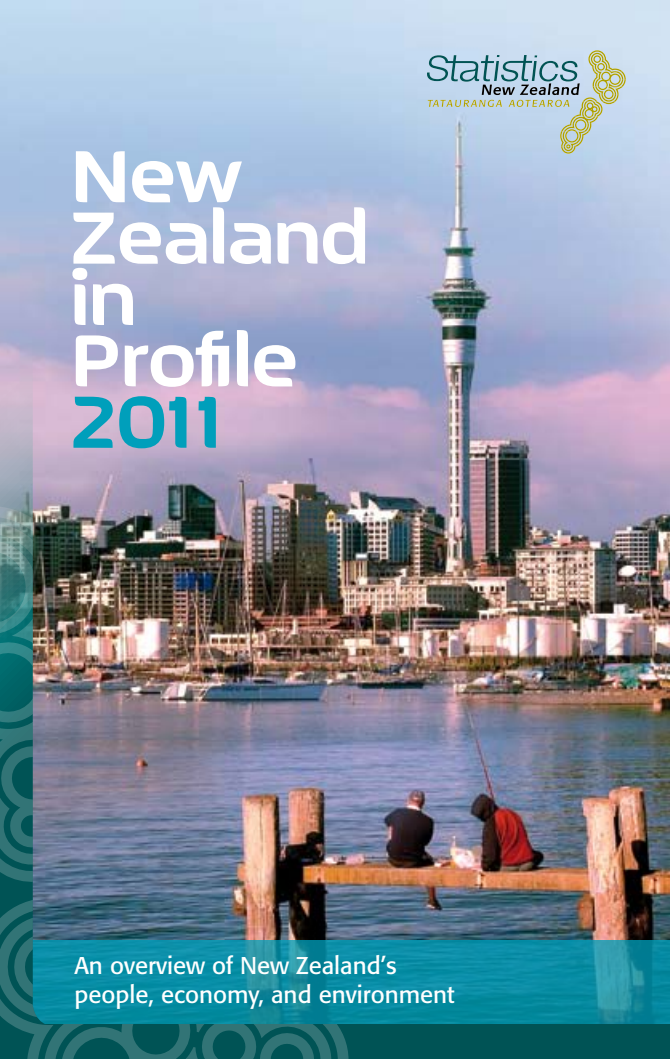


New Zealand in Profile 2011

A wide-angle photograph of the Auckland harbor and city skyline. The Sky Tower is the most prominent feature, rising above the city buildings. In the foreground, two people are sitting on a wooden pier, looking out at the water. Several sailboats are docked in the harbor. The sky is a mix of blue and pink, suggesting dawn or dusk.

An overview of New Zealand's
people, economy, and environment

⦿ Natural environment

New Zealand is an island country in the south-west Pacific, comparable in size (268,680 sq km) to the United Kingdom and the Philippines. New Zealand comprises the North and South Islands, and a host of smaller islands. Extensive areas are set aside as national parks. Generally, New Zealand has a temperate climate, although the far north may experience subtropical weather during summer and the inland alpine areas of the South Island can get very cold in winter. Although mean annual temperatures are not extreme, from 16°C in the north to 10°C in the south, the weather can change suddenly with a cold front or tropical cyclone setting in. The North Island is mainly rolling hill country, much of which is farmed. The South Island is divided by the Southern Alps, which run most of its length and rise to over 3,000m. Nowhere in New Zealand is more than 130km from the sea.

⦿ Government

The capital is Wellington and the largest city and main port is Auckland. New Zealand is a parliamentary democracy and a member of the British Commonwealth.

⦿ Language and religion

English is the everyday language of New Zealand. English, Māori, and New Zealand Sign Language are recognised as official languages. One-third of New Zealanders are not affiliated with any religion. Of those who are, the largest denominations are Anglican, Catholic, and Presbyterian.

