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Health and Safety Attitudes and Behaviours in the New Zealand Workforce: A Survey of Workers and Employers

2014 BASELINE SURVEY
CROSS-SECTOR REPORT

APRIL 2015

WORKSAFE
NEW ZEALAND | MAHI HAUMARU
AOTEAROA

Nō te rere moana Aotearoa
 **MARITIME**
NEW ZEALAND

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Finally, we acknowledge Amick, Ben Dr et al. *Institute for Work & Health Organizational Performance Metric (IWH-OPM)* Institute for Work & Health, Canada (4.0 International Public License: <https://creativecommons.org/licenses/by-nc-nd/4.0/>).

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SECTION 1: EXECUTIVE SUMMARY

1 EXECUTIVE SUMMARY

1.1 OVERVIEW

New Zealand has unacceptably high rates of workplace fatalities and serious harm injuries. The five sectors where most harm is occurring are Agriculture, Construction, Forestry, Manufacturing and Commercial Fishing.

WorkSafe New Zealand (WorkSafe NZ) is the regulator responsible for the Agriculture, Construction, Forestry and Manufacturing sectors while Maritime New Zealand (Maritime NZ) is the regulator for the maritime industry which includes the Commercial Fishing sector.

WorkSafe NZ's National Programmes seek to engage workers and employers in improving workplace Health and Safety in New Zealand. Nielsen was commissioned to carry out baseline research that would a) inform the design and development of National Programmes and b) provide a benchmark measure of attitudes and behaviours to be tracked over time.

Qualitative research was conducted during March 2014 and this research provided in-depth information and insights about attitudes and behaviours relating to Health and Safety in New Zealand and on how best to communicate with the four high-risk sectors regulated by WorkSafe NZ. Maritime NZ became involved following this qualitative stage and partnered with WorkSafe NZ to measure behaviours and attitudes towards Health and Safety among the five high-risk sectors. A sixth sector labelled the 'Other' sector, consisting of workers and employers from outside these five high-risk sectors, provided a 'lower risk sector' point of comparison.

This document reports on the quantitative stage of the research programme. A survey, using a self-completion method, was undertaken with workers and employers. Structured questionnaires were designed for workers and employers based on extensive consultation with WorkSafe NZ and Maritime NZ and on the insights provided by the qualitative research.

International research was used to frame up the question areas included in the quantitative stage, particularly the research carried out for Safe Work Australia by Valerie Braithwaite and reported in *Motivations, Attitudes, Perceptions and Skills: Pathways to Safe Work*. Valerie Braithwaite is an Australian social scientist and has an extensive career researching the ways in which individuals and groups engage with regulations imposed by government and other authorities. In her report the dynamics that underlie co-operation and progress on workplace Health and Safety were identified as:

1. Appreciation among workers of risk: workers being aware of safety issues and prioritising their own safety above other considerations (with this being developed and nurtured within the work context).
2. Strong leadership: where bosses value safety for its own sake and prioritise it above everything else.
3. Responsive dialogue: where open and timely communication across all levels leads to identifying problems and fixing them.
4. Participatory structures: formal avenues that are in place (e.g. regular meetings) that ensure safety is not overlooked and that give workers a say.

5. Work safety authorities that are present and that are fair, seen to be doing their jobs and that are respected and trusted.

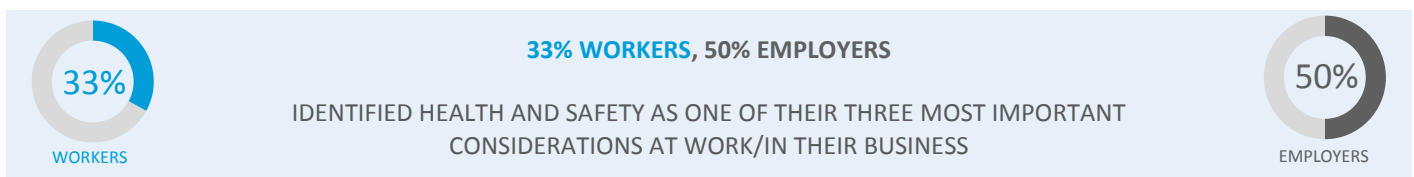
The presence and effectiveness of these five factors impact on safe routines being institutionalised in the workplace and also on the ability of individual workers to manage their own Health and Safety and that of others.

A total of 3751 workers and 1903 employers completed the survey. The fieldwork took place between July and September 2014.

The following summary of results focuses on high-level indicators from the combined responses given by respondents across the four WorkSafe NZ high-risk sectors.

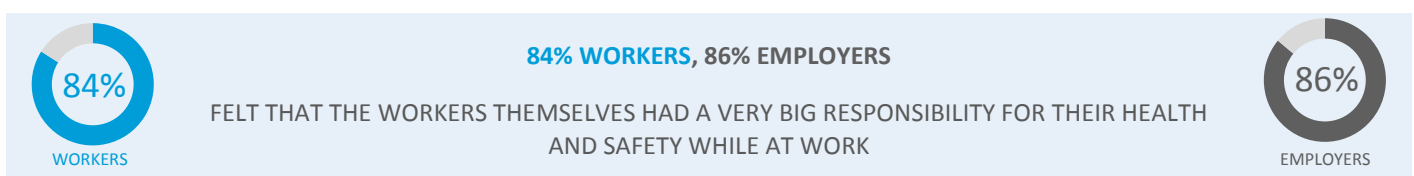
1.2 WORKPLACE HEALTH AND SAFETY IN CONTEXT

To put attitudes to Health and Safety in context, we first looked at where Health and Safety sat in the **priorities** of workers and employers. Aspects of workplace culture were also examined: specifically, who takes responsibility for workers' Health and Safety, what leadership and responsive dialogue is like in workplaces and what formal structures are in place to support a Health and Safety culture.



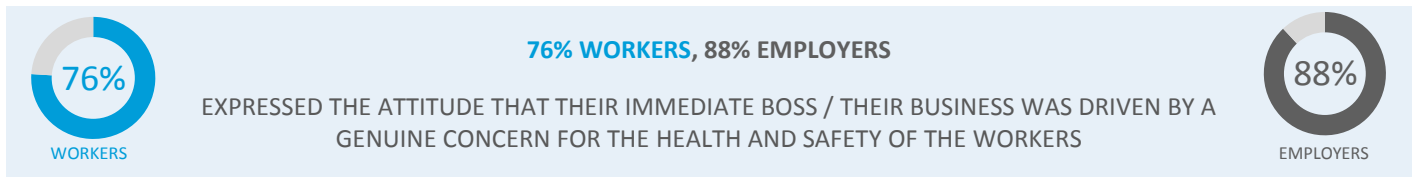
Pride in doing a good job was a particularly important motivation for many workers, as was achieving a good work/life balance and having a regular income. Among employers, keeping workers healthy and safe was a very important motivation across all the high-risk sectors, but strongest among Forestry employers. Concern for Health and Safety among employers was also influenced by the desire to avoid cost to the business from the loss of productivity resulting from serious harm incidents.

It is important that there is a shared **responsibility** for Health and Safety among all who have an influence in this area.



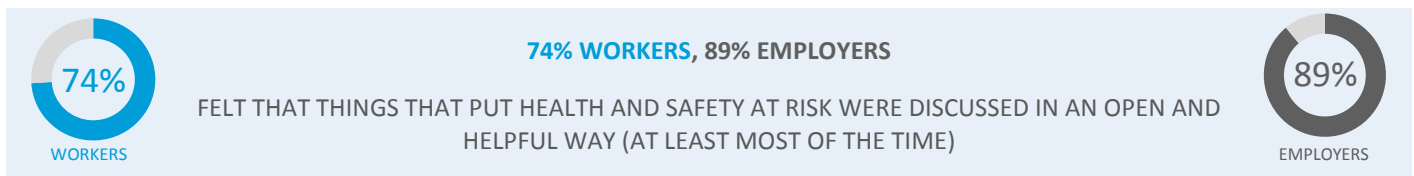
Following the workers themselves, the immediate boss was felt to have a very big responsibility, while the government's role was seen as more supportive than leading (some responsibility rather than a very big responsibility).

There is a strong relationship between good Health and Safety **leadership** in the workplace and workers' attitudes and behaviours.



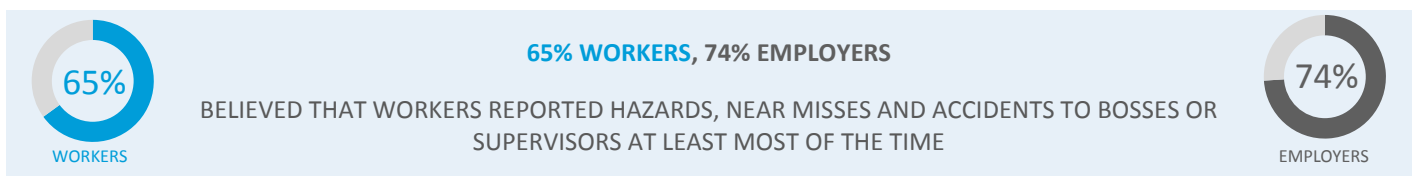
Overall, workers and employers in the high-risk sectors were positive about the leadership shown by their immediate bosses/throughout their business. One area where leadership was weaker across all sectors was in relation to praising or rewarding positive Health and Safety behaviour; just 45% of workers and 65% of employers agreed that this occurred.

Responsive dialogue, where everyone in the business can discuss safety issues openly and there is a shared determination to ensure the workplace is safe, also has a very strong influence on workplace Health and Safety.



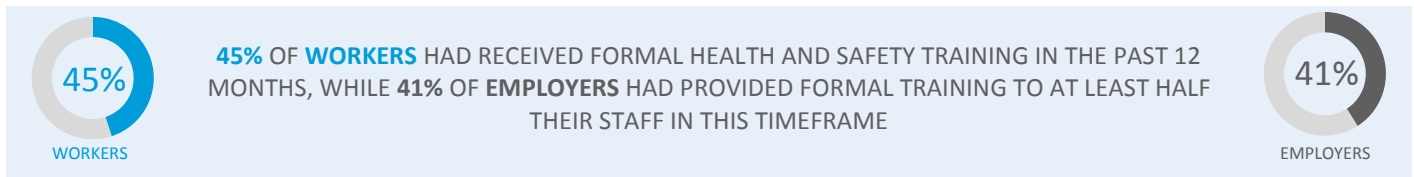
Both workers and employers expressed generally favourable opinions about their workplaces or businesses across a number of indicators. However, shared determination from the boss down was less evident to workers than other aspects of responsive dialogue, while nearly one in five workers suggested that sometimes their boss turned a blind eye to a worker taking a short cut or risk.

Positive perceptions of responsive dialogue in a workplace should flow through to positive behaviours in terms of consistent reporting of hazards, near misses and serious harm incidents.



This result suggests that there is a significant level of **under-reporting**, particularly as just 23% of workers and 29% of employers believed this behaviour happened **all the time**.

Another very important factor leading to safer workplaces is having **formal avenues** in place (for example, meetings, regular formal audits) to ensure safety issues are not overlooked.



Nearly a quarter of workers in the four high-risk sectors had never had formal Health and Safety training.

Over four in five workers indicated that their workplace had formal structures in place, with the most common being Health and Safety as an agenda item at regular team meetings, or regular meetings focused on Health and Safety.

Additional comments: Workplace Health and Safety in context

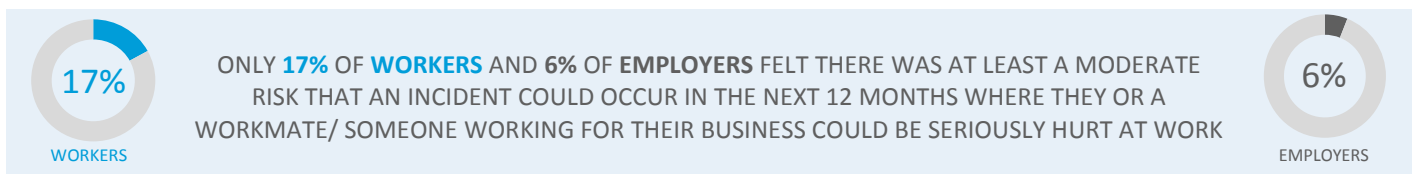
The Forestry sector is leading the way currently in terms of working to ingrain a Health and Safety culture into the workplace. This seems most evident in the area of responsive dialogue, where Forestry workers and employers were more likely to indicate there was a concern for safety from the top down and that information about hazards, serious harm incidents and near misses was reported throughout the workplace.

When the responses of those workers who had experienced an injury or illness through work in the past 12 months were compared with the responses of workers who had not, the findings support the importance of a good workplace culture in creating safer workplaces. Workers who had experienced harm were significantly less likely to provide positive ratings of their workplaces across most of the leadership and responsive dialogue attributes tested.

There is a disparity between the responses of workers and employers in many areas, with employers having a more positive view than workers.

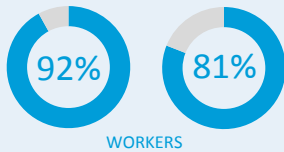
1.3 KNOWLEDGE, UNDERSTANDING AND BEHAVIOURS AROUND OF RISK

It is important that workers appreciate the **risk** in their work, that they understand how to mitigate risk and that they behave appropriately to manage risk.



Despite over half of workers and employers being aware that the industry they worked in posed a higher than average risk to Health and Safety, only a minority of workers (17%) and a very small minority of employers (6%)

felt there was even a moderate risk of serious injury occurring at their workplace. The great majority of workers (94%) indicated they felt safe at work and expressed confidence in their knowledge and skills to keep themselves safe (92%) and, to a lesser extent, to avoid long-term health problems from work (81%).



92% OF WORKERS WERE CONFIDENT THEY HAD THE KNOWLEDGE AND SKILLS TO KEEP THEMSELVES SAFE AT WORK AND **81%** WERE CONFIDENT THEY HAD THE KNOWLEDGE AND SKILLS TO AVOID LONG-TERM HEALTH PROBLEMS THROUGH WORK.

Almost all workers and employers were able to identify some of the most common threats to Health and Safety in their industries. Both workers (84%) and employers (89%) felt that workers had the tools and equipment needed to do their jobs safely. While 84% of employers felt that workers and supervisors had the information needed to work safely, workers were less inclined to agree that they were told everything they needed to know to do their jobs safely (67%).

Almost all (92%) workers were **confident** in their own ability to keep safe and healthy at work. However they were less confident about knowing their legal **responsibilities** as workers (63% confident) and legal **rights** regarding Health and Safety in the workplace (65% confident).

Sixty-seven percent of employers were confident they were fully aware of their Health and Safety obligations and 62% were confident they knew how to comply with these obligations.



63% WORKERS, 67% EMPLOYERS

WERE CONFIDENT THEY WERE FULLY AWARE OF THEIR LEGAL HEALTH AND SAFETY OBLIGATIONS



Despite seeing little risk of a serious harm incident occurring to them or a workmate/in their business, despite the great majority of workers being confident that they had the knowledge and skills to keep themselves safe, and despite the great majority of workers actually feeling safe while at work, a number of risky behaviours occurred with some frequency (from time to time or more often) in many workplaces.

The most common behaviours across sectors were workers working while sick or injured or when they were overtired. However, making a mistake through being careless or taking a risk or short cut on purpose to save time were also occasional or frequent behaviours in many workplaces.



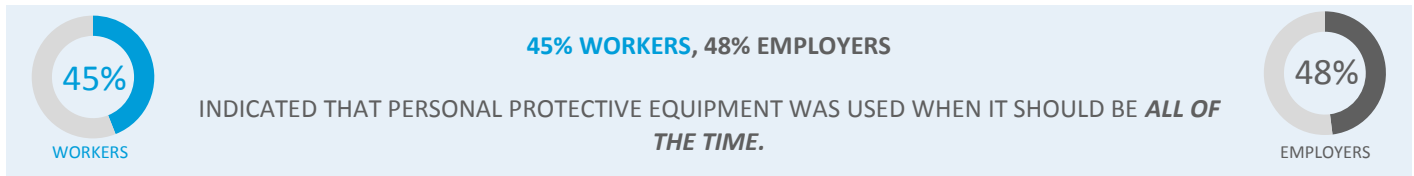
43% WORKERS, 38% EMPLOYERS

INDICATED THAT MISTAKES WERE SOMETIMES OR FREQUENTLY MADE IN THEIR WORKPLACE/BUSINESS BY WORKERS BEING CARELESS OR NOT HAVING THEIR MINDS ON THE JOB

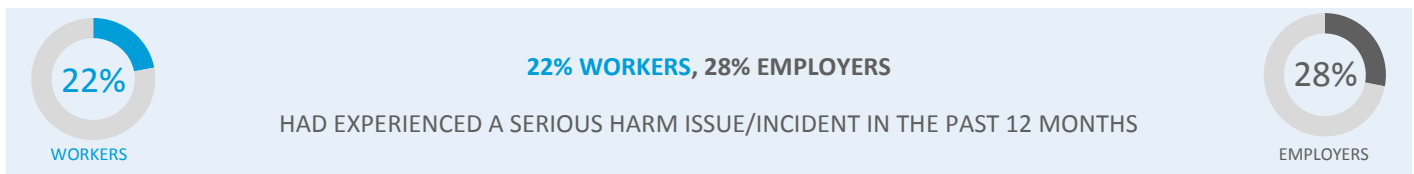


Taking appropriate **preventative action** helps reduce the risk of incidents or their impact if they do occur.

For the five preventative actions tested, almost all employers and the great majority of workers indicated that these actions were taken most or all of the time. However, a significantly reduced proportion stated these actions were taken **all** of the time. For example, just 45% of workers and 48% of employers stated that personal protective gear was used when it should be **all** the time.



After considering a list of **serious harms** (as outlined in the Employment Act 1992), 22% of workers indicated that they had experienced a serious harm issue at work in the past 12 months, while 28% of employers indicated that someone working for their business had experienced a serious harm issue/incident.



These percentages are higher than official statistics and must be treated with due caution as they are based on perceptions of serious harm. However, they provide confirmation that a level of under-reporting exists, particularly with respect to health-related issues. For example, the harms most commonly cited by workers were stress related and mental illnesses, and health problems resulting in severe temporary damage or temporary severe illness. On the other hand, employers identified the most prevalent harms as lacerations, eye injuries and bone fractures.

When a **serious harm** incident or **near miss** occurs in the workplace, a vital aspect of preventing a reoccurrence is appropriate **reporting** and **recording** of these incidents.



The 22% of workers who had experienced serious harm indicated that the issue/incident had been reported to management and/or workers in 45% of cases and recorded in a register in 37% of cases. Among employers whose businesses had experienced a serious harm incident, the most recent incident had been recorded in 57% of cases (and investigated in 31% of cases).

Thirty percent of workers and 28% of businesses had experienced a near miss incident where someone could have been seriously hurt in the past 12 months.



Recording of the most recent near miss incidents in a register had taken place for 31% of the workers in the survey who had experienced a near miss and for 51% of the businesses. Eighteen percent of the workers who had experienced a near miss had not told anyone about it.

Compared with actions taken when incidents or near misses occurred, almost without exception, appropriate action was felt to have been taken by both workers and employers when a new hazard had been noticed. In other words, new hazards could be being dealt with more effectively than near misses and particularly, harm incidents.

1.4 SEGMENTATION

Segmentation analysis identified five **segments** of workers and five similar segments for employers as follows:

		WORKERS	EMPLOYERS
MORE POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↑	PROACTIVE GUARDIAN	5% Proactive Guardians	10% Proactive Guardians
		Strong and uncompromising advocates of health and safety	
	PICK AND MIX PRAGMATISTS	23% Pick and Mix Pragmatists	36% Pick and Mix Pragmatists
		Value health and safety and try to abide by it, but sometimes rules go a bit too far – common sense can be applied	
	PICK AND MIX (PRESSURED/ DUTIFUL)	13% Pressured Pick and Mixers	6% Dutiful Pick and Mixers
Still value Health and Safety but less fervent than the preceding two segments, sometimes compromising due to production or time pressures		Value Health and Safety but less fervent than the preceding two segments – motivated by personal duty of care to workers not by regulations (some over the top) or the need to comply	
TICK THE BOX	41% Tick the Box Unengaged	34% Tick the Box	
	Less positive emotional engagement with health and safety, don't think about it much and don't really know much about it	More casual emotional engagement with health and safety than preceding segments, will do enough to be able to tick the box in terms of compliance but not much more	
LESS POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↓	RESISTING/ UNENGAGED	18% Resisting	14% Unengaged
		While keeping healthy and safe at work is obviously important, they don't need rules to tell them this. The whole health and safety thing is frustrating: there are too many rules, it's unrealistic to follow all of them and they can be a waste of time because accidents will still happen	Relatively poor attitudes to health and safety due to a lack of engagement (rather than frustration or negativity with the rules around compliance) and a focus on other things

Base: Workers from the 4 Risk Sectors (**Proactive Guardian**, n=162; **Pick & Mix Pragmatists**, n=572; **Pressured Pick & Mixers**, n=307; **Tick the Box Unengaged**, n=918; **Resisting**, n=355)

Base: Employers from the 4 Risk Sectors (**Proactive Guardian**, n=206; **Pick & Mix Pragmatists**, n=528; **Dutiful Pick & Mixers**, n=82; **Tick the Box**, n=439; **Unengaged**, n=170)

Segmenting workers and employers (rather than applying a 'one size fits all' approach) will help ensure communications more effectively address the motivations of these segments and increase the likelihood of effecting change.

1.5 COMMUNICATIONS

Workers across the four high-risk sectors mainly looked to their immediate boss for **advice** about Health and Safety (45%) or to a Health and Safety rep at their own workplace (33%), while for employers a government agency (mentioned by 49%), an industry organisation (40%) or a Health and Safety consultant (36%) were perceived as the best sources of advice.

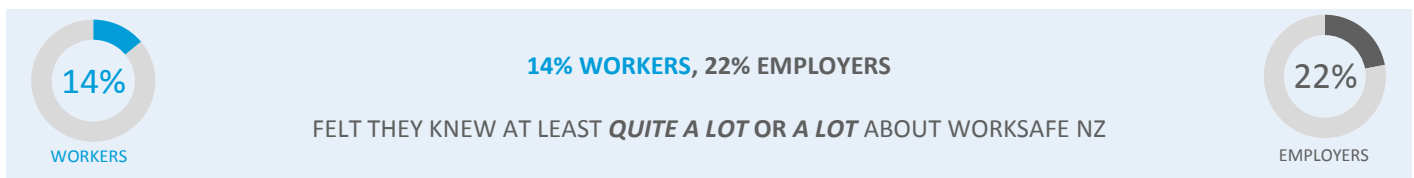
Awareness of the campaigns tested in this benchmark was at a good level with the exception of the Safe Use of Machinery Campaign in Manufacturing. The proportion **certain** they had seen each campaign was as follows:

- In Agriculture, 54% of workers and 56% of employers were certain they had noticed the Quad Bike Campaign
- In Construction, 31% of workers and 46% of employers were certain they had noticed the Doing Nothing is not an Option Campaign
- In Forestry, 39% of workers and 57% of employers were certain they had noticed the Safer Forest Harvesting Campaign
- In Manufacturing, just 5% of workers and 9% of employers were certain they had noticed the Safe Use of Machinery Campaign
- In Commercial Fishing, 43% of workers and 65% of employers were certain they had noticed the FishSafe Campaign.

The research shows a relationship between awareness of a campaign and some of the indicators of positive attitudes and behaviours (however, this cannot be read as cause and effect as those more attuned to Health and Safety might notice campaigns or those who notice campaigns might become more attuned to Health and Safety).

1.6 AWARENESS AND PERCEPTIONS OF WORKSAFE NZ

A respected and trusted work safety authority, **known** to workers and employers, is an important influence in workplace Health and Safety.



Overall, 83% of workers and 90% of employers had heard of WorkSafe NZ. While awareness was high, knowledge was quite limited with most workers and employers having simply heard of WorkSafe NZ and having no knowledge or just professing to know a little bit about this organisation.



JUST UNDER HALF OF **WORKERS (45%)** KNEW THAT THEY COULD GET INFORMATION OR ADVICE ON HEALTH AND SAFETY FROM WORKSAFE NZ.

A third of workers and 41% of employers had had **contact** with WorkSafe NZ in the past 12 months, predominantly through seeing materials or information WorkSafe NZ had produced. Seven percent of workers and 18% of employers had visited the WorkSafe NZ website.

SECTION 2: INTRODUCTION

2 INTRODUCTION

2.1 BACKGROUND

New Zealand has unacceptably high rates of workplace fatalities and serious harm injuries. The five sectors where most harm is occurring are Agriculture, Construction, Forestry, Manufacturing and Commercial Fishing.

WorkSafe New Zealand was established as a stand-alone workplace health and safety regulator in December 2013. Its mandate from the Government is to lead New Zealand to an at least 25 percent reduction in workplace fatalities and serious harms by 2020. WorkSafe NZ is focusing on four sectors which are major contributors to New Zealand's workplace death and injury toll – Agriculture, Forestry, Construction and Manufacturing (the sectors examined in this report). WorkSafe NZ has also significantly increased managerial and inspectorate capability and capacity in the high hazards sectors – extractives, and petroleum and geothermal. WorkSafe NZ is also responsible for regulating Adventure Activities and other aspects of workplace safety. For more information visit: www.worksafe.govt.nz.

Maritime New Zealand is the regulator for the maritime industry which includes the Commercial Fishing sector. For more information visit: www.maritimenz.govt.nz.

Nielsen was appointed to work with WorkSafe NZ to carry out the National Programmes baseline research. The National Programmes seek to engage workers and employers in improving workplace Health and Safety in New Zealand. The overall purpose of this research was to:

- Inform programme design and development, both at an overall level and within each of the priority sectors of Agriculture, Construction, Forestry and Manufacturing
- Provide a benchmark measure of attitudes and behaviours that can be tracked over time.

Qualitative research was conducted during March 2014 and this research provided in-depth information and insights about attitudes and behaviours relating to Health and Safety in New Zealand and on how best to communicate with the four high-risk sectors regulated by WorkSafe NZ. Maritime NZ became involved following this qualitative stage and partnered with WorkSafe NZ to measure behaviours and attitudes towards Health and Safety among the five high-risk sectors. A sixth sector labelled the 'Other' sector, consisting of workers and employers from outside these five high-risk sectors, provided a 'lower-risk sector' point of comparison.

This document reports on the quantitative stage of the research programme.

2.2 OVERVIEW OF METHOD AND SAMPLE

Structured questionnaires were designed for workers and employers based on extensive consultation with WorkSafe NZ and Maritime NZ and on the insights provided by the qualitative research.

International research was used to frame up the question areas included in the quantitative stage, particularly the research carried out for Safe Work Australia by Valerie Braithwaite and reported in *Motivations, Attitudes, Perceptions and Skills: Pathways to Safe Work*. Valerie Braithwaite is an Australian social scientist and has an extensive career researching the ways in which individuals and groups engage with regulations imposed by government and other authorities. In her report the dynamics that underlie co-operation and progress on workplace Health and Safety were identified as:

1. Appreciation among workers of risk: workers being aware of safety issues and prioritising their own safety above other considerations (with this being developed and nurtured within the work context).
2. Strong leadership: where bosses value safety for its own sake and prioritise it above everything else.
3. Responsive dialogue: where open and timely communication across all levels leads to identifying problems and fixing them.
4. Participatory structures: formal avenues that are in place (e.g. regular meetings) that ensure safety is not overlooked and that give workers a say.
5. Work safety authorities that are present and that are fair, seen to be doing their jobs and that are respected and trusted.

The presence and effectiveness of these five factors impact on safe routines being institutionalised in the workplace and also on the ability of individual workers to manage their own Health and Safety and that of others.

Two versions of the questionnaire were prepared, one targeting employers and one targeting workers. Each of these questionnaires was then adapted for each of the six sectors included in the research (12 versions in total).

A self-completion written survey method, providing respondents with the opportunity to complete the survey either online or in hard copy, was utilised. This method provided a cost-effective, repeatable means of obtaining a robust sample of these very hard-to-reach target audiences. The survey will be repeated annually for the next two years to monitor changes.

A comprehensive technical report which discusses the benefits and limitations of this research approach in more detail and which elaborates on all the technical aspects outlined below has been issued separately (See: Health and Safety Attitudes and Behaviours in the New Zealand Workforce: A Survey of Workers and Employers, 2014 Baseline Survey, Technical Report).

2.3 WORKERS SURVEY

Method

The Electoral Roll records the names and addresses and occupations of the majority of New Zealanders aged 18 and over who are eligible to vote. The Electoral Roll is a combination of records of:

- 1) Those who are enrolled on the General Roll, and;
- 2) Those who are enrolled on the Māori Roll (please note that Māori descent as flagged in the Electoral Roll was used in this research as an indicator for Māori ethnicity).

Therefore, the Electoral Roll was used to select a representative sample of people working within each of the sectors being targeted. Potential respondents were selected from the Electoral Roll database as at 17 January 2014.

A series of four communications with the selected sample was used to encourage participation in a written, self-completion survey with an option to complete online strongly promoted.

A total of 2828 completed surveys were received from workers across the five risk sectors and 923 from workers in the 'Other' sector.

Charts 2.3.1 and 2.4.1 summarise:

- The number of people invited to participate for each high-risk sector
- The targeted number of completed surveys we hoped to achieve (500 per sector with the exception of Forestry where, given the relatively small size of the population of workers in this industry, 400 completed surveys were targeted)
- The number of completed surveys actually received
- The response rate for the survey - calculated as total completed surveys/ total number of people invited minus all ineligible contacts (e.g. deceased, moved address with no forwarding address, overseas).

2.3.1: Workers' response

WORKERS	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING
NUMBER OF PEOPLE INVITED	2001	2504	2002	2701	2699
TARGETED NUMBER OF COMPLETED SURVEYS	500	500	400	500	500
NUMBER OF COMPLETED SURVEYS RECEIVED	609	619	378	708	514
RESPONSE RATE	36%	32%	27%	28%	28%

(A response rate for the 'Other' sector cannot be calculated as some of those originally selected as a worker in one of the high-risk sectors had changed occupations and completed the survey as a worker in the 'Other' sector.)

Overall, the targeted number of surveys was exceeded in all sectors with the exception of Forestry, where 95% of the target number was achieved.

Limitations of this approach to bear in mind are:

- It excludes the 7% of the eligible population not enrolled to vote (this increases to about 23% of 18-24 year olds eligible to vote but not enrolled). The Electoral Roll does not contain all migrant workers, just those eligible to vote and enrolled to do so
- Occupations are self-described on the Electoral Roll and sample selection was carried out by searching for words or phrases likely to identify a person working in a specific industry. Therefore, some people in a sector will have been omitted and others may have been selected incorrectly for a sector
- A higher proportion of those working in some sectors may not currently be living at the address they listed on the Electoral Roll (more mobile or moving around to where the work is), thus relying on others to forward mail to them
- The Electoral Roll excludes workers under 18 years
- Those with lower levels of literacy may have been less likely to complete a survey.

The workers' survey took place between 9 July and 16 September 2014.

2.4 EMPLOYERS' SURVEY

Method

The ACC levy payers' database was used to select a sample of employers within each of the six sectors. This database was supplemented for the Forestry sector by a WorkSafe NZ database and for the Commercial Fishing sector by a Maritime NZ database as well as by personal approaches to employers from Maritime NZ officers. Again, the method used was a written, self-completion survey with an option to complete online.

A total of 1572 completed surveys were received from employers across the five high-risk sectors and 331 surveys from employers in the 'Other' sector.

2.4.1: Employers' response

EMPLOYERS	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
NUMBER OF PEOPLE INVITED	1285	1276	916	1266	807	1201
TARGETED NUMBER OF COMPLETED SURVEYS	400	400	300	367	242	400
NUMBER OF COMPLETED SURVEYS RECEIVED	401	364	293	367	147	331
RESPONSE RATE	37%	34%	42%	33%	27% (ACC database only)	35%

Overall, the targeted number of interviews was reached in Agriculture and over 90% of the target was met in Construction, Manufacturing and Forestry but not in the 'Other' sector or in Commercial Fishing.

