



NEW KIWIS
EMPLOYERS' SURVEY
//YOUR REAL LIFE EXPERIENCES

NEW KIWIS
LOCAL // GLOBAL

New Kiwis Employers' Survey

May 2022



SURVEY OVERVIEW

Auckland Business Chamber is pleased to present the New Kiwis Employer Survey results for 2022.

This report details the feedback of New Zealand employers around issues and opportunities in employing migrants in their workplaces. The annual New Kiwis Employer Survey is designed to elicit 'real life' feedback that reflects their experiences when recruiting and employing migrants both on and offshore.

Participants surveyed were employers who had used the www.newkiwis.co.nz website, members of the Auckland and National Regional Chambers of Commerce and businesses who had responded to the marketing relating to the Employer Survey 2022. The survey took place between the 22nd of February and the 25th of March 2022. Six hundred and thirty-nine (639) employers responded to the survey overall which is a positive response rate and gives a margin of error of +/- 4%.

This is the ninth year the Auckland Business Chamber has conducted this national survey on behalf of the Ministry of Business, Innovation and Employment and the results are compared to previous years.

Covid-19 had New Zealand's borders closed to non-residents from all other countries since March 2020 and during the period that this survey was conducted. Over that time, there have been significant impacts on international travel and immigration, affecting migrant workers already in the country, those wanting to migrate to New Zealand, and employers who would usually bolster their workforce with overseas workers. The pandemic led to a considerable impact on immigration and consequently, skill shortages were widely felt by most industries and sectors in New Zealand.

The survey is divided into 5 main sections:

- **Background**
- **Recruitment methods**
- **Barriers faced when employing migrants**
- **Barriers faced by migrants**
- **Retention of migrants**

Thank you

We would like to express our gratitude to all the organisations and employers who completed our survey. Your contribution allows us to produce this comprehensive guide and to summarise invaluable insights from employers highlighting issues and opportunities in employing migrants in their workplaces.

KEY FINDINGS

The 2022 New Kiwis Employer Survey revealed that.....

This year the majority (62%) of the responses were from organisations based in the Auckland region. There was growth in the proportion of responses from rural areas including Queenstown / Southern Lakes, Manawatu and Waikato, with lower percentages from Christchurch/Canterbury, Southland and Dunedin.

The proportion of New Zealand companies experiencing skills shortages has increased from last year, with 60% of employers reporting difficulty filling roles, compared to last year's 45%.

The Construction industry is the hardest hit, with 80% of Building and Trades reporting shortages, an increase from 66% reported in last year's survey.

When analysed by industry those skills shortages look like this:

- 80% Building and Trades
- 75% Hospitality/Travel & Tourism
- 73% Manufacturing/Operations
- 63% Technology / ICT
- 60% Healthcare
- 52% Transportation/Logistics/Storage

Border closure has seen 35% of New Zealand businesses finding alternative options when recruiting staff. Employers are reporting increased competition for skilled NZ based staff due to a lack of access to the overseas talent pool.

89% of businesses said they had not tried to recruit off-shore candidates as a direct result of border closures.

What would make it easier to employ a migrant?

- Already here in New Zealand - 47% this year, up from 41% last year
- Faster/easier visa processing - 47% this year, up from 37% last year
- A clearer understanding of the visa types and their parameters – 28% this year, up from 24% last year

We asked employers to compare migrant staff with their local employees in terms of duration of employment; 59% reported that migrant staff on average stay just as long as non-migrant staff.

EXECUTIVE SUMMARY

The impacts of COVID19 on the New Zealand labour market reiterates the message that businesses are struggling to fill positions and skills shortages are acute. The New Zealand economy is challenged by many factors and skill shortages continue to be one of them. Employers are using multiple methods to try to attract and recruit new staff, including word of mouth.

It is encouraging to see small to medium businesses returning to growth with increased vacancy activities. Although employers prefer to hire a New Zealander, provided they have the skills they require, they are showing much less resistance to issues like lack of local work experience and hiring migrants with less than 12 months remaining on their visa.

For those employers looking to hire, the lack of access to skilled migrants means they must compete for skilled staff already within New Zealand's borders or look at alternative ways of operating their business. Businesses that rely heavily on overseas staff, such as tourism and agriculture are struggling, which has been well documented elsewhere.

This year's survey indicates negligible change from previous years in managing the challenges migrant staff face when settling into the New Zealand workplace, possibly due to border closures restricting the movement of migrants into the country. How well migrants settle into our businesses and communities and how well we as hosts accept diversity will continue to be an important measure of an increasingly sophisticated workplace.

SECTION 1: BACKGROUND

Q 1: Main business activity of the organisations responding

Respondents to the 2022 survey shows good representation of industry groups with the highest proportion in the Manufacturing/Operations sector.



13% Manufacturing / Operations



10% Hospitality / Travel and Tourism



10% Building and Trades

Industry Groups	2020	2021	2022
Manufacturing / Operations	15%	11%	13%
Hospitality / Travel & Tourism	12%	9%	10%
Building and Trades	9%	9%	10%
Retail	4%	6%	6%
Accounting / Finance / Banking / Fund Management	6%	6%	5%
Wholesaler / Distribution / Importing	5%	6%	5%
Property & Business Services	4%	6%	5%
Healthcare	4%	5%	5%
Technology / ICT	4%	5%	5%
Transportation / Logistics / Storage	4%	5%	5%
Education / Training	4%	4%	5%
Engineering / Architecture / Draughting	5%	5%	3%
Human Resources / Recruitment	3%	2%	3%
Other	20%	21%	19%

Q2: In which region is your head office or main office located?

The geographic locations of employers help identify trends in recruiting migrants in specific areas. The proportion of responses from the Auckland region increased to 62% of this year's survey, while responses from Southland based employers decreased to less than 1%. In contrast, it is positive to see an increase in the proportion of Queenstown / Southern Lakes District responses.

