

Year in Review
Pūrongo-a-Tau
2022/2023

**Asia New Zealand
Foundation
Te Whītau Tūhono**

DIRECTORY | PAPATOHU

Asia New Zealand Foundation
Te Whītau Tūhono

Wellington Office | Te Whanganui-a-Tara

Level 16, Fujitsu Tower, 141 The Terrace
Wellington 6011
☎ +64 4 471 2320

Auckland Office | Tāmaki Makaurau

Level 7, 45 Queen Street
Auckland 1010
☎ +64 9 369 5014

Christchurch Office | Ōtautahi

Level 3, BNZ Centre West, 101 Cashel Street
Christchurch 8011
☎ +64 3 977 2835

🌐 www.asianz.org.nz

✉ asianz@asianz.org.nz

📘 @asiannewzealandfoundation

🌐 Asia New Zealand Foundation

🐦 @asiannewzealand

📷 @asiannewzealandfoundation

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Chair's report Pūrongo o te Heamana



The 2022/23 year certainly marked the return to business as usual for the Asia New Zealand Foundation, with numerous inbound and outbound activities delivered across our programmes as travel restrictions were lifted. As we continue to equip New Zealanders to thrive in Asia, these initiatives actively contribute to the knowledge, skills and connections required to build confidence and capability.

The resumed activities were a reminder of the importance of face-to-face connections with stakeholders in Asia across arts, sports, business, entrepreneurship and media programmes and for delegations from our Leadership Network and Track II diplomacy community.

A highlight for me was the regional biennial meeting of our Asia-based Honorary Advisers in Singapore in March, which included the Chair of the network, Minister of Foreign Affairs Nanaia Mahuta. Bringing together our Board and offshore advisers, the gathering included a range of influential business, government, academia and community leaders. It was a powerful demonstration of the ongoing support these advisers provide to the Foundation.

Back in New Zealand, I also enjoyed catching up with our New Zealand Honorary Advisers at gatherings in Auckland and Wellington and was delighted to hear from participants of the Leadership Network Tāngata Moana hui

on Pacific-Asia connections that was held in June in Auckland. Their enthusiasm and passion lit up the room.

We have had several opportunities to present and discuss the results of the 26th *New Zealanders' Perceptions of Asia and Asian Peoples* survey. Despite regional and international challenges, the report highlights the strong interest that New Zealanders maintain in Asia. In 2022, a record 80 percent of New Zealanders said developing political, social and economic ties with Asia was important for New Zealand's future. It was also encouraging to hear that young people show a strong appetite to connect with modern Asia through entertainment, sport, games and pop culture.

The contributions of Foundation leaders were recognised in the 2023 Honours. Foundation Deputy Chair Paul Te Poa Karoro Morgan was appointed a Companion of the New Zealand Order of Merit (CNZM) for services to Māori and business, while



Foundation Honorary Adviser (and now a Trustee) Khoa Dang (Mitchell) Pham was appointed as an Officer of the New Zealand Order of Merit (ONZM) in recognition of his services to the technology sector and New Zealand-Asia relations.

As well as Mitchell, the Foundation was pleased to welcome new trustees Hongyu (Carol) Cheng and Tina Porou and acknowledge the contributions of retiring trustees Lyn Lim, Simon Watt and Danny Chan who have since been appointed New Zealand Honorary Advisers. I would like to acknowledge the contribution of my other fellow trustees Te Poa Karoro (Paul) Morgan, Tupe Solomon-Tanoa'i, Ziena Jalil and Chris Seed.

We also welcomed during the year Asia Honorary Adviser Hu Shuli from China and newly appointed New Zealand Honorary Adviser Tania Te Whenua.

We are about to farewell Executive Director Simon Draper, who is returning

to the Ministry of Foreign Affairs and Trade. For nearly eight years Simon has deftly guided the Foundation through a period that welcomed a range of new initiatives, including our 25 to Watch, the Asia Media Centre, our podcast series, the establishment of our Christchurch office and a range of commitments to te ao Māori. I want to thank Simon for his stewardship throughout a period of considerable growth and his ongoing dedication to maintaining the Foundation's status and reputation as New Zealand's leading authority on Asia.

Hon Dame Fran Wilde, DNZM QSO
Chair

Executive Director's report **Pūrongo o te Tumuaki**



This is my final annual report as executive director of the Asia New Zealand Foundation, a role I have had the privilege of holding for the last eight years. To that end, I want to reflect not just on the last 12 months but make some more general observations.

The year 2022/23 started with the first six-month period being one where we as an organisation resumed sending staff back to Asia. While the travel itself was not straight forward, with an ever-changing number of COVID requirements to navigate, a very clear learning was there is no substitute to face-to-face meetings. The strategy of the Foundation was to be an early mover when it came to travel back into Asia, on the basis that being among the first foreigners through the door would make a positive impression. I believe this was the case.

This was also the period where at home the Foundation worked on Seriously Asia Revisited, a work programme looking at how New Zealand can best engage with Asia. It involved over 100 Asia experts, four hui across New Zealand and the commissioning of reports to look at the outcomes of the first Seriously Asia research conducted in 2003. The findings are about to be published, but there was a clear call for a New Zealand

'vision' for its engagement with Asia. Minister Mahuta has tasked the Foundation to produce this, and work is well underway.

