

Migration and Labour Force Trends

Whanganui-Manawatu Overview **2014**



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New Zealand Government

Foreword

Whanganui-Manawatu offers an enviable quality of life for migrants looking for a mild climate, a beautiful natural environment, and an easy and family-friendly lifestyle.

A vibrant arts scene and attractive retail districts combined with close proximity to the sea, rivers and mountains help to make Whanganui-Manawatu an appealing destination for new migrants.

In this report, we take an in-depth look at Whanganui-Manawatu's migrants, forming a picture of who they are, where they have come from and how long they have lived in New Zealand. We also compare the Whanganui-Manawatu migrant picture with the rest of New Zealand.

One of the key drivers of immigration is to supply the skills businesses need that cannot be located in our local labour market. This report identifies how Whanganui-Manawatu's migrant population is represented in the Whanganui-Manawatu labour force – with a particular focus on skilled migrants.

It is important that Whanganui-Manawatu's economic growth continues to be stimulated and sustained through the ongoing attraction and retention of skilled migrants, and Immigration New Zealand has developed a number of approaches to support this goal.

Immigration New Zealand works closely with key agencies and groups in Whanganui-Manawatu in order to attract and retain migrants with the skills and inward investment that the local economy needs.

One of the key ways in which this can be achieved is through knowledge-sharing. The statistics and trends identified in this Immigration New Zealand report provide migrant-specific information that will explain current trends and guide future economic planning.



Steve McGill

GM – Settlement, Protection and Attraction

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Whanganui-Manawatu Context

The Whanganui-Manawatu region spans a large proportion of the lower half of the North Island, and is dominated by two magnificent rivers.

The Whanganui River is considered sacred to Māori iwi and is one of the longest navigable rivers in New Zealand. The Manawatu River runs across the centre of the region and through the Manawatu Gorge between the Ruahine and Tararua mountain ranges.

Tongariro National Park - a designated world heritage area - is at the centre of the region and is the oldest national park in the country. The region's main centres are Palmerston North and Whanganui.

Whanganui-Manawatu's population of approximately 222,000 people represents five percent of New Zealand's overall population.

With a Maori population of 42,248, the region's strong Maori community offers Whanganui-Manawatu a unique point of difference that encourages new forms of business, international partners, and service provision and experiences for visitors to the region through their cultural, economic and business models.

Whanganui-Manawatu's population has a lower proportion of overseas-born (14 percent) compared to the Rest of New Zealand (excluding Auckland), at 18 percent and a considerably lower proportion than Auckland where 39 percent of the population were born overseas.

More than one third (35 percent) of the migrant population in the region came from the United Kingdom and Ireland, followed by migrants from Asia which account for a further quarter (25 percent) of the overseas-born population.

Almost a quarter (24 percent) of the overseas-born population in Whanganui-Manawatu has lived in New Zealand for five years or less, and a larger proportion (41 percent) has lived in New Zealand for 20 years or more.

The agricultural sector underpins the economy of the wider Whanganui-Manawatu region, producing quality livestock and high yield crops, supplying the food processing industry and operating as an important part of the New Zealand dairy industry.

Main centre Palmerston North's largest employer is the healthcare and social assistance sector which employs 15 percent of the labour force in the city.



Introduction

Purpose

The purpose of this paper is to provide an overview of Whanganui-Manawatu's current migrant population and migration trends, and specifically to look at the impact migrants in this region have on its labour market.

The data in the report is publicly available through the websites of Statistics New Zealand and the Ministry of Business, Innovation and Employment (MBIE).

Background

A driving goal of Government is to build a more competitive and internationally focused economy. Migration plays a key role in meeting this goal as it helps grow New Zealand's labour force which in turn drives our economy. Migration also increases international connections that give access to foreign knowledge, foreign capital and international trade.

In July 2014, Government approved the New Zealand Migrant Settlement and Integration Strategy, a revised approach to successfully settle and integrate migrants in New Zealand.

The Migrant Settlement and Integration Strategy builds on the New Zealand Settlement Strategy which led settlement work in New Zealand over the past decade. It places value on the economic contribution of migration and stresses the importance of the long-term integration of migrants, coupled with successful initial settlement.

The strategy's aim is that migrants: "make New Zealand their home, participate fully and contribute to all aspects of New Zealand life".

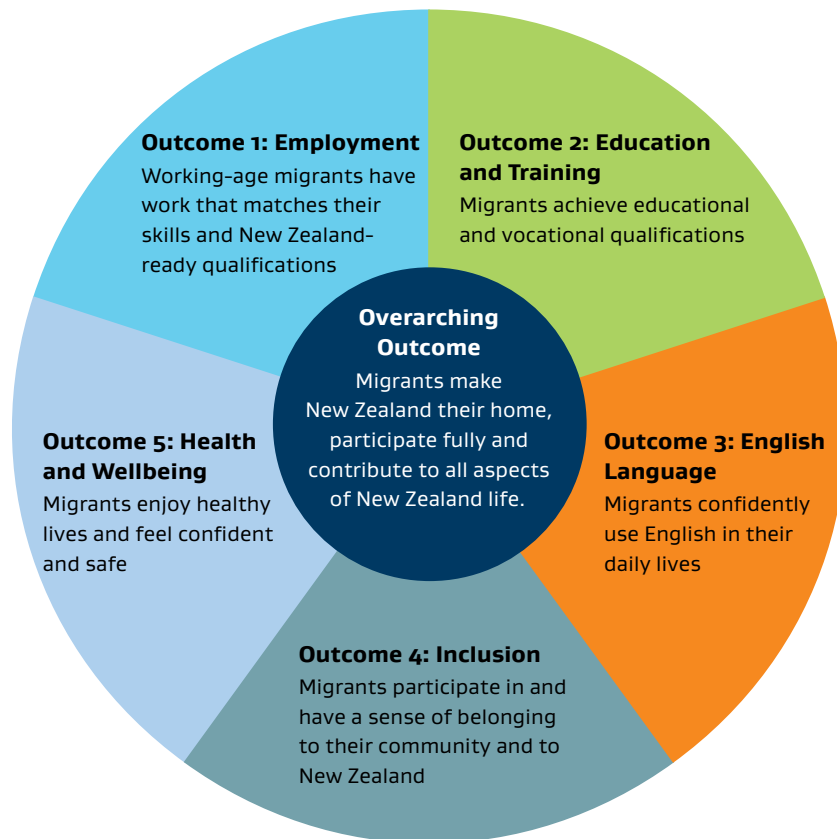
Key to achieving this aim are the strategy's five outcomes – Employment, Education and Training, Inclusion, English Language and Health and Wellbeing (see page 6).

