of the City in the future. Unfortunately the ethnicity data projections do not distinguish between New Zealand born residents and overseas born residents. By 2021 it is anticipated that there will be an increase in the actual number of people identifying with each broad ethnic group.

**Graph 5**



The level of increase for each ethnic group is detailed in Table 1. The Asian and Pacific populations, in particular, will undergo a significant increase, rising 45% and 63% respectively by 2021. Note that the ethnic categories are not mutually exclusive. People who identify with more than one ethnic group have been counted in each group. Consequently the sum in each group does not add to the total.

**Table 1: Projected population ethnicity structure of Palmerston North**

	European or Other	Maori	Asian	Pacific	Total population
2006 (Census)	64,500 (82%)	12,400 (16%)	6,100 (8%)	3,000 (4%)	78,500
2021 (projected)	70,200 (79%)	15,900 (18%)	8,900 (10%)	4,900 (6%)	88,800

## Length of residence in the City

As shown in Graph 6, just over one third (or 4,383) of the overseas born population of Palmerston North has lived in the City for 4 years or less. A further third of the overseas born population (4,101) has lived in the City for 20 years or more.

**Graph 6**

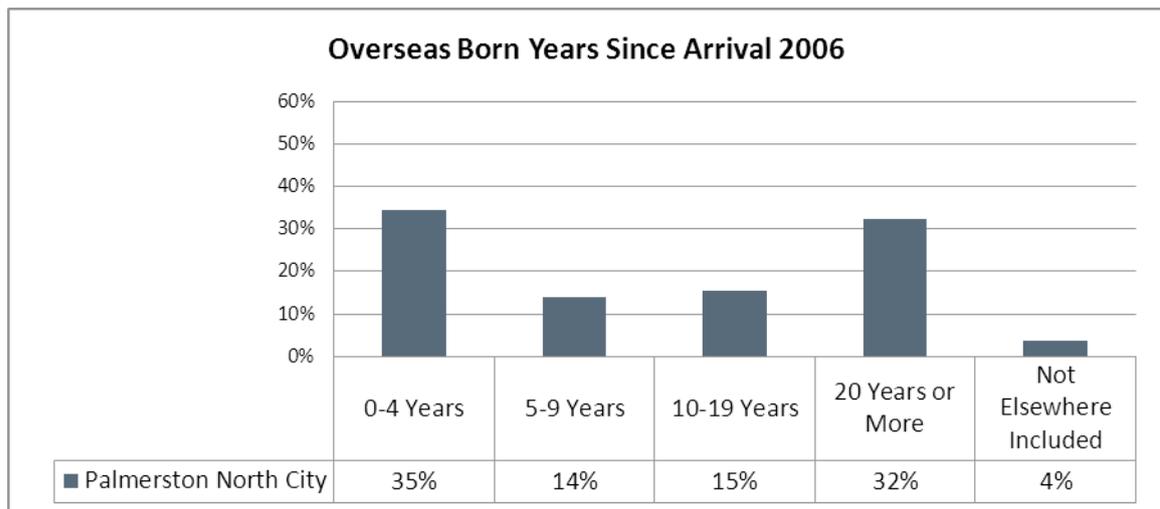


Table 2 shows the number of overseas born residents by country of birth and years since arrival. Those City residents born in the United Kingdom and Ireland are most likely to have been in the City for 20 years or more. At the opposite end of the timeframe those City residents that have been in the City for less than 4 years are most likely to have been born in Asia.

**Table 2: Overseas born years in New Zealand since arrival**

Years in NZ	Australia	Pacific Islands	United Kingdom and Ireland	Europe (excl. United Kingdom and Ireland)	North America	Asia	Other	Total Overseas	%
0-4 Years	246	279	786	210	228	1,950	693	4,383	35
5-9 Years	102	192	234	96	48	792	318	1,782	14
10-19 Years	246	216	405	99	87	669	234	1,959	15
20 Years or More	438	351	2,184	408	129	447	144	4,101	32
Not Elsewhere Included	54	90	84	21	15	159	51	468	4
<b>Total</b>	<b>1,083</b>	<b>1,122</b>	<b>3,696</b>	<b>837</b>	<b>507</b>	<b>4,014</b>	<b>1,437</b>	<b>12,696</b>	

