

SEASONAL WORKER

EXIT



NZKGI
NEW ZEALAND KIWIFRUIT GROWERS

SURVEY

2022

NZKGI SEASONAL WORKER

Exit Survey 2022

In June/July 2022, NZKGI conducted a survey of the seasonal workforce from the 2022 harvest season. The purpose of the survey was to gauge how elements of NZKGI's Labour Attraction Strategy had performed and identify other potential areas the industry should be focusing on.

The survey was carried out online, through the software "Smart Survey", over the period of four weeks.

The survey was promoted via the NZKGI Weekly Update, Facebook, Instagram, and employer's emails.

The survey was completed by 325 kiwifruit workers. Based on a seasonal workforce population size of approximately 24,000, this gives the survey results a 5.4 percent margin of error at a 95 percent confidence level.

New Zealand Kiwifruit Growers Incorporated (NZKGI)

NZKGI is the representative body which advocates for New Zealand's 2,800 kiwifruit Growers. There are over 3,000 registered orchards in New Zealand and more than 12,000 hectares of kiwifruit in production. 81 percent of New Zealand-grown kiwifruit comes from the Bay of Plenty.

PPE protocols vary from year to year and images in this document may not be representative of the current season.





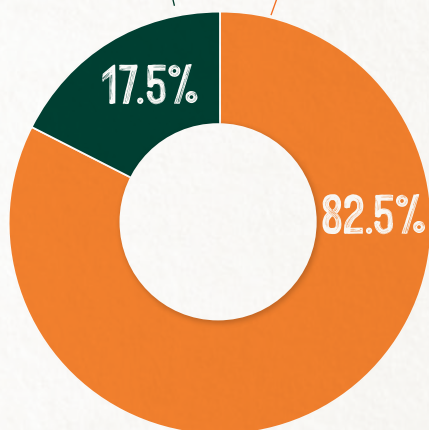
RESULTS

Out of the 325 survey respondents, 17.5 percent were involved with picking/orchard work and the other 82.5 percent were involved with packhouse work.

**DID YOU WORK
ON THE ORCHARD OR
IN THE PACKHOUSE?**

**Picking/Orchard
Work**

Post-harvest



DEMOGRAPHICS

A majority of survey respondents were working in the Bay of Plenty region during the 2022 harvest.

This is not surprising however as this is loosely proportional to the production size of the kiwifruit growing regions throughout New Zealand.

Response Percentage

● **87.7% Bay of Plenty**

6.8% Auckland

2.8% Gisborne

1.2% Waikato

0.6% Northland

0.6% Nelson

0.3% Hawke's Bay

Percentage of Producing Hectares

81.2% Bay of Plenty

3.9% Auckland

2.8% Gisborne

4.1% Waikato

3.9% Northland

1.9% Nelson

1.6% Hawke's Bay



WHERE ARE THE WORKERS FROM?

Countries of Origin

Overall

69.9% New Zealand
5.8% India
2.2% China
1.9% United Kingdom
1.5% Taiwan
1.5% South Africa
1.2% Brazil
1.2% Nepal
1.2% Germany
1.2% Philippines
9.9% Other

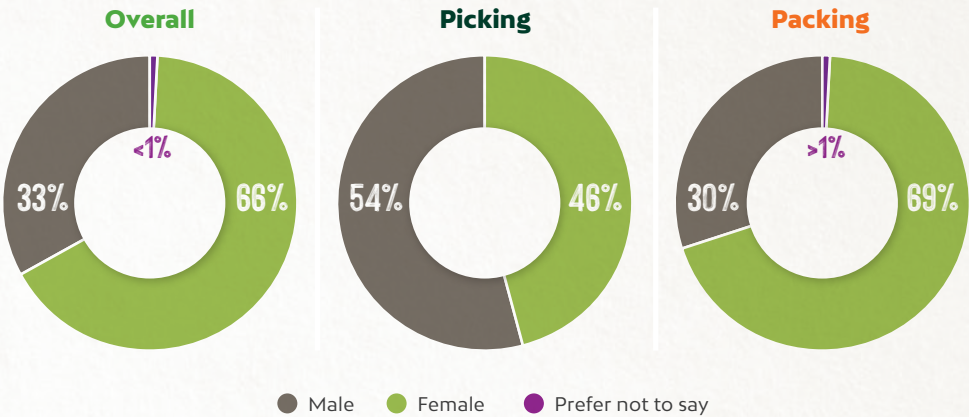
Picking

56.1% New Zealand
14.0% India
3.5% United Kingdom
3.5% China
1.8% Brazil
1.8% Taiwan
1.8% Czech Republic
1.8% Samoa
1.7% Fiji
1.7% Germany
12.3% Other