Employment, and Education and Training are the key outcomes for the strategy (reflecting their importance to the Government's Business Growth Agenda).

However, all five outcomes are strongly interconnected and contribute to the strategy's aim, as well as to each other. For example, good English language skills and good health supports migrants' participation in employment, while education and training helps them to make social connections that support their wellbeing and inclusion.



New Outcomes Framework for Migrant Settlement and Integration



As part of the strategy, regional support to attract and retain migrants is being stepped up with Immigration New Zealand establishing new Regional Partnership Agreements. The first of these Agreements is underway in Auckland.

Quality immigration data on the current migrant population in Whanganui-Manawatu, their participation in the work force, as well as future projections of inward and outward migration, helps inform Whanganui-Manawatu's economic planning and in turn can help deliver on the outcomes defined in the Migration Settlement and Integration Strategy.

Whanganui-Manawatu's migrant demographics

The 2013 Census estimated the Whanganui-Manawatu usual resident population at 222,672 – five percent of the total New Zealand population. Whanganui-Manawatu is the sixth most populous region of the 16 regions in New Zealand.

The 2013 Census estimated that 14 percent of Whanganui-Manawatu's total population was born overseas. This is lower than the 18 percent of overseas-born in the total population recorded across the Rest of New Zealand (excluding Auckland)¹. It is also considerably lower than Auckland where 39 percent of the population were born overseas.

This section of the report will look at the demographics of Whanganui-Manawatu's migrant population by gender, country of birth, and years since arrival in New Zealand. Comparisons between the migrant population and non-migrant population within Whanganui-Manawatu will be made, as well as a comparison with the migrant population of the rest of New Zealand.

Population size and gender

The 2013 Census estimated that 14 percent of Whanganui-Manawatu's population was born overseas. This is an increase on the two previous censuses with 13 percent in the 2006 and 11 percent in the 2001 Census. The Rest of New Zealand (excluding Auckland) migrant population, as a proportion of the total population, has also increased during this period, growing from 14 percent in 2001 to 18 percent in 2013. This is illustrated in Figures 1-3.

Figure 1: The proportion of the overseas-born population compared to the New Zealand-born population in Whanganui-Manawatu in 2001, 2006 and 2013

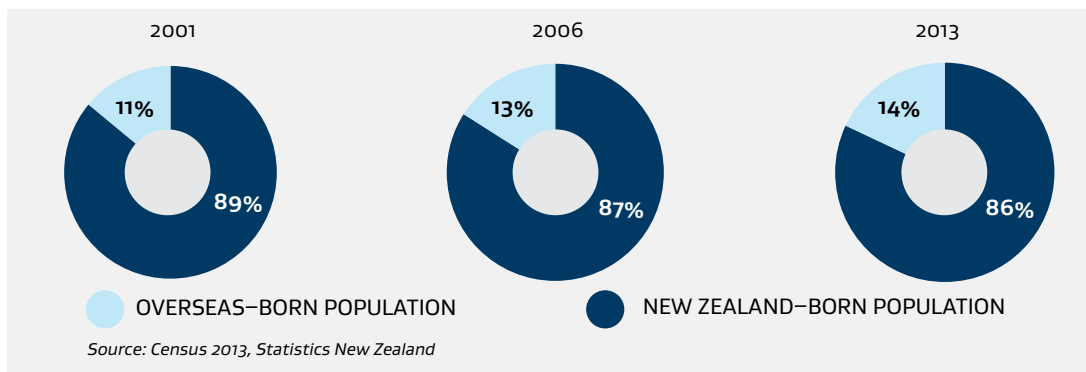
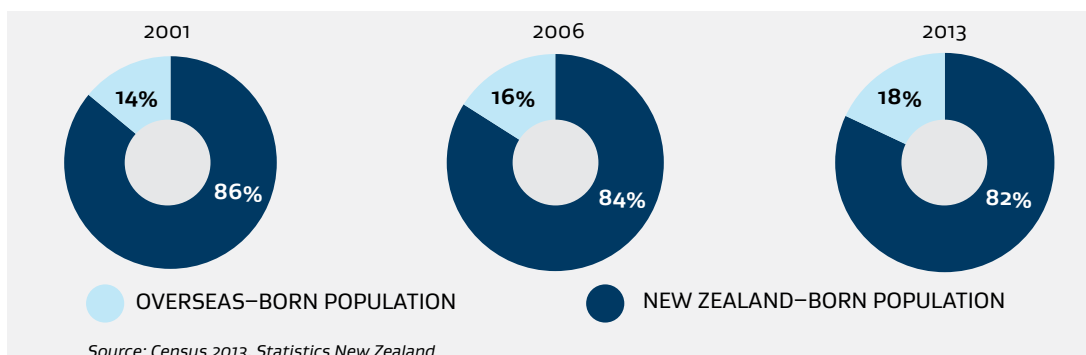
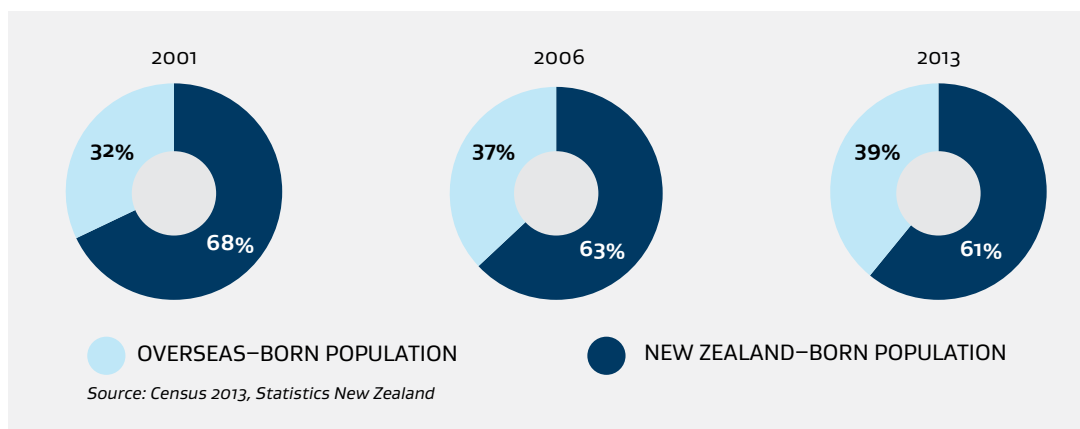


Figure 2: The proportion of the overseas-born population compared to the New Zealand-born population in the Rest of New Zealand (excl. Auckland) in 2001, 2006 and 2013



¹ Whanganui-Manawatu has been compared to the Rest of New Zealand (excluding Auckland), and to Auckland. Auckland has a proportionally much larger migrant population than the rest of New Zealand.

