

THE EMPLOYMENT MONITOR

Perceptions and experiences of employers and workers, including migrant workers and employers of migrant workers, in New Zealand

Revised report

16 July 2024

verian 



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI



Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Verian is a corporate member of ESOMAR and all research staff are members of Research Association New Zealand.



Powering decisions
that shape the world.

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Research purpose

Research purpose

The employment monitor delivers a comprehensive view of New Zealand workers' and employers' perceptions, experiences and pressures in the employment market, as well as those of temporary migrant workers and employers of temporary migrant workers.

The **primary objective** of the New Zealand employment monitor is to deliver a contextual framework to inform the on-going design and targeting of MBIE's education and engagement activities with employers and workers, and to monitor success in changing these groups' understanding of their rights and responsibilities. Specific measurements covered in the surveys of NZ workers and NZ employers are shown to the right.

Temporary migrant worker exploitation (TMWE) research

MBIE has led part of a government initiative to address temporary migrant worker exploitation (TMWE) in New Zealand. In 2021, MBIE commissioned Verian (formerly Kantar Public) to carry out baseline qualitative and quantitative research to segment and understand the temporary migrant worker population and employers who hire and potentially exploit these migrants. Follow-up quantitative measures have been undertaken in 2023 and 2024. The TMWE research now forms part of MBIE's wider worker and employer monitor. Pages 107 to 183 in this report therefore present the findings from these surveys of employers of migrants and migrant workers. Key comparisons are also made to the surveys of all NZ workers and employers to benchmark employers of migrants against all employers in NZ, and migrant workers against all workers in NZ.

The surveys of migrant workers and employers of migrants also cover the measurements listed to the right (with the one exception noted).

Employer measurements include:

- Knowledge of employment rules and obligations
- Attitudes towards workers
- Views of Māori businesses ('all employer' survey only)
- Communication channels, useful sources of information and helpfulness of various support channels
- Suggestions on ways to encourage compliance with employment law.

Worker measurements include:

- Knowledge of employment rights
- Employment context
- Job satisfaction and trust in employer
- Attitudes towards employment situation
- Employment concerns
- Commitment to speaking up
- Use and perceptions of communication and support channels
- Perceptions of government agency support
- Demographic characteristics.

Summary

Summary: New Zealand workers

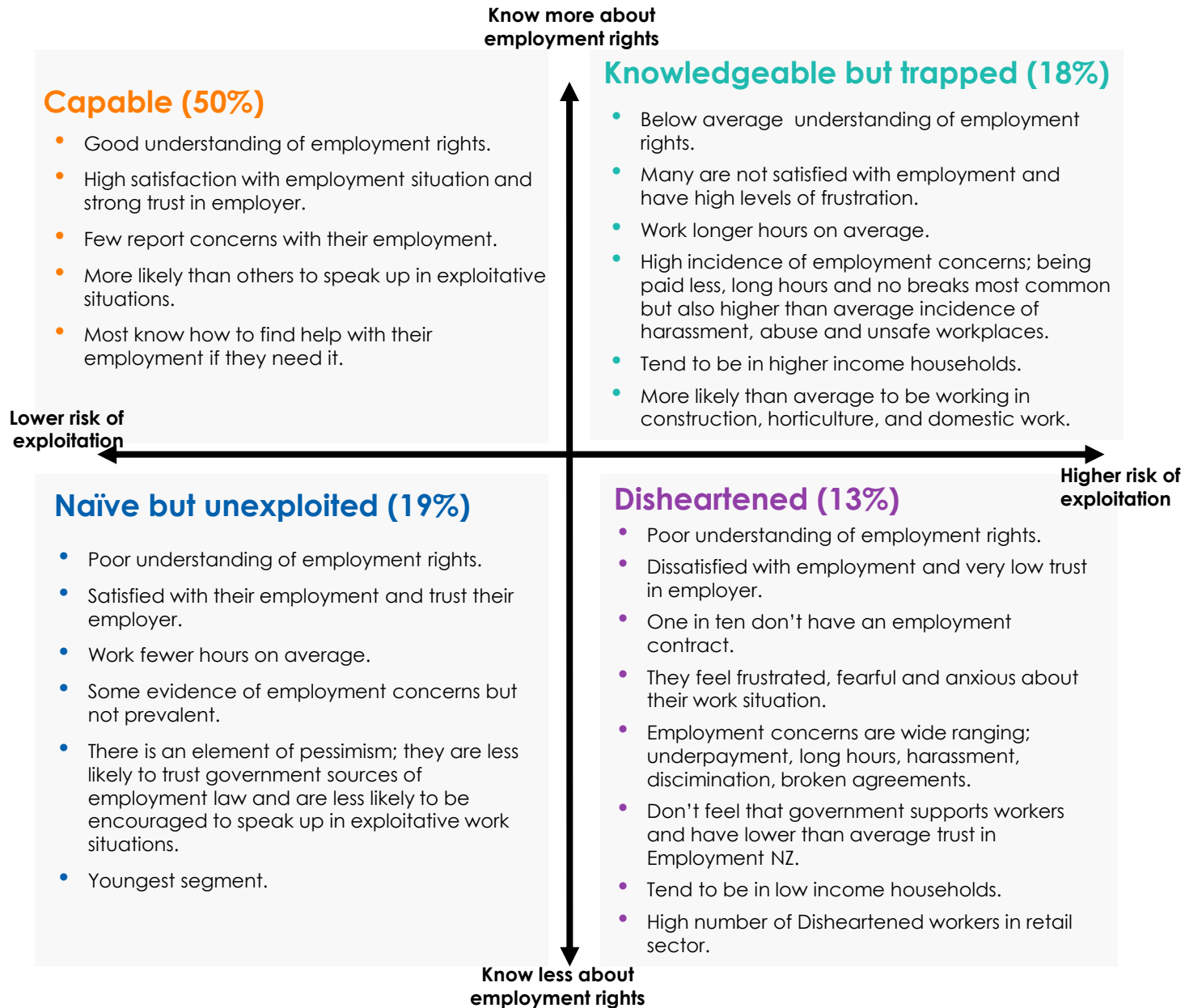
Overall, most New Zealand workers have good knowledge of their employment rights, are generally satisfied, feel positively about their working situation and know where to go for help when they need it. Despite this, nearly half of workers report employment concerns and some have mindsets or employment contexts that can leave them open to mistreatment by their employer. Further, there are workers in New Zealand who have weaker knowledge of their employment rights and may not be able to identify when an employer is taking advantage of them. As a result, about three in ten workers could be at risk of exploitation. A further two in ten, although generally happy with their current employment, have poor understanding of employment rights and so could be at risk if their situation changed.



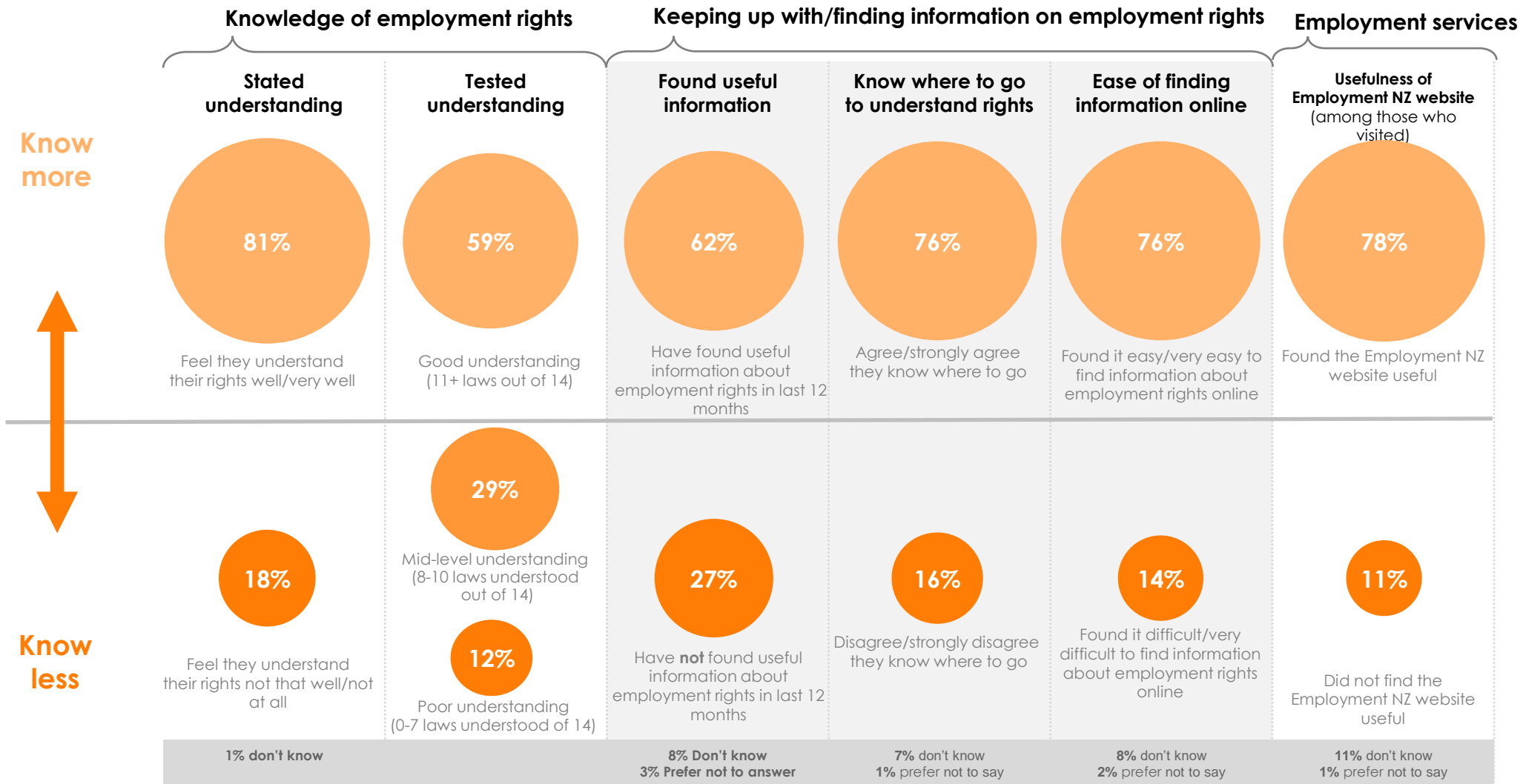
Workers mainly use online sources to find out about employment rights and most think it is easy to find what they are looking for.

There is an opportunity to leverage Employment NZ (ENZ) resources further:

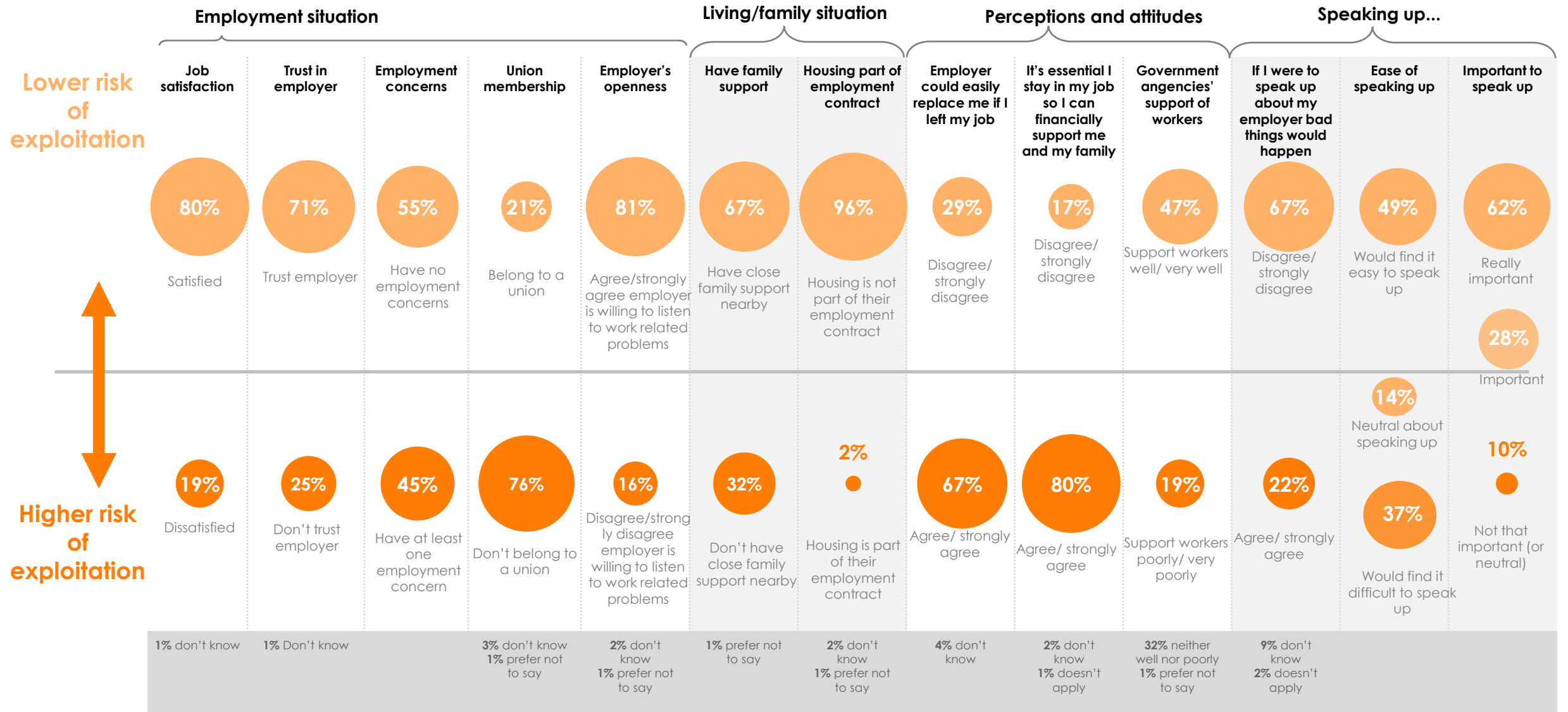
- 39% of workers don't know enough about ENZ to know whether they trust them but 77% of those who do know enough have trust in ENZ.
- 78% of visitors to the ENZ website, find its content useful.
- 4% have contacted the Employment NZ service centre before but when workers are told about the ENZ service centre, three quarters think it would be a helpful source of information and support about employment rights.



NZ workers' knowledge about employment rights – at a glance



NZ workers' risk of exploitation – at a glance



Summary: New Zealand employers

Most employers feel morally obligated to their workers and want to do the right thing. However, strong business pressures are common – over half of employers struggle to make a profit and most say it's difficult to find good workers. Many employers feel employment laws favour workers over employers.

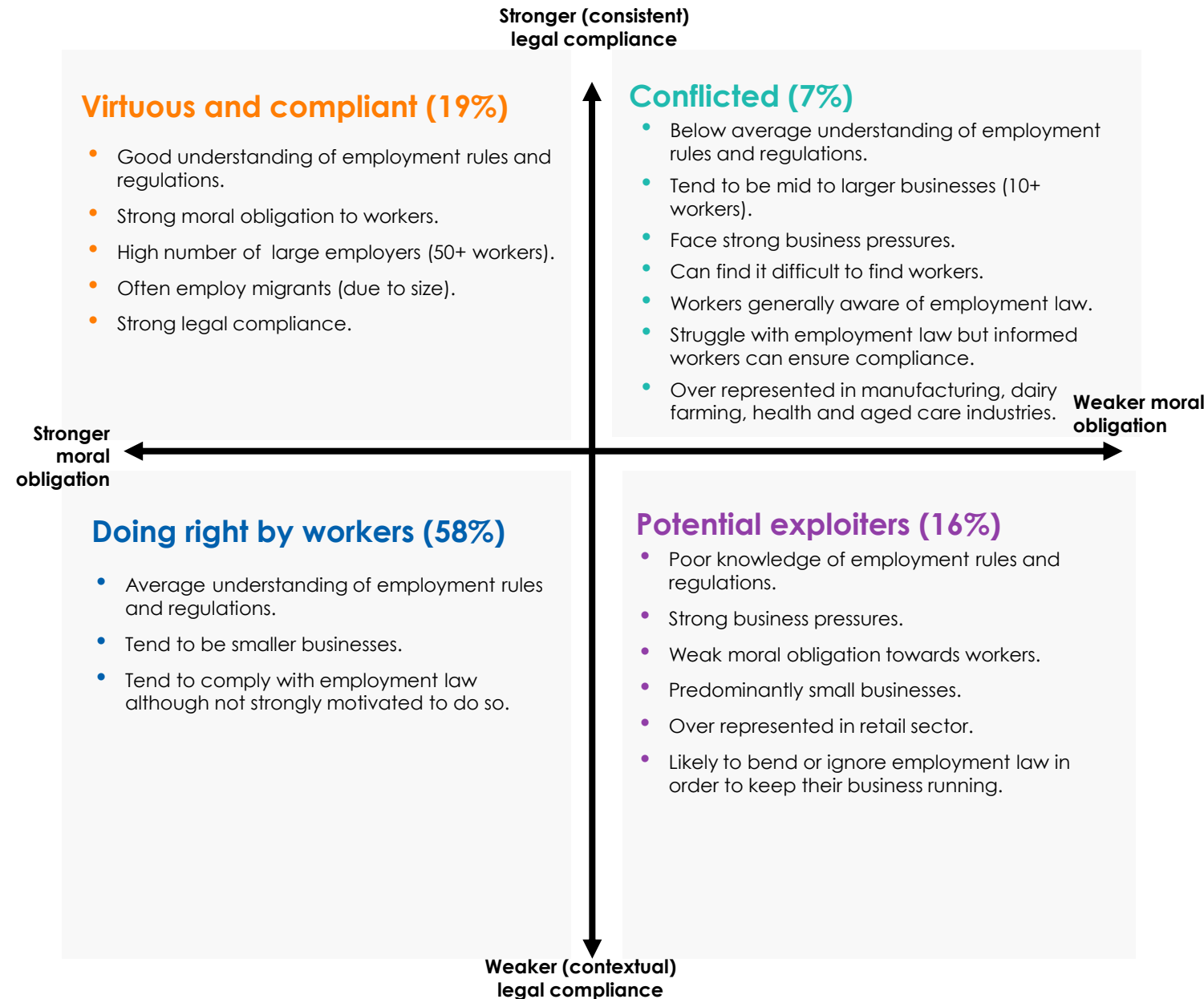
While there is a strong willingness to comply with employment law, employers facing these business pressures can sometimes be inhibited from complying all the time.

When this is coupled with a weaker moral obligation to workers, mistreatment and exploitation can occur. Small businesses are most likely to fall into this group – they often don't have the resource and expertise available to larger businesses.

There is a clear opportunity to better educate employers on employment law matters. Over half of employers say it's hard to keep up with employment laws. Proportions of more than one in five employers have an incorrect understanding or are unsure of the law on things like trial periods, contractor rights, overtime, the consequences of mistreating migrant workers, and asking workers to do a job they weren't hired for. Small employers are especially prone to poor knowledge, showing an incorrect or uncertain understanding of four areas of employment law (on average).

Online sources deliver valuable information on employment obligations for most employers, but one in six find it difficult to find what they need. This increases to one in three employers who already feel they have a poor understanding of their employment obligations.

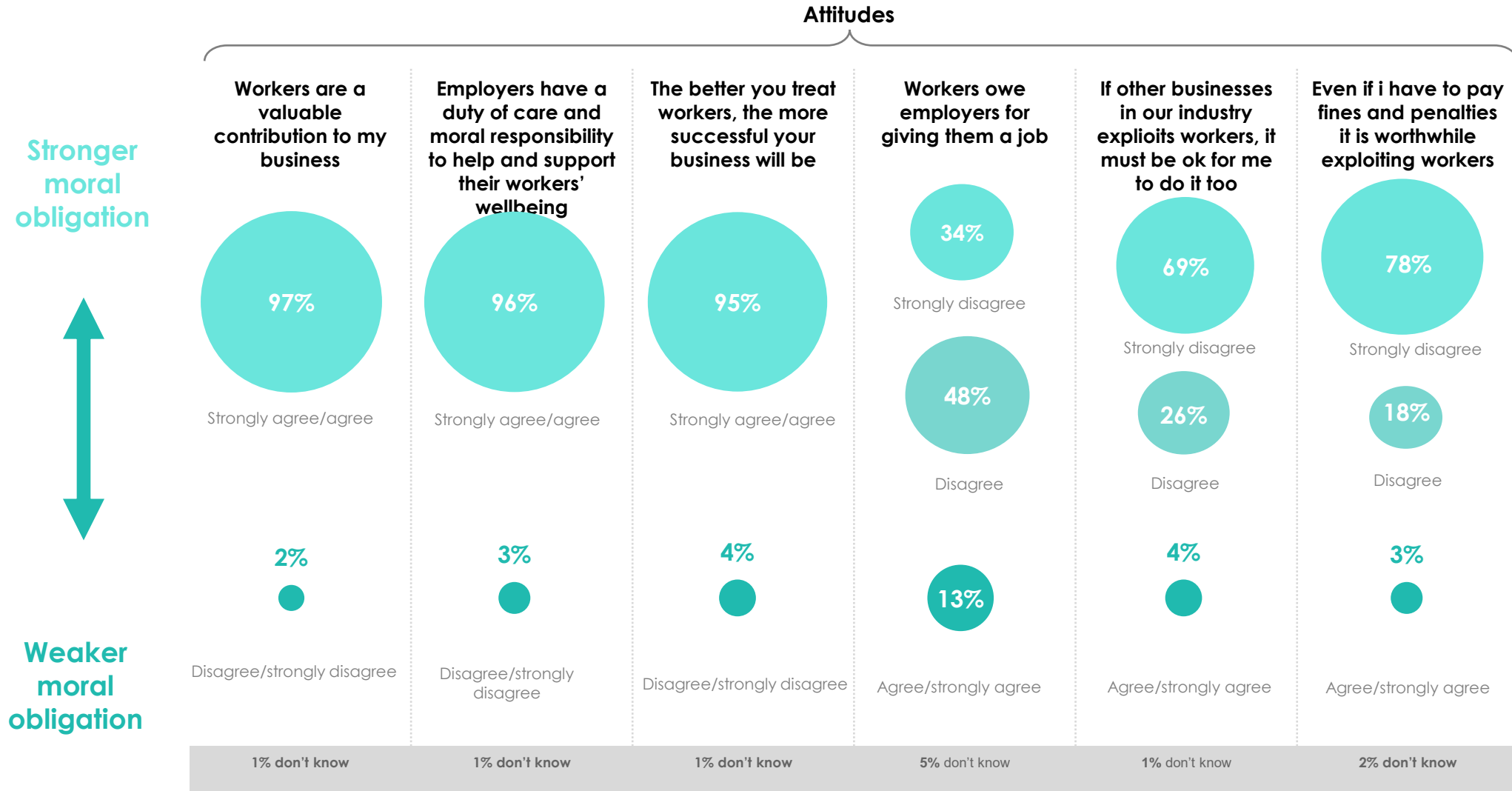
A dedicated employment law website and sources offering tailored advice (particularly advice at tax registration and an employer helpline) are the most popular ideas for getting information and support to employers. Employers (albeit probably those who are largely complying) also favour punitive measures for dealing with non-compliance, specifically heavier penalties, fines and recruitment bans.



NZ employers' legal compliance – at a glance



NZ employers' moral obligation – at a glance



Note, the three statements on the right are more difficult for respondents to admit to agreeing with in a survey (as they are socially less acceptable sentiments). For this reason, differentiating between the 'strongly disagree' and 'disagree' can be useful.

Summary – migrant workers

The 2024 survey of over 900 temporary workers is the third wave with this strategic audience.

1 The profile of MBIE's sample frame provided for this year's survey differed somewhat to previous years resulting in a younger survey sample, with more recent migrants and more migrants on holiday or student and work visas. These differences should be considered when interpreting increases or decreases in survey results since 2023. For example, in 2024 fewer migrant workers have family and community support in NZ, more feel they can easily be replaced by their employer, but fewer are anxious about staying in their job to get NZ residency.

- 2** While migrant workers' overall satisfaction with their employment situation remains high at 82%, this is down five points since 2023. This is largely unrelated to the sample profile change. Worker trust in their employer is moderate at 70%. Over a third of migrant workers express some negative emotions about their job.
- 3** Migrants share the same positive views of their jobs as their NZ counterparts, ranging from safety aspects to flexible working and learning opportunities. However, migrants are less likely to identify any employment concerns (28% versus 45% of all NZ workers). Migrant workers may have different expectations of NZ employers. Also, tested understanding of employment rights shows that migrant workers know more than NZ workers about their job rights relating to working in the role they were hired for, but know less annual leave, sick leave, and contractor rights. Pleasingly, migrant workers' understanding of rights relating to safety gear has increased since 2023.
- 4** Migrant workers are also more fearful of speaking up about exploitative situations than NZ workers and this is more pronounced than in 2023. Awareness of the migrant exploitation protection visa remains low at 19%.
- 5** While many migrant workers rate NZ government agency support of migrant workers positively, one in five rate this poorly. There continues to be considerable support for a range of initiatives including targeted online information, tailored in-person guidance, and practical support to resolve disputes and address financial vulnerability.

Summary – employers of migrants

The survey of over 270 employers of migrants is the third survey wave with this strategic audience.

1 There is a high degree of stability in attitudes and behaviours of employers with migrants.

Pleasingly, the improvement observed between 2021 and 2023 in employers' **knowledge** of their employment obligations has been maintained.

Most employers continue to have a strong sense of moral obligation to migrant workers. Some businesses continue to exhibit a strong and consistent compliance mindset, while others take a much more contextual and nuanced approach to their obligations. These employers will be more impacted by the current financial downturn and continue to be impacted by labour market constraints.

Around three in ten employers of migrants in 2024 could be at risk of slipping into exploitation.

2

Employers' learning and information preferences are consistent with what they were in 2021 and 2023. A quarter of employers of migrants find it difficult to access information on employment obligations online. A dedicated website and helpline top the list of preferred information sources. Regular updates on changes in employment and immigration law continue to hold strong appeal.

3

Simplifying and reforming the visa system and process has been an underlying theme throughout this research programme. Almost all employers who planned to apply for the accredited employer work visa have now done so, with just 4% still intending to. Very few employers of migrants have not heard of this visa. Over half of employers of migrants now employ migrant workers on this visa (up 17 points since 2023 to 55%).

4

In all three survey waves, employers have called for a mixture of both the 'stick' and the 'carrot' in addressing non-compliance (albeit with an emphasis on punitive measures). Interestingly, increasing the likelihood of sanctions now tops the list of possible initiatives to address non-compliance (90% of employers of migrants feel this would be helpful, up six points since 2023). However, previous qualitative research points to a common belief that the likelihood of sanctions to address employer non-compliance is low. Recent public sector cuts may have reinforced this perception.

Research method

Research methodology – surveys of NZ workers and employers

	Survey of NZ workers	Survey of NZ employers
Sample size	1,754 workers.	855 employers.
Maximum margins of error	+/-2.3% (at the 95% confidence level and assuming simple random sampling).	+/-3.4 (at the 95% confidence level and assuming simple random sampling).
Method	<ol style="list-style-type: none"> Online panel survey (1,511 workers). Push to web survey (243 workers) to boost the following industries : <ul style="list-style-type: none"> Viticulture (46 workers) Horticulture (17 workers) Sex industry (none) Forestry and fisheries (24 workers) Couriers (13 workers). 	Nationwide online survey using a combination of an online business panel and phone pre-calls.
Sample frames	<ul style="list-style-type: none"> Online panels (main source) Electoral Roll (for push-to-web). 	<ul style="list-style-type: none"> Kantar online business panel targeting small businesses (fewer than 10 employees) Martins database (phone pre-calls) Companies Office's New Zealand Business Number (NZBN) bulk data, using their Māori Business Identifier.
Fieldwork period	26 February – 7 April 2024.	26 February – 21 April 2024.
Average interview length	19 minutes.	19 minutes.
Data weighted	Industry, region, ethnicity, age within gender for Māori and non-Māori. Pacific and Asian workers were also weighted by gender to correct any imbalances.	Business size within industry.

Research methodology – surveys of migrant workers and employers of migrants

	Survey of migrant workers	Survey of employers of migrants
Sample size	904 migrant workers	271 employers of migrants
Method	Online survey of migrant workers ¹ (i.e. migrants who are currently living in NZ, came to NZ in the last 5 years and have been in paid work during that time either as an employee or contractor).	Online survey of employers of migrant workers (either currently employed or in the last 5 years).
Translations	Translated versions of the questionnaire meant respondents completed the survey in English (796), Samoan (4), Fijian (2), Tongan (7), Punjabi (2), Hindi (1), Tagalog (3), and simplified Chinese (120).	
Sample frames	Respondents sourced from a contact list provided by MBIE.	Respondents sourced from a contact list provided by MBIE.
Fieldwork period	29 February – 29 March 2024.	26 February – 27 March 2024.
Average interview length	22 minutes.	24 minutes.
Data weighted	Data are unweighted.	Data are unweighted.

¹ Respondents on the following visas qualified for the survey: working holiday visa, student and work visa, post-study work visa, essential skills visa, long-term skill shortage visa, Recognised Seasonal Employer Limited Visa (RSE), Accredited Employer Work Visa, another type of employer supported work visa, Migrant Exploitation Protection Work visa, partner work visa, other type of temporary work visa, specific purpose work visa, other type of work visa. Migrants who were currently working, but without a current visa also qualified for the survey.

NZ workers

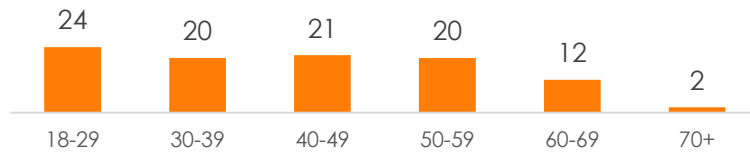


Profile of New Zealand workers - weighted

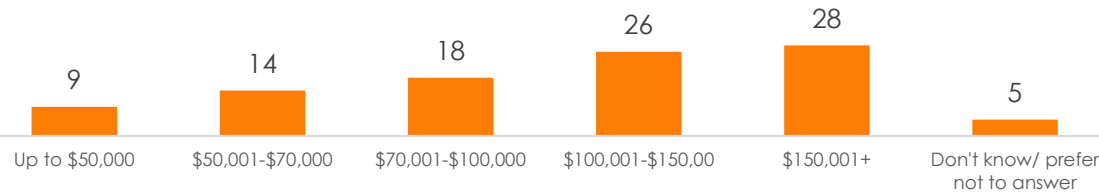
Gender %

47 **53**
Female **Male**

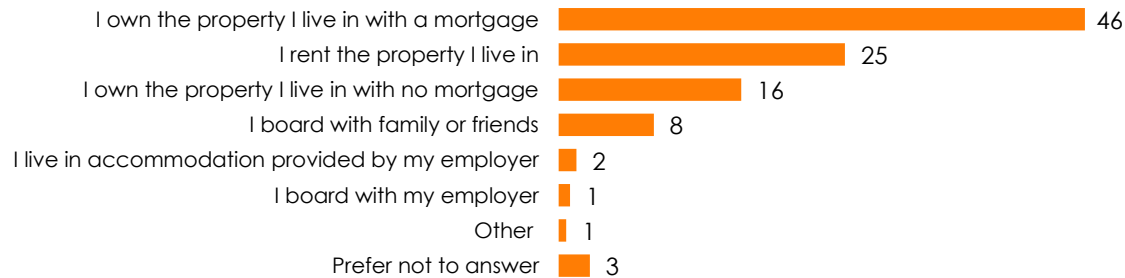
Age %



Household income



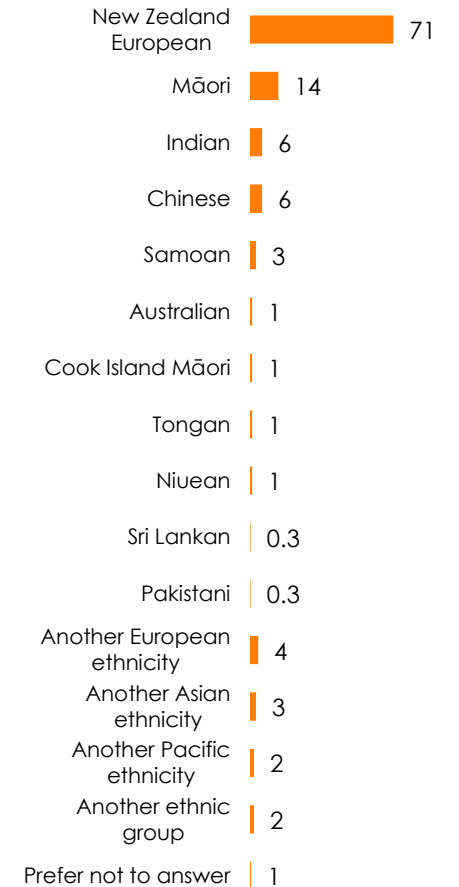
Housing tenure %



Region %



Ethnicity %



Base: All workers (n=1,754)

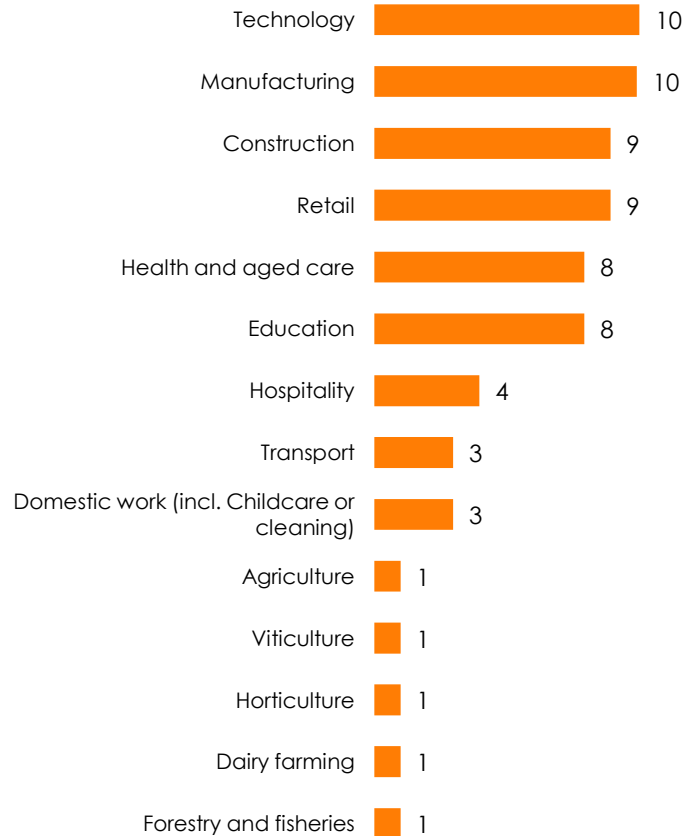
Questions: S1 (Age), S3 (Gender), S4 (Ethnicity), S5 (Region), S6 (Household income), S7 (Household size)

Employment context of NZ workers

The employment context of New Zealand workers

Workers in New Zealand primarily source their employment online. Friends and family are a much more common source for workers in small workplaces.

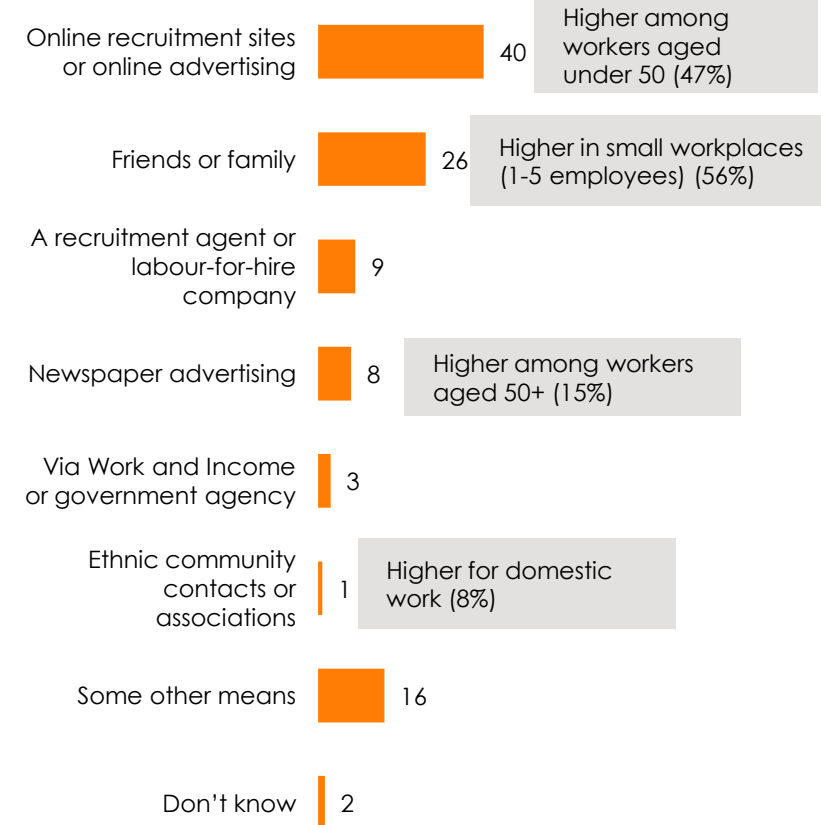
Top 14 industries (of interest to MBIE) %



Top 10 occupations %



Job sources %



Base: All NZ workers (n=1,754)
 S8. Which of these best describes the industry you work in?, S9. What is your current job title?, Q8. How did you get your main job?

The employment context of New Zealand workers

The New Zealand employment landscape is diverse; union membership, out of work study, and accommodation entitlements vary by industry and worker demographics.

Business size (number of employees) %



16%

of New Zealand workers are also studying.

This is higher among:

- Domestic work (63%)
- Pacific workers (44%)
- Workers aged 18-29 (33%)
- Workers in low-income households (28%)
- Asian workers (26%)

21%

of New Zealand workers are union members.

Union membership is more common among:

- Public admin & safety (63%)
- Health & aged care (48%)
- Education (39%)
- Pacific workers (37%)
- Large employers - 100+ employees (34%)
- Māori (31%).

And less common among:

- Workers in small to medium sized workplaces: 1-5 employees (2%), and 10-49 employees (10%)
- Retail (8%)
- Technology (7%)
- Construction (4%)
- Wholesale trade (3%)
- Hospitality (3%)
- Horticulture (1%)
- Viticulture (0%).



2%

of New Zealand workers are entitled to accommodation in their employment contracts. This increases to 7% of workers in low-income households, 6% of workers in smaller workplaces (1-9 employees), and 10% in Agriculture*.

*The result for Agriculture is not statistically significantly different from the average.

Base: All NZ workers (n=1,754)

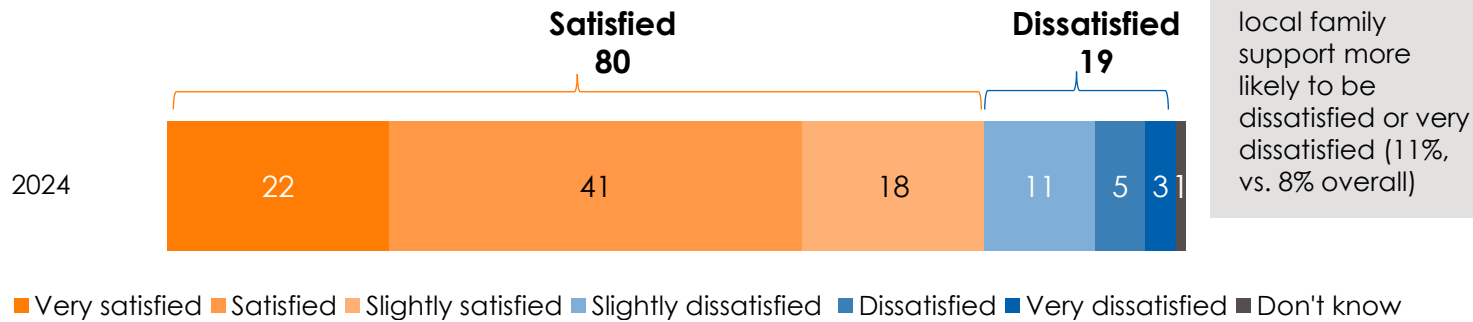
Q7. Still thinking about your current job, approximately how many employees work for the business, across New Zealand?, Q4b. Are you currently studying towards a formal qualification, either part time or full time? Q28j. Do you belong to a union? Q39. Is your accommodation part of your employment contract?

NZ worker perceptions of their employment

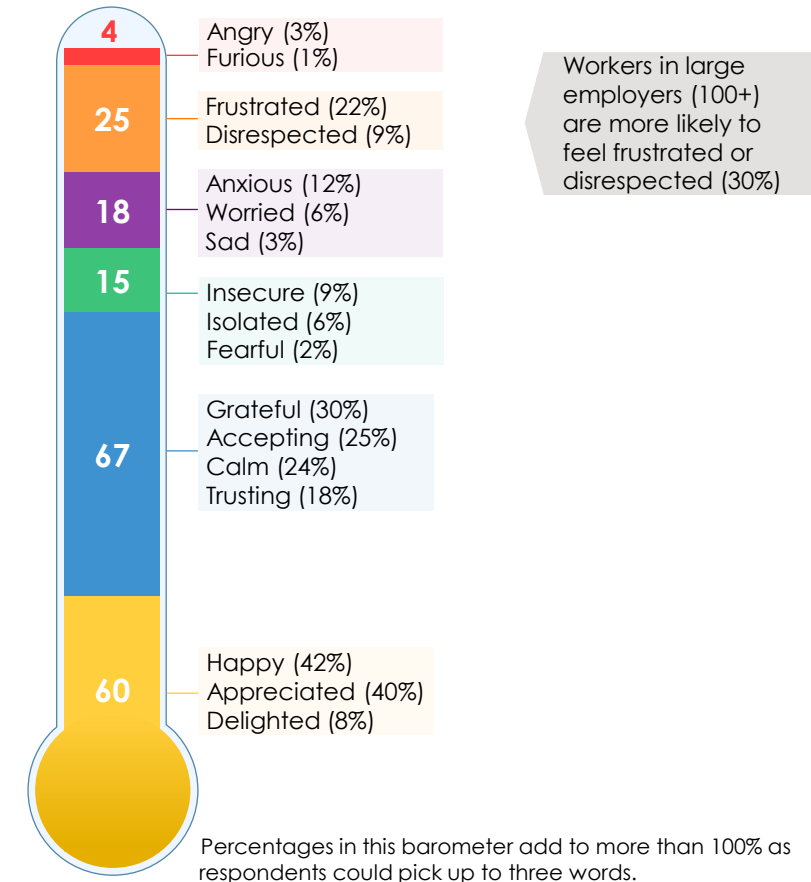
How workers feel about their job

While most workers view their employment positively and trust their employer, one in five express job dissatisfaction and one in four distrust their employer. Likewise, one in four workers experience feelings of frustration or disrespect in their job.

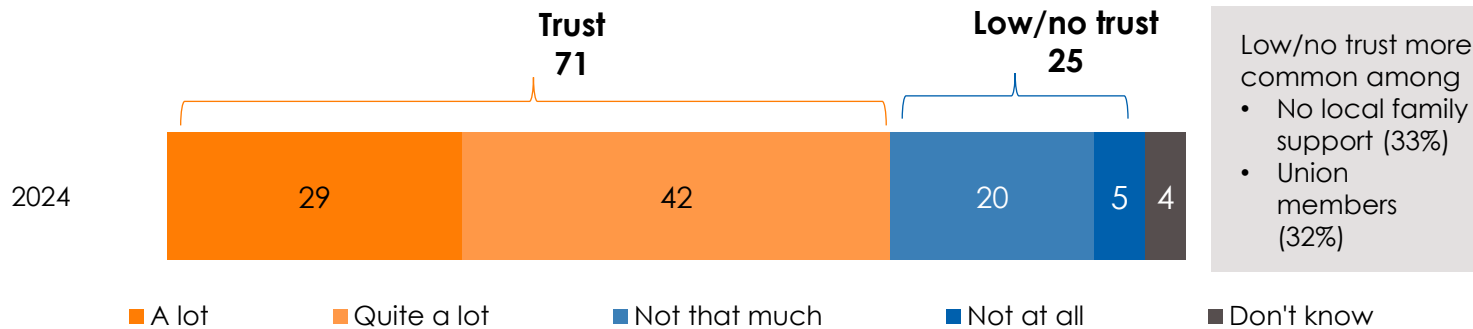
Overall satisfaction with job %



Emotions barometer %



Trust in employer %



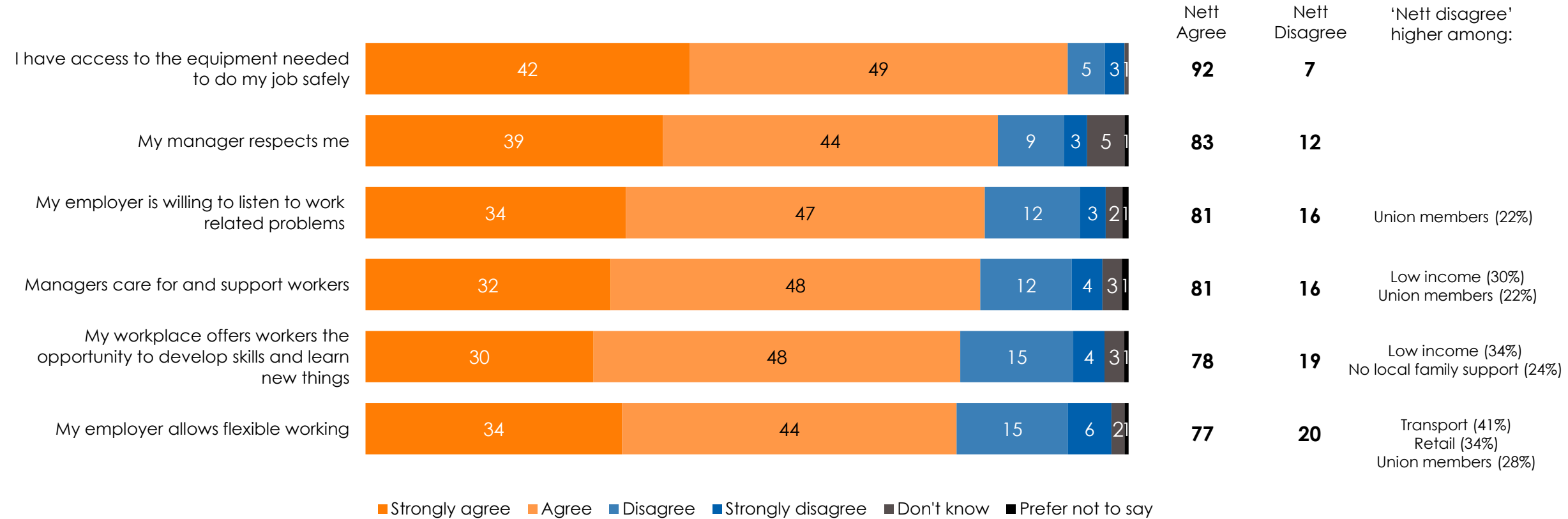
Base: All NZ workers (n=1,754)

Q2. Overall, how satisfied or dissatisfied are you with your current employment situation? Q25c. Overall, how much do you trust your employer? Q24. Please select three words to describe how you feel about your current work.

Positive aspects of employment

Most workers rate their employment positively on matters of safety, how they are treated, and learning opportunities. However, union members, low-income earners, and workers in retail and transport industries are over-represented among those who rate their employment negatively on some of these things.

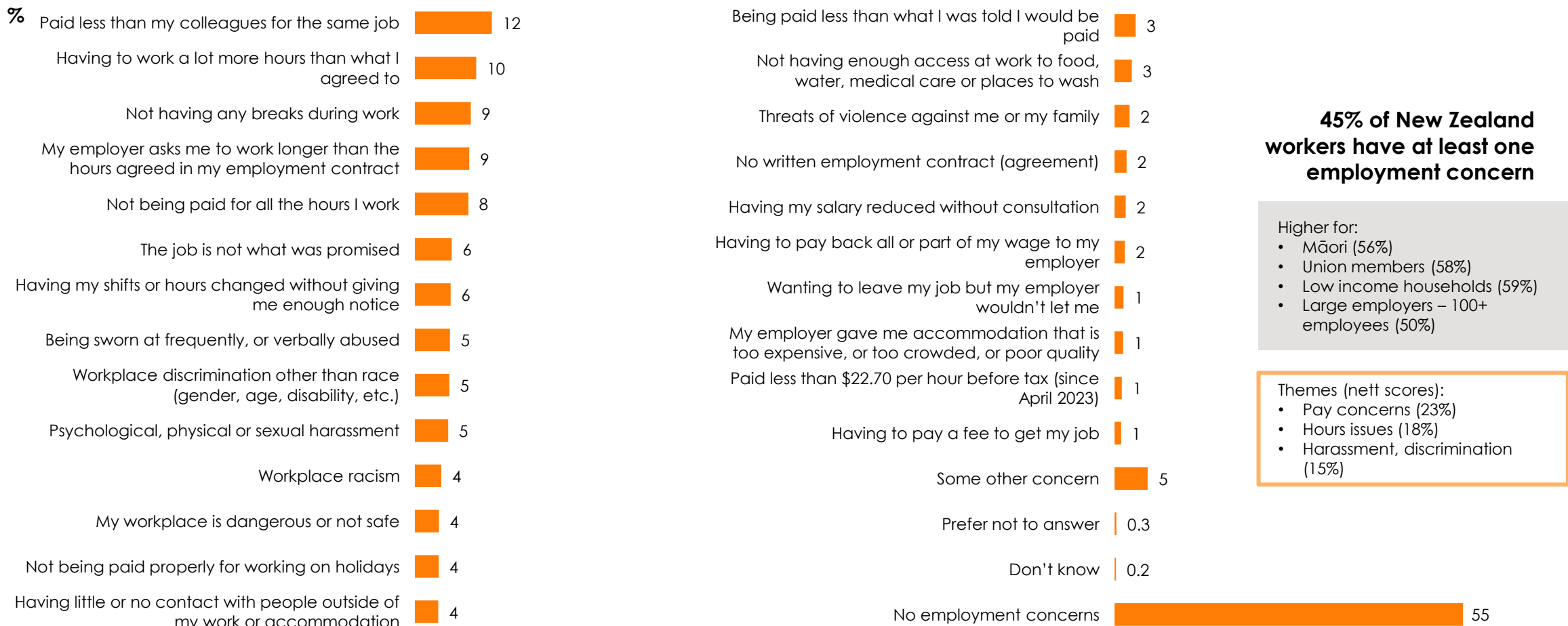
Positive aspects employments %



Base: All NZ workers (n=1,754)
Q3b. Thinking about your current job, how much do you agree or disagree with the following?

Employment concerns

Over four in ten workers have at least one employment concern, most commonly about underpayment and overwork. Māori workers, low-income workers, workers in large workplaces, and union members are disproportionately represented among those with employment concerns.



45% of New Zealand workers have at least one employment concern

Higher for:

- Māori (56%)
- Union members (58%)
- Low income households (59%)
- Large employers – 100+ employees (50%)

Themes (nett scores):

- Pay concerns (23%)
- Hours issues (18%)
- Harassment, discrimination (15%)

Base: All NZ workers (n=1,754)
Q3/Q3a. Which of the following things, if any, have you experienced in your current employment situation?

Employment concerns – subgroup differences

Māori and Pacific workers are over-represented on the highest number of employment concerns. Union members are also more likely to report multiple employment issues.

% n=	NZ European	Māori	Pacific workers	Asian workers	Manufacturing	Construction	Retail trade	Transport	Health + Aged care	Hospitality	Horticulture	Public admin& safety	Union members
	(1,234)	(534)	(60)	(228)	(165)	(143)	(146)	(112)	(127)	(52)	(36)	(75)	(375)
Paid less than my colleagues for the same job	13	14	10	11	18	14	8	20	15	10	21	13	18
Having to work a lot more hours than what I agreed to	10	14	15	9	7	11	6	11	10	27	10	5	14
Not having any breaks during work	10	13	11	8	7	6	4	15	16	23	2	7	14
Not being paid for all the hours I work	9	15	10	5	6	8	9	8	13	12	5	9	14
My employer asks me to work longer than the hours agreed in my contract	10	14	10	5	7	9	7	12	14	11	18	4	12
The job is not what was promised	6	8	2	6	9	6	11	9	5	4	7	2	5
Workplace discrimination other than race (gender, age, disability, etc.)	6	8	6	6	5	7	5	4	6	3	2	9	7
Having my shifts or hours changed without giving me enough notice	6	9	4	4	5	4	9	11	9	12	11	6	9
Being sworn at frequently, or verbally abused	7	10	7	3	4	6	3	4	9	13	0	8	10
Psychological, physical or sexual harassment	6	6	7	4	6	3	3	6	8	8	0	2	11
Workplace racism	3	8	7	8	6	4	3	8	4	3	2	8	7
Not being paid properly for working on holidays	4	6	5	3	6	2	6	3	9	6	0	3	6
Having little or no contact with people outside of my work or accommodation	4	5	7	4	6	7	4	6	2	2	7	0	5
My workplace is dangerous or not safe	4	8	12	2	4	4	2	6	7	3	4	11	10
Being paid less than what I was told I would be paid	3	6	5	6	6	4	2	3	1	4	5	0	4
Not enough access at work to food, water, medical care/ places to wash	2	6	7	6	8	4	3	9	3	0	0	2	3
Threats of violence against me or my family	2	4	13	2	3	2	1	2	2	0	0	11	6
No written employment contract (agreement)	2	3	3	4	4	1	3	2	1	7	0	0	1
Having my salary reduced without consultation	2	4	8	2	4	5	1	3	1	5	0	0	2
Having to pay back all or part of my wage to my employer	1	4	8	1	1	3	1	2	2	3	0	5	2
Wanting to leave my job but my employer wouldn't let me	1	2	7	3	4	4	0	2	0	0	0	0	2

Base: All NZ workers (n=1,754)

Q3/Q3a. Which of the following things, if any, have you experienced in your current employment situation?

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Shaded boxes indicate the % is statistically significantly higher for workers in that subgroup compared to workers not in that subgroup. For example, 18% of union members reported they are 'paid less than colleagues for the same job' and this is statistically significantly higher than for workers who don't belong to a union. Some high %s are not shaded because the result is not statistically significant (due a smaller base size).

Breaches of employment law

One in ten workers in small workplaces say they don't have a written employment contract.