Limitations of this approach are:

- The database was of average quality – in many instances there was no named person so we needed to send the invitation generically to the Health and Safety Manager
- ACC excluded any businesses that had taken part in other ACC research in the past six months.

The employers' research took place between 14 July and 19 September 2014.

2.5 ANALYSIS AND REPORTING

In this report, analysis and reporting is structured as follows:

- Most measures are reported at a summary level (i.e. by combining the results for WorkSafe NZ's four high-risk sectors). Before they were analysed, the summary and other data were adjusted (or weighted). These adjustments make sure that the survey respondents are representative of the populations they are selected from (for workers, these adjustments are based on age within each of the relevant occupational sectors in the Electoral Roll and for employers on size of business within occupational sector in the ACC Levy Payers' database). The Technical Report has more details of these adjustments.
- Results are also reported at an individual sector level, so the four sectors can be compared with each other and with the Commercial Fishing and 'Other' sectors. The 'Other' sector includes those workers and employers who did not fall into one of WorkSafe NZ's four high-risk sectors or the Commercial Fishing sector.

Margin of Error

All sample surveys are subject to sampling error. Sampling error is the measure of uncertainty arising from survey estimates because only a sample of the population is observed. Based on a total sample size of 2314 respondents for workers and 1425 for employers in the four WorkSafe NZ high-risk sectors, the results shown in this survey are subject to a maximum sampling error of plus or minus 2.0% and 2.6% respectively at the 95% confidence level. That is, there is a 95% chance that the true population value of a result of 50% actually lies between 48% and 52% for workers or 52.6% and 47.4% for employers. As the result moves further away from 50%, so the error margin will decrease.

The maximum error margins for each of the subgroups of interest are:

2.5.1 Margin of error

MAXIMUM MARGIN OF ERROR ON 50% RESULTS	WORKERS (SAMPLE ACHIEVED)	MARGIN OF ERROR (95% LEVEL OF CONFIDENCE)	EMPLOYERS (SAMPLE ACHIEVED)	MARGIN OF ERROR (95% LEVEL OF CONFIDENCE)
AGRICULTURE	609	± 4.0 %	401	± 4.9%
CONSTRUCTION	619	± 3.9%	364	± 5.2%
FORESTRY	378	± 5.1%	293	± 5.8%
MANUFACTURING	708	± 3.7%	367	± 5.1%
COMMERCIAL FISHING	514	± 4.3%	147	± 8.2%
OTHER	923	± 3.2%	331	± 5.4%
TOTAL WORKSAFE NZ 4 RISK SECTORS	2314	± 2.0%	1425	± 2.6%

2.6 NOTES TO THE REPORT

When reading this report, please bear the following in mind:

NOTES TO THE REPORT

- Because this survey was self-completion, a small number of respondents omitted to answer one or more questions on the paper copy (this was not an issue with online completion as respondents had to answer a question before being able to move to the next question). It was also decided to make some potentially sensitive questions optional (e.g. whether serious harm occurred) to allow respondents to complete the remainder of the survey even if they chose not to complete such questions. Therefore, the analysis is based on the number of respondents who completed each particular question. This means that the base numbers quoted in the charts and tables vary slightly between questions.
- Please note that it was not relevant to ask some questions of particular groups of respondents. For example it was not relevant to ask self-employed people about their boss. Where a 'not applicable' group has been removed from the analysis, this is noted in the description of the bases at the bottom of every chart and table in the report.
- The intention of this report is to provide high-level analysis and point out areas of likely interest. Given the enormous quantity of detailed data across sectors and from both workers and employers, judgment has been used by the author in determining which avenues of investigation to pursue and to highlight. The intention is that this report will be a stimulus for readers with particular areas of interest to form hypotheses and to use the detailed data tables to investigate further.
- Please note inter-relationships between sub-groups. For example, differences between Māori and other ethnicities may be in part a function of the sectors Māori are more likely to work in such as Forestry which gives a higher priority to Health and Safety. Another example, large companies are more likely to be found in some sectors than in others. Therefore, differences in results between sectors may be partly explained by the greater presence of large companies in a sector.
- The structure of the report follows the structure of the earlier Qualitative Report to allow for easy cross-reference.
- Any differences between sub-groups mentioned in the body of this report are statistically significant at the 95% confidence level.
- Significance testing is conducted using the effective base size. The effective base is used as a safeguard against making statistical conclusions from a sample that has been drastically adjusted up or down (using weights) to match the population. The effective base is calculated using the following formula: Effective base = (sum of weight factors) squared / sum of the squared weight factors.
- To help manage the amount of detailed data in this report, results are often presented in summary form (for example, the % who agreed with a statement) rather than showing every possible data point. Therefore, when interpreting the data, it is important to remember that the remaining respondents did not necessarily disagree with a statement but consist of those who disagreed, were non-committal (neither agreed nor disagreed) or uncertain.



SECTION 3: **WORKPLACE HEALTH AND SAFETY IN CONTEXT**

3 WORKPLACE HEALTH AND SAFETY IN CONTEXT

This section presents information to help put attitudes and behaviours to Health and Safety in context.

First, we consider:

- Where Health and Safety sits in the priorities of workers and employers, relative to other workplace and business considerations
- The extent to which workers and employers see themselves as having a *very big* responsibility for workplace Health and Safety, relative to other groups of people and organisations with influence in the workplace.

The qualitative research highlighted the huge impact that workplace culture has on Health and Safety practices in the WorkSafe NZ high-risk sectors. Therefore, in this section we also look at factors known to influence a positive Health and Safety culture. This draws on the work carried out by Valerie Braithwaite for Safe Work Australia and reported in *Motivation, Attitudes, Perceptions and Skills: Pathways to Safe Work (2011)*.

Three of the factors identified in Braithwaite's work as influencing a safer workplace are:

1. **Leadership:** that is, where leaders are seen to value safety for its own sake and prioritise safety above all else
2. **Responsive dialogue:** that is, where management, supervisors and workers are able to openly discuss safety issues and there is shared determination to ensure the workplace is safe
3. **Participatory structures:** that is, where formal avenues are in place to ensure safety issues are not overlooked and workers voices are heard (e.g. having a Health and Safety representative).

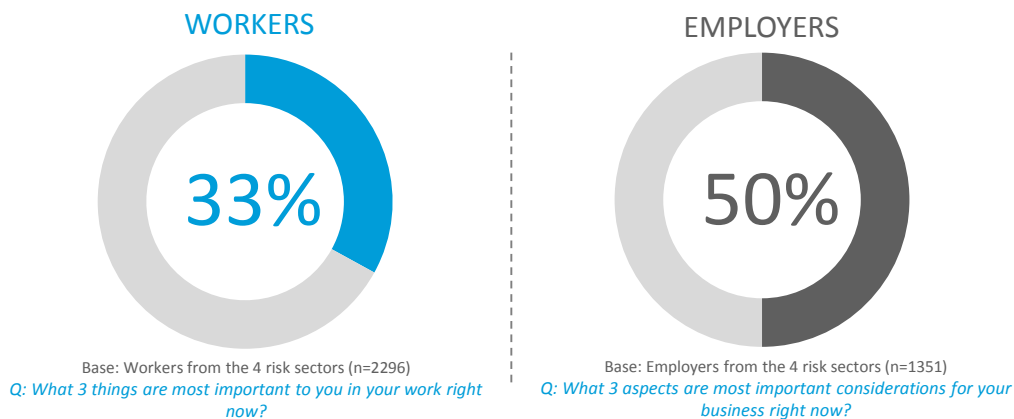
Finally in this section, we look at how much influence each of a number of business levers has in determining what New Zealand businesses do in relation to Health and Safety.

3.1 RELATIVE IMPORTANCE OF HEALTH AND SAFETY

We asked workers to choose the three aspects (from a list of 14) that were most important to them in their work. Employers were asked the same question in relation to their businesses.

Across the four WorkSafe NZ high-risk sectors, staying healthy and safe while at work was one of the three main priorities of one third of workers. Employers were more likely than workers to prioritise Health and Safety, with half identifying keeping workers healthy and safe while at work as one of their three most important business priorities.

3.1.1 Proportion putting Health and Safety in their three most important work/business considerations

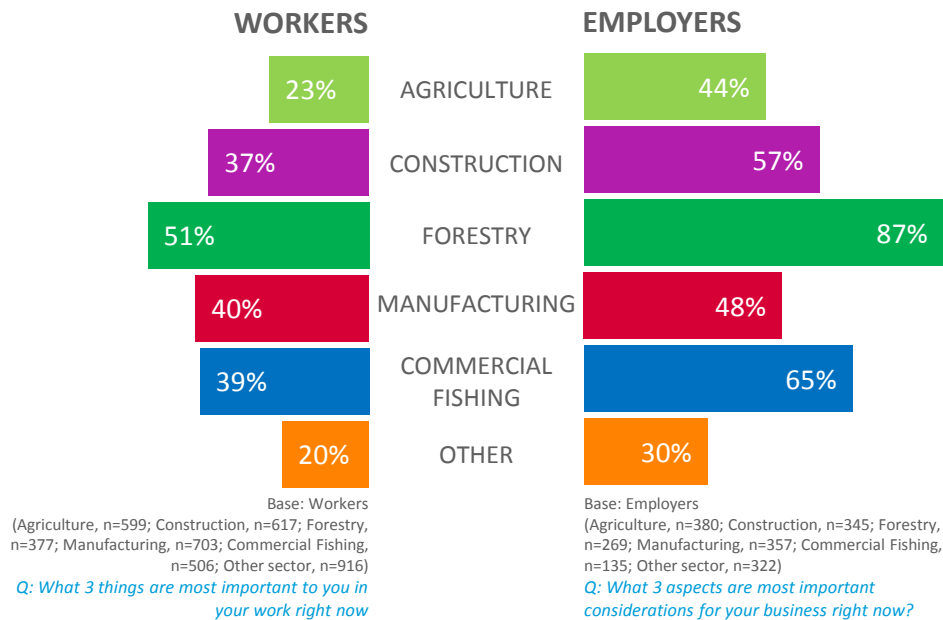


The following chart summarises the proportion of workers and employers from each of the six sectors who identified Health and Safety as one of their top three priorities.

As can be seen, workers as well as employers in the Forestry sector were more likely than those in all other sectors to prioritise Health and Safety, particularly when compared with those working in the 'Other' sector. Workers in Agriculture and the 'Other' sector were less inclined to prioritise Health and Safety.

In every sector, a higher proportion of employers than workers identified Health and Safety as one of their three main priorities. Of particular note were the large majority of employers in Forestry (87%) who prioritised Health and Safety.

3.1.2 Proportion putting Health and Safety in their three most important work/business considerations: Workers and Employers



To provide context around where Health and Safety sits relative to other work and business considerations, the following table identifies the aspects that emerged most frequently as one of the three most important considerations among workers in each sector.

As can be seen, the ranking of 'staying healthy and safe while at work' was high among workers in Commercial Fishing and in Forestry, while it does not appear in the top three rankings of workers in the Agriculture or 'Other' sectors.

The qualitative research concluded that one of the key cultural characteristics shared by workers in the high-risk sectors was a strong pride in the nature of the work they do, their personal prowess and satisfaction derived from a tangible job well done.

This was reinforced in the survey; pride in doing a good job was the aspect most frequently mentioned as one of the three top considerations by workers in the Agriculture, Construction and Forestry sectors and was second most frequently mentioned for Manufacturing and Commercial Fishing.

A regular income achieved the top ranking among workers in Manufacturing while a good work/life balance achieved the top ranking for workers in the 'Other' sector.

3.1.3 Top 3 work considerations within sector: Workers

	AGRICULTURE (n=599)	CONSTRUCTION (n=617)	FORESTRY (n=377)	MANUFACTURING (n=703)	COMMERCIAL FISHING (n=506)	OTHER (n=916)
1	48% Pride in doing a good job	57% Pride in doing a good job	51% Pride in doing a good job	51% Regular income	39% Healthy and safe at work	49% Good work/life balance
2	36% Good work/life balance	37% Good work/life balance	51% Healthy and safe at work	44% Pride in doing a good job	39% Pride in doing a good job	43% Regular income
3	29% Working outdoors or on the land	37% Healthy and safe at work	44% Regular income	40% Healthy and safe at work	33% Good work/life balance	43% Pride in doing a good job

Base: Workers

Q: What 3 things are most important to you in your work right now?

The importance of staying healthy and safe at work increases with age. Compared with workers younger than 35 years, workers in the four high-risk sectors aged 35 years or older were more likely to choose staying healthy and safe at work as one of their top three considerations. Mentions of Health and Safety peaked among 45-54 year old workers (39% put in their top three) and were least frequent among workers aged 18-24 years (20% put in their top three). Pride in doing a good job remained the most frequently mentioned consideration among younger workers. However, learning new things, making good money and building a better future or a career and/or working for a promotion were mentioned more frequently by younger workers when compared with older workers.

Also noteworthy is that a higher proportion of Māori, Pacific and Asian workers (40%, 48% and 51% respectively) put Health and Safety in their top three considerations compared with those of New Zealand European ethnicity (32%). This result may, in part, reflect the higher priority given to Health and Safety in the sectors these ethnic groups are more prominent in (Forestry, Manufacturing and Commercial Fishing).

Among **employers**, as can be seen in the following table, workers' Health and Safety was the highest ranked consideration among Forestry employers (by a long way) and also among Commercial Fishing, Construction and Agriculture. There were some variations across sector in terms of other highly-ranked considerations. In Agriculture, the health and welfare of animals and business growth/profitability were also key considerations while, in Construction, business reputation also had a strong focus. Many employers in Forestry and Commercial Fishing had a focus on compliance and Manufacturing had a focus on delivering excellent products.

3.1.4 Top 3 business considerations within sector: Employers

	AGRICULTURE (n=380)	CONSTRUCTION (n=345)	FORESTRY (n=269)	MANUFACTURING (n=357)	COMMERCIAL FISHING (n=135)	OTHER (n=322)
1	44% Healthy and safe at work	57% Healthy and safe at work	87% Healthy and safe at work	49% Excellent products/services	65% Healthy and safe at work	49% Respected and trusted business
2	43% Health and welfare of animals	56% Respected and trusted business	47% Ensuring business complies with laws	48% Healthy and safe at work	60% Ensuring business complies with laws	47% Growing business/improving profitability
3	41% Growing business/improving profitability	34% Ensuring enough work in pipeline	36% Respected and trusted business	42% Growing business/improving profitability	39% Excellent products/services	40% Excellent products/services

Base: Employers

Q: What 3 aspects are most important considerations for your business right now?

Focus on workers' Health and Safety peaked in businesses with 100 or more employees, where 80% of employers placed Health and Safety in their top three considerations. It was lowest among businesses with 1-5 employees (47% in top three).

3.2 RESPONSIBILITY FOR HEALTH AND SAFETY

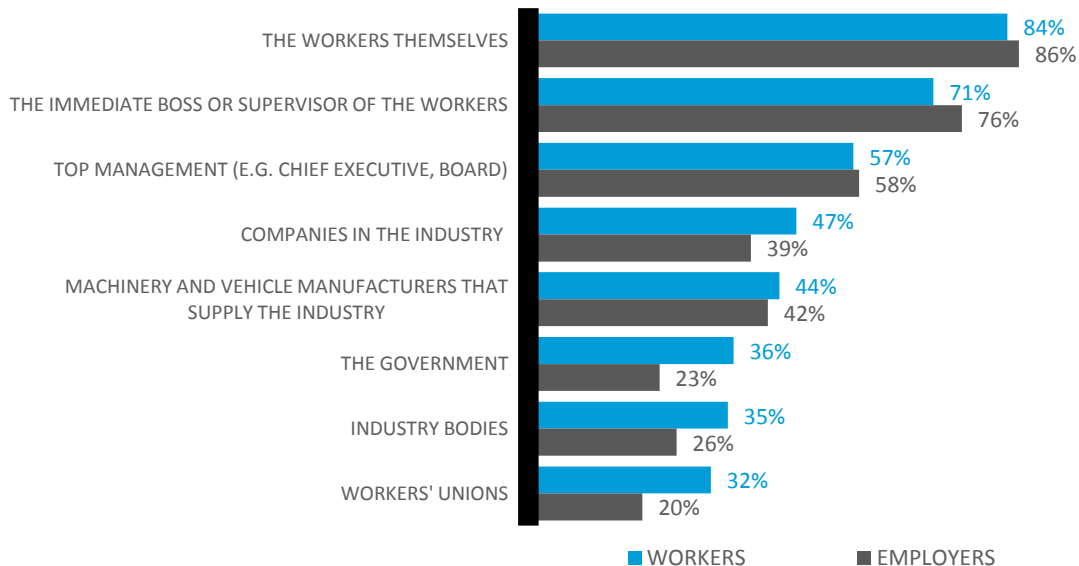
The extent to which workers take personal responsibility for their own Health and Safety has a huge influence on creating safer workplaces. Survey respondents were asked to indicate how much responsibility they felt each of a number of groups in the workplace should take for making sure workers stayed healthy and safe while at work. They responded using a five point scale, where 1 represented **no responsibility** at all and 5 represented a **very big** responsibility.

The following diagram illustrates the proportion of workers and the proportion of employers in the four WorkSafe NZ risk sectors overall who attributed a **very big** responsibility to each group. As can be seen, the responses of workers and employers are very similar. Overall, 84% of workers and 86% of employers believed the workers themselves had a **very big** responsibility (5 on the 5-point scale).

The immediate boss or supervisor was also seen by most workers to have a **very big** responsibility (71%), with a slightly higher proportion of employers believing this to be the case (76%).

Just 36% of workers and a smaller proportion of employers (23%) assigned a **very big** responsibility to the government, although the majority assigned them some responsibility (71% of workers and 70% of employers rated government 3-5 out of 5).

3.2.1 Proportion indicating each group as having 'very big' responsibility for workplace Health and Safety: Workers and Employers



Base: Workers from the 4 risk sectors (n=2227-2281)

Base: Employers from the 4 risk sectors (n=1325-1354)

Q: How much responsibility should each of the following groups take for making sure workers stay healthy and safe at work (5 point scale where 1= no responsibility and 5 = very big responsibility)?

While 84% of workers overall believed they had a **very big** responsibility to keep themselves safe at work, this proportion was slightly lower among workers of Asian ethnicity (71%) and workers aged 18-24 years (76%).

The table following shows the three groups identified most often by **workers** within each sector as having a **very big** responsibility for workers' Health and Safety. Agriculture, Construction and Forestry workers were more likely to see workers themselves as having the most responsibility for Health and Safety. In Manufacturing, almost identical proportions assigned a **very big** responsibility to the business owners and immediate bosses as to the workers themselves. Among workers in Commercial Fishing, the boat owners were assigned a **very big** responsibility, even to a slightly greater extent than the workers and the immediate bosses.

3.2.2 Groups with very big responsibility in workplace Health and Safety: Workers

	AGRICULTURE (n=581-592)	CONSTRUCTION (n=609-613)	FORESTRY (n=373-376)	MANUFACTURING (n=680-703)	COMMERCIAL FISHING (n=494-496)	OTHER (n=629-913)*
1	83% Workers themselves	87% Workers themselves	90% Workers themselves	78% Workers themselves	79% Boat owner/operator/master/skipper	79% Business owner
2	60% Immediate boss or supervisor	76% Immediate boss or supervisor	79% Immediate boss or supervisor	77% Business owner	76% Workers themselves	75% Workers themselves
3	56% Farm or property owners	73% Site manager	68% Companies in the industry	76% Immediate boss or supervisor	69% Immediate boss or supervisor	73% Immediate boss or supervisor

Base: Workers

Q: How much responsibility should each of the following groups take for making sure workers stay healthy and safe at work (5 point scale where 1= no responsibility and 5 = very big responsibility)?

*Note: Range varies due to question about "Business owner" only being asked of online respondents

When the same analysis is undertaken for **employers** within each sector, a very consistent picture emerges. The three groups most likely to be assigned a **very big** responsibility for workers' Health and Safety by employers within a sector matched the three groups from the workers' responses. In all sectors, with the exception of the 'Other' sector the rank order of the top three was also identical.

3.2.3 Groups with very big responsibility in workplace Health and Safety: Employers

	AGRICULTURE (n=375-380)	CONSTRUCTION (n=346)	FORESTRY (n=268-269)	MANUFACTURING (n=357-359)	COMMERCIAL FISHING (n=131-133)	OTHER (n=319)
1	85% The workers themselves	87% The workers themselves	92% The workers themselves	85% The workers themselves	85% Boat owner/operator/master/skipper	82% The workers themselves
2	71% Immediate managers or supervisors	79% Immediate managers or supervisors	88% Immediate managers or supervisors	81% Business owner	80% The workers themselves	81% Business owner
3	64% Farm or property owner	74% Site manager	72% Companies in Industry	81% Immediate managers or supervisors	73% Immediate managers or supervisors	73% Immediate managers or supervisors

Base: Employers

Q: How much responsibility should each of the following groups take for making sure workers stay healthy and safe at work (5 point scale where 1= no responsibility and 5 = very big responsibility)?

3.3 LEADERSHIP

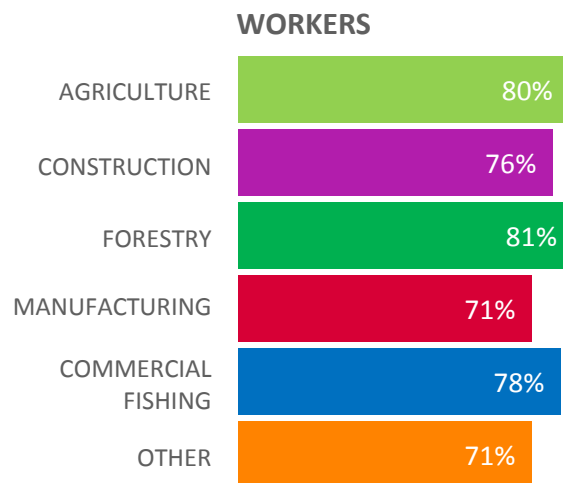
The qualitative research concluded that a worker's immediate boss sets the tone in terms of how Health and Safety is regarded. If the boss is seen to prioritise Health and Safety above other considerations then this flows through to the workers.

Here, we look at three indicators of leadership: bosses showing a genuine concern for workers' Health and Safety, putting Health and Safety above production and profit, and praising and rewarding safe behaviours. Respondents indicated the extent to which they agreed or disagreed with a number of statements, using a 5-point scale of strongly disagree to strongly agree (this analysis excludes workers who indicated they were self-employed or did not have a boss).

On average across the four high-risk sectors, 76% of **workers** agreed (4-5 out of 5) that the boss was genuinely concerned about the Health and Safety of the workers while just 8% disagreed.

When the results of the six sectors are compared, genuine concern from bosses was evident to at least seven in ten workers in each sector. A slightly higher proportion of Manufacturing workers **disagreed** that bosses were genuinely concerned about their workers' Health and Safety (11%).

3.3.1 Proportion agreeing boss shows genuine concern for Health and Safety: Workers



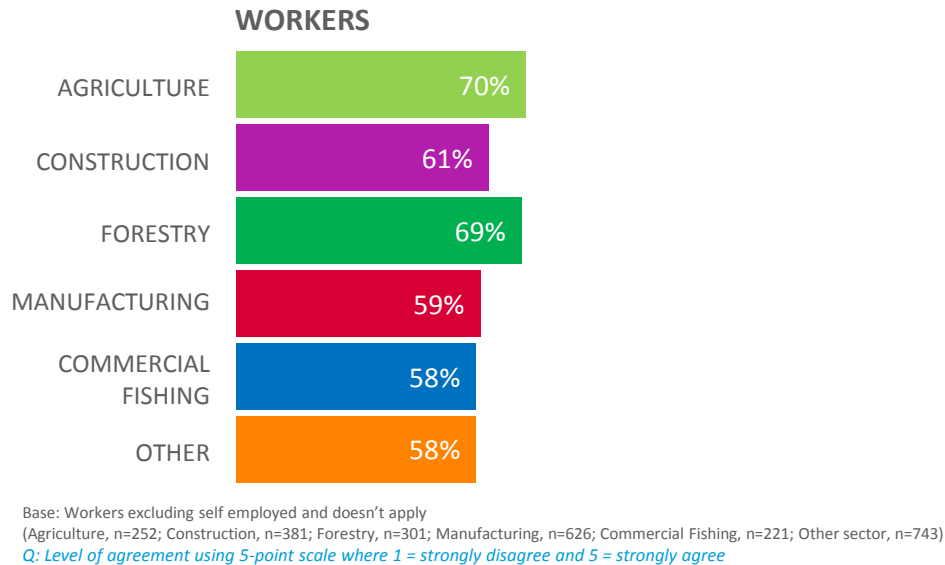
Base: Workers excluding self employed and doesn't apply
(Agriculture, n=255; Construction, n=381; Forestry, n=301; Manufacturing, n=625;
Commercial Fishing, n=223; Other sector, n=744)

Q: Level of agreement using 5-point scale where 1 = strongly disagree and 5 = strongly agree

Across the four high-risk sectors, 63% of workers disagreed that the boss sometimes seemed more interested in getting the job done or in making a profit than in safety. However, 21% agreed with this statement.

Workers in the Forestry and Agriculture sectors were more likely than workers in other sectors to indicate that the boss always put workers' safety ahead of other considerations.

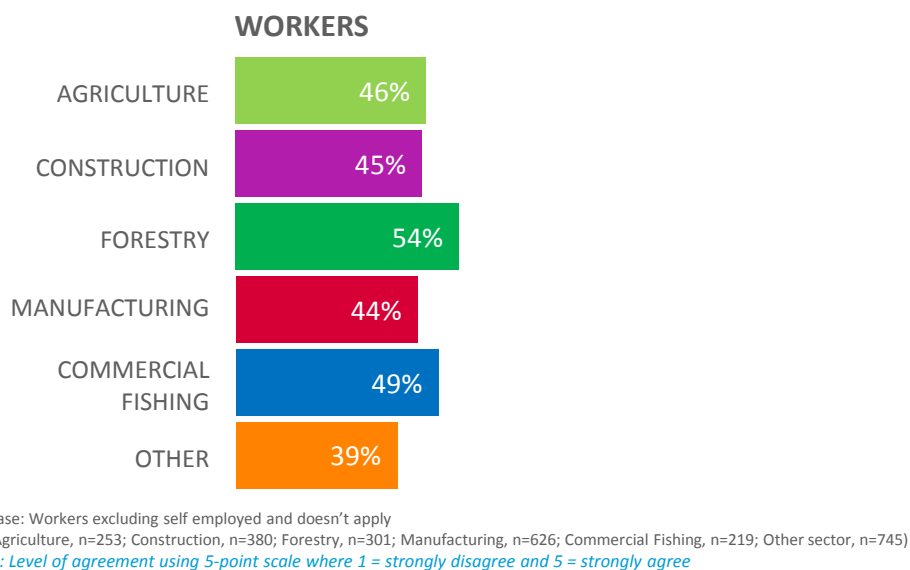
3.3.2 Proportion disagreeing boss sometimes seems more interested in getting the job done or profit than in safety: Workers



Of the three leadership indicators included in this section, the least positive result was in relation to recognising and rewarding safe actions.

Across the four high-risk sectors, just 45% of workers agreed that the boss praised or rewarded workers who acted safely, while 26% disagreed that this was the case. As can be seen below, Forestry bosses were rated more positively than other employers in this regard.

3.3.3 Proportion agreeing boss praises and rewards workers who act safely: Workers



Reinforcing the importance of leadership as an influence on safer workplaces, the research shows a relationship between workers' perceptions of leadership and whether or not a worker had experienced a serious harm issue

or incident in the 12 months prior to the survey. In particular, across the four risk sectors, among those workers who had had an issue/incident:

- 18% disagreed the boss showed genuine concern for workers' Health and Safety (compared with 6% who had not had an incident)
- 37% agreed the boss sometimes seemed more interested in getting the job done or making a profit (compared with 17%)
- 42% disagreed the boss praised and rewarded safe behaviour (compared with 21%).

A similar pattern emerged when the responses of workers who had had a near miss were compared with those who had not; that is, those who had experienced a near miss tended to give less positive ratings of leadership.

The table following compares the responses of workers with the responses of employers on three very similar leadership indicators. The general pattern is that a higher proportion of employers attributed these aspects of leadership to their businesses, when compared with the proportion of workers who attributed these aspects to their immediate boss or supervisor. However, the rank order of indicators remains consistent, with genuine concern being rated most positively and recognition and reward being rated least positively.

3.3.4 Comparisons of workers' and employers' views on leadership

	WORKERS	EMPLOYERS
GENUINE CONCERN	Boss genuinely concerned about Health and Safety of workers 76% agree	88% agree Business practices strongly influenced by very strong concern for welfare of workers
SAFETY AS PRIORITY	Boss sometimes seems more interested in getting job done or profit than safety 63% disagree	80% agree Business considers safety at least as important as production and quality in the way work is done
SAFE BEHAVIOUR REWARDED	Boss praises or rewards workers who act safely 45% agree	65% agree Those who act safely receive positive recognition
	<small>Base: Workers from the 4 risk sectors excluding self employed and not applicable (n=1560-1562)</small>	<small>Base: Employers from the 4 risk sectors (n=1345-1350)</small>

Some variations of note among employers:

- Forestry employers were more likely to indicate that business practice was strongly influenced by a very strong concern for their workers (98%) while Manufacturing employers were least likely at 86%
- While only 6% overall disagreed that their business considered safety at least as important as production and quality in the way work was done, among employers in businesses with more than 100 employees the percentage disagreeing rose to 22%

- These large businesses were also less likely to agree that those who acted positively were recognised (47% versus 65% overall). Interestingly, workers working in larger businesses were **more** likely than workers in smaller businesses to state they were recognised for safe behaviour (52% of workers in businesses with 100+ employees compared with 34% of workers in businesses with 6-9 employees) , perhaps indicating that recognition is being provided at the level of immediate supervisor but not formalised in these larger organisations.

3.4 RESPONSIVE DIALOGUE

Responsive dialogue involves communication across levels of an organisation leading to identifying problems and fixing them.

Nielsen's qualitative research highlighted communication in the four WorkSafe NZ high-risk sectors as being straight-talking and direct, therefore facilitating open and honest dialogue. However this was sometimes counter-balanced by a reluctance to speak out when the 'boss knows best', not wanting to lose face by seeming weak, or not wanting to cause workmates to lose face by pulling them up.

In the quantitative survey, responsive dialogue was investigated via two areas of questioning:

1. Measuring perceptions (via a 5-point agreement scale) of what happens in the workplace. Here, a number of aspects were considered; for example, whether safety issues are discussed openly and without fear, and whether there is a shared determination to ensure the workplace is safe
2. Measuring the extent to which behaviours that demonstrate responsive dialogue are seen to occur; for example, the frequency with which workers report hazards, near misses and serious harm incidents to bosses (via a scale from always, most of the time, about half the time, less than half the time, never).

Perceptions of Responsive Dialogue

The following table presents a summary of responses from workers and employers in the four WorkSafe NZ high-risk sectors to a series of indicator statements. In many cases, workers and employers have been asked to rate the same concept, making their responses directly comparable. In the table following, the statements are ranked from most positive to least positive, based on the proportion of workers who gave a **favourable** response either by agreeing with a positively-worded statement (e.g. I always have a say in decisions affecting my health) or disagreeing with a negatively-worded statement (e.g. I would worry I would get into trouble if I told my boss I had a near miss).

As can be seen, for every indicator the majority of **workers** rated their bosses/workplaces favourably. The most favourable response was that 79% disagreed they would worry about getting into trouble by reporting a near miss to their boss. The least favourable response was that a comparatively low 59% agreed that everyone in the workplace was always trying to improve safety. Seventy-six percent of workers agreed they always had a say in decisions that affected their Health and Safety.

The statement that had the highest proportion of workers responding in a **negative** way was about the boss sometimes saying nothing when he/she saw a worker taking a short cut or risk. Here, nearly one in five workers (18%) agreed that this sometimes happened in their workplace.

Those workers who had experienced a serious harm issue or incident provided less positive ratings on seven of the eight responsive dialogue indicators. The largest variation was with respect to bosses and workers working together to make sure everyone is safe at work (59% of those who had experienced an issue/incident agreed that this happened compared with 76% of those who had not had an issue/incident).

