

**The modern nomad in New Zealand:
a study of the effects of the Working
Holiday Schemes on free independent
travellers and their host communities**

by

Kenneth John Newlands

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Table of contents

List of tables	vi
List of figures	viii
Attestation of authorship	ix
Acknowledgements	x
Abstract	xii
Chapter 1 Introduction and methodology	1
1.1 Tourism mobility	1
1.2 Catalyst for research	3
1.3 Policy issues	5
1.3.1 Government involvement in tourism	5
1.3.2 Framework for examining tourism policy	9
1.4 Goals of the thesis	11
1.5 Methodology	13
1.6 Outline of remainder of thesis chapters	23
Chapter 2 Literature Review: From policy to Working Holidaymakers	25
2.1 Chapter outline	25
2.2 Policy	26
2.3 Models for studying tourism policy	29
2.4 Tourism policy	33
2.5 Values in tourism research	35
2.5.1 Position of researchers	35
2.5.2 Values and policy	36
2.6 New Zealand policy, a tourism strategy	37
2.7 Interest Groups and New Zealand Tourism Policy Formation	39
2.8 Monitoring and evaluating tourism public policy	40
2.9 The Young Workingman’s Grand Tour	41
2.10 Definitions	42
2.11 The Overseas Experience ‘OE’	44
2.12 Other tourism policy literature	46
2.13 International Working Holiday research	46
2.14 Working holiday	47
Chapter 3 The Working Holiday Schemes 1985 –2005	49
3.1 Chapter outline	49
3.2 The Working Holiday Schemes policy	49
3.2.1 Contextualising the papers	49
3.2.2 The schemes from 1985 - 1998	53

3.2.3 New Zealand Incorporated 1999 papers	58
3.2.4 Year 2000 schemes.....	60
3.2.5 Fee collection for visas issued within New Zealand 2001.....	65
3.2.6 Additional papers from 2003.....	65
3.3 Summary policy section	72
3.4 The scheme as at December 2003	73
3.5 The scheme during the 2004 portion of this study.....	76
3.6 Summary of changes 1997 to 2004 as reported in secondary data	79
3.7 Chapter Summary.....	83
Chapter 4 Demographics of the modern nomad: identity and definition.	85
4.1 Chapter outline	85
4.2 Results; - The demographics of this modern nomad	88
4.2.1 Nationality	88
4.2.2. Gender	90
4.2.3. Age	91
4.2.4 Highest level of education achievement.....	94
4.2.5 Work prior to coming to New Zealand.....	95
4.2.6 Prior Earning capacity	98
4.3 Proposed description of a modern nomad on a working holiday.....	100
4.4 Chapter Summary.....	101
Chapter 5 New Zealand: Choice for a working holiday.....	103
5.0 Chapter outline	103
5.1 Obtaining visa.....	104
5.2 Plan to work in New Zealand.....	106
5.3 Main reasons for visiting New Zealand.....	112
5.4 Plans for return to New Zealand.....	118
5.5 Chapter summary	122
Chapter 6 Nature of the working experience.....	125
6.0 Chapter outline	125
6.1 Paid and voluntary employment.....	126
6.2 Main Job.....	128
6.3 Methods used to find jobs.....	135
6.4 Nature of job tenure.....	136
6.5 Take home pay	137
6.6 Hours worked	139
6.7 On Job training and skills retained	140
6.8 Employment and job displacement.....	140
6.9 Chapter summary	141
Chapter 7 Nature of the travel experience.....	142
7.1 Chapter outline	142

7.2 Prior Knowledge of Working Holiday Schemes	142
7.3 Travel plans before and after working holiday.....	143
7.4 Income and Expenditure on working holiday.....	147
7.4.1 Estimated expenditure as a percentage of total spend	147
7.4.2 Funds remitted into and out of New Zealand	148
7.4.3 Earnings bands	152
7.4.4 Intended Savings	155
7.5 Travel plan changes once in New Zealand	156
7.6 Travel Style and travel partners.....	159
7.7 Previous visits to New Zealand	161
7.8 Transportation choices.....	162
7.9 Regions worked or visited.....	163
7.10 Satisfaction levels.....	166
7.11 Accommodation	168
7.12 Activities	170
7.13 Cultural and Tourist highlights.....	171
7.13.1 Interacting and communing with the physical environment.....	172
7.13.2 Social and cultural environment.....	173
7.13.3 Balanced view of New Zealand that might assist migration.....	176
7.13.4 Unusual highlights and lowlights	177
7.14 Visa application and approval process	178
7.15 Improvements for future Working Holidaymakers	178
7.16 Chapter summary.....	186
Chapter 8 Case study Tongariro National Park.....	189
Plate 1 Tongariro National Park.....	189
8.1 Chapter outline	190
8.2 Tongariro National Park.....	191
8.3 Case study methodology Tongariro National Park.....	192
8.3.1 Door to door canvassing.....	193
8.4 Employers' perspective on Working Holiday Schemes	195
8.5 Community perspective on Working Holiday Schemes.....	200
8.6 Tongariro National Park employment for Working Holidaymakers	205
8.7 Triangulation of sources of data	209
8.8 Triangulation and relationship to policy.....	210
8.9 Case study and contribution to additional knowledge	212
Chapter 9 Conclusions and recommendations	214
9.1 Chapter outline	214
9.2.1 Summary of WHM policy and evolution	215
9.2.2 Economic and social effects on communities and environment.....	217
9.2.3 Achievement of policy aims.....	218

9.2.4. Evaluation of policy development and review	219
9.3.1 The modern nomad.....	223
9.3.2 Understanding of the definition of a tourist.....	224
9.3.3 Motivations of Working Holidaymakers	225
9.3.4 Likelihood that Working Holidaymakers return.....	225
9.3.5 Work and holiday experiences	226
9.4.1 Employers and community perception of policy and WHMs	229
9.5 Visa application and approval process	230
9.6 The Working Holiday.....	231
9.7 Recommendations	232
9.7.1 Replication of the study.....	232
9.7.2 Recommendations for changes to rules of WH Schemes.	233
9.7.3 Tourism and agricultural sectors	234
9.8 Notes for further research.....	234
References.....	237
Appendices.....	246
Appendix A: IVS Working Holiday data.....	247
Appendix B: Letter to residents	253
Appendix C: Letter to employers requesting an interview.....	255
Appendix D: Participation information sheet employers and residents	257
Appendix E: Semi structured interviews with residents and community.....	259
Appendix F: Semi structured interview employers and agencies.....	260
Appendix G: Survey to Working Holidaymakers	261
Appendix H: Email to Working Holidaymakers NZIS database.....	277
Appendix I: Information sheet to Working Holidaymakers.....	279
Appendix J: Consent to participation in research.....	281
Appendix K: Publicity notice invitation to participate in research.....	282
Appendix L: Information page of web based survey	283
Appendix M: Employer contacts.....	284
Appendix N: Visa and approval process	287
Appendix O: Cultural and tourist highlights	291
Appendix P: Improvements to the work experience	296
Appendix Q: Suggested improvements to the Schemes.	300
Appendix R: Recommend the Working Holiday Scheme.....	303
Appendix S: Changes to Working Holiday Schemes.....	308

List of tables

Table 1 Chronological view of research process	14
Table 2 Permission to contact respondents for clarification of information.....	23
Table 3 Monitoring and evaluation tourism policy-making process	40
Table 4 Jamieson's (1996) five themes of OE participants.....	46
Table 5 Cabinet papers relating to WHS Oct 1997-Nov 2003.....	51
Table 6 Annual Working Holiday Scheme available quotas and approvals.....	58
Table 7 Comparison Approved WHM Schemes to NZIS website Dec 2003	74
Table 8 Working Holiday visas issued by gender 2003.....	76
Table 9 WHS visas availability 1997, 2003, 2004 versus issued 2003 during study	77
Table 10 Evaluation of WH policy- making process utilising Hall and Jenkins	82
Table 11 Country of usual residence.....	89
Table 12 Gender by nationality.....	91
Table 13 Age during Working Holiday	92
Table 14 Highest educational achievement.....	94
Table 15 Highest educational attainment by nationality.....	95
Table 16 Type of work before coming to New Zealand	96
Table 17 Work status two years prior to coming to New Zealand.....	96
Table 18 Type of work done immediately prior NZ trip by nationality	97
Table 19 Gross annual income in year prior to coming to NZ.....	98
Table 20 Attended educational or training institution on NZ Work Holiday	100
Table 21 Style of training or educational institution.....	100
Table 22 Plan to work during holiday in New Zealand	107
Table 23 Percentage of time worked by length of stay	110
Table 24 Separate paid and voluntary jobs by length of stay	111
Table 25 Estimated the time worked during holiday by nationality	112
Table 26 Reasons for visiting New Zealand by nationality	113
Table 27 Motivations sorted into numerical order least to greatest motivation.....	117
Table 28 Experiences from New Zealand travel experience	118
Table 29 Plans to return to NZ in next five years	119
Table 30 Future plans if returning to New Zealand by nationality	121
Table 31 Engaged in Voluntary or paid work as WHM in NZ by nationality.....	126
Table 32 Number of separate jobs during time in New Zealand by nationality	127
Table 33 Main job or occupation by nationality	131

Table 34	Approximately how long did this main job last.....	134
Table 35	Method of finding main job by nationality	136
Table 36	Approximate take home pay as hourly rate	138
Table 37	Prior knowledge of Working Holiday Schemes	143
Table 38	Comparison IVS data and thesis data travel en route to NZ.....	144
Table 39	Regions visited on way to New Zealand.....	145
Table 40	Intended regions to visit after New Zealand working holiday.....	146
Table 41	Approximate expenditure as a % of total spend by nationality	148
Table 42	Bands of income from working Holiday employment on survey.....	149
Table 43	Income and expenditure by nationality NZ\$.....	149
Table 44	Net expenditure by WHM.....	150
Table 45	Funds on hand upon arrival in NZ	151
Table 46	Funds taken from NZ at end of Working Holiday	151
Table 47	Supplementary funds accessed while in NZ	152
Table 48	Earnings in New Zealand.....	154
Table 49	Savings or anticipated savings from work in NZ.....	155
Table 50	Proposed ways of spending savings from work.....	156
Table 51	Changes to planned length of stay	157
Table 52	IVS travel style of Working Holidaymakers.....	159
Table 53	Travelling companions at arrival in NZ.....	160
Table 54	Travelling companions around New Zealand.....	160
Table 55	First NZ trip: Comparison IVS data WHM'S to survey data	161
Table 56	Modes of transport used.....	163
Table 57	North and South Islands worked or visited by nationality.....	165
Table 58	Recommendations about the Working Holiday Schemes.....	168
Table 59	Styles of accommodation	169
Table 60	Activities undertaken on Working Holiday	170
Table 61	Suggested improvements to Working Holiday experience.....	180
Table 62	Participant's recommendations about the Working Holiday Schemes	184
Table 63	Perceived benefits and problems with policy aims.....	186
Table 64	Door to door survey in Tongariro National Park winter 2003.....	194

List of figures

Figure 1 Framework for examination of tourism policy	10
Figure 2 Elements of the tourism policy-making process.....	27
Figure 3 Comparison Decision making models	32
Figure 4 Nationality by age groupings.....	92
Figure 5 Age of respondents by continent of residency.....	93
Figure 6 Gross annual income prior to coming to NZ by nationality	99
Figure 7 Length of stay in New Zealand on working holiday	106
Figure 8 Intention to work while on holiday in New Zealand by nationality	108
Figure 9 Proportion of time spent working compared with holiday leisure time	109
Figure 10 Number of paid and voluntary jobs	127
Figure 11 Principal types of multiple jobs	128
Figure 12 Main Job or occupation	130
Figure 13 Period of time in main job	133
Figure 14 Number of hours of work per week.....	139
Figure 15 Earnings in New Zealand simplified into three categories.....	153
Figure 16 North Island regions where WHMs worked versus just visited	164
Figure 17 South Island regions worked in or just visited.....	165
Figure 18 Satisfaction with experience in New Zealand	166
Figure 19 Likelihood of return to New Zealand in the next five years.....	167
Figure 20 The rational-comprehensive decision making model in use.....	222

Attestation of authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the qualification of any other degree or diploma of a university or other institution of higher learning, except where due acknowledgment is made in the acknowledgements.”

Kenneth John Newlands

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Abstract

Tourism is often described as having arisen from the Grand Tour of the young aristocracy of the eighteenth century who travelled around Europe for a period of a few years to further their education. Adler argues that, rather than seeing the development of tourism as an evolution from the young aristocracy to the adoption of the tour by the middle classes, the young travellers of today can also be traced back to tramping “a well institutionalised travel pattern of working class youth” (1985, p.335). The modern day Working Holiday is taken by a wide cross section of many societies travelling for a variety of purposes.

The Working Holiday Schemes discussed are reciprocal arrangements between New Zealand and sixteen other countries (as at May 2003) that allow young people to work and holiday in each other’s countries, for up to a year. The aims of the research are to discover who these visitors are, what work and holiday experiences they have, their motivations for coming to New Zealand and also to compare the intentions of the schemes, as outlined in policy found in cabinet briefing papers, with the actualities of the scheme, as reported by Working Holidaymakers, employers and community members.

The study uncovers the background to policy decisions in the tourism / immigration domain. No research has been carried out on the Working Holidaymakers coming to New Zealand or about the policies that support this movement. It will be argued that Working Holidaymakers contribute both as a source of labour to many industries and as significant consumers of tourism product. Consequently this research is of interest to the academic community, government and industry groups including the horticultural and broader farming industry, tourism sectors such as hospitality, accommodation, transport, attractions and activity providers, and to a lesser extent training and educational institutions.

The research focuses on the characteristics of a convenience sample of Working Holidaymakers. The thesis is supported by a small case study that explores the schemes from the perspectives of host communities and employers. During the period that the research was undertaken the number of countries involved and the

number of working holiday visas increased significantly. During 2005, 36,000 visas were made available to suitable applicants from twenty-five countries. The growth in the numbers of Working Holidaymakers suggests that it is time to review the policy formation about Working Holiday Schemes and challenge the traditional definition of a tourist as a non-worker. Recommendations are made for improving the schemes, contributing to policy decisions and to for a wider interpretation of the term tourist.

Chapter 1 Introduction and methodology

1.1 Tourism mobility

The subject of tourism and migration has become of increasing interest to tourism researchers (Colin Michael Hall & Williams, 2002, p.vii). This is not unreasonable given that since recorded time began people have travelled as nomads, often without permanent homes, between a series of locations to find food shelter and other necessities of life. Chatwin cited by Leiper (2004, p.4-5) suggests that nomadism was so important to human life for so long that it became indelibly recorded in our gene pool so that it continues to influence us subconsciously to travel even now. Leiper notes that this is not proven but it does present a way to relate nomadism to migration and tourism. Ryan & Trauer (2005, p.511), while discussing the emergence of the nomad tourist, concur that “societal development and socio-demographic changes have always had an impact on mobility and immigration.” They accept that this is unlikely to be any different this century so that alongside the traditional nomad who sought workplace and relationship changes, the changes in the global economy has lead to a movement of ‘tourism nomads,’ nomads in search of something different in a temporary home away from home (Opaschowski, 2001 cited in Ryan et al 2005, p. 511).

This study concerns the ‘tourism nomad’ who has entered New Zealand under the Working Holiday Schemes since 1985 who are referred to as a Working Holidaymaker (WHM). From an historic perspective the stories of early travellers as pilgrims and nomads, suggested a way to position the Working Holidaymaker: - as the modern nomad. The phrase “nomad” has also been used recently by Onyx and Leonard (2005) but from the perspective of older longer-term travellers. They compare the experiences of ‘Grey Nomads’ in Australia with the American seasonal ‘snowbirds’ both of who travel relatively long distances in self-drive vehicles but usually for different motives. The term nomad now has several meanings. For example in aviation circles it is the synonymous with a popular type of aircraft, a smallish square nosed aircraft suited to flying in remote areas and landing on less developed runways which might suit a nomad traveller. However, there is increasing use of the term to describe a longer-term traveller on

the road for several months.

The researcher has adopted the term nomad as a useful term to use when discussing long-term travellers who combine work and leisure. There is also a synergy with the understanding of the Backpacker Research group within the Association for Tourism and Leisure Education (ATLAS) who represent the backpacker as the 'Modern Nomad' or more recently as the 'Global Nomad' (Greg Richards, 2000; Greg Richards & Julie Wilson, 2004). The link with Working Holidaymakers is that some backpackers work at times on their travels in the traditions of the traditional nomad. The backpacker nomad straddles the two concepts that Ryan discusses earlier; travel for work, accommodation and education while pursuing the quest for something altogether different.

The Working Holiday research provides an opportunity to bring the two together. Williams and Hall (2002, p.1), in a discussion about new forms of mobility, identify groups of 'heroes' of this current mobility as including "young New Zealanders or Australians taking their Big OE, (Overseas Experience)" as well as the "German and Swedish long term travellers visiting organic farms around the world". This research acknowledges an increasing trend toward the taking of a working holiday in New Zealand and Australia, and in support of Ryan's findings above, includes the opinions of some of the German and Swedish Willing Workers on Organic Farms (WOOFERS) but also suggests that there are increasing number of nationalities other than Australians and New Zealanders taking working holidays at various stages in their lives.

In a review of the European labour movement Richards (2003, p.77) implies one reason for the growth in mobility, that may also help explain growth in working holiday schemes, when he suggests:

The weak market tends to stimulate mobility, as it is relatively easy to find employment in the tourism sector in a foreign country if no professional qualifications are required.

The New Zealand labour market for Working Holidaymakers extends into many areas of employment including agriculture where skills of pruning, picking and handling machinery can be learnt on the job without the need for professional

qualifications.

The literature contains several discussions about tourism mobility. Duval (2002) has written about the connection between the return visit and return migration of Caribbean born Canadians. Krakover and Karplus (2002, p.117) look at another aspect of the tourist-migrant continuum through the study of potential immigrants to Israel who will be classified as tourists if they stay for less than one year or migrants if they settle. The classification depends on the final decision to migrate or not.

Hall (2003, p.11 ; Williams & Hall, 2002, p.7) cites the work of Bell and Ward when presenting a simplified mobility model that maps spatial dimensions of travel (local, regional, national and international against a temporal dimension (the time spent away from home). At an international level acknowledgement is made of travelling for months for seasonal work, study or working abroad evolving into an overseas experience. This clearly places the Working Holidaymaker in the continuum of temporary mobility. As an interim explanation a Working Holidaymaker is a young traveller who meets certain policy requirements such as being aged 18 to 30, who arrives with sufficient funds to maintain themselves for a time (NZ\$4200), has a return ticket, wants to work, possibly study for a short time, and travel for up to a year in a country. The Working Holiday Schemes are generally reciprocal schemes between two countries such as New Zealand and the United Kingdom.

1.2 Catalyst for research

The initial catalyst for the research arose from earlier studies of backpacker tourists. While discussing the findings with members of a New Zealand Backpacker Marketing Group it became obvious that little was known about the significant number of backpackers who acknowledged that they work while in New Zealand. A 2003 study of 460 backpackers revealed that 50% considered that their visa allowed them to work and 29% of them worked while in New Zealand (TNT Magazine, 2003). During 2003 some 211,450 backpackers visited New Zealand (Appendix A), but only 19,652 Working Holiday visas were issued in 2003. The 19,652 WHM visas represent only 9% of the backpacker visitors and are much smaller than figure of 29% who indicated that they worked in the

2003 survey. On the international arena a 2005 survey of 19,446 Lonely Planet readers indicated that 12% described their travelling style as “working holiday” (Lonely Planet, 2005, p.31). This is not to suggest that backpackers are working under the table as there are a variety of ways to work legally while in New Zealand. In a review of the literature Loker-Murphy and Pearce (1995, p.819) reinforce these findings and suggest that “most backpackers are on extended holidays or working holidays.” Whilst all Working Holidaymakers may not see themselves as backpackers there is a strong correlation between the five preferences of backpackers used by Loker-Murphy and Pearce (see p.832-834) to define backpackers with the information uncovered about Working Holidaymakers. The thesis data in Chapter Seven provides an indication of the overlap with the predominate use of budget style accommodation.

Further investigation revealed that not only the Backpacker Tourist Industry but also The New Zealand Immigration Service, The Ministry of Foreign Affairs and Trade, The Ministry of Tourism and three employment agencies would all welcome a study of the New Zealand Working Holiday Schemes.

Bell (2002) notes that there is no comparative study of the New Zealand ‘Overseas Experience’ (OE) and the Australian ‘Going Overseas’ (OS). A search of cabinet papers (see Chapter Three) noted that the New Zealand government had relied on extrapolations of Australian studies (principally Harding & Webster, 2002) confirming that there appears to be a lack of New Zealand research on either working holiday makers or Working Holiday Schemes. Previous research in New Zealand has focused on the working holidays of New Zealanders travelling overseas, for an experience typically know as the “Big OE.” (Bell, 2002; Inkson & Myers, 2003; Mason, 2002; Wilson, Fisher, & Moore, 2005). Hall (2003, p.73-75) wrote about the New Zealand OE and noted that the equivalent in Australian is the OS (‘overseas trip’). There appears to be no study of either Working Holiday makers while in New Zealand or the policy that provides for these schemes. Research in Australia (Cooper, O'Mahony, & Erfurt, 2002; Harding & Webster, 2002) suggests that Working Holidaymakers comprise a viable market segment worthy of study, one that brings considerable benefits not only to the agricultural sector, but also to other industries experiencing labour

shortages, whilst simultaneously bringing benefits to local host communities.

After what they refer to as a “brief review of the literature” Williams and Hall conclude “that the tourism-migration nexus represents a fertile ground and still largely virgin territory, offering rich rewards for tourism and migration researchers” (2002, p.3). This reinforced the decision to investigate Working Holidaymakers particularly it offered an opportunity to explore some theoretical applications but with a practical outcome. This is in line with Dann’s argument when reviewing the work of key anthropologists who also wrote on tourism:

The ‘language’ of tourism (including its imagery); ‘tourism research without theory is quite dead’. ‘Working separately, theoreticians and practitioners become victims of their own (separate) monologues(s).’ (Dann 1997 cited in Burns, 1999, p.83)

Burns interprets this statement to mean, “that theory and academic research must feed into tourism industry as a practical benefit to contribute to sustainability.”

Hall (1994), who noted the lack of political analysis in tourism studies, suggests that there is a need for an understanding not only of small market segments of tourists, such as Working Holidaymakers, but also an understanding of the politics and policies that allow for such segments to grow. Hall combines with Jenkins (1995) to provide a useful introduction to the study of tourism public policy. The structure of their book proved to be a useful starting point for the structure of some of this thesis. Zahra and Ryan (2005, p.19) wondered why, with the notable exceptions of that work and the work of Simpson (2003), “there has been a general lack of attention about the political realities that surround tourism?”

1.3 Policy issues

This section considers government involvement in tourism before examining a possible framework for examining tourism policy.

1.3.1 Government involvement in tourism

Internationally Richter suggests that political science has been slow to join the study of tourism but goes on to make a useful contribution by presenting a conceptual framework for such studies at three levels: international, national and local. At a national level she notes that government intervention in tourism varies

considerably; from following the lead and initiatives of industry, as typified in the United States, to taking a command approach as has traditionally been the case with government in Cuba or China (1994, p.219). Richter suggests four political uses for tourism: prestige and political legitimacy, aid, political and cultural support, and immigration. Chapter Three reveals that the New Zealand Government views the Working Holiday Schemes as a possible pathway to future immigration, as a way to support regional parts of the country and for the development and retention of culture. In a positive sense the continued success of tourism has provided the government with additional tax revenue with which to further its aims. On the negative side tourism has been an issue for the government resulting in the divesting of investment in hotels and airlines. Recently the near collapse of the principal airline, Air New Zealand, resulted in the government diverting millions of dollars to repurchase the ailing airline. The government also supports the industry in many other ways including considerable international marketing support.

Perhaps an initial question should then be posed early in this thesis about the role of central government in policy making. Given that direct profits accrue to the private sector, should government be involved in Tourism? Wilkinson (1997, p.201), citing a hypothesis of Jenkins and Henry (1982) suggests that

For each developing country, the degree of active involvement by government in the tourism sector will reflect the importance of tourism in the economy.

While New Zealand has slipped in the OECD world rankings, it is not usually considered to be a developing country but the hypothesis is equally sound. Tourism is of significant importance to New Zealand with total tourism expenditure reaching NZ\$17.2 billion in the year to March 2004 or 9.4% of Gross Domestic Product (GDP). Tourism has been increasing in value by an average 6.9% per year since 1999 with the international component increasing at a slightly higher rate than domestic tourism. The international component was NZ\$7.4 billion or 18.5% of total exports in 2004 making tourism the single largest export earner for New Zealand. Yet during 2002, only ten tourism companies were listed on the stock exchange (Treloar & Hall, 2004, p.133) The industry continues to consist of a few large companies today such as Tourism Holdings and Air New

Zealand, but the number of smaller business continues to grow, so that by 2004, 172,000 full time equivalent employees were involved in the industry (Tourism Research Council of New Zealand & Ministry of Tourism, 2005, p.4-5).

The industry is fragmented and probably unable to market itself as successfully without government leadership. For its part the Government receives considerable revenue from tourism including, NZ\$1.3 billion in Goods and Services tax GST for 2004. International tourism contributed more to export earnings than the Dairy industry, although it should be conceded that total primary products from Dairy, Meat, Wool, Wood and Seafood together provide more revenue than tourism (Tourism Research Council of New Zealand & Ministry of Tourism, 2005, p.5). Tourism is a significant part of the New Zealand economy and the government acknowledged this with the formation of a Tourism Research Council New Zealand in 2000. The Council's purpose is to "enhance the provision of data and research for the New Zealand tourism sector" (Tourism Research Council of New Zealand & Ministry of Tourism, 2005, p.1) thereby maintaining and hopefully expanding the contribution of tourism to the economy.

Veal (2002, p.7) provided a comprehensive list of the range of government involvement in leisure and tourism, including:

Funding of tourism promotion, ownership/conservation/provision, heritage, arts, facilities/services, support of trade missions/embassies, regulations and control including airline/air traffic regulations, immigration/passports, safety and noise regulations and planning, training/education, research funding, and enabling legislation for local authorities.

Hall (2003, p.130) cited the International Union of Tourism Organisations (1974) who suggested five areas of public sector involvement in tourism: "co-ordination, planning, legislation and regulation, entrepreneurship, and stimulation". Hall then added from his earlier work in 1994 "a social tourism role and a broader role of interest protection" for government.

Part of the success of the New Zealand Tourism industry should be accorded to the past governments for their support in all these activities over a long period of time. Given this past success, and the disparate nature of the industry, there is an argument for continued involvement of the government in tourism and

particularly in Tourism Policy. As well as policies that impact on foreign exchange earnings and employment the government is also directly involved in supporting the industry with land use policies including foreign ownership, investment, the establishment of World Heritage Areas, as well as National and Marine Parks and representations to support the attaining of large events like the America's cup and the World Rugby Cup for 2011, secured after much hard work including personal appearance of the Prime Minister before the International Rugby Board.

An OECD report of the period 1993-1994 noted that the New Zealand external aviation policy:

Was designed to reflect a more liberal approach to trade in international air services. The policy seeks to ensure that international air capacity to New Zealand is increased by means of New Zealand's bilateral aviation agreements.

The aviation negotiations are particularly important and also affect the ability of the national carrier Air New Zealand to pick up or drop off passengers and freight of differing nations under the "Six freedoms of the Air" conventions (Organisation for Economic Co-operation and Development, 1996, p.70)

Three principal government agencies are involved in Tourism, the relatively new Ministry of Tourism, the well-established Department of Conservation and the New Zealand Tourism Board trading as Tourism New Zealand. Hall (2000), from a study of the work of the Office of the Parliamentary Commissioner for the Environment, identified an additional twenty-eight 'secondary government agencies' as well as regional bodies that are involved in tourism. For example the Ministry of Foreign Affairs and the New Zealand Immigration Service have involvement with the Working Holiday Schemes. Allowing for some mergers but also the development of new agencies since 1997 when Hall developed the list, the figure is probably conservative.

The tourism industry appears to support the involvement of government in the industry but clearly attempts to influence the direction of government by lobbying on behalf of its constituents (Tourism Industry Association of New Zealand, 2005). Government support of tourism appears to be secure for the foreseeable

future.

1.3.2 Framework for examining tourism policy

Background reading on policy formation (Dye, 1992; Colin Michael Hall, 2000; Colin Michael Hall & Jenkins, 1995; Simpson, 2003; Veal, 2002; Zahra & Ryan, 2005) helped to form the literature review in Chapter Two. However if the advice of Lindblom (1980 cited by Hall and Jenkins 1995, p.99) is correct, the reading has only begun:

Because the study of policy making is the study of all of politics from a particular point of view, reading on any aspects of politics will strengthen the student's understanding of policy making

The Working Holiday Schemes are a good example of the way that that the public and private sector are often interconnected, meaning that each should understand the positions and imperatives for action of the other. The schemes allow central government to pursue policy aims and provide benefits to industries such as agriculture and tourism but also to communities. Veal (2002, p.5) presented a social, political economic and management framework for viewing leisure and tourism service delivery processes. Whilst this framework was probably not designed with Working Holiday Schemes in mind, it does provide a reminder of the linkages that exist between the components involved in a system. Ideally, for comparative purposes, an additional linkage of working tourists is needed to transform the model into one against which the schemes can be evaluated.

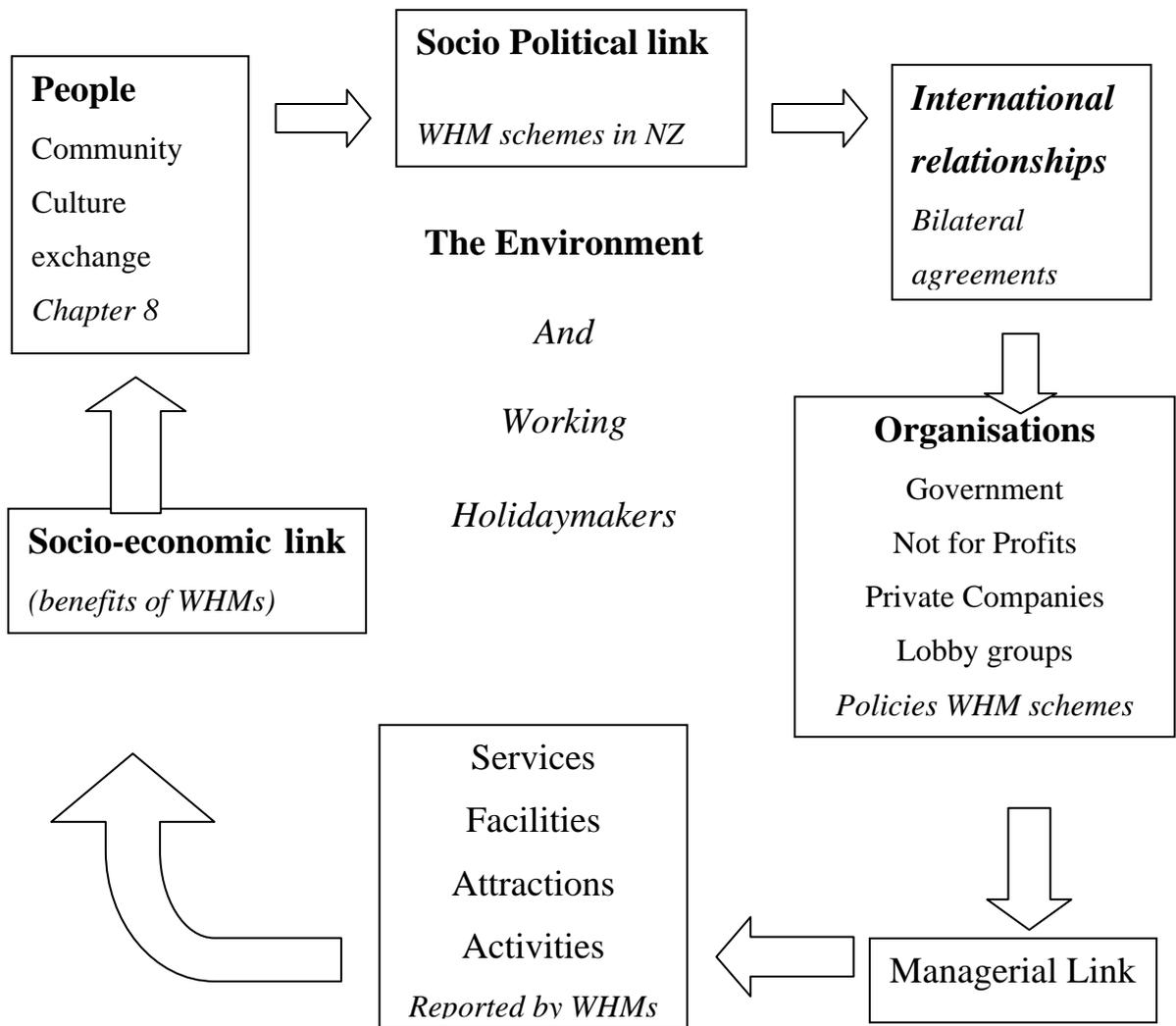


Figure 1 Framework for examination of tourism policy

A social, economic and managerial framework for viewing leisure and tourism and other services delivered to or provided by Working Holidaymakers (adapted from Veal 2002, p.5). Italics indicate additions to Veal’s work.

This is attempted above by showing *Working Holidaymakers* as an integral part of ‘The Environment’ in the diagram. An additional linkage of *International Relationships* is added to Veal’s original model because of the critical nature of the arrangements between governments, most of them reciprocal, to the success of the Working Holiday Schemes and other inter government policies. The policies are also mentioned as a link to the policy analysis models presented in Chapter

Two. The diagram prompts a number of questions that will guide the researcher in analysing policy documents and research data in following chapters. However for a study of tourism policy itself the work of Hall (1995; Colin Michael Hall & Page, 2002) also provide a useful model and this will be noted in the early sections of Chapter Two. Together the challenges laid down by Veal and Hall form the basis of some of the objectives of the study outlined shortly. This idea of a framework is supported by Hall and Jenkins (1995) who suggest that the study of tourism policy should be carried out at several levels. Using the frameworks is one way to ensure that some of their concerns are met.

1.4 Goals of the thesis

The overall aim of the thesis is to compare the policy intentions of the schemes (unpacked in policy documents Chapter Three) with the actualities of the scheme as reported by Working Holidaymakers (Chapter Four through Seven), as well as by employers and community members (Chapter Eight). This will be a useful contribution to the literature and provide independent information for future decision making about the New Zealand Working Holiday Schemes. Simpson refers to this process as “determining the policy intentions and the policy effects” (2003, p.120)

More specific objectives are addressed in each chapter and an outline of chapters appears at the end of this chapter. However, taking the goal of the thesis and converting it into more specific objectives generated the following major objectives for the thesis. They are presented under the headings actualities, intentions and employers and community that relate to chapters as indicated above.

Intentions of schemes

- What are the Working Holiday Schemes Policies and how have they evolved over time?
- What are the economic and social effect of the schemes on communities and the environment as perceived by the policy makers?

- Have the aims of the schemes as outlined in policy documents been achieved?
- How useful are the adopted theoretical frameworks for examining the evolution of policy and analysing the stated aims of the schemes?

Actualities reported by Working Holidaymakers

- Who is the modern nomad?
- Given the discovery of Working Holidaymakers (WHMs) as working tourists often travelling for more than a year and receiving remuneration from within their host country, what effect does this have on our understanding of who a tourist is?
- What motivates working holidaymakers?
- How likely is it that Working Holidaymakers return to New Zealand?
- What are the work and holiday experiences of the Working Holidaymakers?

Employers and community members

- What is the perception of Employers and Community members about Working Holidaymakers and the WHM Schemes

The thesis will contribute to the literature by providing a summary of the perceived benefits of the schemes alongside a historical account of the developments of the schemes that provides an insight into who contributed to policy formation. Indirectly it attempts to provide insight into half of the topics called for by Jenkins in his call for “innovative studies of tourism policy” (2001, p70.)

1.5 Methodology

1.5.1 Qualitative and quantitative methods

A combination of qualitative and quantitative methods was employed to gather information for the thesis, each of which has its place in tourism research. Hussey (1997), suggests that the qualitative researcher seldom quantify the volume of their research so care has been taken to specifically acknowledge the source of documents and interviews and indicate the extent of qualitative data. Jennings (2001), presents an array of literature arguing both for and against the use of a combination of methodologies but appears to support the idea where it helps the final output of information. Given the relatively small size of the quantitative data supporting qualitative information is relied on in the thesis.

The first qualitative step involved an initial literature review (Chapter Two) that led to the discovery of the existence of policy documents that were obtained and reviewed in Chapter Three. The literature review reveals that there is a paucity of research that focuses on the Working Holiday Schemes or Working Holiday Makers in New Zealand. Both chapters contain references to two Australian studies (Cooper et al., 2002; Harding & Webster, 2002) and suggest that Working Holidaymakers comprise a viable market segment worthy of study.

The researcher was able to obtain permission to replicate the study of Harding and Webster and modify the research instruments to suit the New Zealand environment. The survey instrument provided to Working Holidaymakers to complete on-line or in a hard copy version for freepost return was predominantly quantitative in nature but also provided several questions where respondents could provide qualitative opinions about their work and holiday experiences. The quantitative part of the survey of Working Holidaymakers is reported on in Chapters Four through Seven.

The qualitative data in Chapter Three is presented in a chronological order that follows the history of the development of the Working Holiday Schemes that allows for themes and changes to be traced. In a similar manner in Chapter Eight the more qualitative data or opinions collected in the structured interviews with community representatives and employers has been reduced by looking for

themes, similarities and differences of opinion amongst the respondents. It is acknowledged that some use was made of what Hussey (1997) calls ‘non qualifying’ methods of qualitative data analysis. During each interview it appeared that the responses of one employer tended to influence additional questions that would be asked at subsequent interviews to check the tentative analysis from previous interviews.

The table below is included to provide a context for the research process, which took place over four years. An honest attempt has been made to reveal the difficulties and success in the data collection, as a guide to further research in this domain.

Date	Research event
2002	Reporting of international study of backpackers to academia, the tourism industry and Government Ministries that lead to proposal to research Policy and Working Holidaymakers
February 2003	Registration as candidate and search of Working Holiday literature
March 2003	Permission from Harding and Webster to use and modify their three survey instruments and methodology. Application made for release of Cabinet papers about WHM policy under Official Information Act 1982
July 2003	Ethics approval from AUTEK to commence using survey instruments
August 2003	Opening of internet web based survey and invitation emailed to Working Holiday makers on NZIS database. Poor response to email and subsequent email. Commenced extensive advertising of website and making survey available with reply paid envelopes particularly in Tongariro National Park area of North Island NZ.
September 2003	Interviews with employers and community members, data collection on businesses employing Working Holidaymakers in TNP for case study.
December 2003	Initial reporting of case study to Taking Tourism to the Limits Conference at Waikato University (Newlands, 2003). Expansion of data collection from Working Holiday Makers to South Island locations
31 March 2004	Advertising and new data collection stopped and final data from server taken April 30. Completed data entry April 30
July 2004	Commenced a progressive report to NZIS, which informed thesis process
December 2004	Thesis suspended for health reasons including major surgery
October 2005	Thesis submitted, revised version resubmitted November

Table 1 Chronological view of research process

1.5.2 Replication of Harding and Webster

Contact was made with Webster by email, a co-author with Harding, which resulted in permission to examine the methodology and survey instruments used in a major Australian survey of Working Holidaymakers. In their study Harding and Webster (2002) arranged for exit interviews to be conducted with Working Holidaymakers at major international airports in Australia, which provided

comprehensive data about the working holiday experience. Subsequently a research company contacted employers identified in the surveys to obtain their perspective of the Working Holidaymakers. This enabled Webster and Harding to present a two-sided picture of the schemes to the Australian Government.

It was not possible for the researcher to secure access 'air-side' at New Zealand international airports to replicate the Australian methodology. The Ministry of Tourism declined an alternative approach. This was a request to add questions to the International Visitor Survey (an omnibus survey that often has topical questions added, for example about the America's Cup or the Irish and UK Lion's rugby tour). In retrospect this was fortunate as it allowed a more specific survey instrument to be developed. It was probably unrealistic to expect to be allowed airside to complete research in the aftermath of the September 11 Terrorist attacks in New York.

1.5.3. A way forward: obtaining policy data and access to primary respondents

During subsequent discussions with the New Zealand Immigration Service (NZIS) it transpired that they could help in two ways; Firstly, by supporting a request for government papers about the schemes and secondly, by providing an email conduit to advise some Working Holidaymakers about the research. A formal request was then made to the NZIS for the release of Cabinet papers under the Official Information Act 1982. The papers were received from Marilyn Little who organised an initial release of papers on behalf of the Secretary of Labour in 2003 and a subsequent set in 2004. Chapter Three reviews this literature about the development of the Working Holiday Schemes, particularly as interpreted by an analysis of New Zealand Government Cabinet papers, memos, and other official documents from October 1997 to December 2003.

Data was also obtained from Dean Rutherford of the Ministry of Tourism for a similar period, 1997 to 2004. This data was extracted from the International Visitor Surveys for three market segments: Working Holidaymakers, a larger segment of backpackers and, thirdly, all tourists. This data was useful in that it allowed for comparisons of thesis data with wider populations.

Information from NZIS was also used. For example when preparing the results

presented in Chapter Five about the length of time in New Zealand versus the time spent working and the number of jobs taken the researcher was interested in knowing who might have been excluded because of a self-selection question that precluded respondents who had not already been in NZ for at least one month. An examination of the IVS data indicates that 35% of the entire 139,703 Working Holiday visa-holders, who worked in New Zealand from 1997-2003 stayed less than one month (Appendix A). No data was available from NZIS specifically about working holiday visa holders to match this one-month criterion. However there was some limited data available on those who stayed less than three months. Based on so called clean data (NZIS data for those who stayed in the country during their one year visa period, i.e. did not leave and subsequently return), 26% of working holidaymakers in 2002, who had clean data, stayed less than three months (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.15).

1.5.4 Triangulated case study

Harding and Webster (2002) interviewed two parties in their Australian research, employees and their Working Holidaymaker employers. For the New Zealand study it was proposed to expand this concept into a triangulated piece of research involving not only Working Holidaymakers and their employers, but also a small group of community members who would be aware of the schemes. Using data from several sources is referred to as triangulation of sources of data. (Jennings, 2001). Survey instruments based on the work of Harding and Webster and backpackers studies (Newlands, 2002; Nimmo, 2001) were developed for the interviews with employers and community members. As the research was not likely to be approved until the winter of 2003 a region was chosen where it was anticipated Working Holidaymakers could be found in winter. The Tongariro National Park region of the Central North Island of New Zealand was chosen for the initial study. Doorne (1994) used the case study method effectively in an earlier study of backpackers and the method is equally useful today. Ware (1992) also tested his methodology in and around Tongariro National Park in an earlier winter study.

In order to collect data for the triangulated study the researcher made five visits to

the Tongariro National Park region between August and September 2003. Requests for interviews were made with employers identified from surveys received and progressively, in a snowball effect, with referrals from employers and community members. A letter (Appendix B and C) was provided to residents and employers providing information about the research (Appendix D) and asking for permission to interview them. Employers were selected if they had employed Working Holidaymaker visa holders within the preceding five years. During the interviews a semi-structured approach was taken (see Appendices E, F) and interviews taped with the permission of respondents. The tapes were transcribed when the researcher returned to Auckland. A consent form was completed before all interviews and these were all returned to Auckland to meet the requirements of the AUTEK approval. The survey to Working Holidaymakers was available simultaneously, which allowed the third leg of the case study to be completed.

1.5.5 Working Holidaymaker survey instrument

Survey instruments for Working Holidaymakers based on the work of Harding and Webster and backpackers studies (Newlands, 2002) were developed. The draft surveys were circulated to interested parties including the Ministry of Tourism and the New Zealand Immigration Service, who provided and some helpful suggestions and additional questions. The final version of the survey is attached as Appendix G. With advice and assistance from research assistants, the researcher discovered how to use Survey Pro, a software package that enables a survey to be posted on the internet. This process was not without difficulties as the package is more prescriptive than the Microsoft Office software that the researcher was familiar with. The software comes with a comprehensive manual and good support was available from the suppliers by telephone and email.

The thesis proposal containing the survey instrument was submitted to the ethics committee at Auckland University of Technology AUTEK and ethics approval received in July 2003.

Once the on line survey was tested the NZIS sent email invitations (Appendix H) inviting working holiday visa holders to participate in the research. The information sheet under a covering email was sent to 350 visa holders who had supplied email addresses on their visa applications. No details are available about

the number of emails that were returned or bounced because of incorrect addresses. The response rate to the server was negligible and NZIS repeated the email invitation participation in the research at the end of August to their database of Working Holiday makers with email contacts.

The direct email requests were supplemented with publicity about the website. The publicity materials, which briefly explained the purpose of the research and how to obtain the survey, were extensively displayed at locations in each village around the Park where Working Holidaymakers were expected to visit: - four camping grounds, two YHA hostels, numerous backpackers and other accommodation providers, laundromats, and internet cafes. Direct approaches were also made to visa holders on the few days that the researcher was in the region. An information sheet, consent form (Appendix I and J) pre paid envelope were given out with a copy of the survey. Later the publicity was extended outside the National Park to similar locations but also to backpacker car fairs, in the backpacker press and even in Japanese and German language backpacker publications. Appendix K contains a copy of the base publicity.

The original website address was located at

<http://www.survey.entrepreneur.ac.nz/workingholiday> The website had an information page which participants read before deciding to continue with the survey (see Appendix L). Consent was confirmed if respondents proceeded with the online survey.

Publicity about the research was regularly checked and replaced if missing or defaced. In particular a tear off portion of the posters with the internet address was replaced when necessary. These tear off sections invited potential respondents to complete the survey online but it also contained information on how to obtain a hard copy of the survey. When requested the survey was sent with an information sheet, a consent form and a reply paid envelope (appendices I, J). Direct approaches were made to Working Holidaymakers asking them to complete and return the survey, some of which were returned the same day. The approaches to respondents waiting to sell their cars proved to be very useful both for both verbal anecdotal comments and completion of the instrument.

Respondents were encouraged to write their comments into the survey instrument.

The direct response rate to the website did not improve and over the eight month period of data collection only thirty-five responses were received. On the positive side two of the responses came from Australia once backpackers had travelled there. The server was inadvertently disabled for a period over the summer recess. In order to re-establish the survey a new web address was given and all advertising material changed to suit. However it was then discovered that a link from the original site could be restored and consequently any enquiries to the old site were automatically referred to the new website. The survey was relocated on the server at Unitec as <http://survey.unitec.ac.nz/workingholiday> The experience of having the server deactivated indicates that the researcher should regularly check both the website, from both the perspective of the respondents' ability to submit surveys, and from the researchers' perspective, that the server is recording data sent in.

The low success rate with the online survey may have been because the majority of backpackers considering completing the survey online would have had to pay between \$4 and \$10 to complete and send the survey from an internet café. Only a few respondents had access to free internet usage, perhaps on a job site. This compares quite unfavourably with other online surveys hosted by the Unitec Entrepreneurship unit, which are normally very successful. Another problem may have related to the time taken to send the second screen that contained a drop down menu of every country in the world. A reduced list of countries might avoid this problem and increase response time from the server and thereby response rates from participants. The problem was more apparent on slower computers, which suggests that researchers should make survey instruments to suit the slowest systems.

Distribution of the survey as a hard copy with a freepost envelope proved to be a much more successful method of distribution. An inducement, or prize, of the equivalent of the cost of a Working Holiday visa was offered by the researcher's employer Unitec and won by a backpacker from the UK. Support from accommodation providers and a permanent backpacker car fair meant that posters could be displayed inviting Working Holidaymakers to collect a survey from such

establishments.

The success of identifying employers in the Tongariro National Park and working backwards to then locate Working Holidaymakers led to the replication of the method in other locations as a supplementary way of finding potential respondents. Generally employers were responsive. Exceptions included a hospital and a casino. Two employers indicated that they only employed New Zealanders to ensure visiting tourists had an opportunity to meet genuine kiwis or because of problems with former Working Holidaymakers. This was most unusual as most employers indicated that they would continue to employ Working Holiday visa holders, particularly if no New Zealanders were available.

Data received from 01 August 2003 until 30 April 2004 was included in the study. All of the returned hard copies were entered into the 'Survey Pro' database and transferred to a secondary analysis package (Statistical Package for Social Scientists, SPSS). The data was then checked for any obvious missing data. The original hard copy was then checked and the data corrected if necessary. The on line respondents were not contacted for clarification of their answers. Inevitably not every question was completed and this is acknowledged in the results with the number of respondents recorded (for example as n=202). The results from the analysis undertaken in SPSS were usually exported to Excel. This allowed the tables to be edited and for the creation of a variety of figures.

The researcher considered various options for presenting the qualitative data. On some occasions the data was viewed by major nationalities. On others the data was sorted alphabetically and then sorted again looking for themes. A deliberate decision was made not to try and attribute comments to fictitious names but simply refer to comments as coming from unnamed respondents. The full lists of comments are available. For examples see appendices N through R; and these can be correlated back to respondents in the original data files held by the researcher.

One error was discovered in the electronic version of the instrument where an employment category was missed from the options and this is acknowledged in Chapter Six. A second error was discovered during the analysis stage. A motivational statement appeared twice and the duplicate answer was removed

during the analysis of data for Chapter Five.

On occasions where individual data expressed as percentages was rounded electronically to reduce the number of decimal points the total was not exactly 100%. For example in Table 30 the three responses for UK residents planning to return to New Zealand add to 101% instead of 100%.

The initial data received during the winter months of 2003 was examined and the case study completed for presentation to colleagues at the Taking Tourism to the Limits Conference at Waikato University (Newlands, 2003). This triangulated case study is presented in Chapter Seven.

One outcome of that presentation was the realisation that indirect approaches to potential respondents were failing to achieve desired response rates. The researcher expanded the geographic area of direct contact and travelled to Christchurch and Queenstown during December 2003. During January 2004 data was collected in Motueka, Wanganui, The Hawkes Bay, Taupo, Rotorua, and then in February at Kerikeri and the Bay of Islands. Simultaneously face-to-face requests were made in Auckland, which continued as late as March 2004. However in all cases the researcher retired from the scene after encouraging the potential respondent to return the survey by the end of March 2004. The surveys were also left in strategic positions such as hostel lounges or at reception areas. Posters describing the research and indicating where to collect the survey were posted on notice boards. Two thousand surveys were printed and delivered to locations where it was hoped respondents would take, complete and return them. In all cases the owner or manager and a selection of front line staff were briefed about the research. While these approaches were labour intensive they did help to develop the picture of where Working Holidaymakers could be found.

Because of the wide publicity, and the lack of direct control over who found the survey, the sample is essentially a convenience sample drawn from three sources: - holders of Working Holiday Scheme permits; the wider group of subjects known to hold some type of visa entitling them to work in New Zealand; and the larger group of international backpacker visitors to New Zealand who may have undertaken voluntary or paid employment. An initial screening question in the

publicity excluded participants who had not been in New Zealand for at least one month. Whilst most respondents worked in 2003 some replies were received from respondents who had undertaken a working holiday within the last five years but were in New Zealand during the survey period. 278 replies were received and a total of 218 useable surveys from Working Holidaymaker permit holders were obtained. These respondents have become the major focus of Chapters Four to Seven.

Thirty-Four surveys were received on line and the balance by return mail. Whilst most respondents worked in 2003 some replies were received from respondents who had undertaken a working holiday within the last five years. This five-year criterion was inserted into the methodology to determine if any Working Holidaymakers had subsequently migrated to New Zealand. More comprehensive data on this topic has since been found in NZIS reports. Two respondents were identified as completing the survey from Australia after departure from New Zealand. The remainder completed the survey in New Zealand. Ideally respondents were asked to complete the survey near the end of their holiday but some returned it earlier. Of the 218 Working Holidaymakers identified, two appeared to have dual citizenship as their usual country of residence was outside the member countries of the reciprocal schemes. Because the web site has extensively advertised it is not possible to quantify a total response rate from those that saw the advertising. Similarly the distribution of 2000 surveys to various distribution points is no guarantee that a working holidaymaker collected each one. The response rate to the 2000 distributed hard copies was 244 or 12%.

The number and distribution of respondents was lower than anticipated and this has created a few challenges for the data analysis. The relatively low number of respondents from Japanese WHMs means that some caution is needed in analysing the results. Consequently the countries with smaller numbers of responses were amalgamated at two points to increase the size of the 'Other' respondents and this is acknowledged in Chapter Four.

A further caveat to the analysis is the recognition that the survey was only available in English and this had some effect on respondents for whom English was an additional language. In a subsequent piece of research the researcher

assisted in ensuring that the instrument was available in several languages and this helped in obtaining a better distribution of nationalities. A replication of this study should be done with at least Japanese and Korean survey instruments.

A few respondents expressed difficulty extrapolating their expenditure over their entire journey particularly if they were changing the proportion of work to leisure activities.

1.5.6 Contact with respondents

Respondents were asked if they would mind if the researcher emailed them for further information. The majority were happy to agree with this proposal.

	Frequency	Percent
Yes	144	72%
No	57	28%
n=201		

Table 2 Permission to contact respondents for clarification of information

Respondents were offered the opportunity to be sent a summary of the research and the chance to win a prize of NZ\$100, approximately the cost of their working holiday visa. Eighty-one percent replied that they would like to participate and a respondent who has returned to the UK won this prize. A summary of the changes to the schemes, to be implemented from July 2005, was emailed to respondents early in 2005. The researcher felt that this was an important part in the tourism policy analysis framework (Figure 1 this chapter).

1.5.7 Informing the thesis process

The NZIS requested a report of the draft findings of the research midway through 2004. This request helped the researcher develop additional views of the data and informed the thesis. The NZIS report (Workforce Group New Zealand Immigration Service Department of Labour, 2004) is now available on the NZIS web site at in their published research section, <http://www.immigration.govt.nz>

1.6 Outline of remainder of thesis chapters

The thesis is divided into a further eight chapters. Chapter Two reviews the literature commencing with a look at broad policy issues as an introduction to

tourism policy and the linkage between the backpacker literature and WHMs.

Chapter Three examines the development of the Working Holiday Schemes by an analysis of New Zealand Government Cabinet papers and memos from October 1997 to December 2003, and other official documents. A summary of the 2003 / 2004 provisions of the Schemes is included to set the scene for the research. Having established how the policy evolved the thesis explores how the policies affect Working Holidaymakers.

Specifically the fourth Chapter examines who are the modern nomads who travel to work in New Zealand. An examination of primary data collected for the study looks at exactly who are the modern nomads in New Zealand. The fifth Chapter questions why they chose to come to New Zealand whereas Chapter Six examines what work they found. Chapter Seven goes on to explore what they did with the money they earned and the nature of the travel experience before and after, but particularly during the work experience.

Chapter Eight is presented as a case study that helped the researcher to understand the inter-relationships between employers, host communities and the Working Holidaymakers in the Tongariro National Park area in the middle of the North Island of New Zealand. Chapter Nine presents conclusions and recommendations about the working holiday schemes and makes suggestions for further research.

A comprehensive set of appendices is presented to allow for fuller understanding of the methodology used. Finally the Appendix, S, contains a press statement about the changes to the schemes to be implemented from July 2005, which indicates that New Zealand Immigration Service has considered the recommendations from the thesis.

Chapter 2 Literature Review: From policy to Working Holidaymakers

2.1 Chapter outline

An initial review of the literature in 2002 suggested an apparent lack of academic literature about Working Holidaymakers and Working Holiday policy in New Zealand. A decision was made to broaden the search to include policy and to continue the literature search during the term of the thesis (late 2005). The chapter starts with consideration of public policy and quickly moves to tourism policy formation. Even at this level there is a paucity of literature as evidenced by the call from Jenkins (2001) for more research in the field of tourism policy. The position of the researcher toward the topic of tourism policy is explained before the chapter looks at a more specific examination of tourists on a working holiday and a review of some typologies that assist with the understanding of the Working Holidaymaker. Some research was discovered on the motivations of outbound travellers from New Zealand and Australia (for example on an Overseas Experience or OE) going principally to the ‘mother country’ and these can then be compared to the reasons that Working Holidaymakers come to New Zealand. The development of the New Zealand Working Holiday scheme policy is considered in Chapter Three.

This chapter also examines the suggestions that the Working Holiday might be a ‘rite of passage.’ The concept of the Working Holidaymaker as a nomad was introduced in section 1.1 and will be further explored in Chapter Three along with some thoughts on definitions which partly answers a call (Colin Michael Hall & Jenkins, 1995, p.5) for consensus concerning definitions for “fundamental terms such as ‘tourist’ ‘tourism’ and the “tourism industry” in tourism policy studies

There are items that could conceivably have been presented here in a literature section that have been placed with the data analysis Chapters Four to Seven including some comparison between the Australian study of Harding and Webster (2002). The value of tourism and the New Zealand Tourism Strategy were

discussed in the preceding Chapter (section 1.3) as a way of setting the scene for the thesis.

2.2 Policy

Policy and planning can be traced back several hundred years to the United Kingdom according to Mason (2003, p.66, citing Gunn 1988 and Williams 1998). Earlier examples of planning can be traced back to the Greek and Roman eras. The New Zealand Government instituted a National Tourism Organisation in 1901, that Collier notes was a first in the world (1999, p.50). Policy develops within a political environment but is influenced by the cultural, social and economic conditions of the time. Hall (2004) has produced a tourism policy-making framework that starts at the widest level with an all-embracing 'Policy Environment' where recognition of existing power arrangements, values and institutional arrangements are included. This wider environment encloses what Hall refers to as the 'Policy Arena.' Within the policy arena institutions, interest groups, significant individuals and the particular leadership of the institution develop 'Specific Policy' for the issues brought forward. Policy decisions are the result of the demands of those in the policy arena. Ideally the outputs from policy decisions are monitored and the outcomes of policy in turn lead to changed calls for improvement or new demands feeding a continuous cycle (See Colin Michael Hall & Jenkins, 1995, p.6; Colin Michael Hall & Page, 2002, p.321).

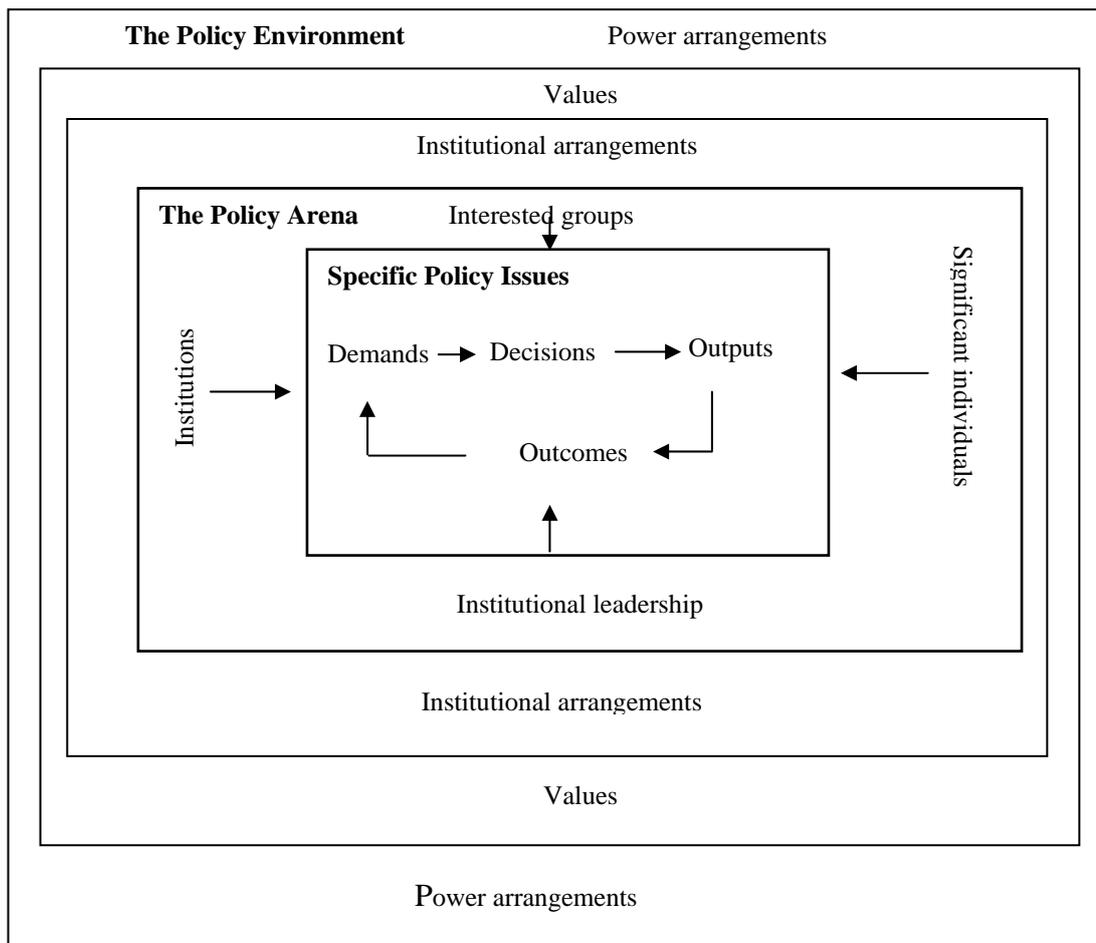


Figure 2 Elements of the tourism policy-making process

(Source: Hall 1994, see also Hall and Jenkins, 1995)

In terms of a definition Dye defined public policy as:

Whatever governments choose to do or not to do. Governments do many things. They regulate conflict within society: they organise society to carry on conflict with other societies; they distribute a great variety of symbolic rewards and material services to members of society; and they extract money from society, most of it in the form of taxes (1992, p.3).

Hall and Jenkins (1995, p.7) present seven definitions of public policy but conclude that Dye's abridged definition of public policy 'whatever governments choose to do or not to do' is the most useful. In a later work Jenkins suggests that

a definition more aligned to his model described above:

Policy-making is first and foremost a political activity, influenced by the economic, social, and cultural characteristics of society, as well as by the formal structures of government and other features of the political system (Jenkins, 2001, p.69).

The definitions remind readers that over a period of time governments may make decisions to either do or not do something. Reading the minutes of cabinet decisions about the Working Holiday policies in Chapter Three confirms that this is what happens. The Working Holiday Schemes are but one example of tourism policy. The policy includes which countries New Zealand has decided to have a scheme with at a particular point in time, and of these, which are already in operation. Occasionally it is also clear whom they were not able to negotiate with. The schemes are usually reciprocal in nature but each scheme may contain unique terms and conditions and may evolve in different ways as tourism policy evolves.

Turning to the reasons that public policy should be studied Dye argues that government policy should be studied for three reasons:

- Public policy can be studied for purely scientific reasons so as to gain an understanding of the causes and consequences of policy decisions, and to improve our knowledge of society.
- Public policy can be studied for professional reasons in order to understand the causes and consequences of policy
- Public policy can be studied for political reasons so as “to ensure that the nation adapts the “right” policies to achieve the “right goals” (Dye, 1992, p.4-5; Colin Michael Hall, 1994, p.2)

Dye suggests that many political scientists focus more on public policy than on the structure or behaviours associated with electors and governments. He has defined policy studies as:

The description and explanation of the causes and consequences of government activity. This focus involves a description of the content of public policy; an analysis of the impact of social, economic, and political forces on the content of public policy; an enquiry into the effect of various institutional arrangements and political processes on society, in terms of both expected and unexpected consequences (1992, p.3).

Turning now to policy analysis this is concerned with how policy works in practice or as Dye suggests:

Policy analysis is concerned with “who gets what” in politics and, more importantly “why” and “what difference it makes.” We are concerned not only with *what* policies governments pursue but also *why* governments pursue the policies they do, and *what* the consequences of these policies are (Dye, 1992, p.xiv original italics retained).

By studying public policy over a period of time it is possible to learn what the government is thinking and sometimes the causes behind the enactment of policy and finally the effects of the policy Dye refers to this process as “describing, inquiring about the determinants and consequences of policies (Dye, 1992, p.6).

A review of the evolution of the Working Holiday Schemes provides the content of the schemes and some indication of the political process in New Zealand. The released documents can also indicate issues that were seen as sensitive. A second release of papers relating to more recent Cabinet decisions from 2003 have several words, sentences, and even complete sections withheld. Remembering the advice proffered by Lindblom 1980 (cited by Hall and Jenkins in the previous chapter), that wider reading of international events and politics will “strengthen the student’s understanding of policy making” assisting in the deduction of possible reasons for some of the ‘withheld sections. As Dye predicted, policy study gives some information about the causes and consequences of the policies over time.

2.3 Models for studying tourism policy

This research was informed by discussions with members of the tourism and agricultural industries as well as community members and working visitors to New Zealand. It must be noted that the tourism and agricultural industries rely on Working Holidaymakers to alleviate in part for a shortage of labour. The economy including the tourism industry benefits from each increase in arrivals as the majority spend more than their earnings while in New Zealand over a lengthy period of up to a year. Consequently they will have reason to lobby government for improvements to the schemes such as easing of visa requirements. Hall (2005, p.320) notes that geographers have had a long history of involvement in planning and policy-making which has migrated into tourism policy, citing Fagence 1990, 1991; D.G. Pearce 1992a, 1992b as well as his own work in Hall and Jenkins

(1995), to support that contention.

So is there a model that would help with the understanding of the Working Holiday policies? Dye (1992, p.20) presents nine conceptual political science models: “An institutional model, a process model, a group model, an elite model, a rational model, an incremental model, a game theory model, a public choice model and a systems model”.

While the lobbying above suggests that ‘group model’ might be key, the balance of power is clearly with the administrators and politicians although submissions from lobbyists have certainly been acknowledged in the Working Holiday policy papers discussed in Chapter Three. The gradual changes in both the number of Working Holiday visas issued and the number of countries involved in the schemes suggests that there is evidence of the ‘incremental model’ being applied probably because officials lacked information or the resources to investigate more fully and no major issues had arisen to prevent an expedient approach. If there had been more conflicting information another model might have been applied such as a systems theory or the rational theory. Dye (p.31-33) explains the ‘rational model’ as one that achieves the maximum good for the least cost and is often used as an analytical tool but is rarely used by government because of a range of obstacles including a lack of knowledge about all the options, societal benefits that are hard to quantify or agree upon, and the personal preferences of politicians.

Veal (2002, p.78) discusses public policy making by citing the six power-based models of Parsons (1995). After reviewing the work of Parsons, Veal suggests that ideally policy decisions should be informed on a more rational basis. He describes a “Rational–comprehensive decision making process” that involves nine steps including developing options, most of the steps including consultation with stakeholders. This appears to be a more comprehensive model than the rational model described by Dye and is somewhat similar to what was found in the analysis of policy development in Chapter Three but is a more consultative approach and neglects the wider political realities that also influence cabinet. In particular while lobby groups might like to see the Working Holiday Schemes offered to a wider selection of countries, the New Zealand Government may have

political issues with some of these same countries.

The model is however useful as for assessing the evolving policies of the Working Holiday Schemes in Chapter Eight. Faulkner (2002, p.15) offers another model which focuses particularly on Veal's monitor and evaluate stage.

- Programme review; objectives, strategies and tactics, targets
- Performance monitoring (outputs); Performance indicators, data sources
- Casual analysis (outcomes); immediate programme related impacts, environmental factors
- Cost benefit assessment; net benefits compared with costs

This focus on an expanded perception of Veal's monitor and valuation stage is particularly useful for ongoing policies. Some caution will be used because Jenkins reports that "there may be no clear stages in the policy making process" (Jenkins, 2001, p.71). Jenkins then cites Pforr as an exception who finds that "the policy cycle approach, advocated by several authors, segregates the policy process into five discrete stages – agenda setting, formulation, decision making, implementation, and evaluation and review is a useful model for analysis." Pforr acknowledges, however that the model rarely occurs in practice.

