

# Seasonal Worker Survey 2019



**NZKGI**

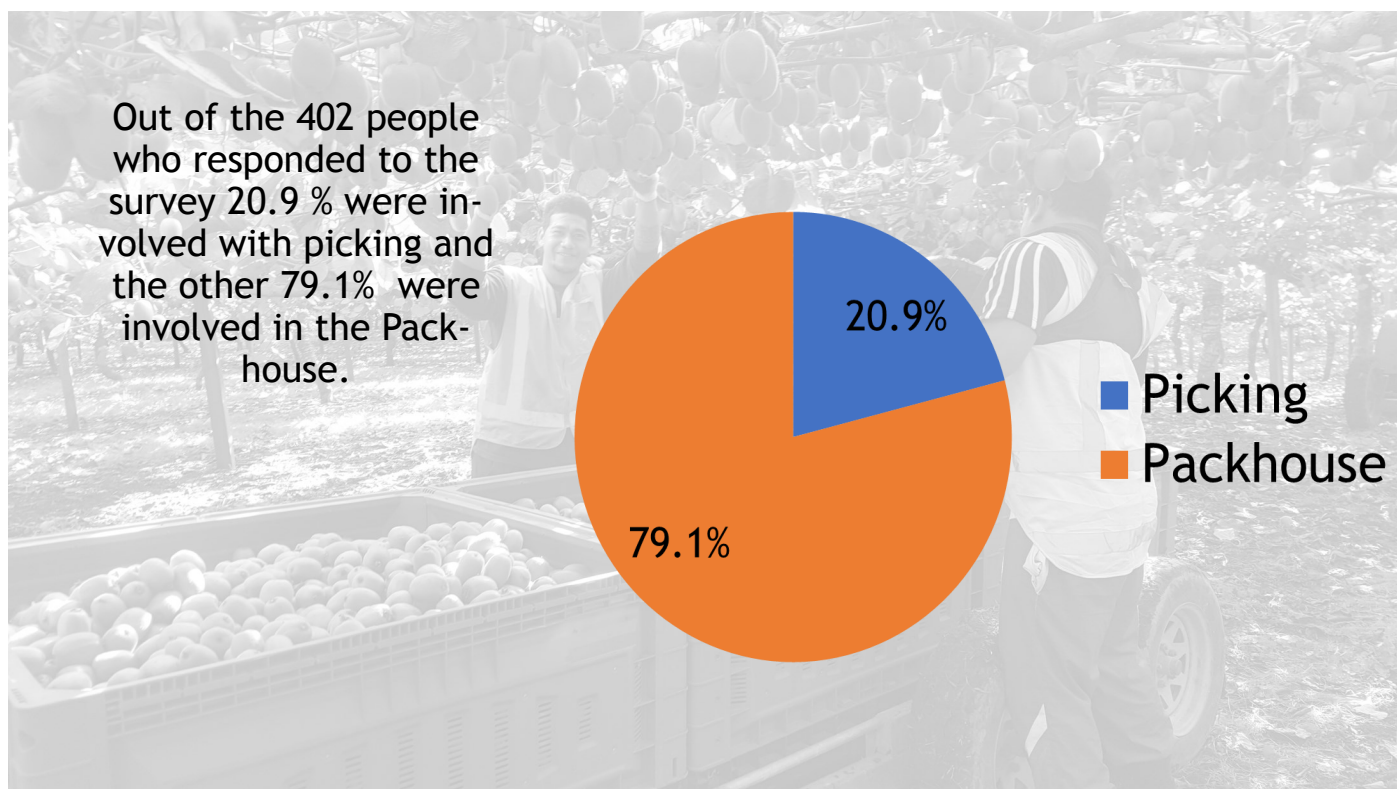
NEW ZEALAND KIWIFRUIT GROWERS

In June 2019 NZKGI conducted a survey of the seasonal workers from the 2018/19 harvest season. The survey was to gauge how the parts of Labour Attraction Strategy had performed and what other potential areas the industry should be looked at.

The survey was carried out online, using Smart Survey, over a period of 4 weeks. Participation in the survey was promoted via NZKGI Weekly Update, Facebook and email.

