

TOP REGIONAL IMPACTS



- **Unreliability of shipping is causing increasing concerns for exporters as ships are not turning up to port on time.** There are significant differences between what has been scheduled, and their actual arrivals, which is causing logistical problems and incurring unnecessary costs. Pre COVID-19 there was 70 percent reliability, but this has now plummeted to 30 percent.
- **New Zealand Wine are currently working with Horticulture and Agriculture Teachers Association of New Zealand (HATA), Eastern Institute of Technology (EIT) and other tertiary training providers to further develop career pathways in the horticulture and viticulture sectors.** Phase 2 includes developing a proposal for NCEA teaching resources, extending the career pathways of individual stories, and demonstrating the education pathways for specific careers such as viticulture, or winemaker.
- **The industry is exploring smart ways to enable the workforce to be transferable and create opportunities for employers to work with employees to offer full time employment.** Making this transition an easy one may open up opportunities to stay in work longer. Possible solutions may be the creation of an accurate, integrated seasonal calendar that crosses relevant sectors; and building leadership so that management 'on the ground' can be responsive and cope with the difficulties of manoeuvring the workforce in real time.

TRENDS AT A GLANCE



100 less people have returned to benefit this year (post season) compared to 500-600 in previous years. Traditionally return to benefit numbers increase during the 'post season' (May & June). This suggests there has been better retention in the horticulture and other sectors. This fits with the increased application of wage subsidies which were intended to encourage all year retention and help with training new workers.



5.3% (141 people) the increase in Māori Jobseeker Support – Work Ready for July 2021 compared to the previous month. Māori account for 66% (2820 people) of all Jobseeker Support – Work Ready recipients in the region.

Source: Ministry of Social Development



4,643 ha of winegrowing land planted in the region in 2020. This is expected to grow to 4721 ha by 2023. Hawke's Bay has 11% of the national total of producing land.



Overall national vintage is down 19% on the 2020 season, due to adverse weather at flowering. The total regional production of grapes harvested in the 2021 season was down 5% from 2020.

Source: New Zealand Winegrowers

TOP LABOUR MARKET OPPORTUNITIES

- **AgriTech is providing young people with an attractive career path into agriculture.** Research done by TEC shows that unveiling new tech in a sector attracts young people. There has been some exciting developments in the AgriTech domain such as sensors, drones, and other 'smart farm' equipment which, if integrated into operations, could help attract talent whilst strengthening the sustainability of the industry.
- **New Zealand Winegrowers have commissioned an investigation into the labour challenges facing the wine sector and to identify possible solutions.** Working collaboratively across the sector and with local and central Government is key to addressing workforce issues.
- **Employers have an improved level of engagement and look to actively employ New Zealanders first where possible.** Engagement can be improved through consideration of regional labour market factors such as regional unemployment; the aging population; technological changes; as well as regular communication throughout the year that seeks to achieve an optimum balance between RSE workers and local labour supply.
- **New Zealand Winegrowers are supporting more employers to make the mind shift that places of work are places of learning.** One possible opportunity is to work in collaboration with industry and the Food & Fibre Centre of Vocational Excellence (CoVE) to test training improvement ideas.

TOP LABOUR MARKET CHALLENGES

- **There is ongoing concern for wahine who have been hit hard during COVID-19.** Wahine continue to feel the effects of COVID-19 as they continue to be disconnected from the workplace. Childcare arrangements and access to transport have been identified as the main contributors to the problem.
- **A simple skillset match between workers and industry is insufficient on its own to address workforce requirements.** More creativity is needed by employers to establish an equilibrium that balances work with employees lifestyle needs such as hours of work; childcare; transport; convenience; capacity to provide for households needs; and community participation. This is more relevant in positions that are traditionally unattractive, such as the hospitality and aged care sectors.
- **The wine growing industry have concerns with vineyard labour contractors on whether they can supply labour** to complete pruning and the upcoming spring and summer work. Hawke's Bay Winegrowers are interested in ways to collaborate with agencies to mitigate this risk.
- **Attracting local workers requires more than just increasing wages** due to competition from other industries such as manufacturing and horticulture. Current sector initiatives include better recruitment approaches, pastoral care provision, developing career pathways, and cadetships.

THE HAWKE'S BAY REGION

Hawke's Bay's grape industry is the fifth largest agricultural employer in the region. It employs approximately 4% of all agricultural staff in Hawke's Bay.

Hawke's Bay has the 2nd largest by area of wine producing land in the country

It is estimated that there are around 900 FTEs in Hawke's Bay's wine industry (Note: this does not include contractors or seasonal labour).

Winegrowing tasks such as cane stripping can be automated, but skilled work is still required for vine pruning and hand harvest of premium grapes. Hawke's Bay has grapes which have been shown to respond better to hand harvest.

OUR FOCUS FOR THE NEXT 2 MONTHS:

- Support the transition from an interim to the permanent RSLG.
- Continue to work with the aged care sector and Matariki Pou 2 partners to support the industry to develop an action plan, focused on promotion, recruitment and retention of the sector workforce.
- Continue to be involved with the regional hospitality taskforce response.
- Begin aspirations planning for the Regional Workforce Plan with the permanent RSLG ensuring that opportunities for Māori are fully explored with employers and the tertiary sector.