Figure 3: The proportion of the overseas-born population compared to the New Zealand-born population in Auckland in 2001, 2006 and 2013



The male to female ratio of the overseas-born population is very similar nationwide. Of those living in Whanganui-Manawatu who were born overseas, 48 percent are male and 52 percent female.

Region of origin of the migrant population

The region of origin composition of the overseas-born population within Whanganui-Manawatu resembles that of the Rest of New Zealand (excluding Auckland) as seen in Table 1. Thirty-five percent of the overseas-born population in Whanganui-Manawatu is from the United Kingdom and Ireland. Like all other regions in New Zealand, except Auckland, this is the largest group within the region. A further 25 percent of the overseas population is from Asia.

Table 1: Percentage of overseas-born population by region of origin in 2013

Region of origin	Whanganui-Manawatu	Rest of New Zealand (excl. Auckland)	Auckland
UK & Ireland	35%	36%	17%
Asia	25%	23%	39%
Australia	10%	9%	4%
Pacific Islands	10%	9%	21%
Middle East and Africa	8%	8%	10%
Europe*	7%	9%	5%
North America	4%	4%	2%
Other	1%	1%	1%

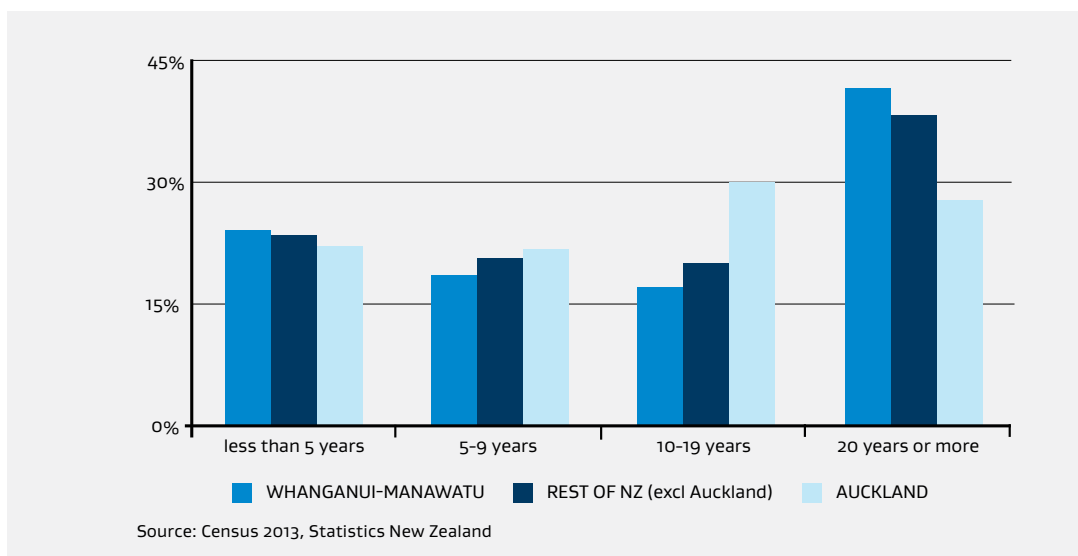
Source: Census 2013, Statistics New Zealand

*Europe (excl UK & Ireland)

Years since arrival

Of the overseas-born population living in Whanganui-Manawatu, almost a quarter (24 percent) have been in New Zealand for five years or less; a larger proportion, 41 percent, have been in New Zealand for 20 years or more.

Figure 4: Proportion of migrants in Whanganui-Manawatu, the Rest of New Zealand (excl Auckland) and Auckland, by total length of time in New Zealand



Most recent migrants

Table 2 examines those migrants, living in Whanganui-Manawatu, who have been in New Zealand for two years or less. Of this group, 51 percent came from Asia; this is similar to the proportion of most recent Asian migrants in Auckland (53 percent) and much higher than the 39 percent in the Rest of New Zealand (excluding Auckland).

Many of the other regions of origin follow a similar pattern to the Rest of New Zealand (excluding Auckland). The exceptions being that Whanganui-Manawatu's proportion of most recent migrants from Europe (four percent) and the United Kingdom and Ireland (12 percent) are lower than the Rest of New Zealand (excluding Auckland) but similar to Auckland. As in Auckland, the proportion of most recent migrants from the Pacific Islands is higher in Whanganui-Manawatu than the Rest of New Zealand (excluding Auckland).

Table 2: Number and percentage of migrants by their region of origin, who have been in NZ for less than two years

	Australia	Pacific Islands	UK & Ireland	Europe*	North America	Asia	Middle East & Africa	Other
Whanganui-Manawatu								
Total number	354	459	528	186	246	2,193	273	69
% of total overseas-born population	8%	11%	12%	4%	6%	51%	6%	2%
Rest of New Zealand (excl Auckland)								
Total number	5,919	4,488	14,049	5,322	4,050	26,088	4,686	2,169
% of total overseas-born population	9%	7%	21%	8%	6%	39%	7%	3%
Auckland								
Total number	2,634	7,605	7,644	3,864	2,094	35,037	5,328	1,395
% of total overseas-born population	4%	12%	12%	6%	3%	53%	8%	2%

*Europe excluding UK and Ireland

Source: Census 2013, Statistics New Zealand

Migrants qualifications

A knowledge-based society relies on a highly qualified labour force, not only in high-tech and research sectors, but increasingly in all sectors of the economy and society. The Whanganui-Manawatu economy will continue to rely on offshore skills and talent to support its growth.

