

The Future Aspirations Report

KEA | TRA 'FUTURE ASPIRATIONS SURVEY'

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Offshore Kiwi have had a vastly different experience in the past year

They have faced significant changes and challenges directly linked to how Covid-19 has evolved

"I had to put off an 8 year trip to see family"

"No traveling, no service work, and working remotely since the first major lock-down."

"Not able to work, because of shutdowns"

"My kids live in NZ and I haven't seen them for a year and a half"

31% have spent 12 months+ in some form of lockdown

25% have had a change in their personal situation in the past 6 months as a result of how Covid-19 has evolved

As a result we continue to see strong intentions of our offshore Kiwi planning to return to Aotearoa

KEY GROUPS OF INTEREST

I have returned to NZ after living overseas	13%
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I currently live in NZ but intend to return overseas	2%
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I currently live overseas and intend to return to NZ to live in the future	31%
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I intend to remain overseas	48%
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I split my time between NZ and overseas	6%
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There is a spread of those looking to move imminently vs in the next 2 years. 1 in 10 wanting to come home are holding off for the removal of managed isolation.

Within the next year	28%
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Within 1-2 years	25%
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More than 2 years	36%
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When there is no managed isolation required	11%
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Source: Future Aspirations Survey 2021. April 21st-June 2nd 2021. n=2633

And there could be more with many offshore Kiwi discouraged by cost and logistical barriers to get home

“New Zealand is currently experiencing acute skilled labour shortages across a number of industries and roles. As this survey demonstrates, there is a long queue of highly skilled, experienced and motivated Kiwi expats keen to return to Aotearoa, as soon as the current border and MIQ requirements can be safely reduced. This expat talent pool will be immensely valuable to New Zealand’s Covid recovery. We should be doing everything possible to maximise this opportunity.”

Rob Fyfe CZNM

BARRIERS/CHALLENGES FOR KIWI REMAINING OVERSEAS

Don't want to go through quarantine / managed isolation	43%
Cost of getting back to NZ	36%
Travelling is too dangerous right now	27%
Difficulty in getting flights back to NZ	24%
Deciding to wait and see	22%
Difficulty in booking MIQ space	15%
Waiting for borders to open to non-New Zealanders	14%
Visa challenges with moving my family to New Zealand	4%

If we want more of these people to come home we need to acknowledge and reduce these barriers



43%

Of our returning Kiwi attribute their decision to return directly in reaction to, or sped up by, Covid-19

Covid-19 continues to have a strong impact on prompting the intention to return


23%

Of those returning triggered specifically by New Zealand's response to Covid-19

Source: Future Aspirations Survey 2021. Intending to return in the next 2 years

With the majority drawn back by personal over professional reasons

Family, lifestyle and connection with home and nature all have the leading impact

 Very few call out benefits linked to job or career prospects

REASONS FOR RETURNING HOME

(RETURNED / INTENDING TO RETURN IN THE NEXT 2 YEARS)

To live close to friends / family	76%
Lifestyle / quality of living	70%
I have a strong sense of home here	50%
I feel proud to live here	43%
Better access to nature	38%
Better place to raise children	33%
It feels familiar and that's comforting	28%
Political confidence	26%
It's safer	26%
Better healthcare	13%
Loss of job (yourself or partner)	7%
Visa challenges overseas	6%
Better job opportunities	5%
Better opportunities for starting a business	4%
Cheaper cost of living	3%
Better opportunities for businesses	3%

Source: Future Aspirations Survey 2021. Returned / Intending to return in the next 2 years

While their choice to return is primarily lifestyle driven, our returning Kiwi bring significant expertise and skills

INDUSTRY EXPERTISE

Arts & Creative	12%
Financial Services	10%
Technology / Science	10%
Academia, Education & Training	9%
Healthcare	7%
Infrastructure & Resources	6%

DETAILED EXPERIENCE

Marketing / Digital	4%
Banking	4%
Capital and Investment	4%
Software & Platforms	5%

12% of Founders / Entrepreneurs have 10+ years experience in this space

40% of people who have Senior, Director, VP, C-suite or Board experience, have 10+ years experience in this space

Source: Future Aspirations Survey 2021. Returned / Intending to return in the next 2 years

They have strong intentions to work and contribute, with clear productivity impact to NZ

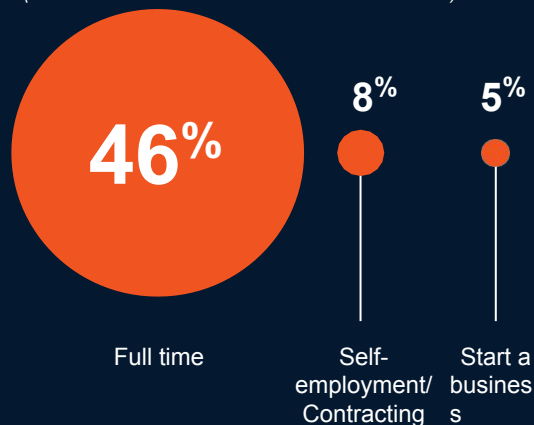
INTEREST IN HELPING NZ GROW IN THE NEXT 12 MONTHS