A summary of Hall's tourism policy-making process, Veal's Rational – comprehensive decision-making process, is presented in Figure 3 along with Faulkner and Pforr's models.

Hall: Elements in the tourism policy making process	Faulkner- The structure of the evaluation process	Veal –The rational Comprehensive decision making model	Policy Cycle Approach referred to by Pforr cited in Jenkins
Policy environment 1 Power arrangements	1 Programme review; objectives, strategies and tactics, targets	1. Terms of reference/ brief	1 Agenda setting
2 Values		2 Environmental appraisal	
3 Institutional arrangements		3. Mission goals	
Policy Arena 1 Interest groups 2 Institutions		4. Develop options, consult with stakeholders	
3 Institution Leadership 4 Significant Individuals	2 Performance monitoring (outputs); Performance indicators, data sources	5. Evaluate options and decide strategy	2 Decision Making
Specific Policy Issues		6. Implement and manage	3 Implementation
1 Demands 2 Decisions (New Policy) Outputs	3. Casual analysis (outcomes); immediate programme related impacts, environmental factors	7. Monitor and evaluate	4 Evaluation
Outcomes feed back to new demands for policy change	4 Cost benefit assessment; net benefits compared with costs	8. Feedback	5 Review

Figure 3 Comparison Decision making models

(After Veal 2002, p.82, Faulkner 2002, p.15 Hall 2002 p.321 and Pforr cited by Jenkins 2001, p.71.)

Public analysis should also, according to Dye (1992), involve a rigorous search for both the causes and then the consequences of the policy changes. In other

words it should include valid research to test the suppositions put to Cabinet as justifications for the policies. By combining several approaches such as including Faulkner's and Pforr's analysis into Veal's more encompassing model and placing them alongside Hall's tourism policy making process it may be possible to see more than just an incremental theory in action.

2.4 Tourism policy

Jenkins (2001, p.69), in an editorial to mark a special edition of *Current Issues in Tourism*, states that "Tourism policy is an important, yet relatively understudied dimension of tourism research in comparison to such dimensions as tourist decision-making, tourism technology and marketing Tourism. He acknowledges the difficulties that he and Michael Hall had earlier on when they wrote an introductory text on tourism public policy and tried to find agreement in the literature on a definition of policy. Jenkins and Hall have written extensively about tourism policy and as a starting point to each of their discussions have consistently returned to the work of Dye (1992, p.2) who as noted earlier defined public policy as "whatever governments choose to do or not to do." Hall and Jenkins (1995, p.8) refines this definition of public policy to describe tourism policy and acknowledges earlier collaboration with Jenkins for development of a definition: "Tourism policy is whatever Governments choose to do or not to do with respect to tourism". This definition fits comfortably with the observations in Chapter Three about the evolution of the working holiday schemes. For an alternative point of view Goeldner, Ritchie, & McIntosh, (2000, p.445) saw tourism policy as

A set of regulations, rules, guidelines, directives and development / promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting tourism development and daily activities within a destination are taken

They see tourism policy as very real with 'day to day implications' and suggest that formal tourism policies should include "foreign travel rules." This is a useful link to the Working Holiday Schemes policies that traditionally included ceilings on the number of visas from all destinations except Japan. That ceiling has only been removed from some additional countries in 2005. On a more philosophical level tourism policy is seen as underpinning the world tourism Industry:

The highest purpose of tourism policy is to integrate the economic, political, cultural intellectual and environmental benefits of tourism cohesively with people, destinations, and countries, in order to improve the global quality of life and provide a foundation for peace and posterity (Edgell & Smith, 2002, p.49, citing Edgell 1990)

Tourism plays a similar role in New Zealand and consequently it would be useful to have good empirical information to support policy decision-making. The New Zealand Immigration Service (NZIS) acknowledge, by their repeated reference to the Australian research that until 2004 there was a lack of New Zealand data, so that the Australian results are given as an indication, albeit an extrapolated one, of what may be happening in the New Zealand context. The NZIS can however collect substantial amounts of demographic data from the visa forms completed by applicants but little else is available apart from feedback from field officers such as in 1997 when NZIS received anecdotal evidence about possible displacement of New Zealand labour. As tourists leave New Zealand a representative sample based of 5000 are interviewed in eleven languages each year for the International Visitors Survey (IVS) at the three larger airports (Tourism Research Council of New Zealand, 2005b). Working Holiday visa holders are included in the larger category of 'all workers' so analysis of that information is of limited value. For example no questions are asked about the Working Holiday Schemes policy nor is it possible to pull out the responses of those on WHS visas from the IVS. However some data drawn from the IVS is included later in the thesis that allows for some validation of the thesis results.

Policy analysis may not be the way to find the best solution for a given situation but policy based on scientific research should lead to more informed policy. Jenkins (2001, p.70), when calling for contributions for a special journal issue mentioned earlier, requested papers on "innovative studies of tourism policy" that encompassed one or more of fifteen topics that he felt were neglected. These topics included:

- The role of the state in tourism policy making
- Critical reviews of government policy
- Evaluations of the impacts of tourism policy

- The distribution of power of tourism policy making
- The influence of pressure groups on public sector decision-making
- Future directions for tourism policy.

This thesis will contribute to each of these areas that are underrepresented in the literature. Other topics suggested by Jenkins (2001, p.70), such as “International comparisons of national tourism policies,” are suggested as areas for future research (see 9.4).

An alternative view of how to ensure that tourism policy making is successful is summarised in a recent work by Hall (2005, p.324). Hall suggests that the approaches to policy analysis have generally been ‘prescriptive’ in nature and that it would be more useful to take a ‘descriptive approach.’ Hall reiterates that the prescriptive approach is not without merit but it should be read “in context with particular reference to those who are in any way affected by policy statements.”

2.5 Values in tourism research

2.5.1 Position of researchers

One of those contexts must surely be the influence created by the position and thinking of the writer, which inevitably adds some bias to how the material is interpreted. Hence it is useful to stop and consider just where this researcher sits. Veal (1993, p.6) takes a philosophical approach that this researcher feels comfortable with and suggests that in a Western style democracy, like New Zealand: “Governments provide and administer the law which controls, or places limits on, individuals and collective behaviour, but are also involved in economic activity of delivering goods and services.”

Having established policies the government will then make the necessary regulations or plans to encourage the policy. These policies may change as a result of planned review of the schemes, changes in the environment or lobbying from other sectors within the framework.

This is a fairly functional approach but does indicate that as a system the framework is capable of change. Typically this is fairly incremental change,

which may not appeal to some members of society who would like to see more radical shifts of power or more rapid change. The incremental changes uncovered by reading about the evolution of the Schemes demonstrate that incremental change is one way to improve a world that is far from perfect. Mistakes will be made from time to time and these can be accommodated for and corrected.

Hall (2000, p.9), while citing writers such as Richter who are concerned with the mistakes made in central planning for tourism, provides a variety of reasons for supporting central policy planning including “reducing risk and uncertainty.” Hall states “Policy should therefore be an important area of concern to the student of tourism.”

Perhaps Hall and the researcher share a common philosophy and certainly there is a sense of empathy with White:

Speaking only as one individual, I feel strongly that I should not go into research unless it promises results that would advance the aims of people affected and unless I am prepared to take all practical steps to help translate the results into action (Hall, 2000, p.208 citing White 1972).

Feedback from colleagues to a portion of the thesis presented as a working paper to the New Zealand Tourism Hospitality Research Conference at Victoria University Wellington (Newlands, 2004a) confirms that there are many academics who share a similar view and endorsed the researcher’s aim of exploring a topic that would not only inform his lecturing but contribute to both academia, industry and policy makers.

2.5.2 Values and policy

Mason (2003, p.68) suggests that values are important in planning and the views of all stakeholders should be considered in planning and policy development. However, in reviewing the literature he notes that there is not always consensus or alignment of values and consequently the policymaking process can often require conflict resolution before a policy is finalised. To fully understand policies we need to discover the values that the tourism policies represent “on the winners and losers in the policy-making process” (Colin Michael Hall & Jenkins, 1995, p.34). Much of the expansion of the Working Holiday Schemes has occurred under the three continuous Labour led governments in New Zealand. The

involvement of government is discussed in more detail below.

2.6 New Zealand policy, a tourism strategy

New Zealand was one of the first countries to establish a National Tourism Organisation (Collier, 1999) which it did in 1901. The policy planning carried out has not been without its critics. For example Allan and Ball, (1998) demonstrate that there was failure to adjust tourism arrival targets and marketing strategies when government forecasts in the 1980's and 1990's were consistently below the industry's predictions. Based on the achievement of over one million visitors and NZ\$2.8 billion in foreign exchange earnings in 1992 there was a prediction made that New Zealand could expect three million visitors by the year 2000 earning some NZ\$9 billion. Allan and Ball's (p.45) concern is that not only was that prediction wrong, no attempt was made to correct the expectation even though progress in the intervening years indicated that the target was a wild pipe dream. The establishment of the Tourism Research Council of New Zealand in 2000 has led to the production of much more robust sets of expectations and a maturing of the forecasts used by industry for policy making.

Simpson (2003) completed a recent review of the evolution of tourism policy in New Zealand and expresses concern at the apparent manner in which the new National Tourism Strategy has been strongly driven by industry. He notes that this is

Reflected in a national strategy document that clearly focuses on economic benefits of tourism. In this respect, many of the elements of Getz's (1987) economic approach to planning are apparent here, and it is possible to detect some traces of the widely discredited "boosterism" approach. Certainly, continued tourism growth is accepted as both inevitable and desirable, and the strategy is consequently biased towards what is good for the tourism industry rather than what is good for the country (Simpson, 2003, p.134).

Hall voices similar concerns, suggesting that the rise in power of the Tourism Industry and its various mouthpieces may be at the expense of other stakeholders and concludes a chapter on tourism collaboration and partnerships by stating: "Unless there are attempts to provide equity of access to all stakeholders then collaboration will be one more approach consigned to the lexicon of tourism

planning clichés” (C M Hall, 2000, p.155).

For all that, this introduction of a National Tourism Strategy “Towards 2010” is one of the significant events in the last 100 years from a tourism policy perspective. In a preface to a review of the strategy two years on the Minister of Tourism noted that considerable progress had been made already ensuring that stakeholders in the industry had a clear idea of the delineation of responsibilities between the private and public sector but also that the two sectors were working well together (Ministry of Tourism, 2003).

The strategy had already led to improvements in quality, with the expansion of the use of a ‘Qualmark’ or mark of quality, the rebranding of the nations visitor information centres as *i* SITE, and the introduction of a Maori-made mark ‘toi iho.’ International marketing has a strong role in the strategy and the two years saw the 100% PURE retained as a strong forthright brand. The ‘Interactive Traveller’ who consumes a wide range of tourism products, seeks out new and exciting experiences across ‘natural social and cultural environments’ and is keen to share these experiences with others is singled out as the ideal customer who embraces the sustainable values that New Zealand stands for. There is some overlap here with backpackers and Working Holidaymakers except that these two segments choose to spend time in budget style accommodation. The policy does not focus on the extended stay and high spend of these two sectors. However, the strategy does include a plan to build people capability across the industry including a pilot training scheme for front line backpacker staff (Ministry of Tourism, 2003). Nowhere in the abridged 32 page version of the widely circulated report is there a mention of working holidaymakers or the relationship between tourists and their future mobility, perhaps as return tourists or migrants.

We need to turn to the New Zealand Immigration Service (NZIS) to discover the aspirations of the government with respect to Working Holidaymakers. As the review in Chapter Three will show the Working holiday Schemes have a variety of aims included encouraging future migration. One useful direction for the next Tourism Strategy could be to link it to other relevant government policies.

2.7 Interest Groups and New Zealand Tourism Policy Formation

The analyses of the cabinet papers in Chapter Three indicate that a number of groups are expressing their opinions to government over a variety of aspects of immigration and tourism policies. As noted earlier these opinions can sometimes be a variance with one another or with government feeling and conflicts can occur. One traditional method of avoiding conflict has been to leave stakeholders out of policy decision-making. However, this often leads to poorly formulated policy. Consequently it can be argued that allowing interest groups to have input will lead to more robust policy.

The Working Holiday policy is of interest to groups at the three levels identified by Hall and Jenkins (1995, p.50). At an international level other governments have a stake, as the schemes are reciprocal. The United Kingdom and New Zealand governments have had long standing arrangements that was one sided in favour of New Zealanders going to the UK. Gradually the policy has been redrawn, at times through acrimonious public debate, so that a much more equitable pair of schemes exist, nominally allowing two years working holiday in either country.

At a National level the Tourism Industry Association of New Zealand (TIA) represent the twelve sectors of the industry many of which have a vested interest in increasing the number of Working Holiday makers allowed into New Zealand. The backpacker accommodation sector feel that they have a particular interest and have made repeated submissions about the schemes, both through the TIA, and directly through such groupings as the Backpacker Accommodation Council (G. Ogle, personal communication 20 September, 2005) the Backpacker Marketing Group and the Youth Hostel Association. The Hospitality Industry and Fruit Federation have also made submissions to NZIS (see Chapter Three). The researcher was not able to find a record of local government or community representation over the WHM Schemes but Hall and Jenkins (1995, p.50) suggest that Chambers of Commerce, regional tourism and business groups, ratepayers and residents associations as well as groups formed to support or oppose specific proposals could all be involved at a local level.

Jenkins (2001, p.75) discussing the content of a Special Issue notes that “Douglas

Pearce...conducts a detailed analysis of the policy-making process underpinning the development of the tramway.” The analysis focuses on the Christchurch City Council, a New Zealand local government body. This is but one of many examples of local involvement in tourism policy. The involvement of interest groups in policy is a timely reminder of the power plays in decision-making. Not all stakeholders have equal power but it is important to recognise that power is a component in policy decision-making; Hall and Jenkins (1995, p.79) suggest that it is also important to acknowledge the values held by stakeholders and the institutional arrangements under which power is exercised as “the absence of such acknowledgement, much tourism research will continue to blind to the critical role of argument in the policy process and maintain its supposedly value-neutral appraisal of tourism policy.”

2.8 Monitoring and evaluating tourism public policy

Hall and Jenkins (1995, p.80) claim that “the systematic evaluation of tourism public policy is a sadly neglected aspect of tourism planning, management and development”. After examining the extensive literature on ‘evaluation’ they conclude that there are eight roles of monitoring and evaluation in the tourism policy-making process as indicated in the table below.

The roles of monitoring and evaluation in the tourism policy-making process
1 Assessing the degree of need for government intervention and policy.
2 Continuous function of the policy making process to enlighten, clarify and improve policy.
3 Conceptual and operational assistance to decision makers and policy-makers particularly as shifts in implementation and target needs and expectations occur.
4 Specification of policy outcomes and impacts.
5 Assessing or measuring the efficiency and cost effectiveness of tourism policies in terms of the financial, human and capital resources.
6 Accountability reporting for resource allocation, distribution and redistribution.
7 Symbolic reasons (to demonstrate that something is being done).
8 Political reasons.

Table 3 Monitoring and evaluation tourism policy-making process

Source: (Colin Michael Hall & Jenkins, 1995, p.83)

In Chapter Three it will be become clear that the Cabinet does expect the Working Holiday Policies to be monitored and evaluated but because of requirements to

complete other work a full review of the schemes was not undertaken until 2004.

2.9 The Young Workingman's Grand Tour

Veal (2002, p.21) draws attention to the Declarations on Rights to Travel Holidays and Tourism in the 1948 Universal Declaration of Human Rights:-

Article 13: Everyone has the right to leave any Country, including his own, and to return to his country.

Article 24: Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

This has not always been the case and the right to travel enshrined in the 1948 charter it still not available to everyone typically for economic reasons. The advent of wide- bodied jets in the 1970's encouraged the advent of mass air travel, which has permitted the cost of travel to New Zealand to fall dramatically in real terms since that time. It does not specifically mention Working Holidays although arguably the concept of a working holiday has been around for several centuries.

Early apprentices were often sent to nearby towns and eventually further afield to improve their craft skills on a "young workingman's Grand Tour" (Adler, 1985, p.335) while the better off members of society took time out to learn about the culture and politics of other countries on a Grand Tour, which fulfils some of the objectives of the modern Working Holiday albeit without the work component. Riley (1988, p.315) interprets Adler's work to suggest: "the contemporary long-term youthful traveller is more focused on leisure than work." She goes on to observe: "as a means to an end of extending one's leisure, it is not uncommon for today's traveller to seek out temporary work opportunities to augment savings." There is little to indicate if female apprentices also took these journeys but today there are slightly more female participants on New Zealand Working Holidays than males (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.13).

Returning to Veal's exploration of Human Rights the 1998 Global Code of Ethics for Tourism, article seven argues for the right of tourism and expressly calls for "youth tourism" to be encouraged and facilitated. Article eight suggests: -

Facilitating administrative procedures relating to border crossings ... such as visas ... should be adopted as far as possible to maximise freedom of travel...

The article goes on to suggest, “agreements to harmonise and simplify those procedures should be encouraged.”

It appears that the expansion of the number of the New Zealand schemes and the (generally) reciprocal nature of the schemes is achieving these aims. There is evidence to be presented in the next chapter to show that the New Zealand has looked to Australian schemes in the past for research and some policy formation ideas and in turn the experience here in New Zealand may assist other countries to embark on additional schemes.

Article nine is also relevant as it looks at the rights of the workers and entrepreneurs in the tourism industry. There is an implication that countries should cooperate over seasonal labour, training, limiting job insecurity, providing reasonable access to all to start a business, and a duty of care to ensure that the fundamental rights of workers are not undermined.

This could be taken to mean the same pay rates and conditions of employment are given to workers arriving from another country, as is given to indigenous nationals. The researcher met officials from the Department of Labour at a Backpacker Tourism Expo in Auckland during 2003, giving out information about minimum hourly rates and other aspects of employment law in New Zealand. However anecdotal evidence was also found to suggest that tourists without visas have been accepting lower rates of pay and conditions.

2.10 Definitions

The review of the literature presents an opportunity to explore a possible definition of a Working Holidaymaker. One of the challenges in the study of a discipline is to find or formulate a definition of the discipline to provide a framework for study. One approach is to simply acknowledge that it is a fruitless search, perhaps because tourism has risen from a number of disciplines including anthropology, sociology and geography and more recently from business studies such as marketing management and economics. Add to this the wide range of activities and motivations of tourists and it is not surprising that there is a wealth

of definitions in the field. For example, Burns (1999, p.31) lists nine definitions or descriptions of tourism and that excludes the traditional definition of the World Tourism Organisation. In terms of the nexus between work and leisure Burns (p.32) paraphrases the work of Urry (1990, p32) as follows:

Tourism is a leisure activity which presupposes its opposite, namely regulated and organised work; tourism relationships arise from a movement of people to, and their stay in, various destinations; the journey and stay are to, and in, sites which are outside the normal place of residence and work; a substantial proportion of the population of modern societies engages in such tourist practices; places are chosen to be gazed upon because there is anticipation, especially through day dreaming and fantasy of intense pleasures... anticipation constructed and constrained through a variety of non tourist practices, such as film, television, literature, magazines, records and videos, which construct and reinforce the gaze; an array of tourist professionals develop who attempt to reproduce ever-new objects for the *tourist gaze*.

In terms of this thesis there appears to be a contradiction between Urry's observation and the view that tourists can also work on their holiday. Urry (1990, p.33) cites Pearce, Cohen and Nash to support the contention that tourists are not workers whilst on holiday. However there are numerous suggestions in the literature to the contrary including the interpretation of the Working man's Grand Tour (Adler, 1985) discussed in the previous section and supported by others (Loker-Murphy & Pearce, 1995, p.821). Employers in the European Guilds set up hostels to accommodate the workers on their travels. Towner (1985, p.309) has examined the social status and occupation of participants on the Grand Tour from England and estimated that in the period 1831 –1840 25% of participants had a trade occupation, much more than in any other period during the records he found from 1547 onwards. Hall (2003) concurs in a discussion about the Overseas Experience that it technically breaks the 'one year' definition attributed to visitors but as the participants generally return home they aren't migrants either.

Bianchi (2000, p.107), in a discussion about migrant tourist workers who exhibit "new patterns of mobility and working practices, which are manifest in Mediterranean (although not exclusively)." He explains this to mean that they are mobile and work in different resorts having given up their usual residences and elected to "seek adventure, work and self-fulfilment." They are neither

workers nor tourists but tourists who combine their travels with periods of work.

In the wider community changing work patterns are blurring the distinctions between work time and leisure time (Willmont and Graham 2001 cited in Dwyer, 2005, p.540) This may be one factor in the increase in the number of Working Holidaymakers. The case study completed in the first year of this research, presented in Chapter Eight, raised a number of questions about the accepted definition of a tourist and under what category do they fall after one year in a particular country or one year of travelling? At the very least the argument serves as a warning that current international definitions of tourists neglect stays of less than 24 hours or more than one year result in potential under reporting of tourist numbers. This problem is explored further in Chapter Four.

2.11 The Overseas Experience ‘OE’

There has been some literature written about the experiences of New Zealanders who go overseas for what is colloquially known as an ‘OE’ or Overseas Experience. For the majority of devotees this is based on the two-year Working Holiday Visa that New Zealanders can obtain for the United Kingdom. However it may involve a shorter journey to a country that offers a one-year Working Holiday or be part of longer trip away. It is worth reviewing the research, as it is the reciprocal of the Working Holiday to New Zealand.

Hall (2003, p.72-75) in a review of Going Overseas ‘OS’ (Australia) or going on an Overseas Experience (a New Zealanders OE) suggests that the OS and OE occur after leaving tertiary studies or perhaps a year later after having learnt sufficient money to travel. He saw the OE as a “travel behaviour somewhere between tourism and migration, given that most people stay away more than a year and thereby break the bounds of most technical definitions of migration.” On one hand the participants intend to return to their place of origin at the end of the OE as do other travellers but they are motivated to work on their trip they fall in to the characteristics of a migrant. Hall also acknowledges the importance to the experience of a cultural component typified by a chance to visit one’s roots back in Ireland or the United Kingdom. Mason (2002, p.92-94) concurs with this view in his exploration of the motivations for the big OE. This is one motivation that may not be as powerful an attraction for Working Holidaymakers coming to New

Zealand but some may still come to visit friends and relations. However an interest in visiting another culture may be a more significant motivator.

Hall (citing the work of Chadde & Cutler 1996), indicates that a 89% of 400 New Zealand University students surveyed intended to do an 'OE' and interestingly 87% had travelled overseas before. Chadde & Cutler are also reported as saying that supporting themselves on an OE by working was a motivating factor by only 8% of respondents, with 65% intending to fund their OE from savings. One important motivation is the "desire to take part in some form of adventure" (Colin Michael Hall, 2003, p.74; Mason, 2002, p.93)

Hall and Mason recognise as does Jamieson (1996) that there is a parallel between the 'rite of passage' in tribal societies with the OE of today. Jamieson (1996, p.136) explains that the rite of passage is attributed to Van Gennep and adapted by anthropologists and sociologists working in the fields of pilgrimage and tourism. Hall and Mason both cite Turner and Turner (1978) for having drawn the same conclusion that 'the rite of passage' is not only relevant to social practice but is pertinent to pilgrimage. The connection to pilgrimages is that a pilgrimage was often an extended journey involving hardship, using accommodation of a lower quality than experienced at home, and for a purpose outside of one self. Mason (2002, p.94) cites the work of Chadde and Culter (1996) to suggest that the OE is also different from other forms of tourism because of the work content necessary to support an extended stay away. Citing then the work of Jamieson (1996) Mason notes that OE participants regarded the experience as once in a lifetime experience, a suspension of the usual home environment activities. The thesis results will explore the motivations of working holidaymakers to New Zealand and allow a better comparison to be made.

Mason relates the OE to the typologies of Cohen (1974) and suggests it is likely that participants would see themselves as 'explorers' who although they never quite become part of their host culture, "try hard to make the most of their experience by immersing themselves within the local society" (2002, p.98).

Jamieson identifies five themes in her study of OE participants three of which are identified above. The next table summarises all five themes. The data presented

in the thesis will allow a limited comparison with Jamieson’s qualitative study.

Out there: Participant accounts of their Overseas Experiences (Jamieson, 1996)
Freedom from social commitments and perceived restraints associated with the home context
Adventures involving risk (often physical and sometimes life-threatening)
Perceptions of excitement and fascination through new experiences (often ‘once in a lifetime’)
Temporary financial hardship
‘Work for travel’ - Casualised employment undertaken as part of an OE

Table 4 Jamieson's (1996) five themes of OE participants

2.12 Other tourism policy literature

There is quite a range of tourism policy literature available that has perhaps less direct application to the study of Working Holiday maker policy but still worthy of mention. The papers range from tourism policy and performance in an Irish environment including a useful chapter on policy design and delivery (Deegan & Dineen, 1997, p.216-245), policy pitfalls in India (Singh, 2002), policy formulation in tourism and the environment (Cloesen, 2003; Jones, Stone, & Memon, 2003; Ritchie, 1999), policy options and public reactions to policy (Andereck, 2003; Ritchie, Hudson, & Timur, 2002),

2.13 International Working Holiday research

Reference has been made to the Workingman’s Grand Tour (Adler, 1985; Riley, 1988) which position the Working Holidaymaker at the forefront of many tourism histories alongside the Grand Tour. Cohen used the term ‘working holidays’ to refer to young people from one country travel to another to work for short periods mostly during summer-school vacations (Cohen, 1973, p.91) and Uriely (2001, p.4) credits Cohen with its first use.

The earliest comprehensive report about the Working Holiday Schemes that the researcher was able to access easily was a report on the Working Holiday Maker Scheme and the Australian Labour Market (Harding & Webster, 2002) in which reference is made to three earlier works: (Chalmers & Kalb, 2000; JSCM Joint standing committee on migration, 1997; Murphy, 1995). In 1997 the JSCM recommended further research be undertaken on the Working Holidaymakers

(WHMs). (Note the Australian schemes are referred to in the thesis as working holiday maker schemes to distinguish them from the New Zealand Working Holidaymaker Schemes)

2.13.1 Some Comparisons between Australian and New Zealand WHM Schemes

Comparing the work of Harding & Webster (2002) with the information from the New Zealand Immigration Service (see Chapter Three) some comparisons can be drawn.

At the end of 2000 Australia had reciprocal one-year 'working holiday maker' (WHM) arrangements with eight countries, under similar rules to the New Zealand schemes for 18-30 year olds. The arrangements were with the United Kingdom, Ireland Canada, Japan, Republic of Korea, Germany and one country not in the New Zealand schemes being Malta. New Zealand had nine schemes in 2000 including small schemes with France and Malaysia.

During 1999-2000 about 67,495 WHM residents arrived in Australia but if re-entries are included this appears as 79,900 arrivals. Either way this is 800% more than the WHM arrivals to New Zealand in 1999 or 2000 (see Chapter Three).

New Zealand records are only available from 1997 when four schemes were in existence and initially Japan with 4000 visas provided two thirds of the WHMers. Since 1983-84 around half of the Australian WHM visa arrivals were from the UK, Japan and Ireland whereas the UK made up half the arrivals to New Zealand alone from 1999.

2.14 Working holiday

In 'Travelling Workers' and 'Working Tourists' (N. Uriely, 2001, p.91) reference is made to situations where the traditional separation of tourism and work is suspended. Reference to farm work for tourists are provided but in the absence of "narrow and sporadic literature" work a typology with four categories is proposed of those who combine both tourist and work experiences is presented as either "travelling professional workers; migrant tourism workers; non-institutionalised working tourists; or working-holiday tourists.

Uriely considers that the non-institutionalised working tourists take work tend to take unskilled and manual labour but wish to enjoy the tourist activities at destinations as well as work. This is unlike the migrant tourism workers or the travelling professional workers. The last group, the Working-holiday tourists are seen as wishing ‘to travel and to take incidental work’ and would be the closest to spirit of the Working Holidaymaker Schemes in the New Zealand or Australian. They may take voluntary or paid work typically very different from their regular employment at home. The work is often seen as a recreational activity that is part of the tourist experience.

With the advent of a second year Working Holiday to New Zealand for UK residents and extensions of the no career jobs from the French to both the UK and USA participants there may be an increasing proportion of Travelling Professional within the ranks of Working Holidaymakers.

On at least two occasions Uriely and colleagues (Uriely & Reichel, 2000, p.281; N. Uriely, 2001, p.7) call for further research into several aspects of the Working Holiday experience including the types of work incorporated in the working holiday, identifying additional characteristics of the travellers, and the nature of their experiences at work and in the community as well as “community expectations and attitudes towards these travellers.” The thesis data will provide the beginnings of an answer to this call.

Chapter 3 The Working Holiday Schemes 1985 –2005

3.1 Chapter outline

This chapter focuses on secondary data about the Working Holiday Schemes released under the Official Information Act 1982. The Working Holiday Schemes provide an interesting example for policy analysis, which is of interest to several parties, from the holidaymakers themselves to employers, to community groups and to those interested in the development of government policy. The papers trace the development and expansion of the schemes from 1985 in chronological order. They contain some indications of why the policies changed and, to a lesser extent, what the results of these changes have been. The secondary research helps to inform the primary research of 218 Working Holidaymakers in the following chapters and allows some conclusions to be drawn about whether or not the policies are meeting their aims.

3.2 The Working Holiday Schemes policy

3.2.1 Contextualising the papers

The New Zealand Immigration Service (NZIS), a service within the Department of Labour, is charged with the responsibility of implementing New Zealand's immigration policy and the development and management of the Working Holidaymaker Schemes. The Service prepares proposals about the scheme for consideration by the appropriate Ministers of the cabinet of the government of the day. On some occasion the papers appear under the name of a cabinet minister and at other times under the signature of a senior departmental member. Minutes of the cabinet meetings are kept and issued under the name of the secretary to the committee. It is sometimes possible to detect changes as the proposals move from one committee to another.

Briefing papers, committee minutes and other government papers from 1997 to 2003 were released to the researcher under the Official Information Act in two stages as indicated in Table five which is presented in chronological order. The name of the person responsible for writing the minutes or report is given as the reference author except in one case where the signature is indecipherable and

there the author is listed as ‘the secretary.’

	Cabinet papers relating to Working Holiday Schemes to 30 March 2001 released under the Official Information Act (1982)
1	Hampton, C., & Kennedy, P. (1997). <i>Working holiday schemes: Paper to Minister of Immigration, Acting Minister of Foreign Affairs and Trade 97/0063323</i> . Wellington. (Hampton, 1997)
2	Egan, S. (1999). <i>Capacity of immigration to contribute to "New Zealand Incorporated": Immigration policy adjustments STR (99) 183 09 August 1999</i> . Wellington. (Egan, 1999a)
3	Delamere, T. (1999). <i>Capacity of immigration to contribute to "New Zealand Incorporated": Immigration policy adjustments. A paper presented to the Cabinet Strategy Committee</i> . Wellington (Delamere, 1999)
4	Egan, S. (1999). <i>Minutes of a meeting of the Cabinet Strategy Committee 'Capacity of immigration to contribute to "New Zealand Incorporated": immigration policy adjustments.'</i> STR (99) M 19/10, 11 August 1999. Wellington. (Egan, 1999b)
5	MacKenzie, A. (2000). <i>Raising the "Cap" on working holiday schemes in New Zealand FIN (00) 106 paper presented to Cabinet Finance, Infrastructure and Environment Committee 29 May 2000</i> . Wellington. (MacKenzie, 2000b)
6	Dalziel, L. (2000). <i>Raising the "Cap" on working holiday schemes in New Zealand: A paper presented to the Finance, Infrastructure and Environment Cabinet committee</i> . Wellington. (Dalziel, 2000)
7	MacKenzie, A. (2000). <i>Minutes of a meeting of the Cabinet Financial, Infrastructure and Environment Committee FIN (00) M 16/4 31 May 2000</i> . Wellington. (MacKenzie, 2000a)
8	Shroff, M. (2000). <i>Minutes of Cabinet Committee regarding Report of the Cabinet Finance, Infrastructure and Environment committee: Period ending 9 June 2000 CAB (00) M 19/1G</i> . Wellington. (Shroff, 2000)
9	Lewis, B. (2001). <i>Working holiday scheme fee amendment DEV (01) 3 Paper presented to the Cabinet Economic Development Committee</i> . Wellington. (Lewis, 2001)
10	Dalziel, L. (2001). <i>Working holiday scheme fee amendment: Report to Chair Cabinet Economic Development Committee</i> . Wellington. (Dalziel, 2001)
11	Adams, W. (2001). <i>Working holiday scheme fee amendment: Minute of the Cabinet Economic Development Committee DEV Min (01) 3/4</i> . Wellington. (Adams, 2001)
12	Shroff, M. (2001). <i>Minutes of Cabinet Committee regarding Immigration Amendment Regulations 2001 Working Holiday Scheme Fee Amendment CAB Min (01) 10/8</i> . Wellington. (Shroff, 2001)
	Second set of Cabinet papers relating to Working Holiday Schemes from 31 March 2001 released under the Official Information Act (1982)
1	Shroff, M. (2003). <i>A Cabinet Minute of Decision Additional Item: Interim Increase in Working Holiday Scheme Places, dated 7 April 2003 [CAB Min (03) 12/20]</i> . Wellington. (Shroff, 2003)
2	Dalziel, L. (undated). <i>Oral Item: Working holiday scheme gap</i> . Wellington. (Dalziel, undated)

3	Tucker, E. (2003). <i>Maximising outcomes from the working holiday schemes Cabinet Policy Committee Paper</i> [POL (03) 353]. Wellington. Parts of this paper are withheld under section 9 (2)(f)(iv) of the Act, to protect the confidentiality of advice tendered by officials, and section 9(2)(g)(i) of the Act, to maintain the free and frank expression of opinions to Ministers of the Crown. (Tucker, 2003)
4	Dalziel, L. (2003). <i>Maximising outcomes from Working Holiday Schemes</i> (Report to Chair Cabinet Policy Committee). Wellington. Parts of this paper are withheld under section 9(2)(f)(iv) and section 9(2)(g)(i) of the Act. (Dalziel, 2003)
5	Troup, H. (2003). A Cabinet Working Policy Committee Minute of Decision <i>Maximising Outcomes from Working Holiday Schemes</i> , dated 12 November 2003 [POL Min (03) 29/12]. Wellington. Parts of this paper are withheld under section 9(2)(f)(iv) and section 9(2)(g)(i) of the Act. (Troup, 2003a)
6	Troup, H. (2003). <i>Maximising outcomes from working holiday schemes including Working Holiday Schemes CAB (03) 557</i> . Wellington. (Accompanies item 7 below) Parts of this paper are withheld under section 6(a) of the Act on the grounds that releasing would be likely to prejudice the international relations of the government of New Zealand, and section 6(b)(i) of the Act to protect information entrusted to the government on a basis of confidence by the government of another country. (Troup, 2003b)
7	Goff, P., & Dalziel, L. (2003). <i>Working holiday schemes report-back [CAB (03) 557]</i> . Wellington. Parts of this paper are withheld under section 6(a) of the Act on the grounds that releasing would be likely to prejudice the international relations of the government of New Zealand, and section 6(b)(i) of the Act to protect information entrusted to the government on a basis of confidence by the government of another country. (Goff & Dalziel, 2003)
8	Secretary of the Cabinet. (2003). Cabinet Minute of Decision <i>Maximising Outcomes from Working Holiday Schemes</i> , dated 17 November 2003 [CAB Min (03) 38/12]. Wellington Parts of this Minute are withheld under section 9(2)(f)(iv) of the Act. (Secretary of the Cabinet, 2003)

Table 5 Cabinet papers relating to WHS Oct 1997-Nov 2003

The first paper was issued under the names of Chris Hampton General Manager NZIS and Peter Kennedy the Secretary of the Ministry of Foreign Affairs and Trade. Extensive use of the Hampton & Kennedy Ministerial paper is acknowledged (Hampton & Kennedy, 1997) in this section.

The papers that were released all follow a similar format, for example commencing by first describing the purpose of the particular paper, thereby providing background information on the scheme for the Ministers. The paper usually notes any commitments from previous discussions about the scheme such as the requirement to carry out a review, and any developments since the scheme

last came to the attention of the Minister. Finally there is a summary of suggestions for the Ministers' consideration. The first set of papers contained no withheld information but whole sections of the more recent papers were withheld and this is acknowledged when the appropriate papers are discussed.

A study of the cabinet paper provides not only an insight into the policy making process but also a useful summary of the evolution of the scheme to date. For example the rules behind the schemes are revealed: -

The working holiday schemes allow young people aged between eighteen and thirty years old who do not have children with them to spend up to twelve months on holiday in New Zealand, if they meet certain conditions. They are permitted during this time to undertake incidental employment to supplement their incomes and enhance their appreciation of New Zealand culture and way of life. The schemes operate on a 'two way' reciprocal basis (Hampton & Kennedy, 1997, p.1).

The reciprocal basis was a core part of the initial schemes. It meant that young people meeting the requirements of the scheme could work and holiday in the other country. The agreements were signed between two governments, for example New Zealand and Japan. Gradually more reciprocal schemes were added but each is an independent agreement. The New Zealand / United Kingdom agreement had no connection to the Japanese scheme and did not for example permit Japanese young persons to travel to the UK. While there is no connection between schemes some of the same rules apply.

Representatives of MFAT who generally negotiate the schemes behind the scenes with officials from countries that it is considered would find the scheme mutually beneficial. The whole process can take some years and is often announced at a convenient moment during a Prime Ministerial level meeting. For example an announcement was made about a scheme with Belgium when the New Zealand Prime Minister visited Belgium in 2003.

The government officials consider that there are both benefits and risks to the schemes (Hampton & Kennedy, 1997, p.2). Working Holidaymakers are considered to contribute to the New Zealand economy by purchasing goods and services with the money that they bring from overseas. They would also contribute Goods and Services Tax (GST) on purchases in New Zealand and

individual tax if they work.

3.2.2 The schemes from 1985 - 1998

Hampton and Kennedy (1997) report that the first scheme was established in 1985 between New Zealand and Japan. Unfortunately they do not explain how the first scheme came about. The Japanese scheme is unique in that there are no quotas (Peter Guinness, Ministry of Foreign Affairs and Trade (MFAT), personal correspondence, 30 January, 2003). This means that any number of young New Zealanders and Japanese can take part by travelling to and working in Japan or New Zealand. This point of difference remained until 2005 when some other schemes had their ceilings removed.

The trail of cabinet documents allows the chronological development of the scheme to be traced. For example, Cabinet papers report that by 1997 in addition to the first scheme with Japan four additional schemes operating with Canada, Ireland, Malaysia and the United Kingdom. Negotiations with South Korea and the Netherlands were continuing and that there appeared to officials, to be the potential to expand the scheme with Germany, France and, later, with other countries such as Singapore, Denmark and Switzerland (Hampton & Kennedy, 1997, p.2).

Hampton and Kennedy cite Harding & Webster (2002), to report that “80% of participants had completed some form of post-secondary education.” Coincidentally these well-educated young people are one of the profiles that New Zealand is seeking to attract under current immigration policy. It is anticipated that spending up to a year in New Zealand will allow Working Holidaymakers to make an informed decision about settling in New Zealand and, if they chose to settle it is anticipated that they will be highly successful new arrivals.

Alternatively the paper recognises that “the majority of Working Holidaymakers have the potential to hold future positions of responsibility in their home countries” (section 8 p.2). It is considered that the linkages established and the knowledge and feelings established will assist New Zealand in the future even if the Working holidaymaker does not migrate to New Zealand but establishes themselves in their home or even a third country. Benefits could include trade,

study and repeat tourism visits for the Holidaymaker or family and friends.

The schemes are usually reciprocal in nature, which provides young New Zealanders with the opportunity to gain an Overseas Experience. The paper makes the claim that “Such opportunities enhance New Zealanders’ knowledge of other cultures and societies, and New Zealand’s ability to participate to our advantage in the global community” (section 9 p.2). Within New Zealand there may also be benefits to those who don’t necessarily travel but have contact with Working Holidaymakers. Certainly the schemes do provide an opportunity for young New Zealanders to work and holiday in reciprocating countries (Bell, 2002; Wilson et al., 2005). Research on 50 New Zealanders who had recently undertaken a working holiday confirm this supposition (Inkson & Myers, 2003). Mason (2002, p.99) views the working holiday, as an untraditional form of migration in itself but notes that some unknown numbers of OE participants stay on as migrants in the UK. Other participants will return as tourists to the UK at a later date bringing an unquantifiable economic benefit to the UK. Mason hypothesises that the Big OE may be a catalyst for future travel and this should be of interest to policy makers.

In 1997 the New Zealand scheme was considered as having limited immigration risks. These risks were minimised by four safeguards namely:

1. having applicants apply for their visa whilst in their country of residence,
2. provide evidence of sufficient funds to support themselves and a return air ticket,
3. continue to ensure that applicants arriving in New Zealand were aware that any work in New Zealand was purely incidental to their holiday
4. with the exception of UK residents all other applicants would be responsible for their own dental and medical expenses. Accident Compensation Insurance, colloquially know as ACC, is available to all visitors to New Zealand (Hampton & Kennedy, 1997 section 10 p.2-3).

Some concern was expressed in the 1997 paper about the possible displacement of New Zealanders from the job market as a result of extending the scheme. However, mitigating circumstances were presented to the Ministers suggesting that this was unlikely to be a problem (sections 11-12, p.3). This discussion

indicates some supports for Hall's (1994) thoughts that conflict resolution may be needed in policy formation.

The 1997 proposal foreshadowed the need for research and evaluation of the scheme. It was proposed that Working Holidaymakers should be surveyed, systematic information should be collected from field officers and actual monitoring of arriving and departing Working Holidaymakers should be instigated so that there was information available for a two yearly review. This thesis has become part of that review. Ministers were advised of the need for a consistent framework, under which each reciprocal scheme could operate, with individual quotas of visas for each scheme (Hampton & Kennedy, 1997 sections 13-17, p.3-4).

Specific actions were suggested for some of the existing schemes including:

1. increasing the number of one-year placements for United Kingdom (UK residents from 2000 to 3000, and then 4000, still less than the 8000 New Zealanders going to the UK for the two year period permitted by the UK.
2. introducing a fee for Japanese applicants to bring their scheme in line with other schemes.
3. finalising a scheme for South Koreans
4. proposing a scheme to the Prime Minister of the Netherlands to be announced during a forthcoming New Zealand Prime Ministerial visit to the Netherlands in November 1997 (sections 18-20, p.4).

Ministers were advised about problems and possible solutions to three particular schemes. For example it was noted that a scheme with France, approved at a political level, had run into trouble at a bureaucratic level, with French officials suggesting a three-month scheme that did not fit the framework of other New Zealand schemes. It was suggested that the Prime Minister might raise the issue during a forthcoming visit to France as a way of resolving the problem satisfactorily (sections 26-32, p.5-6).

The paper then discusses the likely impacts of the scheme both in terms of the likely increase in numbers of successful visa holders and financial considerations to Government of the changes. Overall the changes were seen as being "fiscally

neutral” (section 33-36, p.6). The paper is then summarised into six recommendations to the Ministers for their consideration.

An annex to the paper summarises the current numbers of participants, both to and from New Zealand, for the five schemes. A second annex outlines the proposed framework of conditions for any additional Working Holiday Schemes. The summary below (Hampton & Kennedy, 1997, p.9-10) is essentially the rules behind the schemes.

1. Annual limits would be imposed generally never less than 200 participants
2. Applicants must be aged 18-30 at the time of application and travel without children. They would have to meet the medical requirements applicable to other applicants from that country for a full working visa.
3. The visa would be for up to a 12-month stay.
4. Applicants are required to have NZ\$4,200 both at the time of application and at the time of arrival in New Zealand, and a return air ticket.
5. Applicants must demonstrate that the work element of their trip is clearly incidental for example by not working for any one employer for more than three months they will be encouraged to travel in and learn about, their host country.
6. Participation in one study or training course for up to three months is foreshadowed if a reciprocal arrangement is negotiated between both countries involved in the particular scheme.
7. Applicants are required to be a citizen of the reciprocating country and resident in that country when they apply for their visa.
8. Health costs remain the responsibility of the visa holder (with the exception of the UK)
9. Generally Working Holidaymakers are not eligible for Government support from either Government during their visit (unless there is some reciprocal agreement)
10. Other general provisions allow for declining applications or refusing admission and removal of visa holders
11. In 1997 this included not being able to alter their status from Working Holidaymaker to student or long-term worker during their stay in New Zealand or come to New Zealand more than once under

the scheme.

12. Promotion of the scheme was to be through local diplomatic posts
13. The framework would also contain provision for regular reviews of the bilateral scheme and for consultations, suspension and ultimately termination of the schemes.

This template for future standard schemes was successfully applied over the next seven years with some minor differences that will be noted during the chronological review of the cabinet papers. More significant changes to the rules occur in 2005. To assist with the process of following the changes a table is presented for 1997 to 2005 showing the approved number of Working Holiday Visas for most years and the 'available' number of visas for 1997, 2003 and 2005. A true comparison of approved visas versus available visas in any year is difficult to present because of the different starting dates of each new scheme.

Avail=Number of available WHM visas App=Approvals granted Country	Avail 1997	App 1998	App 1999	App 2000	App 2001	App 2002	App 2003	Avail 2003	App 2004	Avail 2005
Japan	4000	3868	3482	3249	3782	4039	4001	4000	4000	open
United Kingdom *3 4	2000	3666	4820	4680	7266	8697	8910	9000	10000	open
Ireland *1 3	250	258	249	601	1092	1336	1682	2000	2700	2800
Malaysia Wk exch.*2	100	3	24	20	54	106	94	100	100	1150
Canada *2 3		321	395	407	840	891	961	800	2000	2000
Netherlands *2 3		204	294	250	430	549	567	500	700	open
Republic of Korea *2			201	202	402	402	800	800	800	1500
France *2 3			15	99	256	414	502	500	1000	5000
German *1 3				21	440	985	1016	1000	2000	open
Sweden					120	314	392	300	500	open
Italy					100	167	167	250	250	1000
Hong Kong SAR					68	17	11	200	200	200
Chile					26	182	248	200	400	500
Denmark						145	151	200	200	2000
Argentina							144	300	300	500
Uruguay							6	100	100	100
Singapore *2								200	200	200
Malta										50
Belgium *3										2000
Finland										2000
Taiwan *2										600
USA *1 2 3									500	1000
Czech Republic										1000
Norway *2										open
Thailand *5										100
New schemes									2850	
Reserve									1700	
Private work schemes									1000	
Total	6750	8228	9480	9529	14876	18244	19652	25000	31000	36000

Table 6 Annual Working Holiday Scheme available quotas and approvals

Reference (Workforce Group New Zealand Immigration Service Department of Labour, 2004)

For 2005 please note:

Note 1: Applications may be made 'on line' by nationals of Ireland, Germany and the USA.

Note 2: Visitors already in New Zealand on a valid visa may apply for the Working Holiday visa if they are nationals of the following countries: Canada, France, Ireland, Republic of Korea, Malaysia, Netherlands, Norway, Singapore, Taiwan, and United States of America.

Note 3: Work should be incidental to the Working Holiday with no more than three months with any employer except for nationals of Belgium, Canada, France, Germany, Ireland, Netherlands, Sweden, United States and the United Kingdom who may now work all year.

Note 4: United Kingdom increased to 23 months from 2005).

Note 5: Thailand has English language regulations, 3 years tertiary study, Min. \$7000 in funds, agree to hold medical and comprehensive insurance while in NZ.

3.2.3 New Zealand Incorporated 1999 papers

The next cabinet strategy paper released (Egan, 1999a) suggests a variety of

strategies to increase the capacity of Immigration to contribute to “New Zealand Incorporated”. This appears to mean the development of the New Zealand economy and society by selected immigration policy adjustments. The seventh recommendation of the paper (page 2, section i) suggests “Working Holidaymakers should be able to apply to change their status to resident, student, or temporary work without having to leave New Zealand.”

The paper was developed further and presented to Cabinet on 11 August 1999 with ten additional explanatory pages under an unreadable signature (Smith?) for the Minister of Immigration Tuariki Delamere. It was noted that there were costs associated with immigration particularly if new immigrants did not settle in well. The implication appears to be that Working Holidaymakers, having had a year in New Zealand, would have a better success rate as new settlers.

More specifically in sections 35-39 of the additional pages (Delamere, 1999, p.7) explain the deletion of the requirement to return home before applying for a student, temporary work, or other visa would be seen to “position New Zealand as a more attractive destination for working Holidaymakers.” It was considered that such a change would make New Zealand look bureaucratically friendlier and encourage Working Holidaymakers to take up work or residence permits. The Delamere cabinet paper stresses the benefits outlined in the 1997 Ministerial briefing paper including the development of understanding of lifestyles and cultures by the young people of the reciprocating partner countries.

Regarding the concerns expressed by The New Zealand Employment Service in 1997 the 1999 paper makes a second suggestion about the schemes in that the ceiling of 10,000 places should be reviewed (section 39, p.7); perhaps because of feedback from regional officers about the lack of displacement of New Zealand labour.

The Cabinet Paper of 1999 contains not only recommendations but also a signed minute of the Minister’s decision. At the subsequent Cabinet meeting two days later the policy change allowing Working Holidaymakers to apply for a change in status whilst in New Zealand was approved and it was noted that NZ Immigration Service would commence an inter departmental review of “the numerical cap of

10,000 places across the working holiday scheme” (Egan, 1999b).

The paper also provides an update on the historical development of the number of schemes. Section 35 (p.7) explains that the five schemes in existence in 1997 had been increased to seven by 1999 with the addition of the Netherlands and South Korea. Schemes with Singapore and France were ready to be implemented and discussions were under way “with Germany, Italy, the Nordics and Hong Kong.”

3.2.4 Year 2000 schemes

On 29 May 2000 the secretary to the Cabinet presented a paper entitled “Raising the ‘Cap’ on Working Holiday Schemes in New Zealand” to the Cabinet Finance, Infrastructure and Environment Committee in response to the 1999 Cabinet note that a review should be undertaken. The purpose of the paper was to “seek agreement to raise the current global ‘cap’ on places available under working holiday schemes for young people visiting from “10,000 to 20,000” (MacKenzie, 2000b). Ten pages of explanatory notes were written under the hand of the Hon Lianne Dalziel, Minister of Immigration (Dalziel, 2000). The notes and recommendations were subsequently confirmed at a meeting of the committee on 9 June 2000 (MacKenzie, 2000a) and the Cabinet on 12 June (Shroff, 2000).

Mackenzie’s (2000a, p.2) notes reveal that by 2000 eight schemes were in operation including the addition of France and a Work Exchange Scheme with Singapore. The Singapore scheme is limited to recent graduates or tertiary students while the French scheme was unique in that it didn’t contain a short-term work restriction. This was a unique provision at the time that was expanded to eight other countries from 2005 (refer to Table 6).

An informal cap limited the scheme to 10,000 participants due to concerns expressed in 1997 “that these schemes could lead to labour market displacement for New Zealanders”. By 2000 the NZIS were able to revise their recommendation based on information supplied by the Department of Work and Income. Whilst there was still some concern about possible displacement of New Zealand labour the overwhelming impression from field officers was that the impacts of the scheme were beneficial and that the MacKenzie covering paper would support raising the ceiling to 20,000 visa holders (p.2). The paper also

foreshadows a pilot scheme to allow applicants from selected countries to obtain their visa at any NZIS and some Ministry of Foreign Affairs and Trade (MFA&T) offices. Effectively this will allow some applicants to apply en route outside of their home country.

The executive summary and a nine page paper written by Dalziel explained the history of the scheme to her Cabinet colleagues and notes that demand for the schemes generally outstripped supply, the exception being the scheme with Malaysia, so that it wasn't possible to negotiate any new schemes under the informal cap of 10,000 places. Increasing the cap to 20,000 would allow for both increases in the more popular schemes and commencement of negotiations with 12 additional countries. Interestingly it was suggested that no precise number be allocated to each new scheme as the final number relied on the outcome of bilateral discussions (Dalziel, 2000 sections 1-3, p.1).

About half of the additional allocation was to be released in July 2000 to increase the more popular schemes (UK, Canada, Ireland, Netherlands, France, and South Korea). The balance of the visas was to be used for schemes already under negotiation with Argentina, Brazil, Chile, Uruguay, Sweden, Denmark, Norway, Finland, the United States of America, Switzerland and Israel (section 3, p.1).

Since the announcement discussions have occurred with these countries but for a variety of reasons it was not always administratively or politically appropriate to conclude a reciprocal agreement. A review of the wider relationship with each country would be required to deduce why some schemes had not been concluded by December 2004.

As foreshadowed in Mackenzie's cover sheets the 2000 review provided for a "progressive pilot from 1 March 2001" (paragraph h, p.2) to enable applicants from selected countries to apply for their visa both in New Zealand and whilst on route to New Zealand rather than only in their home countries. This was a significant change and appears to be linked to the improved offshore use of the Application Management System (AMS). The AMS is the NZIS's global client-based computer system, which records data on identity, applications and movements (section 29, p.7).

The Ministers of Immigration and Foreign Affairs and Trade were empowered by Cabinet to confirm arrangements with these countries on a 'case by case' basis but presumably under the revised framework (section 27, p.7). The pilot scheme that was for Canada, Malaysia, the Netherlands and Singapore, was to be reviewed in 2002, and extended if proven to be satisfactory.

The researcher considered that the choice may have been because historically there were few visa infringements by citizens from these four countries and they provided a cross section of visa application schemes. The Dalziel paper (section 29 p.7) noted that New Zealand might be missing out if applicants are already on their journey, they may be disadvantaged, as they currently need to return home to apply for a Working Holiday visa. For example having reached Australia, and hearing about the New Zealand scheme, they may decide not to return home to apply and consequently New Zealand misses out. It was considered that this would be an improved 'service' to applicants. Two of the countries were chosen because traditionally there had been a low uptake of the scheme and it was hoped that this provision would increase the number of applicants from those countries. This could also mean that potential applicants who might otherwise only come for a short stay under a tourist visa would elect to take the Working Holiday Visa and consequently stay longer in New Zealand.

The paper contains provision for announcing the schemes and updating both websites and administrative manuals. The Minister confirmed that relevant consultation had occurred with five Ministries and the NZ Tourism Board (sections 31-32, p.7).

The paper makes a further useful contribution to the literature by discussing the merits and costs of the scheme (sections 11-17, p.3-4). Broadly the suggested benefits are classified as economic growth, contribution to the tourism sector, subsequent immigrants, strengthening of international linkages and a contribution to culture and social development.

On the negative, side costs referred to include labour market displacement. With only anecdotal evidence available, Australian research is drawn upon, inferring that there is no real labour market effect in New Zealand (section 20, p.5).

The benefits also include a source of much needed seasonal labour. Participants contribute both direct employment tax as well as taxes on purchasing goods and services. In particular they are consumers of tourism products and “may be more inclined than other visitors to travel to regional centres (thereby contributing to the economic growth in those areas).” Citing the Australian Minister of Immigration it is noted that: “Working Holidaymakers contributed an estimated AUD500 million to the Australian economy by the end of the year equating to approximately AUD7, 700 per Working Holidaymaker” (section 12, p.3).

The paper infers that proportionately similar benefits could also be expected in New Zealand.

The contribution to the tourism sector is indicated as being three-fold. Firstly direct contribution of foreign exchange earnings as each applicant brings funds into New Zealand but also because secondly the applicants may return or entice other visitors to New Zealand. Finally there is a reciprocal side to the tourism as New Zealanders travelling under the schemes are also able to act as ‘ambassadors’ for New Zealand.

The Dalziel paper (para18, p.4) cites a 1999 study by the NZIS (Links between Temporary Entry to New Zealand and Residency), which reflects on the linkage between successful immigration, and prior temporary visits “with 58% of principal applicants for residence previously holding temporary permits.”

While not all of these would have been Working Holidaymakers, Australian research is cited (Murphy, 1995) which indicates that three quarters of Australian Working Holidaymakers had completed tertiary education and consequently were likely to meet the “skills stream-entry criteria”. The Dalziel paper also recognises that, as Working Holidaymakers are young and well informed it was anticipated that, after a year in New Zealand, they could make “substantial contributions” (section 15, p.4) during their working lives if they choose to migrate to New Zealand.

The paper asserts that those who decide not to migrate to New Zealand may still contribute “to the strengthening of New Zealand’s international linkages”. The Minister reiterates the reciprocal international linkages that the schemes are

expected to foster as outlined in the 1997 paper. Similarly the contribution to cultural and social development of all participants is noted again (section 16, p.4).

The negative aspects of the schemes are explored and confirmation from the Department of Work and Income (DWI) is noted in that generally New Zealanders are not being usurped for jobs. Some concern is expressed about competition with students for work, and short-term jobs that could be taken by unemployed New Zealanders. DWI expressed some concern that some employers might be favouring Working Holidaymakers over local employees as a way of paying lower rates of pay or simply providing food and board. The claims were not substantiated. Australian research was cited (Murphy, 1995) that indicated that in Australia at least, employers were only using Working Holidaymakers when locals were unavailable. By implication it is assumed that situation is similar in New Zealand (Dalziel, 2000, sections 18-19, p.4-5).

Finally, as a benefit, it is noted that there is a reciprocal side to the schemes where young New Zealanders also obtain work overseas. Without concrete research to the contrary it is assessed that overall “the benefits of the schemes outweigh any potential labour market displacement” (section 20, p.5).

Turning to the need for a set of principles for allocating new places it is suggested that market forces should prevail by

- 1) meeting unsatisfied demand for popular schemes and
- 2) opportunities for New Zealand (section 23, p.6).

In terms of the first principle, oversubscribed schemes in 2000 include the UK, Ireland and the Netherlands. The British government had noted the discrepancies between the reciprocal schemes and the unsatisfied demand for UK applicants wishing to come to New Zealand. In terms of the second principle the 1997 schemes emphasises the importance of forging social links and “focusing on countries or regions with potential economic, tourism, and immigration (residence) benefits“ (section 25, p.6).

The paper notes that the New Zealand Prime Minister endorses the value of the schemes and had “expressed a particular interest in establishing schemes with

Latin America.” The author explains that there are several countries in South America with whom schemes could be initiated as well as reminding Cabinet colleagues of other potential schemes in Europe, with Israel and Hong Kong (sections 24-25, p.6). An earlier paragraph (section10, p.3) in the Dalziel paper gives further insight into the forces that can influence policy development.

Ministers have also been receiving correspondence from tourism and horticultural organizations urging an increase in the number of working holiday visas issued each year. Their main concerns lie with boosting the tourism industry and coping with a shortage of temporary seasonal workers in the horticultural area.

It appears that some international political pressure, the preferences of the Prime Minister, lobbying from both the tourism and horticultural sector and the compliance of other government agencies had all played a part in the evolution of the schemes.

3.2.5 Fee collection for visas issued within New Zealand 2001

In 2001 a regulatory change was made to legally allow for the collection of a fee when potential Working Holidaymakers applied for a visa on shore in New Zealand. This apparent loophole had not been considered in the 2000 application due to commence in April 2001. The onshore fee was set at NZ\$90 (Adams, 2001; Lewis, 2001; Shroff, 2001). At this time 12 schemes were operating and discussions were underway with several other countries. The three new countries approved since 2000 are not specifically identified but were probably the three listed as being under negotiation in the appendix one of the McKenzie paper (MacKenzie, 2000a) Italy, Germany, and Hong Kong.

3.2.6 Additional papers from 2003

In December 2003 the researcher wrote to the Department of Labour and requested copies of any additional papers relating to the Working Holiday Schemes from 31 March 2001. On 13 April 2004 six additional papers were received under the Official Information Act but these related only to the period from April 2003 to November 2003. Whereas the first set of papers were not censored, several sections of the more recent papers were edited or withheld perhaps indicating increased sensitivity about the formation of policy as it reflected Cabinet feelings about other countries and the perceived security risks of

allowing nationals from some countries entry on Working Holidays.

Significant developments are recorded in the supplementary papers received. By 2003 Marie Shroff, Secretary of the Cabinet recorded that on 7 April 2003 Cabinet:

1. **noted** that the current cap of 20,000 on the number of places on the Working Holiday Schemes (MacKenzie) has been reached following the introduction of several new schemes, and increases to some existing popular schemes;
2. **agreed** to an interim increase in the number of places available under the Working Holiday Scheme from 20,000 to 25,000 places pr annum;
3. **noted** that a formal review of the Working Holiday Scheme programme will be completed in 2003, and a paper will be submitted on the review to the cabinet Economic Development and Cabinet (Shroff, 2003).

Attached to the Schroff paper is a written copy of an oral paper (Dalziel, undated) which refers to a cabinet decision from 2000 when the cap was raised from 10,000 to 20,000 places (CAB (00) M 19/1G refers) and suggests that the cap is in place to “help manage any potential New Zealand labour market displacement.” One deduction from this paper is that there were 16 schemes in operation at March 2003.

The paper notes a problem in that the cap has been reached but a formal review of the scheme had been delayed due to pressure on the policy development section of the NZIS. It is anticipated that the review will be completed during 2003 but in the meantime the cap be increased to 25,000 as an interim measure. The additional entitlement is to provide extra places for schemes under pressure such as the German, French and Canadian, schemes whilst allowing for six additional schemes nearing finalisation.

In November 2003 a further paper was prepared for the Cabinet Policy Committee entitled “Maximising Outcomes from the Working Holiday Schemes”. Several sections were withheld under the Official Information Act 1982 to protect the confidentiality of advice tendered by officials and in order to provide free and frank expressions of opinions to the Ministers of the Crown (Tucker, 2003).

This paper sought approval to increase the cap “from 25,000 to an initial 31,000”

and then “an additional 5000 per year from 2005/06, up to a maximum of 40,000 places” (p.1). Both low and higher risk countries are to be included along with a review of the principles for allocating places. Apparently existing schemes had only been established with low risk countries. The cost of the schemes is estimated at to be “\$5.244 million in the four years from 2003/04 to 2006/7 and \$2.114 million in 2007/8 and outyears (all include GST)” (Tucker, 2003, p.5)

Perhaps more important than the costs, which are again to be met from the additional fees collected, is the outline of the policy provisions in 2003. Section 3 establishes these as:

- 3.1 prioritising according to the scheme’s contribution to positive outcomes for New Zealand;
- 3.2 focusing on young people whose primary intention is a holiday,
- 3.3 reciprocity with flexibility to adopt unilateral schemes, where it is in New Zealand’s interests,
- 3.4 the Ministers of Immigration and Foreign Affairs may consider reviewing a scheme where five percent or more of participants cause adverse outcomes in a year, or where there are concerns about organised crime;

While some of this paper (such as the sections 3.5 –3.6) was withheld from the researcher under the Official Information Act that may help explain more about this decision, there is a significant departure from the concept of purely reciprocal schemes to now allow for unilateral schemes. The provision in section 3.4 appears to be a safe guard as higher risk countries are allowed into the scheme.

Table 7 contains a list of the new allocations released in December 2003. 5000 places went to existing schemes, 2850 to new working holiday schemes, 1700 were held in reserve and 1000 (approximately) places went to private work exchange schemes. A footnote in an accompanying background paper from the Office of the Minister of Immigration to the Chair Cabinet Policy Committee (Dalziel, 2003) explains that: “Work exchange schemes are organised between individuals or organisations that agree to sponsor participants and are approved by New Zealand Immigration Service (NZIS) branches.”

By the end of 2003 schemes had been established with 18 countries although Belgium was not implemented until 2004. With the exception of Singapore, Hong

Kong, and the newest schemes, the remaining schemes are in high demand. Of the 25,000 available places 20,450 places had been allocated to countries and perhaps more significantly 20,318 participants had been approved in 2002/03 (see Table 9).

The notes from Dalziel contain a change in policy direction for the more recent schemes that have been established; with countries that New Zealand has limited contact with for example “to help cultivate closer relationships such as in Latin America.” The paper reiterates the scheme’s objectives as “strengthening international links, contributing to the economy, and encouraging potential migrants” (section 7, p.2).

Under the heading ‘Opportunities to maximise outcomes’ the Minister suggests that

rather than putting effort into prioritising new schemes and expanding new schemes according to demand, there could be benefits from prioritising places according to those most likely to maximise the positive outcomes for New Zealand (section 10, p.2).

The Minister also discusses the option of looking beyond reciprocal arrangements, a significant policy change from the philosophy presented in earlier years (section 14, p.3).

The paper advises that there have not been any overstaying or asylum seeking problems from the low risk schemes that exist with visa free countries. There appears to be a suggestion that some provision should be made in case this sort of problem occurs when higher risk countries join the schemes (note some information suppressed).

In a section entitled ‘Comments’ the Minister discusses in more detail than any other paper examined, the philosophy for future schemes. She reiterates that emphasis should be placed on the long-term benefits because “it could be difficult diplomatically to cancel or reduce a WHS due to economic, labour market, or immigration risk fluctuations (section 15, p.3).”

The paper provides guidelines along which future schemes and expansions to existing schemes could be prioritised. Each of the details could be the subject of

research and measurement. Fortunately some of the issues raised are addressed in the research that follows in subsequent chapters of the thesis. However, participation by the New Zealanders is an area for possible research. The priorities established in 2003 were: -

Strengthening New Zealand's international links and increasing opportunities for New Zealanders to work and holiday overseas- foster cultural understanding and international goodwill by enhancing people-to-people links and international relations objectives, such as developing and deepening relationships with individual countries and regions. As the schemes are reciprocal, they provide opportunities for young New Zealanders to travel and take incidental work in a wide range of countries potentially developing valuable work skills,

Contributing to the economy through tourism, spending, export education, filling short term labour shortages and encouraging future trade-As consumers of tourism, WHMs generate employment and revenue in the tourism industry and are contributing to strong growth in the backpacker sector. They may be more inclined than other visitors to travel to regional centres, thereby contributing to tourism and the economy in those areas. WHMs may study for up to three months and are making an increasingly important contribution to the export education industry; and

Encouraging skilled migrants to choose New Zealand- WHMs have an understanding and experience of New Zealand and are able to make well-informed decisions about migrating here. They are young with long working lives ahead of them and are therefore likely to be good candidates for skilled residence in the longer term. Between 1999/0 and 2002/2 around 600 residences were approvals had once held a WHS permit, around 70% of whom were approved through the general skills category" (section 15, p3-4).

A footnote explains that a key component of the NZIS's marketing activity is to promote residency within NZ.

As noted earlier the focus on young people whose primary intention is to holiday but work short term and then have long working lives ahead of them. This allows for possibilities such as the development of business links, returning as tourists or bringing their skills here if the Working Holidaymakers subsequently decide to immigrate.

In the discussion paper it is noted that although the schemes are all "broadly reciprocal" there are already some exceptions to complete reciprocity. For example, New Zealanders can enter the UK for two years but UK citizens only

come to New Zealand for one year (as at 2004). A proposal is made for unilateral schemes to be established if a country can't or won't offer a reciprocal scheme. It is noted that such unilateral schemes could be disestablished if they don't meet the expected outcomes for New Zealand. The United States does not appear to want to, or perhaps is unable to proceed with, a reciprocal scheme (section 17, p.4).

New Zealand has been guided, to some extent, by Canadian and Australian policies when considering extending the schemes to countries seen to be a greater risk. These schemes have also been with countries that each has first established 'visa free status' with. The reason for this is that participants from visa free countries "are expected to be less likely to be overstayers, claim asylum, or present risks in terms of organised crime" (section 18).