Table 3 shows that the overseas-born population of Whanganui-Manawatu is more qualified than the New Zealand-born population. This trend is the same across New Zealand.

Table 3: Overseas and New Zealand-born population by highest qualification attained

	No qualification	Level 1-3 certificate	Level 4 certificate or Level 5 or 6 diploma	Bachelor degree and level 7 qualification	Honours or post-graduate degree	Overseas secondary school qualification
Whanganui-Manawatu						
New Zealand-born	29%	40%	19%	9%	3%	0%
Overseas-born	16%	18%	17%	15%	13%	21%
Rest of New Zealand (excl Auckland)						
New Zealand-born	25%	39%	20%	11%	4%	0%
Overseas-born	14%	18%	18%	17%	12%	22%
Auckland						
New Zealand-born	19%	40%	19%	15%	6%	1%
Overseas-born	14%	19%	15%	19%	10%	23%

Source: Census 2013, Statistics New Zealand



Migration and Whanganui-Manawatu's labour market

Statistics New Zealand projects that net migration will result in a decrease of 14,200 people in Whanganui-Manawatu between 2006 and 2031.

Immigration New Zealand (as part of MBIE), recognises the significance that migration plays in meeting workforce needs, and together with local council and economic development agencies has a shared interest in attracting and retaining migrants to Whanganui-Manawatu to meet skill shortages.

Immigration New Zealand's priorities align with the Government's Business Growth Agenda which prioritises lifting the skills and productivity of the workforce overall and ensuring skilled migration meets New Zealand's needs.

Whanganui-Manawatu context

This section will focus on migrant participation in the Whanganui-Manawatu labour force.

Table 4 shows that both within Whanganui-Manawatu and across the country the labour force participation rate, employment rate and unemployment rate are similar. Figures 5-7 illustrate how these rates have changed over time in Whanganui-Manawatu, with the employment and not in the labour force rates for the overseas-born population aligning with those of the New Zealand-born population.

Table 4: Work and labour force status by birthplace and resident location²

		Employed full-time	Employed part-time	Unemployed	NILF*
Whanganui-Manawatu	Overseas-born	42%	14%	4%	40%
	NZ-born	46%	15%	5%	34%
Rest of NZ (excl Auckland)	Overseas-born	47%	14%	4%	35%
	NZ-born	48%	15%	5%	32%
Auckland	Overseas-born	47%	12%	5%	36%
	NZ-born	50%	14%	5%	31%

* Not in labour force

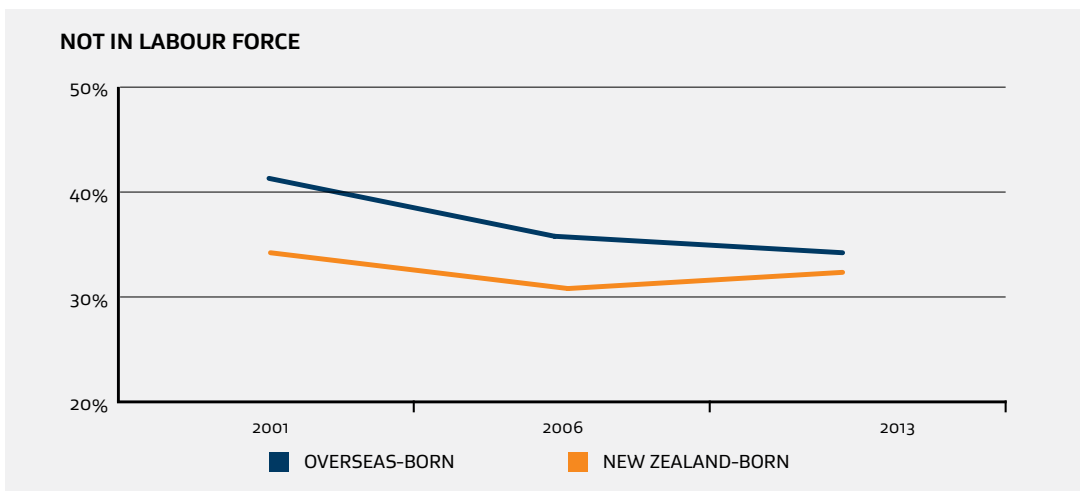
Source: Census 2013, Statistics New Zealand

As stated in a technical report published by Auckland Council³: participation, employment and unemployment rates are three of the most commonly reported and widely understood indicators of the state of the labour market. Respectively, they tell us the percentage of the population that is in the labour force, what percentage of the population is in work, and what percentage of individuals who want to work are unable to find a job. Together, these three indicators can provide insight in to the pressures that individuals are facing in relation to finding and keeping a job, and the decisions they make about whether to seek work or whether to pursue other, non-work activities.

² Work and labour force status classifies a person aged 15 years and over by their inclusion or exclusion from the labour force. For an employed person, it distinguishes between full-time employment (30 hours or more per week) or part-time employment (fewer than 30 hours per week). A person who was not employed is classified as either 'Unemployed' or 'Not in the labour force'

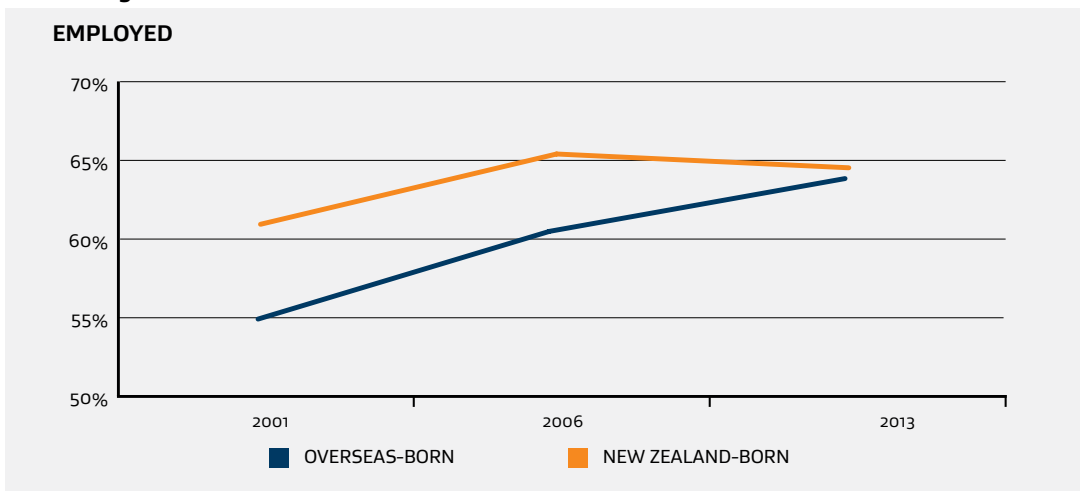
³ Auckland Council (2014); The Labour Market and Skills in Auckland 2014: Technical Report 2014/026