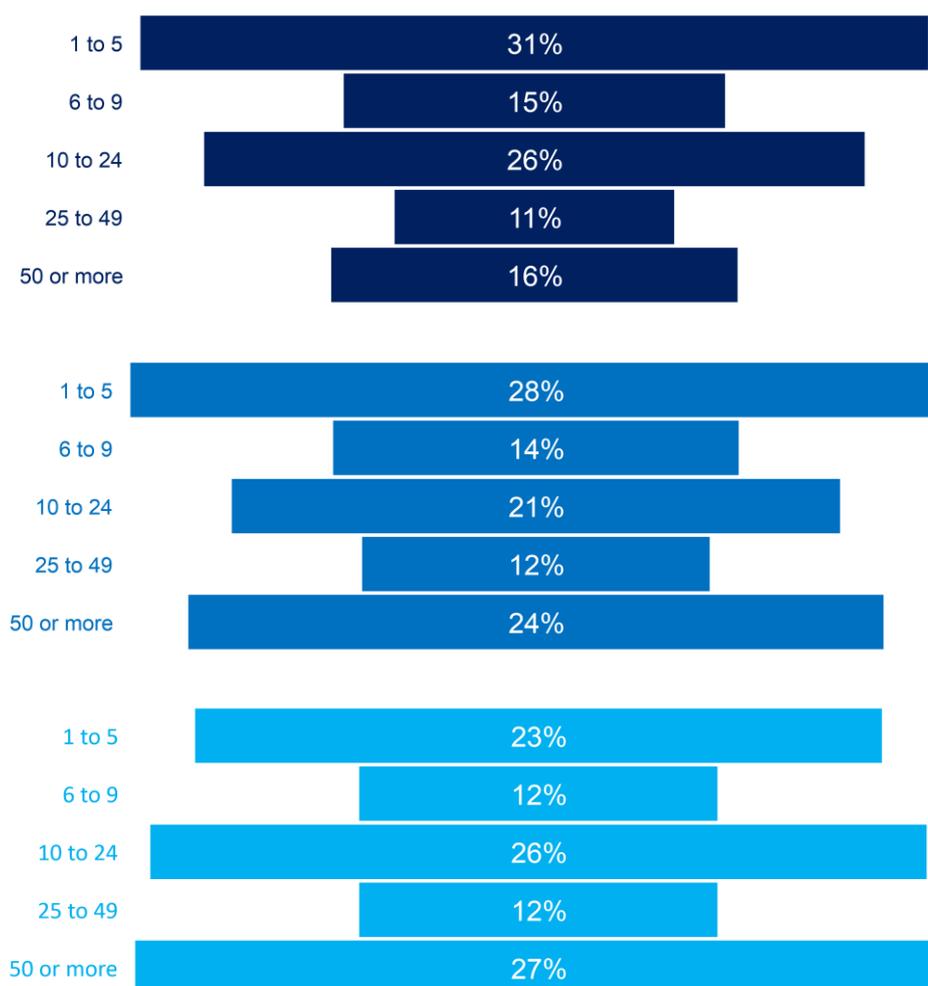
Region	2020	2021	2022
Auckland	42%	48%	62%
Queenstown / Southern Lakes District	2%	2%	10%
Manawatu / Horowhenua / Rangitikei / Taranaki	4%	7%	7%
Waikato / Waitomo	3%	6%	7%
Bay of Plenty	8%	3%	5%
Wellington	5%	3%	3%
Hawkes Bay	1%	5%	2%
Christchurch/Canterbury area	10%	3%	1%
Nelson	2%	1%	1%
Northland	1%	7%	1%
Southland	8%	10%	<1%
East Cape	1%	2%	<1%
Dunedin area	7%	1%	<1%
Marlborough	1%	1%	<1%
Rotorua	3%	<1%	<1%
Taranaki / Whanganui	1%	<1%	<1%
Wairarapa	<1%	<1%	<1%
Coromandel	<1%	<1%	<1%
Lake Taupo / Tongariro	<1%	0%	0%
West Coast – South Island	1%	0%	<1%

Question 2b: Size of the organisations responding

Size of businesses

There was a minor increase in the proportion of small to medium-sized businesses responding to this year's survey.

Number of employees	2020	2021	2022
1 to 5	23%	28%	31%
6 to 9	12%	14%	15%
10 to 24	26%	21%	26%
25 to 49	12%	12%	11%
50 or more	27%	24%	16%



Q 3: Would you say you have a diverse workforce?

It was pleasing to see that 85% of businesses were reporting that they had a diverse range of ‘ages’ within their workforce. Similarly, 78% of businesses reported having a strong cultural mix. There was a noticeable change in the proportion of employers reporting a good gender mix, however it would be reasonable to state that the majority of businesses have diversity across all three areas.

Diversity	2021		2022	
	Yes	No	Yes	No
Age	86%	14%	85%	15%
Culturally	77%	23%	78%	22%
Male/Female	74%	26%	70%	30%

Feedback from employer respondents

Age ranges between 20~50 years old. A mix of cultures. All men employees, with only admin, are female.

We have people from Brazil, Kazakhstan, Mexico, Korea, South Africa, the UK and a couple of Kiwis.

Given the community that we serve, it is an asset to have such a diverse workforce.

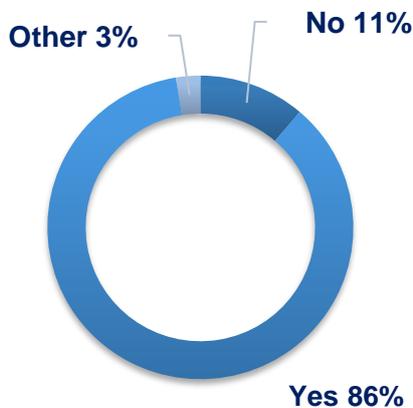
A culturally sensitive and gender-diverse workforce reflects the cross-section of clientele.

We try to get a good mix. This blend works well.

The workforce is currently aged 30+ but a mix of male and female and Māori and Pakeha... we like diversity because it brings innovation and questions which we need in order to grow.

We have 17 different nationalities that work for us across our business with ages ranging from 17 to 70!

Q 4a: Are you aware that eligible migrants may obtain a work or residence visa if made a suitable offer of employment?



86% of employers are aware that migrants may obtain a work or residence visa if made a suitable offer of employment.

Q 4b: What percentage of your employees are migrants?