Packing

72.3% New Zealand
4.1% India
3.0% Malaysia
1.9% South Africa
1.9% China
1.5% United Kingdom
1.5% Taiwan
1.1% Brazil
0.8% Argentina
0.8% Chile
11.1% Other

GENDER BREAKDOWN

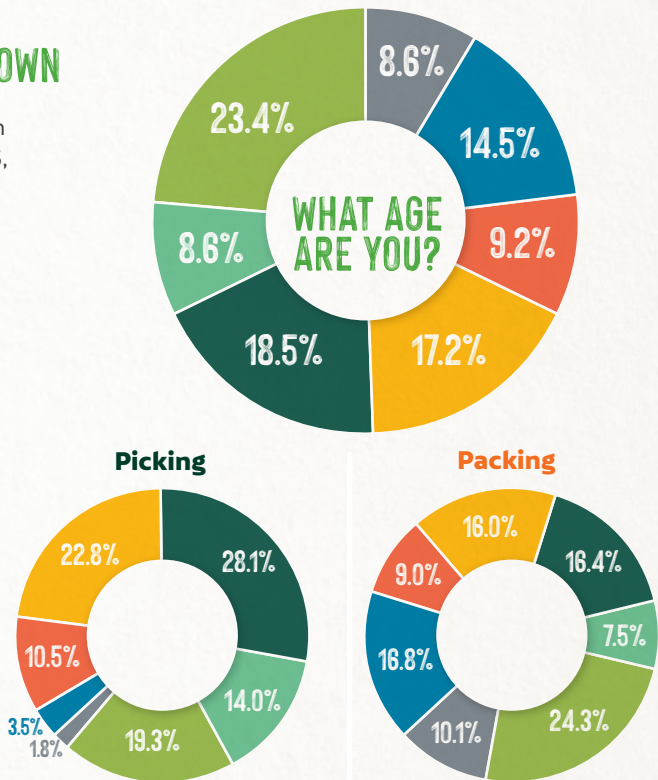


AGE GROUP BREAKDOWN

The largest age group for both overall and packing was 51-65, with the largest age group for picking being 31-40.

AGE RANGE

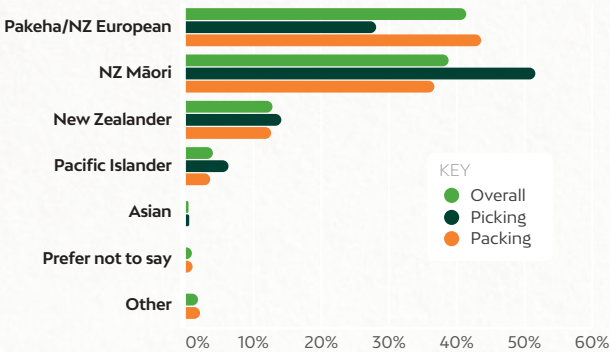
- ≤20
- 21-25
- 26-30
- 31-40
- 41-50
- 51-65
- 66+



NEW ZEALANDERS

Out of the 70 percent of respondents who said they were from New Zealand, 39 percent identified as Māori, with over 50 percent of those picking identifying as Māori.

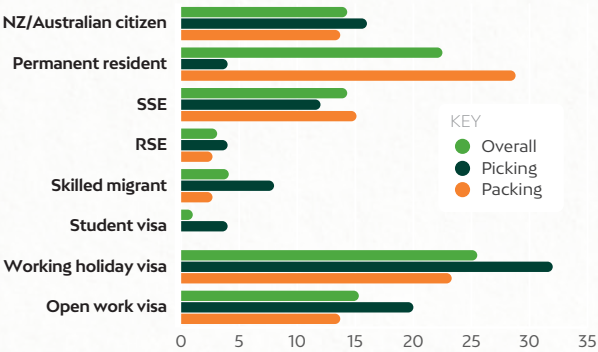
New Zealander Ethnicity



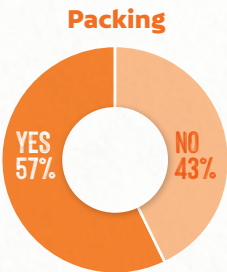
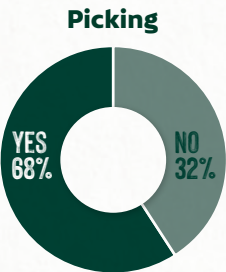
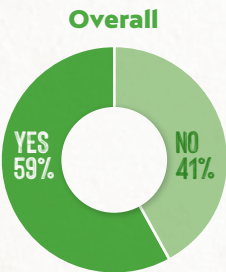
SUPPLEMENTED BY