When **employers'** responses are compared with workers, as was the case with the leadership indicators discussed in the previous section, employers again had a more favourable view of responsive dialogue. The largest variation was between the proportion of workers who were confident their bosses would totally support them if they suggested stopping work due to a possible hazard (66%) and the proportion of employers who stated their business would totally support a worker in this scenario (89%). Some 15% of workers disagreed that this would be the case while others were uncertain, suggesting that employers may need to reinforce this message more strongly to their workers.

There were also reasonably large variations in relation to the boss encouraging workers to speak up if they felt something was unsafe, as well as in relation to workers being encouraged to come up with new ideas on how to make workplaces safer.

3.4.1 Comparison of workers' and employers' perceptions of responsive dialogue attributes

RESPONSIVE DIALOGUE ATTRIBUTES	WORKERS	EMPLOYERS	% DIFFERENCE (Workers cf. Employers)
I would worry I would get into trouble if I told my boss I had a near miss (% disagree)	79%	-	-
I always have a say in decisions that affect my health and safety (W), Workers are always involved in decisions affecting their health and safety (E)	76%	78%	+2
My boss and the workers work together to make sure everyone is safe at work (W), Management and workers work in partnership to ensure everyone is safe at work (E)	73%	91%	+18
My boss encourages us to speak up if we feel something is unsafe (W), Our business encourages our workers to speak up if they feel something is unsafe (E)	72%	93%	+21
My boss would totally support me if I suggested we stop work because of a possible hazard (W), Our business would totally support a worker who suggested work should be stopped because of a possible risk (E)	66%	89%	+23
My boss encourages us to come up with ideas for how to make our work safer (W), Our business encourages the workers to come up with new or better ways to do things that will make our work safer (E)	66%	86%	+20
My boss sometimes says nothing when he/she sees a worker taking a shortcut or risk (% disagree)	64%	-	-
Everyone from the boss down is always trying to improve safety (W), Everyone at this business values ongoing safety improvements in this business (E)	59%	71%	+12

Base: Workers from the 4 Risk Sectors excluding doesn't apply (n=1557-2275)
Base: Employers from the 4 Risk sectors (n=1349-1353)
Q: Level of agreement using 5-point scale where 1 = strongly disagree and 5 = strongly agree

When sectors were compared across responsive dialogue attributes, as a general observation **workers** in the Forestry and Commercial Fishing sectors tended to have more favourable perceptions, particularly when compared with workers in the Manufacturing and 'Other' sectors. For example:

- 83% of Forestry workers agreed that everyone worked together to ensure safety, compared with 70% of workers in Manufacturing and 66% in the 'Other' sector
- A higher proportion of workers in Commercial Fishing felt their bosses encouraged them to come up with innovative ways to improve safety (76%), compared with just 56% of workers in the 'Other' sector.

While employers across all sectors generally had favourable perceptions of their businesses across all the responsive dialogue indicators, this was particularly the case among Forestry employers. The largest difference was observed in relation to the statement that everyone in the business valued ongoing safety improvements, where 86% of Forestry employers compared with 67% of Agriculture employers agreed that this was the case.

Behaviours Demonstrating Responsive Dialogue

Respondents were asked how consistently each of a number of behaviours was followed in their workplace. These were behaviours that demonstrated open and responsible dialogue was taking place; Health and Safety risks being discussed in an open and helpful way, and serious harm incidents, near misses and hazards being reported (from worker to other workers, from workers to management, and from management back to other workers).

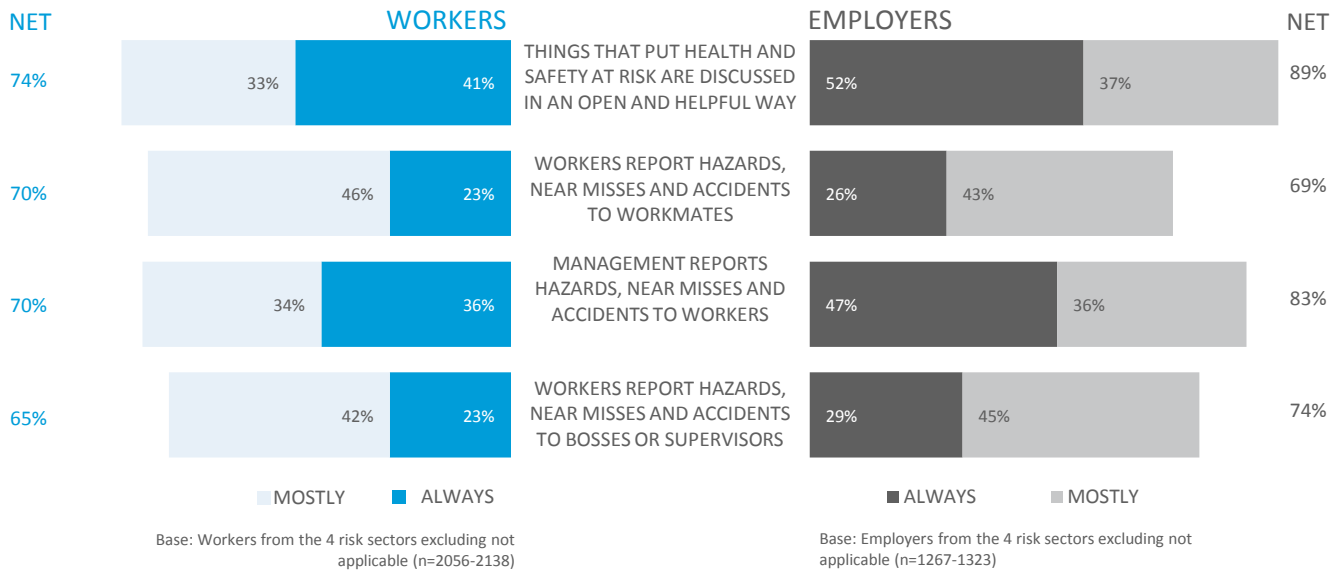
The following chart illustrates the proportion of workers and employers who felt each behaviour occurred most or all of the time. (This analysis is only based on those workers for whom each question applied; for example, the question concerning workmates was only answered by those who worked with others).

As can be seen, employers were considerably more likely than workers to consider that workers in their business were engaging in each type of behaviour most of the time or always. The proportion of workers who considered each type of behaviour occurred in their workplace at least most of the time ranged from 65% to 74%, indicating considerable room for improvement (particularly since the proportion that considered each behaviour *always* occurred was considerably lower). Among employers, the range was from 74% to 89%.

The most common behaviour, cited by both employers and workers, was that things putting Health and Safety at risk were discussed in an open and helpful way.

While 74% of employers believed their workers reported hazards, near misses and serious harm incidents to management at least most of the time, the comparative proportion among workers was lower at 65%, suggesting that employers may be unaware of a significant proportion of the Health and Safety risks and incidents that occur in their businesses. This appears most prevalent in the Construction sector, where one in three workers stated that workers reporting these events to management happened only half the time or less often.

3.4.2 Proportion indicating responsive dialogue behaviours occurred most/all the time: Workers and Employers



Q: How often does each happen in your workplace/business (never, less than half the time, half the time, most of the time, always, don't know)

When sectors were compared, it was evident that:

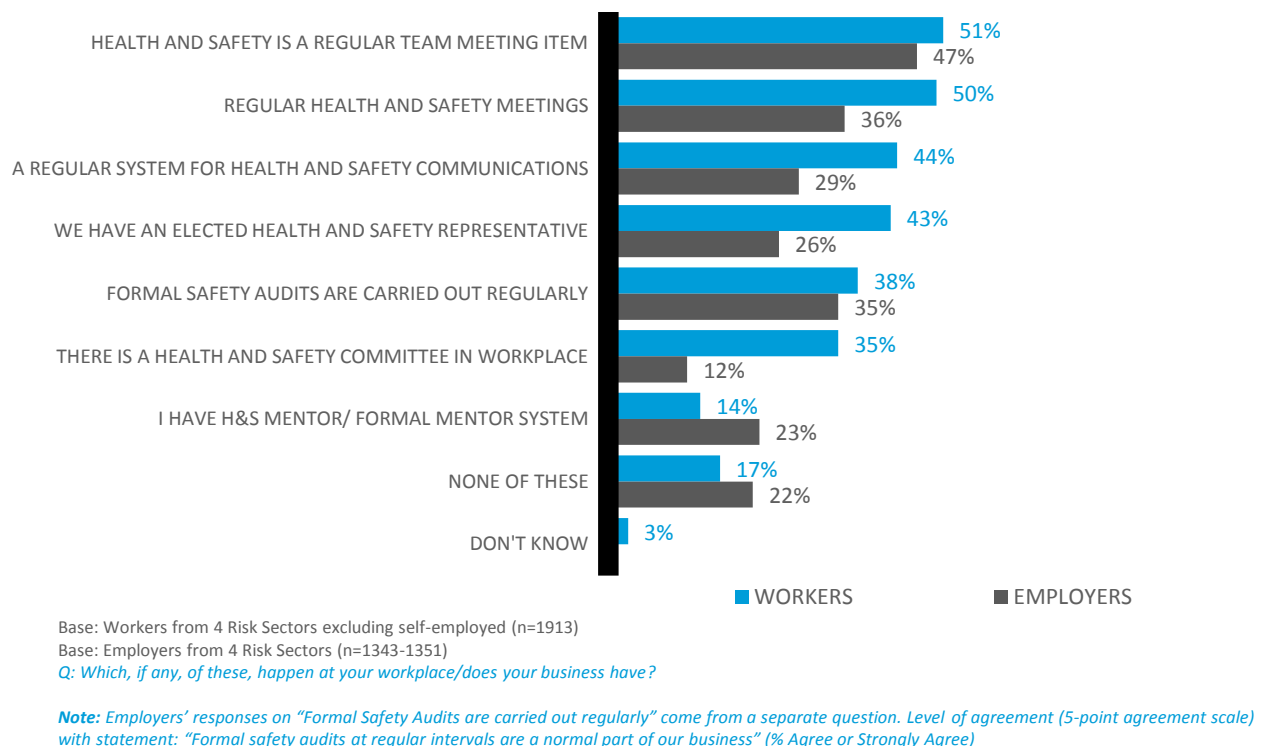
- Each of these four positive behaviours was most common in the Forestry sector, among both workers and employers. For example, in this sector 85% of workers and 98% of employers felt that things that put Health and Safety at risk were discussed in an open and helpful way most/all the time
- The responses of workers in the Manufacturing and 'Other' sectors indicated that these behaviours were less common in these sectors.

3.5 PARTICIPATORY STRUCTURES

Along with good Health and Safety leadership and an environment of responsive dialogue, having formal, participatory structures in place, to help ensure safety issues are not overlooked and that workers' voices are heard, is a very important component of a safer workplace.

The following chart illustrates the proportions of workers and employers in the four WorkSafe NZ high-risk sectors who believed each of a number of formal avenues to be in place in their workplace or business. (Workers' results are based on just those workers employed by a business and exclude the self-employed).

3.5.1 Participatory structures in place: Workers and Employers



Eight in ten **workers** indicated that their workplace had at least one of these formal structures in place. Regular team meetings with Health and Safety as an agenda item and/or regular meetings focussed specifically on Health and Safety were the most common structures in place. Forty-three percent of workers indicated they had an elected Health and Safety representative and 14% of workers had been given a Health and Safety mentor.

Seventeen percent of workers did not think any of these structures were in place in their workplace. This proportion ranged from 3% among Forestry workers to 32% among Agriculture workers. The Forestry sector was particularly strong in having participatory structures in place, especially on having regular Health and Safety meetings (85%) and regular formal safety audits (76%). Workers in the Manufacturing sector were more likely than all other sectors to have a Health and Safety committee (63%) and/or an elected Health and Safety rep (62%) as well as a noticeboard for Health and Safety information (57%).

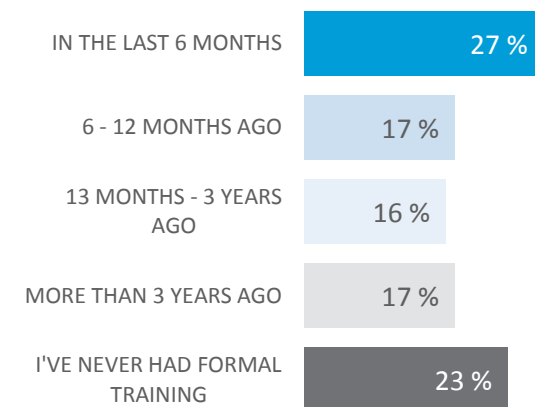
As would be expected, partly explaining these sector differences, there was a very strong relationship between business size and formal participatory structures being in place. The larger the business considered in terms of numbers of employees, the higher the likelihood that each of the structures would be in place.

When large businesses of 100 or more employees were considered, the great majority of **employers** (between 83% and 95%) indicated that each structure was in place in their business. While still considerably more prominent in these large businesses compared to smaller businesses, the structures that were less widespread in these large businesses were regular formal safety audits being carried out (73%) and having a formal mentoring system in place (49%).

Training

Another important avenue for ingraining and formalising Health and Safety is via training. Across the four WorkSafe NZ high-risk sectors, 45% of **workers** had received formal Health and Safety training in the past 12 months, while 33% had received training but not within the past 12 months and 23% had never had any formal training.

3.5.2 Last time formal training on Health and Safety received: Workers



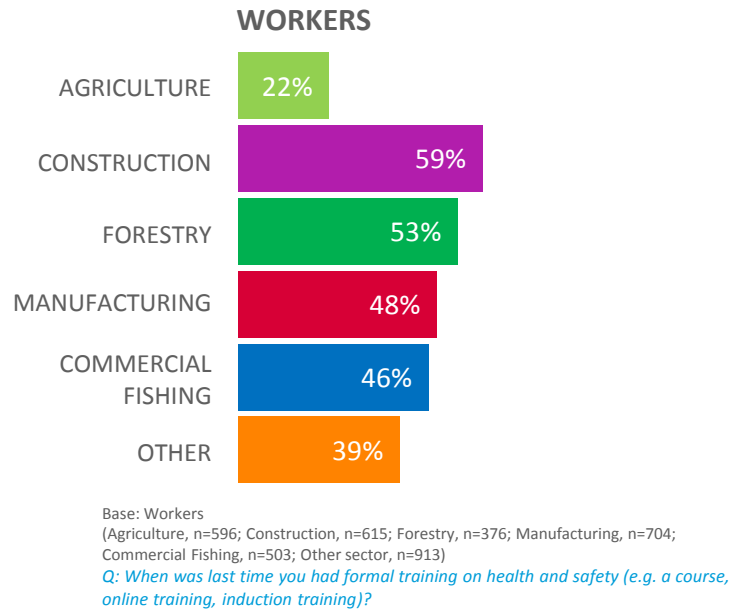
Base: Workers from the 4 risk sectors (n=2291)

Q: When was last time you had formal training on health and safety (e.g. a course, online training, induction training)?

As might be expected, younger workers aged 18-24 years (57%) and more of those with less than two years' experience in the industry (61%) had received formal training in the past 12 months. Recent formal training was much less common among self-employed people (19%) or those working for small businesses of five or fewer employees (32%).

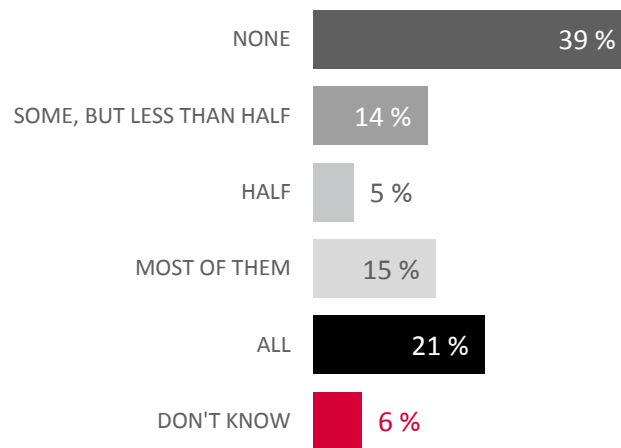
As can be seen in the chart following, in the Agriculture sector a much smaller proportion of workers (22%) had received formal training over the last 12 months while the proportion was highest in Construction at 59%.

3.5.3 Proportion that received formal training on Health and Safety in the last 12 months: Workers



Employers were asked to identify the proportion of their workers who had received some formal Health and Safety training in the past 12 months. Over four in ten (41%) employers across the four WorkSafe NZ high-risk sectors stated that at least half of their workers had received training in this time period, including 21% where all workers had received formal training. Thirty-nine percent of employers thought none of their employees had received formal training in the previous 12 months.

3.5.4 Proportion of staff that had formal training in the last 12 months: Employers

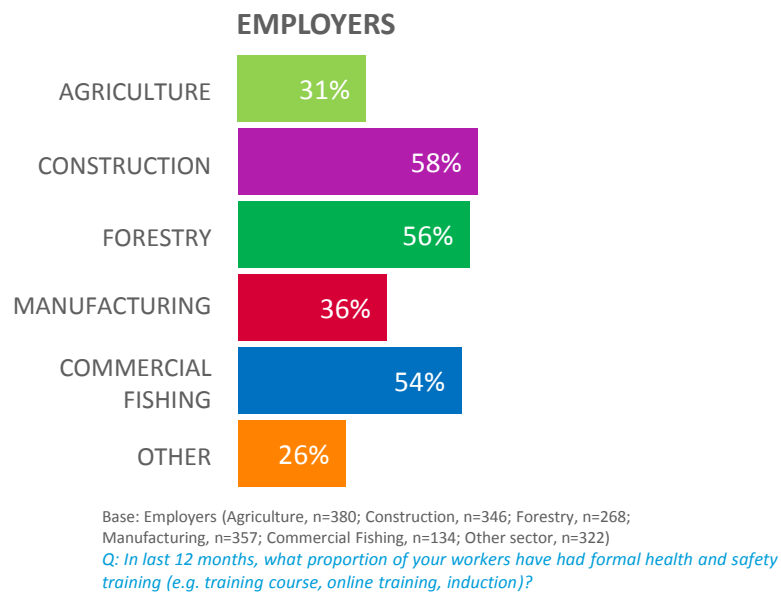


Base: Employers from the 4 risk sectors (n=1351)
Q: In last 12 months, what proportion of your workers have had formal health and safety training (e.g. training course, online training, induction)?

The types of businesses more likely to have provided formal Health and Safety training to at least half their workers in the past 12 months were businesses with workers working across multiple sites not owned by the business itself and larger businesses, particularly those with 100 or more employees. Just 34% of small business with fewer than six employees had provided formal training to at least half their staff.

The following chart illustrates the proportion of businesses in each sector where at least half of the staff had received some formal Health and Safety training in the past 12 months. As can be seen, formal training occurred most often in the Construction, Forestry and Commercial Fishing sectors.

3.5.5 Proportion of businesses where at least half the staff have had formal training in the last 12 months: Employers



3.6 LEVERS OF HEALTH AND SAFETY IN BUSINESSES

What a business does in terms of Health and Safety is influenced by a number of different drivers. While many businesses will be influenced by a very strong and genuine concern for the welfare of workers, other drivers will also come into play to a greater or lesser extent. For example, some businesses may be worried about the damage to their reputation of a poor Health and Safety record, others might be motivated by a desire to attract and retain good staff.

In the survey, employers were asked to identify the extent to which each of the following aspects influenced what their business did in terms of Health and Safety. A 5-point scale was provided (no influence, slight influence, moderate influence, strong influence, very strong influence). The following chart illustrates the proportion of employers from the four WorkSafe NZ risk sectors who stated they were strongly or very strongly influenced by each aspect.

3.6.1 Proportion strongly or very strongly influenced by each driver of Health and Safety: Employers



Base: Employers from 4 Risk sectors (n=1335-1348)

Q: How strongly does each of the following aspects influence what your business does in terms of health and safety (5-point scale of no influence, slight, moderate, strong, very strong influence)

As can be seen, after concern for the workers, the cost to the business in terms of loss of productivity was the next strongest influence on a business's focus and actions relating to Health and Safety. Nearly two thirds of businesses were strongly influenced by a desire to avoid being fined or prosecuted and a similar proportion was concerned about damage to the business's reputation of a poor Health and Safety record.

The following table illustrates the three strongest (*very strong or strong*) influences on business practice in each of the sectors.

3.6.2 Three strongest influences on business practice: Employers

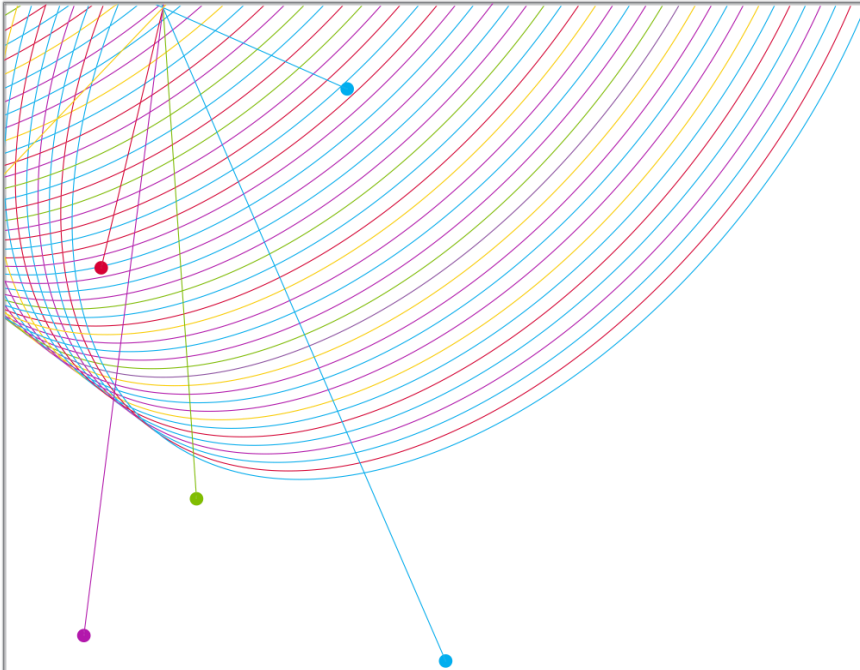
	AGRICULTURE (n=367-378)	CONSTRUCTION (n=345-346)	FORESTRY (n=267-268)	MANUFACTURING (n=353-358)	COMMERCIAL FISHING (n=132-134)	OTHER (n=316-320)
1	89% Concern for welfare of workers	89% Concern for welfare of workers	98% Concern for welfare of workers	86% Concern for welfare of workers	93% Concern for welfare of workers	79% Concern for welfare of workers
2	72% Cost to business in productivity	79% Damage to reputation	86% Damage to reputation	70% Cost to business in productivity	79% Cost to business in productivity	66% Cost to business in productivity
3	63% Avoiding being at fault, fined or prosecuted	76% Cost to business in productivity	83% Good record helps the business win contracts	58% Avoiding being at fault, fined or prosecuted	68% Good record helps attract and retain staff	62% Damage to reputation

Base: Employers

Q: How strongly does each of the following aspects influence what your business does in terms of health and safety (5-point scale of no influence, slight, moderate, strong, very strong influence)

As can be seen:

- The damage to reputation of a poor Health and Safety record was a stronger influence for employers in the Construction and Forestry sectors
- A good Health and Safety record helping to win contracts was the third most prevalent influence for Forestry employers
- The Commercial Fishing sector was the one sector where attraction and retention of staff appeared in the three most prevalent influences
- A desire to avoid being found at fault, fined or prosecuted was more frequently in the top three influences of employers in the Agriculture and Manufacturing sectors.



SECTION 4:

KNOWLEDGE AND UNDERSTANDING

4 KNOWLEDGE AND UNDERSTANDING

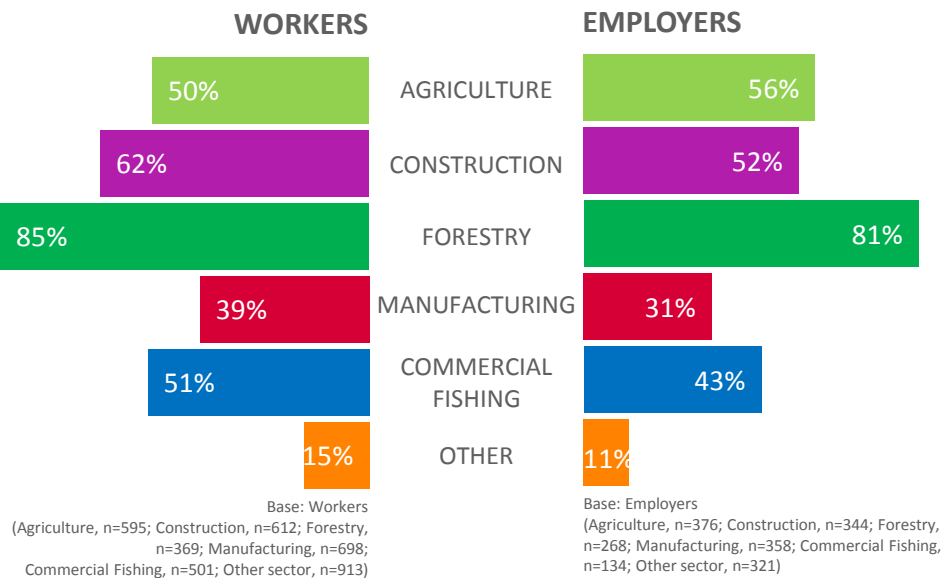
4.1 PERCEPTIONS OF RISK

Perceived risk compared with other industries

Respondents were asked to compare the risk of people getting seriously hurt in their industry with that of other industries, using a 5-point scale ranging from much lower risk (rated 1) through to much higher risk (rated 5).

As shown in the chart below, the Forestry sector had the most awareness of the higher level of risk the sector faced, while the Manufacturing sector had the least awareness. As a general observation, a higher percentage of workers than employers in each sector identified their industry as being a higher-risk industry, the exception to this being Agriculture.

4.1.1 Proportion considering risk of getting seriously hurt in their industry is higher/much higher than other industries: Workers and Employers



Q: How does the risk of someone getting seriously hurt in your industry compare with other industries (5-point scale from much lower to much higher)

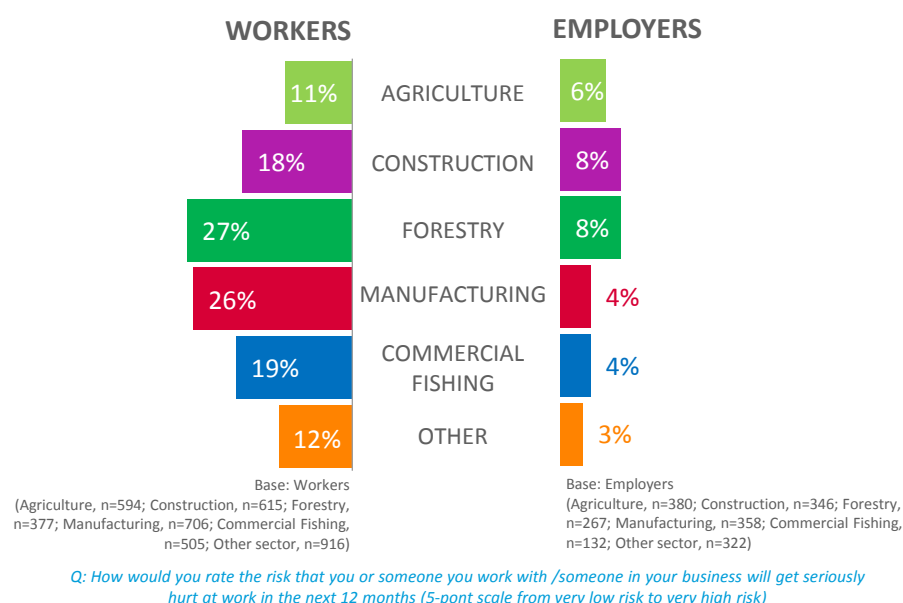
Perceived risk of serious injury in own workplace

Workers were asked how they rated the risk of themselves or someone they worked with getting seriously hurt at work in the upcoming 12 months, while employers were asked the question in relation to someone in their business getting seriously hurt. They responded via a 5-point scale ranging from very low risk to very high risk.

Just 17% of workers and 6% of employers across the four WorkSafe NZ high-risk sectors responded that they saw at least a moderate level of risk that such an incident might occur (3-5 on the 5-point scale). Forestry workers were the group seeing the greatest risk, with 27% feeling there was some likelihood either they or a workmate would get seriously hurt in the next 12 months. A higher level of risk was also perceived by Manufacturing workers (26%).

It is evident that, across the board, a much higher proportion of workers than employers in each sector perceived some risk of a serious harm incident occurring to themselves or a workmate. This suggests that some employers may under-estimate the risk in their businesses; workers' responses may be a better indication of risk given they are responding on the basis of their own behaviour and/or that of their workmates.

4.1.2 Proportion perceiving a moderate/high/very high risk of serious injury occurring in own workplace/business in next 12 months: Workers and Employers



Some patterns to emerge among sub-groups were:

- While still very much a minority view, there was a greater perceived risk among workers working alongside migrant workers (24%) than among those who did not (15%)
- A higher proportion of young workers aged 18-24 years (26%) and Māori workers (28%) perceived a risk
- The businesses perceiving the greatest risk that a worker could get seriously hurt were larger businesses, particularly those with multiple sites.

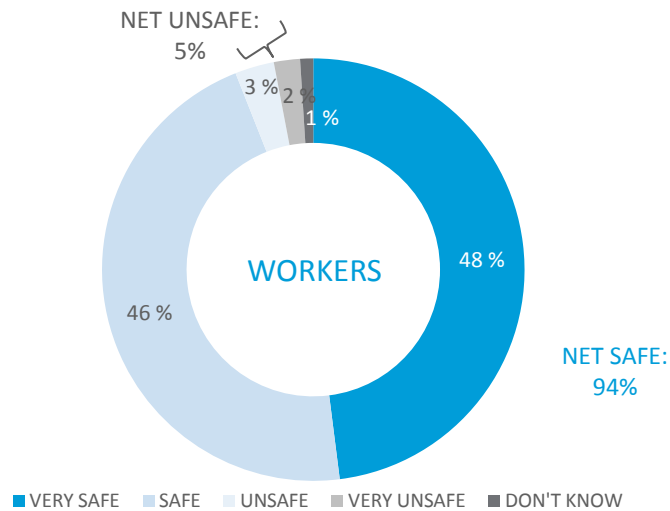
Just over a third of those workers who had themselves had a recent serious harm or near miss incident felt there was some likelihood that they or a workmate could have a serious harm incident in the next 12 months.

Feelings of safety at work

Workers were asked how safe they felt at work overall and provided their responses via a 4-point scale of **very safe**, **safe**, **unsafe** and **very unsafe**. This question was based on a question included in the New Zealand General Social Survey (NZGSS) conducted by Statistics NZ.

Across the four WorkSafe NZ high-risk sectors, 94% of workers indicated that they felt safe at work, including 48% who felt **very safe**. Just 5% professed to feel **unsafe** at work.

4.1.3 Feelings of safety at work: Workers



This result is very similar to the result reported in the NZGSS in 2012, where 50% of respondents who had worked in the seven days prior to the survey being undertaken replied they felt **very safe** at work, 47% felt **safe** and 3% **unsafe**. This indicates that workers in the four WorkSafe NZ high-risk sectors do not feel any more unsafe than workers in general.

When this result was analysed by sector, perhaps a surprising result was that more workers in Manufacturing attested to feeling **unsafe** at work (9%). On the other hand, workers in Agriculture were most likely to consider they felt **very safe** at work (57%).

While very much a minority, larger pockets of workers in businesses employing 100 or more employees felt **unsafe** at work (9%). This was also the case among those working with migrant workers day to day (9%). Finally, those who had personally had a serious harm incident or near miss were less likely to indicate they felt **very safe** (33% cf. 52% of all workers in the four high-risk sectors).