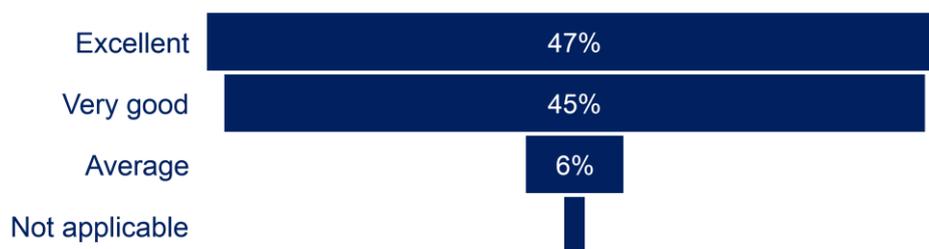
The proportion of migrant staff within New Zealand workplaces has remained largely steady over the last three years, to over one-third of all staff in 2022.

% Of employees are migrants	2020	2021	2022
0 – 20%	37%	37%	31%
21 – 40%	18%	16%	20%
41 – 60%	13%	12%	13%
61 – 80%	5%	5%	7%
81 – 100%	5%	5%	7%
None	22%	24%	22%

Q 5: How would you generally rate the migrants you currently employ?

92% of employers reported satisfaction with their migrant workforce as 'very good' or 'excellent', which is a slight increase from last year's findings.

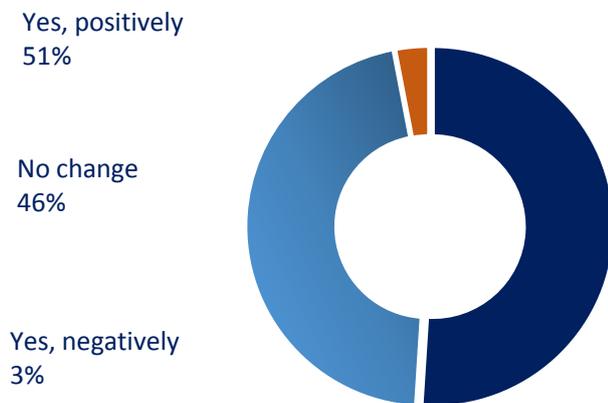
Level of satisfaction	2020	2021	2022
Excellent	38%	39%	47%
Very Good	45%	49%	45%
Average	13%	12%	6%
Below average	5%	<1%	<1%
Poor	<1%	<1%	<1%



Q 6: Has employing migrants changed your attitude (or that of your staff) towards migrants?

Employer/staff attitudes have continued to show a positive improvement towards migrants over the last three years; any negativity towards employing migrants amongst employer respondents remained low.

	2020	2021	2022
Yes, positively	51%	44%	51%
Yes, negatively	1%	4%	3%
No, no change	48%	52%	46%



Feedback from employer respondents

I believe it has changed positively, but also that may come with the amount of change of staff i.e., the attitudes may or may not have changed, but the staff themselves have.

So helpful to learn about different cultures and ways of doing things and helps gain more perspective.

Have a positive attitude to migrants. We certainly include them in our considerations.

Fantastic workers, great attitude and willingness to go the extra mile when needed.

The migrant workers are so much more productive with better attitudes than NZ born workers.

We have all always had a positive attitude towards migrants and that has not changed.

Have always been open to employing migrants so no change. As long as they are good workers, happy to employ.

We love the diversity that migrants bring to our team. They offer different experiences and skills which add value to our business.

We always hired the best applicants - whether they were migrants or not.

SECTION 2: RECRUITMENT METHODS

Q 7: What are the top five key attributes you look for when interviewing any candidate?

Employers were asked to rank 1 to 5, their top five attributes from a list of 10 supplied. ‘Interpersonal skills’, ‘Verbal communication’, ‘Self-motivated/self-starter’, ‘Energy and enthusiasm’, were identified as the most important attributes by employers. The two attributes not ranked often enough to be included at any level in the table below were “Analytical/conceptual skills” and “Written Communication Skills”

The results confirm that employers are still looking for people with ‘soft’ skills to get along with the rest of the team and be able to contribute to the growth of their business quickly and effectively.

While not a descriptor, it is interesting to note the number of comments that use words like ‘trust’ and ‘integrity’ in staff. This may be a result of lockdowns, particularly in Auckland where businesses were placing considerable trust in their staff working from home.

This table shows the top five key attributes employers look for when interviewing candidates

	Highest employer choice	2nd highest employer choice	3rd highest employer choice	4th highest employer choice
Ranked 1 st	Interpersonal skills	Verbal communication	Self-motivated/self-starter	Energy and enthusiasm
Ranked 2 nd	Adaptable, flexible attitude	Willingness to learn	Verbal communication	Self-motivated/self-starter
Ranked 3 rd	Adaptable, flexible attitude	Willingness to learn	Team Player	Self-motivated/self-starter
Ranked 4 th	Team Player	Energy and enthusiasm	Willingness to learn	Self-motivated/self-starter
Ranked 5 th	Problem-solving skills	Team Player	Adaptable, flexible attitude	Energy and enthusiasm

Feedback from employer respondents

Trust is our number one attribute. We can train people skills, but trust can't be taught.

Honesty and integrity are the number one attributes.

While willingness to learn is a great attribute, we are looking for people who already have the requisite skills. We also make a judgement call around honesty and integrity which is vital.

Attitude is the key. You can rarely teach attitude. But you can teach someone how to do a job if they have the right attitude.

Honesty, sales skills, attention to detail, pride in personal appearance.

Q 8: As part of your employment decision, how important is previous NZ work experience?

Lack of New Zealand work experience continues its downward trend of importance. In 2020, 42% of employers thought local experience was important/very important. In 2022 this is down to 31%. Employers are seeking staff in a low vacancy activity market and are less able to put preconditions or filters in the recruitment criteria.

	2020	2021	2022
Not important	24%	23%	27%
Somewhat important	35%	39%	42%
Important	24%	23%	20%
Very important	18%	15%	11%

Q 9: Would you employ a migrant if they had less than 12 months on their work visa?