As a safeguard it was proposed that any schemes with a 'Non' visa free country should not be approved by joint Ministers but taken to the Cabinet for consideration.

In recommending an increase in the cap the Minister reminded her colleagues that the

Household Labour Force Survey shows that unemployment is at its lowest level for 14 years (June Quarter 2003 released August 2003). WHMs are generally considered to take up short term seasonal or hospitality type work and to bring benefits to employers and local communities in New Zealand, due to their willingness to take up work in areas of local labour shortages (section 31, p.7).

The Australian research of Harding & Webster (2002) is quoted to support the contention that WHMs have a positive effect on the community. It was also noted that employment growth is not expected to continue and there may be a slight increase in unemployment. This is seen as a consideration and only a "modest increase" in the WHM schemes was sought in 2003.

The paper makes recommendations about the allocation of available places, with 5000 going to existing schemes. The paper advises that discussions are underway or stalled with a number of countries. Some details of the rationale for these decisions have been edited out of the paper given to the researcher. However, a range of predominately European and American countries are mentioned.

Discussions with the USA had stalled because of the unavailability of a reciprocal scheme while it was noted that discussions with Israel were on hold (Dalziel, undated, sections 36-41). There is clearly an intention to achieving desired immigration objectives through the schemes and special mention is made in section 37 of the fact that “marketing strategies in 2003/04 will focus on the US, the UK, and temporary permit holders in New Zealand (CAB Min 12/9.5 refers).”

A European Union (EU) Enlargement Strategy developed in early 2003 sets out a strategy for establishing links between an enlarged EU and New Zealand (section 41, p.8). This was the first mention of the EU Strategy that the researcher came across.

The paper notes that discussions are underway with the Czech Republic and Malta while permission was sought to commence negotiations with eight more EU countries. Finally it is proposed in paragraph 43 to include private work exchanges between individuals or businesses in the WHM cap. The case study of the Tongariro National Park area (Chapter Eight) uncovered one these schemes, a reciprocal deal between two ski fields’ where the field operators exchange snow cat drivers each season.

Troupe (2003a) reports the Tucker paper, with supplementary notes from Dalziel, in a minute of the decision at the Cabinet Policy Committee. Essentially the proposals were accepted with the cap raised to 31,000 per annum with approval to the Joint Ministers of Immigration and Foreign Affairs and Trade to approve an additional 5000 places per annum from 2005/6 up to 40,000 places. The Ministers were asked to report back to Cabinet on 17 November with details of how the Australian scheme worked for visa-required countries, in terms of reducing risks. In particular details of why Poland was not in the visa-free category was sought as well as a timeframe for negotiation of schemes with Poland and Hungary. The Prime Minister was due to visit Poland early in 2005.

Troup prepared a summary of the work from the Cabinet Policy Committee minutes POL Min (03) 29/12 and submitted that on 14 November with a two-page report ‘Working Holiday Schemes Report Back’ by the joint Ministers that was requested (Goff & Dalziel, 2003; Troup, 2003b).

The Ministers reported on Australia's 'Work and Holiday Visa,' which is used instead of the Working Holiday Scheme visa, in situations where the risks appear too high and advised: -

The key feature of this visa class is it is a state sponsored arrangement. That is, the government concerned must take responsibility for vetting and approving applicants, to help target appropriate groups and to reduce the risk of non-compliance...Applicants must also have Functional English language skills, a diploma or degree and may not apply for any other permit onshore (Goff & Dalziel, 2003, p.1).

To further minimise risk annual reviews of rates of non-compliance are reported so that schemes with problems can be stopped. It turns out that the visa is not being actively promoted but agreements were signed in 2003 including one with Iran (note censored list).

The paper notes that in 1999 New Zealand approved visa waivers for Slovenia and Hungary but declined to do so for Poland. On balance, in 2003, the status quo is recommended for Poland as risks are seen as still too high. However, given the extensive time frames to establish Working Holiday Schemes it is noted that if approval was given to commence negotiations it might be several years before schemes would be implemented.

On 17 November Cabinet considered this information (Secretary of the Cabinet, 2003). This meeting of cabinet reaffirmed the allocations made in the previous week and

directed officials to give further consideration to the principles for schemes with (withheld) countries. Directed officials to commence negotiations for standard working holiday schemes with Slovenia, Poland (once it has visa free status) and Hungary

The Cabinet also authorised the joint Ministers of Immigration, and Foreign Affairs and Trade, to confirm final agreement on any new schemes, to negotiate new schemes on a case-by-case basis, and to allocate the places held in reserve.

3.3 Summary policy section

Initial discussions with the New Zealand Immigration Service, the Ministry of Foreign Affairs, the Ministry of Tourism's Research section, the Chair of the

Backpacking Marketing Network and three employment agencies, confirmed that little research had been done in this field in New Zealand. The author has been fortunate in accessing the records of Government and Cabinet committees under the Official Secrets Act. Whilst some more recent papers had sections withheld the papers helped in the discovery of the research and the methodology that was used to formulate Government policy. There appears to be a lack of information on the economic benefits such as tourist spending, future immigration expectations, and the impressions of Working Holidaymakers about New Zealand. These impressions could influence return visits and future trade options let alone provide a quantifiable measure of the cultural and social development arising from the Working Holidaymaker Schemes. Australian research is often used to infer the situation in New Zealand because of lack of research. The remaining chapters of the thesis introduce New Zealand data to fill some of these voids in the literature. That said the papers clearly establish the policy reasons for the schemes, which can then be evaluated in Chapter Nine. A summary of the expansion of the schemes from 1997 to 2005 is provided in Table 9.

3.4 The scheme as at December 2003

It is difficult to obtain an accurate estimate of the number of working holiday visas available because small adjustments are made from time to time and these were not always immediately reflected in the NZIS manual or in other parts of the NZIS web site. This is indicated in the Table 7 below.

Working Holiday Schemes quota approvals as at December 2003		
Information from MFAT and Cabinet papers Dec 2003		NZIS website retrieved 07 Dec 2003 (http://www.immigration.govt.nz/nzis/operations_manual/index.htm see Section w14 Working Holiday Schemes)
Country	Quota	
Argentina	300	Correct at 7 Dec
Canada*	2000	Web still shows 800 without new approval of an extra 1200
Chile	400	Web still shows 200 without new approval of an extra 200
Denmark	200	Correct at 7 Dec
France	1000	Web still shows 500 without new approval of an extra 500
Germany	2000	Web still shows 1000 without new approval of an extra 1000
Hong Kong SAR	200	Correct
Ireland (Eire)	2700	Web still shows 2000 without new approval of an extra 700
Italy	250	Correct
Japan	4000	No quota (around 4000 approvals)
Korea	800	Correct
Malaysia*	100	Correct
Netherlands*	700	Closed but web site suggests 500 visas
Singapore*	200	Correct note restricted to Graduates
Sweden	500	Closed shows pre increased figure of 300 visas
United Kingdom UK	10000	Web still shows 9000 without new approval extra 1000
Uruguay	100	Correct
Private work exchanges	1000	No quota but around 1000 approvals
Total	26,450	

Table 7 Comparison Approved WHM Schemes to NZIS website Dec 2003

* Nationals of four countries could obtain WHM visas en route or in NZ during 2003.

Information from the Ministry of Foreign Affairs, Economic Division (N Reid, personal correspondence, 05 December 2003), and a search of the NZIS website led to the following conclusions about the schemes as at 07 December 2003. The website tended to reflect the current approval year and often lagged behind the approved quotas that will come into effect for the new quota year. The data was used in a preliminary conference paper (Newlands, 2003). Subsequent acquisition of the 2003 Cabinet papers in 2004 confirmed that the figures were correct, appearing in an appendix to a report by Dalziel (2003, p.13) attached to paper to the Cabinet Policy Committee POL (03) 353 (Tucker, 2003).

700 visas were being held for four schemes negotiated but not announced with Finland, Norway, Belgium and Taiwan. An additional 2,150 visas are held for a further eight schemes under negotiation or consideration including Israel, Brazil, Greece, Mexico, Spain, the Czech Republic and Malta.

Approval was also given for an additional 1700 visas to be held in reserve. Proposed new Working Holiday Schemes for five countries were proposed including 100 visas reserved for each of Slovenia, Poland and Hungary. Some assumptions have been in deducing which category the visas will be taken from because of withheld information.

Although there was no Working Holiday Scheme with the United States in 2003, US citizens can join exchange programmes and work for a year in New Zealand. One of these is International Exchange Programmes (IEP). IEP formed an association with the Tourism Industry of New Zealand (TIANZ) late in 2004 with a view to facilitating a match between employers looking for employees and IEP members wishing to find employers. IEP is but one of several exchange organisations. Examples of other schemes can be found at:

www.ccusa.com www.bunac.com www.ciee.org

During discussions with the NZIS some interim information from their MIS system was made available. Females received slightly over half (54%) of all WHM visas issued in 2003. This data is presented on the next page and is explored against thesis data later, in Chapter Four.

Working Holiday Schemes visas issued during 2003			
Country	Total	Female	Male
Argentina Working Holiday Scheme	144	59	85
Canada WHS	961	536	425
Chile WHS	248	86	162
Denmark Working Holiday Scheme	151	81	70
French Working WHS	502	214	288
German WHS	1016	677	339
Hong Kong SAZ WHS	11	5	6
Irish WHS	1682	884	798
Italian Working Holiday Scheme	167	63	104
Japan WHS	4001	2601	1400
Korea/NZ Working Holiday scheme	800	479	321
Malaysia WHS	94	52	42
Netherlands WHS	567	286	281
Sweden WHS	392	237	155
United Kingdom WHS	8910	4334	4576
Uruguay/NZ Working Holiday Scheme	6	1	5
Total	19652	10595	9057
Gender as percentage		54%	46%

Table 8 Working Holiday visas issued by gender 2003

Source: J. Hurrell, NZIS, personal communication July, 2004, based on a work in progress and study of NZIS website July 2004.

There is an apparent discrepancy between the last two tables but this is because the data in Table six is based on 26,450 available visas whereas Table seven is based on the 19,652 visas actually issued in 2003.

3.5 The scheme during the 2004 portion of this study

The New Zealand Immigration Service instigated a major review of the schemes during 2004. At the time of receiving the data in the next Table seventeen countries, including the work scheme with Singapore, are included in the 2003 Working Holiday Schemes. The number of applicants was quickly approaching the allowable quota and some schemes were likely to be over subscribed for 2004. Table 9 tracks the development of the scheme from 1997 until 2004 and particularly notes the changes that occurred during 2004. Data was still being collected from respondents until March end 2004 and the thesis was written up over the next fifteen months.

Country	Available visas 1997	Total visas issued 2003	Available visas 2003	Available visas 2004	Notes on changes 2003 to 2004
Argentina	0	144	300	300	
Belgium	0				100 new 2004
Canada		961	800	2000	1200 increase in 2004
Chile	0	248	200	400	200 increase 2004
Denmark	0	151	200	200	
Finland (New 2004)	0				200 new 2004
France	0	502	500	1000	500 increase 2004
German	0	1016	1000	2000	1000 increase 2004
Hong Kong SA Region	0	11	200	200	
Ireland	250	1682	2000	2700	700 increase 2004
Italy	0	167	250	250	
Japan	4000+	4001	4000	4000	No cap or quota,
Korea	0	800	800	800	
Malaysia	100	94	100	100	
Malta (new 2004)	0				50 new 2004
Netherlands	0	567	500	700	200 increase 2004
Singapore (Wk exchange)	0	?	200	200	
Sweden	0	392	300	500	200 increase 2004
Taiwan (new 2004)	0	0	0	0	See new schemes
United Kingdom	2000	8910	9000	10000	
USA (new 2004)	0	0	0	0	Plus exchange programme
Uruguay	0	6	100	100	
Total *	6750+	19652		25900	
New schemes				2850	
Reserve				1700	
Private Work Schemes				1000	Work Exchange
Total	6750+	20318	25000	31000	Provision 40,000

Table 9 WHS visas availability 1997, 2003, 2004 versus issued 2003 during study

Sources: 1997 data (Hampton & Kennedy, 1997); 2003 –2004 data J. Hurrell NZIS, personal communication, July, 2004, based on a work in progress. Additional data from study of NZIS website July 2004.

The Working Holiday Schemes have expanded from the initial scheme with Japan in 1985 to four schemes by 1997 with nearly 7000 visa holders. During the period for which secondary data was examined the number of visa holders increased by 440% to 31,000 in 2004 with provision for the allocation of up to 40,000 visas. Many of the schemes were oversubscribed as reported in later chapters, and this is confirmed on the NZIS website, so there is unmet demand if the government

wishes to expand the schemes.

It should also be noted that international visitors can obtain a general work visa / work permits under specific conditions. Visitors may apply for a work visa, providing they have a job offer from an employer who has ascertained that no other NZ citizen or resident is available to work in that location.

Up to date information on the requirements can be found on the NZIS website www.immigration.govt.nz A very complete understanding of each scheme can be found in by searching in the PDF version of the NZIS handbook. For a general Work Permit applicants must produce an offer of employment and evidence to show that:

- they are suitably qualified by training and experience to do the job they have been offered
- they can meet any of the necessary New Zealand certification or registration requirements
- there is no New Zealand citizen or resident suitably qualified by training and
- experience available (this must be subsequently confirmed by a labour market test)
- no other New Zealand citizen or resident could be readily trained to do the job.

These provisions, and reciprocal work schemes, are extensively used by the tourism industry in Queenstown and, to a lesser extent, in Tongariro National Park.

In special cases the Minister of Social Development may declare a seasonal labour shortage. This enables the NZIS to fast track the issuing of work permits to tourists given them the ability to change from a holiday visa to a special work visa to meet chronic employment needs. In December 2004 this provision was used in Queenstown (Coventry, 2004) and it has also been invoked to assist sectors of the horticultural industry in other parts of New Zealand, for example in the Hawkes Bay in February 2004.

3.6 Summary of changes 1997 to 2004 as reported in secondary data

In terms of the researcher's initial curiosity about the disparity about those who work while on holiday in New Zealand it is perhaps not so surprising that the number of international tourists reporting that they were on working holidays far exceeds the allocation of Working Holiday Visas. The Working Holiday schemes have grown both in the number of schemes and in the number of applicants (Table 8) but most of the rules governing the schemes have evolved marginally.

The rules remain essentially the same at the end of 2004 i.e. aimed at single holidaymakers aged 18-30, wishing to travel in New Zealand for up to twelve months, and take incidental work with a variety of employers (each of up to three months duration), holding a modest amount of money \$4200 and return air tickets. (Two notable exceptions to the schemes are France, with no work period restriction, and Singapore, which is restricted to recent graduates). The Government reports some success using the schemes as an opportunity to enhance appreciation of local culture and way of life and as a possible stepping-stone to future immigration.

Consistent reports over this period continue to advise the government that Working Holidaymakers contribute to the economy by bringing funds into New Zealand as well as by paying taxes and providing sort after labour. Anecdotal evidence suggests that some visa holders take the option to study for up to three months of their stay. The demographics of the visitors (well educated) are the same as that of the immigration target. Overall whether immigration occurs or not the international visitors are considered to have a positive disposition toward New Zealand that should aid future travel or business partnerships.

In a reciprocal fashion New Zealanders have the opportunity to experience life and work in other countries.

Returning to the Schemes in New Zealand there is some reference to the influence of stakeholders such as the agricultural and tourism sectors contributing toward the discussion but the only inference that communities are consulted is the reports

of NZIS field officers reports into the minimal amount of job displacement caused by the schemes. There appears to be no consultation with the actual visa holders themselves.

The schemes are fiscally neutral in that visa holders pay for the cost of maintaining the schemes. Initially Japanese visas were free but this was changed in 1998 in line with the other schemes.

Politically the introduction of new schemes and the expansion of existing schemes are seen as positive events and provide an opportunity to build international goodwill whilst providing good public relations opportunities in both countries. One exception has been the relationship with the United Kingdom where UK residents were only given a one-year visa to New Zealand but the reciprocal deal is for two years. This anomaly was corrected for the season commencing in July 2005 when UK participants were permitted to stay in New Zealand for twenty-three months.

One of the significant complaints noted in the literature relates to the necessity in earlier years to having to obtain the visa back in the home country rather than en route to New Zealand. This difficulty was addressed with a pilot scheme that has led to relaxation of that requirement. Similarly in the original scheme Working Holidaymakers could not change their status whilst in New Zealand. This has evolved so that where possible WHMs can change their visa status while in New Zealand (Egan, 1999b).

Marketing of the schemes remains with the overseas diplomatic posts, the NZIS website but progressively also with groups like the Backpacker Marketing Group and the websites of their members. Media statements have become more common and now accompany every change to the schemes. Health costs and other benefits have remained the same during the period reviewed.

The scheme has been periodically reviewed internally but no external research was carried out until data from this thesis was requested by NZIS. The internal review involves requests to field offices of NZIS for a local perspective on how the schemes are working and liaison with other key Government Ministries.

Additional allocations of visas tend to go to the schemes with the largest unsatisfied demand but provision is also made for schemes under negotiation. Guidelines are now in existence to expedite negotiations. While most schemes are identical in their reciprocal rights some unilateral schemes exist (UK,) where the rights are not necessarily identical. The most recent unilateral scheme with the United States (US) is more unilateral in that there is no reciprocity at all. US citizens may come to New Zealand while no reciprocal Working Holiday scheme exists for New Zealanders wishing to work in the US. New Zealanders do continue to work under other provisions, for example as counsellors on Camp America programmes, by obtaining work permits (the so-called 'Green cards'). One attribute of those schemes is that Camp Counsellors have a one-month vacation added to their work period in the US, making it effectively like a working holiday programme.

It is anticipated that in the future the priority for new schemes will continue to be reciprocal but that the unilateral approach may be taken again to suit New Zealand's best interests. Providing it is foreseen that there will be positive outcomes and the risk can be managed schemes will also be established with countries whose citizens are 'visa required' for New Zealand such as the arrangement with Taiwan.

The expansion of the European Union (EU) provides New Zealand with numerous opportunities to expand the Working Holiday Schemes. Geographically the countries of the Pacific Rim are potentially important trading partners and as such warrant consideration for Working Holiday Schemes. These developments may take several years to come to fruition. Private work exchange schemes negotiated between organisations or individuals provide another opportunity to expand the programme beyond the traditional government-to-government schemes. Opinions and suggestions from current Working Holidaymakers are presented at the end of Chapter Six.

It appears that relevant government departments have been consulted and that the tourism and agricultural industries have made submissions in support of expanding the provisions and number of schemes. Community groups, individual employers and visa holders were not consulted until the information from this

research was supplied for the late 2004 review of the scheme. However, the NZIS did ask for and receive regular reports from field offices, which were generally supportive of expanding the Schemes. This review was the most comprehensive review of the scheme to date and outcomes are presented as at the end of Chapter Eight. Some of the information from this thesis was made available to the NZIS for their own review of the schemes undertaken in the later part of 2004. The thesis concludes that the economic and social effects of the schemes were acknowledged during the NZIS reviews.

Utilising Table 3, the roles of monitoring and evaluation in the tourism policy-making process (Colin Michael Hall & Jenkins, 1995, p.83) it is possible to briefly assess the role of the New Zealand Immigration Service.

Assessing the degree of need for government intervention and policy: Government intervention required to negotiate and maintain bilateral and unilateral schemes, appears to do so in an evolutionary way making incremental expansions to the number of schemes and the number of potential participants
Continuous function of the policy making process to enlighten, clarify and improve policy: Yes there has been gradual improvement and the marketing on the website in 2005 is the clearest yet. Enlightenment of researchers reduced by suppression of some material in more recent papers.
Conceptual and operational assistance to decision makers and policy-makers particularly as shifts in implementation and target needs and expectations occur: NZIS, Ministry of Tourism and MFAT have all provided assistance to Cabinet but this advice has been hampered by a lack of New Zealand data
Specification of policy outcomes and impacts: Policy outcomes clearly available in NZIS Department rulebook available on Website. Occasionally this has not been up to date and some confusion occurred with the expansion of the UK scheme to 23 months in 2005. Impacts not well researched, rely on anecdotal information from field officers and inferences from Australian reports. Numbers of visas available and approved are available but difficult to assess how many visa holders arrive and stay in New Zealand
Assessing or measuring the efficiency and cost effectiveness of tourism policies in terms of the financial, human and capital resources: Cost of WHM visa schemes assessed as covering all costs making programme fiscally neutral to NZIS, but clearly sizable tax take is in addition to this. Little research beyond this, for example into benefits to regions of NZ.
Accountability reporting for resource allocation, distribution and redistribution: Marketing principally via NZIS website but relies on overseas outposts to handle enquiries and process applications. Unsure of degree of accountability
Symbolic reasons (to demonstrate that something is being done): Cabinet papers have standard checklist to ensure any changes to schemes are released to Media. Announcement of schemes often coincides with Prime Ministerial trip or during state visit to NZ
Political reasons: Schemes create goodwill Internationally and have been used to develop relationships between politicians. Within New Zealand opposition parties do not see policies as contentious but still present an opportunity to make good news. Lobby groups from Tourism and Agricultural sector perhaps provide some support to Government for its actions. Individuals and communities nonplussed but little really know about their feelings toward schemes

Table 10 Evaluation of WH policy- making process utilising Hall and Jenkins

3.7 Chapter Summary

In terms of Veal's framework for examining tourism policy shown in an adapted form in Figure 1 Chapter One, the two literature chapters have established part of the Veal's environment namely the International relationships of bilateral agreements, an indication of the organisations involved from the public and private sector. However a complete examination of Veal's model requires some input from the following chapters before conclusions about the success or otherwise of the policies can be established. In particular, the economic and social contribution of both holiday activities and employment need to be discovered, as well as the feelings of all stakeholders.

This chapter has reviewed the development of a significant tourism and immigration policy from the secondary data made available and answered the call of many including Jenkins for studies of tourism policy making. Acknowledgement is made to Marilyn Little who organised the release of papers on behalf of the Secretary of Labour in 2003 and again in 2004. The Working Holiday Schemes provide an interesting example for policy analysis, which is of interest to several parties from the holidaymakers themselves to employers, community groups and those interested in the development of government policy. The papers trace the development of the schemes from 1985 and also contain some indications of why the policies changed and, to a lesser extent, what the results of these changes have been. The secondary research and contact with interested parties helped to inform the design of the primary research of 218 Working Holidaymakers in the following chapters and allows some conclusions to be drawn about whether or not the policies are meeting their aims.

The review of the literature in Chapter Two clearly indicated that there was a need for additional studies of tourism policy formulation and evaluation of tourism policies. This chapter contributes in a small way to that request. In order to improve policy development and policy evaluation there is a need for both quantitative and qualitative data about the schemes and stakeholders. Stakeholders include not only the working holidaymakers but also their occasional employers and the community members. The remainder of this thesis is devoted

to providing some initial information to fill this information void as well as providing a platform to assess whether the Working Holiday Schemes are meeting the aims expressed in the Cabinet papers. Finally the research will allow a picture to emerge about the modern nomad in New Zealand.

Chapter 4 Demographics of the modern nomad: identity and definition.

4.1 Chapter outline

This chapter entertains a brief discussion about the official definitions of a tourist as a prelude to discovering the demographics of the Working Holidaymaker in New Zealand. This provides a position from which to develop a description of the modern nomad on a working holiday. The description will be enhanced in following chapters. As a starting point it is useful to recall the opening remarks in Chapter one that established the nomad as a useful way of describing the Working Holidaymaker.

This is useful particularly as some respondents reported that they had been on the road for more than twelve months much in the manner of a traditional nomad. It should be acknowledged that an examination of the tourism literature finds that there is generally a consistent approach that defines a tourist as someone who is away from his or her usual residence for up to a year. It appears that the World Tourism Organisation (WTO) has an expectation that countries supplying data only include tourists who are travelling for under one year. For example the WTO definition of tourism cited by Mak (2004, p.3) is:

Tourism comprises the activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes World Tourism Organisation

Mak suggests the use of the term visitor to equate with the WHO definition and reserves the word tourist for those travelling for personal reasons.

In the New Zealand annual yearbook, in what is perhaps a simplified version of the New Zealand interpretation, a tourist is seen as anyone “Travelling for pleasure, business, or education” (Statistics New Zealand, 2004). However, in the definitions section of the International Visitor Survey (IVS) international visitors are defined as

Persons travelling to a country other than that in which they have their residence for a period not exceeding twelve months and whose main purpose of a visit is other than the exercise of an activity remunerated from within the country visited. (Statistics New Zealand cited in Tourism

Research Council of New Zealand, 2005a).

This definition appears to skirt the problem of a one-year tourist and focuses instead on the most likely country of residence but still creates a second difficulty if Working Holidaymakers are to be considered as tourists because this study finds that most WHMs in New Zealand work and the vast majority are remunerated from within New Zealand. The one-year restriction is compatible with the sale of air tickets, which are normally only valid for travel for a year.

In order to confirm how Working Holidaymakers are treated in New Zealand Statistics, clarification was sought from the Ministry of Tourism. The Ministry of Tourism confirms that in both the International Visitor Arrivals (IVA) and IVS, travellers who have been on the road for more than twelve months are not excluded and nor are visitors removed from the official arrival figures if they inadvertently stay longer than twelve months as visitors (D. Rutherford, personal communication, 17 June, 2005).

International Visitor Arrivals (IVA) figures are collected at every point of entry to and exit from New Zealand. The New Zealand arrival and departure cards allow arriving passengers to classify their main purpose of travel as one of the following:

Visiting friends or relatives; Business; Holiday/ vacation; Conference/ convention; Education/ medical; Other (Statistics New Zealand cited in Tourism Research Council of New Zealand, 2005a).

It is difficult, if not dangerous, to assume how Working holidaymakers would complete these forms because they may have multiple purposes for visiting New Zealand. Consequently this research attempts to investigate the motivations and purposes for travel (see Chapter Four). The International Visitor Survey (IVS), a computer assisted personal interviewing of 5000 departing visitors chosen from selected flights from the three main departure airports, asks visitors to classify the 'Main' reason for travel based on a wider set of 27 alternatives including holiday, working holiday, business, skiing, honeymoon, education or study. Although this is a much more comprehensive set of possible choices than the IVA list, there is still a possibility that those on a Working Holiday visa may not classify themselves as being in New Zealand primarily for a working holiday. The IVS

data includes not just those on Working Holiday visas but other travellers who consider that they worked, perhaps on a work visa, or the temporary work visas issued for specific regions discussed in Chapter Six.

The IVS is an extrapolation from a sample of 5000 visitors chosen to replicate all arrivals. When this extension is carried out 139,703 visitors were estimated to have had a working holiday as the major purpose of their visit from 1997 to 2004 inclusive. (Appendix A). The Ministry still consider that there is under reporting of those who undertake a working holiday, perhaps because visitors may not declare what was possible an illegal activity. However the data from the IVS is useful as it allows some reconciliation with the thesis data.

The Working Holiday policy reported in Chapter Two offers a starting point to the definition of a Working Holidaymaker. However the research has also uncovered what may be increasing numbers of tourists who are long-term nomads (away from their usual home for more than twelve months.). Certainly there is evidence to suggest that it is time to consider a widening of the definition of a tourist to include those who work on their holiday, work that is remunerated from within the countries that they visit.

The revised policies have increased the number of working holidaymaker visas. Joint ventures such as the one between International Exchange Programmes (IEP) and New Zealand Job Search (NZJS), an employment agency aim to provide seamless connections for Work Holidaymakers to secure employment for their holiday (Coventry, 2005). Recognition of wider definition will become more important as the numbers increase worldwide.

One possible term could be the modern Nomad, one who may travel for pleasure and work, for varying lengths of time to one or more destinations. This term has been chosen as part of the title of the thesis. So who is this modern nomad?

Kaplan saw the nomad as

The one who can track a path through a seemingly illogical space without succumbing to nation state and / or bourgeois organisation and mastery. The desert symbolises the site of critical and individual emancipation in Euro- American modernity; the nomad represents a subjective position that offers an idealized model of movement based on perpetual

displacement (1996, cited by G Richards & J Wilson, 2004, p.5).

The term nomad is discussed in a classic typography of tourists (Cohen, 1973) and in a more recent work distinguished the more alienated individuals as ‘drifters and the “more recent youth travellers as backpackers” (Cohen, 2004 p.44). Hall has noted that “tourism is just one form of temporary mobility in a world in which mobility of people is becoming increasingly the norm” (2003, p.6).

The results in this chapter will briefly look at some typical demographics of Working Holidaymakers. Subsequent chapters examine their employment and travel experiences.

4.2 Results; - The demographics of this modern nomad

The methodology for the research is presented in 1.5. To recap briefly a combination of quantitative and qualitative methods were used in an extensive questionnaire. The survey instrument was informed by an Australian work (Harding & Webster, 2002), with supplementary questions included in response to discussion with stakeholders in New Zealand. Two thousand hard copies were distributed to distribution points where participants could take the survey and reply either online or on the post free hard copy at their leisure, often near the end of their stay in New Zealand. Of the 278 replies were received, 244 came as hard copies (12% of the 2000 released). A total of 218 replies were from persons who had been on a Working Holiday between 1999 and April 2004. The remainder of this chapter examines exactly who are these 218 modern nomads who travel and work in New Zealand.

4.2.1 Nationality

The respondents came from the thirteen of the seventeen countries involved in the reciprocal schemes with New Zealand in the early part of 2003. The United States was not technically a member of the schemes during the data collection phase but is reported because participants from the United States also come for a one-year exchange / working holiday but under slightly different rules at that time. These exchange visas were increased in number during the data collection period and by 2005 the USA was granted a unilateral working holiday scheme. Two respondents gave their residency as being from countries outside of the

scheme and for this presentation (Table 11) their country of residence has been shown as ‘Other.’ As they comprise less than 1% of the sample they have been included as ‘Other’ in the remainder of the analysis that follows. The term “nationality” is used for variety in the report even though respondents were asked their normal residency.

Q2 What is your country of normal residence?					
Thesis survey data			NZIS MIS data 2003 work in progress		
Country	Frequency	Percent	Country visa allocation	Frequency	Percent
United Kingdom	116	53.2%	United Kingdom 9000	8910	45.3%
Canada	22	10.1%	Canada 800	961	4.9%
Ireland	16	↓ 7.3%	Ireland 2000	1682	8.6%
Germany	15	6.9%	Germany 1000	1016	5.2%
Netherlands	11	5.1%	Netherlands 500	567	2.9%
France	7	3.2%	France 500	502	2.6%
Japan	7	↓ 3.2%	Japan 4000	4001	20.4%
United States	6	2.8%	United States*est. 500		
Korea, South	5	↓ 2.3%	Korea, South 800	800	4.1%
Malaysia	3	1.4%	Malaysia 100	94	0.5%
Chile	2	↓ 0.9%	Chile 200	248	1.3%
Denmark	2	0.9%	Denmark 200	151	0.8%
Italy	2	0.9%	Italy 250	167	0.8%
Sweden	2	↓ 0.9%	Sweden 300	392	2.0%
Other *	2	0.9%	HGK 200, Argent 300, Uruguay 100, SIN 200	161	0.8%
n	218		25,000	19652	

Table 11 Country of usual residence

The majority of the respondents were from the United Kingdom, as is illustrated in Table 11 above. The table also contains an indication of the number of visa available (25,000) and the actual visa approvals for 2003 (19652). Some caution is needed in interpreting these results as no information was available on Singapore or the United States approvals and all respondents had up to a year to arrive in New Zealand. Six countries are overly represented in the survey data (United Kingdom, Canada, The Netherlands, Germany, France and Malaysia). The numbers of respondents from Japan, and to a lesser extent Korea, are under represented in the sample of respondents when compared to the number of visas issued annually. Chile and Uruguay are also slightly under represented but off a very small base. The over ↑ and under ↓ representation of the thesis data is

indicated by a vertical arrow as a comparison of against the NZIS MIS data.

To improve response rates in the future consideration should be given to surveying these respondents in their native language. In subsequent presentations the data from countries with small numbers of respondents have been amalgamated leaving initially the top seven countries and 'Other.' After the demographic data is presented the data set is modified again to show only the largest five countries separately with "Other" for the remaining eight countries. This appears to be a realistic treatment given the relatively small sample size.

Because of the high number of United Kingdom (UK) participants in the Working Holiday schemes considerable effort has been made to try and understand this group. In many cases a cross tabulation of data has been done to see if there is a uniqueness amongst the UK respondents compared to other respondents that might influence policy makers. Perhaps because of the large sample size the UK respondents are represented in every category of each demographic question, for example all age groups, overly represented amongst degree holders, amongst those having held professional jobs prior to coming to New Zealand but quite close to the gross annual income of all respondents prior to the WH. These details are explored in the following sections.

One advantage to New Zealand of encouraging a cross section of nationalities is that tourism labour migration may be providing for "maintenance of cultural 'safety' for the tourist" (Cooper, 2002, p.83). In other words international tourists take comfort in being served by their own nationals particularly at destinations where the culture and the language is very different to their own. Cooper identified Taiwanese and Korean nationals and the older Japanese segment as markets that are particularly likely to favour establishments where they feel comfortable. Working Holidaymakers, particularly those with foreign language skills can provide this assistance.

4.2.2. Gender

The gender question was answered by 212 respondents. Of these 55.56% were female and 44.34% male. A gender balance in favour of females was also found in the wider New Zealand backpacker studies (Newlands, 2003) and in the NZIS

MIS reports for 2003 where female WHM applicants comprise 54% of all applicants. (J. Hurrell, NZIS personal communication, July, 2004). This may be an important finding as overseas studies particularly those done in Asia indicate that there is a higher proportion of male backpackers. The reason for the higher proportion of female Working Holidaymakers may be because New Zealand is perceived as relatively safe place to commence travelling. The correlation of the gender balance with the NZIS figures is reassuring.

However when the data is crosstabulated by nationality there are some distinct differences, albeit off small databases. There were more male WHMs in the France Canada and the Netherlands samples but respondents from the United Kingdom, Germany, the United States, Ireland and Japan were more than likely to be female. The NZIS data in the Table 7 in the previous chapter based on applicants for all Working Holiday Schemes in 2003 confirms that there were more male Working Holidaymakers in New Zealand in 2003 from France and Chile but also from Italy and the United Kingdom.

Residence	Male	Female	Male %	Female %	Total
UK	51	61	45.5%	54.5%	112
Canada	12	9	57.1%	42.9%	21
Ireland	5	11	31.3%	68.8%	16
Germany	5	10	33.3%	66.7%	15
Netherlands	6	5	54.6%	45.5%	11
France	5	2	71.4%	28.6%	7
Japan	2	5	28.6%	71.4%	7
United States	2	4	33.3%	66.7%	6
Other	6	11	35.3%	64.7%	17
Total	94	118	55.6%	44.3%	212
n=212					

Table 12 Gender by nationality

4.2.3. Age

Just over half the respondents were aged between 25 and 30 and a further 38% in the age range 20-24. This may support the contention that working Holiday Makers are getting slightly older or certainly delaying their trip to New Zealand until their mid 20's. The small number aged over 30 represents those who turned 31 after arriving in New Zealand. One respondent claimed to be 37 perhaps

misreading the question asking her to report her age during her working holiday. She is included in the 30+ categories.

Age group	Frequency	Percentage
18-19	10	4.7
20-24	82	38.9
25-30	110	52.1
31+	9	4.3
Total	211	100.0
n=211		

Table 13 Age during Working Holiday

The rules of the Working Holiday schemes restrict entry to 18-30 year olds. The high proportion of WHMs in the upper age bracket (25-30) may explain the many requests for an extension to the upper age limit of the scheme. For example one respondent wrote: -

It would be great to do it again, but as it is for only one working visa is allowed ever plus there may be some restrictions on when you can return something like one year after departure and age restrictions awful. Lots of 30+ friends who still want to travel! Feel the scheme should be open to all.

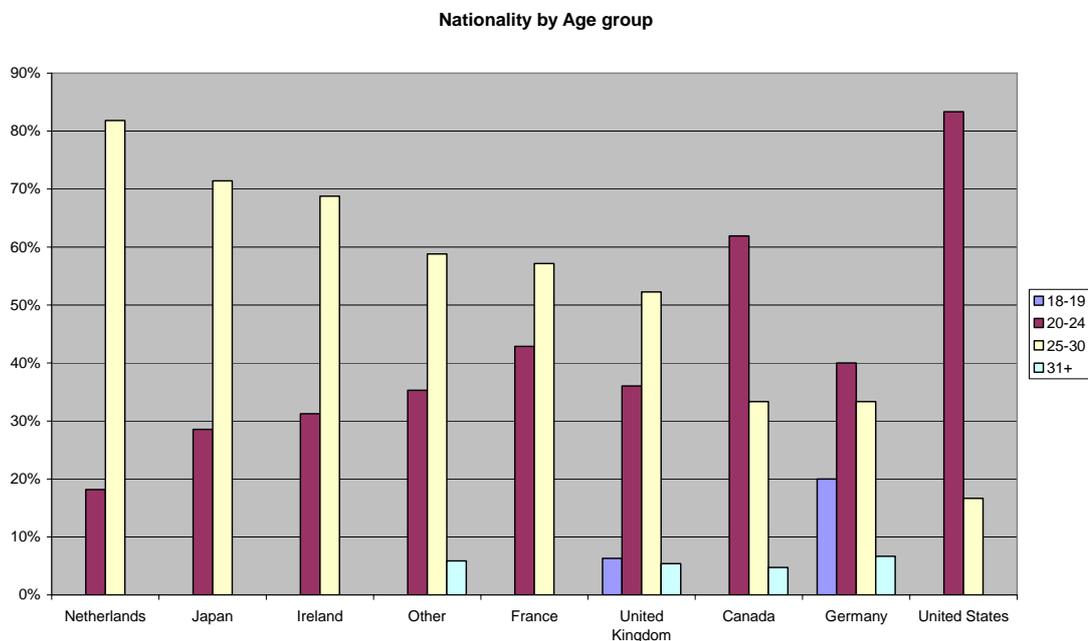


Figure 4 Nationality by age groupings

Figure 4 shows that Germany and the UK accounted for all the 18-19 year old

respondents. Many young people from the UK have traditionally taken a gap year between Secondary School and Tertiary study and this may also help to explain the larger number of UK respondents in this lower age bracket. Germany has the most balanced representation across the two central age brackets. The data was reformatted along Continental lines and it becomes quite apparent in Figure 5 that European respondents are more evenly spread across the age groups but Asian respondents are more likely to take a working Holiday later in life while the respondents from the Americas are more like to take it during their early twenties.

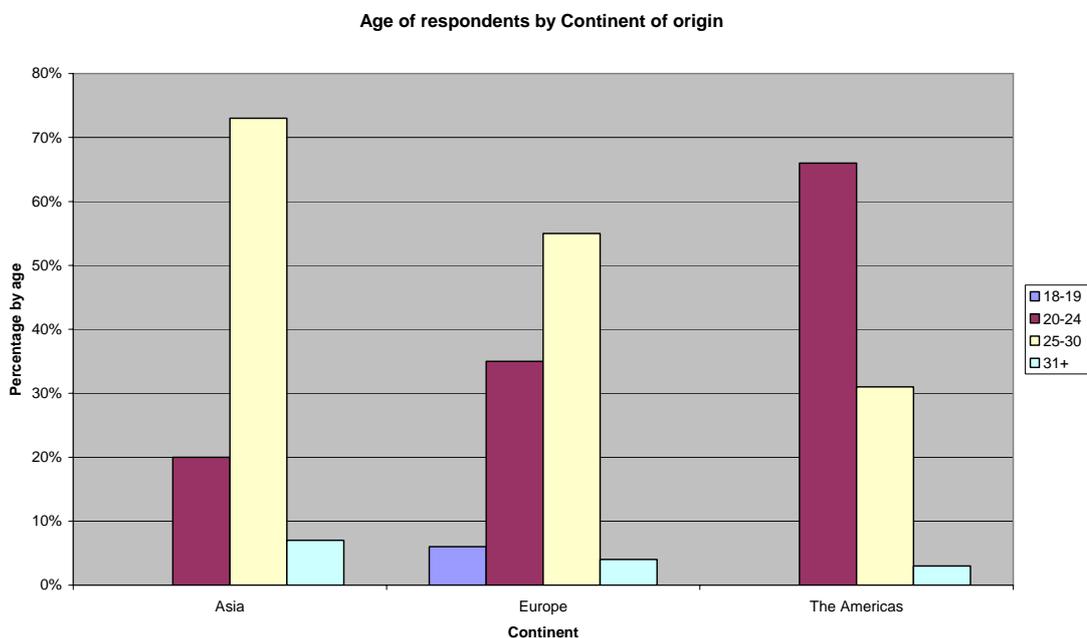


Figure 5 Age of respondents by continent of residency

Sims (2004) noted that labour turnover decreases as the age of tourism staff increases. The large numbers of working holidaymakers at the higher end of the allowable age bracket indicates that problems such as absenteeism and labour turnover amongst Working Holidaymakers could be lower than the national average. Countering this is the fact that employees may only stay a maximum of three months in any one job. More research on this topic would aid understanding of the value of Working Holiday makers.

4.2.4 Highest level of education achievement

The Working Holidaymakers were generally well educated with nearly 90% having some form of post secondary education. This question permitted only one answer and disguises the fact that some respondents had both trade and academic qualifications.

Highest Educational level	Frequency	Percentage
Completed Bachelor undergraduate degree	83	39.5%
High school/ secondary school	25	11.9%
Completed post graduate degree	25	11.9%
Completed undergraduate Diploma	24	11.4%
Completed semi-skilled vocational or trade qualification	21	10.0%
Some Tertiary / university study	18	8.6%
Some post graduate study	14	6.7%
Total	210	100%
n=210		

Table 14 Highest educational achievement

Examining the data by nationality (Table 15) reveals that while many of the sample were well educated 33% of German respondents had left study after secondary school, 57% of Japanese respondents had achieved a diploma level qualification and over 50% of UK, US and the Netherlands' respondents, had an undergraduate degree as their highest qualification. From a small data set 33% of French respondents and 25% of the Irish had a post graduate degree. While there is no requirement that applicants be well educated this reflects the high standard of education in participating countries.

There is an expectation in the policy for future immigrants to New Zealand that many should be well trained and educated. The high educational levels of respondents on the Working Holiday programmes is exactly who the Immigration Service are hoping will come on the schemes and then if they decide to immigrate their chances of being accepted are higher as they fit the required profile for immigration.

Country	High School	Some Tertiary / Uni study	Semi-skilled vocation or trade qualification	U/grad Diploma	Bachelor Bachelor U/grad Degree	Some post grad study	Post grad degree	Total
UK	11	9	10	7	57	5	12	111
Canada	2	2	3	6	3	4	1	21
Ireland	1	2	2	0	5	2	4	16
Germany	5	2	2	1	2	0	3	15
Netherlands	2	0	1	0	7	1	0	11
Japan	1	1	0	4	1	0	0	7
France	0	1	0	1	1	1	2	6
USA	0	0	1	0	4	0	1	6
Other	3	1	2	5	3	1	2	17
Total	25	18	21	24	83	14	25	210
UK	9.9%	8.1%	9.0%	6.3%	51.4%	4.5%	10.8%	
Canada	9.5%	9.5%	14.3%	28.6%	14.3%	19.1%	4.8%	
Ireland	6.3%	12.5%	12.5%		31.3%	12.5%	25.0%	
Germany	33.3%	13.3%	13.3%	6.7%	13.3%		20.0%	
Netherlands	18.2%		9.1%		63.6%	9.1%		
Japan	14.3%	14.3%		57.1%	14.3%			
France		16.7%		16.7%	16.7%	16.7%	33.3%	
USA			16.7%		66.7%		16.7%	
Other	17.7%	5.9%	11.8%	29.4%	17.7%	5.9%	11.8%	

n=210

Table 15 Highest educational attainment by nationality

4.2.5 Work prior to coming to New Zealand

Respondents were not only well educated but also highly skilled. Nearly 40% of respondents classified their occupation as “professional”. A further 20% were students a lower figure than reported below in Table 16, which supports the contention that many students also worked. Previous work experience is spread across all the available categories but less than 1.5% had unskilled manual work experience. Given that one of the policy initiatives discovered in Chapter Three is to attract suitable immigrants to New Zealand via the working holiday scheme, NZIS are particularly interested in the type of work respondents did before coming to New Zealand. This information allows them to check if the Working Holiday schemes are attracting the type of applicants who potentially could

become new immigrants.

	Frequency	Percent
Professional Work	83	39.2%
Student	42	19.8%
Clerical work	21	9.9%
Sales work	14	6.6%
Semi skilled manual work	11	5.2%
Trade or craft work	9	4.3%
Service sector	9	4.3%
Technical Work	8	3.8%
Unskilled manual work	3	1.5%
Other	12	5.8%
Total	212	100%
n=212		

Table 16 Type of work before coming to New Zealand

Perhaps more significantly, the majority of respondents (63%) have worked before immediately coming to New Zealand. It appears that only a third came immediately from studying and less than 1.5% were actively looking for work. Again the question forced an answer and does not indicate those who were simultaneously studying and working prior to departure. The response rate for this question is smaller.

	Frequency	Percent
Working	130	63.4%
Studying	69	33.7%
Looking for work	3	1.5%
Other	3	1.5%
Total	205	100%
n=205		

Table 17 Work status two years prior to coming to New Zealand

Table 18 is a representation of the type of work undertaken immediately prior to coming to New Zealand cross tabulated by nationality and presented just as percentages to simplify the table. An overall impression of the type of work done before coming to New Zealand shows that 39% of the respondents had some form of professional career before embarking on their working holiday. British and Canadian respondents are slightly more likely to classify themselves as professionals. The range of the percentage of respondents for each occupation is indicated at the bottom of the table. For example, 27%-43% of respondents from each country are professionals. A further 20% came from a student experience, predominantly at tertiary level with German respondents pulling the band up to 60%. The small number of respondents from the Netherlands helped increase the Sales category to 36%. The small number of respondents from the Netherlands helped increase the Sales category to 36%.

Work / occupation categories											
Percentage %	Professional work	Student	Clerical work	Sales work	Other	SS ed Manual work *1	Service sector	Trade or craft work	Technical Work	Unskilled manual Work	Total percentage
UK % (n=112)	43	17	13	3	5	6	5	4	4		100
Canada % (n=21)	43	10		10	10	10		10	5	5	100
Ireland % (n=16)	38	19	13	6	6		6	6	6		100
Germany % (n=15)	27	60		7		7					100
Netherlands % (n=11)	36			36	9			9	9		100
Other % (n=37)	32	24	11	8	5	3	5	3	3	5	100
Total %	39	20	10	7	6	5	4	4	4	1	100
Summary of bands % Range within each work type	27-43	0-60	0-13	7-36	0-10	0-10	0-6	3-10	0-9	0-5	

Table 18 Type of work done immediately prior NZ trip by nationality

Note *1 ss manual work = semi skilled manual work

4.2.6 Prior Earning capacity

Another way of developing a demographic of the Working Holidaymaker is to look at their prior earning capacity. While there are a significant number of respondents (17%) who earned very little (perhaps the 3% looking for work and many of the students) a large number of respondents were well paid by New Zealand standards, 41% earning in excess of NZ\$40000. This finding suggests that the work content of the holiday can be for the experience, an opportunity to meet New Zealanders as well as fellow travellers and for many any money earned in New Zealand is a bonus. The use of earnings is explored later but the high earning potential of the majority of respondents back home enhances their opportunity to partake in adventures, some of which are relatively expensive. It also suggests that the participants will be able to enter into the spirit of the Working Holiday and have plenty of leisure time as well as work.

	Frequency	Percent
Less than NZ\$ 5,000	35	17%
NZ\$ 5,001 - 10,000	8	4%
NZ\$ 10,001 - 20,000	31	15%
NZ\$ 20,001 - 30,000	17	8%
NZ\$ 30,001 - 40,000	29	14%
NZ\$ 40,001 - 50,000	26	13%
NZ\$ 50,001 - 60,000	29	14%
NZ\$ 60,001 - 70,000	8	4%
NZ\$ 70,001 - 80,000	12	6%
NZ\$ 80,001 - 90,000	3	1%
NZ\$ 90,001 - 100,000	1	1%
Over NZ\$ 100,000	6	3%
Total	205	100%
n=205		

Table 19 Gross annual income in year prior to coming to NZ

Taking the data to a National level across each income band produces some more insight into the prior earnings of respondents as can be seen in the figure on the following page. For example 80% of German respondents earned less than \$20,000 in the year prior and no respondents from German or Ireland reported earning in excess of \$60,000.

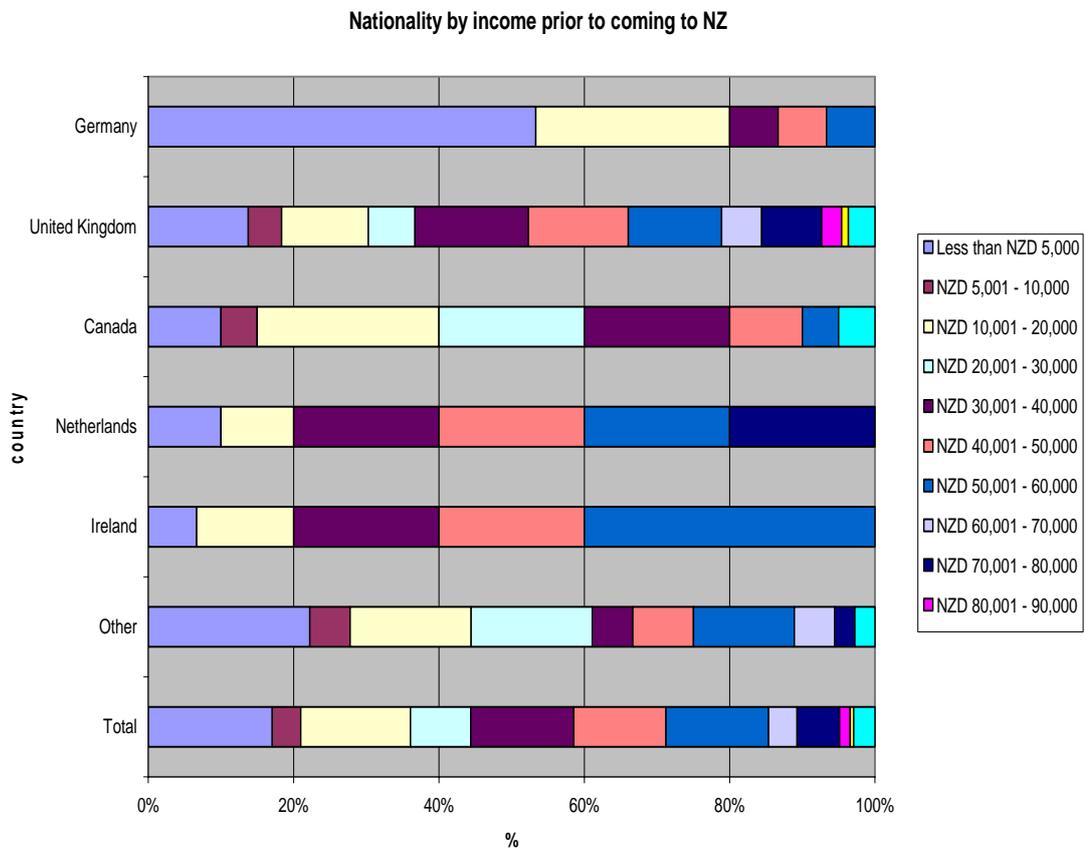


Figure 6 Gross annual income prior to coming to NZ by nationality

4.2.7 Studied in New Zealand

Participants on the Working Holiday Schemes may study for up to three months during their stay in New Zealand. It is unfortunate that there was such a low response rate from Asian Working Holidaymakers, as anecdotally it appears that many of them may study on their Working Holiday. One reason for the researcher not finding them could be that only four advertisements were placed in Language Schools two in Christchurch one in Auckland, and one in a Japanese tourism newspaper targeting language schools. Of 209 respondents comparatively few (12%) took the opportunity and studied a variety of predominantly skill-based programmes from underwater diving, waiting and bar skills to language courses in both English and other languages. However if this percentage is applied to the

40,000 plus Working Holidaymakers expected in 2006, a significant market of at least 5000 applicants could be expected each year for training providers. The Ministry of Foreign Affairs have a working relationship with the Foreign Language Schools Association that indicates the importance of this market. A larger sample taken proportionally to the number of visa holders from each country would help to ascertain the size of the market. Alternatively a direct approach to language schools could also be helpful for clarifying the market potential.

	Frequency	Percentage
Yes	26	12.4
No	183	87.6
n=209		

Table 20 Attended educational or training institution on NZ Work Holiday

German and ‘Other’ respondents were more likely to have attended a training or educational establishment. Typically the training was to enhance job prospects but may also have been of general use. Courses included bar tender training, ski field operations, first aid, a dive course, and both English and foreign language training.

Type of Institution	Frequency
English language school	6
University	2
Polytechnic	3
Outdoor education	1
Other	12
Total	24
n=24	

Table 21 Style of training or educational institution

4.3 Proposed description of a modern nomad on a working holiday

Based on the policy outlines in Chapter Two and the demographics uncovered in

the study so far, and in the IVS data, an initial working description of a Working Holidaymaker is proposed

An international tourist who meets the age and other policy requirements (for example aged 18-30 at the time of application), who travels for a variety of purposes including leisure and work, for up to a 12-month stay, in one or a number of countries. Typically s/he will have sufficient funds to support him/her and purchase a return travel ticket. The work element is generally incidental to the trip. The WHMs travel and become involved in and learn about the culture of their host country and this may include one study or training course for up to three months. It is anticipated that some WHMs will immigrate to their host country and it will be increasingly easy in the future to change their status from worker to another category of visa holder such as a student during their stay.

There are some exceptions to this description such as the French and United States schemes where there is no work period restriction and the UK scheme that is for 23 months, but the description is suggested as a working definition that will be added to once the information in the following chapters is synthesised. It will then be possible to assess an alternative description from Harding and Webster (2002, p.5) who found that the typical WHM to Australia was a “man or a woman from an English speaking country who is better educated than the average member of the Australian workforce but is prepared to undertake jobs that are disproportionately low skilled.”

4.4 Chapter Summary

The typical definitions of a tourist exclude those working or earning from within the host country and those travelling for more than twelve months within one destination. However in practice it is difficult for tourism officials to monitor such tourists and then adjust official statistics to remove those who don't fit the WTO definitions. The modern nomad may be on the road for several years, taking working holidays in one or a number of countries. As the number of Working Holidaymakers increases consideration will need to be given as to how to adjust the statistics or to recognise that the modern working nomad is a legitimate tourist contributing in several ways to the host country.

The respondents to the survey were either found on their travel somewhere between the Bay of Islands and Queenstown or discovered the research from a

variety of publicity about the research. The majority of Working Holidaymakers to New Zealand come from the United Kingdom and these were well represented in the sample surveyed. The sample included respondents from 14 of the 17 WHM schemes in operation in 2003. There was a slight gender imbalance in favour of females. Half of the respondents were aged 25 to 30 with a further 38% aged in the younger group 20-24 years of age. The sample was well educated with over 66% having completed a University degree. Most (63%) had been working in the two years prior to coming on their Working Holiday, typically in a professional role. Their earning capacity varied considerably reflecting the fact that some had recently been studying rather than working and their range of occupations. Once they arrived in New Zealand 12% attended some form of education or training institution. This description supports Harding and Webster's description of WHMs in Australia. Generally the profile of Working Holiday Makers matches the profile of potential immigrants to New Zealand and the wider policy objective of attracting tourists who have the potential to have a future relationship with New Zealand as repeat visitors, unofficial ambassadors, and business persons.

The following chapters look at other aspects of the WHM policy in action and explore the choice of New Zealand for a Working Holiday (Chapter Five), the nature of the work experience (Chapter Six) and other aspects of the travel experience (Chapter Eight).

Chapter 5 New Zealand: Choice for a working holiday

5.0 Chapter outline

Working Holiday Schemes are spreading to an increasing number of countries, which provides a greater variety of choices for those planning working holidays. Whilst there are limits on the numbers of visas available to nationals of the twenty-five countries involved in the New Zealand schemes in 2005 (Table Six), these restrictions are gradually being eased, and even removed in some cases, increasing the opportunities to visit and work in New Zealand. However, consideration should be given to how easy it is to access information about the schemes and the number and variety of schemes as New Zealand is but one of a number of choices open to the backpacker. Australia for example offers twice as many places per annum as New Zealand for working holidaymakers and sees the schemes as an important provider of labour for the Australian agricultural sector. At a political level, governments are able to draw upon the research and experiences of other countries to help determine their own policy. For example, it was noted in Chapter Three that the New Zealand government enquired about aspects of The Australian and Canadian schemes to inform a decision about extending the scheme to countries, which New Zealand traditionally requires an entry visa from. Resolution of this issue will gradually increase the number of countries able to participate in the schemes. Judging from the comments in the more recent Cabinet papers discussed in Chapter Three the likely recipients of this expansion are likely to be countries from Eastern Europe.

In an earlier study (Newlands, 2004b) it was established that while many backpackers come to New Zealand for a holiday some are open to the idea of working and others definitely chose New Zealand as a place to work. Australians may visit New Zealand and work without a visa and many international students have the facility to work for limited times under their educational visa. Travellers with skills that are in high demand may obtain a work visa that entitles them to work, for example as a doctor or nurse. On occasions, as already noted, visitors can convert their visitor visas into a specific work visa for a region of New Zealand when there is a designated labour shortage. Working Holidaymakers are then a subset of the international visitors who work while in New Zealand.

This chapter examines the results of the Working Holiday Policies further specifically looking at the motivations of Working Holidaymakers who chose New Zealand for a working holiday and some initial responses about their experiences on a personal level, starting with information on their visa application timeline. It uncovers information about who actually worked and explores this against length of stay. Finally an indication is found of the likelihood of the Working Holidaymaker returning to New Zealand within the next five years and the likely reasons for a repeat visit.

5.1 Obtaining visa

In the methodology section of Chapter One reference was made to 278 replies and these included respondents in each of the above categories who considered that they were on a working holiday. However the 218 on Working Holiday Visas were included unless otherwise specifically mentioned in the thesis.

These respondents were asked how long before arrival in New Zealand they obtained their Working Holiday Visas. Less than 3% had obtained their visa in the month before commencing their working holiday and although pilot schemes were in operation that allowed some respondents to obtain a visa in New Zealand this does not appear to have happened for many of the sample. Half received their visas within the three months prior to arrival in New Zealand as indicated by the first four bars in Figure 7 below.

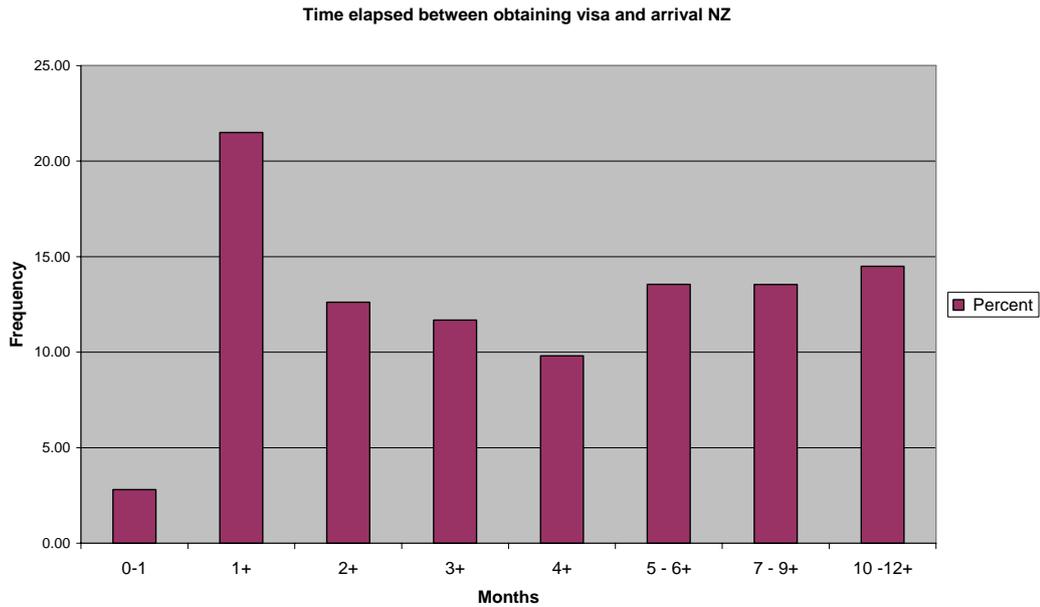


Figure 7 Length of time between obtaining visa and arrival NZ

Some respondents received their visas a considerable time before arriving. This is understandable as during the period that was included in the study 1998-2004 applicants generally expected to obtain their visa prior to departing on their travels. For example their travels might have included a period of time visiting other countries and New Zealand is simply part of a larger journey. Certainly there is some evidence that some nomads are away for more than a year. Welk (2004, p80) cites Bradt (1995) for identifying the fifth ‘badge of honour’ amongst backpackers as “to travel for as long as possible.” In other words to be a real nomad one must do more than short itineraries to be identified by peers as a true traveller, certainly the real nomad would travel for years if not for life.

Once in New Zealand the length of stay varied so respondents were asked to categorise their length of stay plans. 51% of respondents stayed or planned to stay between eight and twelve months. The NZIS ‘clean data’ gives a slightly more conservative figure of 181 days (approximately 6 months) for those who obtained their visa off shore and a lower length of stay of 142 days for those smaller numbers who obtained a visa on shore in New Zealand (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.15). Clean data refers to those who stayed in New Zealand and excludes those who exited

and then re-entered NZ on the same WHM visa.

Q8 How long did you stay (will you stay altogether) in New Zealand?

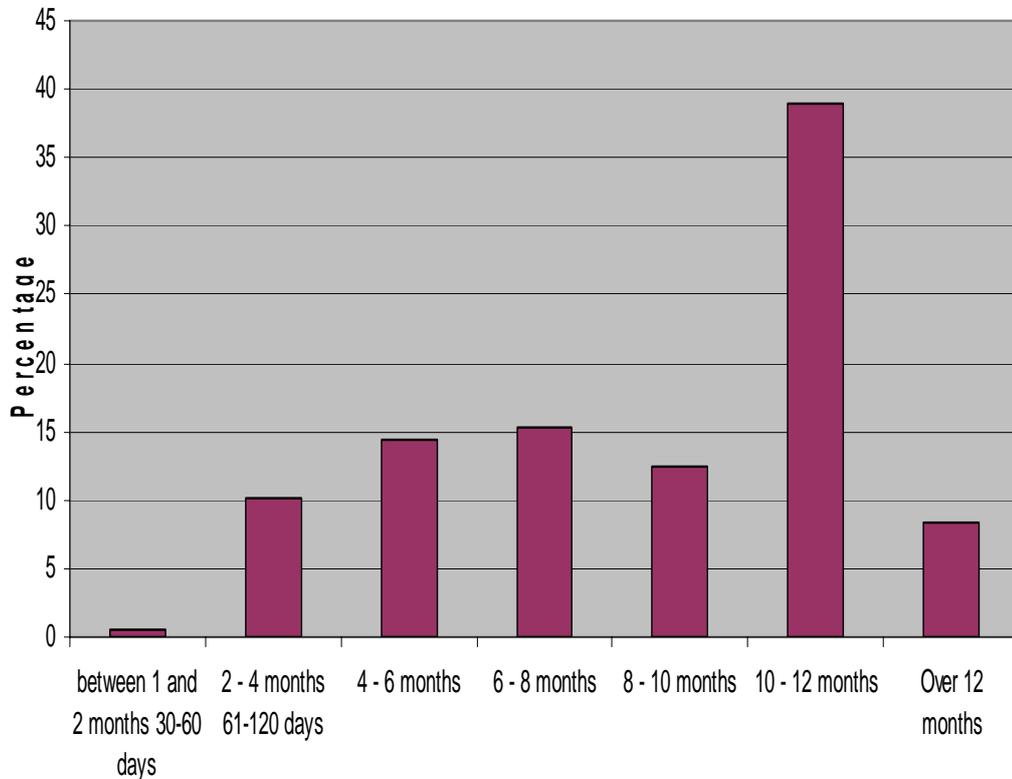


Figure 7 Length of stay in New Zealand on working holiday

During the data collection the Working Holiday Schemes generally allowed entry into New Zealand for up to twelve months, which is longer than a visitors' visa that is typically up of three months duration. Fifteen respondents extended their stay past the one-year time limit by various methods including joining a visitor or work visa onto a working holiday visa. Three respondents converted to permanent residency from the working holiday visa.

5.2 Plan to work in New Zealand

Working Holidaymakers do not have to work but in the spirit of the schemes they will typically work and spend time at leisure. In response to the survey question, "When you arrived in NZ did you intend to work?" Nearly 90% intended to work

and less than 4% said that they did not plan to work while the remaining 6% were unsure but they were mostly open to the possibility of work.

	Frequency	Percent
Unsure but work not high on my priorities for NZ	2	0.92
No	8	3.67
Unsure but open to work opportunities	12	5.50
Yes	196	89.91
n=218		

Table 22 Plan to work during holiday in New Zealand

From the qualitative comments received about the scheme (see Table 58, 61, 62) it appears that a few willing workers were annoyed that some visa holders had no intention to work and were, perhaps, using the permit as a way of staying in New Zealand for longer than the traditional visitor visa allows. One respondent wrote: “Giving out working Holiday visa in NZ so people don't abuse it - (Only if really working).” It appears they begrudged those who obtained the visa and did not work to the exclusion of their countrymen who missed being in the quota of visas, but would have loved to come and work. This issue has been partly resolved by increasing the number of visas available and the removal of the cap on numbers in some instances, such as for the United Kingdom, from 2005. It should be remembered that some might have come to study, which is permitted for up to three months under the schemes.

Reviewing the data by nationalities it appears that the majority of all nationalities intended to work with the UK and Irish respondents more inclined to want to work. Only 5% of Canadians, 7% of Germans and 11 % of “Others” had no intention of working when they arrived. When this is considered along with the responses about those that were unsure but might work and the group of “others” for whom work was a low priority it reinforces the call by some respondents (Table 58, 61, 62) for more information on the wide range of work that is available to be more extensively advertised for example: “Convey a clear picture to them about what they can realistically earn, how much the need to live and the seasonality of the job market,” and “Complete online database for seasonal employment.” This might help to improve the percentage of those who intended

to work at the commencement of their holiday.

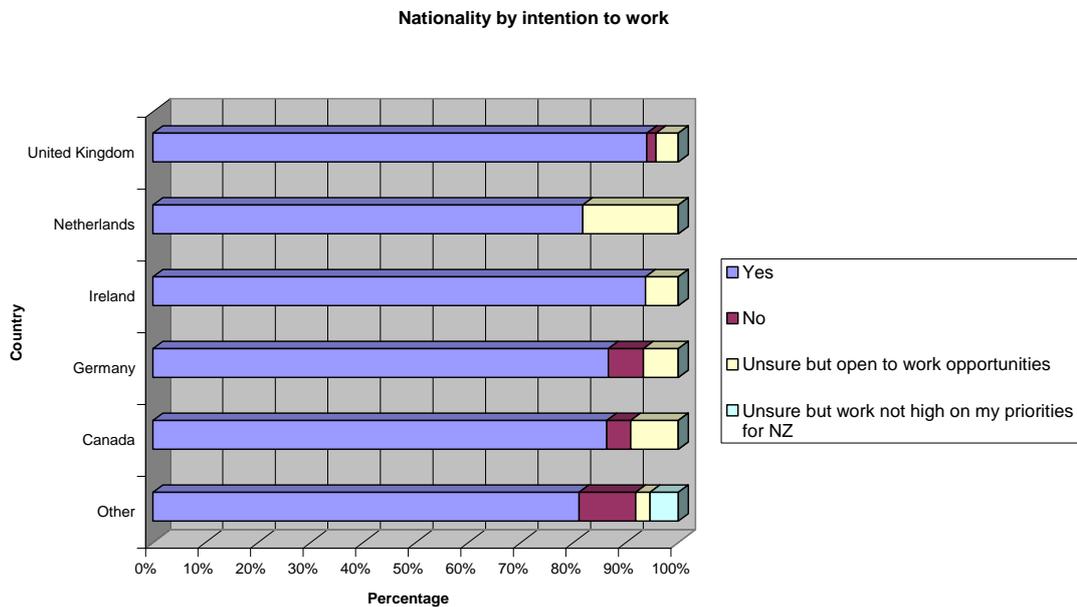


Figure 8 Intention to work while on holiday in New Zealand by nationality

In a subsequent question participants were asked “what percentage of their holiday was spent working compared to the days spent **not** working when you could be a backpacker/ tourist/ traveller?” A range of ten options and an example were provided. For example if respondent was in New Zealand eight months and spent six months working and two months on holiday their answer is 75%, which fitted the option (or band) 71%-80%.