**Household composition**

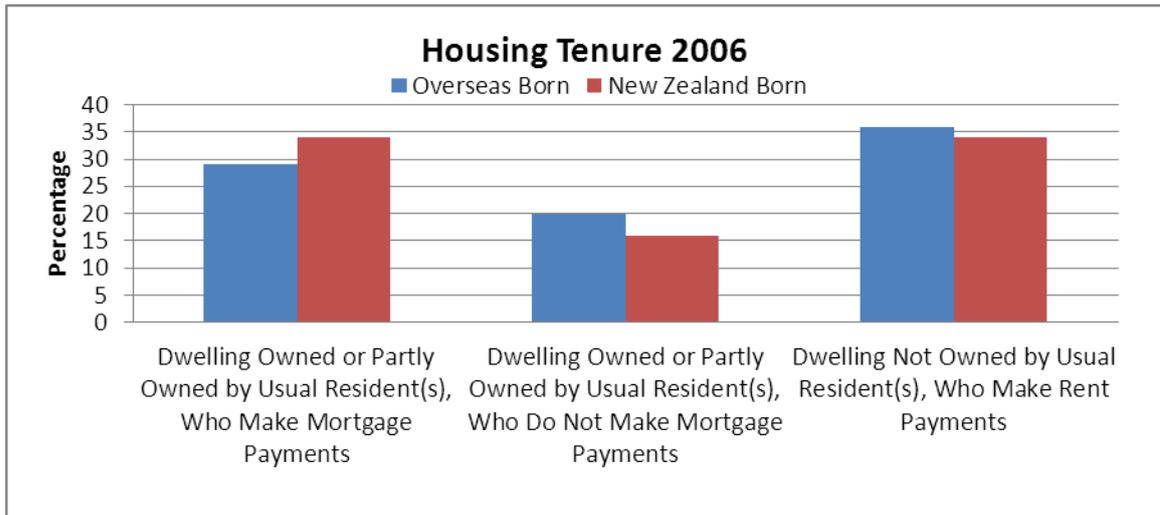
Most overseas born families live in a house on their own. One-family households accounted for 77% of all households in Palmerston North occupied by overseas born people in 2006. The remaining were accounted for in multi-person households (10%), single-person households (9%) and two-family households (4%).

The data for 'number of usual residents' show that most overseas born residents usually live in two person households. This was closely followed by four usual residents and three usual residents.

**Level of home ownership**

The leading home ownership categories for the overseas born population in Palmerston North in 2006 were, in order, Dwellings Not Owned by Usual Residents Who Make Rent Payments (36%), Dwelling Owned or Partly Owned by Usual Residents Who Make Mortgage Payments (29%), and Dwelling Owned or Partly Owned by Usual Residents Who Do Not Make Mortgage Payments (20%). Graph 7 shows that compared to New Zealand born City residents, migrants are slightly less likely to own or part own the dwelling they live in and make mortgage payments (34%). Migrants are more likely to own the dwelling they usually reside in and not make mortgage payments (i.e. own the dwelling without a mortgage).

**Graph 7**



## **Section Two – Participation in Education and Training**

The City is fortunate to host to a wide range of educational institutions from early childcare centres including education and care services, Kindergartens and Kohanga Reo, to tertiary education institutions including Massey University, Universal College Of Learning (UCOL), Te Wananga O Aotearoa and the International Pacific College (IPC). Participation in education is considered as being vital to helping settlers understand their new country and make connections with the wider host community.

### **Numbers involved in pre-school, primary and high school education**

The Ministry of Education has confirmed that the numbers of migrant children involved in pre-school, primary and high school education are not specifically collected. However the number of International Fee-Paying Students attending school does provide some insight into education participation rates<sup>5</sup>.

In the Manawatu-Wanganui Region in 2010 there were 322 International Fee-Paying Students attending school. The majority of these students (298) attend secondary school with the remaining students attending intermediate school (5) and primary school (24).

In five year period 2005-2010 there has been a decrease in the numbers of International Fee Paying Students enrolled in the Manawatu-Wanganui schools. In 2005 there were a total of 438 International Fee-Paying Students compared to 322 in 2010. Lower numbers were noted across all types of school, but in secondary schools in particular. In 2005 there were 350 secondary school students compared to 282 students in 2010.

