

SEASONAL WORKER

EXIT



NZKGI
NEW ZEALAND KIWIFRUIT GROWERS

SURVEY

2023



**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 14,000 hectares of kiwifruit in production. 80 percent of New Zealand-grown kiwifruit comes from the Bay of Plenty.



NZKGI

SEASONAL WORKER

EXIT SURVEY 2023

In June/July 2023, NZKGI conducted a survey of the seasonal workforce from the 2023 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 534 kiwifruit industry workers. Based on a seasonal workforce population size of approximately 18,000, this gives the survey results a 4.1% margin of error at a 95% confidence level.

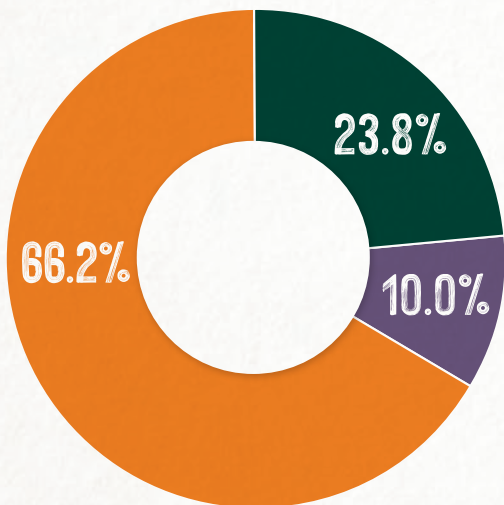
THE INDUSTRY

Out of the 534 survey respondents, 23.8 percent were involved with picking/ orchard work, 10 percent were involved in laboratory work, and the other 66.2 percent were involved with packhouse work.



WHAT AREA OF THE INDUSTRY DID YOU WORK IN?

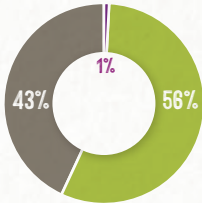
- Picking / Orchard Work
- Packhouse
- Laboratory work



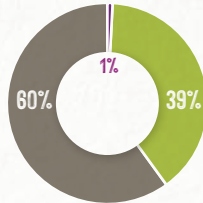
THE PEOPLE

GENDER IDENTITY

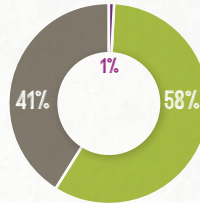
● Male ● Female ● Other/Prefer not to say



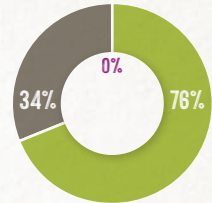
OVERALL



PICKING



POSTHARVEST



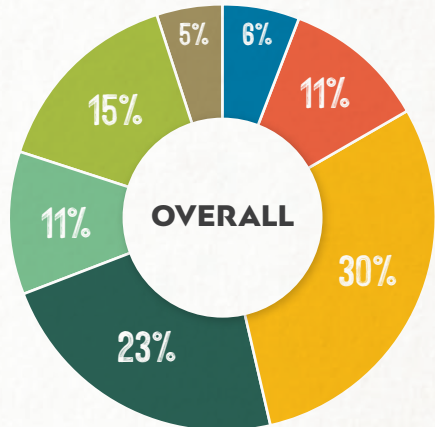
LABORATORY WORK

AGE GROUPS

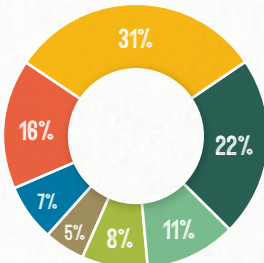
2023 saw a younger demographic of workers compared to 2022, with the 26-30 age group being the largest in all types of work apart from laboratory work. In 2022, the largest age group was 51-65.