(RETURNED / INTENDING TO RETURN IN THE NEXT 2 YEARS)



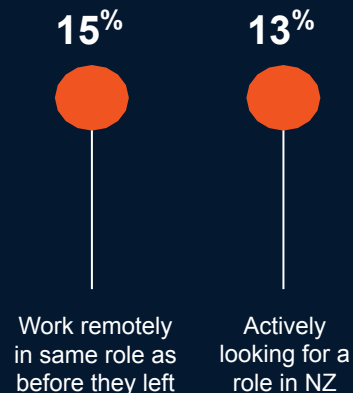
PLANS FOR WORK IN NZ

(INTENDING TO RETURN IN THE NEXT 2 YEARS)



PLANS FOR WORK IN NZ

(RETURNED)



Source: Future Aspirations Survey 2021

And they're here to stay

Our returning Kiwi are wanting to develop their roots in Aotearoa and invest

69%

Of those intending to return in the next 2 years are doing so permanently



PLANS FOR INVESTMENTS IN NZ

(RETURNED / INTENDING TO RETURN IN THE NEXT 2 YEARS)

Kiwisaver or NZ private pension	42%
Purchase shares or other financial instruments	30%
Invest in a business/es	18%
Investment residential property (not the family home)	18%
Commercial property	6%
Purchase a business/es	5%

CURRENT INVESTMENTS IN NZ

(RETURNED / INTENDING TO RETURN IN THE NEXT 2 YEARS)

Kiwisaver or NZ private pension	39%
Own shares or other financial instruments	31%
Own residential property (not the family home)	25%
Own a business/es	10%
Angel or other investments into businesses	5%
Own commercial property	2%

Plus their intention to make a difference is clear

They want to contribute to the success of Aotearoa



**INTEREST IN
GIVING
BACK**

42%

I'm interested in giving my time to charities

31%

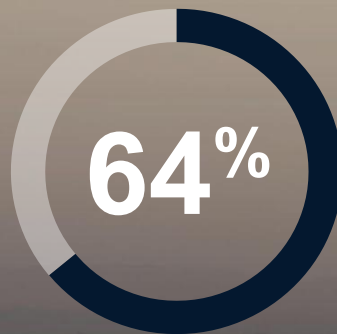
I'm interested in business mentorship and giving time to support NZ businesses

7%

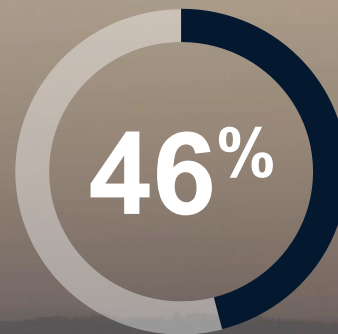
I'm interested in philanthropic donations

Source: Future Aspirations Survey 2021. Returned / Intending to return in the next 2 years

While our New Zealand businesses recognise the potential of our Kiwi returners.....



of businesses indicate they will proactively seek internationally experienced Kiwi to fill positions



of businesses indicate international experience is highly desired and a plus

There is clear disconnect between these two groups



43%

of businesses expect that internationally experienced Kiwi expect higher salary packages than NZ candidates.

And yet our returning Kiwi show a pragmatic mindset when it comes to salary package expectations.

of returning Kiwi expect to earn less than they did offshore



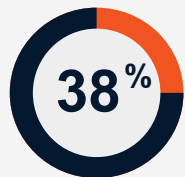
52%

SALARY / EMPLOYMENT PACKAGE EXPECTATIONS

(RETURNED / INTENDING TO RETURN IN THE NEXT 2 YEARS)

Significantly more than I have received offshore	4%
A little more than I have received offshore	10%
The same level as I have received offshore	19%
A little less than I have received offshore	21%
Significantly less than I have received offshore	31%
I haven't researched this yet	14%

There's an opportunity for New Zealand businesses to help Kiwi returners feel valued and understood



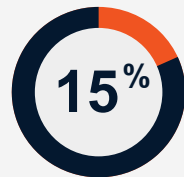
Only 38% of those **intending to return** expect businesses to fully understand and value their overseas experience

"I have applied for more than 150 jobs in NZ. I am told I am too experienced or I don't have enough NZ experience."

"Professionally I have become so specialised that people can't see my more general transferable skills."

"Few employers want to be the 'first one' to employ someone with overseas experience, and it seems they don't appear to see much value in overseas experience - only want to see NZ experience."

WITHOUT ADDRESSING THIS, WE HAVE THE RISK OF LOSING THESE KIWI OFFSHORE AGAIN.