The second half of the year saw us start sending grantees and other young New Zealanders offshore, moving from online opportunities to majority in-person experiences. It was extremely satisfying to be back to our pre-Covid business as usual. All New Zealanders are more appreciative of the benefits of travelling in Asia after some three years of restrictions.

A highlight for me was bringing our Asia Honorary Advisers and Trustees together in Singapore, for a session with Minister Mahuta in which they described what a post-Covid Asia looked like and the opportunities and risks for New Zealand in the region. Hosting more than 70 young ASEAN and New Zealand entrepreneurs in Bangkok and Hua Hin was also a fantastic re-start for the ASEAN Young Business Leaders Initiative.



And of course, we continued the usual work of the Perceptions of Asia and attendance at key Asia conferences, like the Shangri La Dialogue and Asia Pacific Roundtable as well as sponsoring events in New Zealand with strong Asia content such as the China Business Summit. Organisationally, we continued our Te Ao Māori journey with the appointment of our first Chief Adviser, Māori.

As I leave the Foundation, I am immensely proud of the work we do. Despite its small size, we know it is making a real difference to New Zealanders' engagement with Asia. And like the 100 experts we brought together at the Seriously Asia hui, I am sure Asia is going to be more important to New Zealand in the next 20 years than it has been in the last 20. My hope is we move from a primarily transactional mindset with Asia and understand that being part of the most dynamic, exciting, and interesting part of the world requires us to engage in all facets of the relationship. It is an exciting prospect for all New Zealanders.

Finally, I want to thank the Board, Honorary Advisers, both here in New Zealand and across Asia, for their support of the organisation. To Foundation staff, my heartfelt thanks for the energy and passion you bring to your work every day, and to you the reader for being interested in the Asia New Zealand Foundation.

Simon J Draper
Executive Director

About the Asia New Zealand Foundation Te Whītau Tūhono

Our mission statement

The Asia New Zealand Foundation's mission is to build and sustain New Zealanders' knowledge and understanding of the countries, people, cultures and languages of Asia, so they can develop more extensive and effective economic and cultural relationships in the region.

What we do

We equip New Zealanders to be confident and engaged with Asia by enabling deeper connections, awareness and knowledge.

Why we do it

New Zealand's present and future, economically, culturally and socially, are firmly tied to Asia. This reality presents New Zealand with a range of positive opportunities – we need to be deliberate and thoughtful in our approach to them.

How we do it

We provide experiences and resources to help New Zealanders build their knowledge, skills, connections and confidence to thrive in Asia. This is achieved through a range of diverse programmes: arts, business, education, entrepreneurship, leadership, media, research, sports, and informal diplomacy (Track II).



Our Values Ngā Uaratanga

The Asia New Zealand Foundation's te reo expression Te Whītau Tūhono describes the Foundation's commitment to unity, connectedness and the forging of strong relationships through its work to equip New Zealanders to thrive in Asia.

WHAKAPONO - we believe in what we do

Our work makes a difference for Aotearoa New Zealand's future. We are driven to change people's lives through knowledge, connections and confidence.

AKO - we are creative, dynamic and adaptable


We are continuously learning and sharing our knowledge. We believe collaboration strengthens our impact and helps us thrive in our changing environment.

MANAAKITANGA - we value relationships through respect and support

We value relationships and people and the importance of strong and diverse connections. We support our colleagues, value their contribution, and have their back. We build relationships with respect, inclusivity, and care.

Strategic Goal 1

Growing Asia awareness/ knowledge





Outcome statement

New Zealanders are more Asia knowledgeable and have an appetite to know more. New Zealanders are more aware of the diversity of Asia and its importance to New Zealand.


Measures and results

Number of research reports published and distributed

 **2022/23 goal:** four reports published and distributed

 **2022/23 actual:** six research reports published and distributed:

- The Rising Impact of Asia on New Zealand Sport
- Seriously Asia Revisited series (four reports)
 - Politics and Security between Aotearoa New Zealand and Asia
 - Trade, Tourism and Investment between Aotearoa New Zealand and Asia
 - Innovation and Sustainable Development between Aotearoa New Zealand and Asia
 - Society and Culture between Aotearoa New Zealand and Asia
- New Zealanders' Perceptions of Asia and Asian Peoples 2022 Annual Survey

 **2021/22 actual:** two research reports published and distributed:

- Te Waipounamu and Asia - South Island Business connections with Asia now and in the future
- New Zealanders' Perceptions of Asia and Asian Peoples 2021 Annual Survey

Content about Asia on Foundation and Media digital platforms

Last year's goal of 250 was extended to 300 this year and was not met due to staff changes during the reporting period.

 **2022/23 goal:** 300

 **2022/23 actual:** 282

 **2021/22 actual:** 276

Education Champions engaged in at least two Foundation initiatives over the year

The 2021-22 review of education initiatives established Education Champions as a key pillar of the programme. Regional gatherings of Education Champions were held in Auckland, Tauranga, Wellington and Christchurch in 2022. In 2023, aspects of the education programme underwent further review, with the Education Champions to be supplemented by a digital engagement plan.

