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

2014 BASELINE SURVEY  
AGRICULTURE REPORT

APRIL 2015

**WORKSAFE**  
NEW ZEALAND | MAHI HAUMARU  
AOTEAROA

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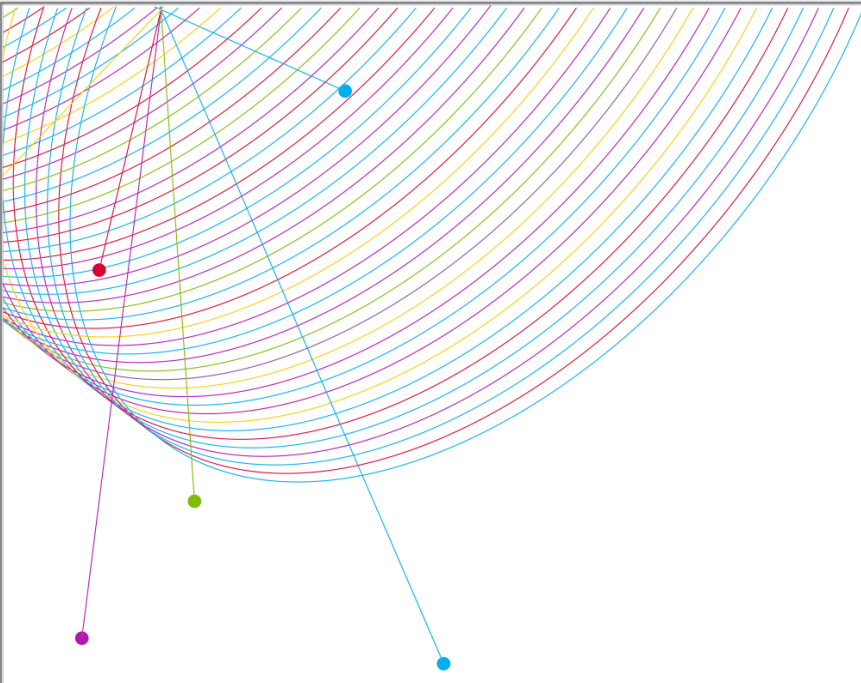
We also acknowledge the work by Valerie Braithwaite, particularly the report (2011) *Motivations, Attitudes, Perceptions and Skills: Pathways to Safe Work*. Report to Safe Work Australia.

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.

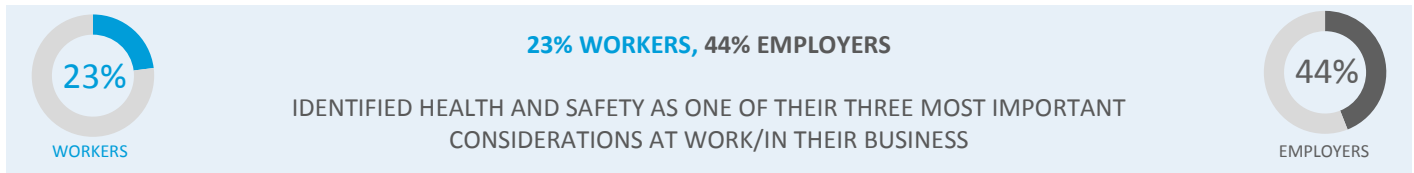
A total of 3751 workers and 1903 employers completed the survey. The fieldwork took place between July and September 2014.

In the Agriculture sector, a total of 609 workers and 401 employers completed the survey.

The following summary of results focuses on high-level indicators from the responses given by respondents in the Agriculture sector. The cross-sector Executive Summary is contained as Appendix II to this report.

## 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 across all sectors, as was achieving a good work/life balance. In Agriculture, working outdoors or on the land, staying fit and healthy to be able to keep doing the work and being free to make your own decisions were also important motivators.

Among employers, keeping workers healthy and safe was a very important motivation across all the WorkSafe NZ high-risk sectors. In Agriculture, concern for the health and welfare of animals was also a very important motivator, as was growing the business or improving productivity.

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



83% WORKERS, 85% EMPLOYERS

FELT THAT THE WORKERS THEMSELVES HAD A VERY BIG RESPONSIBILITY FOR THEIR HEALTH AND SAFETY WHILE AT WORK



Eighty-three percent of Agriculture workers accepted that they themselves had a **very big** responsibility for their own Health and Safety. 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.



80% WORKERS, 89% EMPLOYERS

EXPRESSED THE ATTITUDE THAT THEIR IMMEDIATE BOSS / THEIR BUSINESS WAS DRIVEN BY A GENUINE CONCERN FOR THE HEALTH AND SAFETY OF THE WORKERS



Overall, workers and employers in Agriculture were positive about the leadership shown by their immediate bosses/throughout their business. One area where leadership was weaker across Agriculture (and all sectors) was in relation to praising or rewarding positive Health and Safety behaviour; just 46% of workers and 68% 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.



79% WORKERS, 91% EMPLOYERS

FELT THAT THINGS THAT PUT HEALTH AND SAFETY AT RISK WERE DISCUSSED IN AN OPEN AND HELPFUL WAY (AT LEAST MOST OF THE TIME)



Both workers and employers in Agriculture expressed generally favourable opinions about their workplaces or businesses across a number of indicators. However, encouragement for innovative ways to improve Health and Safety, and shared determination from the top down to improve safety was less evident to Agriculture workers than other aspects of responsive dialogue.

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.



69% WORKERS, 72% EMPLOYERS

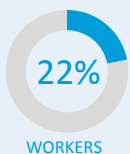
BELIEVED THAT WORKERS REPORTED HAZARDS, NEAR MISSES AND ACCIDENTS TO BOSSES OR SUPERVISORS AT LEAST MOST OF THE TIME



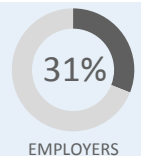
This result suggests that there is a significant level of **under-reporting**, particularly as just 25% of Agriculture workers and 28% of employers believed this behaviour happened **all the time**.

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.

Compared with other sectors, a higher proportion of Agriculture workers (37%) and employers (37%) indicated that there were no formal Health and Safety structures in their workplaces. The most prevalent formal system in Agriculture was Health and Safety as an agenda item at regular team meetings, with 36% of workers and 37% of employers indicating that this happened.



22% OF WORKERS HAD RECEIVED FORMAL HEALTH AND SAFETY TRAINING IN THE PAST 12 MONTHS, WHILE 31% OF EMPLOYERS HAD PROVIDED FORMAL TRAINING TO AT LEAST HALF THEIR STAFF IN THIS TIMEFRAME



Formal Health and Safety training was considerably less common in Agriculture than the other sectors, with just 22% of workers having received formal training in the past 12 months and 37% having never had formal Health and Safety training.

### Concluding comments: Workplace Health and Safety in context: Agriculture

Overall, responses to these questions indicate that the Health and Safety culture in Agriculture is often informal and that Health and Safety is given less of a priority than is desirable. While relationships between bosses and workers appear generally positive in this sector, and allow for open and helpful discussion, the structures are often not in place to support good Health and Safety practices. For example, formal structures allowing workers' voices to be heard are less prevalent in Agriculture and fewer workers have had formal Health and Safety training.

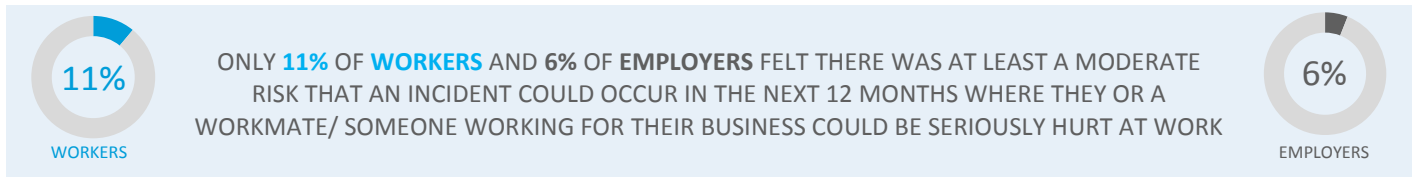
When the responses of those workers who had experienced an injury or illness through work in the past 12 months were compared with the responses of workers who had not, the findings support the importance of a good workplace culture in creating safer workplaces. Workers who had experienced harm were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



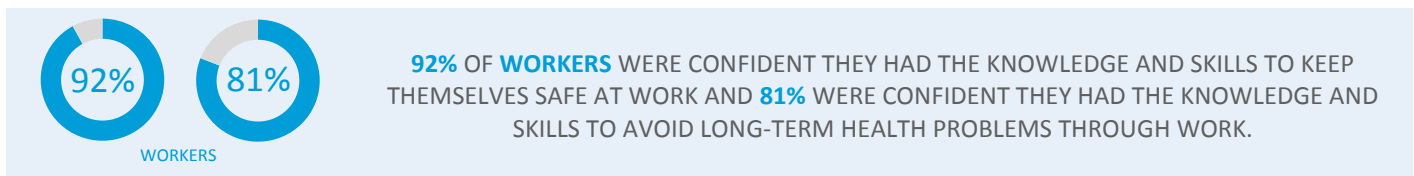
There is a disparity between the responses of workers and employers in many areas, with employers having a more positive view than workers.

### 1.3 KNOWLEDGE, UNDERSTANDING AND BEHAVIOURS AROUND 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 half (50%) of Agriculture workers and 56% of employers being aware that the Agriculture industry posed a higher than average risk to Health and Safety, only a small minority of workers (11%) and employers (6%) felt there was even a moderate risk of serious injury occurring at their workplace in the next 12 months. The great majority of workers (96%) 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%).



Almost all Agriculture workers and employers were able to identify some of the most common threats to Health and Safety in their sector. Both workers (89%) and employers (89%) felt that workers had the tools and equipment needed to do their jobs safely. While 82% of employers felt that workers and supervisors had the information needed to work safely, workers were slightly less inclined to agree that they were told everything they needed to know to do their jobs safely (74%).

**Confidence** in knowledge of legal **responsibilities** (52% confident) and legal **rights** (55% confident) with regards to Health and Safety among workers was considerably lower than confidence in their own ability to keep safe and healthy at work (92% confident).

Sixty-four percent of employers were confident they were fully aware of their Health and Safety obligations and 59% were confident they knew how to comply with these obligations.

Compared with other sectors, both workers and employers in Agriculture expressed lower levels of confidence in their knowledge around legal rights and responsibilities.



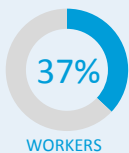
52% WORKERS, 64% EMPLOYERS

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 in Agriculture were workers working while sick or injured or when they were over-tired. 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.

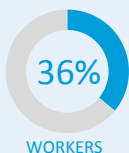


37% WORKERS, 36% EMPLOYERS

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

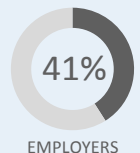


Taking appropriate **preventative action** helps reduce the risk of incidents or their impact if they do occur. For the five preventative actions tested, almost all employers and the great majority of workers indicated that these actions were taken most or all of the time. However, a significantly reduced proportion stated these actions were taken **all** of the time. For example, just 36% of workers and 41% of employers stated that personal protective gear was used when it should be **all** the time.



36% WORKERS, 41% EMPLOYERS

INDICATED THAT PERSONAL PROTECTIVE EQUIPMENT WAS USED WHEN IT SHOULD BE **ALL OF THE TIME**.

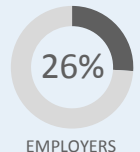


After considering a list of **serious harms** (as outlined in the Employment Act 1992), 20% of Agriculture workers indicated that they had experienced a serious harm issue at work in the past 12 months, while 26% of employers indicated that someone working for their business had experienced a serious harm issue/incident.



20% WORKERS, 26% EMPLOYERS

HAD EXPERIENCED A SERIOUS HARM ISSUE/INCIDENT IN THE PAST 12 MONTHS



These percentages are likely to be 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 and bone fractures.

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



The 20% of Agriculture workers who had experienced serious harm indicated that the issue/incident had been reported to management and/or workers in 32% of cases and recorded in a register in just 17% of cases. Twelve percent of Agriculture workers who experienced harm did not tell anyone about it. Among Agriculture employers whose businesses had experienced a serious harm incident, the most recent incident had been recorded in 36% of cases and investigated in 14% of cases. Ten percent of employers had done nothing last time a serious harm incident occurred in their business.

Twenty-six percent of Agriculture workers and 27% 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 13% of the Agriculture workers in the survey who had experienced a near miss and for 29% of the businesses. Twenty-two percent of the workers who had experienced a near miss had not told anyone about it while, among Agriculture employers, 13% had done nothing the last time a near miss had been reported.

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.

### Concluding comments: Knowledge, understanding and behaviours around risk

There is some awareness of the fact that Agriculture is a higher risk industry and workers and employers are generally aware of the common threats to Health and Safety in their work. Nevertheless, almost all workers feel

safe in their work and are confident they know how to keep safe and healthy at work. However, the continuing occurrence of risky behaviours suggests a degree of complacency. The research also indicates a large degree of under-reporting and a casual approach to risk management in terms of reporting and recording incidents. It also highlights that the Agriculture sector is relatively less knowledgeable about rights and responsibilities in relation to Health and Safety.

### 1.4 SEGMENTATION

Segmentation analysis identified five **segments** of workers and five similar segments for employers. The size of the segments identified in the Agriculture sector is as follows:

		WORKERS	EMPLOYERS
MORE POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↑	<b>PROACTIVE GUARDIAN</b>	<b>3% Proactive Guardians</b> Strong and uncompromising advocates of Health and Safety	<b>8% Proactive Guardians</b>
	<b>PICK AND MIX PRAGMATISTS</b>	<b>24% Pick and Mix Pragmatists</b> Value Health and Safety and try to abide by it, but sometimes rules go a bit too far – common sense can be applied	<b>36% Pick and Mix Pragmatists</b>
	<b>PICK AND MIX (PRESSURED/ DUTIFUL)</b>	<b>8% Pressured Pick and Mixers</b> Still value Health and Safety but less fervent than the preceding two segments, sometimes compromising due to production or time pressures	<b>7% Dutiful Pick and Mixers</b> 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
	<b>TICK THE BOX</b>	<b>40% Tick the Box Unengaged</b> Less positive emotional engagement with Health and Safety, don't think about it much and don't really know much about it	<b>35% Tick the Box</b> 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
	<b>RESISTING/ UNENGAGED</b>	<b>25% Resisting</b> 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	<b>14% Unengaged</b> 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: Agriculture Workers (Proactive Guardian, n=17; Pick & Mix Pragmatists, n=145; Pressured Pick & Mixers, n=50; Tick the Box Unengaged, n=244; Resisting, n=153)

Base: Agriculture Employers (Proactive Guardian, n=34; Pick & Mix Pragmatists, n=144; Dutiful Pick & Mixers, n=25; Tick the Box, n=137; Unengaged, n=61)

Compared with the four WorkSafe NZ high-risk sectors overall, the Resisting segment makes up a higher proportion of Agriculture workers (25% cf. 18%). The qualitative research concludes that this is due to the

isolated nature of much of farming (the ‘no-one can see’ mentality), coupled with a strong streak of individualism and libertarianism in the Agriculture sector.

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 in Agriculture mainly looked to their immediate boss for **advice** about Health and Safety (36%), to an industry organisation such as Federated Farmers (30%) or to the government (29%), while for employers an industry organisation (55%), a government agency (45%) or Health and Safety consultants (27%) were perceived as the best sources of advice.

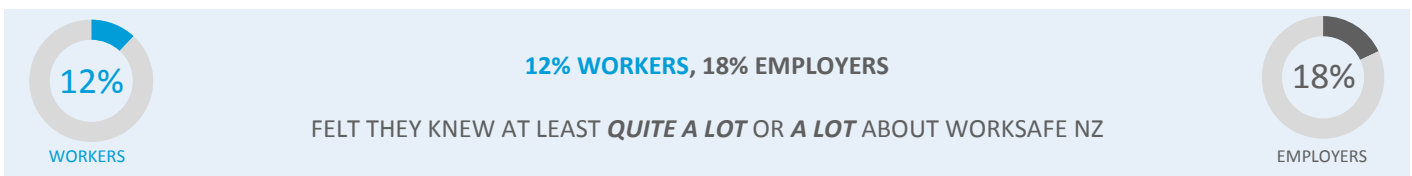
**Awareness** of the Quad Bike Campaign was at a good level, with 54% of workers and 56% of employers being **certain** they had noticed this campaign. The great majority of those aware of the campaign indicated they had taken some positive action or experienced a positive outcome as a result; for example, choosing the right vehicle for the job, always wearing a helmet or having new rules around the use of quad bikes (including no longer allowing children to ride on adult quad bikes).

### Concluding comments: Communications

The fact that workers identified their bosses as a good source of advice supports earlier indications of positive dialogue between workers and bosses in Agriculture. Industry organisations are also seen as good sources of advice in this sector by both workers and employers, more so than in other sectors and WorkSafe NZ could aim to work collaboratively with trusted industry organisations in this regard.

## 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.

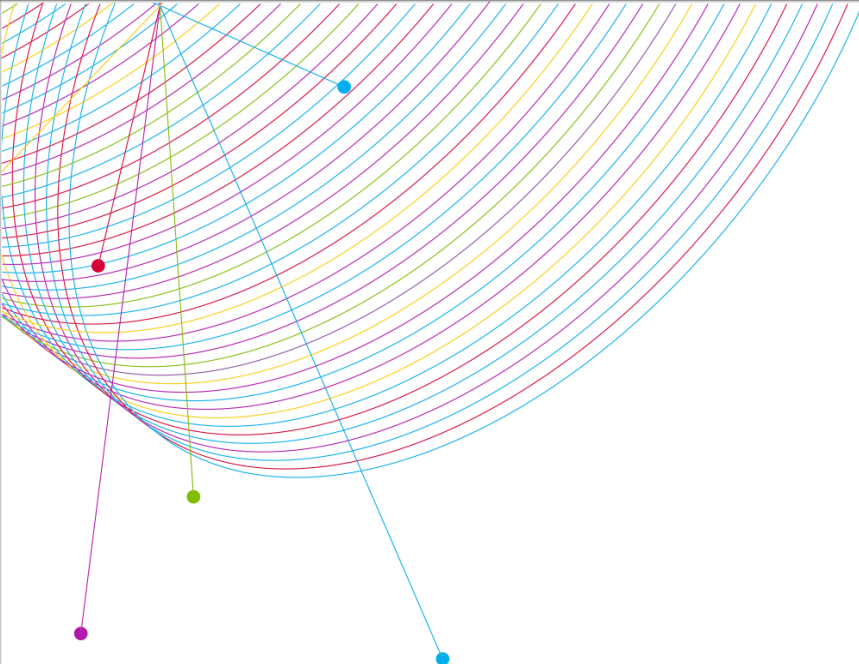


Overall, 85% of Agriculture workers and 91% of employers had heard of WorkSafe NZ. While awareness was high, knowledge was limited with most workers and employers having simply heard of WorkSafe NZ and having no knowledge or just professing to know a little bit about this organisation.