### **Numbers involved in tertiary level educational institutions in the City**

In 2010 there were 1,882 overseas born students attending tertiary institutions in the Manawatu-Wanganui Region. Just over half (53%) of these students attended University while the remaining students attended a Polytechnic or a Private Training Establishment. Overseas born students were most likely to come from China (411), India (329), Japan (220) and the United States of America (155). Most (79.0%) of the Chinese students chose to study at a University, while most (57.4%) of the Indian students chose to study at a Polytechnic. The majority (57.8%) of Japanese students chose to study at a Private Training Establishment.

The number of international students visiting the City may increase in future years. Recently the government has established a new Crown Agency, *Education New Zealand*, to oversee and grow the international education

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<sup>5</sup> International Fee Paying students are all students not considered domestic students.

sector. The agency promotes the benefits of international education towards strengthening New Zealand's economic, cultural and social links with the world. Over the next 15 years additional programmes and funding aim to:

- develop and sustain mutually beneficial education relationships with key partner countries in Asia, the Pacific, the Middle East, Europe and the Americas
- double the number of international postgraduate students (particularly in programmes in addition to those at PhD level) from 10,000 to 20,000
- increase the transition rate from study to residence for international university students
- increase New Zealanders' skills and knowledge to operate effectively across cultures.

### High school and tertiary achievement levels

The majority of the overseas born population living in the City has educational achievements. The 2006 Census shows that 3,800 people (30%) have a university degree, a further 2,412 people (19%) have a Level 1-6 tertiary qualification, 2,158 (17%) have an overseas secondary school qualification, 1,904 (15%) have Level 1-4 high school qualification while 772 (6%) noted an 'other' type of qualification. The remaining 13% (or 1,650 people) noted 'no formal qualification'.

Overseas born residents are more likely to have higher educational qualifications (university degrees and tertiary qualifications) than their New Zealand born counterparts. Forty-nine percent of overseas born residents have either a university degree or tertiary level qualification compared to 38% of New Zealand born residents. This is likely to be because of Immigration New Zealand entry requirements. Overseas born residents and New Zealand born residents have similar high school educational attainments (32% and 33% respectively). Overseas born residents are also more likely to have formal qualifications than their New Zealand born counterparts. Twenty four percent of New Zealand born residents have no formal qualifications compared to just 13% of overseas born residents.

**Table 3 Overseas Born and New Zealand Born Palmerston North City residents with Qualifications**

%	University Degree	Level 1-6 tertiary qualification	Level 1-4 high school qualification	Overseas secondary school qualification	Other type of qualification	No formal qualification
Overseas Born %	30	19	15	17	6	13
NZ Born %	14	24	33	0	5	24

## Section Three – Social and Cultural Participation

Participating in community activities can be challenging for those whose culture is different from that of the host community. Lack of participation can lead to loneliness, social exclusion and tensions between groups. Involvement in community life provides opportunities for social interaction, meeting other people and ensuring a mutually supportive community. Knowing what social activities settlers are involved in, and want to be involved in, can assist Council, businesses and other community organisations to provide for current requirements and plan for future activities.

### Social activities

Research conducted by the Ministry of Social Development<sup>6</sup> has found that settlers coming to New Zealand postpone joining clubs and wider networks until they have their home life established. Providing for the necessities of life is the first priority for settlers and typically includes finding employment, accommodation, schools and transportation. During this time it is common for social interaction to be mainly with family and friends from their country of previous residence. Once established, settlers go on to make networks and friends with members of their own community and wider community through schools, churches and clubs.

The *Longitudinal Immigration Survey: New Zealand*<sup>7</sup> (LisNZ) is a survey designed to trace the pathways of migrants and to produce a detailed, ongoing information base of their experiences and settlement outcomes. Migrants are interviewed at 6 months (wave 1), 18 months (wave 2) and 36 months (wave 3) after they have taken up permanent residence in New Zealand. The survey sample was selected from all migrants aged 16 years and over (excluding refugees) who were approved permanent residence in New Zealand from November 2004 to October 2005. At wave 3 there were 5,144 settlers who participated in the survey. It is not known how many Palmerston North residents are included in this study. To protect individuals' confidentiality this data is not available at the local level. It is, however, a fair assumption that this data provides a reasonably accurate account of the experiences of settlers in Palmerston North.

In the LisNZ participants were asked about their experience of making friends in New Zealand. The study found that just over half of migrants' friends were of the same ethnicity and most had met friends through other friends, relatives, neighbours or work. Proficiency in English language is noted as a major influence on the ease with which migrants are able to make friends. Most refugees interviewed at six months after arrival said that, while it was important for them to make friends in New Zealand, a quarter of them had

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<sup>6</sup> Diverse Communities – Exploring the Migrant and Refugee Experience in New Zealand, 2008.