 **2022/23 goal:** 75%

 **2022/23 actual:** 22%

Stories

“To share our voices via a platform that allows everyone to have their own interpretation on top of our work is a very personal thing.”

- Xin Ji, dancer and choreographer

Arts Project Fund

The Foundation’s Arts Project Fund continues to support projects that develop New Zealanders’ awareness and knowledge of Asia through the arts. Highlights in the 2022-23 year included *Made in Them*, a collaborative contemporary dance work created by Chinese dancer/choreographers Xin Ji and Xiao Chao with The New Zealand Dance Company. Premiered at Auckland’s ASB Waterfront Theatre, the work explores the depth of human emotion and expression in response to extreme environments and events. Developed in response to Covid-19, the performance was presented as a double bill titled *Stage of Being*, alongside Tupua Tigafua’s *LittleBits* and *AddOns*.

Education initiatives boosted

The Foundation oversaw a review of the education programme and continues to deliver a range of initiatives, including funding for Asia language training, visits to Asia, Asia resources for learning in schools and teacher professional development.

In addition to regional gatherings of the Education Champions (a network of 24 leading voices on Asia from within the education sector) in Auckland, Tauranga, Wellington and Christchurch, the Foundation held its first meeting of all Champions since their induction in July 2021. The meeting proved to be a great opportunity to develop further initiatives, workshops and in-person engagement.





“To learn about other cultures and develop an appreciation for the diversity of different people within our world is important. It helps students develop a stronger sense of belonging and can make those involved learn more about their own culture.”

- Kylee Edwards, deputy principal, Endeavour School Hamilton

The refreshed te ao tangata social sciences area provided inspiration for the Foundation to provide a resource to help teachers build Years 7 and 8 students' knowledge and understanding of Asia. These inquiry cards, titled *Making Connections: Aotearoa New Zealand and Asia*, guide students through topics that span the history of Asian migration to Aotearoa. This resource will feature in the Education Gazette.

The Japan study grant funded by Nakashimoto Co. Ltd. re-opened in May 2023. This fund provides support for students to visit Japan for study tours.

Growing New Zealand's future leaders

The Foundation's Leadership Network is a global professional network that equips New Zealand's next generation of leaders to thrive in Asia. It provides over 420 members with the knowledge, connections and confidence to lead New Zealand's future relationships with Asia.

In 2022-23, the Foundation hosted a range of onshore and offshore events to strengthen connections between members. These included events such as the Rethinking Leadership Hui, the Mentorship Hui, the Otago History Hui, Festival for the Future and Young Enterprise Trust's Enterprise in Action mentoring weekend. More than 100 meetings were also held through the monthly match up series Ngopi & Kōrero (coffee and chat). Throughout the year, the Foundation ran its 2023 intake process, receiving a record near-200 applications.



Leadership Network Otago History Hui

With travel restrictions preventing the hosting of Leadership Network offshore forums, the Foundation organised a trip to explore the history of Chinese people in Otago. A second hui was held in November 2022 for 15 members. The hui was guided by Foundation Honorary Adviser Emeritus Professor Manying Ip, former Foundation board member Dr James Ng and former Foundation board member and former mayor of Dunedin Peter Chin. The group visited and learned about historic sites of significance for the region's Chinese community in Dunedin, Lawrence and Arrowtown.

Asia Media Centre (AMC) and media programme

Media contact with the AMC has increased, with journalists requesting contacts and guidance for a diverse range of stories from across the region. The interest in media travel grants has also increased with 16 applications submitted in August 2022. Funding supported coverage of international defence summit the Shangri-La Dialogue by Stuff Gallery reporter Thomas Manch, who produced seven stories across five outlets from his attendance at the summit.

The Foundation's podcast *'Asia Insight'* continues to feature interviews with visiting experts from across the region including an Artist Profile series.

The New Voices project, featuring commissioned content such as personal stories or objective journalistic content, continues to develop. This project provides editorial support for the development of content by new writers, so their content can be published by mainstream New Zealand outlets.

The Asia Media Centre visited Southeast and South Asia during the year, including attendance at the Raisina Dialogue in New Delhi. During this visit, future media placements were discussed and agreed with media organisations.

Strategic Goal 2

Deepening Asia connections






Outcome statement

New Zealand's relationships with Asian countries model the breadth and depth shared with Australia, Europe and the Americas.

Measures and results

Number of Track II dialogues conducted



The Foundation continued adding value to the Track II dialogue series by hosting post-dialogue briefings, roundtable discussions and events to find a wider audience. Planned dialogues with India and Vietnam were postponed into the second half of 2023.

-  **2022/23 goal:** conduct seven Track II dialogues
-  **2022/23 actual:** five Track II dialogues conducted: Asan Institute (Korea) for Policy Studies; Sri Lanka (with multiple think-tank partners); Fiji and Vanuatu (with various partners); Brunei (with Foreign Minister of Brunei); and a series of Track II simulations held online and in person in New Zealand.
-  **2021/22 actual:** 13 Track II dialogues conducted: Asan Institute (Korea) for Policy Studies; ASEAN Australia New Zealand Trilateral; Australia National University; Indian Council of World Affairs (India); India (with multiple think-tank partners); Japan (with various partners); Korea (with various think-tank partners); Malaysia/Singapore (with various think-tank partners); Mekong (with various think-tank partners); Nepal Institute for International Cooperation and Engagement; Thailand (with various think-tank partners); Diplomatic Academy of Vietnam; and a series of Track II simulations held online and in person in New Zealand. The Foundation also partnered with a number of New Zealand's Track II partners to co-host engagements, including with NZIIA for Indonesia's major Asia Forum.

