

## Session 4 (*Parallel Session A*)

### ***Attracting, selecting and retaining skills: What role for migration policies?***

*Speech (7 minutes)*

- New Zealand is both small and remote, and relies heavily on being able to attract and retain skilled migrants to grow its economy. We compete with other Western developed nations for talent.
- Our priority markets for promotional activities are those with high visa approval rates – the UK, Ireland, the US, Canada, Germany, and Singapore for example. Immigration New Zealand undertakes various activities to ensure that our marketing efforts are successful.
- One initiative, for example, is the NZ Now website. The website gives detailed information on living and working in New Zealand. It was redeveloped in October 2014 and has generated over 320,000 leads. The NZ Now website is complemented by a Facebook page, which is receiving an increasing number of queries relating to visa options.
- Alongside the NZ now website is a job-matching tool that enables employers to identify potential migrants fitting their skill needs.
- Immigration New Zealand also holds online attraction events. For example, a recent Techconnect event had 5,300 registrations. 2,500 job applications were made within 72 hours of the live event. Successful job fairs were held in March and September 2014 in Manchester, Dublin and London.
- Migrants preparing to move to New Zealand can use the website NZ Ready. Its main role is to set expectations and provide comprehensive, realistic information to people planning a move. Alongside useful information about life in New Zealand (such as healthcare, education and housing) it offers users checklists they can complete at set times before their arrival. Residents, work visa holders and students get 'welcome' emails to make them aware of the support available to them and available visa pathways.
- Once onshore migrants have nationwide access to settlement support services via the Citizens Advice Bureau. The bureau provides a range of assistance, including workshops and seminars about key settlement topics.
- Within Immigration New Zealand a select team is being established, responsible for retention of skilled migrants. The relationship managers will be situated throughout New Zealand and will be familiar with the issues facing different regions and sectors.
- The relationship managers will either bring together local settlement stakeholders (such as community groups and employer forums), and provide information about immigration trends, updates and resources available for the settlement and retention of newcomers.
- Immigration New Zealand publishes a range of other resources to support new migrants, including various work and study guides. Examples of products produced include guides for workers and employers in the aged care and farming sectors.
- New Zealand is open for business and welcomes investors with capital, business skills and the international connections that can help New Zealand firms grow and reach out to the rest of the world.

- Forbes has ranked New Zealand as the second best country for business, thanks to a transparent and stable business environment that encourages entrepreneurship. We have free-trade agreements with China, Australia and ASEAN nations. New Zealand has no capital gains tax and a simple, easy to understand taxation system. We offer flexible business immigration policies and a low-regulation business environment.
- Our straightforward migration policies are designed to contribute to economic growth with the aim of attracting experienced businesspeople to buy or establish businesses here, while also enabling them to live here with their families. We offer three business visas that will either give applicants, or lead them to, residence in New Zealand. Those include two categories of investor visas, and an entrepreneur visa.
- With regard to students, Government has a goal of doubling the value of the international education industry in New Zealand to \$500 million by 2025.
- By 2024 India, China, Indonesia and the United States will have over 50 percent of the world's 18-22 year old population. In 2020 there will be 204 million tertiary educated 25-34 year olds across the OECD and G20 countries, up from 129 million in 2010. Forty per cent of these graduates will come from India and China while the United States and European Union countries will account for just over a quarter.
- In 2013/14, the largest source countries of students were China (27 per cent), India (19 per cent), and South Korea (7 per cent). Compared with the previous year, India had the largest absolute increase (5,294 students or 63 per cent), followed by China (2,382 or 14 per cent) while the number of students from South Korea decreased by 9 per cent.
- New Zealand aims to tap into the growing China and India markets in particular by tailoring its policy settings to the market's needs. This has included, for example, expanding work rights for students and creating clear pathways to residence. About 30% of international students transition to work or residence in New Zealand post- study, and for many, pathways to residence are an important part of the reason they choose to study in New Zealand.
- New Zealanders have long enjoyed the traditional 'overseas experience' on graduation from school or tertiary study. Traditionally this has been to the UK, however the large number of working holiday schemes available meant that options have broadened. As a result New Zealand has always struggled with retaining or drawing back its best and brightest.
- As alluded to in our first session yesterday, we are currently enjoying a swell in net migration partly caused by ex-patriates returning from Australia and further afield. We are supporting this process through job fairs and marketing activities in locations where ex-patriates are common. We recognise the added value New Zealanders bring back home with them as a result of the skills and experience they accumulate while away.
- Increasing global mobility is helping New Zealand overcome the hurdles of its small, isolated population. We are operating policies that will enable us to attract the best and brightest to our country and welcome our ex-patriates and their knowledge capital home.