The mean length of time working as opposed to being at leisure was 6.0184. This translates as being at the start of option (or band) 6, within the range 51%-60% of time working. Figure 9 on the following page shows the data in a clear manner. In the comments that appear later in the thesis some respondents reported difficulty finding a well-paid job that suited them. In contrast one German respondent worked all year in a job she loved.

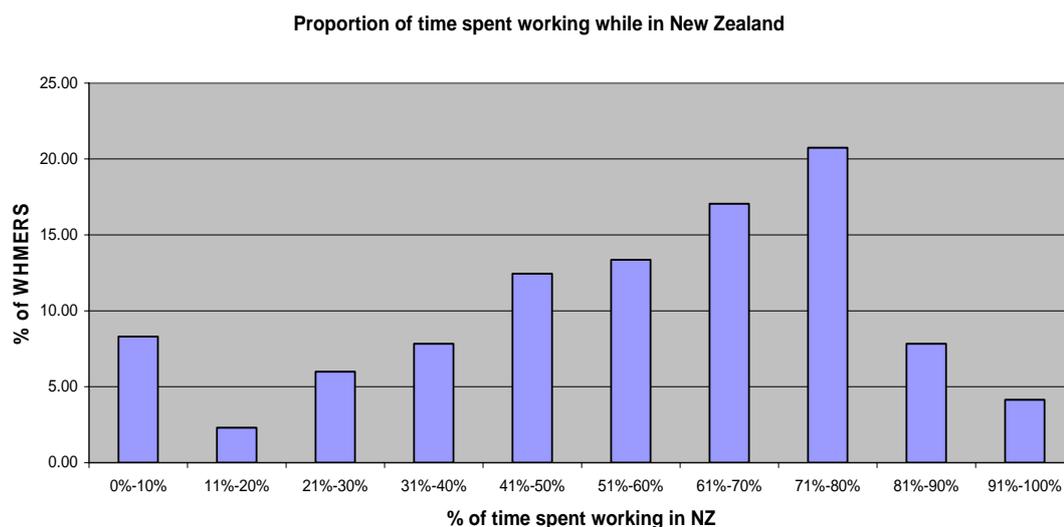


Figure 9 Proportion of time spent working compared with holiday leisure time

In order to obtain a better understanding of this result the data was crosstabulated by length of stay and also by the number of voluntary and paid jobs held during the Working Holiday. Table 23 showing length of stay in New Zealand against percentage of time worked indicates that the respondent staying less than 2 months worked the least i.e. 0-10% of their time. 59% of those staying 2-3 months worked less than 30% of their available time. A progressive grade of grey shading from the top left to the bottom right of the figure has been used to indicate that there is a hint of a moving concentration that suggests that the longer WHMs stayed the more likely the percentage of time worked increases. This is indicated by the increasing intensity of the shading that covers approximately 50% of the respondents of any range of length of stay culminating in 52% of those staying over twelve months working 60-90% of their available time.

Very few respondents (9%) worked the entire period and one that did still managed to find time to visit nearby provinces during her time off. This would indicate that the spirit of the schemes, as written in the policy documents, uncovered in Chapter Three, is being adhered to. WHMs are undertaking work and having a holiday while in New Zealand.

Length of stay Period in months shown as percentages %	Percentage of time working									
	0%-10%	11%-20%	21%-30%	31%-40%	41%-50%	51%-60%	61%-70%	71%-80%	81%-90%	91%-100%
1 – 2 by %	100									
2 – 3 by %	27	9	23	5	18	5		9	5	
4 – 5 by %	13	6	6	10	19	16	13	10	3	3
6 - 7 by %	6	3	3	12	12	9	18	21	9	6
8 – 9 by %				15	11	11	33	19	11	
10 - 12 %	5		4	4	12	20	18	29	5	4
Over 12 %	6		11	11			17	17	22	17
Total %	8	2	6	8	13	14	17	21	7	4
n=215										

Table 23 Percentage of time worked by length of stay

Plotting the number of jobs, both paid and voluntary, against length of stay in New Zealand (Table 24) as percentages shows that a concentration where 71% of respondents had between one and four jobs no matter how long they stay in New Zealand. Again this suggests that the intention of the scheme is being adhered to and generally respondents are taking several jobs. Less than one percent of WHMs had no jobs and a small percentage (3.7%) of WHMs managed to have ten jobs or more and these were spread across all periods of stay over two months.

Percentage of Respondents by length of stay in months	Number of jobs held from zero, 1, 2... to more than ten (10+)											Total %	
	0	1	2	3	4	5	6	7	8	9	10 +		
1 – 2 months	100											100	
2 – 3 months		22.7	45.5	18.2	0	4.6		4.6			4.6	100	
4 – 5 months	3.3	43.3	0	10	10	3.3		3.3	3.3		3.3	100	
6 – 7 months		28.1	34.4	6.3	12.5	3.1	6.3	3.1	3.1		3.1	100	
8 – 9 months		33.3	22.2	14.8	7.41	11.1	3.7	3.7			3.7	100	
10 - 12 months		19.1	17.9	14.3	15.48	9.5	14.3	3.6		2.4	3.6	100	
Over 12 months		5.6	22.2	27.8	11.11	22.2	5.6				5.6	100	
Summary													
% of all Respondents	0.9	24.8	24.3	14.0	11.21	8.4	7.5	3.3	0.9	0.9	3.7	100	
<i>n=214</i>		Concentration 71% 1-4 jobs											

Table 24 Separate paid and voluntary jobs by length of stay

In the methodology section an explanation is made about the exclusion from this research of respondents who had not been in New Zealand for a month. This explains why there are no respondents who stayed less than one month. The International Visitor Survey IVS shows that 35% of all Working Visitors to New Zealand left in less than one month. The IVS respondents were unlikely to have been on the Working Holiday Schemes but worked under some other permit. However as noted in the same methodology section 26% of those on Working Holiday Permits in 2002 stayed less than three months. No direct comparison is possible but there appears to be a trend toward longer stays as only 11% of survey respondents stayed less than four months ($n=214$).

The scheme rules encourage respondents to stay no longer than three months with any one employer (see Chapter Three). During the period that the data was collected respondents from France and the United States weren't bound by this

convention and on some occasions respondents have stayed over the three months often then having with a fewer number of employers than they might otherwise have had. The length of time in the first job is examined in Chapter Six.

Percentages of response by country	Estimated percentage % of time worked					
	0%-20%	21%-40%	51%-60%	71%-80%	81%-100%	Total %
Other	16.2	16.2	21.6	27.0	18.9	100
Canada	0.0	13.6	22.7	50.0	13.6	100
Germany	46.7	13.3	26.7	13.3	0.0	100
Ireland	0.0	13.3	26.7	46.7	13.3	100
Netherlands	9.1	27.3	36.4	27.3	0.0	100
United Kingdom	7.7	12.0	26.5	41.9	12.0	100
Total	10.6	13.8	25.8	37.8	12.0	100
n=217						

Table 25 Estimated the time worked during holiday by nationality

The data concerning the percentage of time worked compared to being at leisure was crosstabulated again against the major nationalities. Comparing the results for the total sample against other national groups should be treated cautiously because of the small sample sizes. Consequently in the discussion here numbers of respondents are used against the percentage of time worked. It does indicate that the 15 Germans worked less of their time in New Zealand and the eleven Dutch respondents didn't work more than 80% of their time. At the other end of the scale the twenty-two Canadians and fifteen Irish respondents worked no less than 20% of their time. As a consequence the Canadians and Irish are more represented in other rankings particularly amongst those who worked 60%-80% of their time. The 37 'Others' are overly represented in three rankings either working less or more than the group. The 117 representatives from the UK dominate the sample and hence are close to the total scores.

5.3 Main reasons for visiting New Zealand

Respondents were asked to rate a list of reasons for visiting New Zealand on a scale of one through seven where one was 'of no importance' and seven was

“very important.” Table twenty-six shows the results by nationality but ranked with reference to the mean response of all respondents. This list of motivations has been used in the New Zealand and International backpacker literature (Newlands, 2004b, p.225; G Richards & J Wilson, 2004, p.26) and consequently some comparisons will be possible.

Most nationalities considered ‘to holiday’ as the most important reason for coming followed by ‘always wanting to visit New Zealand.’ This is encouraging given one policy aim of the WHM schemes is to allow for a holiday and also hopes to attract people to New Zealand in the hope that some may eventually migrate.

Reason for visiting New Zealand	Country of residency						
	UK mean	Netherlands mean	Irish mean	Germany mean	Canadian mean	Other mean	Total mean
15.11 Holiday	5.1	5.8	4.9	6.0	4.6	5.3	5.2
15.1 Always wanted to visit NZ	5.5	5.6	4.7	5.1	4.5	3.9	5.0
15.12 Personal e.g. time to change life direction		4.3	5.2	5.7	4.7	5.3	4.9
15.2 Recommended by friends or relatives	4.5	3.2	5.1	3.8	4.8	4.2	4.4
15.10 Felt it was a safe place to visit	4.0	4.2	3.9	4.2	4.1	4.3	4.1
15.5 Wanted to work here	4.3	4.4	3.3	3.4	3.7	3.7	4.0
15.3 Influenced by books and travel guides	3.4	2.8	3.6	3.5	2.9	3.2	3.3
15.6 Needed to earn some money	2.6	1.6	1.3	1.7	2.5	2.6	2.4
15.9 Visiting several countries in the region	2.8	2.7	3.2	1.6	3.6	2.6	2.8
15.7 Important to get professional work experience	2.2	1.6	1.8	2.5	3.0	3.0	2.4
15.4 To visit friends and relatives	2.4	1.7	2.3	2.1	2.1	2.0	2.3
15.8 Wanted to study here	1.3	1.0	1.0	1.9	1.1	2.4	1.5
n=217							

Table 26 Reasons for visiting New Zealand by nationality

The category ‘Personal’ explained with the example ‘time to change life direction’ was the third most important reason over sample and second most important influence on German and ‘Other’ respondents. Irish respondents rated this as

their most important reason although the means of other nationalities was higher. The motivator may have some links to the concept of a 'rite of passage' discussed earlier, although Cohen (2004, p.54) cautions about the use of the analogy.

'Always wanting to visit New Zealand' as the second most important reason for visiting (after 'holiday'), but British respondents recorded it as a more important reason for visiting. This finding may be useful from a marketing perspective as UK residents make up the largest number of WHMs.

A recommendation from family and friends was rated as the fourth most important reason for visiting New Zealand. British, Irish, and Canadian visitors rated this as more important than other respondents. This could indicate a similar motivation that was noticed in the writings about the OE to England where a strong family ties is a prime motivator for New Zealanders travelling to the 'home country' of their forebears.

The apparent safety of New Zealand was acknowledged and rated as the fifth most important reason overall reason for deciding to come to New Zealand. 'Other' respondents, which include Japanese and Koreans, rated this as their third most important reason. This finding supports the contention in the backpacker literature that New Zealand as perceived to be a safe place to learn to travel. Safety is an important concern as indicated by the high use of new Police safety initiative; a cell phone number where hitchhikers can record the registration details of vehicles that they travel in.

Wishing to work in New Zealand was the sixth most significant reason for coming to New Zealand with the mean for most nationalities above the mid point of 3.5. The exceptions were Ireland (3.33) and Germany (3.4) just below the mid point. This may be a concern for employers who are looking for employees and supports the comments made earlier that for some WHMs with high earning power or savings the work in New Zealand is incidental. Employers need to consider how to attract and retain these types of WHMs perhaps by providing an opportunity for them to fulfil the personal aspirations ranked highly as a reason for visiting.

North Americans, who spoke to the researcher at the time of receiving their survey were concerned about having a gap on their CV and would like the

opportunity to work within their profession. This is possible under an exchange programme (such as IEP, BUNAC schemes) but not under the regular Working Holiday Schemes. Consequently while the item 'Important to get professional work experience' rated only 2.35 on the scale, an overall at tenth, the "Other respondents" that include the USA respondents together with Canadians rated this at higher at three on the seven point scale. A change to the standard WHM policy to allow nationalities that are more focused on international experience during Working Holidays would endear the programme to more North Americans and possibly others as well.

However while wishing to work in New Zealand was of some importance there was a clear indication that respondents knew they were not coming here to earn much money as they rated it as the eighth reason for coming. Some of the respondents who were disenchanted with their working holiday may not have been aware that pay rates in New Zealand are low in comparison to Europe. Some participants wanted to try other jobs or work with either other travellers or New Zealanders. Having said that, it is important that travellers are not exploited as bad 'word of mouth' publicity could damage the schemes and New Zealand's tourism business as well.

The influence of books and travel guides is not acknowledged as a strong influence at seventh on the list. This may be an indication of the increasing use of other information sources such as the internet (Greg Richards & Wilson, 2003).

Whilst many WHMs do visit other countries in the region this item was ranked ninth and was not a strongly expressed reason for choosing to visit New Zealand. It was a slightly stronger reason for Canadian and Irish respondents. This motivation is explored in more detail when actual travel plans are uncovered in Chapter Six.

Visiting friends and relatives was not an important reason for coming to New Zealand, generally registering around two on the seven-point scale and coming eleventh in the ratings. United Kingdom residents rated it the highest of the nationalities at 2.4.

The desire to study was strongest amongst those German and "Other" nationalities

rather than English as first language respondents. This supports the information from the Ministry of Foreign Affairs that the WHM schemes are an important source of short stay students for foreign language schools (P. Guinness MFAT, personal communication, 31 January, 2003). Although this item scored the lowest in the rankings, this position may indicate a disproportionate low number of respondents from the 'Other' countries.

The research also attempted to determine the extent that the choice of New Zealand as a destination was influenced by a number of motivations. 18 options were presented and a respondent asked to indicate again on a seven-point scale from one, which was of "no importance" through to seven, which was something considered "very important."

Ranking the responses against the mean values for each motivator produced the first part of Table 27. The most important motivators were 'to explore other cultures and to interact with local people. This is in line with the policy objectives of the schemes discussed in Chapter Two. It appears that the schemes provide opportunities to challenge the abilities but also provide an opportunity to increase the knowledge of participants. This concept was explored further in the next data set and knowledge of New Zealand identifies as part of the least significant motivators were; to visit friends and relatives, gain a sense of belonging or to develop close friendships.

One advantage of replicating an earlier study is that it allows for comparisons. In 2003, as part of the Global Nomad Backpacker study the same instrument was used in a study of backpackers albeit with a five point rather than a seven point scale. However the rankings of the two studies can be compared in Table 27 (column 4 and 5). The results are remarkably similar although the backpacker group rated 'to relax mentally' higher at fourth compared to WHMs who rated it at eighth. Perhaps the backpackers are in greater need of an opportunity to chill out whereas the Working Holidaymakers are expecting to do some work. This lends a small amount of evidence to the suggestion that the Working Holidaymaker may be considered as a sub set of the larger backpacker segment. A more comprehensive comparison with several backpacker studies would be

needed to investigate this possibility.

Working Holidaymaker Survey Data				Backpackers in NZ 2003 (Newlands, 2004b)
* n	Choice of New Zealand as a working holiday motivated by: -	Mean	Rank	Rankings
215	To explore other cultures	5.47	1	1
215	To interact with local people	5.13	2	2
217	Challenge my abilities	4.88	3	5
217	Increase my knowledge	4.68	4	3
216	To have a good time with friends	4.68	5	6
217	Build friendships with others	4.63	6	8
215	To associate with other travellers	4.36	7	7
215	To relax mentally	4.34	8	4
217	Avoid the hustle and bustle of daily life	4.27	9	9
217	Be in a calm atmosphere	4.25	10	13
215	To find myself	4.22	11	11
217	Use my imagination	4.02	12	10
217	Use my physical abilities and skills	3.98	13	14
217	Relax physically	3.93	14	12
217	To contribute something to the places that I visit	3.70	15	16
217	Develop close friendships	3.61	16	15
217	Gain a feeling of belonging	2.95	17	17
218	Visit friend and relatives	2.42	18	18

Table 27 Motivations sorted into numerical order least to greatest motivation

Note: * The number of respondents in the Working Holiday survey varied between 215 and 218 for these questions whereas there were 376 respondents in the Newlands (2004b) study.

Some indication of what experiences were gained from the New Zealand travel experience were explored (Table 28), again with the use of the same seven-point scale, but this time against nine statements.

All the means of the responses are above 4, which is a very positive correlation between the statements and the respondents' experiences. Respondents considered 'More knowledge about New Zealand way of life' (5.90) as the most significant experience gained which is useful in terms of the policy hopes. The second most highly rated item was 'A thirst for more travel' (5.71) which is again useful if it implies further travel within, or even return travel to New Zealand, but having travelled to a safe destination it may mean the respondents are ready for other international travel. 'Return to live in New Zealand' rated only 4.28. Reasons for return travel are explored later. 'Developing more self knowledge and self awareness' (5.14) rated similarly to 'more self confidence' (5.13). The

experiences relating to ‘appreciating other cultures’ (5.06) and a ‘better understanding of own culture’ (4.31) also rated above the mid point on the scale. As the working holiday policy seeks to improve cultural understanding this is a positive result for the policy makers. The final item in this section related to ‘improving potential for own career’ (4.14) supports the anecdotal evidence that a years work experience is seen as a valuable addition to a CV. However, caution is needed in making this statement as some respondents wanted to be able to show continuous employment on their CV’s and complained about the need to change employers after three months.

The WHM policy is being fulfilled in terms of shared cultural experience and WHMs are gaining a real understanding about New Zealand that will assist them not only as possible future immigrants but as potential trading or business partners and as influencers of policy in their in trended countries of residence.

Experiences gained from this New Zealand travel	Mean
Q17 8 More knowledge about NZ way of life	5.90
Q17 3 A thirst for more travel	5.71
Q17 2 More self knowledge and self awareness	5.14
Q17 5 More self confidence	5.13
Q17 1 More appreciation of other cultures	5.06
Q17 6 More tolerance of cultural differences	4.59
Q17 4 A better understanding of my own culture	4.31
Q17 9 A desire to return and live in New Zealand	4.28
Q17 7 Improved potential for my own career	4.14
n=217	

Table 28 Experiences from New Zealand travel experience

5.4 Plans for return to New Zealand

One of the policy planks uncovered in the literature review (Chapter Three) was the desire of the government to address its immigration policy by use of the Working Holiday Programmes. The contention is that potential immigrants to New Zealand settle more successfully if they have previously lived in New Zealand for a period such as is possible under the WHM schemes. The schemes however have secondary missions including encouraging participants to become business partners with New Zealand in some way or, as indicated above, to exert a positive influence about New Zealand where they can. Finally the WHMs are

expected to travel extensively and hopefully return again to New Zealand as high yield tourists, ideally with family friends or business acquaintances.

Respondents were asked if they planned to return to New Zealand in the next five years. Some 41% were confident that they would return and an equal number were undecided while 18% were sure that they would not be back within five years, supporting the notion that for some, this was the trip of a lifetime. Others were more forthright in their comments about why they would not come back nor recommend it to others for example “I won't recommend to go to NZ.” (Note: original wording retained). The reasons for this are explored in Chapter Seven when qualitative comments from respondents are examined.

Q18 Are you planning to return to New Zealand in the next five years?							
	Count				Percentage		
	No	Uncertain	Yes	Total	No	Uncertain	Yes
United Kingdom	17	43	57	117	15	37	49
Canada	6	7	9	22	27	32	41
Ireland	2	8	6	16	13	50	38
Germany	4	7	4	15	27	47	27
Netherlands	2	6	3	11	18	55	27
Other	8	18	11	37	22	49	30
Total	39	89	90	218	18	41	41
n=218							

Table 29 Plans to return to NZ in next five years

On one hand a result that says that only 41% will definitely return could be seen as an opportunity to entice more participants to return. Alternatively, given the geographic location of New Zealand in a remote corner of the world, the result is understandable. It still allows for the other benefits of the schemes to occur if the WHMs have come away with a positive opinion of New Zealand.

Looking at the data by the major nationalities, the British, Canadians and Irish were the most confident about returning within five years. A smaller number (27%) of both the Germans and Dutch were also planning to return. Overall this is a very healthy situation but there are challenges presented by the results. For example 40% of respondents are uncertain as to whether they will return in the next five years, an interesting marketing challenge for the tourism industry competing against a world of destinations that our respondents may choose to visit

after their trip to New Zealand.

Those that were planning to return within the next five years were asked what they would do when they returned. Respondents could select up to six options from work, study, holiday, business, immigration to/settle in New Zealand and “other” consequently the total for each response varies. In table 30, 90 respondents indicated that they were coming back. Closer examination of the data revealed that 32 of the uncertain respondents had a plan to return for a variety of reasons including work, study, or immigrate but predominantly (16) to holiday.

The data was explored along more conventional means of a count of the ‘Yes’ versus ‘No’ answers crosstabulated by nationality in Table 30. While this data set is only from 122 participants, it provides some useful indicators for policy makers. The respondents from the Netherlands and the block of ‘Other’ countries both with a 40% yes response, were more likely than other nationalities to return to work in New Zealand, and this could be useful information for targeting of potential workers. The data clearly shows some differences by nationality.

When asked if immigration might be the reason for their return Canadians and Others indicated that 42% of them would immigrate or settle closely followed by Dutch respondents (40%) and the British (38%). The Irish are the most likely to return for study purposes (38%). It would be interesting to know more about the study intentions of respondents and note should be made of the earlier acknowledgment that there may be under representation of “to study” from other nationalities as they are under represented in the sample.

Again some caution is needed in reading Table 30 as it is based on a smaller sample size. Consequently the frequency of respondents is shown in the top half of the table and the percentage responses below.

What are you planning to do when you return to NZ? Frequencies						
Frequency	Holiday		Immigrate / Settle		Work	
	Yes	No	Yes	No	Yes	No
Other	32	40	30	42	29	43
Canada	3	9	5	7	1	7
Germany	7	2	1	8	1	8
Ireland	3	5	1	7	2	3
Netherlands	3	2	2	3	2	3
UK	6	10	6	10	4	12
Total	54	68	45	77	41	81
	Study		Business		Other	
	Yes	No	Yes	No	Yes	No
Other	4	68	2	70	2	70
Canada	2	10	1	11	1	11
Germany	0	9	0	9	0	9
Ireland	3	5	0	8	0	8
Netherlands	0	5	0	5	0	5
UK	2	14	0	16	0	16
Total	11	111	3	119	3	119
What are you planning to do when you return to NZ? Percentages						
Valid %	Holiday		Immigrate / Settle		Work	
	Yes	No	Yes	No	Yes	No
Other	44	56	42	58	40	60
Canada	25	75	42	58	33	67
Germany	78	22	11	89	11	89
Ireland	38	63	13	88	13	88
Netherlands	60	40	40	60	40	60
United Kingdom	38	63	38	63	25	75
Total	44	56	37	63	34	66
	Study		Business		Other	
	Yes	No	Yes	No	Yes	No
Other	6	94	3	97	3	97
Canada	17	83	8	92	8	92
Germany	0	100	0	100	0	100
Ireland	38	63	0	100	0	100
Netherlands	0	100	0	100	0	100
United Kingdom	13	88	0	100	0	100
Total	9	91	2	98	2	98
n=122						

Table 30 Future plans if returning to New Zealand by nationality

The Irish respondents are the most likely to return again for a holiday purposes. Only three respondents expected to return for business and similarly only three for ‘other reasons.’ However plans to return to New Zealand in the future for a

holiday is the strongest of all the future plans. In particular 78% of the Irish who responded are planning to have another holiday in New Zealand.

5.5 Chapter summary

One of the overall goals of the thesis is to explore how ‘the aims of the schemes as outlined in policy documents been achieved’ and in this chapter focus is on two sub goals; what motivates working holidaymakers and how likely is it that Working Holidaymakers return to New Zealand? The information contained in this chapter builds on the previous chapters to support the argument that the Working Holiday Schemes are meeting the policy objectives outlined in Chapter Two.

The rules of the schemes present some challenges for participants. They generally had to obtain their WHM visa at home, which meant that they then only had twelve months of travel before arriving in New Zealand. For the nomad on an extended trip this was an inconvenience that required a small number to return home in order to obtain a visa. This rule could be relaxed in three ways: allowing more on line applications; allowing application within New Zealand at gateway cities to New Zealand such as Sydney or Singapore; allowing an extended period longer than the existing twelve months to arrive in New Zealand. The first two options provide for better control and flow of WHMs to New Zealand.

The WHM policy expects that participants will work and holiday. In fact 90% intended to work but the dual aspects of the policy could be more successful if more marketing of the objective and the availability of work was done. More specifically the research shows that the longer participants stayed generally the greater the percentage of available time was spent working. For example those staying 10-12 months worked about 50% of their time. Interestingly this did not mean that there was a correlation with an increase in the number of jobs held as 71% of all respondents took one to four positions and there were examples of a few participants taking ten or more jobs for every length of stay period from two months onwards. Perhaps this should not be unexpected, as one of the policy

rules is to limit the time in any job to three months.

The mean length of stay of respondents was 6-8 months, slightly longer than the NZIS data of 181 days for those who obtained their visa offshore (Workforce Group New Zealand Immigration Service Department of Labour, 2004). This may indicate that the length of stay is increasing or that it was just more likely that those staying longer were more likely to complete a survey.

Of twelve reasons offered, the most popular reasons for choosing New Zealand for a working holiday was 'to holiday' followed by 'always wanted to visit New Zealand' and 'personal reasons.' 'Wishing to work' was rated below these but above 'needing to earn money.' Again this indicates that the joint policy aims of encourage both work and leisure are being met. A realisation that there is often an important personal reason for taking the working holiday might help to target the scheme more effectively.

Nineteen motivational statements were presented to further explore why respondents chose New Zealand. The most significant were related to interacting with people and otherwise exploring the New Zealand Culture. This was confirmed when respondents recalled their experiences. They thought that they had increased their knowledge about New Zealand as well as other cultures. Perhaps, as importantly, the New Zealand experience had helped them develop their self confidence, which will help them as 'a thirst for more travel' rated as the second most important outcome from the New Zealand Working Holiday experience. The WHM policy contains a hope that the schemes will lead to better cultural understanding and international goodwill. On this evidence, that aim is also being achieved.

Some 41% of the Working Holidaymakers plan to return to New Zealand within the next five years with slightly larger numbers of United Kingdom respondents (48%) considering a return. Those planning to return are more likely to come for a holiday, to immigrate or to work and less likely to study or do business. In all cases this is beneficial to New Zealand, firstly for the tourism industry but also to the business community and to a lesser extent the export education sector.

It would be useful to explore this further, particularly amongst those respondents

not planning to return to ascertain why this is and if the percentages change over time. It may be that they wish to explore the rest of the world and New Zealand should be content with the existing level of return visits. The ultimate clarification to this issue is to measure the actual return rate in a longitudinal study.

The motivation factors of the WHMs were compared to a study of backpackers and a strong correlation found in the rankings of the means of each group. Again this suggests an area for further study. The backpacker data was analysed and four clusters discovered. This analysis could also be applied to the WHMs in future research.

Referring to the priorities established for the schemes in 2003 (see p.67) it appears that for most respondents the work element of their trip is clearly incidental as demonstrated by them not working for any one employer for more than three months enabling them to travel in and learn about, their host country. Some did participate in one study or training course for up to three months when a reciprocal arrangement between both countries involved in the particular scheme permitted this. The Government reports some success using the schemes as an opportunity to enhance appreciation of local culture and way of life and as a possible stepping-stone to future immigration. The demographics of the visitors, established in Chapter Five, are the same as that of the immigration target. Overall whether immigration occurs or not many of the international visitors are seen as having a better disposition toward New Zealand that should aid future travel or business partnerships.

Subsequent chapters will examine if Working Holidaymakers contribute to the economy by bringing funds into New Zealand as well as by paying taxes and providing sort after labour to many parts of the country.

Chapter 6 Nature of the working experience

6.0 Chapter outline

One of the surprising things for the researcher was to discover that little was known about the work experiences of Working Holidaymakers. This chapter examines these experiences by exploring such things as the types of work undertaken, how often the same type of work is repeated, working conditions and remuneration, methods used to find employment and on job training received. From the preliminary 2003 winter research (Chapter Eight) it was noted early in the data collection phase of the research that one aspect of the WHM policy was causing problems for employers and WHMs themselves. This was the three-month work restriction with a specific employer that became an issue when a work season extended to say four months in some years.

This chapter builds on the preliminary data presented in the last chapter in the context of the choice of New Zealand for a working holiday. It was established that 90% of the WHMs surveyed intended to work, that the longer the length of stay the greater the proportion of time spent working, and that the majority of WHMs had three to four jobs during their stay and this was independent of the length of stay where length of stay was more than two months.

The Australian research (Harding & Webster, 2002) found a similar result with 85% of WHMs working in paid employment. Nearly one third of the Australian sample held one job and just under half had one or two jobs. The Australian WHM positions were spread over a wide range of occupations but predominantly (75%) in the lower skills categories compared to 46% of the Australian workforce who worked in these categories.

Some of the Australian respondents received no pay but payment in kind, such as free board or food, particularly when working in backpackers or private homes. Backpacker research (Newlands, 2002) has uncovered the fact that there was some voluntary work in New Zealand and this find was supported by Nimmo (2001) who examined the phenomena of Willing Workers on Organic Farms

(WWOOF) in New Zealand. However the extent of this volunteer work has not been quantified. This chapter will elaborate on the nature of the WHM working experience in New Zealand and develop an answer to the thesis goals of determining just what is the modern nomad, what are the economic and social effects of the schemes and what are their work experiences. The chapter assists with understanding of the effects of more of the policy such as the extent of work and its benefits as well as exploring policy issues that are of concern such as the three-month work with an employer restriction.

6.1 Paid and voluntary employment

The survey explored the types of occupations taken by Working Holidaymakers and discovered that the actual number of those that worked was slightly higher at 93% than those who intended to work on arrival (90%), indicating that some of those who were unsure about working did in fact work in paid or voluntary work. All the Canadians and Germans worked, as did 96% of the UK respondents. The 7% of participants who did not work were predominantly from the UK and the ‘Other’ nationalities grouping. In the comments about the schemes some respondents indicated that they could not find the type of job they were seeking, perhaps indicating that they were unaware of the wage rates in New Zealand or the full nature if the rules of the schemes.

	Count				Percentage		
	Yes	No	Total		Yes	No	Total
UK	112	5	117		96	4	100
Canada	22	-	22		100	-	100
Ireland	16	-	16		100	-	100
Germany	13	2	15		87	13	100
Netherlands	8	3	11		73	27	100
Other	32	5	37		86	14	100
Total	203	15	218		93	7	100
n=218							

Table 31 Engaged in Voluntary or paid work as WHM in NZ by nationality

The majority (93%) that worked were then asked some supplementary questions including how many separate paid and voluntary jobs they had.

Q21 Including both paid and unpaid voluntary jobs how many separate jobs did you have in New Zealand?

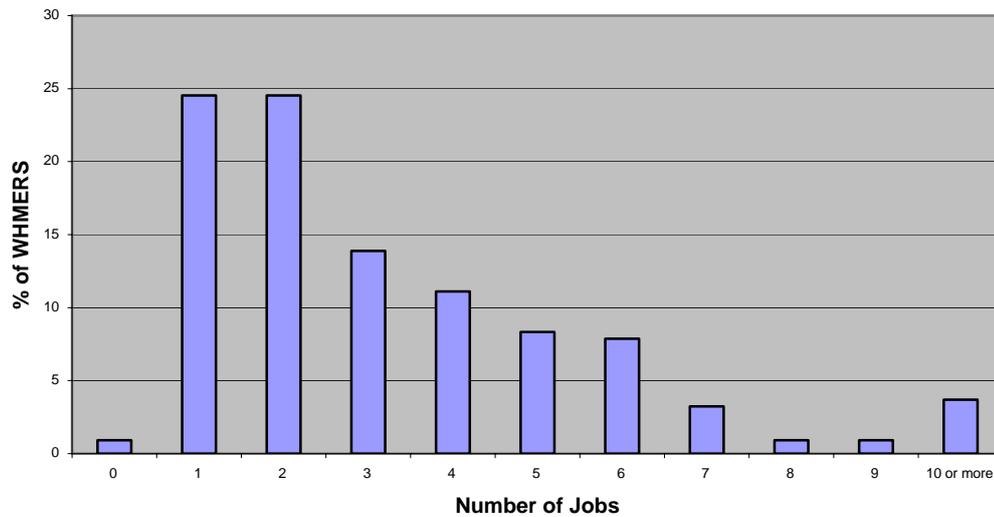


Figure 10 Number of paid and voluntary jobs

Whilst the mean number of jobs held was 3.2, there were a significant number of WHMs who had several positions over their time in New Zealand. This New Zealand data suggests that WHMs in New Zealand take slightly more jobs during their Working Holiday than WHMs in Australians according to the data cited at the start of the chapter with approximately half of the Australian cohort having two jobs on their Working Holiday. In the New Zealand data Dutch respondents took fewer jobs than other nationalities during their stay while the Germans were more likely to have taken a greater number of positions.

	Percentages				Total
	0-2 jobs	3-5 jobs	6-8 jobs	9 or more jobs	
United Kingdom	53	29	12	5.	100
Canada	50	41	99	-	100
Ireland	63	31	6	-	100
Germany	29	36	14	21	100
Netherlands	45	55	-	-	100
Other	43	35	19	3	100
Total	51	29	5	5	100

n=216

Table 32 Number of separate jobs during time in New Zealand by nationality

The employment categories in the New Zealand survey instrument are quite extensive to allow for further comparisons against the Australian data set or New Zealand Labour statistics. It is useful to first identify the principal types of employment and industries that attracted WHMs to work on a number of occasions during their stay.

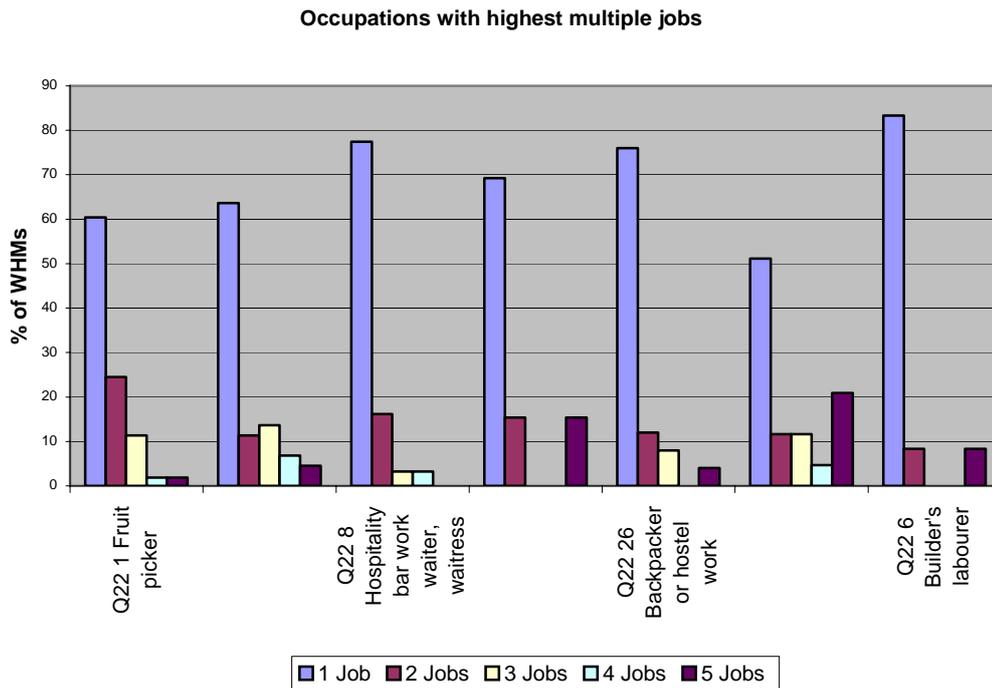


Figure 11 Principal types of multiple jobs

Respondents also provided information on the number of jobs held within each of 26 employment categories before giving more detailed information about the main job held. This information is presented by occupational types, first in a diagram (Figure 12) and then explored by nationality (Table 33).

6.2 Main Job

Respondents reported a diverse range of occupational categories as their main job but as the number of responses is small for many categories the data is presented as frequencies rather than as percentages in each category. The jobs have been classified by the respondent but the grouping under headings such as

‘Professional’ is an attempt by the researcher to match the categories of Harding and Webster in their Australian study (2002).

In an attempt to have the participant explain their principal work situation they were asked to select one ‘Main Job’ and provide information about that job in the survey instrument. Looking first then at the broad presentation of the data about the main job the seven principal occupations were:

1. Hospitality bar work such as being a waiter or waitress,
2. Agriculture other than fruit picking which included preparing crops, pruning, operating farm machinery
3. Sales assistance work
4. Fruit picking.
5. Voluntary work including the Willing Workers on Organic Farms scheme
6. Working in the medical professional
7. Information technology / computer professionals (Figure 12).

These last two categories didn’t appear in the top seven occupations where respondents held a significant number of multiple jobs (see Figure 11) such as with fruitpicking. Respondents held the most multiple jobs in the fields of hospitality, agriculture, fruit picking, and office work, assisting at backpacker accommodation, voluntary work (including WWOOFing) and as builders’ labourers. However, included amongst the WHMs were some very talented individuals who were able find work both in their profession but also work in a variety of other types of occupations. For example, a crosstabulation of the UK respondents’ data revealed jobs such as occupational therapists, community support persons, computer programmers, working in a forensics laboratory and a ships chandlery, web site and graphic designers and several helping keep the filing up to date in hospitals.

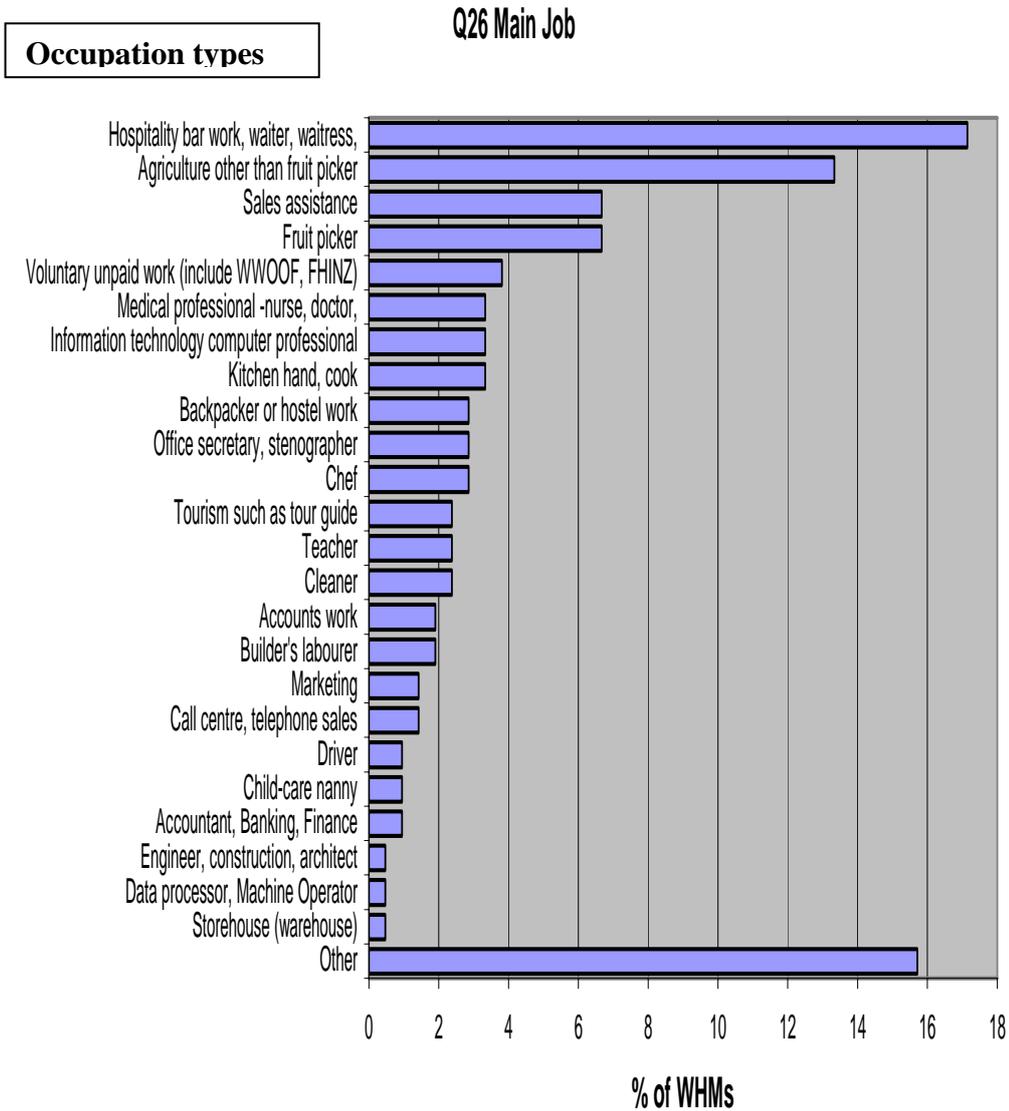


Figure 12 Main Job or occupation

Turning now to a more complex picture the data about the main job has been examined by firstly categorised the main jobs into a number of employment areas and then cross-tabulated by country of origin. The sequence of the items in the table is designed to allow possible comparisons with the Australian labour classification tables as used by Harding and Webster (2002).

	UK	Canada	Ireland	Germany	Holland	Other	Total
	%	%	%	%	%	%	%
Professional	13.51	4.8	6.3	14.3		2.7	9.5
Teacher	3.6					2.7	2.4
IT computer professional	3.6		6.3	14.3			3.3
Medical prof -nurse, doctor, physio	5.41	4.8					3.3
Engineer, architect construction	0.9						0.5
Associate Professionals	2.7	4.8				2.7	2.4
Marketing	1.8					2.7	1.4
Accountant, Banking, Finance	0.9	4.8					1
Tradespersons	0.9	9.5	12.5			2.7	2.9
Chef	0.9	9.5	12.5			2.7	2.9
Advanced clerical & service	4.5		6.3				2.9
Office secretary, stenographer	4.5		6.3				2.9
Intermediate clerical & service	20.7	23.8	25.1	14.3	27.3	13.5	20
Hospitality bar work, waitress,	16.2	23.8	18.8	14.3	27.3	13.5	17.1
Tourism such as tour guide	3.6		6.3				2.4
Data processor, Machine Operator	0.9						0.5
Intermediate production & service	1.8	4.8					1.5
Storehouse (warehouse)	0.9						0.5
Driver	0.9	4.8					1
Elementary clerical, sales & service	10.8	9.6	25.1	7.1		10.8	11
Call centre, telephone sales	0.9	4.8	6.3				1.4
Sales assistance	5.4	4.8	18.8	7.1		8.1	6.7
Accounts work	3.6						1.9
Child-care nanny	0.9					2.7	1
Labourers and related workers	26.1	28.7	12.6	57.1	72.8	51.3	34.3
Fruit picker	7.2			14.3	9.1	8.1	6.7
Agriculture other than fruit picker	9.9	14.3	6.3	28.6	27.3	16.2	13.3
Cleaner	0.9		6.3		9.1	5.4	2.4
Builder's labourer	1.8	4.8				2.7	1.9
Kitchen hand, cook	4.5			7.1	9.1		3.3
Backpacker or hostel work	0.9	9.6			9.1	5.4	2.9
Voluntary unpaid work	0.9			7.1	9.1	13.5	3.8
Other	18.9	14.3	12.5	7.1		16.2	0
Totals (n)	n=111	n=21	n=16	n=14	n=11	n=37	n=210
n=210							

Table 33 Main job or occupation by nationality

Respondents were asked to write down what they considered to be their main job and then place it into the categories listed above. The free written answers provide a comprehensive range of occupations and this information was used to check and if necessary complete the categorical answer in Q26, which are crosstabulated by nationality in the preceding table. As noted, the most common “main” occupation was in hospitality, followed by fruit picking, other agriculture and sales assistants. The high score for ‘other’ indicates 33 jobs that respondents considered did not easily fit into the available categories. During the data input stage the researcher discovered that the category of factory hand was missing from the electronic online version of the survey instrument. This is another possible explanation the high number of ‘other’ responses.

Concern was expressed in the early Cabinet papers, discussed in Chapter Three, that WHMs might be displacing New Zealanders from the work force. A similar concern was also raised in Australia. However in both countries evidence from field officers in more recent years has concluded that isn’t happening. When Paul Swain Minister of Immigration released the increases in the visa numbers for 2005, a number of press releases were made. In one he noted “with unemployment at just 3.8 per cent, Working Holidaymakers were a good source of temporary labour for New Zealand” (Swain, 2004).

In another statement issued with Mr Goff the Minister of Foreign Affairs and Trade they noted that New Zealand was “experiencing a period of very low unemployment and there were severe labour shortages in seasonal work.” They noted that many were qualified and highly skilled but that many work in low skilled and low paid positions while in New Zealand (New Zealand Immigration Service, 2004). The thesis data collected supports the Minister’s statement, and may have been used, as there is a reference to a recent study by the Department of Labour in the press releases.

When asked how long their main job lasted the respondents were given a choice of between 10 bands or periods of time (see Appendix A question 27). Examining the bar graph there appears to symmetry to the data but this influenced by the change of scale. Jobs are plotted firstly in weekly periods, then fortnightly and but subsequently in two monthly blocks in order to fit the data on one page. The

mode of this main job calculated from these bands was 5, which translates as being between two and four months. The bands don't permit a direct comparison with the official policy limit of three months. The analysis is made more difficult as some respondents moved locations but remained with the same employer perhaps as a way of circumventing the different interpretations they were receiving from officials about the three-month rule. This would account for some of the longer employment periods. Examples uncovered by the researcher included a respondent who moved with a contractor from the North Island to the South Island following the seasonal demand for agricultural workers. Another respondent worked for several hotels in the same chain in different parts of the country.

Q27 Approximately how long did this main job last?

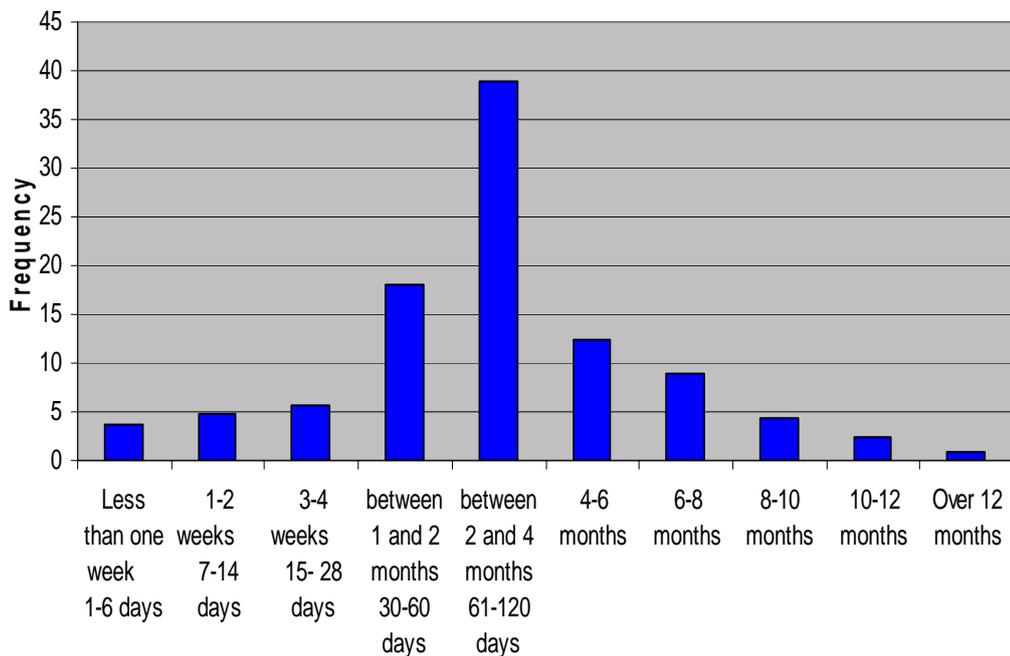


Figure 13 Period of time in main job

This data is examined by major nationality groupings (Table 34). Participants under some schemes, such as the one with France, do not have the work restriction. However it must be conceded that some participants appear to be working longer than three months with one employer at one location.

	Other	Canada	Germany	Ireland	Netherlands	UK	Total
0-1 week	1	0	2	0	0	5	8
%	3		14			4	4
1-2 weeks	2	0	4	1	0	3	10
%	6		29	6		3	5
3-4 weeks	3	2	1	0	3	3	12
%	8	10	7		27	3	6
1-2 months	6	3	1	2	6	20	38
%	17	14	7	13	55	18	18
2-4 months	16	7	5	6	2	46	82
%	44	33	36	38	18	41	39
4-6 months	2	3	1	2	0	18	26
%	6	14	7	13		16	12
6-8 months	3	2	0	3	0	11	19
%	8	10		19		10	9
8-10 months	1	1	0	1	0	6	9
%	3	5		6		5	4
10-12 months	2	1	0	1	0	1	5
%	6	5		6		1	2
>12 months	0	2	0	0	0	0	2
%		10		0			1
Total	36	21	14	16	11	113	211
n=211							

Table 34 Approximately how long did this main job last

The Working Holiday Schemes are based on the concept of working for up to three months with an employer, moving on to other employers and also having a holiday. When asked for areas of concern and opportunities for improving the scheme the three-month criteria received tremendous comment (Chapter Seven Tables 58, 60, 61). Whilst a minority saw the benefit of the rule, perhaps even using it as a reason to move on, many others felt that they could have stayed longer, or in fact did stay longer. Typically this suited the employer as well. For example the ski field operators who wished to retain trained staff for up to a four-month season. Comments from three respondents are typical of those received in

the qualitative sections of the survey instrument: -

I found that there were lots of resources for people on WHV; however, the 3-month limit for one employer is really annoying and unnecessary. If my company needed me for an extra few weeks I wouldn't have been able to help them. Also I wasn't sure if I would be able to work for the company in a different location

As in UK restrictions should be raised over working for one employer (i.e. longer than 3 months)

Clarify it. Every time we rang immigration we were given a different view. (i.e. How long can we work?)

There is some confusion over this rule and consequently that allows for different interpretations. A representative of the Backpacker Marketing Network felt that given the time taken to train staff the three-month limit was a disadvantage of the scheme. (C. Shepherd, personal communication, 19 June, 2005). As noted above French WHMs in New Zealand do not have the restriction and in 2005 other restrictions will be eased from other countries (Swain, 2004). However the rule was in force during the data collection and remains a bone of contention for other WHMs.

6.3 Methods used to find jobs

The following table indicates that 30% of respondents found their main job by using a direct approach to an employer, a larger percentage than any of the alternative methods suggested to respondents in the survey instrument. Earlier research has established that there is a strong informal communication network amongst backpackers (Newlands, 2004b), or as Richards and Wilson describe it “prevalence of information and story swapping on the backpacker scene (2004, p.23) and, given the overlap between many WHMs as backpackers, it is likely that WHMs hear about jobs while staying with or meeting other WHMs who have the job information. Increasing numbers of Working Holidaymakers carry cell phones and many backpacker sites provide opportunity for comments to be added to discussion or comments pages which contain postings of both good and bad employment opportunities. With the increase use of these electronic communication respondents either hear of likely jobs or simply approach employers used by other WHMs on a hunch that work could be forthcoming.

These electronic systems way provide better communication of available work opportunities to WHMs / backpackers by employers.

This information was then analysed by major nationality groupings and is presented in Table 35. Irish and Canadians found more jobs in newspapers than other groups, while the ‘other’ nationalities grouping used the internet more. This ‘Other’ group, along with German, Irish and the Dutch were more likely to find a job through personal contacts than Canadians or British respondents. The British and Irish have more success than the majority using employment agencies to secure positions, whereas the Dutch are more likely than other nationalities to find a job by searching hostel notice boards.

	Method of finding main job as percentage of national respondents						
	Total Respondents	UK	Ireland	Canada	Germany	Holland	Other
Approached the employer directly	29.9	31.9	17.8	47.6	35.7	18.2	19.4
Personal contacts	16.1	8	25	14.3	28.6	27.3	30.6
Private employment agency	14.7	20.4	25	4.8	7.1	9.1	2.8
Newspaper job advertisement	9.5	10.6	18.8	14.3			5.6
Internet job advertisement	7.6	7.1		4.8		9.1	16.7
Saw message placed on notice board	6.2	5.3		4.8	21.3	9.1	5.6
It was already arranged before I came to New Zealand	5.2	7.1	6.3	4.8			2.8
Other	5.2	3.5	6.2	3.6		18.2	8.3
Employment office at Backpackers/ hostel	4.7	5.3			7.1	9.1	5.6
Don't remember	1	0.9					2.8
Total	100.1	100.1	99.1	99	99.8	100.1	100.2

n=211(see comments methodology section 1.5.5 about 100% figures)

Table 35 Method of finding main job by nationality

6.4 Nature of job tenure

Positions are often advertised as either short term or permanent that respondents may have taken for a shorter time. In areas like Queenstown there were few New Zealanders available to take the permanent positions. According to anecdotal comments of employers when the researcher visited Queenstown in December 2003, it appeared that no one is being displaced. NZIS makes the same conclusion after discussions with Work and Income, NZIS onshore branches and some Trade Union officials (Workforce Group New Zealand Immigration Service

Department of Labour, 2004, p37). The largest response (48%) was from those that had a short-term contract and only 18% had what was described their main job as a permanent full time position that they took for a short time. It should be noted that 34% of applicants felt that this question did not apply. However the information does support the contention that few New Zealanders are being displaced and in fact WHMs are taking predominantly short-term positions. They may also be assisting employers wanting full time staff but providing some temporary relief by taking a full time position for a short time.

6.5 Take home pay

The Working Holiday Policy documents suggest that WHMs make a valuable economic contribution to the New Zealand economy both by providing much needed labour and by generating income that may be spent in New Zealand. The take home pay should be seen in the context of low wage rates in New Zealand. In a recent newspaper article Collins (2005) reveals that most low paid jobs are in the service industry. Collins (ibid), citing the undated doctoral research of Colm McLaughlin, notes that the minimum wage rate is “NZ\$9.50, 45% of the average New Zealand wage of NZ\$23.13 an hour and this is lower than most European countries and Australia.” (McLaughlin is a New Zealander comparing labour markets in Europe for a doctorate at Cambridge University UK). Respondents were asked to report on their working holiday within the last five year potentially during the period 1998 to 2004. For the majority of respondents the minimum wage rate was NZ\$8.00 from March 2002 and March 2003 rising to NZ\$8.50 the following year to March 2004 (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.23). The minimum wage is lower than the rate in Australian and most European countries. The survey data establishes the mean hourly rate as NZ\$12.06 across all respondents.

New Zealand Dollars per hour	Frequency	Valid %
0	8	4.0
3-6	3	1.5
7-8	28	14.2
9-10.5	67	33.9
11-12	39	19.7
13-15	26	13.1
16 - 19	13	6.6
20-30	10	5.1
48-75	4	2.2
Total	198	100
n=198		

Table 36 Approximate take home pay as hourly rate

Although the mean take home pay of 198 respondents was NZ\$12.06 per hour there was a considerable range in rates as can be seen from the condensed data in Table 36 above. There are a variety of reasons for this. Firstly, as noted earlier, some respondents work for their board and keep, perhaps receiving some other benefits such as use of equipment or recreational facilities. The low rates are a reflection of a variety of factors including supply and demand for labour and the bargaining power of both employees and unions. The Labour Government, now in its third term, has indicated that it would like to see the minimum wage rate increased to NZ\$12 over the next three years. Higher wages by those earning considerable more than the average wage helped to lift the mean a little.

This information was explored with reference to country of usual residency. While UK and “Other” respondents are represented across the entire income range, Canadians are only found earning from seven to twenty-seven dollars. Irish and German respondents earned up to a maximum of 15 and 16 dollars per hour respectively. After removing the unpaid and the low and highly paid outliers the concentration of earnings was between NZ\$7 and NZ\$16. These results are a reflection of the small sample sizes but may also be related to some WHMs finding work in related to their professions. A larger sample would enable this topic to be explored further.

The policy documents suggest that WHMs make an economic contribution. One

way this can occur is through the tax system particularly as primary tax on wages and salary is usually collected at source before the employee receives anything. The majority of respondents (81%) recorded that they were paid electronically. British and Irish respondents were slightly more likely to be paid electronically whilst off a smaller base respondents from the Netherlands were least likely at only 56%.

Most respondents also received a payslip, which provides some indication that the majority were paid “above board” and consequently would have paid PAYE tax (pay as you earn, deducted by employer). This could also explain numerous requests from respondents for tax relief. It is unlikely that the government would grant tax relief just to WHMs.

Examining the pay slip information by major national groupings the Dutch, British and Irish were slightly more likely to have received a pay slip compared to ‘Others’ and Germans. It would be interesting to explore this apparent nationality based difference to see if there is any link between lack of payslips, language ability, job types and the minimum award wages.

6.6 Hours worked

Respondents answered the question about hours worked in a variety of ways but then the data was cleaned to make it all on a weekly basis for comparison purposes. The extensive list of was reduced to six categories but mean was 38.4.



Figure 14 Number of hours of work per week

6.7 On Job training and skills retained

As well as bringing skills to the workforce from overseas some Working Holidaymakers receive on job training and consider that they take skills away from the job. The extent of these second two ideals is now examined.

Ten percent of respondents undertook some form of training or education, which may also have prepared them for work. Overall 40% reported receiving on the job training. Given the safety requirements of many occupations in New Zealand, as outlined in such legislation as the Occupational Safety and Health Act and the food handling regulations, the figure of 40% seems quite low but reflects the information found earlier in the chapter where many Working Holidaymakers are employed in low skilled jobs that did not require much specific training. Employers advised that industry specific training was provided in many instances, for example a week of training at the start of ski-field operations, so there may be also be some under reporting of the training provided (see Chapter Seven).

However, it is noteworthy that even given the low rate of training provided, over 90% of respondents felt that they had gained some useful skills. Of all the respondents 43% could see that the skills gained could be used with other employers and 33% of respondents could see wider application for the skills gained in the main job. This is a side benefit not acknowledged in the policy literature about the schemes.

6.8 Employment and job displacement

As noted already one of the constraints of the schemes is the restriction of remaining only three months with an employer; an issue that arose in discussions with the Backpacker Marketing Network in 2003 and 2005. Other employers held a similar view (see Chapter Eight). Fifty-two percent of respondents felt that their main job would have been ongoing if their visa conditions permitted. Conversely, 37% of respondents felt that their jobs would not have stayed open to them if their working holiday visa permitted. Given the bilateral nature of the majority of the Working Holiday schemes it may not be possible to change this condition in all the schemes but the variety provided in the French and the exchange schemes with the USA are successful precedents for considering a

change in the future. The implication from this finding is that there is a shortage of employees in the work place and employers would have liked to retain the 96 holidaymakers if permitted to and the employees wished to stay. This also supports the contention of NZIS field officers who suggest that there is little job displacement except perhaps for tertiary students by WHMs. (note: the three month restriction was removed from some more schemes in 2005).

6.9 Chapter summary

This chapter has contributed additional information toward the goal of establishing just what a modern nomad is by exploring the work experiences of respondents. This is setting the scene for Chapter Seven that pursues the economic and social effects of the schemes. The chapter provides an introduction to more understanding of the effects of the policy such as the extent of work and its benefits as well as exploring policy issues that are of concern such as the three-month work with an employer restriction.

The majority (93%) of Working Holidaymakers undertook paid or voluntary across a very diverse range of occupations. Respondents were most likely to have had a number of jobs, with the main job in hospitality, assisting in agriculture, working in sales or at an accommodation provider. A small number were able to pursue their profession but others such as doctors were not represented and were more likely to have obtained a full Work Permit. The average wage was just over NZ\$12. Respondents worked hard during the periods that they worked averaging 36-40 hours per week.

One concern expressed by NZIS field officers was the potential for job displacement of New Zealanders by Working Holidaymakers but judging from the anecdotal comments of employers and the information recorded in the case study (Chapter Eight) that employers would take New Zealanders as their first choice but often insufficient New Zealanders were available, this does not appear to be an issue.

Chapter 7 Nature of the travel experience

7.1 Chapter outline

Having reviewed the demographics and work experiences of Working Holidaymakers it is now time to ascertain how the leisure part of the working holiday is undertaken as this is seen as a critical element of the Working Holiday policies. This chapter investigates the travel experience of respondents firstly on their way to and from New Zealand but then more extensively within New Zealand. Examining the travel patterns on the way to New Zealand was an attempt to find ways to intercept WHMs in case the policy was expanded to allow more opportunities to obtain a WH visa en route. Tracking the travels within New Zealand and the post New Zealand experience overseas provided an opportunity to explore the recreational patterns and other contentions in the policy documents about Working Holiday makers, for example their contribution to the regions of New Zealand. Respondents took the opportunity to comment not only on their cultural and tourist experiences but make suggestions on how the Working Holiday and more specifically the Working Holiday Schemes could be improved for future generations of visitors. This is important because in the review of tourism policy development in Chapter Two it became apparent that the best policy comes from an involvement of all stakeholders and this should include the ultimate users of the Working Holiday Schemes, the Working Holidaymakers.

An opportunity is taken to compare the data collected from the Working Holiday makers with that of a larger sample of all Working Holidaymakers, an even larger backpacker segment and then all tourists who came to New Zealand with information taken from the International Visitors Survey. This is an attempt to discover the relative value of the Working Holidaymakers to New Zealand.

7.2 Prior Knowledge of Working Holiday Schemes

Forty-three respondents were unaware that the schemes operated with other countries and New Zealand before they left home, even though they eventually joined a scheme themselves. This was more noticeable amongst the group of 'other respondents' and may indicate some difficulty understanding the question in an additional language. On the other hand some respondents were very well

informed and some even argued for the schemes to be increased to encompass other nations, as reported in the qualitative comments (see Appendices N-R). This is significant in that it provides evidence of some stakeholders having insufficient knowledge about the schemes while others are in a position to provide information about expanding the schemes. Thirteen of the thirty-six respondents from the ‘Other’ nationalities had no knowledge of the Schemes.

Q49 Regarding the official Working Holiday Maker Scheme that currently operates between New Zealand and fourteen other countries did you know of the scheme before you left home to come to New Zealand? * Q2 What is your country of normal residence?							
	Other	Canada	Germany	Ireland	Holland	United Kingdom	Total
Yes	23	15	11	15	8	95	167
No	13	5	4	1	3	17	43
Total	36	20	15	16	11	112	210
n=210							

Table 37 Prior knowledge of Working Holiday Schemes

It might be useful if future research focused on specific reciprocal schemes, to determine how respondents found out about them, so that marketing could be undertaken in specific languages or to specific target groups.

7.3 Travel plans before and after working holiday.

The IVS data that appears as Appendix A indicates that 34% of visitors to New Zealand stay in another country on the way to New Zealand. Within the overall total many backpackers are able to take longer time over their travels and this is reflected in the 66% of them that visit another country en route to New Zealand. (D. Rutherford, Research Section, Ministry of Tourism, personal communication, April, 2005). Overall the percentage of Working Holidaymakers who visit a country on the way to New Zealand (42%) is similar to the wider IVS results (45%) for the 139,703 WHMs on working holidays during the period 1997 to 2004 inclusive. The figures for Working Holidaymakers who visit another country on the way to New Zealand is between those for “all tourists” and “backpackers.” Although the question was not specifically researched it would be

useful to know why this is. Two possible answers are that because many Working Holidaymakers are planning a long stay in New Zealand, they spend less time visiting other countries en route to New Zealand. The other is the restriction on Working Holidaymakers; they must arrive in New Zealand within one year of receiving their WH visa and many airline tickets are restricted to one year duration. Perhaps because of the requirement to reach New Zealand within a year of obtaining their visa, only 42% of Working Holidaymakers visited another country en route to New Zealand.

As noted in Section 5.1, one difficulty for travellers during 2003 and 2004 was the requirement for many to obtain their Working Holiday visa while in their home country, and then, have only one year to reach New Zealand. Comments received in the qualitative answers about the schemes indicate that some backpackers returned to the UK from Australia in order to obtain a Working Holiday visa: “I arrived with an expired WHV had to fly home and get another visa then came right back,” one noted.

	IVS data 1997 –2004						Survey data	
	All visitors IVS		Backpackers IVS		Working Holidays IVS		Working visa respondents	Holiday holders
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Total	2,170,923		1,234,736		139,703		218	
Visited Another Country	791,795	36	816,887	66	63,025	45	91	42
No Other Countries Visited	1,392,994	64	424,119	34	78,600	56	127	58

Table 38 Comparison IVS data and thesis data travel en route to NZ

Source: Appendix A, IVS data and Survey data question 5.

(Note: there is a rounding error in data supplied as Working Holiday data adds to 101%)

The data supports the discussion earlier in the thesis that there is greater mobility amongst some backpackers and Working Holidaymakers than among the ‘all visitor category’ of tourists. In other words a higher proportion of these two segments take a longer holiday and or visit more countries than the category of ‘all visitors.’ Respondents to the thesis survey were asked to provide details of the regions of the world that they visited on their way to and from New Zealand. It is

difficult to estimate how many more tourists might have come to New Zealand if they had been able to obtain a Working Holiday visa en route, or in New Zealand, but there is certainly potential for policy development to allow for this in suitable cases. The case for additional visas and changes in the way the visa is obtained are discussed in the final chapter.

As indicated in Table 39, the most popular stopover route was via Asia (34%), particularly for those from UK, Ireland and the Netherlands. The second most popular route overall was via Australia, with those travelling the greatest distance, such as the UK and Irish respondents more likely to be amongst the 25% who visited Australia. Canadians were also likely to visit Australia en route. The next two popular routes with stopovers were via North America or the Pacific. Multiple destinations were collected in the data and it was not possible to discern the length of stay en route in each destination in this survey.