⦿ Population

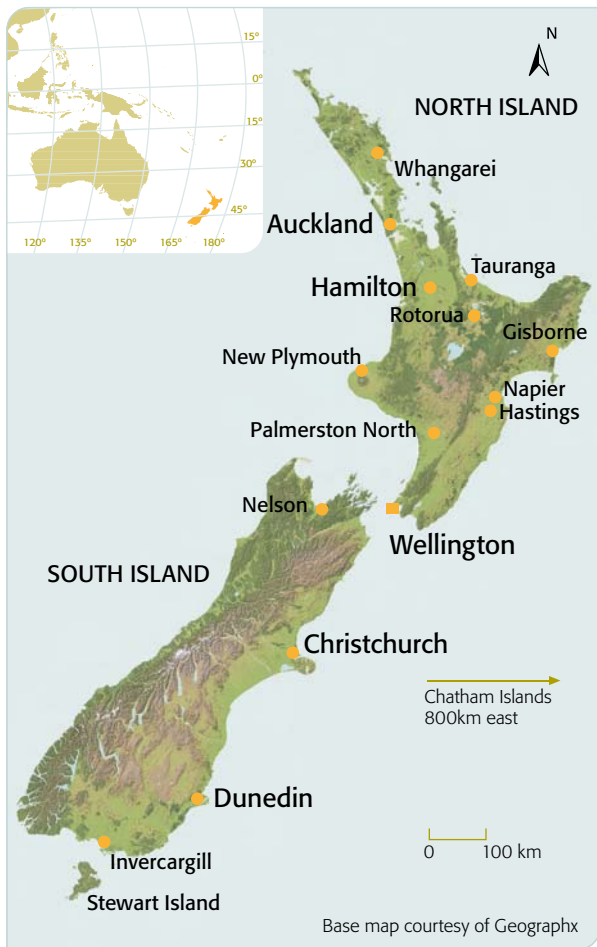
New Zealand has a diverse multicultural population of over 4 million people, making it one of the world's least-crowded countries. New Zealand's indigenous Māori, a Polynesian people, make up around 15 percent of the population.

⦿ History

New Zealand became a British colony in 1840. In that year more than 500 Māori chiefs and representatives of Queen Victoria signed the Treaty of Waitangi. The Treaty is the country's founding document and was a political compact between Māori and British settlers to build a government in New Zealand. The Māori name for New Zealand is Aotearoa ('land of the long white cloud'). New Zealand was named by the first recorded European to visit New Zealand, Dutch explorer Abel Tasman, in 1642.

⦿ Economy

While New Zealand has about 0.1 percent of the world's population, its economy produces about 0.3 percent of the world's material output. Compared with the rest of the world, it is one of the richer economies. New Zealanders are generally well educated, healthy, and have a comfortable standard of living.



History (All dates common era)

- 1300** East Polynesian people arrive. Now known as Māori, they did not identify themselves by this collective name until the arrival of European people.
- 1642** Abel Tasman is the first European to see New Zealand.
- 1769** James Cook arrives in New Zealand and claims it for Great Britain (the North Island 1769, the South Island 1770).
- 1835** Declaration of Independence signed by 34 Māori chiefs.
- 1840** Treaty of Waitangi signed.
- 1865** Wellington replaces Auckland as New Zealand's capital.
- 1882** First shipment of frozen meat leaves for Europe.
- 1891** Liberal Government embarks on significant social and infrastructure reforms.
- 1893** New Zealand becomes the first country to give all women the vote.
- 1907** New Zealand becomes a dominion.
- 1908** New Zealand population reaches 1 million.
- 1933** New Zealand adopts own currency, the New Zealand pound.
- 1947** New Zealand Parliament adopts the Statute of Westminster (1931) and thus becomes independent from Great Britain.
- 1952** New Zealand population reaches 2 million.
- 1967** Decimalisation of currency sees the New Zealand dollar introduced.
- 1973** New Zealand population reaches 3 million.
- 1981** Highly controversial tour of New Zealand by South Africa's rugby team.
- 1983** Closer Economic Relations (CER) agreement signed with Australia.
- 1985** Waitangi Tribunal given power to hear historic Māori land grievances going back to 1840.
- 1987** New Zealand becomes nuclear free.
- 1999** Helen Clark is New Zealand's first elected woman prime minister.
- 2003** New Zealand population reaches 4 million.
- 2004** *The Lord of the Rings: The Return of the King*, directed by New Zealander Sir Peter Jackson, wins 11 Oscars.
- 2008** New Zealand and China sign a free trade agreement.
- 2009** Parliament passes the Auckland 'super city' bill.
- 2010** A 7.1 magnitude earthquake causes widespread damage across the Canterbury region.
- 2011** New Zealand hosts Rugby World Cup.

International travel

New Zealand lies around 1,600km from Australia's eastern coast (a three-hour flight) and 9,000–12,000km from all Pacific Rim destinations (10- to 16-hour flight). New Zealand has several international airports. Auckland Airport is the busiest. Peak travel months are December to February.

	2010	2005
Short-term travel (million)		
Overseas visitor arrivals	2.5	2.4
NZ-resident departures	2.0	1.8

New Zealand's top 10 visitor source countries for 2010 were the five listed below, followed by Germany, the Republic of Korea, Canada, Singapore, and India.

Top five visitor source countries	2010	2005
(thousand)		
Country of last permanent residence		
Australia	1,119	875
United Kingdom	249	305
United States of America	194	221
China, People's Republic of	105	84
Japan	84	163

Note: All data refers to June years.