The survey was completed by 402 kiwifruit workers. This gives a 95% confidence level in the data with a 4.83% margin of error.

## Results



The participants that responded to the survey were based mainly in the Bay of Plenty. However there were respondents from most growing regions.

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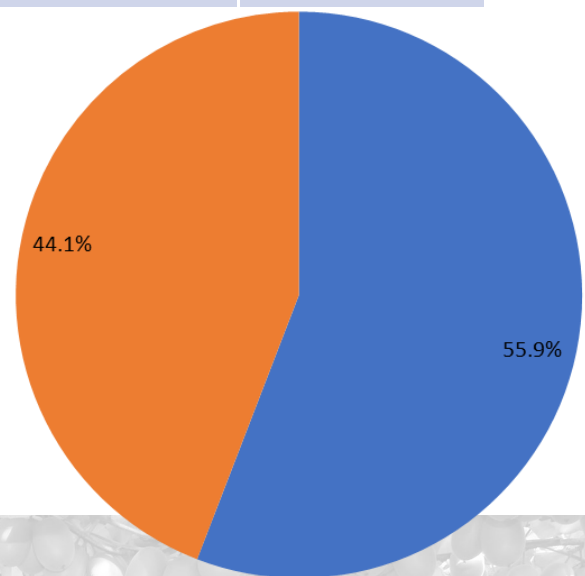
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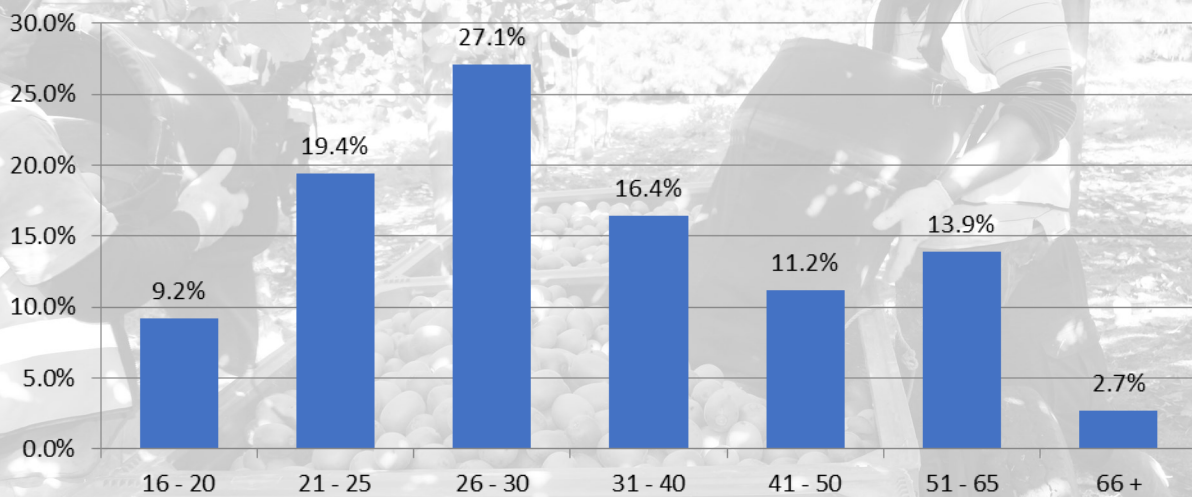
	Response Percent
Northland	1.0%
Auckland	4.8%
Bay of Plenty	91.7%
Gisborne	0.3%
Hawkes Bay	0.3%
Whanganui	0.8%
Nelson	1.8%

## Where are the workers from?

Picking (Top 15)		Packing (Top 9)	
New Zealand	24%	New Zealand	45%
India	12%	India	11%
South Africa	8%	Malaysia	6%
France	5%	Argentina	4%
Nepal	5%	Chile	3%
Canada	4%	Czech Republic	3%
Malaysia	4%	Germany	2%
United Kingdom	4%	France	2%
Vietnam	4%	Japan	2%
Argentina	2%		
Chile	2%		
Germany	2%		
Hungary	2%		
Philippines	2%		
Spain	2%		



