



# CaDDANZ

Capturing the Diversity Dividend  
of Aotearoa/New Zealand

## VISUALISING AUCKLAND'S SUPERDIVERSITY

Paul Spoonley and Robert Didham (with Steven Vertovec, Daniel Hiebert and Alan Gamlen)

### Understanding Superdiversity

In a widely read article published in 2007, Steve Vertovec wrote about the growing superdiversity of gateway cities. He wanted to draw attention to the impacts of post-war migration flows on the demographic diversity of these cities and societies, and the politics and pathways of settlement, inclusion and rejection. But he also wanted to highlight the diversification of diversity—the complex interactions of ethnicity, nationality, migration and legal status, age, gender and ability.

There is some frustration that this signposting of diversity and complexity is often reduced to a simple—and simplistic—rendering of ethnic diversity which is associated with the arrival of migrants. To help restore the focus on the complex pathways, patterns and outcomes, early in 2018, Steve Vertovec and Max Planck Institute for the Study of Religious and Ethnic Diversity sponsored a project to help understand and characterise the superdiversity of three cities that exemplify the complexity of diversity: Vancouver, Sydney and Auckland.

To help understand the nature of superdiversity, existing statistical data on migration status and ethnicity was mined, and then the possibility provided for looking at the intersections with income (inequality), housing markets and ownership, education credentials and employment.

### Visualising Superdiversity

The nature, impacts and outcomes of migration and diversity attract considerable debate in societies around the world but it is often debate that involves misleading and mischievous claims about what occurs—and why. The rise of the populist and exclusionary politics in the last decade has seen claims about the impacts of migration on national solidarity or social cohesion, the consequences of migration on work and wages, and the “undermining” of traditions and values! What we want to do is to provide an evidence base that would inform such debates and provide a fact-based alternative to some of the misleading claims made.

The availability of big data (extensive and complex data sets) provided the evidence base but did not provide answers about how to communicate this in an easily accessible way? Steve Vertovec worked with Stamen Design and the Immersive Visualisation Platform (the latter at Monash University) to translate this big data into a series of visual forms that could “tell a story” about migration and diversity. In this project brief, we discuss the outcome.

It is hoped that offering data in this way would provide certain benefits. Firstly, it allows the data and the visual representation of this data to be manipulated by the user. In providing the data in this way, it is hoped that the material will be intuitive and user-friendly—and to meet the particular interests and needs of those wanting to understand the “visualisation of superdiversity”. Secondly, the visual presentation is designed to be of interest and use to a wide variety of audiences. One of our frustrations is that there is often a considerable gap between academic research and public understanding, so how can we bridge this gap. This way of presenting data might help inform public, political and policy debate. Finally, it is designed for a range of technology platforms so that contemporary (and in some cases, historical) diversity in all its complexity utilizes both the visualisation of big data and the flexibility provided by a range of digital technologies. The hope is that the data offered in this form can be accessed in a variety of ways using the visualisation platform provided here.

#### Inside this issue:

Interactive Map of Auckland	2
Intersections	2
Superdiversity: A National Context	3
Ethnicity and Socio-economic Status in Auckland : Bubble Diagram	3
Summary	4
References	4

#### For further enquiries contact;

##### AUTHOR

Email:  
p.spoonley@massey.ac.nz

##### CaDDANZ

Phone:  
07 837 9199

E-mail:  
caddanz@waikato.ac.nz

ISSN 2537-9844  
(Print)

ISSN 2537-8805  
(Online)



