



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

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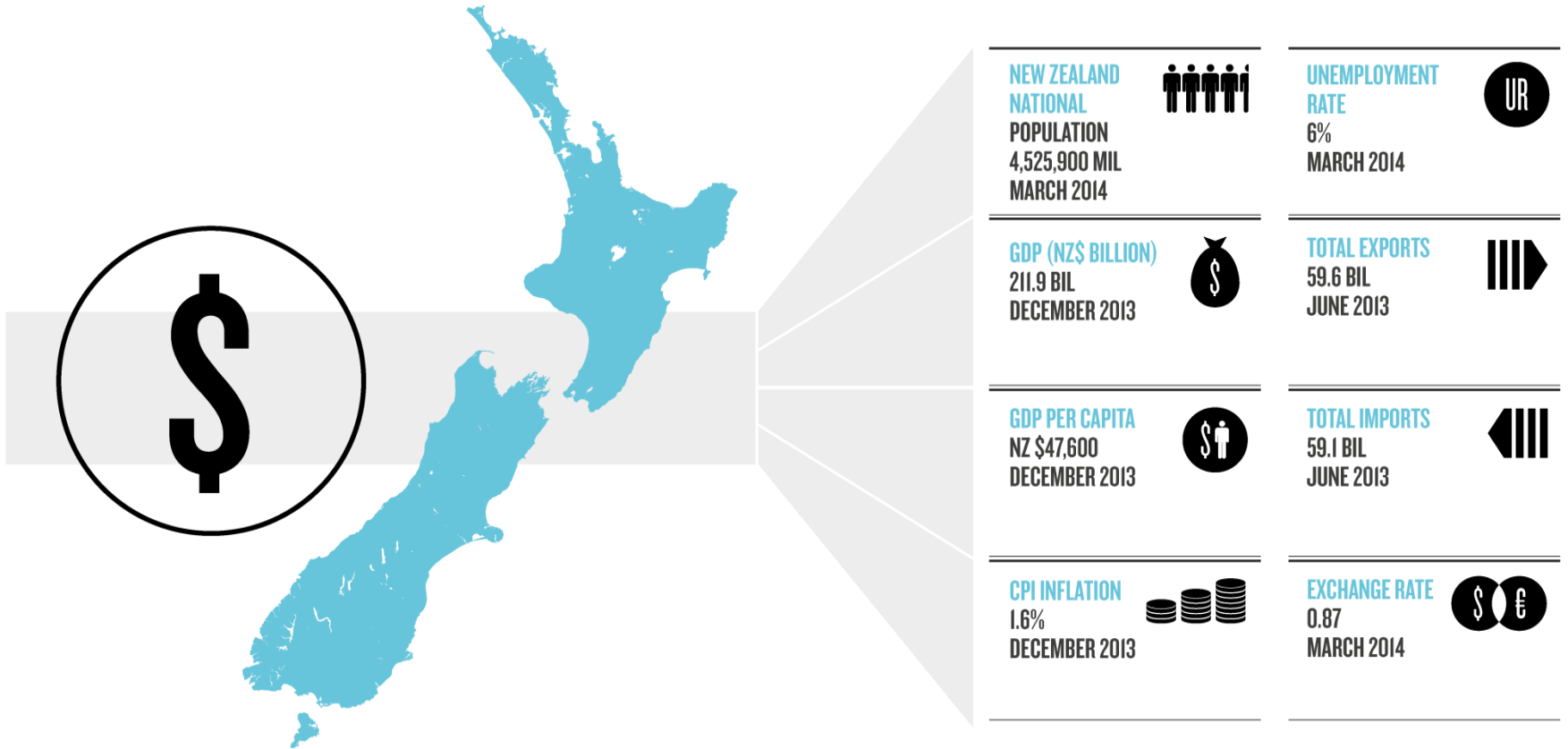
# Attracting a workforce on the edge of the world

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Why & how New Zealand attracts and retains  
the skills and capital it needs to prosper

March 2018

# ECONOMIC OVERVIEW



# Immigration is an economic enabler

- 654,300 immigration decisions involving 925,000 people
- Tourism = \$8.7b
- 3 million arrivals with strong growth from China and India
- International Education = \$2.85b
- 115,000 student visas processed
- Investor migrants = \$1bn approved for investment.