<sup>7</sup> Longitudinal Immigration Survey: New Zealand, New Zealand Immigration.

found it difficult to do so. Language difficulties and cultural differences were given as reasons.

In 2009 the Ministry of Social Development undertook a study examining the experiences of refugees and migrants in the City and the neighbouring township of Feilding<sup>8</sup>. This study noted that ethnic groups in Palmerston North have provided some opportunities for their own social interaction by offering cooking classes, social English classes, outings and events. Existing services and activities including sports clubs, churches, the Palmerston North Library, local museums and galleries and ethnic women's swimming nights were noted as excellent opportunities for social interaction with the wider community. Many participants in this study noted they had been welcomed and supported into the community they had joined.

### **Level and range of participation in sports and recreational activities**

Data regarding migrant participation in sports and recreation is not currently collected at the local level; however some conclusions may be drawn from national surveys. The LisNZ indicated that 18 months after arrival almost 60% of migrants belonged to clubs or groups. The most common type of club or group to belong to was religious groups with sports clubs being the second most common. Some migrant groups appear to feel more comfortable belonging to groups than others. People from North Asia were less likely to belong to groups. For some refugees, unfamiliarity with what clubs or groups mean in the New Zealand context, and the thought that they were elitist, prevented them from joining.

### **Utilisation of, and access to, local medical and health services**

Access to culturally appropriate health services was an issue raised by workshop participants involved with the *Settling In* study. For those migrants and refugees who did not have proficient English language skills there was a fear of miscommunication and not being understood. For many, accessing an unknown health system and not knowing where to go or ask for assistance with health issues were concerns. Temporary residents raised concerns about medical insurance, changes to insurance and uncertainty about what was covered by insurance policies. This provided cause for worry about the costs of covering medical appointments and medicines.

### **Religious affiliation**

Religious affiliation data is only available at the broad ethnic group level. This data includes responses from all people living in the City, including the overseas born. From the 2006 Census data it can be concluded that the majority of City residents affiliate themselves with Christian religions. Those people that identify as Pacific Peoples, European, Other Ethnicity, and Middle

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<sup>8</sup> Settling In Palmerston North and Feilding: Diverse Communities Speak About Their Experiences, 2009.

Eastern/Latin American/Africa groups (in this order) are most likely to affiliate with Christian religions<sup>9</sup>. No Religion is the next most common response for all ethnic groups except for the Middle Eastern/Latin American/Africa. This group indicated that the Islamic religion is their second most common affiliation.

In Palmerston North a number of sacred meeting spaces have been created to meet the spiritual needs of different religious groups. These include a Mosque, Sikh temple, Buddhist temple and an Islamic Prayer Room at Massey University.

### **Participation in English language development**

In 2006 the largest language categories for the overseas born population in Palmerston North City were English, Yue, Northern Chinese, French, Hindi, German, Afrikaans, Samoan, Dutch, Japanese and Spanish.

The Ministry of Social Development report<sup>10</sup> *Settling In* notes that 'one of the major influences on the ease with which migrants are able to make friends in New Zealand, especially with people outside their own community group, is their level of English proficiency'. A language barrier may result in some migrants relying heavily on their own ethnic group for social interactions. Those migrants who wanted to improve their English language skills noted the workplace as being the most useful place to develop language skills.

The *Settling In* report also noted that some migrants had found a lack of proficiency in English language prevented them from settling into the City. In particular, the speed at which New Zealanders talk and the New Zealand accent was difficult to decipher. For some migrants difficulties with English lead to embarrassment and lack of confidence. The City is host to a number of ESOL (English for Speakers of Other Languages) and language service providers (Appendix One). Despite this, study participants perceive that there are insufficient providers to meet needs.

### **Need for and use of local community services**

Migrants included in the *Settling In* study noted specialist settlement services were particularly helpful with assisting them to settle into Palmerston North. Organisations included Refugee Services, Settlement Support, Migrant Employment Assistance Programme and the Manawatu Multicultural Council. These organisations provided a range of services including social workers; cross-cultural workers; volunteer programme; information regarding housing, safety, health, immigration, English communication, employment, languages, culture, translation and interpretation.