Nationality / Countries Visited	Other		Canada		Germany		Ireland		Holland		UK		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	Count	%
Asia	4	11%	5	23%	2	13%	7	44%	9	82%	47	40%	74	34%
Australia	2	5%	5	23%	2	13%	6	38%	2	18%	37	32%	54	25%
Nth America	1	3%	1	5%	0		4	25%	0		18	15%	24	11%
Pacific	4	11%	1	5%	0		4	25%	1	9%	9	8%	19	9%
Europe	0		2	9%	0		1	6%	0		3	3%	6	3%
Sth America	1	3%	0		0		0		0		3	3%	4	2%
Africa	0		0		0		1	6%	0		0		1	2%
None	25	68%	12	55%	12	80%	3	19%	1	9%	38	32%	91	42%
Total	37		22		15		16		11		117		218	

n=218

Table 39 Regions visited on way to New Zealand

Welk (2004, p.82) uses the term ‘off the beaten track’ to describe the special trail that only the privileged members of the backpacker brethren can take because they have received ‘insider tips’ explaining where to go and what to do, tips that they would not pass on to ordinary tourists. Lippard (1999, p.10) suggests that if the beaten track is created for the tourist then off the beaten track is created by the individual tourist. After the working holiday in New Zealand (Table 40), only 24% were planning to return directly home. If we take 24% as a benchmark for

the ‘Beaten Track’ it appears that Australia (44%) is even more popular than Asia (36%) as the prime choice for a stay on the outward journey in fact replacing which moved to second place for the return destination ahead of the Pacific and North America which tied for third most popular outward destination. Canadians placed the Pacific on their beaten track (36%) while the Irish establish North America on their track (25%). Perhaps really off the beaten track are respondents planning to travel to South America and Africa. Numbers to South America numbers trebled to 6% on the outward journey compared to the inbound trip to New Zealand, while visitors to Africa were slightly more likely (2% to 3%) on the return from the New Zealand Working Holiday. Respondents from Germany (53%) and the ‘other’ countries (57%) were more likely to take a direct track home without visiting any other countries. A small number of Dutch respondents (three) produced a result of 27% visiting Africa and a similar number returning directly home after the WH.

Comparing the data in tables 39 and 40 for the UK respondents, they were more likely to visit all the regions of the world except the category ‘none’ on their return journey and coincidentally also more likely than the mean of total respondents to visit all countries on their return journeys.

Nationality / Countries Visiting		Other		Canada		Germany		Ireland		Holland		UK		Total	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
Australia	Yes	9	24%	9	41%	5	33%	7	44%	6	55%	60	51%	96	44%
Asia	Yes	10	27%	6	27%	4	27%	8	50%	4	36%	46	39%	78	36%
Pacific	Yes	5	14%	8	36%	0		1	6%	0		22	19%	36	17%
Nth Am	Yes	1	3%	4	18%	1	7%	4	25%	0		27	23%	37	17%
Europe	Yes	3	8%	2	9%	1	7%	2	13%	0		7	6%	15	7%
Sth America	Yes	1	3%	1	5%	0		0		0	0%	11	9%	13	6%
Africa	Yes	0		0		0		1	6%	3	27%	3	3%	7	3%
None	Yes	21	57%	3	14%	8	53%	3	19%	3	27%	14	12%	52	24%
Total	Total	37		22		15		16		11		117		218	

n=218

Table 40 Intended regions to visit after New Zealand working holiday

This travel would be expected given the remote location of New Zealand, and the

logic in taking in some nearby countries en route if time and financial circumstances allow. The data in the table includes respondents who intended to make visits to more than one region on their way after the New Zealand WH. The total figures for each region confirm that not all WHMs will visit each region. The intentions to travel to other destinations before and after New Zealand would be a separate study in itself as many factors including available time, past visits would influence travel plans. The New Zealand IVS data does not provide details of intentions to travel after a stay in New Zealand so this is an addition to the literature, albeit in a small segment of the total market.

7.4 Income and Expenditure on working holiday

The Working Holiday policy documents discussed in Chapter Two assert that the schemes bring economic benefits to New Zealand. Consequently the funds the participants remitted to New Zealand, what their income and expenditure was, together with what they expatriated from New Zealand provide an insight into the value and cost of the schemes to New Zealand.

7.4.1 Estimated expenditure as a percentage of total spend

Respondents were asked to estimate their expenditure in New Zealand and the results of this section should be treated with caution because it relies on memory over a twelve month period and is an extrapolation by those who had not come to the end of their holiday.

The estimated expenditures as a percentage have been ranked by category (Table 41) with the most expensive expenditure category being accommodation (28%). Travel and food were also estimated to be significant costs at 20% and 19% of the budget. In terms of the Working Holiday policies, the data suggests that there is plenty of expenditure on attractions, activities, drinks, nightlife and tours; these make up 24% of the overall budget. Spending on education is low (1%) but indicates that the option under the policy, to train or study for up to three months, is being availed to some extent.

Some consideration was given to including tours in the travel category but

because accommodation and meals may have been included in the tour price it was kept separate. Similarly drinks and nightlife could have been considered together but were considered sufficiently different to need two categories. Some respondents indicated that they had used one category for both items. However this does not seem to have affected the results

Expenditure category	Estimated percentage of expenditure by nationality						
	UK	Canadá	Germany	Ireland	Netherlands	Other	Mean
Accommodation %	31	26	23	31	29	30	28
Travel %	17	16	27	17	24	20	20
Food %	17	20	24	19	17	19	19
Attractions /activities %	12	15	10	12	15	9	12
Drinks %	9	4	5	12	7	5	7
Nightlife %	6	5	3	7	3	4	5
Souvenirs %	3	4	4	2	2	3	3
Tours %	4	3	2	2	2	3	3
Education or training %	0	0	1	0	0	2	1
Other %	4	5	3	3	2	5	4

Table 41 Approximate expenditure as a % of total spend by nationality

Note: -The totals are not always 100% as respondent supplied information was occasionally incorrect.

In terms of looking at national differences from the mean the national figures are within 5% of the mean with one exception. German WHMs spent 7% more than the mean on transport or travel within New Zealand. This is consistent with other reports that indicate that German visitors are generally (84%) very independent travellers who travel extensively throughout New Zealand on their visit and consequently spend significantly on travel (Ministry of Tourism, 2006). Perhaps the more significant finding from a policy perspective is that all nationalities contributed to the economy through their spending that is spread across New Zealand (See travel details Table 58)

7.4.2 Funds remitted into and out of New Zealand

Under the rules of the Working Holiday schemes participants should have NZ\$4200 in available funds when they arrive in New Zealand. Typically WHMs brought additional funds into New Zealand for a variety of reasons, for example to finance the purchase and eventual sale of a motor vehicle. The mean amount available to respondents on arrival in New Zealand was NZ\$8659.00. The mean

amount taken out of the country at the end of the Working Holiday was estimated to be NZ\$3088.00.

The research instrument asked respondents to choose their income from work on the holiday in a band of income and this places some limits on the interpretation that is possible in this section.

NZ Dollars	<i>circle</i>		NZ Dollars	<i>circle</i>
Less than NZD1000	1		1001-2500	2
2501 - 5000	3		5000 –7500	4
7501 - 10,000	5		10,0001-20,000	6
20,001-30,000	7		More than 30,001	8

Table 42 Bands of income from working Holiday employment on survey

It is not possible to determine exactly what the individual income was for each WHM from the data set. The summary in the next table presents an overview of the cash flows by each nationality with an indication of income by band only.

Report		A \$	B BANDS	C \$	D \$
What is your country of normal residence?		How much money did you have when you arrived in NZ?	How much did you earn in NZ? Choice of 8 bands see table 43	How much did you spend from these sources	What is the approximate amount that you will take (took) out of NZ?
Other	Mean	10870	4	1300	2295
Canada	Mean	14165	4	4245	2200
Germany	Mean	8013	3	934	1400
Ireland	Mean	4447	5	1643	1600
Netherlands	Mean	14302	2	1167	6356
UK	Mean	7196	4	1853	3643
Total	Mean	8659	4	1980	3088
n=190					

Table 43 Income and expenditure by nationality NZ\$

The income bands present a problem for a complete analysis of the cash flow in and out of New Zealand that is discussed further in section 7.4.3. However after a review of the data the NZIS adopted the following interpretation (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.24)

Brought In	Earned	Other Access	Total (A+B+C)	Taken Out	Expenditure in NZ(T-D)
'A'	'B'	'C'	'T'	'D'	'E'
\$8,659	\$7,452	\$1980	\$18,091	\$3,088	\$15,003

Table 44 Net expenditure by WHM

Source: (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.24)

This calculation is based on an earned income of NZ\$7,452 higher than some estimates (see section 7.4.3) but even if the lowest end of the suggestions in that section is applied (NZ\$2501) a net expenditure of at least NZ\$10,052 was made on average by each WHM in New Zealand. A comparative figure for Australia in 2002 was AU\$16,314 expenditure per WHM (Harding & Webster, 2002, p.7).

Dutch and Canadian holidaymakers brought the most into New Zealand, in excess of NZ\$14,000 but the Canadians spent the most leaving the Dutch as the nationality expatriating the most from New Zealand at the end of their working holiday. It should be noted that these figures are means and many respondents reported having no funds left at the end of their working holiday.

At the other end of the scale the Irish arrived with the least amount NZ\$4447 followed by the UK and German respondents. The Canadians spent the most from the sources. In terms of spend from additional sources accessed while in New Zealand the Canadians spent the most at NZ\$4245, effectively lifting the mean spend above all other nationalities. Turning to the funds taken out of New Zealand respondents from the Netherlands took the most (NZ\$6356) which along with the UK respondents who took NZ\$3643 were both above the mean value of NZ\$3088. The income is best examined later from Table 48 that has bands of income.

Expanding on the funds on hand upon arrival in New Zealand it does appear that over 40% of Working Holidaymakers arrived without the prerequisite amount of money but this may have been supplemented by other funds that they had available overseas. UK and other respondents were above the norm with 40% bringing in less than the guideline. German and Dutch WHMs were more likely

to bring in more than the minimum required with over 70% of them bringing in excess of NZ\$ 5000.

NZ\$ bands	Other		Canada		Germany		Ireland		Holland		UK		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
0-1999	8	24%	4	20%	0		1	7%	2	22%	22	20%	37	18%
2000-3999	5	15%	2	10%	3	20%	4	27%	0		22	20%	36	18%
4000-4999	4	12%	6	30%	1	7%	3	20%	0		10	9%	24	12%
5000-9999	8	24%	6	30%	6	40%	7	47%	2	22%	38	35%	67	33%
10000+	8	24%	2	10%	5	33%	0		5	56%	18	16%	38	19%
Total	33	100%	20	100%	15	100%	15	100%	9	100%	110	100%	202	100%
n=202														

Table 45 Funds on hand upon arrival in NZ

At the end of the Working Holiday 24% of survey participants thought that they would had spent everything, so expected to take nothing out of New Zealand except perhaps a few souvenirs. If the next band of up NZ\$1000 is included then that accounts for 50% of all nationalities. The remaining Germans and Irish expected to take no more than NZ\$5000 from New Zealand and of the remaining nationalities only 5% thought they would have more than NZ\$ 10,001. This is quite a low figure considering the employment earnings and resale money many received after selling their vehicles. Overall it indicates that WHMs really do contribute financially to the New Zealand economy as hoped for by policy makers.

NZ\$ bands	Other		Canada		Germany		Ireland		Holland		UK		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
0	10	32%	4	22%	3	21%	6	40%	2	22%	20	19%	45	24%
1-1000	9	29%	5	28%	4	29%	2	13%	3	33%	30	29%	53	28%
1001-5000	9	29%	7	39%	7	50%	7	47%	1	11%	34	33%	65	34%
5001-10000	1	3%	2	11%	0	0%	0	0%	1	11%	14	14%	18	9%
10001+	2	6%	0	0%	0	0%	0	0%	2	22%	5	5%	9	5%
Total	31	100%	18	100%	14	100%	15	100%	9	100%	103	100%	190	100%
n=190														

Table 46 Funds taken from NZ at end of Working Holiday

Participants in the survey were asked if they had any other sources of spending money such as credit cards, money from family or loans that they accessed while in New Zealand to supplement the funds they brought into New Zealand. From 204 respondents, 134 accessed funds, 66 had not and 4 were unsure. Of these who had accessed funds only 107 provided details of these supplementary funds which had a mean value of NZ\$1980.00.

Spend NZ\$	Other		Canada		Germany		Ireland		Holland		UK		Total	
	n	%	n	%	n	%	n	%	n	5	n	%	n	%
0-500	5	29%	4	31%	3	60%	1	14%	1	33%	15	24%	29	27%
501-1000	6	35%	4	31%	1	20%	4	57%	1	33%	20	32%	36	34%
1001-2000	4	24%	2	15%	0	0%	1	14%	0	0%	12	19%	19	18%
2001+	2	12%	3	23%	1	20%	1	14%	1	33%	15	24%	23	21%
Total	17	100%	13	100%	5	100%	7	100%	3	100%	62	100%	107	100%
n=107														

Table 47 Supplementary funds accessed while in NZ

Sixty-one percent of the respondents accessed under NZ\$1000. Returning to the raw data the researcher found that amongst the 17 who accessed over NZ\$2001 seven received over NZ\$5000 and the highest amount accessed was NZ\$10000.

7.4.3 Earnings bands

Respondents were asked to indicate their earnings (or expected earnings) in bands as discussed in 7.4.2 and indicated in the Figure below. It should be noted that there was a nil response from 45 participants so in this case n=173. Remembering that the period of work, the hours per day and the pay rates varied considerably this range of income is to be expected. Amalgamating the respondents' information into three bands of a little income (NZD 0 -2500), a medium income (NZD 2501-7500) and a large income band (NZD 7501+) results in the following figure.

Q58 How much did you earn in New Zealand

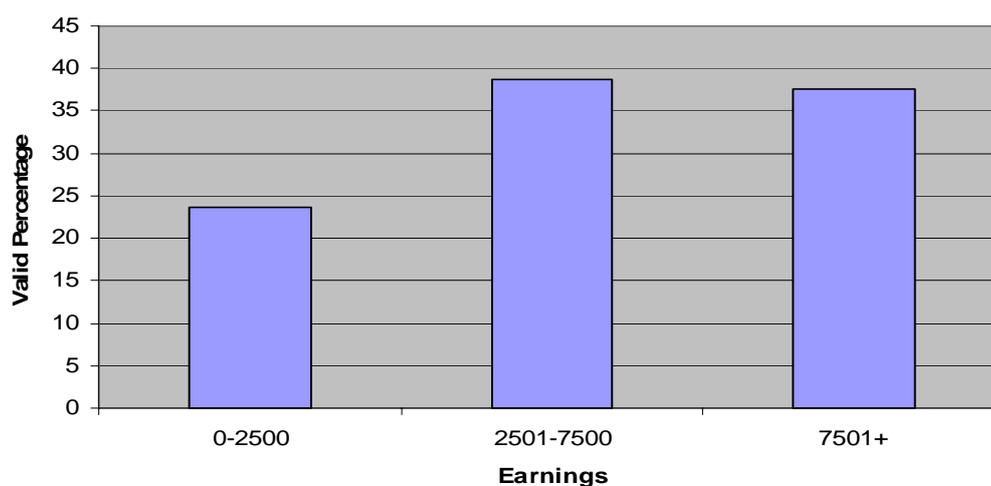


Figure 15 Earnings in New Zealand simplified into three categories

This figure indicates that 24% of the respondents to this question earned under NZ\$2500, a further 39% earned between NZ\$2501 and NZ\$7500 while the remaining 37% earned in excess of NZ\$7501.

From a pragmatic point of view a way was needed to estimate the income so that the cash flow in Table 43 could be made more meaningful. One method was to look at the hourly rate, the time spend working each week, the length of stay in New Zealand and the proportion of time spend working which produces a figure of NZ\$7917. Giving the varying widths of the bands of income that respondents were given to select from it was suggested that a calculation of the mode rather than a mean was mathematically correct solution. The mode was established in SPSS as 3 meaning band 3, which is between NZ\$2,501 and NZ\$5,000. In a report based on the raw data the NZIS estimate a figure of \$7452 for the typical earnings of each WHM (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.24). In support of this apparently high figure compared to the modal figure job types were crosstabulated against earnings, which also produces some insight into the range of income across the employment (Table 48). For example in twelve job types workers received over NZ\$2501 which includes two categories that received no less than NZ\$7501.

	NZ\$ 0-2500	NZ\$ 2501-7500	NZ\$ 7501+
Fruit picker	6	5	11
Agriculture other than fruit picker	11	10	29
Cleaner	1	2	3
Builder's labourer	1		1
Kitchen hand, cook	2	3	5
Hospitality bar work, waiter, waitress,	9	18	35
Chef		2	8
Call centre, telephone sales		1	3
Sales assistance		6	16
Marketing		1	3
Office secretary, stenographer		5	7
Accounts work	1	2	5
Accountant, Banking, Finance		2	2
Data processor, Machine Operator			2
Child-care nanny	1		1
Teacher		2	8
Information technology computer professional		3	11
Medical professional - nurse, doctor, physiotherapist	1	3	8
Engineer, construction, architect		1	1
Tourism such as tour guide		3	5
Driver			2
Backpacker or hostel work	1	3	4
Voluntary unpaid work (include WWOOF, FHINZ)	3	1	4
Other	3	16	35
Total	40	89	209

Table 48 Earnings in New Zealand

This may indicate that because of the training time needed these positions were not allocated for very short periods of time or are better remunerated. The job types with the greater number of participants were fruitpicking; other agriculture and hospitality and these occupations were represented in each income band. There are a larger number of respondents in the highest income bracket but this may indicate length of time worked as much as hourly rates. Given that some WHM's had a number of additional jobs and the value of food and lodgings

provided by some employers, the earnings estimates were considered to be on the low side. The concepts of offering respondents bands of income to work with was an acknowledgement, even before the research began, that some respondents would have difficulty remembering income and expenditure figures accurately.

7.4.4 Intended Savings

Examining the intended savings from their earnings in New Zealand the majority (83%) of respondents saved between NZ\$1-2000 from their employment to take out of New Zealand. This is to be expected given the income and expenditure tables examined above.

NZ\$	Other		Canada		Germany		Ireland		Netherlands		UK		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
0	0		0		0		0		0		1	1%	1	1%
1-1000	4	15%	3	23%	0		5	33%	0		13	16%	25	17%
1001-2000	22	85%	10	77%	7	100%	10	67%	7	100%	69	83%	125	83%
2001+	0		0		0		0		0		0		0	
Total	26	100%	13	100%	7	100%	15	100%	7	100%	83	100%	151	100%
n=151														

Table 49 Savings or anticipated savings from work in NZ

Turning now to proposals for spending this saving (Table 51), 69% indicated that they would spend it on further travel and 23% indicated they would use the funds for a combination of study, repayment of debt, or for settling down, while the remaining 23% of respondents earmarked it for other purposes. This question had a low response rate of n=116, which reflects the fact that many WHMs did not expect to have any savings at the end of their stay in New Zealand.

	UK		Canada		Ireland		Germany		Holland		Other		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Q60.1 Further Travel	43	66%	11	79%	9	82%	2	40%	2	50%	13	76%	80	69%
Q60.2 Study	5	8%	3	21%	0		1	20%	0		0		9	8%
Q60.3 Repayment of debt	6	9%	2	14%	1	9%	1	20%	0		0		10	9%
Q60.4 Settling down	3	5%	0		0		0		1	25%	3	18%	7	6%
Q60.5 Other	15	23%	2	14%	2	18%	2	40%	3	75%	3	18%	27	23%
Total	65	100%	14	100%	11	100%	5	100%	4	100%	17	100%	116	100%
n=116														

Table 50 Proposed ways of spending savings from work

7.5 Travel plan changes once in New Zealand

The research did not investigate the IATA ticket conditions of respondents but in the following verbatim written comments from respondents it was apparent that constraints in ticketing rules prevented some respondents from changing their intended length of stay: -

Don't want to go back home to England after my year round the world ticket ran out Nov 03. Had a year in NZ visa from Jan 03.

I was told I could change my ticket to stay longer but it turned out that I couldn't.

Only slightly, but I have recently discovered that my air ticket is not as flexible as I had thought so I have to return sooner than planned otherwise I would have to buy a new ticket.

For those wishing to spend an entire year in New Zealand it appears critical to be able to obtain a ticket with travel dates aligned to the dates of their working holiday visa. Alternatively there also appears to be a market for tickets without a one-year time limit. In the mean time the increased ability to obtain a visa on arrival would help some participants utilise the full use of the year long visa. Seventeen respondents shortened their trip and explained that this was for a variety of reasons; personal reasons, a decision not to work or because of

perceived better conditions elsewhere. For one traveller on the road for five years it was just time to go home and for another time to return home to commence studies. Other examples included: -“low pay in NZ ran out of money,” “opportunity in OZ / altered plans,” “the culture is disappointing” and

We decided not to work. We could do all we wanted in less time. The process of getting work in NZ was strung out over too long a time period. It was unclear how to get hold of an immediate job. We found recruitment agencies pretty useless at organising...

The issue of pay rates is significant to some so it is important that any publicity about the schemes should clearly indicate the availability of and remuneration for employment. The comment about culture appears to be one personal perception as there are numerous positive points made about culture in subsequent qualitative answers.

Change to plans	Frequency	Percent
Shorter	17	8
About what I planned	154	71
Longer	46	21
n=217		

Table 51 Changes to planned length of stay

Forty-six respondents lengthened their trip for a variety of reasons. Firstly some extended their stay by changing from visitor visa to a Working Holiday Visa under the newer provisions that have come into force for some of the WHM schemes. Others have successfully applied and obtained permanent residency. Examples of respondents' explanations include:-

Planning 1-month stay but acquired WHM visa so stayed another 5 months (6mths total).

I am applying for Residency, as I have been in a relationship with a NZ citizen for almost 3 years now... she was living with me before we came back to NZ.

Came one year as visitor, next as Working Holidaymaker, now sponsored on Work Permit.

Other WHMs stayed longer than they planned but still left within the year. From

a policy perspective they were meeting the conditions of their visa by leaving but it is certainly beneficial that they stayed longer. The reasons that they gave for staying longer included personal ones such as finding a special friend but others stayed longer because of work or career opportunities. Explanations included: -

Because of the country, economic situation was much better

Career opportunities, girlfriend etc

Needed to earn money for onward travel, extended visa to earn more \$

For others it was external factors such as the climate, the travel plans of friends, problems overseas or the nature of the employment found that sometimes enticed them to arrive earlier or depart later than originally intended. Examples included:

To earn money during calving season had to get here earlier than I planned

Decided to come earlier. Canada was too cold and NZ is hot!

Due to fly to Oz with friend but she got an extension so I stayed longer

Got job on ski field Whakapapa lots of fun so decided to extend stay

I was only planning to stay for 4-5 months. I ended up getting a really good job that paid quiet well, so I went with the flow

Looking at that selection of reasons for staying longer it may be possible to include some ideas like that in the marketing of the schemes to alert incoming WHMs about the tremendous possibilities for their WH. Australia also played a part in the decision to stay longer in New Zealand with some participants shortening time in Australia to spend more time in NZ while another participant increased the total time away, spending nine months in each country. When the time in New Zealand and Australia was altered within a fixed timeframe, this was sometimes associated with time limits on the return airline ticket. They explained this in the qualitative section of the survey as follows:-

Longer as I decided not to work in Australia - opportunities better in NZ for nature of work I was seeking.

I had planned to divide my time between NZ and Australia but on landing here I decided to stay and only visit Australia for a short period of time.

Think it will be longer as would like to spend more time in the South Island and get a job there. Also to balance out the time I spend in

Australia, so I spend 9 months in each.

The implications for New Zealand appear to be that if WHMs can be persuaded to visit New Zealand first on a WH that includes Australia this would be advantageous to New Zealand. Again this supposition requires additional research. The Canterbury Chamber of Commerce used the 2005 British and Irish Lions Tour of New Zealand as an opportunity to entice visitors to stay or return to work. It appears that rugby was a magnet for one thesis respondent who “wanted to stay for rugby season”. Respondents often changed their travel plans depending on whom they meet, as indicated in the comments about boyfriends and girlfriends above. So whom did they arrive with and consequently spend time with in New Zealand?

7.6 Travel Style and travel partners

The IVS data includes a breakdown of travel style (Appendix A) that indicates that 68% of all Working Holidaymakers are fully independent travellers and 25% are semi independent travellers (had made some prior bookings); In total 93% are free independent travellers. Some of the respondents to the thesis study indicated that they travelled to New Zealand as a group, perhaps organised by a University Network such as IEP or BUNAC and this might explain the IVS use of the term Group. The package tour implies purchase of a package including airfare, airport transfers, accommodation and internal travel or tour such as a Contiki package.

Travel Style In NZ	Frequency IVS Working Holiday 1997-2004	Percentage
Total (Automatic Base)	139,703	
Tour Group	3,294	2
Package Travellers	6,079	4
FIT	95,309	68
SIT	35,021	25

Table 52 IVS travel style of Working Holidaymakers

Source: Appendix A IVS Working Holiday data

Respondents in the study were asked with whom they arrived in New Zealand. In Table 53 there was a fairly even split between those who arrived alone and those who arrived with a partner or one friend, together making 91% of the arrivals. Seven respondents arrived with a group of friends. From a policy perspective, the

schemes are designed for single persons, friends travelling together and even married couples providing they bring no children with them. This data indicates that the policy is being adhered to.

	Frequency	Percentage
Alone	101	47
With a partner or one friend	96	44
With a group of friends	7	3
Other*	12	6
n=216		

Table 53 Travelling companions at arrival in NZ

Of the remaining twelve respondents, eight of these who reported arriving with others came with structured groups: BUNAC, IEP and a Gap year organisation. The Gap year organisations specialise in place young persons having a year off between secondary and tertiary study. (For example see Real Gap Experience www.realgap.co.uk). These international organisations assist in the procurement of Working Holiday Visas for a fee, organise the trip to New Zealand and provide varying amounts of support while participants are in New Zealand. Two arrived with family members (parents and sister) while others reported arriving with a fiancé or “with a close friend from home.” The parents were not on Working Holiday visas.

During their stay in New Zealand the picture is a little different as fewer respondents travelled alone and the number travelling in groups increased. The comments provided by those that responded ‘other’ helps in understanding of a more complex pattern than the question presupposes.

	Frequency	Percentage
Alone	48	22
With a partner or one friend	89	41
With a group of friends	37	17
Other*	43	20
n=217		

Table 54 Travelling companions around New Zealand

Some continued with their travel partner but others often changed partners along

the way. From the qualitative comments it appears that they made new friends along the way including New Zealanders and some indicated that they travelled in each of the three styles including making new friends on the road: -“It was also all of the above: alone/with old friends visiting/with new friends/with groups” and “Although met other travellers, spent time with flatmates and old friends from England although I was alone I spent time with random traveller I met.”

Often these other travellers were found in accommodation or work locations frequented by fellow backpackers. For various reasons relationships were formed, broken or ended as partners simply had to leave at different times. The relationships were occasionally with New Zealanders but more often with fellow travellers. A number spent time with family members including parents, siblings, or the family of friends or partners.

The resultant spend by family members and friends who join the respondent while they are in New Zealand is an economic benefit, which is not noted in the policy documents in Chapter two. While not on the scale of the VFR visits to International students during their study time is a potential research area. With few exceptions such as siblings both on Working Holidays, the travel to New Zealand by extended family was predominately from VFR.

7.7 Previous visits to New Zealand

The IVS data on all visitors claiming to be on a working holiday (Appendix A) indicates that 63% were on their first visit to New Zealand and only 37% had visited before. Relating this information to the information about the thesis sample some caution is needed because of the different nature of the question asked. However 79% of those surveyed had never visited before i.e. were on their first visit, a little higher than the overall IVS figures of 63%.

	Frequency 1997-2004	Percentage		Frequency Survey data 2003-2004	Percentage
Total	139,703	100	Total survey respondents	218	100
First Visit	87,671	63	First Visit	169	79
Not First Visit	52,033	37	Not first visit	49	21

Table 55 First NZ trip: Comparison IVS data WHM'S to survey data

This large number of respondents that have not visited New Zealand before poses some challenges to the NZIS, the government and the tourism industry. For example, there is a need to ensure that the marketing of the schemes is done in a way that clearly indicates what the schemes and the holiday in New Zealand may be like. Whilst the majority of respondents were happy with the schemes, there were a few who reported (later in this chapter) that the schemes and New Zealand had not met their expectations.

7.8 Transportation choices

Working Holidaymakers used multiple modes of transport on their extensive travels in NZ. Some even lived in their transport. The answers about choices of transport have been ranked in the following table and show that the most frequently used transport as a vehicle purchased and subsequently resold. Multiple answers were permitted but there appears to be some underreporting as the sum of Ferry and Air use suggests that some respondents missed recording their transportation across Cook Strait. Thirteen percent hitchhiked, perhaps in the tradition of the drifters and explorers in Cohen's typology (1973).

Ten respondents reported that they used 'other' forms of transport and in the explanation area on the survey form a greater number took the opportunity to explain in more detail their transport arrangements. These including eight who borrowed or shared a friend's or acquaintance's car to variations such as a "horse from Hastings – Christchurch," a "motorbike", an "Intercity Buses Flexipass", "local suburban buses" and "buying a car and selling to a wrecker." However, as creative as some of these methods are the key is the purchase of a vehicle to gain access around New Zealand for the year and for work that may be in places with little public transport. The van for use as a simplified campervan was a popular manifestation of this dual-purpose commodity, which also has a resale value if only to a car-wrecker.

Combining the use of long distance buses (31%) and the backpacker bus networks (19%) could increase the use of bus transport. If coach tours (3%) are also taken into account the category of bus transport could well exceed 50% depending on

the amount of multiple responses between these three categories. Bicycles and local buses and trains were used particularly to get to work. The researcher purchased a bike from a Japanese WHM about to leave the Bay of Islands to return home.

Transport mode	Yes	
	Frequency	Percent
Q39 09 Purchase vehicle to use then resell	140	65
Q39 03 Ferry	88	41
Q39 04 Bus long distance	67	31
Q39 01 Air	45	21
Q39 05 Backpacker bus	40	19
Q39 07 Rental car	30	14
Q39 12 Hitchhike	28	13
Q39 02 Train	26	12
Q39 11 Walk	25	12
Q39 10 Bicycle	10	5
Q39 13 Other	10	5
Q39 06 Coach tour	7	3
Q39 08 Rental campervan	7	3
n=215		

Table 56 Modes of transport used

7.9 Regions worked or visited

Data was collected on the travel patterns within New Zealand, demonstrating that Working Holidaymakers travel and work extensively throughout New Zealand, supporting many communities. Before examining travel patterns on a national basis it is useful to establish a general picture of where WHMs worked or visited (see Figure 16 and 17 below). A slightly higher proportion worked more in the North Island but still over half worked in the South Island. This may be because a majority arrived in the North Island, according to the IVS data that notes that 76% of all working holiday visitors (Appendix A) arrive in Auckland and a further four percent in Wellington. Some caution is needed in forecasting from this data, as there will be an increase in budget airline capacity into associated with Christchurch airport later in 2005 when budget airlines Freedom Air and Virgin Blue are joined by Jetstar, a Qantas owned budget carrier.

Additional details were gleaned by asking respondents to both complete a table of regions that they had visited or expected to visit and this information was

supplemented by asking respondents to write a brief outline of their itinerary. This also assisted the researcher given the detailed geographic nature of the questions there was some occasionally missing data. The respondents generally took the opportunity to see a great deal of New Zealand sometimes returning to visit the same region more than once in the year.

The most popular regions for work were the principal gateway regions to New Zealand (Auckland Wellington and Canterbury) as well as Northland, Otago and the Hawkes Bay. It should be noted that the researcher travelled extensively to ensure that the survey was distributed as widely as possible but survey instruments were not readily available everywhere. Contrasting this difficulty, the high number of respondents completing the survey at the end of their holiday helps to validate the data. The information is important because it confirms that Working Holidaymakers travel and work in all regions of New Zealand, spreading the economic value of both their work contributions and their spending.

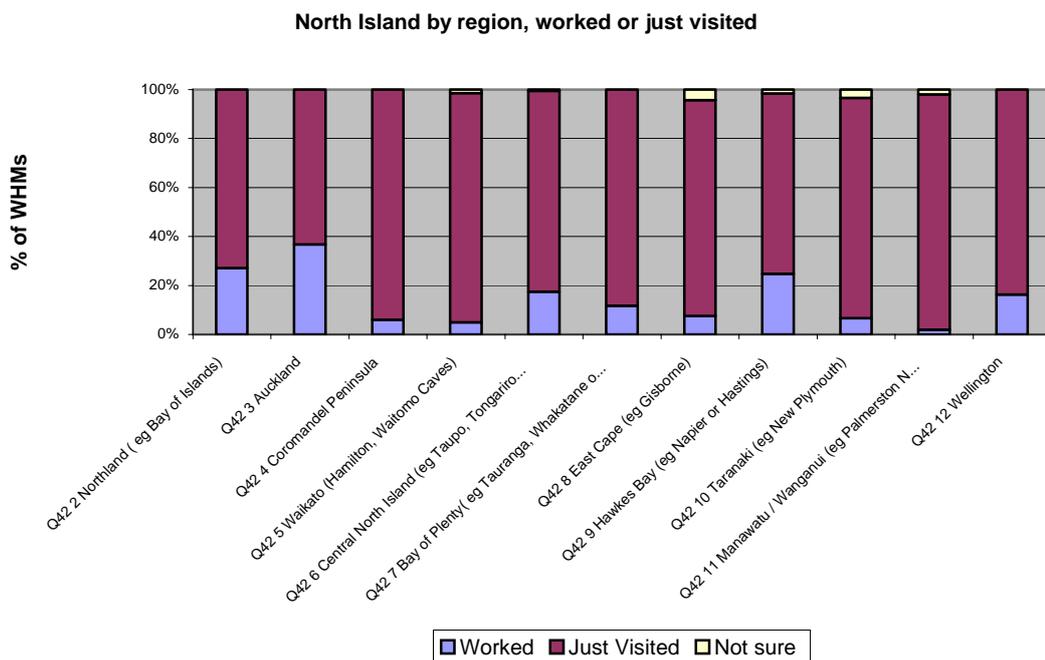


Figure 16 North Island regions where WHMs worked versus just visited

Every region of New Zealand was visited and worked in by respondents to the survey.

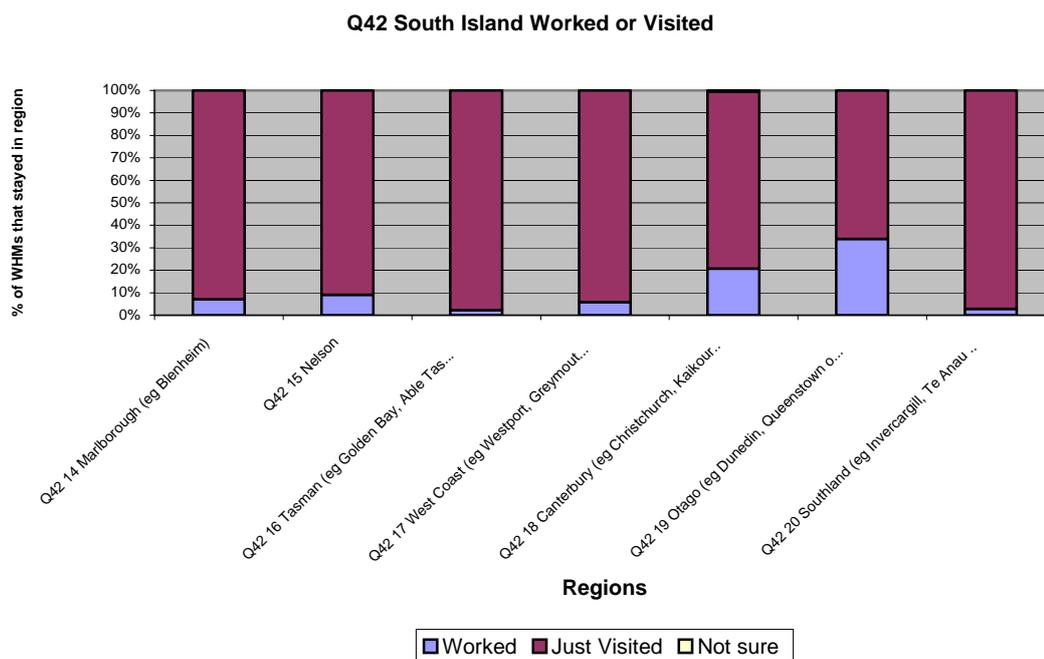


Figure 17 South Island regions worked in or just visited

The data for working or visiting each Island has been crosstabulated by nationality in the following table. While the Irish and the Dutch were less likely to have worked in the North Island, over 60% of them worked in the South Island.

		NORTH ISLAND			SOUTH ISLAND		
Residency		Worked	Just Visit	Total	Worked	Just Visit	Total
Other	Frequency	27	10	37	16	15	31
	%	73	27	100	52	48	100
Canada	Frequency	14	5	19	12	7	19
	%	74	26	100	63	37	100
Germany	Frequency	14	1	15	10	5	15
	%	93	7	100	67	33	100
Ireland	Frequency	9	6	15	5	10	15
	%	60	40	100	33	67	100
Netherlands	Frequency	10	1	11	1	4	5
	%	91	9	100	20	80	100
UK	Frequency	74	40	114	56	48	104
	%	65	35	100	54	46	100
Total	Frequency	148	63	211	100	89	189
	%	70	30	100	53	47	100

n=218

Table 57 North and South Islands worked or visited by nationality

Surveying the data reveals that the all the national groupings were more likely to work in the North Island than the South Island, following the overall trend seen back in Figure 14. The Germans (93% and the Dutch (91%) were among the most likely to work in the North Island but the Dutch were most unlikely of all nationalities to work in the South Island (20%). The Germans were more likely to work in both islands with 67% working in the South Island, the highest of any nationality. It should be noted that the researcher found some respondents who were only working in the South Island.

7.10 Satisfaction levels

Respondents were asked to express their satisfaction with their experience and the likelihood that they would return to New Zealand. A seven-point scale was used again with seven being a very positive response i.e. totally satisfied. Generally respondents were very satisfied with their experience in New Zealand

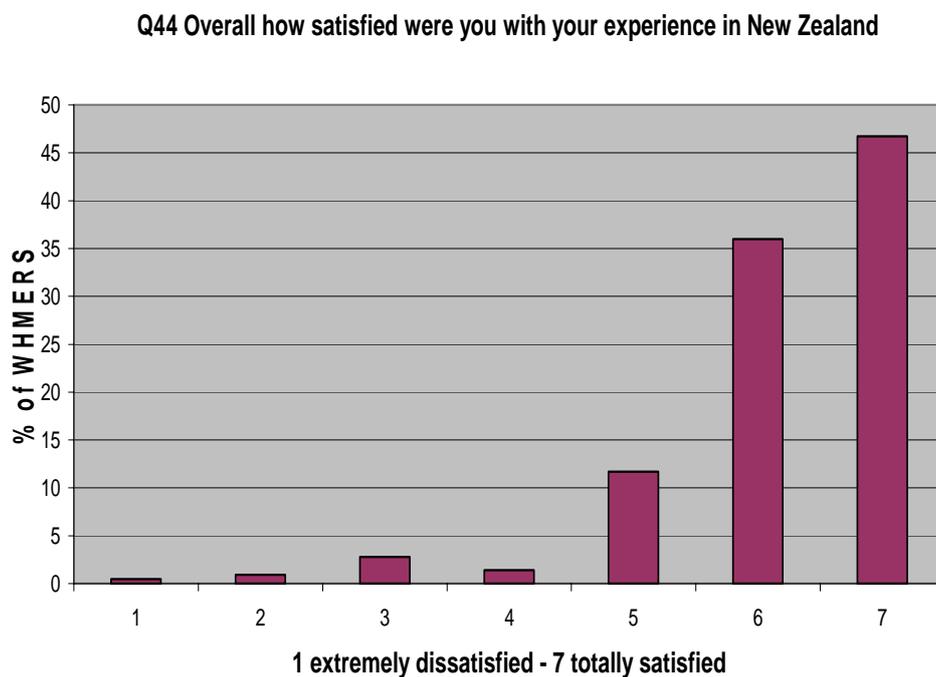


Figure 18 Satisfaction with experience in New Zealand

However although they were very satisfied with their experience (mean 6.1), as

discussed in more detail in section 5.4, only 41% planned to return within the next five years (mean 4.6).

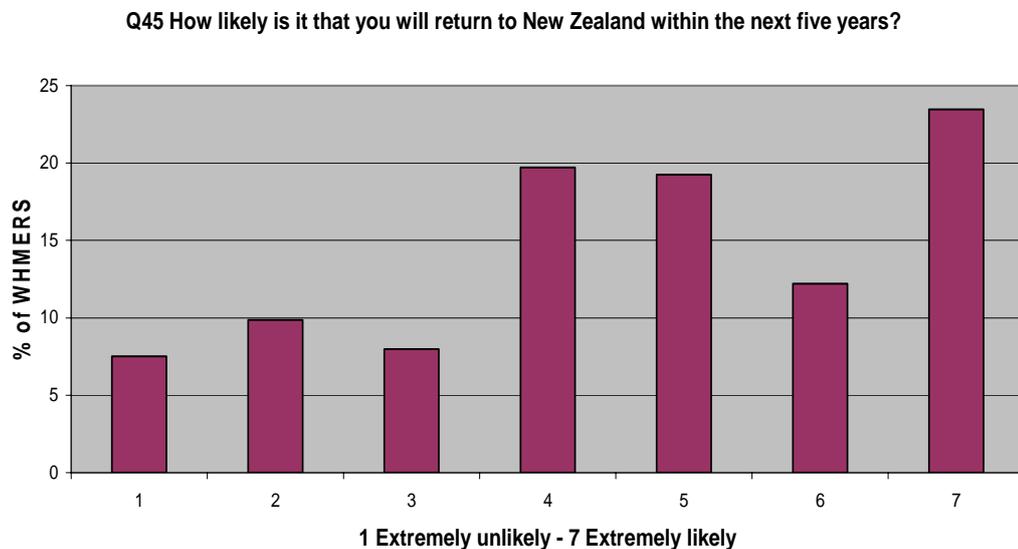


Figure 19 Likelihood of return to New Zealand in the next five years

Respondents were then asked whether or not they would recommend the Working Holiday schemes to others. The vast majority of respondents wrote that they would recommend the schemes to others:

Already have! When I applied for my visa with the online application I told friends. Four also applied for the WHV, and six friends included a stopover on their round the world flights.

However, a very small number of respondents were disenchanted with their experience and their comments are recorded in Appendix R. The data was separated by country of normal residency and the format standardised for ease of understanding. However the essence of the comments was essentially as written by respondents. In some occasions, if several respondents given the exact answers, the answers are noted as having multiple responses. There is a rich array of feelings and suggestions so the writer has avoided the temptation to eliminate or summarise in case they are of benefit to readers wishing to review the schemes. Particular attention should be given to the Japanese and Korean responses as their contribution to this report has been masked under the grouping of ‘other’ countries that together reported the lowest recommendation rate at 81%. For example one Japanese respondent wrote: “It was not as fun as people imagine. If

my friend wants to come to NZ like a holiday I would say, No, you shouldn't."

Count (n=202)	Frequency Count				Percentage %		
	Yes	Uncertain	No	Total	Yes	Uncertain	No
United Kingdom	100	7	0	107	93	7	0
Canada	17	0	1	18	94	0	6
Germany	15	0	0	15	100	0	0
Ireland	14	1	0	15	93	7	0
Netherlands	10	1	0	11	91	9	0
Other	29	4	3	36	81	11	8
Total	185	13	4	202	92	6	2
n=202							

Table 58 Recommendations about the Working Holiday Schemes

7.11 Accommodation

In Chapter Three it was noted that there had been submissions from the backpacker industry to the Minister and there is a reference in the Cabinet papers of 2003 which says “WHM’S generate employment ... and are contributing to strong growth in the backpacker sector” (Dalziel, 2003, p.3 sect 15). Consequently it is not surprising then to see use of both Backpackers and the YHA hostels prominent in these accommodation results.

The styles of accommodation used by respondents have been ranked from the most frequently used to the least. The high use of backpacker (75%) and YHA (33%) accommodation confirms that there is a clear overlap between the backpacker market and Working Holidaymakers. The researcher discovered some respondents by visiting YHA hostels and backpackers, which led to the discovery that some specialised long stay accommodation existed for those on Working Holidays. Respondents were also found in camping grounds particularly in fruit growing areas such as Kerikeri, Hastings and Central Otago, and on farms that provided accommodation for workers and volunteer WWOOFers. Employers, including some hotels and ski field operators, also provided accommodation. It was quite difficult to locate actual flats or houses but many respondents reported using a variety of styles of accommodation including using the ‘flats, houses, rentals properties and timeshare’ category that is ranked second overall at 46% of

respondent users.

	Yes	
	Frequency	Percentage
Q 40 1 Backpacker	161	75
Q 40 11 Flat house rental timeshare	99	46
Q 40 2 YHA Hostel	71	33
Q 40 3 Family friends	71	33
Q40 5 Camping Ground	65	30
Q 40 6 Campervan	49	23
Q 40 4 Employer	39	18
Q 40 10 Farmstay, homestay	22	10
Q 40 8 Motel	21	10
Q 40 12 Other	15	7
Q 40 9 Hotel	11	5
Q 40 7 Student hostel	9	4
n =215		

Table 59 Styles of accommodation

Some respondents favour a particular franchisee with one very loyal respondent who only stayed in the BBH franchised group of backpackers. Another form of accommodation reported was “Christians hosting Israelis (see www.chiburim.com)” The researcher visited the host in Kerikeri who explained that providing this service had helped her and her family get to know and understand Israelis. Typically she had a visitor stay for a few days each week but could withdraw from the scheme whenever her family had other commitments. This indicates another benefit of the schemes, this time allowing New Zealanders to increase their international understanding and goodwill. Perhaps there is a hint of the economic well being of many respondents with the report of 10% using motels, and 5% hotels. However, as there is a range of grades of hotels and motels, both now being found offering backpacker style accommodation, additional research is need to clarify this. At the other end of the scale, in the fine traditions of nomadic travellers, some slept out. One example was: ‘in picnic areas occasionally’ and in line with the transport information above six reported sleeping in cars or vans. Three respondents reported staying in their own or a partner’s house, which appeared to be distinct from rental properties. Many used a variety of accommodation styles. Respondents report, in a later section, that

lack of suitable modestly priced accommodation was a significant issue.

7.12 Activities

WHMs reported a range of activities that have been ranked in order with 92% of citing work for money as an activity. Walking (90%) and visiting cafes (86%) ranked almost as high followed by the 81% who visited beaches and museums. Even historic sites and cultural activities scored over 75%, which indicates that the policy aims of promoting cultural understanding is being taken up by respondents. Eleven of the non-work related activities were undertaken by 50% or more of the respondents including beach activities (81%) and adrenalin producing activities (74 %). Winter sports such as snowboarding and skiing, with a relatively short four-month season, still attracted a 46% response. As well as enjoying themselves many respondents took the opportunity to do something for others as volunteers (38%) or to do something for their own development such as learning another language (17%). The extensive use of activities indicates that participants in the schemes are having a holiday as well as working, bringing positive benefits to themselves as well as social and economic benefits to NZ.

	Yes	
	Frequency	Percentage
Q 41 13 Work \$	197	92
Q 41 02 Walk	192	90
Q 41 10 Cafes	183	86
Q 41 01 Beach	174	81
Q 41 03 Museums	173	81
Q 41 11 Historic sites museums	166	78
Q 41 05 Cultural	163	76
Q 41 06 Nature	163	76
Q 41 12 Shopping	161	75
Q 41 09 Adrenalin activities	158	74
Q 41 04 Nightclubs	142	66
Q 41 07 Sport events	111	52
Q 41 08 Winter sport	99	46
Q 41 15 Work paid in kind	68	32
Q 41 14 Volunteer	38	18
Q 41 17 Learn language	37	17
Q 41 18 Other	17	8
Q 41 16 Study	7	3
n=214		

Table 60 Activities undertaken on Working Holiday

From the discussion of the WHS Policy it is clear that the government's aim to encourage young people to not only work but to enjoy all that New Zealand has to offer is being achieved. The previous data table indicates many of the activities undertaken by the respondents.

Trying to summarise all possible activities disguises the great range of activities undertaken. Respondents took the opportunity to indicate some of the less easy to categorise activities under the heading 'other' activities to indicate how extensive the range is by including "attending music concerts", "drinking", "meditation Kaukapakapa," "gym / kickboxing" "fishing for snapper (yummy!)" and "Mostly we did 'living here' type things, but we normally like to get out and take trips and walks and explore where we live!" Activities are explored further when respondents were asked to provide details of their cultural and tourist highlights of their stay in New Zealand.

7.13 Cultural and Tourist highlights

In addition to asking respondents to categorise their activities under headings or by their itinerary, opportunity was provided with an open-ended question to mention the cultural and tourist highlights of their trips. This provides an alternative method of ascertaining if the policy intentions of the scheme are being achieved in this area. The policy calls for both an opportunity to learn about New Zealand cultures but the schemes should provide an opportunity for sharing of cultures for example "foster cultural understanding and international goodwill by enhancing people to people links..."(Dalziel, 2003, p.3 sect 15).

A full set of highlights is provided in Appendix O. To reduce the data to a more manageable level, specific geographic locations such as Rotorua, Queenstown and the Catlins were left out unless they help to explain the activity.

Although all respondents had been in New Zealand for over one month, six respondents advised that it was "too early to say" what their highlights were, perhaps because they had studied or worked and not travelled around much when they completed the survey. Twenty-five participants just advised that there were "too many to mention" or as another respondent put it "All, but because I am from a very hot country I liked the mountains!"

Four themes will be used to discuss the material as four sub sections (7.13.1-7.13.4) namely: Interacting and communing with the physical environment, the social and cultural environment, a balanced view of New Zealand that might assist migration and finally a set of unusual highlights and lowlights.

7.13.1 Interacting and communing with the physical environment

Four sub themes concerning the environment were uncovered: - Activities, from relaxation to physical adrenalin, spectacular scenery or locations, interaction with nature and, solitude peace and quiet no crowds. Each of these in its different way indicates how the WHMs were making the very most of the New Zealand natural environment.

Thirty- three percent of the respondents described activities as a highlight and these varied from taking short walks in a National Park to extensive tramps on many of New Zealand's famous tracks such as the Tongariro Crossing or the Kepler track Other examples from across the range provided by respondents included: -

- A 1000 kilometre horse trek and fishing tour
- A boat stay in Milford Sound
- Black water rafting and bungy jumping
- Diving at such locations as the Poor Knights or Milford Sound
- Helicopter rides through their work
- Snowboarding and heli skiing
- Swimming with marine life such as dolphins

Twenty seven percent of respondents specifically mentioned the scenery often using adjectives like 'amazing' or 'spectacular' to embellish their choice. A wide range of locations was mentioned across New Zealand from Great Barrier Island to Stewart Island. Examples include: -"location of Lord of the Rings," "scenery throughout the two islands was positively breathtaking!" "Scenic flight over

Milford Sound” and “The sights/countryside was amazing especially those that we don't have at home (glow worm caves, volcanoes, thermal activity etc)”.

Fourteen percent of respondents indicated that the unspoilt nature and wildlife were important highlights for them. For example for one respondent it was: “free stuff (walks)” while for three others it was: “Getting off the beaten path and living / working on farms,” “going to remote and beautiful places (Stewart Island), and unspoilt nature reserves” and “seeing all the wildlife, (Penguins, Sea Lions, NZ Fur Seals, Albatross)”

Although some respondents may have found the scenery peaceful only 4% (n=8) specifically mentioned this in their comments. Two examples were “lack of people on beaches” and “to climb mountains and that is not so crowded.” Overall it appears that the Working Holidaymakers makes the most of their stay in New Zealand and undertakes more activities and perhaps provides more yield to New Zealand than many short stay Interactive Travellers.

7.13.2 Social and cultural environment.

Four themes were captured from the comments made by respondents in their comments about their social and cultural encounters namely:

1. Interaction with cross section of New Zealanders: Discovering cultural aspects of N Z including participation and attendance at festivals and events;
2. Specific mention of Maori culture;
3. Interaction with wide range of other cultures through other travellers and;
4. Nightlife

Firstly then, interaction with cross section of New Zealanders: Discovering cultural aspects of N Z including participation and attendance at festivals and events. Forty-eight participants highlighted their interactions with New Zealanders rather than International travelling companions, which together with the fifteen who rated festivals highly suggest that 33% of respondents rated this category as one of the more significant parts of their stay. This indicates that the

policy aim of the scheme is being met. This was achieved by living and working in a local community and thereby becoming part of the community and learning the local customs: “Becoming a ‘local’ in the BOI (through long term job)” or as another respondent put it “Cultural-living in Christchurch, i.e. being a resident rather than a tourist”. This appears to have enabled Working Holidaymakers to discover what New Zealanders are generally like, i.e. “friendly people” and this in turn increased a sense of belonging and knowledge of the culture.

One respondent described her highlight as: “Local communities’ willingness to be accepted” and another as “to feel that people are open-minded and help you to solve problems.” Some respondents were able to live and learn with host families on farms or in tourist spots and this became their highlight: “Work on Ski field and living at Mt Ruapehu,” “working in a tourist spot and working with New Zealanders of all ages,” “working in the hospitals in Auckland, meeting people of different cultures.” One participant in the Willing Workers on Organic Farms programme described her highlight as:-WWOOFing (Actually staying with Kiwis and seeing how they live day to day).”

Another form of participation was to take part in local cultural events. For one this was the “Avondale Markets,” a multicultural market open one morning a week in Auckland. For others it was a festival such as the Dunedin film festival, WOMAD or other concerts with local musicians and bands found in various parts of the country.

Four respondents mentioned rugby as a highlight including those who specifically mentioned the Rugby World Cup. This was slightly surprising result to the researcher as that event was held in 1997 but the research did track back to working holidays in the five years prior to 2003. Another explanation is that the respondent meant another rugby event. Culture wasn’t just confined to rugby as dance also featured as a highlight. An example was joining in with the Salsa community in Auckland and Wellington.

Other respondents mentioned museums such as the national museum Te Papa in Wellington, theatres, cultural displays and wineries amongst the tourist and cultural highlights of their experience in New Zealand.

The second theme was a specific mention of Maori Culture. Twenty-two percent of respondents mentioned some aspect of Maori culture amongst their highlights. These experiences ranged from activities that they paid for, or were included in a tour: “Makatu Maori experience with Stray tours,” “Maori hangi and Concert (Tamaki Brothers near Rotorua)” and a Marae stay to the more unexpected surprises that make a holiday: “I got invited to a hangi in someone’s backyard, lots of singing happy Maori people” and “I got to do a Powhiri while working at Te Papa!”

In some instances the Maori cultural experience happened at work including such places as Whale Watch Kaikoura, the National Museum Te Papa and in a forestry gang. Often the cultural experience involved not just Maori but a wide cross section of workers. As two respondents wrote: “Meeting many nice Maori and Pakeha Kiwi colleagues at Whale Watch”, “working with Maori forestry workers more insightful than any tourist trap,” “Meeting Maoris and learning about their culture. Making friends with a hostel managers and being shown parts of NZ we wouldn't have seen,” and finally one respondent who wrote of a comprehensive experience “Te Wakas in the sea and kids doing the haka, observing a class in Tolaga Bay, Gisborne, as a volunteer (primary and secondary) was made very welcome.”

For another respondent the working holiday was an opportunity to re-establish old links as this respondent indicates:

Maori people, tangata whenua, and the Pasifika people, tangata pasifika. Also getting back to meet my partner's family again after 10 years was great! (My family and I met them for the first time while on holiday).

There were many examples of how an introduction or emersion in Maori culture became a highlight if not a lifetime memory. Another respondent wrote about her cultural experience helped distinguish an establishment in a crowded market place: “Two Maori women came to the backpacker in Tauranga (Just the duck's nuts) and taught us how to weave a flower and snail out of flax. They told us about the plant and its uses. It was a great experience to learn something new. “

Finally a respondent who sums up the importance of going beyond the customers aspirations created the high point of their working holiday: “Maori culture

exceeded my expectations.”

The third theme was interaction with wide range of other cultures through other travellers. Five percent of respondents rated their contacts with other travellers and the opportunity to learn about other international cultures very highly. This was achieved by such strategies as “flating with various people from all over the world” or taking up new pursuits such as “Vipassana meditation. Meeting my lover and his friends,” and “working and meeting people from around the globe.”

Finally the forth theme in the social cultural group was nightlife. While the iconic ‘rugby racing and beer’ didn’t receive a specific vote one candidate came close with “rugby, laid back life and Speights.” (Speights is a popular beer branded as drunk by the iconic Southern Man). While most respondents had a great time in New Zealand the nightlife may not have been the highlight as only 2% of responses were categorised in this way. Queenstown and Christchurch nightlife were specifically mentioned along with (great) outdoors music festivals.

Overall participants demonstrated openness to learning about new Zealanders and their cultures, particularly Maori culture. They also respected and learnt more about the customs and traditions of their fellow Working Holiday Makers perhaps because of the length of their work and holiday experience with each other. Clearly policy makers should be satisfied that their aims with regard to culture are being achieved

7.13.3 Balanced view of New Zealand that might assist migration

Three respondents mentioned something in their highlights that indicated that they had seen two sides to New Zealand. One of the policy imperatives is that the Working Holiday experience should lead to some future immigration. Perhaps having been here for a year and experienced or seen New Zealand as it really is will lead to an informed choice and reduce the instance of new immigrants deciding to leave. For example, these two respondents clearly have had a good look at New Zealand:

Gaining an insight into NZ. Realising that they have just as many problems as anywhere else, racism, and discrimination.

My trip was great even though cultural barriers are apparent between

Maori and Kiwis. Also Kiwis are far more racist than I'd ever thought.

However at least one respondent had obtained a more positive impression of settlement in New Zealand by talking to established immigrants: “Met a number of other English people who said moving to NZ was the best thing they had ever done.”

This experience suggests that it would be useful to provide anecdotal accounts of successful immigration stories in the backpacker press, on the NZIS website. Another idea would be to provide a mentoring contact that could assist prospective immigrants from the Working Holiday schemes explore issues surrounding immigration with successful immigrants.

7.13.4 Unusual highlights and lowlights

One respondent clearly had a great experience working with people from diverse ethnic backgrounds but it is difficult to interpret their opinion about New Zealand from the following transcript: “Meeting and working with so many different cultures, Maori, Pacific, Fijian, Indian, South African, English and least of all? New Zealanders.”

Perhaps it should have read ‘last but not least’ as the question mark indicates some concern about the choice of words. Another respondent makes the observation that simple things were a highlight “Just the day to day life spent with friends made here.”

The YHA and many backpacker establishments are competing on their ability to be seen as eco friendly and belong to organisations such as Green Globe to endorse their position. One Canadian notes as the holiday highlight that there is “excellent environmental awareness, i.e. recycling as good as Canada in some areas.”

The tourism industry picks up an accolade from another respondent who observes that New Zealand has “well developed tourism (pick up at your accommodation), good choice of tours.” However another holiday maker appears to have had a run of bad weather during the stay and says that there were “far too many tourist highlights weather depending.” Another worker had a different problem with the

weather in New Zealand and presented a low point in her highlights “I remember when I worked in vineyard strong sunshine. It was the most horrible.”

The research did not specifically ask for low points during the holiday. The research focused on what improvements could be made to the Working Holiday Schemes themselves and later on an explanation of whether or not respondents would recommend the schemes, which uncovers some useful information.

7.14 Visa application and approval process

In the early chapters of this thesis attention was given to the suggestion that stakeholders including tourists should be consulted if the very best tourism policy is to materialise with this in mind the Working Holidaymakers were encouraged to write qualitative answers to a number of topics. The information such as the suggestions about visa applications and approval process, recorded in Appendix N, were subsequently sorted by country of residence in an attempt to see if there were different issues for each nationality. The majority of issues raised applied across all nationalities. For example looking at the 23 Canadian responses it can be seen that generally participants agreed that obtaining the working holiday visa in Canada or in New Zealand was relatively easy particularly in comparison to converting to a Work visa or residency: “So easy being Canadian able to apply in NZ”

However it should be noted that, in comparison, the on line application system for an Australian WHM visa was easier again. Two respondents used a specialist exchange programme agency such as IEP, which made the process easier: “I went through SWAP Canada so all the paper work was done for a small fee conveniently.” There are a great number of useful suggestions in the comments These have all been submitted to the NZIS for consideration and are acknowledged in their report (Workforce Group New Zealand Immigration Service Department of Labour, 2004, p.26,30,49).

7.15 Improvements for future Working Holidaymakers

This question sought to discover what improvements could be made the experience of future tourists to New Zealand. There is some duplication of suggestions with those given in the previous section 7.14. However they may

have been only written in this section by some respondents so are included in the summary below.

For some respondents there were no issues: “I was very willing to work and as a result found it easy to find jobs. I would have difficulties finding room for improvement” and “My experiences with work in New Zealand have been fantastic” “The people in NZ as a whole are very friendly and welcoming. I don't feel that there is need to improve,” but for others it clearly wasn't for them: “I won't recommend to go to NZ”

The full list of suggestions (Appendix P) was studied and sorted into major categories. A very small selection of the suggestions appears in Table 61 to indicate the reasons for the selection of the categories. Firstly there are some suggestions classified as economic or employment related about the minimum wage, better pay rates and tax concessions, which are also explored in subsequent appendices. There were more exhaustive suggestions about employment ranging from closing down one employer to suggestions for better communication about available employment and pay and conditions. There is one comment about the cost of health care and publicity about what is available such as ACC. In terms of improvements that could be considered by the tourism industry these are divided into three the four traditional tourism sectors, accommodation, transportation and ancillary services as there are no comments about improving attractions or activities. Two interesting observation by several respondents were about the lack of suitable furnished longer stay budget accommodation and the difficulty of opening bank accounts for a short period.

Some respondents taking part in volunteer schemes or receiving minimum payment in kind such as Willing Workers on Organic Farms WWOOFers wanted exclusion from the need for a WH visa, but this could jeopardize there year long stay. Comments about the Government were split into those about the Inland Revenue and the Immigration Service. Several improvements and suggestions were made some of which may be easy to implement such as issuing an IRD number simultaneously with obtaining a visa. Suggestions to the Immigration Service included better publicity and explanation to both WHMs and employers. This is more important now that additional differences between the schemes have

been introduced.

Category of changes	Suggestions from Working Holidaymakers
Economics	<ul style="list-style-type: none"> • Better pay, make it easier to save money • Increase minimum wage
Health and social services	<ul style="list-style-type: none"> • Also reciprocal health care so I don't have to pay to visit the Dr • Improve PR of what is available
Service – Tourism Industry accommodation	<ul style="list-style-type: none"> • Backpackers centre which could help finding cheap flights jobs, sharing experiences • More accommodation available like backpackers apartments rather than hostel living
Service- Tourism Industry -transportation	<ul style="list-style-type: none"> • Better public transport. (more frequent and cheaper) • Ideally direct bus routes without having to stop at café for tea etc more direct routes between major cities
Service- Tourism Industry ancillary services	<ul style="list-style-type: none"> • More banks allowing accounts for short periods of time
Employment	<ul style="list-style-type: none"> • Better coordination with jobs on the internet Found it hard to get any non seasonal work (fruit) i.e. Cafe
Volunteers WWOOFers	<ul style="list-style-type: none"> • Doing WWOOFing was a very good experience; low paid work can be very exhausting and doesn't always satisfy.
Government-Inland Revenue	<ul style="list-style-type: none"> • Better job hunting facilities and a lower tax rate. • Explain tax codes! Which ones to use • For working holidays less tax, 20% is just a tad harsh • Getting IRD over the net would help. It's a tricky process in some areas
Government- NZIS International Marketing	<ul style="list-style-type: none"> • Booklet about all the possibilities • Better information on whether jobs are actually available • Extensions of the visa in approved cases • Outline clearer procedures for organising decent jobs, speed up procedures • Worked well. Suggestion: Someone who wants to immigrate then the scheme could help with the task
Government Regional NZIS office	<ul style="list-style-type: none"> • Better information on whether jobs are actually available Open a job centre in each town

Table 61 Suggested improvements to Working Holiday experience

The material in the above table is an edited version of the answers to the question about what improvements could be made to the working holiday experience for future travellers. The answers could lead to more specific research on ancillary

services such as the used vehicle market. There is a wealth of information in the Appendix P which indicates untapped markets for Pacific Tourism as indicated by a respondent who states: -“Work easy to find and for short periods at a time so you can see the islands.”

7.16 Ways of improving the New Zealand Working Holiday Schemes

Participants offered numerous suggestions for improvements to the Working Holiday Scheme as well as for ways to improve the experience of future tourists coming to New Zealand (Appendix Q). In order to analyse the comments a grid has been prepared (Table 62) that originates from the policy outlined in the documents describing the rules about the scheme in Chapter Two.

The comments were originally sorted and viewed by nationality but the comparison with the policy aims provides a better way of using the data. Some respondents offered a number of suggestions for example:

It would be great to do it again, but as it is for only one working visa is allowed ever plus there may be some restrictions on when you can return (something like one year after departure, and age restrictions awful. Lots of 30+ friends who still want to travel! Feel the scheme should be open to all.

There is also some overlap with the question about improvements to the visa application process and improvements to the future experience of tourist, discussed in the previous sections. If the material had been clearly covered it was not chosen again for presentation. In other cases only some of an answer was used in the analysis. Two responses are included as examples of what appears to be material that has been covered in section 7.13 and 7.14:

Why do kiwis get two years in the UK and we only get one year in NZ...just a little bit unfair really and they have no restrictions on employment when they come here yet we can only work 3 months in any one job...surely we should all have the same rules no matter where you come from and where you are going.

Even though I gave my planned dates of travel I was not informed that the visa would be issued immediately and it was only valid for 1 year. I clearly stated that I did not plan to travel until Nov 2003 but still the visa was issued Sep 03 making it invalid on my planned entry date. Instead of issuing my visa NZIS should have told me to apply later.

Table 62 has been reduced to nearly one page to indicate some of the data available in appendix Q. The ten policy points and two further comments from respondents made it difficult to reduce this table any further.

The following comments about the responses were prepared with reference to a wider selection of comments than those in the Table. Summarising the responses it was interesting to observe the number of respondents who had an altruistic nature and wished that the programmes could be extended to other nations and to larger numbers of participants, a call that has been accepted by the government with increases in allocations for 2005 and 2006. Many of the older applicants requested that the age limit of the scheme be extended out from 30 to 35 but this may be more difficult to achieve because of the reciprocal nature of the schemes and the policy desire to use the schemes for young people who, if they subsequently immigrate, can contribute to New Zealand for many years. There was an equally large call for either extension to the length of the WH or variations such as two visas, especially for those that had had to cut short their first WH for reasons outside of their control. The UK respondents made a good argument for a two-year reciprocal scheme as New Zealanders currently enjoy that when in the UK. This suggestion was taken on board from mid 2005. The issue of sufficient funds did not come up perhaps indicating that in the days of credit cards access to funds is not such an issue. However the return air ticket is a concern for those wishing to see the schemes extended out, as many tickets cannot be revalidated beyond twelve months, perhaps providing an opportunity for a farsighted airline.

100% of respondents had a holiday as required by the policy and 97% worked in some way. The major comment centred on the three-month work restriction. Discussion included the various interpretations possible.