# Immigration trends – strategic context

- 60% of NZ workforce growth in the last decade is from migrants
- One in four NZ workers are born overseas
- Net inflow of around 20,000 migrants a year
- Migrant workers earn more for NZ than NZ-born workers:
  - **Migrant** net fiscal contribution to NZ = \$3.3 billion/year
  - **NZ-born** net fiscal contribution to NZ = \$2.8 billion/year
- Nearly 40% of Auckland workforce born overseas – second highest in the world, after Vancouver





A place to breathe





# Immigration New Zealand

*Helping NZ businesses & communities succeed through immigration*

**INTEREST**

*First considers  
New Zealand*

**ENQUIRE**

*Finds out what  
is required*

**APPLY**

*Makes an  
application*

**ASSESS &  
DECIDE**

*Application is  
approved  
(or not)*

**TRAVEL**

*Moves to  
New Zealand*

**STAY**

*Remains in  
New Zealand  
(or not)*



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*Digital marketing to*  
**bring the best**

- We can't advertise to the whole world
- Instead we target people who...
  - ✓ Are already **considering** New Zealand
  - ✓ Have a **connection** to New Zealand
  - ✓ Have the **skills** New Zealand needs





**Real opportunity**



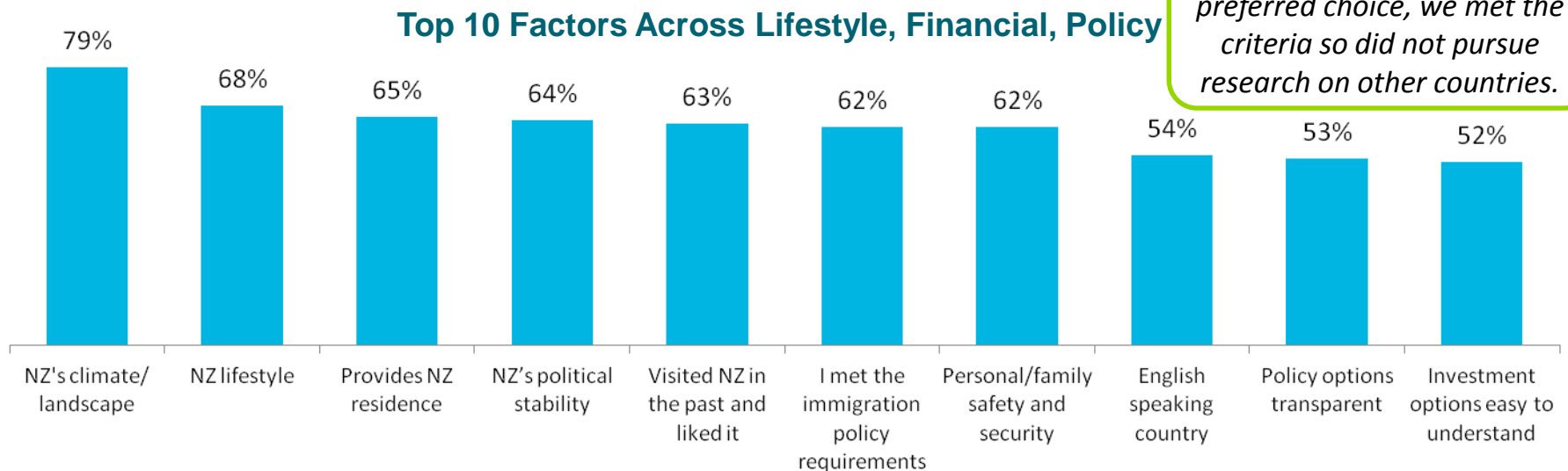


# Trusted Business Environment

Forbes	International Budget Partnership	Transparency International	World Bank	Reputation Institute
<b>Best Countries for Business 2014</b>	<b>Open Budget Survey 2012</b>	<b>Corruptions Perceptions Index 2014</b>	<b>Ease of doing business 2014</b>	<b>Country Rep Trak 2015</b>