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

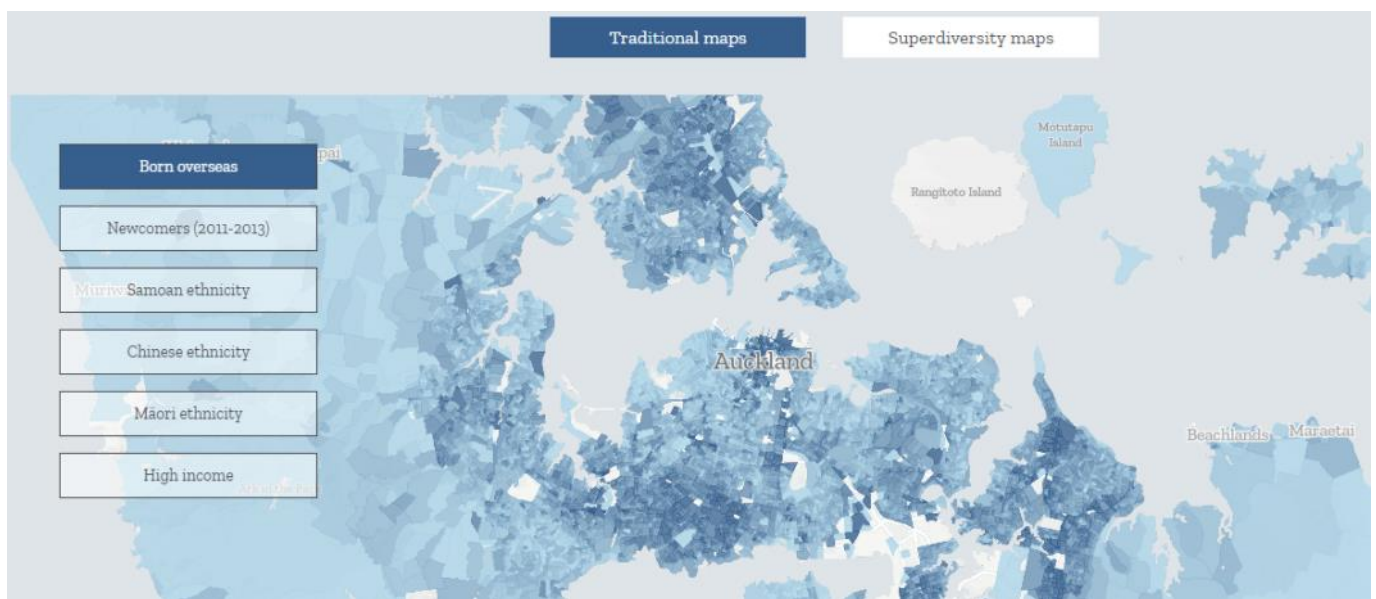


## An Interactive Map of Auckland

This graphic allows you to explore particular communities and neighbourhoods in Auckland according to ethnicity in conjunction with immigrant generation (age, when arrived), immigrant category (visa), income, education and mobility. At the top, you will see two options: “traditional maps” and “superdiversity maps”. The first provides a different set of options: “born overseas”, “newcomers 2011-2013”, “Samoan ancestry”, “Chinese ancestry”, “Māori ancestry” (the three largest non-Pākehā ethnic groups), and “high income”. With the superdiversity maps, the options change to “ethnic origin”, “immigration generation”, “income”,

“education” and “mobility”. It is possible to click on two of these categories (see the key at the top right of the map) to look at a combination of factors. We are very excited by what this interactive map is able to tell you about different geographic areas and communities within Auckland. The map takes a little navigating to understand all its possibilities—but it confirms the rich and diverse nature of the city by utilising a range of dimensions and socio-economic factors.

Figure 1: An Interactive Map of Auckland



## Intersections

Finally, it is possible to look at a wide variety of characteristics (age vs ethnic descent vs born in NZ/overseas) against a range of socioeconomic factors (home ownership, English language ability, employment status, hold a university degree and income). The very different profiles reinforces the points made about the complexity of superdiversity.

Figure 2: Intersections: Migrant Characteristics and Socio-Economic Factors



## Superdiversity : A National Context

The first graphic provides details of the arrival visa categories of immigrants coming to New Zealand in the period 1980 to 2017. It is possible to focus on general trends, then source countries for particular visa categories. There is also a fascinating diagram of the relationship between country of origin and religious orientation. (With regard to the latter, you can focus on origin to see the religious mix of that community, or focus on a religious group to see where they come from). In the case of Auckland, it is possible to see the changing mix of visa category arrivals along with the important change points in terms of numbers (after the 1986/87 policy changes, after the end of the Global Financial Crises resulting in a period of hyper-mobility from 2012 to 2017).