JUST UNDER HALF OF **WORKERS (46%)** KNEW THAT THEY COULD GET INFORMATION OR ADVICE ON HEALTH AND SAFETY FROM WORKSAFE NZ.

A third of Agriculture workers and 38% of employers had had **contact** with WorkSafe NZ in the past 12 months, predominantly through seeing materials or information WorkSafe NZ had produced.



# 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](http://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](http://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, providing a cross-sectoral view as well as focusing on the Agriculture sector.



## 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%
<b>TOTAL WORKSAFE NZ 4 RISK SECTORS</b>	<b>2314</b>	<b>± 2.0%</b>	<b>1425</b>	<b>± 2.6%</b>

## 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:  $\text{Effective base} = (\text{sum of weight factors})^2 / \text{sum of the squared weight factors}$ .
- 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.

## 2.7 AGRICULTURE SECTOR PROFILE

The following table profiles the workers and employers who responded to the survey by their areas of work. It illustrates the actual number of completed surveys obtained from each group and then shows the proportion of the Agriculture respondents accounted for by each group (note that respondents were able to give multiple responses so the percentages add up to more than 100%).

### 2.7.1 Area of work: Workers and Employers

AGRICULTURE AREA OF WORK	WORKERS		EMPLOYERS	
	UNWEIGHTED COUNTS	WEIGHTED %	UNWEIGHTED COUNTS	WEIGHTED %
DAIRY FARM	236	38%	126	35%
SHEEP FARM	176	30%	96	31%
BEEF FARM	197	34%	96	30%
POULTRY FARM	6	1%	5	2%
DEER FARM	32	5%	10	3%
FARM WITH OTHER LIVESTOCK	11	2%	8	2%
NURSERY AND FLORICULTURE PRODUCTION	13	2%	2	1%
MUSHROOM AND VEGETABLE GROWING	9	2%	13	2%
FRUIT AND TREE NUT GROWING	74	13%	69	16%
GRAIN FARMING	21	4%	19	6%
OTHER CROP GROWING	45	8%	18	4%
VINEYARD	4	1%	-	-
OTHER AGRICULTURE SUPPORT SERVICES	49	8%	21	3%
SHEARING SERVICES	-	-	16	3%
FENCING SERVICES	-	-	4	1%
MACHINERY OPERATING SERVICES	-	-	13	4%
OTHER	40	7%	20	3%

The following breakdown provides a profile of the workers who responded to the survey:

### 2.7.2 Profile of Agriculture workers

AGRICULTURE		WORKERS	AGRICULTURE		WORKERS
		WEIGHTED %			WEIGHTED %
GENDER	MALE	74%	TYPE OF WORK	FENCING	38%
	FEMALE	26%		SHEARING	10%
AGE	18 – 24 YEARS	4%		STOCK WORK	53%
	25 - 34 YEARS	11%		MILKING	27%
	35 – 44 YEARS	16%		GENERAL FARM WORK	66%
	45 – 54 YEARS	24%		MACHINERY OPERATOR	44%
	55 + YEARS	46%		CROP WORK	18%
ETHNICITY	NEW ZEALAND EUROPEAN	88%		PICKING	6%
	MAORI	7%		GARDENER / ARBORIST	8%
	PACIFIC	<1%		ADMINISTRATION	4%
	ASIAN	1%		OTHER	5%
SIZE OF BUSINESS WORKED FOR	SELF EMPLOYED	25%			
	2 TO 5 EMPLOYEES	54%			
	6 TO 9 EMPLOYEES	6%			
	10 TO 19 EMPLOYEES	6%			
	20 TO 49 EMPLOYEES	2%			
	50 TO 99 EMPLOYEES	2%			
YEARS IN INDUSTRY	100 OR MORE EMPLOYEES	3%			
	LESS THAN 3 YEARS	3%			
	3-9 YEARS	15%			
	10-19 YEARS	19%			
	20 YEARS OR MORE	62%			

### 2.7.3 Agriculture Workers and Employers by Region

REGION	AGRICULTURE WORKERS		EMPLOYERS	
	UNWEIGHTED COUNTS	WEIGHTED %	UNWEIGHTED COUNTS	WEIGHTED %
NORTHERN REGION	75	12%	44	11
CENTRAL REGION	289	47%	186	47
SOUTHERN REGION	237	39%	167	36

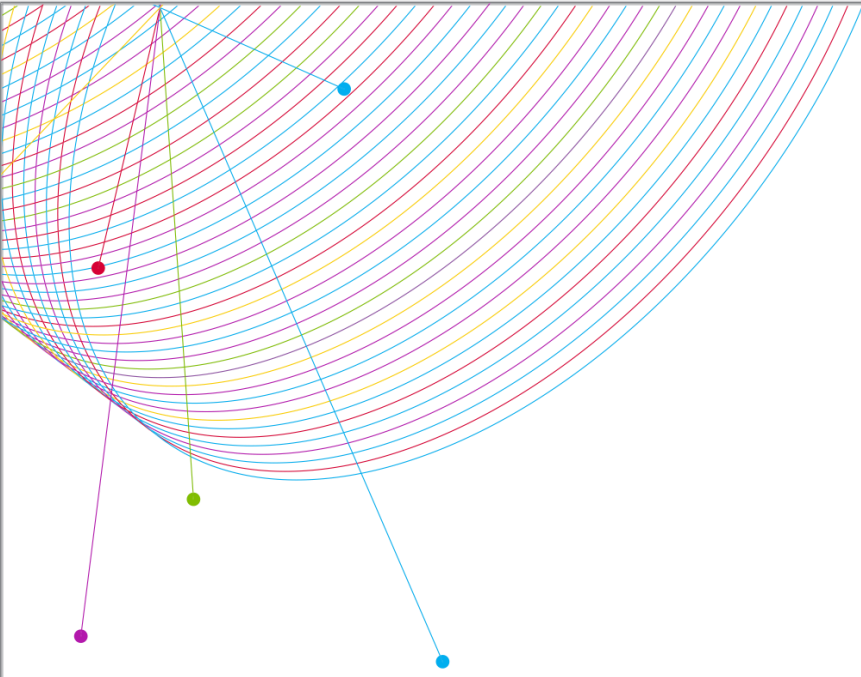


A profile of Agriculture employers responding to the survey is as follows:

#### 2.7.4 Profile of Agriculture employers

AGRICULTURE	WEIGHTED %
<b>SIZE OF BUSINESS</b>	
NONE	14%
1 TO 5 EMPLOYEES	69%
6 TO 9 EMPLOYEES	6%
10 TO 19 EMPLOYEES	6%
20 TO 49 EMPLOYEES	3%
50 TO 99 EMPLOYEES	1%
100 OR MORE EMPLOYEES	1%
<b># YEARS IN OPERATION</b>	
LESS THAN ONE YEAR	1%
1 TO LESS THAN 2 YEARS	1%
2 TO LESS THAN 6 YEARS	9%
6 TO LESS THAN 10 YEARS	11%
10 TO LESS THAN 20 YEARS	15%
20 YEARS OR MORE	64%
DON'T KNOW	0%
<b># SITES OWNED OR LEASED</b>	
NONE	11%
1	44%
2 TO 5	41%
6 TO 9	2%
10 OR MORE	1%
<b># SITES HAVE WORKERS ON BUT BUT NOT OWNED BY BUSINESS</b>	
NONE	67%
1	17%
2 TO 5	11%
6 TO 9	1%
10 OR MORE	5%

AGRICULTURE	WEIGHTED %
WHETHER HAVE DIFFICULTY RECRUITING PEOPLE WITH APPROPRIATE SKILLS IN THE LAST 12 MONTHS	NOT DIFFICULT AT ALL 27%
	SLIGHTLY DIFFICULT 26%
	DIFFICULT 12%
	VERY DIFFICULT 12%
	NOT APPLICABLE DID NOT TRY TO RECRUIT 24%
<b>18% EMPLOY MIGRANT WORKERS</b>	
	SOUTH AMERICA 19%
	PHILLIPPINES 17%
	UK (OTHER THAN IRELAND) 15%
OF THIS 18% OF EMPLOYERS, MIGRANTS MOST LIKELY TO COME FROM:	GERMANY 13%
	PACIFIC ISLAND:
	• FIJI 7%
	• SAMOA 9%
	• TONGA 6%
	• OTHER PACIFIC ISLAND 5%



# 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.

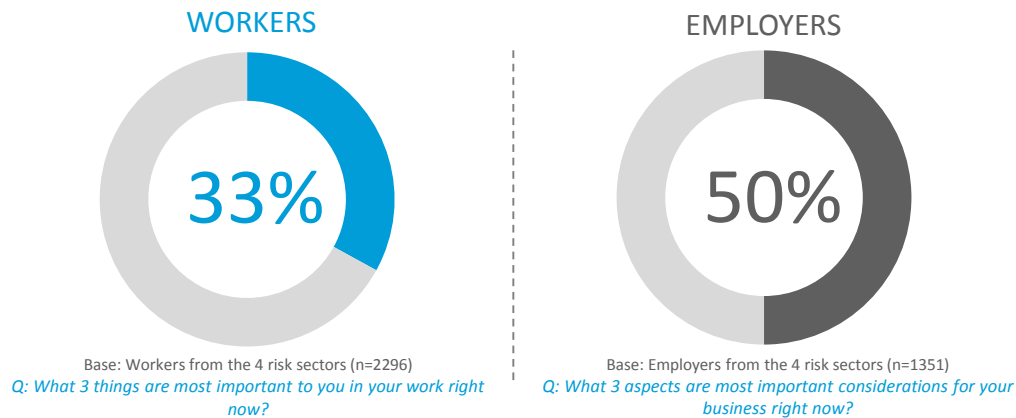
## CROSS-SECTOR VIEW

### 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

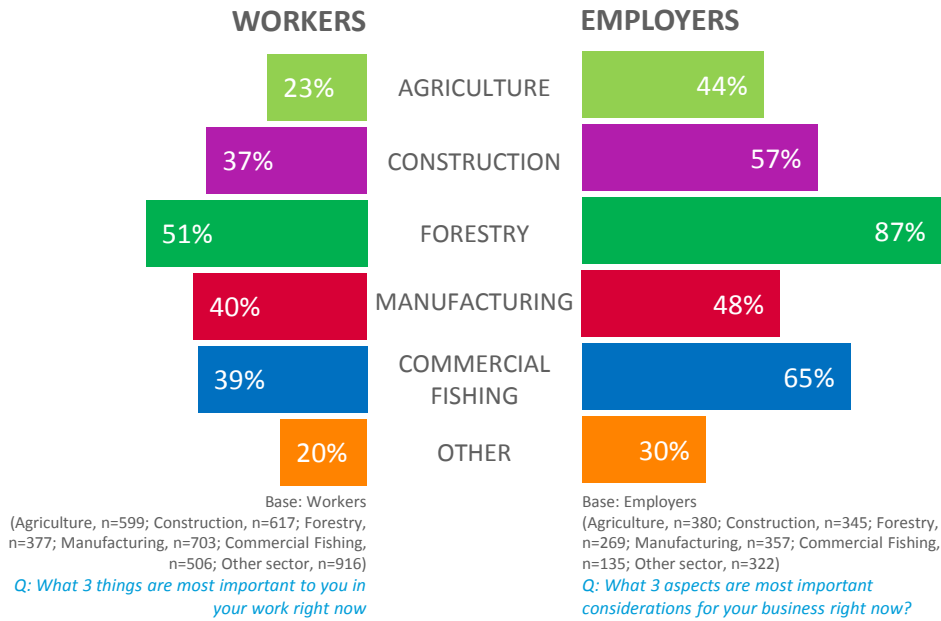


The following chart summarises the proportion of workers and employers from each of the six sectors who identified Health and Safety as one of their top three priorities.

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

	<b>AGRICULTURE</b> (n=380)	<b>CONSTRUCTION</b> (n=345)	<b>FORESTRY</b> (n=269)	<b>MANUFACTURING</b> (n=357)	<b>COMMERCIAL FISHING</b> (n=135)	<b>OTHER</b> (n=322)
<b>1</b>	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
<b>2</b>	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
<b>3</b>	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

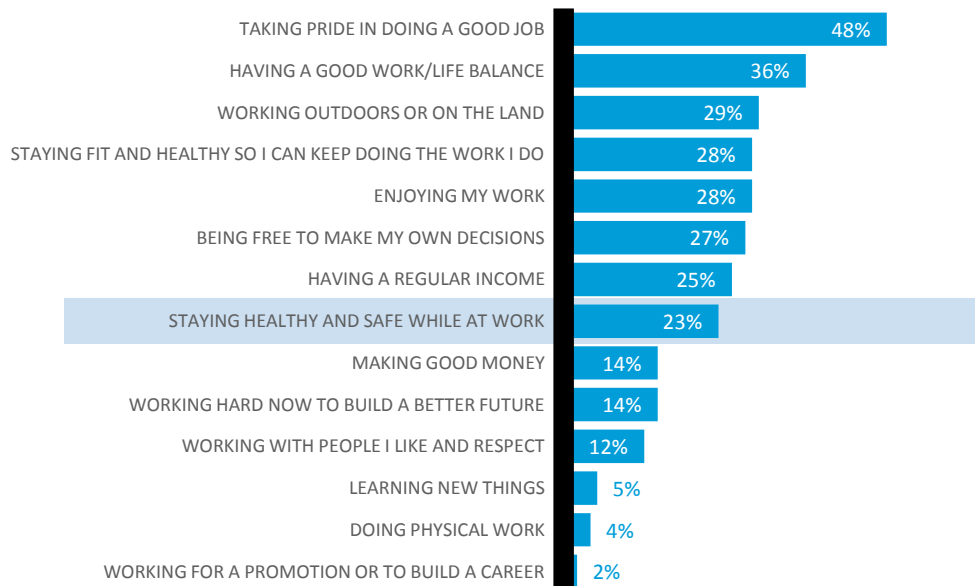
Q: What 3 aspects are most important considerations for your business right now?

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).

## AGRICULTURE SECTOR

Chart 3.1.5 following shows the frequency with which Agriculture workers put each consideration as one of their three most important considerations. As can be seen, Health and Safety achieved a ranking of 8th although a similar concept, staying fit and healthy so as to be able to continue doing the work, was ranked 4th. Pride and enjoyment in their work, having a good work/life balance and working outdoors and on the land were all aspects of work that were important to many Agriculture workers, considerably more so than building a career or learning new things.

**3.1.5 Proportion putting each aspect in three most important considerations (%): Workers in Agriculture**



Base: Workers in Agriculture (n=599)

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

Noteworthy differences by demographic group within Agriculture include:

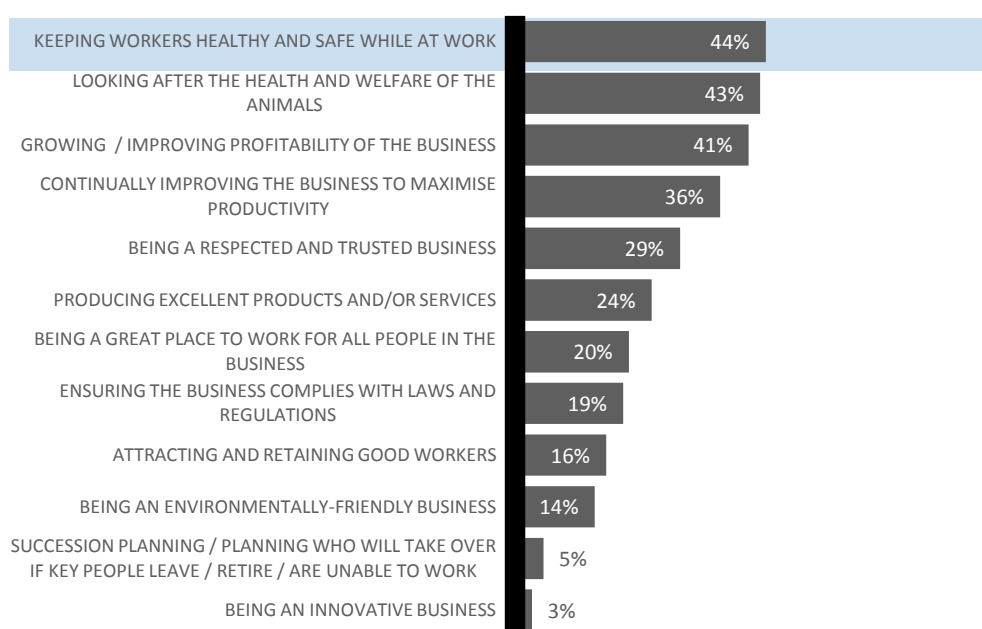
- Workers with no qualifications were more likely to consider pride in doing a good job, working outdoors and having a regular income as important considerations in their work
- Older Agriculture workers were more likely than younger workers to be concerned about staying fit and healthy so they could keep doing their jobs, as well as being free to make their own decisions. As was also the case with younger workers across the four WorkSafe NZ high-risk sectors as a whole, young Agriculture workers were more likely to be working hard to build a better future and to want to learn new things
- Māori workers were more likely to prioritise Health and Safety (37% put it in their top three) and they were also more likely to indicate that working with people they liked and respected was one of their top three considerations
- Sheep and beef farm workers were more likely to put working outdoors and freedom to make their own decisions as one of their top three considerations, while a higher proportion of dairy farm workers considered making good money and working hard now to build a better future as important considerations (dairy farm workers had a younger profile than other workers in this sector)



- A higher proportion of those who had experienced a serious harm issue/incident or near miss incident in the past 12 months were motivated by working hard now to build a better future and by making good money, when compared with Agriculture workers who had not had such an incident (note: those in Agriculture who had experienced an incident came from a spread of age-groups so this finding does not appear to be simply a function of age).

Among Agriculture **employers**, workers’ Health and Safety was one of the top three business considerations for 44%, with almost equal proportions selecting the health and welfare of animals and growing the business or improving profitability in their top three.

### 3.1.6 Proportion putting each aspect in three most important considerations (%): Employers in Agriculture



Base: Employers in Agriculture (n=380)

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

Dairy farming employers were more likely to place concern for the health and welfare of the animals in their top three considerations than the Health and Safety of the workers (55% compared with 47%, although this result is not statistically significant). This was even more marked in beef and sheep farming (61% prioritising welfare of animals compared with 40% prioritising Health and Safety of workers).

As might be expected, horticulture employers were more likely to identify producing excellent products as one of their most important considerations (48% cf. 24% across the sector).

A higher proportion of dairy farming employers had a stronger focus on making their business a great place to work for all the people in the business than other types of employers in Agriculture (30% cf. 20% across the sector).