Worker reports

4% say they **don't** have written employment contracts.

10% of workers in small workplaces (1-9 employees) say this.

1% of fulltime workers (40+ hours per week) report being paid an amount less than the minimum wage.

Risk of exploitation

Mindsets and situational contexts that can lead to risk of exploitation exist in the New Zealand worker population.

Self-reported risk of exploitation

80% agree it is essential they stay in their job to financially support themselves and their family.

32% **don't** have family or whānau support nearby.

22% agree bad things would happen to them or their family if they were to speak out about their employer.

Higher among:

- Indian workers (46%)
- Construction (44%)
- Auckland (38%)
- Men (36%).

Higher among:

- Construction (35%)
- No nearby family support (35%)
- Workers in mid-sized workplaces: 10-49 employees (32%)
- Asian workers (32%)
- Workers aged 18-39 (30%)
- Auckland (29%)
- Men (28%)

7% of fulltime workers (40+ hours per week) report usually working 60 hours per week or more.

67% of workers say their employer could **easily replace** them if they left their job.

Younger workers (18 to 39 years) especially feel this way (72%).

Base: All NZ workers (n=1,754) unless otherwise stated

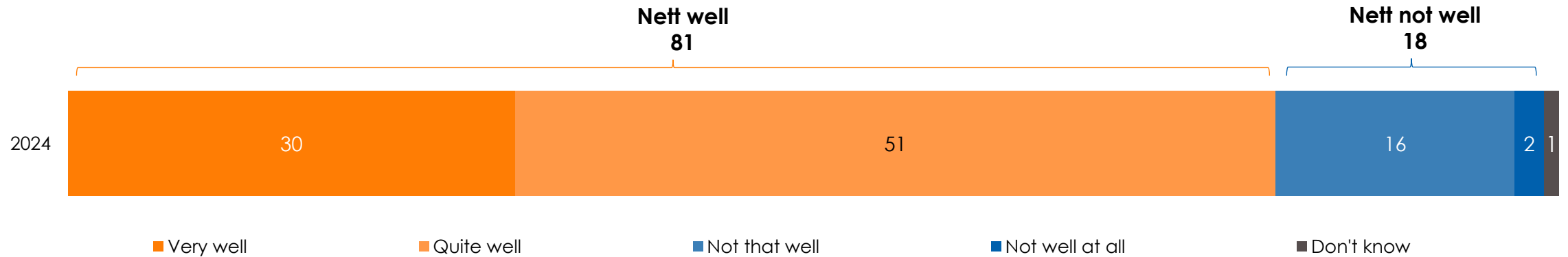
Q23. Thinking about your current job, how much do you agree or disagree that... Q4. About how many hours do you usually work per week in your job? Q29. Do you have close family or relatives living locally that you can rely on for support?

NZ worker knowledge of employment rights

Self-rated understanding of employment rights

While most workers feel they understand their employment rights, nearly one in five do not. Lower income workers and younger workers are most prone to lack of knowledge.

Self-rated understanding of employment rights %



These groups are more likely to say they understand their rights very well or well:

- Workers aged 60+ (92%)
- High income households \$120,000+ (86%)
- Have family support (84%)

These groups are more likely to say they understand their rights 'not that well' or 'not at all well':

- Low-income households (up to \$50,000, 35%)
- Workers aged 18-39 (22%)
- No family support (23%)

Base: All NZ workers (n=1,754)
 Q9. How well do you think you understand your employment rights in New Zealand?

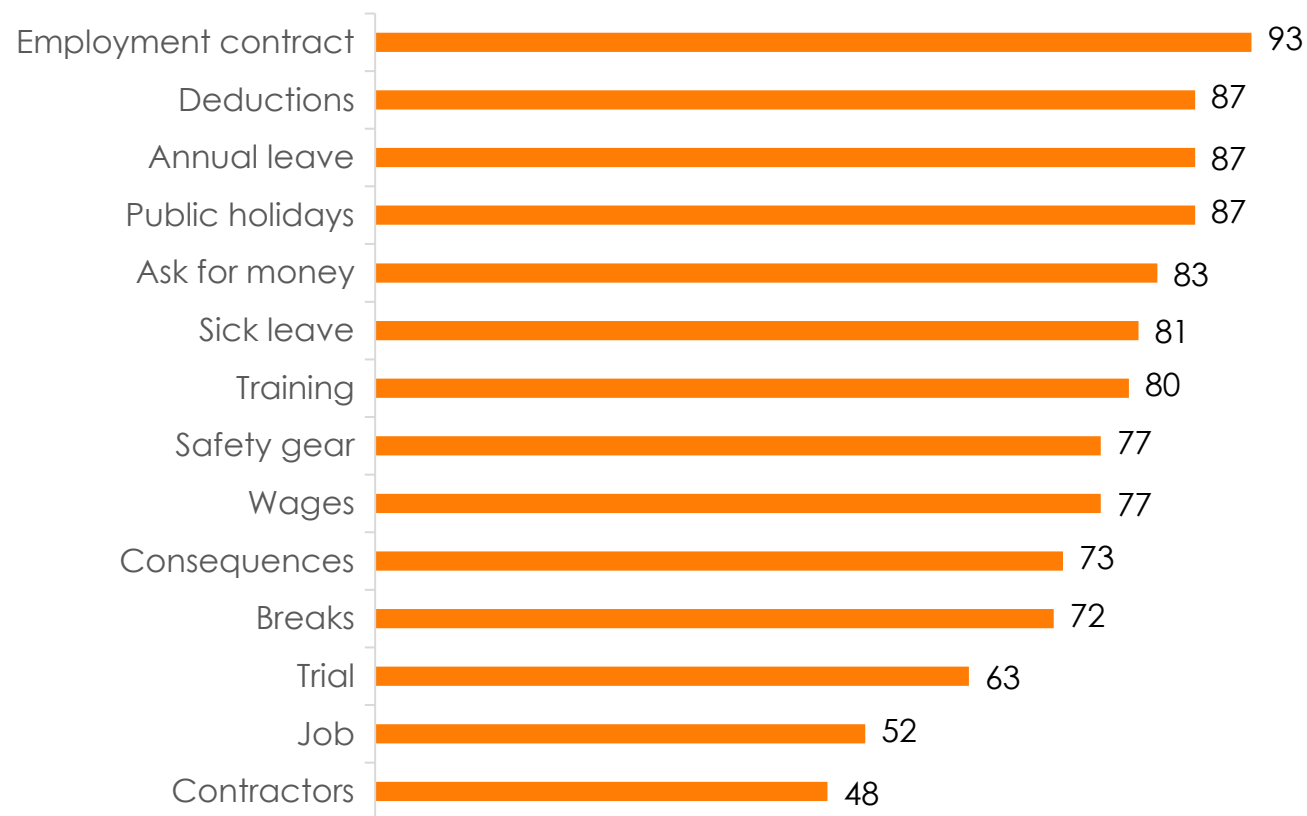
We showed workers a range of employment rights, and they indicated which they thought were correct and which were incorrect. Workers were also asked to state the minimum wage.

Employment right / regulation	Right answer
Annual Leave: Workers have the right to at least 20 days' annual leave after one year into the job.	Correct
Sick Leave: After working for six months for an employer, a worker has the right to 10 days' sick leave per year.	Correct
Public holidays: If a worker works on a public holiday and it would normally have been one of their working days (e.g. their normal day of the week to work), they are entitled to get paid 1.5 times their normal pay and have another day off.	Correct
Employment contract: Employers must provide the worker with a copy of the employment contract (agreement) before they start their job.	Correct
Consequences: Employers caught exploiting or mistreating migrant workers can be banned from hiring migrants in the future.	Correct
Trial: A 90-day trial period is only valid if it is written in the worker's employment contract (agreement) before they start working.	Correct
Training: Employers need to pay workers when they are being trained for the job.	Correct
Contractors: Contractors don't have the same rights as employees.	Correct
Breaks: All breaks are unpaid (i.e. morning tea, lunch, afternoon tea).	Incorrect
Ask for money: An employer can ask for money from a potential worker to give the worker a job.	Incorrect
Safety gear: Workers must pay for their own health and safety equipment.	Incorrect
Wages: The adult minimum wage in NZ for migrants is \$18.70 now.	Incorrect
Job: An employer can employ a migrant as a chef but have them work as a waiter.	Incorrect
Deductions: An employer can make deductions from an worker's wages or salary for any reason they want to without their consent.	Incorrect

Tested knowledge of employment rights

Knowledge is lowest for the 90-day trial, rules around asking workers to do jobs they were not hired for, and contractor rights. Recent media coverage of employment law changes may have confused some workers, particularly around the 90-day trial and contractors rights. Few workers know the minimum wage.

% correct understanding



On average, workers have an **incorrect** understanding (or are unsure) about 4 of the 14 employment rights tested.

Low-income workers have 5 incorrect areas of knowledge which is higher than on average.

These groups have fewer incorrect areas of knowledge than on average:

- Transport (3 incorrect)
- Viticulture (2 incorrect)
- Workers with large employers - 100+ employees (3 incorrect)

When asked to state the minimum wage, **15% correctly stated \$22.70 per hour**. 26% gave a lower amount, 21% a higher amount, and 38% were unsure.

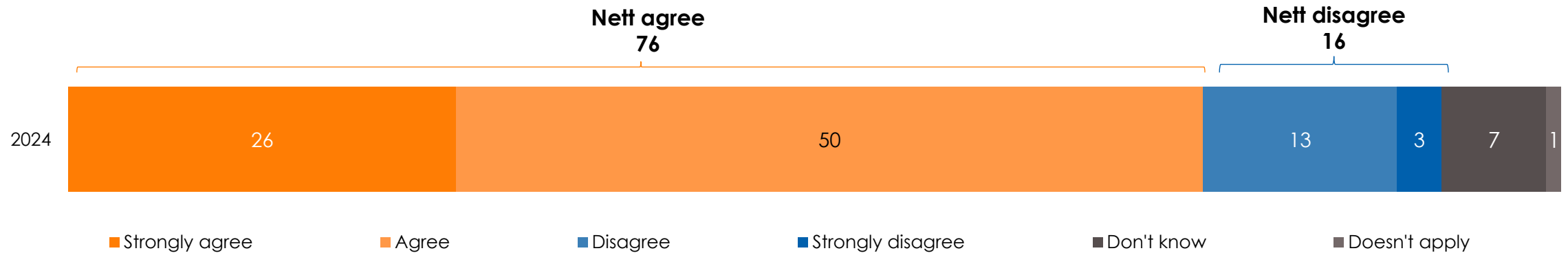
Fieldwork timing is unlikely to have impacted knowledge of the correct minimum wage (as only nine respondents completed the survey after 31st March when the annual change in the adult minimum wage had occurred).

Base: All NZ workers (n=1,754)
Q10. Based on what you know about New Zealand law, do you think this is correct or not correct?

Knowing how to get help with employment rights

Most workers feel they know where to go for help with their employment rights, but nearly a quarter (23%) feel they don't or are unsure. Younger workers, especially, lack knowledge.

Knowing where to go for help with employment rights %



Union members are more likely to strongly agree they know where to go for help with employment rights (35% versus 26% of all workers).

Workers under 30 are least likely to agree they know where to go (68% versus 76% of all workers).

Base: All NZ workers (n=1,754)

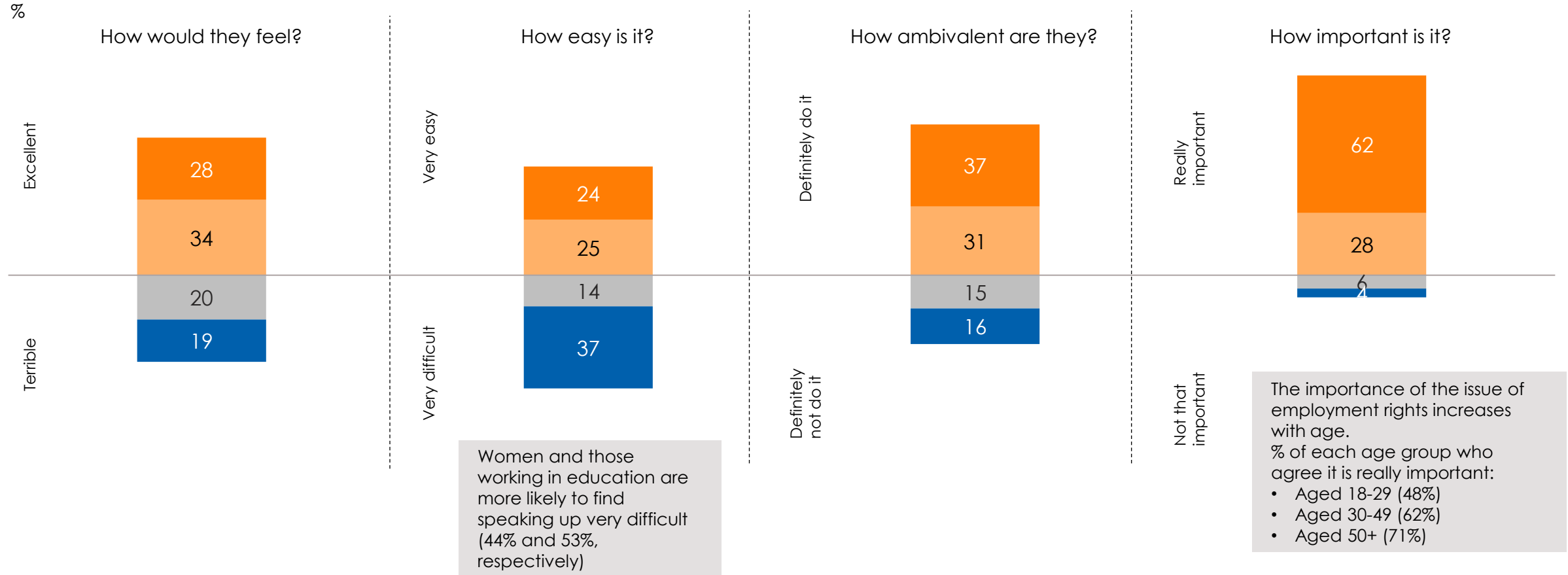
Q23. Thinking about your current job, how much do you agree or disagree that...

NZ workers' commitment to speaking up

Commitment to speaking up

Although most workers feel employment rights are important and would want to speak up in an exploitative situation, it's not easy. Interestingly, the importance of employment rights increases as we grow older.

There are four determinants to speaking up in a situation where an employer is not giving you all the employment rights under the New Zealand employment law



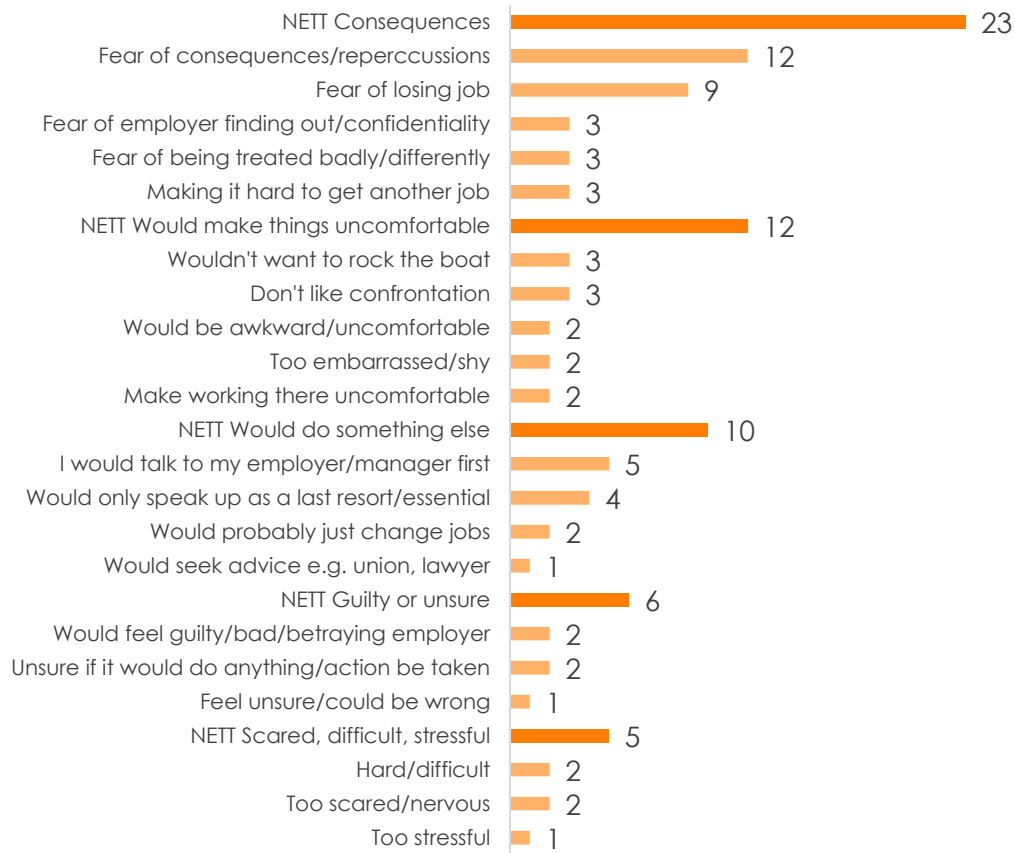
Base: All NZ workers (n=1,754)

The figures in the bar chart are sourced from questions using an 11 point scale. Dark orange is the % who gave a rating of 8-10, light orange is the % who gave a rating of 6 or 7, grey is the % who gave a rating of 5, and blue is the % who gave a rating of 0 to 4.

Reasons for not feeling good about speaking up

On the previous page we saw 19% of workers would not feel good about speaking up in an exploitative situation. When asked why, many fear the consequences of doing so and the risk of 'making things uncomfortable'.

Reasons %



In their own words...

"Because if they got involved, the company could make life difficult, and you would feel like resigning.. no company likes a whistleblower." Manufacturing worker

"Because you just know that the employer is going to get rid of you anyway no matter what happens in the end. I know because this happened to me just months ago." Health worker

"Well, I think it would be difficult because you would obviously be having issues in the workplace, and this will lead to uncomfortable conversations and confrontation with your employer." Construction worker

"I don't like complaining. The situation would have to be extremely bad before I would complain." Education worker

"I may just walk away; I'm unsure Employment NZ would help. Or it would probably take a long time and in the meantime, it could make things very awkward." Administrative and support services worker

"Because I wouldn't feel great about having to contact such a place - potentially going against my employer." Education worker

"Because of potential backlash from your employer/ manager/ coworkers. Finding a job with the hours I currently do in hospo is not easy to come by. It's why I've tolerated my manager this long." Hospitality worker

"I feel like even though to make a query it has become a lot more accessible. There would still be backlash in the way of being treated differently or bullied after the matter has been resolved." Retail worker

Base: NZ workers who would not feel good about speaking up (n=349)

Q22f In your own words, please tell us why you personally think you wouldn't feel good about speaking to Employment NZ about a situation.

Encouraging workers to speak up

Many of the beliefs that encourage workers to speak up centre around a sense that workers are 'in it together' and that employer consequences are real. Government support and services also have an important role to play. Educating employers on their employment obligations is seen as less effective.

% of workers who believe this would encourage workers to speak up against exploitation



Base: All NZ workers (n=1,754)

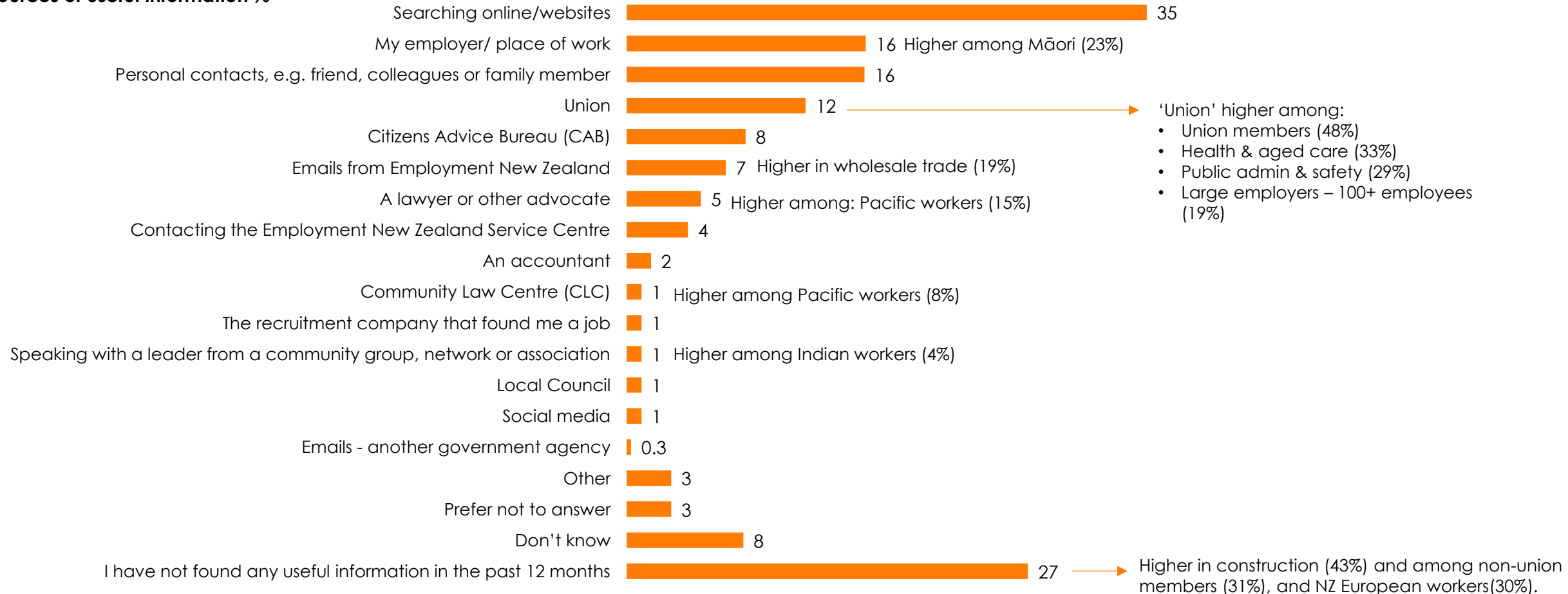
Q28M. What would encourage you to speak up if you were in a situation where your employer were exploiting or mistreating you?

Engaging NZ workers

Sources of information on employment rights

Online sources are the main way workers source information on employment rights. However, employers, personal contacts, professional and community groups also play roles. Unions are the main source for members. Around one in four workers have not found useful information about employment rights over the last 12 months.

Sources of useful information %



Base: All NZ workers (n=1,754)

Q24a. Where have you found useful information about your employment rights in the last 12 months?

Finding information online

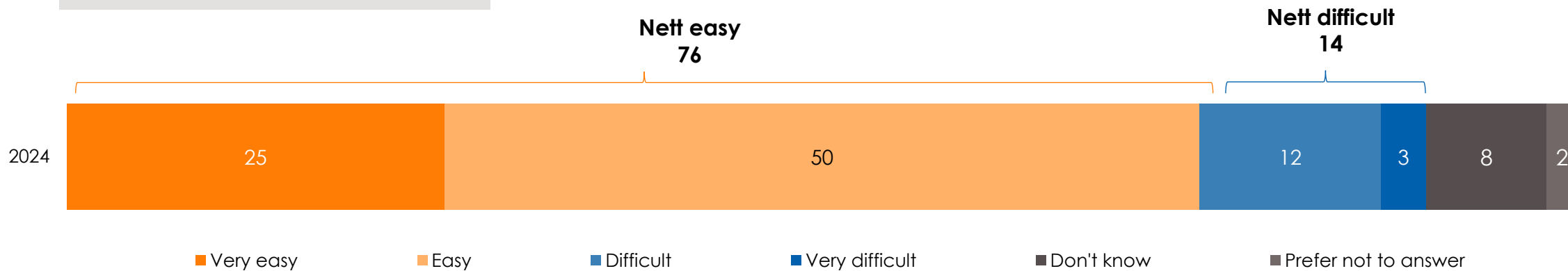
Over half of workers searched for information on employment rights online in the last 12 months. Most of these workers found it easy to find the information but one in seven found it difficult. Young workers and low-income workers are most likely to struggle.

Ease of finding employment rights information online %

This chart is based on the 57% of workers who said they looked for information about employment rights online in the last 12 months.

These groups are more likely to find it difficult (nett):

- Low income – Up to \$50,000 (32%)
- Aged 18-29 (23%)
- Don't have family support nearby (20%)

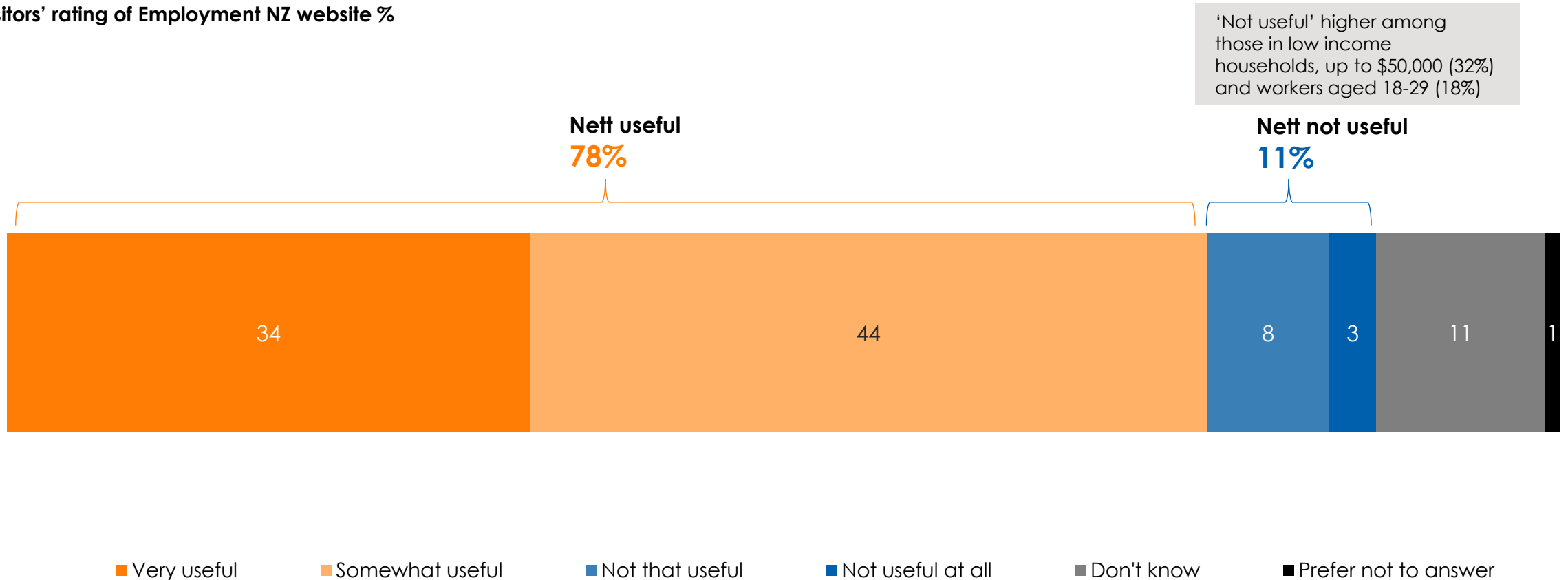


Base: All NZ workers who have looked online for employment rights information in the last 12 months (n=1,007)
 Q24c. In the last 12 months, how easy or difficult was it to find information you need about employment rights online?

Employment NZ website

Most Employment NZ website visitors found the website useful, but one in ten did not. Younger workers and low-income workers found the website least useful.

Visitors' rating of Employment NZ website %



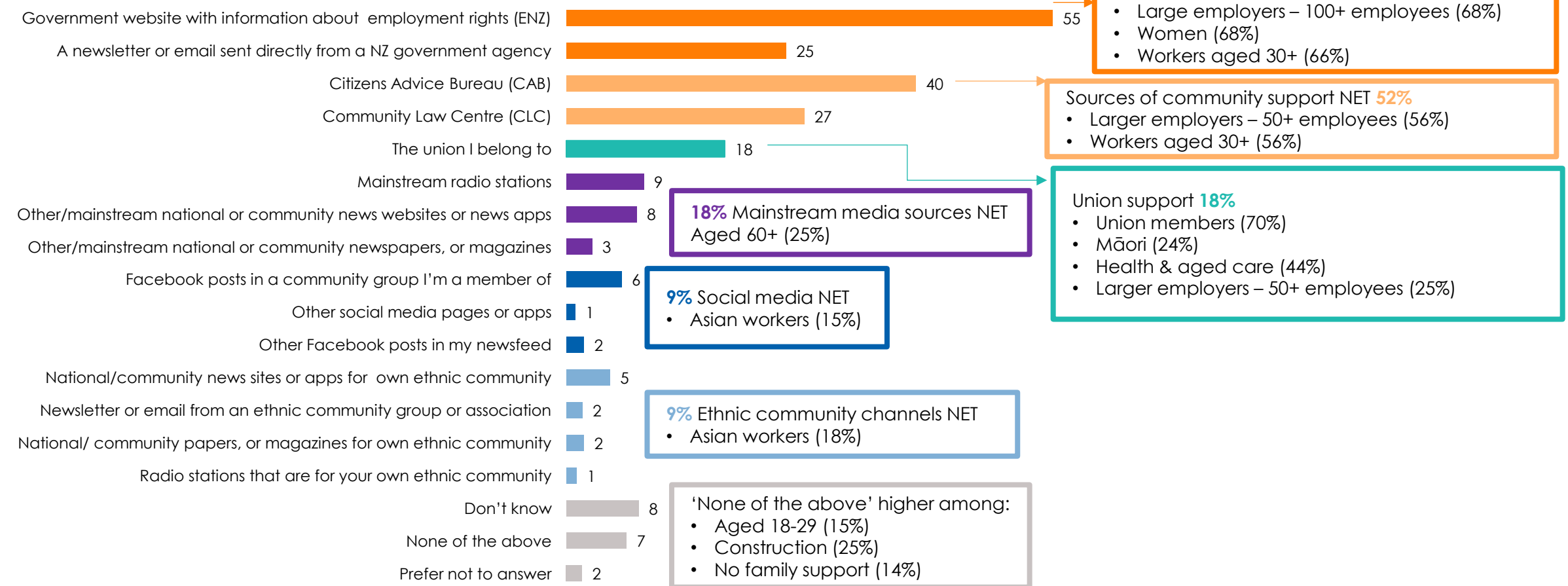
Base: NZ workers who have searched online visited the Employment NZ website in the last 12 months (n=724)

Q24b. In the last 12 months, how useful have you found this website for information on employment rights?

Most trusted sources of employment law

Government sources and community support services are the most common sources of trusted information. Union members commonly turn to unions for trusted information, while Asian workers are more likely than other workers to consume trusted information from social media and ethnic community channels.

Most trusted sources of employment law %

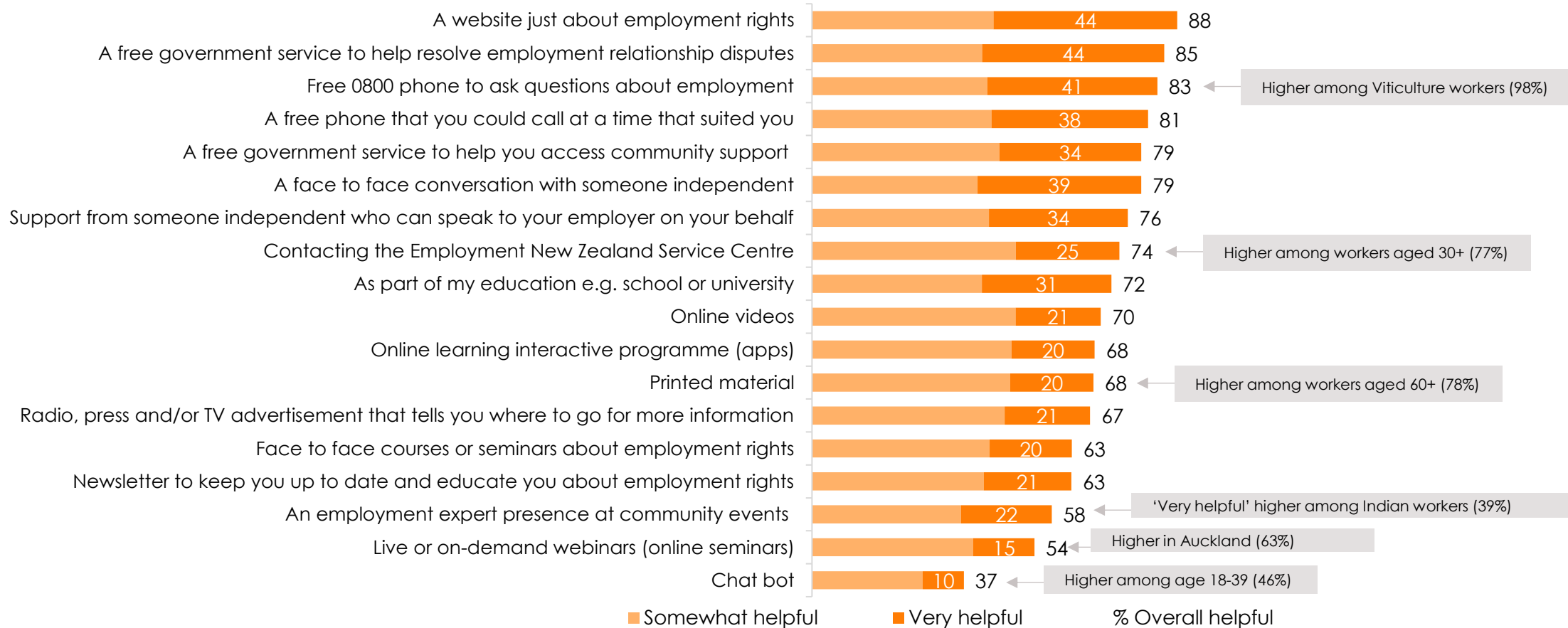


Base: All NZ workers (n=1,754)
 Q28k. What THREE sources of employment law would you trust the most in New Zealand?

Getting information and support

An employment rights website, free government support for resolving employment disputes, and a freephone are perceived to be the most helpful sources for getting support on employment rights. Three quarters of workers anticipate contacting the Employment New Zealand Service Centre would be helpful, despite only 4% having contacted this service previously (see page 37).

Getting information and support about employment rights %

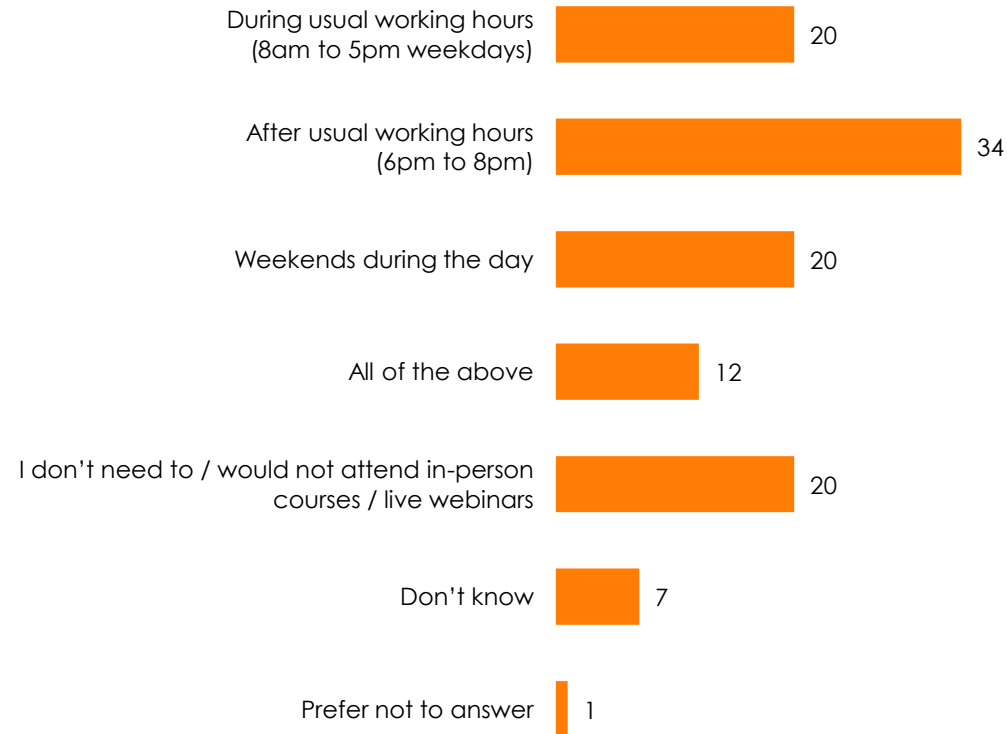


Base: All NZ workers (n=1,754) Q27c. Next, we're going to show you some ideas for helping you get information and support about employment rights. We'd like to know how helpful these would be for you now (or would have been once you arrived in NZ). How helpful or unhelpful would this be?

Preferred times for courses and freephone calls

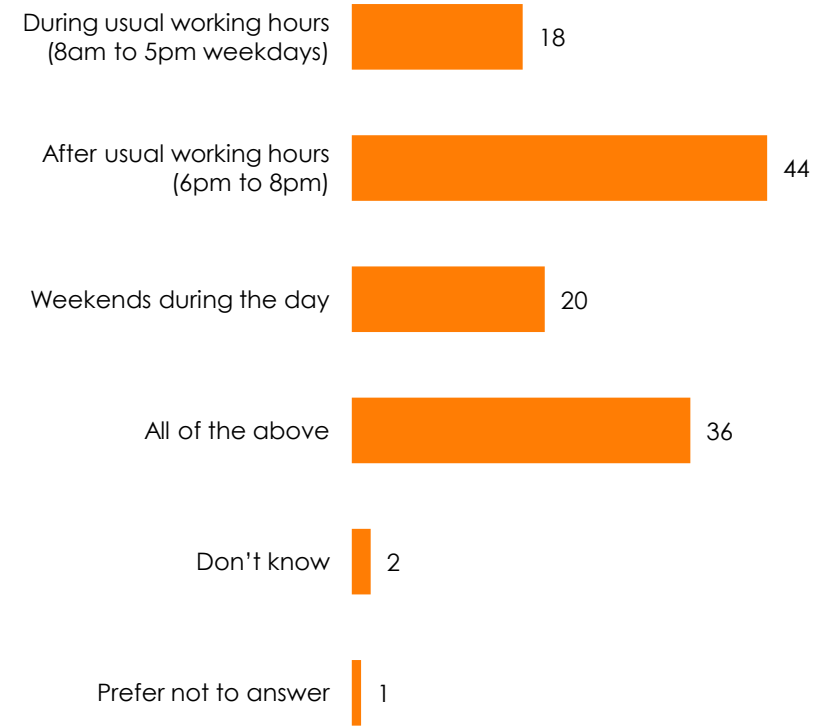
Weekday evenings are the most popular times to attend courses or call a free phonenumber.

Best time for in-person courses and webinars %



Base: NZ workers who indicated they would find in person courses or live webinars helpful (n=1,283) Q27e. Would you be more likely to attend in-person courses / live webinars if they were

Best time to call a freephone %

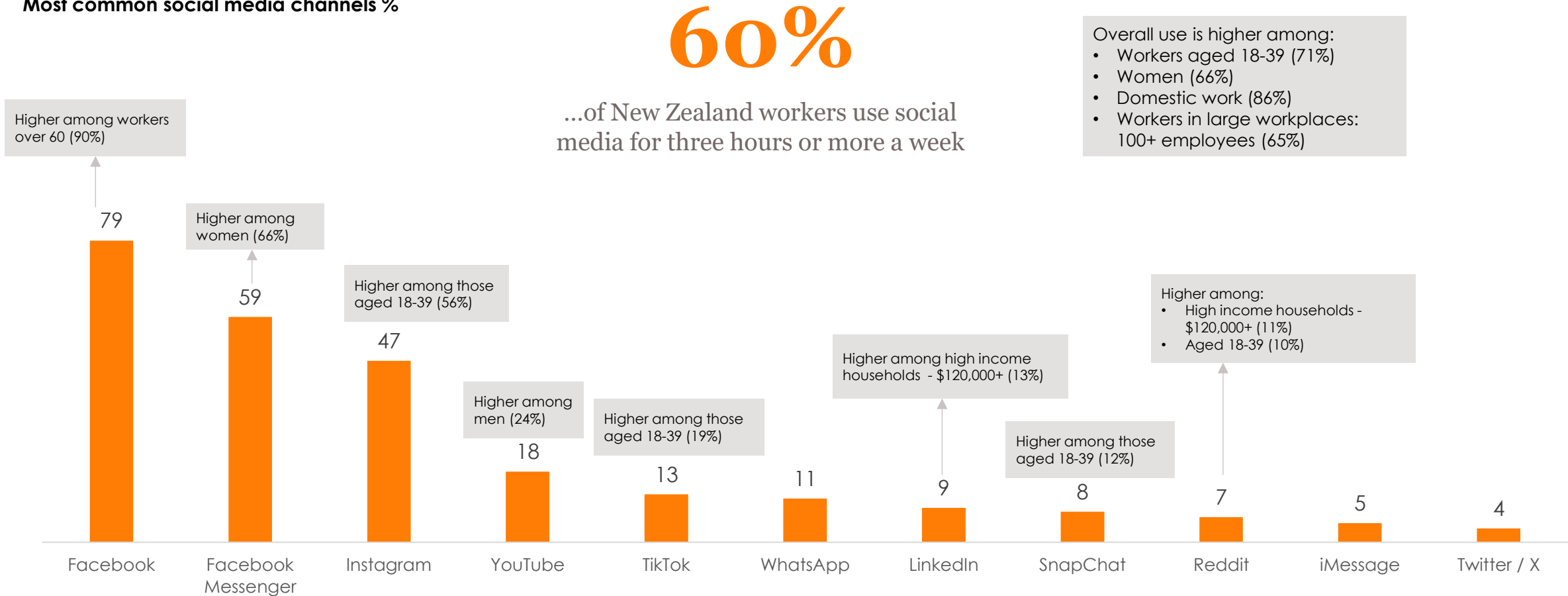


Base: NZ workers who indicated they would find a free phonenumber helpful (n=1,579) Q27ci. You said a freephone to call would be helpful. When would be easier for you to call it...

Social media use

Three in five workers spend at least three hours a week on social media. Social media use is higher among younger workers and women. Facebook is most popular, followed by Messenger and Instagram.

Most common social media channels %



Q28b. Do you look at social media pages or apps for...Base: All NZ workers (n=1,754)

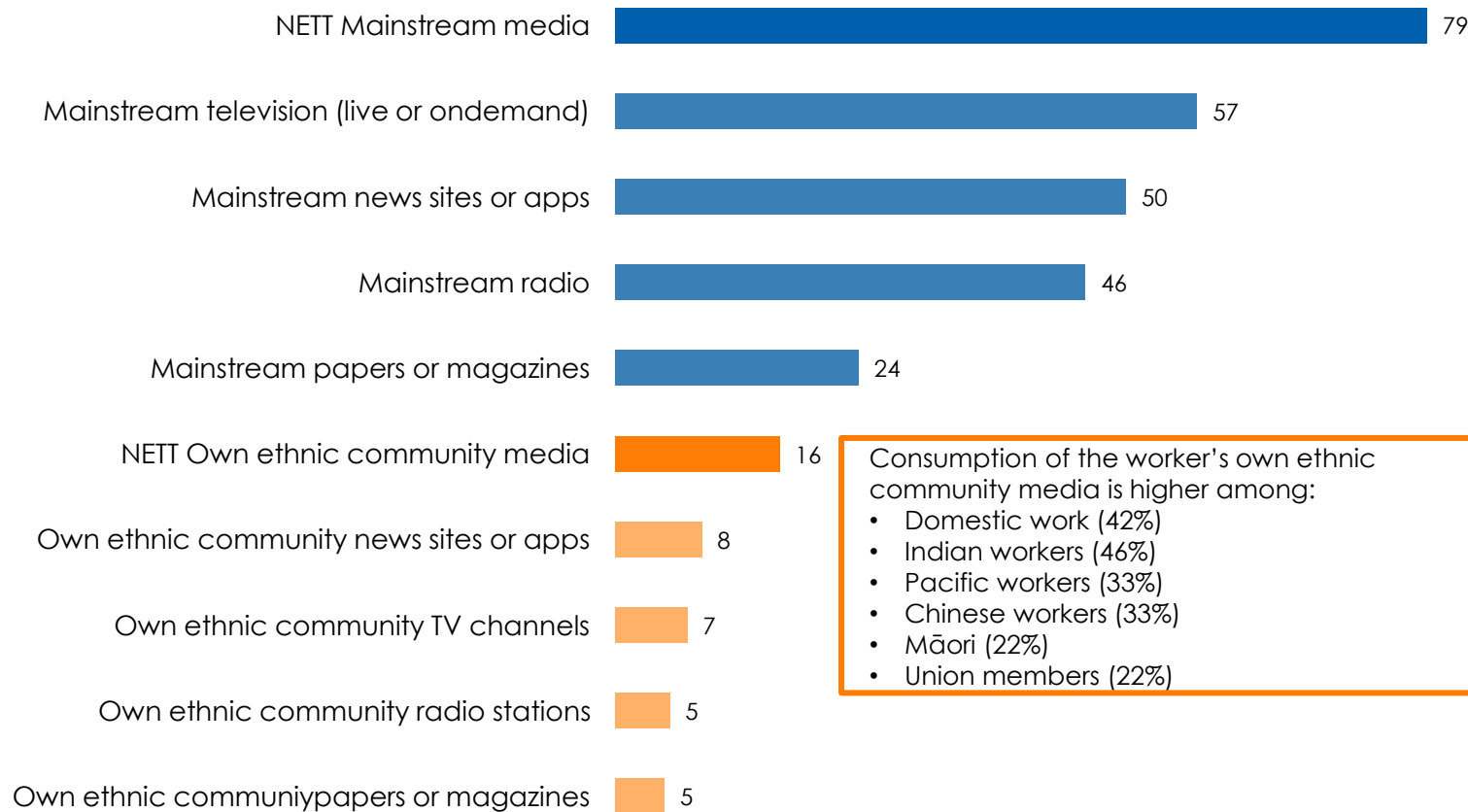
Q28g. What social media sites or apps do you use most weeks? Base: Workers who use social media at least three hours a week (n=1,018)

Other media use

While consumption is highest for mainstream media, ethnic community media is an important channel for non-European groups, especially Indian, Pacific, and Chinese workers.

Other media used for at least three hours a week

%



Mainstream media use is higher among:

- Aged 50+ (90%)
- Union members (87%)
- Workers in large workplaces: 100+ employees (83%)

Consumption of the worker's own ethnic community media is higher among:

- Domestic work (42%)
- Indian workers (46%)
- Pacific workers (33%)
- Chinese workers (33%)
- Māori (22%)
- Union members (22%)

Base: All NZ workers (n=1,754)
Q28a Which of the following do you do for at least three hours in a usual week

NZ worker perceptions of government agency support

Trust in Employment NZ

Around three quarters of workers who know enough about Employment NZ to offer an opinion trust Employment NZ. Distrust sits at 16% and is highest among workers who have no local family support.

Trust in Employment NZ %

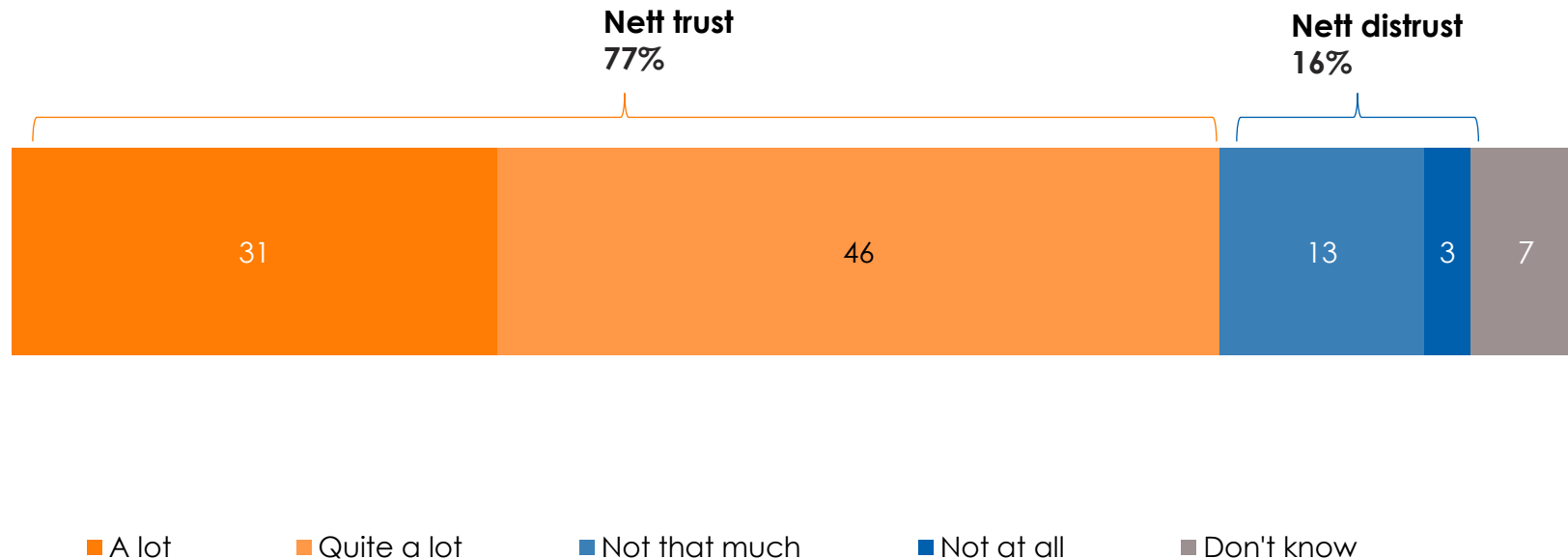
39% of New Zealand workers don't feel they know enough about Employment NZ to answer this question.

'Nett trust' is higher among high income workers \$150,000+ (84%).

'Nett distrust' higher among workers with no local family support (23%).



Employment NZ
(www.employment.govt.nz)

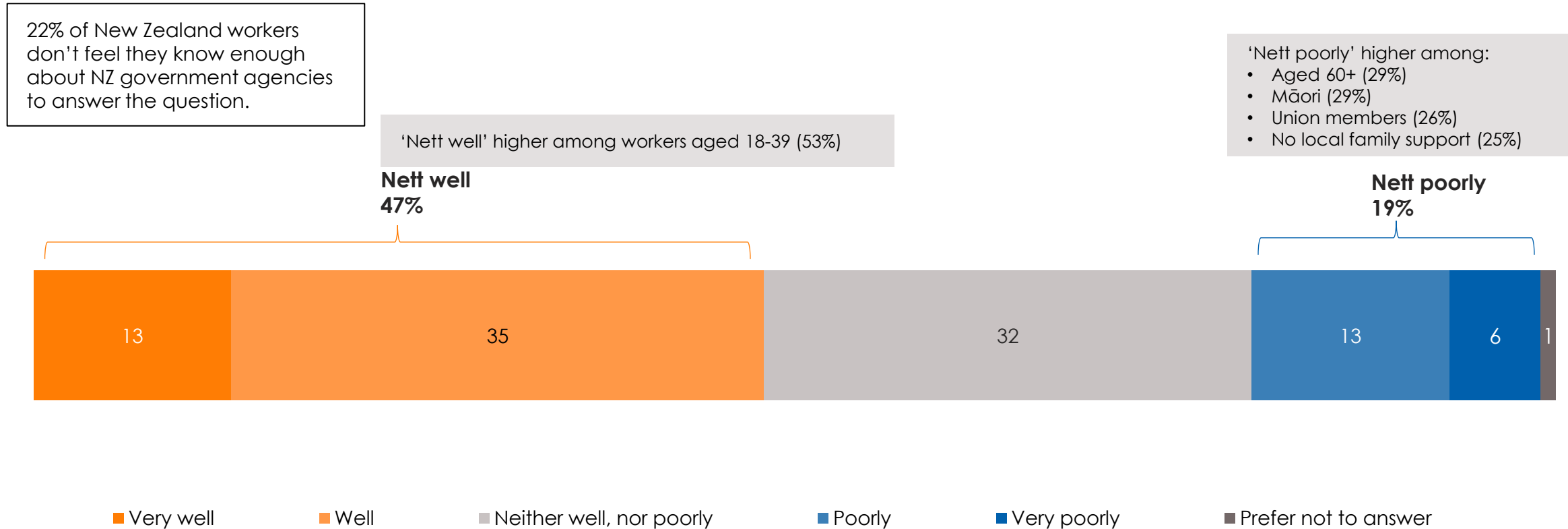


Base: NZ workers who know enough about Employment NZ (n=1,044).
Q25b Overall, how much do you trust Employment New Zealand?

How well NZ government agencies support workers

Just under half of workers with an opinion think NZ government agencies support workers well or very well. Around one in five think they do the job poorly. Older workers, Māori, and union members are most critical of this support.

Rating of how well NZ government agencies support workers (among workers who know enough about them) %



Base: NZ workers who feel they know enough about New Zealand government agencies (n=1,363). Q26. Overall, how well do you think New Zealand government agencies support workers?

NZ worker segments

We know workers are not all the same.

Our research shows that workers' knowledge about their employment rights and their risk of exploitation varies.

Worker knowledge is shown by:

- How well they feel they understand their employment rights
- Tested understanding of rights on wages, leave, breaks, employment contracts, trial periods, training, contractors, employer behaviours, and work safety.
- Knowing where to go to find useful information
- Ease of finding useful information
- Use of Employment NZ website.