Level of New Zealand public awareness of the importance of Asia to New Zealand (social research)




The longitudinal research project, New Zealanders' Perceptions of Asia and Asian Peoples, has been undertaken since 1997.

The report presents the results from a survey of 2323 New Zealanders aged 15 years and over conducted from 4 to 30 November 2022. Results are weighted to ensure representation by age, gender, ethnicity and geography. For further information on the research, refer to page 16 of this report.

-  **2022/23 goal:** maintain
-  **2022/23 actual:** 72%
-  **2021/22 actual:** 73%




Number of inward/outward Asia experiences

The Foundation was able to offer offshore opportunities across all programmes in 2023 following the reopening of borders, resulting in an increased number of experiences.

-  **2022/23 goal:** 50
-  **2022/23 actual:** 229
-  **2021/22 actual:** 1




Number of partnerships/sponsorships

The Foundation was able to partner with 19 organisations across a broad spectrum of events across the country.

-  **2022/23 goal:** 20
-  **2022/23 actual:** 19
-  **2021/22 actual:** 20

Number of attendees at partnership/sponsorship events

Through 18 sponsorships, the Foundation's work reached more than 100,000 attendees, including 60,000 people who visited the Auckland Writers Festival. An additional 100,000 people attended the Auckland Diwali Festival.

-  **2022/23 goal:** 18,000
-  **2022/23 actual:** 102,237
-  **2021/22 actual:** 80,084

Stories

New Zealanders' Perceptions of Asia

Now in its 26th year, the latest iteration of the *New Zealanders' Perceptions of Asia and Asian Peoples* survey was well received by the Government, media and academics, as well as by the public and private sector. As a longitudinal research project, it continues to provide data that helps New Zealanders to understand its evolving relationships with Asia, and to drive the Foundation's programme of work.

Despite Covid-19 and regional developments, New Zealanders expressed an even stronger interest in Asia - with 80 percent stating they believe developing political, social and economic ties with Asia was important to the country's future. This represents a 13 percent increase in public sentiment since 2019, directly addressing the Foundation's goal of growing Asia awareness and knowledge in New Zealand.

Japan, Singapore and South Korea continue to be valued as trusted partners. While China is perceived as complex, respondents saw the country as worthy of ongoing investment and considered it an important partner. In terms of day-to-day interest, food remains the most popular Asia-related topic, followed by tourism/travel to and from Asia and business/trade. It was also encouraging to hear that young people show a strong appetite to connect with modern Asia through entertainment, sport, games and pop culture.

To provide additional insights, a series of qualitative focus groups were held between 15 and 25 November 2022. The report, which was covered in both national and international media, has been presented to Members of Parliament, a number of government agencies and chambers of business.



Arts Practitioners Fund

The Arts Practitioners Fund received 70 applications with 17 successful. Supporting experiential opportunities to deepen artistic and professional connections with Asia, the projects funded include residencies, work placements, research tours and exchanges. It included the attendance of three arts producers at the Bangkok Arts Market and Asia Producers Camp; the attendance of four arts curators at the Gwangju Biennale in South Korea and a dance residency in Malaysia completed by Aotearoa-born Samoan dancer/choreographer Ufitia Sagapolutele.

The fund also supported multidisciplinary storyteller Allan Xia to conduct a research tour of Taiwan from May to June 2023. As an artist and developer, Xia works across a range of mediums, such as illustration, comics, videogames and virtual reality. He is also founder and director of Chromocon, New Zealand's most significant Indie Arts Festival, embracing illustrators, comic artists, animators, sculptors and game developers. During his tour of Taiwan, he met with a range of Indie arts organisations in Taipei, Taitung, Kaohsiung and Tainan to explore opportunities for future collaborations.

“It was a privilege to attend this brilliantly successful summit, just to be there and learn more about trade in SE Asia and how that could apply to my business. It was so encouraging to meet and learn from other business leaders in what can be quite a lonely existence. The overwhelming tone across the summit was openness, generosity and vulnerability. I’ll definitely be applying for future summits, proud to be a YBLI.”

— Tim Harper, YBLI Summit participant



ASEAN Young Business Leaders Initiative (YBLI) inbound travel

An inbound agribusiness delegation of seven ASEAN YBLIs was delivered, anchored by the Fieldays event in Hamilton and E Tipu BOMA agri-summit in Christchurch. Participants also featured as speakers at the Aspire Asia Aotearoa ‘Future of Consumption’ event with the Auckland Business Chamber in Auckland.