4.1.4 Feelings of safety at work: Workers

	AGRICULTURE (n=598)	CONSTRUCTION (n=615)	FORESTRY (n=377)	MANUFACTURING (n=706)	COMMERCIAL FISHING (n=506)	OTHER SECTOR (n=917)
% VERY SAFE	57%	47%	47%	36%	46%	61%
% SAFE	40%	47%	45%	54%	48%	34%
% UNSAFE & VERY UNSAFE	3%	5%	6%	9%	5%	5%

Base: Workers

Q: Overall, how safe do you feel at work?

4.2 KNOWLEDGE OF RISKS

Workers and employers must be aware of what constitutes the greatest threats to Health and Safety in their workplaces in order to be vigilant and keep them or their employees safe at work.

Respondents were asked to choose what they considered to be the main causes of serious harm (they were asked to select up to three from a list provided) to workers in their industry. They were also provided with a list of long-term (defined as lasting six months or more) health problems and asked to identify up to three problems they knew people working in their industry were more at risk of getting.

Across all sectors, almost all workers and employers were able to identify one or more main causes of serious injury and one or more of the main long-term health problems. The lowest levels of knowledge were in relation to the most common long-term health problems, where 12% of Manufacturing employers and 10% of employers in the Commercial Fishing sector were unsure of the long-term health problems most likely to affect workers in their industries.

As the lists of possible serious harms that were provided to respondents were sector-specific, detailed analysis is carried out at a sector level only in the sector-specific reports.

4.3 PERCEPTIONS OF RESOURCES, CAPABILITY AND KNOWLEDGE TO DEAL WITH RISK

Resources and information

To do their jobs safely, workers must have the right tools and equipment for the job and they must also have the right information.

Across the four WorkSafe NZ high-risk sectors, 84% of workers agreed that they had the tools and equipment they needed to do their jobs safely. However, there was less agreement among workers that they were told everything they needed to know to perform their jobs safely (67%). Employers had a rosier view of information provision, with 84% agreeing that the workers and supervisors had all the information they needed to work safely.

4.3.1 Level of agreement that have tools and equipment and information to do jobs safely: Workers and Employers

WORKERS	EMPLOYERS
<p>I have the tools and equipment I need to do my job safely</p> <p>84% agree</p>	<p>89% agree</p> <p>Everyone has the tools and/or equipment they need to complete their work safely</p>
<p>I am told everything I need to know to do my job safely</p> <p>67% agree</p>	<p>84% agree</p> <p>Workers and supervisors have the information they need to work safely</p>

Base: Workers from 4 Risk sectors excluding doesn't apply (n=2167-2247)

Base: Employers from 4 Risk sectors(n=1350-1353)

Level of agreement with statement (5-point agreement scale)

Workers in the Manufacturing sector were less likely to feel equipped with the tools and equipment they needed (76% cf. 84% overall). Construction workers were slightly less likely to feel they were told everything they needed to know to do their job safely (62% agreed cf. 67% overall) while Forestry workers felt most informed (78% agreed).

Across the board, employers were positive about their workers being well-equipped, peaking among Forestry (96% agreement) and Commercial Fishing (95% agreement). Like their workers, Forestry employers were most likely to agree that their workers were well informed (92% agreement).

Knowledge and skills to deal with risk

Workers were asked the extent to which they felt confident that they had the knowledge and skills to keep healthy and safe at work; specifically, how confident they felt that they knew how to report a hazard, near miss or serious harm incident, that they had the knowledge and skills to keep safe at work and the knowledge and skills to avoid long-term health problems from their work.

Only a small minority of workers expressed a lack of confidence in any of these areas and this was consistent across sectors with some small variations:

- Confidence in knowledge of how to report a hazard, near miss or serious harm incident was almost universal among Forestry workers
- Workers from Forestry and Commercial Fishing were particularly confident that they had the knowledge and skills to keep themselves safe at work
- A slightly lower proportion in each sector felt confident in their knowledge and skills to avoid long-term health problems, particularly workers in Manufacturing and the 'Other' sectors.

Workers across all demographic groups were predominantly confident in their level of knowledge and skills. Only a slightly higher proportion of younger workers aged 18-24 expressed any lack of confidence, with nearly one in ten of these young workers indicating they were not confident about knowing how to report hazards, near misses or serious harm incidents and not confident in their knowledge of long-term health problems.

4.3.2 Proportion who feel confident about their knowledge and skills: Workers

	AGRICULTURE (n=498-587)	CONSTRUCTION (n=587-613)	FORESTRY (n=366-375)	MANUFACTURING (n=691-702)	COMMERCIAL FISHING (n=471-501)	OTHER SECTOR (n=858-912)
Know how to report a hazard, near miss or accident to bosses/workmates	86%	88%	97%	88%	91%	85%
Have knowledge and skills to keep safe at work	92%	93%	97%	91%	97%	88%
Have knowledge and skills to not get long-term health problems at work	81%	83%	84%	76%	82%	77%

Base: Workers (Statement 1 excludes Not Applicable)

Q: How confident are you that... (5-point scale where 1= not at all confident and 5= very confident)

4.4 BEHAVIOUR AROUND RISK

Frequency with which risky situations occur

The previous section confirms that workers in the high-risk sectors believe that they personally have the knowledge and skills to keep themselves safe while at work. However, too many serious harm incidents continue to occur in New Zealand workplaces. Therefore, if workers' assessment of their level of knowledge and skill is accurate, workers must be behaving in ways, or being put in situations at work that result in serious harm issues or incidents despite knowing the risk involved.

In the survey, workers were reminded of their anonymity before being asked the frequency with which they or their workmates worked in each of a number of potentially risky ways. They answered using a scale of never, hardly ever, from time to time, a lot. Employers were asked a corresponding question in relation to workers in their business.

The following table illustrates the proportion of workers and employers across the four WorkSafe NZ high-risk sectors indicating each of these behaviours occurred **from time to time** or **a lot**. It is in rank order from most common to least common, based on workers' responses. So, the most common risk behaviour is working when sick or injured (57% of workers) and the least common is being put at risk due to a machinery fault or breakdown (16%).

Based on workers' responses, the two most commonly occurring risky situations in workplaces were someone working while sick or injured (57%) or when overtired (53%). Following these two situations, the next most frequent were a worker making a mistake by being careless or distracted (43%) or taking a risk or short-cut to save time (41%).

For all situations, a higher proportion of workers than employers felt each occurred at least from time to time in their workplace. The occurrence felt by employers to be most prevalent was workers making a mistake by being careless or distracted (38%).

4.4.1 Proportion indicating a risky behaviour occurs in their workplace from time to time or a lot: Workers and Employers

% FROM TIME TO TIME OR A LOT	WORKERS	EMPLOYERS
Work when sick or injured	57%	29%
Work when they are overtired	53%	31%
Make a mistake by being careless or not having their mind on the job	43%	38%
Take a risk or short-cut on purpose (e.g. to save time)	41%	27%
Make a mistake from being under pressure by the boss to get the job done	31%	22%
Make a mistake because they have been working too long or too hard without a break	30%	11%
Get put at risk by working in conditions when work should have been stopped (e.g. bad weather, not enough people on the job)	26%	10%
Do a risky job that they don't have the right skills for	22%	7%
Get put at risk by something outside of their control (e.g. a freak accident)	20%	15%
Get put at risk from not having proper supervision	17%	6%
Get put at risk because our processes or ways we are told to do things are not safe	17%	6%
Work when hung-over or stoned	17%	6%
Get put at risk by a machinery or equipment fault or breakdown	16%	6%

Base: Workers from 4 Risk sectors (n=2266-2280)

Base: Employers from 4 Risk sectors (n=1342-1349)

Q: How often does someone in your workplace/ your business.... (never, hardly ever, from time to time, a lot, don't know)

Only a minority of workers believed that each of the behaviours occurred **a lot**, with the highest proportions being 14% of workers believing working while sick or injured happened a lot and 12% believing working while overtired happened a lot.

Risky behaviours occurring from time to time/a lot were more frequently mentioned by the following sub-groups of workers:

- Workers in Gisborne (6 of the 13 risk behaviours were more common among workers in Gisborne than among workers from the rest of the country in general)
- Māori workers (8 of the risk 13 behaviours were more common)
- Workers in the Manufacturing sector (10 of the 13 behaviours)
- Workers working alongside migrant workers (10 of the 13 behaviours)
- Workers in large businesses with 100 or more employees (12 of the 13 behaviours more common).

Perhaps of most significance was the finding that there was a strong relationship between whether or not workers had experienced a serious harm issue/ incident or a near miss in the past 12 months and whether or not they and/or their workmates had undertaken risky behaviours. The prevalence of all 13 risk behaviours was

greater among those that had experienced a serious harm issue than among those who had not. For example, 47% of those who experienced a serious harm incident indicated mistakes from being put under pressure by the boss happened from time to time/a lot compared with 26% of those that hadn't, while 52% who had experienced a serious harm incident indicated they and/or workmates took risks or short cuts on purpose from time to time/a lot compared with 38% who hadn't experienced a harm.

The following table compares the three most common risk behaviours identified by **workers** by sector. As can be seen, there was mostly consistency in the top three identified across sectors.

4.4.2 Three most common risk behaviours by sector (happen from time to time or a lot): Workers

	AGRICULTURE (n=592-594)	CONSTRUCTION (n=609-614)	FORESTRY (n=372-373)	MANUFACTURING (n=701-702)	COMMERCIAL FISHING (n=495-498)	OTHER (n=908-915)
1	56% Work when sick/injured	57% Work when sick/injured	55% Work when sick/injured	57% Work when they are overtired	61% Work when they are overtired	59% Work when sick/injured
2	54% Work when they are overtired	50% Work when they are overtired	55% Work when they are overtired	56% Work when sick/injured	56% Work when sick/injured	59% Work when they are overtired
3	37% Make a mistake by being careless	43% Make a mistake by being careless	49% Make a mistake by being careless	50% Make a mistake by being careless	43% Make a mistake by being careless	35% Make a mistake because they have been working too long

Base: Workers

Q: How often does someone in your workplace/ your business.... (never, hardly ever, from time to time, a lot, don't know)

There was more variation in the prevalence of the less common risk behaviours between sectors.

- In Construction, working in adverse conditions, unsafe processes or ways of doing things, and working under pressure from the boss to get things finished were more prominent relative to other sectors
- In Forestry, working while hung-over or stoned, working in adverse conditions, and freak accidents were mentioned more frequently
- In Manufacturing, being put under pressure to get work finished, inadequate supervision and machinery or equipment fault were more prominent
- In Commercial Fishing, working too long without a break, working in adverse conditions and freak accidents were more prominent.

The following table compares the three most common risk behaviours according to **employers** across sector. Again, there was mostly consistency between sectors but unlike workers, where working while sick or injured was most prevalent, workers being careless or distracted was higher up the rankings for employers.

4.4.3 Three most common risk behaviours by sector (happen from time to time or a lot): Employers

	AGRICULTURE (n=376-377)	CONSTRUCTION (n=344-345)	FORESTRY (n=267-269)	MANUFACTURING (n=356-358)	COMMERCIAL FISHING (n=129-130)	OTHER (n=318-320)
1	42% Work when overtired	37% Being careless or not having mind on job	44% Being careless or not having mind on job	41% Being careless or not having mind on job	40% Work when overtired	33% Being careless or not having mind on job
2	36% Being careless or not having mind on job	23% Work when overtired	33% Work when sick or injured	31% Work when sick or injured	36% Work when sick or injured	32% Work when sick or injured
3	32% Take risk or short-cut on purpose	23% Being under pressure to get job done	31% Work when overtired	27% Take risk or short-cut on purpose	34% Being careless or not having mind on job	28% Work when overtired

Base: Employers

Q: How often does someone in your workplace/ your business.... (never, hardly ever, from time to time, a lot, don't know)

In businesses with multiple sites, large businesses with 100 or more employees, businesses that employed migrant workers and businesses where serious harm incidents or near misses have occurred, many of these risky behaviours were more prevalent.

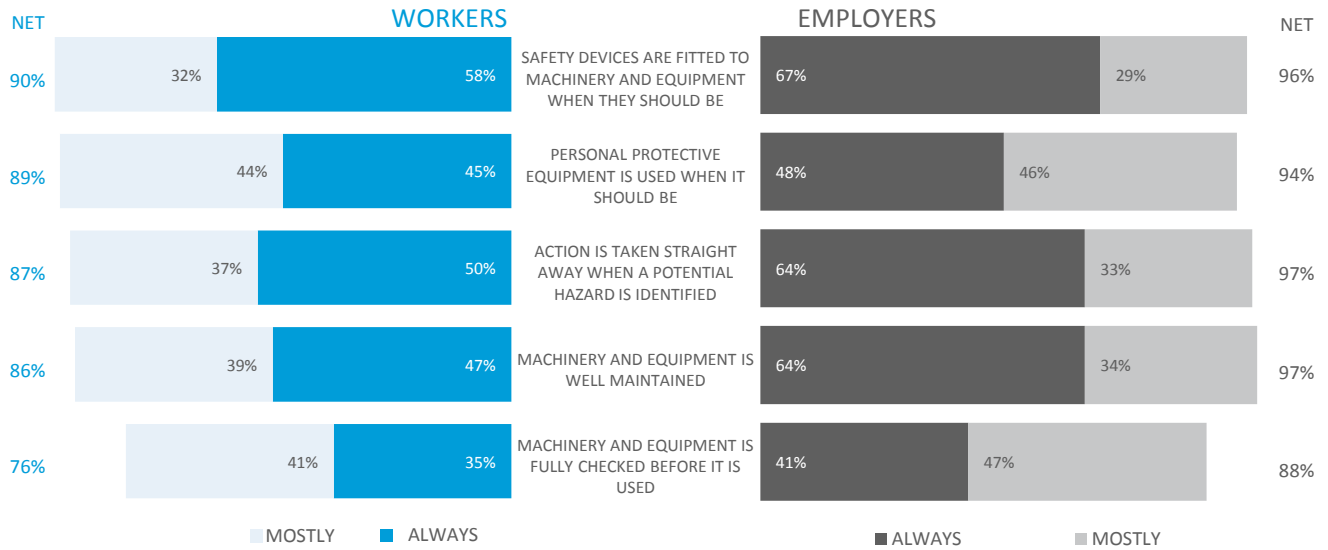
Positive Actions

The following chart illustrates the consistency with which preventative actions are seen to be taken in workplaces. Respondents were asked the frequency with which a number of actions took place, answering through use of a 5-point scale (never, less than half the time, about half the time, most of the time, always).

For four of the five actions tested, almost all employers and between 86% to 90% of workers across the four WorkSafe NZ high-risk sectors indicated that these actions were taken most or all the time. The action taken less consistently was fully checking machinery and equipment before use (76% of workers felt this occurred most or all the time).

While these results seem encouraging, it is questionable whether 'most of the time' is good enough for these actions. For example, just 45% of workers and 48% of employers believed that personal protective equipment was *always* used when it should be. Action was seen to be *always* taken straight away when a potential hazard was identified by just 50% of workers and 64% of employers.

4.4.4 Frequency with which positive Health and Safety behaviours occur in the workplace: Workers and Employers



Base: Workers from 4 Risk sectors excluding
Doesn't apply (n=2187-2265)

Base: Employers from 4 Risk sectors excluding
Doesn't apply (n=1304-1343)

Q: How often does each of the following happen in your workplace (never, less than half the time, about half the time, most of the time, always, don't know)

4.5 SNAPSHOT OF OCCURRENCE OF, AND INTERVENTION AROUND, INCIDENTS (SERIOUS HARM, NEAR MISSES, AND HAZARDS)

Occurrence of serious harm incidents and near misses

While there are official statistics around the number of notified serious harm issues/injuries and fatalities, in this survey we obtained an indication of the extent to which serious injuries, health issues and near misses occurred from the perspective of the workers and employers themselves.

Respondents were shown a list of harms, designed around the official definition of serious harm from the Employment Act 1992. The list was:

- a health problem that resulted in permanent damage to your body (such as asthma, hearing loss),
- a health problem that resulted in severe temporary damage to your body or made you temporarily very unwell
- a stress related or mental illness
- an eye injury such as a chemical burn or penetrating wound
- a bone fracture
- an injury from crushing
- a laceration or deep cut requiring stitches
- a body part amputated
- burns requiring medical attention
- becoming unconscious
- being in hospital for more than 48 hours due to being hurt or sick from work.

Workers were asked to mark all the harms they had personally had **from their work** in the 12 months prior to interview. They were also asked to state how many times they had personally had a near miss where they could have been seriously hurt at work in the past 12 months.

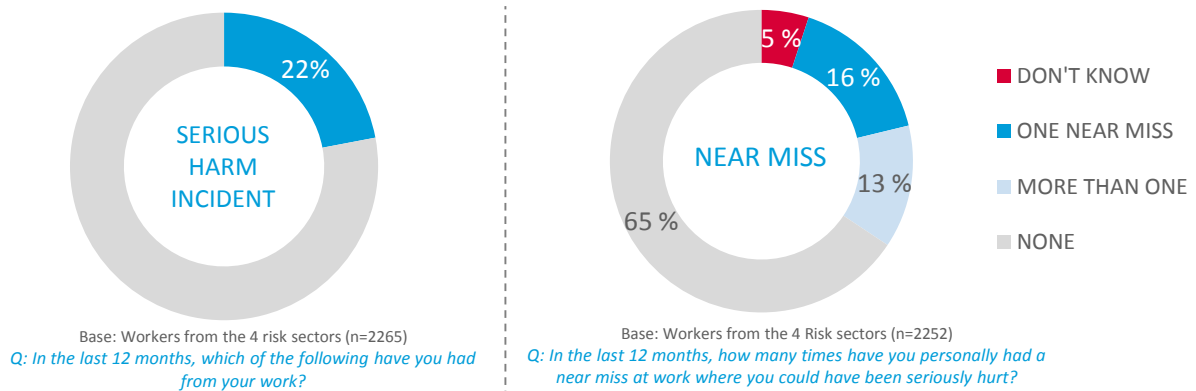
Employers were asked to mark all those harms that had happened to anyone working for their business while at work in the past 12 months (including employees and contractors). They were then requested to state how **many** incidents there had been in the past 12 months of this nature and how many of those incidents had been reported to a government agency. Employers were also asked to state, to the best of their knowledge, the number of times someone in their business had experienced a near miss where they could have been seriously hurt at work in the past 12 months.

The following analysis needs to be interpreted on the basis that it is workers' and employers' perceptions of whether they experienced each of the types of harms specified: the actual degree of harm in some cases may not necessarily have qualified as serious harm for the purposes of the Act. Nevertheless, it provides some strong indications of the extent of harms occurring and the level of under-reporting that might exist.

Workers

Across the four WorkSafe NZ high-risk sectors, 22% of workers stated that they had personally had one or more of the harms shown, while 30% indicated that they had experienced one or more near misses.

4.5.1 Proportion had serious harm incident and/or near miss in past 12 months: Workers



Serious harm incidents were more likely to be mentioned by young workers under 24 years of age (29%), Māori workers (31%), Asian workers (34%) and workers who worked an average of 51 hours or more per week (27%). These groups were also more likely to have experienced a near miss.

The most common harms experienced were stress-related or mental illness (identified by 32% of the 22% who stated they had had one or more of these harms), health problems resulting in severe temporary damage or making them temporarily very unwell (26%), lacerations or deep cuts requiring stitches (21%) and permanent health problems such as asthma (20%). While stress-related or mental illness is the most frequently mentioned serious harm experienced, it is noteworthy that there appears to be a relationship between stress-related or mental illness and other types of harms. Specifically, those who had experienced a stress-related or mental illness were also more likely to have experienced another type of harm. (However, it is not possible to determine whether the stress-related/ mental illness contributed to the other harms or whether the other harms contributed to the stress-related/ mental illness).

When the sectors are compared in the table following, it can be seen that a higher proportion of Forestry workers had had a near miss in the past 12 months compared with other sectors. While the proportion of workers in the 'Other' sector that had experienced a serious harm issue/incident is perhaps surprising, a large proportion of the serious harms cited by this sector were stress-related and mental health issues (65% of those in the "Other" sector who had experienced a serious harm).

4.5.2 Proportion had serious harm incident and/or near miss in past 12 months: Workers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER
% SERIOUS HARM INCIDENT	20%	20%	27%	27%	28%	21%
NEAR MISSES						
% NONE	68%	64%	48%	64%	68%	79%
% ONE	14%	18%	19%	15%	14%	10%
% MORE THAN ONE	12%	14%	27%	15%	12%	8%

Base: Workers

Q: In the last 12 months, which of the following have you had from your work?

(Agriculture, n=587; Construction, n=613; Forestry, n=371; Manufacturing, n=694; Commercial Fishing, n=495; Other sector, n=901)

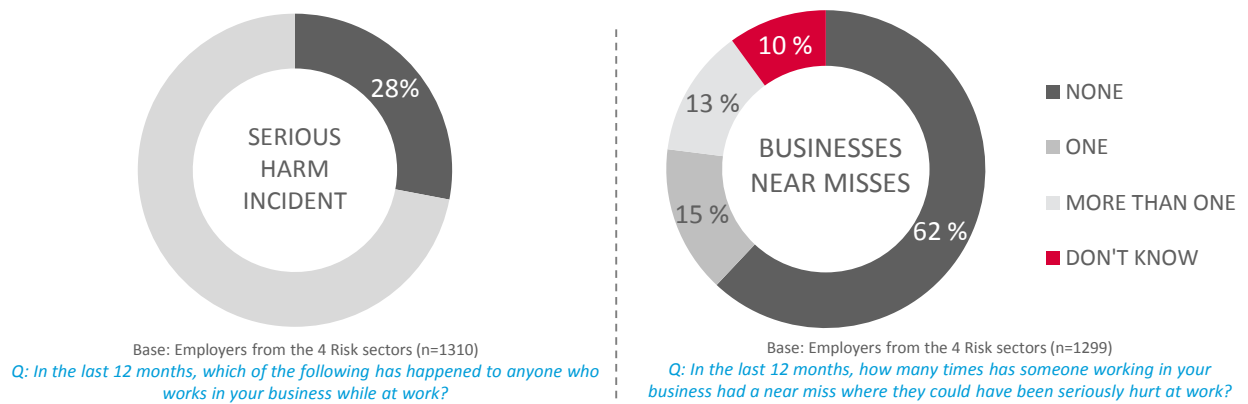
Q: In the last 12 months, how many times have you personally had a near miss at work where you could have been seriously hurt?

(Agriculture, n=589; Construction, n=607; Forestry, n=373; Manufacturing, n=683; Commercial Fishing, n=491; Other sector, n=903)

Employers

Across the four WorkSafe NZ high-risk sectors, 28% of employers stated that at least one worker in their business had been seriously harmed in the past 12 months. Twenty eight percent of employers had also had at least one near miss incident in the previous 12 months, while 10% of employers stated that they didn't know whether any workers had had a near miss.

4.5.3 Incidence of serious harm and near misses in businesses: Employers



When those employers who cited a serious harm incident identified the type of incident, the most commonly occurring types were very different from those cited by workers who felt they had experienced serious harm. The most common incidents mentioned by employers were lacerations or deep cuts requiring stitches (mentioned by 43% of those whose business had had an incident), followed by eye injuries (24%), bone fractures (23%) and crushing injuries (17%). Stress-related or mental illness was mentioned by just 14% of these employers compared with 32% of workers who experienced a serious harm incident. These findings suggest that employers may be considerably less aware of the prevalence of work-related health problems among their workers than of work-related injuries.

When the six sectors are compared, it can be seen that employers in Forestry and Manufacturing were more likely to have had a serious harm incident in their business. While Forestry employers were also far more likely to have had multiple near miss incidents, this was not the case in the Manufacturing sector. Across the sectors, apart from the 'Other' sector, Commercial Fishing employers were less likely to have experienced a serious harm incident or near miss in their businesses.

4.5.4 Incidence of serious harm incidents and near miss in businesses: Employers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
SERIOUS HARM	n=367	n=336	n=254	n=353	n=127	n=313
% HAD AT LEAST ONE INCIDENT	26%	26%	36%	34%	19%	14%
NEAR MISSES	n=359	n=330	n=260	n=350	n=123	n=310
% NONE	63%	59%	27%	64%	74%	81%
% ONE	16%	17%	20%	11%	8%	4%
% MORE THAN ONE	11%	15%	46%	12%	10%	9%

Base: Employers

Q: In the last 12 months, which of the following has happened to anyone who works in your business while they were at work (including employees and contractors)?

Q: In the last 12 months, as far as you know, how many times has someone working in your business had a near miss where they could have been seriously hurt at work?

The following analysis calculates the total number of serious harm incidents the employers in our survey had experienced in the past 12 months and the number of these incidents that employers stated had been reported to Department of Labour, MBIE (Ministry of Business, Innovation and Employment), Maritime NZ or WorkSafe NZ.

Clearly, this analysis has to be treated with some caution as it relies on recall of incidents over the past 12 months. It only includes those employers who indicated they had experienced one or more serious harm incidents in their business over the past 12 months. We show the number of employers in the sample, the number of serious harm incidents these employers stated they had experienced and then the proportion of these incidents that the employers said had been reported to a government agency.

As can be seen, the 293 Forestry employers in the survey experienced a total of 108 incidents, and of these, 65% were reported to a government agency. This is by far the highest level of reporting across sectors. The lowest level of reporting is in the Agriculture sector, where just 24% of harm incidents had been reported.

4.5.5 Total number of serious harm incidents in businesses – and proportion reported: Employers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
NUMBER OF EMPLOYERS (UNWEIGHTED)	401	364	293	367	147	331
NUMBER OF INCIDENTS OCCURRED	95	115	108	184	29	66
NUMBER OF INCIDENTS REPORTED	23	32	70	49	10	25
PROPORTION OF INCIDENTS REPORTED	24%	28%	65%	27%	35%	38%

Base: Employers

Q: Number of incidents happened and reported

Actions taken – serious harm incidents and near misses

When a serious harm issue/incident or a near miss occurs, it is important that appropriate action is taken to help ensure it does not happen again.

Workers who had experienced serious harm or a near miss were asked what happened following the last occurrence. Across the four WorkSafe NZ high-risk sectors, the 22% of workers who had experienced **serious harm** in the previous 12 months indicated that the following had occurred:

- Information was recorded in 37% of cases into a serious harm incident or near miss or hazard register/board
- In 45% of cases, the incident was reported to the boss/manager and/or to other workers
- In 25% of cases, discussions were held about how to stop the incident happening again
- In 29% of cases, changes were made to the way things were done
- In 8% of cases, the worker did not tell anyone about the serious harm issue/incident
- In 10% of cases, the worker reported the issue/incident to their boss or supervisor but felt nothing happened as a result
- In 2% of cases, the worker got into trouble with the boss/management.

Across the four WorkSafe NZ high-risk sectors, the 30% of workers who had experienced one or more **near miss** incidents in the past 12 months stated that the following had occurred:

- Information was recorded in 31% of cases into a serious harm incident or near miss or hazard register/board
- In 46% of cases, the incident was reported to the boss/manager and/or to other workers
- In 28% of cases, discussions were held about how to stop the incident happening again
- In 35% of cases, changes were made to the way things were done
- In 18% of cases, the worker did not tell anyone about the near miss
- In 11% of cases, the worker reported the near miss to their boss or supervisor but felt nothing happened as a result
- In 1% of cases, the worker got into trouble with the boss/management.

As shown in the following table, there were variations across sectors in terms of the actions taken. Workers in the 'Other' sector were considerably less likely to tell anyone about serious harm issues/incidents and hence, these issues/incidents were less likely to be recorded or action taken as a result (most of these issues/incidents were stress or mental health related).

Manufacturing and Forestry workers were more likely to have had both serious harm issues/incidents and near misses recorded than the other sectors. In the Manufacturing sector, a higher proportion of workers (16%) compared with other sectors had reported serious harm issues/incidents and near harm incidents to their boss or management but felt that nothing had happened as a result.

The Forestry and Commercial Fishing sectors were most likely to take action following the occurrence of a near miss incident.

4.5.6 Actions taken on last occasion serious harm incidents or near miss occurred: Workers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER
SERIOUS HARM INCIDENTS	n=102	n=133	n=86	n=172	n=116	n=183
NOTHING, I DIDN'T TELL ANYONE	12%	6%	6%	7%	6%	22%
REPORTED BUT NO ACTION	7%	9%	12%	16%	8%	16%
WORKERS BLAMED	3%	2%	2%	1%	4%	5%
ACTION TAKEN						
RECORDED	17%	41%	53%	48%	30%	16%
REPORTED	32%	43%	56%	62%	46%	46%
ACTION TAKEN (e.g. discussed to stop happening again, changed the way we did something)	53%	57%	63%	57%	60%	46%
NEAR MISSES	n=156	n=194	n=172	n=195	n=121	n=151
NOTHING, I DIDN'T TELL	22%	20%	8%	12%	11%	18%
REPORTED BUT NO ACTION	7%	11%	11%	16%	9%	14%
WORKERS BLAMED	1%	2%	2%	0%	2%	1%
ACTION TAKEN						
RECORDED	13%	35%	66%	43%	29%	32%
REPORTED	29%	49%	57%	61%	46%	40%
ACTION TAKEN (e.g. discussed to stop happening again, changed the way we did something)	59%	58%	68%	62%	68%	52%

Base: Workers who have experienced serious harm incident or health problems/near miss at work in the last 12 months

As with workers, **employers** who had experienced a serious harm incident or near miss were asked what happened on the last occasion.

The 28% of employers across the four WorkSafe NZ high-risk sectors that had experienced a **serious harm** incident in their business in the past 12 months stated that the following occurred:

- Medical assistance was sought in 71% of cases
- Information was recorded in 57% of cases into an serious harm incident or near miss or hazard register/board
- How to stop the incident occurring again was discussed and/or appropriate action was taken (such as changing the way things were done, increasing training) in 59% of cases
- In 31% of cases, the incident was investigated (including 31% internal investigation and 4% external investigation)
- In 6% of cases, disciplinary action was taken against the worker
- In 5% of cases, nothing was done.

The 28% of employers across the four WorkSafe NZ high-risk sectors that had experienced a near miss in their business in the past 12 months stated that the following occurred:

- Information was recorded in 51% of cases into an serious harm incident or near miss or hazard register/board
- How to stop the incident occurring again was discussed and/or appropriate action was taken (such as changing the way things were done, increasing training) in 86% of cases
- In 27% of cases, an internal investigation was undertaken
- In 10% of cases, disciplinary action was taken against the worker
- In 6% of cases, nothing was done.

Again, the Forestry sector led the way in terms of recording incidents and taking action. Compared with other sectors, inaction appeared more prevalent among Agriculture employers.

4.5.7 Actions taken on last occasion serious harm incidents or near miss occurred: Employers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
SERIOUS HARM INCIDENTS	n=127	n=132	n=93	n=151	n=24	n=74
NOTHING	10%	2%	5%	2%	4%	2%
NET RECORDED	36%	69%	78%	70%	49%	46%
NET ACTION	48%	67%	76%	64%	62%	57%
NET INVESTIGATED	14%	38%	58%	44%	24%	37%
DISCIPLINE AGAINST WORKER	3%	7%	16%	7%	12%	3%
NEAR MISSES	n=116	n=139	n=174	n=120	n=22	n=62
NOTHING	13%	3%	0%	1%	5%	3%
NET RECORDED	29%	58%	91%	71%	54%	66%
NET ACTION	82%	85%	97%	94%	95%	84%
DISCIPLINE AGAINST WORKER	7%	11%	16%	10%	27%	3%

Base: Employers whose employees have experienced serious harm incident or health problems/near miss in the last 12 months

Hazards – identification of hazards and actions taken as a result

It is important that workers and employers are constantly alert to potential hazards and that, if a potential hazard is noticed, appropriate action is taken to avert a harm incident from occurring.

Some 68% of **workers** across the four WorkSafe NZ high-risk sectors remembered noticing a new hazard at work. This varied across sectors as shown in the following table, with 84% of Forestry workers having noticed a new hazard at one extreme and 51% of Agriculture workers and 'Other' workers at the other.