## CROSS-SECTOR VIEW

### 3.2 RESPONSIBILITY FOR HEALTH AND SAFETY

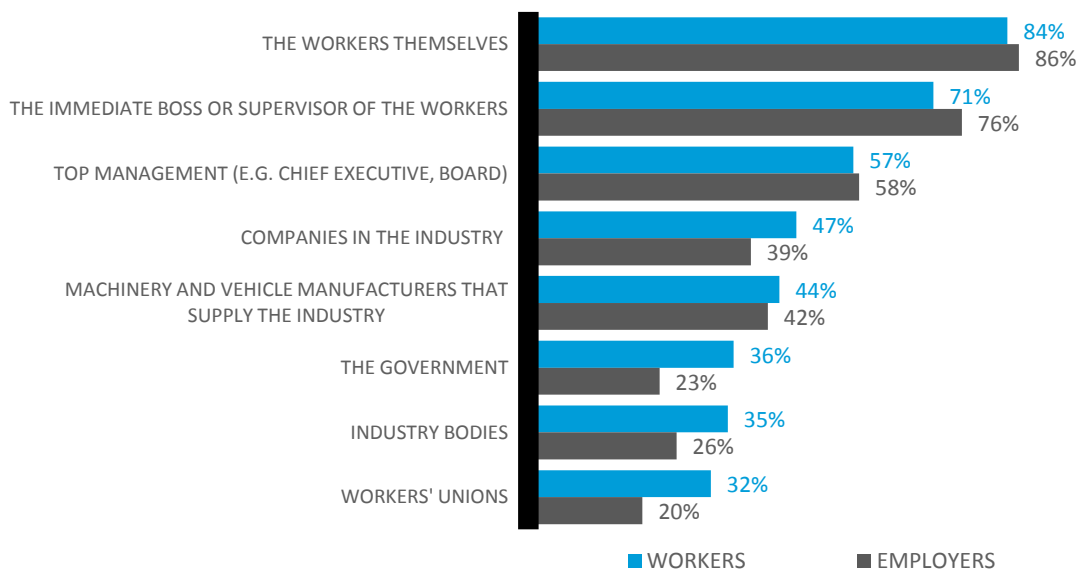
The extent to which workers take personal responsibility for their own Health and Safety has a huge influence on creating safer workplaces. Survey respondents were asked to indicate how much responsibility they felt each of a number of groups in the workplace should take for making sure workers stayed 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

	<b>AGRICULTURE</b> (n=581-592)	<b>CONSTRUCTION</b> (n=609-613)	<b>FORESTRY</b> (n=373-376)	<b>MANUFACTURING</b> (n=680-703)	<b>COMMERCIAL FISHING</b> (n=494-496)	<b>OTHER</b> (n=629-913)*
<b>1</b>	83% Workers themselves	87% Workers themselves	90% Workers themselves	78% Workers themselves	79% Boat owner/operator/master/skipper	79% Business owner
<b>2</b>	60% Immediate boss or supervisor	76% Immediate boss or supervisor	79% Immediate boss or supervisor	77% Business owner	76% Workers themselves	75% Workers themselves
<b>3</b>	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

	<b>AGRICULTURE</b> (n=375-380)	<b>CONSTRUCTION</b> (n=346)	<b>FORESTRY</b> (n=268-269)	<b>MANUFACTURING</b> (n=357-359)	<b>COMMERCIAL FISHING</b> (n=131-133)	<b>OTHER</b> (n=319)
<b>1</b>	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
<b>2</b>	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
<b>3</b>	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)?

## AGRICULTURE SECTOR

Within the Agriculture sector, workers were less likely than employers to attribute a high level of responsibility to immediate bosses or property owners. There was also a relatively large difference (compared with the other sectors) between the proportion (83%) assigning a **very big** responsibility to the workers and the proportion (60%) assigning a **very big** responsibility to the second ranked group (immediate boss). This supports the qualitative research which concluded that in Agriculture there is the prevailing view that Health and Safety is the responsibility of the individual.

### 3.2.4 Proportion indicating each group as having “very big” responsibility for workplace Health and Safety: Workers and Employers in Agriculture

WHO IS RESPONSIBLE?	WORKERS	EMPLOYERS
The workers themselves	83%	85%
The immediate boss or supervisor of the workers	60%	71%
The farm or property owners	56%	64%
Top management (e.g. Chief Executive, Board)	40%	46%
Machinery and vehicle manufacturers that supply the industry	34%	40%
Companies in the industry (e.g. Fonterra, Alliance, FMG)	23%	24%
The Government	19%	14%
Industry bodies (e.g. Federated Farmers, Dairy NZ, Horticulture NZ)	19%	19%
Workers' unions	16%	13%

Base: Workers in Agriculture (n=571-592)

Base: Employers in Agriculture (n=370-380)

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)?

In this sector, fewer than one in five workers (19%) and even fewer employers felt that the government had a **very big** responsibility for Health and Safety.

While 56% of workers felt the government had some degree of responsibility (rated 3-5 on the 5-point scale) 34% felt that the government had little or no responsibility. This increased to 42% among workers on sheep and beef farms.

In comparison, 62% of employers felt the government had some degree of responsibility. This was particularly the case among the businesses that employed migrant workers when compared with those that didn't have any migrant workers (79% c.f. 59%).

Following the groups directly involved in the workplace, the group seen by more Agriculture workers as having a **very big** responsibility for Health and Safety was machinery and vehicle manufacturers supplying the industry, more so than the leading companies in the Agriculture industry or industry bodies such as Federated Farmers or Dairy NZ.

However, it should be noted that all groups considered were seen to have at least some responsibility (3-5 out of 5-point scale) by the majority of Agriculture workers and employers, with the exception of workers' unions (49% of workers and 50% of employers felt unions had some responsibility).

## CROSS-SECTOR VIEW

### 3.3 LEADERSHIP

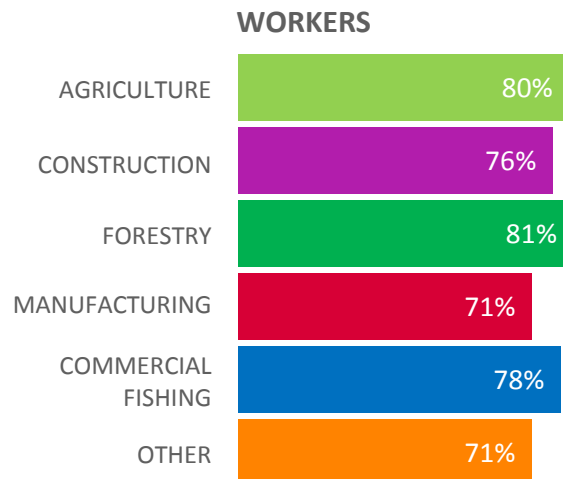
The qualitative research concluded that a worker's immediate boss sets the tone in terms of how Health and Safety is regarded. If the boss is seen to prioritise Health and Safety above other considerations then this flows through to the workers.

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



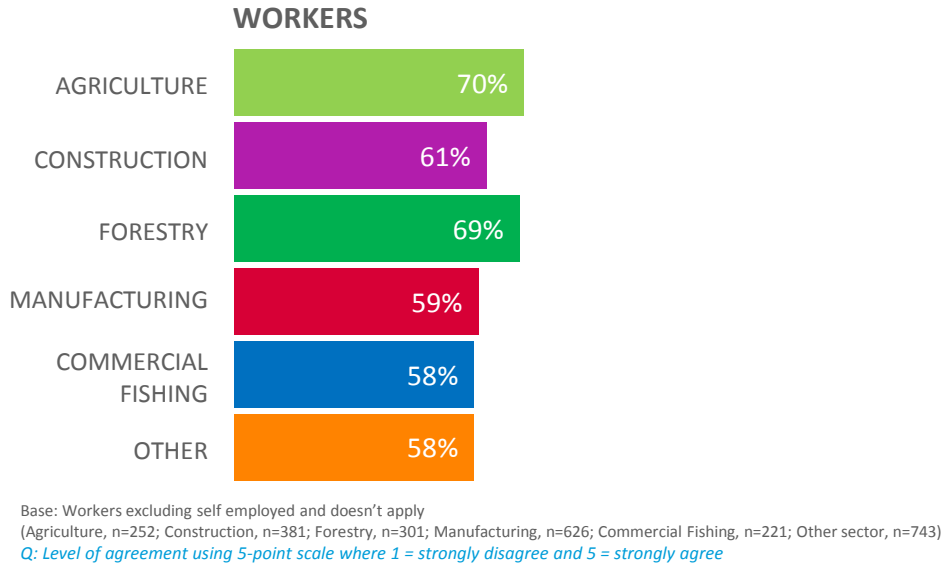
Base: Workers excluding self employed and doesn't apply  
(Agriculture, n=255; Construction, n=381; Forestry, n=301; Manufacturing, n=625;  
Commercial Fishing, n=223; Other sector, n=744)

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.

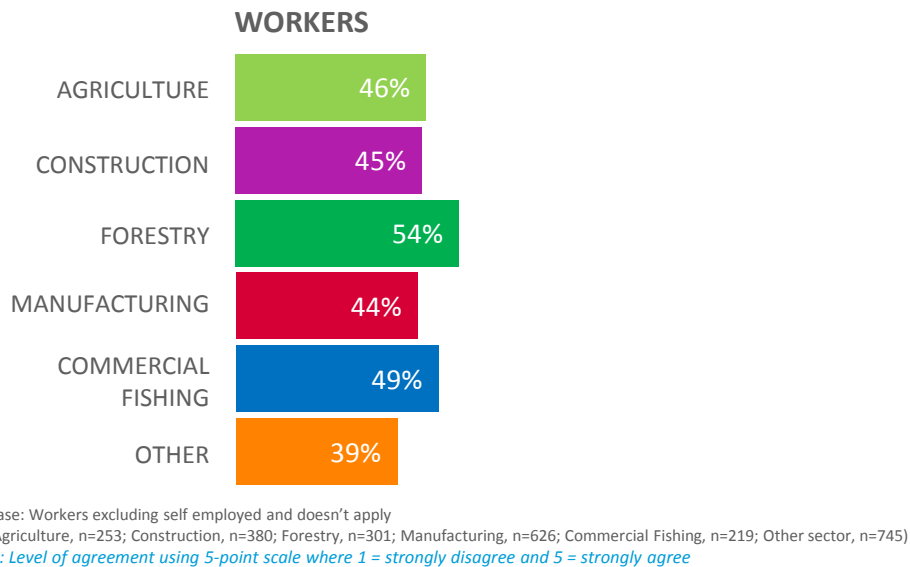
**3.3.2 Proportion disagreeing boss sometimes seems more interested in getting the job done or profit than in safety: Workers**



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 <b>76% agree</b>	Business practices strongly influenced by very strong concern for welfare of workers <b>88% agree</b>
SAFETY AS PRIORITY	Boss sometimes seems more interested in getting job done or profit than safety <b>63% disagree</b>	Business considers safety at least as important as production and quality in the way work is done <b>80% agree</b>
SAFE BEHAVIOUR REWARDED	Boss praises or rewards workers who act safely <b>45% agree</b>	Those who act safely receive positive recognition <b>65% agree</b>

Base: Workers from the 4 risk sectors excluding self employed and not applicable (n=1560-1562)

Base: Employers from the 4 risk sectors (n=1345-1350)

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.

## AGRICULTURE SECTOR

(Close to half the workers in the Agriculture sector did not respond to questions about a boss because they were self-employed or did not consider they had a boss).

While the picture for Agriculture is similar to that of the four WorkSafe NZ high-risk sectors overall, Agriculture (and Forestry) workers appeared to be slightly more positive about leadership than workers in the other high-risk sectors.

### 3.3.5 Comparisons of workers and employers' views on leadership: Agriculture

	WORKERS	EMPLOYERS
GENUINE CONCERN	<p>Boss genuinely concerned about Health and Safety of workers</p> <p><b>80%</b> agree</p>	<p>89% agree</p> <p>Business practices strongly influenced by very strong concern for welfare of workers</p>
SAFETY AS PRIORITY	<p>Boss sometimes seems more interested in getting job done or profit than safety</p> <p><b>70%</b> disagree</p>	<p>81% agree</p> <p>Business considers safety at least as important as production and quality in the way work is done</p>
SAFE BEHAVIOUR REWARDED	<p>Boss praises or rewards workers who act safely</p> <p><b>46%</b> agree</p>	<p>68% agree</p> <p>Those who act safely receive positive recognition</p>

Base: Workers from Agriculture excluding self employed and not applicable (n=252-255)

Base: Employers from Agriculture (n=375-378)

There were some variations among sub-groups of Agriculture workers as follows:

- Workers in Waikato were more likely to feel that their boss was genuinely concerned about their Health and Safety (90% agree)
- Workers who worked alongside migrant workers were more likely than average to agree that their boss sometimes puts getting the job done or profit ahead of safety (32%, compared with 11% among those who don't work with migrant workers)
- As indicated earlier, those workers who had experienced a serious harm issue/incident were more likely to give unfavourable responses to these leadership indicators. For example, 37% of those who had experienced such an issue/incident agreed that the boss sometimes put other considerations ahead of safety, compared with 11% who had not had an issue/incident
- Being praised or rewarded for acting safely was less likely to occur for machinery operators in Agriculture (27% disagreed that this happened).

The main variation of note among different types of Agriculture employers was that those businesses that had experienced a serious harm issue or incident in the past 12 months were less likely to agree that safe behaviour was recognised (54% cf. 72% of those with no incidents).

### **Leadership towards other family members**

An additional question was included for respondents in the Agriculture sector specifically around the issue of Health and Safety for family members. The purpose of this question was to measure the extent to which the boss/the business ensured that family members working on the farm or in the business had the knowledge and skills to keep themselves safe.

Among **employers**, there was almost universal agreement (91%) that the business made sure family members had the knowledge and skills required to keep safe (just 1% disagreed).

Among **workers**, there was also mostly agreement (67%) but with 6% disagreeing, 17% providing a neutral answer (3 on the 5-point scale) and 11% not knowing. The only sub-group where there was higher disagreement was among workers who typically worked 51 or more hours a week, 11% of whom indicated the Health and Safety of family members was not given sufficient attention.

## CROSS-SECTOR VIEW

### 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.

## AGRICULTURE SECTOR

In the Agricultural sector, the same patterns as those observed across the four WorkSafe NZ high-risk sectors are evident. Namely, that most workers had generally favourable perceptions relating to responsive dialogue in their workplace and that, for comparable attributes, an even higher proportion of employers than workers had favourable perceptions.

While most workers within all sub-groups were generally positive, there were relatively larger pockets of workers with *unfavourable* views among:

- Workers who had experienced a serious harm issue/incident in the previous 12 months; for example, 15% felt they were not encouraged to speak up if something was unsafe, 22% felt they would not be supported if they suggested stopping work because of a possible hazard and 19% felt that safety was not an ongoing focus from the top down
- Crop workers; particularly with respect to everyone working together to make sure everyone was safe, and there being a constant focus on safety
- Workers who worked alongside migrant workers, particularly with respect to everyone from the boss down always trying to improve safety (26% disagreed)
- Those who worked 51 hours or more a week, particularly with respect to the boss supporting them in suggesting stopping work due to a possible hazard (22% disagreed).

Employers across the Agriculture sector were predominantly consistently positive in their responses. The most notable exception was that the businesses that had experienced a serious harm incident in the previous 12 months were less likely to agree that everyone in their business valued ongoing safety improvements (54% cf. 71% of those businesses with no incidents).



### 3.4.2 Comparisons of workers and employers' views on responsive dialogue attributes: Workers and Employers in Agriculture

RESPONSIVE DIALOGUE ATTRIBUTES	WORKERS	EMPLOYERS
I would worry I would get into trouble if I told my boss I had a near miss (% disagree)	84%	-
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)	80%	79%
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)	76%	91%
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)	73%	91%
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)	68%	88%
My boss sometimes says nothing when he/she sees a worker taking a shortcut or risk (% disagree)	68%	-
Everyone from the boss down is always trying to improve safety (W), Everyone at this business values ongoing safety improvements in this business (E)	64%	67%
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)	64%	86%

Base: Workers from Agriculture excluding doesn't apply (n=252-590)

Base: Employers from Agriculture (n=377-381)

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

## CROSS-SECTOR VIEW

### 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).

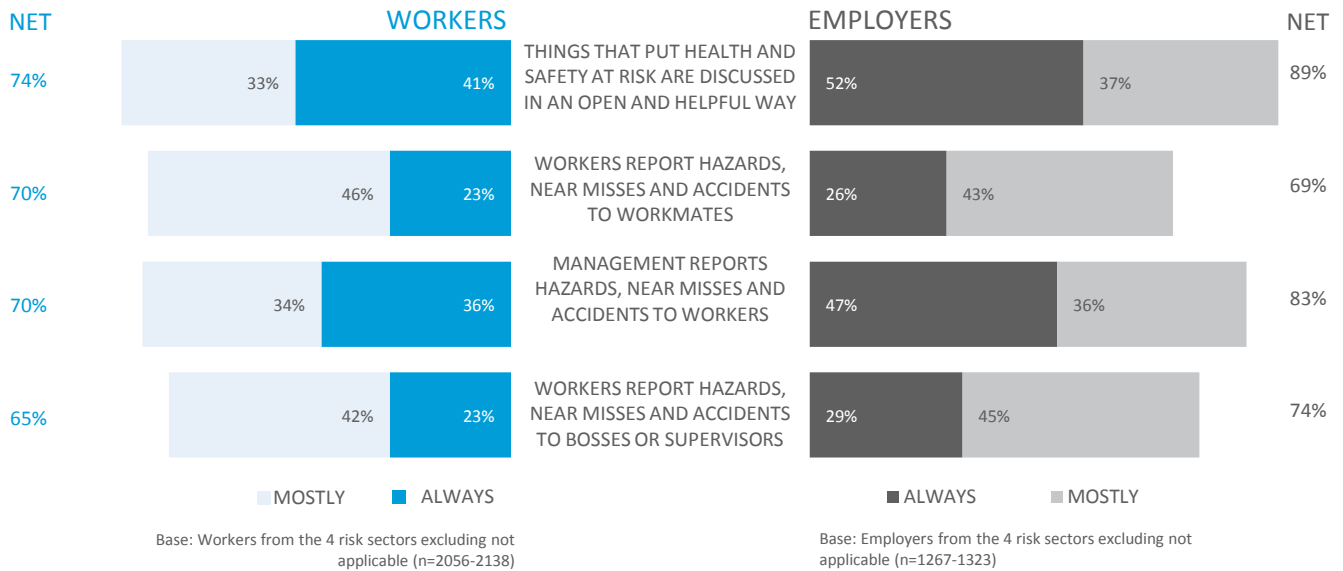
The following chart illustrates the proportion of workers and employers who felt each behaviour occurred most or all of the time. (This analysis is only based on those workers for whom each question applied; for example, the question concerning workmates was only answered by those who worked with others).

