

Intercultural Awareness



NEW ZEALAND
CUSTOMS SERVICE
TE MANA ĀRAI O AOTEAROA

Protecting
New Zealand's
Border

Did you know...?

200 ethnicities from a world of **196** countries

25% of NZers were born overseas

40% of Aucklanders weren't born in NZ

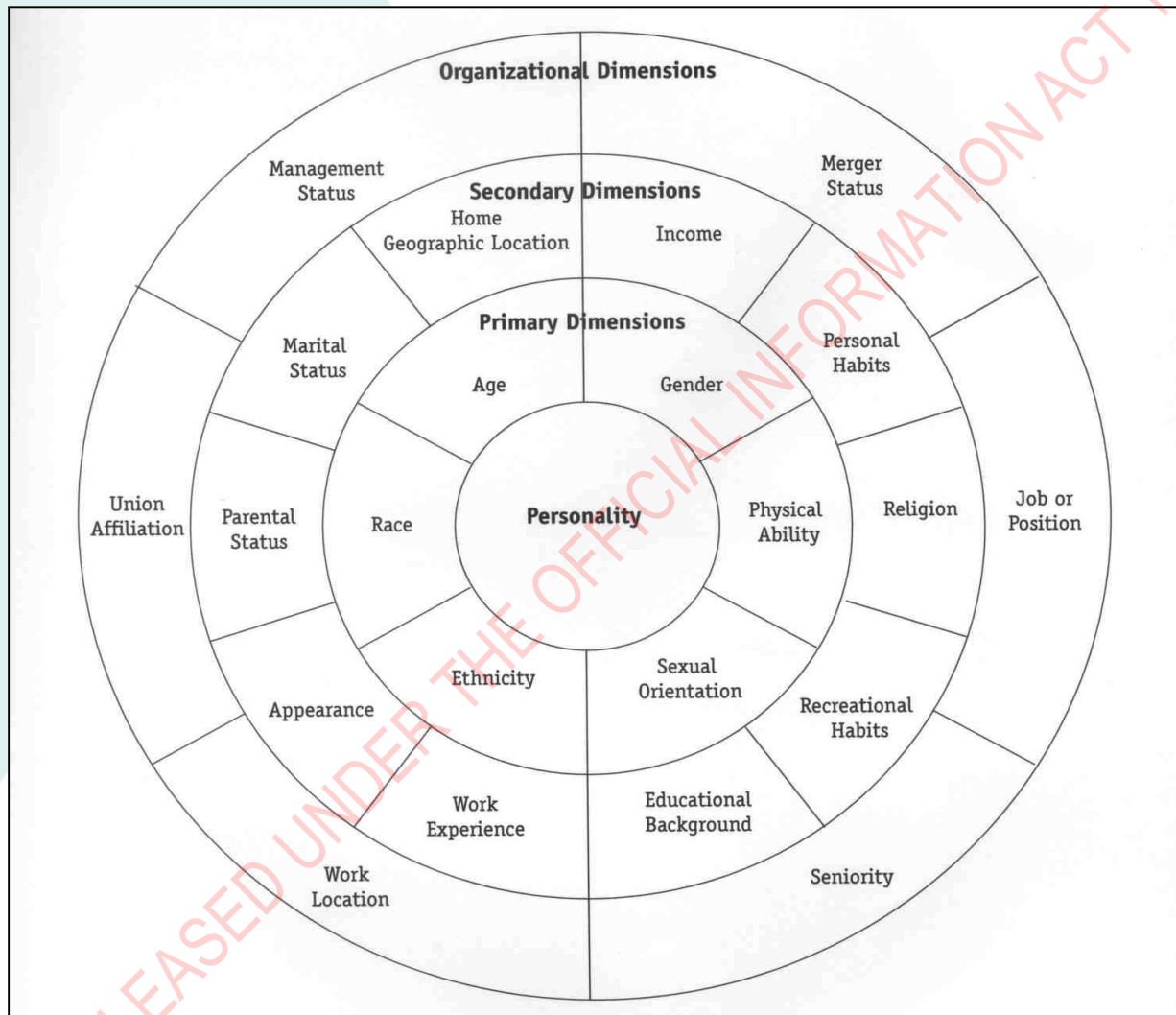
Around **17%** of the NZ population speaks two or more languages



What is culture?

A set of beliefs, values, norms, behaviours, and material objects that are shared by a society, or a group of people.

The Four Layers of Diversity



Same, same, but different

- Compare your values, beliefs, and behaviours
- What was similar?
- What identities don't you hold in common?
- What does this mean for the identities you don't hold in common?
- What does this tell you about your culture and identity?