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<sup>9</sup> The following denominations are included: Anglican, Catholic, Presbyterian, Christian (not further defined), Methodist, Pentecostal, Baptist, Latter-day Saints, Other Christian religions.

<sup>10</sup> Diverse Communities – Exploring the Migrant and Refugee Experience in New Zealand, 2008.

Participants were also asked to comment on the needs for local community services. Based on current need, the services were identified as:

- Interpretation services to assist with language barriers
- Employment services to rebuild confidence and assist employers overcome barriers to discrimination
- Wrap around services and specialist attention to solve complex health issues
- Services that assist to build capability and leadership within their communities.

### **Migrant issues and barriers in the community**

Research conducted by the Ministry of Social Development<sup>11</sup> considered the barriers that migrants face when connecting with the wider community. One of the conclusions drawn was that making connections in society is not always easy. Some migrants may be more at risk of experiencing loneliness and isolation. For example, migrants who come from non-English speaking backgrounds, migrant mothers at home with children, older migrants and teenagers may find it more difficult to form new social networks outside of their own social networks. An earlier in-depth study into the settling in difficulties faced by East Asian migrants found that new migrants did not really want to stick together but were more likely to do so if they felt unwelcome.

In Palmerston North and Feilding service gaps were identified by migrants and refugees as part of the *Settling In* study. These included:

- Insufficient ESOL provision
- Insufficient interpreting services
- Need for mental health support
- More work opportunities
- Housing options
- Socialisation for the elderly
- Community building opportunities
- Need for spiritual leadership.

The following specific service gaps were identified:

- No Volunteer Centre
- No Newcomers Network
- No dedicated local written resource or clear point of contact upon arrival.

With the creation of a Volunteer Centre, Newcomers Network and a New Settlers' Guide it is understood these service gaps have now been filled.

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<sup>11</sup> Diverse Communities – Exploring the Migrant and Refugee Experience in New Zealand, 2008.

## **Levels of migrant satisfaction with general community life and service provision generally**

### **Satisfaction with general community life**

The LisNZ reveals that more than nine out of ten migrants were either satisfied or very satisfied with life in New Zealand. However the proportion of migrants who were very satisfied had decreased from 44.7% in wave 1 to 35.5% at wave 3.

Perceptions of safety had also decreased from 85.5% of migrants feeling safe or very safe at wave 1 to 76% at wave 3.

The majority (70.6%) of migrants indicated they had enough money or more than enough money to meet their everyday needs at waves 1 and 3.

Home ownership increases with length of time spent in New Zealand. One third of migrants surveyed (30.6%) owned or partly owned their dwelling at wave 1 compared to 51.6% of migrants surveyed at wave 3.

At wave 3 the majority (or 78.4%) of migrants surveyed had gained or intended to apply for New Zealand citizenship. Compared with migrants from other regions, those most likely to want to apply for citizenship were from South Africa, the Pacific and South Asia.

Locally, those migrant and refugee citizens participating in the *Settling In* study noted satisfaction with housing provided by the Palmerston North City Council. The houses were considered safe and affordable. They also noted that schools and churches were particularly supportive of new people joining the community. Furthermore, the lifestyle migrants experienced in the City was peaceful and offered an easy, straightforward way of life. Education and the opportunity to learn was appreciated, as was a safe place for children to play. The Police Ethnic Liaison Officer was mentioned as having a good relationship with many communities in Palmerston North.

### **Satisfaction with service provision generally**

In the *Settling In* study participants identified satisfaction with services in the following areas:

- Education and health services
- Sport and recreation
- Government support including financial support
- Public transport
- Public libraries
- Playgrounds
- English language support
- Community support including good neighbourhoods
- Driver training.

## **Section Four – Economic Life**

Being employed with a regular income allows migrants to establish their own independence and autonomy. The following section provides details about employment, business and income of the settlers' community.

### **Occupational profile**

The leading occupational categories for the migrant population in 2006 were professional 29%, managerial 11%, technician/trades 10% and clerical/administrative work 10%.

### **Industry profile**

The main industry groups employing the migrant population at that time were, in order, tertiary education (615), food and hospitality services (381), hospital (369) and allied health services (135), education services (249), supermarkets and groceries (243), and scientific research (225).

Of the 615 overseas born residents who were employed in tertiary education most are from England (25%), followed by Australia and China (7.8%) and the United States of America (7.3%).