Policy point	Respondents verbatim written comments
Annual limits would be imposed generally never less than 200 participants	<ul style="list-style-type: none"> • Include more countries (multiple responses) • Increase the quota of people allowed that you don't have to wait for the following year to leave because the quota is exceeded (France).
Applicants must be aged 18-30 at time of application and travel without children. They would have to meet the medical requirements applicable to other applicants from that country applying for a full working visa	<ul style="list-style-type: none"> • Make it available for those over 30 • No 30-year age restriction and just some work for Germany and less for England or all out of one pool! • Increase the upper age limit. Met many older tourists who would have liked to work in NZ but were over 30 • Could be extended to over 30's as some people could miss out on this great experience
<p>The visa would be for up to a 12-month stay.</p> <p>In 1997 this included not being able to alter their status from Working Holidaymaker to student or long-term worker during their stay in New Zealand or come to New Zealand more than once under the scheme.</p>	<ul style="list-style-type: none"> • Make it longer, or Extra year if wanted (multiple) • The 12 month scheme is a perfect • Allow two years as NZ citizens are allowed for UK. • The ability to suspend visa and return to complete it i.e. two snowboard seasons • If you don't work for say more than 2 weeks you should be allowed another one to use properly • Should be allowed to apply more than once. • Perhaps if people had 2 years working holiday visas then the workforce around NZ may not be so transient
Applicants are required to have NZ\$4,200 at the time of application and at the time of arrival in New Zealand and a return air ticket.	<ul style="list-style-type: none"> • Some reported problem with air ticket requirement if travelling extensively for more than twelve months.
Applicants must demonstrate that the work element of their trip is "clearly incidental" for example by not working for any one employer for more than three months "they will be encouraged to travel in and learn about, their host country".	<ul style="list-style-type: none"> • Allow more than 3 months work • Allow to work all year and tack on extra tourist visa at end. Some people are workaholics and one year isn't enough • More flexibility, with holiday working visa if you want to work more than three months. • As in UK restrictions should be raised over working for one employer (i.e. longer than 3 months)
Participation in one study or training course for up to three months is foreshadowed if a reciprocal arrangement is negotiated	<ul style="list-style-type: none"> • People want to study at language school for more than 3 months could stay longer
Applicants are required to be a citizen of the reciprocating country and resident in that country when they apply for their visa.	<ul style="list-style-type: none"> • E visa would be easier and quicker (Fr) • You should get the visas in more countries • Giving out working Holiday visa in NZ so people don't abuse it -(Only if really working) • Application available once travel has commenced
Health costs remain the responsibility of the visa holder (with the exception of the UK)	<ul style="list-style-type: none"> • Health benefits for us like kiwis get in UK NHS (note: respondent perhaps unaware of availability of benefit)
Promotion of the scheme was to be through local diplomatic posts	<ul style="list-style-type: none"> • Upgrade the website info, (the fee went up and when I sent in my application they needed more dollars). • More advertising in the countries I only found out about the visa through a friend (Ireland)

The framework would also contain provision for regular reviews of the bilateral scheme and for consultations, suspension and ultimately termination of the schemes	<ul style="list-style-type: none"> • To have an interview with the participant before going and after can be a good thing for NZ. • It has just started between us (Sweden and NZ), so I guess it will take a while before we know how it is working.
No problems with scheme at all see	<ul style="list-style-type: none"> • Ability to get it more than once!! Ha Ha Flight companies should extend their return date over a year! • Minor detail. Takes a long time to obtain an IRD number, Apply for at same time as WH visa • Take WWOOF out of scheme. • Special tax rates, a backpacker's board on the immigration board with tips and jobs
Other schemes	<ul style="list-style-type: none"> • Return scheme for Kiwis to Canada is difficult? Awkward for timing of applications

Table 62 Participant's recommendations about the Working Holiday Schemes

Ninety-two percent of respondents (Table 58) would recommend the New Zealand Working Holiday Scheme to others. This is a significant proportion, both in terms of indicating that the scheme is working well, but it can also be anticipated that these respondents will encourage others to come. More worrying are the 2% who will not and the 7% who are undecided.

In an attempt to uncover the benefits and also problems relating to the policy of the schemes a review of the policy documents revealed a number of social, cultural, economic and other benefits that the Schemes should deliver. Comments from participants (Appendix R) in the Schemes were overlaid to determine if the policy aims were being met. In order to present the material coherently and to allow for ease of relating policy to the findings, table was constructed with the policy guidelines. Again only a very small number of responses are provided to give an indication of the wealth of information supplied by respondents and made available to the NZIS.

While the contribution to the tourism sector is fairly evident from the comments, many WHMs express concern about the low pay rates and difficulties finding reasonably priced accommodation. These issues need to be addressed, as already a minority are not recommending a WH in New Zealand because of them. The annual reports from the NZIS are a better mechanism than this short-term data collection for tracking subsequent migration but there are some reports of

migration in the comments. Clearly there was strengthening of international relationships and cultivation of closer relations, both between participants and with New Zealanders, brought about by the longer period of stay and the opportunity to mix with New Zealanders at work. On a personal level many respondents reported on their own development while on their WH. This information supports responses to the original motivations and reasons for coming on the WH expressed in Table 26. Here the third most highly ranked item was “Personal” such as wanting to change one’s life direction. The WH was clearly a holiday with work and the visa allowed for a comprehensive look around New Zealand. The income also contributed to the extended stay and for some, permitted a longer stay. The experience of obtaining a WH visa varied but was generally hassle free. However the concluding comments in the analysis box of the table confirms that the WH programme was not suitable for everyone, so details of such things as wage rates and accommodation difficulties need to be freely explained to potential visa holders.

Summary statement	Respondents written comments
Contribution to tourism sector For example more inclined to travel to regions than other visitors	<ul style="list-style-type: none"> It’s a great chance to see the country and to make overseas experience. It’s good to improve your English and maybe your knowledge in your job. You see things from the other side. It’s a more relaxed atmosphere in the country and people are very polite.
Economic Growth Contribution to economy, More spend than other visitors, educational institutions Contribution to employment market assistance to industry	<ul style="list-style-type: none"> The money is not good, the boss take advantage of you and the accommodation are horrible and expensive (Ken note AKL and ZQN) Yes but I would warn them that the wage rates are very low particularly in Queenstown It was completely different working in NZ compared to Japan. Wages in NZ were extremely small, but I enjoyed it. It was great! Living here was great and getting a job in my professional field meant that I was able to live to my usual means rather than just undertaking low paid seasonal work I think NZ is really nice country with money but hard to travel after earn money from NZ. If someone has money to travel then that’s fine. Never dream travelling after work here. Impossible! Because there are lots of opportunities to study, work, meet people and so on. Visitors can have an experience they cannot have in their own country. (Japan)
Subsequent migration Potential skilled migrants	<ul style="list-style-type: none"> It has already been a wonderful experience and I believe that no matter what your work in life is, a working holiday in NZ is valuable.

Strengthen International relationships Cultivate closer relationships and international good will Understanding and appreciation of others	<ul style="list-style-type: none"> • It makes you just more experienced about other jobs and you will show more respect to people who get \$10/hr or less • Working holidays are a great idea, because you are integrated within the community and get a much better appreciation of the culture of the country and it's people • Although NZ is a Western Country like the UK it has very different outlooks, ways of life that you may not expect and so this is a great and especially having the opportunity to work with New Zealanders.
Cultural and social development of participants Personal development	<ul style="list-style-type: none"> • Great experience for anyone, broadening your horizons, opening your eyes more, appreciating the important things in life, meeting people. • I think that it helps you grow as a person. When you live in your hometown and have a full time job most people stay in their comfort zone. I feel that by travelling you are stepping out of your comfort zone and challenging yourself.
A holiday with incidental work	<ul style="list-style-type: none"> • Yes because it allows you to stay in the country for a long time with the legal option to work if you want or need to. • For people my age it is a good experience before finally settling in a job and it also makes you aware of other possibilities you may not have thought about before.
Lengthen stay	<ul style="list-style-type: none"> • A good way to lengthen your holiday by supporting yourself while here. • Great experience for young people who cannot afford longer holidays otherwise. •
Easy to obtain WH visa	<ul style="list-style-type: none"> • It's worth it. Easily done • Easy for Canadians to obtain a WHM visa / permit • It's quick and hassle free also cheap
Not for everybody - Refine marketing publicity - <i>Note damage this could cause</i>	<ul style="list-style-type: none"> • Would prefer to holiday here for 2 months and have money rather than struggle to save dollars and worry about finances • It was not as fun as people imagine. If my friend wants to come to NZ like a holiday I would say, "No, you shouldn't." (Japan)

Table 63 Perceived benefits and problems with policy aims

7.16 Chapter summary

This chapter has examined in more detail the opinions of the Working Holidaymaker based on their experiences while on a Working Holiday in New Zealand. There was also a conscious effort to involve the respondents in making comments about the schemes and the policy with a view to including the comments in any review of the policy. Travel before arrival in New Zealand and the more extensive travel after their Working Holiday was examined and it

transpired that 76% planned further travel before returning home. Some changed their travel plans but others were restricted by ticket conditions from making changes to their plans. 21% decided to stay longer than they originally planned.

During their time in New Zealand their travel partners changed at times with fewer respondents travelling alone compared to their journey to New Zealand. For 78% this was their first visit, which may explain to some extent why so many travelled here with a friend or in a group. Once here over 65% shared a car or other vehicle at some point on their travels.

Working Holidaymakers made extensive use of Youth Hostel and Backpacker accommodation supporting the researcher's contention that they could be considered a subset of the backpacker market segment. However they used medium term accommodation such as flats and vehicles for accommodation more than regular backpackers.

There was a tremendous range of different activities undertaken. These are explored twice in the chapter but on the second occasion respondents were asked to comment on the cultural and tourism highlights of their New Zealand trip. The latest IVS data on activities of all visitors has not been formally compared but the WHMs appear to have the IVS range of activities well covered. When this is considered with the local travel information to the regions of New Zealand it indicates the important economic contribution that WHMs make.

Respondents were asked to recollect their income and expenditure and in some cases this was requested in broad bands. Subsequently this caused some difficulty in the analysis particularly for income. The expenditure for the average Working Holidaymaker was more easily established at NZ\$15003. Respondents took out a mean NZ\$3088, considerably less than they brought into New Zealand. However many reported no savings from employment or from the funds taken into New Zealand.

Satisfaction with the schemes was very high and given that the journey to New Zealand could have been expected to be the one visit in a lifetime, 42% were planning to return in the next five years.

A considerable amount of information was collected from respondents about the ways the schemes could be improved which are mentioned again in the conclusions and recommendations of Chapter Nine. In all nearly 92% of respondents would recommend the Working Holiday Schemes to others.

Before coming to the conclusions and recommendations in Chapter Nine, a case study is presented in Chapter eight that explores the scheme not only from the perspective of WHMs but also from that of employers and community members in one selected area.

Chapter 8 Case study Tongariro National Park

Case study of working visitors, their employers and community residents in and around Tongariro National Park during the winter of 2003

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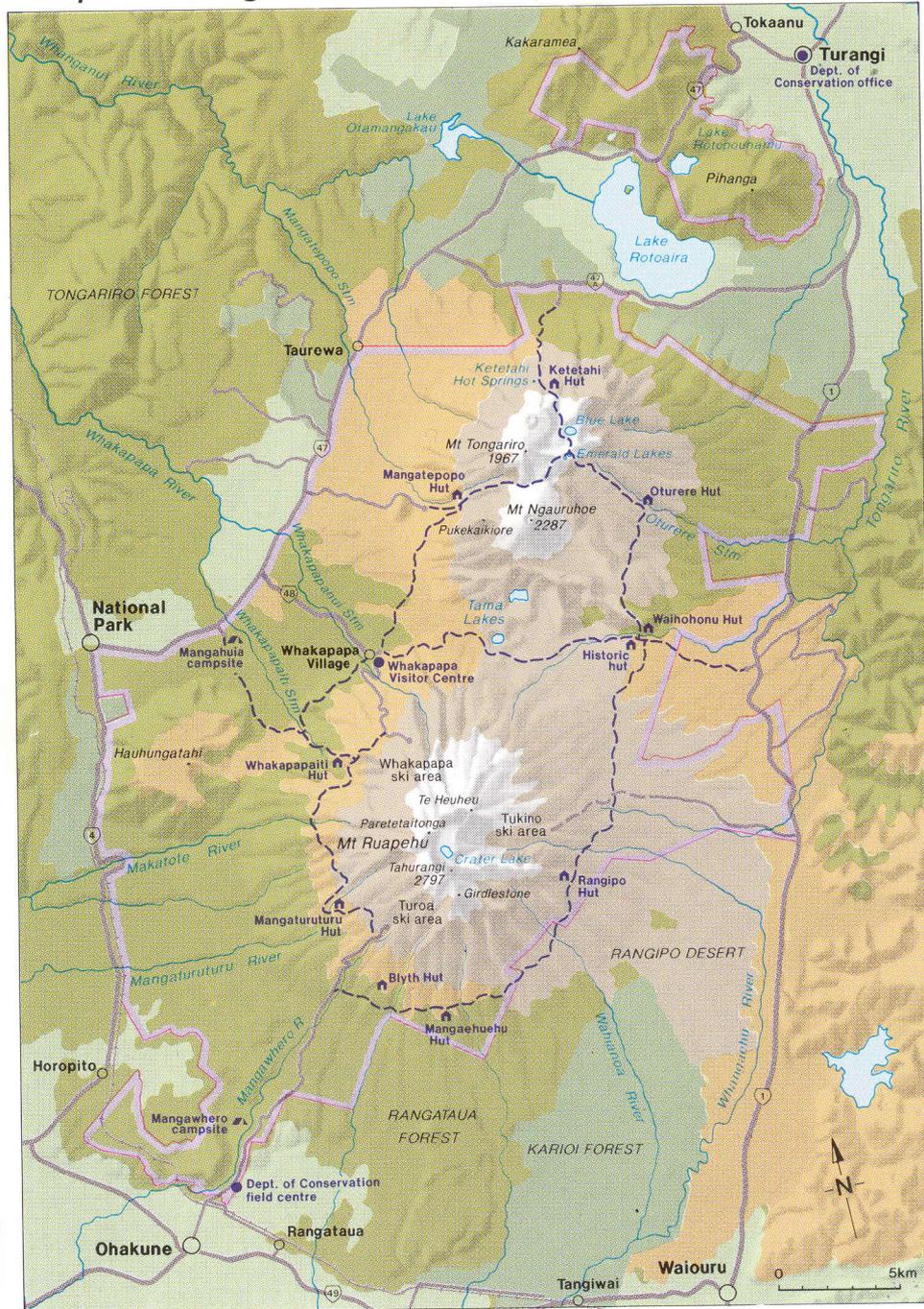
Plate 1 Tongariro National Park.

Used with permission of the Tongariro Natural History Society, Turangi.

Chapter 8 Case study Tongariro National Park

Case study of working visitors, their employers and community residents in and around Tongariro National Park during the winter of 2003

Map of Tongariro National Park



Page 2

Common Alpine and Forest Plants of Tongariro National

Plate 1 Tongariro National Park.

Used with permission of the Tongariro Natural History Society, Turangi.

8.1 Chapter outline

This chapter is essentially a mini case study that sets out to examine the effects of the Working Holiday (WH) policies in a regional community, by examining the opinions of employers and community members to the WH policies and the initial replies to the Working Holidaymaker surveys collected during the winter of 2003. The case study data was collected was set during the winter to establish what type of occupations are available when the traditional fruitpicking work associated with Working Holidays is not so readily available. The case study is set in the Tongariro National Park region in the central part of the North Island of New Zealand, shown in plate 1 and discussed in the next section. This is followed by a brief review of the methodology used, and details of a door-to-door survey to determine where WHMs had been employed. A presentation and discussion of the interviews with employers and then community members follows. Then there is a discussion about the information gleaned from international visitors working in the region, which turned out to be remarkably similar in composition and opinion to those of the larger set of Working Holidaymakers discussed in the previous three chapters.

The main goal of the chapter is to obtain a triangulated view of the Working Holiday policies from the three groups. These opinions could then be made available to policymakers. According to Australian studies (Cooper et al., 2002, p.6) the schemes might be expected to bring benefits not only to the agricultural sector, but also to other industries experiencing labour shortages, whilst simultaneously bringing benefits to local host communities.

An unplanned benefit of the case study was that it was instrumental in encouraging the researcher to broaden the scope of the data collection exercise with Working Holidaymakers, information from which contributed to the preceding Chapters Four to Seven.

8.2 Tongariro National Park

Tongariro National Park is situated on the Central Plateau of the North Island of New Zealand. It is host to two major ski fields, Whakapapa and Turoa, but is really a large, year round, playground. The Tongariro Crossing, an epic daylong tramp, has recently become one of the ‘must do’ activities of the interactive tourist because of descriptions such as those in the Lonely Planet. Greenaway (1998, p.138) describes the crossing as a seven to eight hour traverse. “The traverse of the stark and spectacular volcanic terrain of Mt Tongariro is one of the most fantastic day walks in the country.” Walkers pass “steaming vents, hot springs, old lava flows, beautiful water filled explosion craters.” On a fine day there are magnificent views across the region as far as the spectacular Mount Taranaki. Mountain biking is becoming another popular attraction that complements the traditional activities carried out in the Park including climbing, rafting, trout fishing, horse riding and winter sports such as skiing and snowboarding. Consequently it was anticipated that many Working Holidaymakers would be attracted to the region, to work or visit.

The Park is of particular significance to both Ngati Tuwharetoa and Whanganui Maori according to Greenway (1998, p.14). However it was Te Heuheu Tukino IV, chief of the Ngati Tuwharetoa, who organised the gifting of the volcanoes Ruapheu, Ngauruhoe / Tongariro, which make up the core of the park, to the crown in 1887.

In 1894 the park was formally gazetted as New Zealand’s first National Park and in 1990 it was declared a World Heritage Site on the basis of its natural landscape. The Government subsequently purchased more land for the park, which now consists of over 75,000 hectares and is still geologically active with, for example, a rising thermal lake on Mt Ruapheu. However no major eruptions have occurred since the 1995 and 1996, eruptions that prematurely closing the ski seasons in two concurrent years. By 1993 the park was acknowledged again as a World Heritage site but this time under revised criteria, on account of its spiritual and cultural significance, the first Park in the world to achieve that status (Greenaway, 1998, p.48). The park managers are the Department of Conservation who issue concessions companies to operate within the park such as Ruapheu Alpine Lifts

who run the two major ski fields on the Mountain.

The Central Volcanic plateau contains several towns that service tourists and the local communities. These include Turangi, National Park, Ohakune, Waiouru and the Whakapapa Village on Mt Ruapehu. Workers also commute into the area from as far away as Taupo and Wanganui, to provide labour to forestry, agriculture and tourist businesses. Local government is provided by the Ruapehu District Council who control around 6700 square kilometres (New Zealand Tourism Research Institute, 2002, p.6).

8.3 Case study methodology Tongariro National Park

The research was conducted between July and September 2003, predominantly in winter. In true case study method it evolved as new material was collected. Gillham (2000, p.1) suggests that a case study can investigate a community and “seeks out a range of different kinds of evidence, evidence which is there in the case setting, and which has to be abstracted and collated to get the best possible answers to the research questions.”

It follows that a multiple sources of information will be used in a case study. Gillham (p.2) also notes that another premise for case studies is that:

You do not start out with *a priori* theoretical notions (whether derived from the literature or not) – because until you get there and get hold of your data, get to understand the context, you won't know what theories (explanations) work best or make the most sense.

The methodology for the triangulated case study was discussed in section 1.5.4. To recap, the idea was to expand on the methods used in the Australian study (Harding & Webster, 2002) which focused on both Working Holidaymakers and their employers by including a third stakeholder, members of the community. A letter (Appendices B, C) was sent to residents and employers along with an information sheet (Appendix D). A selection of community members, as well as employers who had employed Working Holidaymakers in the last five years, were interviewed in Whakapapa and Tokaanu villages and in Ohakune, National Park, and Turangi the principal towns in and around the Tongariro National Park. No WHMs were located in Waiouru. When residents / community members and

employers agreed to be interviewed a semi structured interview prompt sheet was used (Appendices E, F) which provided an interview framework, but also allowed for spontaneity and subsequent lines of discussion with participants. The interviews were taped and transcribed the same day or within a few days.

The Working Holidaymaker survey instrument (Appendix G) was also distributed as a hard copy with a freepost reply envelope. Surveys were left for Working Holidaymakers at likely accommodation providers such as Youth Hostels, backpackers, camping grounds, and in the dining room of the ski field workers' accommodation. Posters advertising the web site, with tear off details of the survey's web site address were left in laundromats and internet cafes. Publicity about the research was regularly refreshed on notice boards within the region. It was hoped to use the WHM responses to trace employers but because of a very slow response rate the method was adapted and the majority of employers in the region canvassed in order to find the employers of Working Holidaymakers.

Replies were received primarily from Working Holidaymakers, but also from others on work permits and a couple of visitors. Respondents advised of some of their employers and locations where they worked and lived. Interviews were held with nine employers and five community members with additional comments on their role as community members from two employers. Finding the respondents was assisted by the use of a snowball process. For example, a hostel manager referring the researcher to a carrot packhouse that employed backpackers in the season and that led to an employer interview at the packhouse. This in turn led to a farmer who was also interviewed primarily as an employer but was a rural community member. In view of the initial poor response to the survey from Working Holidaymakers a door-to-door survey of businesses was conducted in an attempt to distribute more surveys. Although this exercise was not anticipated when the methodology was planned, it has provided another view of Working Holidaymakers that that received formally in the survey instruments from Working Holidaymakers, employers and community members.

8.3.1 Door to door canvassing

The door to door canvassing was carried out while the researcher was visiting each town over a period of a day at each location and two days in Ohakune one

week apart. Table 64 is broken into six tourism sectors and the agricultural sector. 30% of the 118 businesses surveyed utilized the services of Working Holidaymakers in the five years from 1999 to 2003. The largest employer was the ski field operator, Ruapheu Alpine Lifts, but a large numbers of Willing Workers On Organic Farms (WWOOFers) pass through the area for short periods with up to ten working for one establishment at any one time. However they tend to stay for a comparatively short time resulting in some 300 individuals passing through one organization during the winter of 2003. The other large employers were farmers and agricultural pack houses. With the exception of these and one large hotel/restaurant complex that employed ten Working Holidaymakers, the majority of businesses were more likely to employ between one and three Working Holidaymakers. Over 465 Working Holidaymakers worked in the region during the winter of 2003.

Business Category	Number of businesses surveyed	Number of businesses with Working Holidaymakers	Working Holidaymakers winter 2003
Tourism attraction/activity For example ski field, climbing wall, horse riding	5	3	Total 371. Note 300 short term e.g. 1week
Tourism accommodation Includes hostels, backpackers, motels, hotels, lodges, camping	30	9	Total 25 Mean 2.8
Tourism Transport Tongariro crossing bus operator	2	2	Total 2 Mean 1.0
Tourism ancillary services 1- Retail outlets including ski shops, car yard, petrol station, retail stores,	36	8	Total 19 Mean 2.4
Tourism ancillary services 2- Food and beverage including cafes, bars, hotels	23	8	Total 16 Mean 2.0
Tourism ancillary services 3- Including Government offices, accountant, lawyer medical, information centres, newspapers, plumber	17	3	Total 3 Mean 1.0
Agriculture includes farms and processing plants	5	2	Total 29 Mean 19.5
Total (n)	118	35	465

Table 64 Door to door survey in Tongariro National Park winter 2003

8.4 Employers' perspective on Working Holiday Schemes

Nine interviews have been held with employers of Working Holidaymakers. They included a farmer and his wife, a vegetable packhouse manager, a professional couple who also ran a multifaceted tourism business, the human resources manager of a large tourism operator, an employment officer, a senior representative of an agency that supports Working Holidaymakers during their stay and works extensively with employers and finally a combined interview with a restaurant owner and an owner of an accommodation lodge that also provides equipment for hire. The advantage of interviewing two persons simultaneously was that they often bounced ideas off each other or added information after the comments of the first. A standardised set of questions was used as a prompt to the researcher (Appendix F). Employers explained that the peak season for pack houses and farmers runs from February to August whereas the ski industry season is typically from June to October. Ohakune is very reliant on the ski season and is predominantly busy in the winter season while some hospitality / food and beverage employers on the Northern side of the park in National Park and Turangi have a more even demand for labour all year round. Summer demand is stronger during weekends and holiday periods. The main language spoken is at work sites is English but there is a small demand, particularly on the ski field, for multilingual staff. French, German, Spanish, Japanese, and Korean are spoken and there is a perceived demand for Mandarin and Cantonese in the future, as Chinese visitor numbers grow.

While most of the smaller businesses tend to employ Working Holidaymakers, the larger ski and agricultural business also apply to NZIS to bring in workers under the work permit schemes. Of the 700 employees on the ski fields only 130 would be international workers and approximately half of these would be on Working Holiday permits. The remainder of the international workers were on work permits.

Employers would prefer to employ New Zealanders if they were available, because they are more likely to return for future seasons. During the data collection period Working Holidaymakers were only permitted to stay in New

Zealand for one year. Despite coordinated efforts of employers and the local staff of the Labour Department in providing training for those New Zealanders available for work, there are skill shortages for ski technicians, ski instructors snow makers, snow groomer drivers, winch cat operators, terrain park machines operators and ski patrollers for the ski and snow- board industry while farmers report a shortage of skilled tractor drivers. The Labour Department office was very proactive and the researcher often met a field officer discussing staffing needs with employers.

International employees come mainly from the United Kingdom and Ireland, then Canada, and European countries including Germany, France, Italy, Spain Sweden, Netherlands, as well as Argentina, Japan and Korea, all of which now have Working Holiday Schemes (2005) with New Zealand. Some employees were on Work Permits and a few on “Work Exchanges” between ski fields, for example between Sunshine in Canada, Lake Louise, and Saas Fee in Switzerland. Typically these exchanges involve four workers revolving between a New Zealand and a Northern Hemisphere ski field each year. Work undertaken includes the specialist farming and ski field operations mentioned above as well as customer services, ticket sales, and café and bar work both on and off the field. In the accommodation arena some work in ski lodges on the ski field on the Whakapapa side of the mountain but most are employed in towns around the base of the mountain. None were employed in management roles.

Typically employees work eight to nine hour days when work is available. WWOOFers tend to volunteer for three to four hours work for food and lodgings and at the other end of the continuum some ski field heavy machine operators work a twelve-hour shift. Restaurants require a range of skilled workers ranging from chefs, to kitchen hands and serving staff, some of who were also expected to chop wood, light the dining room fires and also do the vacuuming. Other businesses provided both accommodation and food and beverage services for guests, so employees had to be prepared to do the restaurant work just described but also turn their hand to everything from house work, including bed making, bar work as well as covering check in and front office work!

The length of employment for many Working Holidaymakers matched the length

of the ski season, which could be three to four months and occasionally longer. The vegetable packhouses, with a longer six-month season found it convenient to take staff for three months and replace them with a second group of workers at three monthly intervals. This meant that they complied with the WHM scheme requirement that each employee should spend only three months with each employer. That said Working Holidaymakers generally stayed for the season, unless they were totally unsuited to the farm or ski-field work. Resignations can occur when there are insufficient open days, which reduces workers' earnings.

Generally the employees are well educated and bring a wealth of technical and social skills with them. However employers commented that it was the good work ethic that made Working Holidaymakers particularly valuable employees. This often had a positive effect on young New Zealanders working alongside them. Many of the Working Holidaymakers were experienced workshop technicians, machine operators or ski instructors with international race experience. This presented great opportunities for New Zealanders to learn up to date skills and techniques as some of the international visitors helped train and coach the New Zealand workforce and skiers. The larger companies offered specific orientation training. For example, the ski field provided one week's training at the start of employment, including half a day on company mission goals and plans, a who's who, an outline of policies and procedures, specific customer service training including profiles of customers and what they will expect of staff. Occupational Safety and Health issues were covered including avalanche and lahar procedures, evacuation and recognition of fire hazards. Finally specific on job training for each job is provided. Smaller organisations employing the more transient or short stay WWOOFers provided a comprehensive manual of procedures that the WWOOFers were required to read and understand, before starting their placement.

The major difficulty associated with employing international visitors, apart from the hassle of replacing the few who left early, was finding sufficient suitable accommodation for them. On occasions people arrive without the WH visa that they claimed to have and then expected employers to conjure up a special skills shortage visa application for them. The other difficulty, noted above, related to a

lack of workable days on the ski fields. One employee solved this by having an alternative job working in a café, which was busier when the mountain was closed and consequently needed additional staff. One small café owner noted that: “Sometimes there’s a culture fit. European staff can appear too direct or a little unfriendly, which may not sit well with other Kiwi staff.” He complained that he didn’t have time to explain the nuances of the English language to staff. One of the community respondents interviewed for the next section also noted language difficulties communicating with some Korean and Japanese WHMs while giving instructions at work and while climbing.

Pay rates were generally determined by an annual agreement and were above the minimum adult rates. For example in 2003 the base rate on the ski field was NZ\$9.30 / hour based on 40 hour week, ski instructors received NZ\$25.70 / hr based on a 25 hour week. Operators of snow groomers and ski technicians were paid above the base rate (Snow groomer operators \$10.95, ski technicians \$11.50). Increments were paid above the base rates depending on experience and could take pay rates to \$22/hr plus allowances.

Additional benefits and allowances were provided. Most employers provided an end of season party or hangi and some provided transport particularly to take employees to work, or to visit near by towns such as Taupo and attractions such as hot pools at Tokaanu. Some small café owners and moteliers were paying a margin above award rates (\$12 per hour) in order to attract good staff.

Other employers provided limited free use of sports equipment but arguably this enabled staff to be more confident selling or hiring out the equipment. International workers from countries where season ski- passes are prohibitively expensive saw a season pass as an essential part of a package. Uniforms were provided, which was important in the food and beverage industry to identify staff, but also to protect staff in the harsh environment on the mountain.

In turn the Working Holidaymakers bring benefits to the business ranging from good ideas to valuable business contacts and the positive work ethic noted earlier. One respondent noted that the WHMs helped bring an international atmosphere to the business, great rapport with customers and together this brings kudos to the

operation. Other benefits were described as:

Convenience, especially for a small community like National Park, which has a very small labour pool. Bringing people into town helps, we need to be able to gear up quickly and drop off again quickly and that you can do with the travelling Working Holidaymakers, but you can't necessarily do with your locals.

Because they are Working Holidaymakers they'll work 10 hours or 40 hours per week. Their life doesn't depend on 40 hours of work a week. So that's a win for our business. If it's quiet we can say "you've done a couple of hours today do you want to knock off? And away they go, perhaps to go skiing.

Secondary spend, money stays here and goes on the bar. Our café wages bill is \$10,000 and it's all spent back in the community. Generally have ski equipment already so spend on day- to-day things. Surrounding towns also benefit. Anecdotally when we have a bad season retailers in nearby places like Taumarunui really notice it.

Benefits accrue not just to the central North Island region. Many WHMs buy a car, although this appears to happen in the gateway cities of Auckland Christchurch and to a lesser extent in Wellington rather than in Tongariro National Park.

Employers recruit international workers principally in two ways. Firstly many are recruited while overseas through extensive use of websites. Locally, Working Holidaymakers are found through Backpacker Hostels, local newspapers, and occasionally via radio advertisements. Potential employees are often asked to send a copy of their Working Holiday visa in advance. They then become aware of the legal requirements needed in order to work in New Zealand and can arrange jobs in advance of arrival. Telephone interviews are occasionally made.

Knowledge of the Working Holiday Schemes varied widely. Some employers were aware of the schemes and used them extensively or had decided not to use them. Those that used it liked "the flexibility these travellers have, that means they can work in any jobs." Other comments included: "I like the fact that it has been expanded to more countries not just UK," and another reported "they can get visa in advance so they know can work from website and arrive with guaranteed job." In terms of what features of the scheme employers would like to see changed the main issue was changing the time restriction to four or five months to

match the variable length of the season. Some interest was expressed in employees being able to have more than one working holiday experience thereby returning for a second season. None of the employers spoken to have made submissions about the schemes but two had regular contact with NZIS about work permits and sponsored employees. Most employers held the schemes in high regard commenting that they would be “absolutely stuck without scheme” and “we would be really stuck if we couldn’t have any overseas staff, we could never get enough locals.”

8.5 Community perspective on Working Holiday Schemes

Five interviews were held with community members from National Park, Tokaanu, Turangi, and Whakapapa Village. A standardised set of questions was used (Appendix E) during the discussion about the Working Holiday Schemes and Working Holiday Schemes. Some of the employers interviewed for the previous section offered comments from the point of view of their role in the community so that limited information was also collected from the Ohakune community. All of the respondents or their families had been or were currently involved in some aspect of the tourism/ hospitality industry which a reflection of the close integration of the tourism in the economy of the region. Not surprising all held positive views about the benefits of tourist activities for the region had, but one balanced her enthusiasm by noting the ecological damage that could occur and the need for visitor education about such issues.

The interviewees ranged in age from 18 to mid 50’s, were predominantly female, had lived in the region from between 18 months to fifty years, and generally held two positions such as a volunteer fireman and shop owner or a farmer and ski technician again reflective of a seasonal or rural community. Their highest qualification trade or academic were described by participants as ‘finished school,’ teaching diploma, a tertiary certificate and a New Zealand Certificate of Engineering, while the gross income band of the principal householder ranged from NZ\$20,000 to NZ\$45,000 with most households having more than one income earner. Four of the respondents came in contact with 18-30 year old working international visitors at their work places, including in one respondent’s

role of volunteer fireman, their accommodation and retail business and at the information centre as well as socially on the ski fields, in bars while the fifth respondent dealt predominantly with them via email when they requested information about work and the region. The respondents' knowledge about the visas held by these visitors varied depending on the depth of contact with the visitors. One had no idea about visa categories while the others were aware of the various types of visa including Work, Working Holiday, Student and then the fact that Australians did not need a visa to work locally. This included quite specific knowledge by two community respondents who had advised WHMs applying for residency. They were supportive of this policy aim and thought that the candidates would make good citizens. The international visitors they had met working in the Park came from a variety of countries and typically respondents could remember those that they had recently been in discussion with including members of the Working Holiday Scheme Countries: The United Kingdom, Germany Japan, Korea, Sweden but they also reported meeting 'lots of Europeans in the summer' as well as Swiss and Czech Republic travellers who are not part of the WHM schemes.

The respondents were aware of some of the jobs taken by the international visitors including volunteer work on restoration projects, ecological research and as nature guides for Kiwi Experience bus tours that call into the Park, ski shop technicians and work on the ski field, hospitality work in backpackers, restaurants and bars and they were also aware of work such as fruit picking undertaken before the visitors arrived in Tongariro National Park. Some of the visitors were not working in the Park but enjoying the holiday part of their visit to New Zealand.

From a policy perspective it was important to establish what benefits, contributions and problems were associated with the international working visitors from the point of view of community members. In terms of effect on local businesses one respondent took this from the perspective that the WHMs provided something unique if they had an outgoing personality this could become a selling or talking point that attracts more business. Others saw the WHMs as an important source of seasonal labour and also as labour for peak periods of the day. It was acknowledged that WHMs bring specialised volunteer skills for projects in

the Park that were not available elsewhere as well as assisting with search and rescue operations, but because the volunteers were unpaid they tended to have less disposal money to spend in the community. The last respondent noted that the language skills of WHMs meant that they could relate well to other international customers, that WHMs were generally 'good value' and in many cases seemed more focused on their work than the average New Zealander. She also observed that while the WHMs had some equipment with them some also purchased new skis, clothing, and a vehicle in New Zealand as well as being regular customers in restaurants and bars. This is in contrast to the three volunteer environmentalists discussed by the first respondent who apparently had little disposable spending money.

In terms of the community then, Working Holidaymakers make a broad contribution as one employer/ community leader commented:

Make the village a more interesting place to live, different experiences for locals. Not a lot of money to spend but certainly contribute to local economy by eating and drinking.

Other responses about the contribution to the local community overlapped those in the previous section in terms of the economic contribution to the community and the volunteer service aspect such as the completion of projects for the community that might not otherwise be achieved, although another respondent saw it quite differently and thought that there was little involvement from the WHMs as they stayed such a short time. There was recognition of the interchange of cultures, even for the local children who have the opportunity to talk to international visitors, finding out what they do overseas at school and at play, as well as picking up some of the languages that they were exposed to. This was quite evident to the researcher when observing the children living in a backpackers, who had continual exposure to WHMs staying and working around them. Another respondent who worked closely with WHMs started singing "Love is in the air" in reference to a close relationship developing between a female WHM and a local male in a rural area where males outnumber females. It appears that there were important sociological benefits from having WHMs in the district.

Some WHMs had taken part in a local comedy show, which was very successful, and this had helped them integrate into the community albeit only for a season.

From the perspective of what, if any benefits, the WHMs made to the tourism industry it was noted that WHMs act as much needed employees, they spend money as customers and they promote New Zealand by WOM publicity about New Zealand when they return home. Other respondents noted more specific things such as paying to stay, to walk the Tongariro Crossing and using local transport like the Taupo shuttle. The respondent that knew about the volunteers noted that they had a holiday and used tourist facilities outside of their project work times, such as accommodation, made local purchases of food and paid their share of the petrol for personal use of vehicles. The last respondent, who was in contact with paid WHMs, noted that they spent more money on adrenalin producing activities than New Zealanders, trying everything that was available in the Park from horse trekking, river rafting and mountain biking to taking part in the mountain races, ski field activities and going to the hot pools or bar to recover.

Respondents recognised that the once in a life time nature of the schemes meant that WHMs can only return if they obtain some other sort of visa that permits them to work or apply for residency. Effectively this then achieves the policy aim of encouraging immigration is often achieved. One respondent was concerned that WHMs, like other tourists, might not respect the delicate environment in the Park, noting the rubbish alongside the main road around the Park. There was also a difficulty ensuring that volunteer WHMs were properly supported with all necessary resources, particularly transport and the opportunity for social interaction with New Zealanders whilst on volunteer projects that are located a long way from the nearest major town particularly where public transport is non-existent. Another noted that there could be language issues, particularly with Korean or Japanese visitors, who have difficulty understanding English instructions both at work and at recreational activities such as climbing which could become a safety issue if not handled carefully. Overall, the respondents felt that there were enough jobs at the moment and it appeared that no New Zealanders were being displaced from their jobs.

All of the respondents had some knowledge of the rules regarding international visitors and requirements for work and had some limited knowledge of the Working Holiday Schemes. All knew of a Working Holidaymaker in the region. This may not be the case across the general population in New Zealand even though many families have members who have travelled overseas on their OE. When asked more specifically about the schemes and what they would liked kept or changed with regard to the WHM policies only two respondents ventured a comment that they liked about the schemes: “More enjoyable if you can earn money, New Zealand quite small so need...”(note: remainder of quote faded on tape). The other felt that the finite time to leave the country and the need to have sufficient funds to support her / him was important, in case the WHM could not find a job. However several had suggestions to make concerning changes to the scheme including increasing the length of the WH beyond one year and an interesting comment from the youngest respondent: “More countries so I can go away. Raise the age limit.” As the respondent was 18 and planning to go overseas fairly soon, the age limit comment is probably aimed at helping the older international visitors to come to New Zealand as WHMs. Another respondent noted that she also wanted the age limit raised on behalf of overseas friends who were aged over 30. Her feeling was that if you wanted fruit pickers WHMs aged 18-30 would be fine but if you are looking for WHMs who would be interested in contributing something to New Zealand it was often older, more established people who could afford to take time out and spend six months to a year doing volunteer projects.

One way around this problem could be to have another category of visitor visa for long stay persons undertaking principally voluntary work on their holiday, a little like the Australian requirements for WWOOFers who are reported elsewhere in this thesis as not requiring a WHM visa. The last respondent wanted the three-month work restriction changed to five months to enable WHMs to stay for the entire season. She also felt that WHMs really needed to be able to speak English properly. (From a reciprocal perspective such a rule would probably disbar many New Zealanders from going to many countries).

None of the respondents had been involved individually or collectively in making submissions about the WHM policies. However they were able to relate another community benefit that came from the addition of four school students, producing an 8% increase in roll, which is a significant increase in a 50-pupil school and helps to keep the school viable. This reflects working families with work permits rather than Working Holidaymakers who are not permitted to bring children with them to New Zealand.

Apart from providing employment there are additional benefits to the tourism industry. There is secondary spend on activities as Working Holidaymaker like to experience things and could well be considered as interactive tourists. One employer advised that: “our staff, on their days off, go to the climbing wall, or go river rafting.” Incidentally the tourism industry also provides employment for locals. However enterprises like the local saw mill struggle to find good workers. This is a reflection of the employment situation in New Zealand where unemployment is only 4.4% (Conway, 2003).

8.6 Tongariro National Park employment for Working Holidaymakers

The initial response rate to the survey of Working Holidaymakers was exceedingly slow. One tactic used to enhance the response rate was to target the Tongariro National Park during the winter of 2003. After visitors had been edited out of the responses received on the server, and hard copy data entered, 82 usable surveys were available for analysis in November 2003 at the conclusion of the interviews with the other two parties in the triangulated study. 31 respondents had worked in the Central North Island region that includes the Tongariro National Park. Caution is obviously needed in using such a small sample although there are examples in the literature of research on similar size samples. For example a recent study of New Zealanders who had returned from their “OE” (an Overseas Experience) is based on 50 participants (Inkson & Myers, 2003).

Reviewing the comments made by the initial Working Holiday respondents was useful for completing a triangulated picture of the effect of the Working Holiday policies and for providing a picture of the views of the three parties about the schemes. As a general observation there was nothing specific to the region that the larger sample of Working Holiday makers did not make in the comments about the schemes presented in Chapters Four through Seven. Similarly while the demographics of the initial responses are summarized below the full data set provides a better picture of the modern nomad.

Of the 82 surveyed 71% of respondents were on Working Holiday Schemes and 18% on other work permits. Two were participating in US exchange programmes and the remainder were students, Australians or general visitors. They came from eleven of the countries in the reciprocal Working Holiday Schemes and six other countries. 63% arrived in New Zealand within two months of receiving their visa but 7% took over a year to reach New Zealand. 31% visited Asia on the way, 21% Australia and 10% came via the Pacific Islands. The majority intended to continue their travels after their stay New Zealand. As a comparison research of New Zealanders on their OE finds that where 12% were away less than 2 years 18% were away more than 7 years (Inkson & Myers, 2003). The initial research suggests that there should be a review the traditional notion of what constitutes a tourist. Not only do many of them work but also they often stay away for more than twelve months.

Fifty-Two percent stayed for their intended time span but 21% stayed longer and only 7% cut short their intended working holiday. Reasons for staying longer included personal reasons and career opportunities while air ticket restrictions or some form of disappointment caused others to leave early. Referring to the multiplicity of paid and unpaid work, 93% of respondents had worked when surveyed. While 33% had only had one job, nearly half had had between two and four jobs and 5% over ten different jobs during their time in New Zealand. The jobs were across an entire spectrum from hospitality bar work (17 respondents), fruit picking (13 respondents) to professions including medical, teaching and accounting. Thirteen had worked voluntarily as WWOOFers. As expected for a

survey undertaken in winter, many had worked in the ski industry: in retail, as ski technicians, lift attendants, in customer service or ticket selling and as ski instructors. When asked about the most “significant job,” this lasted less than two months for one third of respondents while for another third it lasted between two and four months. It should be noted that this sample includes those on exchange programmes and work permits with no time restrictions on each job. 50% of employees felt that they could have stayed on in the job if they had permission to work longer under their visa conditions. A large range of employers was identified and some were contacted to provide more of an insight into the employers’ perspective about the Working Holidaymaker schemes. Fifteen respondents had worked for Ruapheu Alpine Lifts the major ski field operator within Tongariro National Park.

The most popular form of transport for these Working Holidaymakers was a private vehicle, many of which will be sold before departure. This information led to an expansion of the research methodology whereby backpacker used car markets were canvassed to find further respondents. In terms of availed accommodation 73% had spent at least one night in backpackers and 33% in a Youth Hostel while 50% had rented accommodation at some point on their holiday. This finding confirms the overlap between backpackers and Working Holidaymakers but also explains why it is hard to find these travellers if they stay in rented accommodation that is less obvious than signposted backpacker establishments.

Working Holidaymakers took part in a wide range of activities thereby contributing to the tourism industry and the New Zealand economy. Some 91% reported that they worked to earn money to supplement their funds and pay for these activities. A similar percentage also walked, hiked or trekked. Respondents were invited to comment on the visa application process. Generally the process worked well but problems were reported ranging from: -

It was a pain in England because it took ages to be processed and I was told not to go and take it in person. I later found out that friends did go up there and get their visa issued straight away.

It would be nice if we could stay for more than one year

...Finding information about availability was a bit harder...

Should be allowed at least two years same as Kiwi's get if going to the UK

Shame the visa can't be applied for in Australia, felt restricted that I had to enter New Zealand within...

Not clear whom to make cheque payable to

When asked about improvements that could be made to assist future working tourists, suggestions included: -

A complete online database of all seasonal employment

More people from other countries to obtain extensions to work visas easily

More flexibility on the Working Holiday Visa. 12 months too short...

Be realistic about the jobs available. There aren't many skilled jobs.

Remove the three-month limitation with any one employer

More benefits for the employees, better pay in relation to the cost of living

Visa outside of own country...

78% of respondents were aware of the Working Holiday Schemes before they left home. While this is quite good it does indicate that that New Zealand could do more to publicise the schemes. However 88% of respondents said that they would recommend the Working Holiday Schemes to others. This is interesting given that nearly 60% of respondents expect to take no money out of New Zealand and less than 5% expect to take out more than \$2000 to use for future travel. The majority of money brought into the country, subsequently remitted to New Zealand and earned in New Zealand is spent on the New Zealand holiday.

The pilot study respondents were 63% female which is more than the IVS report for all WHMs (Appendix A). Less than 3% were aged under 19, some 41% aged 20 -24 and 53% aged 25-30. 3% were aged over 30, probably on work permits. The age of backpackers extended outside this range. The sample, like backpackers, was well educated with 60% completing at least one tertiary

qualification and only 10% having only school qualifications. Prior to coming to New Zealand 30% had been studying whereas 65% had been working principally in professional work. In New Zealand 17% attended some form of training or education establishment ranging from language schools to university. Practical skills courses included those offered by The Sport Fitness and Recreation Industry Training Organisation SFRITO, and food and beverage courses, such as those offered by Atomic Coffee. (Note this is higher than the 12.1% reported in of the wider sample of 209 in Table 20 Chapter Four perhaps because of the number that had taken mountain safety programmes prior to working on the ski fields or food handling and coffee making courses.). Overall however, the small sample of Working Holidaymakers and others who provided results of their experiences was generally representative of the larger sample reported on in Chapters Four through Seven

8.7 Triangulation of sources of data

Analysis of the initial surveys of workers together with the comments of employers and community members provides some themes and suggestions for policymakers including

1. Increasing the number of working holiday visas and participating countries
2. Increasing the maximum time with one employer from three months
3. Provide for a longer time frame for each visa holder, for example up to two years
4. Allow for career work while on the WH particularly where there are labour shortages in New Zealand
5. Providing guidance to both employers and employees to ensure the smooth operation of the schemes
6. Marketing the schemes to increase awareness of their availability

The study also confirmed that many of the policy aims were being met particularly that Working Holidaymakers were having a holiday and visiting a

truly magnificent region acknowledged for its spiritual and cultural importance as much as for its spectacular scenery. Secondly, while employers were keen to have the experience and labour, because of a lack of New Zealanders wanting to work they also supported the WHMs by providing opportunities to visit nearby areas and participation in leisure pursuits by offering use of equipment, ski passes and even bus transport to nearby areas. Community members were happy with the employment situation and concurred with the local Labour Department officer in Ohakune that there was a shortage of labour and everyone who wanted a job had one. There did not appear to be any significant issues or concerns with the attitude or behaviour of WHMs from a community perspective, albeit mention was made by employers of retention issues. There is no simple answer to this but two suggestions might be helpful. Firstly employers need to make the workplace attractive so that retention is improved and WHMs could in some cases be more upfront in what they tell employers. However, some labour turnover is to be expected.

8.8 Triangulation and relationship to policy

The opinions collected from employers, community members and Working Holidaymakers show some similarities and some differences of opinion both within each group and across the triangulated results.

All three parties felt that there was currently no employment displacement and consequently the annual limits of Working Holiday visas could be increased in the future.

In terms of applicants' age there were calls by both community members and WHMs to extend the upper age limit out to perhaps 35, on the basis that worthy candidates were missing out on an opportunity to have a WH and contribute to New Zealand. There was however disagreement about extending the twelve-month stay with one participant saying that the rule was useful boundary and should be retained. It may in fact be acting as a catalyst to encourage applications for residency from those who wish to remain longer than one year. Further

research on this topic would be useful. With regard to the requirement to have sufficient funds and a return air ticket one community respondent felt that the sufficient funds was important for WHMs who did not want to work or could not find a job. The problem of restrictive conditions on air tickets was of more concern to WHMs and not noted by the other two groups in the study.

All three parties were aware of the need to balance work and holiday but it was clear that most wished for a relaxation of the three month employment rule with any one employer to prevent parties having to be creative to enable WHMs to stay in the region for what might be a four or five month season.

Participation in study courses was noted as being slightly higher within this case study compared to the wider data set of the entire New Zealand study. One employee interviewee, who also taught, could see the potential to utilize this dimension of the policy within the Tongariro National Park, as is the case in many cities. The provision of the entitlement to study was not challenged or otherwise commented on nor was the policy about health costs. There was concern from employers and to some extent WHMs about how the information about the schemes could be better communicated to WHMs while they are overseas and also to employers in New Zealand.

In terms of the broader contribution of the WH schemes all three parties to the study concurred that they were contributing to both the economy in general, and to the specific tourism sector in terms of labour and spend, in what is essentially a rural area. There were few complaints about the wage rates, which may be a reflection of the enthusiasm from most WHMs for what they were doing or a reflection of the small sample size.

Two community respondents (from Turangi and rural National Park) and one employer (in Tokaanu) were involved in assisting WHMs to immigrate to New Zealand indicating that all three parties in the case were fulfilling the wider policy aim, without necessarily knowing about the policy aim as such.

The degree to which employers, community members and WHMs were contributing to cultural and social development of all concerned as well as international understanding and goodwill varied. One community member gave

specific examples of the benefits to New Zealand children of the exposure to WHMs while one respondent was more reticent in her comments. Overall it appears that all three groups were contributing to the policy aim.

8.9 Case study and contribution to additional knowledge

The case study of Working Holidaymakers in and around Tongariro National Park proved challenging but invigorating, involving as it did several repeat visits to the Park particularly invigorating establishing contact with members of the three groups involved in the triangulated case study. Case study methodology has proved very useful, as it has been possible to adjust the research method to suit the changes in circumstances such as the lack of response to advertising in attracting Working Holidaymaker respondents. Specifically a slightly wider group of responses from some international working backpackers was matched by comments from employers and community members that also extended beyond Working Holidaymakers to include some comments about International working visitors

The completion of the case study made it clear that the framework and survey instruments had potential for further use in a larger study and acted as an encouragement to the researcher to widen the data collection effort and restrict subsequent results to only Working Holiday Visa holders for the study since reported in preceding chapters. The reliance on posters and third party presentation of the survey to possible respondents resulted in a low response rate at the end of the case study whereas the direct approach for interviews with employers and community members was more successful. The realisation that many WHMs in the case study purchased vehicles for eventual resale provided a useful addition to the locations for distributing the WHM hard copy survey instrument. The case study was an important element of the entire thesis. Not only was the methodology trailed but the opinions of employers and community members about the Schemes and Working Holidaymakers as employees were collected, albeit from a small cross section of respondents. The door-to-door survey provided a valuable insight into who employed Working Holidaymakers in

the region.

Finally it should be conceded that the results could be improved if a variety of case studies were made. It would allow for comparative studies to be made between the locations, which could produce valuable insights into both policy and Working Holidaymakers. Wilkinson (1997, p.21) cites the work of D.G Pearce (1989, 1993) to support the call for comparative studies, particularly between countries. A comparison of a selected seasonal center in Australia where Working Holidaymakers congregate with this case would be useful. Eventually comparisons across a selection of participating countries would be even more valuable. One progressive step would be to undertake a comparative study within New Zealand, as Doorne did with an urban backpacker study in Wellington and a comparative rural backpacker enclave at Waitomo (Doorne, 1994). The initial findings for the case study were released at a tourism conference (Newlands, 2003) attended by representatives of the research unit of Tourism New Zealand as the first initial contribution to the value of the Working Holiday Schemes. This extended case study has a useful triangulation of views that indicates an initial small selection of employers, community members and WHMs believe that the Working Holiday Policies are working but took the opportunity to presents their thoughts on how the schemes might be improved. This is probably a first for these policies. The following chapter examines opinions in more detail and sets out conclusions and recommendations.

Chapter 9 Conclusions and recommendations

9.1 Chapter outline

The overall aim of the thesis is to uncover the policy behind the Working Holiday Schemes and then compare the policy intentions with the actualities of the schemes as reported by Working Holidaymakers, employers and community members with the intention of making a useful contribution to the literature. The intention then was to present the actualities of the schemes back to the policy makers for consideration in future policy reviews. For a variety of reasons the timeline for the thesis was extended out to the end of 2005 but fortuitously much of the material collected for the thesis was used late in 2004, as independent information for a comprehensive review of the New Zealand Working Holiday Schemes (Workforce Group New Zealand Immigration Service Department of Labour, 2004).

This chapter briefly reviews how the thesis went about explaining or answering the objectives that were set back in section 1.4. The chapter then continues with recommendations about the policies and suggestions for further research.

Firstly, to recap, the objectives of the thesis were presented in three sections the first of which were related to the intentions of the schemes (Chapter three) as:

- What are the Working Holiday Schemes Policies and how have they evolved over time?
- What are the economic and social effect of the schemes on communities and the environment as perceived by the policy makers?
- Have the aims of the schemes as outlined in policy documents been achieved?
- How useful are the adopted theoretical frameworks for examining the evolution of policy and analysing the stated aims of the Schemes?

Secondly the objectives concerned the actualities as reported by Working

Holidaymakers (Chapter Four to Seven) as:

- Who is the modern nomad?
- Given the discovery of Working Holidaymakers (WHMs) as working tourists often travelling for more than a year and receiving remuneration from within their host country, what effect does this have on our understanding of who a tourist is?
- What motivates young people to choose a New Zealand Working Holiday?
- How likely is it that Working Holidaymakers return to New Zealand?
- What are the work and holiday experiences of the Working Holidaymakers?

Thirdly the case study (Chapter Eight) was used to examine the perspective of employers and community members as:

- What is the perception of Employers and Community members about Working Holidaymakers and the WHM Schemes?

9.2.1 Summary of WHM policy and evolution

The Working Holiday Schemes operating in New Zealand have increased both in terms of the number of country arrangements and the number of participants. The first record of a scheme is in 1985 between New Zealand and Japan, which had grown to over 4,000 participants by 1997, nearly two thirds of the 6,750 participants that arrived from four countries that year. By July 2005 provision was available for 36,000 Working Holiday visas and twenty-five countries were involved in a variety of schemes. At the commencement of the study, while there was information available from the IVS data about those who classified themselves as backpackers and all those who come to work in New Zealand, it was not possible to extract information about participants on the Working Holiday Schemes. There was also a lack of academic study on the schemes in New Zealand even though the topic had been identified in Australia as a significant segment of international tourists because of their longer stay and larger spend within Australia.

A study of the cabinet papers and minutes relating to the schemes provided

valuable insight into the evolution of the Working Holiday Scheme policies. This also helped develop an appreciation of how policies develop. The papers revealed the objectives of the schemes but also highlighted the lack of research in New Zealand to measure the effectiveness of the policies. For example although the specific guidelines of each programme vary slightly in 1997 thirteen common elements were identified in Hampton and Kennedy's paper (See Section 3.2.2 p. 56). These related to such things as the age of participants (18-30 years), the maximum length of the visa (one year to reach New Zealand and then one year actual permit), restrictions on work with any one employer (three months) and the need to obtain the WH visa in one's own country. By 2003 the policies had evolved a little but the principal policies remain the same and were articulated by Tucker (2003) as:

Strengthening New Zealand's international links and increasing opportunities for New Zealanders to work and holiday overseas- foster cultural understanding and international goodwill by enhancing people-to-people links and international relations objectives, such as developing and deepening relationships with individual countries and regions. As the schemes are reciprocal, they provide opportunities for young New Zealanders to travel and take incidental work in a wide range of countries potentially developing valuable work skills,

Contributing to the economy through tourism, spending, export education, filling short term labour shortages and encouraging future trade-As consumers of tourism, WHMs generate employment and revenue in the tourism industry and are contributing to strong growth in the backpacker sector. They may be more inclined than other visitors to travel to regional centres, thereby contributing to tourism and the economy in those areas. WHMs may study for up to three months and are making an increasingly important contribution to the export education industry; and

Encouraging skilled migrants to choose New Zealand- WHMs have an understanding and experience of New Zealand and are able to make well-informed decisions about migrating here. They are young with long working lives ahead of them and are therefore likely to be good candidates for skilled residence in the longer term (section 15, p3-4).

There continued to be unsatisfied demand from both potential applicants wishing to come on the schemes and also from agricultural and tourism lobbyists asking for an expansion of the programme to other countries as well as increases in the Cap or ceiling on the number of visas issued.

The evolution continues with 36,000 visas available in 2005/06 and 40,000 for

2006/07. Many of the thirteen rules noted earlier have changed and there are increasing variations between some of the programmes including the first unilateral, or one way, scheme for US citizens to come to New Zealand (see Appendix S for copies of press releases). This is an indication that the New Zealand Government is really trying to take these schemes to their absolute limits but simultaneously, from reading the edited released Cabinet papers placing sufficient safeguards in place to prevent misuse of the schemes. In conclusion then, gradual evolution and expansion of the schemes is an excellent example to other interest groups in how to encourage the development of government policy.

9.2.2 Economic and social effects on communities and environment

As indicated in the section above one of the policy aims identified in the Cabinet papers was contributing to the economy through tourism, spending, export education, filling short term labour shortages and encouraging future WHMs, generating employment and revenue in the tourism industry, and are contributing to strong growth in the backpacker sector. They may be more inclined than other visitors to travel to regional centres, thereby contributing to tourism and the economy in those areas. WHMs may study for up to three months and are making an increasingly important contribution to the export education industry (Tucker, 2003).

In the research it was possible to confirm each aspect of this policy aims. The Working Holidaymakers travelled extensively and many visited the majority of regions in New Zealand so that between them they worked in every region (See Figure Sixteen and Seventeen North Island and South Island worked or visited).

In terms of income and expenditure (See Table 44) they all arrived (on average) with in excess of the requirement to bring NZ\$4,200, typically also remitting addition funds into New Zealand to support themselves. The research indicated what they earned in a band which was typically a modest amount so that after spending they took out NZ\$3088, less than what they arrived with, and many respondents spent everything.

In conclusion the study found that the social effects appear to be quite positive based on the comments of the employers and community members in Chapter Eight, with only one respondent querying the local roadside rubbish and possible ecological damage that might occur in other parts of the Tongariro National Park. Another community member noted the positive effects on both school children and the community at large from having the WHMs around.

9.2.3 Achievement of policy aims

Achievement of the success of policy aims can be measured by more than just income and expenditure accounts. Another quantifiable item is the uptake of the visas compared to the number available or the subsequent conversion into Working Holiday permits when the applicants enter New Zealand. However because applicants have one year to reach New Zealand after the receipt of a visa it is a little difficult to assess the attrition rate. It is even more difficult to assess from a distance as the opening or available dates for the quota vary throughout the year for different countries. Table 6 indicates that 25,000 visas became available during 2003 but by December 2003 19,652 visas had been approved, which may not be the same as those that actually arrived in 2003. However the anecdotal evidence is that, certainly up until 2004, there was very little unfulfilled demand for visas from most countries. This is confirmed by notes on the NZIS website indicating that several countries have no quota left for the year.

In terms of the policy desire that some Working holidaymakers will return the research indicated that respondents were very satisfied with their experience (Figure 18), 92% would recommend a Working Holiday in New Zealand to others (Figure 19) and at least 42% are planning to return in the next five years. From a slightly different response rate (n=122), 37% of respondents were considering migrating to New Zealand. This result may be influenced by the euphoria that accompanies the climax of the Working Holiday. However, the NZIS track applicants for immigration to see if they have previously visited:

Between 1999/0 and 2002/2 around 600 residences approvals had once held a WHS permit, around 70% of whom were approved through the general skills category” Tucker 2003 (section 15, p3-4).

This appears to be an average of 150 per year. Figures for 1997 are available

when 6,750 WHMs were approved. A simple interpretation then would be that 2.2% of WHMs could be expected to immigrate. Certainly the policy is producing some immigrants.

Some of the policy aims expressed by Tucker in the 9.2.1 such as “Strengthening New Zealand’s international links and increasing opportunities for New Zealanders to work and holiday overseas- foster cultural understanding and international goodwill by enhancing people- to- people links and international relations objectives, such as developing and deepening relationships with individual countries and regions” appear to be difficult to measure. However, it is fair to say that there has been significant growth in the number of schemes from four in 1997, to twenty-five by 2005 (Table 6). This significantly increases the opportunities for New Zealanders to travel and work in a wide range of countries. Couple this with the increasing diversity and number of Working Holiday makers coming here, who it should be remember are generally very satisfied with there experience, suggests that these more nebulous policy aims are also being met. This comment should be balanced with a concern for the Working Holidaymakers who have an unsafe experience or feel that they have been taken advantage of by unscrupulous employers. There appears to be no publicised mechanism for WHMs to air their grievances.

In conclusion then, from the external evidence available, it appears that the policy aims are being met. However the NZIS could under take, in partnership with its parent organisation the Department of Labour, to provide a mechanism for disgruntled WHMs to settle problems with the few unscrupulous employers who taking advantage of the WHMs.

9.2.4. Evaluation of policy development and review

In an attempt to make a coherent evaluation of the policies uncovered in the correspondence released by the Secretary of Labour under the Official Secrets Act (Table 5) a theoretical framework was needed. A number of models were available and rather than chose just one, the policies were examined keeping in mind the rational comprehensive decision-making model theoretical frameworks

of Hall (2002), Veal (2002), Faulkner (2002) and Pforr cited by Jenkins (2001) as presented earlier in Figure Three. However for the sake of space the next presentation (Figure 20) leaves out Pforr and includes in its place an analysis of what was found in the released cabinet papers from Chapter Two. This is helped by the guidelines of the covering sheets that accompany the more recent proposals to the Cabinet. The one criticism that has been noted across all four models is that at the both the consultation stage and the monitoring and evaluation stage, there is no plan to involve stakeholders, other than Government Ministries. In particular it is noted that the participating Working Holidaymakers are not consulted or surveyed and input from the tourism and agricultural sectors appears to be through these organisations lobbying government, rather than from a systematic process.

Hall's analysis of the elements in the tourism policy making process drew attention to the power arrangements of the various Government agencies involved. For example the second paper examined in Chapter Three Egan (1999a) was circulated to twelve agencies or officials including tourism, immigration, trade, health and treasury. Some indication of values, institutional arrangements and interest groups became apparent but primary research could yield even greater insight into the formation and then evaluation of policy. Individual politicians such as Delamere, and to a greater extent Dalziel, are identifiable as making significant contributions to policy development. With the exception of Hampton and Kennedy (1997) it is not possible to gauge who the civil servants were who provided many of the policy initiatives for consideration by Cabinet.

Reviewing the four step Faulkner model (Faulkner, 2002) there is an insistence by Cabinet that the schemes be regularly reviewed and this is done before each request for changes to the schemes. One of the aims of the schemes is to increase migrants and this is assessed over a longer time frame in regular reports from NZIS about all migrants.

Performance monitoring is possible from visa application and arrival data held in the NZIS MIS but there is little measurement of other outputs from Working Holidaymakers such as their contribution economically or socially to New Zealand. In terms of Faulkner's third element 'Casual analysis' a review of the press releases about the schemes such as the one by the joint Ministers of

Immigration and of Foreign Affairs and Trade (Appendix S) provides an insight into the relationships that are said to exist: -

The schemes contribute to positive outcomes for New Zealand by strengthening international linkages, providing a good source of skilled migrants and contributing to our economy.

While it has been noted that the number of migrants is tracked, the contribution to the economy and precise increase in the strength of international relationships remains unknown. Faulkner's fourth criteria for good policy review are undertaken each year (Cost benefit assessment; net benefits compared with costs). In each policy submission the cost of administering the schemes is related to the income generated by the schemes and have consistently been found to be fiscally neutral. Faulkner's model indicates that while three of his four steps are being carried out there is room to improve evaluation of the schemes at step three in particular by finding ways to evaluate impacts of the schemes on the environment.

Using Veal's model it is again possible to conclude that many of the policy development stages have been attempted during the evolution of the Working Holiday Schemes. However, there is an important suggestion that Veal's model adds to the evaluation namely that there is a lack of consultation with stakeholders such as WHMs, employers and community members.

This thesis provided an indication of the economic benefits and other facts about Working Holidaymakers, which were included in a report to the NZIS during the later part of 2004. Some of the results are reflected in the Ministers Joint press release in November 2004 to take effect from July 2005:

A recent study by the Department of Labour showed that 17 percent of working holidaymakers worked in hospitality, 7 percent in fruit picking, 14 percent in agriculture (other than fruit picking), and 14 percent in voluntary work (Appendix S Changes to Working Holiday Schemes).

The Department of Labour study also showed that the majority of working holidaymakers were well educated and 40 percent described their occupations immediately before coming to New Zealand as professional. This makes them a potential pool of talent for long-term migrants. A more detailed evaluation of the monitoring and evaluating functions of the New Zealand Immigration Service

appears in Table 10 again utilising the framework of Hall and Jenkins (1995) as a basis for the evaluation. The frameworks proved to be useful ways of evaluating the policy making process, for example high lighting the strengths of the Service and some areas where consultation could be improved.

Hall: Elements in the tourism policy making process	Faulkner- The structure of the evaluation process	Veal –The rational Comprehensive decision making model	Inclusion of stage in Policy review and development
Policy environment 1 Power arrangements	1 Programme review; objectives, strategies and tactics, targets	1. Terms of reference/brief	Inclusion of stage in Policy review and development
2 Values		2 Environmental appraisal	Yes
3 Institutional arrangements		3. Mission goals	Yes
Policy Arena 1 Interest groups 2 Institutions		4. Develop options, consult with stakeholders	Yes, consultation with other Govt agencies such as MFA&T, Ministry of Tourism
3 Institution Leadership 4 Significant Individuals	2 Performance monitoring (outputs); Performance indicators, data sources	5. Evaluate options and decide strategy	Lack of Consultation with end use stakeholders such as employers and participants. NZIS Field reports were acknowledged
Specific Policy Issues	3. Casual analysis (outcomes); immediate programme related impacts, environmental factors	6. Implement and manage	Yes
1 Demands 2 Decisions (New Policy) Outputs		7. Monitor and evaluate	Yes
Outcomes feed back to new demands for policy change		4 Cost benefit assessment; net benefits compared with costs	8. Feedback

Figure 20 The rational-comprehensive decision making model in use

(After Veal 2002, p.82, Faulkner 2002, p.15 Hall 2002 p.321)

In conclusion here the frameworks certainly proved helpful in evaluating policy

formation and there is clearly room to encourage the NZIS to involve additional WH stakeholders when NZIS are assessing existing policy and formulating new policy. It is acknowledged that the decisions are political ones and the final policy reflects the wishes of the current government. It appears that the policy is also a useful agenda item for Prime Ministerial visits typically one that is not too contentious.

9.3.1 The modern nomad

In section 4.3 an initial working description of a Working Holidaymaker was proposed based essentially on the demographics uncovered in the study.

An international tourist who meets the age and other policy requirements (for example aged 18-30 at the time of application), who travels for a variety of purposes including leisure and work, for up to a 12-month stay, in one or a number of countries. Typically s/he will have sufficient funds to support him/her and purchase a return travel ticket. The work element is generally incidental to the trip. The WHMs travel and become involved in and learn about the culture of their host country and this may include one study or training course for up to three months. It is anticipated that some WHMs will immigrate to their host country and it will be increasingly easy in the future to change their status from worker during their stay in to another category of visa holder such as a student.