AGE RANGE

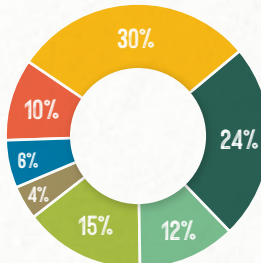
● ≤20 ● 31-40 ● 51-65
● 21-25 ● 41-50 ● 66+
● 26-30



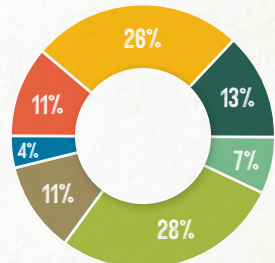
OVERALL



PICKING



POSTHARVEST



LABORATORY WORK

WHERE ARE YOU FROM?

COUNTRIES OF ORIGIN

| | | | | | |
|-------------|-------|---------|------|-----------|-------|
| New Zealand | 43.7% | Vanuatu | 3.1% | China | 1.5% |
| Malaysia | 15.3% | India | 2.6% | Taiwan | 1.5% |
| Fiji | 5.4% | Chile | 2.2% | Indonesia | 1.5% |
| Argentina | 3.9% | Samoa | 2.0% | Other | 17.3% |

NEW ZEALANDERS

76 percent of survey respondents were working in the Bay of Plenty region during the 2023 harvest.

25 percent of New Zealanders working in the Bay of Plenty region travelled from other parts of New Zealand to the region for work.

REGIONS WORKED IN:

Northland 1.3%

Auckland 18.5%

Waikato / Coromandel 1.1%

Bay of Plenty 75.9%

Gisborne 0.9%

Hawke's Bay 0.7%

Whanganui 0.7%

Nelson / Tasman 0.9%

REGIONS WORKERS ARE FROM:

Northland 2.5%

Auckland 15.6%

Waikato / Coromandel 7.2%

Bay of Plenty 59.1%

Gisborne 3.0%

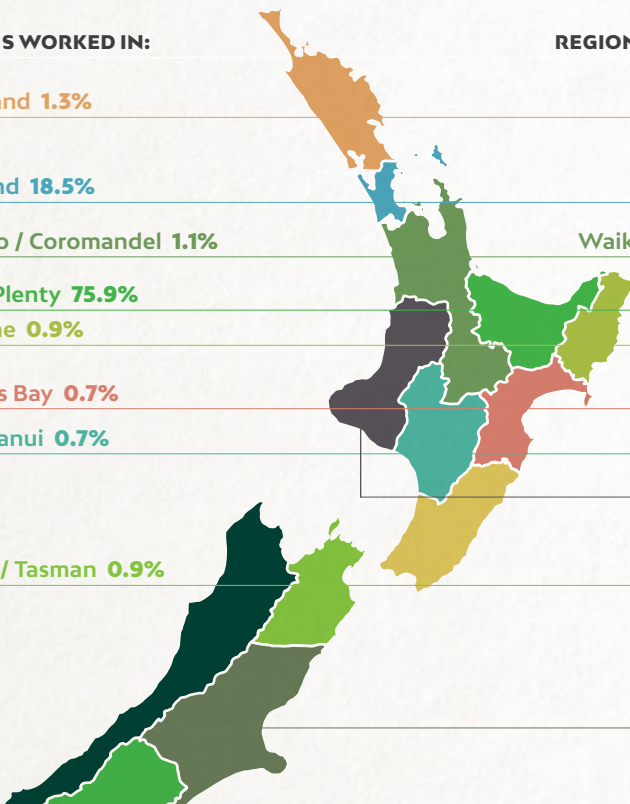
Hawke's Bay 1.7%

Whanganui 1.3%

Taranaki 1.7%

Nelson / Tasman 1.3%

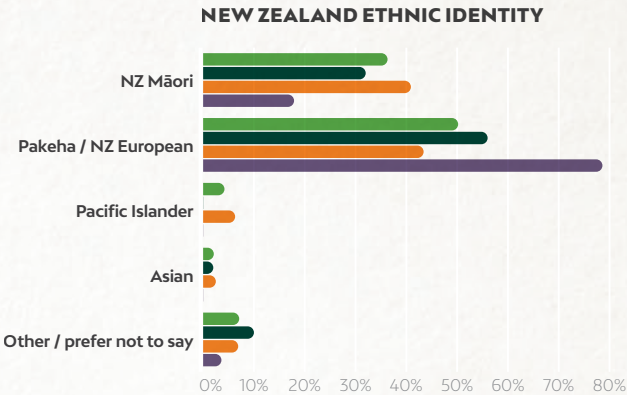
Canterbury 2.5%



ETHNIC IDENTITY

Out of the 44% of respondents who said they were from New Zealand, 36% identified as Māori and 50% identified as Pakeha/ NZ European.

- KEY
- Overall
 - Picking
 - Postharvest
 - Labratory work



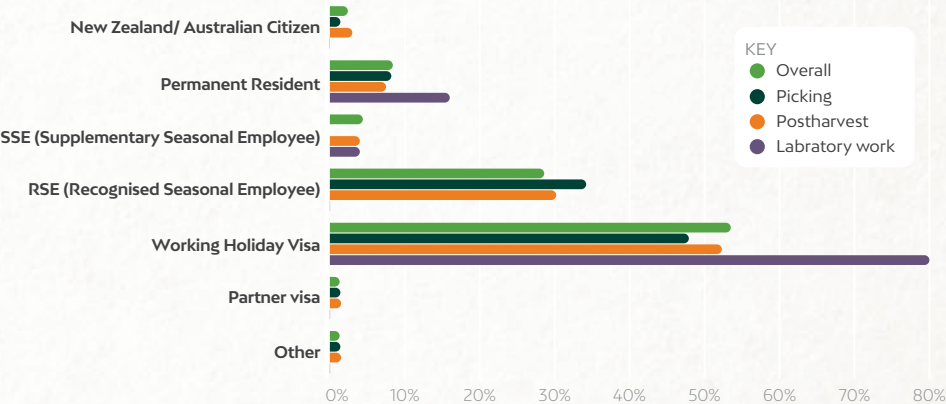
WORKERS FROM OVERSEAS

What attracted you to New Zealand?

Here are the top reasons those of overseas origin came to New Zealand:

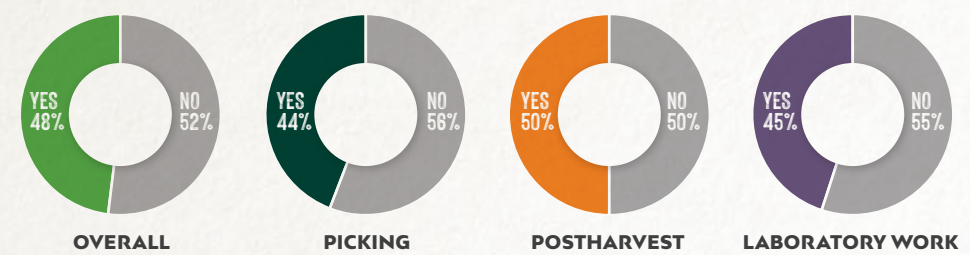
| | |
|-------------------------------|-----|
| New Zealand scenery/ nature | 38% |
| New work opportunities | 16% |
| Working to support family | 8% |
| Experience different cultures | 8% |
| Quality of life | 7% |
| Family | 5% |
| Outdoor activities | 3% |
| Meet new people | 2% |
| Travel | 1% |
| Word of mouth | 1% |