The percentage of employers indicating they **would** consider hiring someone with less than 12 months remaining on their work visa has a significant increase to 47% in this year's survey. This is a reflection that employers are navigating alternative ways out of the pandemic and are more willing to consider a migrant on a residence pathway

	2020	2021	2022
Yes	41%	42%	47%
No	37%	33%	30%
Don't know / Not applicable	22%	24%	24%

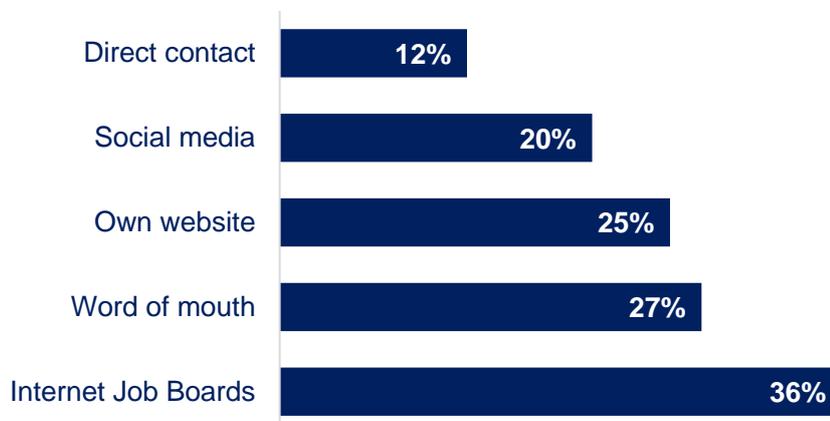
Q10: What are the top five methods you have used to recruit?

Over the past year, the methods employers are using to attract new staff have widened in scope but remain largely focused on Internet job boards Trade Me and Seek and word of mouth recommendations.

“Word of mouth” is still an effective approach for job seekers to consider with 27% of employers reporting they ‘always’ use this approach. A further 37% indicated that they recruit in this way ‘regularly’. Significantly, 27% also confirmed they ‘sometimes’ use this method.

	Always used	Regularly used	Sometimes used	Never used
Internet Job Boards	36%	34%	17%	12%
Word of mouth	27%	37%	27%	8%
Own website	25%	18%	19%	38%
Social media	20%	27%	27%	26%
Direct contact	12%	30%	46%	12%
Recruitment agency	7%	19%	37%	36%
Work and Income job service	3%	8%	27%	62%
Radio	1%	2%	8%	89%
Student Job Search	3%	11%	30%	56%
New Kiwis website	1%	2%	9%	88%
Immigration NZ	1%	3%	8%	88%
Migrant publications	<1%	2%	7%	91%

Top five methods used



Q10: What are the top five methods you have used to recruit? (continue)

Skills shortages have changed the recruitment landscape and, when we look at some of the recruitment methods of employers, it is evident that employers are moving away from online job boards while increasing their social media presence as a legitimate candidate finder.

Method of Recruitment – Always used	2020	2021	2022
Internet Job Boards - Seek/Trade Me etc.	40%	41%	36%
Through a friend/ Word of Mouth	21%	24%	27%
Own website	22%	22%	25%
Social media (LinkedIn, Facebook, ...)	16%	17%	20%
Applicant contacted directly (letter, phone, email, other)	13%	12%	12%
Recruitment agency	8%	9%	7%

Feedback from employer respondents

We have had to relax our recruiting procedures and tempt employees with recruitment bonuses and relocation payments to encourage Kiwis to come and work in the area.

Can't find the right skills required.

Used notice in our shop window and word of mouth.

Closed borders have meant we have had a position available in the South Island for over a year.

Using social media.

We continue to advertise on LinkedIn, and other platforms and magazines.

Since Covid and the borders closing, we've had to do a lot more advertising and thinking outside the box to encourage especially Kiwis to work for us/in the hospitality industry.

Had to advertise for long periods as we had far fewer people apply, so we had to keep refreshing the job ad over and over.

More word of mouth through existing employees. Using various cultural community pages. Sharing existing staff as no new staff around.

We have been forced to keep unsuitable staff, have ads running on social media constantly, and pay staff higher than market rates to keep them.

Q10a: Are you aware that New Kiwis is a free recruitment service?

27% of respondents reported using the New Kiwis website, a similar response in last year's survey. With employers expressing increasing difficulty in finding and competing for staff, the need for employers to be open to trying new channels may be one of the consequences of the Covid border restrictions.

Q10b. If yes, how did you find out about the New Kiwis service?

	2021	2022
Auckland Business Chamber website	38%	34%
Searched online via Google or other search tools	14%	7%
Other: Community Group meetings, word of mouth, networking, events, employee referral	13%	14%
Immigration New Zealand website (www.immigration.govt.nz)	11%	6%
Attended a Chamber event	7%	11%
Have used the New Kiwis website to search for staff previously	7%	12%
Auckland Business Chamber Employment Division staff	6%	3%
Brochure / Advertisement	4%	8%
Auckland Business Chamber Facebook	2%	3%

Q10c. How satisfied were you with the overall quality of service delivered?

	2021	2022
Highly Satisfied	7%	7%
Satisfied	33%	30%
Neither satisfied nor dissatisfied	54%	62%
Dissatisfied	4%	3%
Most Dissatisfied	1%	0

OFFSHORE CANDIDATES

Q11: Do you ever consider offshore candidates (i.e., not currently living in New Zealand). If yes...

When we asked employers if they ever consider recruiting offshore applicants (people not currently living in NZ), 49% said that they would while 43% said they would not and 8% of respondents indicated that they never consider offshore candidates. The high response rate of those that would not consider off-shore candidates could be a reflection of border and immigration uncertainty over the past two years.

	2020	2021	2022
Yes	58%	46%	49%
No	37%	45%	43%
Never recruit	5%	8%	8%

There has been very little movement in the proportions for 'seldom' considering offshore candidates and 'occasionally' considering offshore candidates. The combined percentages of the two have remained fairly similar to last year's findings.

Frequency	2020	2021	2022
Seldom	37%	25%	27%
Occasionally	37%	48%	44%
Regularly	19%	21%	23%
Always	5%	4%	4%
Seasonally only	3%	2%	1%

Feedback from employer respondents

Not for the last 2 and half years with the covid border closures

We accept NZ and overseas applications.