Assumptions

visibly see

been told

media

past experiences

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Checking assumptions | Grace

Nationality	New Zealander
Ethnicity	South Korean
Religion	Agnostic
Occupation	Analyst – Trade Policy Liaison Unit, MFAT
What suburb do they live in?	Central Wellington
Place of birth	Seoul, South Korea
Length of time in NZ	Since age 3 (20 years)
Level of education	BA (Hons) in Latin American Studies
Languages spoken: 1	Korean
2	English
3	Spanish
Pastimes	Salsa & Tango
	Learning Languages
Are they vegetarian?	No
Do they date?	Yes



Checking assumptions | Tayyaba

Nationality	New Zealander
Ethnicity	Pakistani
Religion	Islam
Occupation	Development Practitioner
What suburb do they live in?	Pakuranga
Place of birth	Sukkur, Pakistan
Length of time in NZ	19 years
Level of education	BHSc (Health Sciences)
Languages spoken: 1	Urdu
2	English
3	Punjabi
Pastimes	Movies, Gym, Rollerblading



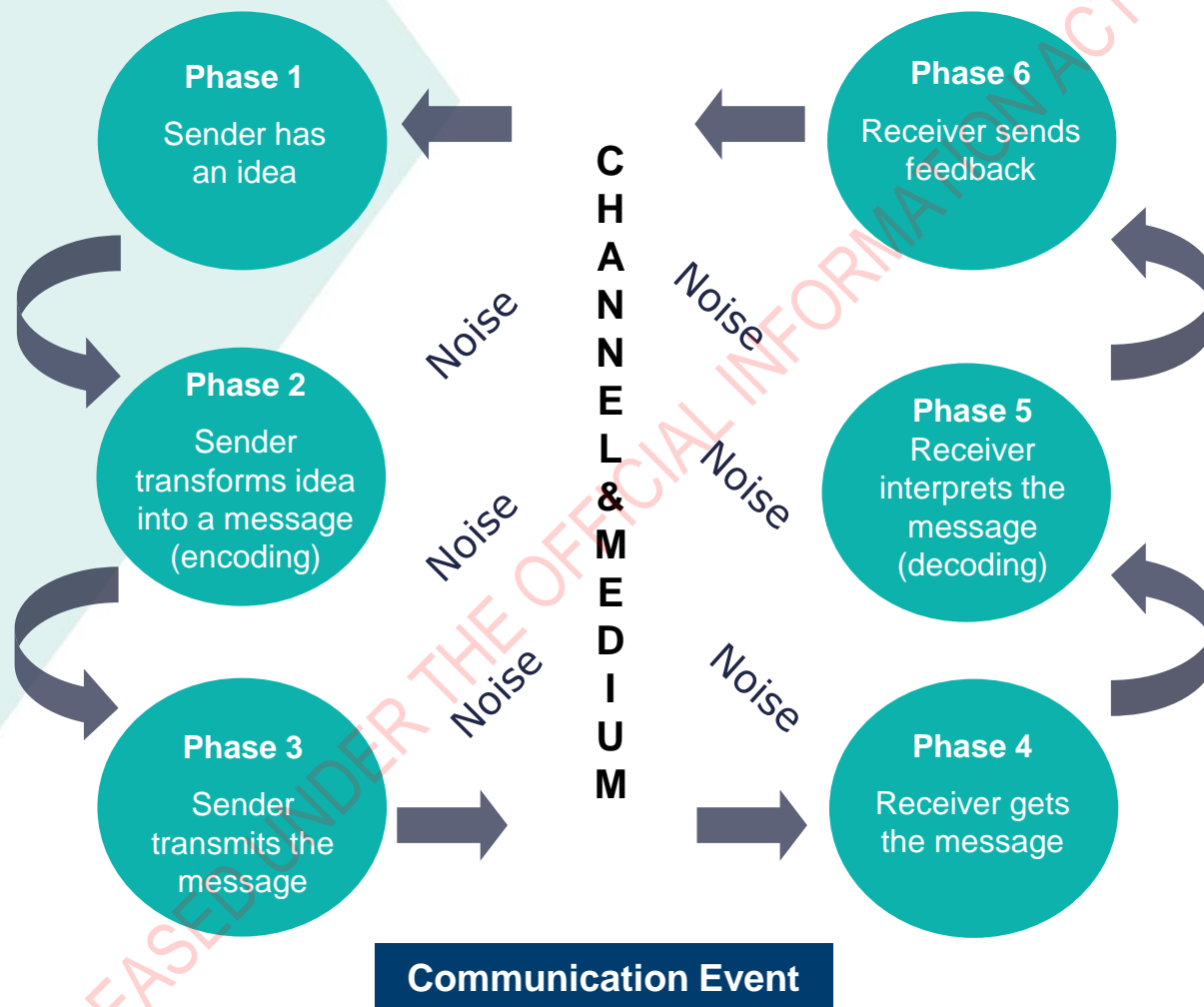
Are they vegetarian?

No

Do they date?

