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# Why Auckland? Advice and opportunity: A Study of Why Migrants Settle in Auckland

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# Introduction



- **Background:** Five Years On Study
- **Outline:**
  - Auckland research: purpose & participants
  - Why Auckland?
  - Coming to Auckland
  - Settling in Auckland
  - Leaving Auckland
  - Conclusions
  - Weighing up the issues and next steps



# Five Years On Study

- Follow-up qualitative study to the LisNZ
- Interviews with skilled migrants 5 years after gaining residence
- Sample stratified by location and region of origin
- Total of 64 study participants
- Topics for exploration included
  - Choice of location for settlement
  - Motives for migration
  - English language competence
  - Social integration



# Auckland Research: purpose & participants

- Better understanding of the motivations underpinning national patterns of settling and on-migration in NZ
- Auckland city
  - biggest migrant community in New Zealand
  - major driver of migration to New Zealand
- 2001 census: 60% of adult migrants arriving in New Zealand since 1996 lived in central or south Auckland



# Auckland Research: purpose & participants

- Total of 24 participants, 14 females and 10 males
  - 12 came first on a temporary visa and later gained permanent work and permanent residence;
  - 9 international students, found permanent work and then gained permanent residence; and
  - 3 took up an offer of employment



# Auckland Research: purpose & participants

- Region of origin

Region of origin	Number of participants
UK	6
North America	3
South Africa	1
North Asia (including China, Japan, Taiwan)	7
South Asia (including India)	4
South East Asia (including Philippines and Indonesia)	2
Pacific	1

- English language proficiency varied
- Range of jobs



# Why Auckland: reasons for coming

## Reasons for coming to Auckland

### Offshore advice

- Professional offshore and on-shore advice and 'package'
- Independent research via personal networks and web-sites

### Onshore opportunity

- Successful job search when already in Auckland



# Offshore advice: 'kind of the best reputation'

- International students acted on advice about institutions for study:  
*'University of Auckland...that's the best university in New Zealand...the agent... said there are cheaper options that you can go to, but this is the best one'*
- Attracted by excellent off-shore reputation:  
*'I actually applied for another university as well...but then I decide to go to Auckland University because .... Auckland University seems to have the, kind of the best reputation'*
- Carried out independent research on study overseas via advice from:  
*'some of my relatives ... my family who's ... quite big and ... went to different countries...'*



# Onshore opportunity: 'in terms of employment ... there's more variety in Auckland'

- Chosen for its job opportunities rather than as a city destination:

*'in terms of employment ... there's more variety in Auckland than there is in any other centre in New Zealand'*
- No particular reason for settling in Auckland:

*'I think it was just where I just landed and there were jobs here ... Yeah it could have been anywhere, you know, it could have been Dunedin or anything like that'*
- Conditional upon a successful job hunt:

*'I got the job at [Auckland-based NGO] so I, after moving her half way around the world I apologised and said, "Now we're moving [again], now I'm going to move you to, to Auckland"*



# Why Auckland: reasons for settling

## Reasons for settling in Auckland

### Choice: family life

- Employment
- Schooling
- Mortgage

### Choice: community networks

- Expatriate networks and culture



# Choice: family life



- Raising a family in favourable settings:  
*'we were also at the point where we were moving towards starting a family and, um, I felt much more comfortable raising a child in New Zealand than I did in, in the States'.*
- Desirable school area:  
*"it's a very nice area ... it's all about school zones, you know"*
- Property ownership and financial commitments:  
*'What we're trying to do at the moment is pay our mortgage'.*



# Choice: community networks

- Wish for social community connections:

*'Mainly I kind of have good friends, they all Chinese ... Yeah, I prefer the way, you know, social life with Chinese people'*

*'...I'm always in Auckland for the past eight years [Christchurch] is very, very quiet ... It's alright there for a few days to have a look around but I don't think for living there it's hard to find some shops and Chinese restaurant. Auckland's got lots of Chinese restaurants'.*

- Maintaining cultural links:

*'...even like being here for so many years ... I'm still Chinese like back to the beginning ...we have meetings ... and also we have some vegetarian nights ... and also we have some holy meeting which is maybe one day lecture'.*



# Why Auckland: reasons for leaving

## Reasons for leaving Auckland

### Chance, choice and obligation

- Job offer elsewhere
- Lifestyle reasons
- Commitments to family



# Chance, choice and obligation

- Lifestyle choice:
  - 'we ended up in Auckland' [for work initially, but made efforts to live elsewhere] 'just because, just have never really been sort of city, big-time sort of city people'.*
- Change in fortune:
  - advancing careers
- Join extended family elsewhere:
  - meeting family obligations



# Conclusions



- Arrived in Auckland without prior knowledge of the city
- Attracted by education reputation or employment opportunities
- Family life, housing and schooling all important
- Access to a vibrant community a top priority



# Weighing up the issues and next steps

- Drivers and motivators of different migrant groups
- Contributes to the attraction and retention strategies of the Department
- Specific marketing initiatives
- Auckland – gateway city