We have recruited from offshore in the past however more recently due to the borders being closed and Immigration NZ not processing visas it has made it too difficult

We would love to hire offshore but due to the current immigration rules, we would have to pay almost \$40 an hour for semi-skilled migrants. This is unsustainable

When the local skill is not available, you need overseas skill to be used for the benefit of the organisation, development of business activities, and economic upliftment of the country.

Q 11c: Have the closed NZ borders changed your recruiting practices?

65% of New Zealand businesses had no change to their recruiting practices and 35% of businesses had to find alternative options with the closure of NZ borders.

Q 11d: Have you tried to recruit offshore since COVID19 closed the borders in NZ?

89% of New Zealand businesses said no they do not try to recruit offshore and 11% of businesses said yes they tried to recruit offshore while the borders were closed.

Feedback from employer respondents

Had to downsize rather than recruit so far.

Had to get more creative to find good people.

Had to limit recruiting as unable to find applicants.

Had to look at a wider range of platforms in advertising jobs because the applicant responses are so low.

Have had to turn down quality candidates due to their inability to come into the country.

Have worked with reduced staff as no one locally suitably qualified.

Looking for people committed for the long term. More barriers to the new staff coming into the country. MIQ wait times etc.

Taking in high school students when they apply.

The border closure made getting skilled migrants from overseas impossible. We did use the border exception category twice. We have found it increasingly hard in a small pool of candidates onshore.

In the last month, we have reconnected with international candidates and offshore recruitment and migrant services.

There are not many suitable candidates available, and we've been forced to primarily rely on recruiting agencies – at great cost to us.

We found migrant workers for some roles to be much better, however, the closure of the borders has meant that the quality of the overall pool of candidates has declined significantly – we are now implementing more rigorous screening programs.

We have had to become more flexible with our working arrangements to encourage Kiwis to take up the vacancies.

We are forced to consider virtually any candidate, so few apply for a real selection process. We have had to increase advertising and places.

We have looked at more apprenticeships to train kiwis.

We're having to pay higher salaries/wages to attract staff. It is very difficult to fill low-end roles and we're having to pay other staff considerably more to retain them. Some staff are being head-hunted almost weekly. It is having a significant inflationary effect on our staff costs (and therefore our product costs).

We've placed a greater focus on attracting and training new entrants to the industry and have set up an internal cadetship to bring new team members on accordingly.

We have looked at alternative strategies for attracting and retaining the talent we need.

Q12: Have you (or would you) offered employment to a candidate you have interviewed but not yet met in person?

59% of employers reported that they would extend an offer to an offshore candidate that they had not physically met. The growing confidence of web-based interviewers using Skype and Zoom reduces employers' concerns about not meeting a candidate face to face.

Response	2020	2021	2022
Yes	51%	53%	59%
No	49%	47%	41%

Feedback from employer respondents

We are a small team and culturally diverse, meeting the person you can see if they will be a good team fit.

As we work in a team environment, it is very important to meet and spend time with the applicant.

Character, integrity and intelligence are best assessed in person.

Difficult to get a full reading of a person when not able to meet in person – virtual does not give you the nuances that in person does, and a solid handshake is still important!

Due to the nature of the business, we need to see how the prospective team member meshes in with us as we are a small business.

Face to face is the only way to have any valuable communication with a human being and get the “real feel” of them

First impressions are very important.

I employ youth, I need to see them first.

I go by my gut feel and I only get that by meeting someone in person.

I like to get in front of people and assess them.

I prefer to speak to them in person with any other applicable staff.

I use zoom and candidate video production

In the rural environment, it is very important to meet the people who will live and work beside you.

Interpersonal and ensuring they fit in with such a small team is paramount, I would want to establish if they are a fit first.

Interpersonal skills, presentation, need other employees' acceptance of new person in the team

We have offers made through a number of our clients who are just waiting for the borders to open

We need to assess if the person is physically able to do the tasks required.

We need to be able to see their abilities first-hand.

**Q 13: Is your organisation currently having any difficulty filling any role/s?
If yes, what roles**

We asked respondents if they were experiencing any difficulty filling roles and 60% of respondents confirmed that they were, a significant increase on the previous two surveys.

Frequency	2020	2021	2022
Yes	46%	45%	60%
No	54%	55%	40%

The top six skills shortage areas were:

<p>Building and Trades (80% of respondents reported difficulty filling job roles)</p>	<p>Dogmen, Installers, Riggers Technicians, Builder, Cabinetmaker, Carpenter, Cladding Installer, Pump Operator Steel Structure Erector, Estimators, Crane Operators, Diesel technician or mechanics, Drainlayer, Electrician and Apprentices, Excavator operators, Fabricators, Foremen, Gardeners, Glazier, Hammer hands, Heat Pump Installers, Industrial Painter and Sandblaster, Labourers, Licensed Cadastral surveyor, Machinery Operators, Mechanic Painters and Plasters, Plumber, Pool technician, Project Managers, QS and Cad operator, Roofer, Scaffolder, Security Technician, Senior Joiner, Site Manager, Timber/Laminate flooring installer, Truck Driver, Welders / Mechanical pipefitters.</p>
<p>Hospitality / Travel and Tourism (75% of respondents reported difficulty filling job roles)</p>	<p>Assistant Manager, Bar staff and manager, Barista, Cellar Door staff, Cellar Hand, Chefs (all levels), Cleaning and Driving, Customer Service, Deli/Butchery assistant, Duty Managers, Front of House, General Manager, Guest services assistant, Hotel housekeeping, Shift Manager, Team Leaders, Cleaners and supervisors, Duty Manager, Holiday Park Assistants, Hospitality staff, Hotel Reception, Housekeepers, Management Restaurant Staff, Service Assistants, Ski Instructor, Venue Manager, Vineyard worker.</p>
<p>Manufacturing / Operations (73% of respondents reported difficulty filling job roles)</p>	<p>CNC lathe setter, CNC Operator, Coating Line Operator, Production staff, Composites Technician, Fabricator/Welder and Upholsters, Factory workers, Factory hand, General Manager, HSE / operational, Project manager, Kitchen Sales and Design, Fabrication, Machine operators, Manager, Meat Technologists, Microbial Fermentation Expert, Packer, Press Brake Operators, Production Assistants/Managers, Production Managers, Supervisors, soap manufacturer, Stone Fabricator, Sales, Warehouse and Logistics Co-Ordinator</p>
<p>Technology / ICT (63% of respondents reported difficulty filling job roles)</p>	<p>AEC Sales Specialist, AEC Technical Specialist, BIM Technical Specialist, Software Development Architect leads, Software Developers, Audiovisual installation and Audio-visual technical operators, Business Analyst, Dev Ops Engineer, Digital Consultant, Digital Engineer, Systems Engineer, ICT account manager, IT Service desk technicians, Level 2 & 3 Computer Engineers IT Specialists, IT technical support, Robotic Process Automation Implementation Specialist, Business Analyst, Project manager, SAP Consultants, Senior Networking Engineer, Senior Software Engineers, Ux/UI Specialist, Software Consultant, Software Engineers, Software Developers, Microsoft Professionals, Dynamics consultants</p>
<p>Healthcare (60% of respondents reported difficulty filling job roles)</p>	<p>Lymphatic Drainage massagists, Beauty Therapists, Massage Therapists, Dentist and Dental assistants, Laser Therapist, Optometrist, dispensing opticians, Qualified Ambulance officers, Registered Nurse, School Nurse, Support Workers</p>
<p>Transportation / Logistics / Storage (52% of respondents reported difficulty filling job roles)</p>	<p>All types of drivers, technical managers, machine operators, Bus Drivers, Diesel Mechanics, coachbuilders, Auto Electricians, Crane Truck Driver Operator, Driller Operator / Locator, Vacuum Truck Operators, Truck Drivers, Export Operator, Operations and Delivery, Warehouse pick/packer, Transport Manager, Dispatcher Export & Import Operator, Factory hands, Forklift Loaders, Forklift technicians, Import Operations</p>