4.5.8 Actions taken on last occasion hazard noticed: Workers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
HAZARDS	n=592	n=617	n=376	n=702	n=506	n=914
HAVEN'T NOTICED ANY	49%	23%	16%	28%	37%	49%
DID SOMETHING IMMEDIATELY (e.g. stopped work till hazard removed)	27%	52%	51%	45%	37%	32%
CHANGED WAY WE DID SOMETHING (e.g. changed process to eliminate hazard)	25%	30%	33%	27%	30%	17%
WRITTEN INTO HAZARD BOARD/REGISTER	11%	26%	48%	27%	28%	17%
REPORTED BUT NO ACTION	2%	4%	7%	9%	3%	6%
NOTHING	1%	2%	1%	0%	0%	1%

Base: Workers

Almost without exception across all six sectors, appropriate action was taken by the workers observing the hazard – just 1% stating that they did nothing. While most workplaces acted appropriately once the hazard was reported, a slightly higher proportion of workers in Forestry (7%) and Manufacturing (9%) felt that no further action was taken once the hazard had been reported.

Some 56% of **employers** across the four risk sectors remembered noticing a new hazard at work. This varied across sectors as shown in the following table, with 88% of Forestry employers having noticed a new hazard at one extreme and 39% of employers in the 'Other' sector.

As can be seen, almost without exception, employers across all sectors indicated that appropriate action was taken.

4.5.9 Actions taken on last occasion hazard noticed: Employers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
HAZARDS	n=380	n=344	n=269	n=357	n=134	n=321
HAVEN'T NOTICED ANY	52%	35%	12%	44%	49%	61%
DID SOMETHING IMMEDIATELY (e.g. stopped work till hazard removed)	27%	39%	55%	37%	31%	23%
CHANGED WAY WE DID SOMETHING (e.g. changed our process to eliminate hazard)	25%	46%	65%	35%	35%	22%
WRITTEN INTO HAZARD BOARD/REGISTER	16%	27%	73%	25%	33%	15%
NOTHING	2%	1%	0%	0%	0%	1%

Base: Employers

4.6 UNDERSTANDING OF REGULATIONS AND REQUIREMENTS

The government uses legislation to regulate workplaces and how they conduct their business. Workers have legal responsibilities in relation to workplace Health and Safety and their rights are also protected by law. Employers have legal obligations for Health and Safety and, as well as knowing what these obligations are, they must also know how to comply.

In the survey, we asked workers and employers the extent to which they felt confident they knew their legal rights and responsibilities. They responded via a 5-point scale ranging from **not at all confident** through to **very confident**. Note that their claimed level of knowledge was not tested in any way. In fact, the qualitative research suggests that, had we asked respondents to list these legal rights and responsibilities, few would have been able to do so. Thus, these results are simply a measure of perceptions of knowledge rather than a measure of actual knowledge.

Across the four WorkSafe NZ high-risk sectors, 63% of **workers** expressed confidence (4-5 on the 5-point scale) in their knowledge of their legal responsibilities in relation to Health and Safety, while an almost identical percentage expressed confidence in their knowledge of their rights.

Among the four WorkSafe NZ high-risk sectors, 67% of **employers** expressed confidence that they were fully aware of their Health and Safety obligations as an employer, while 62% expressed confidence that they understood how to comply with their obligations.

4.6.1 Understanding of Health and Safety Regulations: Workers and Employers

WORKERS	EMPLOYERS
<p>I am fully aware of my legal responsibilities as a worker</p> <p>63% confident</p>	<p>67% confident</p> <p>Confident they are fully aware of obligations as an employer</p>
<p>I am fully aware of my rights as a worker</p> <p>65% confident</p>	<p>62% confident</p> <p>Confident they understand how to comply with regulations</p>
Base: Workers from 4 risk sectors (n=2272-2274))	Base: Employers from 4 risk sectors (n= 1346-1353)

Q: Level of confidence felt (5-point scale where 1= not at all confident and 5= very confident)

While results are reasonably consistent across demographic groups, a higher proportion of young workers aged 18-24 years admitted not feeling confident that they knew their legal responsibilities (23% not confident) or rights (17% not confident). As a general rule, the larger the organisation worked for in terms of number of employees, the greater the degree of confidence expressed by workers that they knew their legal rights and responsibilities. Among the self-employed, a sizable minority responded that the question about legal responsibilities as a worker did not apply to them (16%) and/or that the question about legal rights did not apply

to them (20%). A minority of workers in businesses of 2-5 employees also felt these questions did not apply to them (11% for rights and 8% for responsibilities).

Across employers, the same pattern with respect to size of business can be observed; that is, the larger the business in terms of number of employees, the more likely employers were to feel confident they fully understood their obligations and how to comply with them. As an illustration, 64% of employers with between 1-5 employees felt confident they fully understood their obligations while the corresponding proportion among businesses of 100 or more was 97%.

Variations by sector are illustrated below. Forestry again leads the way with both workers and employers expressing more confidence than the other sectors.

4.6.2 Confidence in knowledge about Health and Safety rights and responsibilities: Workers and Employers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
WORKERS	n=583-586	n=613	n=374-375	n=701	n=500-501	n=914-915
% CONFIDENT ABOUT RESPONSIBILITIES	52%	69%	77%	67%	71%	60%
% CONFIDENT ABOUT RIGHTS	55%	70%	75%	68%	64%	61%
EMPLOYERS	n=376-380	n=345-346	n=268-269	n=357-358	n=133-135	n=319-321
% CONFIDENT ABOUT RESPONSIBILITIES	64%	66%	88%	72%	72%	72%
% CONFIDENT KNOW HOW TO COMPLY	59%	62%	84%	65%	72%	69%

Base: All Workers and all Employers

Q: Level of confidence felt (5-point scale where 1= not at all confident and 5= very confident)

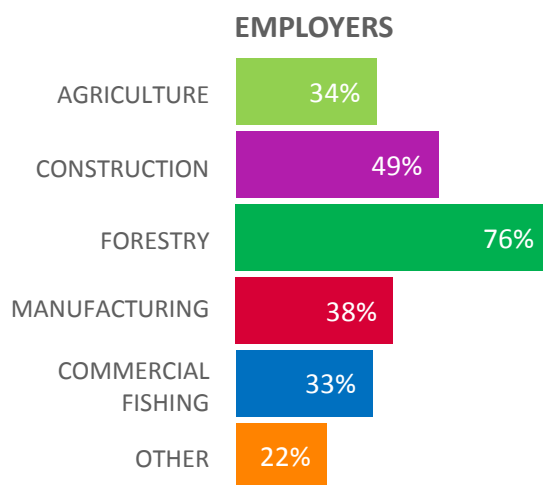
4.7 WHAT INFLUENCES CHANGE IN BUSINESS SYSTEMS OR PRACTICES?

To shed light on what stimulates significant change in Health and Safety systems or practices, employers were asked whether or not they had made any significant changes in the past 12 months and if so, the reasons why these changes had been made. These questions were also asked in National Survey of Employers (NSE) conducted on behalf of the Ministry of Business, Innovation and Employment.

A total of 40% of employers across the four WorkSafe NZ high-risk sectors believed they had made significant changes in this timeframe. The types of businesses most likely to have made significant changes were larger businesses, especially 100+ employees where 83% had made significant changes. Regionally, Taranaki stands out as having more employers that have made significant changes (62%).

As can be seen from the following chart, the sectors where the most significant change had occurred in this timeframe were Forestry (76%) and Construction (49%).

4.7.1 Businesses that had made significant changes in Health and Safety systems or practices in last 12 months: Employers



Base: Employers (Agriculture, n=369; Construction, n=342; Forestry, n=265; Manufacturing, n=354; Commercial Fishing, n=130; Other sector, n=314)

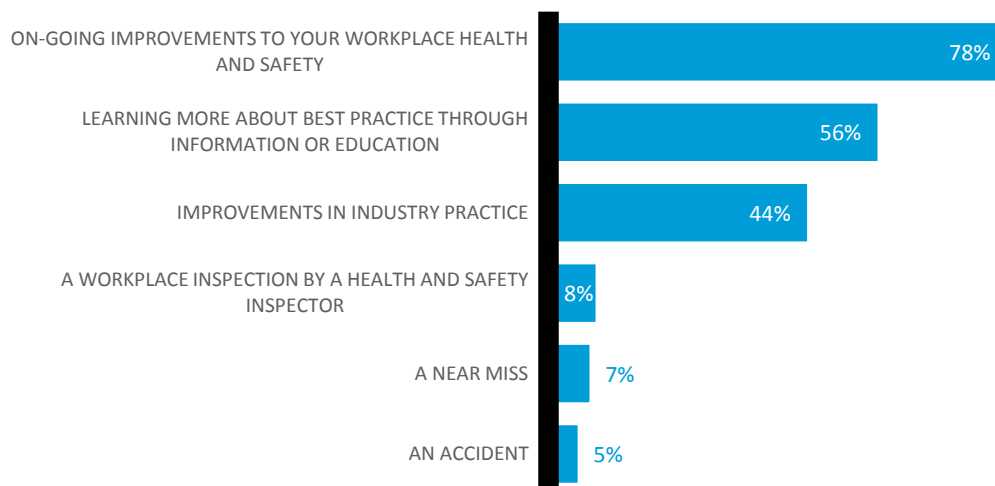
Q: In the last 12 months, has your business made any significant changes to its health and safety systems or practices?

The proportion of high-risk sector employers in the WorkSafe NZ survey stating that they had made significant changes was double that of employers in the 2013 NSE survey (40% cf. 20%). However, when employers from the lower-risk 'Other' sector responded to this question in the WorkSafe NZ Survey, the proportion was almost identical (22%) to the NSE result. This suggests that employers across the high-risk sectors have a greater focus on improving business systems and practices around Health and Safety than employers in general.

Over three quarters (78%) of the employers who had made significant changes to their Health and Safety systems or practices explained that this was due to on-going improvements. Fifty-six percent attributed these changes to the fact that they had learnt more about best practice through information and education. Improvements in practice at an industry-wide level had influenced 44%. Being visited by an inspector and having

a serious harm incident or near miss had influenced smaller proportions of employers to introduce significant changes.

4.7.2 Influences leading to significant changes in Health and Safety systems or practices: Employers



Base: Employers from the 4 risk sectors who have made significant changes (n=721)

Q: Did the business make this change in response to....?

Forestry employers who had made significant changes had been influenced by a broader range of aspects, including being visited by an inspector, having a serious harm incident or near miss and improvements in practice industry-wide.

4.8 ORGANISATIONAL PERFORMANCE METRIC (OPM)

At the Institute of Work & Health in Ontario, Canada, work has been carried out for many years to identify lead indicators in workplace Health and Safety. In 2008, the Institute developed the Institute for Work & Health Organisational Performance Metric (IWH-OPM), consisting of eight questions that assessed the degree to which an organisation had optimal Health and Safety policies and practices. When considered in conjunction with reported injury rates, those workplaces with higher scores on the Metric had lower injury rates.

This work has been picked up by Monash University and has informed an Occupational Health and Safety Lead Indicator research project in Victoria, Australia being undertaken in partnership with Workplace Health and Safety Research, the Institute for Safety, Compensation and Recovery Research and Safe Work Australia.

In the 2014 WorkSafe NZ Survey, the IWH-OPM tool has been trialed on employers. The IWH-OPM consists of eight questions. Originally in the Canadian work, respondents rated each of the questions on a scale from one to five based on the percent of time the practices occurred in the organisation. This scale was replaced with a 5-point Likert scale (strongly disagree to strongly agree) for use in Australia and this was adopted for the WorkSafe NZ survey.

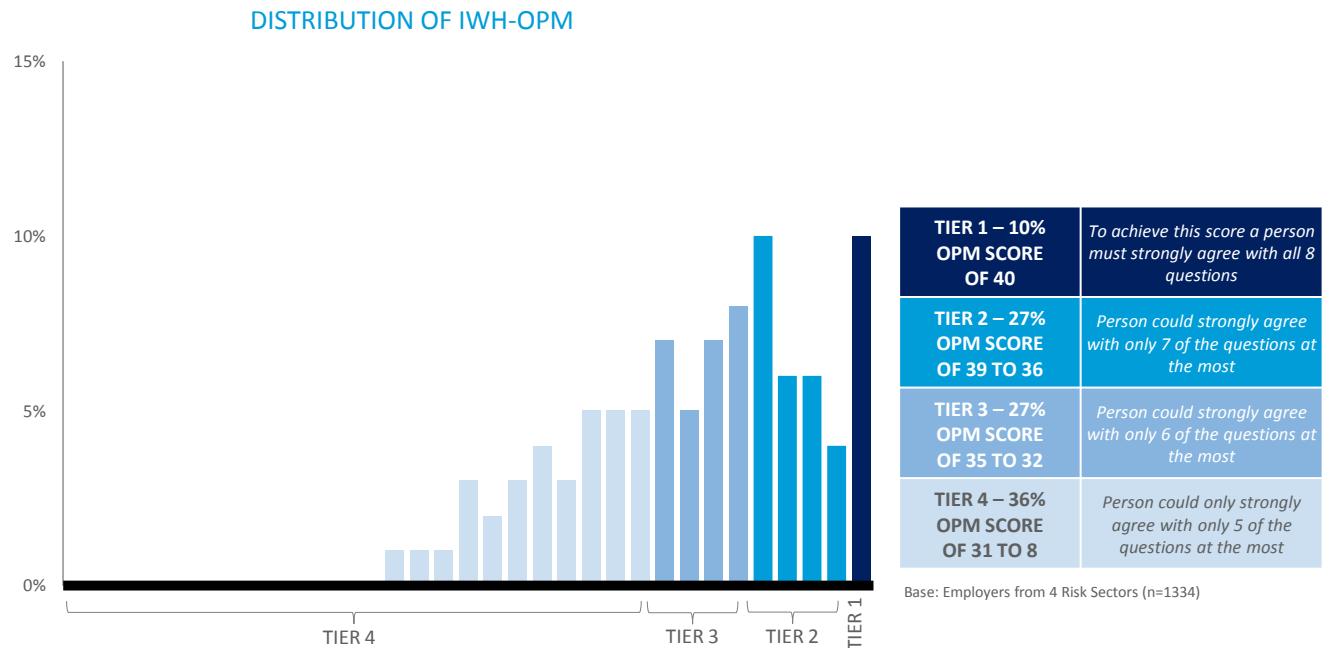
The eight questions are:

1. Formal audits at regular intervals are a normal part of our business.
2. Everyone at this organisation values ongoing safety improvement in this organisation.
3. This organisation considers safety at least as important as production and quality in the way work is done.
4. Workers and supervisors have the information they need to work safely.
5. Employees are always involved in decisions affecting their health and safety.
6. Those in charge of safety have the authority to make the changes they have identified as necessary.
7. Those who act safely receive positive recognition.
8. Everyone has the tools and/or equipment they need to complete their work safely.

A summative measure is used to report the data, adding the answers to all eight questions together to result in a low score of eight (all ones) to a high score of 40 (all fives).

The following chart shows the distribution of scores in the survey of employers across the four high-risk sectors. The results are also grouped into four tiers: tier one being a score of 40 (resulting from a 'strongly agree' response to all eight questions), tier two being a score between 36-39, tier three a score of 32-35 and tier four a score of 8-31. Tier 1 is therefore the 'ideal' tier and Tier 4 the least desirable tier.

4.8.1 Distribution of IWH-OPM: 4 High-Risk Sectors: Employers

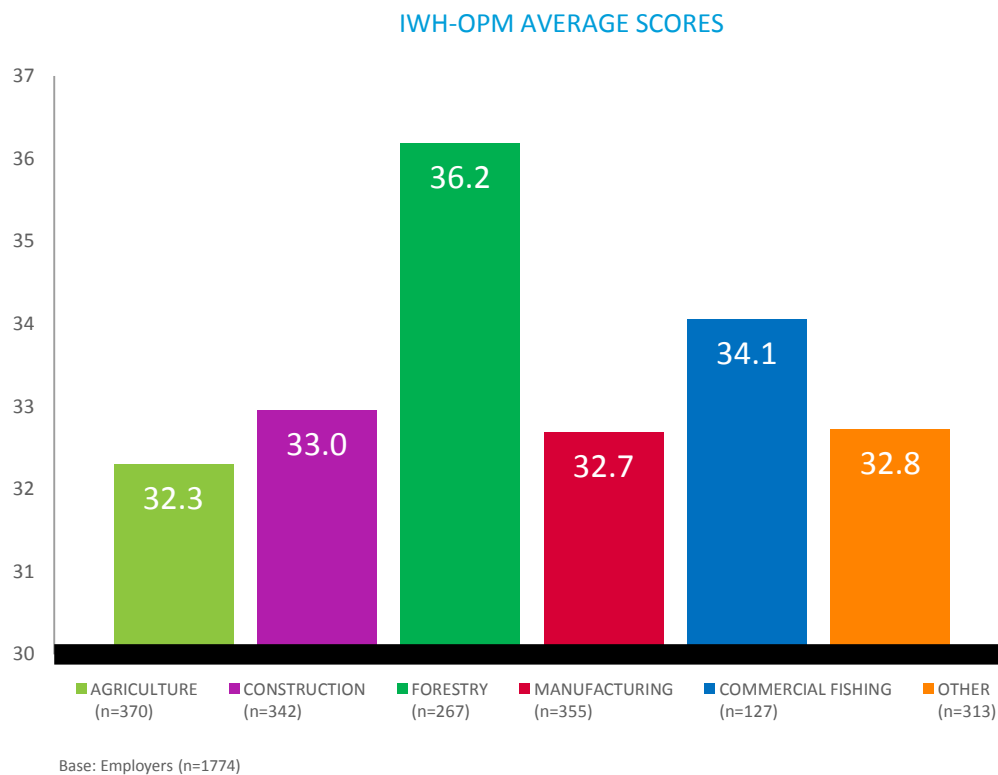


Ten percent of employers were placed in tier one (strongly agreed with all statements), ranging from 30% of employers in Forestry being in tier one to 7% in Agriculture being in tier one.

A considerable amount of work is underway to investigate leading indicators of Health and Safety in the New Zealand context. One result from this WorkSafe NZ survey that suggests the IWH-OPM has merit is that the mean IWH-OPM score for employers who responded in the survey that their business had experienced at least one serious harm incident in the previous 12 months was significantly lower than the mean IWH-OPM score of those employers that had not had an incident (31.7 compared with 33.0).

The overall IWH-OPM score across the four WorkSafe NZ high-risk sectors was 32.7, varying for each sector as follows:

4.8.2 Mean scores for IWH-OPM: by sector



The two statements with the highest proportion of employers giving a ***strongly agree*** response were ‘those in charge of safety have the authority to make the changes they have identified as necessary’ and ‘everyone has the tools and/or equipment they need to complete their work safely’, both with 62% of employers strongly agreeing.

Because the majority of New Zealand businesses are small employers, the statement having the most impact on reducing the proportion of NZ employers in tier one is ‘formal safety audits at regular intervals are a normal part of our business’, with just 21% strongly agreeing with this statement. Just 17% of employers of 1-5 people strongly agreed with this statement compared with 59% of those with 100 or more employees. However, the proportion of large businesses falling into tier one was not significantly different to the proportion from smaller businesses.

Among large businesses, there were lower levels of strong agreement with most of the other seven statements, highlighting the greater challenge of consistently following practices favourable to Health and Safety across a large organisation. For example, while 50% of employers with 1-5 employees strongly agreed that workers were always involved in decisions affecting their Health and Safety, this proportion reduced to 31% among employers of 100+ people. On the practice of giving positive recognition to those who act safely, the comparative proportions are 42% of small employers and 25% of large employers.

SECTION 5: SEGMENTATION

5 SEGMENTATION

In this section we present a segmentation of workers and employers.

5.1 QUALITATIVE SEGMENTATION

The qualitative stage of this research programme provided an indicative segmentation of workers and employers, where typologies were identified based on similar mindsets and behavioural patterns. This segmentation model is intended to underpin future strategies for WorkSafe NZ interventions and communications strategies because a ‘one-size fits all’ approach will not suffice.

A brief overview of the qualitative model is:

- Common to all employers and workers is the drive to PROSPER. For employers, this usually means sustaining and growing the business, striving to be more competitive and/or protecting reputations. For employees, this means job security, opportunities for personal success and financial rewards, job satisfaction and/or career advancement
- Intrinsically linked to the drive to prosper is PRESSURE to succeed or perform. Pressure is experienced by employers and workers from across all sectors, at all levels. It comes from a complex array of internal and external sources and is constantly fluctuating. Segments come about by how they respond to Health and Safety when under pressure
- What teases the different typologies apart in the qualitative segmentation when the drive to prosper and the pressure to succeed or perform is universal, albeit manifested in different ways is a) the perceived importance and value of Health and Safety and b) the perceived importance and value in complying with Health and Safety requirements.

From the qualitative research, five segments were identified as follows:

1. **Proactive Guardians** – driven by the need to protect. They actively embrace Health and Safety and regard it as important as profit. These people understand the role and value of Health and Safety in the workplace and how it contributes positively to the business. Health and Safety makes good business sense.
2. **Pick and Mix Pragmatists** – driven by self-reliance and self-confidence. They trust their own intuition and experience above all and take calculated risks. They value Health and Safety but they mainly adhere to it when they want to. They feel that if they apply common sense then Health and Safety will usually be taken care of. They are likely to feel that some of the rules go too far.
3. **Tick the Box Immunity** – driven by fear of prosecution or censure. They want to cover their tracks. They adhere to Health and Safety rules but there is no positive emotional engagement. They think about themselves rather than the welfare of others.
4. **Resisting** – driven by the need for freedom. They are libertarians with a streak of anti-authority. They reject Health and Safety and they talk of the nanny/police state. For them, Health and Safety can be a hindrance rather than a help. They are essentially fatalistic.

5. **Hidden** – driven by ignorance. They mostly are unaware of Health and Safety rules. Often they are young, inexperienced workers and migrants with limited or no English, typically from South-East Asia, China, South America, India and the Middle East. These people are very vulnerable.

The qualitative research has been, and will continue to be, used extensively to inform programme design and development.

5.2 QUANTITATIVE SEGMENTATION

One objective of the quantitative stage was to confirm the existence of the indicative qualitative segments and to size and profile these segments.

A battery of attitude statements based on the qualitative research was constructed. How a respondent answered this battery of statements predicted which of the qualitative segments described above he or she was most likely to fall into. (Because the quantitative stage did not extend to migrant workers or workers under 18 years of age, the **Hidden** group was not represented at the quantitative stage).

A latent class analysis was used to identify segments of (homogeneous) people similar in attitudes to each other and different from the other segments (heterogeneous). More information about this process is included in the Technical Report. The segmentations described below for both workers and employers have high R^2 (the coefficient of determination that indicates how well data fit a statistical model) indicating that the questions used to segment that data strongly differentiate the segments.

5.3 OVERVIEW OF SEGMENTS

Five segments for workers, and five similar segments for employers, were identified. These are summarised in the following chart:

5.3.1 Segment overview: Workers and Employers

		WORKERS	EMPLOYERS
MORE POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↑	PROACTIVE GUARDIAN	5% Proactive Guardians Strong and uncompromising advocates of health and safety	10% Proactive Guardians
	PICK AND MIX PRAGMATISTS	23% Pick and Mix Pragmatists Value health and safety and try to abide by it, but sometimes rules go a bit too far – common sense can be applied	36% Pick and Mix Pragmatists
	PICK AND MIX (PRESSURED/ DUTIFUL)	13% Pressured Pick and Mixers Still value Health and Safety but less fervent than the preceding two segments, sometimes compromising due to production or time pressures	6% Dutiful Pick and Mixers Value Health and Safety but less fervent than the preceding two segments – motivated by personal duty of care to workers not by regulations (some over the top) or the need to comply
	TICK THE BOX	41% Tick the Box Unengaged Less positive emotional engagement with health and safety, don't think about it much and don't really know much about it	34% Tick the Box More casual emotional engagement with health and safety than preceding segments, will do enough to be able to tick the box in terms of compliance but not much more
	RESISTING/ UNENGAGED	18% Resisting While keeping healthy and safe at work is obviously important, they don't need rules to tell them this. The whole health and safety thing is frustrating: there are too many rules, it's unrealistic to follow all of them and they can be a waste of time because accidents will still happen	14% Unengaged Relatively poor attitudes to health and safety due to a lack of engagement (rather than frustration or negativity with the rules around compliance) and a focus on other things
LESS POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↓			

Base: Workers from the 4 Risk Sectors (Proactive Guardian, n=162; Pick & Mix Pragmatists, n=572; Pressured Pick & Mixers, n=307; Tick the Box Unengaged, n=918; Resisting, n=355)

Base: Employers from the 4 Risk Sectors (Proactive Guardian, n=206; Pick & Mix Pragmatists, n=528; Dutiful Pick & Mixers, n=82; Tick the Box, n=439; Unengaged, n=170)

5.4 THE WORKERS' SEGMENTS – OVERVIEW

The following table illustrates the statements from which the segments were derived. Workers were asked the extent to which they agreed or disagreed with each statement and responded using a 5-point scale ranging from strongly disagree to strongly agree. This table shows the proportion of each segment who **strongly agreed** with each statement.

This table is colour coded – the green showing where a segment's results are significantly better than the average (from a Health and Safety perspective) and the pink where results are significantly worse (not supportive of Health and Safety) compared with the overall result. Note that the two statements above the line express positive attitudes to Health and Safety (and therefore 100% strongly agreeing with each is the optimal result) whereas strong agreement with the six statements below the line indicates Health and Safety may be considered more optional (and therefore 100% strongly agreeing is the worst result).

5.4.1 Proportion strongly agreeing with attitude statements: Workers' segments

% STRONGLY AGREE	PROACTIVE GUARDIAN 5%	PICK & MIX PRAGMATIST 23%	PRESSURED PICK & MIXERS 13%	TICK THE BOX UNENGAGED 41%	RESISTING 18%
I ALWAYS KEEP AN EYE OUT FOR HEALTH AND SAFETY HAZARDS AT WORK	100%	100%	39%	21%	44%
I GET HUGE SATISFACTION FROM KNOWING WE HAVE A SAFE WORKING ENVIRONMENT	100%	100%	32%	16%	28%
I REALLY ONLY FOLLOW THE HEALTH AND SAFETY RULES BECAUSE I HAVE TO	0%	15%	0%	7%	22%
THE MAIN REASON I DO HEALTH AND SAFETY IS SO I DON'T GET INTO TROUBLE	0%	27%	0%	14%	26%
WHEN YOU ARE REALLY BUSY, IT'S EASY TO FORGET ABOUT HEALTH AND SAFETY	0%	14%	9%	12%	21%
HEALTH AND SAFETY IS IMPORTANT BUT IT'S NOT ALWAYS REALISTIC TO FOLLOW EVERY RULE AND GUIDELINE	7%	33%	11%	24%	66%
I GET ANNOYED THAT THERE ARE SO MANY RULES WHEN HOW I KEEP MYSELF SAFE IS MY OWN BUSINESS	0%	19%	0%	7%	62%
HEALTH AND SAFETY CAN BE A WASTE OF MONEY BECAUSE IT WON'T STOP ALL ACCIDENTS HAPPENING	0%	10%	0%	2%	46%

KEY: COMPARED WITH THE OVERALL RESULT
(from an optimal Health and Safety viewpoint)

SIGNIFICANTLY
BETTER

SIGNIFICANTLY
WORSE

Base: Workers from the 4 Risk Sectors (Proactive Guardian, n=162; Pick & Mix Pragmatists, n=572; Pressured Pick & Mixers, n=307; Tick the Box Unengaged, n=918; Resisting, n=355)

As can be seen, the segments are clearly differentiated based on strength of opinion towards Health and Safety. For example, all the Proactive Guardian segment strongly agree they get huge satisfaction from knowing there is

a healthy and safe workplace and none strongly agree that they only follow the rules because they have to. While the Pick and Mix Pragmatists also strongly agree they get huge satisfaction, their responses to other statements indicate that sometimes compromises or excuses for not following the rules are acceptable. The following chart is a visual map or representation of the segments. The x-axis represents behaviour and the y-axis represents attitudes. The positioning of each segment on the map has been determined as follows:

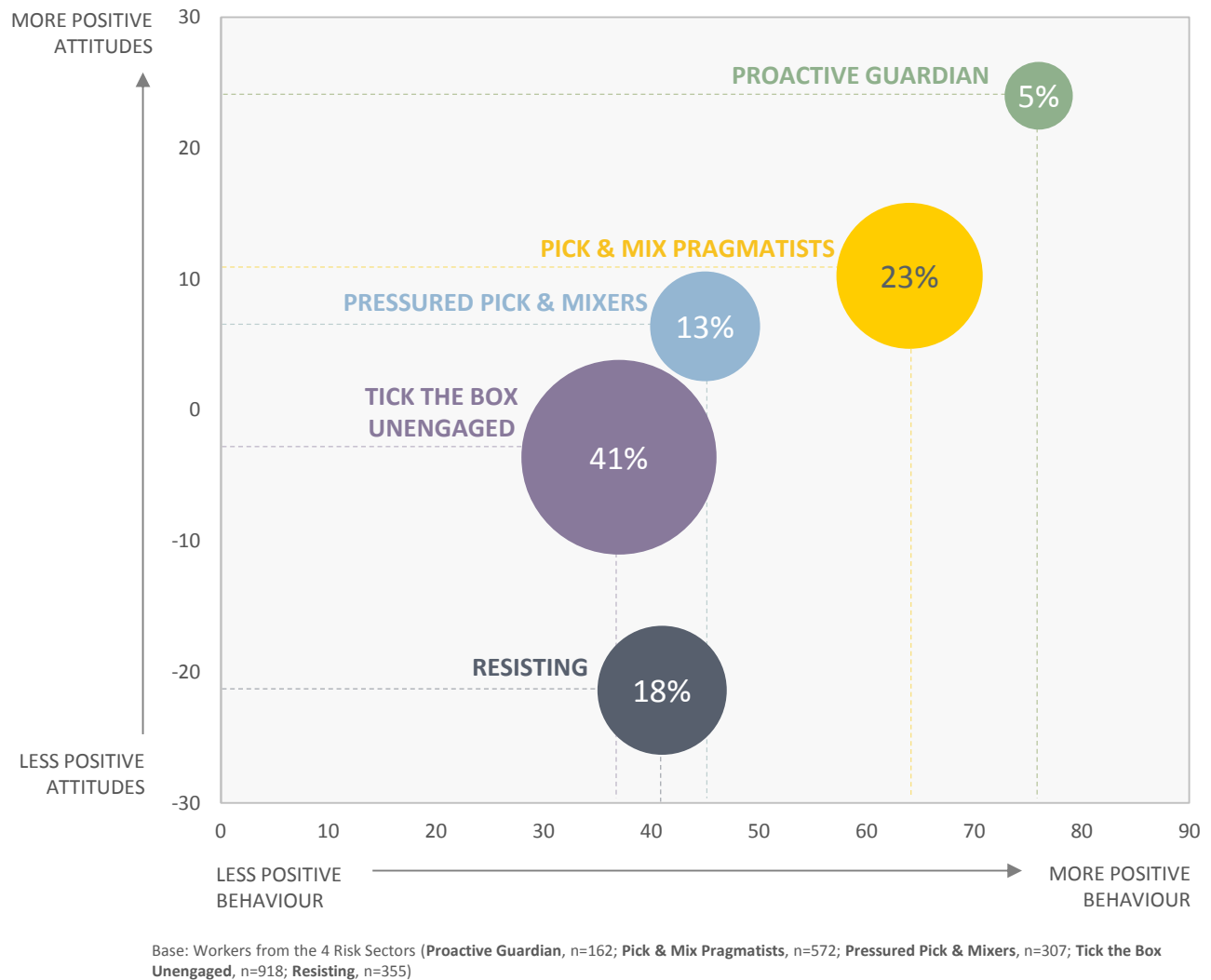
Y axis: An average attitudinal rating score has been created for each segment based on the eight attitude statements. The proportion of each segment strongly agreeing with each of the eight statements has been added together, with the proportion strongly agreeing to each positive statements being treated as a positive number and the proportion strongly agreeing with each of the negative statements being treated as a negative number. This number has then been divided by 8 to give an average across the eight statements. For example, the Proactive Guardians' total number was $100+100-7=193/8=24$).