Cafes, restaurants and takeaway food services were the types of employment indicated by a total of 381 overseas born residents in 2006. Those overseas born residents from China (45%) were most likely to work in this industry followed by England (6.2%) and Australia (4.7%).

In 2006 there were 369 overseas born residents working in hospitals. Most were born in England (32.5%), South Africa (6.5%) and Australia (6.5%). A further 135 overseas born residents indicated they worked in allied health services. The majority of these were also born in England (57%).

The majority of the 249 overseas born residents employed in school age education came from England (35%). This was followed by Australia (10.8%) and South Africa (9.6%).

Of the 243 overseas born residents who work in the supermarket and grocery industry most were born in China (21%) followed by India (16%) and England (14.8%).

Most of the 225 overseas born residents working in the scientific research industry were from England (22.6%). This was followed by residents born in China (10.6%) and India (8%). The remaining people were from a variety of countries including Germany, United States of America and Australia.

## **Labour force status**

The LisNZ indicates that the longer migrants had been in New Zealand the more likely they were to be employed, although the difference is only small. Seventy six percent of migrants were employed at wave 3 compared to 72% at wave 1.

In Palmerston North the 2006 Census indicated that 68% of the overseas born labour-force were in full-time employment, 25% in part-time employment and 7% were unemployed. This is slightly higher than the 5% noted for the total City labour-force.

## **Local business issues for the migrant population**

Anecdotal reports from local economic development agency, Vision Manawatu, indicate that migrant businesses often exhibit considerable entrepreneurship to address specific market needs. In some cases businesses have been established by migrants as they have been unable to secure employment elsewhere. Vision Manawatu reports that some of these businesses have gone on to be very successful.

Further observation from Vision Manawatu indicates that not having any work experience in New Zealand is likely to inhibit chances of securing employment. Small and medium sized businesses with limited business and training capacity are less likely to take on a migrant who has not had experience in New Zealand. Those with unconventional qualifications often experience difficulties in finding employment. To obtain work place experience some skilled migrants accept positions that are under their qualification level. The Migrant Employment Assistance Programme, incorporating internships, is cited as an effective way of providing experience in a New Zealand work place.

## **Income levels and profile for the migrant population**

The personal income profile of the migrant population shows that the annual income groups were: \$5,000 or less (19%), \$5,001-\$10,000 (9%), \$10,001-\$20,000 (19%), \$20,001-\$30,000 (12%), \$30,001-\$50,000 (17%) and \$50,001 or more (16%), Not stated (8%). Income levels for migrants were similar to those for New Zealand born residents; with small differences of 1-2 percent noted in most categories.

**Graph 8**



The main annual income sources at the 2006 Census for the overseas born population in Palmerston North were wages and salaries, investments, NZ Superannuation and self-employment/business.

## **Business and employment experience**

### **Business experience**

In 2009 a study commissioned by Vision Manawatu, the Office of Ethnic Affairs and the Manawatu Chamber of Commerce was conducted on workforce composition and diversity management in Manawatu organisations. Of the 73 questionnaires returned by Manawatu based organisations, the majority considered their workplaces to be 'diverse'. Employers acknowledged the benefits of diversity as (in order of priority): creating a more interesting workplace, contributing new ideas, providing a multi-lingual atmosphere and representing the cultural diversity of their customer base.

Some migrant groups were perceived more favourably than others. Favourability was found to be linked with familiarity i.e. there is a tendency to feel more comfortable with people who are perceived as similar to New Zealanders. The more familiar an employer felt towards a potential migrant employee the more likely the employer perceived the migrant employee would fit into the workplace. Employers who reported satisfaction with diversity within their organisations emphasise the following strengths (in order of priority): high motivation and good work ethic, high level of commitment, relief from skill shortages, high reliability.

### **Employment experience**

The *Settling In* report notes that newcomers are known to face a number of barriers to employment, including language and communication difficulties, unrecognized qualifications, employer discrimination and lack of networks. Those who were perceived to look and sound the most different faced greater

barriers than others. Migrants here on temporary work visas faced a number of challenges in relation to immigration requirements, changes to the skills needed in New Zealand and diminishing opportunities due to the recession during 2008-09. These issues have all been identified by focus group participants living in Palmerston North and Feilding.

Palmerston North has a Migrant Employment Assistance Programme operating in the City. An employment facilitator focuses on helping newcomers with job search and employment issues.

