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
Key Demographic Changes

• Long-established Chinese-New Zealand community

• Post-1987 migrants
  – Taiwanese
  – Hong Kong Chinese

• Post-2000 migrants
  – People’s Republic of China
    – 2001 26,547
    – 2006 53,694
## Chinese in New Zealand

<table>
<thead>
<tr>
<th>Year</th>
<th>Birth Place</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>China</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>1986</td>
<td>1,668</td>
<td>561</td>
</tr>
<tr>
<td>1991</td>
<td>4,110</td>
<td>2,850</td>
</tr>
<tr>
<td>1996</td>
<td>12,054</td>
<td>8,868</td>
</tr>
<tr>
<td>2001</td>
<td>26,547</td>
<td>8,406</td>
</tr>
<tr>
<td>2006</td>
<td>53,694</td>
<td>5,280</td>
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</tbody>
</table>
# Chinese Businesses

<table>
<thead>
<tr>
<th>Industries</th>
<th>Number of Participants’ Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific and Technical</td>
<td>11</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>17</td>
</tr>
<tr>
<td>Agriculture, Forestry and Fishing</td>
<td>3</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>20</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>3</td>
</tr>
<tr>
<td>Rental, Hiring and Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>Construction</td>
<td>1</td>
</tr>
</tbody>
</table>
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
http://www.asianz.org.nz/
Thank you

Wenli Zhang
Jingyi Xie
Christine Read
Mingming Qian
Jingjing Xue
Alistair Kwun