Yes

The Communication Process



Types of Noise

Physical Noise

Construction activity	Air conditioners
Barking dogs	Airplanes
Loud music	Noisy conflict nearby

Physiological Noise

Feeling ill	Having a headache
Growling stomach	Room is too cold or too hot

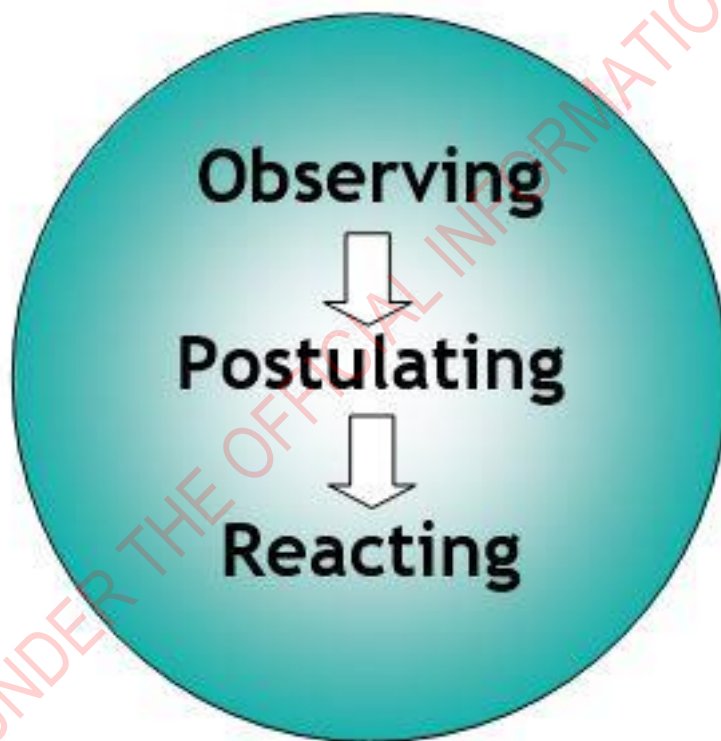
Psychological Noise

Worries about money
Crushing deadlines
The presence of specific other people in the room
Biases related to the speaker or the content
Tight daily schedule

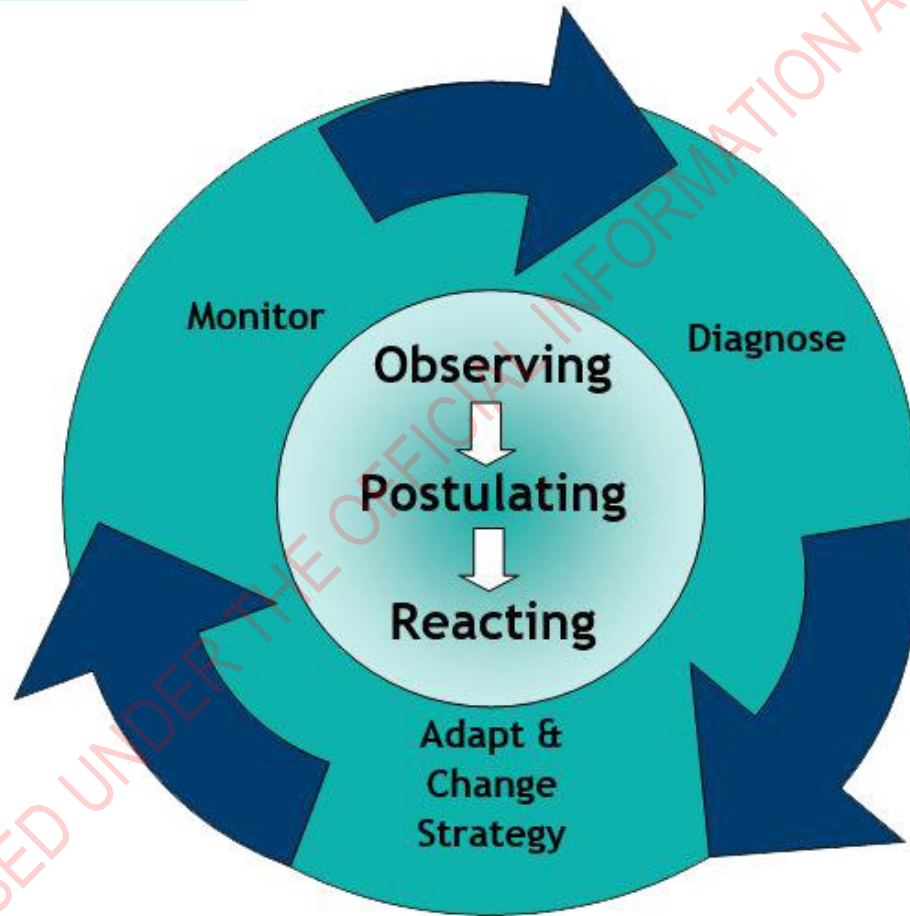
Semantic Noise

Special jargon	Euphemism
Mispronunciation	Unique word usage
Phrases from foreign languages	

Subconscious Process



Diagnosing Communication



If you only remember one thing, remember this

For every aspect of **your own culture** that you bring into the working environment, the people you interact with are also bringing aspects of **their own culture**.

Understanding **your own cultural lens** can help understand the **lens of others**, which can help you to **know them** and **communicate more effectively**.