ASEAN Young Business Leaders Initiative (YBLI) Summit

The Foundation delivered the 2023 ASEAN YBLI Summit, which was the largest offshore delegation the Foundation has managed in its history. Bringing together 75 participants to Thailand - including entrepreneurs from New Zealand and throughout ASEAN - the summit strengthened the connection between YBLIs, fostered networking and explored opportunities to increase trade between New Zealand and Southeast Asia. More than 90 percent of attendees noted that they would ‘recommend friends to apply to the YBLI programme’, that they felt ‘more connected to the Asia New Zealand Foundation and more aware of its goals and mission’, and they could identify ‘further opportunities to increase trade between New Zealand and Southeast Asia’.

“My biggest takeaway was that in order to engage effectively with Asia, we must first be able to engage effectively with our own communities/history in NZ. I learned that I can develop cross-cultural skills at home, that I could apply to Asia in the future.”

— Victoria Brownlee, Tāngata Moana Hui participant

Focus on the Pacific and Asia

To understand our identity as a country is to first and foremost acknowledge the position of Māori as tangata whenua and Te Tiriti o Waitangi. Since the 2019 Te Ao Māori hui in Waitangi, the Foundation has conducted a range of engagement activities. In June 2023, the Leadership Network held a Tāngata Moana Hui, gathering nearly 50 network members at the University of Auckland’s Fale Pasifika to learn about the Pacific region and connect with Asia.

Conceived and curated by a group of Leadership Network members, the objective of this hui was to equip network members with a broad knowledge and competency of Te Ao Tāngata Moana (Indigenous people of the Pacific), particularly in regard to Māori and Asia. In addition to growing Tāngata Moana networks for Te Whītau Tūhono, the hui provided Leadership Network members with insights into the history, knowledge and value systems unique to the Pacific region – and how they could contribute to the way New Zealand perceives its relationships with Asia.

Speakers included journalist Barbara Dreaver, University of Auckland Pro Vice-Chancellor Pacific Jemaima Tiatia-Siau, former All Black and high-performance coach Filo Tiatia and artist Ufitia Sagapolutele.

Track II initiatives expand

The Foundation held inbound and outbound Track 1.5 and Track II dialogues with partners across Asia, New Zealand and the Pacific. A highlight was hosting the 10th dialogue with the Seoul-based Asan Institute for Foreign Policies in Wellington. This ongoing initiative is a reflection of the Foundation’s trusted, long-term and highly successful partnership with one of Asia’s leading think tanks and an important friend of New Zealand.

The Foundation also commenced a ministerial-level Track II roundtable programme that provides a new and highly valued avenue for growing expert knowledge of New Zealand’s Asia relations. In addition to lifting the Foundation’s profile and raising the awareness of Track II initiatives, this programme has encouraged new stakeholders to engage with and contribute to the Foundation through roundtable meetings with New Zealand Minister of Pacific Peoples and Associate Minister of Foreign Affairs Aupito William Sio and Minister of Defence Peeni Henare.

The Foundation has hosted an array of highly regarded Asia experts including Malaysian scholar Professor Cheng-Chwee Kuik; Indonesian scholar and commentator Dr Luqman Nul-Hakim; the Indian Minister of External Affairs Dr Subrahmanyam Jaishankar; the Foreign Minister of Brunei Dato Erywan Yusof and senior leaders from the Asia Development Bank.



Regional representation

The Foundation continues to be among the few organisations from New Zealand that attend the Shangri-La Dialogue each year in Singapore hosted by Minister for Defence (and Asia Honorary Adviser to the Foundation) Dr Ng Eng Hen. As the region's premier Track I.5 inter-governmental security conference, the dialogue fosters a strong sense of community among leading regional policymakers, legislators, academics, business delegates, journalists, ministers and military chiefs. The executive director, representing the Foundation, also connected with many Asia-based Track II stakeholders.