TYPES OF WORKERS FROM OVERSEAS



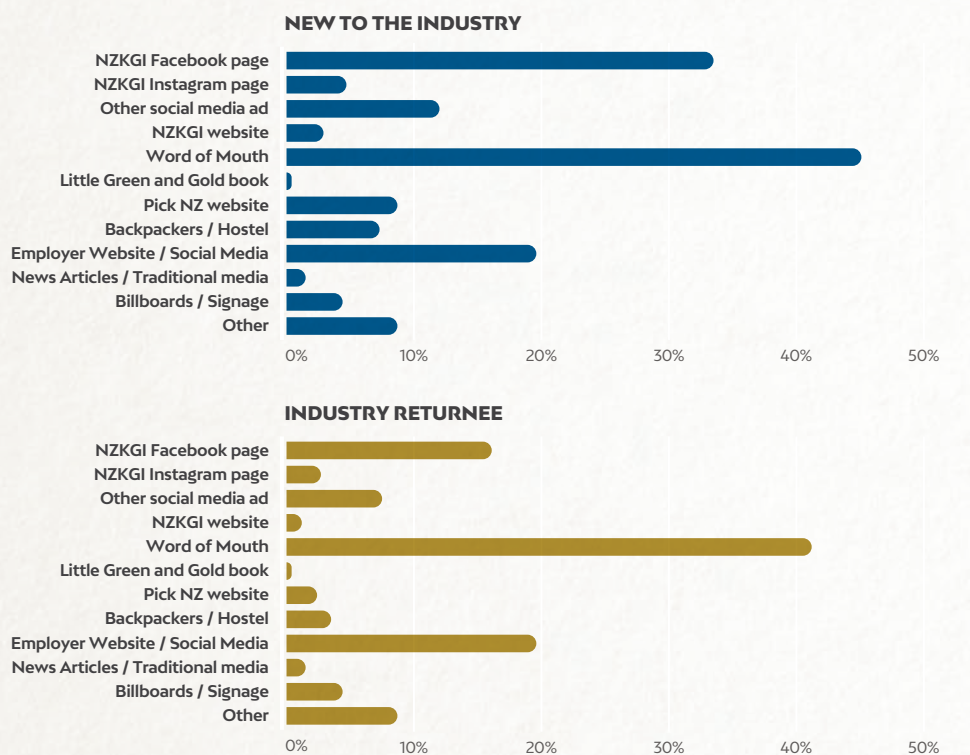
ATTRACTION TO THE KIWIFRUIT INDUSTRY

Have you worked in the industry before?

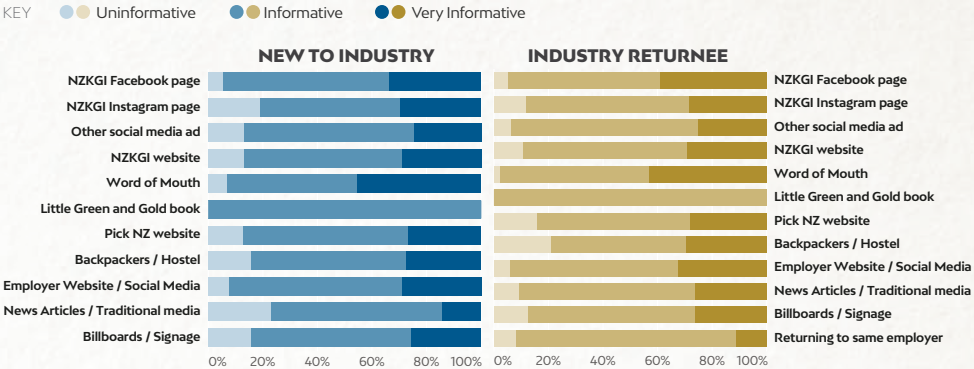


How did you find out about working in the industry?

There are many different strategies used by the kiwifruit industry to attract seasonal workers, below are the top ways that survey respondents found out about working in the industry:



How informative were the attraction strategies?