Denmark Hong Kong <b>NEW ZEALAND 3</b> Ireland Sweden Canada Norway Singapore Switzerland Finland Netherlands Belgium United Kingdom Slovenia Iceland Australia Taiwan United States Luxemburg Germany	<b>NEW ZEALAND 1</b> South Africa United Kingdom Sweden Norway France United States South Korea Czech Republic Russia Slovenia Brazil Germany India Slovakia Chile Bulgaria Uganda Spain Indonesia	Denmark <b>NEW ZEALAND 2</b> Finland Sweden Norway Switzerland Singapore Netherlands Luxembourg Canada Australia Germany Iceland United Kingdom Belgium Japan Barbados Hong Kong Ireland United States	Singapore <b>NEW ZEALAND 2</b> Hong Kong Denmark South Korea Norway United States United Kingdom Finland Australia Sweden Iceland Germany Georgia Canada Estonia Malaysia Taiwan Switzerland Austria	Canada Norway Sweden Switzerland Australia Finland <b>NEW ZEALAND 7</b> Denmark Netherlands Belgium Ireland Austria United Kingdom Italy Germany Japan Spain France Singapore

# NZ climate and lifestyle key reasons for choosing NZ

- **Lifestyle/personal reasons:** climate/lifestyle and political stability
- **Financial/business reasons:** political stability
  - 'Promising investment returns' tends not to be a primary motivator (was the third financial/business reason for choosing NZ)
- **Policy reasons:** provides residence and can meet requirements





Take the leap



NEW ZEALAND

# Investor Migrant policy overview – 2 streams

	INVESTOR PLUS	INVESTOR
Investment capital	\$10m for 3 years	\$1.5m for 4 years
Settlement funds	None	\$1m on hold
Minimum English language	None	IELTS 3
Maximum age	None	65 years
Minimum business experience	None	Three years
Minimum time required in NZ	44 days per year for each of last 2 years	146 days per year for each of last 3 years





**Real lifestyle**



# newzealandnow.govt.nz

*The definitive guide for migrants*

- Lead generation  
Expectation management  
Settlement support
- *Live and work in NZ story*  
The rough and the smooth
- Offshore and onshore
- Mobile-friendly
- >700k visits per month



