



# Our New Zealand

New Zealand is home to 213 ethnic groups– that's more than the 196 countries in the world!



The Office of Ethnic Communities is part of the Department of Internal Affairs

[ethniccommunities.govt.nz](http://ethniccommunities.govt.nz)

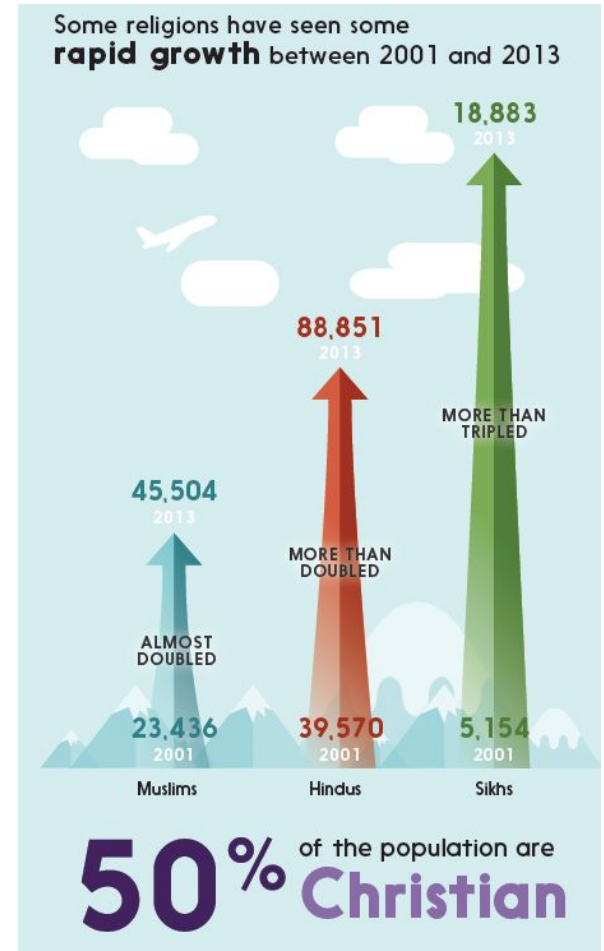
New Zealand Government

**1. Increasing ethnic diversity throughout the whole of New Zealand – opportunities**

**2. Know your ethnic communities and how to connect with them**

**3. We can help**

# Ethnic Diversity in NZ



# Know your ethnic communities and how to connect

	NORTH ISLAND	SOUTH ISLAND	MAIN URBAN CENTRES	THREE TOP REGIONS WHERE ETHNIC COMMUNITIES LIVE			
				AUCKLAND	WELLINGTON	CANTERBURY	WAIKATO
NEW ZEALANDERS OVERALL	76.3%	23.7%					
<b>ASIAN</b>							
Chinese	88.8%	11.2%	95.7%	69.0%	9.5%	8.0%	
Indian	93.7%	6.3%	93.3%	68.5%	9.8%		6.4%
Filipino	81.3%	18.7%	85.3%	50.8%	12.7%	12.1%	
Korean	85.6%	14.4%	96.2%	72.9%		11.1%	3.7%
Japanese	71.0%	29.0%	85.9%	47.6%	8.2%	18.2%	
Sri Lankan	90.4%	9.6%	94.9%	61.2%	16.8%	5.7%	
<b>MELAA</b>							
Middle Eastern	88.4%	11.6%	95.0%	63.0%	13.7%	7.0%	
Latin American	76.8%	23.2%	81.4%	44.2%	12.0%	12.0%	
African	84.8%	15.2%	91.0%	46.8%	16.4%		11.6%

# 2014 Migrant and Labour force Trends

Regional overviews of New Zealand's 15 regions, summarising employment outcomes, countries of origin, and industries and skills distributions for 2014.

[Auckland Overview \[PDF 715KB\]](#)

[Bay of Plenty Overview \[PDF 885KB\]](#)

[Canterbury Overview \[PDF 954KB\]](#)

[Gisborne Overview \[PDF 1.1MB\]](#)

[Hawke's Bay Overview \[PDF 1.1MB\]](#)

[Nelson, Marlborough and Tasman Overview \[PDF 1.1MB\]](#)

[Northland Overview \[PDF 680KB\]](#)

[Otago Overview \[PDF 883KB\]](#)

[Southland Overview \[PDF 863KB\]](#)

[Taranaki Overview \[PDF 1.0MB\]](#)

[Waikato Overview \[PDF 1.0MB\]](#)

[Wellington Overview \[PDF 983KB\]](#)

[West Coast Overview \[PDF 572KB\]](#)

[Whanganui-Manawatu Overview \[PDF 1.1MB\]](#)



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI



**2013 Census ethnic group profiles**

# Who you gonna call?



NEW ZEALAND CHINESE ASSOCIATION INC  
紐西蘭華聯總會

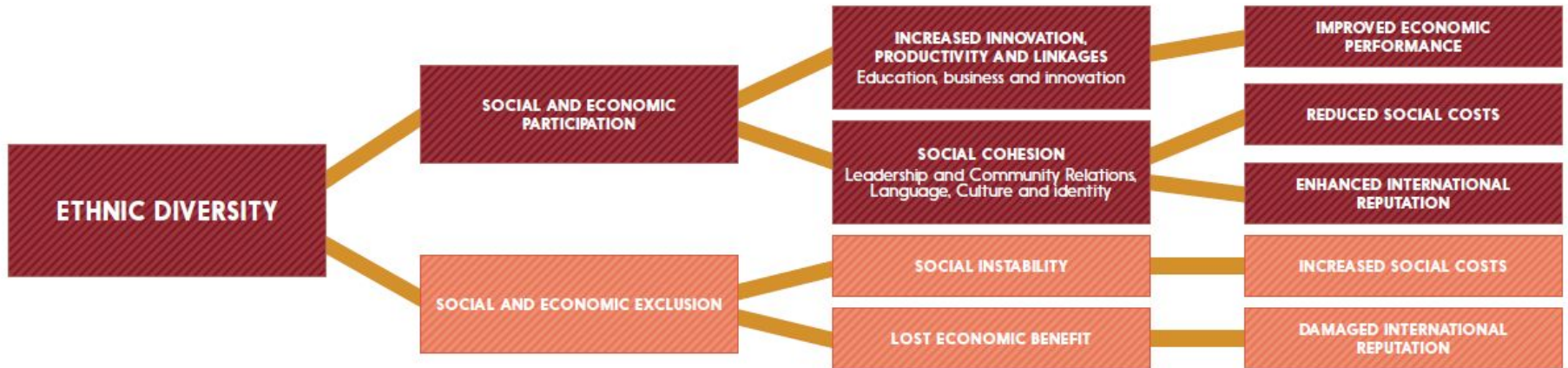


Multicultural  
New Zealand

New Zealand Federation of Multicultural Councils



# Making ethnic diversity work for NZ



The country's ethnically diverse population is potentially a source of **comparative advantage**. By harnessing the knowledge, skills, perspectives and connections that accompany diversity, New Zealand organisations and businesses may be able to compete better locally and in international markets.

# How can we help?



**Local Advisors:** Auckland, Hamilton, Wellington and Christchurch

**Intercultural Competency & Ethnic Diversity Management:** resources and tools

**Language Line:** telephone interpreting

**EPIC NZ Conference, 27 May, Auckland:** <http://conference.epicnz.co.nz/>