30 percent of respondents said that they were not from New Zealand, out of these the visa types used were as follows.

Visa Types



HAVE YOU WORKED IN THE INDUSTRY BEFORE?



SATISFACTION LEVELS

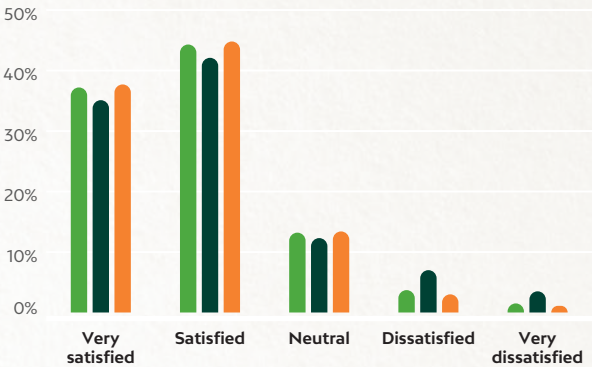
Respondents were asked to rate their satisfaction levels for three different categories: availability of work, level of pay, and working conditions.

- Over 65 percent of respondents were satisfied or very satisfied with all three categories, with 80 percent of respondents satisfied with the availability of work.
- Less than 12 percent of respondents were dissatisfied or very dissatisfied with any of the categories.

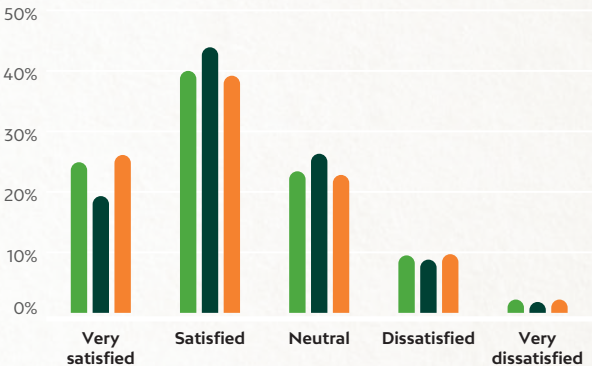
WOULD YOU WORK IN THE INDUSTRY AGAIN?



Availability of Work



Level of Pay



Working Conditions



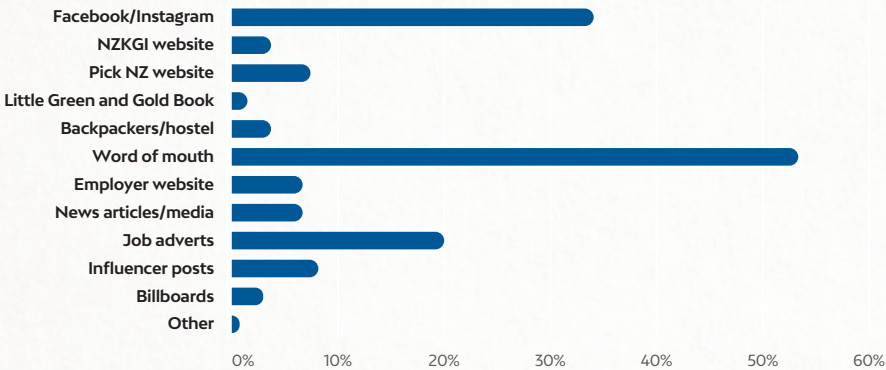


AWARENESS OF INDUSTRY RELATED MEDIA ACTIVITY?