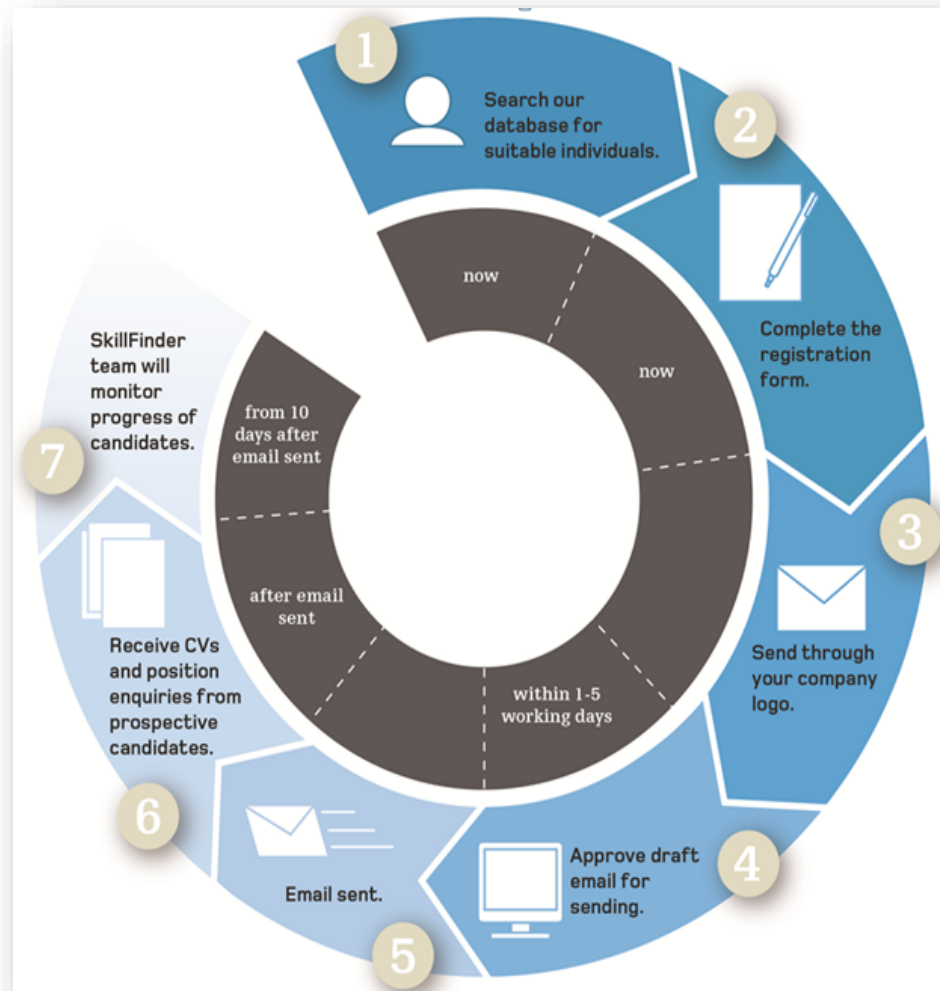


# SkillFinder employer tool

**Main role:** to enable employers to send job emails directly to qualified people in the NZ Now database.

## Year to 31 Dec 2013

Emails sent	285
Total recipients	81,882
CVs received	6,677
Job success rate (@ Aug-13)	7.3%



# The Canterbury Skills and Employment Hub



- Home
- Employers
- Job Seekers
- About Us
- About Canterbury
- Register
- Contact Us



### Register



- Employers Register
- Job Seekers Register

## Welcome to the Canterbury Skills & Employment Hub.

Whether you're a job seeker wanting to play your part in the Canterbury rebuild, a graduate looking to match your skills with the right job, or a Canterbury employer looking for staff, you've come to the right place.

The Hub provides job-matching, information-sharing, and immigration facilitation services, with a dedicated team of Skills Brokers on hand to help you make the right choices and achieve what you're looking for.

Our focus is on matching job seekers in Canterbury, and then from the rest of New Zealand with employment opportunities in


### Employers



The Hub can advise on potential sources of skills and labour, provide market information and help match job seekers to your vacancies. Looking to fill vacancies?

- Read more
- List Jobs

### Job Seekers



The Hub and its online job portal provide links to employers and jobs in Canterbury. Looking for work in Canterbury?

- Read more



# Skilled Migrant Category (SMC)

## Objectives:

- Grant residence to people who demonstrate they:
  - Have skills identified to fill identified needs and opportunities in New Zealand and;
  - Are able to transfer those skills to NZ and link with local needs and opportunities and
  - Are able to demonstrate an ability to contribute to NZ both economically and socially and demonstrate an ability to successfully settle in NZ

