

## The Impact of Immigration Policy on Indian Arts in New Zealand

Alison Booth AUT

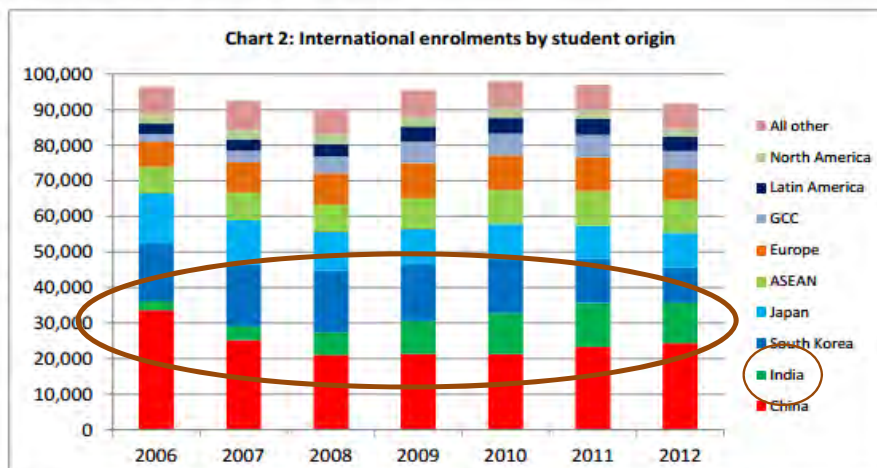
Indian Migration to the Pacific and  
Indian Ocean States  
New Zealand India Research Institute  
and New Zealand South Asia Centre  
University of Canterbury  
15 April 2015



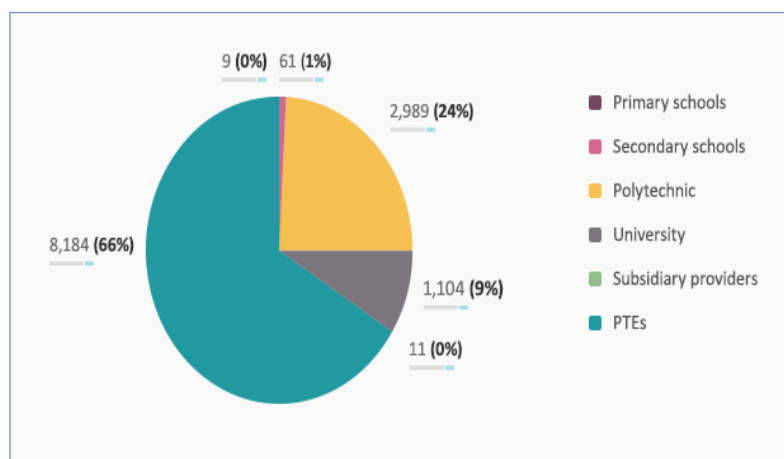
## India Population in NZ

- **155,178** live in New Zealand, nearly 7 out of 10 in Auckland
  - **93.7%** live in the North Island
  - **90.8%** speak English, with Hindi as the second-most common language
  - **93%** have a religion, mostly Hindu, followed by Sikh and Islam
  - **\$27,400** - median income, retail trade, health care and social assistance main industries worked in
  - **Over 81 per cent**- full time employed, and the most common occupations were professionals, managers and sales workers.
- Source: Census 2014

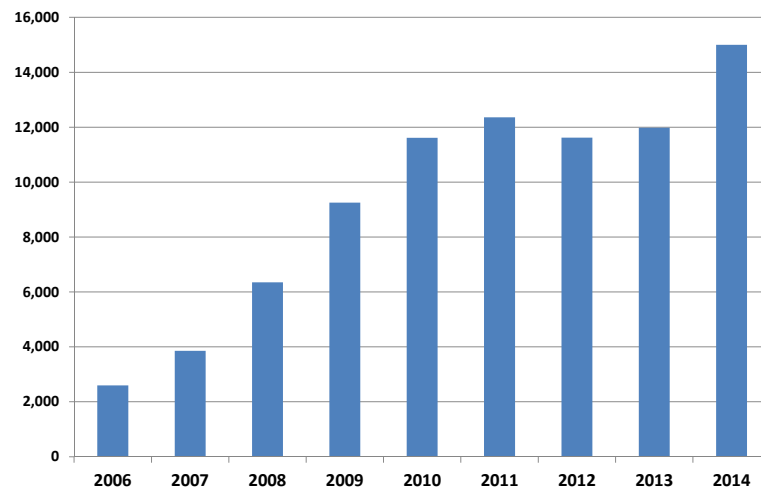
From 2006 the Export Education Levy system has requested information from providers on the nationalities of their students. A trend evident since 2010 has been the rise in enrolments of Chinese, and falls in South Korean students. From 2006 to 2011 there were rapid rises in students from India and the Gulf Co-Operation Council (GCC), though these dropped in 2012.