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.

### 3.4.3 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:

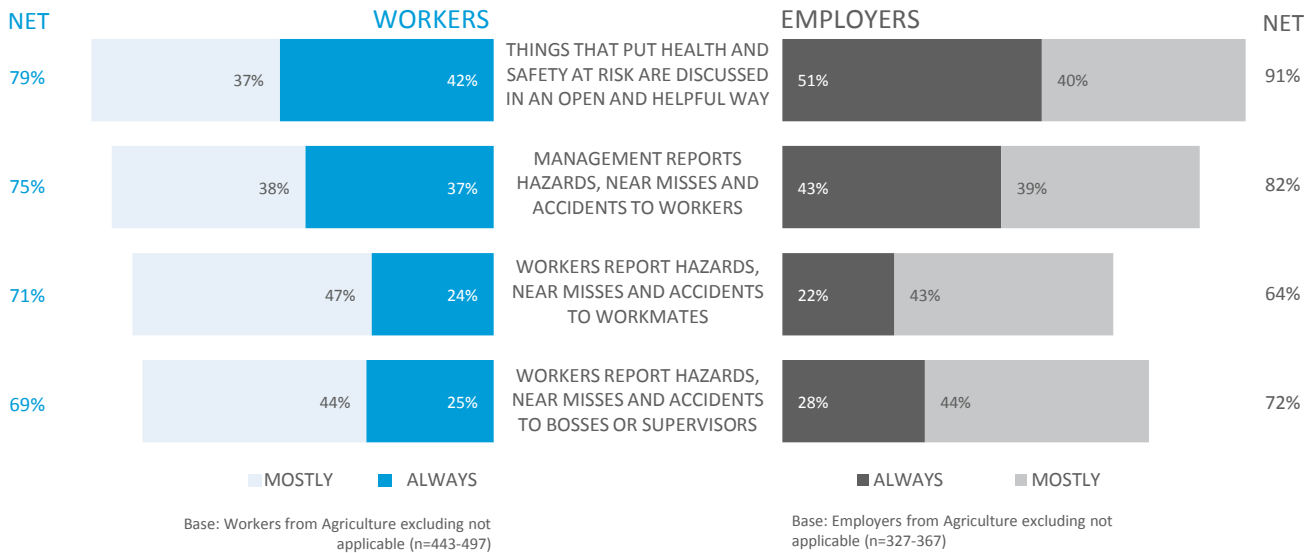
- Each of these four positive behaviours was most common in the Forestry sector, among both workers and employers. For example, in this sector 85% of workers and 98% of employers felt that things that put Health and Safety at risk were discussed in an open and helpful way most/all the time
- The responses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

**AGRICULTURE SECTOR**

In the Agriculture sector, four in five **workers** (79%) indicated that Health and Safety risks were discussed in an open and helpful way at least most of the time. Three quarters of workers also believed that management alerted workers to risks and accidents at least most of the time.

The consistency with which workers reported hazards, near misses and accidents to bosses was lower than the other actions considered. While 69% of workers felt that this happened most or all of the time, nearly a quarter (24%) indicated it happened infrequently (only half the time or less). The types of Agriculture workers more likely to indicate that workers alerted bosses infrequently were younger workers (aged 25 to 34 years old), dairy workers and those who had experienced a serious harm or near miss incident in the past 12 months.

**3.4.4 Proportion indicating responsive dialogue behaviours occurred most or all the time: Agriculture 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)*

A higher proportion of workers who had experienced a serious harm or near miss incident indicated that management only infrequently informed workers of incidents (28%) and that Health and Safety was not often discussed in an open and helpful way (25%).

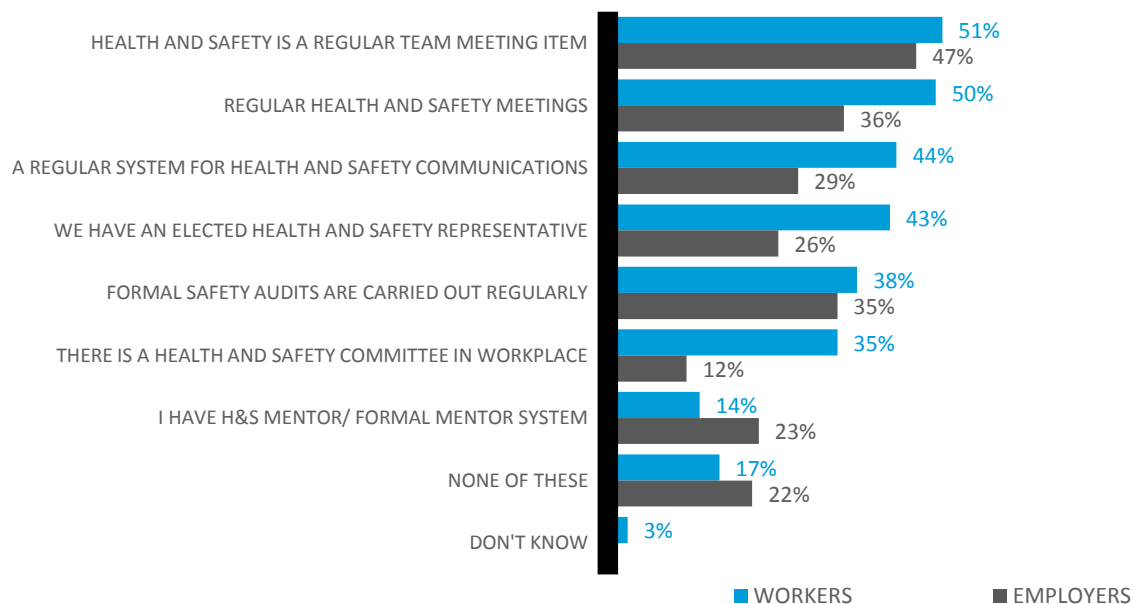
## CROSS-SECTOR VIEW

### 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



Base: Workers from 4 Risk Sectors excluding self-employed (n=1913)

Base: Employers from 4 Risk Sectors (n=1343-1351)

Q: Which, if any, of these, happen at your workplace/does your business have?

Note: Employers' responses on "Formal Safety Audits are carried out regularly" come from a separate question. Level of agreement (5-point agreement scale) with statement: "Formal safety audits at regular intervals are a normal part of our business" (% Agree or Strongly Agree)

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%).

## AGRICULTURE SECTOR

When Agriculture is compared to the other WorkSafe NZ high-risk sectors, a higher proportion of **workers** (32%) and **employers** (32%) indicated that there were no formal Health and Safety structures in their workplaces. This was particularly high among workers on sheep and beef farms (45% none) and among shearers (53% none). The responses of beef and sheep **employers** also reinforced the finding that formal structures were less prevalent on these types of farms.

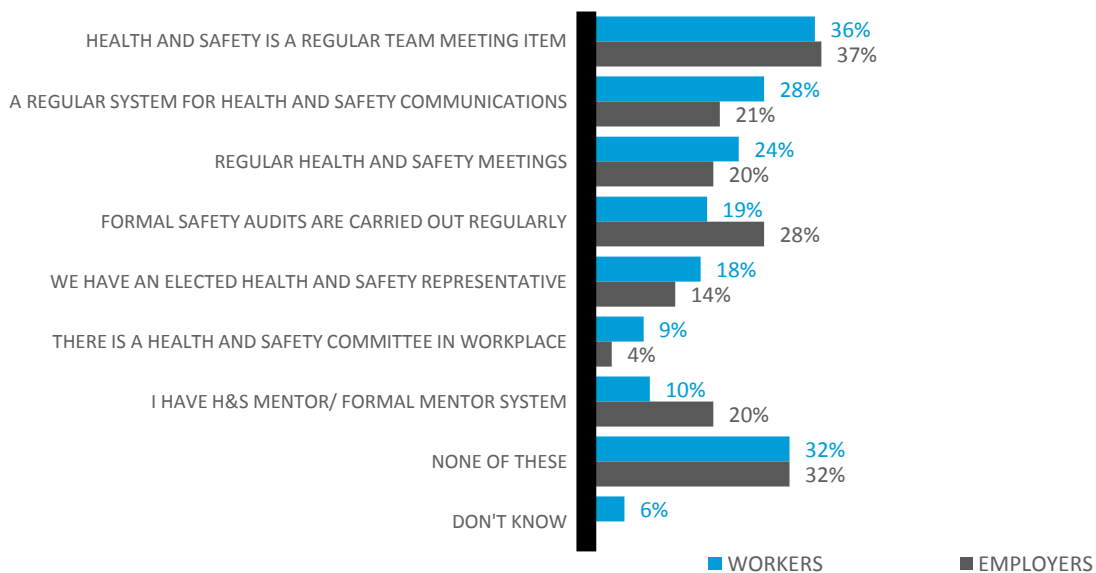
The Agriculture business type most likely to have formal structures in place was horticulture, especially fruit and tree nut growers, evident in the responses of both workers and employers.

The most prevalent formal system in Agriculture was Health and Safety as an agenda item at regular team meetings, with 36% of workers and 37% of employers indicating that this happened. This system was in place on a higher proportion of dairy farms, where 45% of employers indicated that this happened.

It was also noticeable that those Agriculture businesses employing migrant workers were more likely than those without migrant workers to have formal structures in place. For example, 53% of businesses employing migrant workers had Health and Safety as an agenda item at regular meetings (cf. 32% of those not employing migrant workers), 29% had an elected Health and Safety representative (cf. 11%) and 33% had a formal mentor system (cf. 18%).

It is important to note that all these variations will be influenced strongly by size of business. Within Agriculture, as across all four high-risk sectors, large businesses were far more likely to have structures in place.

### 3.5.2 Participatory structures in place: Agriculture Workers and Employers



Base: Workers from Agriculture excluding self-employed (n=413)

Base: Employers from Agriculture (n=375-379)

Q: Which, if any, of these, happen at your workplace/does your business have?

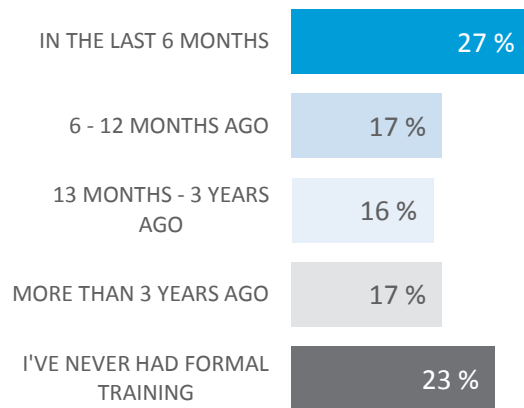
**Note:** Employers' responses on "Formal Safety Audits are carried out regularly" come from a separate question. Level of agreement (5-point agreement scale) with statement: "Formal safety audits at regular intervals are a normal part of our business" (% Agree or Strongly Agree)

## CROSS-SECTOR VIEW

### 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.

#### 3.5.3 Last time formal training on Health and Safety received: Workers



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

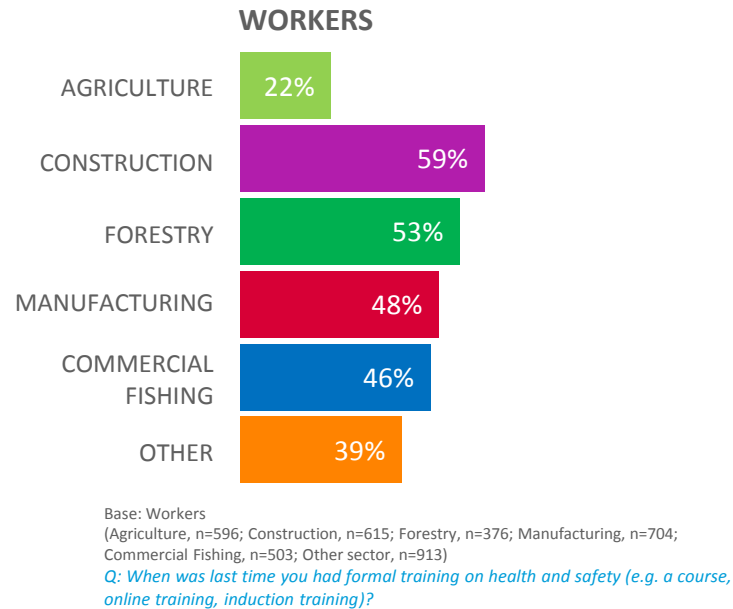
Q: When was last time you had formal training on health and safety (e.g. a course, online training, induction training)?

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%).



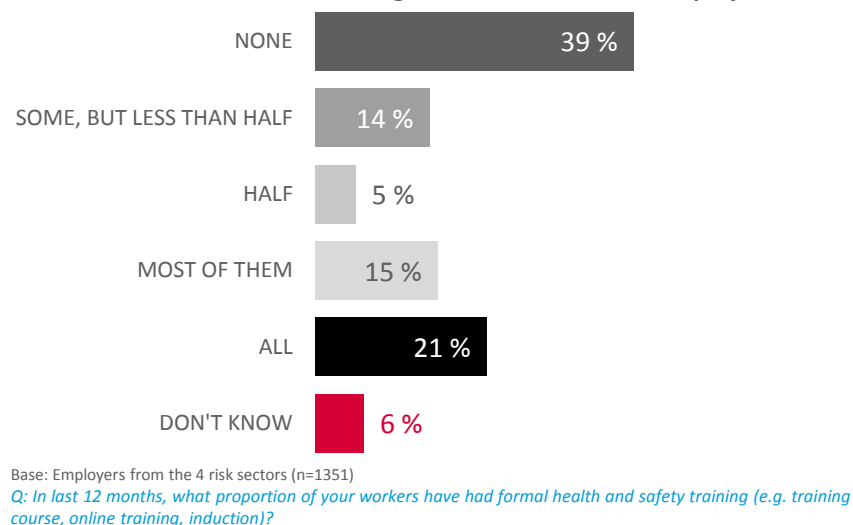
As can be seen in the chart following, in the Agriculture sector a much smaller proportion of workers (22%) had received formal training over the last 12 months while the proportion was highest in Construction at 59%.

### 3.5.4 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.

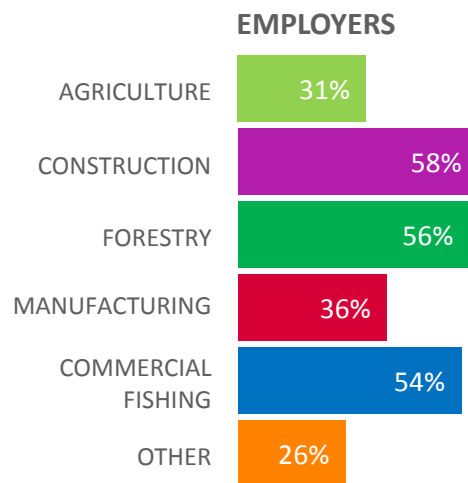
### 3.5.5 Proportion of staff that had formal training in the last 12 months: Employers



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.

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



Base: Employers (Agriculture, n=380; Construction, n=346; Forestry, n=268; Manufacturing, n=357; Commercial Fishing, n=134; Other sector, n=322)

Q: In last 12 months, what proportion of your workers have had formal health and safety training (e.g. training course, online training, induction)?

## AGRICULTURE SECTOR

As mentioned earlier, formal Health and Safety training was considerably less prevalent in Agriculture than in the other high-risk sectors, with just 22% of Agriculture **workers** having received formal training in the past 12 months and 50% of Agriculture **employers** having **no** employees receiving formal training in the past 12 months.

The Agriculture workers who were most likely to have received formal training in this time period were those aged 18-24 years (45% had received training), those working alongside migrant workers (43%) and those in horticulture (34%).

The smaller the Agriculture business in terms of number of employees, the less likely it was that any employees had received formal training in the previous 12 months. The provision of formal training was more prevalent among dairy farm employers and employers in fruit and tree nut horticulture. It was considerably less prevalent among sheep and beef farm employers where, in 61% of these businesses, no employees had received formal training in this time period.

## CROSS-SECTOR VIEW

### 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

	<b>AGRICULTURE</b> (n=367-378)	<b>CONSTRUCTION</b> (n=345-346)	<b>FORESTRY</b> (n=267-268)	<b>MANUFACTURING</b> (n=353-358)	<b>COMMERCIAL FISHING</b> (n=132-134)	<b>OTHER</b> (n=316-320)
<b>1</b>	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
<b>2</b>	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
<b>3</b>	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.

## AGRICULTURE SECTOR

As was the case across all sectors, the strongest influence on employers' Health and Safety practices in the Agriculture sector was a strong concern for the welfare of the workers. Cost to the business in terms of loss of productivity in the event of a serious harm incident was also a major influence in the sector, while 63% were strongly influenced by wanting to avoid being found at fault, fined or prosecuted.

While the rank order shown in the chart below was relatively consistent across various types of Agriculture businesses, some variations were:

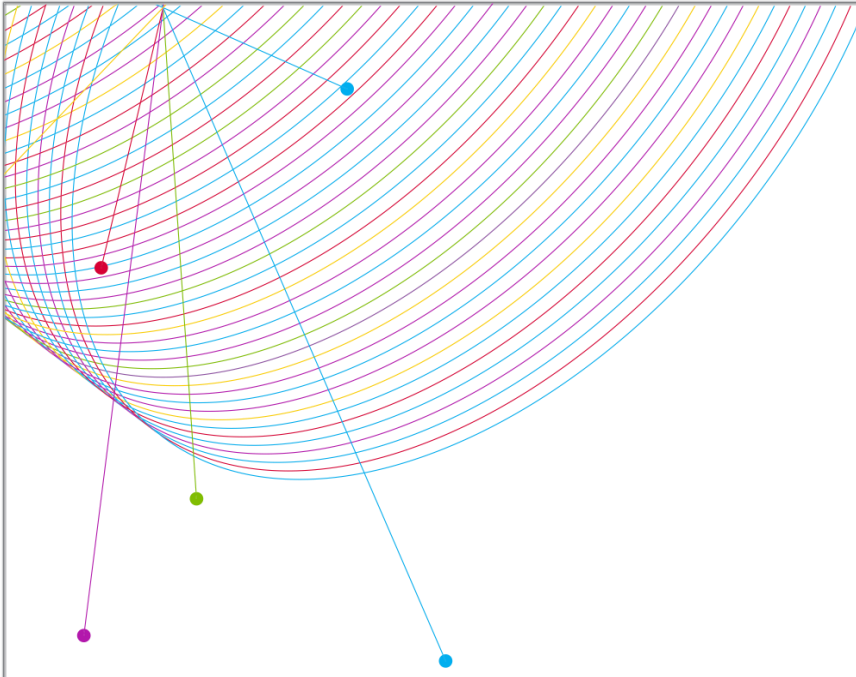
- A higher proportion of Agriculture businesses in the Northern region were strongly influenced by wanting to avoid the loss of productivity from a serious harm incident as well as by a belief that a good Health and Safety record helped them to win contracts
- A higher proportion of dairy farm businesses than other types of businesses were strongly influenced by the fact that a good Health and Safety record helped them attract and retain good staff
- A higher proportion of businesses employing migrant workers were strongly influenced by a desire to avoid being found at fault, fined or prosecuted.