The working definition is somewhat cumbersome in comparison to that of Harding and Webster (2002, p.5) who found that the typical WHM to Australia was a “man or a women from an English speaking country who is better educated than the average member of the Australian workforce but is prepared to undertake jobs that are disproportionately low skilled.”

Given the significant number of Japanese that have been regular WHMs since 1985 (4000 per year) a variation of the Australian definition that is less cumbersome would be “man or a women from a participating country who is better educated than the average member of the workforce but during their extended holiday is prepared to undertake jobs across a wide range of occupations including disproportionately low skilled positions, for a range of motivations including learning more about the culture of the host country.”

This would equate with the concept of ‘working holiday tourists’ (N. Uriely, 2001, p.91) who makes reference to situations where the traditional separation of

tourism and work is suspended Uriely considers that the non-institutionalised working tourists who take work tend to take unskilled and manual labour but wish to enjoy the tourist activities at destinations as well as work. They ‘travel and take incidental work’ and from Uriely’s four categories would be the closest to the spirit of the Working Holidaymaker Schemes in the New Zealand or Australian. They may take voluntary or paid work, typically very different from their regular employment at home. The work is often seen as a recreational activity that is part of the tourist experience. Having discovered Uriely’s work at a very late stage in the this thesis process perhaps the conclusion to this section is the need for further study to see how else this issue has been handled, for instance in reviewing the definition of a tourist

9.3.2 Understanding of the definition of a tourist

The traditional definition of a tourist was noted as being

Persons travelling to a country other than that in which they have their residence for a period not exceeding twelve months and whose main purpose of a visit is other than the exercise of an activity remunerated from within the country visited. (Statistics New Zealand cited in Tourism Research Council of New Zealand, 2005a).

There are apparent difficulties with this definition when there are increasing numbers of Working Holidaymakers and others travelling for more than a year and also being remunerated from within those. The definition may have evolved when there was commonly a one year restriction on the life of an airline ticket but such restrictions are less of an issue in an age when air travel is relatively inexpensive so that travellers can buy tickets in subsequent years when required.

However in the short term, if the Ministry of Tourism is not overly concerned about removing some Working Holiday Makers from the statistics that stay longer than a year or are remunerated from within New Zealand, this provides an opportunity to settle on a definition of a tourist that includes Working Holidaymakers or the modern nomad.

While price may not be an issue for some travellers one conclusion from this section is to suggest to the airline industry that a reasonably priced open dated ticket could be developed to take advantage of underutilised capacity during

quieter periods, that can be offered at a price to suit the modern nomad who is on the move for several years.

9.3.3 Motivations of Working Holidaymakers

The reasons that Working Holiday makers gave for coming to New Zealand and their motivations were explored in Chapter Five. Generally their intentions were to have a holiday, had always wanted to come to New Zealand and came now perhaps because of some milestone or personal interlude such as when they were planning to make some changes in their life. New Zealand was chosen as a safe destination and, although 93% took voluntary or paid work, this was only the sixth most important reason for coming to New Zealand.

In Table 27 the motivations of Working Holidaymakers were compared to those of a wider sample of backpackers, which suggested that the motivations of each group were remarkably similar. For example “To explore other cultures” and to “Interact with local people” and “Challenge my abilities” were ranked amongst the top four motivations of both groups. The experiences of the Working Holidaymakers were presented in Table 28 and it appears that respondents gained a great deal of knowledge about New Zealand, which should assist the policy aim of WHMs becoming ambassadors for New Zealand.

The information on reasons for travel, motivations to take up a working holiday and reports of the experience are vital marketing information that should be used to explain the schemes to prospective WHMs. They also indicate that the policy is providing a worthwhile experience for the participants.

9.3.4 Likelihood that Working Holidaymakers return

One of Labour Department policy ideals is that some WHMs will return as immigrants to New Zealand. The Tourism Industry would also like to see repeat and referral visits flowing from each WHM visit. Nearly 92% of respondents would recommend the Working Holiday Schemes to others which should lead to a number of referrals resulting in both future tourists and WHMs. The results in Table 29 indicate that at least 41% are planning to return within the next five

years and a further 41% uncertain if they will return. However when asked what they would do if they were returning thirty-two of the 'uncertain' or 'not returning' candidates indicated what they would do if they returned suggesting that there is potential to market New Zealand to a high proportion of the respondents.

In terms of the immigration imperative in the policies the respondents who planned to return saw immigration as the second most likely reason for returning, second only to returning for a holiday (Table 29, 30). However as discussed, the actual immigration rate may be quite small, and if this is the case, consideration needs to be given to how to leverage off the excellent WH experience and convert good feelings and intentions into action and immigration.

9.3.5 Work and holiday experiences

Policy requires that WHMs come to New Zealand for a holiday and 93% of respondents also take on voluntary or paid work. Chapter Six examined the varied nature of the working experiences including the main job and also secondary jobs. The main job typically lasted for between two and four months (Figure 13) and respondents were most likely to have worked in hospitality, agriculture, retail sales or for an accommodation provider. A small number pursued their profession and from a policy angle, there was a request to allow this to be formally permitted. The main concern raised by field officers from NZIS was the possible displacement of New Zealanders from the workplace, but this concern has dissipated as the unemployment rate in New Zealand has dropped and as it became clear that many employers relied on WHMs to undertake work in rural locations for which there were insufficient New Zealanders available to work.

The travel experiences of WHMs were examined in Chapter Seven. It transpired that WHMs had travelled extensively through New Zealand, which for 78% of them was their first trip to New Zealand. They were slightly less likely to travel directly to New Zealand compared to all visitors on the IVS survey, but they were clearly more likely to come straight to New Zealand than all backpackers.

However after their stay in New Zealand 76% intended to travel further. During their stay 21% extended their visit beyond what they originally planned. The aim of the researcher was to try and pass the vast amount of information and comments contained in the appendices N through R onto the policy makers within the NZIS. Appendix N contains comments on the visa approval process including requests for more availability of online applications, less restrictions on obtaining the WH visa either en route or in New Zealand, improving the information system particularly where the cost of waiting on telephones is an issue, increasing the availability of visas or removing the caps on applications and clarifying who to make the cheque out to!. Others asked for a reduction in the cost of the visa so it may be necessary to explain that it is a cost recovery fee only, and still others requested altering the rules such as the age restriction (currently 18-30) and the time permitted to get to New Zealand after receiving the visa (one year). One of the main concerns raised by WHMs as well as employers was for an extension or elimination of the three month rule with any one employer, which created problems for employers with more than a three month season.

Appendix O had the potential to only duplicate the IVS data about cultural and tourism highlights in New Zealand. However it also provided a wealth of information about events, happenings attractions and activities that were memorable. For example one respondent wrote, “Two Maori women came to the backpacker in Tauranga (Just the duck's nuts) and taught us how to weave a flower and snail out of flax. They told us about the plant and its uses. It was a great experience to learn something new.” This comment and others confirmed that WHMs are really having a fantastic holiday, which fundamentally is an important part of the WH policy.

Appendix P suggested improvements to the work experience for future WHMs coming to New Zealand. At the risk of losing some excellent suggestions a selection were presented in Table 61 categorised into sections depending on who the suggestion was aimed at (accommodation providers, transport operators, employers, the Inland Revenue etc). There were also suggestions about improving pay rates and reducing tax that are probably outside of the capacity of the NZIS to address but certainly they could publicise the minimum wage rates

and conditions.

Appendix Q contains suggested improvements to the schemes and again a limited selection of suggestions are presented in the body of the thesis in Table 62 summarised essentially against rules of the Working Holiday Policies. For example in terms of 'Annual Limits' respondents would like to see the number of countries in the programme expanded and the number of visas increased. There were a number of requests for the age to be extended to perhaps 35 but this may not be the only way to solve this issued as discussed in the case stud. Several respondents asked for leniency over the continuous twelve month life of the visa suggesting some leniency foe those that had to go home involuntarily. Others argued for parity with New Zealanders going to the UK who get a two year WH visa. Another request was to be able to come for two six month seasons. As noted these suggestions all have merit, if even only on compassionate grounds but tan extension to the schemes beyond one year might effect subsequent migration. As it is difficult to predict how it might effect migration a trial with a few countries over the usual five years that it takes for migration to be noted could be carried out. Participation in study courses was possible underrepresented in this study because of the under representation of Korean and Japanese respondents who the researcher observed in abundance at two language schools that acknowledged that they had many WJHM visa holders as students for three months. There was a strong feeling that the schemes should be more widely advertised and that even more information provided about the typical employment and remuneration packages.

Appendix R contains some rich comments and suggestions about the perceived benefits and problems with the schemes which are sorted in Table 63 against the main policy aims. The responses from participants suggest that the tourism aspects of the policies are being achieved but there were quite differing comments relating to economic growth essentially echoing earlier comments about poor wage rates, the high cost of accommodation, in comparison to respondents home countries. Some found work easily while others found it quite a stressful experience even finding work. There are a variety of employment databases available but many respondents were unaware of them so a centralised database

could also provide links to other employment websites.

It was easy to find comments to support the notions of the policy in relationship to strengthening international understanding and cultivating closer relationships, understanding and appreciation of others.

In conclusion there were a variety of clear suggestions that need to be passed to policy makers and some clear indications of where the policy is working or could be improved. Offering the opportunity for respondents to provide their own comments probably helped with buy into the process and provided some variety in a lengthy survey. On the other hand it created challenges to the researcher working out how to best handle the information.

9.4.1 Employers and community perception of policy and WHMs

The case study in Chapter Eight provided an opportunity to canvas the perceptions of employers and community residents for their opinions and suggestions about the Working Holiday Schemes and to triangulate their responses with those of an initial group of International workers, predominantly Working Holiday Makers. The data was synthesised and a summary of recommendations was:

- Increasing the number of working holiday visas and participating countries
- Increasing the maximum time with one employer from three months
- Provide for a longer time frame for each visa holder, for example up to two years
- Allow for career work while on the WH particularly where there are labour shortages in New Zealand
- Providing guidance to both employers and employees to ensure the smooth operation of the schemes
- Marketing the schemes to increase awareness of their availability

The case study proved to be a useful exercise occurring as it did near the start of the wider data collection phase that provided useful lessons for the remainder of

the data collection period. The case study also provided a unique opportunity to generate some input from a wider group of stakeholders for policymakers.

9.5 Visa application and approval process

It is perhaps useful to bring together all the comments about the visa application and approval process. Applicants had a variety of experiences ranging from finding the process easy to others who suggested that the process for the Australian visa was much easier. Those using an agency such as IEP found it easier albeit they had to pay a fee for the service. That type of service was very valuable when there was a shortage of visas available for the market. Some applicants complained about the cost of using the help line (UK), the cost of the visa itself, inconsistent interpretations from officials about the three-month employer rule, and having to return home in order to apply for a working holiday visa. Some expressed concern that the visa was issued for twelve months from date of receiving the visa and this either meant their en route travel plans were disrupted or they had a reduced time in New Zealand. However, other respondents interpreted this to mean they had a year to arrive in New Zealand and then a year in New Zealand, so there appears to be some confusion about how the system works. Some respondents felt that they had not made the best use of their 'once in a lifetime New Zealand Working Holiday visa' perhaps because they were too young or because they had to return home unexpectedly. Others felt that the age 30 restriction was too restrictive as was the limit on the variety of countries that applicants could come from. The quota system meant that many respondents either missed out when they first applied or had acquaintances that missed out on obtaining a Working Holiday visa.

The requirement to have sufficient funds available (NZ\$4200) drew no comment from visa holders but some acknowledged the difficulties with open-air tickets, which were valid for only twelve months.

A more significant concern raised by both employers and visa holders was the three-month work restriction. For example this did not suit the four to five month ski season.

9.6 The Working Holiday

Respondents also offered suggestions beyond the scheme itself giving ideas for future Working Holiday makers and New Zealand. For example concern was expressed by some that it was difficult to find employment or well remunerated employment. A centralised employment service and publicity about the range of occupations and typical wage rates would help to overcome these sorts of problems. This could be co-ordinated by NZIS or through Backpackers and Youth Hostels. There is already a variety of information sources but no centralised place. Another option could be for organisations like the Youth Hostels to provide links from their employment web site pages to a centralised employment service. Related to the low pay rates was concern about apparent high tax rates (perhaps in relation to tax rates in other countries). Respondents had other suggestions for the IRD including better, simpler information about choice of tax codes, a facility to obtain a tax code over the internet or even generating one with each Working Holiday visa.

One respondent called for access to subsidised health care or reciprocal systems to reduce the cost of medical treatment.

A large number of suggestions were made about the NZIS, which suggest that the Service could look at ways to improve their marketing of the schemes as well as making it easier for Working Holidaymakers to find jobs. There was some lack of knowledge about the schemes even from those actually on them.

One concern with the expansion of the schemes is the possibility that the Working Holiday / Backpacker ghettos develop where participants lose contact with New Zealanders and New Zealand culture. Providing adequate information about the range of work available across New Zealand in all seasons could help to negate this fear.

In summary it is concluded that the rapidly expanding Working Holiday Schemes are providing a useful experience for participants. Employers support this view of the schemes across the country and community members interviewed for the case study in the Tongariro National Park. The wider aims of the policies appear to be being met and a number of recommendations about policy review, the schemes

themselves and for the experiences of future working holidaymakers can be made.

9.7 Recommendations

The study has added to the body of knowledge about the Working Holiday schemes and stakeholders such as community members, employers and visa holders. The study provides an example of how to add in to the policy reviews the steps identified as being missed such as stakeholder involvement.

9.7.1 Replication of the study

Replication of the study to include a larger number of community members and employers would be a useful addition to the literature and increase knowledge about the social value of the schemes. The preliminary indicative findings of the thesis could be substantiated or adjusted if the research were replicated and ideally funded as a longitudinal study. It could be argued that the winter case study of Tongariro National Park evolved into a New Zealand case study. The use primarily of descriptive statistics was suitable for the relatively small sample size (Cavana, Delahaye, & Sekeran, 2001, p.112). A future study of a larger number of respondents should include a better representation of the participants of all the schemes at the time thereby enabling some hypothesis testing.

One improvement to the research would be the availability of a translation of the survey instrument to assist English as additional language respondents but retaining the qualitative sections and asking for them to be completed in English. This would be cheaper than accepting the survey in multiple languages as it avoids translation of respondents' qualitative answers.

If the methodology is replicated it would be sensible to review construction of web based survey instrument so that it is processed faster on line to lessen delays in response time to respondents. It would also be important to consider a sponsor, such as NZIS, who could reimburse respondents for the cost of completing the survey on line at an internet café. Asking a cross section of respondents to keep a log of their experiences particularly income and expenditure would be useful so that a more accurate assessment the value of Working Holidaymakers to the economy can be made.

9.7.2 Recommendations for changes to rules of WH Schemes.

Participants felt that the number of places should be increased to meet demand, ideally having no fixed quotas. Interestingly several argued for the schemes to be expanded to other countries including Israel and former Eastern Block countries.

Other recommendations suggested by participants in Chapter Six include

Introduce online application process and /or the ability to obtain the visa en route as well as in New Zealand.

Introduce flexibility so that a working Holiday Visa is available more than once in a lifetime, particularly if the first visa was used for only a short period. Alternatively a three-month holiday visas could be made available at the end of a working holiday to ensure those overcome by work have a chance to explore New Zealand.

Set up a centralised employment service to make it easier to find jobs. This service to include details of seasonal work availability so that applicants can plan their trip while still overseas around likely employment needs in different locations.

Improve access to IRD numbers, perhaps allocating them when Visas are approved.

Monitoring of employers to reduce incidents of underpayment and complaints of poor employer behaviour or alternatively advertising what procedures can be taken if Working holidaymakers have concerns.

Consideration to WWOOFers so that they may work unpaid on a visitor visa (Apparently this is the case in Australia). This suggestion may not work if the applicants cannot obtain a visitor visa for the length of time they wish to be in New Zealand

Regularly review policies so they remain competitive with Australia. From an applicants point of view the schemes should be the same or any differences clearly explained in writing so there is no ambiguity about their scheme. NZIS do provide details of each scheme on their website but it would be useful to ensure

that each applicant keeps a copy. Similarly with the myriad of variations to the schemes in 2005 employers also need a guidebook, perhaps delivered by the aspiring WHM.

NZIS need to review their marketing of the schemes both in New Zealand and more importantly overseas. Some applicants only found out about the scheme by word of mouth information from fellow travellers. Marketing should also include maintaining a user-friendly web site for Working Holidaymakers.

9.7.3 Tourism and agricultural sectors

The policy documents in Chapter Two indicated that these industries had lobbied the government for change and improvements to the schemes. This appears to have been done in an efficient and constructive manner. It is recommended that they should continue to monitor their members' experiences with the schemes and make regular submissions as the schemes evolve. The comments from Working Holidaymakers recorded in Chapter Six provide many suggestions for employers. Employers might also be in a position to conduct research on their employer colleagues and community members to strengthen their submissions.

9.8 Notes for further research

In addition to the suggestion above about any replication of the research there are a number of suggestions for further research that spring from a review of the thesis.

Working holidaymakers may study whilst on their holiday and others are planning to return to study. There is potential to conduct research on the relationships between educational providers and training institutions and working holidaymakers. The research might help to identify potential to expand that market segment.

Research on Australian Working Holiday Schemes was extensively used to justify the expansion of New Zealand programmes. It would be useful to explore the development, benefits and problems of policies of reciprocal partners such as Canada and the United Kingdom.

Some respondents reported a lack of knowledge about the schemes or details of

the schemes. An evaluation of the marketing of the programmes could help establish whether the message about the schemes is getting to the target markets. The review should include both the onshore based web site and the work of government agencies overseas.

The researcher has included some analysis of the overlap between the Backpacker segment and the Working Holidaymaker Visa holding segment. There is room to expand and explore this as a separate topic.

From a tourism industry angle the growth in the Working Holiday Backpacker segment offers many opportunities. However the market is not homogeneous as witnessed by the range in demographic and motivation information. There are opportunities to influence WHM decision making prior to their arrival in New Zealand. The thesis also identifies information not in the IVS about destinations post the New Zealand experience. The NZIS data suggests that some participants take short breaks from New Zealand while holding their Working Holiday visa as well as planning onward travel. Working Holidaymakers are more likely to stop on their return journey than on their inward trip to New Zealand.

Whilst in New Zealand they use a variety of ancillary services and partake in an immense range of activities throughout the entire country. This raises opportunities to explore these business opportunities in more detail. The research could be conducted on a regional basis to determine the effects of the schemes on different regions of New Zealand. This would require more detailed information on the time spent, income and expenditure in each region. In terms of the National Tourism Strategy "Toward 2010" it would be timely to relate this policy to other related government policy such as the Working Holiday Schemes.

From a Human Resources perspective attention was drawn to the improved relationship between increased age of employees and decrease in staff turnover (see Chapter Four). It would be useful to explore employment issues such as absenteeism and labour turnover against such variables as gender, age and job expectations.

This research project provided the researcher with the opportunity to come to a better understanding of the field of policy analysis while simultaneously keeping

one foot grounded in the reality of exploring the aims of stakeholders. Hopefully the policy analysis can be considered as equal a contribution to the literature as the data and suggestions about the existing schemes has already been.

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Appendices

Appendix A: IVS Working Holiday data

Table: *** VISITOR CLASSIFICATION ***		
Database - International Visitors Survey Base: Working Holiday Automatic Base		
*** VISITOR CLASSIFICATION ***	Total	Share
Age		
Total (Automatic Base)	139,703	
15 To 19 Years	7,680	5%
20 To 24 Years	32,606	23%
25 To 29 Years	41,461	30%
30 To 34 Years	19,272	14%
35 To 39 Years	9,625	7%
40 To 44 Years	7,447	5%
45 To 49 Years	4,751	3%
50 To 54 Years	9,462	7%
55 To 59 Years	4,366	3%
60 To 64 Years	2,150	2%
65 To 69 Years	0	0%
70 To 74 Years	0	0%
75 To 79 Years	0	0%
80 Years And Over	0	0%
Refused/Not Specified	0	0%
65 And Over	883	1%
Gender		
Total (Automatic Base)	139,703	
Male	76,090	54%
Female	63,613	46%
Arrival Point		
Total (Automatic Base)	139,703	
Auckland	105,772	76%
Wellington	5,051	4%
Christchurch	26,768	19%
By Sea	1,557	1%
Other	555	0%
Dual Destination		
Total (Automatic Base)	139,703	
Visited Another Country	63,025	45%
No Other Countries Visited	78,600	56%
Travel Style In NZ		
Total (Automatic Base)	139,703	
Tour Group	3,294	2%
Package Traveller	6,079	4%
FIT	95,309	68%
SIT	35,021	25%

Continues /-		
*** VISITOR CLASSIFICATION ***	Total	Share
Length of Stay In NZ (Grouped)		
Total (Automatic Base)	139,703	
Under 5 Days	11,973	9%
5-7 Days	13,035	9%
8-10 Days	6,465	5%
11-13 Days	2,290	2%
14-16 Days	4,005	3%
17-19 Days	3,140	2%
20-29 Days	7,301	5%
30 or More Days	91,495	65%
First Visit To NZ		
Total (Automatic Base)	139,703	
First Visit	87,671	63%
Not First Visit	52,033	37%
Total Expenditure in NZ (Grouped)		
Total (Automatic Base)	139,703	
Up to \$500	7,056	5%
\$501-\$1000	7,742	6%
\$1001-\$1500	17,017	12%
\$1501-\$2000	13,793	10%
\$2001-\$2500	11,448	8%
\$2501-\$3000	11,229	8%
\$3001-\$3500	9,202	7%
\$3501-\$4000	7,357	5%
\$4001-\$4500	5,497	4%
\$4501-\$5000	7,865	6%
\$5001+	41,497	30%

Table: Group 1 by Year: Backpacker
 Database - International Visitors Survey
 Automatic Base

Reference Total (Year)
 Suppressing: Total Column(s)

Table:	Table:	Year						
Group 1	1997	1998	1999	2000	2001	2002	2003	2004
Top 10								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	225,84
Australia	15,711	19,591	23,474	22,872	22,627	22,206	28,432	33,563
UK	28,120	24,271	27,402	34,374	37,597	45,208	55,108	52,097
United	13,912	10,941	9,506	15,344	18,734	17,096	24,063	23,500
Japan	8,609	7,177	2,521	5,218	5,094	4,542	9,948	13,917
Korea,	2,128	722	881	1,827	3,138	4,153	10,920	7,397
China,	0	216	0	0	437	272	340	1,419
Germany	10,247	9,188	6,775	7,258	7,520	12,930	15,452	18,069
Canada	4,585	4,572	4,781	7,536	5,932	5,630	9,546	8,905
Taiwan	1,126	193	1,012	536	722	451	741	924
Singapore	180	231	1,036	644	1,143	1,206	414	1,030
Other	37,291	37,168	38,596	39,057	46,591	47,389	56,486	65,020
Total								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	225,84
Up to	10,631	10,920	10,680	10,016	12,587	9,809	11,904	12,251
\$501-	15,884	15,293	14,890	14,252	21,015	18,087	26,296	28,267
\$1001-	26,497	18,940	15,256	15,560	13,804	23,784	23,735	28,391
\$1501-	18,773	24,803	18,869	21,993	19,813	19,295	31,469	32,605
\$2001-	11,508	10,297	17,099	17,718	18,780	23,099	21,750	26,487
\$2501-	10,083	8,511	10,833	13,771	13,846	14,632	21,708	24,866
\$3001-	11,057	4,493	8,046	8,231	7,605	13,760	17,235	15,643
\$3501-	6,207	7,172	6,810	10,524	10,332	10,608	14,556	10,307
\$4001-	2,428	3,512	3,189	3,279	5,073	4,409	9,659	11,130
\$4501-	1,775	3,929	3,957	4,808	7,455	6,063	7,442	9,014
\$5001+	7,066	6,401	6,352	14,513	19,225	17,536	25,697	26,882
Arrival Point								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	225,84
Auckland	91,834	79,878	83,108	96,264	102,12	117,85	148,96	151,58
Wellington	4,030	3,535	3,888	3,220	5,237	4,255	7,213	8,311
Christchur	25,820	30,602	28,986	35,182	41,710	38,969	52,886	64,665
By Sea	0	0	0	0	460	0	0	181
Other	225	255	0	0	0	0	2,382	1,099
Gender								
Total	121,909	114,27	115,98	134,38	149,53	161,08	211,45	225,84
Male	63,897	61,290	61,433	65,414	79,114	84,114	108,28	112,01
Female	58,012	52,981	54,549	68,966	70,421	76,968	103,16	113,83
Age								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	224,53
15 to 24	50,068	43,116	45,678	56,163	55,945	68,006	77,076	85,831
25 to 34	49,947	51,833	49,197	56,612	65,814	67,025	94,262	90,595
35 to 44	10,244	8,810	10,099	9,543	14,020	14,913	21,545	26,724
45 to 54	6,808	5,020	4,408	6,419	8,634	4,709	8,049	13,453

55 to 64	3,603	3,790	4,261	4,509	3,225	4,158	9,855	5,709
65+	1,239	1,702	2,339	902	1,896	2,271	663	2,223
Refused	0	0	0	519	0	0	0	0
Dual								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	225,84
Visited	84,334	75,360	76,644	91,718	100,11	105,67	140,96	142,08
No Other	37,575	38,910	39,338	43,290	50,022	55,413	71,135	88,436
Travel Style								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	225,84
Tour	404	861	183	179	421	267	385	502
Package	3,831	2,968	2,914	3,528	5,638	4,807	7,020	3,573
FIT	90,587	88,715	86,213	100,75	114,48	121,92	147,57	153,55
SIT	27,087	21,726	26,672	30,209	28,995	34,082	56,475	68,215
Length of								
Total	121,909	114,27	115,98	134,66	149,53	161,08	211,45	225,84
Under 5	7,890	7,155	6,646	7,834	10,596	8,891	14,000	20,404
5-7 Days	10,933	10,617	8,403	10,069	12,912	17,107	20,649	21,145
8-10 Days	7,842	10,151	7,208	9,515	14,815	15,377	15,121	19,769
11-13	9,111	11,091	9,624	9,426	12,313	10,391	15,246	14,134
14-16	11,803	10,578	13,112	12,646	17,567	14,622	24,001	19,371
17-19	7,882	7,370	9,704	8,745	6,776	10,468	11,193	14,042
20-29	27,068	22,269	28,205	35,570	27,997	41,509	39,490	42,517
30 or More	39,380	35,040	33,081	40,860	46,559	42,717	71,748	74,459

Table: Group 1 by Year

Database - International Visitors Survey

Automatic Base

Reference Total (Year)
Suppressing: Total Column(s)

Group 1	Year							
	1997	1998	1999	2000	2001	2002	2003	2004
Top 10								
Total	1,358,793	1,343,889	1,439,873	1,585,801	1,695,382	1,795,466	1,908,867	2,150,106
Australia	398,393	447,086	457,776	492,239	542,333	523,266	639,592	769,548
UK	140,509	147,355	156,536	180,935	191,655	221,232	243,417	264,441
United	134,341	151,004	159,227	184,151	175,960	181,760	192,883	198,260
Japan	156,583	147,023	147,063	148,433	146,115	166,793	147,627	160,034
Korea,	100,600	8,256	31,756	45,111	72,791	93,922	99,213	99,081
China,	11,092	14,599	15,487	28,203	45,224	67,820	63,061	83,663
Germany	43,846	40,301	40,924	48,024	50,666	47,588	51,799	54,568
Canada	27,596	29,293	32,429	34,368	34,746	37,546	36,930	38,472
Taiwan	42,519	42,235	45,417	44,305	31,568	38,689	24,264	25,409
Singapore	19,164	24,764	31,081	35,085	31,569	28,974	28,237	27,593
Other	284,150	291,973	322,177	344,947	372,755	387,876	381,844	429,037
Total								
Total	1,358,564	1,342,377	1,439,873	1,585,801	1,694,320	1,795,466	1,908,867	2,149,381
Up to \$500	172,436	181,740	191,853	159,042	190,754	184,246	201,113	224,508
\$501-\$1000	193,675	193,750	203,605	210,279	232,682	211,053	234,893	334,949
\$1001-	257,386	199,900	193,029	218,702	205,018	225,884	232,460	296,279
\$1501-	205,513	215,721	180,331	191,975	205,816	193,616	236,513	266,084
\$2001-	132,793	134,007	139,866	147,045	167,502	198,477	188,221	228,150
\$2501-	104,378	90,877	119,484	161,207	134,573	159,731	163,003	201,075
\$3001-	73,548	64,967	90,727	89,698	99,788	103,948	130,168	113,106
\$3501-	55,349	70,183	66,239	86,229	84,548	114,199	109,065	88,662
\$4001-	38,395	38,283	47,037	53,450	63,046	63,532	78,714	71,983
\$4501-	33,546	45,799	43,877	53,716	60,687	63,243	56,635	72,137
\$5001+	91,546	107,149	163,824	214,459	249,904	277,538	278,081	252,448
Arrival Point								
Total	1,358,478	1,343,889	1,439,873	1,585,801	1,695,382	1,795,466	1,908,867	2,150,106
Auckland	1,008,082	958,574	1,012,564	1,124,038	1,203,295	1,334,050	1,412,347	1,557,783
Wellington	64,515	83,555	83,072	92,301	100,664	89,658	110,248	130,919
Christchurch	280,646	292,831	332,857	356,697	378,504	356,086	354,152	433,442
By Sea	2,376	4,572	7,377	7,530	10,319	15,544	17,372	6,875
Other	2,860	4,356	4,003	5,234	2,600	129	14,747	21,086
Gender								
Total	1,358,793	1,343,889	1,439,873	1,585,514	1,695,382	1,795,466	1,908,867	2,150,106
Male	763,207	758,096	798,698	912,769	959,878	996,995	993,229	1,114,578
Female	595,586	585,793	641,175	672,745	735,504	798,471	915,638	1,035,528
Age								
Total	1,358,793	1,343,889	1,439,873	1,585,801	1,695,382	1,795,466	1,908,867	2,084,990
15 to 24	182,014	171,688	183,979	207,314	219,429	256,047	267,666	306,189
25 to 34	328,486	345,677	345,337	391,513	414,124	425,676	444,948	483,994
35 to 44	260,101	251,758	270,712	298,906	322,665	320,499	386,412	424,112

45 to 54	254,406	251,868	268,748	305,785	334,314	358,593	372,285	413,436
55 to 64	209,799	207,773	237,494	242,972	266,361	280,139	284,534	334,626
65+	118,728	113,390	131,135	136,345	134,860	150,235	149,116	122,485
Refused	5,259	1,735	2,467	2,967	3,631	4,277	3,905	148
Dual								
Total	1,358,568	1,343,889	1,439,873	1,585,801	1,695,382	1,795,466	1,908,867	2,150,106
Visited	578,236	485,252	525,508	590,407	589,268	646,994	732,579	808,782
No Other	780,332	858,637	914,365	997,565	1,108,752	1,148,472	1,183,493	1,362,141
Travel Style								
Total	1,358,793	1,343,889	1,439,873	1,585,801	1,695,382	1,795,466	1,908,867	2,150,106
Tour Group	33,291	102,276	119,682	142,888	133,253	130,304	49,814	63,273
Package	302,461	173,629	194,261	223,939	216,487	247,408	195,855	282,852
FIT	705,810	750,539	806,236	849,438	950,482	988,501	1,052,478	1,094,921
SIT	317,230	317,445	319,694	369,536	395,160	429,253	610,720	709,061
Length of								
Total	1,358,793	1,343,889	1,439,873	1,585,801	1,695,382	1,795,466	1,908,867	2,150,106
Under 5	330,015	289,372	313,876	349,497	384,282	404,414	355,606	483,276
5-7 Days	295,623	302,391	311,938	350,000	357,011	383,787	347,579	395,232
8-10 Days	161,440	161,251	185,804	195,844	215,723	211,383	203,737	235,689
11-13 Days	101,806	119,242	122,392	133,368	140,018	136,847	150,259	175,138
14-16 Days	96,629	114,194	119,700	120,147	144,983	146,096	162,036	169,971
17-19 Days	66,315	64,092	72,310	78,884	81,859	88,164	105,838	114,835
20-29 Days	142,515	141,755	159,829	168,435	174,501	195,276	236,731	235,683
30 or More	164,449	151,591	154,023	189,626	197,006	229,499	347,080	340,283

Appendix B: Letter to residents

Ken Newlands
59 Walker Road
Point Chevalier
Auckland

<<FirstName>> <<LastName>>
<<Address1>>
<<Address2>>
<<Address_3>>
<<Address_4>>

Dear <<FirstName>>

Hi.

My name is Ken Newlands and I am involved in researching backpackers particularly those on Working Holidays in New Zealand. I am a mature student working in the tourism education / training field and simultaneously completing a Masters of Business (Tourism) from the Auckland University of Technology. The research is concerned with those who work while on holiday, their motivations to holiday and work in New Zealand, what occupations they work in, and the economic and other effects of working holidaymakers not only to the visitors but to their employers, the community and the tourism industry.

I am writing to you because in the next four months I will be surveying working holidaymakers and asking about their experiences in New Zealand. However I would like to obtain the other side of the story as well. What do employers and communities think are the positive and negative effects of having international visitors working in New Zealand?

New Zealand currently has Working Holiday schemes with sixteen countries and many other visitors are employed with or without work or student permits, perhaps just to help out when there is a labour shortage. Over the next four months I will be surveying a cross section of these visitors and asking for referrals to their employers and the communities that they worked in.

I am also locating a cross section of residents from communities that these holidaymakers visit and work in.

I would like to conduct an interview with you and give you an opportunity to comment on working international visitors and the Working Holiday Scheme. The interview will take between 30 and 60 minutes.

The interviews will be anonymous, and it will not be possible to identify you personally in the report. Any quotes will be attributed to a nom de plume.

You will be able to withdraw from the research project at any time if you wish. If you consent to the interview being taped the tapes will be destroyed at the end of the project or returned to you if you prefer. I will be the only researcher to hear

the tapes. My aim is that once the thesis is completed a summary will be made available to all those who took part in the research as well as to other interested parties.

I will be spending some time in and around Tongariro National Park during the winter, which may make it easier to visit you. Alternatively if you supply a telephone number I would be happy to call you at a convenient time for the interview.

I have enclosed a more detailed information sheet and a consent form. The consent form must be completed before I can interview you. If you prefer a telephone interview please return the consent form to me. If you would like further information about the research, please contact me at either

Ken Newlands, Tourism Lecturer, UNITEC, Private Bag 92025, Auckland, New Zealand. Telephone (9) 8154321 ext 7061, facsimile (9) 815 6799 or

email me at knewlands@unitec.ac.nz

or call me collect at home 09 8460406.

I look forward to hearing from you soon.

Yours sincerely

Ken Newlands

Enc. (2) information sheet
consent form

Appendix C: Letter to employers requesting an interview

Ken Newlands
59 Walker Road
Point Chevalier
Auckland

<<FirstName>> <<LastName>>
<<Address1>>
<<Address2>>
<<Address_3>>
<<Address_4>>

Dear <<FirstName>>

Hi. My name is Ken Newlands and I am involved in researching backpackers particularly those on Working Holidays in New Zealand. I am a mature student working in the tourism education / training field and simultaneously completing a Masters of Business (Tourism) from the Auckland University of Technology. The research is concerned with those who work while on holiday, their motivations to holiday and work in New Zealand, what occupations they work in, and the economic and other effects of working holidaymakers not only to the visitors but to their employers, the community and the tourism industry.

I am writing to you because in the next four months I will be surveying working holidaymakers and asking about their experiences in New Zealand. However I would like to obtain the other side of the story as well. What do employers and communities think are the positive and negative effects of having international visitors working in New Zealand?

New Zealand currently has Working Holiday Schemes with sixteen countries and many other visitors are employed with or without work or student permits, perhaps just to help out when there is a labour shortage. I will also be surveying a cross section of these visitors and asking for referrals to their employers and the communities that they worked in.

I am also locating employment agencies and employers from notices placed asking for international workers.

I would like to conduct an interview with you and give you an opportunity to comment on working international visitors and the Working Holiday Scheme. The interview will take between 30 and 60 minutes.

I will telephone you next week to determine if it is possible for us to meet you or a colleague, or if it is more convenient to conduct an interview over the telephone. I will be spending some time in and around Tongariro National Park during the winter, which may make it easier to visit you.

The interviews will be anonymous, and it will not be possible to identify you personally in the report. Any quotes will be attributed to a nom de plume.

You will be able to withdraw from the research project at any time if you wish. If you consent to the interview being taped the tapes will be destroyed at the end of the project or returned to you if you prefer. I will be the only researcher to hear the tapes. My aim is that once the thesis is completed a summary will be made available to all those who took part in the research as well as to other interested parties.

I have enclosed a more detailed information sheet and a consent form. The consent form must be completed before I can interview you. If you prefer a telephone interview please return the consent form to me. If you would like further information about the research, please contact me at either

Ken Newlands, Tourism Lecturer, UNITEC, Private Bag 92025, Auckland, New Zealand. Telephone (9) 8154321 ext 7061, facsimile (9) 815 6799 or

email me at knewlands@unitec.ac.nz

or call me collect at home 09 8460406.

I look forward to hearing from you soon.

Yours sincerely

Ken Newlands

Enc. (2) information sheet
consent form

Appendix D: Participation information sheet employers and residents

Project Title

The modern nomad in New Zealand: a study of the effects of the Working Holiday Maker Schemes on free independent travellers and their host communities.

Kia Ora.

My name is Ken Newlands and I am undertaking research on the Working Holiday Maker scheme as part of my studies towards a Masters of Business in Tourism at AUT. The purpose of the research is to examine the positive and negative benefits that working international visitors, and the Working Holiday Scheme Policy bring to four groups. These groups are the international visitors themselves, their employers, their host communities and to the tourism industry. We understand that this will be the first study of its kind to examine this topic.

How was a person chosen to be asked to be part of the study?

I am approaching you on the basis of a referral from a working holidaymaker or directly as an employer or member of a community hosting working holiday makers. Residents were randomly chosen in communities frequented in winter by holidaymakers.

Can I join the study?

The research aims to involve members of the community, a cross section of employers, and some industry and government employees. Working holder makers will be also be surveyed.

What happens in the study?

In this part of the study I will be enquiring about your contact with tourists here on a working holiday and asking about your perceptions of them as workers and their effect on this community. I have a series of semi-structured questions to put to you, which allows flexibility as to how you respond.

What are the discomforts and risks?

There are no risks or discomforts associated with this research.

What are the benefits?

The results of the research will be provided free to your community, employers, interested industry groups such as the tourism industry as well as interested Government Departments and Universities.

What compensation is available for injury or negligence?

AUT hold a public liability policy, which covers their students on fieldwork,

but it is not anticipated that there will be an injury from an interview and the research is supervised to ensure that it is completed competently.

How is my privacy protected?

The results from the research are aggregated so that no individual can be recognised. Nom de plumes are used if particular comments are reported verbatim. Any formal personal communications, for example from a spokesperson of a Government Department, will be provided to the spokesperson for confirmation. All the original data collected will be destroyed.

Costs of Participating

It is anticipated that the interview will take between 30 and 60 minutes of your time.

Opportunity to consider invitation.

You are invited to read the “consent to participation in research form” which explains the conditions under which you would agree to take part including an option to withdraw from the research.

Participant Concerns Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor Charles Johnston charles.johnston@aut.ac.nz. (64 9) 917-9999 ext 5120. Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz, (64 9) 917 9999 ext 8044.

Approved by the Auckland University of Technology Ethics Committee on 01 July 2003 AUTEK Reference number 03/87

Appendix E: Semi structured interviews with residents and community

Notes. Establish that the person being interviewed has read the information sheet and signed a consent form. Remember to

- introduce as student of AUT
- that contact was established by surveying holiday makers. Choice of winter research lead us to TNP and residents randomly selected within community.
- that all responses are given in confidence and will be aggregated so that no individual can be identified

Your Community and Tourism

- What community do you belong to? (eg City, town, National Park)
- What are your feelings about the impact of tourism on this community?
- Have you or would you work for a tourism company or a company servicing these tourist companies?
- How many family members work for a business serving tourists or tourist companies?
- What was your highest qualification trade or academic?
- What is the gross income band of the principal householder?
(show card as for holiday maker income steps)

International visitors as workers

- Where do you come in contact with young international tourists (aged 18-30) who are working/living in your area?
- Do you know what sort of visas they held?
Eg working holiday scheme, student, work, Australian passport holder,
- What countries did they come from (use show card of countries if necessary)?
- What type of work do they do?
- What benefits do they bring to employers, local business?
- What do they contribute to the community?
- What problems are there associated with having international working visitors?
- What benefits do they bring to the tourism industry?

The working Holiday scheme

- Were you aware of the working holiday scheme before the invitation to take part in this research?
- What features of the scheme do you like?
- What features of the scheme would you like changed?
- Have you ever been involved in making submissions about the scheme individually or as part of an interest group?
- Is there anything else you would like to talk about?

Continue with list of statements.

Appendix F: Semi structured interview employers and agencies

Who where

Your business

- What type of business do you operate? (i.e. goods or services produced)
- How many employees do you normally employ, full time and part time?
- What times in the year (seasons) do you have additional labour?
- What are the main languages spoken in your business?
- How many young international tourists (aged 18-30) have you employed over the last year? 130
- In previous years?
- Do you know what sort of visas they held?
- How many had the working holiday scheme visa in particular?
- What countries did they come from (use show card of countries if necessary)?
- What type of work have they done for you?
- What hours do they work?
- What is the average length of employment for most of your working holidaymakers?
- Any reason if there are some who stay significantly longer or shorter times than the average?
- What type of skills, behaviours and attitudes do they bring with them that make them useful employees?
- What is the extent of the training that they need and that you provide?
- What problems are there associated with employing international visitors?
- What pay rates do you offer?
- What additional benefits do the workers receive? Prompt: - Accommodation? Food? reduced rates? free activities? use of vehicles?
- What benefits do these employees bring to your business?
- What benefits do they bring to the community?
- What benefits do they bring to the tourism industry?

Recruitment

- How do you recruit international tourists?
- Do you recruit any workers before they came to New Zealand?
- Were you aware of the working holiday scheme before the invitation to take part in this research?
- What features of the scheme do you like?
- What features of the scheme would you like changed?
- Have you ever been involved in making submissions about the scheme individually or as part of an interest group?
- Is there anything else you would like to talk about? c/-

Continue with list of statements.

Appendix G: Survey to Working Holidaymakers

Working holiday makers questionnaire

Also available on web at <http://www.survey.unitec.ac.nz/workingholiday>
<http://www.survey.entrepreneur.ac.nz/workingholiday>

Section A. From home to New Zealand and beyond.

1 Are you still in New Zealand as you complete this questionnaire?

<i>Circle one</i>	
Yes 1	No 2

1b. Where did you find this survey?.....

2 What is your country of normal residence? (circle 1 only)

<i>Country of usual Residence</i>		<i>Continues</i>	<i>circle</i>
01	Argentina		Other countries – Non Working Holiday scheme
02	Canada		
03	Chile	17	Australia
04	Denmark	18	United States
05	France	19	Belgium
06	Germany	20	Norway
07	Hong Kong Special Admin Region	21	Other European**.....
08	Ireland (Eire)	22	Taiwan
09	Italy	23	Other North Asian**.....
10	Japan	24	Indonesia
11	Korea	25	Thailand
12	Malaysia	26	Other South East Asian**.....
13	Netherlands	27	African / Middle East**.....
14	Sweden	28	Other Countries*.....
15	Singapore	* **	If other, please complete which country in space.....
16	United Kingdom UK		

3 What type of visa do you have for New Zealand? (circle one)

1	Visitor	4	Student
2	Working holiday	5	None on Australian Passport not required (<i>go to Q5</i>)
3	Work	6	Other *
7	*If other please explain.....		

4 How many months before you arrived in New Zealand did you obtain your visa for New Zealand?

.....months

5 On your way to New Zealand which of these geographic regions did you stop in for more than 1 night? (circle as many as you visited)

1	Australia	2	Pacific Islands	3	Asia
4	Europe	5	North America	6	South America
7	Africa	8	None		

6 On your way from New Zealand are you visiting any of these geographic regions for more than 1 night? (circle as many as necessary)

1	Australia	2	Pacific Islands	3	Asia
4	Europe	5	North America	6	South America
7	Africa	8	None		

7 When did you arrive in New Zealand (for your working holiday)?

Arrival date (approximately) Month Year

8 How long did you stay (will you stay be) in New Zealand? (please circle one option)

1	Less than one month	5	6 months - 8 months
2	Between 1 month - 2 months 30-60 days	6	8 months -10 months
3	2 months - 4 months 61-120 days	7	10 months -12 months
4	4 months - 6 months	8	Over 12 months *
8b	*If over 12 months how long was / will your working holiday in New Zealand be?.....		

9 Was your stay in New Zealand shorter, longer or about the length that you planned? (please circle one option)

Shorter	About what I planned	Longer
1	2	3

10 If the trip was shorter or longer why was this?

.....

11 When you arrived in New Zealand did you plan to work? (please circle one option)

Intentions	Code
Yes	1
No	2
Unsure, but open to work opportunities	3
Unsure, but work not high on my priorities for New Zealand	4

12 What percentage of your holiday was spent working compared to the days spent not working when you could be a backpacker/ tourist / traveller?

(for example 3 month work one month holiday would be 75% working choose 71-80%)

Percentage working									
1	2	3	4	5	6	7	8	9	10
0-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%

13 Who did you arrive in New Zealand with?

Alone	1	With a partner with a friend	2
With a group of friends	3	Other*	4

5 *If "Other" please explain.....

13b Who did you spend your time with while in New Zealand ?

Alone	1	With a partner with a friend	2
With a group of friends	3	Other*	4

5 *If “Other” please explain.....

14 How many other times have you visited New Zealand before this working holiday? (Circle one)

.....
 1 2 3 4 5 6 7 8 9 10 or more

15 What were your main reasons for visiting New Zealand?

Please use the scale where 1 is of no importance through to 7 being a very

important reason for your visit. Circle one option in each case.

Code		<i>1 = of no importance 7 = very important</i>						
1	Always wanted to visit New Zealand	1	2	3	4	5	6	7
2	Recommended by friends or relatives	1	2	3	4	5	6	7
3	Influenced by books and travel guides	1	2	3	4	5	6	7
4	To visit friends or relatives	1	2	3	4	5	6	7
5	Wanted to work here	1	2	3	4	5	6	7
6	Needed to earn some money	1	2	3	4	5	6	7
7	Important to get professional work experience	1	2	3	4	5	6	7
8	Wanted to study here	1	2	3	4	5	6	7
9	Visiting several other counties in the region	1	2	3	4	5	6	7
10	Felt it was a safe place to visit	1	2	3	4	5	6	7
11	Holiday	1	2	3	4	5	6	7
12	Personal eg time to change life direction	1	2	3	4	5	6	7

16 To what extent was your choice of New Zealand as a destination influenced by the following motivations?

Please use the scale where 1 is of no importance through to 7 being a very important motivation for your visit. Circle one option in each case.

code		1 = of no importance 7 = very important						
1	Increase my knowledge	1	2	3	4	5	6	7
2	Visit friends & relations	1	2	3	4	5	6	7
3	Avoid the hustle and bustle of daily life	1	2	3	4	5	6	7
4	Build friendships with others	1	2	3	4	5	6	7
5	Challenge my abilities	1	2	3	4	5	6	7
6	Use my imagination	1	2	3	4	5	6	7
7	Be in a calm atmosphere	1	2	3	4	5	6	7
8	Develop close friendships	1	2	3	4	5	6	7
9	Use my physical abilities/skills	1	2	3	4	5	6	7
10	To contribute something to the places I visit	1	2	3	4	5	6	7
11	Relax physically	1	2	3	4	5	6	7
12	Gain a feeling of belonging	1	2	3	4	5	6	7
13	To explore other cultures	1	2	3	4	5	6	7
14	To relax mentally	1	2	3	4	5	6	7
15	To interact with local people	1	2	3	4	5	6	7
16								
17	To associate with other travellers	1	2	3	4	5	6	7
18	To have a good time with friends	1	2	3	4	5	6	7
19	To find myself	1	2	3	4	5	6	7

17 Please indicate the extent to which you agree with the following statements about your trip: My New Zealand travel experience gave me.....

Circle one option in each case.

Code		1 = of no importance 7 = of great importance						
1	More appreciation of other cultures	1	2	3	4	5	6	7
2	More self knowledge and self awareness	1	2	3	4	5	6	7
3	A thirst for more travel	1	2	3	4	5	6	7
4	A better understanding of my own culture	1	2	3	4	5	6	7
5	More self-confidence	1	2	3	4	5	6	7
6	More tolerance of cultural differences	1	2	3	4	5	6	7
7	Improved potential for my own career	1	2	3	4	5	6	7
8	More knowledge about NZ way of life	1	2	3	4	5	6	7
9	A desire to return and live in New Zealand	1	2	3	4	5	6	7

18 Are you planning to return to New Zealand in the next 5 years?

Circle one		
1 Yes	2 No (go to Q20)	3 Uncertain (go to Q20)

19 What are you planning to do when you return to New Zealand?

<i>Circle as appropriate</i>		
1 Work	2 Study	3 Holiday
4 Business	5 Immigrate to/ settle in New Zealand	6 Other

(code 7 n/a)

Section B. Work experiences

I would now like to ask you about any work experiences you have during this visit to New Zealand. Please remember that all the information we collect here is strictly confidential and will **not** be used against you or any other party.

**20 Did you engage in any form of paid employment during your visit? 1 Yes
2 No**

Circle one

21 Including both paid and voluntary work, how many separate jobs did you have in New Zealand?

Circle one

1	2	3	4	5	6	7	8	9	10 + specify.....
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**22 What type of occupations jobs did you do in New Zealand and
23 How many separate employers / jobs did you have in each occupation?**

For example Fruit picking, 4 jobs, circle 4, ignore occupations that don't apply.

Code	Occupations	Circle Number jobs in that occupation				
		1	2	3	4	5+
01	Fruit picker	1	2	3	4	5+
02	Agriculture other than fruit picking	1	2	3	4	5+
03	Store person (Warehouse)	1	2	3	4	5+
04	Factory hand	1	2	3	4	5+
05	Cleaner,	1	2	3	4	5+
06	Builder's labourer	1	2	3	4	5+
07	Kitchen hand, cook	1	2	3	4	5+
08	Hospitality, bar work, waiter	1	2	3	4	5+
09	Chef	1	2	3	4	5+
10	Call centre, telephone sales	1	2	3	4	5+
11	Sales assistant	1	2	3	4	5+
12	Sales representative	1	2	3	4	5+
13	Marketing, market research	1	2	3	4	5+
14	Office secretary, stenographer	1	2	3	4	5+
15	Accounts work,	1	2	3	4	5+
16	Accountant, Banking, Finance	1	2	3	4	5+
17	Data processor machine operator	1	2	3	4	5+
18	Child care, nanny,	1	2	3	4	5+
19	Teacher	1	2	3	4	5+
20	Canvassing for charities	1	2	3	4	5+
21	Information Technology, Computer professional	1	2	3	4	5+
22	Medical professional eg Nurse, Physio, Doctor, health care	1	2	3	4	5+
23	Engineer, Construction, Architecture	1	2	3	4	5+
24	Tourism such as tour guide,	1	2	3	4	5+
25	Driver	1	2	3	4	5+
26	Backpacker or Hostel work	1	2	3	4	5+
27	Voluntary unpaid work (include WWOOF FHINZ)	1	2	3	4	5+
28	Other	1	2	3	4	5+

24 Approximately how many days work did each job involve from start to finish?

Job number (chronological order)	Approximate days work in total	Job number (chronological order)	Approximate days work in total
1 st job		5 th job	
2 nd job		6 th job	
3 rd job		7 th job	
4 th job		8 th and subsequent jobs	

25 Thinking now about the MAIN job you held during this visit, (longest time or most money earned) can you tell me what sort of work this involved?

.....
26 Please classify the job into (1) one of the categories below

Circle main occupation		Circle main occupation	
Fruit picker	01	Accounts work,	15
Agriculture other than fruit picking	02	Accountant, Banking, Finance	16
Storeperson	03	Data processor machine operator	17
Factory hand	04	Child care, nanny,	18
Cleaner	05	Teacher	19
Builder's labourer	06	Canvassing for charities	20
Kitchen hand, cook	07	Information Technology Computer prof	21
Hospitality, bar work, Waiter	08	Medical professional Nurse Physio Dr...	22
Chef	09	Engineer, Construction, Architecture	23
Call centre, telephone sales	10	Tourism such as tour guide,	24
Sales assistant	11	Driver	25
Sales representative	12	Backpacker or Hostel work	26
Marketing	13	Voluntary unpaid (<i>inc WWOOF FHINZ</i>)	27
Office secretary, stenographer	14	Other *	28
29 * Explain other			

.....
27 Approximately how long did this job last?

1	Less than one week	1- 6 days	6	4 months - 6 months
2	1 - 2 weeks	7-14 days	7	6 months - 8 months
3	3 - 4 weeks	15-28 days	8	8 months -10 months
4	1 month - 2 months	30-60 days	9	10 months -12 months
5	2 months - 4 months	61-120 days	10	Over 12 months *

28 How did you find this job?

Circle one

It was already arranged before I came to New Zealand	1	Approached the employer directly	6
Newspaper job advertisement	2	Private employment agency	7
Internet job advertisement	3	Employment office at Backpackers/ hostel	8
Saw Message placed on notice board	4	Other	9
Personal contacts	5	Don't know	10

29 Was the job advertised (or made available as) a

	Circle one
<i>Short-term contract</i>	1
<i>Permanent full time position that you took for a short time?</i>	2
<i>Not applicable</i>	3

30 Approximately how much take home pay, or pay after tax, were you paid per hour or per week? 3 Don't remember

1 Per hour NZ\$ or 2 per week NZ\$ (whole dollars)

31 Were you paid by cash, cheque or electronically?

<i>Circle one</i>			
Cash 1	Cheque 2	Electronic funds transfer to bank account 3	Other 4

32 Did you receive a pay slip?

<i>Circle one</i>		
Yes 1	No 2	Don't remember 3

33 How many hours did you work per week on average?

34 Did you receive any formal training in this job?

<i>Circle one</i>		
Yes 1	No 2	Not sure, don't remember 3

35 Which statement on this list below best describes the skills you gained in this job?

Circle one	
Only useful in this particular job	1
Only useful with employers in same line of work	2
Also useful in jobs with quite different types of work	3
Don't know	4

36 Do you believe that the job would have been on-going had you had permission to work longer under your visa conditions or a longer duration visa?

<i>Circle one</i>			
Yes 1	Uncertain 2	No 3	N/a 4

37 Thinking about your other jobs please provide details of any jobs that you were paid significantly more or less than the main job you described above

	Description of other jobs	Hourly rate NZ\$ (e.g. 12)
1		
2		
3		

38 We would like to obtain the views of the community and employers about working holidays; can you provide contact details for any of your employers? (*remember your name or details will not be revealed*)

- 1 {Company name}
- 2 {Street address or postal box number}
- 3 {Suburb /town/ city/ rural district}
- 4 {Email telephone or fax etails}
- 5 {2nd Company name}
- 6 {Street address or postal box number}
- 7 {Suburb /town/ city/ rural district}
- 8 {Email telephone or fax etails}
- 9 {3rd Company name}
- 10 {Street address or postal box umber}
- 11 {City/ rural district}
- 12 {Email telephone or fax}

Section C. The New Zealand Holiday Experience

39 When travelling around New Zealand what transport did you use?

Circle as appropriate

1	Air	2	Train	3	Ferry
4	Long distance bus	5	Backpacker bus	6	Coach tour
7	Hire / rental car	8	Rental campervan	9	Buy vehicle and resell
10	Bicycle	11	Walk	12	Hitch hike
39b	Other –please specify*				
	*				

40 What form(s) of accommodation did you use during your New Zealand holiday?

Circle as appropriate

1	Backpacker	2	Youth Hostel	3	Family , friends
4	Employer, with job	5	Tent cabins caravan	6	Campervan motorhome
7	Student hostel	8	Motel	9	Hotel
10	Farmstay, homestay	11	Flat, house, rental, timeshare	12	Other *
40b	If other please specify*				
				

41 Which of the following activities did you undertake while in New Zealand?

Activity	Circle if undertaken
Hanging out on the beach	1
Walking / hiking / trekking	2
Visiting museums	3
Visiting nightclubs	4
Cultural events / performances	5
Observing wildlife / nature	6
Attending sporting events	7
Winter sports such as skiing, snowboarding	8
Other sporting activities / adrenaline activities	9
Sitting in cafes / restaurants	10
Visiting historical sites / monuments	11
Shopping	12
Working to earn money	13
Working as a volunteer not paid	14
Working for free accommodation / food / pass for activities	15
Participating in an academic study programme	16
Learning a language	17
Other	18
If "other" please specify	

42 In which parts of New Zealand did you work and which parts did you just visit without working?

code	circle areas visited by either to work (w) or just visited for leisure but not to work (l) or? not sure (Examples of places in Province provided in brackets) Ignore regions not visited	Work	Just visited no work leisure	Not sure
1	NORTH ISLAND	w	1	?
2	Northland (eg Bay of Islands)	w	1	?
3	Auckland	w	1	?
4	Coromanadel Peninsula	w	1	?
5	Waikato (eg Hamilton Waitomo Caves)	w	1	?
6	Central North Island (eg Taupo/Tongariro National Park)	w	1	?
7	Bay of Plenty (eg Tauranga Whakatane Rotorua)	w	1	?
8	East Cape (eg Gisborne)	w	1	?
9	Hawkes Bay (eg Napier Hastings)	w	1	?
10	Taranaki (eg New Plymouth)	w	1	?
11	Manawatu / Wanganui (eg Palmerston North)	w	1	?
12	Wellington	w	1	?
13	SOUTH ISLAND	w	1	?
14	Marlborough (egBlenheim)	w	1	?
15	Nelson	w	1	?
16	Tasman (eg Golden Bay, Able Tasman National Park)	w	1	?
17	West Coast (eg Westport Greymouth Fox Glacier)	w	1	?
18	Canterbury (eg Christchurch Kaikoura Timaru Mount Cook)	w	1	?
19	Otago (eg Dunedin Queenstown Wanaka)	w	1	?
20	Southland (eg Invercargil Te Anau Milford Sound)	w	1	?
21	Other	w	1	
22	If Other please explain.....			

43 Can you briefly explain the route you travelled around New Zealand?

For example: Arrived Auckland travelled to Northland then Waitomo, Rotorua Wellington, down West Coast of South Island across to Queenstown and straight back to Christchurch before flying back to Auckland.)

.....
.....
.....
.....
.....
.....
.....

44 Overall how satisfied were you with your experience in New Zealand?

(on a scale of one to seven where one is extremely dissatisfied and seven is totally satisfied)

Circle one

Circle only one from <i>1 extreme dissatisfaction to 7 extremely satisfied</i>						
1	2	3	4	5	6	7

45 How likely is it that you will return to New Zealand within the next 5 years?

Circle one

Circle one only from <i>1 extremely unlikely to return to 7 extremely likely to return</i>						
1	2	3	4	5	6	7

Section D. Your Working Holiday Experience

46 Do you have any comments about the visa application and approval process?

.....
.....
.....

47 What were the cultural and tourist highlights of your New Zealand experience during your working holiday?

.....
.....
.....

48 What improvements could be made to improve the experience of future tourists who decide to work in New Zealand?

.....
.....
.....

49 Regarding the official Working Holiday Maker Scheme that currently operates between New Zealand and fourteen other countries, did you know of the scheme before you left home to come to New Zealand?

<i>Circle one</i>	
Yes 1	No 2

50 From your knowledge of the scheme how could it be improved?

.....
.....
.....

51 Would you recommend the Working Holiday Scheme to others

<i>Circle one</i>			
Yes 1	Uncertain 2	No 3	Not Applicable 4

52 Can you explain your answer to Q51?

.....
.....
.....

Section E. Expenditure

I am now going to ask you some questions about the money you brought with you or your bank account levels at the time you arrived in and left New Zealand. Please answer only for yourself. Do not include your partner or other family members.

53 Can you give me an estimate of how you spent your money in New Zealand across the following broad areas. Give an approximate percentage of your total expenditure.

	%
1 Accommodation %	<input type="text"/> <input type="text"/>
2 Food %	<input type="text"/> <input type="text"/>
3 Drinks %	<input type="text"/> <input type="text"/>
4 Travel %	<input type="text"/> <input type="text"/>
5 Souvenirs %	<input type="text"/> <input type="text"/>
6 Nightlife %	<input type="text"/> <input type="text"/>
7 Attractions and Activities %	<input type="text"/> <input type="text"/>
8 Tours %	<input type="text"/> <input type="text"/>
9 Training or education courses %	<input type="text"/> <input type="text"/>
10 Other %	<input type="text"/> <input type="text"/>
Check Total	100%

54 How much money did you have when you arrived in New Zealand
 (Include traveller's cheques cash, or on deposit on debit card or bank account?)

Equivalent in NZ Currency..... , whole DOLLARS ONLY

55 What is the amount you will take (took) out of New Zealand?

Equivalent in NZ Currency..... , whole DOLLARS ONLY

56 Did you have any other sources of spending money such as credit cards, money from family or loans that you accessed while in New Zealand to supplement the funds you brought into New Zealand?

	Circle one	
Yes	1	
No	2	→ Q 61
Not sure, don't know	3	→ Q 61

57 How much did you spend from these other sources?

NZ Currency.... , whole DOLLARS Don't know

58 How much did you earn in New Zealand?

circle one only

NZ Dollars			NZ Dollars	
Less than NZD1000	1		1001-2500	2
2501 - 5000	3		5001 -7500	4
7501 - 10,000	5		10,001 - 20,000	6
20,000 - 30,000	7		More than 30,001	8

59 How much have you saved from your New Zealand work to take with you from New Zealand?

NZ Currency. , whole DOLLARS Don't know

60 How do you propose to spend the savings you made in New Zealand

Further travel	1		Study	2
Repayment of credit cards or loans	3		Settling down	4
Other*	5			

*If other please explain.....

Section F. Conclusion and Personal data

61 Are you ?

Male 1	Female 2
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62 Which age group are / were you during your working holiday?

17 or younger	1	18-19	2
20-24	3	25 - 30	4
31-34	5	35 or over	6

63 Can you tell me what is the highest level of education you have completed?

Circle one			
Primary School	1	Completed Undergraduate diploma	5
High school / secondary school	2	Completed Bachelor undergraduate degree	6
Some tertiary / university study	3	Some post graduate study	7
Completed Semi-skilled / skilled vocational or trade qualification	4	Completed post graduate degree	8

64 Are you part way through a qualification?

Yes 1	No 2
-------	------

65 What was your main work status in the 2 years before coming to New Zealand?

Working	1	
Looking for work	2	
Studying	3	
Other	4	

66 What type of work did you before coming to New Zealand? *Circle one*

Professional work	1	Service Sector	6
Technical work	2	Semi skilled manual work	7
Trade or craft work	3	Unskilled manual work	8
Sales work	4	Student	9
Clerical work	5	Other	10

67 Which category best describes your annual gross income group **PRIOR** to coming to New Zealand?

<i>Circle one salary range</i>			
5,000 NZD or less	1	5,001 – 10,000 NZD	2
10,001 - 20,000 NZD	3	20,001 – 30,000 NZD	4
30,001 – 40,000 NZD	5	40,001 – 50,000 NZD	6
50,001 – 60,000 NZD	7	60,001 – 70,000 NZD	8
70,001 – 80,000 NZD	9	80,001 – 90,000 NZD	10
90,001 – 100,000 NZD	11	OVER 100, 000 NZD	12

Alternatively your currency..... and gross income

<http://www.xe.net/ucc/>

68 Did you attend any form of training or education while in New Zealand?

<i>Circle one</i>	
Yes 1	No 2

69 If yes was it

Circle one

- 1 English Language school
- 2 University
- 3 Polytechnic
- 4 Outdoor education
- 5 Other

70 If possible can you provide name and contact details of the institution

1{Institution name}.....

2{Street address or postal box number}.....

3{Suburb / town/ city}.....

4{Email, telephone or fax details}.....

71 Can we email you if we have any queries?

<i>Circle one</i>	
Yes 1	No 2

72 Would you like to go in a draw to win a refund of the equivalent of the Working Holiday Visa application Fee (NZD 100)?

<i>Circle one</i>	
Yes 1	No 2

73 Would you like access to a summary of the results of this research later in 2004?

<i>Circle one</i>	
Yes 1	No 2

Contact email:.....

If no email a permanent address
.....
.....

Thank you very much for your assistance. Your comments will help the tourism industry and the working holidays of tourists in the future. Here's hoping your time in New Zealand will be of benefit to you now and in the future. Enjoy the remainder of your adventures.

Ken Newlands knewlands@unitec.ac.nz

Please return with consent form to Ken Newlands Building 61 UNITEC, **FREEPOST 3208** Private Bag 92025 Auckland

Appendix H: Email to Working Holidaymakers NZIS database

Working holiday makers / backpackers Participant Information Sheet

Project Title

The modern nomad in New Zealand: a study of the effects of the Working Holiday Maker Schemes on free independent travellers and their host communities.

Kia Ora.

My name is Ken Newlands and I am undertaking research on the Working Holiday Maker scheme as part of my studies towards a Masters of Business in Tourism at AUT. The purpose of the research is to examine the positive and negative benefits that working international visitors, and the Working Holiday Scheme bring to four groups. These groups are the international visitors themselves, their employers, their host communities and to the tourism industry. We understand that this will be the first study of its kind to examine this topic.

How was a person chosen to be asked to be part of the study?

This is a convenience sample so you may have found our publicity advertising the research or been referred by a friend, a staff member at a backpackers / hostel, an employment agency or the New Zealand Immigration Service. However any information received is strictly confidential to my supervisor and I.

Can I join the study?

Yes if you have been in New Zealand for a least one-month in the last five years. Primarily we are looking for backpackers who have worked whilst in New Zealand and ideally are **nearing the end**, or have finished, their stay in New Zealand. The work may have been voluntary, paid in kind or fully paid.

What happens in the study?

In this study I will be asking you to complete a questionnaire that is in five parts. We start with your travel route to and from New Zealand, and seek details of any work you may have done and what you earned and learnt from that experience. We would also like to learn what motivated you to come to New Zealand and briefly ask about your holiday experiences including your broad spending patterns. Then there are a few demographic questions about you. We are after referrals to some of your employers and communities where you worked in order to collect their perceptions about working holiday makers.

What are the discomforts and risks?

There are no risks or discomforts associated with this research, apart from

sitting at a computer terminal!

What are the benefits?

The results of the research will be provided free to the community, employers, interested industry groups such as the tourism industry as well as interested Government Departments and Universities. If you wish we will send you a summary of the results. There is a small prize of NZD 100, the equivalent of the Working Holiday Scheme permit fee available if you complete the questionnaire by **31 March 2004**.

How is my privacy protected?

The results from the research are aggregated so that no individual can be recognised. Nom de plumes are used if particular comments are reported verbatim. All the original data collected will be destroyed.

Costs of Participating

It is anticipated that the questionnaire will take approximately 30 to 40 minutes of your time.

Opportunity to consider invitation.

You are invited to read the “consent to participation in research form” which summaries the conditions under which you would agree to take part including an option to withdraw from the research. Please complete the consent form and the questionnaire and return in the free post envelope.

Alternatively you can go to the questionnaire at a 2004 website <http://survey.unitec.ac.nz/workingholiday>

By entering the online section of the questionnaire you give your consent to participate.