Figure 5: Percentage of overseas-born and New Zealand-born individuals who are not in the labour force in Whanganui-Manawatu



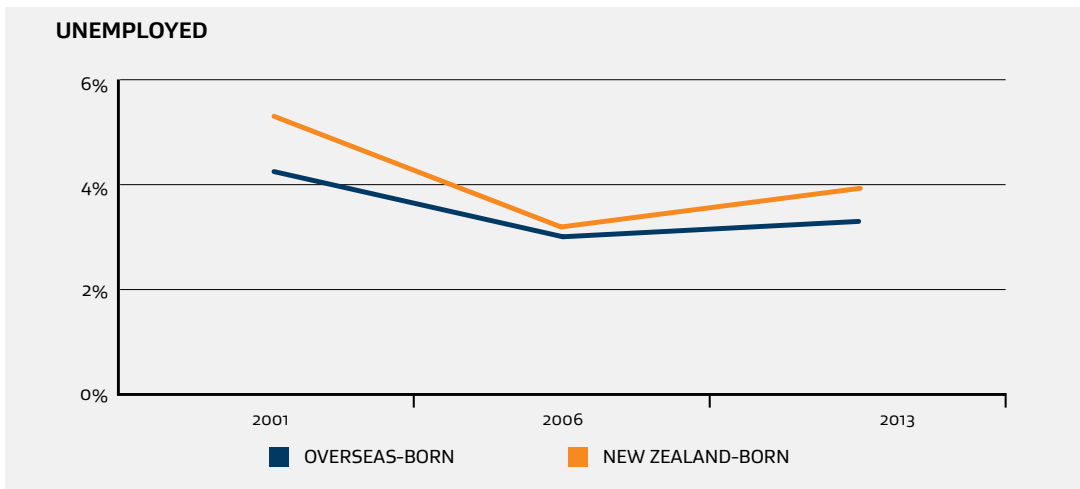
Source: Census 2013, Statistics New Zealand

Figure 6: Percentage of overseas-born and New Zealand-born individuals who are employed in Whanganui-Manawatu



Source: Census 2013, Statistics New Zealand

Figure 7: Percentage of overseas-born and New Zealand-born individuals who are unemployed in Whanganui-Manawatu



Source: Census 2013, Statistics New Zealand

Permanent migration

People who wish to migrate permanently to New Zealand must apply through categories that come under one of the three residence streams of the New Zealand Residence Programme (NZRP). These are:

- › Skilled/Business Migrant Category – 52 percent of NZRP in 2013/14
- › Family Category – 40 percent of NZRP in 2013/14
- › International (Pacific Access Category and the Samoan Quota) and Humanitarian (refugees) – 8 percent of NZRP in 2013/14

Residence provides a person with the right to live in New Zealand and to gain access to all the normal work, business, education, property, and health privileges available to New Zealanders. The permanent migrant flows have been relatively stable over time. In 2013/14 there were 44,008 residence approvals in New Zealand, up from 38,961 in 2012/13. In 2013/2014, 73 percent of residence applications were approved in New Zealand (onshore). This is as a result of immigration policies that support the transition of migrants who have been living and working in New Zealand from temporary to permanent visa status⁴.

Whanganui-Manawatu context

The data on permanent migrants in Whanganui-Manawatu refers to migrants coming to New Zealand under the Skilled Migrant Category (SMC). New Zealand needs skilled migrants to contribute to productivity, skills acquisition, diversity and growth in a variety of industries. The SMC is a points-based system designed to ensure people migrating to New Zealand have the skills, qualifications and work experience that New Zealand needs.

The SMC is also the largest migrant stream in the New Zealand Residence Programme (NZRP), accounting for 46 percent of NZRP applications. In 2013/14, 51 percent of migrants approved under the SMC were principal applicants and 49 percent were secondary applicants (partners and children).

In 2013/14 Whanganui-Manawatu attracted four percent of SMC principal applicants to New Zealand. Skilled principal applicants receive bonus points in their application for having an offer of employment outside of Auckland to enhance the ability of other regions to utilise immigration to support regional economic development.

Source country

The following table (Table 5) shows the source country of SMC principal applicants from 2009/10 to 2013/14. Overall there is a national and regional trend of declining numbers from the United Kingdom and South Africa, and a rise in migrants from India and China. The figures for Whanganui-Manawatu show similar trends. Figure 8 shows the trend across the top four source countries for the years 2009/10 to 2013/14.

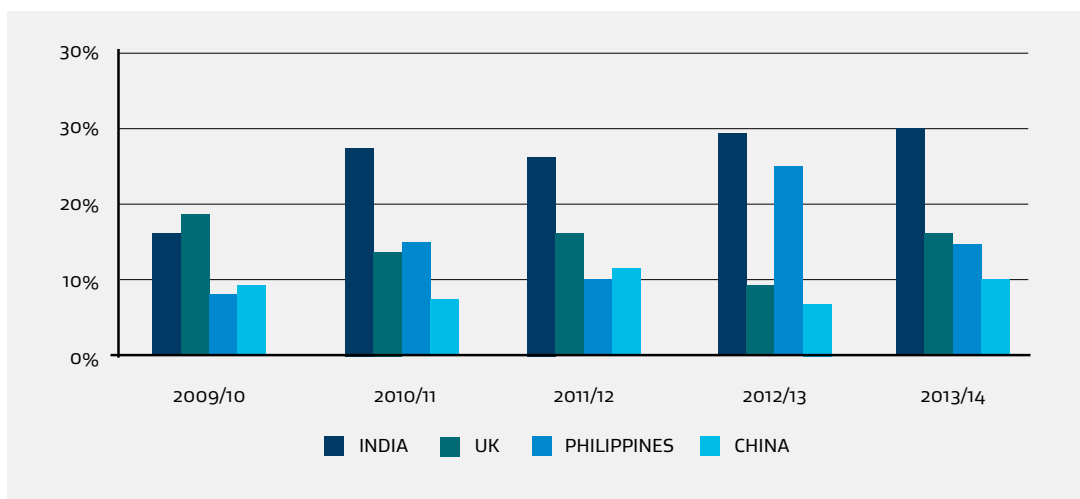
⁴ These policies include the Long Term Business Visa, Work to Residence, and Study to Work Policies for foreign graduates.