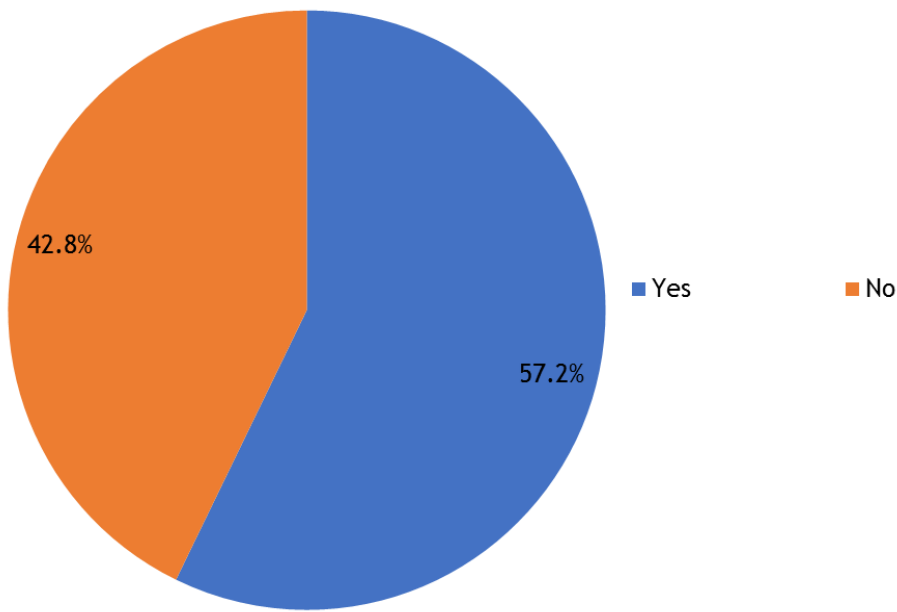
There was a good cross-section of age and gender that responded to the survey.



The non-New Zealanders were asked what type of work visa that they obtained. It is interesting to see the different types of visa used between orchard and pack-house staff.

	Picking	Packing
Working Holiday Visa	45%	59%
VoC (Variation of Conditions)	22%	8%
Student	9%	3%
Permanent Resident	8%	11%
Work visa	5%	5%
Other	5%	2%
Skilled Migrant	3%	1%
NZ Citizen	2%	2%
RSE	2%	1%
Open work permit		6%
Partnership visa		2%
Open job search visa		1%

People were also asked if they had worked in the industry before.



In our yearly employer survey there was a change in the average length of shifts being worked, from 10.42 hours in 2017 to 9.6 hours in 2018. This is why we asked the workers what length of shift that they would prefer to work. The ten hour shift was the clear favourite for both picking and packing, closely followed by eight hours for picking. For packing the second choice was eight hours but it was very close to the twelve hour shift.



Satisfaction levels were also measured in the survey. In most cases the level of dissatisfied workers was 10% or below. The level of pay and availability of accommodation were the only two categories with over 10% dissatisfaction. An interesting observation is that in both cases, the percentage of people very satisfied in these categories is the same if not more than the total people dissatisfied.

	Very Dis-satisfied	Dissatis-fied	Neutral	Satisfied	Very Sat-isfied
Availability of work	4%	5%	16%	41%	34%
Level of pay	3%	13%	30%	38%	16%
Availability of ac-commodation	8%	10%	36%	27%	19%
Transportation op-tions	6%	9%	37%	30%	18%
Working conditions	4%	6%	18%	47%	26%

The survey split the participants in to two groups, first time in the kiwifruit industry or worked in the industry before. They were then asked if they had seen any of the below media.