**Notes:** China includes the Hong Kong SAR. North America is a total for the USA & Canada. Gulf Co-Operation Council (GCC) is Saudi Arabia, Oman, Kuwait, Bahrain, Qatar & the United Arab Emirates

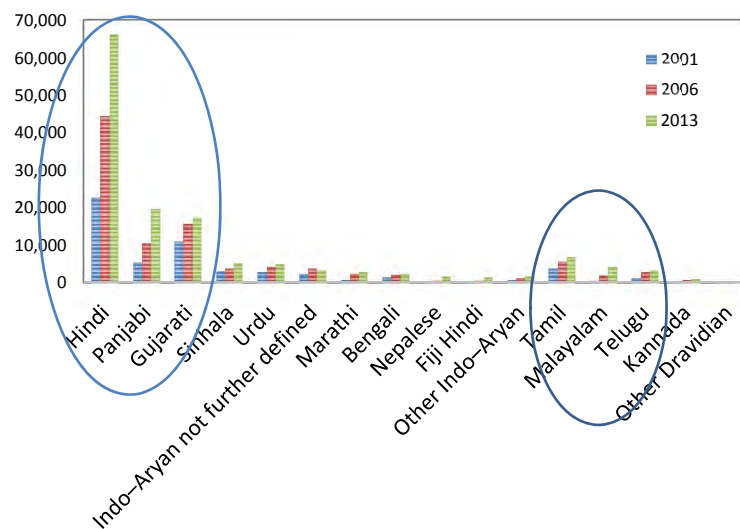


## Indian Student Enrolments 2006- 2014



SOURCE: <http://www.enz.govt.nz/markets-research/india/market-overview>

## COMPARISON INDIAN LANGUAGES SPOKEN IN NZ 2001-2016-2013



Source: Statistics NZ. (2006 and 2013). *Census Data about People*. Wellington: [stats.govt.nz](http://stats.govt.nz).

## Event Support (Funding )

- Producer types and access to funding
  - Government: Rates, MED, Asia:NZ, Media partnerships. Sponsor Partnerships
  - Community: CCS, Business Sponsors, Media Sponsors
  - Commercial: Business Sponsors, Media Sponsors

**The Kitchen: Roysten Abel**

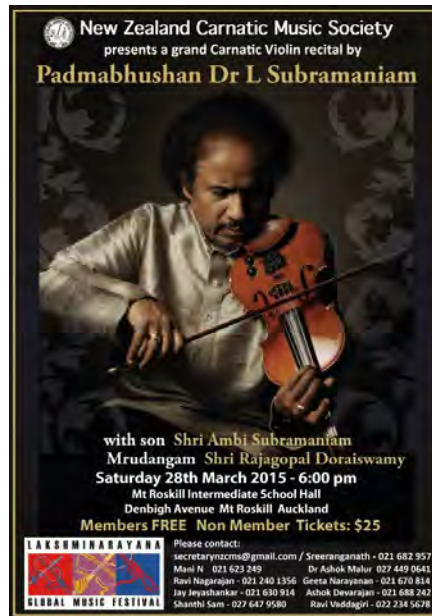
**Auckland Arts  
Festival: 2015  
Mute play a feast  
for senses  
“Play from India  
one of the exotic  
flavours of a  
festival that has  
spanned the  
world”.**

(NZ Herald Tuesday Mar 17, 2015)



### Recent Concert 2015

Publicised on Facebook and social network pages and word of mouth. Attendance was down do to the ICC Cricket playoff in Melbourne.