Other areas reporting skill shortages included Retail, Accounting, Marketing, Business support, Wholesaling and Distribution, Education and Training.

SECTION 3: BARRIERS FACED WHEN EMPLOYING MIGRANTS

Q 14: When recruiting migrants, what difficulties, if any, have you experienced?

The impact of the top four difficulties employers and migrants are encountering in the workplace in the last couple of years seems to be decreasing. Communication in English is still a key barrier for employers when considering migrant staff and the most likely area to cause difficulties in the recruitment process. Immigration processes remain the second challenge for New Zealand employers when considering recruiting new migrant staff.

23% of respondents had difficulty with borders closed, confirming MIQ slots

Difficulty	2020	2021	2022
Communication: Limited or lack of English communication (written and/or verbal) skills; difficulties being understood and/or understanding instructions.	46%	44%	38%
Immigration process: Issues/delays with work permit processing; difficulties understanding the visa types and their parameters and/or insufficient time left on work permit.	39%	38%	37%
Cultural: Difficulties adjusting to NZ workplace norms; different expectations of management/colleagues; reluctance to take initiative; different communication styles.	21%	18%	15%
Qualifications: Difficulties in assessing / validating/checking qualifications; difficulties assessing how qualifications translate to NZ equivalent training/skill level; overstating skills; overqualified for the role.	18%	17%	15%
Lack of skilled candidates: Difficulties adjusting to NZ workplace norms; different expectations of management/colleagues; reluctance to take initiative; different communication styles.	15%	9%	13%
Other: Registration bodies, wider issues relating to the settling of the family; lack of support /homesickness.	11%	9%	8%

(NB: Multiple response options, therefore total exceeds 100%)

Q 14: When recruiting migrants, what difficulties, if any, have you experienced? (Continued)

Feedback from employer respondents

Communications with the wider organisation as opposed to myself, but also not listed here is a little hesitancy due to being let down by a couple of applicants in the past who have gone through a process, pretty much-agreed position then changed minds and went to other parts of the country (or another country).

Too high salary expectation, more than the skill set required.

As an Accounting company having experience with New Zealand accounting packages such as Xero and MYOB are a must. otherwise, we are unable to consider their application.

It is a big task to bring employees in and will no doubt be severely harder now with affordable accommodation being much more difficult to find.

Since the pandemic started in 2020, I have not employed any foreign workers, those that were employed at the time eventually returned to their country of origin. Since then, our business has struggled to obtain staff. We have advertised on multiple platforms, while we have managed to get a couple of workers overall it has been hugely disappointing. We have employed several from WINZ on the Mana in Mahi scheme, the WINZ

Broker in the Bay of Plenty has been excellent, and we've managed to get some good workers out of the scheme. We still require more in this region but that is very difficult. We haven't had the same success in Auckland with the WINZ Broker nor the rapport. Would I look overseas once the borders are open the simple answer is yes?

I have staff (who now have citizenship) who have a surviving parent, the parent travels in and out of New Zealand on a holiday Visa, with no way of staying unless the staff member has a fabulous salary. I will lose staff (after years of training) to a country willing to seriously consider a parent. The parents could look after the children while the staff worked productively.

We have two great employees who are on the verge of leaving NZ as they can't get their children here

With the borders closed, we simply cannot currently employ anyone from overseas. There is a title that qualifies as a skilled migrant listed as Composites Technician, but that requires a pay rate of \$40/hr +. That is unaffordable, and we will never find some of that calibre and have no need for more of those, who will be wanting to be managers, not production on the floor.

Q 15: Immigration New Zealand's Employer Toolkit which is a resource that has been produced to provide information to employers about helping migrant staff settle well into the workplace

Thirty-seven per cent 37% of respondents requested the Immigration New Zealand Employer toolkit.

We have responded to those companies with a link to the Immigration New Zealand Employer Toolkit. The survey remains a strong vehicle through which to inform and link employers to this resource.

Q 16: What would make it easier for you to employ a migrant?

Results reflected a strong preference for migrants already here in NZ (47%). Communication in English is still a key barrier for employers when considering migrant staff and the most likely area to cause difficulties in the recruitment process (40%).

Forty-two per cent (42%) of employers continue to indicate a preference for faster/easier work visa processing with 28% asking for a clearer understanding of the visa types and their parameters.