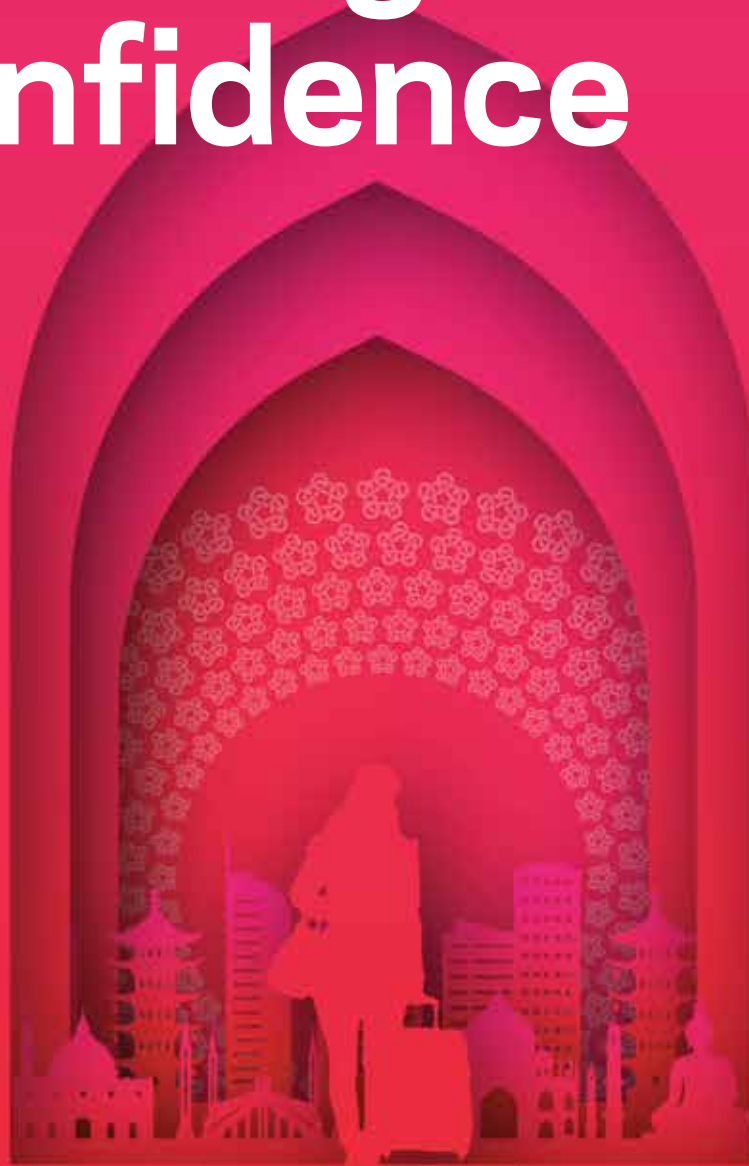
Hosting thought leaders

The Foundation has hosted an array of highly regarded Asia experts from across the region, as well as leading New Zealand voices on Asia. These have included the late Allan Gyngell, National President of the Australian Institute of International Affairs, who was a virtual speaker at the China Business Summit 2022; Amarit Charoenphan, Thai angel investor and business adviser who was a virtual speaker at the Canterbury Tech Summit 2022; and Yah-Leng Yu and Arthur Chin, creative and brand designers from Singapore who spoke at the Semi Permanent 2022 creativity festival.

Arts reunion

The Foundation's Arts Reunion event in October brought together more than 40 artists from across New Zealand who had participated in the Foundation's arts programme throughout the years. The event focused on network building and the presentation of the preliminary findings of the Foundation's art research project. It was also an opportunity to screen some of the IN TOUCH Arts Commissions – digital art works the Foundation commissioned during the Covid period to support artists and continue to present works that portrayed New Zealand-Asia links. The Auckland gathering was the first time the Foundation had held an arts 'alumni' event. Participants were very positive in their responses, with many highlighting the value of bringing the sector together after a period of such disruption.

Growing Asia confidence



Outcome statement

All New Zealanders are more equipped, empowered and enabled to engage and understand Asia. The Foundation is a key enabler of New Zealanders gaining confidence in interactions with Asia.

Measures and results

Number of supported entrepreneurs engaged with Asian counterparts

In addition to ASEAN Young Business Leaders Initiative (YBLI) planned visits, New Zealand entrepreneurs were included in the ASEAN YBLI Summit in Thailand.

 **2022/23 goal:** 20

 **2022/23 actual:** 27

 **2021/22 actual:** 10

Percentage increase in applications for Internships

The Foundation offered a combination of online/domestic (nine interns) and in-country internship places (nine interns) with 12 hosts in 2022/23.

Target applications were not received due to the reopening of international borders and increased travel opportunities for young New Zealanders.

 **2022/23 goal:** 5%

 **2022/23 actual:** -38%

 **2021/22 actual:** 803%

Stories

Inspiring the next generation

The Foundation's NextGen Track II programme continues to engage and inspire students who are interested in Track II diplomacy, Asia, and a career that is internationally engaged.

The Foundation hosted six NextGen roundtables, with the initiative expanding in scale to involve a greater range of students and subject matter experts. Successful roundtables were delivered with NextGen participants at Auckland University, Canterbury, Otago and Victoria University of Wellington. All were well attended and boosted students' confidence to participate in Asia-related discussions and to pursue Asia-related study. The largest roundtable was convened in the margins of University

of Otago's Foreign Policy School, gathering 70 participants – from early career professionals and young ASEAN diplomats to New Zealand officials. This day-long Track 1.5 event, which included a workshop and conference, aimed to develop the confidence and capacity of New Zealand's aspiring Track II practitioners.

In November 2022, the Foundation co-hosted the China 8+8 Young Leaders Dialogue with the New Zealand Consulate General in Shanghai. Held to commemorate the 50th anniversary of diplomatic relations between China and New Zealand, this online dialogue introduced 16 attendees to NextGen and Track II roundtable engagement.



Enhancing relationships with the Māori business community

The Foundation's participation with the work of Māori trade organisation Te Taumata has reinforced the ability to promote Asia engagement to those who represent an authentic voice for Māori on trade between New Zealand and the rest of the world. The Foundation also led a Māori food and beverage delegation of nine participants to Singapore and Thailand.

"I enjoyed connecting with the group, especially our time in Hua Hin getting to make new connections on a wider scale is exceptional. I better understood how Aotearoa is perceived internationally and as part of the Māori delegation felt proud to share my perspective with our group."