Table 5: Top source countries of Skilled Migrant Category principal applicants with a job offer in Whanganui-Manawatu

Source country	2009/10	2010/11	2011/12	2012/13	2013/14
India	34 (16%)	55 (27%)	49 (26%)	51 (29%)	57 (30%)
UK	39 (18%)	26 (13%)	29 (15%)	16 (9%)	29 (15%)
Philippines	18 (8%)	27 (13%)	19 (10%)	43 (25%)	26 (14%)
China	20 (9%)	16 (8%)	21 (11%)	13 (8%)	19 (10%)
Total Principal Applicants	213	201	190	173	188

Source: Ministry of Business, Innovation and Employment

The top four source countries represented 70 percent⁵ of the total Whanganui-Manawatu SMC approved principal applicants in 2013/14.

Figure 8: Trends in the source countries of Skilled Migrant Category principal applicants

Source: Ministry of Business, Innovation and Employment

Occupations

Table 6 shows the ranking for the top three occupational groups for which skilled migrants received an offer of employment for the 2013/14 year. It shows occupations by industry and occupation⁶.

The table shows the number of approved workers for Whanganui-Manawatu in the 2013/14 year. The second column of data shows the percentage change for each occupation from the 2012/13 year, while the last column shows the top two source countries for each.

⁵ This may differ to the total in the table due to rounding

⁶ Occupations are based on those defined by The Australian and New Zealand Standard Classification of Occupations (ANZSCO). Occupations listed under industry in this report, are equivalent to those listed under the ANZSCO sub-major category.

Table 6: Skilled Migrant Category approved workers, with a job offer in Whanganui-Manawatu

	Number of applicants 2013/14	% change 2012/13 to 2013/14	Top 2 source countries for each occupation
Total SMC workers with a job offer in Whanganui-Manawatu	188	9%	India, UK
Top 3 occupations by industry			
Health Professionals	84	27%	India, Philippines
Engineering, ICT and Science Technicians	17	-6%	India, China
Design, Engineering, Science and Transport Professionals	17	55%	India, Pakistan
Top 3 occupations			
Registered Nurses	54	46%	India, Philippines
General Practitioners and Resident Medical Officers	15	-12%	UK, Malaysia
Cafe and Restaurant Managers	8	33%	India, China

Source: Ministry of Business, Innovation and Employment



Temporary migration

The temporary work policy aims to facilitate the access of employers and industry to global skills and knowledge, while complementing the Government's education, training, employment and economic development policies.

Work visas allow employers to recruit temporary workers from overseas to meet particular or seasonal work shortages as well as protecting employment opportunities and conditions for New Zealand workers. In 2013/14, 155,794 people were granted work visas in New Zealand, an increase of seven percent from the 144,936 approvals in the previous year. Immigration New Zealand statistics show that many temporary workers later secure permanent residence in New Zealand. Research shows that around one-third of temporary workers gain residence within five years⁷.

The Essential Skills policy facilitates the entry of people required on a temporary basis to fill shortages where suitable New Zealand citizens or residents are not available for the work offered. The demand for Essential Skills workers slowed down from October 2008 with the onset of the global economic slowdown and its effect on the domestic economy.

Whanganui-Manawatu context

In the last two years the demand for Essential Skills workers has increased. In 2013/14, a total of 26,502 people were approved to work in New Zealand under the Essential Skills work policy. Whanganui-Manawatu accounts for about two percent of these workers. This is illustrated in Table 7.

Working Holiday makers, partners of work visa holders, partners of some student visa holders and partners of New Zealand citizens and residents can also be issued temporary work visas. However, the administrative data does not identify how many of these individuals moved to Whanganui-Manawatu.

Essential skills workers

The Essential Skills category is a good indicator of labour demand as it is a labour market tested visa. This means that the occupation recorded on the Essential Skills visa is either on one of the Essential Skills in Demand lists or, a labour market test has been done to ensure there are no New Zealanders who can do, or be readily trained to do, the job offered and that the employer concerned has genuinely searched for suitably qualified and trained New Zealand workers.



⁷ MBIE, Migration Trends and Outlook 2012/2013

Table 7: Number of people granted Essential Skills work visas by region they are employed within

Region	Financial Year										% change 2012/13 to 2013/14
	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	
Auckland	8,286	9,225	9,860	10,583	10,191	7,873	8,094	7,016	6,638	7,584	14%
Canterbury	2,946	3,233	3,499	4,545	3,568	2,910	2,469	3,335	4,694	6,591	40%
Otago	2,495	2,864	3,259	3,904	3,206	2,645	2,531	2,482	2,604	2,927	12%
Wellington	2,219	2,470	2,376	3,496	2,637	1,978	1,869	1,963	1,979	2,122	7%
Waikato	1,597	1,610	1,673	1,776	1,492	1,100	1,086	1,198	1,195	1,342	12%
Bay of Plenty	835	882	1,526	1,529	1,035	833	826	809	709	920	30%
Nelson/Marlborough/ Tasman	525	774	1,274	1,887	1,285	748	609	659	641	756	18%
Southland	361	377	562	778	790	624	721	713	737	752	2%
Taranaki	320	397	551	854	595	496	514	505	479	710	48%
Manawatu-Whanganui	575	601	589	667	573	480	481	462	455	507	11%
Hawke's Bay	464	525	955	750	382	304	299	284	331	379	15%
Northland	261	292	347	348	309	256	270	247	269	320	19%
West Coast	103	108	148	144	173	171	142	175	170	211	24%
Gisborne	55	92	116	91	111	88	111	152	172	181	5%
Total where region is known	21,042	23,450	26,735	31,352	26,347	20,506	20,022	20,000	21,074	25,302	20%
% of total essential skills workers where region is known	76%	82%	86%	86%	89%	89%	90%	91%	94%	95%	1%
Total	27,827	28,744	31,015	36,334	29,627	22,947	22,341	22,065	22,406	26,502	18%

Source: Ministry of Business, Innovation and Employment.