Earnings from wages and salaries

	June quarter 2010	2005
	(NZ\$)	
Average hourly earnings	23.88	19.23
Average weekly earnings	876	716
Median hourly earnings	20.00	16.00
Median weekly earnings	769	638



International comparisons with our top five visitor source countries	Unit	Most common date	New Zealand	Australia	United Kingdom	United States	China, PR	Japan
Total population (estimated)	million	2010	4.37 ⁽¹⁾	21.26	61.11	307.21	1338.61	127.08
Annual rate of population change	percent	2010	1.2 ⁽¹⁾	1.2	0.28	1.0	0.66	-0.19
Male life expectancy at birth	years of life	2010	78.4 ⁽²⁾	79.3	76.5	75.7	71.6	78.8
Female life expectancy at birth	years of life	2010	82.4 ⁽²⁾	84.1	81.6	80.7	75.5	85.6
% of population aged 65+ years	percent	2010	13.0 ⁽¹⁾	13.5	16.2	12.8	8.1	22.2
% of population aged under 15 years	percent	2010	20.5 ⁽¹⁾	18.6	16.7	20.2	19.8	13.5
CPI change (annual)	percent	2010	1.8	3.1	3.4	1.8	2.9	-0.9
Exchange rate (average) ⁽³⁾	National currency units to \$US	2009	1.60	1.28	0.64	1.00	6.85	93.57
GDP (annual) ⁽³⁾	US\$ billion	2009	120	997	2,184	14,256	4,909	5,068
GDP per capita rounded ⁽³⁾	US\$	2009	28,100	45,600	35,300	46,400	3,700	39,700
Exports of goods and services	% of GDP	2009	28.3	19.9	27.9	11.0	..	12.6
Unemployment as % of labour force ⁽⁴⁾	percent	2009	6.3	5.7	7.8	9.4	..	5.3
Employment as % of working-age population ⁽⁴⁾	percent	2009	72.9	72.0	70.6	67.6	..	70.0

1. At 30 June. 2. Data from 2007-09 abridged life table. 3. All data based on year end June. 4. Data from *OECD Employment Outlook*, last updated 6 July 2010.

Symbol: .. not available. **Sources:** www.stats.govt.nz, www.cia.gov, www.gouv.qc.ca, www.stats.oecd.org, IMF, www.oanda.com

Agricultural production

Land use	2009 Hectares (thousand)	2004
Grazing, arable, fodder, and fallow land	11,413	11,760
Planted production forest	1,623	1,786
Horticultural land	124	131
Other land	1,566	1,827
Total land under farming	14,726	15,504
Grazing: stock numbers	(million)	
Sheep	32.4	39.3
Dairy cattle	5.9	5.2
Beef cattle	4.1	4.4
Deer	1.1	1.8



Labour force

People in civilian employment	2010 (thousand)	2005
Sector		
Services	1,563	1,471
Industry	448	452
Primary	149	138
Total	2,166	2,062

Businesses

New Zealand businesses are typically small: 97 percent employ fewer than 20 people.

Number of employees	Number of businesses		Total employees	
	2010	2005	2010	2005
0	323,935	293,237	0	0
1–5	97,888	96,588	225,930	223,510
6–9	19,571	19,873	141,040	143,710
10–19	15,980	16,148	213,710	215,960
20–49	8,420	8,712	249,570	258,210
50–99	2,489	2,487	170,670	170,470
100+	2,063	1,972	888,980	842,830



Retail prices

Retail prices of selected items⁽¹⁾⁽²⁾

Retail prices of selected items ⁽¹⁾⁽²⁾		June quarter ⁽²⁾	
	Unit	2010	2006
Item		(NZ\$)	
Bananas	1kg	2.60	1.66
Apples	1kg	2.12	1.89
Potatoes	1kg	1.34	1.11
Beef – mince	1kg	11.31	8.54
Lamb – chops	1kg	13.60	10.81
Bread – white sliced loaf ⁽³⁾	700g	1.81	1.30
Milk – standard homogenised ⁽³⁾	2 litres	3.37	3.05
Cheese – mild cheddar ⁽³⁾⁽⁴⁾	1kg	9.92	6.77
Fish and chips	1 fish/chips	5.38	4.38
Beer – bottles (supermarket & liquor store)	1 dozen	19.77	18.27
Beer – glass	400ml	4.96	4.07
Whisky (liquor store)	1000ml	43.02	38.23
Socks – men's (clothing store & department store)	pair	10.39	9.35
Panty-hose – 15 denier, average size ⁽⁴⁾	pair	5.52	4.48
GP consultation, adult without community services card	each	31.82	43.31
Petrol – 91 octane	10 litres	17.55	16.79
Diesel	10 litres	11.67	12.55
Warrant of fitness – private car	each	44.75	41.05
CD – current top 10 album (record store & department store)	each	25.92	28.30
DVD hire – overnight Friday, new release	1 movie	6.69	7.37
Hairdressing – women's shampoo, cut, and blow wave	each	58.48	48.43
Bathroom soap – cake, 100g ⁽⁴⁾	pk of 4	3.99	3.18
Shampoo ⁽⁴⁾	400ml	6.21	6.64
Toilet paper ⁽⁴⁾	4 rolls	2.90	2.79