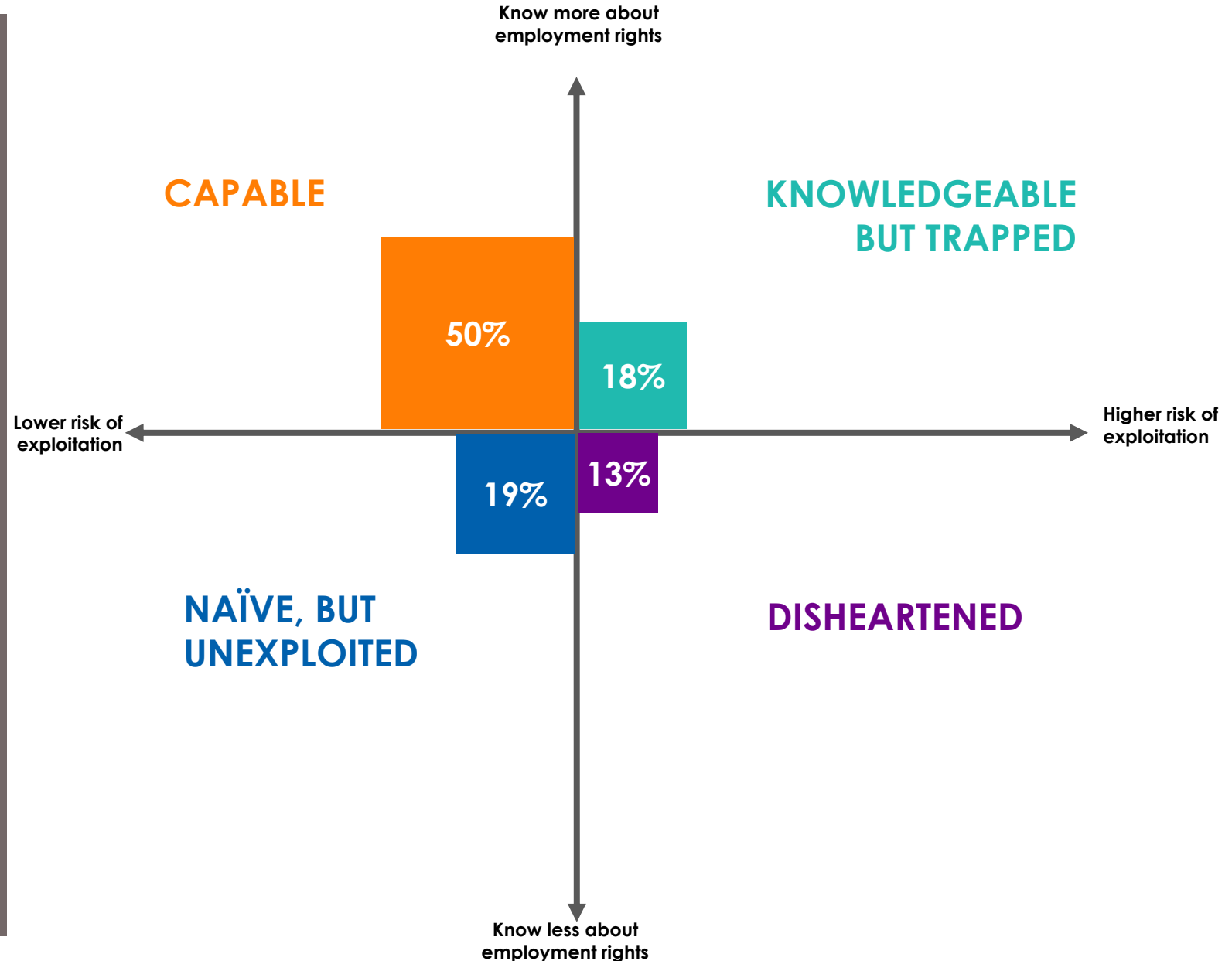
Worker risk of exploitation is reflected in:

- Job satisfaction and trust in employer
- Non-compliant employers
- Support from family
- How easily the employee is to replace
- Reliance on job to support family
- Commitment to speaking up in exploitative situation
- How well government agencies support workers.

Crossing worker knowledge of their employment rights by their risk of exploitation gives us four key worker segments.

Most workers are at low risk of exploitation; 50% are *capable* and know their rights whilst 19% are less informed about employment rights but are not working in conditions where they are likely to be exploited (*Naïve but unexploited*).

This leaves about a third (32%) of New Zealanders who are potentially at risk of exploitation; 13% are *disheartened* while 18% are *knowledgeable but trapped*.



The four worker segments in more detail...

CAPABLE

- Very good understanding of employment rights.
- High satisfaction with employment situation and strong trust in employer.
- Few report concerns with their employment.
- More likely than others to speak up in exploitative situations.
- Most know how to find help with their employment if they need it.

Lower risk of exploitation

- Poor understanding of employment rights.
- Satisfied with their employment and trust their employer.
- Work fewer hours on average.
- Some evidence of employment concerns but not prevalent.
- There is an element of pessimism; they are less likely to trust government sources of employment law and are less likely to be encouraged to speak up in exploitative work situations.
- Youngest segment.

NAÏVE, BUT UNEXPLOITED

More knowledge about employment rights

50%

18%

19%

13%

Less knowledge about employment rights

KNOWLEDGEABLE BUT TRAPPED

- Good understanding of employment rights.
- Many are not satisfied with employment and have high levels of frustration.
- Work longer hours on average.
- High incidence of employment concerns; being paid less, long hours and no breaks most common but also higher than average incidence of harassment, abuse and unsafe workplaces.
- Tend to be in higher income households.
- More likely than average to work in construction.

Higher risk of exploitation

- Poor understanding of employment rights
- Dissatisfied with employment and very low trust in employer.
- One in ten don't have an employment contract.
- Feel frustrated, fearful and anxious about their work situation.
- Employment concerns are wide ranging; underpayment, long hours, harassment, discrimination, broken agreements.
- Don't feel that government supports workers and have lower than average trust in Employment NZ.
- Tend to be in low income households.
- High number of Disheartened workers in Retail .

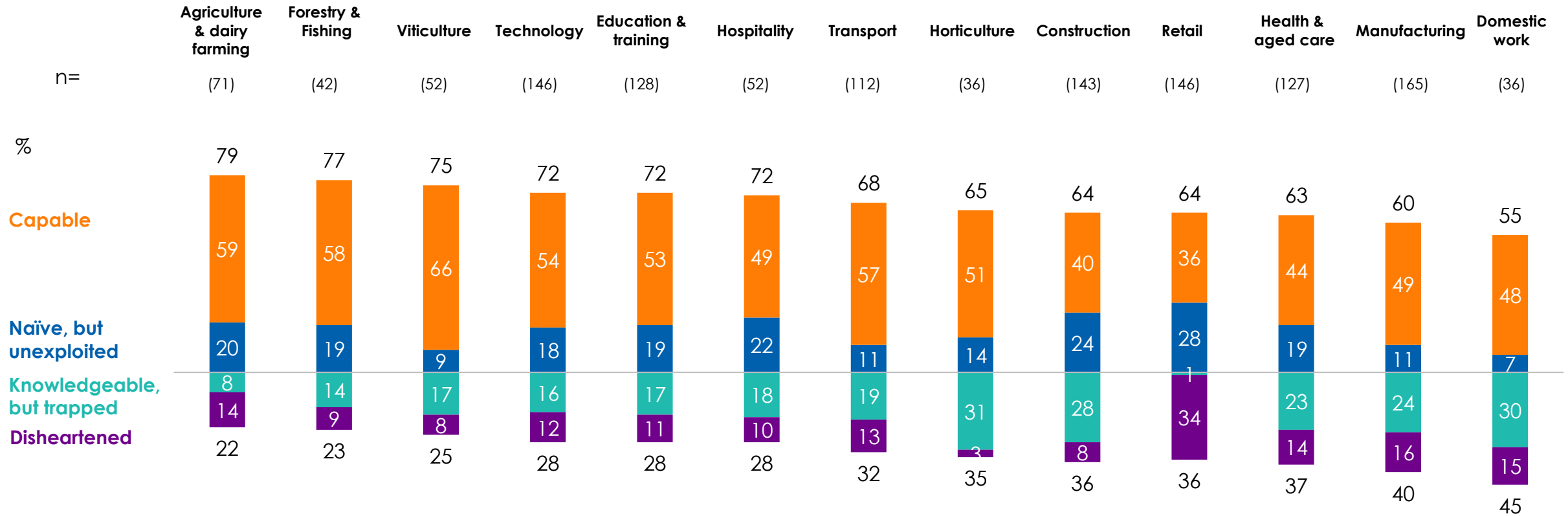
DISHEARTENED

Disheartened workers are less supported than workers in other segments – they are least likely to have family support or know where to go for help.

	CAPABLE	NAÏVE, BUT UNEXPLOITED	KNOWLEDGEABLE BUT TRAPPED	DISHEARTENED
% who are young workers (aged 18-29)	21%	36%	22%	22%
Employment rights knowledge: Average number <u>incorrect</u> or unsure answers (out of 13)	1	5	1	4
Union membership	21%	14%	28%	22%
% who are studying	16%	15%	16%	15%
% who have local family support	73%	60%	65%	54%
% who know where to go for help if they need it	86%	72%	67%	60%

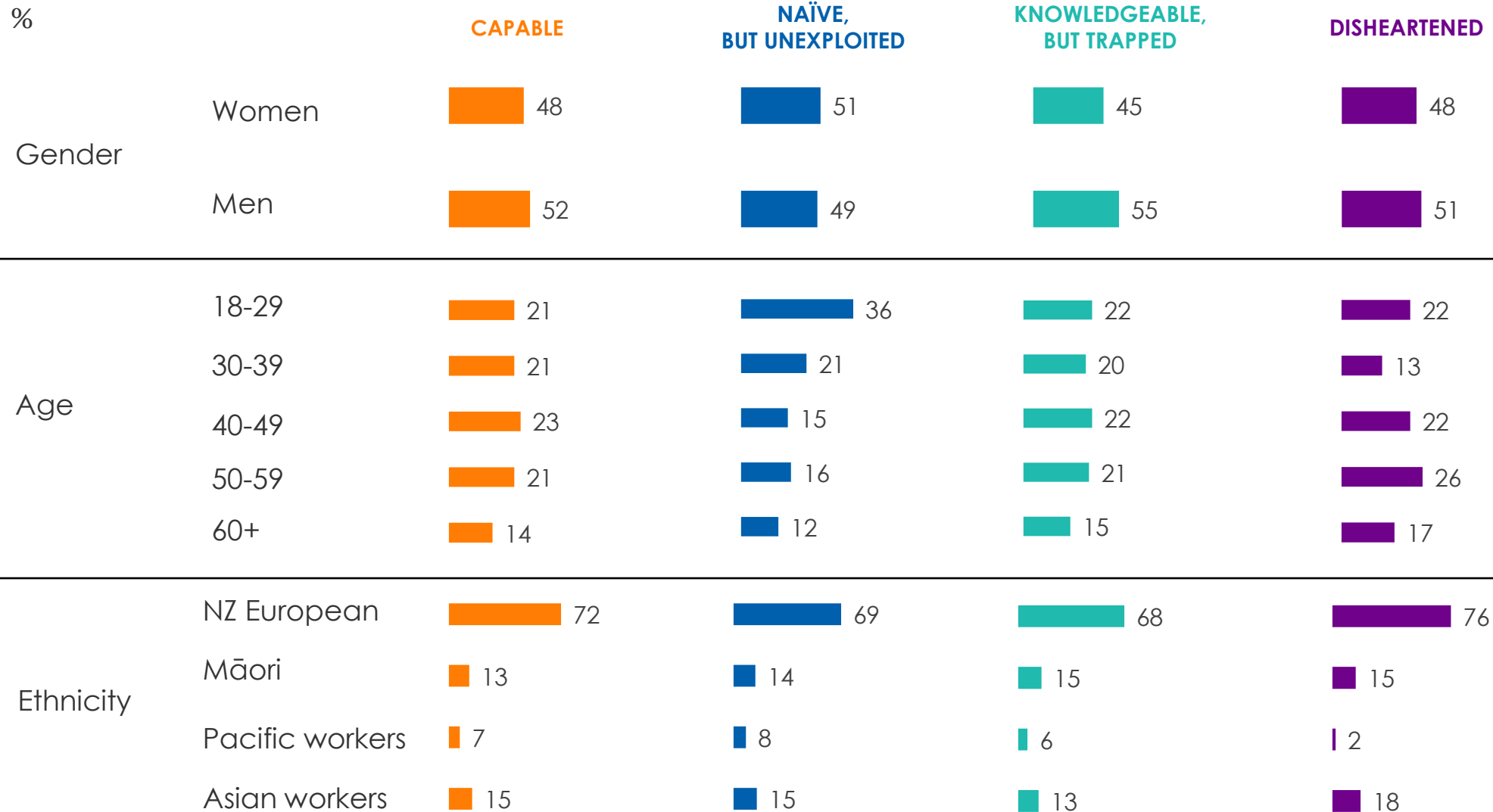
Profile of industry by segment

Industries with the greatest risk of exploitation are manufacturing, domestic work, construction, retail, horticulture and health/aged care. The retail industry has the greatest proportion of *Disheartened* workers.



Base: All NZ workers in each industry

Demographic profile of each segment – segments intersect across demographics.

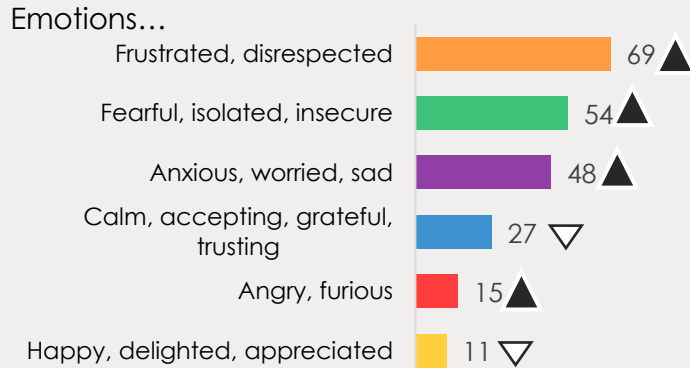


Employment context

Low job satisfaction, low trust in employer, high number of concerns and contract breaches.

▽ **39%** are satisfied with their employment

▽ **19%** trust their employer



66% work fulltime (40+ hours). **29%** of fulltime workers work 50+ hours per week.

▲ **9%** don't have a signed written employment contract

▲ **85%** have at least one concern about their employment situation

Top 5 concerns

▲ **27%** Paid less than colleagues for same job

▲ **23%** Working more hours than agreed

▲ **20%** Not being paid for all hours worked

▲ **20%** Employer asks me to work longer hours than contracted

▲ **18%** No breaks

DISHEARTENED worker profile

How to help them

Fear 'speaking up' and many distrust Employment NZ. However, government support services feature in helpful support channels.

▽ **31%** trust Employment NZ (45% don't know enough about ENZ)

▲ **54%** would find it difficult to speak up to Employment NZ if they were being mistreated.

▲ **29%** would not feel good about speaking up. The top three reasons for this are....

13% Fear of consequences or repercussions

10% Fear of losing job

8% Unsure if any action would be taken

Top three things that would encourage them to speak up:

▲ **47%** If other staff spoke up

43% Knowing there is a free government service available to help resolve disputes

36% Knowing it would help other workers like me

Top three most helpful support channels:

85% Website about employment rights

79% Free government service to help resolve employment disputes

77% Face to face conversation with someone independent

How to reach them

Myriad of channels needed to target Disheartened workers.

55% use social media 3+ hours per week.

84% use other types of media 3+ hours per week. Top three are...

54% Mainstream TV

46% Mainstream radio

44% Mainstream news sites or apps

69% have found useful employment rights information in the last 12 months. Top three are...

37% Searching online/ websites

18% Personal contacts

17% Union

Top three most trusted sources of employment law...

48% Government website with information about employment rights (ENZ)

39% Citizens Advice Bureau

30% Community Law Centre

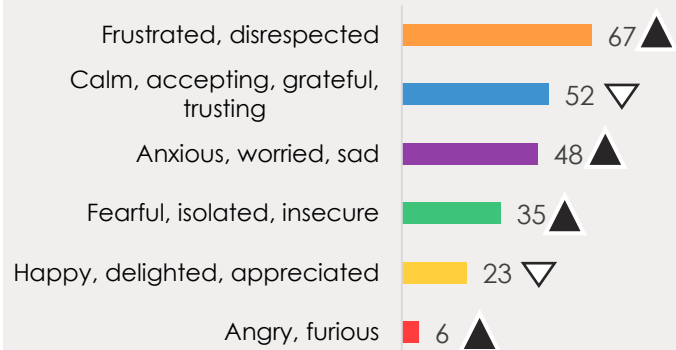
Employment context

Below average job satisfaction and trust in employer, high number of concerns.

▽ **54%** are satisfied with their employment

▽ **50%** trust their employer

Emotions...



▲ **77%** work fulltime (40+ hours). **21%** of fulltime workers work 50+ hours per week.

5% don't have a signed written employment contract

▲ **76%** have at least one concern about their employment situation

Top 5 concerns

▲ **25%** Paid less than colleagues for same job

▲ **17%** Employer asks me to work longer hours than contracted

▲ **16%** Working a lot more hours than I agreed

▲ **15%** No breaks

▲ **18%** Not being paid for all hours worked

KNOWLEDGEABLE BUT TRAPPED worker profile

How to help them

Many would find it difficult to speak up and have average trust in Employment NZ.

43% would find it difficult to speak up to Employment NZ if they were being mistreated

46% trust Employment NZ (40% don't know enough about ENZ)

18% would not feel good about speaking up. The top three reasons for this are....

13% Fear of consequences or repercussions

11% Fear of losing job

6% I would talk to my employer or manager first

Top three things that would encourage them to speak up:

▲ **47%** If other staff spoke up

46% Knowing it would help other workers like me

45% Knowing there is a free government service available to help resolve disputes

Top three most helpful channels for support with employment rights:

91% Website about employment rights

89% Free government service to help resolve employment disputes

83% Face to face conversation with someone independent

How to reach them

Strong online presence and high consumer of mainstream media. Trust Government sources of employment law.

63% use social media 3+ hours per week.

▲ **89%** use other types of media 3+ hours per week. Top three are...

59% Mainstream TV

55% Mainstream news sites or apps

58% Mainstream radio

79% have found useful employment rights information in the last 12 months. Top three are...

▲ **45%** Searching online/ websites

19% Personal contacts

14% Union

Top three most trusted sources of employment law...

61% Government website with information about employment rights (ENZ)

43% Citizens Advice Bureau

▲ **27%** Their union

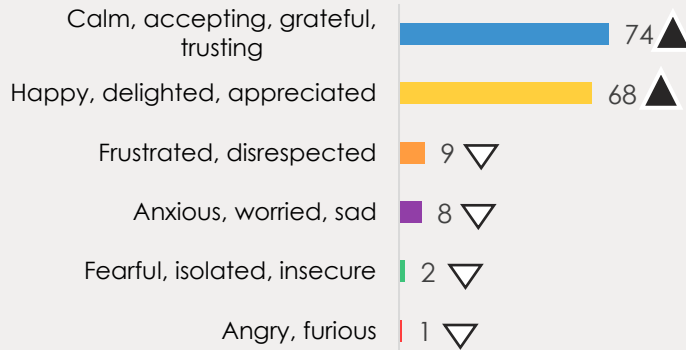
Employment context

High job satisfaction and fewer employment concerns.

▲ **93%** are satisfied with their employment

77% trust their employer

Emotions...



61% work fulltime (40+ hours). **13%** of fulltime workers work 50+ hours per week.

6% don't have a signed written employment contract.

▼ **33%** have at least one concern about their employment situation

Top 5 concerns

6% Not being paid for all hours worked

5% No breaks

▼ **5%** Working a lot more hours than I agreed

4% Being sworn at frequently or verbally abused

▼ **4%** Paid less than colleagues for same job

NAÏVE, BUT UNEXPLOITED worker profile

How to help them

Lowest trust in Employment NZ and less likely to be encouraged to speak up (compared to other segments).

30% would find it difficult to speak up to Employment NZ if they were being mistreated

▼ **39%** trust Employment NZ (44% don't know enough about ENZ)

22% would not feel good about speaking up. The top three reasons for this are....

8% Wouldn't want to rock the boat

7% Fear of losing job

6% Would only speak up as a last resort

Top three things that would encourage them to speak up:

▼ **27%** Knowing it would help other workers like me

▼ **26%** Knowing there is a free government service available to help resolve disputes

▼ **25%** Having financial support from government or community agencies until I find another job

Top three most helpful channels for support with employment rights:

78% Website about employment rights

77% Free 0800 phone to ask questions about employment

73% Free government service to help resolve employment disputes

How to reach them

Lowest users of online and mainstream media.

▼ **50%** use social media 3+ hours per week.

▼ **65%** use other types of media 3+ hours per week. Top three are...

▼ **43%** Mainstream TV

▼ **34%** Mainstream radio

▼ **33%** Mainstream news sites or apps

▼ **64%** have found useful employment rights information in the last 12 months. Top three are...

▼ **15%** Searching online/ websites

11% Employer / place of work

▼ **9%** Personal contacts

Top three most trusted sources of employment law...

48% Citizens Advice Bureau

▼ **33%** Government website with information about employment rights (ENZ)

19% Newsletter or email sent directly to you from a NZ government agency

Note: Compared to other segments, these workers are significantly more likely to say they don't trust any sources of employment law (18%)

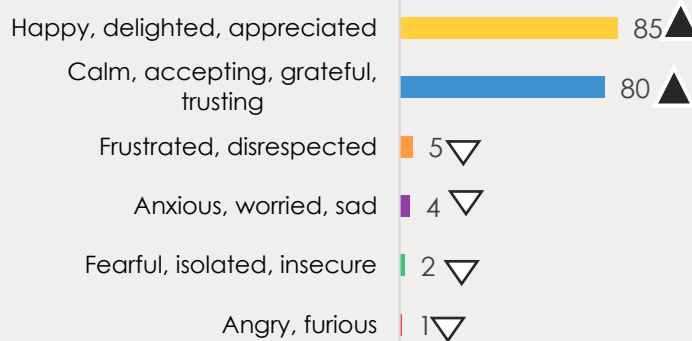
Employment context

Very satisfied with employment and high trust in employer. Very few employment concerns.

▲ **96%** are satisfied with their employment

▲ **91%** trust their employer

Emotions...



66% work fulltime (40+ hours). **19%** of fulltime workers work 50+ hours per week.

2% don't have a signed written employment contract

▼ **28%** have at least one concern about their employment situation

Top 5 concerns

▼ **6%** Paid less than colleagues for same job

▼ **6%** Working more hours than agreed

▼ **6%** No breaks

▼ **5%** Employer asks me to work longer hours than contracted

▼ **4%** Not being paid for all hours worked

CAPABLE worker profile

How to help them

Most would find it easy to speak up and trust Employment NZ.

▼ **33%** would find it difficult to speak up to Employment NZ if they were being mistreated

▲ **54%** trust Employment NZ (36% don't know enough about ENZ)

▼ **16%** would not feel good about speaking up. The top three reasons for this are....

14% Fear of consequences or repercussions

8% Fear of losing job

6% I would talk to my employer or manager first

Top three things that would encourage them to speak up:

▲ **46%** Knowing it would help other workers like me

43% Knowing there is a free government service available to help resolve disputes

36% Knowing that employers have been investigated because workers spoke up

Top three most helpful channels for support with employment rights:

92% Website about employment rights

90% Free government service to help resolve employment disputes

89% Free 0800 phone to ask questions about employment

How to reach them

High users of both social and mainstream media. Strong trust in government sources of employment law.

▲ **65%** use social media 3+ hours per week.

▲ **87%** use other types of media 3+ hours per week. Top three are...

▲ **62%** Mainstream TV

▲ **56%** Mainstream news sites or apps

47% Mainstream radio

75% have found useful employment rights information in the last 12 months. Top three are...

39% Searching online/ websites

▲ **22%** Employer/ place of work

18% Personal contacts

Note: Compared to other segments, Capable workers are significantly more likely to have found useful information in Employment New Zealand emails (9%)

Top three most trusted sources of employment law...

▲ **62%** Government website with information about employment rights (ENZ)

41% Citizens Advice Bureau

▲ **31%** Community Law Centre

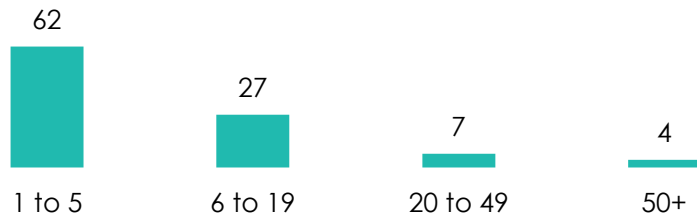
NZ employers



Profile of New Zealand employers - weighted

A total of 855 employers from across New Zealand took part in the survey.

Number of employees %

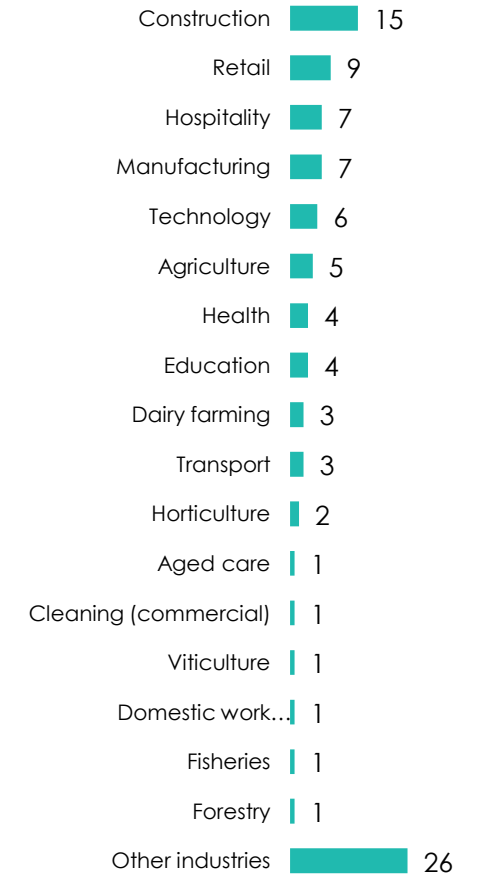


Māori employers

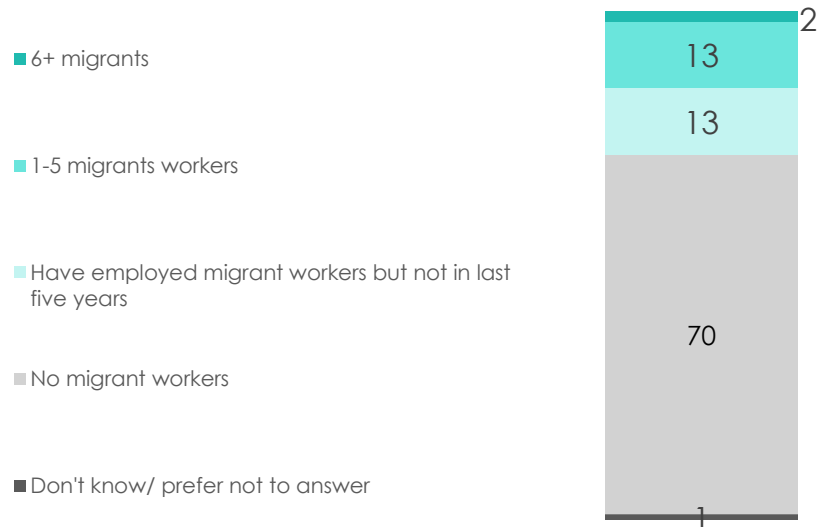
5% to 9% of employers in NZ are Māori employers*.

*See explanation on page 82.

Industry %



Number of migrant workers %



Main office location %



Base: All NZ employers (n=855)

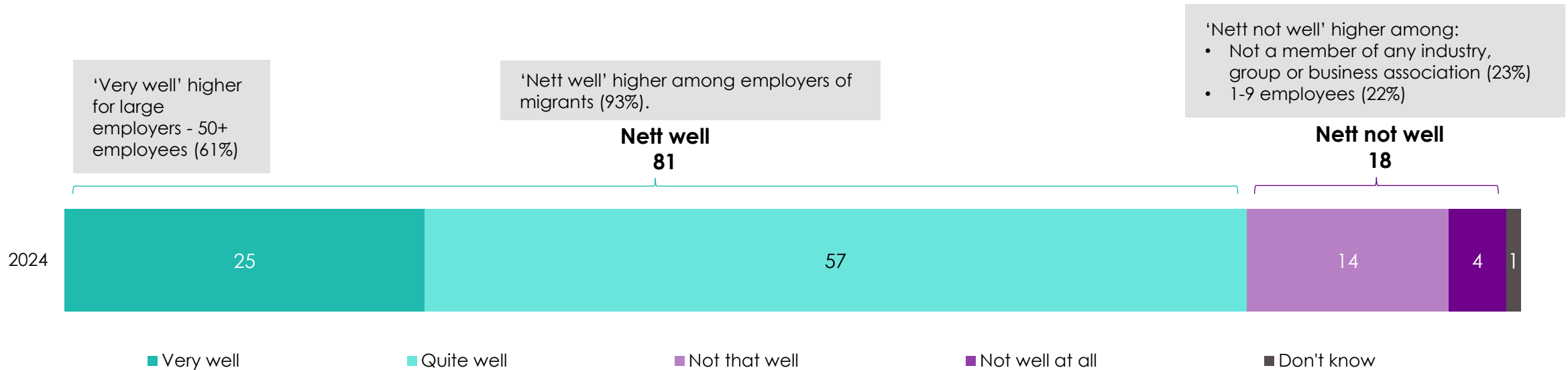
S1. Number of employees, S2. Role, S3. Industry, S5. Employment of migrant workers, S4. Number of migrant workers, Q60. Māori organisations, Q20. Main office location

NZ employer knowledge of employment rules and regulations

Self-rated understanding of employment rules and regulations

Most (81%) employers feel they understand employment rules and obligations very well or quite well, but nearly one in five do not. Small businesses are most likely to lack knowledge.

Self-rated understanding of how well employer thinks they understand employment rules and regulations...
%

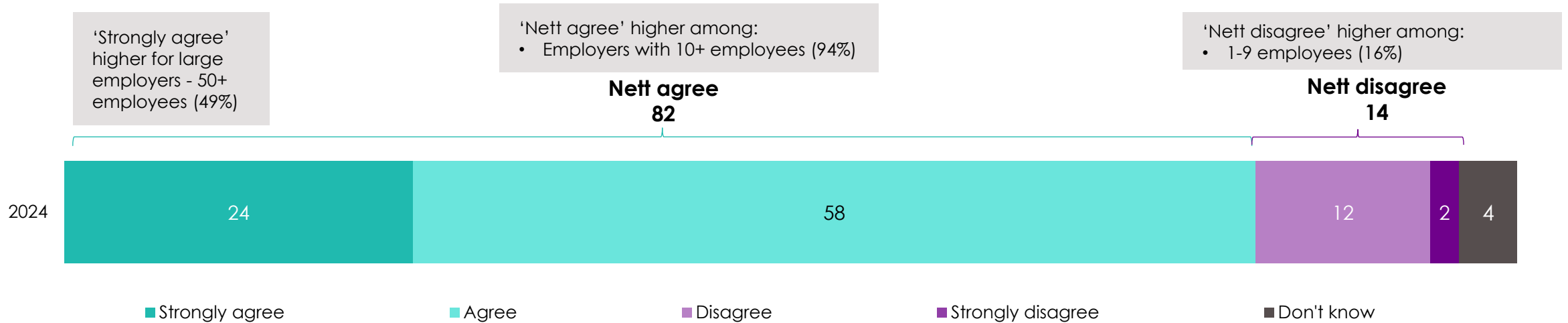


Base: All NZ employers (n=855)
Q1. How well do you think you understand employment rules and regulations?

Knowing how to get help with employment obligations

Similarly, most (82%) employers know where to go for help with their obligations but nearly one in five (18%) don't or are unsure. This is higher for small businesses (22%).

Level of agreement with 'I know where to go or who to ask for help, if I need support with understanding my obligations'
%



Base: All NZ employers (n=855)
Q3. How much do you agree or disagree with?

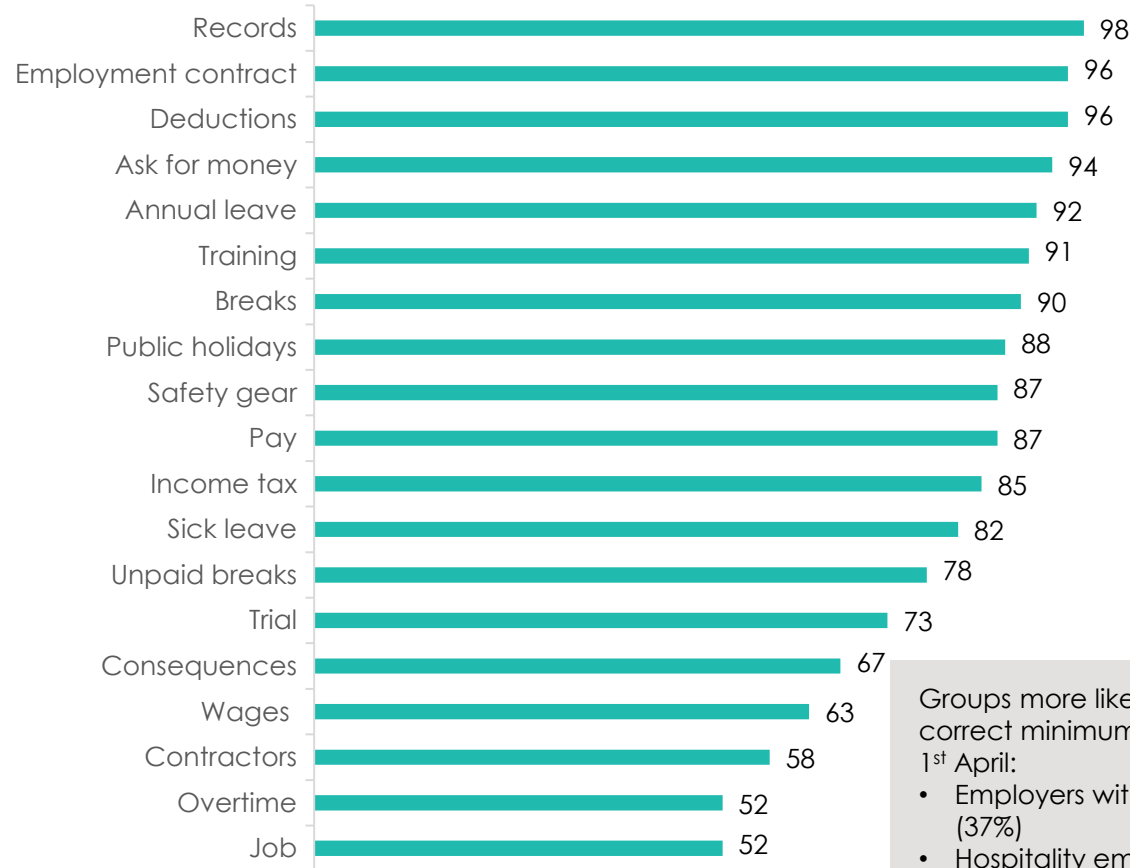
We showed employers a range of statements about employment law, and they indicated which they thought were correct and which were incorrect. Employers were also asked to state the minimum wage.

Employment right / regulation	Right Answer
Annual Leave: Workers have the right to at least four weeks of paid annual leave after one year of continuous employment in their job	Correct
Sick Leave: After working for six months for an employer, a worker has the right to 10 days sick leave per year	Correct
Public holidays: If a worker works on a public holiday and it would normally have been one of their working days, they are entitled to get paid 1.5 times their normal pay and have another day off	Correct
Employment contract: Employers must provide workers with a copy of the employment contract (agreement) before they start their job	Correct
Records: Employers must keep records of worker wages, hours work, leave (sick, annual, etc.) and deduction	Correct
Consequences: Employers caught exploiting or mistreating migrant workers can be banned from supporting migrant visas for up to two years	Correct
Trial: A 90 day trial period can be added to the employment contract after the worker starts working	Incorrect
Training: Employers need to pay workers when they are being trained for the job	Correct
Contractors: Contractors don't have the same rights as employees	Correct
Unpaid breaks: All breaks are unpaid (i.e. morning tea, lunch, afternoon tea)	Incorrect
Wages: An employer can ask a worker to work half a day without pay if they are asked to show their skills before they are employed	Incorrect
Ask for money: An employer can ask for money from a potential worker to give the worker a job	Incorrect
Safety gear: Workers must pay for their own health and safety equipment	Incorrect
Overtime: An employer does not need to pay a salaried worker overtime if they work a lot of extra hours.	Incorrect
Job: An employer can employ a worker as a chef but have them work as a waiter.	Incorrect
Deductions: An employer can make deductions from a worker's wages or salary for any reason they want to without their consent.	Incorrect
Pay: It is ok for employers to pay a New Zealander more than a migrant who is doing the same job because the New Zealander is a citizen of New Zealand	Incorrect
Income tax: An employer can ask a worker to pay their own income tax to the Inland Revenue	Incorrect
Breaks: People who work in stores, cafes and restaurants are not allowed to have rest breaks if they are too busy	Incorrect

Tested knowledge of employment law

Knowledge is lowest for contractor rights, overtime and rules about asking workers to do jobs they were not hired for. Only around three in ten employers who completed the survey after 1st April (when the minimum wage increased) correctly stated the minimum wage.

Knowledge of employment rights %



Groups more likely to state correct minimum wage prior to 1st April:

- Employers with 10+ workers (37%)
- Hospitality employers (28%).

On average, employers have an **incorrect** understanding (or are unsure) around four of the 19 areas of employment law tested. Small businesses have the least amount of knowledge (four incorrect answers versus three on average for large businesses).

Fieldwork timing may have impacted knowledge of the correct minimum wage for some respondents (as fieldwork overlapped with the annual change in the adult minimum wage which happened on 1st April). See results in table below.

	Completed survey before 1 st April (minimum wage: \$22.70)	Completed survey from 1 st April (minimum wage: \$23.15)
Lower amount	5%	20%
Correct amount	14%	28%
Higher amount	35%	26%
Not sure	30%	26%

Base: All NZ employers (n=855)

Q2a. Based on what you know about New Zealand law, do you think this is correct or not correct? Q2b. As far as you know, what does New Zealand employment law say is the current adult hourly minimum wage?

Knowledge of work visas

Just over half of employers have heard of the accredited employer work visa; awareness is higher among large employers and employers of migrants. Fewer than three in ten employers of migrants know about the migrant exploitation protection work visa.

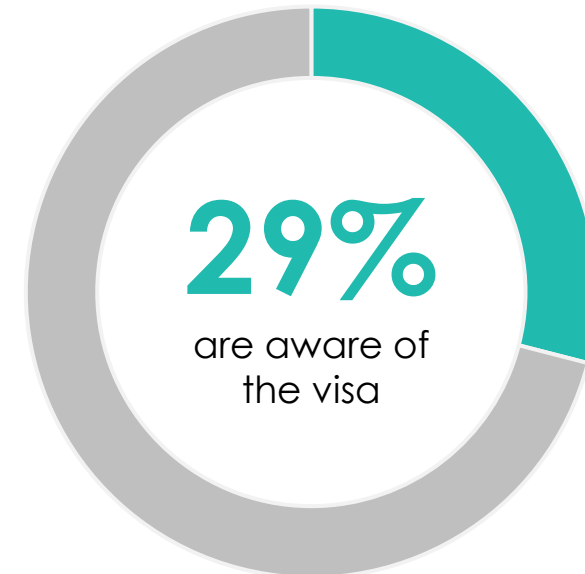
Accredited employer work visa %



- Awareness higher among:
- 50+ employees (87%)
 - Employers of migrants (84%)
 - Viticulture/ horticulture (78%)
- Awareness lower among:
- 1-9 employees (49%)
 - Don't currently employ migrants (45%)

Base: All employers (n=855)
Q50. In 2022, the New Zealand Government introduced the Accredited Employer Work Visa. Had you heard of this visa before today?

Migrant exploitation protection work visa % (among employers of migrants)



Base: Employers of migrants (n=245)
Q9. A migrant worker with an employer supported work visa and who has reported exploitation can apply for a Migrant Exploitation Protection work visa. This visa allows them to leave their job quickly and stay in New Zealand while the employer is being investigated. Before today, had you heard of the Migrant Exploitation Protection work visa?

Accreditation applications

Just 8% of employers have applied for accreditation. Large employers are most likely to have applied (48%), as are those already employing migrants (40%).

%

Larger employers are more likely to have applied for accreditation:

- 50+ employees (48%)
- 10-49 employees (17%).

Those currently employing migrants are also more likely to have applied (40%).



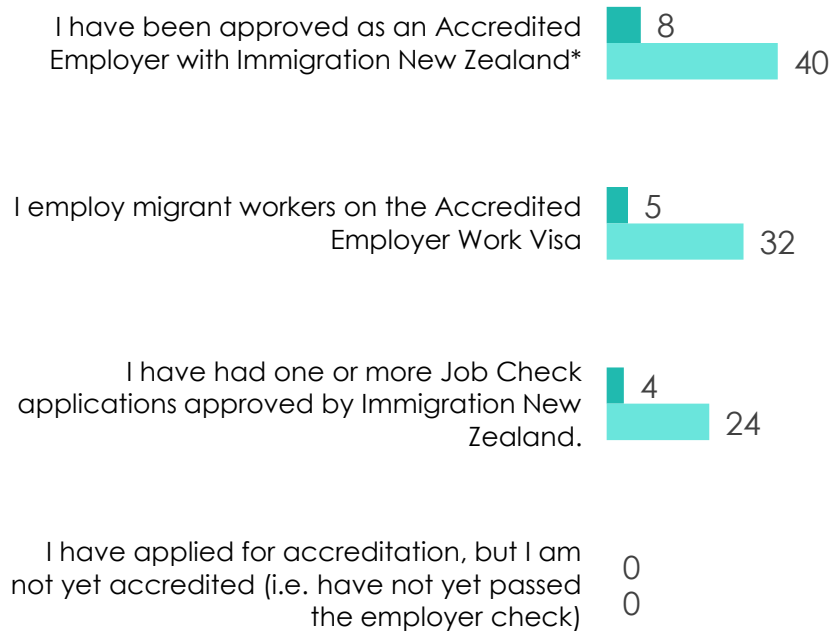
- I have applied for accreditation
- Have not applied but have plans to do so
- Have not applied for accreditation and don't have plans to
- Have not heard of the visa
- Don't know
- Prefer not to answer

Base: All NZ employers (n=855)
 Q51. Still thinking about the accredited employer work visa, which of the following best applies to you and your business?

Accreditation

Very few employers overall have been approved for accreditation, but this increases to 40% of employers of migrants. Standard accreditation is most common.

Accreditation status %



Level of accreditation %



*6% of all employers and 31% of employers of migrants selected this response in the survey. However, some respondents may have felt they didn't need to select that they had been approved, as they had progressed further than that. Therefore, the 8% and 40%, respectively, are the proportions that selected any of these first three categories.

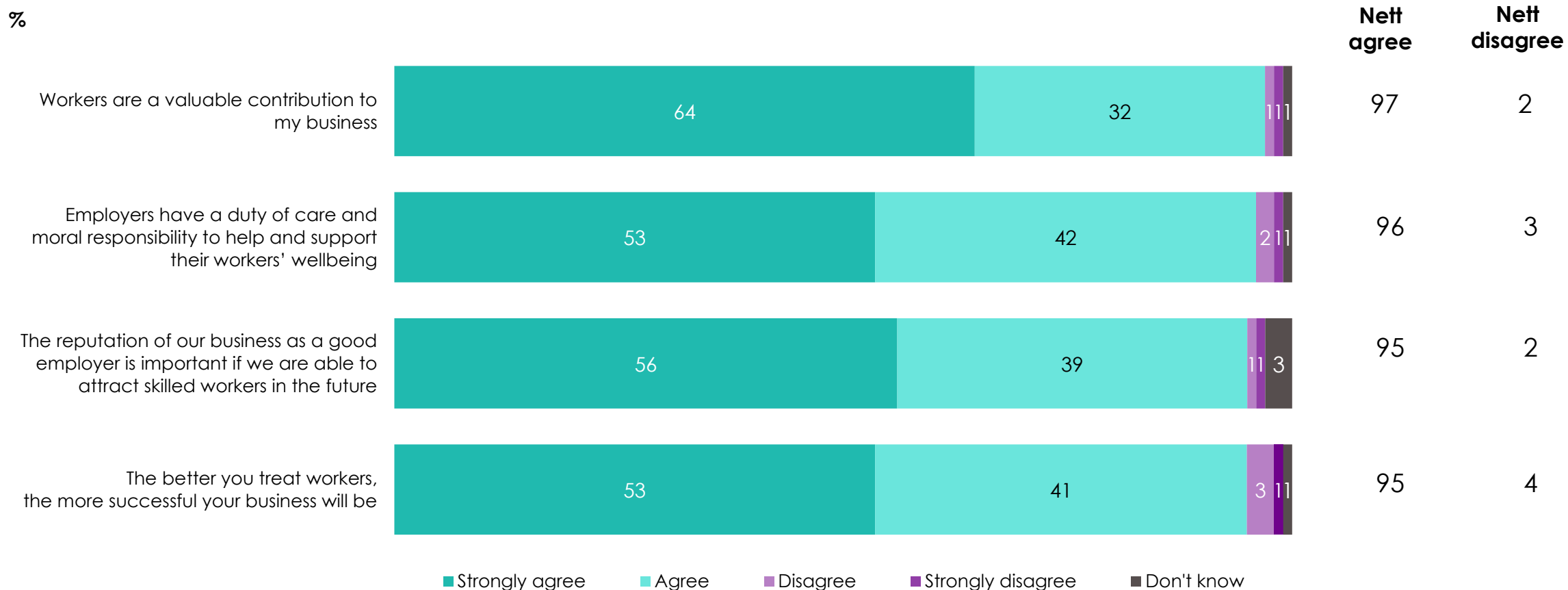
■ All employers ■ Employers of migrants

Base: All NZ employers (n=855), Employers of migrants in the 'all employer' survey (n=135)
 Q52. Which of the following applies to you? Q53. Which level of accreditation did you apply for?

NZ employer attitudes

Moral obligation

Most employers report a strong moral obligation to workers.

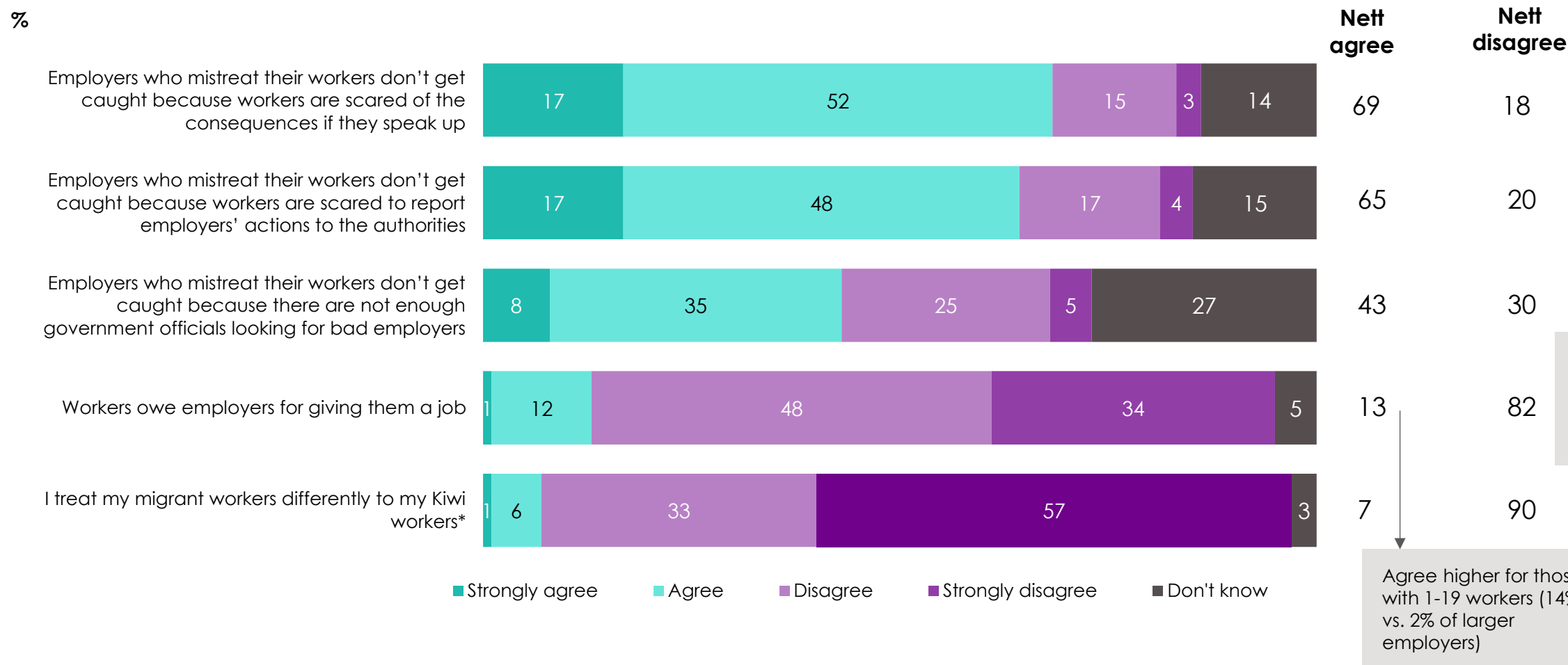


Base: All NZ employers (n=855)

Q3. How much do you agree or disagree that...
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Treatment of workers

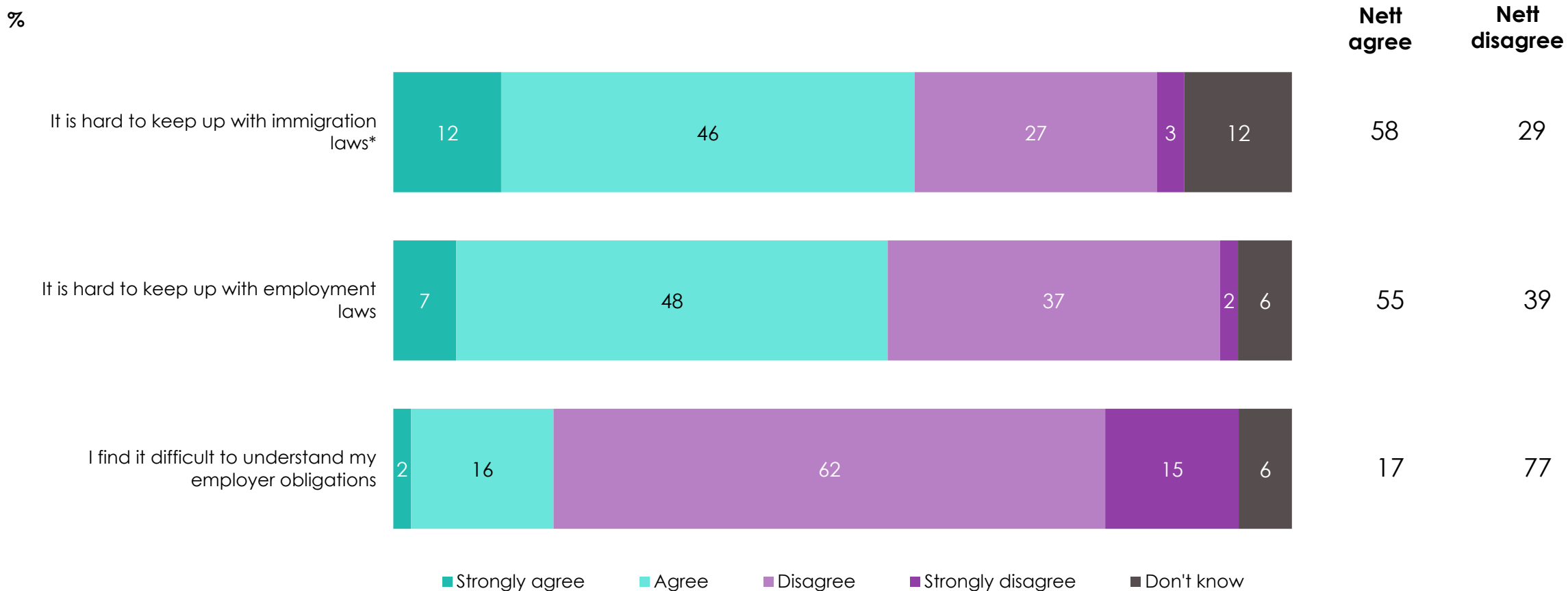
Many feel employers who mistreat their workers don't get caught. About one in eight employers feel workers owe them for providing a job. This perception is most prevalent among smaller employers.



Base: All NZ employers (n=855) *Base: Employers who employ migrant workers (n=275)
 Q3. How much do you agree or disagree that...

Understanding laws and obligations

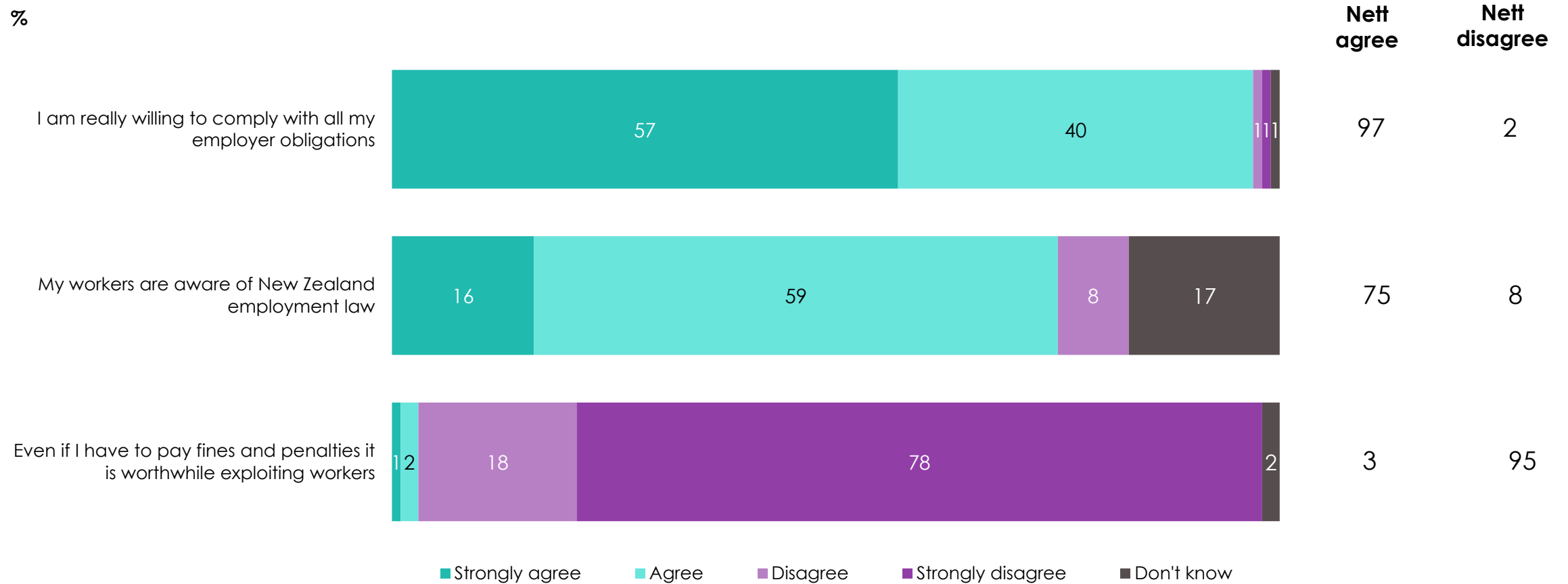
Large numbers of employers find it hard to keep up with employment law and immigration law, and around one in six employers find it difficult to understand their obligations.