This event Sold Out and appealed to the growing Panjabi populations. The level of local business support is typical and includes local Indian media.

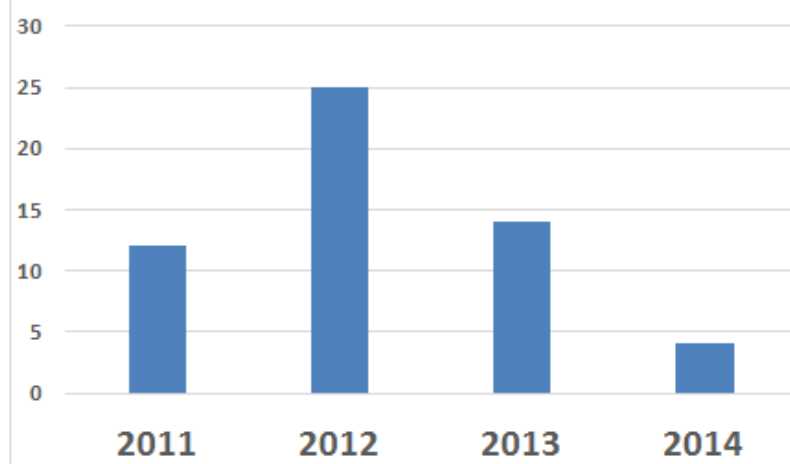
"The Global icon, Extremely Popular, Very Very Loved, Super Entertaining Sensation who raised the label of Punjabiyaat and its rich culture, taught us that Punjabiyaat is not from being a certain religious sect. It is not about being Sikh, Hindu or Muslim, it is about being Punjabi, Its the way to live life at the fullest and keeping an open kind of 'heart' for everyone."



**PM John Key with the Bollywood Stars:  
Rani Muherjee, Madhuri Dixit and Shahrukh Khan at the  
Pullman Hotel, Auckland 2013**



**Growth and Decline of Indian Cultural  
Commercial Events 2011- 2014 in Auckland**



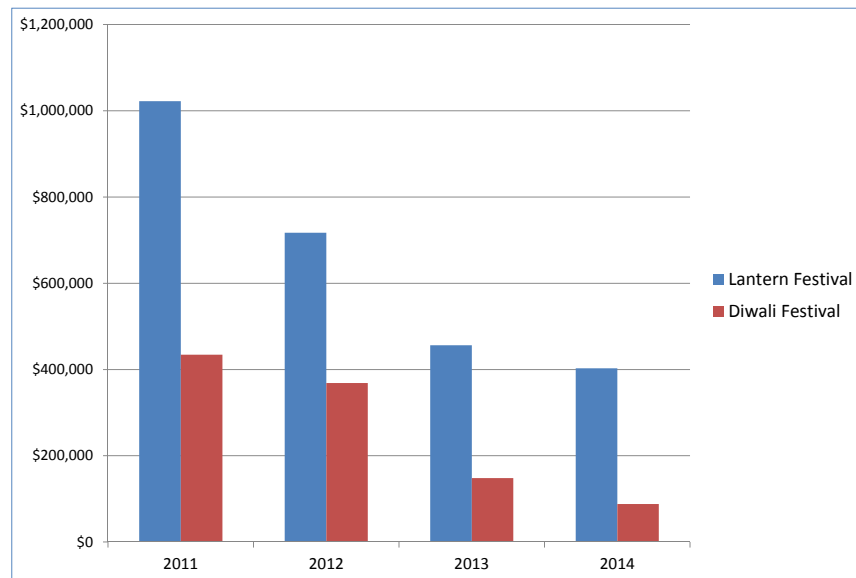
### Fans meet Sir Richard Hadlee at Diwali: Festival of Lights 2014



Source: <http://asianz.org.nz/our-work/arts-and-community/festivals/diwali-festival-lights/auckland-2014>