— Kieran Hema, a member of the Māori food and beverage delegation

Business Internships

The Foundation has successfully delivered 18 interns for placement throughout Asia, selected from more than 300 applications. Fifty percent of interns completed their placement in-market (Malaysia, Thailand, Singapore and Vietnam) and 50 percent virtually (Hong Kong, China, India and South Korea). Sectors ranged from film and law, to exporting, biotech and foreign policy.

"Through my research and time in Seoul, I saw many similarities between the cultural values of South Korea and New Zealand, especially Māori culture. One of those values being tino rangatiratanga. Like Māori, the people of South Korea value their cultural identity and love their country. They are proud to talk about their whakapapa and the success of their families and people."

— Brigham Riwai-Couch, CJ Cultural Foundation intern



Singapore Hui

In March, 14 members of the Leadership Network participated in an offshore hui held in Singapore. Hui in Asia provide opportunities for members to have in-country experiences, expose them to Asian cultures, provide leadership opportunities and build connections within the network and offshore. The Singapore Hui focussed on future planning and included meetings with the Urban Redevelopment Authority, Strategic Futures Office of the Prime Minister, Monetary Authority of Singapore as well as future thinking companies WSP, Xero, Meta, Zespri and ShioK Meats.

“The Singapore hui improved my knowledge and confidence in engaging with Asia, by providing opportunities to meet with people in Singapore who come from many different backgrounds, including New Zealanders who migrated to Singapore. It was an incredible opportunity – we had a number of encounters that I wouldn’t have otherwise had in my typical day-to-day life, such as meeting diplomats and business leaders from Meta and Zespri. Yet, arguably, the most valuable and unique part was sharing that Singapore experience with fellow Leadership Network members and seeing how we’ll bring our experiences back to our communities and Aotearoa.”

— Marie Ysabel Landingin, Transport Planner
WSP and Singapore hui participant



Outward sports funding resumes

The Foundation recommenced cultural funding for sports groups/individuals travelling to Asia. Having launched the sports programme with a focus solely on Japan, 2023 saw the programme offer support across Asia replicating the reach of the Foundation's other programmes. Two rounds of funding were offered, with 24 successful applications, resulting in travel to eight countries - a strong indication that New Zealanders are re-connecting with Asia through sport.

Inaugural sports research report

In 2022, the Foundation launched a new in-depth sports research from Professor Holly Thorpe (University of Waikato) and Dr Tom Kavanagh (Lincoln University) to examine New Zealand's sporting connections with Asia and put forward recommendations to sports decision-making bodies about how they can best position themselves for the years ahead. The research involved surveying more than 130 leading New Zealand sports and sports management people, including 25 who had travelled to Asian countries for sport-related purposes.

The Rising Impact of Asia on New Zealand Sport report delves into experiences and learnings obtained from athletes, coaches, administrators, programme managers, officials, medical support and journalists. Including short profiles of key individuals who have helped grow New Zealand's sporting links with Asia, the report provides a range of recommendations to better equip athletes and sports people to thrive in Asia. The recreational, Olympic and Paralympic sports covered include cycling, rugby, surf lifesaving, golf, hockey, badminton, basketball and mountaineering.

This initiative was an opportunity for the Foundation to establish new relationships with a broad range of stakeholders in the sports sector, including more than 20 National Sports Organisations that attended the roundtable discussion and subsequent public launch event of *The Rising Impact of Asia on New Zealand Sport*. The report has also been distributed widely to the media and the sports sector, including Sport New Zealand and board members of Paralympics New Zealand. The report will contribute to inform the Foundation's work with the country's sporting sector.

"There is a 'sport diplomacy' that takes place with these things, so people are trying to redefine who they are and the way the world looks at them and treats them. You can see that in South Korea, you can see that in Tokyo - the use of sporting events to change people's perceptions of a country."

- National sports organisation leader

Strategic Goal 4

Organisational performance

Outcome statement

The Foundation is recognised as a key part of the ecosystem on Asia and New Zealand's relationships, both within New Zealand and the Asia-Pacific region. The Foundation supports and enables its people to deliver for stakeholders.

Measures and results

Stakeholders satisfied with what the Foundation is delivering (survey to be conducted biennially)

The Foundation undertook a stakeholder survey in 2023 with 89% of respondents satisfied with what the Foundation is delivering with responses of good, very good and excellent.

 **2022/23 goal:** Maintain

 **2022/23 actual:** 89%

 **2021/22 actual:** 89%

Stories

“Thank you for leading such an important piece of work for our country, with over 120 leaders revisiting the new roadmap setting for future successes in the next two decades. The hui was led with a strong strategic thinking behind it for all of us engaging with Asia even more closely. Can’t wait to see the full report.”

— Franky Wang, Head of Asia Business
Activation Bank of New Zealand and Seriously Asia Revisited Christchurch hui participant

Revisiting Seriously Asia

Throughout 2022/23 the Seriously Asia Revisited work programme was developed to review the outcomes of the 2003 Seriously Asia report and to deliver a refreshed roadmap for Aotearoa’s relationships within and across Asia. This phased process – which consisted of forward planning, research, analysis and the presentation of key findings – involved the collaborative support of Foundation staff, across multiple programmes. Staff worked collectively with over 100 leading voices on Asia, including senior officials, young leaders, Māori and Pacific voices, academics and specialists. Four hui were held addressing the key themes of the work: Society and Culture (Auckland); Politics and Security (Wellington); Trade, Tourism and Investment (Christchurch); and Innovation and Sustainable Development (Queenstown).