Figure 3: Immigrant Origins and Religious Affiliations

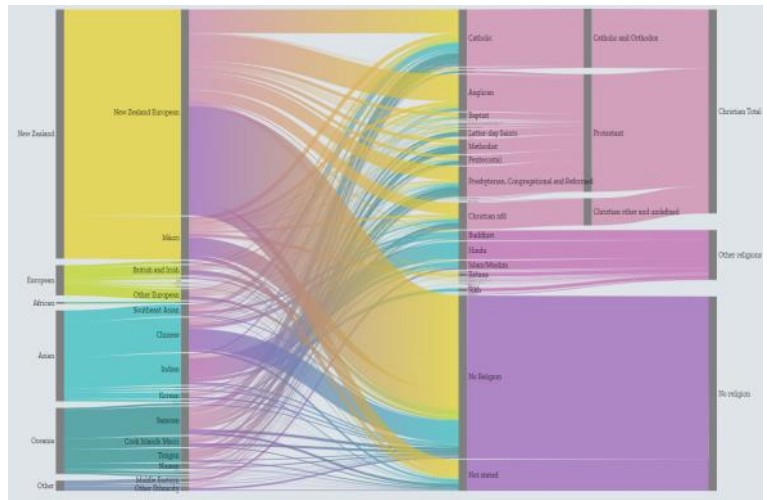
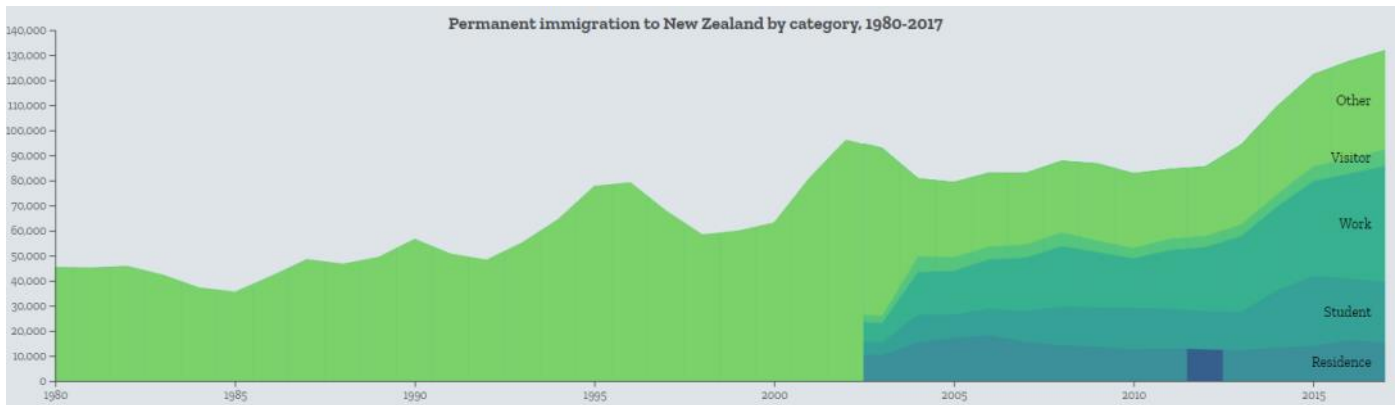


Figure 4: Trend Data and Visa Categories of Arrivals



## Ethnicity and Socioeconomic Status in Auckland : Bubble Diagram

Figure 5: Ethnic/Migrant Groups and Socio-Economic Characteristics



This next graphic allows you to explore the total number in each ethnic group and to understand the social and economic characteristics of particular ethnic/migrant groups. You can click on either the “working age population” or “working age arrivals 2011-2013” and then explore whether they are a home owner, are in a low income category, are employed and whether they have a university degree. The major ethnic groups are listed along the bottom of the diagram. The point of this diagram is to indicate something of the very different migration stories and outcomes for not only different migrant groups but also the different trajectories and outcomes for different cohorts **within** a group.



## Summary

Auckland, along with Vancouver and Sydney, are all examples of contemporary superdiverse cities. They each have 40% plus overseas-born populations with significant arrival numbers from non-traditional source countries (new migrant sources compared to historical patterns of migration) as well as from a wide variety of source countries. The numbers arriving, the mix of source countries, the range of visa categories and therefore arrival “types” is extensive (although all three cities are part of national immigration frameworks that stress skilled migration “pick-and-choose” systems) and the circulation of both migrant and locally-born communities define the character of these cities. They are exemplars of a contemporary superdiversity. It is this “diversification of diversity” which makes them interesting (but not unique) case studies.

## References

- Meissner, F. and Vertovec, S. (2015). “Comparing Super-Diversity”, *Ethnic and Racial Studies*, 38(4): 541-555. (see also F. Meissner and S. Vertovec (eds), 2015. *Comparing Super-Diversity*, London: Routledge).
- Spoonley, P. (2014). “Superdiversity, Social Cohesion and Economic Benefits”, IZA World of Labor, May 2014 (wol.iza.org).
- Spoonley, P. (2015). “New Diversity, Old Anxieties in New Zealand: The Complex Identity Politics and Engagement of a Settler Society”, *Ethnic and Racial Studies*, 38(8): 94-661.
- Vertovec, S. (2007). “Superdiversity and Its Implications”, *Ethnic and Racial Studies*, 30(6): 1024-1054.
- Vertovec, S. (2017). “Talking Around Super-Diversity”, *Ethnic and Racial Studies*, 42(5): 569-139.

Footnote: This project has been sponsored by the Max Planck Institute for the Study of Religious and Ethnic Diversity and has been led by Professor Steven Vertovec. Our colleagues, Daniel Hiebert (University of British Columbia) and Alan Gamlen (Monash University) have contributed to the development of this project and we want to acknowledge and thank them.



**CaDDANZ**

Capturing the Diversity Dividend  
of Aotearoa/New Zealand