Response	2020	2021	2022
Already here in NZ	45%	41%	47%
Faster/easier work visa processing	36%	37%	42%
Appropriate level of English communication skills	45%	41%	40%
Clearer understanding of the visa types and their parameters	25%	24%	28%
Ability to verify qualifications	21%	20%	19%
Understanding NZ workplace norms	22%	20%	18%
Employer access to an Immigration relationship manager	36%	16%	18%
Has relevant skills gained in NZ	17%	16%	12%

Feedback from employer respondents

Better cooperation between INZ, WINZ and NZ govt.

I think having good access to an Employer Relationship Manager is critical to building an understanding from both sides.

If the borders were open.

If there was enough affordable accommodation.

Relevant Skills: NZ Driver's License

Obtaining New Zealand Registration for Qualifications.

Problem In assessing their overseas work experience and skill.

Working in the Health and Safety field knowledge of the legislation and the Health and Safety working culture is essential.

Q 17: If you have employed migrants in the past, what were the most important reasons your business chose to employ a migrant(s)?

The response indicated that employers wanted people who had the right skills for the job, irrespective of whether the candidate is a migrant or Kiwi. This is particularly reflective of the current environment where there continues to be a shortage of skilled workers.

Having the right attitude, being reliable and hardworking coupled with being here in NZ, are all key considerations for employers during the recruitment process.

Rank	2020	2021	2022
1	Have the skills I require, and no New Zealander was available	Have the skills I require, and no New Zealander was available	Have the skills I require, and no New Zealander was available
2	Have the right attitude	Have the right attitude	Have the right attitude
3	Have good English language ability	Are reliable and hardworking	Are already in New Zealand
4	Are reliable and hardworking	Have good English language ability	Are reliable and hardworking
5	Have a valid work visa	Have a valid work visa	Have good English language ability

Feedback from employer respondents

Attendance is a major issue in the constructions sector, so reliability, punctuality etc are not generally issues I strike with migrant workers. Construction is a physical job with long hours, starting early and working often outdoors, this does not suit a large proportion of people in NZ.

Bring more diversity and different experiences to a global oriented NZ export business.

We find they are very grateful for a job and will often work harder and more diligently than a kiwi. that is NOT an excuse to work anyone like a slave, but you know a job will be done by someone who appreciates being in NZ.

We choose who will work the best migrant or NZer we do not try to recruit any specific type of person.

Migrant or not, we simply want the right people to join our business. They have to fit on with everyone else because we are a team.

The right attitude is by far and away from the number one reason. Skills can be taught. Attitude not so much.

There is no doubt most of our migrant staff have been absolute gems. Have no hesitation in hiring more of the same.

This trade has very limited skilled people in NZ as it is very specialist and limited training -on the job only - we have 1 apprentice and just had one complete, but training takes time, energy and cost when we are already so busy.

SECTION 4: BARRIERS FACED BY MIGRANTS

Q 18: What difficulties, if any, have migrants faced in doing their job?

Communication in English remains the foremost difficulty migrants face in the workplace. However, with increasingly diverse workforces, new migrants transition well and are better prepared for the New Zealand workplace culture when they have strong English communication skills. Visa / Immigration issues remain consistent at 32%.

Difficulties	2020	2021	2022
English communication problems	38%	37%	34%
Visa / Immigration issues	32%	32%	32%
Difficulties interacting with customers/clients	23%	20%	19%
Wider settlement issues e.g. family-related problems - partner/children	17%	16%	18%
Unprepared for the New Zealand workplace culture	17%	18%	16%
Lack of New Zealand work experience	18%	15%	13%
No problems identified	17%	18%	9%
Previous training not relevant to New Zealand work	13%	11%	9%
Workplace miscommunication/conflict	11%	9%	8%
Job performance issues	12%	8%	8%

(NB: Multiple response options, therefore totals exceed 100%)

Feedback from employer respondents

Communication is the biggest issue.

Distance from loved ones can be very hard if we find the right person our team is very welcoming, and they soon adapt very quickly.

We would love them to gain more qualifications and skills, but their visa does not allow it.

Our company has an approach where the job is as big as the employee wants to make it. This requires initiative and some cultural work environments are very prescriptive. Some take a long time to adjust

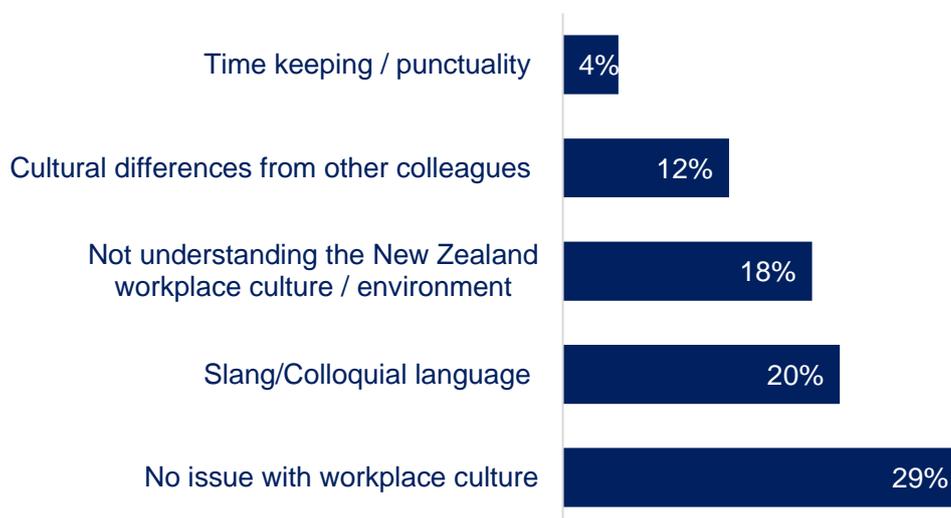
Q 19: What difficulties, if any, did they face fitting into the workplace culture?

This question asks employers about the difficulties faced by migrants in the workplace. This year, 20% of respondents also indicated that understanding 'slang and colloquial language' is still a significant difficulty. Eighteen percent (18%) of respondents noted 'Not understanding New Zealand workplace culture' is still the most likely challenge migrant workers will face when starting work. This highlights that continued education and support for migrants are required to overcome simple workplace challenges.

29% of respondents reported no issues with workplace culture.