Base: All NZ employers (n=855) *Base: Employers who employ migrant workers (n=275)
 Q3. How much do you agree or disagree that...

Compliance

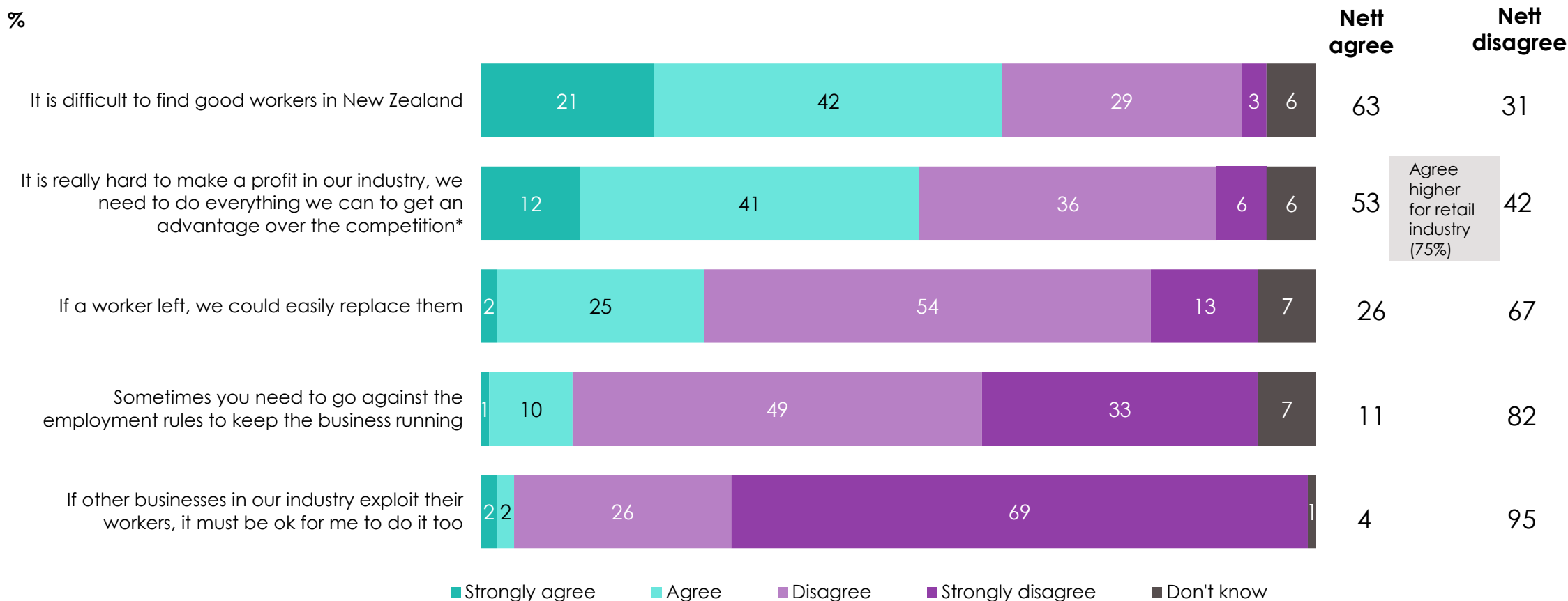
Employers generally report they are willing to comply with their employer obligations and want to avoid penalties. There is some unsurety whether their workers are aware of employment law.



Base: All NZ employers (n=855)
 Q3. How much do you agree or disagree that...

Business pressures and norms

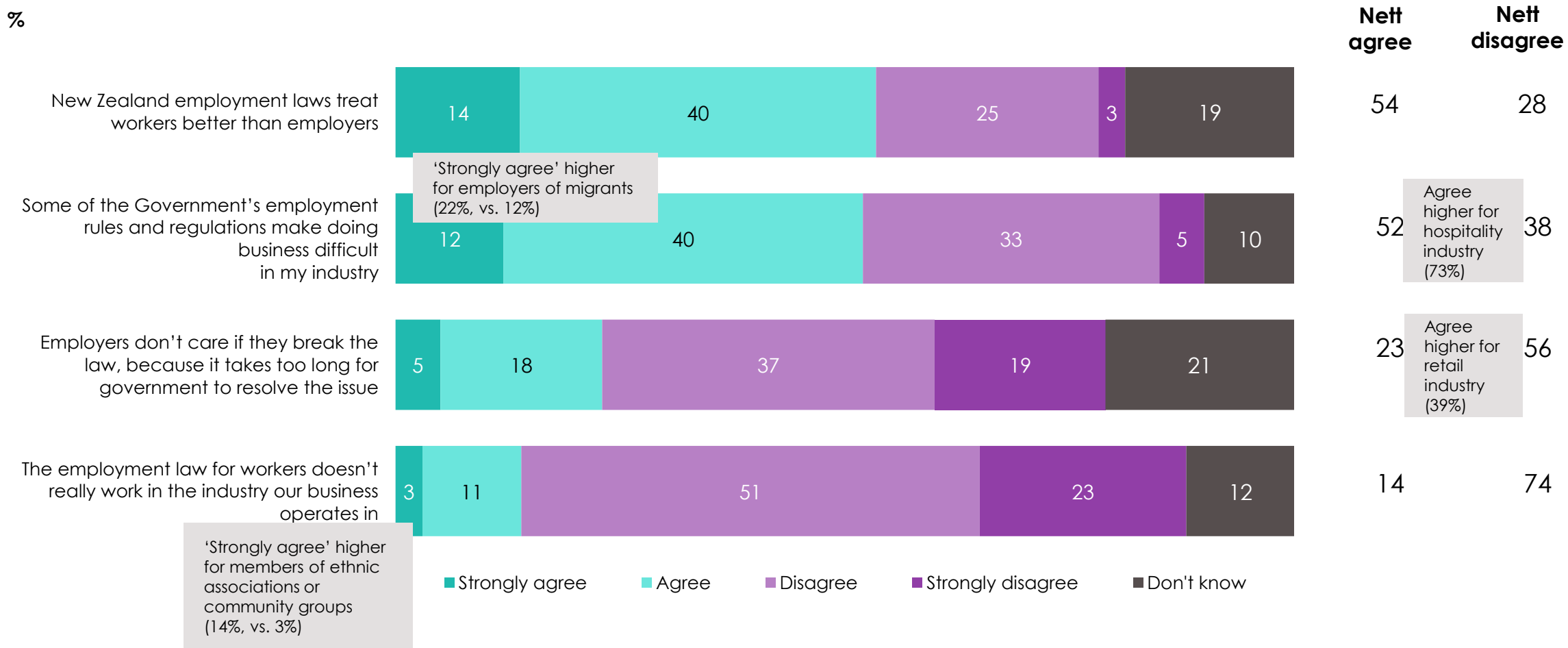
Many employers experience business pressures. While most reject that rules should be broken, just over half think they need to do everything they can to make profit; this increases to three quarters of retail employers.



Base: All NZ employers (n=855) *Base: Employers who did not select 'not applicable' (n=782)
 Q3. How much do you agree or disagree that...

Efficacy and fairness of NZ employment law

Many employers perceive employment law to favour workers and inhibit their ability to operate.



Base: All NZ employers (n=855)
 Q3. How much do you agree or disagree that...

Attitudes – differences by business size

Smaller businesses have weaker knowledge of, and attitudes towards, compliance and their workers.

% who agree...



Other differences by business size

Businesses with 10+ employees more likely to **disagree**:

- If a worker left, we could easily replace them (77%, vs. 64% of businesses with fewer than 10 employees).

Businesses with 10+ employees more likely to **strongly agree**:

- The reputation of our business as a good employer is important if we are able to attract skilled workers in the future (74%, vs. 51% of smaller businesses).
- Some of the Government's employment rules and regulations make doing business difficult in my industry (19%, vs. 10% of smaller businesses).

Large businesses (50+ employees) are more likely to **strongly agree** they are really willing to comply with all their employer obligations (77%, vs. 56% of all other businesses).

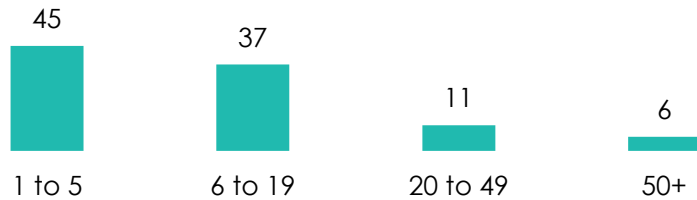
Base: Employers with fewer than 10 employees (n=602), 10+ employees (n=253) *Base: Employers of migrants: fewer than 10 employees (n=128), 10+ employees (n=147). Q3. How much do you agree or disagree that...

Māori employers

Profile of Māori employers

A total of 73 employers identified as working in a Māori business or organisation or having a strong Māori leadership or values base.

Number of employees %



Number of migrant workers %



Main location %



Industry %



Base: Māori organisations (n=73)
 S1. Number of employees, S2. Role, S3. Industry, S5. Employment of migrant workers, S4. Number of migrant workers, Q60.
 Māori organisations, Q20. Main office location
Verian | The employment monitor

By Māori organisations we mean employers who have identified as working for or representing a Māori business / organisation or that their business has strong Māori leadership or a Māori values base.

Key statistics on Māori employers

Between...

5% to 9%*

...of employers in NZ are
Māori businesses.

i.e. the survey respondent either represents a Māori business, or the business has a strong Māori leadership or Māori values base.

*Thirty five of the 855 employers surveyed were sourced from the NZBN database using a Māori business identifier. This has the effect of boosting the number of Māori businesses in a non-random manner. However, it is possible that Māori businesses are under-represented in the other sources (online panel and Martins database). Therefore, a range is provided to estimate the % of Māori businesses in NZ. The lower end is the % of the random sample of employers (online and panel and Martins business database) that indicated they were Māori and the upper limit is the % of all employers surveyed (including the NZBN boost) that indicated they were Māori led. Māori employers are defined as employers who 1) work for or represent a Māori business or organisation, or 2) indicate that the business or organisation has a strong Māori leadership or Māori values base.

A further

8%

Much higher in education & training (24%)

...of NZ employers aspire to be Māori value based in the future.

Te Ao Māori influences over half* of Māori businesses

*59% of Māori businesses agreed to one or both the two statements described below.

51%

agree working for a Māori business influences how they approach their obligations as an employer.

"A whānau approach to an employee and team. Manaakitanga and support during and outside of work. An obligation to them and their whanau."

"It enhances our obligations, and we go above and beyond what is the status quo, as we use our values for the collective and put people at the front of everything we do."

"Allowing for tangi leave Accepting there will be wide family obligations Sharing what we can with our staff, advancing staff loans, dealing with poor literacy and/or education."

"We use Māori models of practice in our day-to-day operations. Having an understanding of Te Ao Māori means that you understand the principles of whakawhanaungatanga and Manaakitanga."

"We think of our team as a hāpū and value the skills, experience, relationships, community and whānau of all of our team. We minimise hierarchy - acknowledging the inherent leadership and mana of all."

46%

agree working for a Māori business influences how they think about and approach the way they support the rights of their employees.

"We are more understanding of whānau obligations, marae obligations, tangihanga and fairness when it comes to their personal needs."

"Awareness of the disparity that has/does exists/ed in NZ and putting more support where needed. Understanding a wider whānau behind employees - time off/tangis etc."

"Our business operates in a high Māori population area of NZ - we try to work with our Māori employees and support them through their challenges which means we go over and above our pastoral care."

"Understanding when asking for time off outside of the legislative requirements due to cultural beliefs."

"Respecting treaty principles of partnership and participation, employees' mana etc."

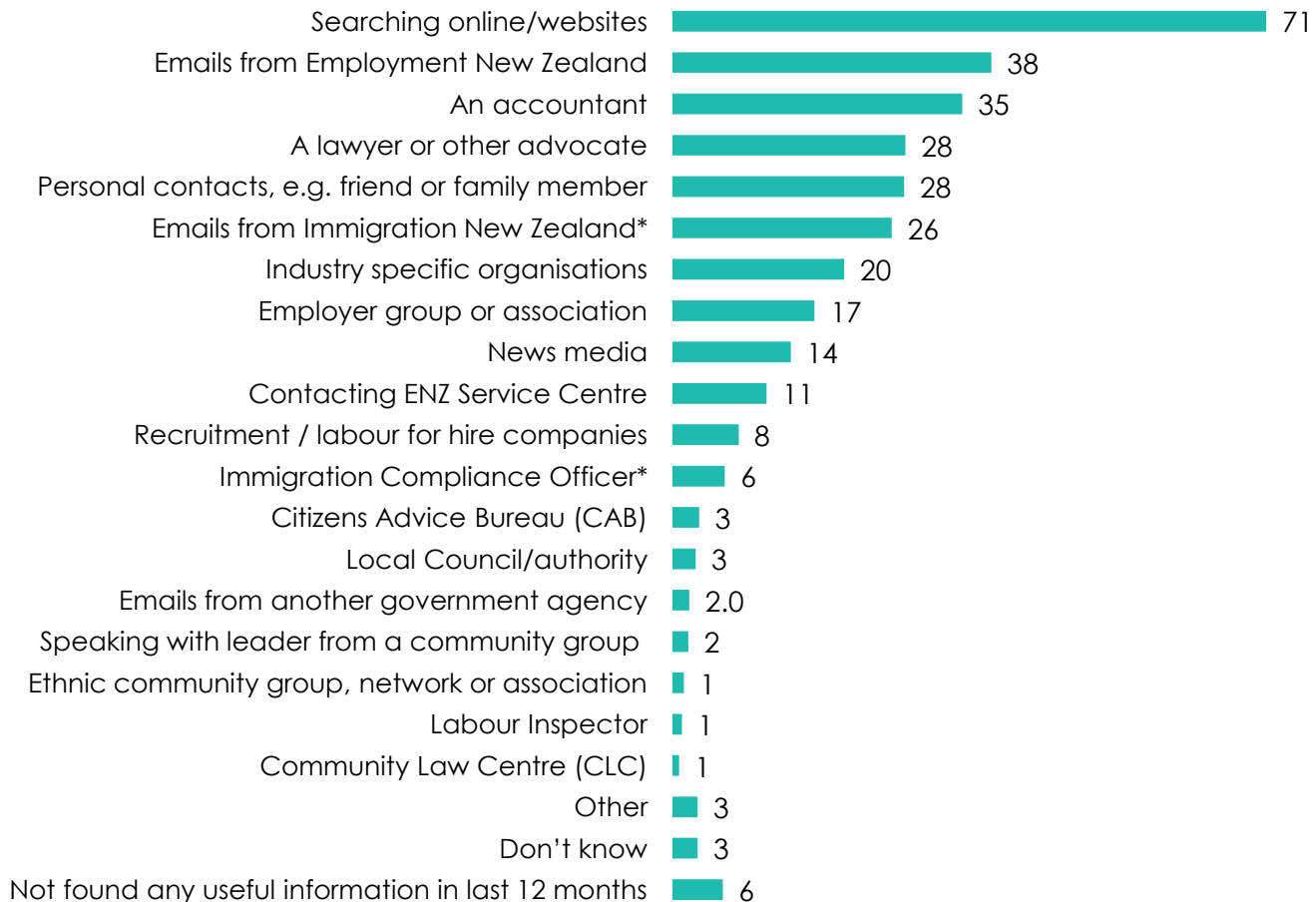
Base: Māori employers (n=73)

Engaging NZ employers

Sources of information on employment obligations

Online sources are the most common way for employers to find out about employment obligations, followed by Employment NZ emails and accountants. One in ten employers have received useful information about their employment obligations from contacting the Employment NZ service centre.

Sources of useful information %



Group differences

Large employers (50+ employees) higher for:

- Lawyer or other advocate (60%)
- Industry specific organisations (46%)
- Recruitment/ labour for hire companies (21%)
- Labour inspector (6%).

Mid-sized employers (10-49 employees) higher for:

- Searching online (82%)
- Lawyer or other advocate (46%)
- Industry specific organisations (33%)
- Employer group or association (29%).

Industry sector or business association members higher for:

- Emails from ENZ (48%)
- Lawyer or other advocate (38%)
- Emails from Immigration NZ (39%)
- Industry specific organisations (36%)
- Employer group or association (29%).

Māori employers higher for:

- Searching online (89%)
- Speaking with a leader from a community group (8%)
- Labour inspector (6%)
- Ethnic community group, network or association (8%).

Base: All NZ employers (n=855) *Base: Employers who employ migrants (n=275) these sources only shown to employers of migrants.
Q4. Where have you found useful information about your employment obligations in the last 12 months?

Finding information online

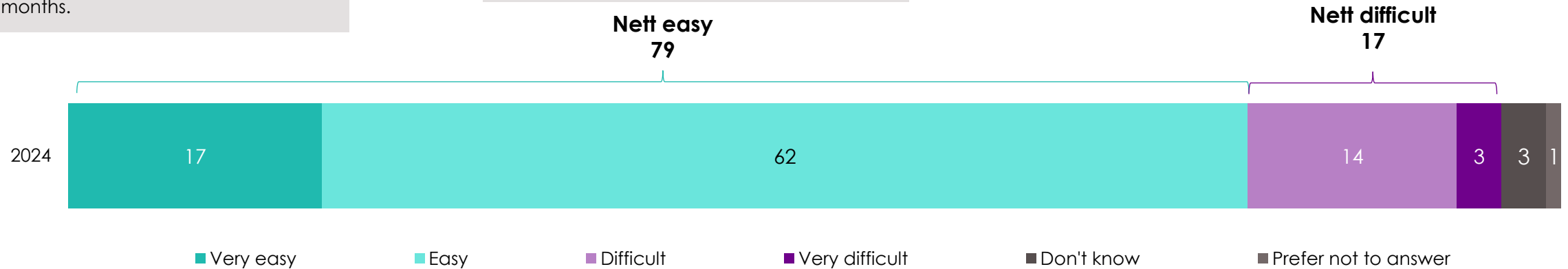
Just over eight in ten employers searched online for information on employment obligations in the last 12 months. Most found it easy to find information and about one in six found it difficult. Employers with low knowledge of employment law found it most difficult.

Ease of finding employment obligations information online %

This chart is based on the 82% of employers who said they looked for information about employment obligations online in the last 12 months.

Employers with 20-49 employees more likely to find it easy (93%)

- 'Nett difficult' higher for:
- Rate themselves poorly for understanding their employment obligations (35%)
 - Religious group members (34%)



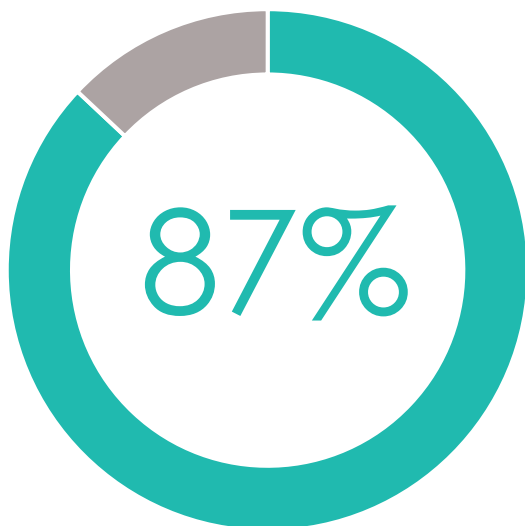
Base: All NZ employers who have looked for information about employment obligations online in the last 12 months (n=700)
 Q5b. In the last 12 months, how easy or difficult was it to find information you need about employment obligations online?

Usefulness of government websites

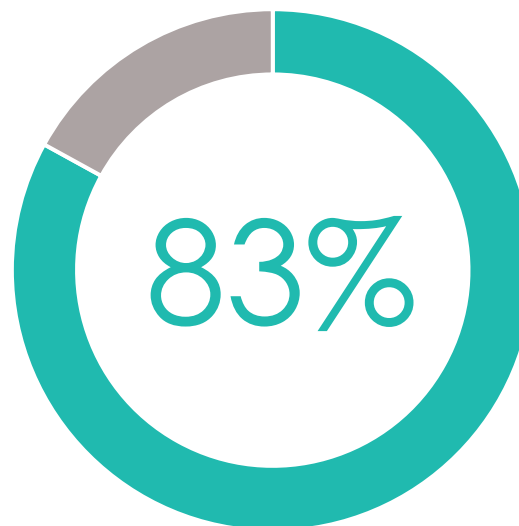
The majority of employers who have visited government websites find them useful.

% of website visitors perceive it to be very or somewhat useful

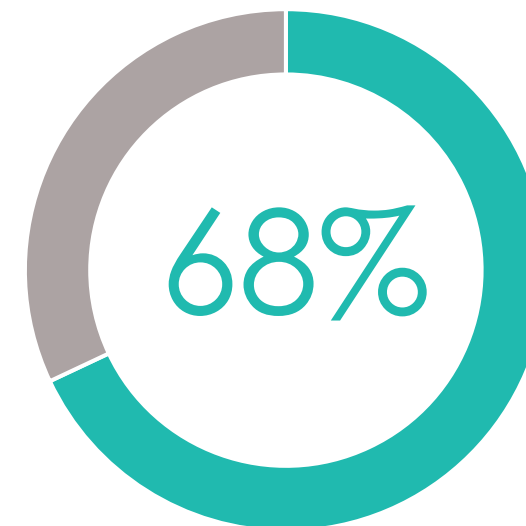
employment.govt.nz



Business.govt.nz



Legislation.govt.nz



Base: All NZ employers who have visited each website in the last 12 months: employment.govt.nz (n=586), Business.govt.nz (n=576), Legislation.govt.nz (n=427)
Q5a. In the last 12 months, how useful have you found these websites for information on employment rules and regulations?

Getting information and support

Both general sources (especially a dedicated website on employment law) and sources offering tailored advice (especially advice at tax registration and an employer helpline) appeal to employers. Māori employers are more likely than other employers to find a free Government service for employment disputes *very helpful*.

Getting information and support about employment rights %



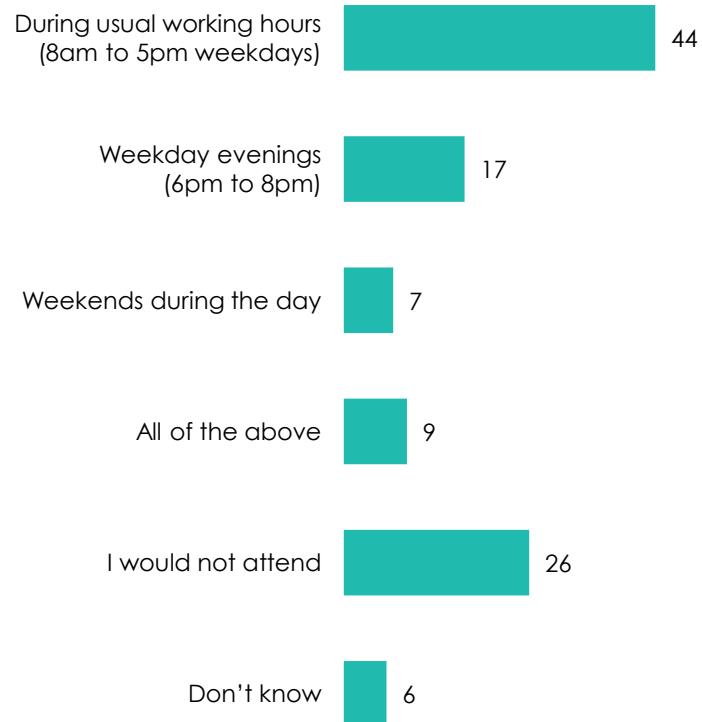
Base: All NZ employers (n=855)

Q6. Next are some ideas for helping you get information and support on employment obligations. We'd like to know how helpful these would be for you.

Specific needs

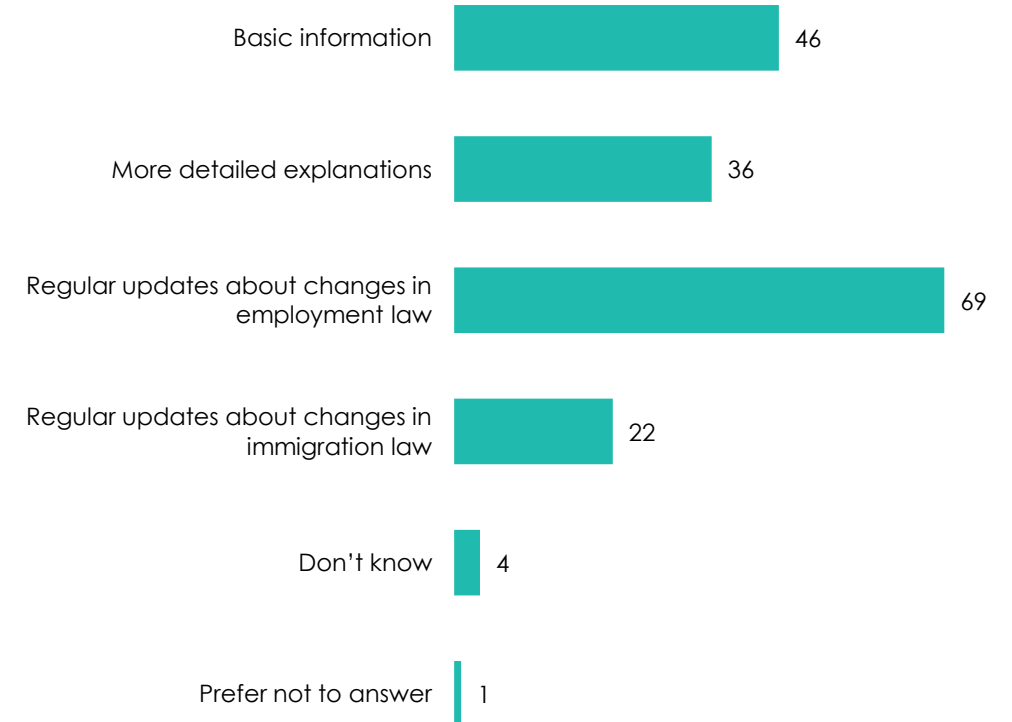
Usual work hours are the most popular time for in-person courses and webinars on employment obligations. Around two thirds (69%) of employers would like regular updates about changes in employment law.

Best time for in-person courses and webinars %



Base: NZ employers who indicated they would find in person courses or live webinars helpful (n=705)
Q7. Would you be more likely to attend in-person courses / live webinars...

Level of employment law information interested in %

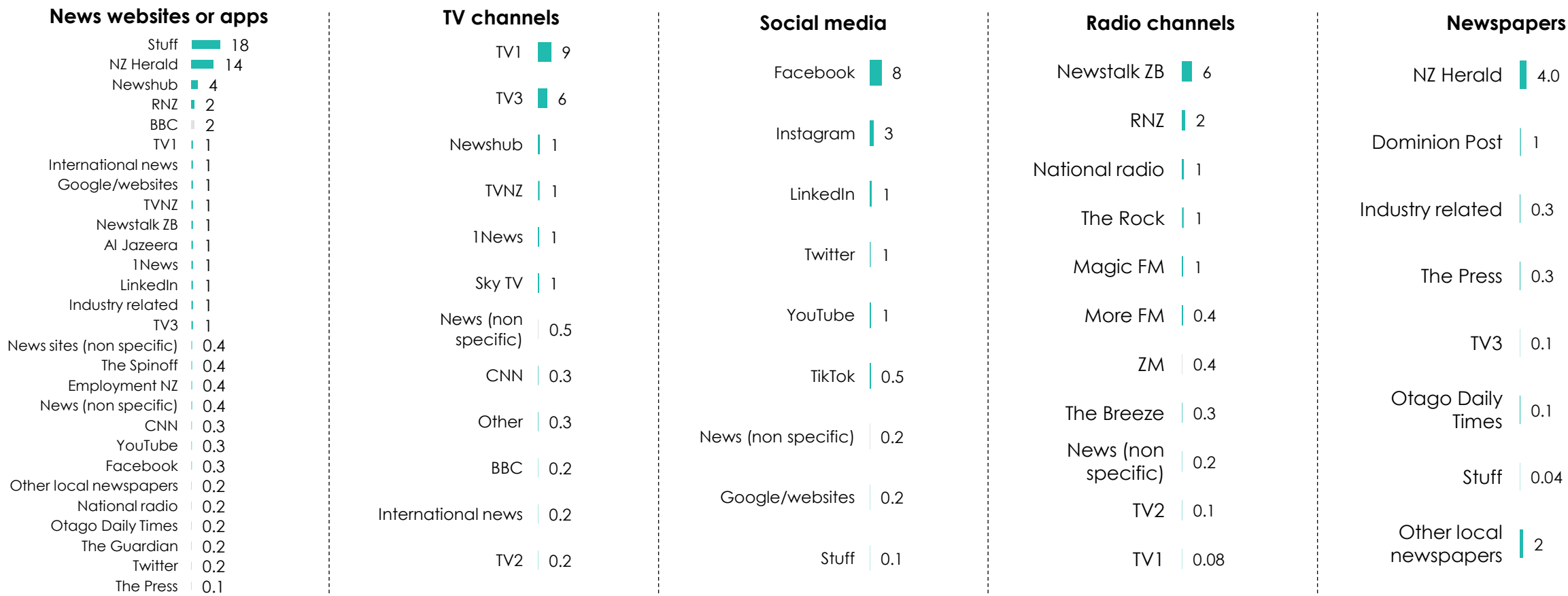


Base: All NZ employers (n=855)
Q8. What type of information about employment law would you be interested in?

Media use

Employers' use of media for news and information is varied; however online sources are most common.

Main source of media for news and information %

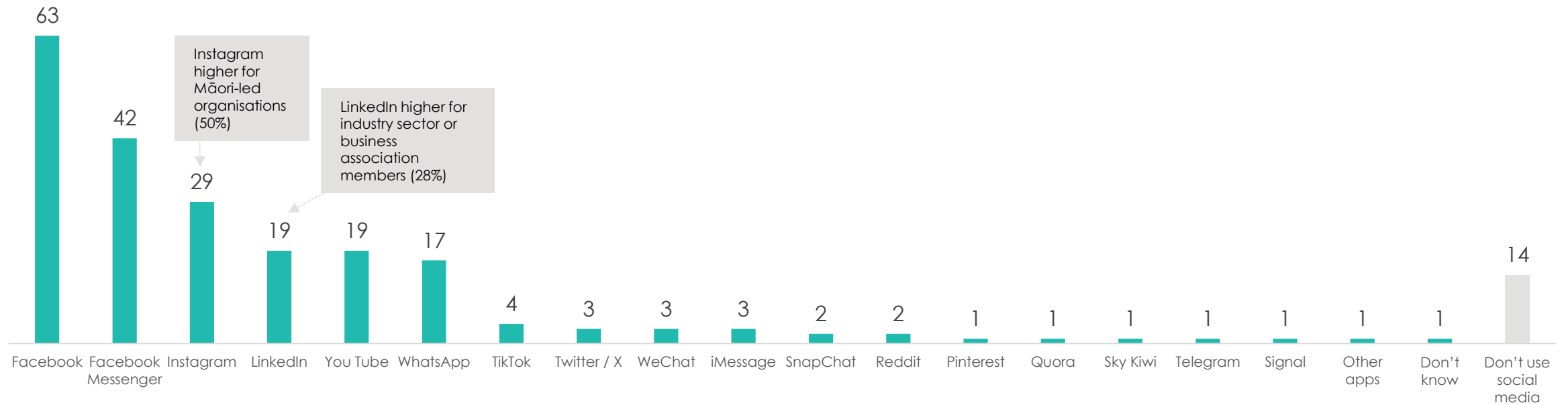


Base: All NZ employers (n=855)
 Q16a What is your main source of media for news and information? Q16b What specific channel do you use the most?

Social media use

Most (86%) employers use social media. Facebook, Messenger and Instagram are most common.

Social media use %

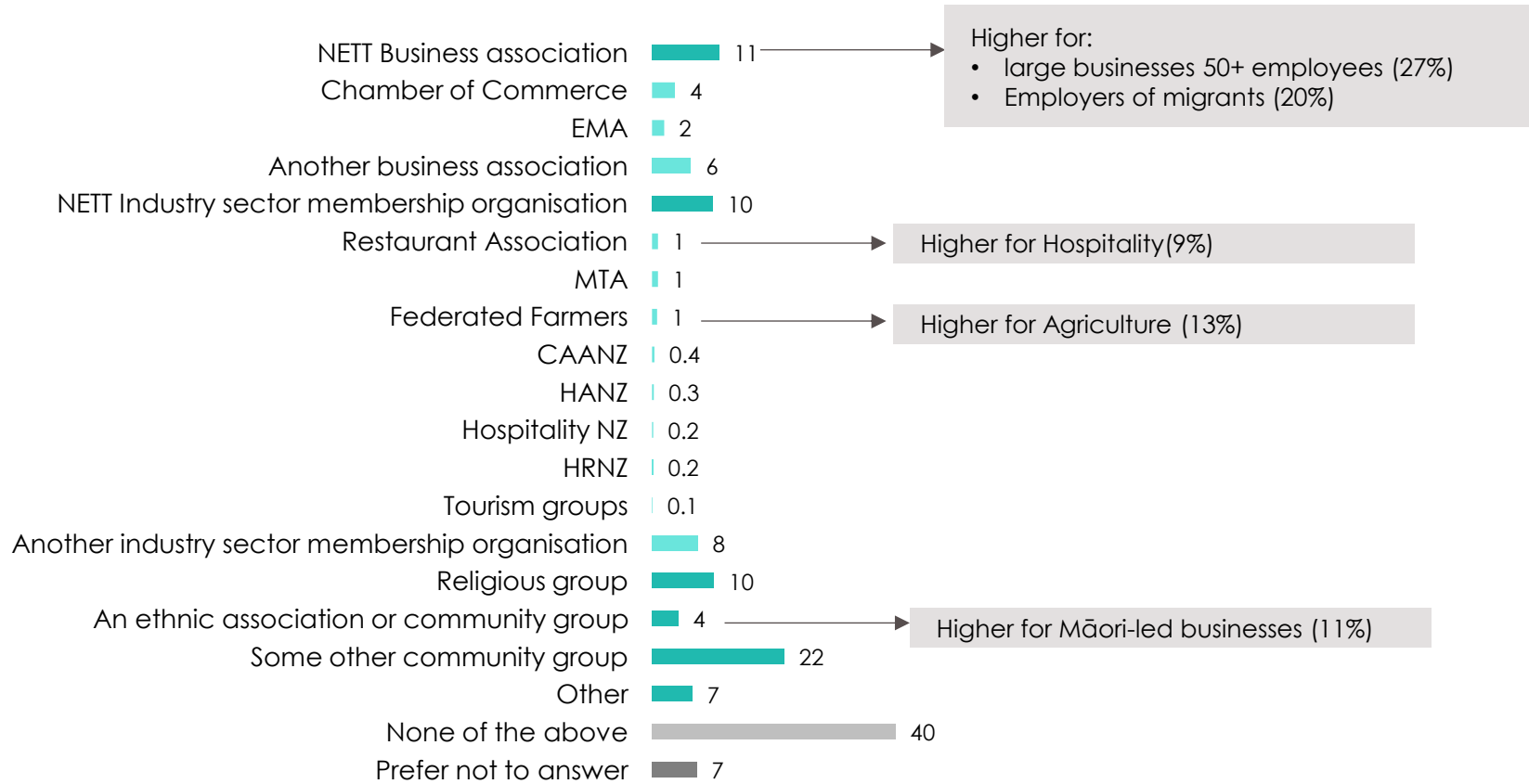


Base: All NZ employers (n=855)
 Q28a Which of the following do you do for at least three hours in a usual week

Group membership

Around one in ten employers are members of a business association – this more than doubles for large employers. One in ten employers are members of an industry specific organisation and one in ten Māori employers are members of an ethnic association or community group.

Group and association affiliations %



Base: All NZ employers (n=855)
Q18. What groups, if any, do you belong to?

Encouraging the compliance of NZ employers

Encouraging employers to comply with employment law

Punitive measures (heavier penalties, fines, and recruitment bans) are favoured to drive compliance with employment law. Employers in the education sector are especially likely to support the effectiveness of industry norms.

What initiatives will make employers more likely to comply? %



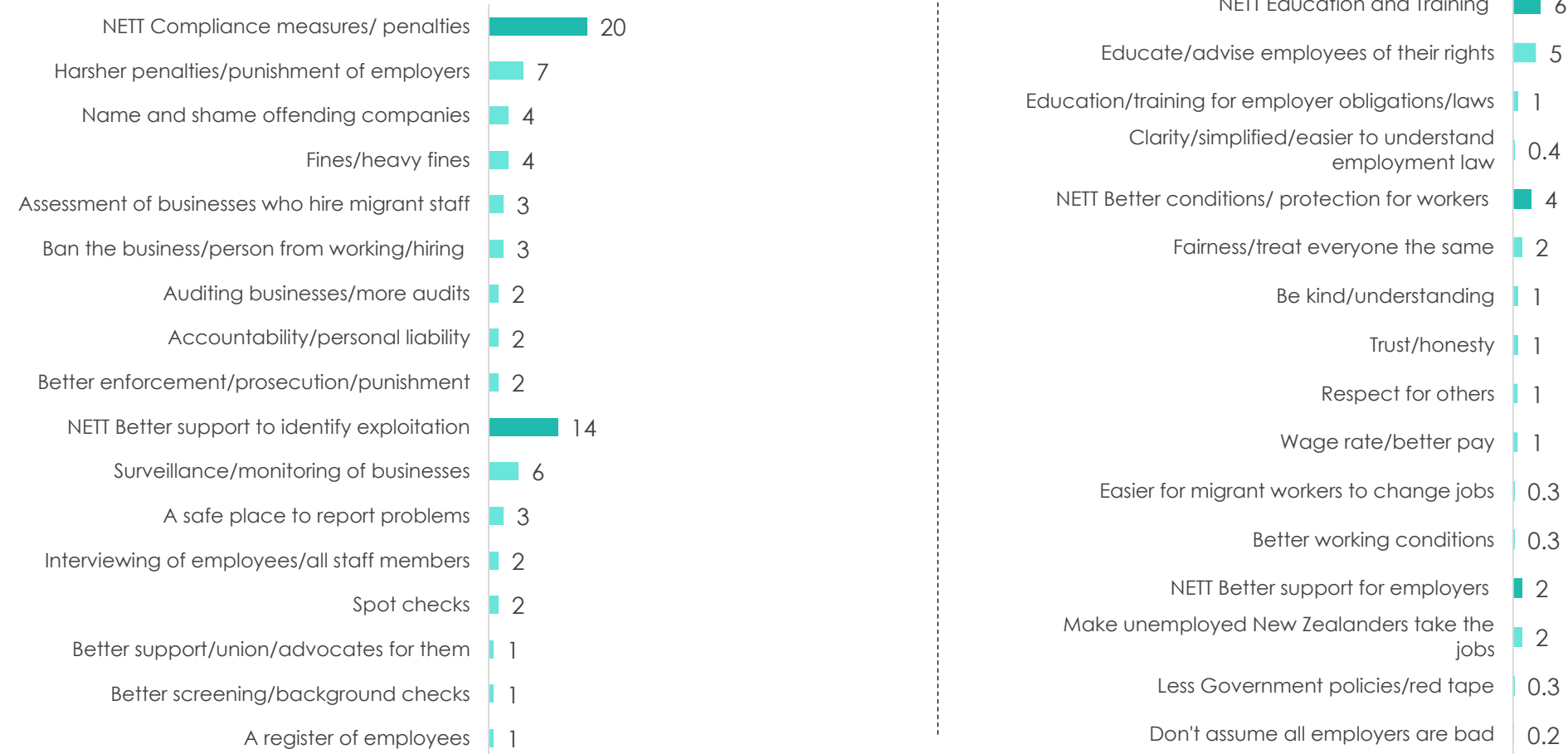
Base: All NZ employers (n=855)

Q13. Do you think this would make it more or less likely employers in your industry will comply with employment law?

Reducing exploitation and mistreatment of workers

Employers made suggestions in their own words. These have been grouped into like responses and presented below. Suggestions on compliance measures and penalties are most common, followed by a range of suggestions for tools to better help identify exploitation.

Coded responses %



Base: All NZ employers (n=855)

Q6. In your own words, what is the one thing you think could be done to reduce the exploitation and mistreatment of workers in your industry?

Suggestions for reducing exploitation and mistreatment of workers in their own words...

"Don't bring in immigrant workers who don't know their rights - make employers in NZ employ locally."

- Manufacturing industry

"Set up a sting operation and hotline for tip offs."

- Health industry

"Having a safe environment for complaints from employees and protecting them if they do so."

- Other services industry

"Have penalties like fines for employers who mistreat them."

- Education industry

"More awareness to these immigrant workers about how they should be treated and their rights. Confidence that if they need to report something, they WILL be supported.."

- Retail industry

"Name and shame bad employers. Get rid of Accredited Employer Visa."

- Professional, scientific and technical services industry

"Teach them what is expected as an employee. Making sure they know their rights and have someone they can trust to come to if the employer breaks the laws.."

- Manufacturing industry

"They need a union, so they have a voice. Employers should be vetted by an independent person / organisation before they are allowed to employ migrant workers. Talk to past and present employees too."

- Aged care industry

"Giving workers the tools to help them deal with problems at work with their employers."

- Agriculture industry

"Communicate to employees about their rights and pass on to their families and friends. Get the word out."

- Hospitality industry

"An employer rating like to food shops have. A, very good, D bad, that must be shown in an obvious place. Then employee know whether an employer is good or not."

- Construction industry

"Make Director and management responsibility a key to all new businesses and enforceable in law."

- Other services industry

"More checking of businesses to make sure are conforming. Proper penalties and publicity to those who exploit."

- Transport industry

"Is predominantly those businesses that take on migrant workers that should be targeted not blanket targeting everybody in the same brush."

- Finance and insurance industry

"Rigorous initial employer assessment with infrequent unannounced field-based checkups and periodic reassessments.."

- Electricity, gas, water and waste services industry

"Ensure migrants have an advocate or contact on arrival into the country (maybe a card with their employment rights and a contact phone number or email address). Checks on that advocate at regular intervals."

- Viticulture industry

Base: All NZ employers (n=855)

Q6. In your own words, what is the one thing you think could be done to reduce the exploitation and mistreatment of workers in your industry?

NZ employer segments

Employers vary in their approach to their obligations.

Our research shows that employers differ in the strength of their moral obligation to workers and their compliance with employment law.

Moral obligation is reflected in:

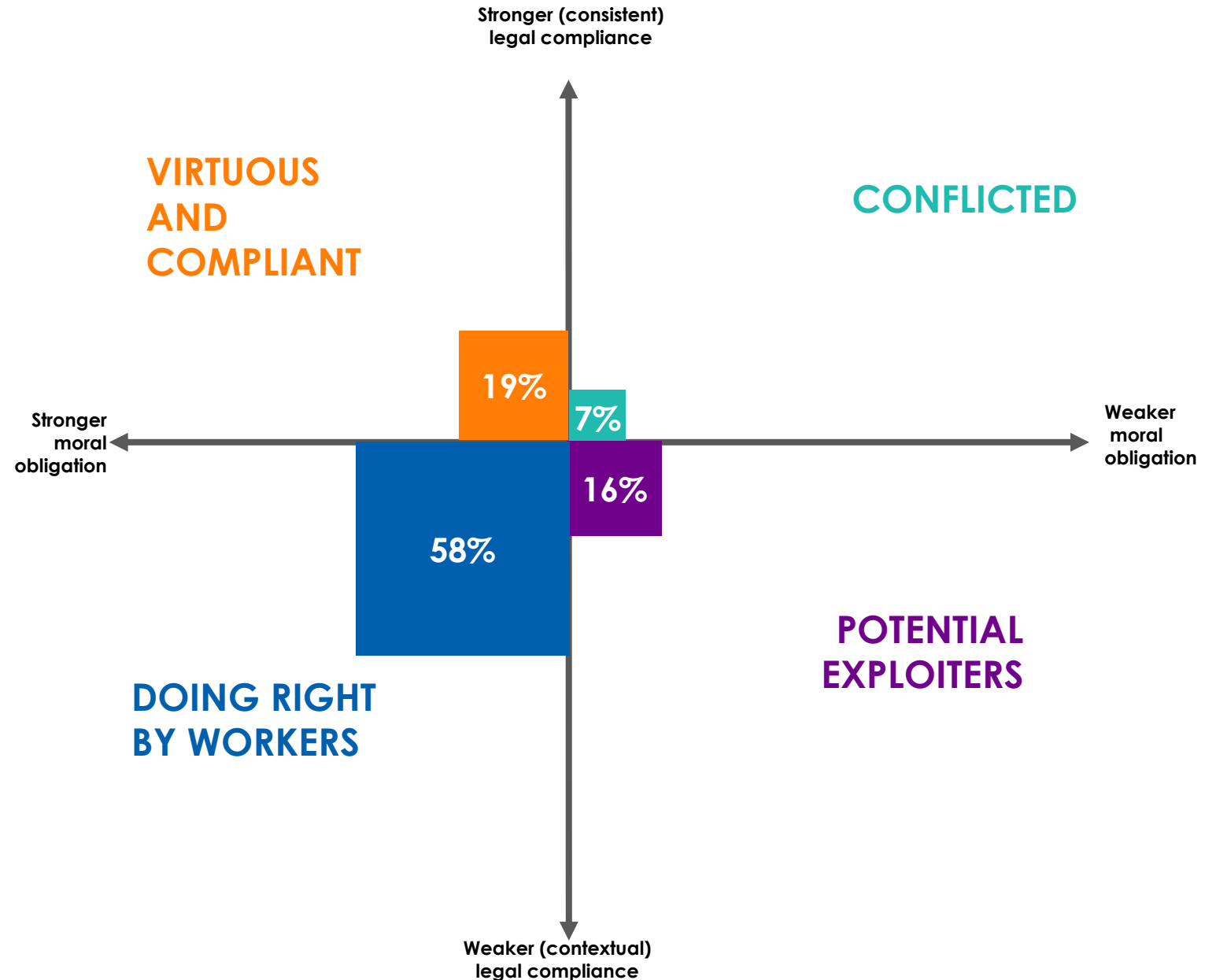
- Attitudes towards and treatment of workers.
- Impact of business pressures and norms.

Legal compliance is influenced by:

- How well they feel they understand their employer obligations.
- Tested understanding of employment laws on wages, leave, breaks, employment contracts, trial periods, training, contractors, employer behaviours, and work safety.
- Knowing where to go to find useful information.
- Attitudes towards compliance.

Crossing employers' moral obligation to their workers by their strength of legal compliance gives us four key employer segments.

Most New Zealand employers have a strong moral obligation to their workers. However, about one in four employers have weaker moral obligation which could lead to worker exploitation; some of these employers are legally compliant but more have weak or contextual legal compliance.



Base: All NZ employers

The four worker segments defined...

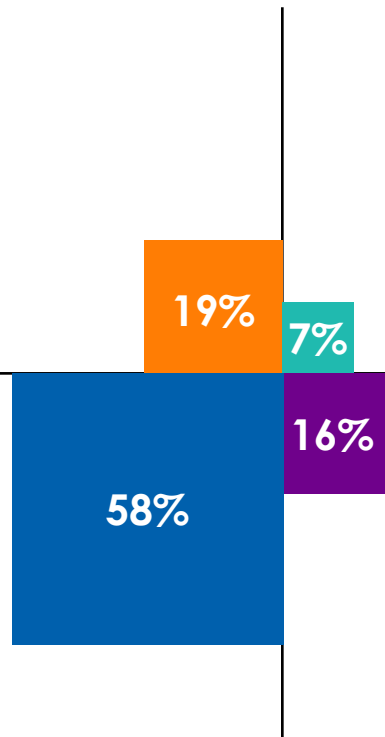
VIRTUOUS AND COMPLIANT

- Good understanding of employment rules and regulations and sound business reasons to comply.
- Strong moral obligation to workers.
- High number from large businesses (50+ workers).
- Most likely to employ migrants.

Stronger moral obligation

- Average understanding of employment rules and regulations.
- Tend to be smaller businesses.
- Not strongly motivated by compliance but generally do so.

Stronger (consistent) legal compliance



CONFLICTED

- Below average understanding of employment rules and regulations.
- Strong business pressures.
- Can find it difficult to find workers.
- Struggle with employment law but informed workers can keep them informed/in check.
- Tend to be larger businesses (10+ workers).
- Over represented in manufacturing, dairy farming, health and aged care industries.

Weaker moral obligation

- Poor knowledge of employment rules and regulations.
- Strong business pressures.
- Likely to bend or ignore employment law in order to keep their business running.
- Weak moral obligation towards workers.
- Predominantly small businesses.
- Over represented in retail sector.

DOING RIGHT BY WORKERS

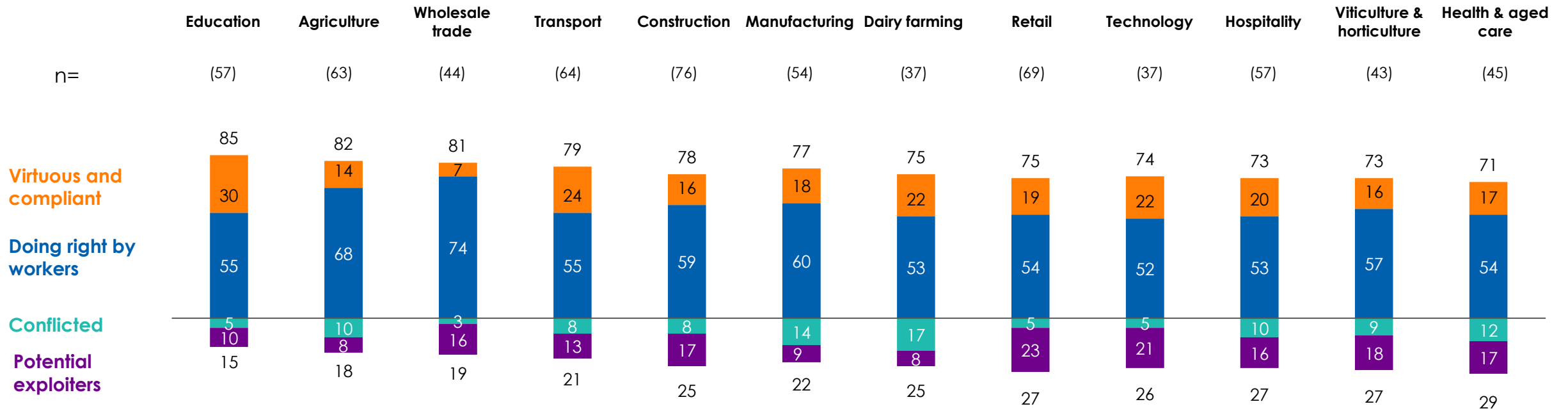
Weaker (contextual) legal compliance

POTENTIAL EXPLOITERS

Profile of industry by segment

The potential for worker exploitation is higher in sectors such as retail, technology, health & aged care.

%

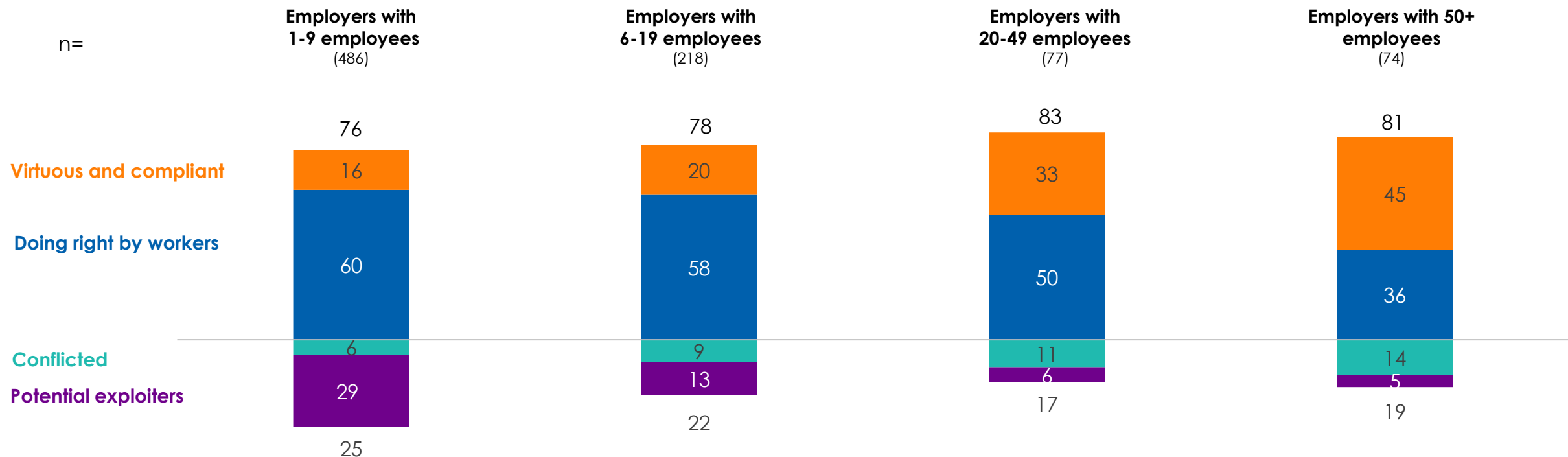


Base: All NZ employers in each industry

Profile of business size by segment

The risk of worker exploitation increases as business size decreases.

%



Base: All NZ employers in each business size groupings

Business context

Predominantly small businesses, with poor understanding of employment rules and regulations.

Top five industries

- 17% Construction
- 13% Retail
- 8% Technology
- 7% Hospitality
- 4% Health

▲ 90% are small businesses (1-9 employees)

16% employ migrant workers

Knowledge about employment rules

▲ 35% rate themselves poorly on their knowledge of employment rules and regulations

Incorrect about 6 areas of law on average

Top three areas of employment law with least amount of knowledge...