### 3.6.3 Proportion strongly or very strongly influenced by each driver of Health and Safety: Agriculture Employers



Base: Employers from agriculture (n=367-378)

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)



# SECTION 4: KNOWLEDGE AND UNDERSTANDING

## 4 KNOWLEDGE AND UNDERSTANDING

### CROSS-SECTOR VIEW

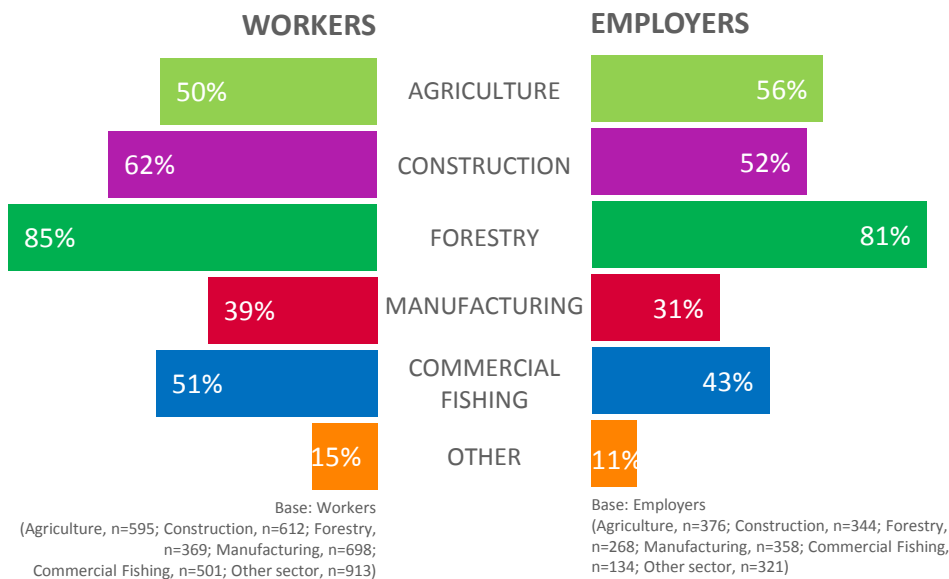
#### 4.1 PERCEPTIONS OF RISK

##### 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

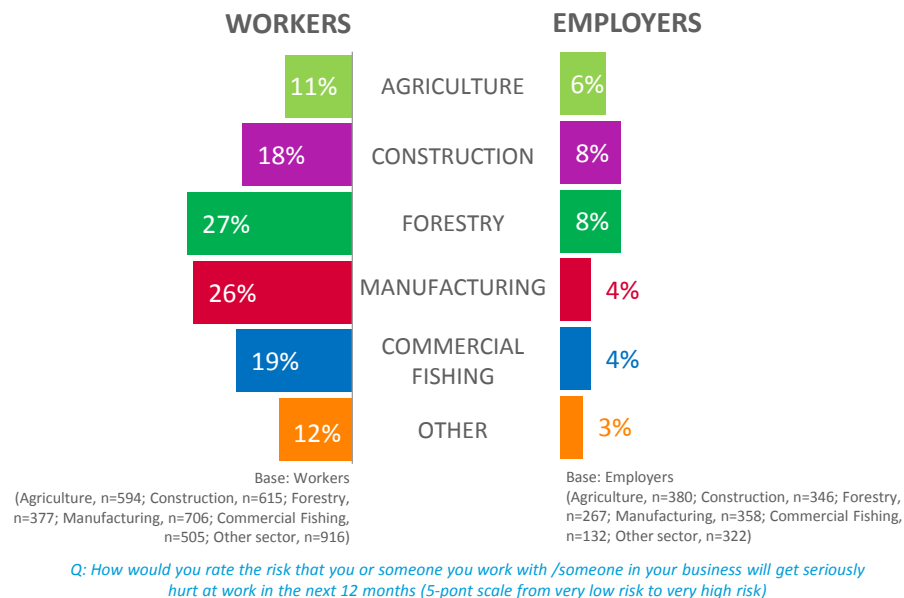
Workers were asked how they rated the risk of themselves or someone they worked with getting seriously hurt at work in the upcoming 12 months, while employers were asked the question in relation to someone in their business getting seriously hurt. They responded via a 5-point scale ranging from very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

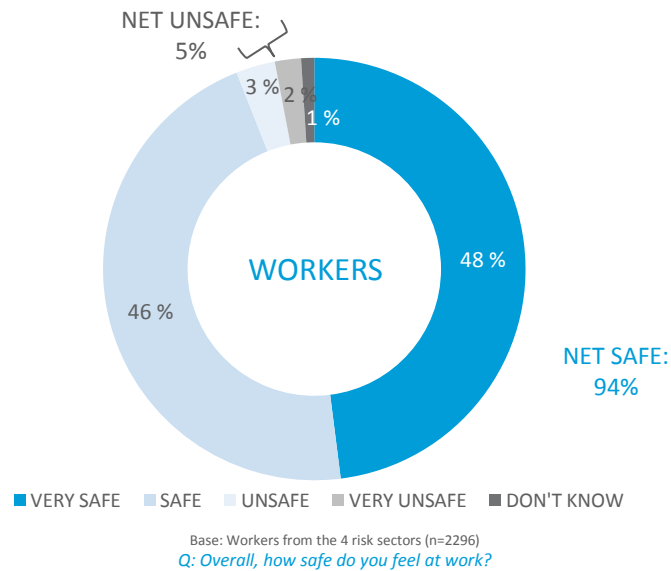
Just over a third of those workers who had themselves had a recent serious harm or near miss incident felt there was some likelihood that they or a workmate could have a serious harm incident in the next 12 months.

### 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?

### AGRICULTURE SECTOR

Overall, Agriculture workers perceived lower levels of risk of serious harm when compared with the four WorkSafe NZ high-risk sectors in general. While half of the workers and 56% of employers acknowledged that the risk of getting seriously hurt in the Agriculture industry was higher than average, workers were less likely than workers from the four WorkSafe NZ high-risk sectors overall to consider they or a workmate could get seriously injured in the following 12 months. The majority (57%) felt **very safe** in their work.

## CROSS-SECTOR VIEW

### 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.

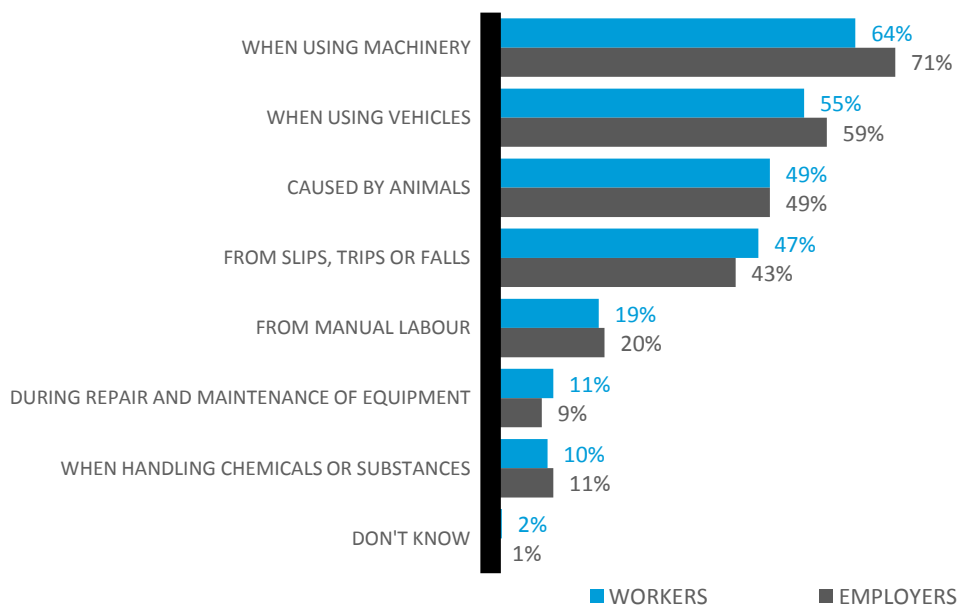
## AGRICULTURE SECTOR

### Main causes of serious injury

The chart below illustrates that workers and employers in Agriculture had a similar understanding of the principal causes of Agriculture workers getting seriously hurt. Serious harm while using machinery was most frequently mentioned in this context, followed by vehicle use and then when working with animals. Trips, slips and falls causing serious harm rounded out the perceived top four contributors to serious harm in this sector.

While less commonly-cited across the sector overall, a higher proportion of horticultural workers and employers mentioned manual labour, injuries sustained during repair and maintenance of equipment, and handling of chemicals as major risks compared with those working in other parts of the sector.

#### 4.2.1 Proportion identifying each cause of serious injury as one of the three most prominent in their industry (%): Agriculture Workers and Employers



Base: Workers from Agriculture (n=598)

Base: Employers from Agriculture (n=380)

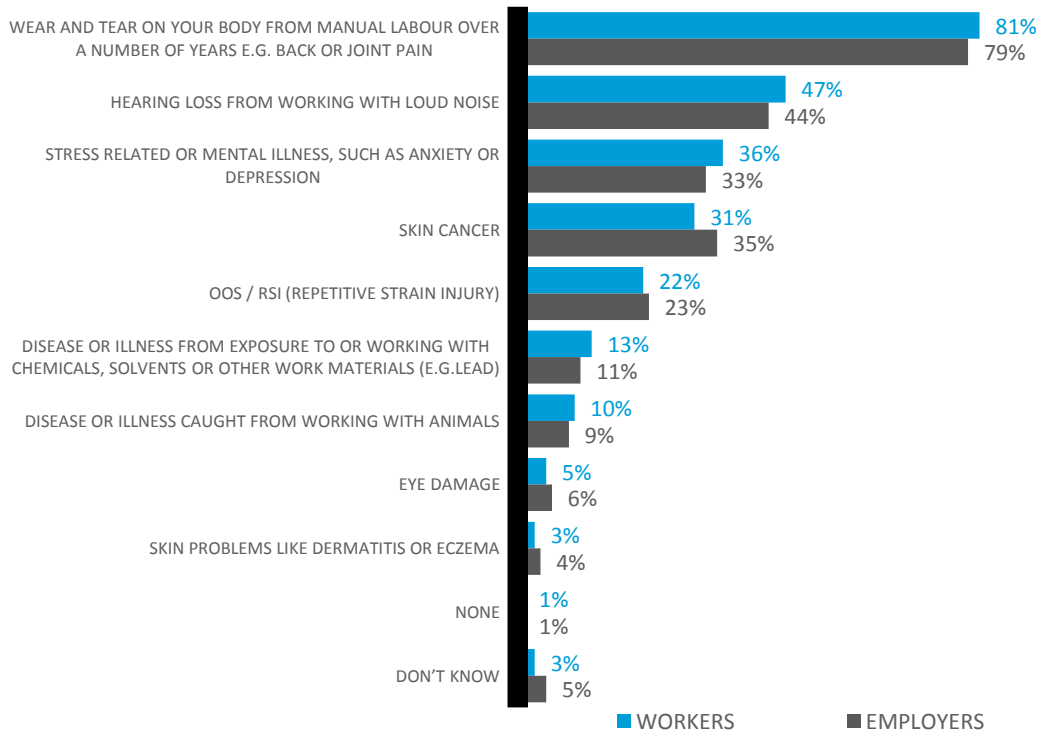
Q: As far as you know, how are people working in your industry most likely to get hurt at work (select up to three)?

### Long-term health problems

In the Agriculture sector, and in fact across all sectors with the exception of the 'Other' sector, the long-term health problem most commonly identified was body wear and tear from manual labour over a number of years, cited by 81% of workers and 79% of employers. The health problem mentioned by the second-highest proportion was hearing loss from working with loud noise, following at some distance. Stress-related or mental illness was identified by around a third of workers and employers as one of the most prominent long-term health problems facing the Agriculture industry.

Knowledge of stress related or mental illness as a prominent long-term health problem in Agriculture was more prevalent among workers in Taranaki (58% cf. 36% across all workers) and Otago (51%). It was also more prevalent among workers aged 35-44 years, self-employed people and people working in dairy farming. Knowledge of the risk of hearing loss was more prevalent among workers aged 55 years and over, while horticultural workers and employers were more aware of the risk of OOS/repetitive strain injury.

**4.2.2 Proportion identifying long-term health problems as one of the three most prominent in their industry: Agriculture workers and employers**



Base: Workers from Agriculture (n=597)

Base: Employers from Agriculture (n=381)

Q: As far as you know, what long-term health problems (lasting 6 months or more) are people working in your industry most at risk of getting (select up to three)?

## CROSS-SECTOR VIEW

### 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><b>84%</b> 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><b>67%</b> 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).

## AGRICULTURE SECTOR

Workers and employers in Agriculture concurred that the appropriate tools and equipment were provided to allow people to complete their work safely.

There was a lower level of agreement that people had the information needed to be able to work safely. However, three quarters of workers and 82% of employers still agreed that this was the case.

These findings were consistent across all sub-groups.

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

WORKERS	EMPLOYERS
<p>I have the tools and equipment I need to do my job safely</p> <p><b>89%</b> 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><b>74%</b> agree</p>	<p>82% agree</p> <p>Workers and supervisors have the information they need to work safely</p>

Base: Workers from Agriculture excluding doesn't apply (n=518-581)

Base: Employers from Agriculture (n=379)

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



## CROSS-SECTOR VIEW

### 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.

#### 4.3.3 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

	<b>AGRICULTURE</b> (n=592-594)	<b>CONSTRUCTION</b> (n=609-614)	<b>FORESTRY</b> (n=372-373)	<b>MANUFACTURING</b> (n=701-702)	<b>COMMERCIAL FISHING</b> (n=495-498)	<b>OTHER</b> (n=908-915)
<b>1</b>	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
<b>2</b>	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
<b>3</b>	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

	<b>AGRICULTURE</b> (n=376-377)	<b>CONSTRUCTION</b> (n=344-345)	<b>FORESTRY</b> (n=267-269)	<b>MANUFACTURING</b> (n=356-358)	<b>COMMERCIAL FISHING</b> (n=129-130)	<b>OTHER</b> (n=318-320)
<b>1</b> 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	
<b>2</b> 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	
<b>3</b> 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.

## AGRICULTURE SECTOR

Workers in Agriculture were most likely to identify people working while sick or injured or when overtired as a prevalent risky behaviour, while overtiredness was the most frequently identified prevalent behaviour among employers in this sector.

One in five workers and a similar proportion of employers indicated that workers were put at risk by something outside their control from time to time or a lot.

### 4.4.4 Proportion indicating a risky behaviour occurs in their workplace from time to time or a lot: Agriculture workers and Employers

% FROM TIME TO TIME OR A LOT	WORKERS	EMPLOYERS
Work when sick or injured	56%	32%
Work when they are overtired	54%	42%
Make a mistake by being careless or not having their mind on the job	37%	36%
Take a risk or short-cut on purpose (e.g. to save time)	36%	32%
Make a mistake because they have been working too long or too hard without a break	26%	13%
Get put at risk by something outside of their control (e.g. a freak accident)	20%	18%
Get put at risk by working in conditions when work should have been stopped (e.g. bad weather, not enough people on the job)	18%	12%
Do a risky job that they don't have the right skills for	16%	8%
Make a mistake from being under pressure by the boss to get the job done	14%	20%
Get put at risk by a machinery or equipment fault or breakdown	13%	8%
Work when hung-over or stoned	13%	7%
Get put at risk because our processes or ways we are told to do things are not safe	9%	5%
Get put at risk from not having proper supervision	8%	7%

Base: Workers from Agriculture (n=587-594)

Base: Employers from Agriculture (n=375-378)

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

When the responses given by those involved with different types of farming were compared:

- Dairy farm workers and employers were more likely to identify overtiredness and working too long and hard without a break as issues
- Beef and sheep farmworkers were more likely to mention working while sick or injured, as well as being put at risk by something outside their control. A higher proportion of beef and sheep employers mentioned mistakes being made by workers taking a risk or short-cut on purpose and by working in adverse conditions.

CROSS-SECTOR VIEW

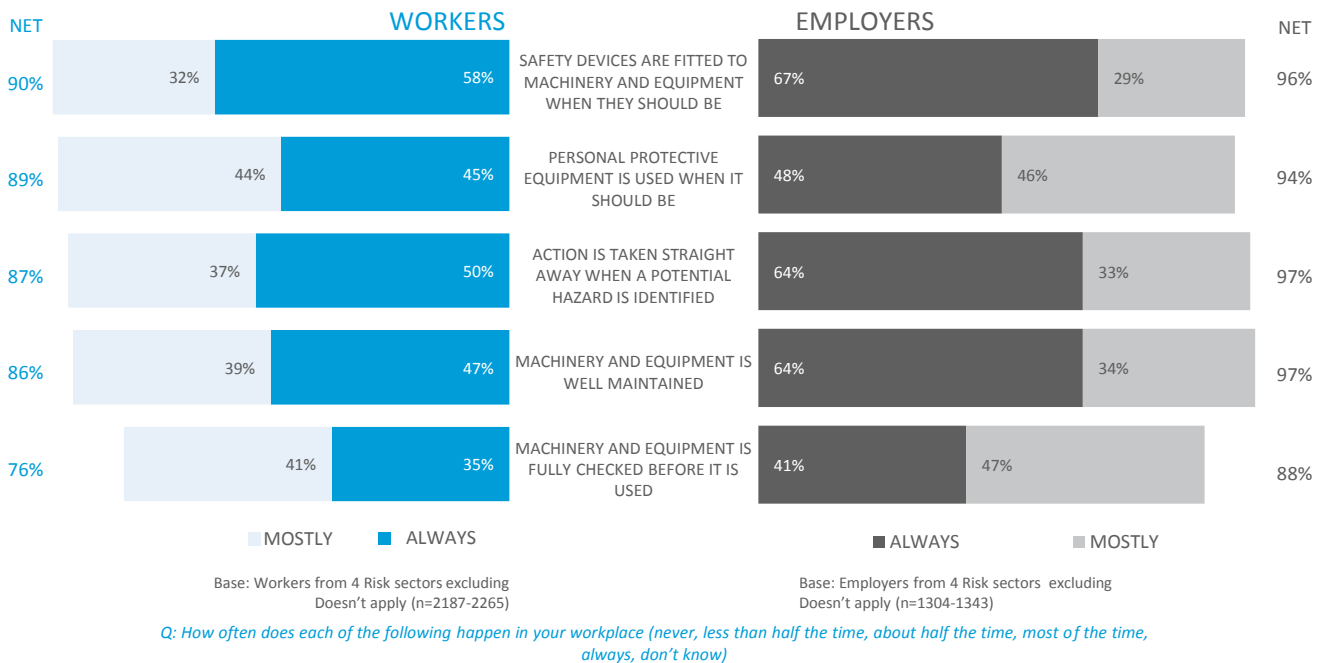
Positive Actions

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.