For further information please contact Ken at work or home email: knewlands@unitec.ac.nz

Telephone (09) 8154321 ext 7061 or Fax (09) 815 6799 Mail to: **Freepost 3208**, Ken Newlands, Working Holiday Research, UNITEC Institute of Technology, Private Bag 92025, Auckland, New Zealand

Participant Concerns Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor Charles Johnston charles.johnston@aut.ac.nz, (64 9) 917-9999 ext 5120. Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz, (64 9) 917 9999 ext 8044.

Approved by the Auckland University of Technology Ethics Committee on 01 July 2003 AUTEK Reference number 03/87

Appendix I: Information sheet to Working Holidaymakers

Working holiday makers / backpackers Participant Information Sheet

Project Title

The modern nomad in New Zealand: a study of the effects of the Working Holiday Maker Schemes on free independent travellers and their host communities.

Kia Ora.

My name is Ken Newlands and I am undertaking research on the Working Holiday Maker scheme as part of my studies towards a Masters of Business in Tourism at AUT. The purpose of the research is to examine the positive and negative benefits that working international visitors, and the Working Holiday Scheme bring to four groups. These groups are the international visitors themselves, their employers, their host communities and to the tourism industry. We understand that this will be the first study of its kind to examine this topic.

How was a person chosen to be asked to be part of the study?

This is a convenience sample so you may have found our publicity advertising the research or been referred by a friend, a staff member at a backpackers / hostel, an employment agency or the New Zealand Immigration Service. However any information received is strictly confidential to my supervisor and I.

Can I join the study?

Yes if you have been in New Zealand for a least one-month in the last five years. Primarily we are looking for backpackers who have worked whilst in New Zealand and ideally are **nearing the end**, or have finished, their stay in New Zealand. The work may have been voluntary, paid in kind or fully paid.

What happens in the study?

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What are the discomforts and risks?

There are no risks or discomforts associated with this research, apart from sitting at a computer terminal!

What are the benefits?

The results of the research will be provided free to the community, employers, interested industry groups such as the tourism industry as well as interested Government Departments and Universities. If you wish we will send you a summary of the results. There is a small prize of NZD 100, the equivalent of the Working Holiday Scheme permit fee available if you complete the questionnaire by **28 Feb 2004**.

How is my privacy protected?

The results from the research are aggregated so that no individual can be recognised. Nom de plumes are used if particular comments are reported verbatim. All the original data collected will be destroyed.

Costs of Participating

It is anticipated that the questionnaire will take approximately 30 to 40 minutes of your time.

Opportunity to consider invitation.

You are invited to read the "consent to participation in research form" which summaries the conditions under which you would agree to take part including an option to withdraw from the research. Please complete the consent form and the questionnaire and return in the free post envelope.

Alternatively you can go to the questionnaire at a 2004 website <http://survey.unitec.ac.nz/workingholiday>

By entering the online section of the questionnaire you give your consent to participate.

For further information please contact Ken at work or home email: knewlands@unitec.ac.nz

Telephone (09) 8154321 ext 7061 or Fax (09) 815 6799 Mail to: **Freepost 3208**, Ken Newlands, Working Holiday Research, UNITEC Institute of Technology, Private Bag 92025, Auckland, New Zealand

Participant Concerns Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor Charles Johnston charles.johnston@aut.ac.nz. (64 9) 917-9999 ext 5120. Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz, (64 9) 917 9999 ext 8044.

Approved by the Auckland University of Technology Ethics Committee on 01 July 2003 AUTEK Reference number 03/87

Appendix J: Consent to participation in research

“employers, residents and industry with interview provision”

Title of Project: **The modern nomad in New Zealand: a study of the effects of the Working Holiday Schemes on free independent travellers and their host communities.**

Project Supervisor: **Dr Charles Johnston**

Researcher: **Ken Newlands MNZITT**

- I have read and understood the information provided about this research project.
- I have had an opportunity to ask questions and to have them answered.
- I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.
- I agree to take part in this research.

Participant signature:

Participant name:

Date:

Project Supervisor Contact Details: Dr Charles Johnston, Senior Lecturer
Tourism and Travel Group, Faculty of Business, Auckland University of
Technology,

Email charles.johnson@aut.ac.nz

 (64 9) 917-9999 extension 5120  (64 9) 917-9975

 Private Bag 92006 Auckland 1020 New Zealand

Approved by the Auckland University of Technology Ethics Committee on
01 July 2003 AUTEK Reference number 03/87

Appendix K: Publicity notice invitation to participate in research

‘Invitation to Participate’

Are you coming to the end of a working holiday in New Zealand?

Will you have been in New Zealand for over one month?

Would you like to take part in some research?

Hi

My name is Ken Newlands and I am a mature student undertaking tourism research at Auckland University of Technology.

I am attempting to find out more about backpackers who work on their holidays.

This includes those on Working Holiday visas, student visas, work visas, volunteer workers, or those just working to earn a few dollars or even perhaps to help out where there is a labour shortage.

The survey is online at

<http://www.survey.entrepreneur.ac.nz/workingholiday>

Full details of the information about the scheme and consent details are provided.

The questionnaire will take approximately 30 minutes to complete and everyone has the option of going in a prize draw to win NZD 100
(The cost of a Working Holiday Visa from an overseas consulate)

Alternatively if you would like a hard copy of the questionnaire please contact me at

Email: knewlands@unitec.ac.nz

Telephone 09 8154321 ext 7061 or fax 09 815 6799

Or write to me at work
Ken Newlands
Working Holiday Research
UNITEC Institute of Technology
Private Bag 92025
Auckland
NEW ZEALAND

Appendix L: Information page of web based survey

Welcome! This survey is the first of its kind in New Zealand. The aim is to learn more about international visitors who take a working holiday in New Zealand. We have divided the survey into five parts. Your overall travel plans and motivations to come to New Zealand, your work experiences, other holiday experiences, an income section and finally some details about you and your impressions of your experience.

We realize that the information that you supply is sensitive so any information will be aggregated so that no individual will be identifiable. The aggregated results will be made available free to the tourism industry. We hope that your experiences could help improve the working holiday opportunities. If you wish to find out the results of this survey or participate in a draw for NZD100 (the equivalent of the cost of a working holiday permit fee) you will need to provide contact details at the end of the survey.

The survey will take approximately 30 minutes to complete.

The survey is being conducted by Ken Newlands as part of his Master of Business in Tourism thesis from AUT. The server that will collect the data is located at the New Zealand Centre for Innovation and Entrepreneurship at UNITEC

We estimate that it takes 30 minutes to complete.

Help? If you need help to complete the questionnaire or would prefer to complete it offline please contact Ken
knewlands@unitec.ac.nz telephone 64 9 8154321 ext 7061 or
fax 64 9 815 6799.

If you have any concerns about the nature of this research please notify Ken's supervisor Dr Charles Johnston
charles.johnston@aut.ac.nz telephone (64 9) 917-9999 x5120.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda,
madeline.banda@aut.ac.nz
(64 9) 917 9999 ext 8044

Approved by the Auckland University of Technology Ethics Committee on 01 July 2003 AUTEK Reference number 03/87.

Appendix M: Employer contacts

The following contact details were taken from primary or main employer field 1. Additional contact information and details of secondary employers are withheld but may be available from the researcher provided the confidentiality of respondents remains secure.

Multiple WHMers	Employers
	A J Hackett Queenstown
	Aabato Ltd 57 Normanby Rd Mt Eden AKL 6308751
	Active Electrical Gorge Rd ZQN
	Akl District Health Board
	Aorangi Restaurant Commerce St AKL 393 3131
	ARGOS, Sandy Rd Napier
	Auckland Cancer Society Research Centre
	Bamber house Hostel 22 View Rd Mt Eden bamber@ihug.co.nz
	Bay Bodyfit 36a MacDonald St Mt Maunganui
	Brain Falconer Agr Contractor 126 Pioneer Hway Gore 03 203 3453
	Bravo Hospitality Service
	British Consul General 151 Queen Street AKL 303 5016
2	Capital & Coast District Health BD WLG Hosp Riddiford St Newtown WLG
	Capt Tatler Restaurant The Mall ZQN 03 4411633
2	Cardrona Alpine Resort Cardrona Wanaka
	Carich New Zealand
	CGC Landscape Co 36 Glenyon Av Greerton TRG 07 577 64444
	Charles Parsons Ltd
2	Chateau Neuf Ponsomby (since closed down)
	CHC Hospital ED
	Chemistry Dept Uni Akl Symonds St AKL
	Clutha Packing Centre SH8 Roxburgh
	Coco and Santana Painters 027 40880418
	Columbus Academy 23 Wellesly St AKL 373 9950
	Copthorne HTLS Franklin/Adelaide ST ZQN
3	Copthorne Resort box 150 Paihia 09 402 7411
	Copthornr Lakefront Resort Crn Frankton Adelaide St ZQN 03 442 8123
	Cordrona Speights Ale House 37 Normanby Rd Mt Eden
	Department of Conservation Steve Deverell
	Dept of Pharmacy, Adams Building
2	Duke Backpackers
	ECAFE 50 Shotover St ZQN 4429888
	Embassy Cinema The Mall ZQN
	Employed via agency
	Enzed Subtropics SH10 Waipapa
	Eurest NZ
	FAB Software Ltd
	Fishbone Cafe Kerikeri 09 4077298

3	Fullers BOX 15 Paihia BOI 09 402 7421
	Gibson Valley Vineyards Queenstown
	Gisborne District Council, EDU, Rick Mansell
	Gitmans Onehunga
	Gourmet Express Shotover St ZQN 03 442 9619
	Gwen & Bryan Hayes
	H & J Smiths The Mall Queenstown
	Hansens Maritime Building Paihia BOI
	Hastings c/o John
	Hays Personnel 09 377 1123
	Heatherdale Orchids Redwood Valley Nelson
	Heriatge Htl Fernhill ZQN
	Hospitality Brands LTD / Mmdoza Victoria St CHC 3771758
	Hotel Du Vin Lyons Rd Pokeno AKL
	Hutt Vallry DHB Lower Hutt WLG
	I don't think I can answer this. My time with them ended on a positive note, but I don't want to risk straining relations with my previous managing director at this company by putting them in a survey.
	Icon Restaurant Te Papa Nat Museum WLG
	IHC 42 King Edward St DUD
	Impulse Marketing Karaka St Upp Queen St AKL
	Internet Dept 26 shotover st ZQN 03 4428581
3	Kerifresh Waipapa Rd Kerikeri 09 407 8049
	Kerikeri bakehouse 09 407 7266
	Kerikeri Choc Factory?
	Kwan Orchard Ltd
	Labour Force 107 Bennett Rd Hastings
	Lake Plaza Rotorua Hotel
	Lakeview Private Kindergarten
	M Strong Orchards Ruby Bay
	Makana Kerikeri tele 0800MAKANA
	McElvie Orchards MeenaaRd Taradale Napier
	Milford cafe and bar Milford Sd Lodge PB Te Anau
2	Millenium Hotel 1a Cathedral Sq CHC 03 3661111
	Mohan Contractor Flaxmere Hastings 0274310251
	Montesori Pre School 56 Cameron Rd Hamilton East 07 8567292
	Mountain Carrots packing Shed Ohakune
	Mr Apple Hastings
	Mt Difficulty Winery Cromwell
	Mt Richmond Special School 30 Albion Rd Otahuhu
	N Cole Ltd 34 A Leonards Rd Penrose 525 1494
	Name/address changed so don't know
	Napier YHA
	Nat bank WLG thru Manpower agency
	New Mag Pai (Souvenirs) AKL
	New World Thondon Wellington
	NZ Care Buchan Street Sydenham CHC
6	NZSKI.COM Box 359 ZQN 03 442 4620 Coronet Peak
	O'Hagens Irish Bar
	Onehunga
	Oropi Kiwifruit Oropi Tauranga
	P.G.G. farm

	PARABUNGY nz 54 Shotover Sr ZQN 03 4090712
	Pines Resort Wanaka
	Powder Horn Chateau
	Printcorp 101 Birch Av TRG 07 5789129
	Psychology Dept Otago Uni DUD
	Queenstown Mall
	Quinn Staff Recruiters
16	RAL (Turoa and Whakapapa Ski Fields)
	Recruitment solutions HSCB Building Queen St AKL
	Remarkables orchard
	Rippon Vineyard Wanaka
3	Robinson Orchard Motueka
	Roger and Anne Mannering Melrose Farm Clintons Rd RD1 CHC
	Rotorua Forest Haulage 71 Vaughan Road ROT
	Rowsell Orchards
	Ruapheu Homestead
	Ruffina Pizza and Pasta BOI Paihia
3	Scenic Circle A-line 27 Stanley St ZQN 03 442 7700
2	Scenic Circle Franz Josef Glacier HTL Box 47 FJG
	Schnider Electric Addington CHC
	Seanley Family 11 Thorby St Kelburn WLG
	Security Assement.Com,Nelson St AKL peter.benson@security_assessment.com
	Skotel Alpine Resort
2	Smart Marine PO Box 91180 AKL 3582850
	Snowparknz
	sorry confidential
	St Francis School 2 Montrose St Pt Chev AKL
	St Lukes Mental Health Clinic Morningside AKL
	St Peters College PB884 Cambridge
	Stamford Hotel
	Sth Comfort Hotel 73 Bealey Ave CHC
	Superkiwi Tauranga
	Teletech
	The Cavery Paihia Mall Paihia BOI
	The Station
	Thordon New World Wellington
	Thornhall (gLEN) 021 79241
	TMP Hudson level 7 State Ins Tower Willis St WLG
	Toriso Investments End of Hastings St Napier
	Turoa Ski Lodge
	Uni Otago box 51 DUD
	Uniservices AKL UNI Symonds St AKL
	UNITC
	vine power
	Whale Watch Kaikoura The Whaleway Station Bbox89 Kaikoura
	Wildlife House
	Wither Bros Blenheim
4	WOOFER
	Works given to people in the community 5 Moore St Top 10 holiday Park Ohakune
	YMCA Camp Adair Hunua RD3 pAKURANGA akl 292 4886
	ZQN Therapeutic Massage 27 Rees St ZQN 03 442 6447

Appendix N: Visa and approval process

Q46 Do you have any comments about the visa application and approval process?

I did mine through BUNAC. Expensive, but painless.
Being part of a common wealth country makes it easy for me to get approved.
Was very quick, I sent my visa to the new Zealand embassy in the Hague Holland, and had it back within a week
Very quick and easy.
I came over here thought BUNAC (UK)/IEP(NZ) who organised everything including an idiots guide to applying for visa.
Surprisingly fast and easy.
It would be nice if we could stay for more than one year.
Very quick, which I liked because I wasn't left hanging around not knowing when to give work notice, could book flight at cheaper time.
Quick processing, no problems
You cannot talk to anyone at the NZ embassy in the UK unless you use the premium rate phone number, which costs a small fortune.
Very straightforward and easy to get.
No, none x4
Working holiday visa very quick and easy, all returned to me within 10 days of application.
Finding information about availability beforehand was a bit harder - conflicting gossip/opinion from different sources about what to do.
Very simple and straightforward.
Very easy and straight forward.
Very easy.
Easy and quick in the UK, visa extension in NZ took too long WHM visa rules changed while I was here and felt this was unfair.
Easy to apply for from Ireland.
Very user friendly efficient.
Very Good.
Easy only if at right time of the year. For Germany you have to apply around February.
So easy being Canadian and able to apply in NZ
Yes, I was amazed at the service and helpfulness I received , as I was in a hurry for the visa and she went out of her way to make sure I received it in time.
Should be allowed at least two years same as what Kiwi's get if going to the UK.
Shame the visa cannot be applied for in Australia, as felt restricted that I had to enter NZ within 12 months of visa issue date.
Very easy to obtain visa.
Perfect. Really easy and very friendly people. Quick
Easy to do.
All good.
NZ Immigrations are useless.
Very quick and easy.
Very Good.
The Visa application was very quick. However, I remember having to query who the cheque should be made payable to as this was not stated clearly (very minor!) and it would have been nice to know how many applications had gone through as I was unsure if there were any visas left.
Excellent.
Very quick and easy in London, took two days to do.
In the airport I was searched (bags) for two hours.
All good.
It was very smooth and easy.
It was very easy.
Took 10 days, as there is no NZ embassy in Ireland. Sent to UK and paid in Sterling.
Very easy to obtain.
Get to travel but not suitable to get another job like technician or engineer.

No problem, very fast, fantastic.

Strongly believe that WWOOF scheme participants should not be required to get a WHMER visa as this is purely a voluntary exchange so not paid work in same way as salaried work. Only allowed one Working Holiday, we used it upon WWOOFing and although we would like to come again we will probably go to Australia instead. Australia does not count the WWOOF scheme as work! WWOOF in Australia without working Holiday Visa.

It would be useful to have official documents stating what work we can do and for how long.

I went through a company called CCUSA, Camp Counsellors USA who processed the paperwork, travel insurance and set me up with TCP (Travellers Contact Point)

Easy

It works.

No problems

Very easy to get WHMER visa and will apply for residency later on the trip.

It's good (quick)

No- quite easy

Very easy to get hold of.

No, it was easy to take Working Holiday visa for me

Very simple to obtain.

No problems obtaining WHMER visa. Could be better explained that you can work for >3 months if work is temporary or not full time. Confusion as to whether needed to change employer after 3 months.

Very quick and easy to apply

Rules and regulations need to be clearer, UK need to give more advice re application.

Excellent

Very easy and helpful but should get 2 years as a reciprocal agreement with UK

Easy to obtain, would love to be able to apply in for another work visa as I only had 6 months in NZ due to flight conditions.

Quick and easy. Strange how no police report was needed!

In the UK this was very straight forward

Real easy and cheap

Easy to get a working holiday visa in Canada, but took ages to get a work permit in NZ lots of papers required.

When you ask question to NZ Immigration from here in NZ they really don't care about you.

Easy through IEP

Straight and efficient although I don't agree with age limits and only one working holiday visa.

Unfortunately the Working Holiday Visas are limited for Germans I applied at the right time and was just lucky.

No, pretty straight forward so far.

Very simple and a quick response.

Very easy and quick

Very easy.

Very good if your time is right re when the next batch available

Perfect.

Could have been quicker and easier if I got it here (in NZ).

Easy and relatively cheap compared to Australia.

Easy enough to obtain application and relatively quick to return despite not able to access as internet as didn't have correct software.

No was easy to get it.

Straight forward.

Applied in person date of issue for New Year (June July) Took 2 mins Great.

Straightforward.

Very quick and easy.

Easy

Very efficient and organised, couldn't have been easier.

No it was quite easy I just sent my passport to an embassy.

Very quick easy

Easy to obtain

Very easy and quick to get a visa in the UK.

Very easy done through the CCUSA program.

Very easy from UK

Very easy (sometimes too easy) but we didn't get the right information about the country (money accommodation...)
Very quick compared to Australia.
Excellent
All good.
Very easy to apply in UK. Should be able to apply out of UK though. Many people arrive as a holiday maker and then decide they'll like to do a working holiday.
We agreed that why the NZ Government provides working holiday visas is that "they need hard workers" instead of kiwis.
No, straight forward
Quite quick and easy from Italy
You have to be fast and early to get a visa. There's just 1000 visas for 82 million people.
I went through SWAP Canada so all the paper work was done for a small fee conveniently.
It worked easily from UK.. Should be easier for others e.g. Brazil.
Very straightforward and well done.
Not all areas were covered in terms of information needed.
Ken Note resent as page went partly away in No Comments –Very good approval process.
Really easy sending money, got visa in one week including helpful information.
It is very expensive to undertake as a US citizen. You must go through IEP (BUNAC)
No, it was very quick. But we had to apply in London There was no embassy in Ireland.
Very swift and easy
Met people who arrived without a visa and found they couldn't apply for WHMER visa here -
CHANGE THIS!
Efficient
20 mins applying for visa in London and given visa -process quick and easy.
Processed within a fortnight.
My experience was quick and easy, information given was easy to understand
Very quick processing
Fine but was too expensive though. The price should just cover the admin costs.
Very satisfied
Fast process no fuss.
It was really expensive having to fly home for a new WHV that took only 3 weeks to get by post. I should have been able to organise it in NZ.
Easy
It took a long time and was difficult to get compared to the Oz visa, which you can get on line.
Very quick and efficient
Why do we get this WH visa only once in a lifetime?
Very easy
Very easy
Straight forward no hassles.
I wish I hadn't used mine, as I'm only 18 and would like to come back after UNI and work for a year here (KN note only worked a few days!!!)
Too slow. Should be able to get more than one in a lifetime.
Should be allowed to apply from outside own home country, People from Nth Ireland should be allowed to apply through Irish Scheme.
Very easy
Took too long
Very easy to get
Applied from Ireland via UK. Extremely efficient and hassle free.
Was very fast and organised in Berlin
No problems, very easy but I think we should be able to apply more than once
Flew to London, got mine in 1 day, relatively easy and simple but a lot of hanging around. 1st Sept 03 first day they gave them out.
It was very easy for me as BUNAC (IEP) sorted it all out for me.
If you try to get the visa early enough you'll have no problem. Our organisation was most helpful.
Done by an organisation, visa application very early and easy. (Travelworks/ IEP)
Fast and no red tape
No
Was very easy
Simple and straight forward from UK

Canadian end of scheme works well. Having it extended in NZ and changed to residency more complicated but achievable.

Had no problems

Visas ran out very quickly but got one very quickly / easy.

Application itself was very easy and I received mine within 3 weeks.

Very easy to obtain through BUNAC.

Very easy.

It was a lot more difficult to get in NZ compared to Australia. (KN note Canadian)

Why is there a 30 yr age limit for a Working Holiday Visa?

Very quick, obtained within about 1 hr in LON, no one ever asked for proof of funds.

We applied in Sept in the UK therefore one of the first for the year to get a visa -fairly easy.

Very easy to obtain and very quick process too.

Very easy to get and quick process.

I gained my visa without any problems, so I am quite happy.

Easy

No.

Very good for UK residents.

Fairly efficient.

Easy and quick.

In my case was easy and quick.

Appendix O: Cultural and tourist highlights

This data was collected in response to Question 47

1000km / 3 month horse trek Fishing (trout), tramping.
A visit to Maori concert and feast(Hangi)
Abel Tasman x2
Adrenaline activities, Maori Cultural evening , learning the NZ culture.
Albatross Colony DUD, Scenic heliflight Mt Cook, Hiking Able Tasman costal walk,Tongariro crossing, Guided walk to Mt RuapheuCrater, Napier, whitewater rafting Kaituna River.
All activities/ events in ZQN
All the SI & TNP ROT TUO in the NI
All- too many to mention
All very beautiful Very North of SI , coastal areas
All, but because I am from a very hot country I liked the mountains!
Amazing scenery, friendly people
Bay of Islands, Waitomo caves Auckland generally was beautiful
Beautiful nature, farmstay, friendly people
Becoming a "local" in the BOI (through long term job)
BOI
Bungy jumping, skydiving, Maori Hangi and Concert (Tamaki Bros)
Catlins, glaciers glow worm caves penguins
Christchurch nightlife
Coromandel Peninsula, WWOOFing, fishing and leisure.
Coromandel, BOI
Cultural - Makatu Maori experience with Stray tours. Tourist - Skydive over Able Tasman
Cultural life in small town, Tourist in Golden Bay / Southern Alps
Cultural mix and differences. Maori culture - Quiet cities unspoiled nature.
Cultural-living in Christchurch, i.e. being a resident rather than a tourist Tourist- Xmas and New Year in Queenstown
Culture: learning about history (Maori/European settlement/ difficulties between Maori and Europeans. Tourism. - Scenery, activities
Definitely the adrenaline sports such as zorbing, white water rafting, and hangi in Rotorua. South Is didn't have many cultural (Maori) highlights bur better in the industry side with tours of beer factory and Cadbury's.
Doing Tongariro crossing, working in the hospitals in Auckland, meeting people of different cultures.
Discovering rock climbing. Didn't really do the 'tourist route' as I've been here 4 years ago and did it then. This time I'm here to have my sabbatical year.
Diving in the Poor Knights
East Cape, along the coast, Fiordland, Catlins, but it is hard to say
East Cape, Cape Reinga
Enjoyed it all
Enjoyed the festivals and markets in various parts of New Zealand and of course the beautiful scenery. Oh and the people were very friendly as well.
Farm experience, Rugby, communicate with other country('s) people.
Franz Josef Glacier walk, ZQN a great place, rafting Shotover, Dart River Safaries, snowboarding, Coronet Peak, The Remarkables Whale chasing Kaikoura, Sea kayak, Able Tasman, Te Papa, NPE Art deco, Tongariro crossing, geysers ROT, beaches Coromandel, Cape Reinga
Fiordland, where we did a two day Kayak tour in Doubtful Sd dived in MFD Sound and did the Kepler track
Flatting with various people from all over the world and surfing
Fox Glacier, hiking, flights, Milford Sound, snowboarding five different mountains.
Franz Josef and everything
Franz Josef Glacier, whale watching in Kaikoura, Wellington City.
Franz Josef Glaciers and Queenstown
Franz Josef, Glaciers, Able Tasman Nat Park, Wanaka, Wellington
Gaining an insight into NZ. Realising that they have just as many problems as anywhere else, racism, discrimination.
Getting off the beaten path and living / working on farms

Glaciers, Tramping, Seals and penguins scenery free stuff (walks)
 Going to local concerts of NZ bands
 Going to remote and beautiful places (Stewart Island), and unspoilt nature reserves
 Hangi at Rotorua, Maori. Skydiving at Taupo, snowboarding at Queenstown, scenic flight over Milford Sound
 Hangi, Rotorua, Fox Glacier
 Hard to say, I enjoyed every day.
 Hawkes Bay wineries, Akoroa, Kaikoura, BUT yet to see most of SI
 Hiking in Fiordland, canoeing the Wanganui, Heli Hike on Fox Glacier, Tamiki Experience Rotorua.
 Hiring car and seeing all the sights ourselves especially Milford Sound
 Hugh variety of activities available and beautiful landscapes
 I am more interested in spending time with Kiwis I meet rather than doing the touristy things
 I feel I didn't see enough Maori culture and feel the land is being destroyed like England has but could be saved Kiwis are very nice people.
 I really enjoyed getting out into NZ and meeting local people. The sights/countryside was amazing especially those which we don't have at home (glow worm caves, volcanoes, thermal activity etc).
 I also enjoyed going to Maori events and museums (Te Papa &
 I remember when I worked in vineyard strong sunshine. It was the most horrible.
 I still look forward to go back to the South Island - I really liked it when I was here two years ago.
 I really like Napier (where I'm at the moment).
 I got to do a Powhiri while working at Te Papa! Scenery throughout the two islands was positively breathtaking!! Hard to pick a favourite. Skydive in Taupo and Bungee in ZQN were big highlights of the trip.
 It is the most beautiful country I've seen so far. Sometimes I thought that I couldn't take anymore beauty. Overwhelming!!!! Favourite places: Great Barrier Island and Akoroa
 It was all great, Friendly people, great scenery but sky diving, penguin spotting, were probably the best bits.
 Jetboating and Milford Soun, Spectacular scenery. Meeting new friends
 Just arrived
 Just the change of atmosphere has been my highlight.
 Just the day to day life spent with friends made here.
 Kaikoura, wine tasting, cosmopolitan Wellington, Te Papa, Farewell Spit.
 Keeper Track, East Cape, Able Tasman, to feel that people are open minded and help you to solve problems.
 Kiwi experience
 Learning Maori history
 Learning to ski, visiting geothermal areas, learning about Maori and Pacific cultures
 Liked learning about the Maori
 Local communities' willingness to be accepted
 Location of Lord of the Rings
 Lots Sth Island, Coromandel, Northland,
 Loved Nelson, Wellington and Queenstown, especially but couldn't say I didn't like anywhere, loved the NZ embrace of history and culture and how it still exists today.
 Loved the Abel Tasman, and skydiving at Taupo
 Loved Wellington, Able Tasman walk, Lake Matheson sea kayaking
 Making very good Kiwi friends, the scenery, especially Doubtful Sd, (overnight cruise) and Lake Matheson, also skydiving, river surfing, bungy, climbing Mt Taranaki, doing the Able Tasman great walk, and just living in ZQN. Also loved watching Maori Performances
 Maori, Living and Marae was a very good experience.
 Maori Concert in Rotorua
 Maori Cultural show
 Maori Culture (Tamaki Tours) Activities (Bungee jumping, Sky Diving, Rock climbing)
 Maori Culture and all adrenaline activities and exploring nature
 Maori culture exceeded my expectations, Milford Sound most beautiful moutains I've seen Hot Water beach, Mt Manganui, Pihia in BOI, excellent environmental awreness ie recycling as good as Canada in some areas.
 Maori Culture, haven't done much travelling yet so can't pick highlights.
 Maori hangi in ROT
 Maori hangi, performance evening in ROT
 Maori show in Taupo, Geothermal areas, snowboarding, Napier and Wellington, hot pools.

Meet people from other cultures not just kiwis
 Meet the locals, Tourist skydive. Culture small museum with heaps of Dinosaurs near New Plymouth.
 Meeting and getting to understand the ways of the Maori people, tangata whenua, and the Pasifik people, tangata pasifika. Also getting back to meet my partner's family again after 10 years was great! (My family and I met them for the first time while on holiday.
 Meeting kiwis (Maoris)
 Meeting many nice Maori and Pakeha Kiwi colleagues at Whale Watch , Whale watching, swimming with dolphins, kiwi work at Trounson Kiwi Park, bird watching, Beautiful forests of NZ, Great outdoors music festivals.
 Meeting Maoris and learning about their culture. Making friends with a hostel managers and being shown parts of NZ we wouldn't have seen.
 Meeting NZ people Skydiving
 Meeting so many different people and getting an insight into real NZ life tourist highlights: black water rafting Waitomo, Dolphin swimming Paihia, Maori culture in Rotorua
 Met a number of other English people who said moving to NZ was the best thing they had ever done
 Milford Sd, Routeburn tramp, snowboarding ZQN, Paihia, Driving up the West Coast.
 Milford Sound, haka dance, Wanaka!
 My trio was great even though cultural barriers are apparent between Maori and Kiwis. Also Kiwis are far more racist than I'd ever thought.
 n/a so far
 Nature
 Nice country everywhere. I enjoyed Taranaki and Wellington.
 No x4
 NZ landscapes and people
 Overnight cruise Milford. Scenic flight over Tongariro National Park. High rope garden Taupo.
 People and the landscape
 Queenstown - action
 Queenstown amazing for snowboarding. Surfing Raglan, Northland, Kaikoura.
 Queenstown is okay if you've never been there before.
 Queenstown, amazing scenery Air ballong. Wildlife, beaches in North, shopping in Auckland
 Queenstown, laid back atmosphere, people.
 ROT MON - glaciers
 Rotorua, Bay of Islands
 Rotorua, Wellington Queenstown
 Rugby and laid back life and Speights
 Rugby World Cup, Meeting and working with so many different cultures, Maori, Pacific, Fijian, Indian, Sth African, English and least of all? New Zealanders. Far too many tourist highlights weather depending!!!
 Sailing in AKL
 Salsa community in AKL and WLG, wildlife and scenery
 Scenery activities people,
 Scenery! Watching the All Blacks(not nasty more interesting to see the public's reaction after the Rugby World Cup)
 Scenic beauty
 Seeing all the wildlife, (Penguins, Sea Lions, NZ Fur Seals, Albatross. Beautiful scenery in the South Island, and all the thermal areas in North Island especially The Tongariro National Park.
 Seeing cultural dances etc
 Ski season, sailing diving thermal activities, landscape
 Skydive, the mountains, music/ gigs, reading NZ books
 Snowboarding in Queenstown, Nelson beaches.
 Snowboarding, waveboarding, drinking, meeting locals, meeting other travellers Scenic flight to Cape Reinga, SA vs All Blacks ad DUD, fishing and eating good trout.
 Snowboarding, glacier hike, bungee jumps, West Coast scenery(SI)
 Socialising with locals, scuba diving, scenery, sports activities, tramping.
 Splendid scenery and welcoming people. LOWLIGHT: Would not have received the same welcome in all places if I were from a different nationality.
 Staying in places for awhile, getting to know the locals and being made to feel a part of the family.
 Also seeing the incredible scenery, going horse riding, sailing etc.
 Sth Alpine views, 2 The Central North Island TNP to Rotorua.

Still enjoying epic scenery, watching the rugby, learning Maori etc.
 Surfing some spots on the North Is, Winter in the Sth Is Mountains.
 Surfing, kiteboarding, snowboarding, and meeting locals in these spots
 Swimming with dolphins, wwoofing, glaciers, Able Tasman Nat Park
 Taupo, Rotorua, Queenstown,
 Taupo, Lake Tekapo, Nelson, East Cape.
 The friendly locals, learning about Maori and taking part in activities Seeing the beauty.
 The landscape generally and the people I met
 The landscape and the friendliness of the other travellers and of course the Kiwis. Warm atmosphere here!
 The people themselves
 The scenery. Friendly people especially S Island. Lack of people on beaches!!!
 The scenery are amazing everywhere in NZ
 The scenery is breathtaking. People are very friendly.
 The sheep
 The wine tasting. Kayaking. Running Taranaki Dr. The people I met.
 TNP WLG NSN Abel Tasman, whole SI
 To climb mountains and that is not so crowded and Hellsgate.
 To leave in a big city and have all these green space. Safe (almost). Concerning exchange with NZ kiwi we found it very difficult and we don't use to not the right feeling, maybe it is the "English way" as we say in French
 Tongariro crossing, Fiordland
 Too many especially now in 4 years.
 Too early to say
 Too early to say only been here 4 weeks
 Too many but include kayaking Able Tasman, whale watching Kaikoura, walking Tongariro Northern circuit and surfing the many beaches.
 Too many to specify x2
 Too Maori cultural show, Waitomo caves Tubing.
 Tourist Coromandel Cape Reinga, Taupo Able Tasman, Marlborough Sounds, Catlins, Fiordland.
 Cultural- Working with local people, and being welcomed into their lives.
 Trad Maori welcome and concert. Glaciers, TNP, White Is, Walks and Tracks, Waitomo Caves, Wellington Museums theatres and Cultural displays.
 Tramping
 Tramping and skiing
 Tramping experiences in the back country and National Parks. Beaches in Northland and Coromandel. Getting to know local people and culture, to start and feel a sense of belonging here.
 The landscape especially the South Island. Through work: helicopter
 Tramping the Routeburn, Greenstone, Rees-Dart, Milford, and Kepler tracks, Tongariro northern circuit, Heaphy track, Abel Tasman, visiting Te Papa in Wellington, the canyon swing in Queenstown, Milford Sound cruise, Dunedin film festival
 Tramping, driving around SI, watching the world Cup (Wales v NZ), nightlife, scenery, kayaking, beaches etc.
 Tramps in the Fiordlands, and the glaciers walks. Culturaly I got invited to a hangi in someones backyard. lots of singing happy mauri people.
 Travelling around
 Travelling in a van, and the scenery, walks, fishing.
 Two Maori women came to the backpacker in Tauranga (Just the duck's nuts) and taught us how to weave a flower and snail out of flax. They told us about the plant and its uses. It was a great experience to learn something new.
 Untouched clean nature
 Vipassana meditation. Meeting my lover and his friends, Avondale Markets, Womad in Taranaki, Hot pools, Nature and views of the Country.
 Visiting the Catlins
 Waitangi Day, Te Wakas in the sea and kids doing the haka, observing a class in Tologa Bay Gisbourne as a volunteer (primary and secondary) was made very welcome. Staying with host families in ROT, BHE and Diamond Bay CHC for Wwoof great fun learnt loads.
 Waitangi Day in BOI. Xmas with rellies. Learning to snowboard in Sth, eating a hangi meal in the Nth and all the extreme adrenaline activities and scubdiving Poor Knights
 Waitangi Day in Waitangi
 Walks, tramps in TNP, Able Tasman. Taupo, Rotorua. Glacier/ Milford Sound, Stewart Is and all

the wild life

Well developed tourism (pick up at your accommodation) good choice of tours).

Whakarewarewa (ROT) was fantastic and the Tongariro Crossing. I have made friends with so many local people and go to most of the local cultural events. concerts etc.

Whale Watching Kaikoura, WWOOFing

White Island, Fox Glacier, Both Sounds, Hangi in Rotorua, Many things I could list

Wildlife

WOOFing (Actually staying with Kiwis and seeing how they live day to day Also NZ's natural beauty.

Work on Ski field lifestyle Eastland was particularly amazing rugged and raw

Working and living at Mt Ruapehu

Working and meeting people from around the globe. Kayaking in MFN Sd, being able to travel wherever.

Working in a tourist spot and working with New Zealanders of all ages. Tongariro Crossing day walk Walking on FJ Glacier Really everything.

Working with Kiwis. Sky dive. Experiencing Maori Culture, Fiordland, Northland, West Coast

Working with Maori forestry workers more insightful than any tourist trap

Working, living in Wanaka, Dolphin swim in Kaikoura, Diving in Tutakaka, Boat stay overnight in Milford Sound.

ZQN rocks!, I know I will love the cultural events in Rotorua etc.

Appendix P: Improvements to the work experience

Q48 what improvements could be made to improve the experience of future tourists who decide to work in New Zealand

(Note some of the responses are applicable to question 49 about the WHMer Schemes)

2 year visa

A bit more payment cos its hard to save some money

Age limit should be raised. I have met a lot of people who are over the age limit for a working holiday visa They all said that they would like to work.

All seems to work pretty well. Although it seems unfair that Kiwis going to the UK get 2 years and Brits only get 1. Also not sure why there has to be an age restriction.

As well as official guidelines , useful temping agencies, web addresses

Backpackers centre which could help finding cheap flights jobs, sharing experiences

Be able to apply outside of UK, 2 Year working holiday visa instead of 1 (KN note check air ticket regs 2 years? when NZers go to UK))

Better coordination with jobs on the internet

Better information on whether jobs are actually available in area before you decide to go there.

Better job centres and temp agency coordination in the big cities ie AKL WLG.

Better job hunting facilities and a lower tax rate.

Better network of communication on both cheapest places to stay and personal comments

Better pay

Better pay, make it easier to save money, also reciprocal health care so I don't have to pay to visit the Dr

BETTER PUBLIC TRANSPORT. (more fequent and cheaper) Cheaper accommodation, more availability and more accommodation refunds (things happen)

Booklet about all the possibilities

Broader choice of work online would be really helpful. Work and Imm people could be much more helpful.

Can't imagine anything right now. (Ken see Q46 limited nos German WHM visas.)

Centralize job ads, awful lot out there not advertised

Clean up the fruit picking mess with dodgy companies.

Close down Mr Apple Orchards

Complete online database for seasonal employment

Convey a clear picture to them about what they can realictically earn, how much the need to live and the seasonality of the job market

Countries -expand to more

Didn't work

Doing WWOOFing was a very good experience, low paid work can be very exhausting and doesn't always satisfy.

Beautiful scenery shame about the weather

English, english, english also many kinds of work experience and skills

Explain tax codes! Which ones to use
Extend it to two years rather than 1 year (Compare to UK NZers get 2 years not fair!)
Extensions of the visa in approved cases
For working holidays less tax, 20% is just a tad harsh.
Found it hard to get any non seasonal work (fruit) ie Cafe or bar work
Get more paid!
Get rid of racism direct and indirect
Getting IRD over the net would help. It's a tricky process in some areas.
Good tax returns! we spent enough here, would be nice to get some tax breaks.
Have better money for the hard work and have less expensive accommodation
Have info aimed at tourists explaining the tax system and payee regulations
help find some work
Higher rates of pay. Hotel owners don't expect the earth in return for accom(cleaning for accommodation)
Higher wages
I found everything very easy
I found it easy travelling around the country with a lot of information available telling you what you can see/do. I also found it easy to find a home and a job but did have support from IEP.
I found that there were lots of resources for people on WHV, however, the 3 month limit for one employer is really annoying and unnecessary. If my company needed me for an extra few weeks I wouldn't have been able to help them. Also I wasn't sure if I w
I think it's pretty good as it is, but it could be a bit longer. A year really isn't all that much time... you either just get to skim the surface if you pass through too quickly, or you just start getting settled in and *really* understanding life in NZ
I was very willing to work and as a result found it easy to find jobs. I would have difficulties finding room for improvement
I won't recommend to go to NZ
Ideally direct bus routes without having to stop at a cafe for tea etc. more direct routes between major cities
I'm a mid-wife and wanted to work in a hospital for a short time. It was impossible because you need lots of certificates IELTS, Registration 5 years experience.... It would be great if there wouldn't be such a barrier!
Improvement in tax paying for short time workers as in other countries
Improvements in accommodation from tour operators for better accomodation (ken note worked in hotel)
Increase minimum wage
Increase the salary! especially in all the farm works which is very low. You can survive but you can hardly save money to travel.
Increase the salary to make the people able to work less and travel more.
Inform them about the salary not enough compare to the NZ life (I mean life in NZ is not cheap and not so easy) and please respect this land because it's not yours..
Information for tourists regarding pay, tax, restrictions and entitlements
Inner city? Auckland's hostels are shocking. More furnished accommodation, as these people are transient, who wants to buy and sell furniture within say 6 months
Instead of advertising "tourist" attractions make more info available to the traveller to gain some experience and insight

It's been great so far
It's fine how it is.
It's OK as is
Ken's discussion German respondent at Ponsomby Hostel "Problem while NZD stronger. Advertise in advance Fruitpicking permits NSN advertised too late for travel from Europe eg for visitors from Eastern Europe who can't get regular working holiday visas"
Let them know that the roads are VERY BAD and expensive life for tourists
List of agencies specialising in short term employment for backpackers
Longer visa eg 2 years -as is for kiwis that come to UK.
Make employers aware of suitability and benefits of short term employment and overseas travellers
Make it easier to get an IRD number -it takes too long.
Make it easier to get IRD tax number
Make it easier to get tax number
Make the visa's longer and more than one in a lifetime
Make the working holiday for 2 years
Main difficulty is finding cheap but clean accommodation to live ie apartments also low wages in comparison to UK
Monteith's doppebuck available all year round. Free money handouts at airport
More accommodation available like backpackers apartments rather than hostel living.
More and bigger rest areas in North Island safe parking in AKL, more super loos
More banks and insurance companies allowing accounts to be held for a short time.
More guidance of possible jobs/ where to find them within the country
More helpful info about Auckland, What kind of clothes to bring for Year stay
More information about local employers in the 14 countries embassies.
More information on available work
More jobs advertised on a web site, and easier to apply to. Used current websites for backpackers and never received replies.
More money to have experiences Don't go mad with backpackers and 'tours' like OZ. It's great the way it is - seriously!
More pay
More visa available and being able to work for the same employer for more than three months.
My experiences with work in New Zealand have been fantastic. The People in NZ as a whole are very friendly and welcoming. I don't feel that there is need to improve.
No
No problems with it
none
None
None, They shouldn't be babysat. They should work it out for themselves
Nothing
Nothing in particular. easy enough
NZ is attractive enough to work
Open a job centre in each town
Outline clearer procedures for organising decent jobs, speed up procedures
Pay less tax

Pay more money (KN note on \$20 as electrician)
Perhaps if people had 2 years working holiday visas then the workforce around NZ may not be so transient
PS why have ye no tax free allowance. There is a hugh hole in my pay from tax.
Really easy to find work in NZ
Remove 3 month limitation
Restrict number of tourists!
See rant about WWOOFing
Some places it is difficult to find cheap accommodation to live in for long periods
Something will have to be done in Queenstown re wage rates. Very hard to live on present rates
Sort out the tax and pay problems in the fruit picking industry. Getting taxed 22% is too much.
Specific backpacker job agencies that don't charge a fee
Tax refund. Kiwis get full refund when in UK
Tax relief, paid so much tax and nothing back
Tell them to search for a job in advance or don't come and search, first travel and tell everyone you search
To be told when are the good and bad times to look for work. January in Auckland is bad!!!
To know what you really want to do in NZ
To not have a three month limitation per employer in the visa for Swedish people.
Try and get work before you arrive as work can be hard to find at certain times (aimed at Queenstown)
Unsure- sorry.
Visa outside of own country
WHM visa ie very good already A central work information centre would be useful
work advertisements
Work easy to find and for short periods at a time so you can see the islands
Worked well. Suggestion : Someone who wants to immigrate then the scheme could help with the task.

Q48 ends

Appendix Q: Suggested improvements to the Schemes.

Q50 From your knowledge of the scheme, how could it be improved?

Extension of stay period or ability for reapplication

Have it include the US! :)

It has just started between us Sweden and NZ, so I guess it will take a while before we know how it is working.

Allow more than 3 months working time

Easier to find it at the immigration site, there is a lot of information, a bit too much.

Give it to more countries. Be able to extend to work for another 6 months or so.

?

I only found out about the scheme by accident as I was looking at BUNAC information on 'Work America' and saw they were also doing 'Work NZ' so more publicity would be good as once I arrived here everything was straight forward and I didn't really need the help of IEP/BUNAC

By being longer, allowing people more time to travel and work.

It would be great to do it again, but as it is for only one working visa is allowed ever plus there may be some restrictions on when you can return something like one year after departure, and age restrictions awful Lots of 30+ friends who still want to travel! Feel the scheme should be open to all

See above

Why do kiwis get two years in the UK and we only get one year in NZ...just a little bit unfair really and they have no restrictions on employment when they come here yet we can only work 3 months in any one job...surely we should all have the same rules no matter where you come from and where you are going.

Visas for two years

Answered no but on WHM- perhaps not aware of other schemes?

See 48

Tax breaks for participants

Extend to two years as is for Kiwis in UK

Allow two years as NZ citizens are allowed for UK. Allow 1 year for extensions for those with job offers.

More advertising in the countries I only found out about the visa through a friend.

I have had no problems with the scheme at all.

No 30 year age restriction and just some work for Germany and less for England or all out of one pool!

Involvement of more countries Encourage to take up the scheme.

Allow two years. Residency options e.g. 4 year ancestral UK visa or sponsored by job to stay like UK

As in UK restrictions should be raised over working for one employer (i.e. longer than 3 months)

Available to people over 30 Application available once travel has commenced.

?

Allowed to extend visa.

See above comments.

Allow you to work all year and then tack on extra tourist visa to end. NZ Immigration would not grant me a tourist visa for me to stay after my work permit (Working holiday?) expired. Some people are workaholics and one year isn't enough. Not paying for flight and return to renew visa too cost prohibitive and general pain in the ass.

Health benefits for us like kiwis get in UK NHS !

Longer time allowance needed without sponsorship

More countries (mine) KEN noted Netherlands recently joined scheme?)

Make it longer

Make it available for those over 30

The ability to suspend visa and return to complete it i.e. two snowboard seasons

Ability to get it more than once!! Ha Ha Flight companies should extend their return date over a year.!! This cuts short everyone's year working

Display clearly which kind of job you can get.

Increase the quota of people allowed so that you don't have to wait for the following year to leave because the quota is exceeded.

NB WHMER - perhaps doesn't know about schemes in general? KN
Take WWOOF out of scheme. No work visa should be required for a goodwill exchange of time with no money involved.
Consistent time the scheme operates 2 years for NZ'ers in UK but only one year in NZ.
I am aware of exchange programme USA-NZ. US citizens can only work for 3 months in Aust. I have learned of countries where such restrictions does not apply
None, it's fine. But it would be nice to get 2 years like the Kiwi's do in the UK.
Include more countries
Unsure how to put into words -(Ken perhaps didn't know about other schemes)
See above
Better publicity
(Ken note on WHM visa -perhaps didn't know of other countries, schemes)
Upgrade the website info, (the fee went up and when I sent in my application they needed more dollars).
Clearer regulations i.e. length of stay in one job.
Extra year if wanted
Offer it more than once or split the work time into two 6 month periods- please.
Allowed to work more than three months at the same place.
People want to study at language school for more than 3 months could stay longer.
Ken notes on WHM so other countries?
I can hardly remember- it's almost one year since I filled it out. I would like more people to have the opportunity
Lists of potential employers should be made available other than fruit picking
Possibly clearer explanations of what employment is allowed, guidelines all seem a bit 'fuzzy'
Clarify it. Every time we rang immigration we were given a different view. (How long we could work etc.)
Too little knowledge to comment
More advertising people wants to go and visit another country
Very straight forward
As above extend to 2 years
Its fine to me
Allow you to stay longer than 1 year
Should get longer than one year
To have an interview with the participant before going and after can be a good thing s for NZ.
More countries
As above. Should be able to collect it more than once.
Yes exactly.
Ok
Raise the age limit from 30 to 35
You should get the visas in more countries
More flexibility, with holiday working visa if you want to work more than three months.
Giving out working Holiday visa in NZ so people don't abuse it -(Only if really working)
I would like to be able to do it again instead of just once, maybe after a few years.
Very easy from UK, should be made easier from other nations.
Allow NZ based applications (ie not just in your home country) Ensure people realise that the limits for WHM visa and namely hit???
Longer visa e.g. 2 years -as is for kiwis who come to UK.
Increase the upper age limit. I have met many older tourists who would have liked to work in NZ but were over 30.
Extend age limit.
I mostly found my own work and not through the scheme. Some work was casual and only for 2 days. Commonwealth countries should be allowed more than 12 month WH visa.
By being able to organise a WHV upon arrival in NZ
It couldn't.
Unsure but see 46 -on line applications
E visa would be easier and quicker
If you don't work for say more than 2 weeks you should be allowed another one to use properly
Didn't know there was a scheme I know only that Americans couldn't get a working Holiday visa easily.
Expand to more countries
Being able to stay longer than 3 months at one job

No suggestions

More detail. Takes a long time to obtain an IRD number, Maybe this could be applied for at the same time as a visa??

No limitation on months with any one employer would be more beneficial for employer and employee. (KN see age 31 -change age limit?)

Should be allowed to apply more than once. Should be allowed to extend stay if required

I think it's really good - worked well for me. Could be extended to over 30's as some people could miss out on this great experience.

The 12 month scheme is a perfect chance for young travellers to finance their journey.

By my organisation (Travelworks / IEP)

Tax refund.

More countries like Spain.

Found no problems with - only should be two years instead of 1 year.

Return scheme for Kiwis to Canada is difficult? Awkward for timing of applications.

Pretty good already.

More visas.

Let in more young Swedish Girls.

Easier to obtain.

Even though I gave my planned dates of travel I was not informed that the visa would be issued immediately and it was only valid for 1 yr. I clearly stated that I did not plan to travel until Nov 2003 but still the visa was issued Sep 03 making it invalid on my planned entry date. Instead of issuing my visa NZIS should have told me to apply later.

2 year visits.

No problems

Possibly longer, maybe two years.

2 year work visa instead of 1.

Special tax rates, A backpackers board on the immigration board with tips and jobs.

If you could work for longer on it.

Q50 ends

Appendix R: Recommend the Working Holiday Scheme

Q 52 Can you explain your answer to Q51? Would you recommend the Working Holiday Scheme to others?

Answers have been crosstabulated by nationality

38 Canada

- If you really want to experience N.Z. culture you have to live and work here.
- It's worth it. Easily done
- Easy for Canadians to obtain a WHMer visa / permit
- It was an excellent way to see New Zealand; I got to be part of New Zealand culture by living and working with local people.
- Travel and make money
- A good way to lengthen your holiday by supporting yourself while here.
- Easiest way to visit a country and its culture. Working makes you earn money to stay longer.
- The money is not good, the boss take advantage of you and the accommodation are horrible and expensive (Ken note AKL and ZQN)
- Exploring a country and working at the same time made it possible to mingle with the locals.
- A good way to travel long term and to get to meet locals you wouldn't as an ordinary tourist
- It was good
- Great fun.
- It's expensive to travel here, so be able to work is a bonus.

43 Chile

- Yes, very good experience.

57 Denmark

- No
- It's a great way to meet people

73 France

- Greatest break ever, before starting a serious career.
- Very nice way to travel for a long time
- It's a great way to travel and discover another country when you don't have enough money to travel for year without earning any money
- Because its a great way to be part of a country, more than a tourist. Also to meet people, and to discover another culture.
- Very good experience, good way of travelling, be a part of society
- Easy and give you an idea of the country for 1 year.

82 Germany

- It makes you just more experienced about other jobs and you will show more respect to people who get \$10/hr or less
- Perfect opportunity to know a country with travelling and having this country with foreigners
- A great experience to work in a foreign country. It brings people closer together. That scheme is an easy and great chance for everyone as well as economy and society.
- It's worth the experience.
- Great experience for young people who cannot afford longer holidays otherwise.
- Perfect way of travelling! Earning your own money for your own travelling
- Visa very easy to get. You have the possibility of work, but you can travel all the time if you want. Some kind of freedom for 12 months in a foreign country.
- It's a great chance to see the country and to make overseas experience. It's good to improve your English and maybe your knowledge in your job. You see things from the other side. It's a more relaxed atmosphere in the country and people are very polite.
- Yes because it allows you to stay in the country for a long time with the legal option to

work if you want or need to.

- It's a good way to learn as much as possible about a country and the people (their lifestyle)
- It's a good way for cheap travelling, great experiences

104 Ireland

- Great to experience another culture and so much to do (i.e. outdoor activities) and see in NZ
- It's a great opportunity to live in another country
- It's a great way to travel the world and more importantly to actually live and work in a country gives you much more of an insight into the way the country really is I mean otherwise you're just a tourist looking on
- Yes I would but I would warn them that the wage rates are very low particularly in Queenstown
- It's quick and hassle free also cheap
- Although it has its faults I am very glad it exists
- It's a unique opportunity to go to a new country with the provision of only having one year so enjoyment, and not career, is what it is about. Therefore I would recommend it on the grounds that it's a great way to spend a year.
- It has been enjoyable
- Valuable time to travel and try out jobs you might not have thought of before as well as learning new skills, gaining experience of different cultures.
- It broadens a person's horizons.
- It is a good way to see the sights and meet people of different nationalities Work is easy to find.
- NZ is a great country to travel around, but when you work here too it is possible to meet and befriend locals instead of just meeting other travellers Kiwis are well worth getting to know

106 Italy

- Because it's a great opportunity and experience that everybody should do to appreciate more other cultures and have more self-confidence.
- I'll talk to friends about my experience and they will decide

108 Japan

- It was completely different working in NZ compared to Japan. Wages in NZ were extremely small, but I enjoyed it.
- I don't know about this scheme very well
- Because there are lots of opportunities to study, work, meet people and so on. Visitors can have an experience they cannot have in their own country.
- It was not as fun as people imagine. If my friend wants to come to NZ like a holiday I would say, "No, you shouldn't."

114 Korea

- Only travelling can't let people know how the country is going. I think because you might move around quickly but if you also can work, you would stay in one place longer then you would know that place or people better and you can afford your travelling cost while you are there.
- I think NZ is really nice country with money but hard to travel after earn money from NZ. If someone has money to travel then that's fine. Never dream travelling after work here. Impossible!
- It is really good experience for oneself -independence. We can do work lawfully for one's trip

129 Malaysia

- As an extension for visa

150 Netherlands

- It's easy once you have found the right forms

- It's a great opportunity to travel and earn your way around the country. When you work you get to know the place better, and the locals.
- Great way to experience New Zealand
- Nice to experience another country and relax
- Good way to stay longer, earn money, travel
- It's easy when they offer you a job, you can start directly.
- It helps to make your holiday payable and you get to know Kiwis
- Experience

195 South Africa

(Dual passport)

- Very cultural place and lots to see and do. Very scenic, easily accessible from place to place.

203 Sweden

- It's a golden opportunity to go to another country (not in Europe) for a longer period.
- As long as one is not fussed about what sort of job/ pay one has, it's a great opportunity to see and experience a country. (Not just passing by but get to know people /places/atmosphere. Apart from the obvious -that it can make it possible to fund a holiday.

222 United Kingdom

- It is a great way of finding out about a country whilst being able to support yourself and therefore stay longer.
- Yes, it's a fantastic way to earn money to travel. Also to experience a whole new culture
- Because it is the best way to experience life in another country, great to meet new people
- For people my age it is a good experience before finally settling in a job and it also makes you aware of other possibilities you may not have thought about before.
- Affordable way to travel and see new places
- I'm only halfway through and have mainly been working, with the plan to not work over the summer and travel more around the country. Work has been ridiculously easy to find. Having a great time! But can't really answer many of the financial questions in Section 4 because I'm earning now but won't be later.
- Quite stressful finding work would recommend travel here but not work.
- Allows you to spend more time in NZ and you get a better sense of the real NZ life when you are working rather than just travelling
- Good experience to work in another country
- Easy way to travel and see the world
- Easy, NZ good country to work and travel in.
- Only if they asked
- Working in other countries broadens your horizons.
- NZ is a cool place that allows people the opportunity to see stunning scenery and discover themselves
- Great opportunity to experience another country whilst earning the money to see the places and meeting the locals
- It is easy to participate in and very enjoyable. Easy to get work in New Zealand and I had a great time here, so would recommend it to anyone.
- A lot of...lets you enjoy travelling but gives you money to support yourself
- It enables you to experience living in New Zealand, save some money and it is possible to get a good job with the visa.
- Enabled me to stay for the winter season in ZQN without having to live 100% on credit.
- It's an easy thing to do
- Already have, people have come over at our recommendation
- Working in a foreign country can provide you with very rewarding experience/ knowledge.
- Will encourage others to come to NZ to work.
- Easier than getting a work visa and far more appropriate for young people working on OE in NZ
- Gives flexibility, and freedom to explore a country in depth rather than just as a tourist
- It's a great way to see a country and earn money at the same time

- It is good
- Best way to visit a country when a little low on cash and good way to gain experience.
- Extremely worthwhile to do
- It's enriching to experience living and working in another country-opens your mind and gives a different perspective on life.
- Opportunity to work abroad. People need to be encouraged as don't realise the advantages and great opportunities as find it a hassle to go through the process i.e. paperwork etc.
- NZ is a wonderful country and culture to experience. Working allows you to see a true way of life whilst also provides time to travel
- Easy to get and fun to work in different environments
- Would prefer to holiday here for 2 months and have money rather than struggle to save dollars and worry about finances
- Was a good way to supplement own travels
- I think that the wages are too low compared to the country I come from and it is difficult to save any money over here
- It was great! Living here was great and getting a job in my professional field meant that I was able to live to my usual means rather than just undertaking low paid seasonal work
- We would have to have gone home months ago if we could not work
- By working you learn the lifestyles of that area and get opportunities to do tourist things away from the tourist masses.
- It's a great way to actually live in a country and get to know some natives rather than just seeing tourist sights and other travellers
- It is a convenient way to earn a bit of money, and provide a bit of structure to your life whilst travelling
- Gives you more option to stay longer as the money saved in England would run out so WHMer visa (*earnings*) subsidised my year thankfully. *Ken noted WHMer visa one year compared to usual visa so opportunity to stay longer even as a visitor*
- A good way to experience working in a wholly new environment, whilst gaining an opportunity to travel.
- I think it's a great opportunity to see and experience NZ and work with local people
- It was great to visit NZ and the work is essential to finance a long stay so the visa i.e. perfect for travelling.
- Awesome place
- I think NZ is an excellent place to work and is relatively easy to find employment
- To experience another side of life
- It's good
- Had a great time
- Never heard of it
- Great experience in an uncrowded diverse country
- Everyone should experience NZ
- Fantastic way of seeing a wonderful country.
- It is the only option for young travellers
- Excellent way of travelling -working then touring.
- It didn't really work out for me because of problems with the HQ in LA not wanting to take on staff. - In fact cutting staff down. I'd advise them to take shed loads of money and get stuff in writing for a career job. For the backpacker experience, definitely recommend
- Best way to experience NZ is to live and work
- Great experience. Shame it's only a year
- Only come here if you want to be a fruit picker or manual labour
- Easy to get visa easy to find work great country.
- Helps pay for your holiday
- I think that it helps you grow as a person. When you live in your hometown and have a full time job most people stay in their comfort zone. I feel that by travelling you are stepping out of your comfort zone and challenging yourself.
- A great way to experience life and culture in another country. Helps pay for your travel & activities and making new friends.
- Gives an opportunity to experience the whole culture of NZ and you can work with Kiwis

and live with them

- Not sure what the scheme is!! If it's the scheme I'm on then I would recommend it to others. Best way to sample the real NZ from the inside.
- You would need a great deal of money to not work and travel around NZ for a year. You meet lots of other travellers from all over the world opening more opportunities to travel elsewhere.
- Been a fantastic experience can't recommend it enough.
- ALREADY HAVE! When I applied for my visa w/ the online app I told friends 4 also applied for the WHV, and 6 friends included a stopover on their round the world flights.
- Good Experience
- We are having a good time so far and working pays for it as you go.
- Great experience for anyone, broadening your horizons, opening your eyes more, appreciating the important things in life, meeting people.
- It is a great experience to discover a country other than your own
- It's a very user friendly scheme
- I've had an amazing time in NZ -learnt lots about different cultures met loads of travelling from all over the world- broadening my outlook and horizons would encourage anyone who's interested to do the same -life changing experience for me.
- Working holidays are a great idea, because you are integrated within the community and get a much better appreciation of the culture of the country and it's people
- Made it easy to find work and fund travelling. Although no employer asked to see my visa!
- See Q47 - NZ landscapes and people
- It's a great way to travel for extended periods as you can earn money on your way.
- Work is not so easy to get
- Easy to apply for and receive also cheap
- Great opportunity
- Enables you to see life from different perspective than holidaymaker. More time to see country - well that's the theory...
- Enables you to fund your travel and meet others of the same age and share experiences
- Although NZ is a Western Country like the UK it has very different outlooks, ways of life that you may not expect and so this is a great and especially having the opportunity to work with New Zealanders.
- Great experience, very different working culture. Much more laid back/ lazy.
- I had a great time, so would recommend it
- Had an amazing time would recommend it to anyone
- It's a good way to really experience NZ meet kiwis, learn about the culture/ politics/ and differences between own culture. Also learn about other cultures and become a community
- Good scheme
- Enjoyed it
- A good way to start your travels

223 United States

- It's always an experience to work in a foreign country, especially one as open as New Zealand. I think only a fool would walk away from the opportunity!
- It has already been a wonderful experience and I believe that no matter what your work in life is, a working holiday in NZ is valuable.
- To work and live in a place is the best way to know and appreciate it.
- I think it is a great experience and an excellent way to immerse oneself into NZ's culture.
- Worked well, there were lots of available jobs in various occupations

Q52 ends

Appendix S: Changes to Working Holiday Schemes

<http://www.immigration.govt.nz/migrant/general/generalinformation/news/whschanges.htm> *Tuesday, November 23, 2004* retrieved 15 December 2004.

The Minister of Immigration and the Minister of Foreign Affairs and Trade announced some major changes to the Working Holiday Schemes New Zealand has with a number of other countries. The changes will all take effect on 1 July 2005.

Working Holiday Schemes (WHS) currently allow 31,000 young people from 22 countries to spend 12 months in New Zealand and undertake temporary work. The schemes contribute to positive outcomes for New Zealand by strengthening international linkages, providing a good source of skilled migrants and contributing to our economy.

The changes include:

increasing the overall number of working holidaymakers allowed into New Zealand

dividing an extra 10,000 places between the schemes for Belgium, Canada, Denmark, Finland, France, Ireland, Italy, Norway and the USA

removing the cap (which means there will be no upper limit on the amount of places) from the schemes for Germany, the Netherlands, Sweden and the United Kingdom

easing the work restrictions (no more than three months with any one employer) from the schemes for Belgium, the Netherlands, Sweden and the USA

allowing working holidaymakers from the United Kingdom to stay for up to 2 years (ie 23 months)

As the schemes broadly operate on a reciprocal basis, the changes mean that young New Zealanders will also benefit from the changes when they travel overseas.

You can read more about the changes by going to: <http://www.immigration.govt.nz> and searching for Working Holiday Schemes.

<http://www.immigration.govt.nz/migrant/general/generalinformation/mediaresourcekit/faq/whsquestionsandanswers.htm>

Working Holiday Schemes - questions and answers

24 November 2004

What has changed?

On 22 November the Minister of Immigration and the Minister of Foreign Affairs and Trade

announced some major changes to the working holiday schemes New Zealand has with a number of other countries. These changes will all take effect on 1 July 2005.

Three of the changes are as follows:

- The number of places allocated to all working holiday schemes will be increased from 31,000 in 2004/05 to 36,000 in 2005/06 and 40,000 in 2006/07.
- 10,000 extra places will be divided between the working holiday schemes for Belgium, Canada, Denmark, Finland, France, Ireland, Italy, Norway and the USA.
- There will be no upper limit on the amount of places for the working holiday schemes for Germany, the Netherlands, Sweden and the United Kingdom.

Why are we letting so many extra people come to New Zealand on these schemes?

Working holiday schemes allow 18 to 30 year olds from partner countries to spend 12 months in New Zealand and undertake temporary work. The schemes contribute to positive outcomes for New Zealand by strengthening international linkages, providing a good source of skilled migrants and contributing to our economy.

New Zealand is presently experiencing a period of very low unemployment and there are severe labour shortages in seasonal work. While most working holidaymakers are qualified and skilled, many work in low-skilled, low-paid occupations while they are here. A recent study by the Department of Labour showed that 17 percent of working holidaymakers worked in hospitality, 7 percent in fruit picking, 14 percent in agriculture (other than fruit picking), and 14 percent in voluntary work.

The Department of Labour study also showed that the majority of working holidaymakers were well-educated and 40 percent described their occupations immediately before coming to New Zealand as professional. This makes them a potential pool of talent for long-term migrants.

The schemes broadly operate on a reciprocal basis (for instance, Germany, the Netherlands, Sweden and the United Kingdom do not limit the number of New Zealand working holidaymakers), which means that young New Zealanders are benefiting from the schemes when they travel abroad.

What are some of the other changes?

There will be an easing of work restrictions for some of the schemes. At present, all working holiday schemes stipulate that a person cannot work full time. Also, with the exception of the United Kingdom, French, Irish and Malaysian schemes, employment with any one employer is restricted to three months.

New Zealand working holidaymakers who visit Belgium, the Netherlands and Sweden do not have any work restrictions placed on them. From 1 July 2005 working holidaymakers from these countries, and from the USA, will have their work restrictions removed. This means they will be able to work full time for up to 12 months with one employer.

An easing of work restrictions on other schemes could be considered in the future, if the individual countries agree to a reciprocal arrangement. Alternatively if there is a significant change in the labour market and evidence of local labour displacement, work restrictions on all schemes could be reimposed and numbers could be capped again. In any case, a formal review of the scheme will be carried out in 2007.

The Ministers mentioned a further change for the United Kingdom working holiday scheme. What is it?

From 1 July 2005, working holidaymakers under the UK scheme will be able to stay for up to two

years (ie 23 months). This brings the scheme more into line with the UK one which allows young New Zealanders to stay in the UK for two years.

UK working holidaymakers will only be able to work for a maximum of 12 months during their stay. This could be with the same employer, in one consecutive period, or interspersed throughout the two-year period.

How will this affect health requirements for UK working holidaymakers?

All applicants who intend to stay in New Zealand more than 12 months need to complete a full medical and x-ray examination. UK working holidaymakers will need to obtain the relevant forms from the New Zealand Immigration Service, and be medically cleared before they can be granted a working holiday visa.

What about the Ministers' reference to working holiday schemes going 'online'? What does that mean?

From 1 July 2005, applications for all working holiday schemes will take place on the internet.

Going online will mean:

- applicants can get their working holiday scheme visa through the internet from anywhere in the world
- the online service will be immediate, with the application being lodged, paid for and decided electronically
- each WHS customer will receive detailed information on the opportunities in New Zealand via email and their personal home page
- the Department of Labour (Immigration Service) will be keeping in touch with WHS customers throughout their stay in New Zealand to ensure they have up-to-date information on work opportunities
- the Immigration Service will also be surveying WHS customers on their employment experience in New Zealand so we can monitor labour market impacts in much greater detail than we can at present.

Page Last Updated: 23 Nov 2004