X axis: An average behavioural score has also been created for each segment based on responses to questions asking how consistently each of five preventative actions was taken in the workplace (always, most of the time, about half the time, less than half the time, never). The actions were:

- Personal protective equipment being used when it should be
- Machinery and equipment being well maintained
- Machinery and equipment being fully checked before use
- Action being taken straight away when a potential hazard is identified
- Safety devices being fitted to machinery and equipment when they should be.

The proportion of each segment indicating each of the five actions was *always* taken has been added together and divided by five to give an average. The size of the segments is depicted by the size of the bubbles.

5.4.2 Visual map of segments: Workers

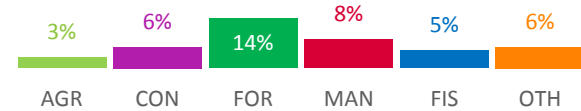
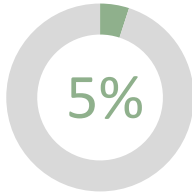


As can be seen, the Proactive Guardians hold a unique position on this chart, away from the other four segments. The two Pick and Mix segments are positioned on this chart relatively similarly in terms of attitude but are separated more by their actions. The chart positions of the Tick the Box and Resisting segments on actions are similar but their attitudes are different. These segments are profiled in more detail in the next section.

5.5 PROFILE OF THE WORKERS' SEGMENTS

Each of these segments is now profiled, focusing on the aspects that differentiate them from other segments.

PROACTIVE GUARDIANS



% OF EACH SECTOR COMPRISED OF PROACTIVE GUARDIANS

THE ATTITUDES THAT DISTINGUISH THEM: They derive huge satisfaction from a safe and healthy working environment – they don't accept excuses or provisos which may compromise Health and Safety. Their attitudes are consistent and unwavering.

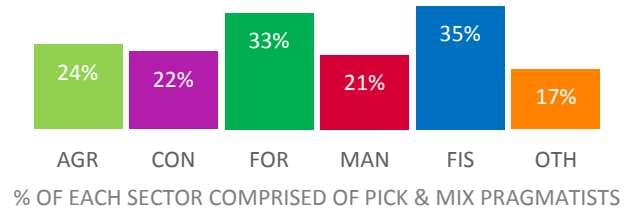
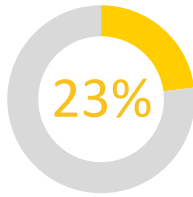
BEHAVIOUR IN THEIR WORKPLACES: They and/or their workmates are less likely than workers in other segments to take risks and they are more likely to always take preventative measures such as always wearing personal protective equipment and taking action straight away when a hazard is noticed. They are also less likely to have been harmed or had near misses in the past 12 months.

CULTURE IN THEIR WORKPLACES: Responsive dialogue is alive and well in their workplaces and there is a particularly strong belief that the bosses and workers work together to ensure everyone's safety. They have formal processes in place, particularly Health and Safety as a regular meeting agenda item, an elected representative and noticeboards, and most (69%) have had formal Health and Safety training in past 12 months.

WHAT THEY KNOW: There is almost universal confidence among the Proactive Guardians that they know their Health and Safety rights and responsibilities.

WHAT THEY LOOK LIKE: Almost all are employees (very few self-employed). They are over-represented in large organisations employing 100 or more (26% work in large organisations) and under-represented in small organisations with less than 10 employees (31% cf. 55% across all segments). They tend to be aged 35-54 years. They are most likely to be found among Forestry workers (14% of Forestry workers are Proactive Guardians) and least likely among Agricultural workers (3%).

PICK & MIX PRAGMATISTS



THE ATTITUDES THAT DISTINGUISH THEM: Like the Proactive Guardians, everyone in this segment strongly agrees they are always on the lookout for hazards and that they get huge satisfaction from knowing they have a healthy and safe environment. However, their views are more wavering and suggest that a lapse in Health and Safety is sometimes understandable or acceptable (e.g. 33% strongly agree it is not always realistic to follow every Health and Safety rule and guideline).

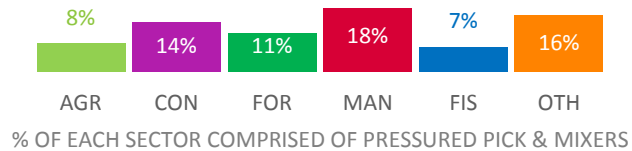
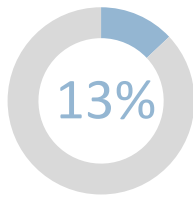
BEHAVIOUR IN THEIR WORKPLACES: This segment's behaviour is better than all except the Proactive Guardians – they more consistently take preventative actions and are less likely to take risks. This segment is also less likely to have had a near miss than all segments except Proactive Guardians. If a near miss or incident occurs in the workplace or a hazard is noticed, they are likely to follow good processes and take appropriate action.

CULTURE IN THEIR WORKPLACES: They are more likely than average to work in workplaces where responsive dialogue occurs and where there are participatory structures in place around Health and Safety. However, they are no more likely than average to have had formal training in the past 12 months.

WHAT THEY KNOW: They are more confident than average in their knowledge and skills to keep healthy and safe, and in their legal responsibilities and rights.

WHAT THEY LOOK LIKE: This segment contains many workers that have worked their way up through experience on the job to managerial or supervisory roles. They tend to be older workers (71% are 45+) and often less qualified (43% have no formal qualifications or just the equivalent of NCEA level one). They are most likely to be found among Forestry workers (33% of Forestry workers are in this segment) and Commercial Fishing workers (35%) and least likely among 'Other' workers (17%).

PRESSURED PICK & MIXERS



THE ATTITUDES THAT DISTINGUISH THEM: This segment buys into the importance of Health and Safety, they are not just doing it because they have to – but they tend to just agree rather than strongly agree with the statements (as the first two segments do). The Pressured Pick and Mixers are more likely than the Pick and Mix Pragmatists to think it's easy to forget about Health and Safety when you are really busy (43% agree with this statement cf. 33% of the Pragmatists).

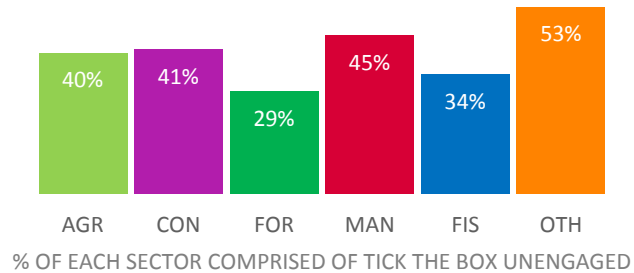
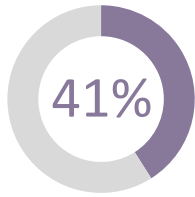
BEHAVIOUR IN THEIR WORKPLACES: They and/or their workmates are relatively more likely to behave in risky ways, especially making mistakes through carelessness or distraction or taking shortcuts on purpose to save time, through being overtired, through being put under pressure by the boss and by not having proper supervision. While no more likely than other segments to have been harmed, more of the Pressured Pick and Mix people (along with the Tick the Box segment) have had a near miss in the past 12 months. They are less consistent than the previous two segments discussed in taking preventative actions (such as wearing protective gear).

CULTURE IN THEIR WORKPLACES: Responsive dialogue is less embedded in the culture of their workplaces compared with the first two segments. However, their workplaces are more likely (except for Proactive Guardian segment) to have formal participatory structures in place such as regular Health and Safety meetings, a representative and/or a committee. Formal Health and Safety training is higher than average in this segment as well.

WHAT THEY KNOW: Their knowledge of their legal responsibilities and rights is only average.

WHAT THEY LOOK LIKE: More likely to be employees (rather than self-employed) and with a trade or Polytechnic qualification (41%). This is the segment most likely to be working alongside migrant workers (33% do so) and in larger businesses of 20 or more people (42%). They are found more in the Manufacturing sector (18% of Manufacturing workers are Pressured Pick and Mixers).

TICK THE BOX UNENGAGED



THE ATTITUDES THAT DISTINGUISH THEM: Staying healthy and safe at work is less of a priority for this segment and work-life balance and making good money is relatively more important. They are the segment least likely to agree with the positive Health and Safety statements (only 21% strongly agree they always on the lookout for Health and Safety hazards and only 16% strongly agree they get huge satisfaction from a safe workplace). The Tick the Box Unengaged segment don't really get annoyed with the rules, they don't really just do it because they have to, they don't think Health and Safety is a waste of time – they just don't really seem to think about it much.

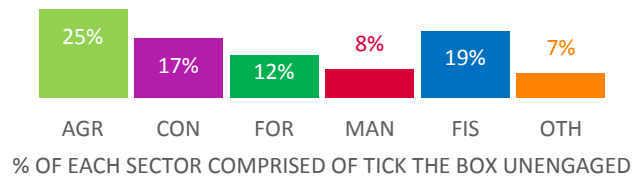
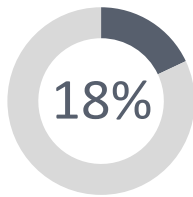
BEHAVIOUR IN THEIR WORKPLACES: Along with the Pressured Pick and Mixers, this is the segment most likely to behave in risky ways. Along with the Pressured Pick and Mixers, they are also the segment most likely to have had a near miss. If they have been harmed or had a near miss, they are less likely to have told anyone about it or had it recorded. They are the segment least likely to **always** take appropriate preventative measures. They are also less likely to notice any hazards.

CULTURE IN THEIR WORKPLACES: Responsive dialogue is less visible in the workplaces of this segment. Participatory structures are also less likely than average to be in place. The Tick the Box Unengaged segment are less likely to agree they have a say in decisions affecting their Health and Safety (64% have a say, compared with 88% of Proactive Guardians). Compared with other segments, they are less likely to feel they are well equipped or well informed about Health and Safety.

WHAT THEY KNOW: They have lower levels of confidence in their knowledge and skills to keep well and safe at work and they are less sure of their rights and responsibilities.

WHAT THEY LOOK LIKE: This is the largest segment with no distinguishing demographic characteristics. They are found more in the 'Other' Segment (particularly among office workers) but they comprise a large proportion of every sector (although less dominant in Forestry and Commercial Fishing than in Manufacturing, Construction and Agriculture).

RESISTING



THE ATTITUDES THAT DISTINGUISH THEM: As well as being motivated by pride, the Resisting also love the freedom of making their own decisions, of working outdoors and/or on the land. Health and Safety is about staying fit and healthy to keep doing the work they enjoy. They feel Health and Safety can be a waste of time because it won't stop all accidents happening (81% agree), to get annoyed there are so many rules when how they keep safe is their own business (89% agree) and to feel it is not always realistic to follow every Health and Safety rule (87%). Many think the biggest difference to improving worker safety will be made through people taking personal responsibility and using their common sense.

BEHAVIOUR IN THEIR WORKPLACES: They are the sector most likely to work while sick or injured and many also work when overtired. While the incidence of accidents or near misses in this segment is average compared with the other segments, if something happens it is likely to be actioned or fixed on the spot rather than reported or recorded. The Resisting are also less likely than other sectors (except for the Tick the Box Unengaged segment) to **always** take preventative actions.

CULTURE IN THEIR WORKPLACES: If the subject is brought up or if an incident happens, then open and frank dialogue takes place—but if something happens when others aren't around it is most likely to be fixed rather than telling everyone about it. The workplaces of the Resisting are less likely to have formal participatory structures in place (even when the self-employed are removed from this segment, 30% have no formal structures) and 34% of the Resisting segment have **never** had any formal Health and safety training.

WHAT THEY KNOW: Along with the Tick the Box Unengaged segment, the Resisting are least confident in knowing their rights and responsibilities.

WHAT THEY LOOK LIKE: This segment is heavily New Zealand European. It contains a higher proportion of self-employed people (33%) or small employers who work alongside their workers (24%). Many (28%) work 51 hours or more a week. Their workplaces are generally small with less than ten employees (77%). They are more likely to be found in the Agriculture sector (25% of workers in the Agriculture sector are Resisting).

5.6 THE EMPLOYERS' SEGMENTS – OVERVIEW

The following table illustrates the statements from which the employer segments were derived. Employers were asked the extent to which they agreed or disagreed with each statement and responded using a 5-point scale ranging from strongly disagree to strongly agree. This table shows the proportion of each segment who **strongly agreed** with each statement.

Again, this table is colour coded – the green showing where a segment's results are significantly better than the average (from a Health and Safety perspective) and the pink where results are significantly worse (not supportive of Health and Safety) compared with the overall result. Note that the two statements above the line express positive attitudes to Health and Safety (and therefore 100% strongly agreeing with each is the optimal result) whereas strong agreement with the six statements below the line indicates Health and Safety may be considered more optional (and therefore 100% strongly agreeing is the worst result).

5.6.1 Proportion strongly agreeing with attitude statements: Employers' segments

% STRONGLY AGREE	PROACTIVE GUARDIAN 10%	PICK & MIX PRAGMATISTS 36%	DUTIFUL PICK & MIXERS 6%	TICK THE BOX 34%	UNENGAGED 14%
I ALWAYS KEEP AN EYE OUT FOR HEALTH AND SAFETY HAZARDS AT WORK	100%	100%	48%	0%	0%
WE ARE HIGHLY MOTIVATED TO COMPLY WITH ALL HEALTH AND SAFETY REGULATIONS	100%	35%	7%	12%	9%
THE MAIN REASON WE FOLLOW HEALTH AND SAFETY IS SO WE DON'T GET INTO TROUBLE	0%	22%	0%	6%	8%
WE HAVE RULES AROUND WORKING SAFELY BUT IT IS UP TO WORKERS ON WHETHER THEY ALWAYS FOLLOW THEM	20%	30%	19%	10%	16%
WHEN YOU ARE REALLY BUSY, IT'S EASY TO FORGET ABOUT HEALTH AND SAFETY	1%	8%	0%	3%	6%
HEALTH AND SAFETY IS IMPORTANT BUT IT'S NOT ALWAYS REALISTIC TO FOLLOW EVERY RULE AND GUIDELINE	14%	31%	29%	18%	16%
I GET ANNOYED THAT THERE ARE SO MANY HEALTH AND SAFETY REGULATIONS - THIS IS MY BUSINESS AND I DON'T NEED TO BE TOLD HOW TO RUN IT	0%	10%	18%	4%	6%
HEALTH AND SAFETY CAN BE A WASTE OF MONEY BECAUSE IT WON'T STOP ALL ACCIDENTS HAPPENING	0%	10%	3%	5%	7%

KEY: COMPARED WITH THE OVERALL RESULT
(from an optimal Health and Safety viewpoint)

SIGNIFICANTLY
BETTER

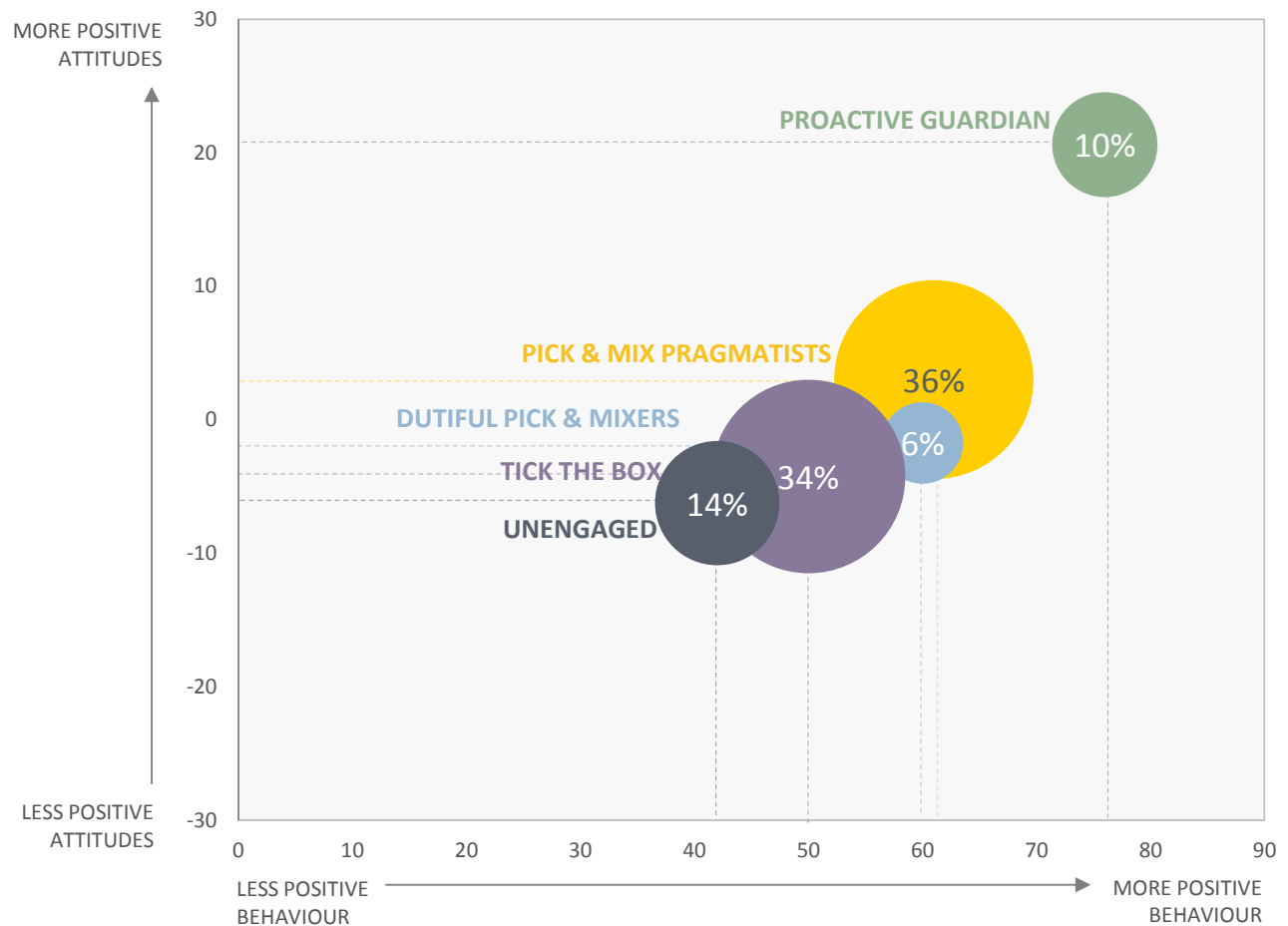
SIGNIFICANTLY
WORSE

Base: Employers from the 4 Risk Sectors (Proactive Guardian, n=206; Pick & Mix Pragmatists, n=528; Dutiful Pick & Mixers, n=82; Tick the Box, n=439; Unengaged, n=170)

This table shows clear differentiation between segments, with the exception of the Tick the Box and the Unengaged segments. To pull these segments apart, the less extreme ends of the agreement scale need to be considered. For example, while 100% of Tick the Box agree (although none **strongly agree**) that they always keep an eye out for Health and Safety hazards at work, 0% of the Unengaged agree that this is the case.

The following chart is the same visual map or representation of the employer segments, with the axes identical to those used in the earlier workers map.

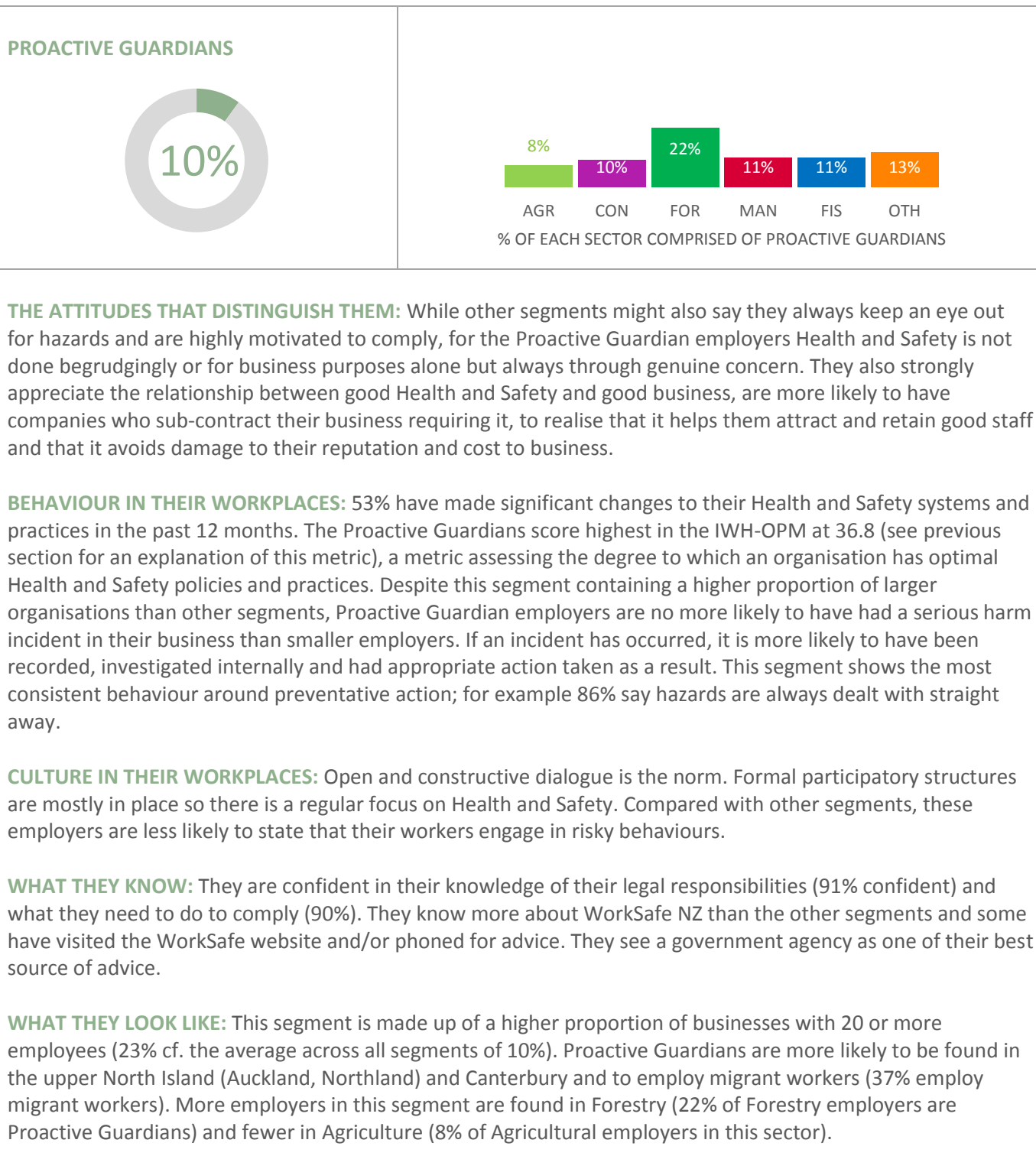
5.6.2 Visual map of segments: Employers



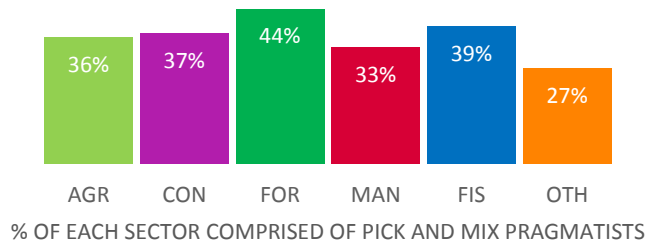
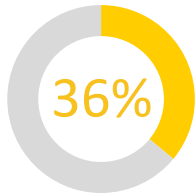
Base: Employers from the 4 Risk Sectors (Proactive Guardian, n=206; Pick & Mix Pragmatists, n=528; Dutiful Pick & Mixers, n=82; Tick the Box, n=439; Unengaged, n=170)

As can be seen, the pattern is very similar to that of the workers' map, with Proactive Guardian employers holding a unique position away from the other segments, particularly in terms of attitude. The two Pick and Mix segments are positioned closely in terms of behaviour but the attitudes of the Dutiful Pick and Mix segment are not as supportive of Health and Safety as the Pick and Mix Pragmatists. Overall, there is less differentiation of the employer segments attitudinally when compared with the workers (other than the Proactive Guardians).

5.7 PROFILE OF THE EMPLOYERS' SEGMENTS



PICK AND MIX PRAGMATISTS



THE ATTITUDES THAT DISTINGUISH THEM: The employers in this segment always keep an eye out for Health and Safety hazards (100% strongly agree) and most agree (76%) that they are highly motivated to comply with all Health and Safety regulations, but many also express attitudes indicating they are a little more begrudging about Health and Safety and/or believe sometimes it is unrealistic to follow all rules. One in five even strongly agrees that they mainly do Health and Safety to avoid getting in trouble. While they express strong concern for the Health and Safety of their workers, their Health and Safety activities are also strongly driven by other factors, particularly the cost to the business of a loss in productivity following a serious harm incident and by a wish to avoid being found at fault.

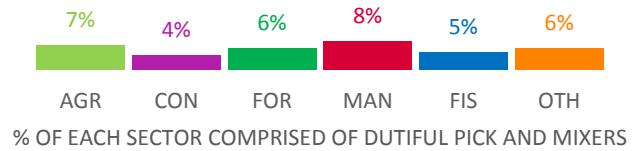
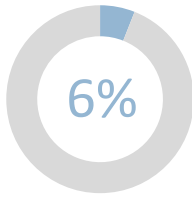
BEHAVIOUR IN THEIR WORKPLACES: 45% have made significant changes to their Health and Safety systems and practices in past 12 months. They score second highest on the IWH-OPM at 34.1 so they have relatively good policies and practices. The general pattern of risky behaviour among their workers is no better than average despite this; most commonly these employers believe their workers make mistakes through carelessness or distraction, through working when sick or injured or when over-tired. While their behaviour is better than average in terms of preventative actions being taken by workers, these actions are taken less consistently compared with Proactive Guardians.

CULTURE IN THEIR WORKPLACES: Responsive dialogue is better than all other segments except Proactive Guardians, Health and Safety is more likely than average to be an agenda item at regular team meetings and a formal mentoring system is more likely than average to be in place.

WHAT THEY KNOW: Employers in this segment are mostly confident they know their legal responsibilities (76% confident) and how to comply (73% confident).

THEIR DEMOGRAPHICS: The Pick and Mix Pragmatists are the employers most likely to employ contractors and/or temps. More of this segment is found in Forestry (44% of Forestry employers) and is least likely to be found in the 'Other' sector (27%).

DUTIFUL PICK AND MIXERS



THE ATTITUDES THAT DISTINGUISH THEM: Employers in this segment feel Health and Safety is important but that it is unrealistic to expect all rules will be followed (74% agree this is the case). Some (33%) get annoyed that there are so many rules and feel that they shouldn't be told how to run their own business. What the Dutiful Pick and Mixers do about Health and Safety is influenced by a very strong concern for their workers, considerably more so than by a wish to avoid negative consequences for the business or to benefit from positive consequences for the business. They feel a duty of care for their workers.

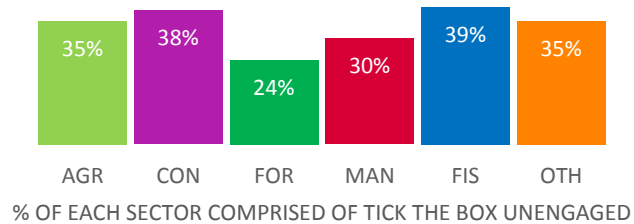
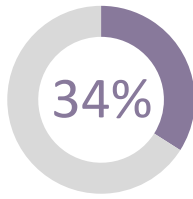
BEHAVIOUR IN THEIR WORKPLACES: Only a small minority (17% cf. 40% average across the segments) have made any changes to Health and Safety processes in last 12 months. Their IWH-OPM score is third highest at 33.5. The behaviour of their workers is often less risky compared with other segments; they do not put their workers under unreasonable pressure to get things done. Preventative actions are generally consistently followed. So, even though these employers may grumble about the rules their workplaces appear generally safer and their concern for the workers seems genuine.

CULTURE IN THEIR WORKPLACES: Formal processes are less likely to be in place. However, employers in this segment feel workers are always involved in decisions affecting their Health and Safety, people in charge of safety have the authority to make necessary changes, and everyone has the tools and equipment they need to keep safe.

WHAT THEY KNOW: They are not particularly confident in their knowledge of regulations and how to comply, but they are not really concerned with being fined or prosecuted.

WHAT THEY LOOK LIKE: These are small companies with fewer than ten employees. They are less likely than other segments to be employing any migrant workers. Each sector has only a small proportion of employers in this Dutiful Pick and Mixer segment, peaking from 8% in Manufacturing to 4% in Construction.

TICK THE BOX



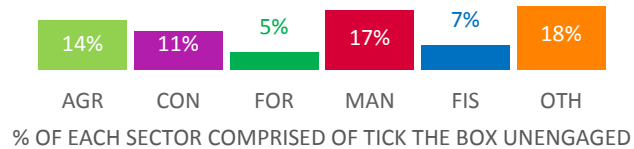
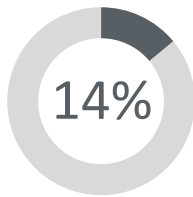
THE ATTITUDES THAT DISTINGUISH THEM: This segment gives the impression that their engagement with Health and Safety is more casual. They all agree (but none **strongly agree**) they keep an eye out for hazards, and only 12% are highly motivated to comply with all the rules. While they are concerned for the safety of the workers, this concern is slightly lower than average and many think it is up to the workers as to whether they follow all the rules. Slightly more so than other employers, they would like their business to be recognised as a great place to work.

BEHAVIOUR IN THEIR WORKPLACES: 42% have made significant changes to Health and Safety processes in the past 12 months. Their score is comparatively low on the IWH-OPM at 30.9. The prevalence of risky behaviours among workers in their businesses is about average, except that employers in this segment are more likely to feel their workers work when overtired, too long without a break or are put at risk by something outside their control. Their workers take preventative actions such as wearing protective gear most rather than all the time.

CULTURE IN THEIR WORKPLACES: Overall you get the sense that the businesses represented by the employers in this segment are less formal and more casual in their approach to Health and Safety. It is important, and they care for their workers, but there is only so much a business can and should do. While employers and workers talk to each other, there appears to be fewer businesses in this sector where accidents, near misses and hazards are always reported from workers to bosses and back from bosses to other workers.

WHAT THEY KNOW: They are not that confident in their knowledge of regulations (59% confident) and how to comply (54% confident).

WHAT THEY LOOK LIKE: The Tick the Box employers tend to be smaller businesses, a quarter have no employees but employ contractors or sub-contractors. This segment is less commonly found in the Forestry sector (24%) and peaks in the Commercial Fishing (39%) and Construction (38%) sectors.

UNENGAGED

THE ATTITUDES THAT DISTINGUISH THEM: The employers in this segment do not always keep an eye out for hazards (0% agree they always do this) and only 25% agree they are highly motivated to comply with all the rules. Only 59% agree they would feel personally responsible if a worker was injured. Other responses throughout the survey suggest these attitudes are driven by a lack of engagement with Health and Safety rather than a frustration with or disregard for rules. The Unengaged are the segment most likely to indicate that their focus could be more on profit or productivity rather than Health and Safety. They may still have a strong concern for the Health and Safety of the workers but it can be overshadowed by other concerns and/or just ignored or overlooked through a lack of engagement.

BEHAVIOUR IN THEIR WORKPLACES: Only 27% have made any significant changes to Health and Safety processes in the past 12 months and their score on the IWH-OPM is lowest at 29.1. Their workers are more likely than average to engage in risky behaviours, particularly on doing jobs they don't have skills for, making a mistake through pressure to get the job done, through machinery breakdown or fault. Their workers are also less likely to always take preventative actions such as checking machinery or wearing protective gear. This segment has the highest proportion of businesses with a worker who suffered a serious harm, but lower levels of these harms being recorded or investigated. These employers are less likely to know if their workers have had any near miss experiences and are less likely to have noticed any new hazards.

CULTURE IN THEIR WORKPLACES: While not as positive as other segments, most employers believe that there is open and free dialogue in their businesses. However, processes such as workers reporting incidents to bosses occur with less consistency and there are fewer formal systems in place for workers to regularly engage in Health and Safety discussions.