Source country

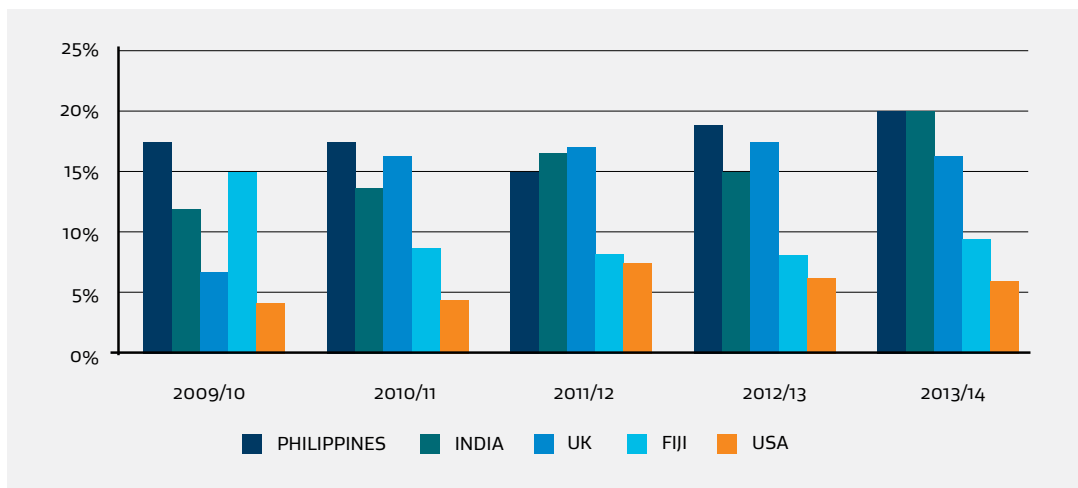
In 2013/14, 507 Essential Skills workers were approved with an offer of employment in Whanganui-Manawatu. Table 8 shows the top five source countries of these workers. In 2013/14, these top five source countries accounted for 70 percent of the total number of Essential Skills workers with a job offer in Whanganui-Manawatu.

Table 8: Source country of Essential Skills workers 2009/10 to 2013/14

	2009/10	2010/11	2011/12	2012/13	2013/14
Philippines	82 (17%)	84 (17%)	69 (15%)	86 (19%)	99 (20%)
India	58 (12%)	67 (14%)	79 (17%)	70 (15%)	99 (20%)
UK	73 (15%)	77 (16%)	80 (17%)	82 (18%)	80 (16%)
Fiji	55 (11%)	42 (9%)	37 (8%)	35 (8%)	47 (9%)
USA	19 (4%)	21 (4%)	32 (7%)	30 (7%)	28 (6%)

Source: Ministry of Business, Innovation and Employment

Figure 9: Trends in the source countries of Essential Skills workers



Source: Ministry of Business, Innovation and Employment

Occupations

Table 9 shows the ranking for the top five occupational groups for which Essential Skills workers received an offer of employment for the 2013/14 year. It shows occupations by industry and occupation⁸. The table shows the number of approved workers for Whanganui-Manawatu in 2013/14. The second column of data shows the percentage change for each occupation from the 2012/13 year, while the last column shows the top two source countries for each.

⁸ Occupations are based on those defined by The Australian and New Zealand Standard Classification of Occupations (ANZSCO). Occupations listed under industry in this report, are equivalent to those listed under the ANZSCO sub-major category.

Table 9: Essential Skills migrant category approved workers, with a job offer in Whanganui-Manawatu

	Number of workers 2013/14	% change 2012/13 to 2013/14	Top 2 source countries in 2013/14
Total workers approved Essential Skills visa	507	11%	Philippines, India
Top 5 occupations by industry			
Health Professionals	115	-15%	UK, India
Food Trades Workers	68	31%	Thailand, China
Farmers and Farm Managers	49	23%	Philippines, India
Hospitality, Retail and Service Managers	32	36%	India, China
Carers and Aides	27	18%	Philippines, India
Top 5 occupations			
Chefs	57	21%	Thailand, India
Livestock Farmers	46	31%	Philippines, India
Registered Nurses	45	-2%	India, Philippines
General Practitioners and Resident Medical Officers	40	-29%	UK, USA
Aged and Disabled Carers	23	-15%	Philippines, India

Source: Ministry of Business, Innovation and Employment



International students

International Education makes a considerable contribution to New Zealand's economy. The current economic value of export education is estimated to be worth \$2.6 billion. The Leadership Statement for International Education 2011 which aims to double the economic value of international education to \$5 billion over the next 15 years, includes targets to:

- › increase the number of international students enrolled in New Zealand providers offshore, from 3,000 to 10,000
- › 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.

International students also contribute to New Zealand's skilled workforce. Many of them (37 percent) stay to work in New Zealand after they complete their study and 42 percent of skilled migrant category principal applicants used to be an international student in New Zealand⁹. To ensure New Zealand continues to benefit from having international students and secure a healthy growth in this sector, we must ensure that international students in New Zealand have a high quality experience. This enables us to maintain New Zealand's reputation as a safe and attractive education destination.

The Student Policy aims to facilitate the entry of genuine students with a focus on attracting and developing students who have the skills New Zealand needs. Steps to promote pathways to work and residence for skilled international students are facilitated through immigration policies. These policies are intended to attract genuine international students and enable the most skilled to stay in New Zealand and take up skilled employment, so that they can help drive economic growth.

Over the past decade, 22 percent of student visa holders were granted a resident visa within five years of being issued their first student visa¹⁰. The trend is a steady take up of permanent residence over time. Several factors may influence the length of time it takes a student to get residence, including the length of time of study and whether there is an intermediary move to a work visa before applying for residence.

In 2013/14, 73,510 international students were approved to study in New Zealand, a 15 percent increase from 64,190 in 2012/13.

Whanganui-Manawatu context

In 2013/14, 2,247 people intending to study in Whanganui-Manawatu were granted student visas. This represents no increase from the 2012/13 year (see Table 10). In the same period there was also no growth in first time student visa applicants studying in Whanganui-Manawatu (see Table 11).