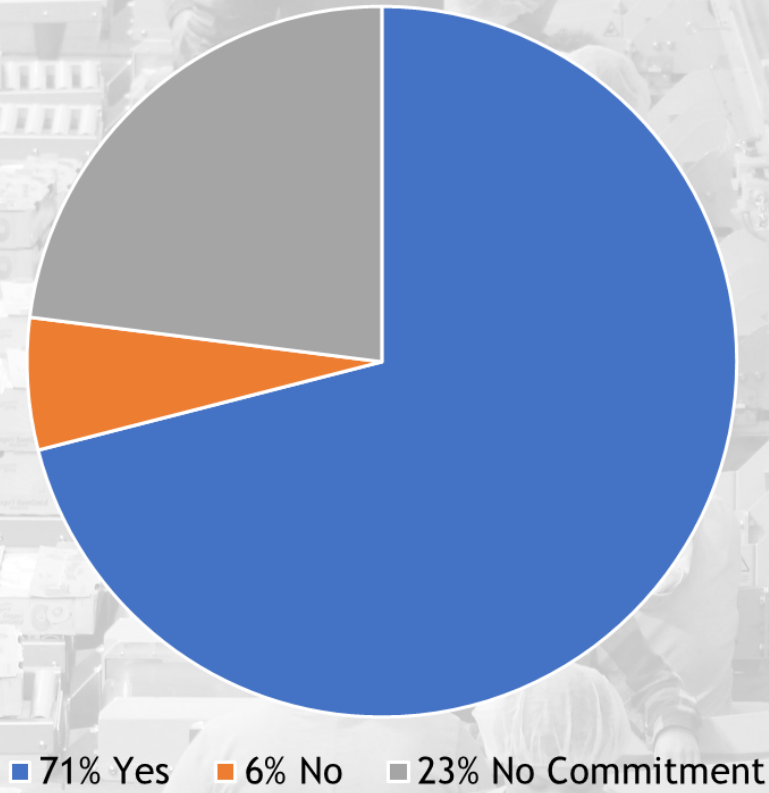
	First time in the industry	Worked in the industry before
Facebook	96%	97%
NZKGI Website	86%	89%
Pick NZ Website	87%	79%
Little Green and Gold Book	69%	79%
Back Backers Hostels	82%	82%
Friends	97%	97%
Job Adverts	75%	90%
News Articles	81%	91%

The participants were then asked how informative the different type of media were:

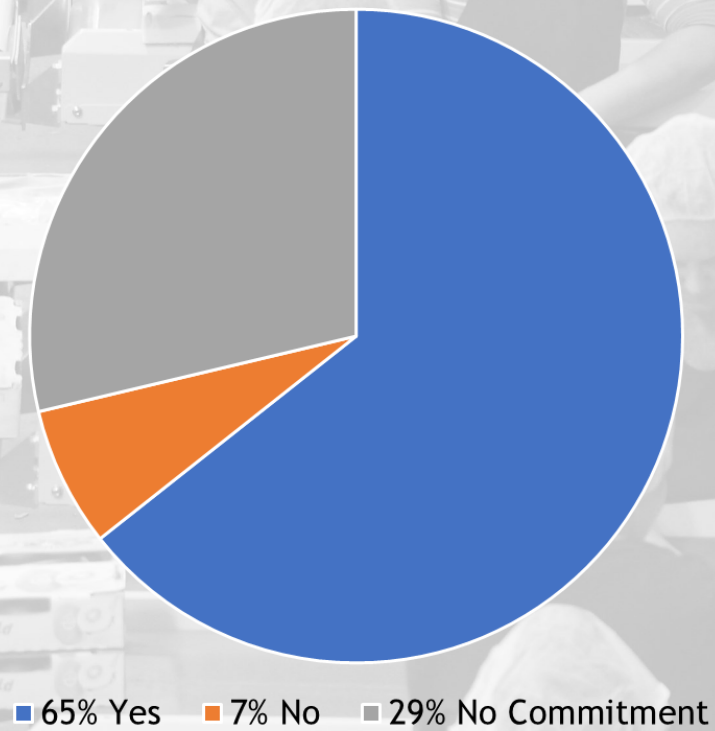
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The last question of the survey asked if the participants would work in the industry again.

### Picking



### Packing





NZKGI was formed following the downturn in the kiwifruit industry in 1993 to give growers their own organisation to develop a secure and stable kiwifruit industry. NZKGI represents kiwifruit growers and gives growers their own voice in industry and government decision making

## Our Vision

A strong grower advocacy organisation that leads growers and engages with industry partner

## Our Mission

To advocate, protect and enhance the commercial and political interests of New Zealand kiwifruit growers



**2,600**

Kiwifruit  
growers



**17**

Regional  
Reps



**9**

Supply  
Entity  
Reps



**1**

Maori  
Forum  
Rep



**6**

Portfolios