15% of those who have **already returned to NZ** are considering moving offshore again when borders reopen.

The main reason for this is better job opportunities.

"The window of opportunity for New Zealand to attract talent is evaporating as the developed world becomes vaccinated. Other countries, like Singapore, have moved swiftly turning Covid-19 into opportunities to their advantage. Start-up and scale-up are very different, and scale-up requires globally orientated expertise we are short in – we need to work with these returning Kiwis or risk being left behind."

Sir Peter Gluckman - director of Kōi Tū: The Centre for Informed Futures and president-elect of the International Science Council

Source: Future Aspirations Survey 2021

IMPLICATION

Untapped Potential: Productivity gains will be better realised if we do more for Kiwi returnees

While there is a general consensus amongst businesses that international experience is valuable, our skilled returnees don't feel it.

While pragmatic on salary expectations in the context of a lifestyle decision to return home, there shouldn't be a compromise on sense of value, opportunity and worth when returning to Aotearoa.

There is a need to shift the narrative and encourage greater proactivity in engagement and support of these Kiwi. Without action, there is risk of under-utilising the significant potential they offer, at a time of skills shortage where we can't afford not to leverage the opportunity they present.

While many Kiwi choose to remain abroad, their connection to home and willingness to contribute remains



59%

of those we heard from intend to remain overseas for the medium to long-term

→ Over half of these Kiwi are looking for ways to maintain a strong sense of connection to NZ

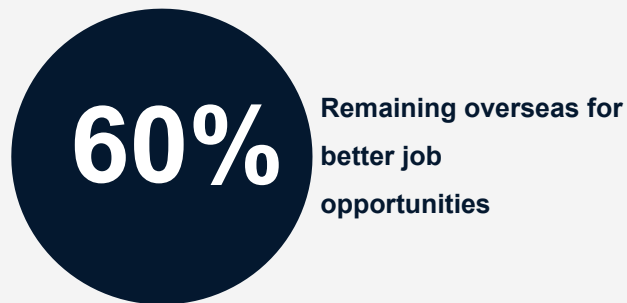
There is a growing sense of pride around what NZ has managed to achieve on a world stage.

"Since living abroad, I've found myself becoming really patriotic and proud of NZ. I can't help but harp on about how unique our bicultural judicial, business and social systems are."

"I'm very well-connected in the startup, tech, investment, and entrepreneurial communities in the US. I'd like to help NZ companies break into the market."

Their reason for remaining offshore is driven primarily in pursuit of better job opportunities

TOP REASON FOR REMAINING OVERSEAS



"Love NZ but just very limited opportunities. I'm telling my friends not to return unless they have a job."

But there is also a sense of optimism around lifestyle despite most having experienced significant lockdowns

REASONS FOR REMAINING OVERSEAS



"Whilst New Zealand will always be home in our hearts, and home to our extended family, we have created our lives offshore. Despite the challenges and hardships of the past 18 months, life is returning and a new normal being carved, there is joy and excitement to be had."

There is a strong willingness to leverage offshore experience for the benefit of NZ

NZ'S BIG OPPORTUNITIES AS SEEN BY OUR OVERSEAS KIWI:



Source: Future Aspirations Survey 2021. Offshore Kiwi Remaining overseas (Remain overseas + Intending to return in more than 2 years)

IMPLICATION

Kiwi may choose to remain abroad, however indicate strong desire to remain connected and invested in NZ's future

"Returning and offshore Kiwis possess distinctive skills, knowledge, experience, and connections. We need to be proactive to ensure these traits are used to lift innovation, productivity, and wellbeing of all in Aotearoa."

Ganesh Nana, Chair of the New Zealand Productivity Commission Te Kōmihana Whai Hua o Aotearoa

Many New Zealanders choosing to remain abroad are doing so for reasons of employment or professional opportunity, despite personal challenges they may have faced during the pandemic.

However, these expats show a strong desire not just to remain connected to Aotearoa, but to contribute from afar, with particular interest in leveraging their global expertise for New Zealand's businesses. This interest extends to a willingness to invest their time in advisory and ambassador roles.

There is a rich source of untapped talent to leverage in this offshore contingent, but again this relies on the level of engagement we show, here on the ground.

BRINGING IT ALL TOGETHER

Now is the time to act to unlock the significant potential of our exploring Kiwi

1

A significant portion are returning home with a wealth of experience, strong intentions to work and invest, and a pragmatic mindset of what to expect. How do we make them feel valued?

2

We need to find ways to close the gap between returning Kiwi and jobs that await them. How can we prioritise efforts to engage these New Zealanders to catalyse their productivity potential?

3

Our offshore Kiwi want to give back to the nation they love – through mentoring, networking and investment. How can we unlock the potential of their strong but untapped desire to contribute to the success of Aotearoa?