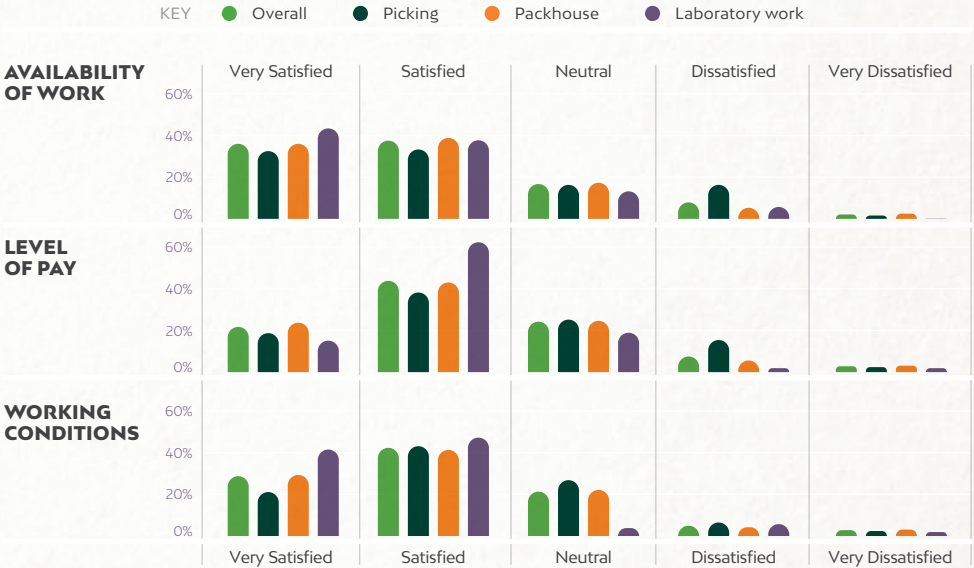
WORKING IN THE INDUSTRY

Satisfaction Levels

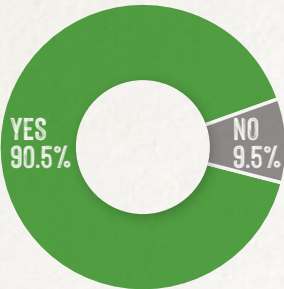
Respondents were asked to rate their satisfaction levels for three different categories, availability of work, level of pay, and working conditions.

Over 65% of respondents were satisfied or very satisfied with all three categories, with over 73% of respondents satisfied with the availability of work.

Less than 11% of respondents were dissatisfied or very dissatisfied with any of the categories.



Would you work in the industry again?

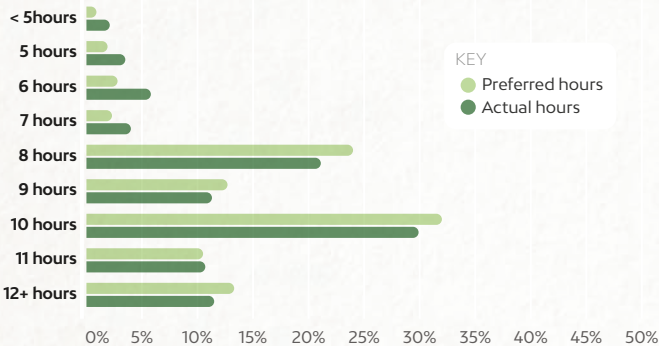


Preferred work amounts

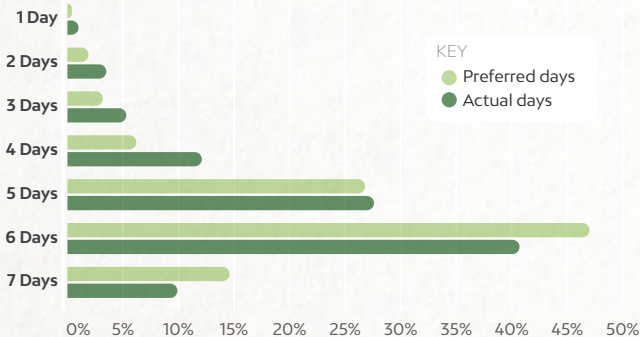
Respondents were asked what their preferred hours and days would be to work and how this compared to what they actually worked.