- **2014/15 Forward Auckland Business/Council Sponsorship commitments**
- Blues Super Rugby Franchise Season concludes in August Eden Park Warriors
- NRL Franchise Season concludes in September Mt Smart / Eden Park
- **Diwali Festival of Lights 11-12 October 2014 Aotea Square**
- INF World Series Fast 5 Netball TBC 2014 Vector Arena
- The Rolling Stones 22 November 2014 Mt Smart Stadium
- Ironman 70.3 18 January 2015 Various
- Dick Smith NRL Auckland Nines Date TBC Eden Park
- Volvo Ocean Race Auckland Stopover 28 February – 15 March 2015 Viaduct Harbour
- ICC Cricket World Cup 2015 28 February – 24 March 2015 (dates relate to fixtures at Eden Park only) Eden Park
- **Auckland Lantern Festival 5-8 March 2015 Albert Park**
- **Pasifika Festival 14-15 March 2015 Western Springs**
- ITU Barfoot and Thompson World Triathlon Auckland 04-05 April 2015
- Various ITM 500 Auckland V8 Supercars Date TBC Pukekohe Park Raceway
- FIFA U20 World Cup 2015 30 May – 20 June 2015 North Harbour Stadium
- In-kind support All Blacks test matches x 2 23 August 2014 & June TBC Eden Park
- The Sound of Music 03-26 October 2014 The Civic
- Coca Cola Christmas In The Park 06 December 2014 Auckland Domain

## NZ: Asia Project Expenditure



### Diwali: Festival of Lights 2014

Presenters

Sponsors

Supporters



## Creative Community Scheme Funding Rounds



Year	# of Projects	Total Funding	Project \$ Average	Outcomes?
2014-15	133	\$489,117.43	\$3,677.57	Further reductions
2013-14	250	\$915,626.26	\$3,662.51	Reduced amount of money and projects
2012-13	316	\$1,026,409.54	\$3,248.13	Increased amounts of projects and funding
2011-12	299	\$987,974.17	\$3,304.26	Project \$ average similar all years

Source:

<http://www.aucklandcouncil.govt.nz/en/newsevents/culture/communityfundingsupport/grantsfunding/arts/pages/creativecommunities.aspx>

## CSS Funding Four Year Comparison

Funding Round Year	Total Amount Allocated (Indian Culture)	Number of Funded (Indian Culture)	Percentage Funded (Indian Culture) from Total Funded	Number of Total Funded (All categories)	Total Amount Funded
2014	\$11,000	2	2.25%	133	\$489,117.43
2013	\$44,358	10	4.84%	250	\$915,626.26
2012	\$38,615	9	3.76%	316	\$1,026,409.54
2011	\$16,526	4	1.67%	299	\$987,974.17
TOTAL	\$110,498.50	25	3.2% (approx)	998	\$3,419,127.40

## CSS Funding Allocations by Genre

2014	\$7,500.00	Theatre	2012	\$6,000.00	Cultural Festival
	\$3,500.00	Theatre		\$8,000.00	Dance
2013	\$2,000.00	Dance and Art Classes		\$5,000.00	Dance
	\$1,857.50	Dance and Music Concert		\$6,000.00	Festival
	\$2,000.00	Dance Competition		\$4,850.00	Theatre
	\$1,785.00	Festival		\$5,000.00	Theatre
	\$2,000.00	Language		\$5,000.00	Theatre
	\$3,980.00	Music Concert		\$7,500.00	Theatre
	\$3,000.00	Photography		\$10,000.00	Theatre
	\$2,000.00	Theatre	2011	\$4,500.00	Festival
	\$3,000.00	Theatre		\$2,026.00	Language
	\$4,000.00	Theatre		\$3,500.00	Theatre
				\$6,500.00	Theatre

**SUKHMANI CHARITABLE TRUST**  
*Humbly invites you, your families and friends to Celebrate*  
**LOHRI FUNCTION on**  
**Tuesday, 13 January 2015** *An Event full of entertainment, fun, folk dances and free food.*  
**Time: 6.30 pm to 8.00 pm**



**LOHRI**  
*Bonfire Celebrations*



**Mt Roskill War Memorial Hall, Anzac Room**  
**13 May Road, Mt. Roskill, Auckland**

For more information please contact:  
 Mrs Arjet Bewaji Phone: 027 7277      Mrs Narinder Kaur Grewal Phone: 016 9854  
 Mr. Subhash Khali Phone: 027 9944      Email: sukhmanitrust@auckland.co.nz

