

EEO TRUST

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Ethnicity/multiculturalism

- Nearly one in four New Zealand residents were born overseas.
- There are over 300 ethnic groups in New Zealand and over 200 languages are spoken.
- One person in six is multilingual, and 1 in 50 people do not speak English.
- One in seven people are of Maori ethnicity; 1 in 11 of Asian ethnicity.¹
- Auckland City is the most ethnically diverse centre in New Zealand, with 181 identified ethnic groups, and 1 in 3 people born overseas.²
- 82% of New Zealand residents feel they use their work skills, training and experience in their current job. For Asian and Indian residents, this figure is 69%.³
- According to Statistics New Zealand, the ethnic composition of New Zealand's workforce is projected to change markedly between 2001 and 2021, with the participation rates of Pacific Peoples, Asian, and Maori projected to increase:

Ethnic group	2001 (actual)	2021 (projection)
European/Pakeha	78%	68%
Maori	14%	16%
Pacific Peoples	6%	9%
Asian	8%	16%

Best practice

Mount Albert Pak 'n Save – Winner of the EEO Trust 2005 Manaaki Tangata Innovation Award

Mount Albert Pak 'n Save employs 320 staff, of whom more than 50% were born overseas. It is estimated that the supermarket makes an annual saving of over \$260,000 in recruitment and training costs due to high retention levels, and it is considered to be the leading local employer by local ethnic community leaders. Retention of committed staff and appropriate training has also led to a wide mix of ethnic groups on the senior management team.

¹ For points 1-4, refer to New Zealand Census of Population and Dwellings 2006

² Refer to <http://www.aucklandcity.govt.nz/auckland/introduction/people/ethnicity.asp>

³ Refer to http://www.bigcities.govt.nz/pdf2004/Quality_of_Life_2004_Work.pdf

Mount Albert Pak 'n Save operates in an ethnically diverse area of Auckland and staff reflect this diversity. Cultural awareness is important at the supermarket, with staff able to converse and be trained at work in their own language, as well as acknowledgement of cultural holidays, celebrations and religious traditions. A prayer room was created for Muslim employees, and there are workplace celebrations when employees gain New Zealand citizenship.

The supermarket is a harmonious workplace and customers can usually find an employee who can speak their language to assist them.

David Forman Ltd

David Forman Ltd employs 27 staff and contract trainers from seven different countries, collectively representing nine ethnic groupings including Maori, Malaysian, Chilean and Samoan. Nineteen of them were employed during a two-year period as a result of rapid business growth. The British-born owner of the company, David Glover, says he feels very comfortable surrounded by a diverse workforce. "I love this little United Nations we've got now, I just love the feeling and I love what people bring to their work.

"A lot of our business is tied up with the concept of intellectual and emotional capital, that is the hearts and minds that people bring to work. The more variety and richness you have in terms of intellectual and emotional capital the better your business is going to be. To get the talent we need and the right creative mix we need to bring a huge range of backgrounds and experiences together."

What do you know about ethnicity in your organisation?

Eg:

- number of employees who are multilingual
- ethnic composition of workforce
- number of languages spoken in the workplace