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



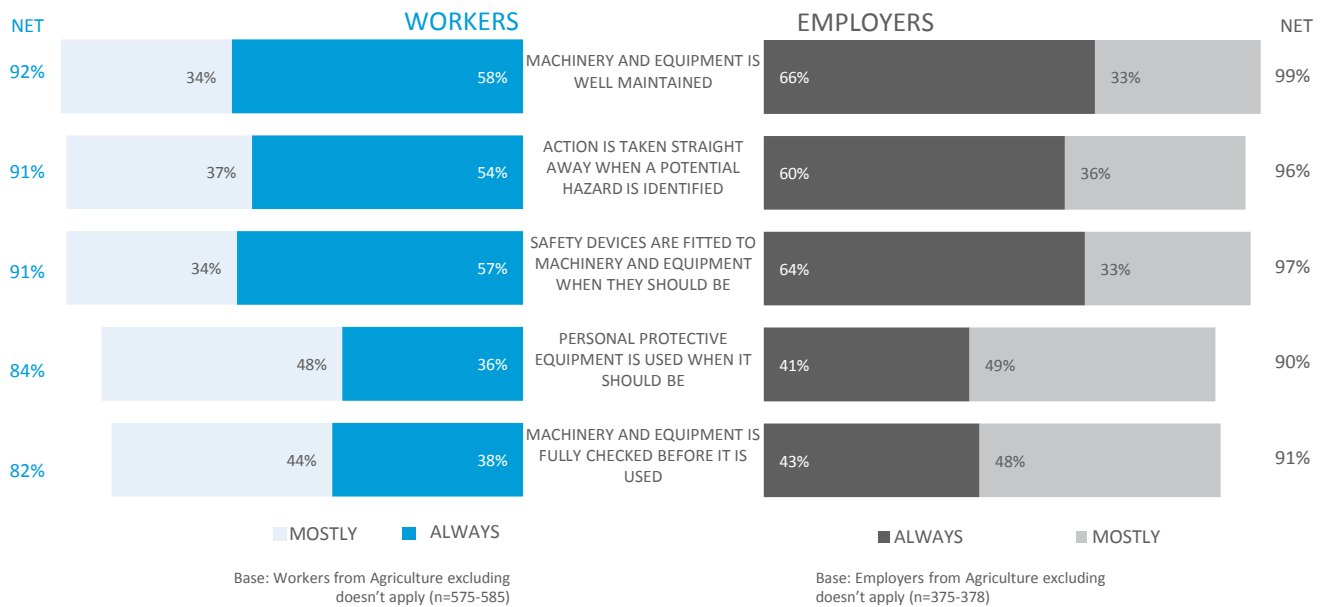
## AGRICULTURE SECTOR

The large majority of workers and employers in Agriculture believed that all the preventative actions tested were taken in their workplaces most or all of the time.

Compared with the overall four high-risk sectors, Agriculture workers were more inclined to state that machinery and equipment was *always* well maintained (58% cf. 47%).

However, they were less likely to state that personal protective equipment was *always* worn when it should be, with just 36% stating that this was the case. This view was also held by employers, with just 41% stating that personal protective gear was *always* worn when it should be. Dairy workers were slightly worse than workers on other types of farm in this regard and one in five dairy workers stated that personal protective gear was only worn on half or even fewer of the occasions that it should be.

### 4.4.6 Frequency with which positive Health and Safety behaviours occur in the workplace: Agriculture Workers and Employers



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)



## CROSS-SECTOR VIEW

### 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.

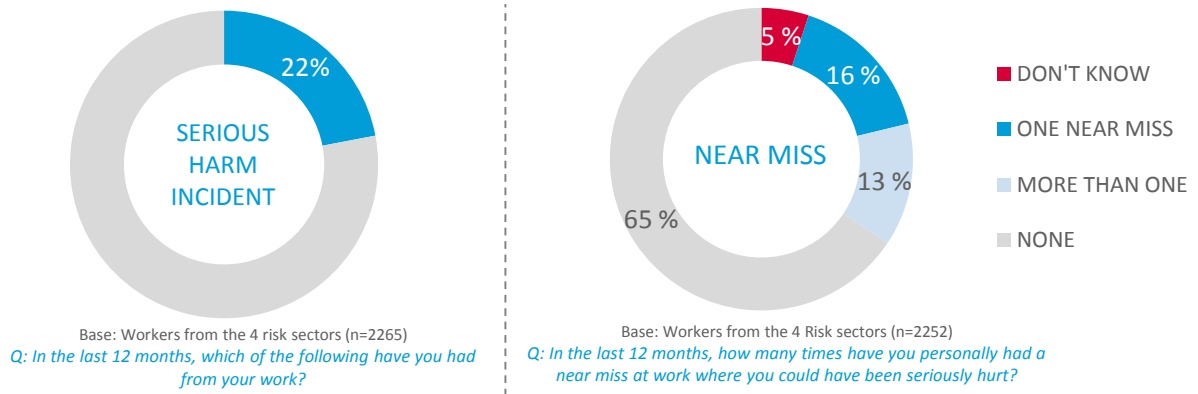
Employers were asked to mark all those harms that had happened to anyone working for their business while at work in the past 12 months (including employees and contractors). They were then requested to state how **many** incidents there had been in the past 12 months of this nature and how many of those 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%
<b>NEAR MISSES</b>						
% 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)

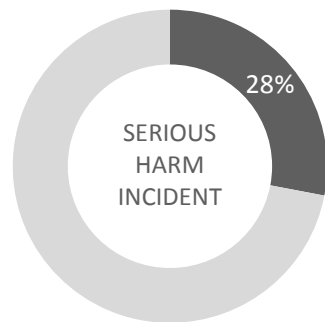
Q: In the last 12 months, how many times have you personally had a near miss at work where you could have been seriously hurt?

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

### Employers

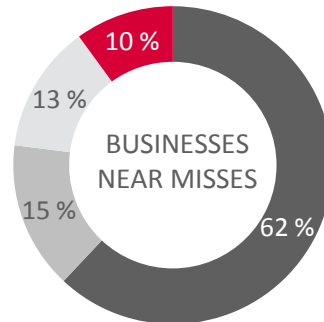
Across the four WorkSafe NZ high-risk sectors, 28% of employers stated that at least one worker in their business had been seriously harmed in the past 12 months. Twenty eight percent of employers had also had at least one near miss incident in the previous 12 months, while 10% of employers stated that 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



Base: Employers from the 4 Risk sectors (n=1310)

Q: In the last 12 months, which of the following has happened to anyone who works in your business while at work?



Base: Employers from the 4 Risk sectors (n=1299)

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

- NONE
- ONE
- MORE THAN ONE
- DON'T KNOW

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
<b>SERIOUS HARM</b>	n=367	n=336	n=254	n=353	n=127	n=313
% HAD AT LEAST ONE INCIDENT	26%	26%	36%	34%	19%	14%
<b>NEAR MISSES</b>	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
<b>SERIOUS HARM INCIDENTS</b>	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%
<b>NEAR MISSES</b>	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
<b>SERIOUS HARM INCIDENTS</b>	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%
<b>NEAR MISSES</b>	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
<b>HAZARDS</b>	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
<b>HAZARDS</b>	n=380	n=344	n=269	n=357	n=134	n=321
<b>HAVEN'T NOTICED ANY</b>	52%	35%	12%	44%	49%	61%
<b>DID SOMETHING IMMEDIATELY</b> (e.g. stopped work till hazard removed)	27%	39%	55%	37%	31%	23%
<b>CHANGED WAY WE DID SOMETHING</b> (e.g. changed our process to eliminate hazard)	25%	46%	65%	35%	35%	22%
<b>WRITTEN INTO HAZARD BOARD/REGISTER</b>	16%	27%	73%	25%	33%	15%
<b>NOTHING</b>	2%	1%	0%	0%	0%	1%

Base: Employers

## AGRICULTURE SECTOR

### Occurrence of serious harm issues/incidents, near misses and hazards

In the Agriculture sector, 20% of workers indicated that they had had a **serious harm incident/issue** in the past 12 months. One of the most commonly mentioned was stress-related or mental illness, mentioned by 5% of all Agricultural workers. This was more prominent among dairy farm workers (mentioned by 9%) and among workers aged 35-44 years (mentioned by 12% of this age group). Put another way, 26% of those that had experienced a serious harm incident in Agriculture mentioned a stress-related or mental illness.

While not classified as serious harm, 22% of all Agricultural workers had suffered a sprain, strain or dislocation in the past 12 months, including 27% of beef and sheep farm workers. Health problems resulting in permanent damage to the body were mentioned by 9% of shearers, while 7% of crop workers had suffered lacerations or deep cuts that needed stitching.

Twenty-six percent of Agriculture employers stated that their business had experienced at least one serious harm issue/incident in the past 12 months. There were no major variations between sub-groups to report. As was the case across the four high-risk sectors overall, Agriculture employers appeared to be more aware of injuries to their workers rather than health-related problems.

#### 4.5.10 Types of serious harm experienced in the past 12 months: Agriculture Workers and Employers

TYPES OF HARM	WORKERS	EMPLOYERS
Sprain, strain or dislocation	22%	-
A stress-related or mental illness	5%	3%
A health problem that resulted in severe temporary damage to your body or made you temporarily very unwell	5%	5%
A bone fracture	5%	8%
An injury from crushing	4%	3%
A laceration or a deep cut that required stitches	4%	9%
A health problem that has resulted in permanent damage to your body (such as breathing problems like asthma, hearing loss, disease or illness)	4%	1%
An eye injury from work (e.g. chemical or hot-metal burn of eye, penetrating wound of eye)	2%	4%
Been hurt, or became sick and was put in hospital for more than 48 hours	2%	2%
Burns requiring medical attention	0%	1%
Became unconscious	0%	0%
A body part amputated	0%	0%
Other serious injury or health problem that required you to take time off work	1%	-
NET SERIOUS HARM INCIDENT (excludes sprains, strains or dislocations)	20%	26%

Base: Workers from Agriculture (n=587)

Base: Employers from Agriculture (n=367)

Q: In the last 12 months, which of the following have you had from your work/happened to anyone who works for your business while at work?

**Near misses** that could have resulted in serious harm were experienced by 26% of Agriculture workers and 27% of Agriculture employers also mentioned their business had experienced at least one near miss incident in the past 12 months. The largest variation in farm type was deer farm workers, 91% of whom indicated they had **not** had a near miss incident in this timeframe. While only 12% of Agriculture workers had experienced two or more near misses, workers aged 25-34 years (24%) and Māori workers (30%) were more likely to have had multiple near misses.

A **new hazard** had been noticed by 51% of Agriculture workers and 48% of Agriculture employers.

### **Actions taken around serious harm issues/incidents, near misses and hazards**

As shown earlier, while the majority of Agriculture workers who experienced a serious harm issue/incident took appropriate action, a higher proportion compared with the other sectors (12%) did nothing, not telling anyone about it. This was also the case with near misses, where 22% of those experiencing a near miss did nothing and didn't tell anyone.

It was also evident that Agriculture workers experiencing serious harm issues/incidents and near misses in this sector were less likely to record these incidents in a register than workers in other sectors.

While these results may be partially explained by the higher proportion of self-employed people and smaller businesses in Agriculture, they also suggest that the Agriculture sector may have some work to do to formalise its processes and systems around recording risk.

## CROSS-SECTOR VIEW

### 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><b>63%</b> confident</p>	<p><b>67%</b> 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><b>65%</b> confident</p>	<p><b>62%</b> 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
<b>WORKERS</b>	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%
<b>EMPLOYERS</b>	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)

## AGRICULTURE SECTOR

Compared with the other sectors, both workers and employers in Agriculture expressed lower levels of confidence in their knowledge around legal rights and responsibilities.

Just 52% of workers felt confident they knew about their responsibilities while 55% were confident they knew about their rights. However, as noted earlier, many self-employed workers felt that questions about legal rights and responsibilities did not apply to them. In the Agriculture sector this was particularly noticeable, with 25% of self-employed workers feeling legal responsibilities did not apply to them and 32% feeling legal rights did not apply.

Among employers in this sector, 64% felt confident about knowing their obligations while 11% expressed a lack of confidence. Fifty-nine percent felt confident that they knew how to comply with these obligations, but around one in eight employers (13%) expressed a lack of confidence in their understanding of compliance.

## CROSS-SECTOR VIEW

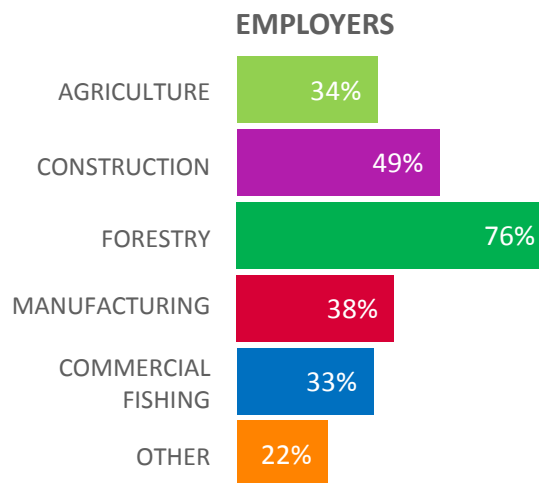
### 4.7 WHAT INFLUENCES CHANGE IN BUSINESS SYSTEMS OR PRACTICES?

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)

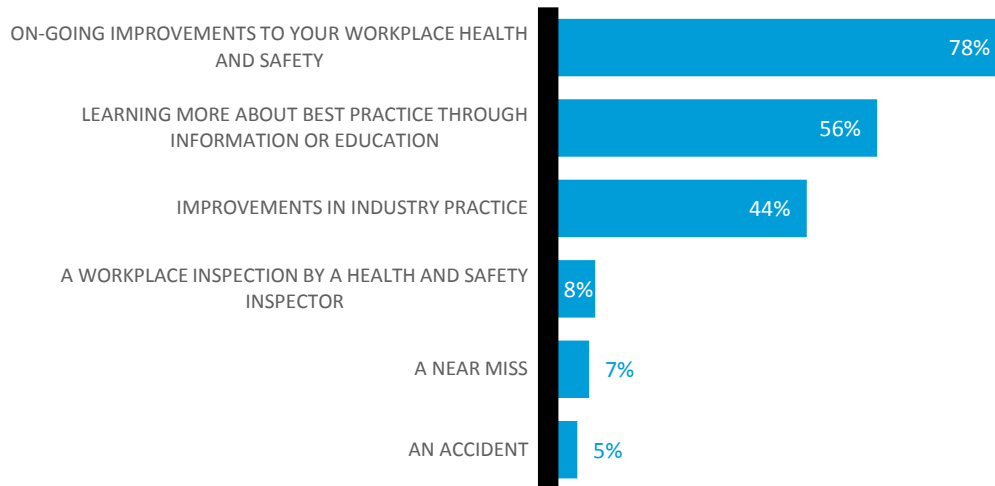
Q: In the last 12 months, has your business made any significant changes to its health and safety systems or practices?

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.

## AGRICULTURE SECTOR

A third of the employers in Agriculture had made significant changes in the past 12 months. A higher proportion of dairy employers had made changes (49%), while change was less common among horticultural employers (23%).

As across the four WorkSafe NZ high-risk sectors in general, the main drivers of change in Agriculture were ongoing improvements to workplace Health and Safety (72% of those who had made changes), learning more about best practice through education and information (53%) and improvements in practice industry-wide (44%). Just 2% cited a visit by an inspector as a catalyst for change.