On a national level, although some migrants experience barriers to finding employment, 62% of survey migrants who were employed, or who had sought employment in New Zealand, experienced no difficulty in finding employment at wave 1. Furthermore, for those settlers who secured employment the level of satisfaction with employment increased with the length of time in New Zealand. The LisNZ notes that 84.9% of employed migrants were either satisfied or very satisfied with their main job at wave 3 compared to 80.8% at wave 1.

As a comparison, a recent survey<sup>12</sup> of New Zealanders indicated that 49% of respondents were unhappy in their jobs.

### **Participation in employment and business development programmes**

Vision Manawatu offers a comprehensive business development programme. The programme provides skills to assist people to become business-ready and to accelerate business development by learning about management and investments, and accessing mentoring, service models and business networks. In the past year approximately 5% of clients accessing the business development programmes were migrants. Most migrant participants come with an existing job and the intention of starting a sideline business. The aim is to leave employment once the business can provide enough income to support their needs.

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<sup>12</sup> 2010 SEEK Satisfaction and Motivation Survey Report.

## Conclusion

The purpose of this Settlers' Profile is to gain a better understanding of the settler community in Palmerston North. Four key areas have been considered; The People, Participation in Education and Training, Social and Cultural Participation and Economic Life. It includes data about where the settler community comes from, how long they have been here, languages spoken, satisfaction with life, employment and educational achievements. Data for the overseas born population in Palmerston North has been used wherever possible, and comparisons have been made with New Zealand born residents to highlight differences. This data provide important insight into the characteristics and life experiences of settlers in Palmerston North.

One of the values underpinning a cohesive society is the ability to empathise with others. Having the ability to place ourselves in another person's shoes requires some understanding about the life experience of others. In some areas the information about settlers is sparse. While general conclusions for the City can be drawn from national data and qualitative research, further research about local settler communities would be useful. For example information about levels of satisfaction with life in the City, civil and political engagement, levels of participation in early childhood, primary and secondary education would provide further understanding and insight into the settler community in Palmerston North.

Having knowledge about the barriers and cultural expectations of settlers helps those working with settlers to better meet their needs and assist with the settling in process. For example, knowing that a lack of English can greatly impede the opportunities for settlers to make friends outside of the family unit highlights the importance of English language assistance and opportunities for families to socialise. Understanding perceptions about clubs and sports groups being elitist and exclusive is valuable information for those organisations that seek members or volunteers. Attracting settlers to clubs and groups may require different approaches to communication and operating practices. Further local research in this area may be useful to those wishing to attract and retain the involvement of settlers.

The City is now more ethnically diverse than ever before. Having distinct and diverse groups can have an impact on the level of social cohesion. Building and maintaining a cohesive society depends largely on the interactions members have with each other and the attitudes they have towards each other. A positive attitude from the host and the settler communities helps to build trust and positive social interactions. The types of engagement members have with each other, and their willingness to reduce social exclusion, shapes the nature of the City they live in. Palmerston North is well equipped with agencies that work towards reducing barriers and promoting the same opportunities for all.

The City Council recognises the positive contributions that settlers bring to the City. Since 1996 the number of overseas born people residing in the City has increased by 2,316 people, making a valuable contribution to the local economy. The settlers come from 138 different countries and bring a variety of cultural practices and beliefs, different dress and foods that increase the interest and cultural diversity of the City. The majority of the overseas born population has educational achievements and employment skills, bringing valuable overseas experience to the City.

The City Council welcomes new settlers to the City and is eager that settlers have a positive settling in experience. Coming to live in a new country, often leaving behind family and familiar places, can be a daunting experience. Language, food, values, and religious beliefs that are different from those of the host community can bring about barriers to social participation. The Council wishes to foster social participation and cohesion amongst the residents of the City, ensuring that relationships and experiences between different cultures are positive. Having an understanding and knowledge about our settler community is a crucial step towards meeting this aim.

## Appendix One

### Settlement services provided in Palmerston North

The following list includes those organisations that primarily provide services to settlers.

Settlement Support Manawatu

Language Line

Refugee Services Aotearoa New Zealand

ESOL – English for Speakers of Other Languages including:

English Teaching College

Massey University

Queen Elizabeth College

English Language Partners

Manawatu Multicultural Centre

Manawatu Multicultural Centre

There are many other organisations in the City that provide valuable assistance to settlers as part of a suite of services, including: churches, clubs, community organisations and ethnic associations.