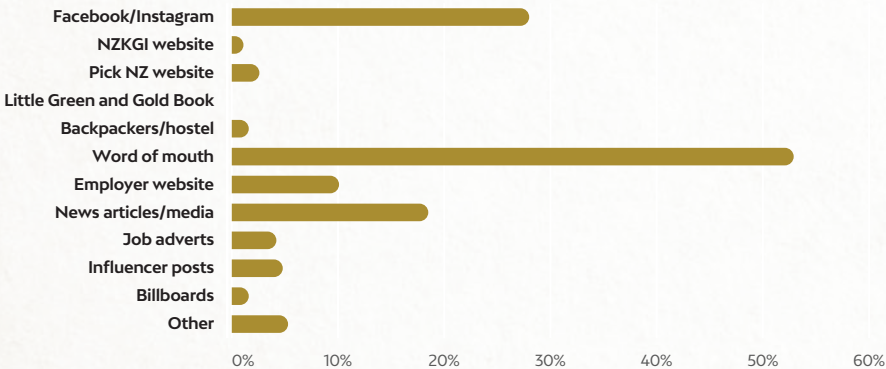
The survey split respondents into two groups, those that 2022 was their first year in the kiwifruit industry and those that were returnees to the industry.

This is how they found out about seasonal work within the industry:

New to the industry

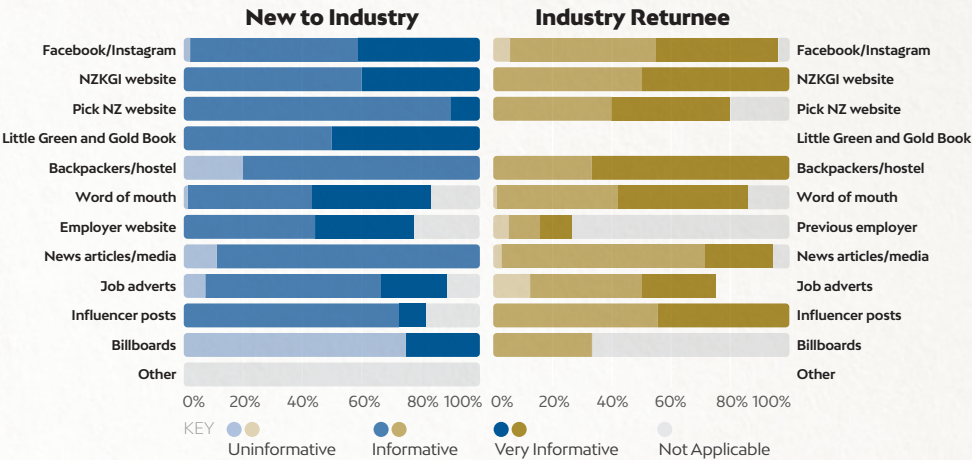


Industry returnee



The participants were then asked:

HOW INFORMATIVE WERE THE DIFFERENT TYPES OF MEDIA?

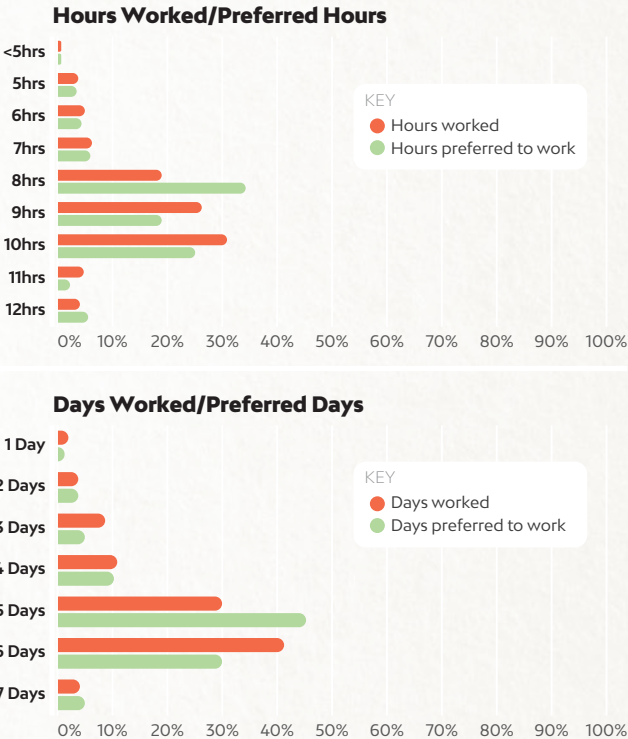


HOURS IN THE DAY

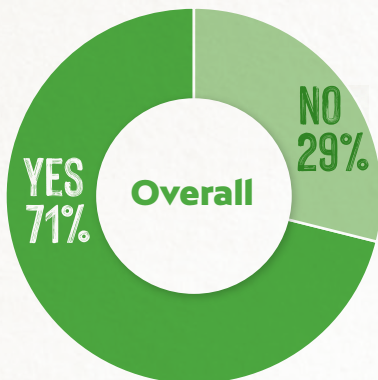
Respondents were asked what their hours and days worked were and then what their preferred hours and days would be to work.