Difficulties	2020	2021	2022
No issue with workplace culture	28%	25%	29%
Slang/Colloquial language	24%	18%	20%
Not understanding the New Zealand workplace culture/environment	28%	21%	18%
Cultural differences from other colleagues	21%	16%	12%
Timekeeping/punctuality	7%	5%	4%

(NB: Multiple response options, therefore total can exceed 100%)



Q 20: Have difficulties with English language communication affected performance in the job?

This year's survey found an even 50% of respondents reporting that difficulties with English language communication affected work performance.

Performance affected	2020	2021	2022
Yes	46%	45%	50%
No	54%	55%	50%

Q 21: If yes, what type of performance has been affected by these difficulties?

Of the 50% of employers reporting difficulties with migrant employees regarding English language communication, 'spoken English' (53%) has by far the highest impact on performance. Written English is the next highest reported issue at 28% followed by reading at 17%.

Performance	2020	2021	2022
Spoken	51%	54%	53%
Written	29%	27%	28%
Reading	19%	19%	17%

(NB: Multiple response options, therefore total exceeds 100%)

New Zealand employers rank interpersonal skills and verbal communication as essential attributes when hiring a migrant and having limited English-speaking ability can affect relationships with colleagues, clients, and stakeholders.

Communication is the key to successful team fit and relationships in the workplace. Being able to converse in English smoothly and well is critical for the business to ensure:

- A good understanding of customers' needs and requirements of the job – including Health and Safety considerations.
- Accurate and effective communication with both internal and external stakeholders.
- Instructions are clearly understood and able to be executed accurately.

SECTION 5: RETENTION OF MIGRANTS

Q 22: On average how long do your migrant staff stay in your organisation?

Respondents to this year's survey reported that 70% of migrants remained in their jobs for 12 months or more, and only 9% of migrants left their jobs after 12 months, an interesting increase over previous surveys in a competitive employment environment.

Length of staff stay	2020	2021	2022
Less than 12 months	14%	12%	9%
More than 12 months	62%	64%	70%
Not applicable / Don't know*	24%	24%	21%

**Some respondents may not have knowledge of or access to this information*

Q 23: Compared to non-migrant staff, on average is this longer, shorter or about the same?

Employers were asked to compare migrant staff with their local employees in terms of duration of employment; 59% reported that migrant staff on average stay just as long as non-migrant staff and 24% reported that migrant staff stayed longer than non-migrant staff, which is an increase from the previous years.

Migrant staff	2020	2021	2022
Stay longer	16%	18%	24%
Stay shorter	25%	21%	18%
About the same	59%	62%	59%

Q 24: Where migrants have left the position/s they were recruited into, what was the reason?

This question relates to why migrants left their employment. The most frequently cited reason for leaving was 32% of migrants taking up employment with another employer. This reflects growing competition for skilled migrants and places wage pressures on employers to attract and retain good staff.

Reason	2020	2021	2022
Got another job with another employer	29%	29%	32%
Not applicable / Do not know	27%	29%	23%
Visa expired	17%	15%	16%
Returned to their home country	17%	15%	19%
Moved cities	14%	14%	15%
Employee not suitable	12%	10%	8%
Moved overseas to a country other than their home country	8%	6%	11%
Contract ended/redundancy	9%	7%	6%
Promoted	5%	5%	6%
Took up study	3%	4%	4%

(NB: Multiple response options, therefore total exceeds 100%)

Feedback from employer respondents

After I had sponsored them, they would get a variance and go elsewhere - this has to change.

All have stayed so far 3 years plus.

Cultural concerns about being vaccinated, they return to their home country.

Due to health reasons.

Getting a visa renewed is a nightmare with NZ Immigration.

Have had staff who could not get their families out here so went back.

Two have started and done more than 10 years each with us.

The main reason was that they entered the country overqualified and applied for all positions just to get into the job market. Once here, they then applied for new roles trying to work themselves back to the position or similar position they have before coming to NZ.

Migrant has received an offer from another organization, giving them more opportunities and a higher salary bracket. This has been challenging as we are not able to meet his demand.

Wanted to see more of NZ.

We had one staff member who became very sick so got sent back home.

Q 25: Have you put anything in place / used any of the following to help settle staff into the workplace?

The proportion of employers who have not put anything in place to help settle staff has increased to 29% since last year. The proportions of employers using the listed methods of retaining staff have all dropped since last year. This could be due to companies looking at other support mechanisms, or it could be a reflection on the impacts of immigration due to border closures and longer-term migrants becoming more settled over the past year.

Method of retaining staff	2020	2021	2022
Staff social events	37%	37%	33%
Nothing to date	28%	25%	29%
Provided a structured internal or external training programme	30%	30%	26%
Provided a mentor or used the buddy system	31%	29%	26%
Wider support of the partner/family	13%	13%	12%
English language classes – either provided or allowed time to attend external classes	8%	8%	6%
Intercultural communications workshops in the workplace	2%	5%	3%
Used the Immigration NZ 'Employer Toolkit'	2%	2%	2%

(NB: Multiple response options, therefore total exceeds 100%)

Feedback from employer respondents

A holistic support structure to assist them to blend into the NZ employment structure whilst assisting with immigration issues.

Sent my migrant staff to school (BCITO) to upgrade skills.

Their family is very important to us, and we regularly have social events where partners and children are invited.

Used LIA to manage visa issues.

We place into clients' workplaces, unable to control this other than checking in a short time after, placement has started to ensure they are settling in ok.

We would be open to providing any support to migrant staff.

We have offered English classes but offer not taken up to date.

RECRUITMENT

Q 26: Do you have any plans to recruit in the next six months?

47% of employers responding to this year's survey indicated that they were considering employing within the next six months, up from 37% in last year's survey. Following a year like no other, and despite the ongoing challenges of working in the midst of the Covid pandemic, employers appear to be optimistic about the future.

	2020	2021	2022
Plan to recruit in the next six months	39%	37%	47%

All respondents that indicated that they were considering employing were contacted by email first and subsequently by telephone to establish if www.newkiwis.co.nz could assist their recruitment needs, followed by further information via email.

Employers were appreciative of the contact made and the range of services available to them at no cost and were impressed by the collaborative approach taken between the Chamber and Immigration New Zealand.