⁹ MBIE, Migration Trends and Outlook 2012/2013

¹⁰ MBIE, Migration Trends and Outlook 2012/2013

Table 10: Number of people granted student visas by region of study over the past 10 years

Region	Financial Year										% change 2012/13 to 2013/14
	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	
Auckland	35,343	31,387	29,891	30,805	33,334	34,102	36,757	34,983	32,207	39,240	22%
Canterbury	11,172	9,434	8,721	8,193	8,366	8,489	7,109	4,947	4,992	5,592	12%
Wellington	7,000	5,034	4,805	4,508	4,231	4,422	4,371	4,162	4,148	4,206	1%
Waikato	5,189	4,662	3,942	3,761	3,812	3,821	3,705	3,674	3,494	3,670	5%
Otago	3,368	3,511	3,312	3,220	3,360	3,556	3,629	3,524	3,526	3,587	2%
Bay of Plenty	1,147	952	996	1,079	1,396	1,520	2,238	2,057	1,792	2,313	29%
Manawatu-Whanganui	3,035	2,751	2,369	2,249	2,220	2,283	2,327	2,494	2,240	2,247	0%
Nelson/Marlborough/ Tasman	664	632	649	728	796	882	886	830	673	672	0%
Southland	211	198	185	187	226	344	434	501	526	650	24%
Hawke's Bay	559	478	494	517	555	543	598	689	543	624	15%
Taranaki	655	652	512	442	474	544	546	536	463	517	12%
Northland	340	390	444	433	467	518	426	472	425	418	-2%
Gisborne	118	102	91	67	42	31	34	16	20	32	60%
West Coast	46	31	22	30	20	37	19	20	12	17	42%
Total where region is known	68,847	60,214	56,433	56,219	59,299	61,092	63,079	58,905	55,061	63,785	16%
% of total students where region is known	89%	87%	84%	81%	81%	84%	85%	85%	86%	87%	1%
Total	77,626	69,264	67,149	69,105	73,109	72,755	74,096	68,905	64,190	73,510	15%

Source: Ministry of Business, Innovation and Employment.

Table 11: Number of people granted first student visas by region of study over the past 10 years

Region	Financial Year										% change 2012/13 to 2013/14
	2004 /05	2005 /06	2006 /07	2007 /08	2008 /09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	
Auckland	9,363	9,983	12,232	15,425	17,706	17,873	19,305	17,478	14,884	20,424	37%
Canterbury	3,669	3,701	4,211	4,385	4,850	4,662	3,616	2,047	2,502	3,146	26%
Wellington	1,966	1,916	2,089	2,176	2,333	2,482	2,438	2,246	2,292	2,319	1%
Waikato	1,525	1,586	1,653	1,958	2,179	1,917	1,827	1,776	1,725	1,939	12%
Otago	1,679	1,564	1,693	1,725	1,894	2,026	2,064	1,829	1,767	1,884	7%
Bay of Plenty	556	558	702	769	1,074	1,097	1,711	1,408	1,211	1,499	24%
Manawatu-Whanganui	848	1,026	1,088	1,240	1,182	1,141	1,115	1,214	1,038	1,035	0%
Nelson/Marlborough/ Tasman	386	407	473	517	578	597	594	544	472	472	0%
Southland	124	123	124	148	179	252	293	335	314	396	26%
Hawke's Bay	313	283	341	361	390	354	388	477	319	388	22%
Northland	194	257	335	337	382	430	367	401	341	332	-3%
Taranaki	194	247	239	252	300	341	353	298	218	309	42%
Gisborne	60	72	67	44	27	24	18	4	12	17	42%
West Coast	30	29	19	29	19	31	14	17	10	14	40%
Total where region is known	20,907	21,752	25,266	29,366	33,093	33,227	34,103	30,074	27,105	34,174	26%
% of total students where region is known	80%	80%	78%	77%	79%	87%	88%	87%	86%	87%	1%
Total	26,073	27,341	32,470	37,942	41,698	38,357	38,588	34,425	31,444	39,203	25%

Source: Ministry of Business, Innovation and Employment.

The following dashboard is based on Immigration New Zealand (INZ) data on student visas issued. This data source is the most immediate data available on the international education sector, as there is only a one month lag between student visas approved and INZ publishing the data. Student visa data is a strong indicator of whether students are remaining, leaving or entering New Zealand to study, which can be used as a predictor for future enrolment trends.

http://enz.govt.nz/sites/public_files/Overall%20student%20visa%20dashboard%20YTD%20October.pdf

The report linked below is from Education New Zealand's website. It provides a snapshot of the trends in New Zealand's international education industry for the 2014 year to date. The report uses data from the Export Education Levy, Single Data Return (SDR) and student visa statistics from INZ. This report builds on similar reports released for January- April 2013, January- August 2013, and a full year report for the 2013 year.

http://enz.govt.nz/sites/public_files/Final%20Snapshot%20Report%20January%20to%20April%202014%20web.pdf

Conclusion and further information

This report collated data from Statistics New Zealand's 2013 Census and Immigration New Zealand data sourced from MBIE. The report provides an overview of the demographics of the overseas-born population living in Whanganui-Manawatu, and detailed information on the source country and occupation of migrants who have come to New Zealand under the SMC and the Essential Skills policy with job offers in Whanganui-Manawatu. Some of the key points of note are:

- › 14 percent of Whanganui-Manawatu's population are overseas-born
- › 35 percent of Whanganui-Manawatu's overseas-born population come from the United Kingdom and Ireland, and a further 25 percent from Asia
- › 30 percent of the approved SMC principal applicants with a job offer in Whanganui-Manawatu in 2013/14 come from India.
- › The top three occupations for SMC principal applicants, in Whanganui-Manawatu are: registered nurses; general practitioners and resident medical officers and; café and restaurant managers.
- › 20 percent of approved Essential Skills workers in Whanganui-Manawatu come from the Philippines and another 20 percent from India.
- › The top three occupations for Essential Skills workers in Whanganui-Manawatu are: chefs; livestock farmers and; registered nurses.
- › Two percent of student visas granted in 2013/14, where a region was specified, were for study in Whanganui-Manawatu.

Other sources:

Directory of site listings and regional information as well as graphical maps for regions

<http://www.nzs.com/region/>