There is a clear preference to work an eight/ten hour shift, five days a week, but respondents actual hours worked were much more varied with the largest category being a ten hour day.

There also seemed to be a large proportion of workers who were working six day weeks as well.



DID YOU WORK ALL SHIFTS OFFERED?



PICKING EXAMPLES OF COMMENTS

“Sickness/family obligations”

“Couldn’t work weekends”

PACKHOUSE EXAMPLES OF COMMENTS

“Became sick or had family occasion”

“Sickness and muscle pain”

“Day shift was more convenient”

“Kids were unwell and car was broken for a week”

“6 days a week was too much and needed time to do chores at home as well, for which 1 day per week was not enough”

“Family commitments, and dropping off and picking up children from school”

Reasons For Not Working Every Shift Offered:

Not a preferred shift time/day	20.0%
Personal obligations	15.8%
Other sickness	14.7%
Family obligations	13.7%
Other work obligations	6.3%
No transport	5.3%
School	4.2%
Needed a day off	4.2%
Fatigue	4.2%
COVID-19 sickness	2.1%
Other	8.4%



ABSENTEEISM IN THE SEASONAL WORKFORCE: A CLOSER LOOK

As a result of continued noted absenteeism in the kiwifruit industry, NZKGI embarked on a research project to identify motivators which created absenteeism throughout the 2021 harvest.

Telephone and face-to-face interviews were conducted to gain a more detailed insight into employee experiences during the harvest season. Four main categories of concern have been identified from the responses given:

- **Supervisor and Manager Relations**

Some responders felt that higher standards are required when recruiting supervisors and managers. Others noted that newly appointed supervisors and managers did not always demonstrate essential management skills.

- **Communication Issues**

Inadequate communication between employees and their supervisors, managers, or human resource contacts was a common theme identified.

- **Operational Issues**

These were identified as a de-motivating factor within the workplace.

- **Physical and Mental Fatigue**

The speed of the machine and expected workload were identified as a key issue amongst responders.

GENERAL COMMENTS

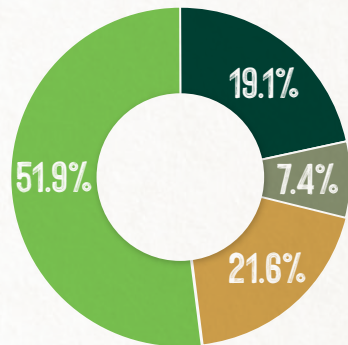
● Positive ● Negative ● Neutral ● Improvement

“IT IS A REALLY GOOD OPPORTUNITY TO MEET NEW PEOPLE FROM AROUND THE WORLD AND LEARN ABOUT DIFFERENT CULTURES.”

“IT’S HARD WORK AND YOU HAVE TO BE YOUNG AND FIT.”

“WOULD LOVE TO SEE A BUS OR CAN DO HOUSE PICKUPS SO WE CAN GET TO WORK MORE OFTEN.”

“WE HAD TO CONTACT THE WORKLINE IF THERE WAS WORK AVAILABLE THE NEXT DAY. OFTEN THIS ADVICE DIDN’T COME TO US UNTIL LATE IN THE AFTERNOON WHICH WAS DIFFICULT FOR THOSE OF US TRAVELLING TO WORK TO ARRANGE CHILDCARE AND TRANSPORT.”



“WEATHER IS A MAJOR PROBLEM WITH NO BACK UP OR HELP FOR THOSE WORKING IN THE INDUSTRY.”

“CAMPING SITE/GROUND NEAR BY THE PICKING SITES WOULD BE GREAT.”

“HAVING THE OPTION TO WORK SCHOOL HOURS WAS FANTASTIC.”



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

Innovative Leadership – succeeding through change.

OUR MISSION

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



2,800

Kiwifruit Growers



17

Regional Reps



9

Supply Entity Reps



1

Maori Forum Rep



6

Portfolios



www.nzkgi.org.nz