With assistance from:  
 Auckland Council      COGS      Lottery Grants Board      Sukhmani Charitable Trust

**DEC 9-15 2013**

FREE PUBLIC READING ON SUNDAY 15 DEC. 4.30PM

**SOUTH ASIAN WRITERS FESTIVAL**

**SOUTH ASIAN WRITERS FESTIVAL PROGRAM ALLOCATIONS**  
 DEC 9TH TO DEC 15TH 2013  
 1177C 100 MOTIONS ROAD, WESTERN SPRINGS

WHAT  
 WHEN  
 WHERE

## Community Enterprise



**Diwali**  
Manukau 2014 FAMILY FUN DAY OUT  
Sunday - 28 September 2014 - 12pm - 9pm  
Fireworks Display at the Conclusion  
Vodafone Events Centre

**FREE**

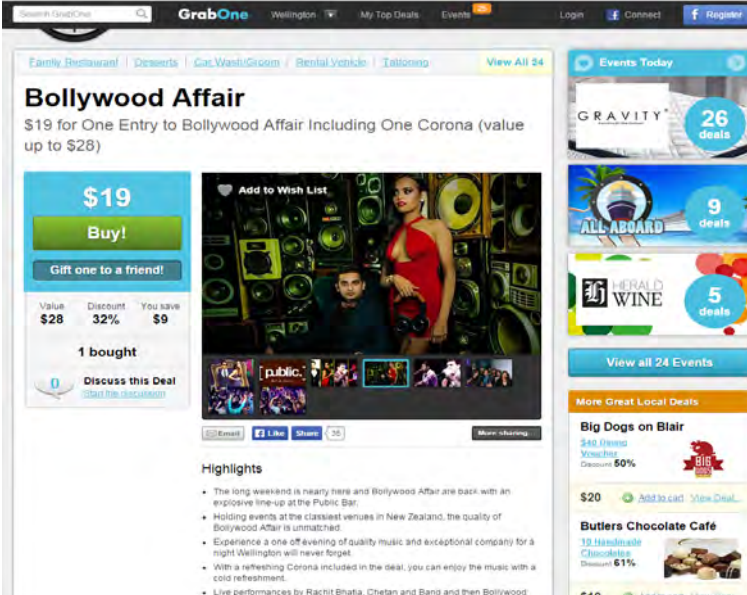
**THE SOUTH TRUST** & **hummfm 106.2** presents

**INDIAN PRINCESS NZ**  
**DANCE NZ DANCE**

**XCES events** **WESTERN UNION WU** **SUDIMA** **FORUM FILMS** **SHAKTIVA RAMAY** **Steven Singh**

Specials: Bouncy Castles for kids, Merry Go Round, Ferris Wheel, Food Painting for Kids, Mahesh Design of day, Entertainment - Dancers, Singers, Parking & Entry for the Public.

## Growth in the Inner City Indian Night Club Scene



**Bollywood Affair**  
\$19 for One Entry to Bollywood Affair Including One Corona (value up to \$28)

**\$19**  
**Buy!**  
Gift one to a friend!

Value	Discount	You save
\$28	32%	\$9

1 bought

**Highlights**

- The long weekend is nearly here and Bollywood Affair are back with an explosive line-up at the Public Bar.
- Holding events at the classiest venues in New Zealand, the quality of Bollywood Affair is unmatched.
- Experience a one off evening of quality music and exceptional company for a night Wellington will never forget.
- With a refreshing Corona included in the deal, you can enjoy the music with a cold refreshment.
- Live performances by Rachit Bhutta, Chetan and Band and then Bollywood fusion DJ duo DJ Azeeb and DJ Chirine.

**Events Today**

- GRAVITY** 26 deals
- ALL ABOARD** 9 deals
- WINE** 5 deals

**More Great Local Deals**

- Big Dogs on Blair** \$40 Dinner Voucher Discount 50% \$20
- Butlers Chocolate Café** 12 handmade Chocolates Discount 61% \$10