- ▽ 35% understand rules about getting workers to do jobs they were not hired for e.g. hiring a chef but have them work as a waiter
- ▽ 44% understand what the consequences are for exploiting workers
- ▽ 50% know the rules around the 90-day trial

POTENTIAL EXPLOITER employer profile

Encouraging compliance

Punitive measures considered most likely to encourage compliance with employment law although less so compared to other businesses.

Top things that would make employers more likely to comply with employment law...

- ▽ 72% knowing if their business was caught exploiting workers, they could be personally fined or taken to the Employment Relations Authority
- ▽ 70% heavier penalties for employers who are caught exploiting or mistreating workers
- ▽ 66% knowing if they are caught exploiting workers they could be banned from managing a business
- ▽ 66% knowing if they are caught exploiting migrant workers they could be banned from employment migrants in the future

Top three helpful sources of support with employment obligations

- 76% Website specifically explaining employment law
- 74% Employment newsletter or email on different topics
- 73% Receiving information about your employment responsibilities when you first register with the Companies office

Key attitudes

Strong business pressures and weak moral obligation towards workers.

% who agree...

- ▲ 72% it is hard to keep up with employment law
- ▲ 67% some of the government's employment rules and regulations make doing business difficult in my industry
- ▲ 37% the employment law for workers doesn't really work in the industry our business operates in
- ▲ 34% workers owe employers for giving them a job
- ▲ 31% sometimes you need to go against employment rules to keep the business running
- ▲ 20% even if I have to pay fines and penalties it is worthwhile exploiting workers
- ▲ 18% if other businesses in our industry exploit their works, it must be ok for me to do it too

Business context

CONFLICTED employer profile

Key attitudes

Good knowledge of employment law.

Top five industries

- 16% Construction
- 13% Manufacturing
- 10% Hospitality
- 7% Dairy farming
- 6% Retail, agriculture, health, technology

32% have at least 10 employees

22% employ migrant workers

Knowledge about employment rules

80% rate themselves well on their knowledge of employment rules and regulations

Incorrect about 5 areas of law on average

Top three areas of employment law with **least** amount of knowledge...

60% understand rules about getting workers to do jobs they were not hired for e.g. hiring a chef but have them work as a waiter

63% understand the rules about paying overtime

67% understand what the consequences are for exploiting workers and 67% understand contractors' rights

Encouraging compliance

Government help features as a helpful source of support for employment obligations. Punitive measures felt most likely to encourage compliance with employment law.

Top things that would make employers more likely to comply with employment law...

84% knowing if their business was caught exploiting workers, they could be personally fined or taken to the Employment Relations Authority

83% knowing if their business is caught exploiting workers, they could be personally fined or taken to court

81% heavier penalties for employers who are caught exploiting or mistreating workers

Top three helpful sources of support with employment obligations

82% Website specifically explaining employment law

75% Helpline/ call centre for employers

72% Employment newsletter or email on different topics

72% Free government service to help resolve disputes

Strong business pressures but workers are aware of employment law and are not easily replaced.

% who agree...

▲ 90% It's difficult to find good workers in New Zealand

▲ 90% my workers are aware of NZ employment law

▲ 89% some of the government's rules and regulations make doing business difficult in my industry

▲ 79% New Zealand employment laws treat workers better than employers

▲ 38% the employment law for workers doesn't really work in the industry our business operates in

▲ 31% it's hard to keep up with employment laws

▽ 8% If a worker left we could easily replace them

Business context

DOING RIGHT BY WORKERS employer profile

Key attitudes

Good knowledge of employment law.
Firmographics largely reflect industry averages.

Top five industries

- 16% Construction
- 8% Retail
- 7% Manufacturing
- 7% Hospitality
- 7% Wholesale trade

79% are small businesses (1-9 employees)

▽ 10% employ migrant workers

Knowledge about employment rules

82% rate themselves well on their knowledge of employment rules and regulations

Incorrect about 4 areas of law on average

Top three areas of employment law with **least** amount of knowledge...

- 49% understand the rules about paying overtime
- 53% understand rules about getting workers to do jobs they were not hired for e.g. hiring a chef but have them work as a waiter
- 58% understand contractors' rights

Encouraging compliance

Strong support for heavier penalties for bad employers.
Employment NZ features as a useful source of information.
Education at tax registration is favoured.

Top things that would make employers more likely to comply with employment law...

88% heavier penalties for employers who are caught exploiting or mistreating workers

87% knowing if their business is caught exploiting workers, they could be personally fined or taken to court

85% knowing if their business was caught exploiting workers, they could be personally fined or taken to the Employment Relations Authority

95% have found useful employment rules information in the last 12 months. Top three are...

- 73% searching online/ websites
- 38% emails from Employment NZ
- 36% an accountant

Top three helpful sources of support with employment obligations

- 90% Website specifically explaining employment law
- 84% Employment newsletter or email on different topics
- ▲ 83% receiving information about your employment responsibilities when you first register your business with IRD for tax purposes

Strong moral obligation to workers.
Confident in knowing how to get help.

% who agree...

▲ 97% employers have a duty of care and moral responsibility to help and support their workers' wellbeing

96% the better you treat workers, the more successful your business will be

82% I know where to go or who to ask for help, if I need support with understanding my employment obligations

▲ 31% If a worker left we could easily replace them

▽ 13% I find it difficult to understand my employer obligations

▽ 9% workers owe employers for giving them a job

▽ 8% sometimes you need to go against employment rules to keep the business running

Business context

VIRTUOUS AND COMPLIANT employer profile

Key attitudes

Very good knowledge of employment law. High proportion of larger employers.

Top five industries

12% Construction

9% Retail

8% Hospitality

7% Technology

7% Manufacturing

▲ 37% have at least 10 employees

▲ 30% employ migrant workers

Knowledge about employment rules

▲ 95% rate themselves well on their knowledge of employment rules and regulations

Incorrect about 3 areas of law on average

Top three areas of employment law with least amount of knowledge...

▲ 57% understand the rules about paying overtime

59% understand contractors' rights

61% understand rules about getting workers to do jobs they were not hired for e.g. hiring a chef but have them work as a waiter

Encouraging compliance

Advocates for empowering workers to speak up to encourage compliance. Strong interest in dedicated website and other key sources.

Top things that would make employers more likely to comply with employment law...

91% knowing if their business is caught exploiting workers, they could be personally fined or taken to court

90% heavier penalties for employers who are caught exploiting or mistreating workers

89% knowing if they are caught exploiting workers they could be banned from managing a business

89% knowing if their business was caught exploiting workers, they could be personally fined or taken to the Employment Relations Authority

▲ 89% encouraging workers to report employers who are exploiting or mistreating them

Top three helpful sources of support with employment obligations

▲ 97% Website specifically explaining employment law

▲ 90% Employment newsletter or email on different topics

82% Helpline/ call centre for employers

Very strong moral obligation to employers and willingness to comply with the law.

% who agree...

▲ 100% employers have a duty of care and moral responsibility to help and support their workers' wellbeing

▲ 100% the reputation of our business as a good employer is important if we are able to attract skilled workers in the future

▲ 100% I am really willing to comply with all my employer obligations

99% the better you treat workers, the more successful your business will be

99% workers are a valuable contribution to my business

▲ 87% my workers are aware of NZ employment law

Migrant workers



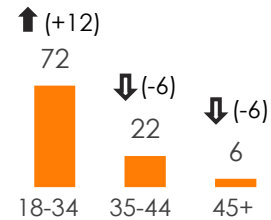
Migrant worker sample profile

Key differences in the 2024 and 2023 survey sample profiles highlight more recent arrivals, workers on working holiday and student and work visas, and younger migrants. The 2024 survey sample also contains more European migrant workers.

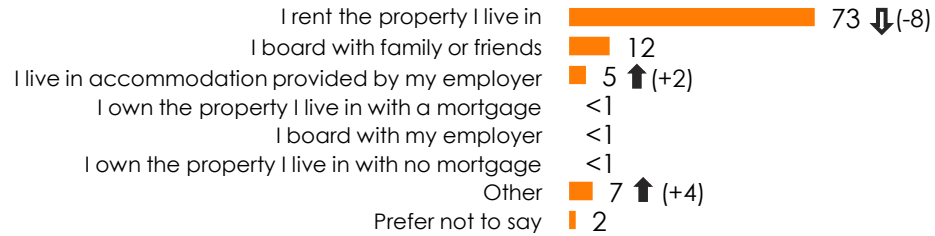
Gender %



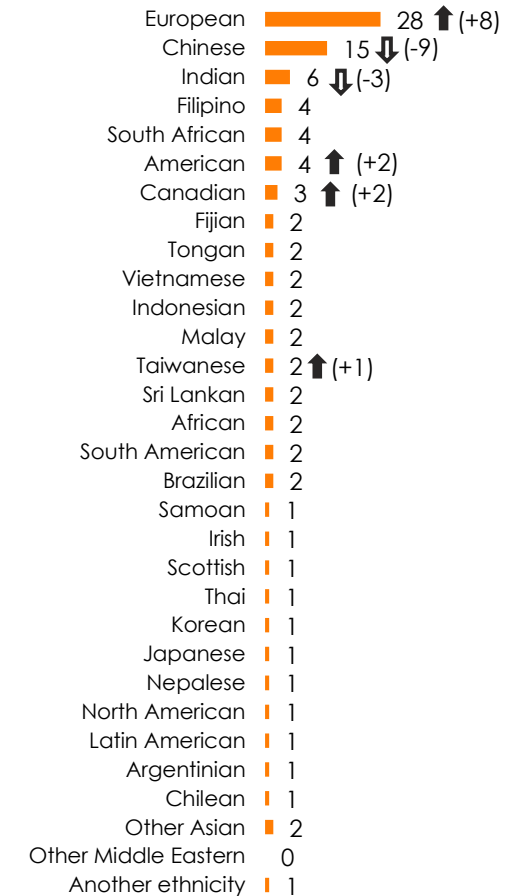
Age %



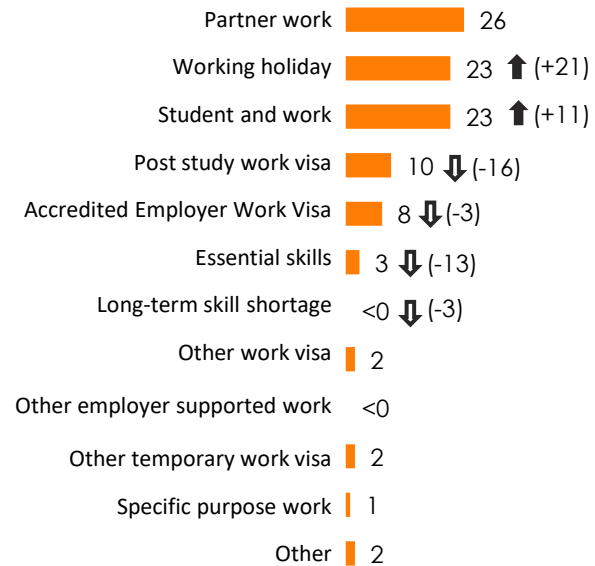
Housing tenure %



Ethnicity %



Visa type* %



Activities in last 12 months %



Last arrived in NZ



Region %



MBIE's 2024 sample frame contained some differences to previous years'. This is reflected in the changes in the survey samples observed since 2023 (shown above).
 Base: All migrant workers (n=904) Questions: S3, S4, S5, Q12, Q30, Q36, Q37, Q38

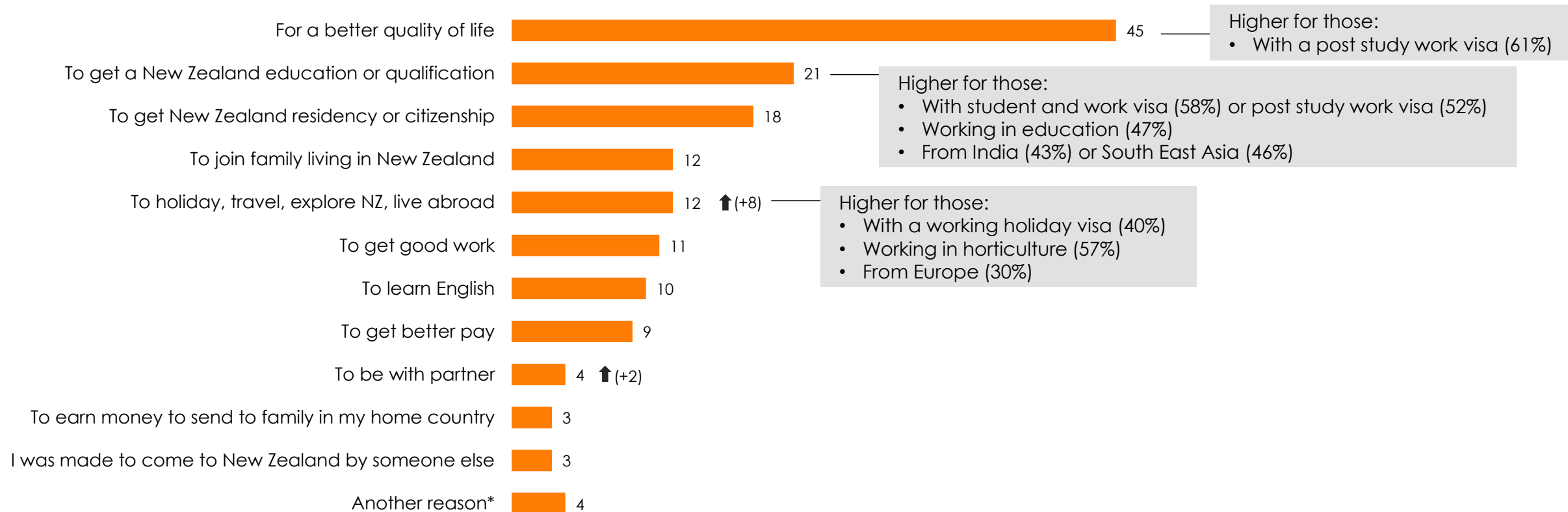
↑ ↓ Significantly higher/lower than 2023

The lives of migrant workers

Motivations to come to NZ

A better quality of life remains the main reason for migrating to NZ. Seeking a NZ education is a key reason for those working in education or from Asia. With more in the sample holding a working holiday visa, traveling NZ or living abroad also becomes one of the key reasons for coming to NZ.

Reasons for coming to New Zealand %



*Includes 1% for each of the following reasons: Exchange student programme, work transfer/ partner's work, partner studying in NZ

Base: All migrant workers (n=894). Excludes prefer not to say.
Q1. Why did you decide to come to New Zealand to work or live?

↑ ↓ Significantly higher/lower than 2023

Migrant worker support

Most migrant workers have been in NZ for less than three years. Two thirds don't have close family or relatives in NZ, especially younger migrant workers and those on working holiday visas. Fewer belong to ethnic associations or communities in 2024.

Migrant workers' support

The total time migrant workers have spent in NZ is... %



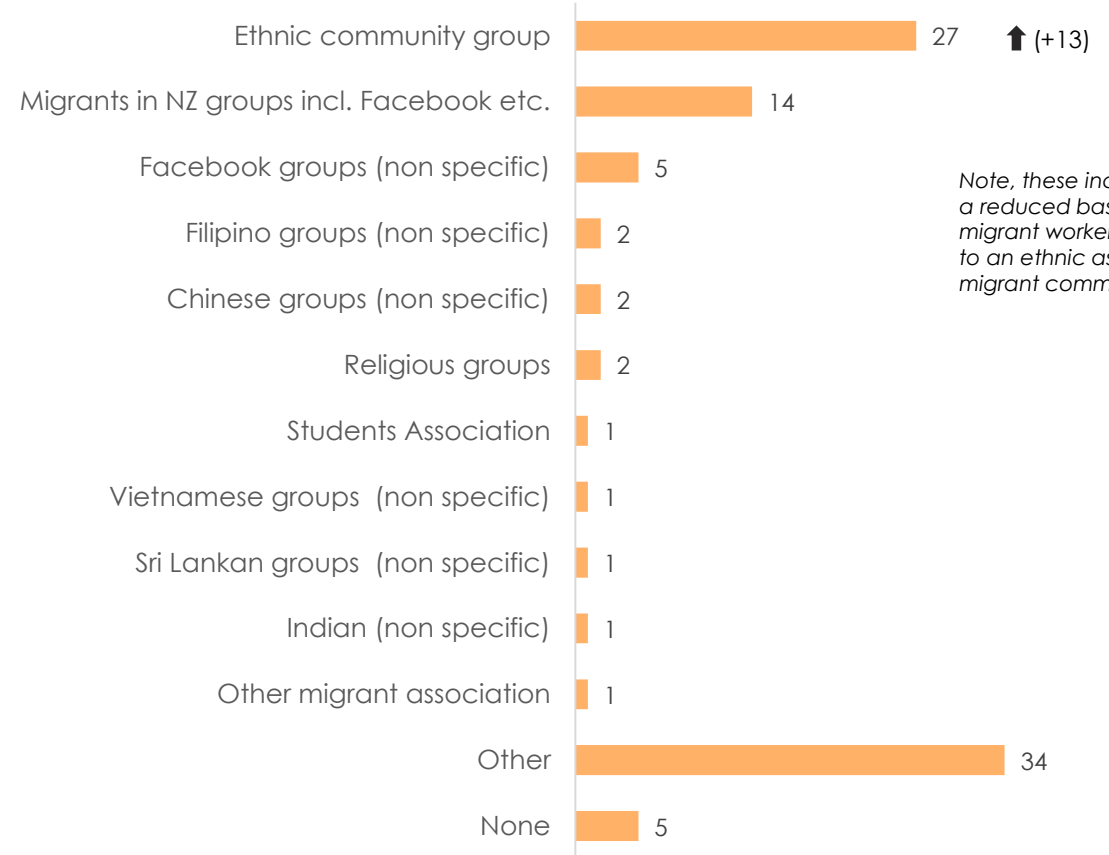
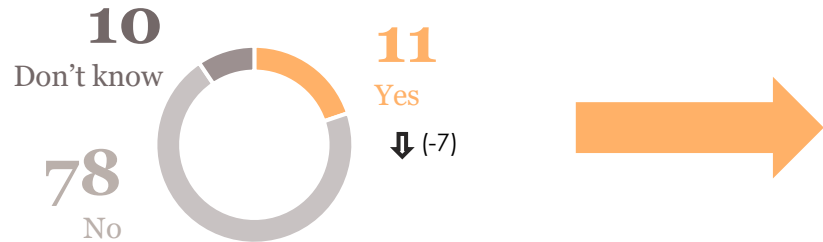
Close family or relatives living in NZ? %

Those less likely to have support:

- Young <35 yrs (66%)
- Working holiday visas (86%)
- Work in horticulture (93%) or hospitality (69%)



Belong to an ethnic association or migrant community group? %



Note, these increases are on a reduced base of fewer migrant workers who belong to an ethnic association or migrant community group.

Base: All migrant workers. Bases vary see below.

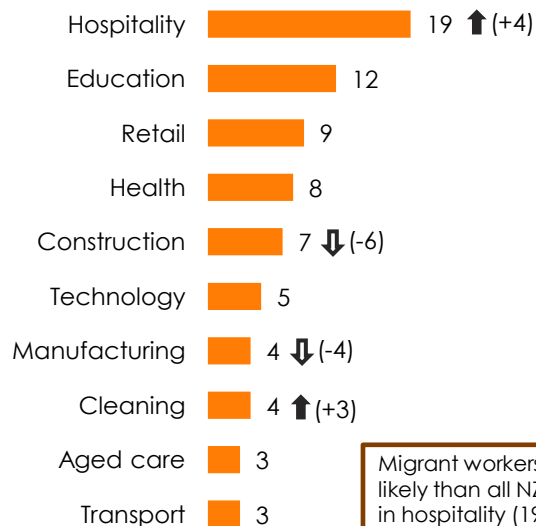
Q33. How long in total have you spent in New Zealand? (n=904), Q29 Do you have close family or relatives living in New Zealand? (n=890 excluding prefer not to say)

Employment context of migrant workers

The employment context of migrant workers

The hospitality industry continues to be one of the main industries employing migrant workers. This has grown since 2023, likely impacted by the increase in student/work and working holiday visas. There is more working under 40 hours per week than in previous years.

Top 10 industries %

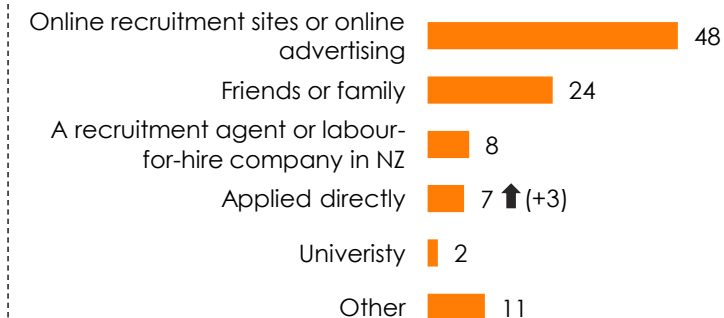


Migrant workers are much more likely than all NZ workers to work in hospitality (19% vs 4%) and education (12% vs 8%).

Top 13 occupations %



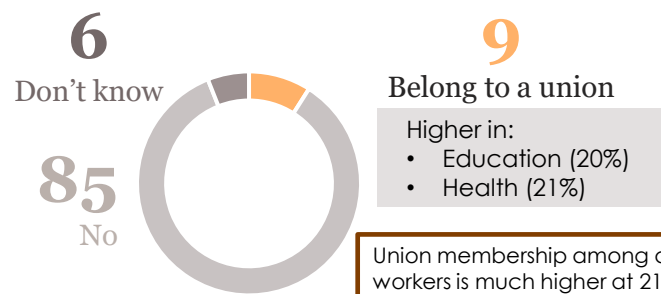
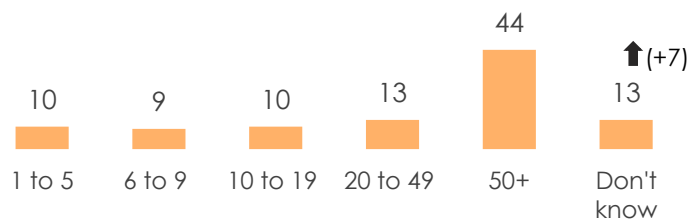
Top job sources %



Migrant workers are much more reliant on friends or family than all NZ workers (24% vs 6%).

*Other includes: Newspaper, recruitment in home country, ethnic community, Facebook, personal contact, work and income etc

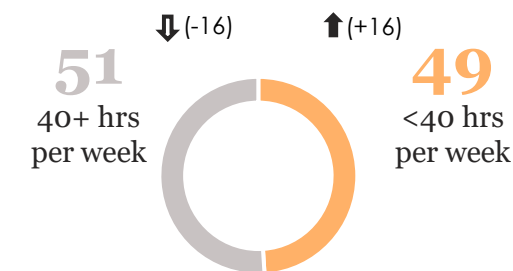
Business size (number of employees) %



Union membership among all NZ workers is much higher at 21%.



Accommodation is part of 5% of migrant workers' employment contracts.



Base: All migrant workers, bases vary see below.

Q6. What is the main activity, industry or sector of the business you work for in your current/last job? (n=886 excluding prefer not to say), Q5 In your current/last job in New Zealand,

what type of job/work do/did you do? (n=858 excluding prefer not to say), Q8. How did you get your current/last job? (n=904), Q7 Still thinking about your current/last job, approximately how many employees work for the business, across New Zealand? (n=904), Q28] Do you belong to a union? (n=893 excl Prefer not to say), Q38 Which of the following best describes your housing situation? (n=890 excl Prefer not to say). About how many hours (do/did) you usually work per week in your (current/last) job. (n=904)

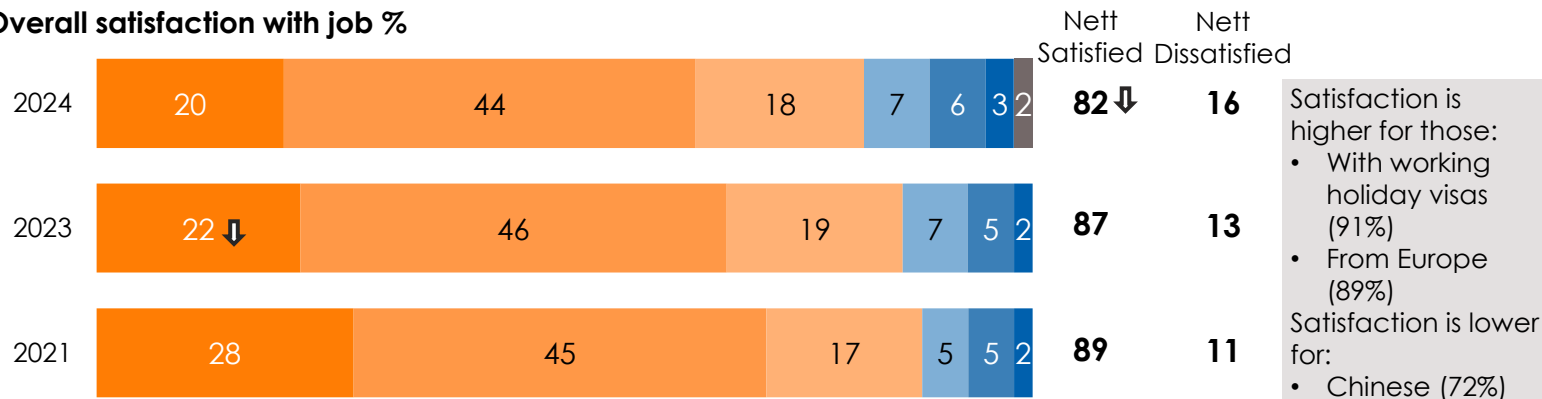
↑↓ Significantly higher/lower than 2023

Migrant worker perceptions of their employment

How migrant workers feel about their job

While most migrant workers are satisfied with their employment situation, satisfaction has dropped five points since 2023. Satisfaction is higher for those with working holiday visas, and lower for those from China.

Overall satisfaction with job %



Very satisfied Satisfied Slightly satisfied Slightly dissatisfied Dissatisfied Very dissatisfied Don't know

The drop in satisfaction is primarily driven by those holding a partner work visa (76% 2024 vs 88% 2023), and those holding a post study work visa (76% 2024 vs 86% 2023). There is also a small influence from a small drop in student/work visa holders, as there are many more of them in the sample this year (79% 2023 vs 83% 2024).

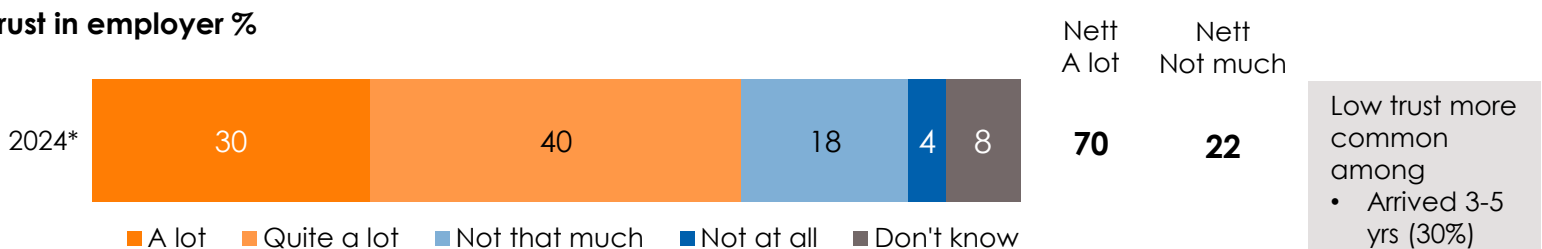
Satisfaction is higher for those:

- With working holiday visas (91%)
- From Europe (89%)

Satisfaction is lower for:

- Chinese (72%)

Trust in employer %



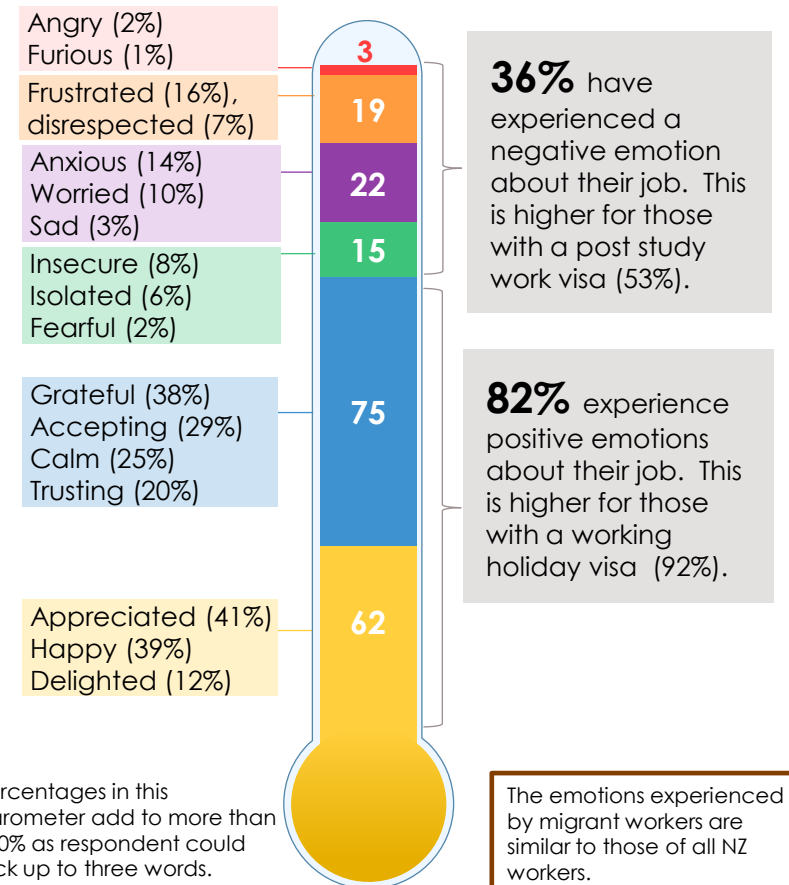
A lot Quite a lot Not that much Not at all Don't know

Low trust more common among

- Arrived 3-5 yrs (30%)

Migrant workers' job satisfaction and trust in their employer is similar to all NZ workers.

Emotions barometer %



Percentages in this barometer add to more than 100% as respondent could pick up to three words.

The emotions experienced by migrant workers are similar to those of all NZ workers.

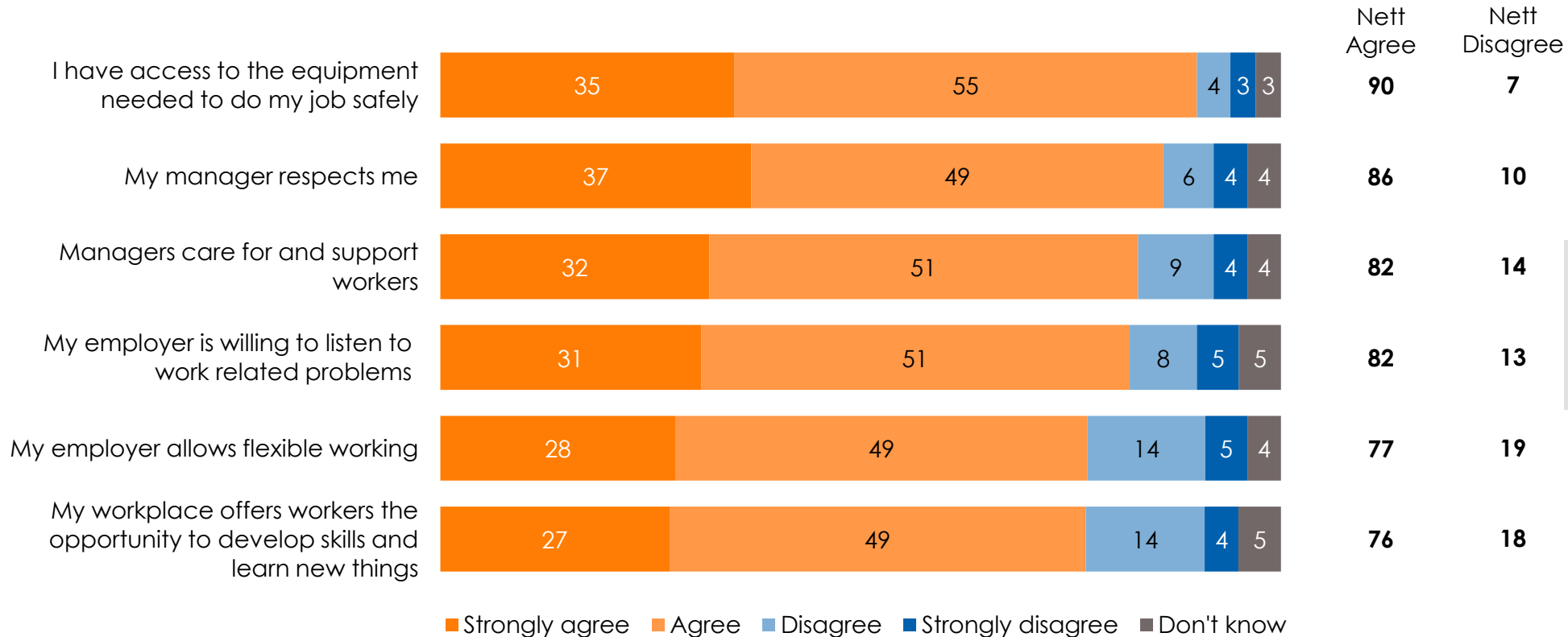
Base: All migrant workers, bases vary see below. *Historical data can't be shown due to a change in the scale used.

Q2. Overall, how satisfied or dissatisfied are you with your last/current employment situation? (n=894 excluding prefer not to say), Q25c1. Overall, how much did/do you trust your Employer (n=904), Q24. Please select three words to describe how you feel about your current/last job in New Zealand (n=891 excludes prefer not to say).

Positive aspects of employment

Overall migrants have a positive view of employment in New Zealand. The vast majority have access to equipment needed to be safe and feel their manager respects them. Just over three quarters have employers who allow flexible working and offer opportunities to learn and develop skills.

Positive employment aspects %



Less recent migrant workers (3 to 5 years ago) are more likely to disagree with each of these three sentiments (between 21% and 27%).

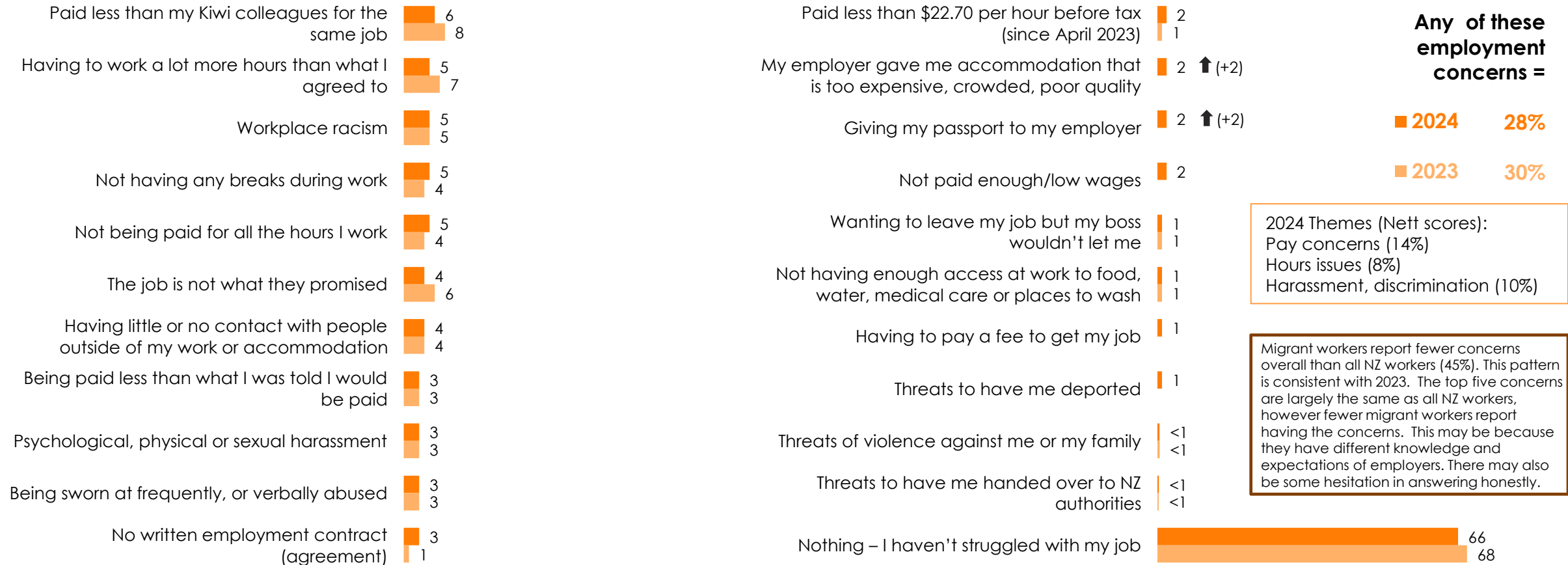
Results are similar to the all NZ worker results.

Base: All migrant workers (n=887 excluding prefer not to say). Q3b NEW in 2024. Thinking about your (current/last) job, how much do you agree or disagree with the following?

Employment concerns

Just over a quarter of migrant workers have experienced a concern with their employer. Concerns are consistent with last year, primarily around pay parity with their Kiwi colleagues, working longer than agreed, workplace racism and not having breaks.

Employment concerns %



Base: All migrant workers (n=904)

Q3. Which of the following things, if any, have you experienced in your current/last employment situation in New Zealand?, Q3a. And from the list below, what other things, if any, have you experienced in your (current/last) employment situation in New Zealand?

Breaches of employment law

While very few full time migrant workers report working extremely long hours or being paid less than minimum wage, higher proportions of migrant workers don't have employment agreements or observe their employer doing something against the law.

Self-reported levels of exploitation

14% say their employer sometimes does things against New Zealand employment law.

Higher among:

- Employer is Chinese (29%)
- Employer nationality is other Asian (37%).

6% **don't** have a signed written employment contract.

Higher among workers in smaller workplaces (1-5 employees, 18%).

This compares to 4% of all NZ workers.

2% of full-time workers (40+ hrs per week) report being paid an amount less than the minimum wage.

Higher among workers with student and work visas (12%).

This compares to 1% of all NZ workers.

Risk of exploitation

1% of full-time workers report usually working 60 hours per week or more.

This compares to 7% of all NZ workers.

Base: All migrant workers

Q23. Thinking about your (current/last) job, how much do you agree or disagree that... 'employer sometimes does things against the law' (n=836 excluding prefer not to say)

Q18 Do you have a signed written employment contract (agreement) for your (current/last) job? (n=882 excluding prefer not to say). Q13 The current adult minimum wage is \$22.70 per hour, before tax. Since 1st April 2023, have you been paid more or less than this for your (current/last) job? (Work full time n=421 excluding prefer not to say). Q4 About how many hours (do/did) you usually work per week in your (current/last) job. (Work full time n=427)

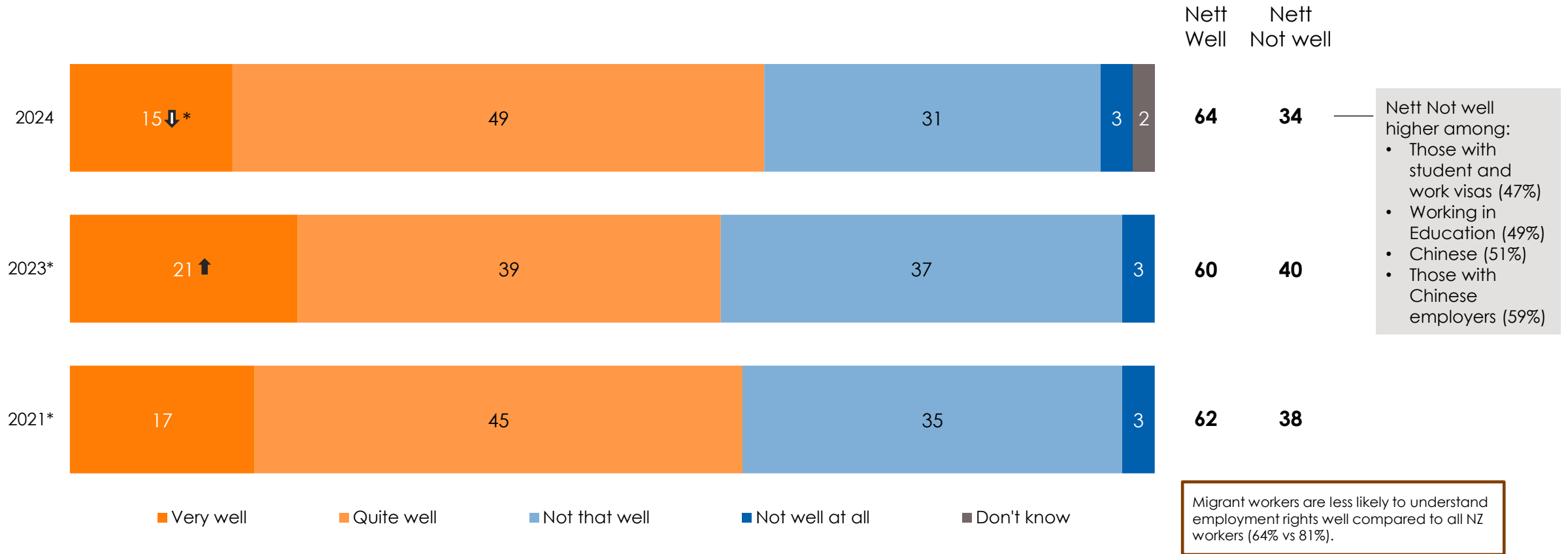
↑ ↓ Significantly higher/lower than 2023

Migrant worker knowledge of their rights

Self-rated understanding of employment rights

Migrant workers' self-rated understanding remains well below 'all worker' ratings. Understanding is lower for migrant workers on student and work visas, education workers, and Chinese workers or those with a Chinese employer.

Self-rated understanding of employment rights %



Base: All migrant workers * Note a slightly different scale was used prior to 2024: Very well, Well, A little bit, Not at all. Q9. How well do you think you understand your employment rights in New Zealand? (n=901 excluding prefer not to say)

↑ ↓ Significantly higher/lower than previous wave

We showed workers a range of employment rights, and they indicated which they thought were correct and which were incorrect. Migrant workers were also asked to state the minimum wage.

Employment right / regulation	Right answer
*Annual Leave: Workers have the right to at least four weeks paid annual leave after one year of continuous employment in their job	Correct
Sick Leave: After working for six months for an employer, a worker has the right to 10 days sick leave per year	Correct
Public holidays: If a worker works on a public holiday and it would normally have been one of their working days (e.g. their normal day of the week to work), they are entitled to get paid 1.5 times their normal pay and have another day off	Correct
Employment contract: Employers must provide the workers with a copy of the employment contract (agreement) before they start their job	Correct
Consequences: Employers caught exploiting or mistreating migrant workers can be banned from hiring migrants in the future	Correct
**Trial: A 90-day trial period is only valid if it is written in the employee's employment contract (agreement) before they start working	Correct
Training: Employers need to pay workers when they are being trained for the job	Correct
Contractors: Contractors don't have the same rights as employees	Correct
Breaks: All breaks are unpaid (i.e. morning tea, lunch, afternoon tea)	Incorrect
Ask for money: An employer can ask for money from a potential worker to give the worker a job	Incorrect
Safety gear: Workers must pay for their own health and safety equipment	Incorrect
Wages: The adult minimum wage in NZ for migrants is \$18.70 now	Incorrect
Job: An employer can employ a migrant as a chef but have them work as a waiter	Incorrect
Deductions: An employer can make deductions from a worker's wages or salary for any reason they want to without their consent	Incorrect

* Previously - Employees have the right to at least 20 days annual leave after one year in the job

** Previously - A 90-day trial period is only valid if the employer has less than 20 employees and it is written in the employee's employment contract (agreement) before they start working.

Tested knowledge of employment rights

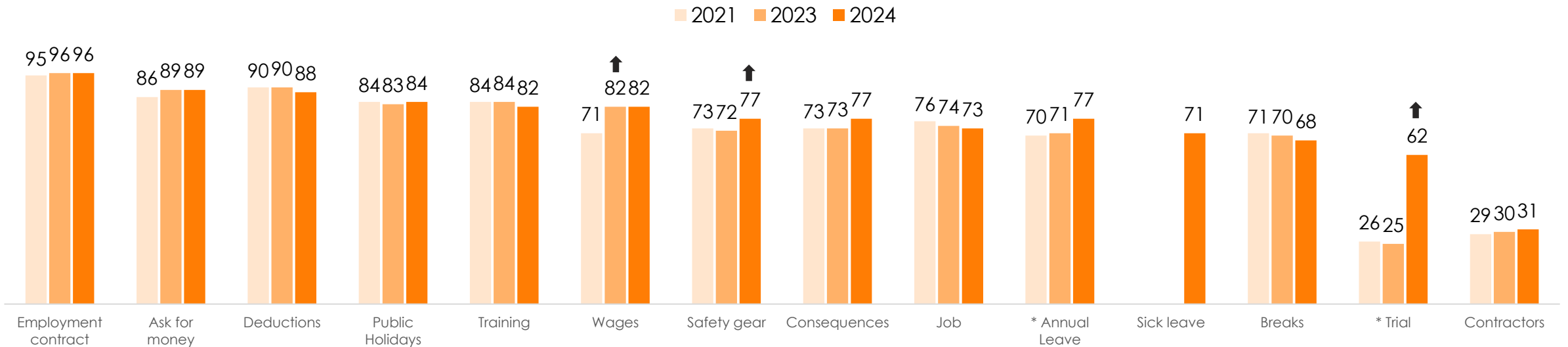
Knowledge levels remain high across most employment rights. Knowledge has grown since 2023 for safety gear. There is also much greater clarity about the job trial law, likely due to the recent change and related publicity.

Knowledge of employment rights %

On average, migrant workers have an incorrect understanding (or are unsure) about 3 of the 14 employment rights tested.

When asked to state the minimum wage, 25% gave the correct amount (up 13 points since 2023). 25% gave a lower amount, 28% a higher amount, and 20% were unsure.

Compared to 'all NZ workers', migrant workers have greater correct understanding of their job rights relating to working in the role they were hired for (73% vs 52%), but are less knowledgeable about breaks (68% vs 72%), annual leave (77% vs 87%), sick leave (71% vs 81%), and contractor rights (31% vs 48%).



Base: All migrant workers (n=904) * Statement changed see slide above.
 Q10. Based on what you know about New Zealand law, do you think this is correct or not correct?

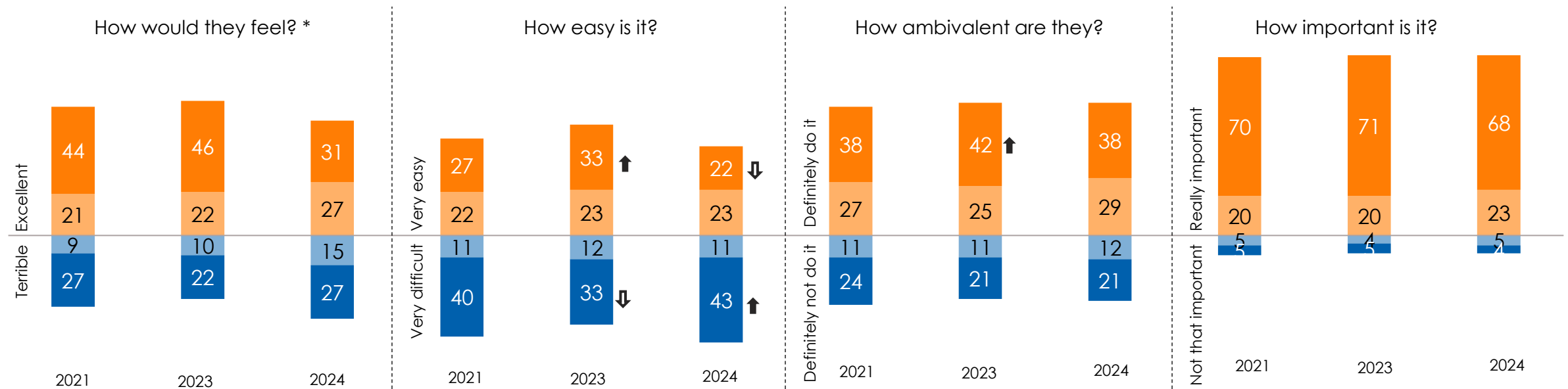
↑ ↓ Significantly higher/lower than previous wave

Migrant workers' commitment to speaking up

Four factors that determine commitment to speaking up

Almost all migrant workers think employment rights are important and while most would want to speak up, they would not find it easy and many would not feel good about it. These barriers are more prominent in 2024.

Commitment to speaking up in a situation where an employer is not giving you all your employment rights under the New Zealand employment law %



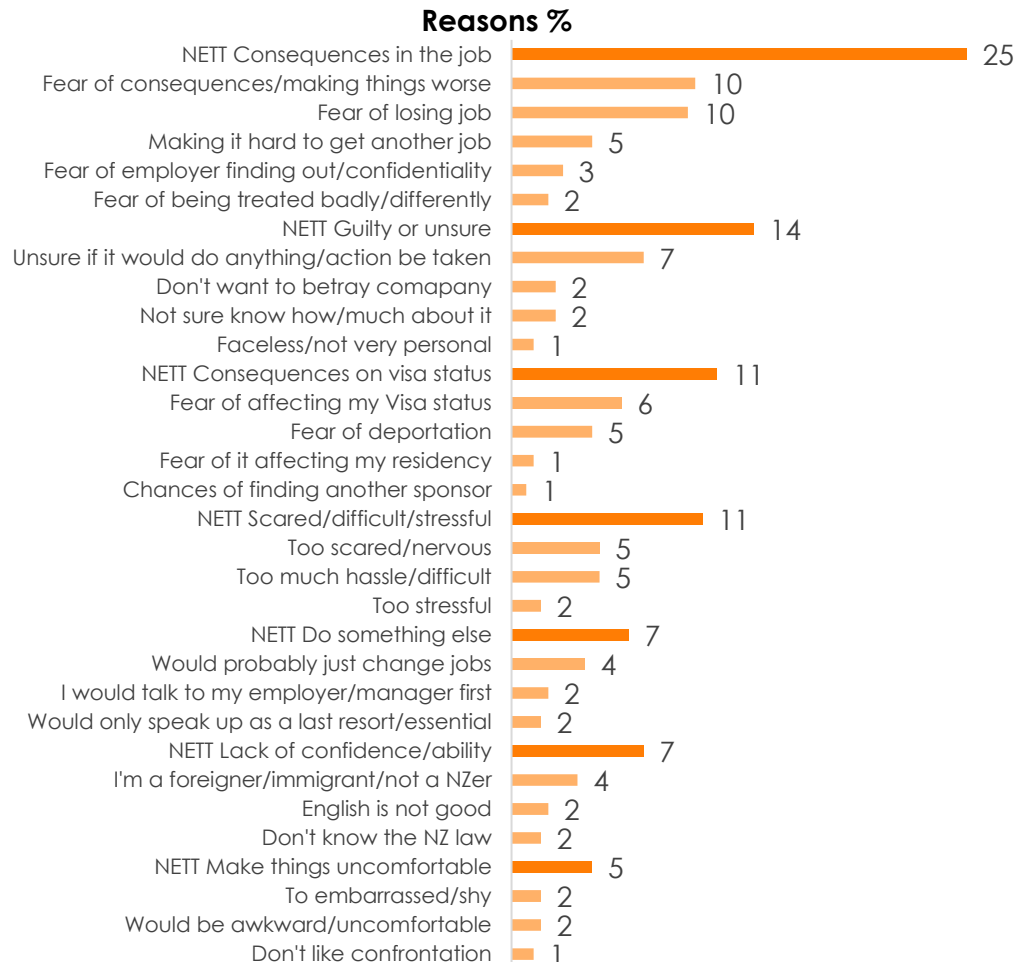
Overall, migrant workers' commitment to speaking up is a little weaker than that for all NZ workers. Migrant workers are more likely to say they would feel terrible and that it would be difficult to do.

Base: All migrant workers, 2024 (n=904), 2023 (n=1,024), 2021 (n=964) * Note a different scale was used prior to 2024: Scared to Extremely good. Q22b-22e. The figures in the bar chart are sourced from questions using an 11 point scale. Dark orange is the % who gave a rating of 8-10, light orange is the % who gave a rating of 6 or 7, light blue is the % who gave a rating of 5, and dark blue is the % who gave a rating of 0 to 4.

↑ ↓ Significantly higher/lower than previous wave

Reasons for not feeling good about speaking up

On the previous page we saw 27% of migrant workers would not feel good about speaking up in an exploitative situation. When asked why, many fear the consequences of doing so and being uncertain or guilty about the impact.



In their own words...

"I'd be concerned about rocking the boat. My family really loves living here and I don't want to do anything to jeopardise our situation, or future prospects for residency. That includes burning bridges with employers, or having some record of dispute." Partner work visa, Hospitality.

"I've got the feeling that talking to a Government institution will not solve the problem but will drag me into a bigger problem (confronting me versus my employer) -- and when people live abroad away from their support system, most don't want to have issues with anybody." Student and work visa, Education.

"Since I am not a citizen, I feel that speaking up might put my job in a risk, or worse I might lose it. Even worse, I might receive a bad reputation that may affect my visa application in NZ or any other country in the future." Student and work visa, Other .

"It's really daunting and being an immigrant has enough stressors as is." Working holiday, Administration.

"Because I'd rather quit my job and find another one than making trouble in a country that I don't feel I belong. I know I should do it, but unless it's a very bad situation, I don't think I would. I don't have family, contacts or friends to help or support me in a situation like this. I'd feel alone against a company." Partner work visa, Retail.

"Always prefer to resolve issues directly with the employer, if I can't resolve it directly it feels like it would be more hassle to go through Employment NZ, than to just leave." Working holiday, Technology.