1. Calculated by applying index movements to weighted average prices for the June 2006 quarter or month. These are not statistically accurate measures of average transaction price levels, but do provide a reliable indicator of percentage changes in prices.
2. Items within the food group are for the June month. That is, items from bananas to fish and chips, inclusive.
3. Based on the cheapest available brand or variety in each retail outlet at the time of price collection.
4. From supermarkets.

Population

2000	3,857,800
2010	4,367,800
2020 (projected)	4,781,500

Age group (2010)

Under 15 years	894,500
15–29 years	926,000
30–44 years	882,300
45–64 years	1,095,800
65+ years	569,200

Resident population (2010)

Main urban area

Auckland	1,354,900
Hamilton	203,400
Tauranga	120,000
Napier-Hastings	124,400
Wellington	389,700
Christchurch	390,300
Dunedin	116,600
Remaining main urban areas	464,100
Total, 16 main urban areas	3,163,300
Remaining areas	1,204,400
Total resident population	4,367,800

Note: Figures are at 30 June.



Demography

Components of population change in the five years to 30 June 2010.

Natural increase	+ 168,800
Live births	+ 311,100
Deaths	- 142,300

Net migration	+ 54,500
Arrivals	+ 418,600
Departures	- 364,100



Exports

Milk powder, butter, and cheese are New Zealand's largest exports, followed by meat and edible offal. Australia is the largest market for exports, with almost a quarter of total exports and over twice the value of exports as China – New Zealand's second-largest market.

Main export commodities	2010 NZ\$(million)	2005 NZ\$(million)
Milk powder, butter, and cheese	8,841	4,924
Meat and edible offal	5,058	4,577
Logs, wood, and wood articles	2,638	1,984
Crude oil	2,126	389
Mechanical machinery and equipment	1,647	1,628
Fruit	1,489	1,212
Fish, crustaceans, and molluscs	1,231	1,134
Aluminium and aluminium articles	1,065	1,053
Total – all commodities	40,672	30,618

Main destinations		
Australia	9,651	6,507
China, People's Republic of	4,109	1,587
United States of America	3,556	4,295
Japan	3,070	3,446
United Kingdom	1,567	1,436
Total – all countries	40,672	30,618

Services and investment

	Year ended June	
	2010	2005
	NZ\$(million)	
Exports of services	12,247	12,388
Transportation	2,285	2,343
Travel	7,177	7,515
Other	2,785	2,530
Imports of services	12,202	11,431
Transportation	3,532	3,940
Travel	4,086	3,607
Other	4,584	3,884
Income inflow	4,694	5,088
Income outflow	13,774	14,026
	Percent	
Current account balance as a % of GDP	-3.0	-6.9
Exports of goods and services as a % of GDP	28.2	28.0
Net international liabilities as a % of GDP	86.5	77.8

Imports

Petroleum and petroleum products are New Zealand's largest imports, followed by mechanical machinery and equipment. Australia contributes 19 percent of New Zealand's total import value, followed by China with 15 percent of imports.

Main import commodities	2010 NZ\$(million)	2005 NZ\$(million)
Petroleum and products	4,466	4,019
Mechanical machinery and equipment	4,776	4,906
Vehicles, parts, and accessories	3,684	5,463
Electrical machinery and equipment	3,467 ⁽¹⁾	3,223
Textiles and textile articles	1,889	1,652
Plastics and plastic articles	1,547	1,382
Optical, medical, and measuring equipment	1,297	1,094
Pharmaceutical products	1,117	875
Total – all commodities	40,079	35,793

Main countries of origin	2010 NZ\$(million)	2005 NZ\$(million)
Australia	7,785	7,933
China, People's Republic of	6,119	3,673
United States of America	4,141	3,641
Japan	2,785	3,924
Germany	1,620	1,848
Total – all countries	40,079	35,793

1. Values exclude confidential data



Economy

New Zealand has a mixed economy that operates on free market principles. It has sizeable goods-producing and service industries, complemented by a highly efficient primary sector.

Gross domestic product by industry in 1995/96 prices	2010 NZ\$(million)	2005 NZ\$(million)
Primary industries	10,220	8,866
Goods-producing industries	24,717	28,323
Service industries	94,270	84,371
Gross domestic product	132,667	126,394
	Percent	
Primary industries' contribution to GDP	7.70	7.01

Thanks...

...to all New Zealanders for supplying information that is used to produce official statistics.

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New Zealand Government