

INTRODUCTION

New Zealand, situated in the Southwest Pacific is a westernised, sophisticated country with a high per capita income and a population of 3.3 million. The majority of inhabitants are urban dwellers and of European extraction.

Almost one third of the population lives in the greater Auckland area (1 Million people). Auckland is located in the northern part of the North Island and is New Zealand's major international gateway.

Wellington is the capital and a major business city for government and corporate head offices. It is situated at the southern tip of the North Island and is strategically located in the centre of the country. The population of the greater Wellington area is 350,000.

Christchurch is the largest city of the South Island and is a second gateway for international air traffic to and from S.E Asia and North America.

Prior to the present Government coming to power (July 1984), the New Zealand economy was characterized by regulations, controls, tariff and non-tariff barriers. However, these have been progressively dismantled and the economy is now substantially liberalized.

Most notably affected are the Communications, Broadcasting, Telecommunications and Information Technology industries. Today New Zealand has the most deregulated communications industry in the world. Unlike other countries, New Zealand does not have a regulatory body governing industry practices. It currently relies on the "Fair Trading" and "Commerce" Acts to ensure competitive practices across all industry sectors.

The latest development is a government proposal to auction the airways, thus opening up ownership of the radio spectrum to private enterprise. This has met with mixed public reaction and has yet to be finalised. (See also Appendix 5 - page 21.)