There is a clear preference to work an eight to ten hour shift, five/six days a week. 72.8% of respondents worked their preferred hours per day and 67.8% of respondents worked their preferred days per week.

HOURS PER DAY

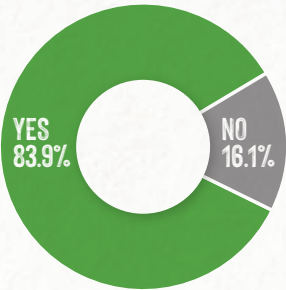


DAYS PER WEEK

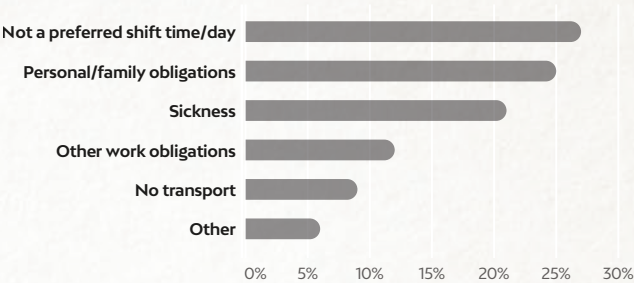


ABSENTEEISM

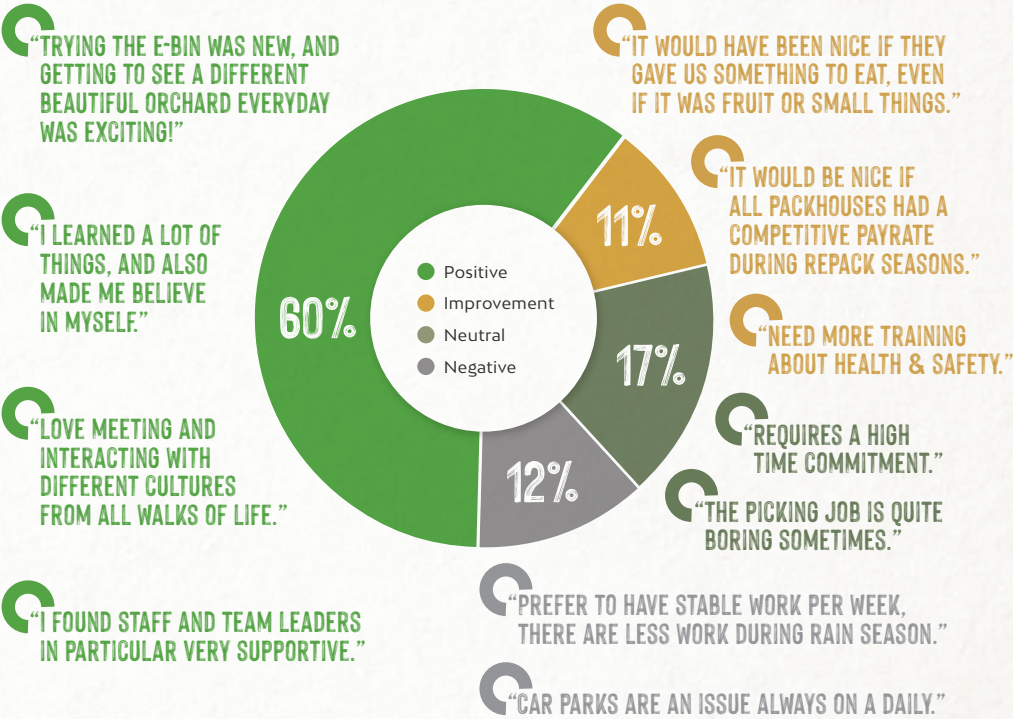
Did you work all shifts offered?



Reasons for not working every shift offered:



GENERAL COMMENTS





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.



**Regional
Reps**

17



**Supply Entity
Reps**

9



**Kiwifruit
Growers**

2,800



**Māori Forum
Rep**

1



Portfolios

6