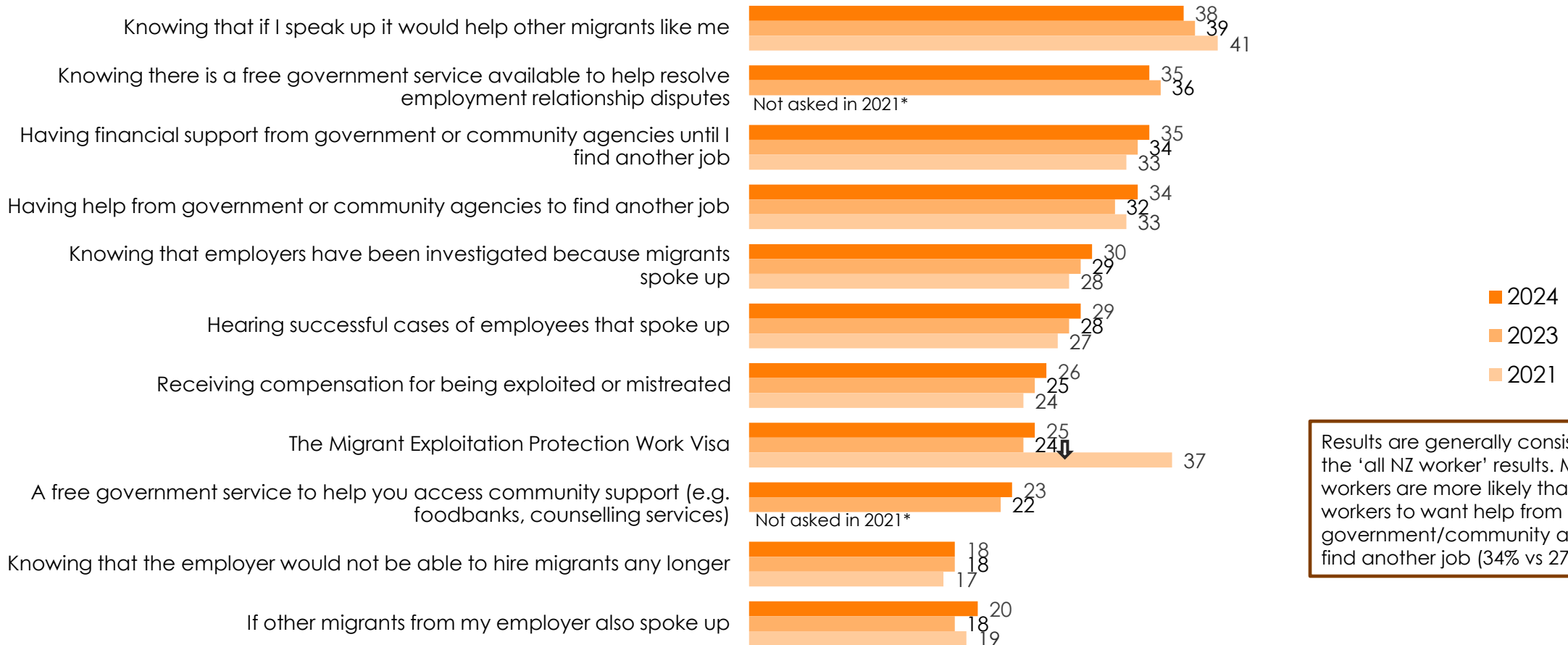
"I could lose my visa and my whole family's visas, and in that case, I could be asked to leave the country." Partner work visa, Other (trade).

Base: Migrant workers who feel terrible about speaking up (n=244)
Q22f. In your own words, please tell us why you would feel scared about speaking to NZ authorities about a situation.

Encouraging migrant workers to speak up

Consistent with previous years, knowing that it would help others, that there is free government support available and financial support until they find another job, are the key factors which would encourage migrant workers to speak up against exploitation.

Encouraging migrant workers to speak up against exploitation %



Results are generally consistent with the 'all NZ worker' results. Migrant workers are more likely than all NZ workers to want help from government/community agencies to find another job (34% vs 27%).

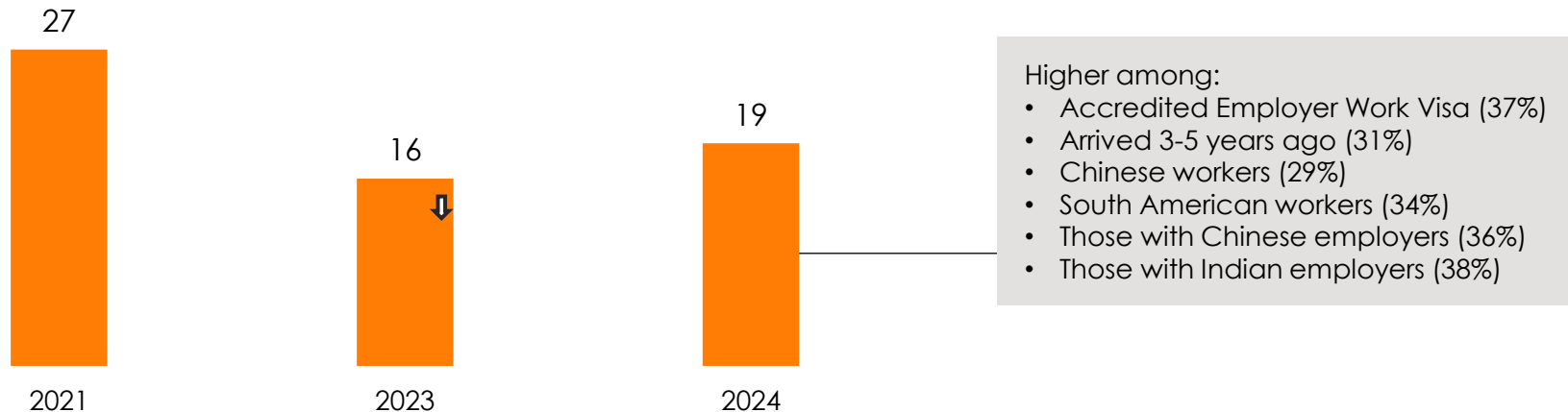
Base: All migrant workers 2024 (n=868 excluding prefer not to say), 2023 (n=1,024), 2021 (n=964)
 Q28m. What would encourage you to speak up if you were in a situation where your employer were exploiting or mistreating you?

↑ ↓ Significantly higher/lower than previous wave

Awareness of the migrant exploitation protection visa

Awareness is up slightly on 2023 (but not statistically significantly so) and remains lower than the high of 2021. Those who have been in NZ longer are more likely to know about the visa, as are workers from China or South America.

% Aware of migrant exploitation protection visa



Base: All migrant workers 2024 (n=893 excluding prefer not to say), 2023 (n=1204), 2021 (n=964)

Q28l. A migrant worker with an employer supported work visa and who has reported exploitation can apply for the new Migrant Exploitation Protection Work Visa. This visa allows them to leave their job quickly and stay in New Zealand for six months looking for another job. Before today, had you heard of the Migrant Exploitation Protection Work Visa?

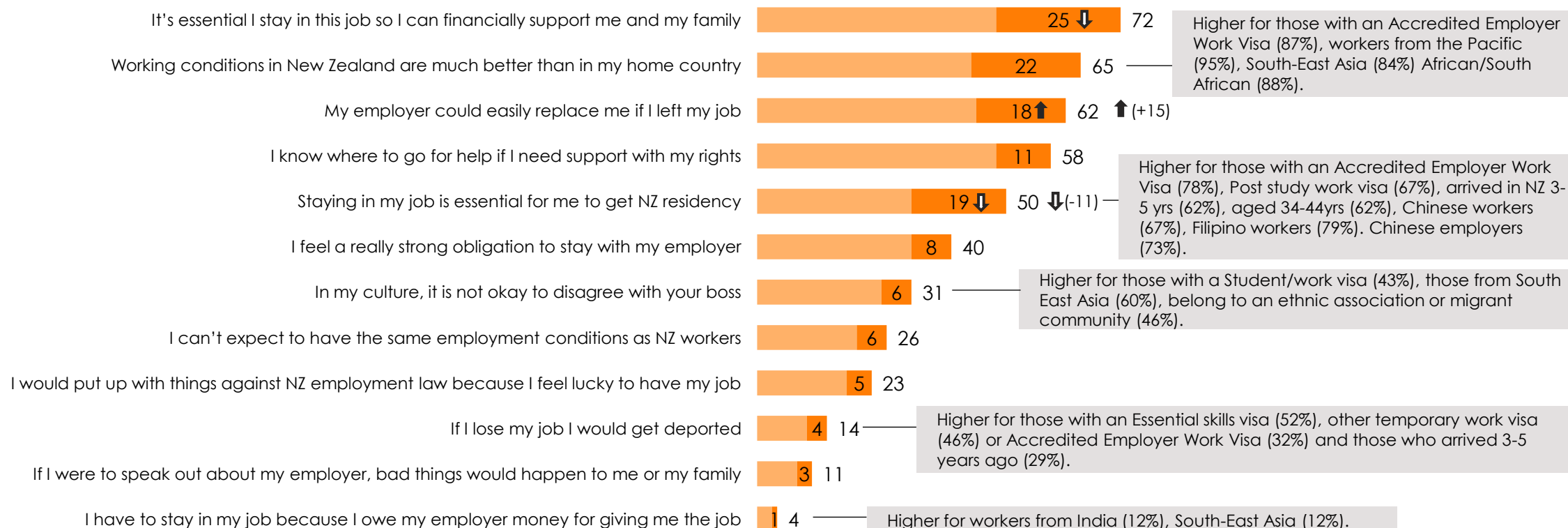
↑ ↓ Significantly higher/lower than previous wave

Migrant worker attitudinal shifts

Vulnerability to exploitation

In 2024, more migrant workers feel they could be easily replaced in their job and fewer feel staying in their job is essential for residency. These shifts may be impacted by the sample profile changes noted earlier in the report. Migrant workers are less confident than all NZ workers about where to seek help.

Attitudinal markers of vulnerability to exploitation %



The biggest difference between migrant workers and all NZ workers are that migrant workers are much less confident that they know where to seek help (58% vs 76%).

Agree Strongly agree Total agree

Base: All migrant workers, base varies slightly for each statements as 'not applicable' responses have been excluded from the results Q23. Thinking about your (current/last) job, how much do you agree or disagree that...

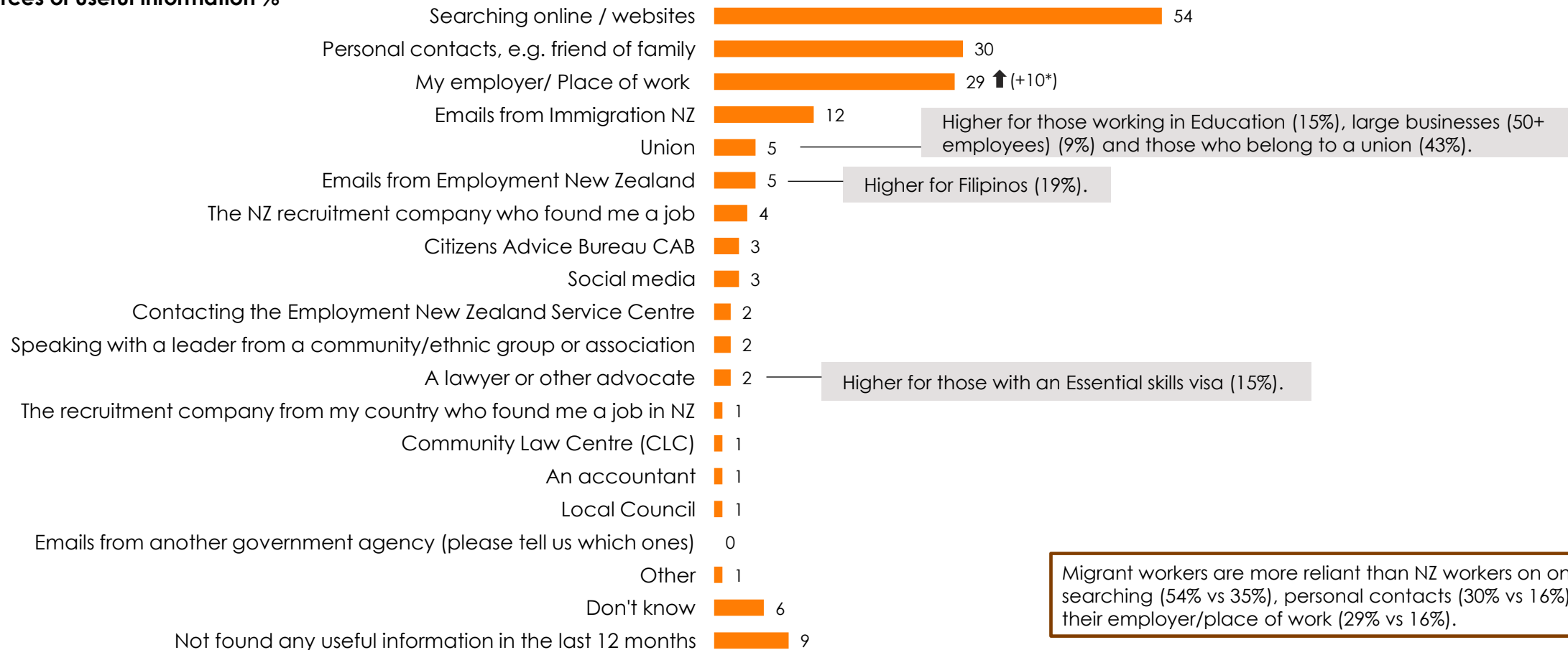
↑ ↓ Significantly higher/lower than 2023

Engaging migrant workers

Sources of information on employment rights

Online searches, personal contacts and employers are the most useful sources of employment rights information. Since 2023, more migrants source useful employment rights information from their employer.

Sources of useful information %



Migrant workers are more reliant than NZ workers on online searching (54% vs 35%), personal contacts (30% vs 16%) and their employer/place of work (29% vs 16%).

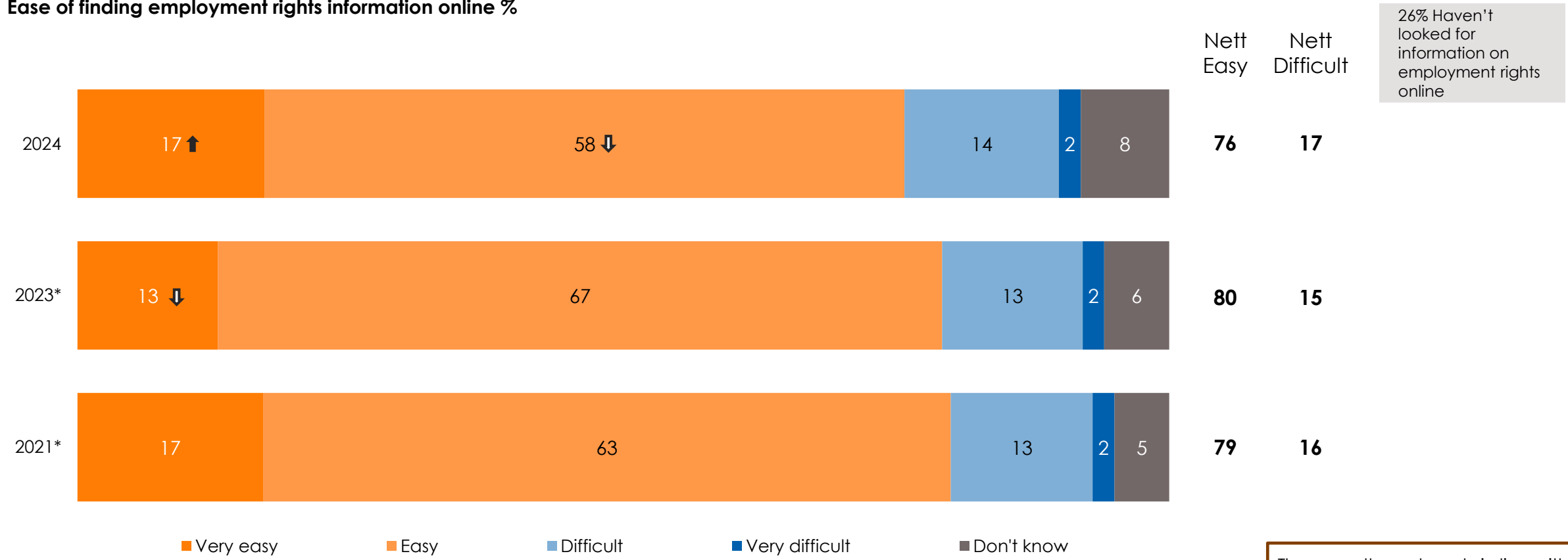
Base: All migrant workers (n=887 excluding prefer not to say) *2023 = Net My boss, HR department, work colleague, work Q24a. Where have you got USEFUL information about your employment rights from in the past?

↑ ↓ Significantly higher/lower than 2023

Finding information online

Three quarters of migrant workers found online information on employment rights easily. 'Very easy' ratings have increased since 2023, and are now back in line with 2021.

Ease of finding employment rights information online %



These results are largely in line with the all NZ worker findings.

Base: Migrant workers who have looked online for employment rights information in the last 12 months (n=663) * Note a slightly different scale was used prior to 2024: Very well, Well, A little bit, Not at all.

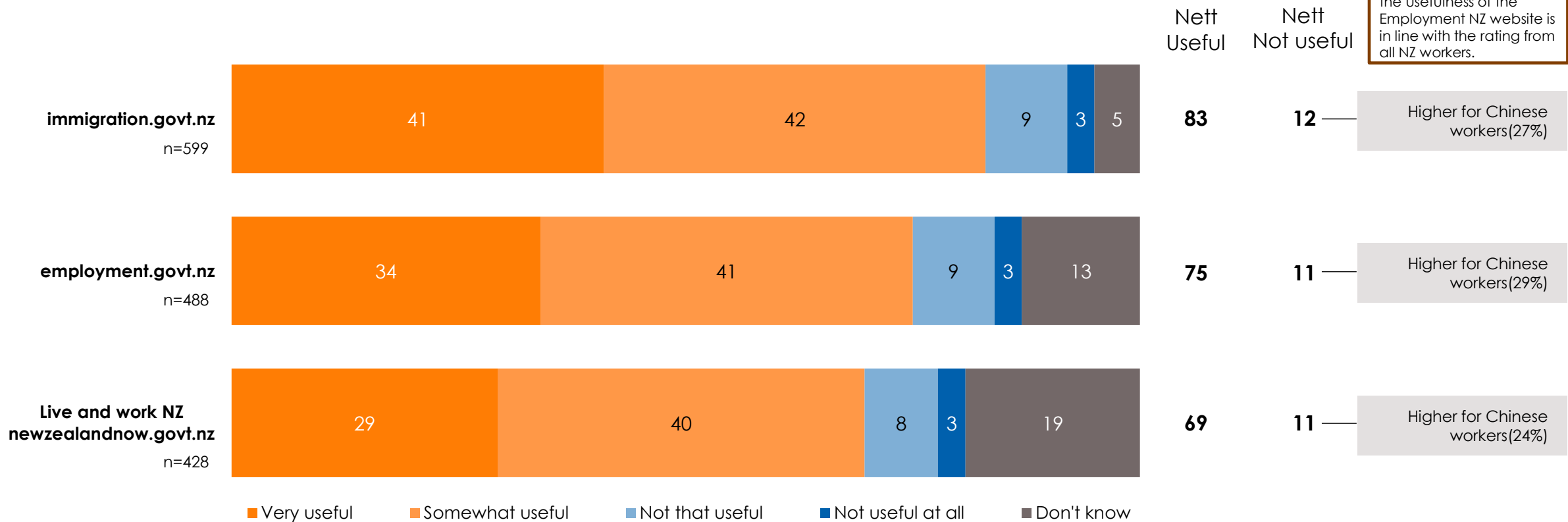
↑ ↓ Significantly higher/lower than previous wave

Q24c. In the last 12 months, how easy or difficult was it to find information you need about employment rights online?

Websites

Most migrant worker website visitors found these sites useful, with the Immigration NZ site rated most favourably. A fifth who visited Live and work New Zealand weren't sure if it was helpful.

Visitors' usefulness rating of websites %

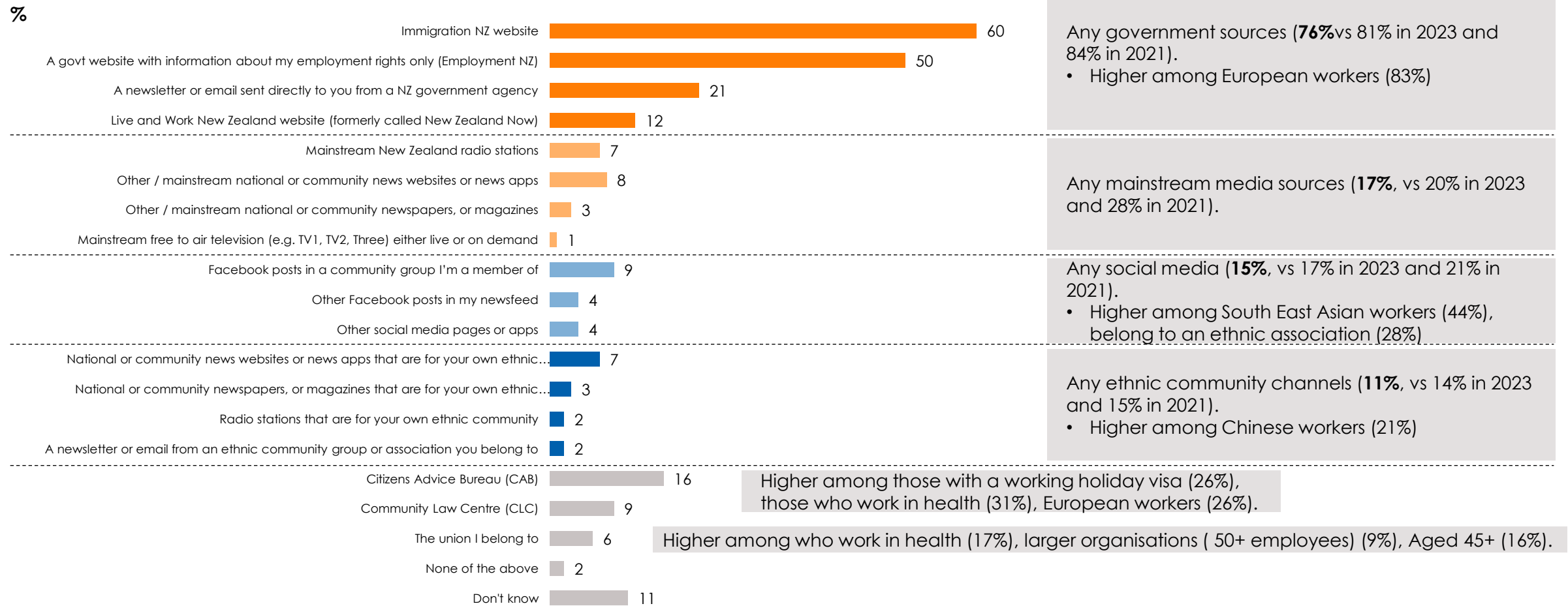


Base: Migrant workers who had visited the site in the last 12 months (excluding prefer not to say). See bases on chart. Q24b. In the past 12 months, how useful have you found these websites for information on employment rights.

Significant differences between waves not shown due to change in question wording.

Most trusted sources of employment law

Government sources are most trusted for employment law, in particular Immigration NZ and Employment NZ.



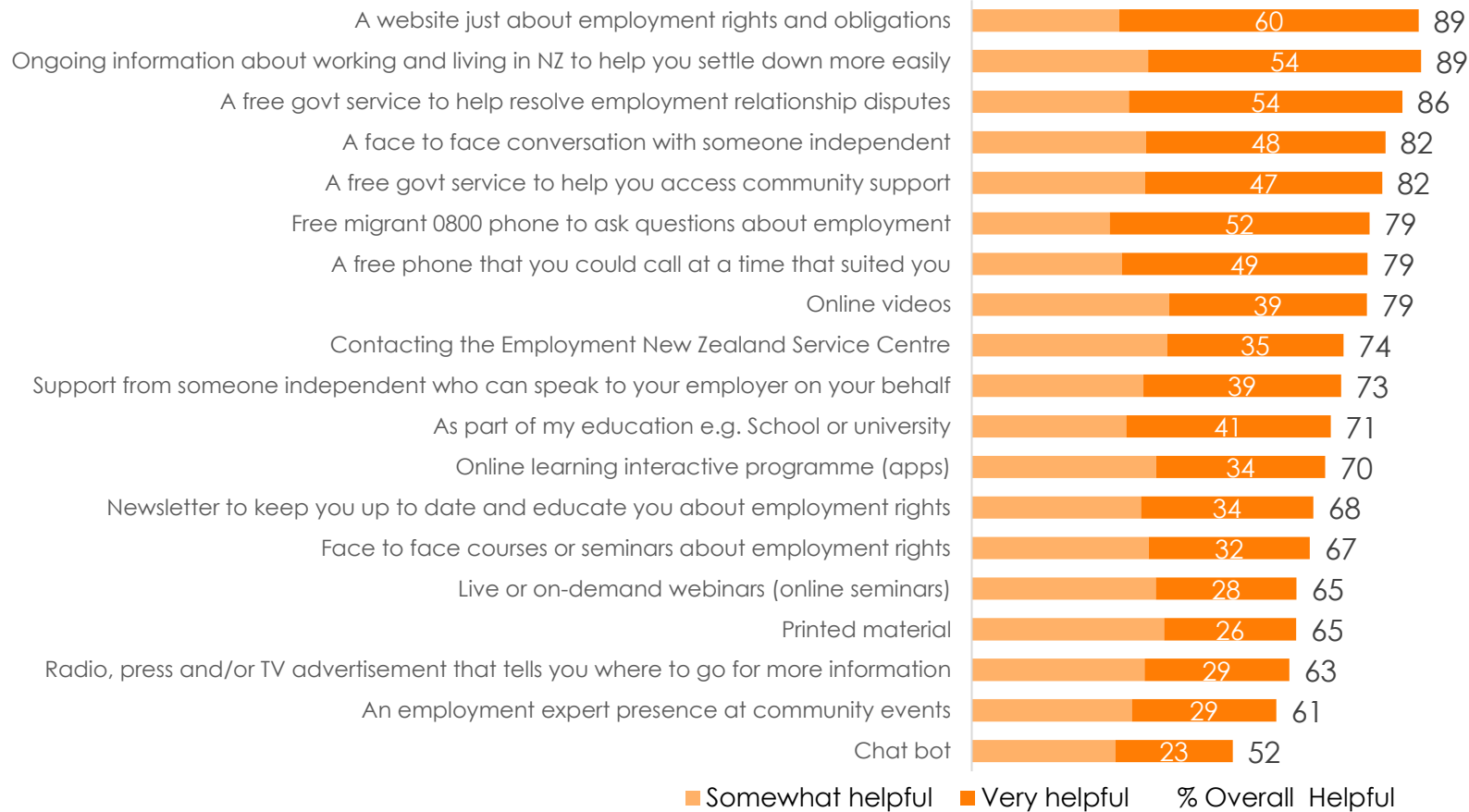
Base: All migrant workers, (n=882 excluding Prefer not to say)
 Q28k. What THREE sources of employment law would you trust the most in New Zealand?

Significant differences between waves not shown due to change in options (new in 2024 CAB, CLC, Don't know).

Getting information and support

Both general website information and channels that deliver more tailored advice appeal to migrant workers. Migrant workers also seek wider assistance to settle into NZ via ongoing information. Over half of migrant workers want communications in their own language.

Getting information and support about employment rights %



55%
 ...want communications in their own language.
 Around one in eight migrant workers surveyed were not able to read and understand English well*.

The top six rated ideas are the same for both migrant workers and all NZ workers, except for ongoing information about working living in NZ (which relates only to migrant workers).

Base: All migrant workers (n= 894-899 excluding prefer not to say)

Q27c. Next, we're going to show you some ideas for helping you get information and support about employment rights. We'd like to know how helpful these would be for you now (or would have been once you arrived in NZ). How helpful or unhelpful would this be? Q27d3 - Thinking about the employment information

you said you'd be interested in, how important is it that the information is in your own language? Q35a - How well can you have a conversation or read and understand written English? * Fairly well (understand some things), Not very well (simple things), No more than a few words

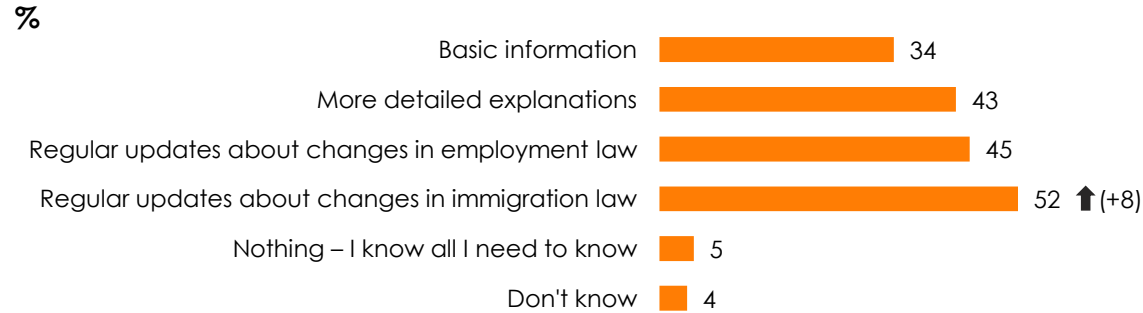
Significant differences between waves not shown due to change in scale.

Specific migrant worker information needs

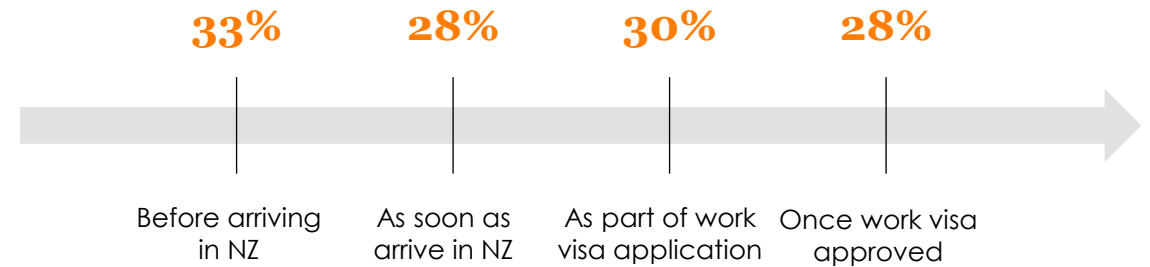
While both basic and detailed information are still required, regular updates about immigration law changes are more important in 2024. Workday evenings are the most convenient time for in person courses and phone calls.

Specific needs

Type of information needed



When migrant workers want information



Best time for in-person courses and webinars



Best time to call a freephone



Base: Migrant workers, bases vary see below.

Q27d1. How much employment information would you be interested in? (n=895 excluding Prefer not to say). Q27a When would be most helpful to get info about employment rights? (n=896 excluding 'prefer not to say'), Q27e. Would you be more likely to attend in-person courses/live webinars if they were... Workers who indicated they would find in person/live courses helpful (n=673 excluding Prefer not to say). Q27ci. You said a freephone to call would be helpful. When would be easier for you to call? Workers who indicated they would find a free phonenumber helpful (n=770 excluding prefer not to say).

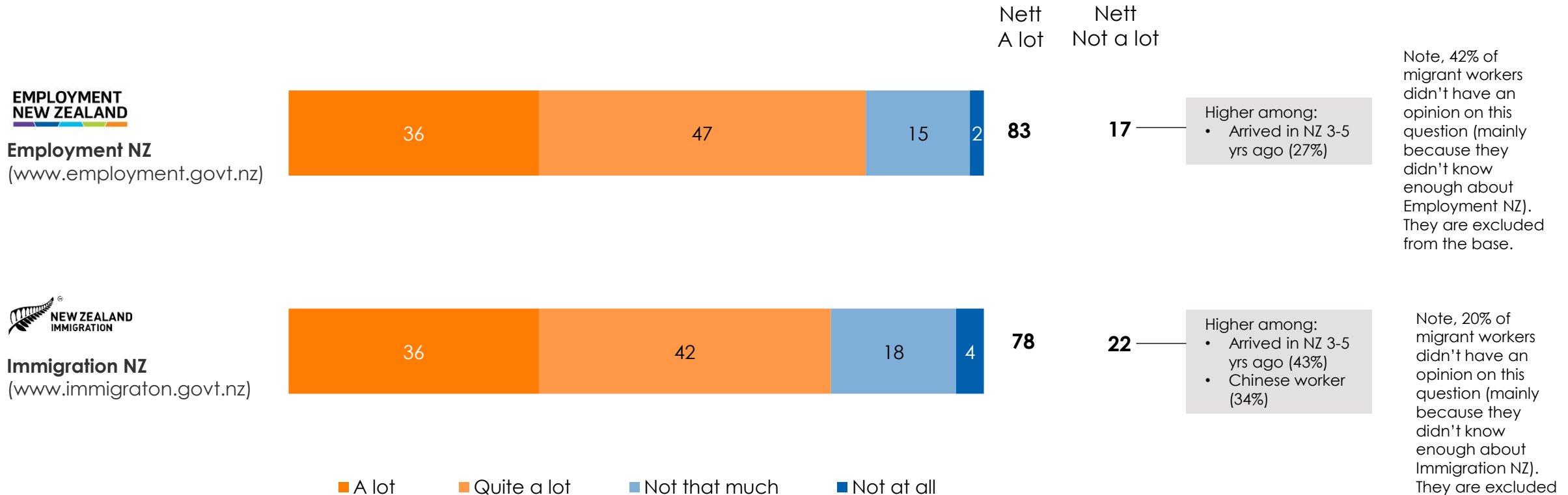
↑ ↓ Significantly higher/lower than 2023

Migrant worker perceptions of government agency support

Trust in government agencies

Trust is high for both Employment NZ and Immigration NZ, but around one in five/six migrant workers who knew enough to offer an opinion indicated a degree of distrust.

Trust %



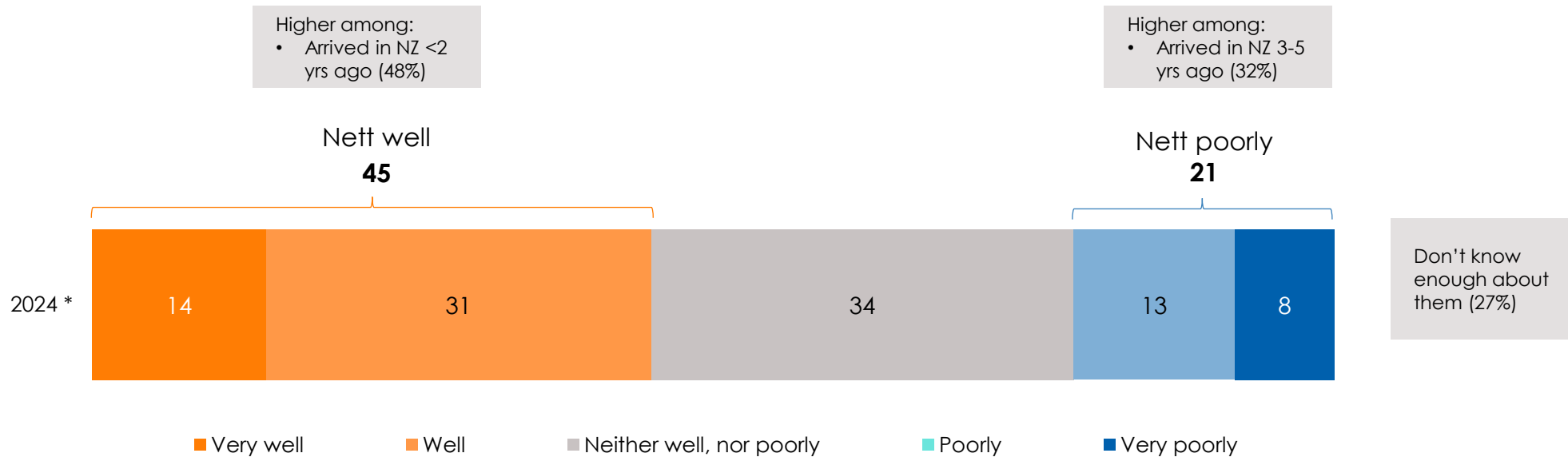
Base: Migrant workers excluding 'don't know enough about this organisation' and 'don't know'. Bases vary see below.
 Q25a. Overall, how much do you trust Immigration New Zealand? (n=724) Q25b. Overall, how much do you trust Employment New Zealand? (n=521)

Significant differences between waves not shown due to change in scale.

How well NZ government agencies support migrant workers

Under half of migrant workers with an opinion think NZ government agencies do a good job of supporting migrant workers. Workers who have been in NZ for longer hold less favourable views.

Rating of NZ government agencies %



Overall, migrant worker and 'all NZ worker' perceptions of government agencies' support of workers are similar.

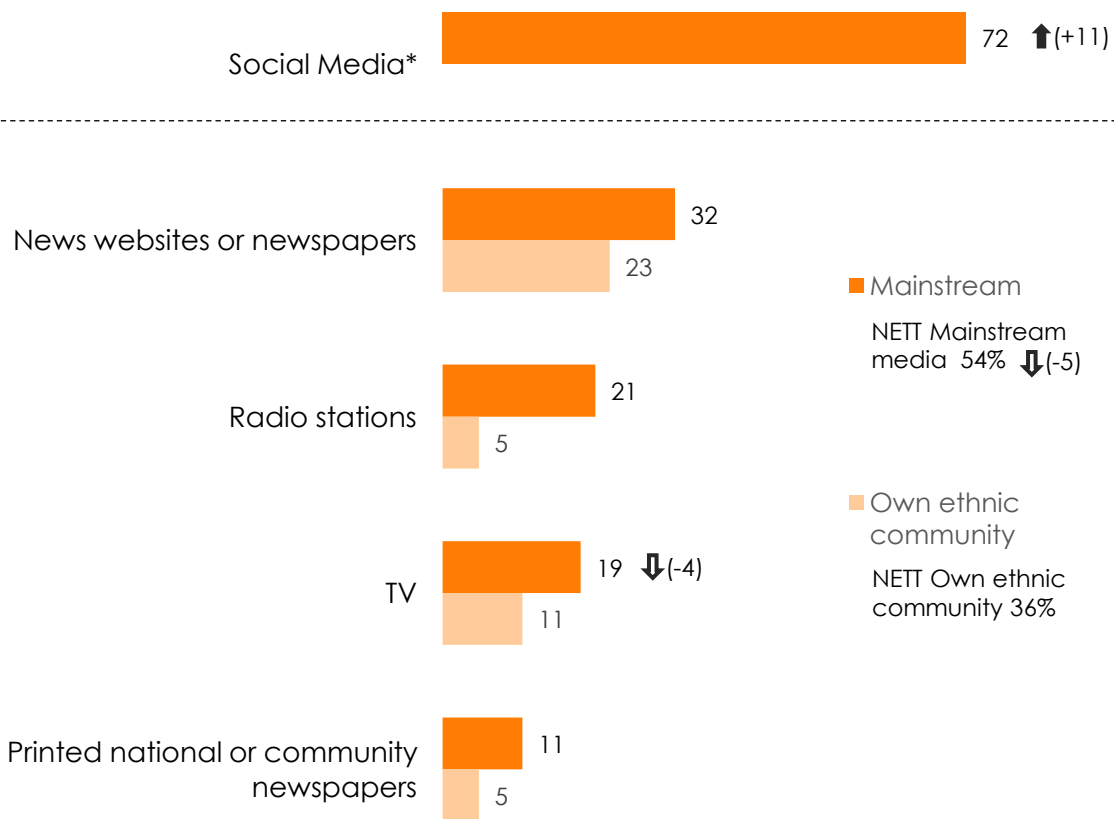
Base: Migrant workers excluding those who don't know enough about them and prefer not to say (n=649) *Historical data can't be shown due to a change in the scale used. Q26_1. Overall, how well do you think New Zealand government agencies support migrant workers in New Zealand?

Significant differences between waves not shown due to change in scale.

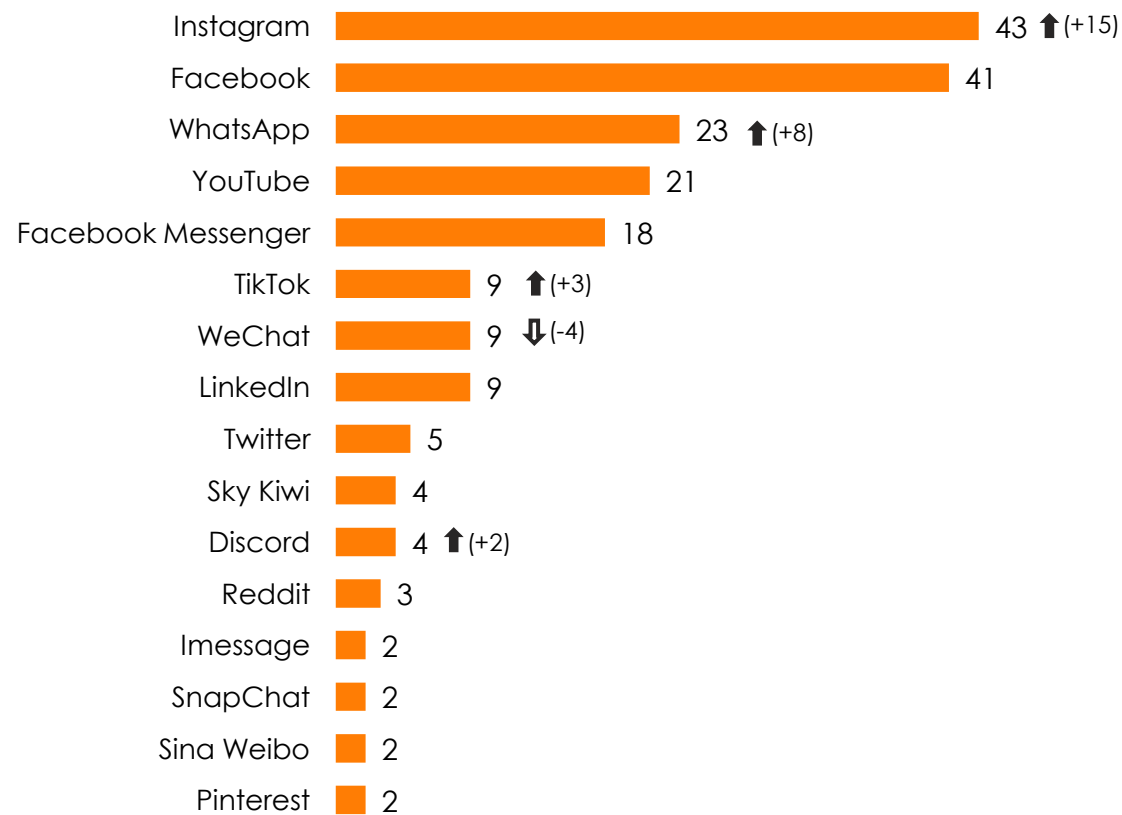
Media channels

Likely reflecting the younger 2024 survey sample, social media use increases at the expense of mainstream media consumption. Instagram overtakes Facebook as the most popular social media site (just), and WhatsApp now sits in third place.

Other media used for at least three hours a week* %



Social media used for at least three hours a week* %



Base: All migrant workers (n=904) *Note: Social Media = 3 hours or more a week, Other media = at least 3 hours. Q28a. Which of the following do you do for at least three hours in a usual week?, Q28b. Do you look at social media pages or apps for ... , Q28g. What social media sites or apps do you use most weeks? Note: Showing those >1%
Verian | The employment monitor

↑ ↓ Significantly higher/lower than 2023

Social media sites by nationality

The popularity of social media sites varies by nationality.

Social media sites by worker ethnicity (2024)

	Base	Chinese	Filipino	South East Asian	Indian	Other Asian	European incl. Great Britain / Ireland	Pacific peoples	African / South African	South American	Another ethnicity
Base	(n=904)	(139)	(38)	(54)	(58)	(72)	(277)	(41)	(51)	(57)	(73)
Instagram	43 ↑(+15)	30%	29%	41%	47%	44%	50%	17%	31%	61%	52%
Facebook	41	28%	55%	43%	45%	47%	39%	51%	57%	49%	44%
WhatsApp	23 ↑(+8)	14%	5%	24%	28%	14%	27%	5%	57%	42%	21%
YouTube	21	22%	29%	30%	16%	24%	19%	22%	18%	25%	12%
Facebook Messenger	18	6%	42%	15%	7%	7%	26%	37%	18%	11%	21%
TikTok	9 ↑(+3)	7%	13%	19%	5%	1%	7%	12%	12%	7%	18%
WeChat	9 ↓(-4)	55%	0%	2%	0%	4%	0%	0%	0%	0%	0%
LinkedIn	9	13%	13%	6%	12%	3%	7%	5%	12%	5%	3%
Twitter	5	8%	0%	6%	3%	3%	8%	2%	2%	4%	7%
Sky Kiwi	4	22%	0%	0%	0%	4%	0%	0%	0%	0%	0%
Discord	4 ↑(+2)	4%	0%	7%	0%	3%	4%	2%	2%	0%	10%
Reddit	3	1%	5%	2%	2%	0%	6%	0%	0%	2%	7%
Imessage	2	1%	0%	2%	2%	3%	3%	0%	0%	2%	10%
SnapChat	2	1%	0%	0%	5%	1%	3%	0%	2%	0%	3%
Sina Weibo	2	10%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Pinterest	2	0%	0%	4%	0%	0%	1%	2%	8%	0%	3%

Base: All migrant workers, see table for bases. Note: Showing those >1% Q28g. What social media sites or apps do you use most weeks?

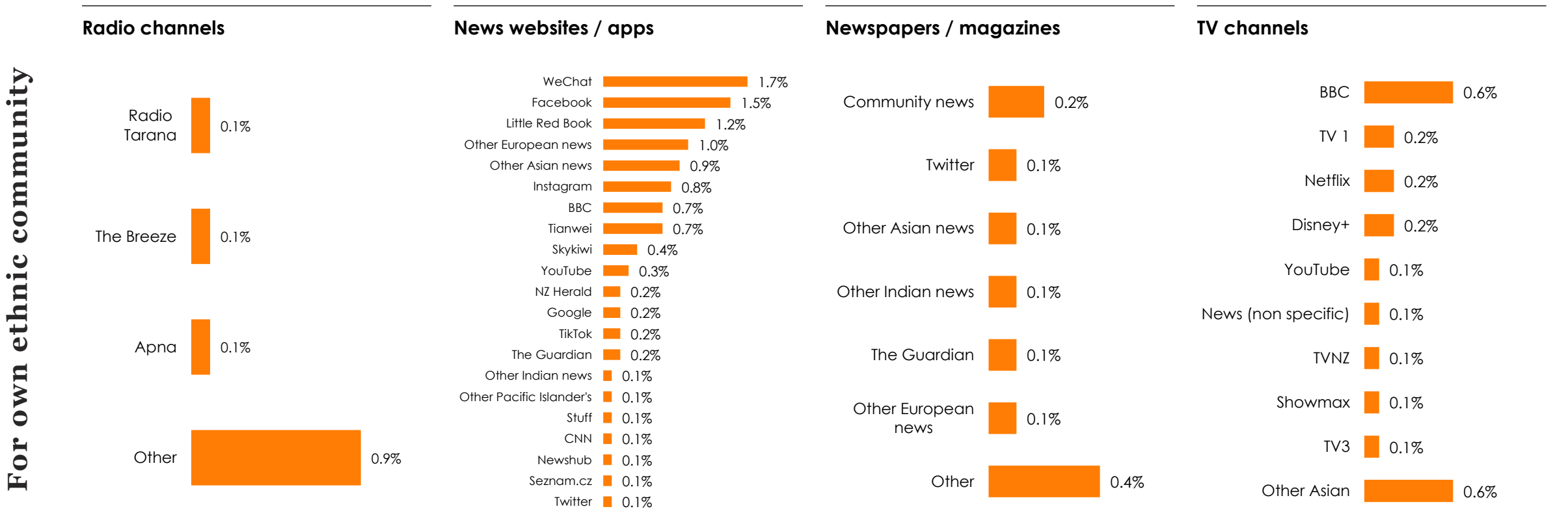
Top three sites for the worker ethnic group

↑ ↓ Significantly higher/lower than 2023

Ethnic media channels

Respondents who indicated they listened to, watched, or read each of the media sources in the previous question for their **own ethnic community** (at least three hours per week), were then asked which specific channels, websites, apps, newspapers and magazines they use the most. The graph below shows the **respondent defined** sources used. Results are based on **all** migrant workers in 2024.

Ethnic media used for at least three hours per week



Base: All migrant workers (n=904)

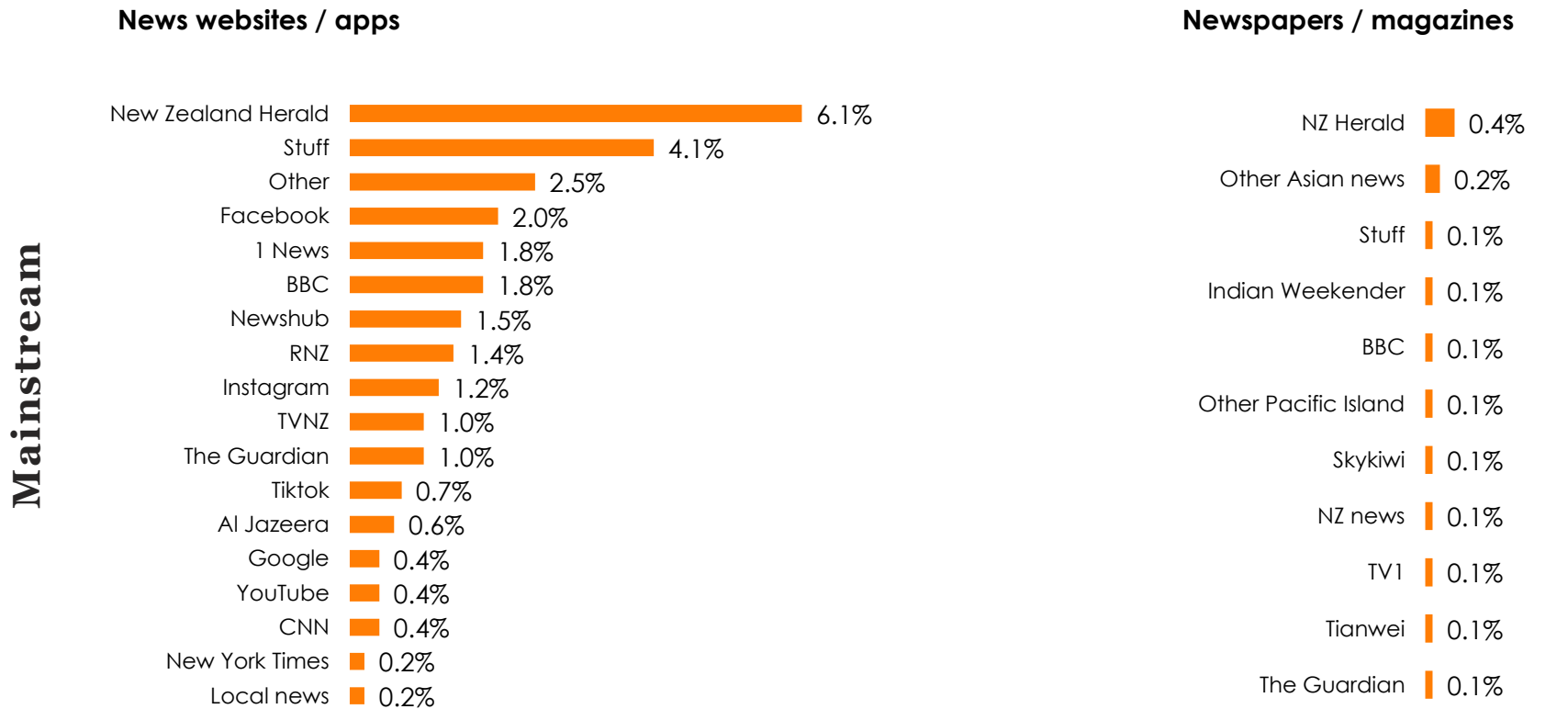
Q28c. What [news websites or news apps/ newspapers, magazines] for your own ethnic community do you normally read/use? Q28e. What TV channels for your own ethnic community do you watch the most? Q28f What radio channels for your own ethnic community do you listen to the most?

Significant differences between waves not shown due to addition of don't know and prefer not to say responses in 2024.

Mainstream media channels

New Zealand Herald and Stuff are the most popular mainstream channels.

Mainstream media channels



Mainstream

Base: All migrant workers (n=904)
 Q16a. What news websites or news apps, TV and radio channels, newspapers, magazines for your own ethnic community do you normally read/use? Q16b. What mainstream TV, radio news websites or news apps, newspapers, magazines do you read/use?

Significant differences between waves not shown due addition of 'don't know' and 'prefer not to say' responses.

Migrant worker segments

In 2021, we identified four groups of migrant workers who differ on their knowledge of employment rights and risk of exploitation. These segments have been resized for 2024.

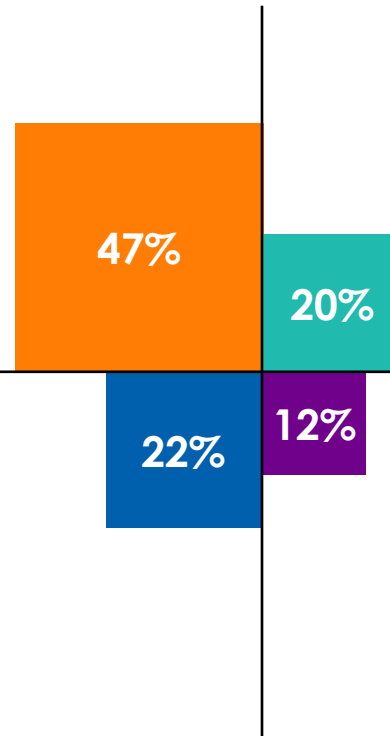
CAPABLE

- High knowledge of employment rights.
- Very few exploitation concerns.
- High employment satisfaction and trust in their employer.
- High levels of trust in Employment NZ, and would have little difficulty speaking up if faced with exploitation.
- Most likely to know where to go to for help if they need it.

Lower risk of exploitation

- Below average knowledge of employment rights.
- Some exploitation concerns, but not prevalent.
- Satisfied with their employment and trust their employer.
- Moderate trust in Employment NZ and would have some difficulty speaking up if faced with exploitation.
- Low knowledge of where to go for help.
- More recent arrivals to New Zealand (<3 years).