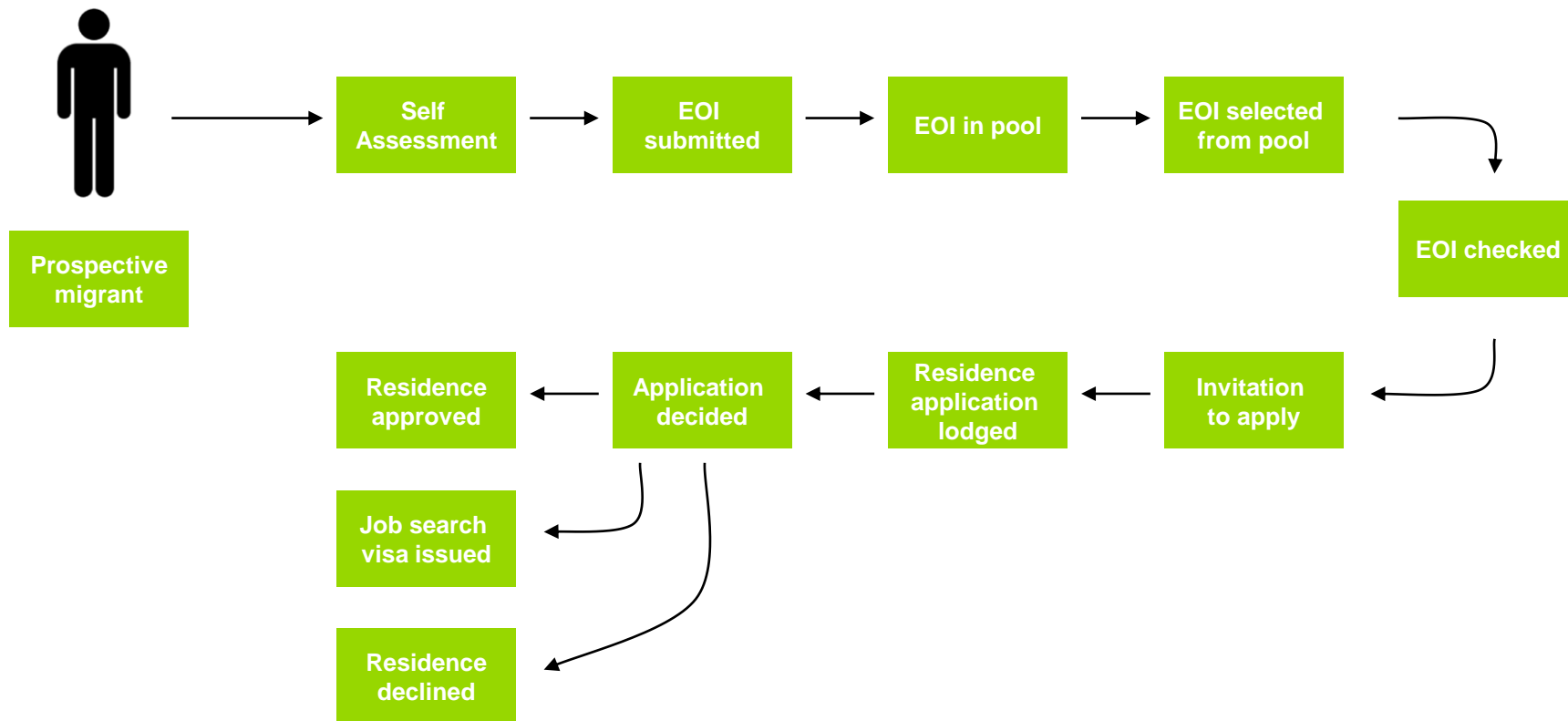
## Outcomes are generally positive

- Over 90% in skilled employment
- 80% were in jobs that match their skill levels
- Low welfare uptake rates





# Application process



# Policy lessons and SMC tweaks and changes

- SMC tweaks have mainly aimed to lift quality of applicants by getting higher skilled people into higher skilled jobs. The key changes included:
  - Refining the definition of skilled employment
  - Changing the EOI selection mechanism from selection based on points ranking (highest point selected first) to selection based more on employability and filling skill shortages
  - Encouraging migrants to hold skilled employment outside of Auckland by awarding points for employment in other regions within New Zealand

## Next up for SMC

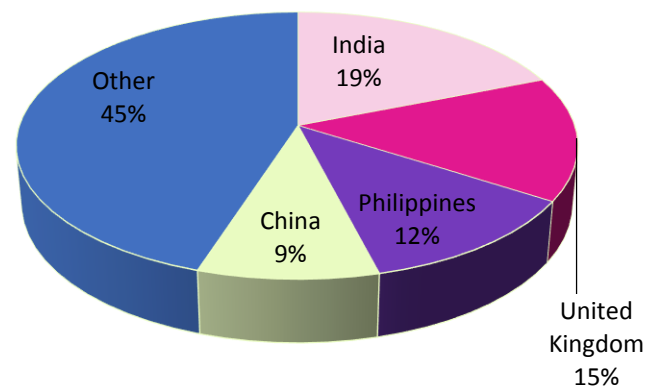
- proposals being considered include:
  - more closely aligning points to outcomes (eg. rewarding English language skills)
  - considering ways of simplifying the points structure



# SMC quick facts

- Of the 87% approved onshore, 99% had a job or job offer.
- Of the 13% approved offshore, 52% had a job or job offer.

Top Source Countries - 2012/13



94% of applicants had a job or job offer

63% of applicants gained points for recognised work experience

87% were approved onshore