This work and the resultant publications represent one of the largest undertakings the Foundation has delivered for some years. The initiative has provided a range of benefits to the Foundation, including



engagement with senior decision makers, new ideas for programme execution and the expansion of the stakeholder community.

The Seriously Asia Revisited report, to be launched in the second half of 2023, will feature in-depth insights into the current state of New Zealand's relationships with Asia. It also includes a roadmap with a range of recommendations to inform the next two decades.



Enhancing engagement with Māori stakeholders

The Foundation continues to strengthen its engagement with Te Ao Māori, with the February 2023 appointment of a full-time Kaitohutohu Matanga Māori – Chief Adviser Māori. A framework for ongoing activity is being developed, drawing from Te Arawhiti Māori-Crown Relations and development guidance tools. By focusing on the development of staff capability, exploring possibilities and developing potential across all programme areas, this framework will incorporate organisational systems and policies to embed culturally safe and equitable practice.

Upskilling staff in Te Reo Māori and tikanga

From an organisational culture perspective, staff continued with te reo training and Matariki was celebrated in both the Auckland and Wellington offices. Waiata have been written specifically for the Foundation to mark important occasions.

Organisation Information as at 30 June 2023 Pārongo Tūpūtanga - 30 o Pipiri 2023

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Chair: Hon Dame Fran Wilde DNZM QSO

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Timor Leste: Adaljiza Magno

Vietnam: Pham Thi My Le

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Rt Hon Sir Don McKinnon ONZ GCVO

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Director Education: (Sean O'Connor)

Director Entrepreneurship and Business: Nick Siu (Adam McConnochie)

Director Research, Engagement and Education: Suzannah Jessep

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Education Adviser: Dara Choo

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Project Officer Internships: Bo Bae Wilson

Project Officer Leadership: Linh Le

Receptionist/Accounts Assistant: Elizabeth Basalaj

Senior Adviser Business: Ethan Jones

Senior Adviser Engagement and Research: Dr James To

Senior Adviser Entrepreneurship: Lingy Au

Senior Adviser Research: Dr Jordan King

Sports Adviser: Kirsty Sharp

Website Manager: Ned Wotherspoon

Names denoted within brackets have left the organisation within the past 12 months.

Foundation Supporters Kaitautoko

The Foundation has sought to build partnerships with the New Zealand Government and the business community. We receive contributions from the following partners:

Partners

Ministry of Foreign Affairs and Trade.
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United Media Solution, WSP Singapore,
Xero Singapore, Zealong Tea Estate and
Zespri Singapore.

Sponsors

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The Foundation also acknowledges contributors to our Seriously Asia Revisited series of events and research reports

Contracted Authors: Professor Sekhar Bandyopadhyay, Dr Andrew Butcher, Professor David Capie, Shamubeel Eaquib, Professor Bethan Greener, Professor Natasha Hamilton-Hart, Kenneth Leong and Hone McGregor.

Participants: Dr Hafsa Ahmed, Arina Aizal, Erica Austin, Charlotte Beaglehole, Catherine Beard, Adam Boileau, Rachel Brown, Dr Paul Buchanan, Scott Callaway, Alice Canton, Dr Arthur Chin, John Christie, Sam Daish, Roger Dennis, Kaye-Maree Dunn, Florence Van Dyke, Dr Tracey Epps, Associate Professor Stephen Epstein, Anna Fifield, Charles Finny, Dileepa Fonseka, Lisa Futschek, Nirupa George, Bernadine Gilleux, Cleo Gilmour, Esther Guy-Meakin, Stephen Harris, Dr Sanjana Hattotuwa, William Ho, Brendan Hoare, Kirk Hope, Dr Vivienne Hunt, Sam Inglis, Chris Karamea Insley, Stephen Jacobi, Associate Professor Dr Nicholas Khoo, Ben King, Fine Koloamatangi, Associate Professor Shuchi Kothari, Associate Professor Rachel Simon Kumar, Professor Priya Kurian, Saia Finau Latu, Rueben Levermore, Tupe Lualua, Tony Lynch, Alison Mann, John McKinnon, Peter Miskimmin, Col Esther Harrop, Kevin Moar, René de Monchy, Rakesh Naidoo, Dr Ganesh Nana, Kiri Nathan, Rebecca Needham, Wei-Wei Ng, Nikora Ngaropo, Fran O’Sullivan, Brad Olsen, Josie Pagani, Dr Manjeet Pardesi, Dr Negar Partow, Professor Robert Patman, Richard Polson, Dr Anna Powles, Professor Rob Rabel, Jacob Rajan, Gabe Rijpma, Grant Smith, Carrie Stoddart-Smith, Steven Sutton, Michael Swain, Donna Tamaariki, Professor Alex Tan, Rōpata Taylor, Brittany Teei, Simon Tucker, Vangelis Vitalis, Franky Wang, Clare Wilson, Alex Worker, Carl Worker and Associate Professor Dr Jason Young.

Images

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