## CROSS-SECTOR VIEW

### 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:

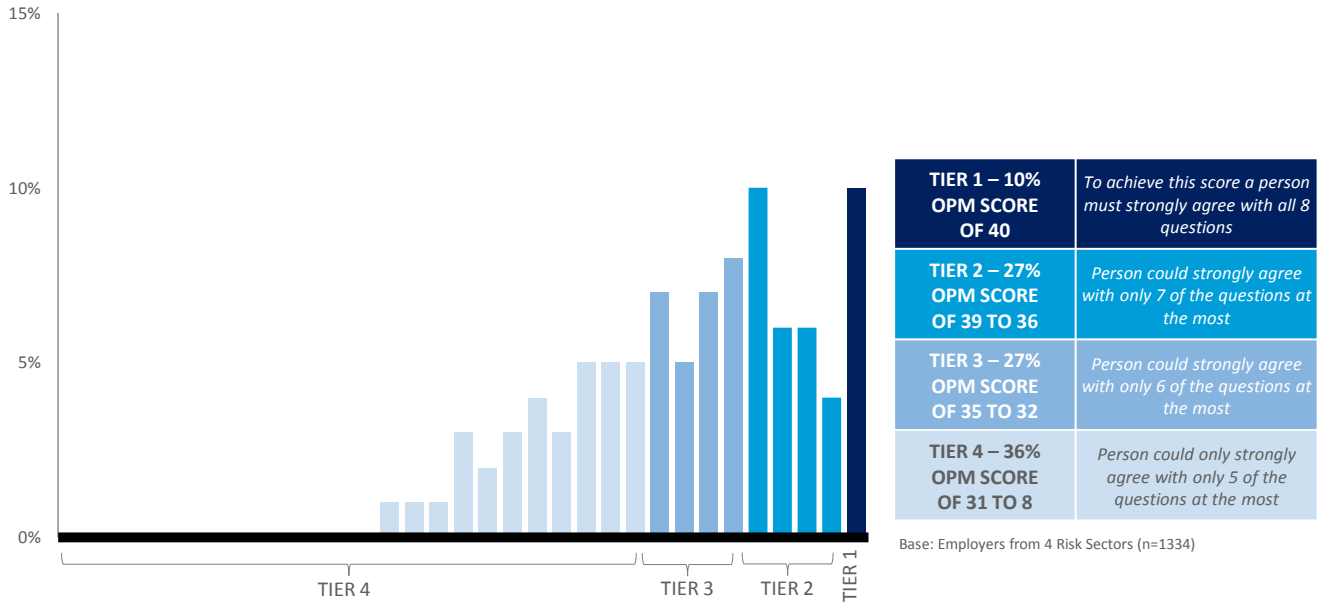
1. Formal audits at regular intervals are a normal part of our business.
2. Everyone at this organisation values ongoing safety improvement in this organisation.
3. This organisation considers safety at least as important as production and quality in the way work is done.
4. Workers and supervisors have 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 Risk Sectors: Employers**

DISTRIBUTION OF IWH-OPM

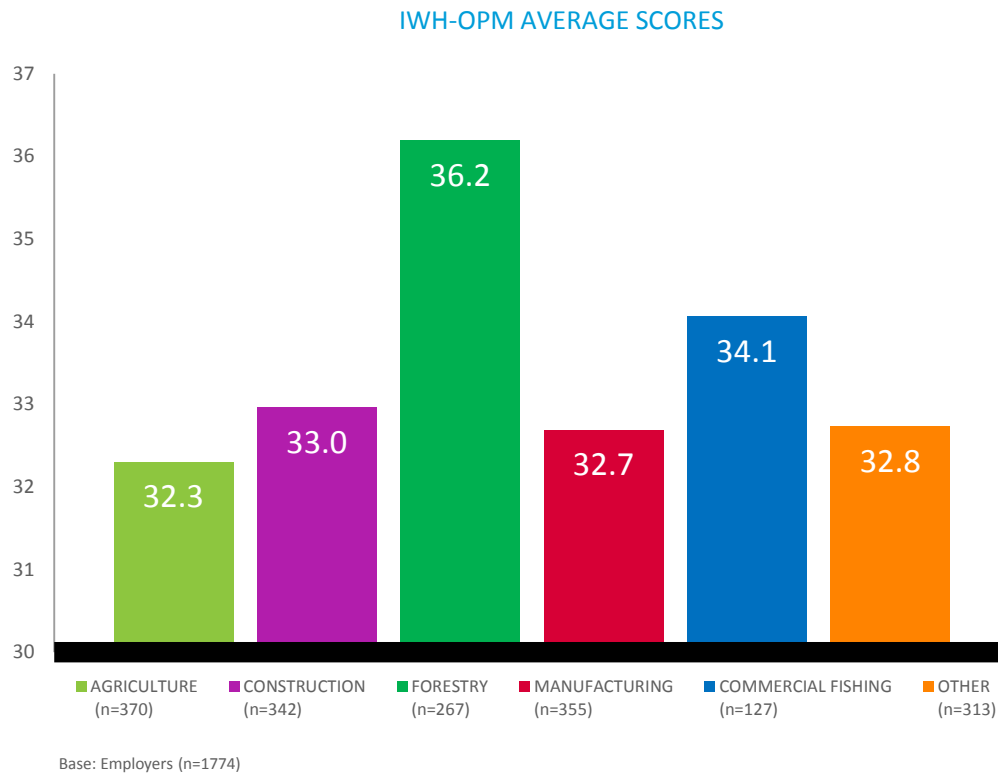


Ten percent of employers were placed in tier one (strongly agreed with all statements), ranging from 30% of employers in Forestry being in tier one to 7% in Agriculture being in tier one.

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.

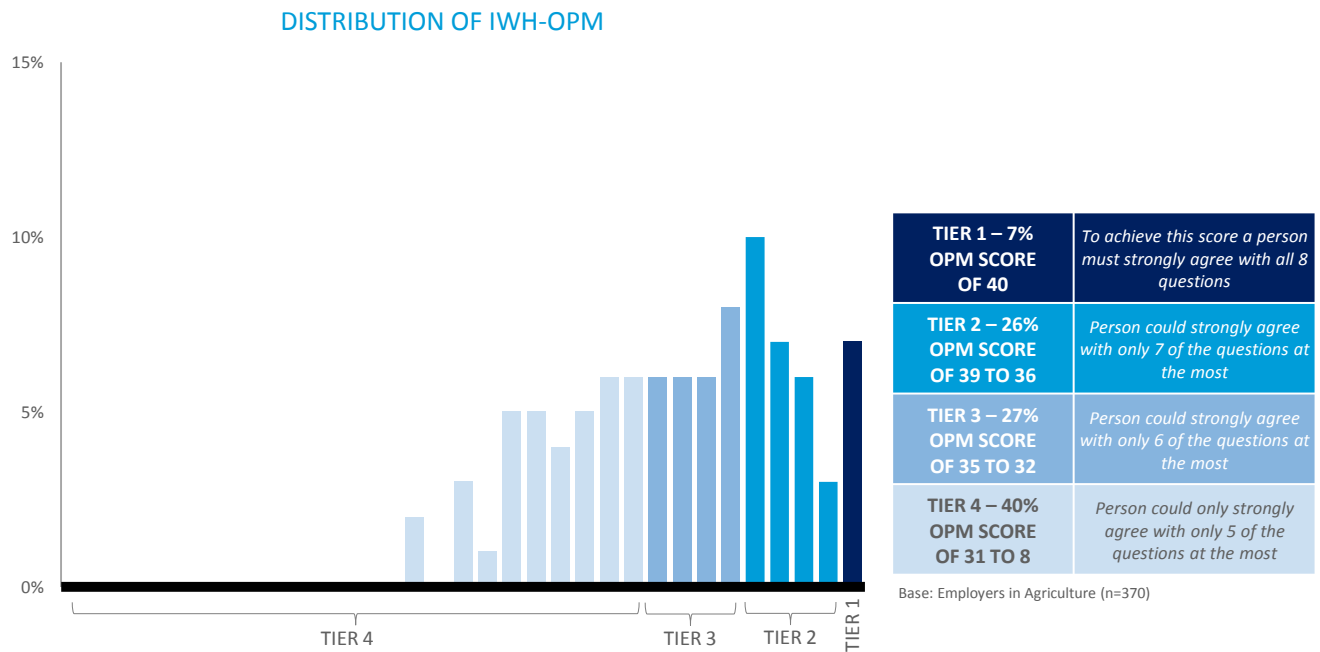
Among large businesses, there were lower levels of strong agreement with most of the other seven statements, highlighting the greater challenge of consistently following practices favourable to Health and Safety across a large organisation. For example, while 50% of employers with 1-5 employees strongly 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.

## AGRICULTURE SECTOR

Employers in the Agriculture sector had a lower average IWH-OPM score of 32.3 than the other sectors, with the distribution shown in the following chart:

### 4.8.3 Distribution of IWH-OPM: Agriculture Employers



In this sector, regular formal safety audits were more of an exception than the norm. While 28% agreed these were conducted, 40% disagreed that this was the case.

For the remaining statements, responses from Agriculture employers typically reflected those of the other high-risk sectors (with the exception of Forestry which achieved more favourable ratings across the board).

Looking at the responses given to the eight statements by Agriculture employers, these employers:

- Expressed strongest agreement with the statements that those in charge of safety had the authority to make changes and that everyone had the tools and equipment they needed to work safely (both with 61% strongly agreeing)
- Expressed lower levels of strong agreement with everyone in the business valuing on-going safety improvements (36% strong agreement) and those acting safely receiving positive recognition (39% strong agreement).



# 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.



CROSS-SECTOR VIEW

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 ↑	<b>5% Proactive Guardians</b> PROACTIVE GUARDIAN Strong and uncompromising advocates of health and safety	<b>10% Proactive Guardians</b>
	<b>23% Pick and Mix Pragmatists</b> 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	<b>36% Pick and Mix Pragmatists</b>
	<b>13% Pressured Pick and Mixers</b> PICK AND MIX (PRESSURED/ DUTIFUL) Still value Health and Safety but less fervent than the preceding two segments, sometimes compromising due to production or time pressures	<b>6% Dutiful Pick and Mixers</b> 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
	<b>41% Tick the Box Unengaged</b> 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	<b>34% Tick the Box</b> 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
	<b>18% Resisting</b> RESISTING/ 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	<b>14% Unengaged</b> 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:

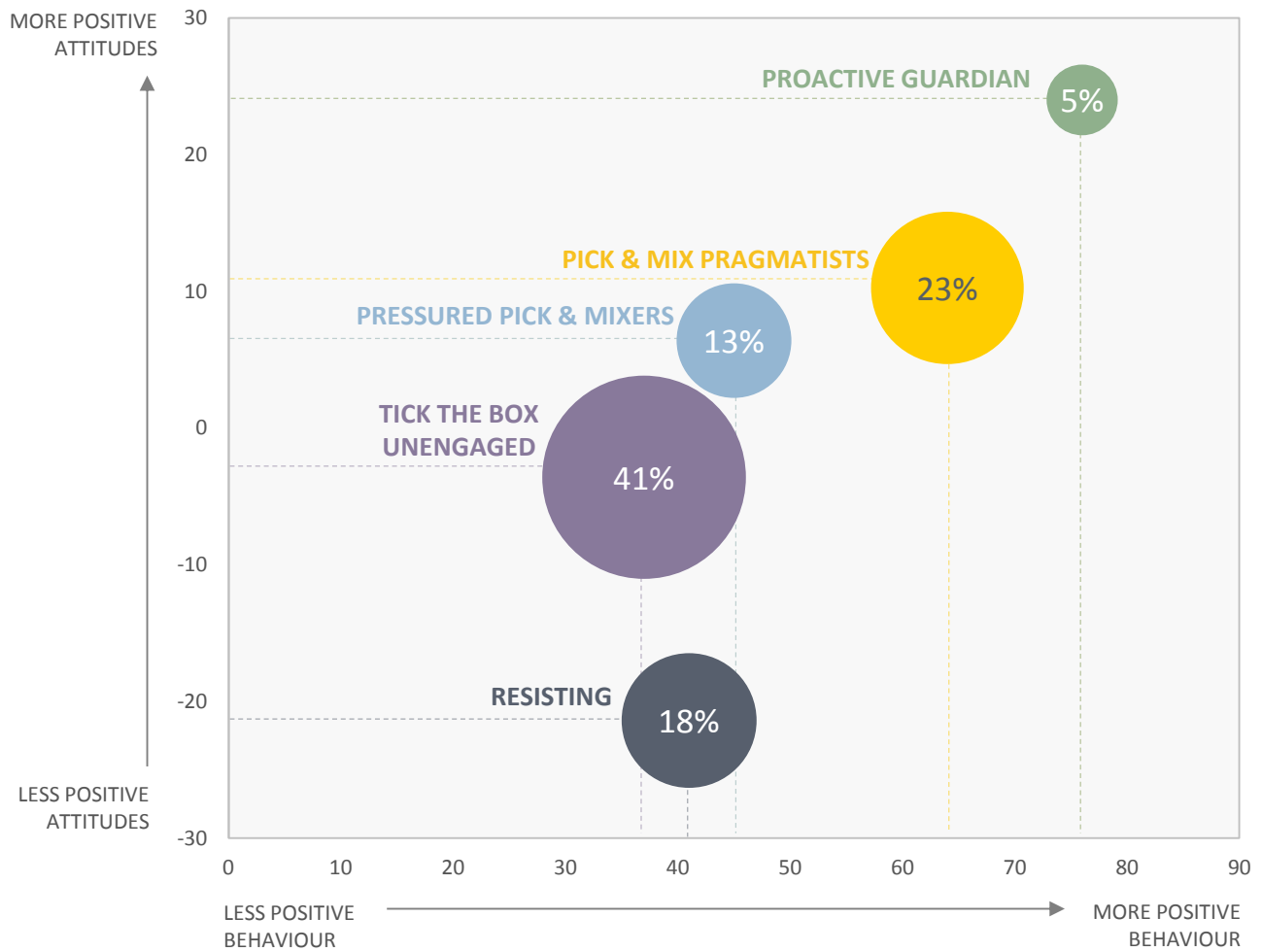
**Y axis:** An average attitudinal rating score has been created for each segment based on the eight attitude statements. The proportion of each segment strongly agreeing with each of the eight statements has been added together, with the proportion strongly agreeing to each positive statements being 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

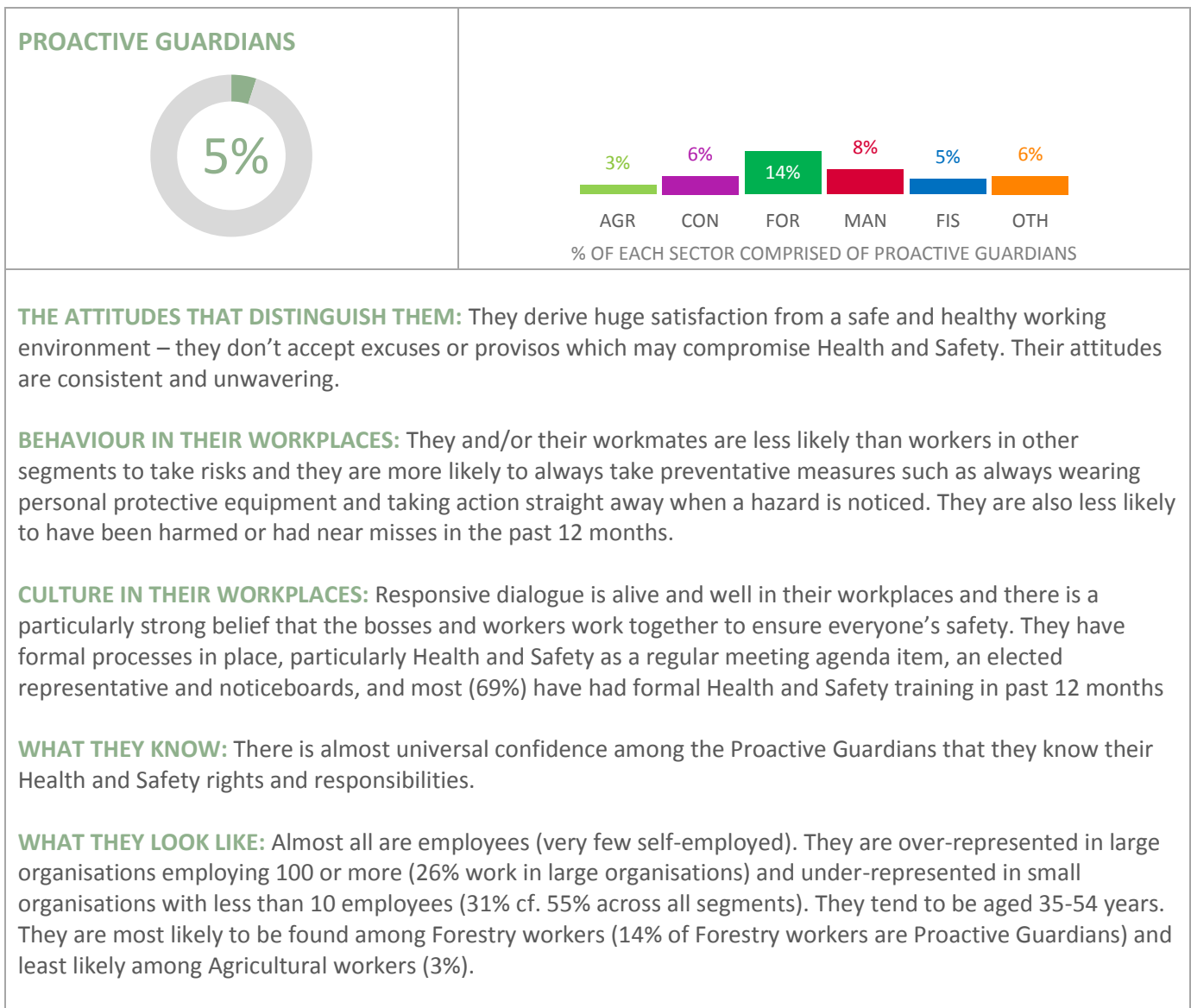


Base: Workers from the 4 Risk Sectors (Proactive Guardian, n=162; Pick & Mix Pragmatists, n=572; Pressured Pick & Mixers, n=307; Tick the Box Unengaged, n=918; Resisting, n=355)

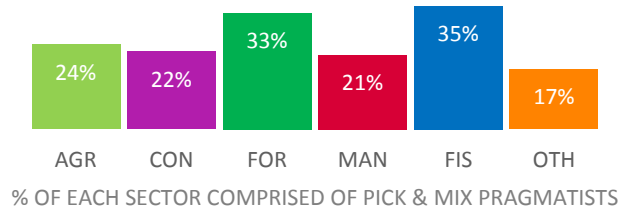
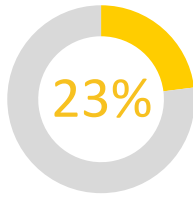
As can be seen, the Proactive Guardians hold a unique position on this chart, away from the other four segments. The two Pick and Mix segments are positioned on this chart relatively similarly in terms of attitude but are separated more by their actions. The chart positions of the Tick the Box and Resisting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



## 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).

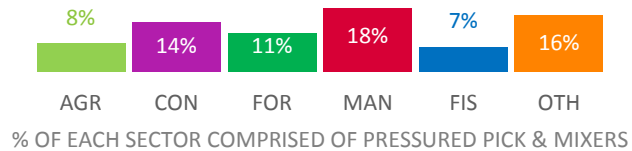
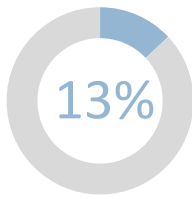
**BEHAVIOUR IN THEIR WORKPLACES:** This segment's behaviour is better than all except the Proactive Guardians – they more consistently take preventative actions and are less likely to take risks. This segment is also less likely to have had a near miss than all segments except Proactive Guardians. If 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).

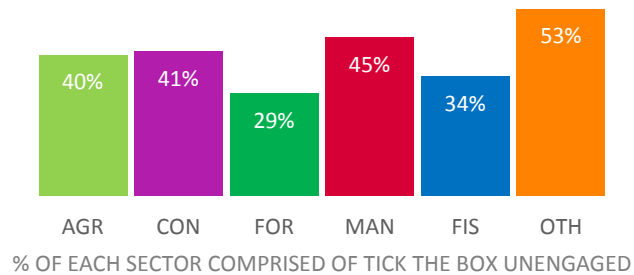
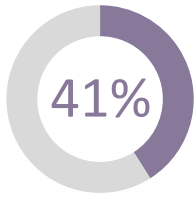
**BEHAVIOUR IN THEIR WORKPLACES:** They and/or their workmates are relatively more likely to behave in risky ways, especially making mistakes through carelessness or distraction or taking shortcuts on purpose to save time, through being overtired, through being put under pressure by the boss and by not 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.