WHAT THEY KNOW: Only a minority (46%) are confident that they are fully aware of their Health and Safety obligations and fewer (38%) are confident that they understand how to comply.

WHAT THEY LOOK LIKE: This segment's profile matches the overall profile of employers in terms of business size. Compared with other segments, a higher proportion of employers in this segment are female employers (42% compared with 33% females overall). The Unengaged are found more in Manufacturing (17% of Manufacturing employers) and the 'Other' sector (18%) and are particularly hard to find in Forestry and Commercial Fishing.

5.8 TYING UP THE QUALITATIVE AND QUANTITATIVE SEGMENTS AND IMPLICATIONS FOR COMMUNICATIONS

The Qualitative Research: Cross-Sector Report July 2014 detailed triggers and barriers to Health and Safety and made recommendations for communications targeting the different typologies or segments identified. This quantitative segmentation has identified similar segments and, therefore, the recommendations made in the qualitative research remain valid, with some additions or changes of focus as follows:

QUALITATIVE TYPOLOGIES	QUANTITATIVE SEGMENTS	SUMMARY OF COMMUNICATION RECOMMENDATIONS FROM QUALITATIVE REPORT	AMENDMENTS - BASED ON QUANTITATIVE SEGMENTATION
PROACTIVE GUARDIANS	Worker: Proactive Guardians (5%)	The Proactive Guardian does not need motivation to change, but needs acknowledgment, encouragement, rewards, resources and support to continue so they have a positive impact on employees/co-workers . and don't become disillusioned and lapse into one of the other segments.	The quantitative research confirmed the presence of this segment and the recommendations for communications stand.
	Employer: Proactive Guardians (10%)		
PICK AND MIX PRAGMATISTS	Worker: Pick and Mix Pragmatist (23%)	There is the potential for high levels of motivation to change if Pick and Mix Pragmatists are reminded that good Health and Safety is the right thing to do, and given the tools to do it quickly and cost-effectively. Respect what they are doing already and build on it, challenge calculated risks that are being taken, remind them constantly without nagging.	The quantitative research confirmed the presence of this segment and recommendations for communications stand with the following addition for employers in this segment: While very much still a minority view, this segment has the highest proportion (22%) strongly motivated by a wish to avoid getting into trouble. Therefore, this segment will also benefit from being constantly aware an inspection may occur.
	Employer: Pick and Mix Pragmatist (36%)		
(NOT IDENTIFIED AT THE QUALITATIVE STAGE)	Worker: Pressured Pick and Mixers (13%)	(Not identified at the qualitative stage)	If these segments were to be specifically targeted, in addition to the recommendations for the Pick and Mix Pragmatists above: Reminding the Pressured Pick and Mix workers of the negative pressure and time consequences of a Health and Safety incident Reminding Dutiful Pick and Mix employers that the regulations help them meet their duty of care to their workers
	Employer: Dutiful Pick and Mixers (6%)		

QUALITATIVE TYPOLOGIES	QUANTITATIVE SEGMENTS	SUMMARY OF COMMUNICATION RECOMMENDATIONS FROM QUALITATIVE REPORT	AMENDMENTS - BASED ON QUANTITATIVE SEGMENTATION
TICK THE BOX IMMUNITY	Worker: Unengaged Tick the Box (41%)	If employing others, the Tick the Box Immunity individual will be motivated by the business argument. They may also be motivated to change if they are persuaded to reflect on mateship and everyone pulling together and how important this is in a field of work that is inherently risky and dangerous.	The quantitative segmentation did not readily identify a unique segment primarily driven by fear of prosecution or censure (this tended to be one driver rather than a sole or primary driver).
	Employer: Tick the Box (34%)		Therefore, our recommendation is to consider this segment as a 'tick the box' segment, a segment that does enough but no more, dropping the focus on fear of censure and immunity. The recommendation for communications still stand with some additional focus: For workers, the challenge extends to actually putting Health and Safety more firmly on the radar For employers, the challenge extends to encouraging a less casual and more systematic approach to Health and Safety
RESISTING	Workers: Resisting (18%)	Resisting employees require a communications strategy that relates to being fit for work and responsibility to your workmates. Enforcement is a key motivator for the Resisting type. They need to be made aware of the reality of penalties and fines. There may also be the potential to 'name and shame'. Ultimately, for the hardcore Resisting individuals it is peer group pressure that is most likely to effect a change.	While a resisting segment was identified among workers, it was not as evident among employers. The Resisting workers' segment did not dispute the importance of Health and Safety but, rather was resistant to the need for so many rules and regulations. The employers segment that emerged was unengaged rather than resistant, with Health and Safety less embedded in the culture of their businesses.
	Employers: Unengaged (14%)		The communications recommendations still apply with the following additions: For Resisting workers, rights and regulations need to be understood and explained (rather than just imposed or threatened) For unengaged employers, the threat of enforcement may jolt them out of apathy. However, an initial step for this segment would be to increase awareness and understanding of employer obligations.
HIDDEN	Not included in the Quantitative work	The Hidden need education to be made aware of the rules and their rights as workers and they also need support e.g. an anonymous migrant helpline for advice, information etc.	



SECTION 6: COMMUNICATION

6 COMMUNICATION

One of the primary objectives of this research is to inform National Programmes' design and development. The qualitative research provided a rich understanding of the attitudes and behaviours that exist. This benchmark quantitative study measures attitudes and behaviours, identified in the qualitative research and in the literature as impacting on Health and Safety that can be tracked over time. Through tracking, changes will be picked up and programmes can be adapted accordingly.

In this section we cover the following:

- To identify the groups in each sector that might be more effective or appropriate advocates/ channels for messages. Respondents were asked to identify the people or groups they would turn to for advice about Health and Safety
- To help evaluate the extent to which the programmes developed are being noticed and are impacting on attitudes and behaviours, the quantitative research measured awareness of these programmes and the actions taken as a result. Awareness of campaigns was measured by both unprompted and prompted means. Very early on in the survey, we obtained a measure of unprompted awareness of advertising and information and people wrote down what they remembered to be the main messages of the materials they had seen or heard. Later on, respondents within each sector were prompted about a specific campaign that had occurred targeting their sector and asked whether they had noticed this campaign and if so, whether they had done anything differently or taken any action as a result.

Since the questions about programmes and campaigns were sector-specific, the results appear in the individual sector reports only. In summary, awareness of the campaigns tested in this benchmark was at a good level with the exception of the Safe Use of Machinery Campaign in Manufacturing. The proportion **certain** they had seen each campaign was as follows:

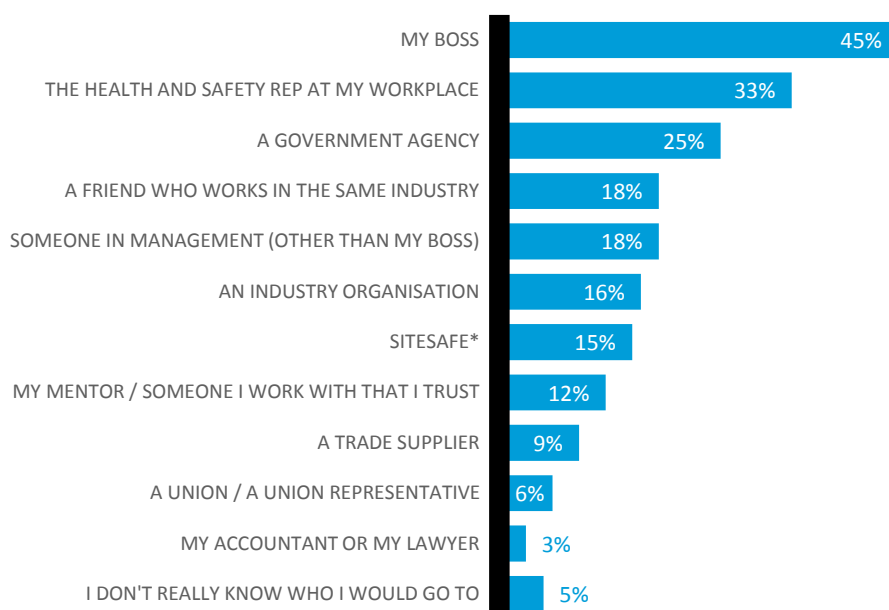
- In Agriculture, 54% of workers and 56% of employers were certain they had noticed the Quad Bike Campaign
- In Construction, 31% of workers and 46% of employers were certain they had noticed the Doing Nothing is not an Option Campaign
- In Forestry, 39% of workers and 57% of employers were certain they had noticed the Safer Forest Harvesting Campaign
- In Manufacturing, just 5% of workers and 9% of employers were certain they had noticed the Safe Use of Machinery Campaign
- In Commercial Fishing, 43% of workers and 65% of employers were certain they had noticed the FishSafe Campaign.

The research shows a relationship between awareness of a campaign and some of the indicators of positive attitudes and behaviours (however, this cannot be read as cause and effect as those more attuned to Health and Safety might notice campaigns or those who notice campaigns might become more attuned to Health and Safety).

6.1 SOURCES OF ADVICE

When asked where they would seek advice about something to do with Health and Safety, **workers** across the four WorkSafe NZ high-risk sectors indicated that they were most likely to talk to their immediate boss or a Health and Safety representative at their workplace. One in four workers would seek advice from a government agency.

6.1.1 Where advice would be sought on Health and Safety: Workers



Base: Workers from 4 Risk Sectors (n=2289)

*Asked only of Construction sector

Q: If you need advice in the next few weeks about something to do with health and safety, who would you go to?

In all sectors except Manufacturing, the boss was the most frequently mentioned source of advice. In Manufacturing, a Health and Safety rep was seen as an equally good source of advice as the boss. In Agriculture and in Commercial Fishing, an industry organisation appeared in the top three sources of advice while a government agency also appeared in the top three of these two sectors. SiteSafe rounded out the top three in Construction.

6.1.2 Three most frequently mentioned sources of advice: Workers

	AGRICULTURE (n=594)	CONSTRUCTION (n=615)	FORESTRY (n=377)	MANUFACTURING (n=703)	COMMERCIAL FISHING (n=504)	OTHER (n=917)
1	36% My boss	44% My boss	65% My boss	58% The health and safety rep at my workplace	55% My boss, vessel master, skipper	54% My boss
2	30% An industry organisation	37% The health and safety rep at my workplace	47% The health and safety rep at my workplace	58% My boss	30% A government agency	43% The health and safety rep at my workplace
3	29% A government agency	34% SiteSafe	33% Someone in management	26% Someone in management	28% An industry organisation	23% Someone in management

Base: Workers

Q: Where advice would be sought/best sources of advice

When asked to name their best sources of advice on Health and Safety matters, **Employers** identified a government agency, an industry organisation and Health and Safety consultants most frequently.

6.1.3 Best sources of advice on Health and Safety matters: Employers



Base: Employers from 4 Risk Sectors (n=1352)

* Asked only of Construction sector

Q: If you wanted advice for your business about something to do with health and safety, which do you see as the best sources of advice?

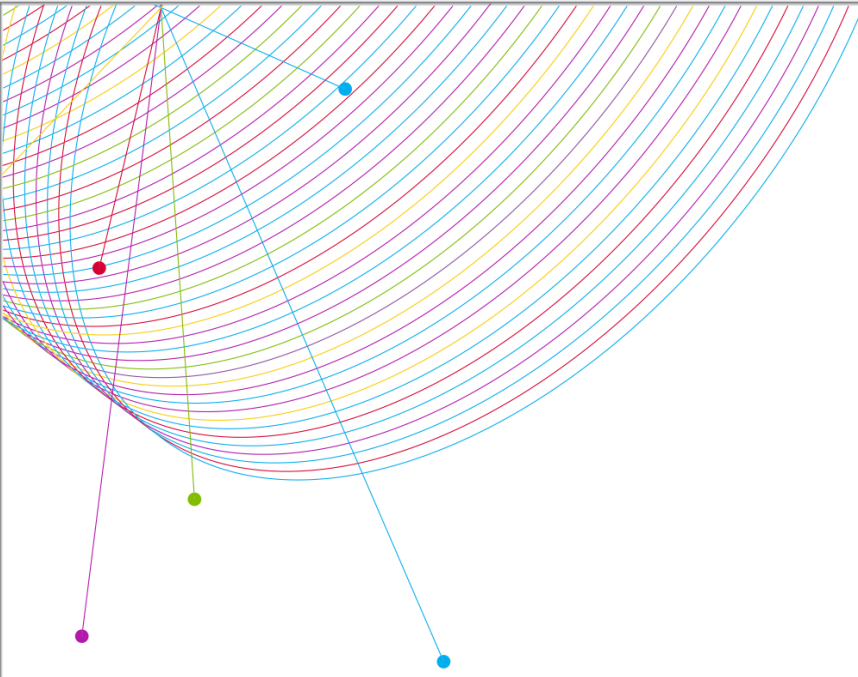
Government agency appeared in the top two across all sectors and was particularly strong in the Forestry and Commercial Fishing sectors. In Agriculture, industry organisations were more prominent than in other sectors, while SiteSafe has clearly become a good source of advice to employers in Construction.

6.1.4 Top three places advice would be sought: Employers

	AGRICULTURE (n=381)	CONSTRUCTION (n=346)	FORESTRY (n=268)	MANUFACTURING (n=357)	COMMERCIAL FISHING (n=135)	OTHER (n=322)
1	55% An industry organisation	52% SiteSafe	69% A government agency	53% A government agency	70% A government agency	55% A government agency
2	45% A government agency	51% A government agency	51% Health and safety consultants	42% Health and safety consultants	45% An industry organisation	33% An industry organisation
3	27% Health and safety consultants	42% Health and safety consultants	48% An industry organisation	32% An industry organisation	25% Other employers	32% Health and safety consultants

Base: Employers

Q: Where advice would be sought/best sources of advice



SECTION 7: PERCEPTIONS OF WORKSAFE NZ/MARITIME NZ

7 PERCEPTIONS OF WORKSAFE NZ/MARITIME NZ

In this section, we consider the level of awareness and knowledge of WorkSafe NZ that exists among workers and employers. WorkSafe NZ had only been launched for just over six months when this research was conducted.

The work carried out by Valerie Braithwaite for Safe Work Australia highlighted the importance of a respected and trusted work safety authority, with its presence known to workers and employers and with a reputation for being fair.

This survey measured the extent to which respondents had heard of WorkSafe NZ and felt they knew something about this new organisation. It also measured the ways in which respondents had been in contact with WorkSafe NZ.

Respondents were also asked how likely they felt it was that their workplace would be visited by an inspector from WorkSafe NZ in the following 12 months. The assumption for this question is that behaviour may change and/or compliance may increase as the perceived likelihood of inspection increases. The proportion anticipating a visit from the inspector will be tracked over time.

Finally, questioning was included that aimed to get a steer on where workers and employers believed WorkSafe NZ should be focusing to improve workplace Health and Safety in New Zealand.

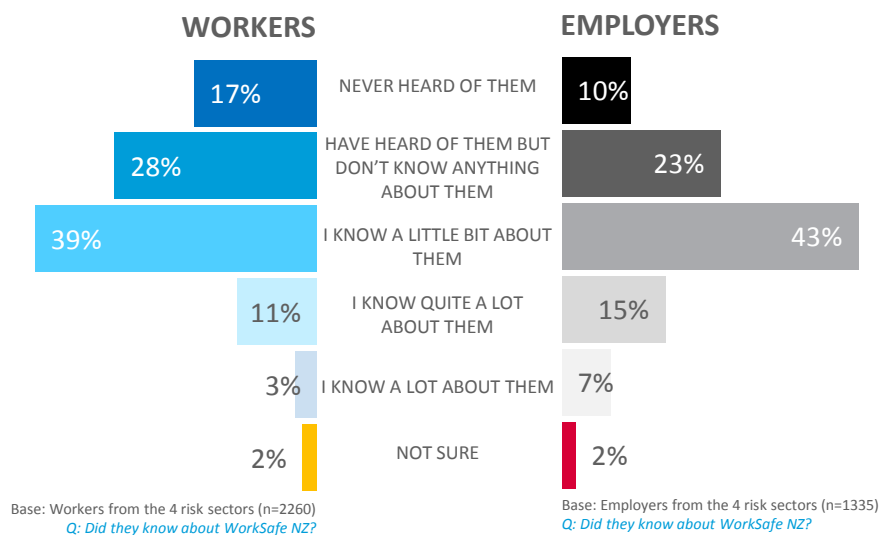
In the Commercial Fishing sector, identical questions were asked, but with Maritime NZ as the agency considered.

7.1 AWARENESS AND KNOWLEDGE OF WORKSAFE NZ

Seventeen percent of **workers** across the four WorkSafe NZ high-risk sectors had not heard of WorkSafe NZ prior to the survey and a further 28% recognised the name but claimed to know nothing about this organisation. Just 14% of workers felt they knew at least **quite a lot** about WorkSafe NZ.

As might be expected, among employers awareness was higher. However, just 22% of employers felt they knew at least **quite a lot** about WorkSafe NZ. A third of employers felt they knew nothing about WorkSafe NZ (10% hadn't heard of the organisation and 23% had only heard the name but knew nothing about it). Among large businesses with 100 or more employees, 91% claimed at least **quite a lot** of knowledge about WorkSafe NZ.

7.1.1 Awareness of and familiarity with WorkSafe NZ: Workers and Employers



The following table compares awareness and knowledge among **workers** across all six sectors. As can be seen:

- Forestry workers (30% cf. 14% across the four sectors) were more likely to know at least **quite a lot** about WorkSafe NZ
- Manufacturing workers (10%) were least likely to express this level of knowledge and 27% of workers in this sector had never heard of WorkSafe NZ
- 30% of workers in the 'Other' sector had never heard of WorkSafe NZ
- Given WorkSafe NZ's relatively recent launch, awareness and knowledge of **Maritime NZ** was considerably higher among workers in Commercial Fishing, with 30% professing to know **a lot** about this organisation and a further 31% feeling they knew **quite a lot**.

7.1.2 Awareness of and familiarity with WorkSafe NZ/Maritime NZ: Workers

	AGRICULTURE (n=591)	CONSTRUCTION (n=609)	FORESTRY (n=373)	MANUFACTURING (n=687)	COMMERCIAL FISHING (n=508)	OTHER SECTOR (n=907)
NEVER HEARD OF THEM	15%	15%	14%	27%	3%	30%
HAVE HEARD OF BUT DON'T KNOW ANYTHING ABOUT THEM	29%	26%	21%	30%	8%	28%
I KNOW A LITTLE BIT ABOUT THEM	42%	40%	34%	29%	26%	29%
I KNOW QUITE A LOT ABOUT THEM	9%	14%	19%	7%	31%	8%
I KNOW A LOT ABOUT THEM	3%	3%	11%	3%	30%	2%
NOT SURE	2%	2%	1%	3%	1%	3%

Base: Workers

Q: Did they know about WorkSafe NZ?

When **employers'** levels of awareness and knowledge across the four WorkSafe NZ sectors are compared, the same patterns emerge with levels being highest in Forestry and lowest in Manufacturing. In the 'Other' sector, one in five employers had not even heard of WorkSafe NZ.

Among the Commercial Fishing sector, 43% of employers felt they knew a lot about **Maritime NZ** and a further 37% felt they knew quite a lot about this organisation.

7.1.3 Awareness of and familiarity with WorkSafe NZ/Maritime NZ: Employers

	AGRICULTURE (n=377)	CONSTRUCTION (n=337)	FORESTRY (n=266)	MANUFACTURING (n=355)	COMMERCIAL FISHING (n=133)	OTHER SECTOR (n=313)
NEVER HEARD OF THEM	9%	10%	1%	13%	-	20%
HAVE HEARD OF BUT DON'T KNOW ANYTHING ABOUT THEM	25%	19%	6%	25%	3%	25%
I KNOW A LITTLE BIT ABOUT THEM	48%	40%	25%	40%	17%	38%
I KNOW QUITE A LOT ABOUT THEM	14%	20%	31%	11%	37%	10%
I KNOW A LOT ABOUT THEM	4%	9%	35%	7%	43%	5%
NOT SURE	-	2%	1%	3%	-	3%

Base: Employers

Q: Did they know about WorkSafe NZ?

As well as measuring the level of awareness and knowledge about WorkSafe NZ, the survey also asked workers whether or not they were aware of some of the ways in which WorkSafe NZ could be relevant and/or useful for them. Specifically, workers were asked whether they were aware they could make a complaint relating to Health and Safety to this organisation, seek information on Health and Safety, request an inspector to visit if they thought a workplace was unsafe and if they knew that WorkSafe NZ had a toll-free 0800 number.

This question was just asked of those workers who indicated they at least knew a little bit about WorkSafe NZ (the assumption being that those who had never heard of it or had only heard the name would have no knowledge in these areas). However, to provide an overall view among all workers in the risk sectors in New Zealand, the following percentages have been re-based to the total sample of all workers.

On this basis, just a minority of workers were aware of each of these four areas. Forty five percent of workers knew (or at least assumed) they could access information from WorkSafe NZ, while just 28% were aware WorkSafe NZ has a toll free number.

7.1.4 Knowledge about contacting WorkSafe NZ: Workers



Base: Workers in 4 risk sectors (n=2236-2255)
Q: Did they know that they can contact WorkSafe NZ to...?

As a general rule, awareness was greatest for all areas among older workers (55 years and over).

When sectors were compared, workers in Forestry were more aware that WorkSafe NZ could be contacted for each purpose and Construction and Agriculture workers were also more likely to be aware than workers from Manufacturing. As can be seen, awareness among the Commercial Fishing sector that Maritime NZ could be contacted for each purpose was considerably higher.

7.1.5 Knowledge about contacting WorkSafe NZ/Maritime NZ: Workers

% YES	AGRICULTURE (n=579-588)	CONSTRUCTION (n=598-609)	FORESTRY (n=369-372)	MANUFACTURING (n=682-687)	COMMERCIAL FISHING (n=489-496)	OTHER SECTOR (n=908-911)
To make a complaint about health and safety	38%	42%	50%	26%	65%	28%
To get information or advice on health and safety	46%	50%	54%	32%	71%	34%
To ask for an inspector to visit a workplace if you thought it was unsafe	35%	39%	47%	22%	62%	21%
Through a toll-free 0800 phone number	30%	29%	37%	21%	55%	23%

Base: Workers
Q: Did they know that they contact WorkSafe NZ/Maritime NZ...

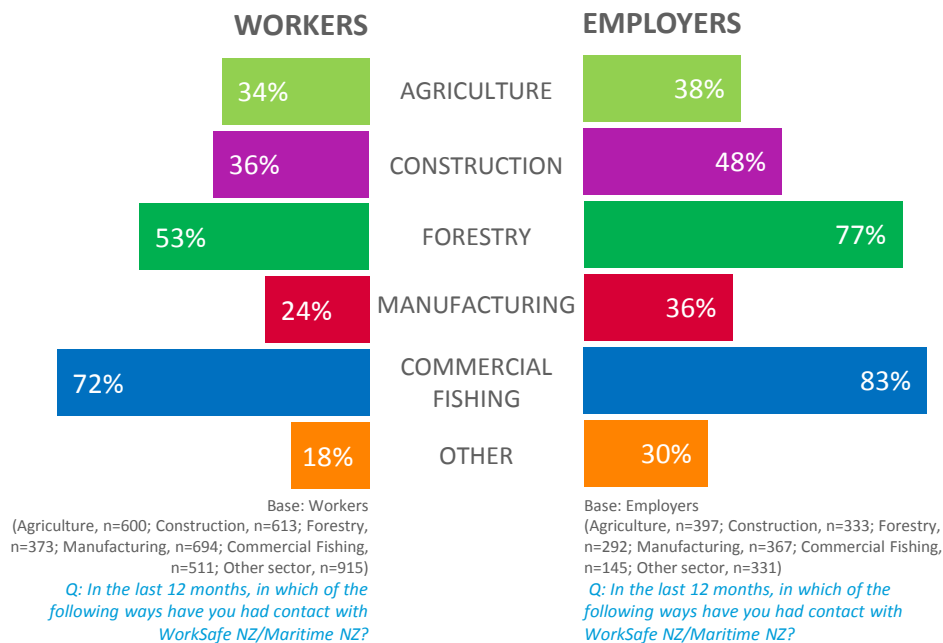
7.2 CONTACT WITH WORKSAFE NZ

Those respondents who knew at least a little about WorkSafe NZ were asked to indicate, from a list provided, the ways in which they had had contact with this organisation in the previous 12 months. Again, to provide an overall view among all workers and employers in the risk sectors in New Zealand, the following percentages have been re-based to the total sample.

Across the four WorkSafe NZ risk sectors, a third of workers and 41% of employers had had contact with WorkSafe NZ in the past 12 months.

Both workers and employers in the Forestry sector were more likely to have had contact with WorkSafe NZ. Only a minority of workers across the other sectors had had any contact. Seventy two percent of Commercial Fishing workers and 83% of Fishing employers had had contact with Maritime NZ in the same time period.

7.2.1 Proportion had contact with WorkSafe NZ/Maritime NZ in past 12 months: Workers and Employers



Among the list of means of contact shown to respondents:

- The most common source of contact was seeing materials or information produced by WorkSafe NZ (28% of employers and 22% of workers in the four risk sectors)
- 18% of employers in the four risk sectors had visited WorkSafe NZ's website, peaking at 39% among Forestry employers. By contrast, just 7% of workers across these sectors had visited the website
- 9% of employers and 8% of workers in the four risk sectors had seen a Workplace NZ inspector in the 12 months period (again peaking among Forestry employers at 47% and Forestry workers at 33%).

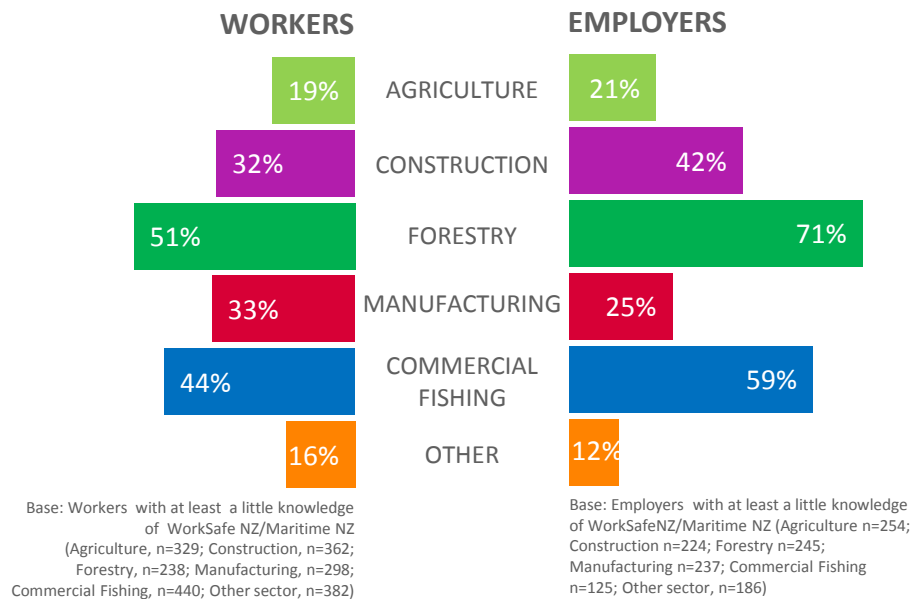
7.3 LIKELIHOOD OF INSPECTOR VISITING

Those respondents who knew at least a little about WorkSafe NZ were asked how likely they thought it was that a WorkSafe NZ inspector would visit their workplace or business in the next 12 months (using a 5-point scale from very unlikely to likely).

At the time of the survey, 28% of the workers who knew at least a little about WorkSafe NZ across the four risk sectors felt that a visit was likely (4-5 on the 5-point scale) while 37% considered it to be unlikely (1-2). Among employers, 29% felt a visit was likely and 26% unlikely with the remainder uncertain.

As can be seen from the chart following, the majority of workers and employers in Forestry felt that an inspection was likely in the next 12 months. There was also a higher than average likelihood expressed by the Commercial Fishing sector in terms of a Maritime NZ inspector visiting. The Agriculture sector was less inclined to consider an inspection likely, as was the lower-risk 'Other' sector.

7.3.1 Proportion feeling it is likely inspector will visit workplace in next 12 months: Workers and Employers



Q: How likely do you think it is that an inspector will visit workplace next 12 months (5 point scale where 1= very unlikely and 5 = very likely)
 Note: All sectors were asked about WorkSafe NZ inspector while Commercial Fishing sector was asked about a Maritime NZ inspector

7.4 WHERE WORKSAFE NZ SHOULD FOCUS TO IMPACT ON HEALTH AND SAFETY

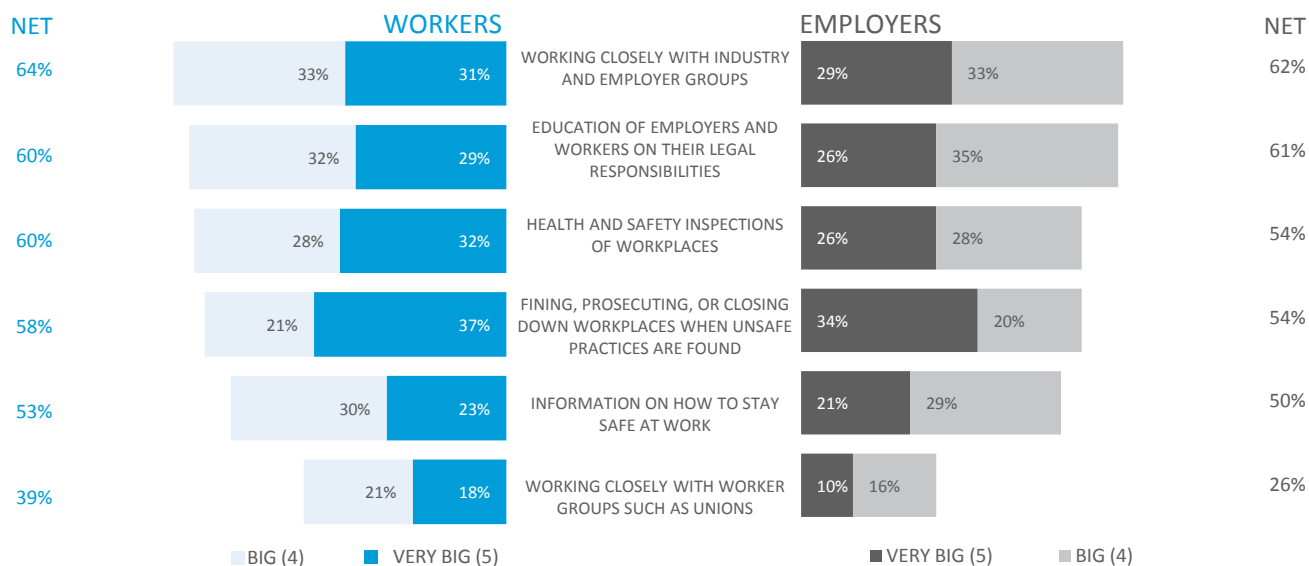
All respondents were asked to consider how much of an impact each of a number of initiatives would have on improving workplace Health and Safety in their particular industry, if WorkSafe NZ was to focus on that initiative. They responded using a 5-point scale ranging from no impact through to very big impact.

The following chart illustrates the proportion of workers and employers who indicated increasing focus in each area would have a big impact (4-5 out of 5). The initiatives are ranked from most frequently rated as having a big impact (working closely with industry and employer groups at the top) to least frequently rated as having a big impact (working closely with worker groups such as unions at the bottom).

Many of the initiatives achieved similar ratings. The views of workers and employers were quite consistent, with the rank order being the same and with similar proportions believing each would have a big impact. The largest variations were that workers were more inclined to believe workplace inspections would have a big impact compared to employers, and workers were also more positive than employers about the potential impact of WorkSafe NZ working closely with workers groups such as unions.

The fining, prosecuting or closing down of workplaces when unsafe practices were found was the initiative most frequently rated as likely to have a **very big** impact by both workers and employers.