More knowledge about employment rights



KNOWLEDGEABLE BUT TRAPPED

- Above average knowledge of employment rights, but low self-reported understanding.
- Most experience at least one exploitation concern.
- Low employment satisfaction and trust in their employer. Most experience a negative emotion relating to their work.
- Often reliant on job for visa reasons.
- Moderate trust in Employment NZ and would have some difficulty speaking up if faced with exploitation.
- Low knowledge of where to go for help.

Higher risk of exploitation

- Below average knowledge of employment rights, and the lowest self-reported understanding.
- High number of exploitation concerns.
- Poor employment satisfaction and very low trust in their employer. Almost all experience a negative emotion relating to their work.
- Feel insecure about their job, feel they are easily replaced.
- Very low trust in Employment NZ and would have the most difficulty speaking up if faced with exploitation.
- Lowest knowledge of where to go for help.

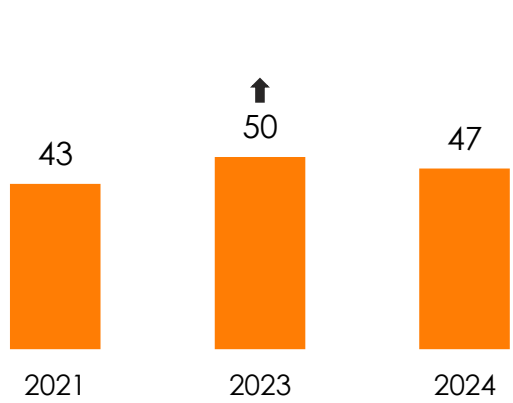
Less knowledge about employment rights

NAÏVE, BUT UNEXPLOITED

DISHEARTENED

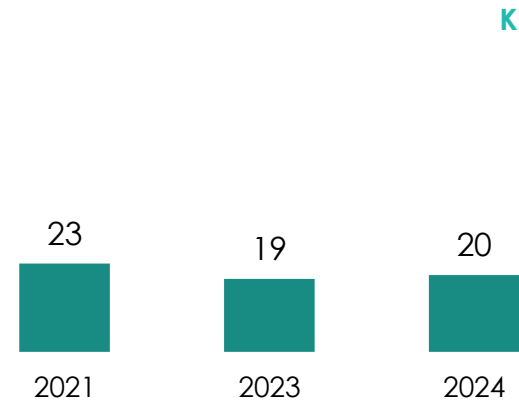
The segment sizes have been tracked over time. The 2024 segment sizes are similar to those in 2023.

CAPABLE
%



More knowledge about
employment rights

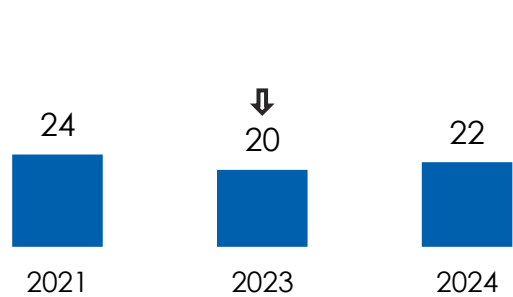
KNOWLEDGEABLE, BUT TRAPPED
%



Lower risk of exploitation

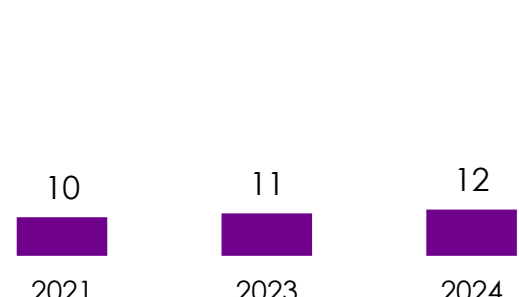
Higher risk of exploitation

NAÏVE, BUT UNEXPLOITED
%



Less knowledge about
employment rights

DISHEARTENED
%



Base: All migrant workers, 2024 (n=904), 2023 (n=1,024), 2021 (n=964)

↑ ↓ Significantly higher/lower than the previous wave

Disheartened workers have a poor understanding of employment rights, and are less likely to know where to find support; Naïve but unexploited are more recent arrivals.

	CAPABLE	NAÏVE, BUT UNEXPLOITED	KNOWLEDGEABLE BUT TRAPPED	DISHEARTENED
Visa type	Student and work 25% Partner work 24% Working holiday 21% Accredited Employer Visa 11% ▲ Post study work visa 11%	Working holiday 33% ▲ Partner work 28% Student and work 22%	Partner work 29% Student and work 23% Post study work visa 14% Working holiday 13% ▼	Working holiday 34% Partner work 29% Student and work 17% Post study work visa 11%
Ethnicity	European 28% Chinese 18%	European 41% ▲ Chinese 8% ▼	European 21% ▼ Chinese 27% ▲	European 41% Chinese 11%
Industry	Hospitality 24% Education 16%	Education 22% Hospitality 18%	Hospitality 29% Education 10%	Hospitality 32% Education 14%
Self-rated understanding of employment rights	79% ▲	54% ▼	51% ▼	45% ▼
Tested employment rights knowledge: Average number correct (out of 13)	11.7 ▲	8.0 ▼	11.5 ▲	9.1 ▼
Time spent in NZ <3yrs	79%	89% ▲	71% ▼	75%
Base:	n=422	n=200	n=177	n=105

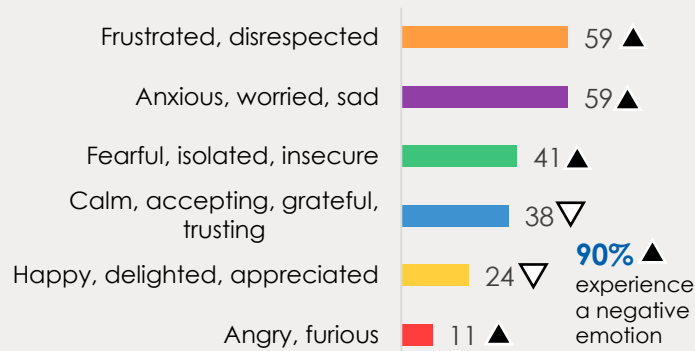
Employment context

Low job satisfaction, low trust in employer, high number of concerns and contract breaches.

▽ **51%** are satisfied with their employment

▽ **29%** trust their employer

Emotions...



42% work <40 hrs per week

▲ **18%** work full time and work 50+ hrs per week

▲ **10%** don't have a written employment contract

▲ **86%** have at least one concern about their employment situation

Top 5 concerns

▲ **27%** Workplace racism

▲ **26%** Paid less than my Kiwi colleagues for the same job

▲ **16%** Not having any breaks during work

▲ **16%** Not being paid for all the hours I work

▲ **14%** The job is not what they promised

DISHEARTENED migrant worker profile

How to help them

Fear 'speaking up' and many distrust Employment NZ. However, government support services feature in helpful support channels.

▽ **21%** trust Employment NZ (50% don't know enough about ENZ)

▲ **72%** would find it difficult to speak up in an exploitative work situation

▲ **40%** would not feel good about speaking up. The top three reasons for this are....

12% Fear of consequences or making things worse

12% Unsure if any action would be taken

10% Previous experience

Top three things that would encourage them to speak up

47% Having financial support from government or community agencies until I find another job

45% Knowing that if I speak up it would help other migrants like me

42% Knowing there is a free government service available to help resolve employment relationship disputes

Top three most helpful support channels

89% Ongoing information about working and living in NZ to help you settle down more easily

86% A website just about employment rights and obligations

85% A free government service to help resolve employment relationship disputes

How to reach them

Myriad of channels needed to target Disheartened workers. Previous qualitative research highlighted they will need reassurance around the process and certainty around the outcome of taking any action.

69% use social media 3+ hours per week.

70% use other types of media 3+ hours per week. Top three are...

31% Mainstream news sites or apps

29% Ethnic community news sites or apps

17% Mainstream TV

▽ **76%** have found useful employment rights information in the last 12 months. Top three are...

45% searching online/ websites

31% personal contacts

15% my employer/place of work

▽ **35%** know where to go for help if they need it

Top three most trusted sources of employment law...

55% Government website with information about employment rights (ENZ)

53% Immigration NZ website

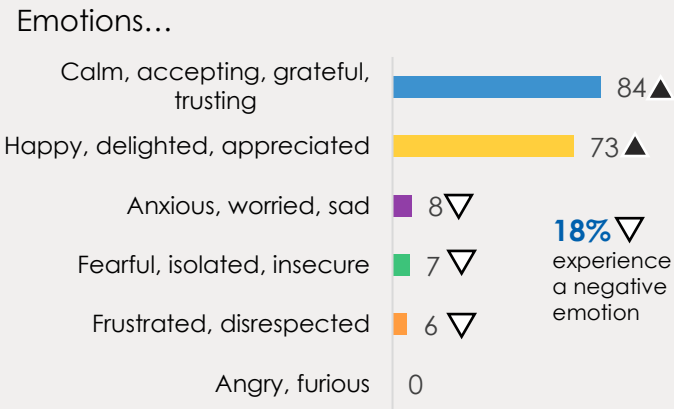
17% Citizens Advice Bureau

Employment context

High job satisfaction, high trust in employer, low number of concerns and contract breaches.

▲ **90%** are satisfied with their employment

▲ **79%** trust their employer



55% work <40 hrs per week

4% work full time and work 50+ hrs per week

1% don't have a written employment contract

▼ **11%** have at least one concern about their employment situation

Top 4 concerns

4% Giving my passport to my boss

▼ **1%** Paid less than my Kiwi colleagues for the same job

1% Not having any breaks during work

1% Not being paid for all the hours I work

NAÏVE, BUT UNEXPLOITED migrant worker profile

How to help them

Moderate trust in Employment NZ, although many don't know them well. Not fearful to speak up but would not find it easy.

43% trust Employment NZ (44% don't know enough about ENZ)

47% would find it difficult to speak up in an exploitative work situation

34% would not feel good about speaking up. The top three reasons for this are....

13% Fear of losing job

10% Fear of consequences or making things worse

7% Making it hard to get another job

Top three things that would encourage them to speak up

35% Knowing that if I speak up it would help other migrants like me

33% Having financial support from government or community agencies until I find another job

32% Knowing there is a free government service available to help resolve employment relationship disputes

Top three most helpful support channels

88% A website just about employment rights and obligations

85% Ongoing information about working and living in NZ to help you settle down more easily

80% A free government service to help resolve employment relationship disputes

How to reach them

Myriad of channels needed to target Naïve workers. Tell them where to find help should they need it in the future.

73% use social media 3+ hours per week.

70% use other types of media 3+ hours per week. Top three are...

26% Mainstream news sites or apps

23% Ethnic community news sites or apps

22% Mainstream TV

92% have found useful employment rights information in the last 12 months. Top three are...

45% searching online/ websites

32% my employer/place of work

29% personal contacts

▼ **47%** know where to go for help if they need it

Top three most trusted sources of employment law...

59% Immigration NZ website

46% Government website with information about employment rights (ENZ)

20% Newsletter or email sent directly to you from a NZ government agency

Employment context

Low job satisfaction, low trust in employer, high number of concerns and contract breaches.

▽ **51%** are satisfied with their employment

▽ **40%** trust their employer

Emotions...

Calm, accepting, grateful, trusting 56▽

Anxious, worried, sad 53▲

Frustrated, disrespected 46▲

Happy, delighted, appreciated 31▽

Fearful, isolated, insecure 28▲ **73%**▲ experience a negative emotion

Angry, furious 6

49% work <40 hrs per week

5% work full time and work 50+ hrs per week

6% don't have a written employment contract

▲ **72%** have at least one concern about their employment situation

Top 5 concerns

▲ **15%** Paid less than my Kiwi colleagues for the same job

▲ **15%** Not having any breaks during work

▲ **12%** The job is not what they promised

▲ **12%** Not being paid for all the hours I work

▲ **10%** Workplace racism

KNOWLEDGEABLE BUT TRAPPED migrant worker profile

How to help them

Moderate trust in Employment NZ. Half would find it difficult to speak up. Government support services feature in helpful support channels.

43% trust Employment NZ (27% don't know enough about ENZ)

52% would find it difficult to speak up in an exploitative work situation

28% would not feel good about speaking up. The top three reasons for this are....

16% Unsure if any action would be taken

16% Fear of affecting my visa status

10% Fear of consequences or making things worse

Top three things that would encourage them to speak up

45% Knowing that if I speak up it would help other migrants like me

42% Having help from government or community agencies to find another job

40% Having financial support from government or community agencies until I find another job

Top three most helpful support channels

90% Ongoing information about working and living in NZ to help you settle down more easily

86% A website just about employment rights and obligations

86% A free government service to help resolve employment relationship disputes

How to reach them

Reach them online rather than via their workplace. Tell them where to find help.

75% use social media 3+ hours per week.

73% use other types of media 3+ hours per week. Top three are...

33% Mainstream news sites or apps

27% Ethnic community news sites or apps

19% Mainstream Radio

94% have found useful employment rights information in the last 12 months. Top three are...

57% searching online/ websites

33% personal contacts

▽ **17%** my employer/place of work

▽ **47%** know where to go for help if they need it

Top three most trusted sources of employment law...

54% Immigration website

48% Government website with information about employment rights (ENZ)

22% Newsletter or email sent directly to you from a NZ government agency

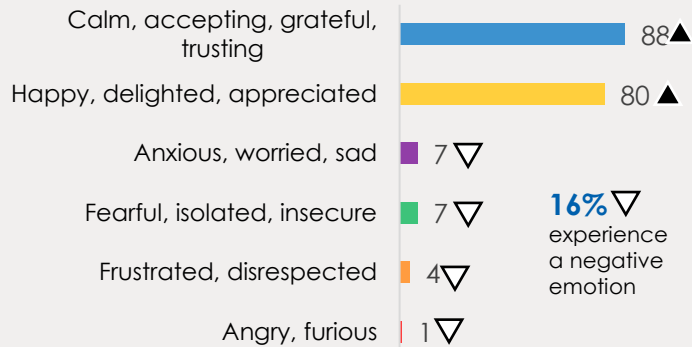
Employment context

High job satisfaction, high trust in employer, very low number of concerns and contract breaches.

▲ **97%** are satisfied with their employment

▲ **89%** trust their employer

Emotions...



48% work <40 hrs per week

4% work full time and work 50+ hrs per week

▼ **0%** don't have a written employment contract

▼ **1%** have at least one concern about their employment situation

Top 5 concerns

1% Giving my passport to my boss

▼ **<1%** The job is not what they promised

CAPABLE migrant worker profile

How to help them

Most are comfortable 'speaking up' and trust Employment NZ.

▲ **59%** trust Employment NZ (31% don't know enough about ENZ)

▼ **31%** would find it difficult to speak up in an exploitative work situation

▼ **20%** would not feel good about speaking up. The top three reasons for this are....

9% Fear of consequences or making things worse

9% Fear of losing job

7% Too much hassle/difficult

Top three things that would encourage them to speak up

36% Knowing that if I speak up it would help other migrants like me

35% Knowing there is a free government service available to help resolve employment relationship disputes

34% Having help from government or community agencies to find another job

Top three most helpful support channels

91% A website just about employment rights and obligations

91% Ongoing information about working and living in NZ to help you settle down more easily

89% A free government service to help resolve employment relationship dispute

How to reach them

Find information easily. Workplace is a key channel for information.

75% use social media 3+ hours per week.

74% use other types of media 3+ hours per week. Top three are...

34% Mainstream news sites or apps

24% Mainstream TV

21% Ethnic community news sites or apps

94% have found useful employment rights information in the last 12 months. Top three are...

56% searching online/ websites

▲ **35%** my employer/place of work

28% personal contacts

▲ **74%** know where to go for help if they need it

Top three most trusted sources of employment law...

64% Immigrations website

52% Government website with information about employment rights (ENZ)

22% Newsletter or email sent directly to you from a NZ government agency

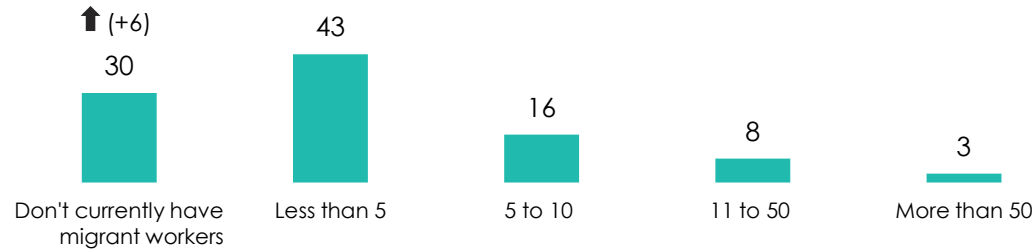
Employers of migrants



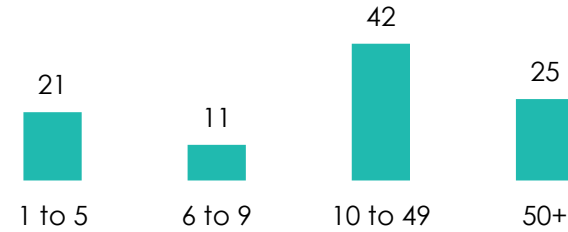
Employers of migrant workers – organisation profile

Employers of migrant workers are mainly medium to large organisations, most commonly employing Filipino and Indian migrant workers, and make use of the employer supported work visa. The 2024 and 2023 sample profiles are very similar.

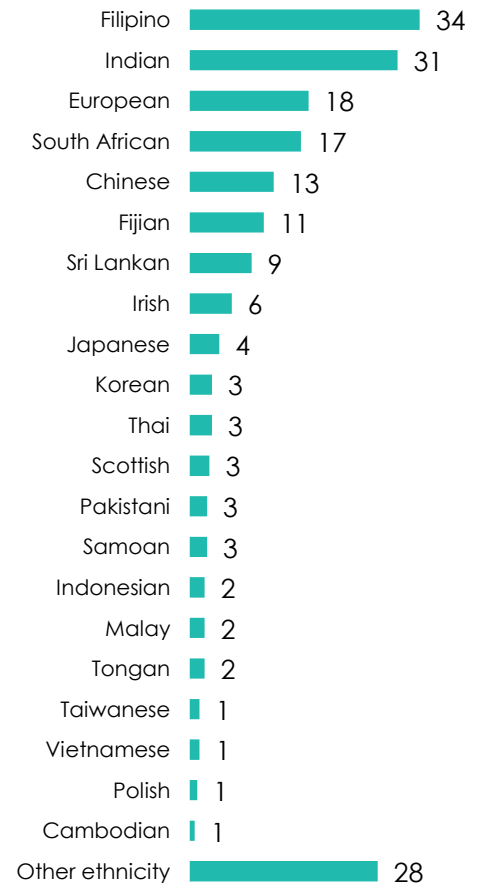
Number of migrant workers %



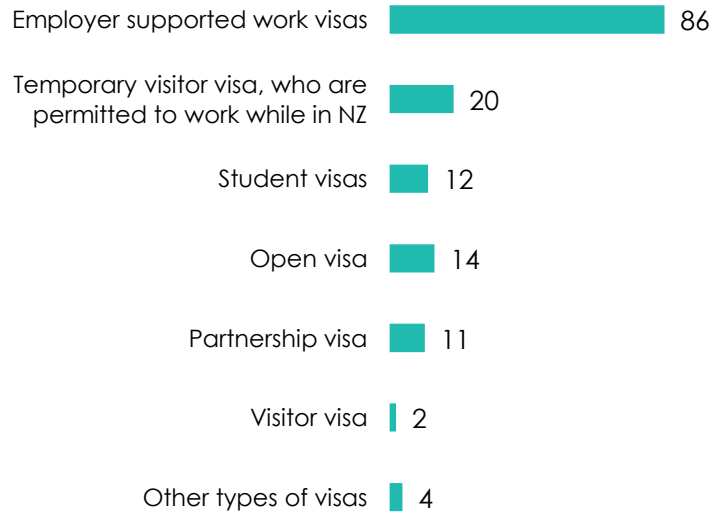
Number of employees %



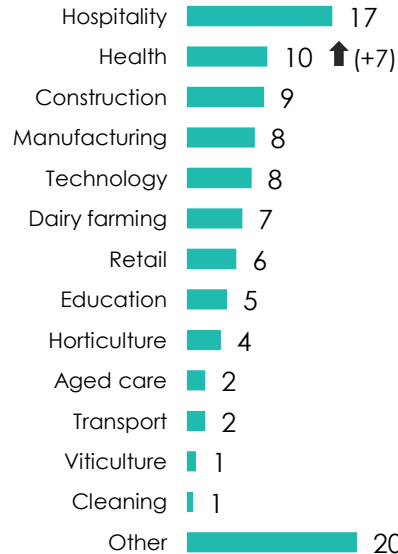
Ethnicity of migrant workers %



Type of migrant visas %



Industry %



Main office location %

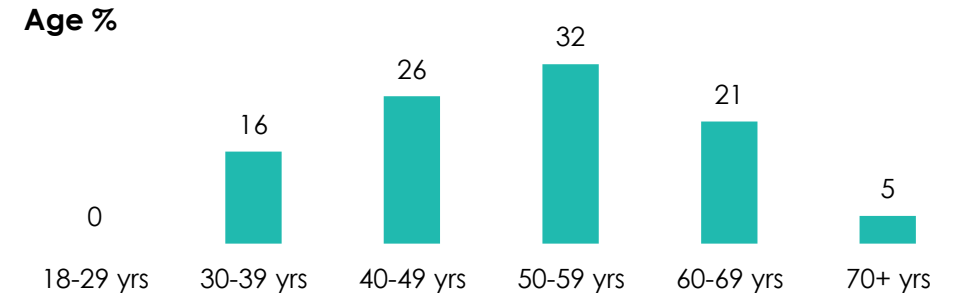
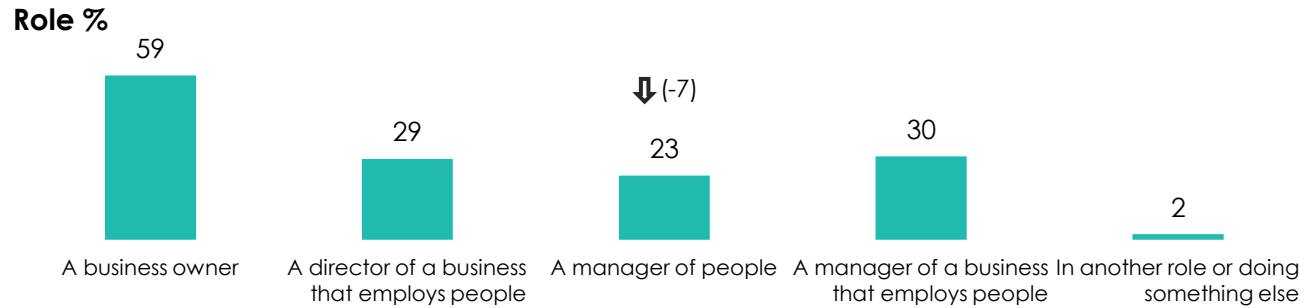


Base: All employers of migrants (n=271)

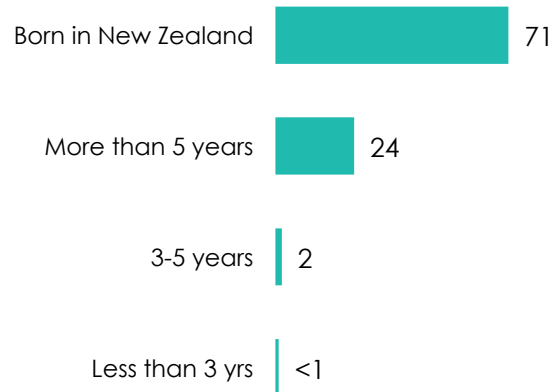
Questions: S1 Industry, S4 Number of migrant workers, S5 Type of migrant visas, S8 Number of employees, Q37 Main office location

Employers of migrant workers – survey respondent profile

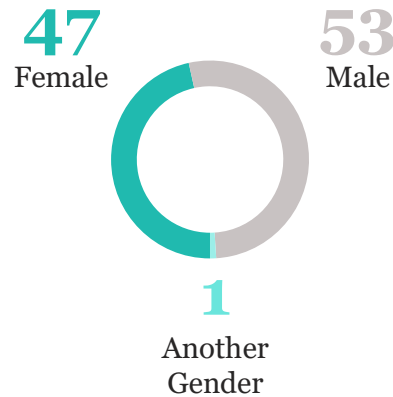
The profiles of the organisations' representatives who completed the survey are also very similar to the 2023 profile. Just over half of survey respondents are the business owner.



Time spent in NZ (Employer) %



Gender %



English proficiency %



Base: All employers of migrants (n=271)
 Questions: S2 Role, Q12a Time in NZ, Q12d, English proficiency Q19a Age, Q20 Gender.

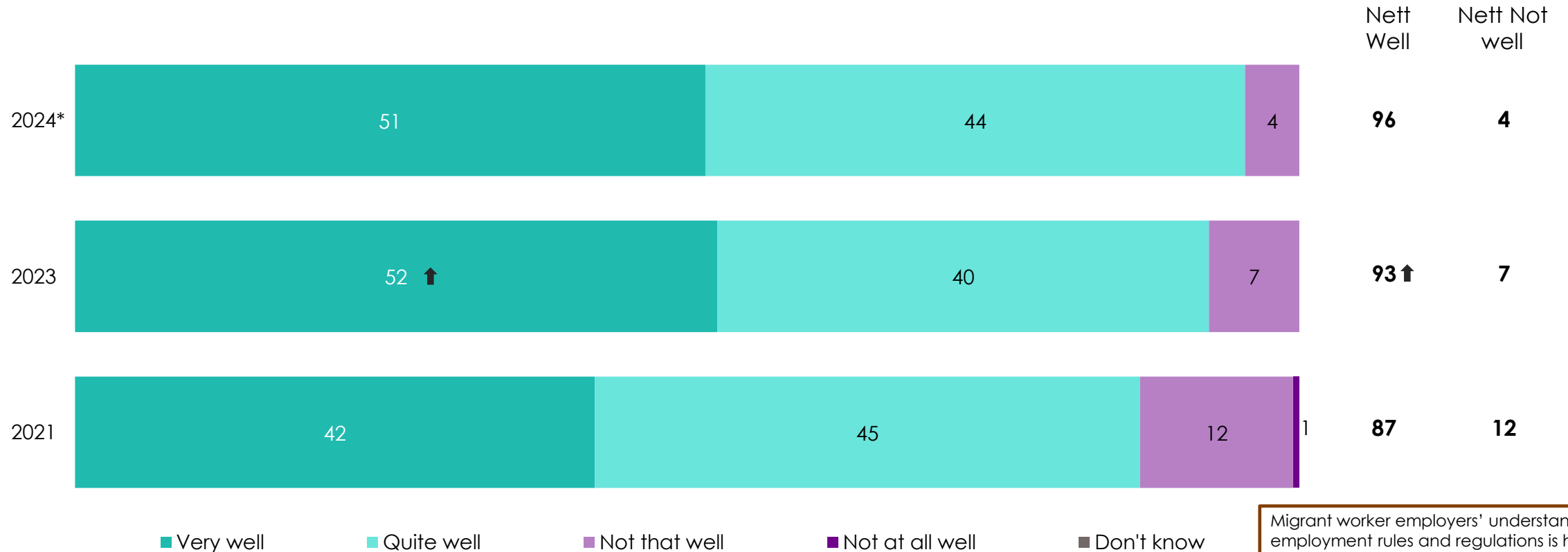
↑ ↓ Significantly higher/lower than 2023

Employer of migrants – knowledge of employment rules and regulations

Self-rated understanding of employment rules and regulations

The vast majority of employers of migrants continue to rate their understanding of employment rules and regulations positively.

Self-rated understanding of employment rules and regulations, %



* Note a slightly different scale was used prior to 2024: Very well, Well, A little bit, Not at all.

Migrant worker employers' understanding of employment rules and regulations is higher than that of all NZ employers (96% vs 81% understand well). Note, employers of migrant workers tend to be larger businesses.

↑ ↓ Significantly higher/lower than previous period

Base: All employers of migrants, 2024 (n=270 excluding Prefer not to answer), 2023 n=528, 2021 n=1,345
 Q1. How well do you think you understand employment rules and regulations in New Zealand?

* Note a slightly different scale was used prior to 2024: Very well, Well, A little bit, Not at all.

We showed employers a range of statements about employment law, and they indicated which they thought were correct and which were incorrect. Employers were also asked to state the minimum wage.

Employment right / regulation	Right Answer
*Annual Leave: Workers have the right to at least four weeks of paid annual leave after one year of continuous employment in their job	Correct
Sick Leave: After working for six months for an employer, a worker has the right to 10 days sick leave per year	Correct
Public holidays: If a worker works on a public holiday and it would normally have been one of their working days, they are entitled to get paid 1.5 times their normal pay and have another day off	Correct
Employment contract: Employers must provide workers with a copy of the employment contract (agreement) before they start their job	Correct
Records: Employers must keep records of worker wages, hours work, leave (sick, annual, etc.) and deduction	Correct
**Consequences: Employers caught exploiting or mistreating migrant workers can be banned from supporting migrant visas for up to two years	Correct
***Trial: A 90 day trial period can be added to the employment contract after the worker starts working	Incorrect
Training: Employers need to pay workers when they are being trained for the job	Correct
Contractors: Contractors don't have the same rights as employees	Correct
Unpaid breaks: All breaks are unpaid (i.e. morning tea, lunch, afternoon tea)	Incorrect
Wages: An employer can ask a worker to work half a day without pay if they are asked to show their skills before they are employed	Incorrect
Ask for money: An employer can ask for money from a potential worker to give the worker a job	Incorrect
Safety gear: Workers must pay for their own health and safety equipment	Incorrect
Overtime: An employer does not need to pay a salaried worker overtime if they work a lot of extra hours.	Incorrect
Job: An employer can employ a worker as a chef but have them work as a waiter.	Incorrect
Deductions: An employer can make deductions from a worker's wages or salary for any reason they want to without their consent.	Incorrect
Pay: It is ok for employers to pay a New Zealander more than a migrant who is doing the same job because the New Zealander is a citizen of New Zealand	Incorrect
Income tax: An employer can ask a worker to pay their own income tax to the Inland Revenue	Incorrect
Breaks: People who work in stores, cafes and restaurants are not allowed to have rest breaks if they are too busy	Incorrect

* Previously – Employees have the right to at least 20 days annual leave after one year in the job

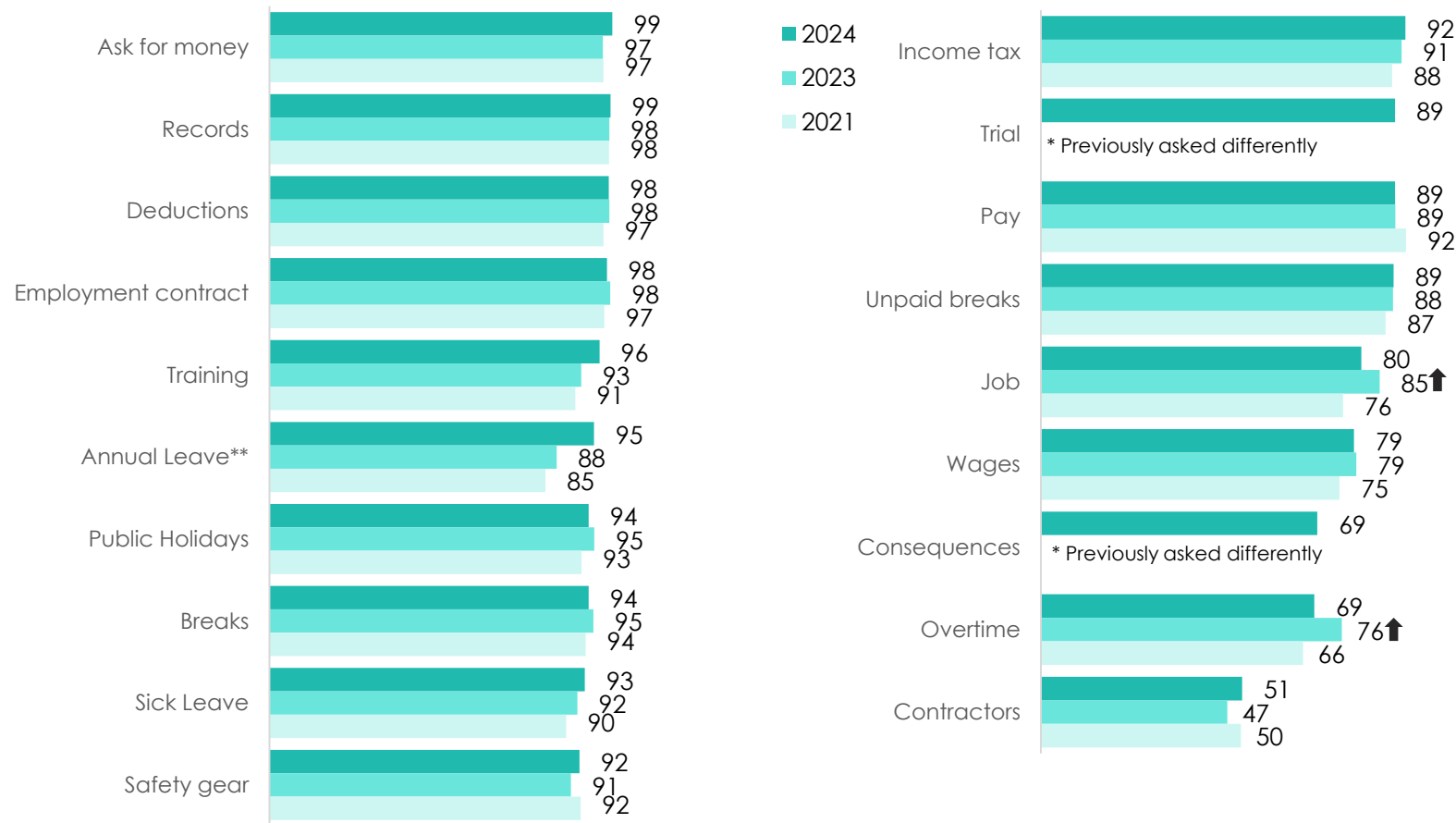
** Previously – Employers caught exploiting or mistreating migrant workers can be banned from hiring migrants in the future

*** Previously - A 90-day trial period can be added to the employment contract after the employee start working (Asked if employer size <20 employees)

Tested knowledge of employment law

Knowledge of employment law is generally high, with the biggest gaps evident for contractor rights, overtime, and the consequences for employers exploiting migrant workers. Only a fifth know the current minimum wage.

Knowledge of employment law - % correct



On average, employers of migrant workers have an incorrect understanding (or are unsure) about two of the nineteen employment rules/obligations tested.

When asked to state the minimum wage, 21% gave the correct amount. 14% gave a lower amount, 41% a higher amount, and 23% were unsure (significantly lower than 2023 42%).

Compared to 'all NZ employers', employers of migrant workers have greater correct understanding of worker job rights (working in role they were hired for), overtime, trial periods, and wages, but are slightly less knowledgeable about contractor rights.

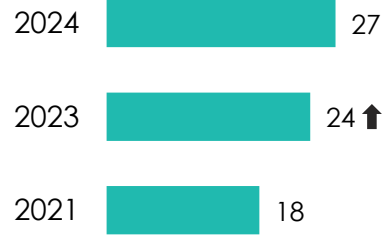
Base: All employers of migrants 2024 n=271, 2023 n=528, 2021 n=1,345 * Wording changed in 2024 ** Wording clarified slightly in 2024, see previous slide Q2a. Based on what you know about New Zealand employment law, do you think this is correct or incorrect? Q2b. As far as you know, what does NZ employment law say it is the current adult hourly minimum wage?

↑↓ Significantly higher/lower than the previous period

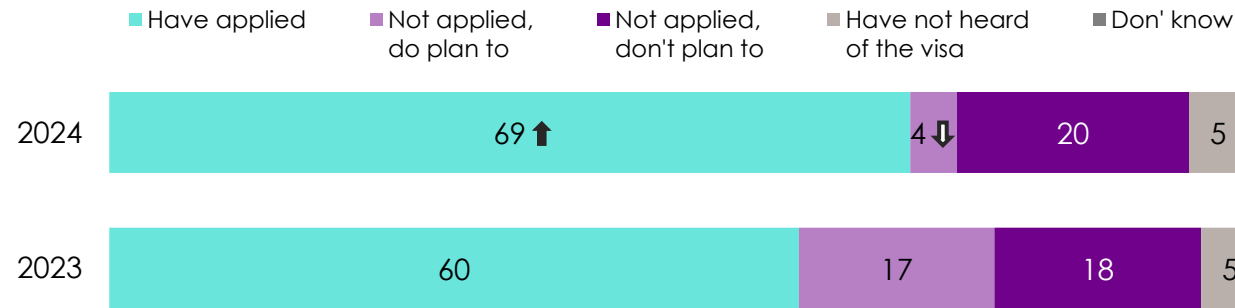
MEPW visa and accredited employer work visa

Awareness of the migrant exploitation protection work visa remains low. Awareness of the accredited employer work visa is high, with most employers who planned to apply now having done so.

Awareness of migrant exploitation protection work visa %



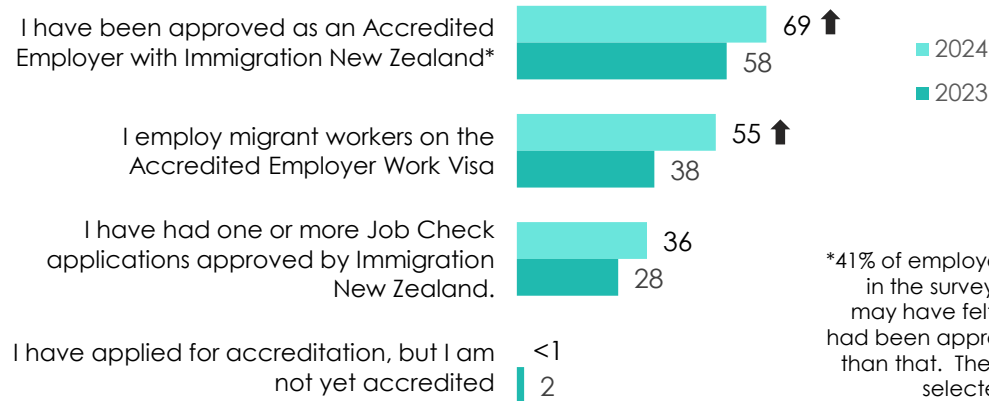
Accredited employer work visa applications %



'Have applied' higher for:

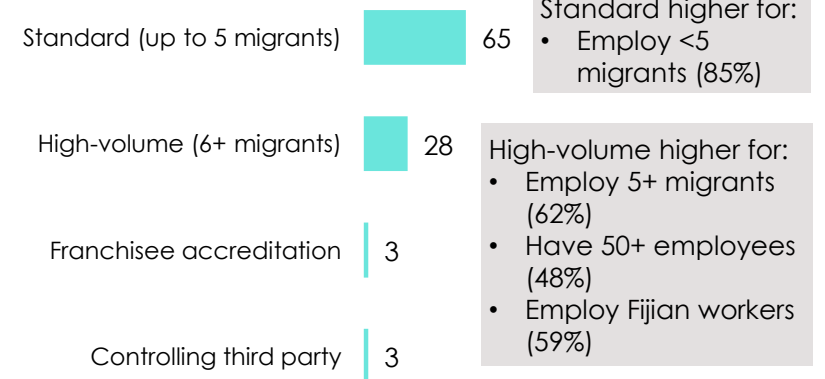
- Employer supported work visas (77%)
- Larger organisations (50+ employees) (90%)

Stage of the approval process %



*41% of employers of migrants selected this response in the survey (2024). However, some respondents may have felt they didn't need to select that they had been approved, as they had progressed further than that. Therefore, the 69% is the proportion who selected any of these first three categories.

Level of accreditation applied for %



Standard higher for:

- Employ <5 migrants (85%)

High-volume higher for:

- Employ 5+ migrants (62%)
- Have 50+ employees (48%)
- Employ Fijian workers (59%)

Base: All employers of migrants 2024 (n=271), 2023 (n=528)

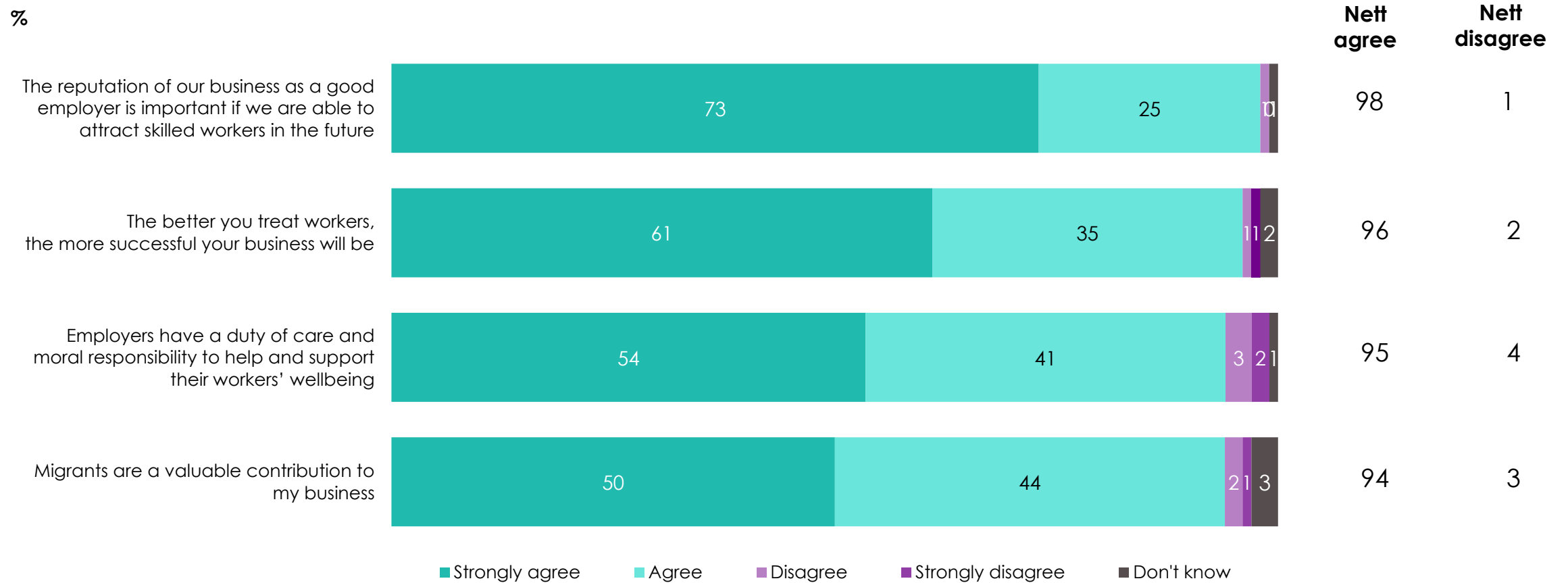
Q9. Before today, had you heard of the Migrant Exploitation Protection Work Visa? Q51. Thinking about the Accredited Employer Work Visa, which of the following best applies to you and your business? Q52. Which of the following applies to you? Q53 Which level of accreditation did you apply for? (n=177)

↑ ↓ Significantly higher/lower than previous period

Employers of migrants - attitudes

Moral obligation

Almost all employers of migrants report a moral obligation to workers.

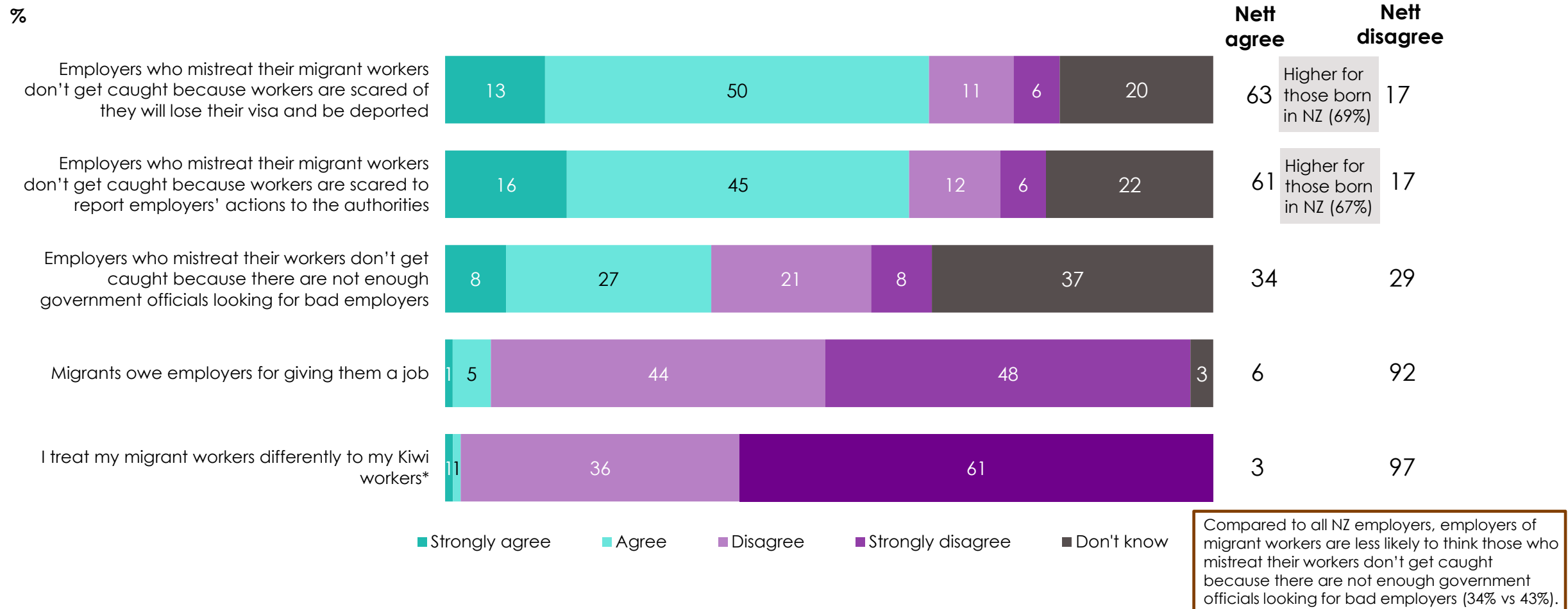


Base: All employers of migrants (n=271)
 Q3. How much do you agree or disagree that...

Significant differences between waves not shown due the addition of don't know to the scale

Treatment of workers

Many feel employers who mistreat their migrant workers don't get caught, those born in NZ are even more likely to think this is true. Around one in twenty employers of migrants feel workers owe them for providing a job.

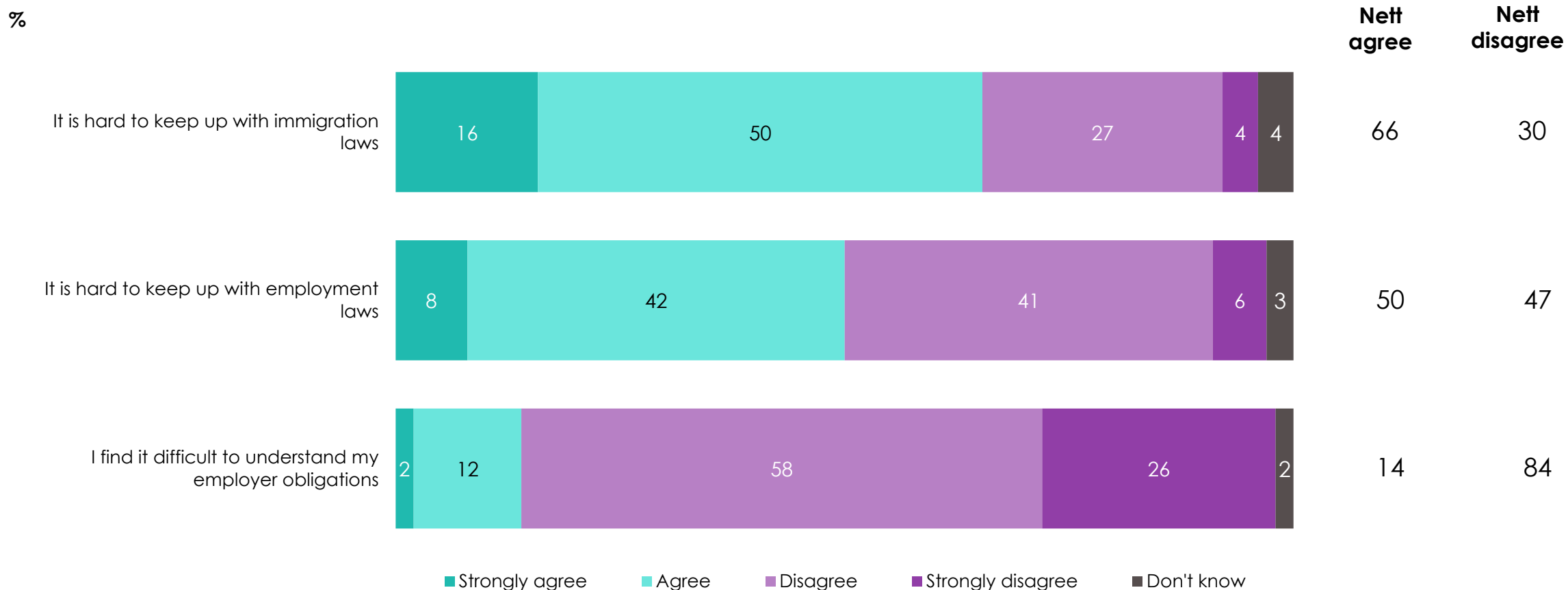


Base: All employers of migrants (n=271)
Q3. How much do you agree or disagree that...

*Significant differences between waves not shown due the addition of don't know to the scale

Understanding laws and obligations

More employers of migrants think it's hard to keep up with immigration laws, compared to employment laws. Around one in eight find it difficult to understand their employer obligations.

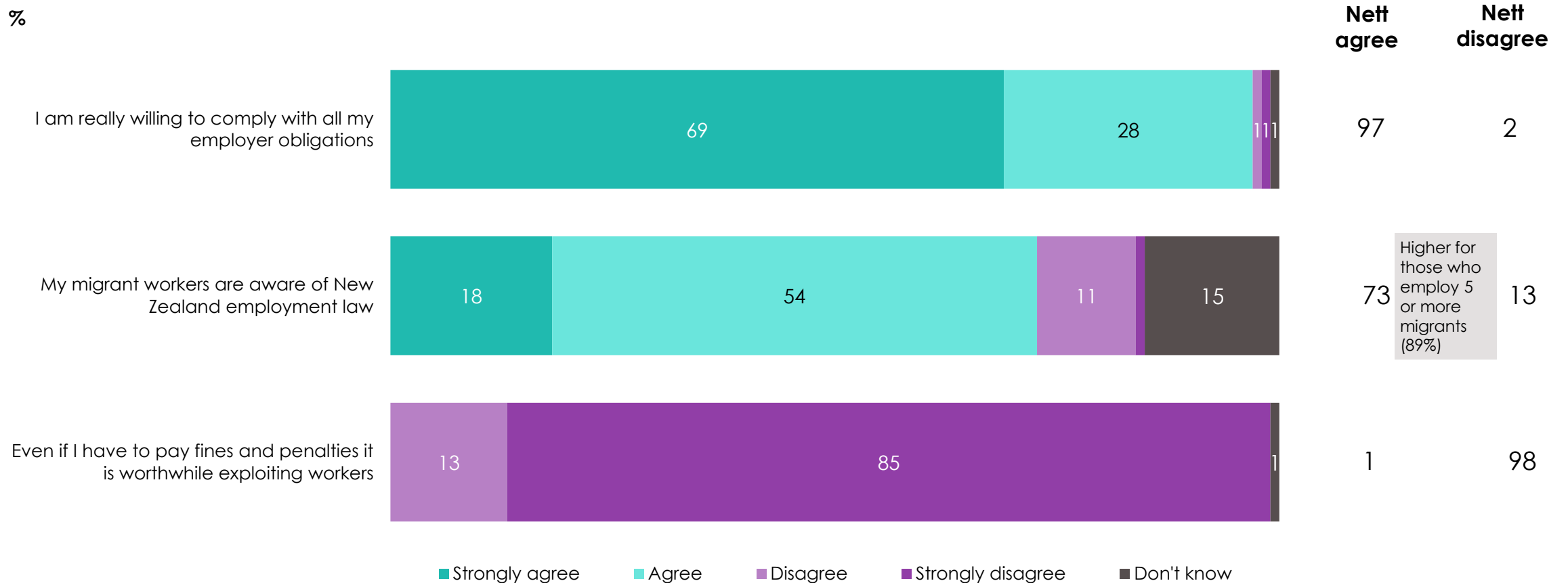


Base: All employers of migrants (n=271)
Q3. How much do you agree or disagree that...

Significant differences between waves not shown due the addition of don't know to the scale

Compliance

Almost all employers of migrants report they are willing to comply with their employer obligations and want to avoid penalties. Three quarters believe their migrant workers know their rights, although one in seven are uncertain.

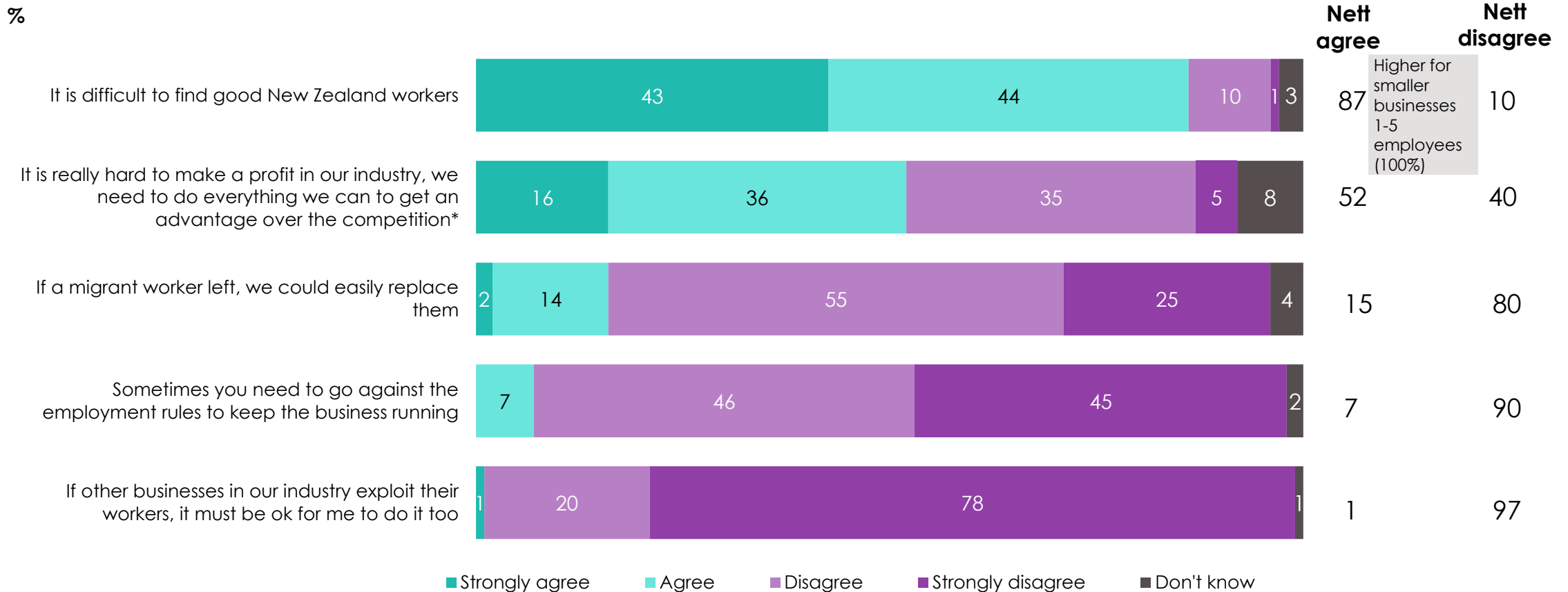


Base: All employers of migrants (n=271)
Q3. How much do you agree or disagree that...

