



INTEGRATION  
OF IMMIGRANTS  
PROGRAMME

2007 – 2012

# Chinese Businesses and the Transformation of Auckland

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# Research Participants: Chinese Business Owners in Auckland

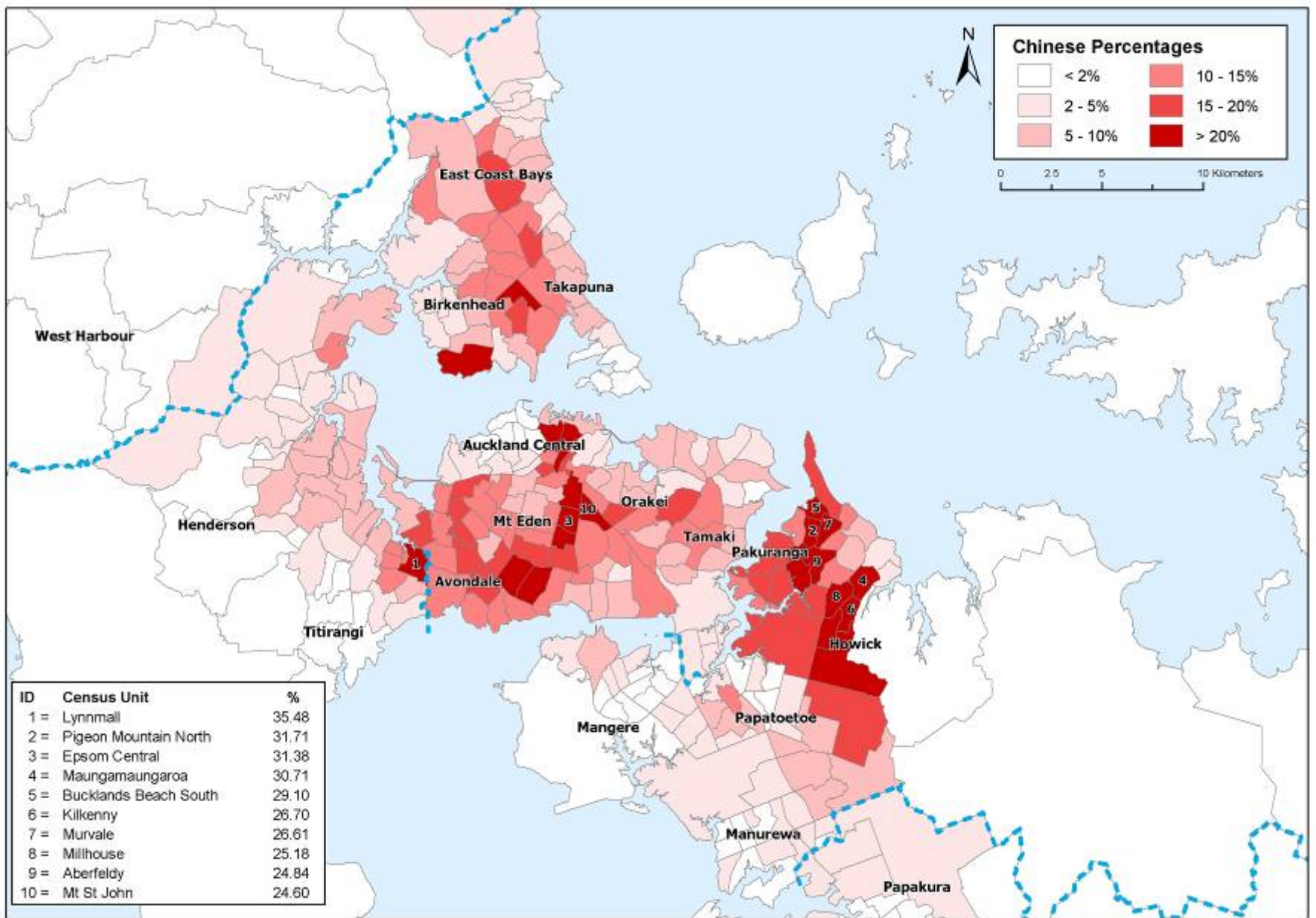
- 10 New Zealand-born
- 11 Asia Pacific-born
- 18 China-born





# Chinese in New Zealand

Year	Birth Place						Total
	China	Hong Kong	Taiwan	Malaysia	NZ	Others*	
1986	1,668	561	39	597	5,250	2,433	10,548
1991	4,110	2,850	2,838	3,681	6,306	3,891	23,676
1996	12,054	8,868	7,965	4,596	10,293	5,928	49,704
2001	26,547	8,406	8,562	4,953	13,203	6,459	68,130
2006	53,694	5,280	7,323	6,003	17,682	7,443	97,425



**Chinese Percentages**

<span style="display:inline-block; width:15px; height:15px; background-color:white; border:1px solid black;"></span> < 2%	<span style="display:inline-block; width:15px; height:15px; background-color:#f08080; border:1px solid black;"></span> 10 - 15%
<span style="display:inline-block; width:15px; height:15px; background-color:#f5deb3; border:1px solid black;"></span> 2 - 5%	<span style="display:inline-block; width:15px; height:15px; background-color:#dc143c; border:1px solid black;"></span> 15 - 20%
<span style="display:inline-block; width:15px; height:15px; background-color:#e9967a; border:1px solid black;"></span> 5 - 10%	<span style="display:inline-block; width:15px; height:15px; background-color:#800000; border:1px solid black;"></span> > 20%

0 2.5 5 10 Kilometers

ID	Census Unit	%
1 =	Lynnmail	35.48
2 =	Pigeon Mountain North	31.71
3 =	Epsom Central	31.38
4 =	Maungamaungaroa	30.71
5 =	Bucklands Beach South	29.10
6 =	Kilkenny	26.70
7 =	Murvale	26.61
8 =	Millhouse	25.18
9 =	Aberfeldy	24.84
10 =	Mt St John	24.60

# Chinese Businesses

<b>Industries</b>	<b>Number of Participants' Businesses</b>
<b>Professional, Scientific and Technical</b>	11
<b>Retail Trade</b>	17
<b>Agriculture, Forestry and Fishing</b>	3
<b>Accommodation and Food Services</b>	20
<b>Wholesale Trade</b>	3
<b>Rental, Hiring and Real Estate</b>	3
<b>Construction</b>	1

# Settlement and Business Support

- Experiences varied
- Support for business
  - Friends and family
  - Professional and industry groups



# Employees, Suppliers and Customers

- Significant reliance on Chinese employees, suppliers and customers
- Employees
  - Language
- Suppliers
  - Products
- Customers
  - Services and products





# Contacts and Networks



- Chinese networks important
  - In New Zealand
    - Email, phone, personal visits
  - Overseas
    - Email, phone, personal visits
- Local networks also critical

# Ethnic Precincts

- The location of small and medium Chinese businesses in particular locations
  - Small inner-city pockets
  - Strip developments
    - Dominion Road
  - Malls
  - Suburban
    - Purpose built: Meadowlands
    - Conversion: Northcote



# Developing Ethnic Precincts

- Level site near Chinese residential areas
- Shops built facing each other
- Shops of different sizes
- Mixture of shops
- 'Kiwi' businesses

# Conclusions

- Chinese businesses integral to Auckland economy
- Host organisations: welcoming and integrating?
- Localism and transnationalism

# Report

<http://www.asianz.org.nz/>



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FOUNDATION

Thank you

Wenli Zhang

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<http://newsettlers.massey.ac.nz/>



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