7.4.1 Perceived likely size of impact of WorkSafe NZ increasing its focus on various interventions: Workers and Employers



Base: Workers from the 4 Risk Sectors (n=2255-2268)

Base: Employers from the 4 Risk Sectors (n=1335-1347)

Q: If WorkSafe NZ was to increase its focus on the following areas, how much of an impact do you think it would have on improving health and safety in your industry (5-point scale where 1=no impact and 5=very big impact)

7.5 WORKERS' AND EMPLOYERS' VIEWS ON WHAT WOULD MAKE THE BIGGEST DIFFERENCE

At the very end of the survey, having been thinking about Health and Safety issues, respondents were asked to consider all the aspects covered in the survey and to write down, in their own words, what they thought would make the most difference to improving Health and Safety in their industry.

Some 59% of workers across the four WorkSafe NZ high-risk sectors took the opportunity to convey their thoughts on what would make the most difference. Their verbatim comments have been coded into themes. The most common themes to emerge are summarised in this section.

7.5.1 Things that could make the most difference in improving Health and Safety at workplace: Workers

WHAT COULD IMPROVE SAFETY?	WORKERS
ENCOURAGE PERSONAL RESPONSIBILITY	9%
EDUCATION - EDUCATE WORKERS AND MANAGEMENT ON SAFE PRACTICES, THEIR LEGAL RIGHTS AND RESPONSIBILITIES	9%
PROPER TRAINING FOR THE JOB/FAMILIARISATION WITH THE EQUIPMENT	6%
HEALTH & SAFETY AWARENESS AND PAYING ATTENTION TO SAFE WORK PRACTICES	5%
AWARENESS AND MANAGEMENT OF HAZARDS	4%
ENCOURAGE USE OF COMMON SENSE	4%
GREATER LEVEL OF INSPECTION OF WORK SITES (INCL. ON BOARD FISHING VESSELS)	4%
EMPLOYERS/OWNERS/MANAGERS TO BE MORE ACCOUNTABLE/TAKE MORE RESPONSIBILITY FOR THE SAFETY OF THEIR WORKERS	4%
HEALTH AND SAFETY COURSES/WORKSHOPS (INCL COMPETITIVELY PRICED/MANDATORY)	3%
VISITS/MENTORING BY HEALTH & SAFETY REPRESENTATIVES (INCL. WORKSAFE AND OSH)	3%
LESS PRESSURE TO MEET HIGH PRODUCTION TARGETS	3%
PROVIDE A SAFE WORKPLACE FOR STAFF	3%
PENALISE/PROSECUTE EMPLOYERS/EMPLOYEES FOR FAILURE TO FOLLOW SAFE WORK PRACTICES	3%
PROVISION/USE/MAINTENANCE OF APPROPRIATE SAFETY GEAR	3%
HAVE A VIABLE/WORKABLE HEALTH & SAFETY POLICY - CLEAR/CONCISE/RELEVANT RULES	3%
PROVISION OF READILY AVAILABLE INFORMATION	3%
MANAGEMENT AND WORKFORCE TO LIAISE ABOUT SAFETY	2%
CONTINUED COMMUNICATION/REMINDERS OF HAZARDS/SAFE WORK PRACTICES/HEALTH AND SAFETY ISSUES	2%
REGULAR UPDATES/REFRESHER COURSES ON HEALTH AND SAFETY	2%
ENCOURAGE REPORTING OF "NEAR MISSES" AND HAZARDS	2%
NOT WAVING A BIG STICK THREATENING CONSEQUENCES	2%
A WILLINGNESS TO LOOK OUT FOR ONE ANOTHER	2%
CHANGE THE "SHE'LL BE RIGHT" CULTURE IN THE WORKPLACE	2%
I AM VERY COMFORTABLE AND CONFIDENT ABOUT HEALTH AND SAFETY IN MY WORKPLACE	2%
KEEPING ALERT (INCL FATIGUE MANAGEMENT)	2%
ADVERTISING SAFE PRACTICE-THROUGH MEDIA/POSTERS AT WORK	2%

Base: Workers from the 4 Risk Sectors (n=2235)

Note – only 2% or more results are reported

Q: What would make the most difference to improve safety

As can be seen, the two most common themes to emerge from workers were to encourage personal responsibility and to educate workers and management on safe practices and their legal rights and responsibilities.

There were some noteworthy variations by sector as follows:

- Agriculture workers were more likely to emphasise the need to encourage greater personal responsibility and to encourage use of common sense
- Forestry workers were more likely to feel that appropriate training and familiarisation with the equipment would make the greatest difference, along with reduced pressure to meet high production targets, fatigue management and increasing inspections of work sites
- Manufacturing workers were also more likely to mention increased inspection of work sites
- Commercial Fishing workers more often mentioned appropriate training and familiarisation with equipment.

When employers were asked the same question, 53% of employers from the four WorkSafe NZ high-risk sectors took the opportunity to respond (particularly high among Forestry employers at 77%).

7.5.2 Things that could make the most difference in improving Health and Safety at workplace: Employers

WHAT COULD IMPROVE SAFETY?	EMPLOYERS
EDUCATION - EDUCATE WORKERS AND MANAGEMENT ON SAFE PRACTICES AND THEIR LEGAL RIGHTS AND RESPONSIBILITIES	9%
ENCOURAGE PERSONAL RESPONSIBILITY	8%
VISITS/MENTORING BY HEALTH & SAFETY REPRESENTATIVES (INCL. WORKSAFE AND OSH)	5%
ENCOURAGE USE OF COMMON SENSE	4%
HAVE A VIABLE/WORKABLE HEALTH & SAFETY POLICY - CLEAR/CONCISE/RELEVANT RULES	4%
PROPER TRAINING FOR THE JOB/FAMILIARISATION WITH THE EQUIPMENT	4%
PROVIDE A SAFE WORKPLACE FOR STAFF	3%
NOT WAVING A BIG STICK THREATENING CONSEQUENCES	3%
PROVISION OF READILY AVAILABLE INFORMATION	3%
AWARENESS AND MANAGEMENT OF HAZARDS	3%
HEALTH AND SAFETY COURSES/WORKSHOPS (INCL COMPETITIVELY PRICED/MANDATORY)	3%
CONTINUED COMMUNICATION/REMINDERS OF HAZARDS/SAFE WORK PRACTICES/HEALTH AND SAFETY ISSUES	2%
PROVISION/USE/MAINTENANCE OF APPROPRIATE SAFETY GEAR	2%
REWARD THOSE EMPLOYEES/BUSINESSES WITH A GOOD WORK SAFE ETHIC/RECORD	2%
HEALTH & SAFETY AWARENESS AND PAYING ATTENTION TO SAFE WORK PRACTICES	2%
PENALISE/PROSECUTE EMPLOYERS/EMPLOYEES FOR FAILURE TO FOLLOW SAFE WORK PRACTICES	2%
MANAGEMENT AND WORKFORCE TO LIAISE ABOUT SAFETY	2%

Base: Employers from the 4 Risk Sectors (n=1331)

Note – only 2% or more results are reported

Q: *What would make the most difference to improve safety*

The same top two themes of education and personal responsibility emerged with employers, but the third most prevalent theme to emerge was visits or mentoring from Health and Safety representatives (e.g. from WorkSafe NZ). Visits or mentoring were mentioned more frequently by employers in the Construction and Forestry sectors. Other variations of note:

- More Agriculture employers mentioned awareness and management of hazards

- Like the workers in the industry, Forestry employers were more likely to feel that appropriate training and familiarisation with the equipment would make the greatest difference, along with reduced pressure to meet high production targets. They were also more likely to mention a higher calibre of staff would improve safety
- Commercial Fishing employers were more likely to mention the need for a drug and alcohol policy and a need to reduce the cost of compliance.

Groups of workers of concern

Employers were also given the opportunity to identify any particular groups of workers that they had concerns or suggestions about.

Just 23% of employers in the four WorkSafe NZ high-risk sectors identified groups of workers in this context (highest among Forestry employers at 40%).

The groups identified most frequently were:

- Youths/apprentices mentioned by 6% of employers – these workers were singled out for a variety of reasons including; they don't follow instructions, love of speed, think themselves bullet proof, lack of responsibility, lack common sense, inability to assess risk
- Older workers/aging workforce/workers who had been in job for some time mentioned by 3% of employers – these workers were singled out due to: she'll be right attitude, set in their ways not adaptable to change, become complacent
- People with language difficulties/English as a second language (mentioned by 2% of employers)
- People with literacy/numeracy problems (mentioned by 2%): inability to read/write/follow instructions/low intelligence/poorly/less educated workers (need for visual information rather than words)
- Foreign workers /immigrants (mentioned by 2%); felt to lack safety awareness, little experience in Health and Safety ideas or local rules, poor driving skills on NZ roads
- Drug users/drugs in the workplace (mentioned by 2%); including mention of legal highs/drug testing of all workers required/alcohol/ workers drinking late at night.

Various groups were more likely to be mentioned as an issue in the following sectors:

- Drug users were mentioned as an issue by more employers in Agriculture (4%), Forestry (6%) and Commercial Fishing (5%)
- Youth workers were mentioned more often by Construction (7%), Agriculture (8%) and Forestry (9%) employers
- Construction employers also made more mention of issues with older workers (5%)
- Manufacturing employers were more likely to mention workers with language barriers as an issue (4%)
- Forestry employers were also more likely to mention a range of other concerns including concerns with unskilled, inexperienced or new workers (7%), perceiving them to be less likely to take Health and Safety on board and perceiving the need for more training or courses to be available. Forestry employers were also grappling more with employees lacking awareness of or accepting their individual responsibility and liability for safety (cavalier attitude), with some being perceived as unwilling to change.



SECTION 8: CONCLUSIONS AND IMPLICATIONS

8 CONCLUSIONS AND IMPLICATIONS

Workers and employers attest to the importance of workplace Health and Safety but it is not given as high a priority as desirable.

Attitudes expressed throughout the survey confirm that workers and employers attest to the importance of Health and Safety. Nevertheless, the priority it is given over other considerations at work/in business could be increased. Ideally, workers and employers should value Health and Safety for its own sake. However, communications to encourage safer behaviour will be more effective if they make the link between good Health and Safety and the positive impact this has on other key motivators identified in the qualitative research and reinforced here; for example, pride in doing good work, and prosperity for workers and for businesses.

Workers acknowledge they have a very big personal responsibility for keeping themselves and others safe at work, but do not always carry this through to behaviour.

It is encouraging that the great majority of workers felt they had a **very big** personal responsibility for Health and Safety. However, this should really be universal. The research indicates that young workers may be less inclined to acknowledge a very big personal responsibility and this may need to be emphasised more in training and induction. In addition, when workers and employers were given the opportunity at the end of the survey to identify the one thing that would make the most difference to improving Health and Safety in their industries, encouraging personal responsibility was most frequently mentioned along with increased education.

A potential lack of acting responsibly in New Zealand workplaces is also evident from other findings in this research. For example, despite most workers expressing confidence that they knew how to keep safe and well at work, many respondents indicated that either they or their workmates at least occasionally took risks such as working when overtired or when sick or injured, making a mistake through being distracted or taking short cuts to save time.

While employers also acknowledge the very big responsibility of the workers themselves for their Health and Safety, acknowledgement of the responsibility of other parties such as the employers themselves and particularly, others with a presence or influence in the sector (such as industry groups, leading companies and unions), could be stronger.

Employers concurred with the workers that the workers themselves had a very big responsibility for their own Health and Safety. However, the degree of responsibility assigned to other groups suggests that acknowledgement of shared responsibility could be increased.

Open communication and positive Health and Safety leadership has a strong influence on creating safer workplaces.

This research supports the conclusion drawn from the qualitative stage and the work carried out by Valerie Braithwaite that responsive dialogue, where open communication across all levels in an organisation leads to identifying problems and fixing them, is a main driver of workers' capacity to self-manage safety issues. It also supports the conclusion that perceptions of bosses not caring can lead to a disregard for safety in the workplace. In the WorkSafe NZ survey, those workers who had experienced a serious harm incident rated the leadership shown by their immediate bosses and the extent to which responsive dialogue took place, less positively than those who had not experienced a serious harm incident.

In the WorkSafe NZ survey also, employers were more likely than workers to rate their business more positively with respect to leadership and responsive dialogue. This implies that employers might benefit from evaluating the behaviour of those in supervisory roles and the extent to which open and constructive dialogue is seen to occur from the perspective of their workers. Specific areas where perceptions are currently less positive that could be focused on, are praising and rewarding safe behaviour, supervisors never being seen to turn a blind eye to workers taking short cuts or risks, employers encouraging innovation in relation to Health and Safety and ensuring workers know they would be fully supported if they suggested stopping work because of a potential hazard.

WorkSafe NZ could support this; for example, by developing best practice guidance, encouraging/supporting training around communication skills for supervisors and providing materials or supporting schemes that recognise good Health and Safety behaviour.

Adequate recording and reporting of hazards, near misses and serious harm incidents is currently more the exception than the rule.

The WorkSafe NZ research also highlighted that, while informal communications around Health and Safety in the workplace may be in place, the recording of hazards, near misses and serious harm incidents in the workplace is possibly more the exception rather than the rule currently. For example, among workers who had had a near miss, these had been recorded in just 31% of cases. Among businesses where a worker had had a near miss, 51% had recorded these near misses. Part of this discrepancy may be accounted for by the fact that one in five near misses were not even being reported to management by the workers who experienced them. These results indicate that there would be benefit in assisting businesses to ensure more formalised processes are in place to ensure reporting and recording of incidents occurs.

While awareness of risk is relatively high, there is a strong sense of an "it won't happen to me" mentality.

It would appear that workers and employers are reasonably aware of the threats to Health and Safety in their industries. Workers feel confident that they know how to keep themselves safe and (to a slightly lesser extent) healthy at work. Almost all workers feel safe at work and less than one in five see even a moderate risk that they or a workmate could get seriously injured at work. However, other results suggest a degree of complacency.

Many risky situations (such as working while sick or injured) occur in workplaces at least occasionally and preventative actions such as wearing protective gear or fully checking machinery before use are not always taken. These results indicate that more work needs to be done to ensure that workers are personally and constantly engaged with managing their own and others safety.

Some employers may also be complacent, contributed to by a lack of awareness of the real situation in the workplace.

It is also evident that employers are less aware than workers of the real prevalence of incidents and near misses and also the prevalence of potentially risky behaviours in the workplace. This lack of awareness may contribute to the fact that only a very small proportion of employers (6%) see even a moderate risk that someone in their business could get seriously hurt at work. In other words, employers too may be complacent partly due to being unaware of the true situation. Having more formalised processes in place to support open and frank dialogue may assist this (e.g. reporting and recording all near misses, hazards and serious harm incidents).

Health is given a lot less focus than Safety.

This research supports the belief that there is considerably less focus on health than on safety. For example, while 32% of those workers across the four WorkSafe NZ high-risk sectors who indicated they had experienced a serious harm cited a stress-related or mental illness, just 14% of those employers who had experienced a serious harm incident with one or more of their workers cited this issue. In other words, the full extent of health-related issues such as mental illness and temporary and permanent health issues arising from work appears to be unknown to employers and hence, is unlikely to have been given an appropriate amount of focus.

WorkSafe NZ is in a good position to establish itself as a trusted and respected regulator of Health and Safety.

While most workers and employers are aware of WorkSafe NZ, most currently know very little about the organisation. The research confirmed that most workers and employers see the government as taking a supportive role in Health and Safety. They want WorkSafe NZ to work alongside employers and industries to improve Health and Safety, to educate workers and employers of their legal responsibilities but they also believe that being aware WorkSafe NZ has fined, prosecuted or closed down workplaces with unsafe practices would improve Health and Safety performance in businesses. The challenge will be to get the balance right between facilitator and enforcer, particularly among those segments of workers and employers that begrudge the 'big stick' approach.

Workers and employers are receptive to communications.

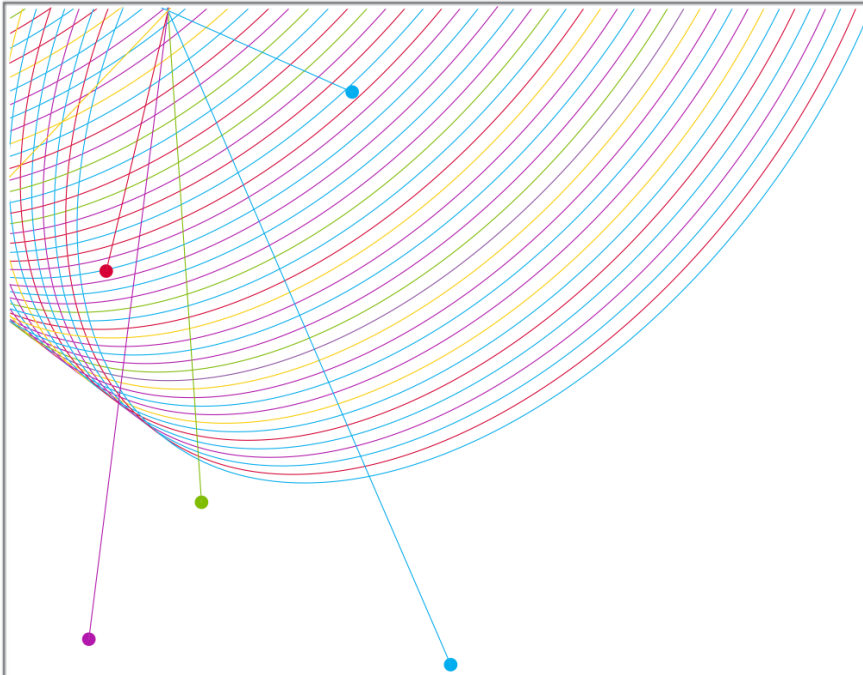
The communications campaigns tested in this benchmark survey are encouraging in terms of the level of awareness they have created and the actions those aware of them claim to have taken as a result. These findings suggest that, even though workers claim high levels of confidence in their knowledge and skills for keeping healthy and safe at work, they notice and act upon additional information such as that provided through these campaigns. Most employers who had seen a campaign also indicated they had made changes on the basis of the campaigns run.

In both the qualitative and quantitative research, some employers indicated that they would appreciate further mentoring or assistance with Health and Safety issues; therefore, these campaigns go some way to fulfilling this need. However, WorkSafe NZ could also use the success of the SiteSafe initiative in the Construction sector in terms of its advisor role. SiteSafe was mentioned by 52% of Construction employers and 34% of Construction workers as one of the best sources of advice on Health and Safety issues.

The Forestry sector provides a strong indication that a concerted focus and effort on a sector leads to change.

Finally, throughout this report, the Forestry sector stands out as the sector with the greatest focus on Health and Safety and the most positive attitudes towards Health and Safety. This sector has been under the spotlight in recent times with its poor safety record and a number of interventions have been put in place. While we do not have a benchmark of Forestry attitudes and behaviour prior to the spotlight being placed on this sector, it is reasonable to assume that these will have changed considerably over this period. The more positive attitudes and behaviours evident in Forestry workers and employers through this research could be considered attainable targets for other sectors.

However, within Forestry, there is still a long way to go. The number of near misses in Forestry is very high. While it could be argued that an increased awareness of Health and Safety could have created a heightened awareness of near misses (a positive interpretation), it also illustrates the very high potential in this sector for serious harm incidents if safe practices are not followed.



9. APPENDIX I: SAMPLE DESCRIPTION

9 APPENDIX I: SAMPLE DESCRIPTION

Sample description

The following tables provide a profile of the respondents in each of the sectors:

9.1.1 Sample description: Workers by sector

		AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
		WEIGHTED %					
GENDER	MALE	74	96	96	81	92	48
	FEMALE	26	4	4	19	8	52
AGE	18 – 24 YEARS	4	4	7	4	5	3
	25 – 34 YEARS	11	20	22	15	16	15
	35 – 44 YEARS	16	22	27	22	22	23
	45 – 54 YEARS	24	25	24	29	26	27
	55 + YEARS	46	29	21	30	31	32
ETHNICITY	NEW ZEALAND EUROPEAN	88	77	72	64	78	75
	MAORI	7	11	32	19	23	10
	PACIFIC	0	4	1	9	2	3
	ASIAN	1	3	-	6	1	5
BUSINESS SIZE	SELF EMPLOYED	25	15	6	2	15	9
	2 TO 5 EMPLOYEES	54	26	18	9	43	13
	6 TO 9 EMPLOYEES	6	12	27	7	5	9
	10 TO 19 EMPLOYEES	6	15	21	12	5	11
	20 TO 49 EMPLOYEES	2	11	14	17	13	15
	50 TO 99 EMPLOYEES	2	4	6	14	4	9
	100 OR MORE EMPLOYEES	3	14	6	34	11	29
REGION	NORTHERN REGION	12	38	17	33	18	33
	CENTRAL REGION	47	31	46	32	22	27
	SOUTHERN REGION	39	39	41	37	66	43

* Region is defined as follows:

Northern includes: Northland, Auckland

Central includes: Waikato, Bay of Plenty, Gisborne, Hawkes Bay, Taranaki, Manawatu-Whanganui

Southern includes: Wellington plus all of the South Island

9.1.2 Sample Description: Employers

	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
WEIGHTED %						
# OF EMPLOYEES						
NONE	14	13	11	7	23	7
1 TO 5 EMPLOYEES	69	52	38	45	66	57
6 TO 9 EMPLOYEES	6	16	22	16	4	13
10 TO 19 EMPLOYEES	6	10	18	11	-	12
20 TO 49 EMPLOYEES	3	5	8	11	1	4
50 TO 99 EMPLOYEES	1	2	2	5	1	4
100 OR MORE EMPLOYEES	1	2	2	4	4	3
REGION						
NORTHERN REGION	11	25	11	32	20	34
CENTRAL REGION	47	27	56	32	28	32
SOUTHERN REGION	36	46	33	39	55	38

* Region is defined as follows:

Northern includes: Northland, Auckland

Central includes: Waikato, Bay of Plenty, Gisborne, Hawkes Bay, Taranaki, Manawatu-Whanganui

Southern includes: Wellington plus all of the South Island

9.1.3 Sample Description: Other sector (% Workers and Employers)

TYPE OF INDUSTRY	WORKERS	EMPLOYERS
ELECTRICITY, GAS, WATER AND WASTE SERVICES	3	0
WHOLESALE TRADE	4	7
RETAIL TRADE	11	24
ACCOMMODATION AND FOOD SERVICES	5	8
TRANSPORT, POSTAL AND WAREHOUSING	7	5
INFORMATION MEDIA AND TELECOMMUNICATIONS	5	5
FINANCIAL AND INSURANCE SERVICES	4	5
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	11	12
ADMINISTRATIVE SUPPORT SERVICES	8	2
PUBLIC ADMINISTRATION AND SAFETY	5	1
EDUCATION AND TRAINING	12	6
HEALTH CARE AND SOCIAL ASSISTANCE	13	11
ARTS AND RECREATION SERVICE	3	3
PERSONAL SERVICES	2	5
OTHER	8	16

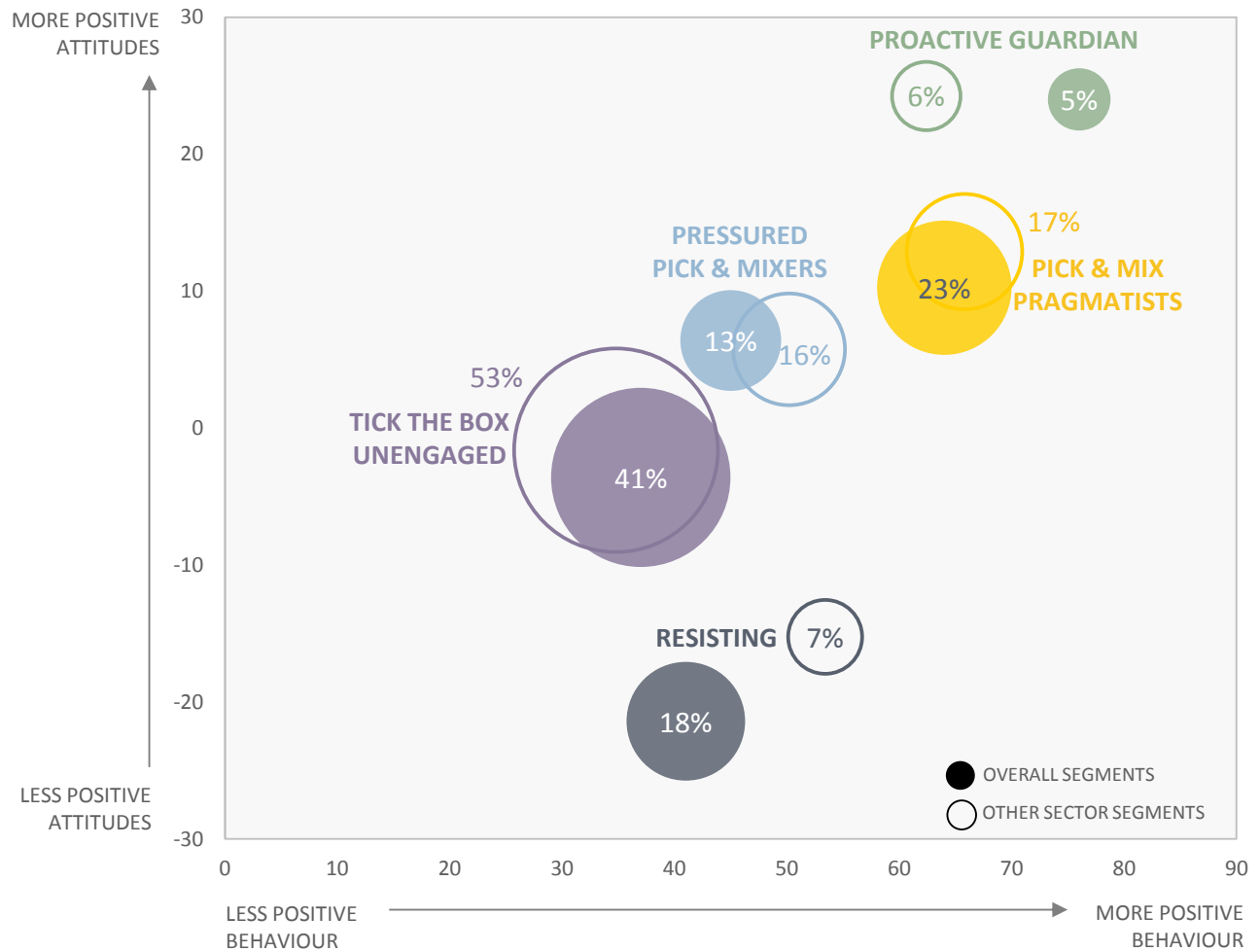
9.1.4 Location of Work: Other sector (% Workers and Employers)

WORK LOCATION	WORKERS	EMPLOYERS
AN OFFICE	44	39
A HEALTH OR EDUCATIONAL FACILITY	18	14
A HOSPITALITY LOCATION (E.G. HOTEL, RESTAURANT)	4	9
A RETAIL OR WHOLESALE OUTLET	10	26
IN A VEHICLE (E.G. TAXI DRIVER, TRAVELLING SALESPERSON)	7	11
HOME-BASED BUSINESS	7	12
IN A FACTORY/WORKSHOP	3	5
OUTDOORS	3	9
CULTURAL AND RECREATIONAL FACILITY	1	3
OTHER	8	5

10. APPENDIX II: SEGMENTATION: OTHER SECTOR

10 APPENDIX II - SEGMENTATION: OTHER SECTOR

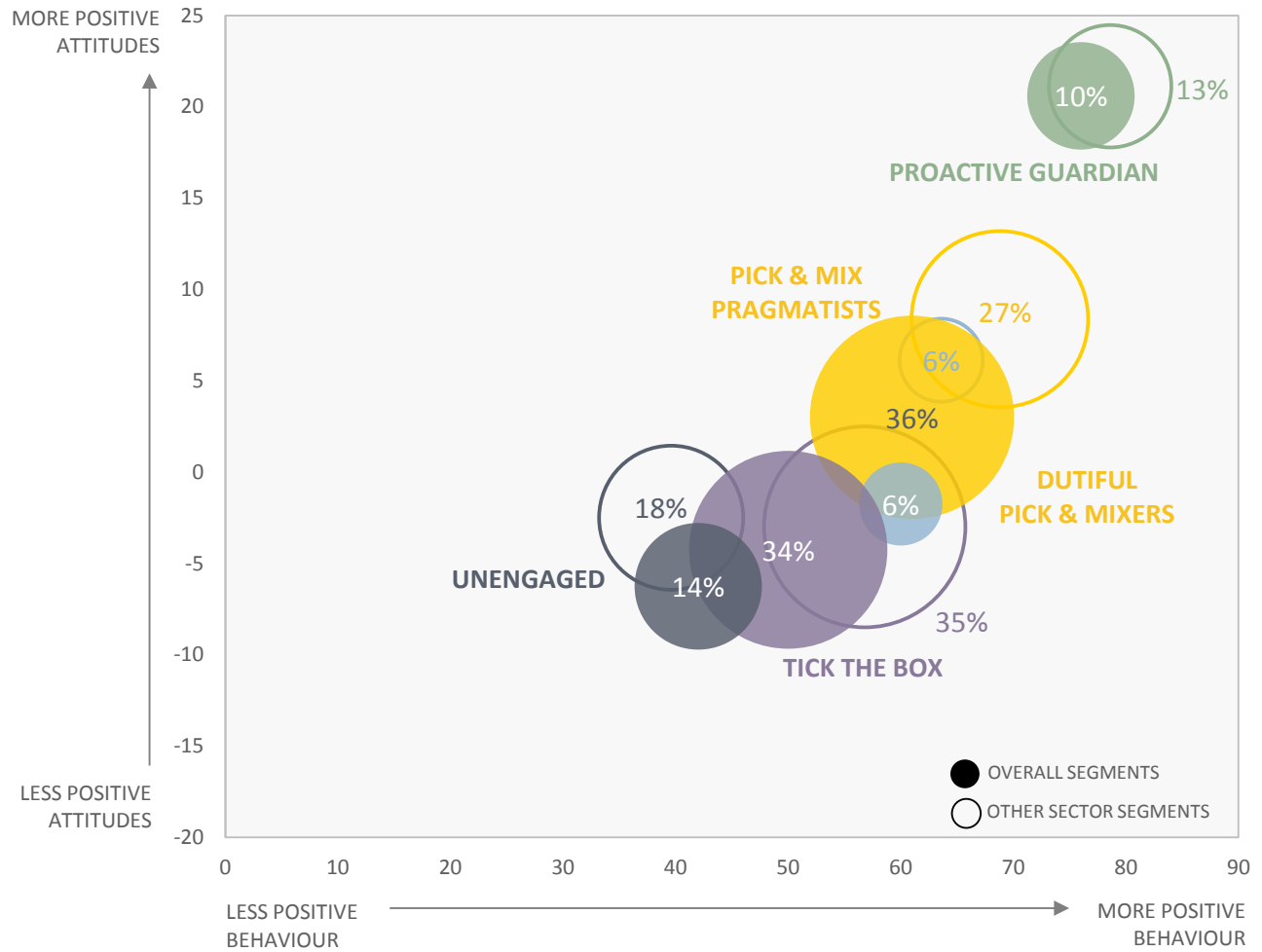
10.1.1 Visual map of workers' segmentation: Overall vs. Other sector



Base: Other sector Workers (Proactive Guardian, n=58; Pick & Mix Pragmatists, n=164; Pressured Pick & Mixers, n=146; Tick the Box Unengaged, n=486; Resisting, n=69)

Base: Workers from the 4 Risk Sectors (Proactive Guardian, n=162; Pick & Mix Pragmatists, n=572; Pressured Pick & Mixers, n=307; Tick the Box Unengaged, n=918; Resisting, n=355)

10.1.2 Visual map of employers' segmentation: Overall vs. Other sector



Base: Other sector Employers (**Proactive Guardian**, n=49; **Pick & Mix Pragmatists**, n=97; **Dutiful Pick & Mixers**, n=18; **Tick the Box**, n=110; **Unengaged**, n=57)

Base: Employers from the 4 Risk Sectors (**Proactive Guardian**, n=206; **Pick & Mix Pragmatists**, n=528; **Dutiful Pick & Mixers**, n=82; **Tick the Box**, n=439; **Unengaged**, n=170)



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