Significant differences between waves not shown due the addition of don't know to the scale

Business pressures and norms

Most employers experience difficulty finding good New Zealand workers; this is even higher for smaller businesses. While most reject that rules should be broken, just over half think they need to do everything they can to make profit.

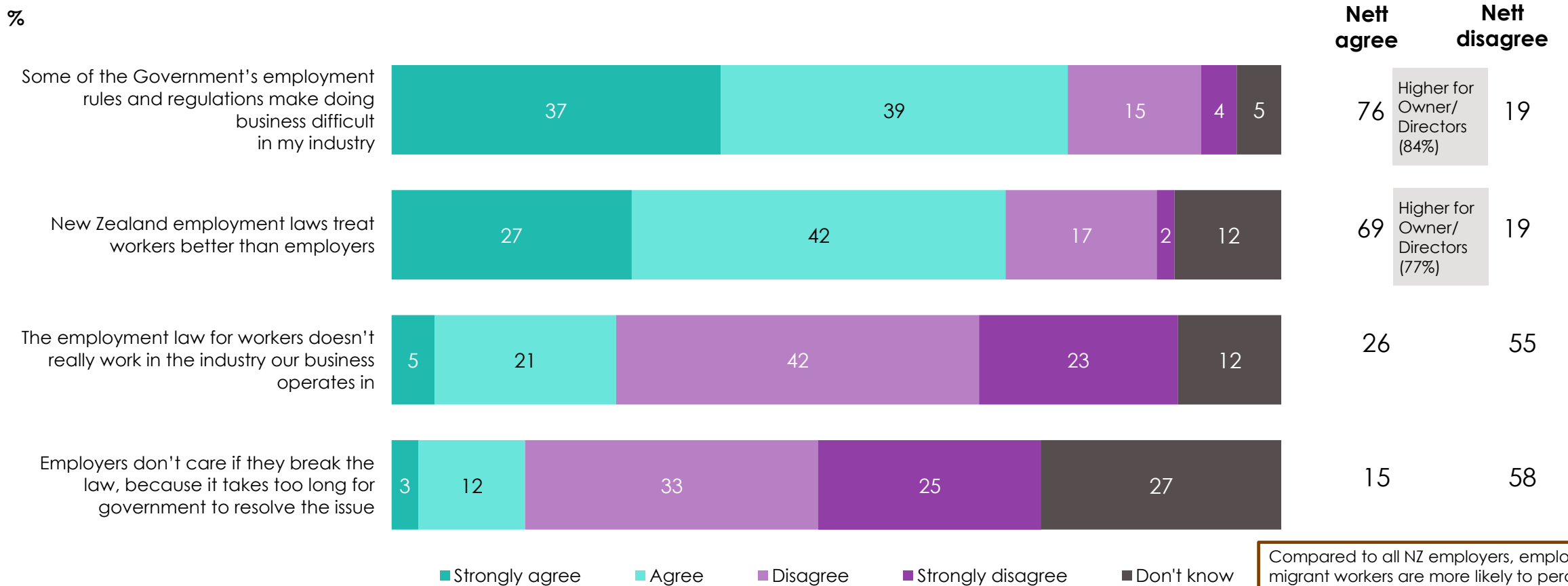


Base: All employers of migrants (n=271) *Base: Employers who did not select 'not applicable' (n=257)
 Q3. How much do you agree or disagree that...

Significant differences between waves not shown due the addition of don't know to the scale

Efficacy and fairness of NZ employment law

Most employers of migrants perceive that employment law makes it difficult to do business and two thirds believe employment laws favour workers. This is significantly higher than what we see for all NZ employers.



Higher for Owner/Directors (84%)

Higher for Owner/Directors (77%)

Compared to all NZ employers, employers of migrant workers are more likely to perceive that employment law makes it difficult to do business (76% vs 52%) and that NZ employment laws favor workers (69% vs 54%)

Base: All employers of migrants (n=271)
Q3. How much do you agree or disagree that...

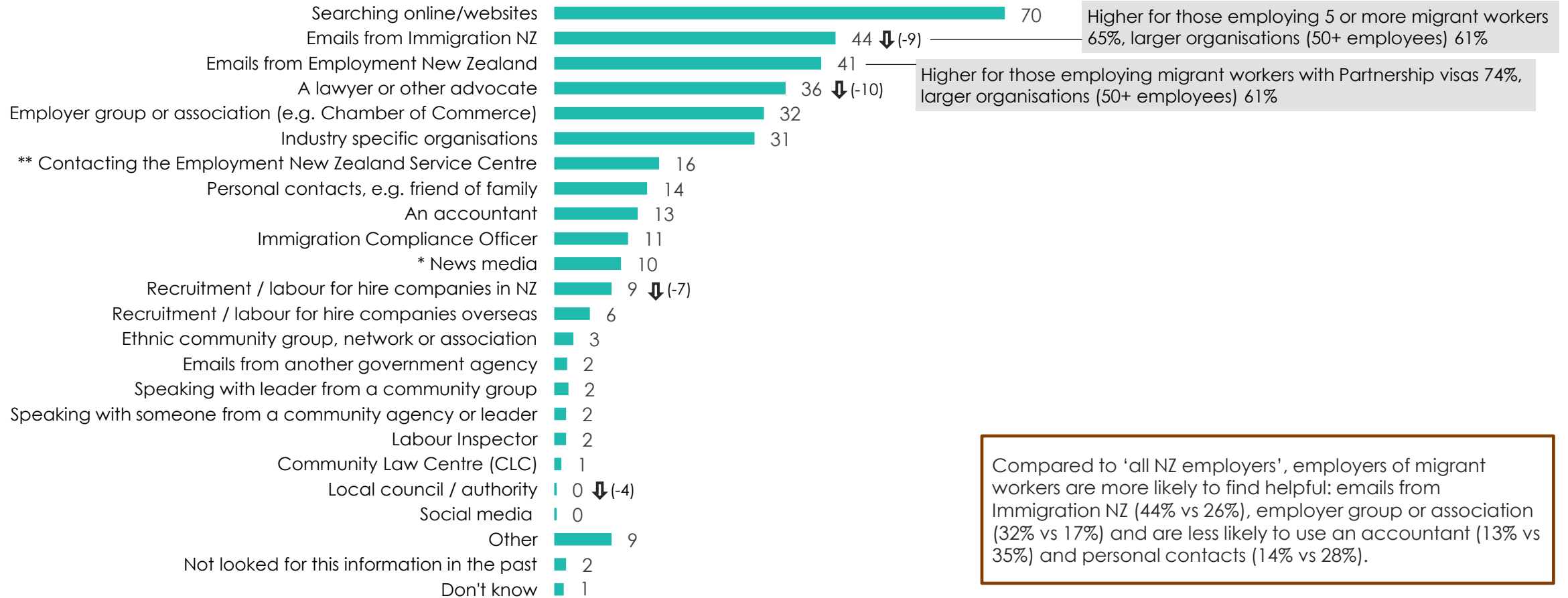
Significant differences between waves not shown due the addition of don't know to the scale

Engaging employers of migrants

Sources of information on employment obligations

Online sources and email communications from government agencies remain the most common useful sources. Since 2023, fewer employers of migrants cite getting useful information from Immigration NZ emails, lawyers and NZ recruitment companies.

Sources of useful information %



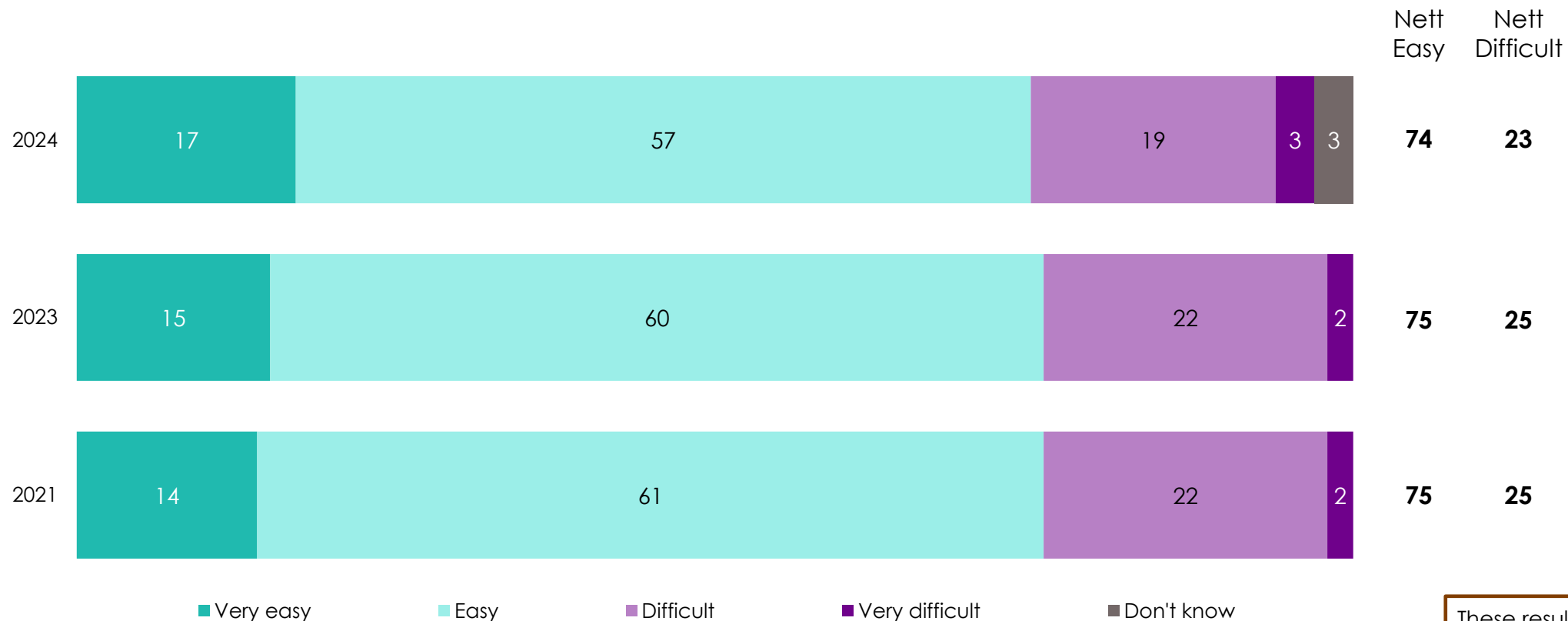
Base: All employers of migrants (n=271) *New statement **Reworded statement
 Q4. Where have you got USEFUL information about your employment obligations in the last 12 months?

↑ ↓ Significantly higher/lower than 2023

Finding information online

Three quarters of employers of migrants are easily able to find information on employment obligations. Nearly one quarter find it difficult. This is consistent with previous waves, and in line with the 'all employer' benchmark.

Ease of finding employment obligations information online %



These results are largely in line with the 'all NZ employer' findings

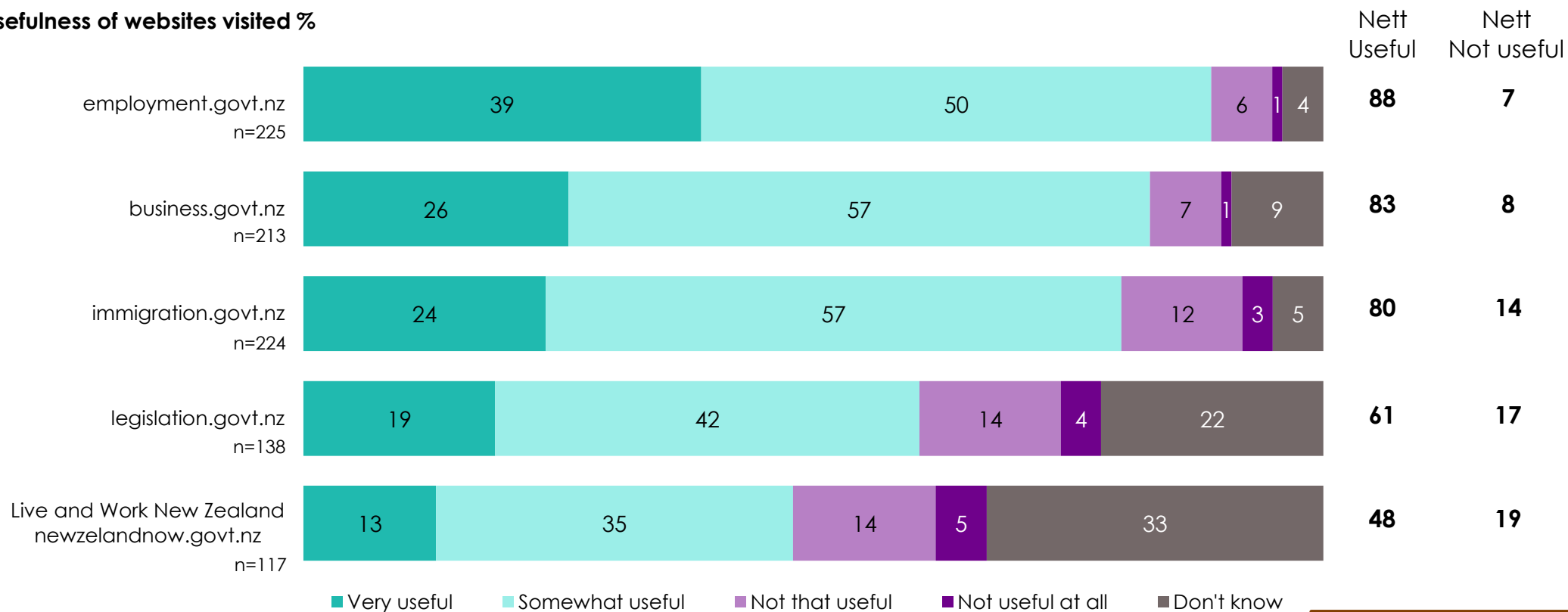
Base: All employers of migrants, those who have looked online for employment obligations information in the last 12 months (n=262) Q5b. In the last 12 months, how easy or difficult was it to find information you need about employment obligations online?

↑ ↓ Significantly higher/lower than previous wave

Usefulness of government websites

Most of those who have visited employment.govt.nz, business.govt.nz and immigration.govt.nz find the sites useful. A third of those who visited the Live and Work NZ website didn't know if it was useful.

Usefulness of websites visited %



Migrant workers rating of the usefulness of employment.govt.nz, business.govt.nz and legislation.govt.nz are in line with the rating from all NZ workers.

Base: Employers of migrants who have visited the websites
Q5a. In the past 12 months, how useful have you found these websites for information on employment rules and regulations.

Significant differences between waves not shown due to change in question

Getting information and support

Employers of migrants would find a website explaining employment obligations helpful, and would also like sources that allow for more tailored advice, for example a call centre, newsletters on specific topics or a service to help resolve disputes.

Getting information and support about employment obligations %



Base: All employers of migrants (excluding prefer not to say n= min 257)

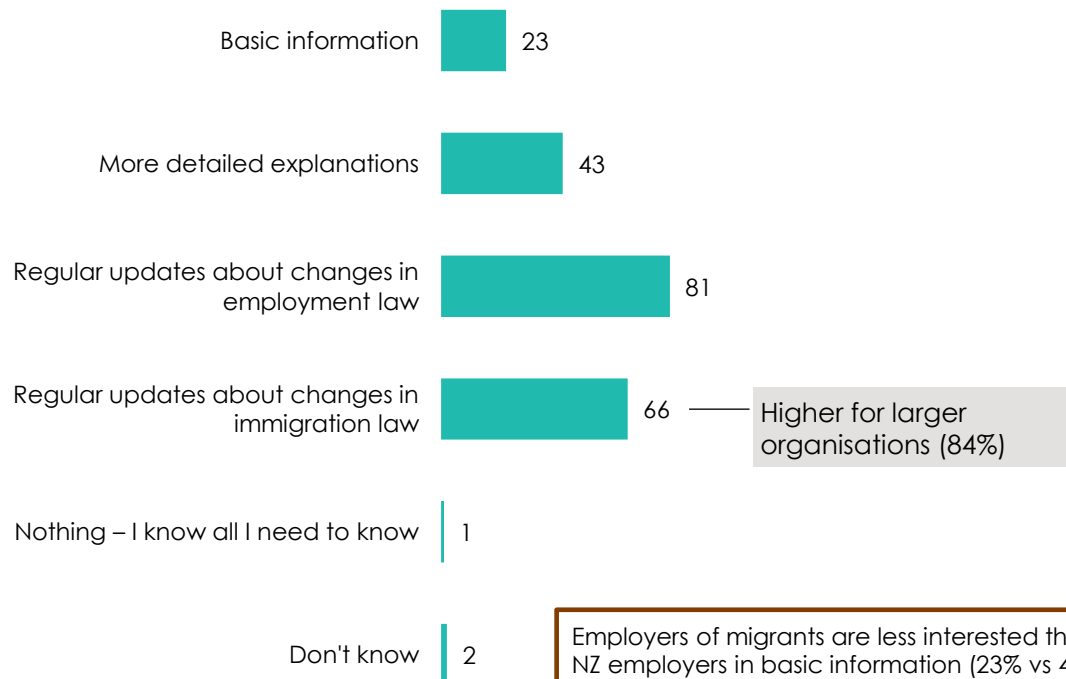
Q6. Next are some ways you can get information and support about employment obligations. We'd like to know how helpful these would be for you?

Significant differences between waves not shown due to change in scale

Specific needs

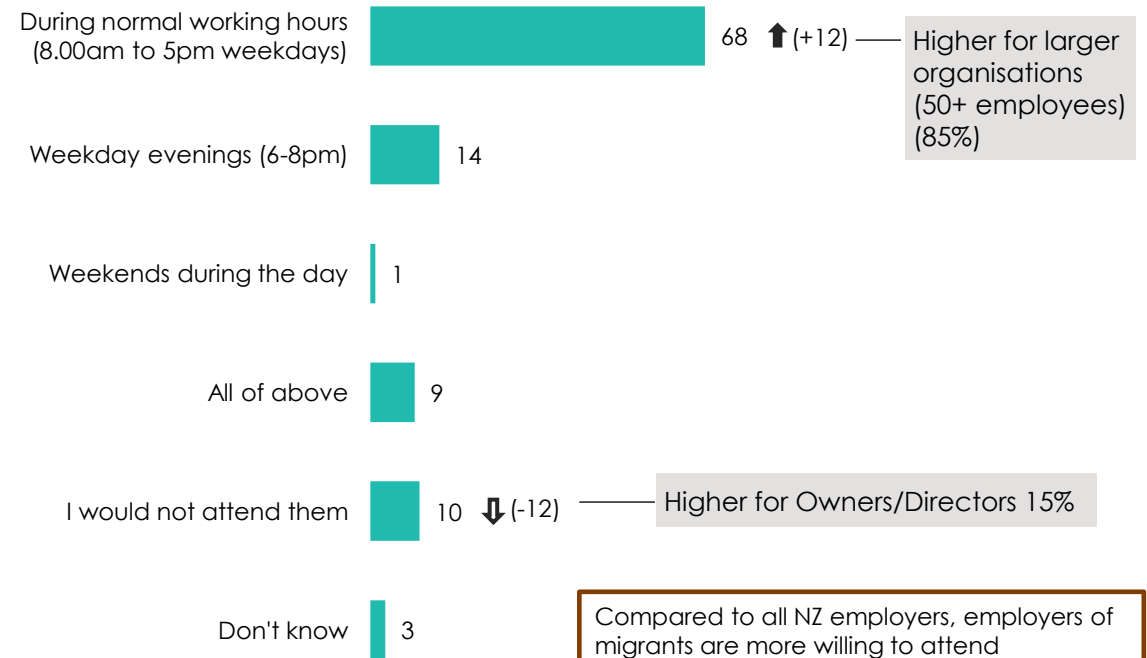
Employers of migrants want regular updates rather than basic information, much more so than the benchmark NZ employers. They also have a strong and growing preference for courses and webinars to be during work hours.

Level of information of interest %



Employers of migrants are less interested than all NZ employers in basic information (23% vs 46%), and are more interested in regular updates on employment law (81% vs 69%) and immigration law (66% vs 22%).

Best time for in-person courses and webinars %



Compared to all NZ employers, employers of migrants are more willing to attend courses/webinars (10% would not attend vs 26%) and more strongly prefer them during normal working hours (68% vs 44%).

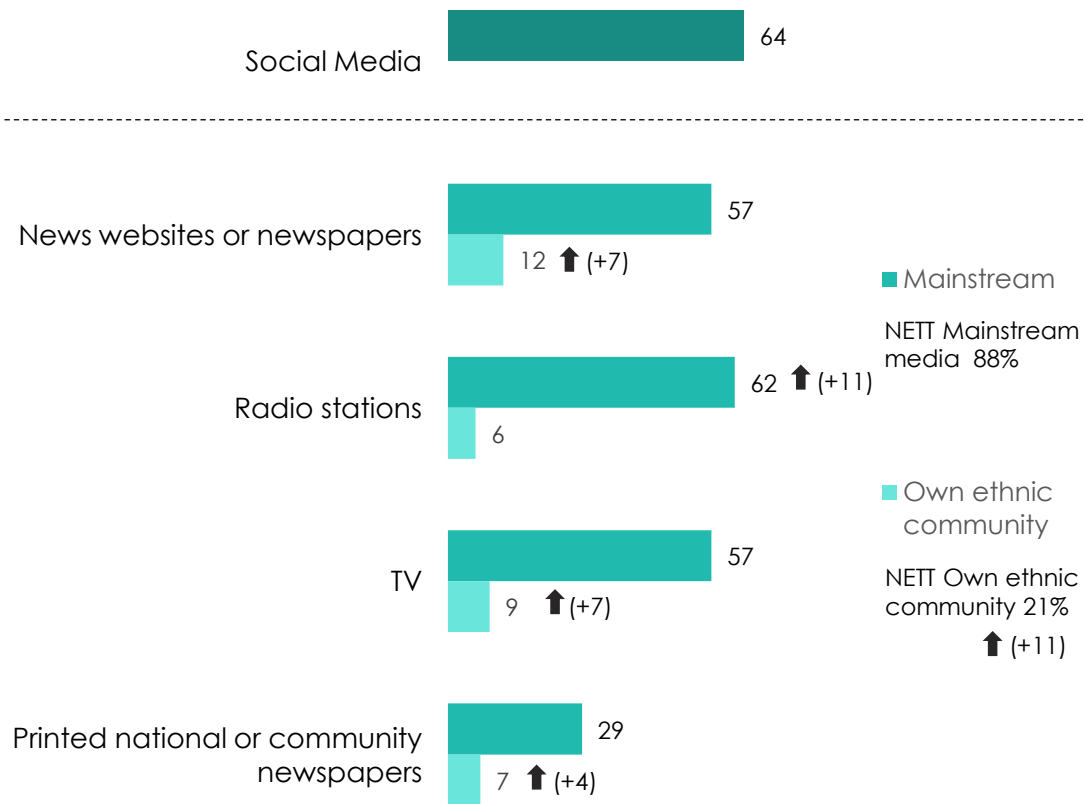
Base: All employers of migrants excluding prefer not to say, see bases below.

Q8. What type of information about employment law would you be interested in? (n= 270 excluding Prefer not to say). Q7. Would you be more likely to attend in-person courses/live webinars if they were... Workers who indicated they would find in person/live courses helpful (n=198 Those who would find a course/webinar helpful excluding Prefer not to say)

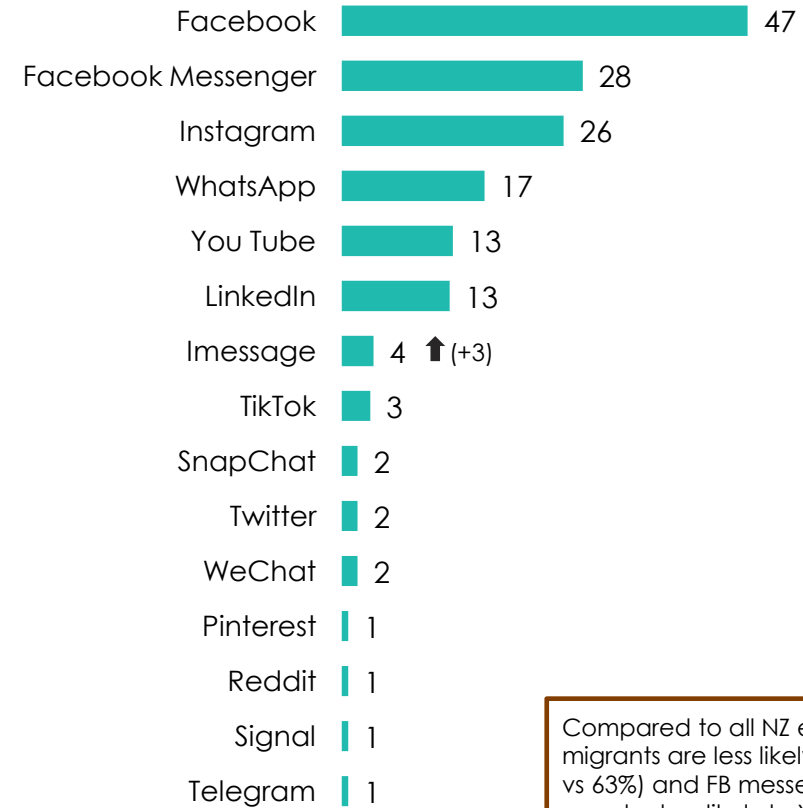
Media channels

There are indications that since 2023 more employers of migrants now consume media from their own ethnic community. Social media use is stable on 2023. Employers of migrants are less likely than all NZ employers to use Facebook and Facebook Messenger.

Media used for at least an hour a week %



Social media used for at least an hour a week* %



Compared to all NZ employers, employers of migrants are less likely to use Facebook (47% vs 63%) and FB messenger (28% vs 42%), they are also less likely to YouTube and LinkedIn (both 13% vs 19%)

Base: All employers of migrants (n=271) Note: Showing those >1% Q15. Which of the following do you do for at least one hour a week? (n=258 excluding prefer not to say). Q17. What social media sites or apps do you use most?

↑ ↓ Significantly higher/lower than 2023

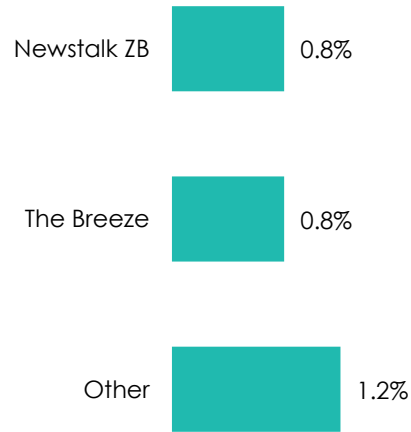
Ethnic media channels

Media channels used by those consuming media from their own ethnicity community, are consistent with 2023. Most channels are still mainstream channels, possibly with some level of ethnic programming.

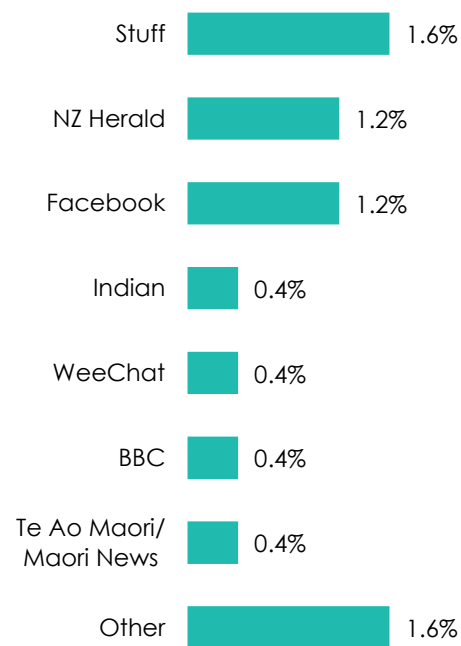
Ethnic media used for at least three hours per week

For own ethnic community

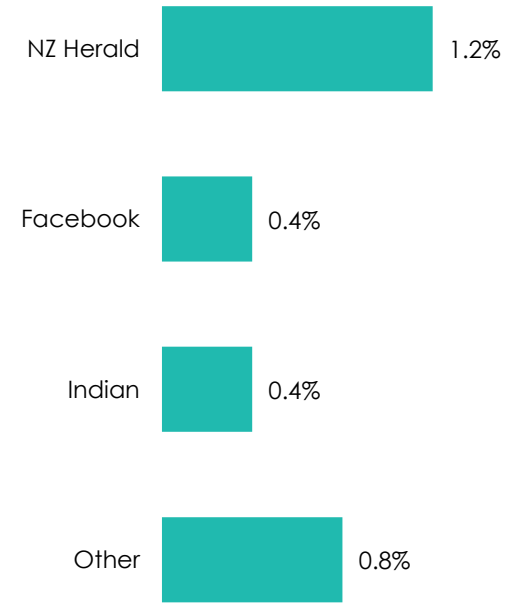
Radio channels



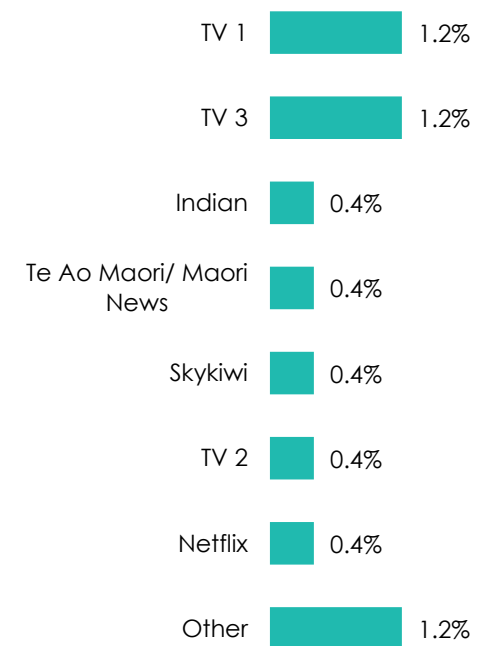
News websites / apps



Newspapers / magazines



TV channels



Base: All employers of migrants (n=271)
Q16a. What news websites or news apps, TV and radio channels, newspapers, magazines for your own ethnic community do you normally read/use?

Significant differences between waves not shown due addition of don't know and prefer not to say

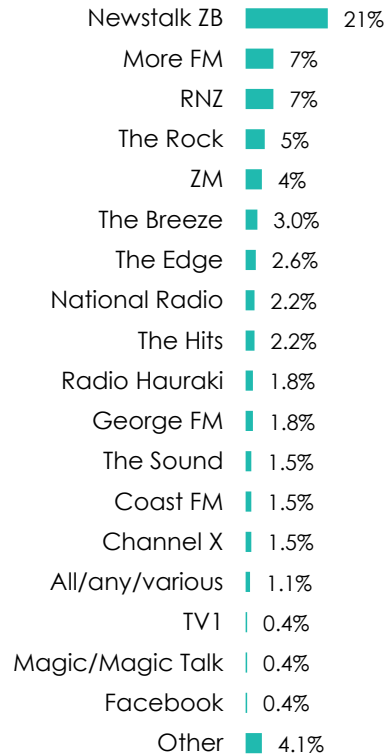
Mainstream media channels

Mainstream media consumption for employers of migrants is consistent with 'all NZ employers'.

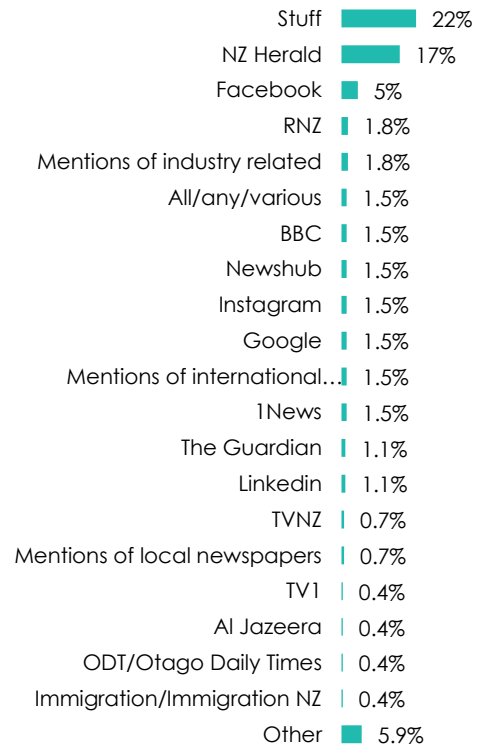
Mainstream media channels

Mainstream

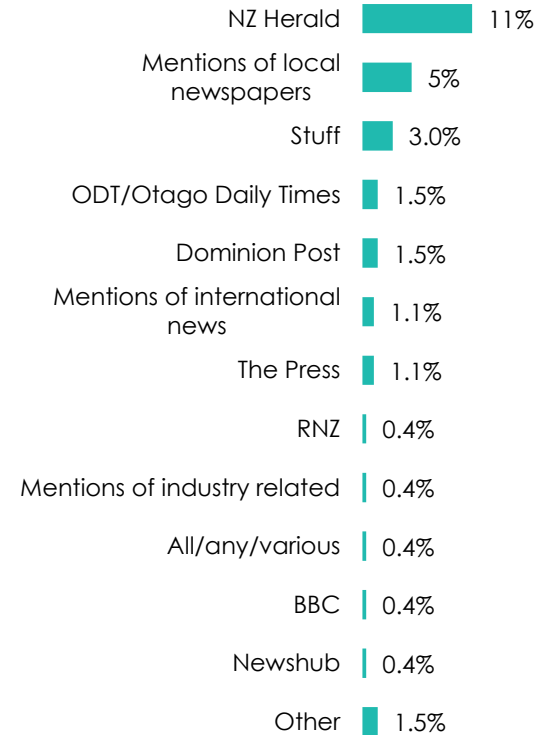
Radio channels



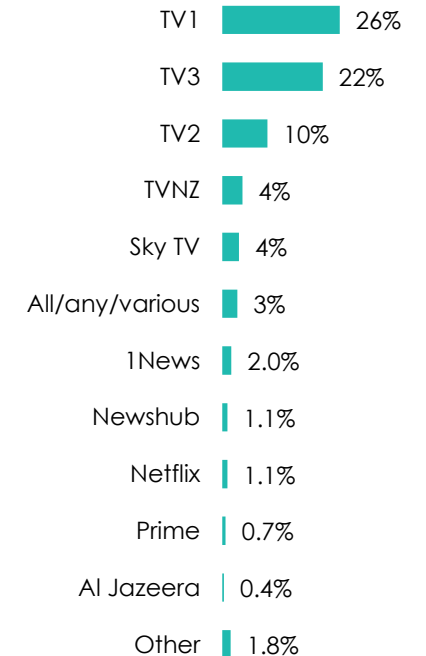
News websites / apps



Newspapers / magazines



TV channels



Employers of migrants' media channels are largely the same as 'all NZ employers'.

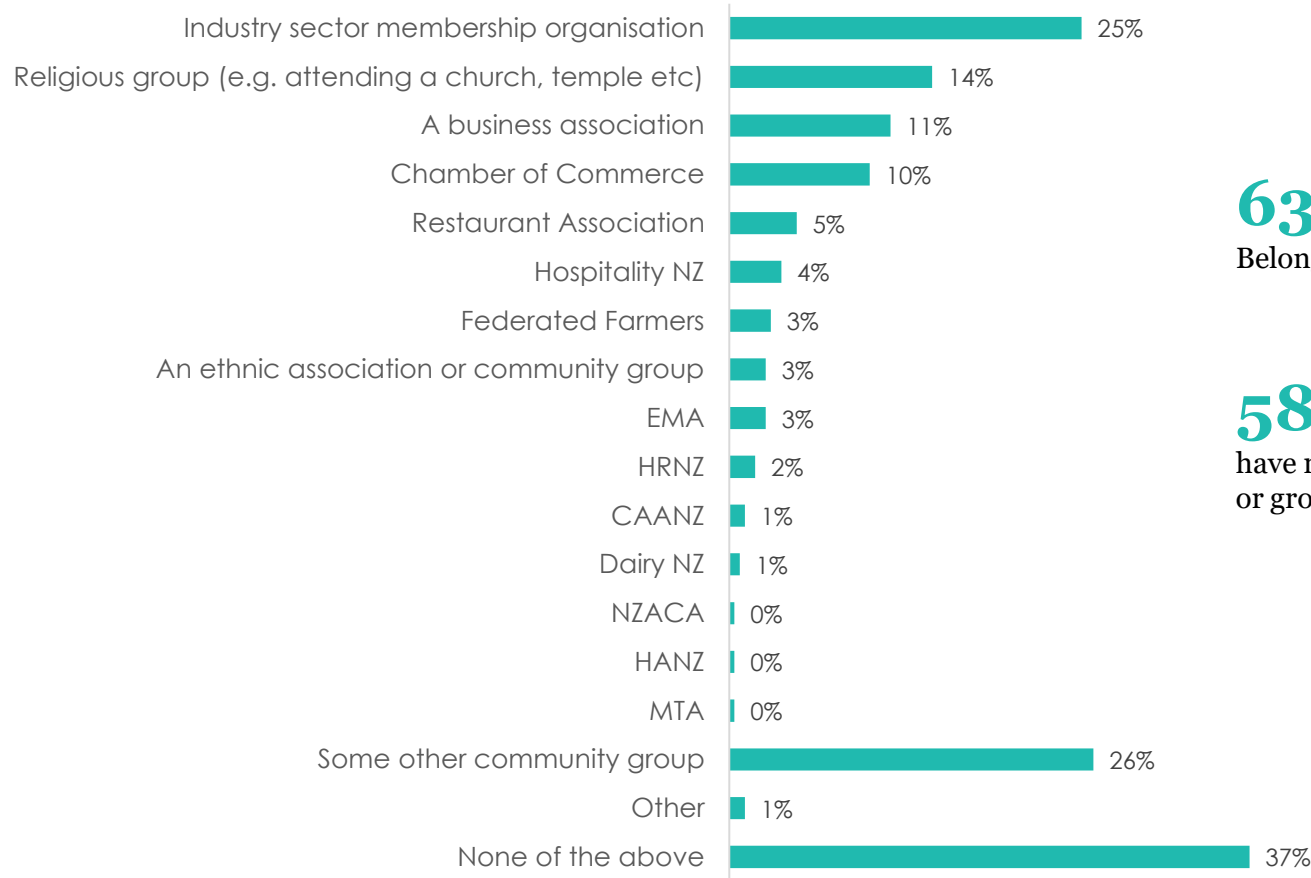
Base: All employers of migrants (n=271)
Q16b. What mainstream TV, radio news websites or news appts, newspapers, magazines do you usually read/use?

Significant differences between waves not shown due to addition of Don't know and Prefer not to say

Community involvement

Two thirds of employers of migrants are involved in an association or group. This is in line with 'all NZ employers', although employers of migrants appear to belong to more associations.

Employers of migrants' community involvement



63%

Belong to an association, or group.

58%

have received a from the association or group newsletter .

Compared with 'all NZ employers', employers of migrants' have a similar proportion involved in a group or associations. However, employers of migrants are involved in more groups or associations.

↑ ↓ Significantly higher/lower than 2023

Base: All employers of migrants (n=271)
Q18. What groups, if any do you belong to?

Encouraging employers of migrants to comply

Encouraging employers to comply with employment law

The most widely preferred initiatives to encourage employers of migrants to comply with employment law are consistent with 2023 and with 'all NZ employers'. Punitive measures are generally favoured. Greater emphasis is placed on the perceived likelihood of being sanctioned than last year.

What initiatives will make it more likely that employers will comply? %



The top eight initiatives that employers of migrants believe would be more likely to encourage employers to comply with employment law are the same as the top eight initiatives for 'all NZ employers'.

No significant differences in views across employer groups

■ A little more likely ■ Much more likely NET More likely

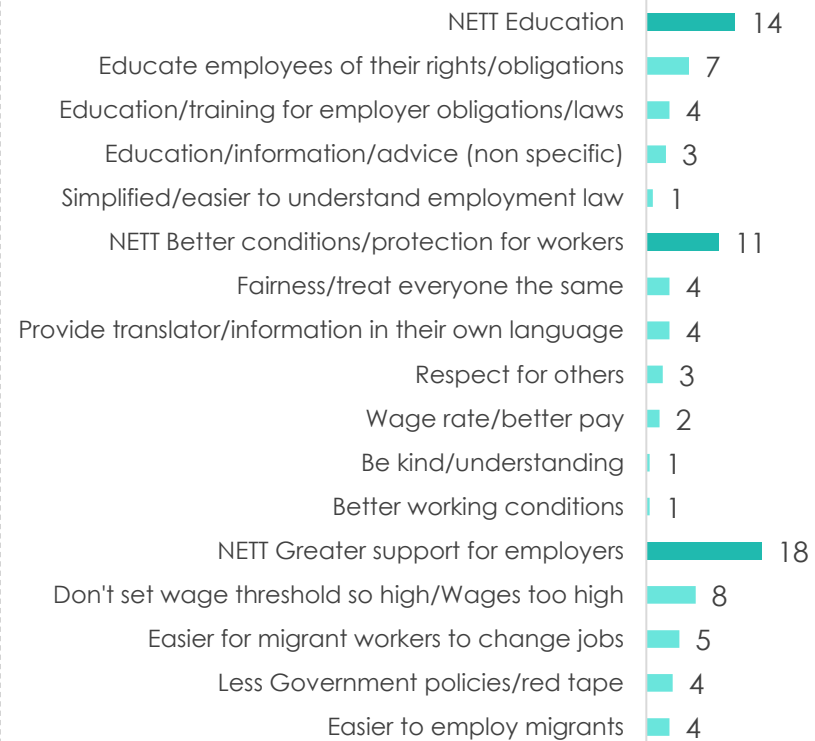
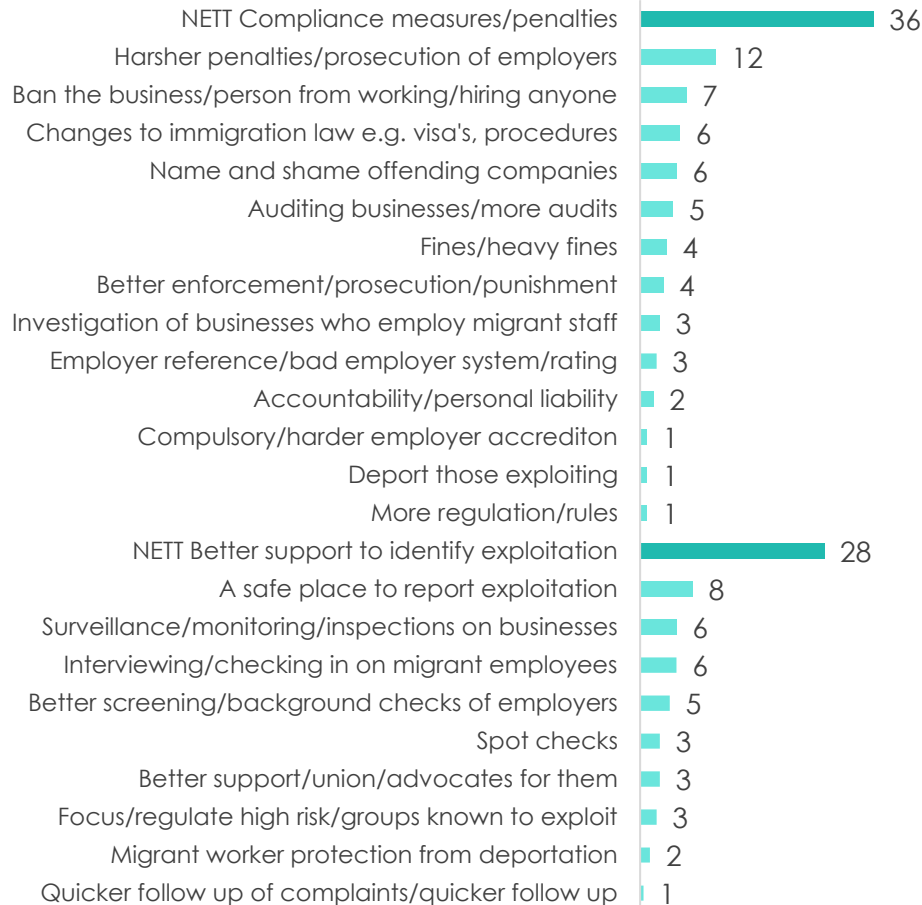
↑ ↓ Significantly higher/lower than 2023

Base: All employers of migrants excluding 'Doesn't apply' and Don't know (n=185-252)
 Q13. Do you think this would make it more or less likely employers in your industry will comply with employment law?

Reducing exploitation and mistreatment of workers

When asked for suggestions in their own words, punitive measures (including penalties) and better support to identify exploitation are the key themes for reducing exploitation. Employers of migrants are more likely to think employers need greater support (including changes in government policy).

Grouped responses %



The key themes around reducing exploitation are similar for both employers of migrants and 'all NZ employers', although the former shared more ideas. Employers of migrants are more likely to think greater support for employers is required, compared to 'all NZ employers' (18% vs 2%).

No significant differences in views across employer groups

Base: Employers of migrants who provided an answer (n=200)
 Q14. In your own words, what is the one thing you think could be done to reduce the exploitation and mistreatment of workers in your industry?

No significant changes in topics compared to 2023

Reducing exploitation and mistreatment of workers

Suggestions in their own words ...

"Anyone who is exploiting migrants or any other worker banned for LIFE from running a business, owning one, being a shareholder in one, investing in one. Even those getting caught just get another family member to register the business and carry on. Also more investigators. Also ensuring that exploited migrants can work elsewhere easily." Other industry

"Have a whistleblower policy that can be used by everyone, not just migrants and not just those working within the business concerned." Dairy farming

"Heavier penalties. These employers know what they are doing, they are sponsoring migrants for the purpose of taking advantage of them. If they don't know basic employment law, then they shouldn't be allowed to employ people or they should be using a service (accountants) that do. Before you open a business in NZ, you should have to know business basics, like paying tax and employing staff. A certification before you register a company that employ's staff should be mandatory, unless you hold a relevant NZ qualification." Health

"Employees have to be aware of their employment rights and that there is no excuse for an employer not to follow the rules, and they should have an opportunity to report a bad employer and do so without impunity or risk to their immigration status - particularly if they have been exploited." Manufacturing

"A tool is needed for the migrant workers to allow them to speak up and preferably in their first language as all cultures are different and some don't like speaking their mind to 'strangers'." Construction

"Making it easy for migrants to report bad behaviour, so they aren't scared of losing their jobs." Horticulture

"Some form of check of the companies employing migrants - there are no checks in place at present, companies are only checked when a complaint is made! It is too easy to become an Accredited Employer as no one checks the information we supply." Construction

"I spent hours completing forms to be accredited. NEVER has an inspector come to check on our farm worker conditions. More time by Immigration NZ doing this instead of paper scrutiny would be better." Dairy farming

"Perhaps ensuring migrant workers have access to information and advice about their options if they are being mistreated, in person or over the phone, and in their own language if it is not English. And perhaps access to a community of other migrant workers in NZ for support and advice, learning from their experiences in being a migrant worker in NZ including about their treatment by employers and options in cases of mistreatment. This is not our industry specific." Other industry

"Have a realistic hourly rate for immigrants to stop resentment between NZ employees and Immigrants. Immigration rates are now so much higher than many NZ citizens are paid. Whilst the theory behind this is that businesses will increase ALL wages to match, the viability of driving up wage rates impacts businesses tremendously, increases the loss on profitability (if any!!) and ensures the loss of businesses faster." Hospitality

Base: Employers of migrants who provided an answer (n=200)

Q14. In your own words, what is the one thing you think could be done to reduce the exploitation and mistreatment of workers in your industry?

Employer of migrants – segments

Note: Due to the relatively low number of employers of migrants who participated in the 2024 survey (n=271), the number of respondents in some of the segments are quite small. For this reason, detailed segment profiles are not possible this year.

In 2021, we identified four groups of employers of migrants who differ on strength of legal compliance and moral obligation to their workers.

VIRTUOUS AND COMPLIANT

- Strong moral responsibility and sound business reasons to comply.
- Enthusiastic about compliance.
- Know their obligations and know where to go for help.
- Skewed towards large businesses.

CONFLICTED

- Strong business pressures.
- Find it hard to keep up with obligations.
- Worker knowledge can keep them informed/in check.

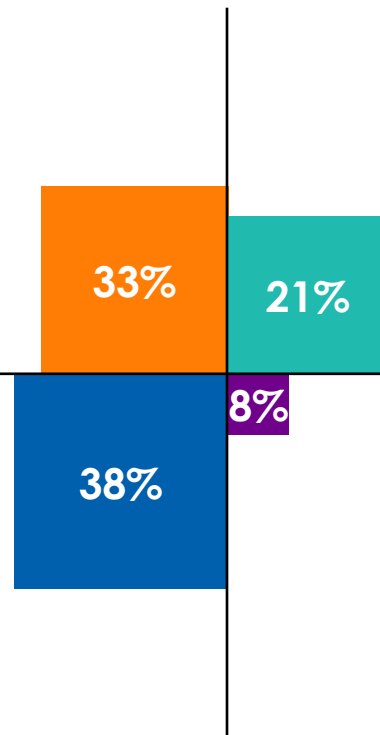
Strong moral obligation

- Fairly average understanding of obligations.
- Not strongly motivated by compliance but generally do so.
- Believe workers are a valuable resource, but many feel they can be easily replaced

Weak moral obligation

- Strong business pressures.
- Lowest knowledge of employment rules and obligations.
- Most reluctant to support compliance.
- Least likely to know where to go to for help.

Strong (consistent) legal compliance



Weak (contextual) legal compliance

DOING RIGHT BY WORKERS

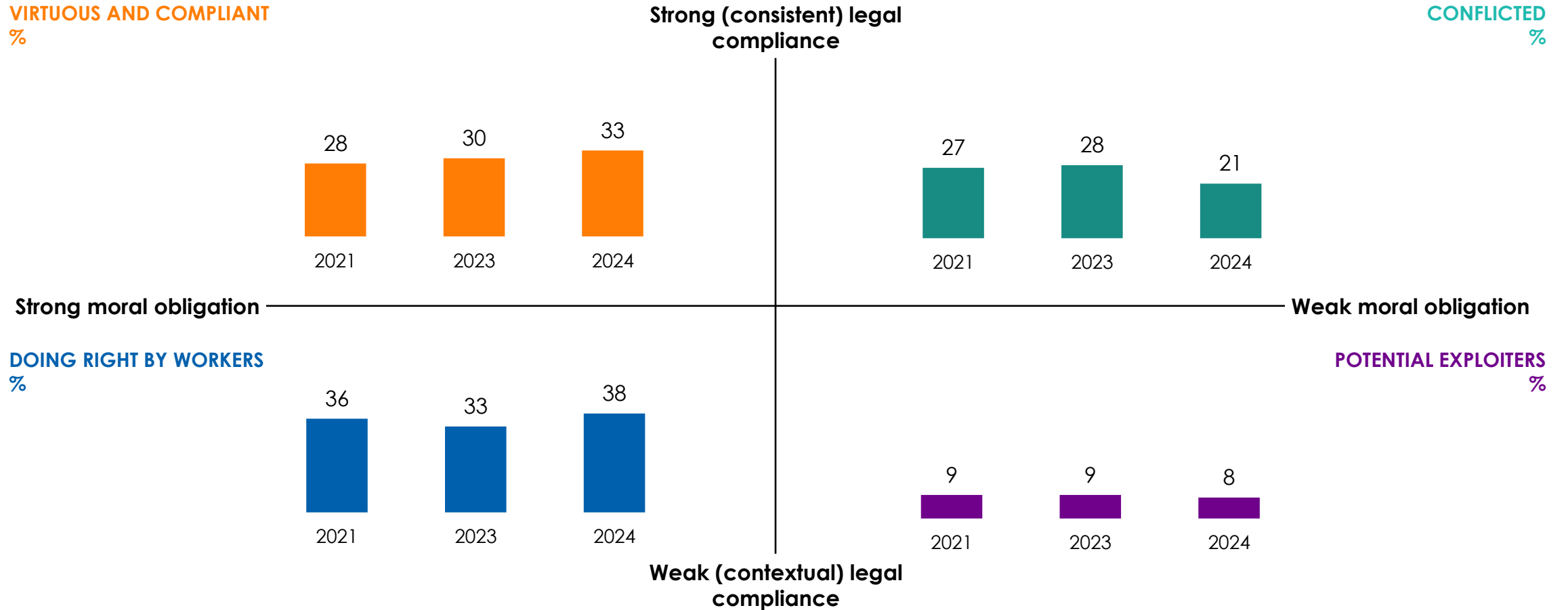
POTENTIAL EXPLOITERS

Base: All employers of migrants (n=271)

The segment sizes have been tracked over time. The 2024 segment sizes are not significantly different to those in 2023.

VIRTUOUS AND COMPLIANT
%

CONFLICTED
%



Base: All employers of migrants 2024 (n=271), 2023 (n=528), 2021 (n=1,345)

▲▽ Significantly higher/lower than the previous wave