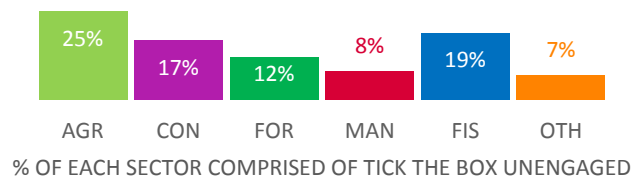
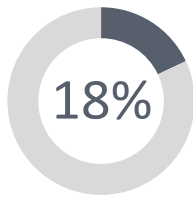
**CULTURE IN THEIR WORKPLACES:** Responsive dialogue is less visible in the workplaces of this segment. Participatory structures are also less likely than average to be in place. The Tick the Box Unengaged segment are less likely to agree they have a say in decisions affecting their Health and Safety (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

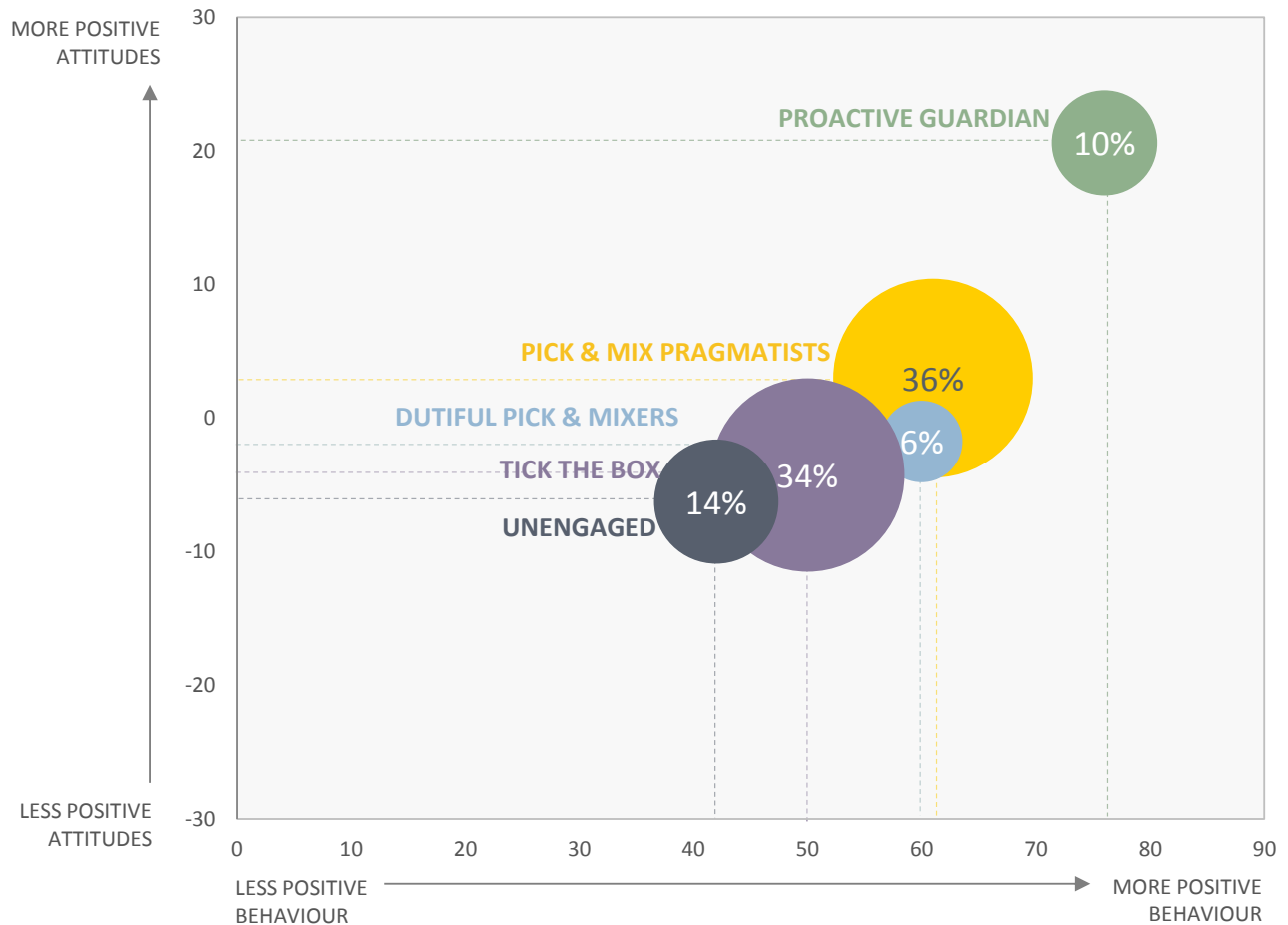
SIGNIFICANTLY  
WORSE

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.

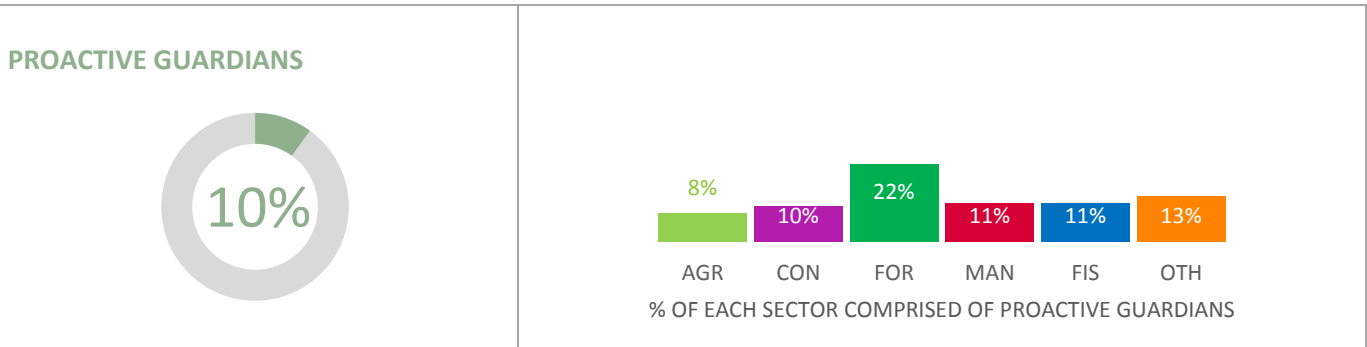
### 5.6.2 Visual map of segments: Employers



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



**THE ATTITUDES THAT DISTINGUISH THEM:** While other segments might also say they always keep an eye out for hazards and are highly motivated to comply, for the Proactive Guardian employers Health and Safety is not done begrudgingly or for business purposes alone but always through genuine concern. They also strongly appreciate the relationship between good Health and Safety and good business, are more likely to have companies who sub-contract their business requiring it, to realise that it helps them attract and retain good staff and that it avoids damage to their reputation and cost to business.

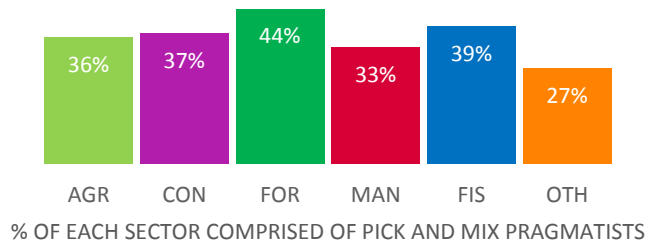
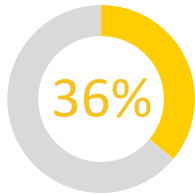
**BEHAVIOUR IN THEIR WORKPLACES:** 53% have made significant changes to their Health and Safety systems and practices in the past 12 months. The Proactive Guardians score highest in the IWH-OPM at 36.8 (see previous section for an explanation of this metric), a metric assessing the degree to which an organisation has optimal Health and Safety policies and practices. Despite this segment containing a higher proportion of larger organisations than other segments, Proactive Guardian employers are no more likely to have had a serious harm incident in their business than smaller employers. If an incident has occurred, it is more likely to have been recorded, investigated internally and had appropriate action taken as a result. This segment shows the most consistent behaviour around preventative action; for example 86% say hazards are always dealt with straight away.

**CULTURE IN THEIR WORKPLACES:** Open and constructive dialogue is the norm. Formal participatory structures are mostly in place so there is a regular focus on Health and Safety. Compared with other segments, these employers are less likely to state that their workers engage in risky behaviours.

**WHAT THEY KNOW:** They are confident in their knowledge of their legal responsibilities (91% confident) and what they need to do to comply (90%). They know more about WorkSafe NZ than the other segments and some have visited the WorkSafe website and/or phoned for advice. They see a government agency as one of their best source of advice.

**WHAT THEY LOOK LIKE:** This segment is made up of a higher proportion of businesses with 20 or more employees (23% cf. the average across all segments of 10%). Proactive Guardians are more likely to be found in the upper North Island (Auckland, Northland) and Canterbury and to employ migrant workers (37% employ migrant workers). More employers in this segment are found in Forestry (22% of Forestry employers are Proactive Guardians) and fewer in Agriculture (8% of Agricultural employers in this sector).

## 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.

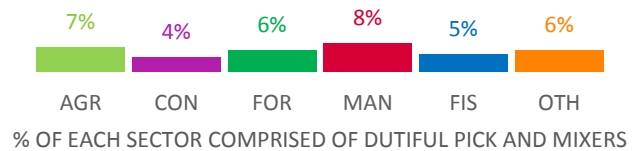
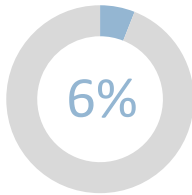
**BEHAVIOUR IN THEIR WORKPLACES:** 45% have made significant changes to their Health and Safety systems and practices in past 12 months. They score second highest on the IWH-OPM at 34.1 so they have relatively good policies and practices. The general pattern of risky behaviour among their workers is 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.

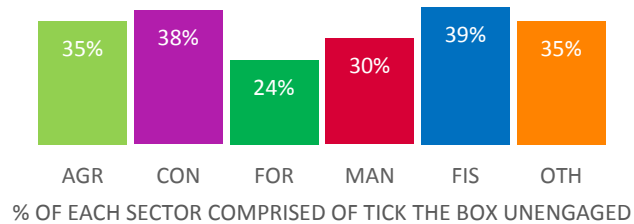
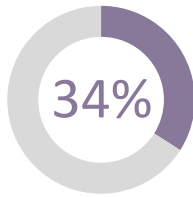
**BEHAVIOUR IN THEIR WORKPLACES:** Only a small minority (17% cf. 40% average across the segments) have made any changes to Health and Safety processes in last 12 months. Their IWH-OPM score is third highest at 33.5. The behaviour of their workers is often less risky compared with other segments; they 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.

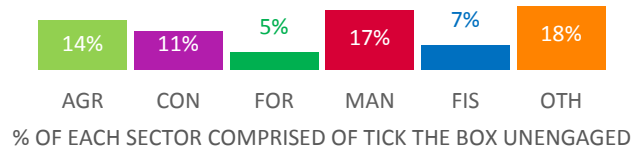
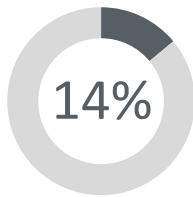
**BEHAVIOUR IN THEIR WORKPLACES:** 42% have made significant changes to Health and Safety processes in the past 12 months. Their score is comparatively low on the IWH-OPM at 30.9. The prevalence of risky behaviours among workers in their businesses is about average, except that employers in this segment 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
<b>PROACTIVE GUARDIANS</b>	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%)		
<b>PICK AND MIX PRAGMATISTS</b>	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%)		
<b>(NOT IDENTIFIED AT THE QUALITATIVE STAGE)</b>	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
<b>TICK THE BOX IMMUNITY</b>	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.	<p>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).</p> <p>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.</p> <p>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</p> <p>For employers, the challenge extends to encouraging a less casual and more systematic approach to Health and Safety</p>
	Employer: Tick the Box (34%)		<p>While a resisting segment was identified among workers, it was not as evident among employers.</p> <p>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.</p> <p>The employers segment that emerged was unengaged rather than resistant, with Health and Safety less embedded in the culture of their businesses.</p> <p>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.</p>
<b>RESISTING</b>	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.	
	Employers: Unengaged (14%)		<p>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.</p>
<b>HIDDEN</b>	Not included in the Quantitative work		

AGRICULTURE SECTOR

5.9 AGRICULTURE SEGMENTATION

In the Agriculture sector, the size of two workers’ segments varies significantly from the average segment size across the total WorkSafe NZ four high-risk sectors. These are:

- Resisting segment; this segment makes up 25% of Agriculture workers compared with 18% across the four WorkSafe NZ high-risk sectors
- Pressured Pick and Mixers: this segment makes up 8% of Agriculture workers compared with 13% across the four WorkSafe NZ high-risk sectors.

The sizes of the employers’ segments in Agriculture reflect the average size of segments found across the four WorkSafe NZ high-risk sectors.

5.9.1 Agriculture Segmentation: Workers and Employers

		WORKERS	EMPLOYERS
MORE POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↑	<b>PROACTIVE GUARDIAN</b>	<b>3% Proactive Guardians</b> Strong and uncompromising advocates of Health and Safety	<b>8% Proactive Guardians</b>
	<b>PICK AND MIX PRAGMATISTS</b>	<b>24% Pick and Mix Pragmatists</b> Value Health and Safety and try to abide by it, but sometimes rules go a bit too far – common sense can be applied	<b>36% Pick and Mix Pragmatists</b>
	<b>PICK AND MIX (PRESSURED/ DUTIFUL)</b>	<b>8% Pressured Pick and Mixers</b> Still value Health and Safety but less fervent than the preceding two segments, sometimes compromising due to production or time pressures	<b>7% Dutiful Pick and Mixers</b> 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
	<b>TICK THE BOX</b>	<b>40% Tick the Box Unengaged</b> Less positive emotional engagement with Health and Safety, don’t think about it much and don’t really know much about it	<b>35% Tick the Box</b> 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
	<b>RESISTING/ UNENGAGED</b>	<b>25% Resisting</b> 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	<b>14% Unengaged</b> 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: Agriculture Workers (Proactive Guardian, n=17; Pick & Mix Pragmatists, n=145; Pressured Pick & Mixers, n=50; Tick the Box Unengaged, n=244; Resisting, n=153)

Base: Agriculture Employers (Proactive Guardian, n=34; Pick & Mix Pragmatists, n=144; Dutiful Pick & Mixers, n=25; Tick the Box, n=137; Unengaged, n=61)

Variations of note within the Agriculture sector are:

**Workers:**

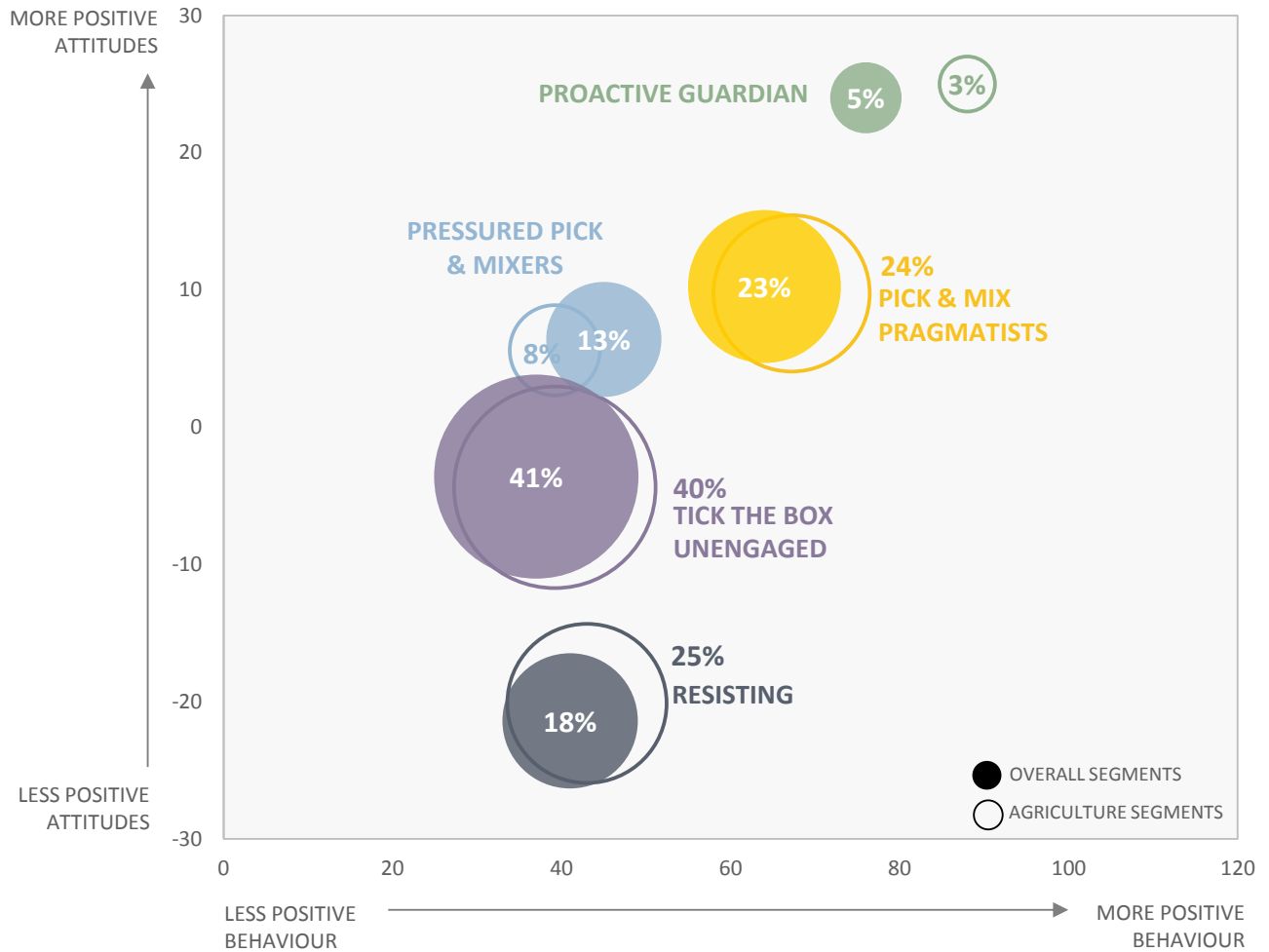
- 57% of the Resisting segment are beef and sheep farmers (compared with 40% across the sector as a whole). The Resisting segment is also more likely than average to be self-employed people (45% self-employed), and to be doing a range of farm work including fencing, shearing, stock work and general farm work.
- 38% of the Pressured Pick and Mix segment work in horticulture (excluding grain farming) compared with 22% overall working in horticulture.
- 32% of the Tick the Box unengaged segment is made up of workers who do milking (cf. 27% across the sector).

**Employers:**

- 10% of the Unengaged segment is made up of employers offering shearing services (cf. 3% across the sector). Unengaged employers are more likely to have been in business for five years or less (20% of this segment versus 11% of all employers in the sector).

The following two maps provide visual representations of the segments in the Agriculture sector in terms of attitude and behaviour, with the axes identical to those used in previous maps and explained earlier in the report prior to chart 5.4.2. These maps place the Agriculture segments on the same maps as the segments of the four WorkSafe NZ high-risk sectors combined. As would be expected, the positions are very similar.

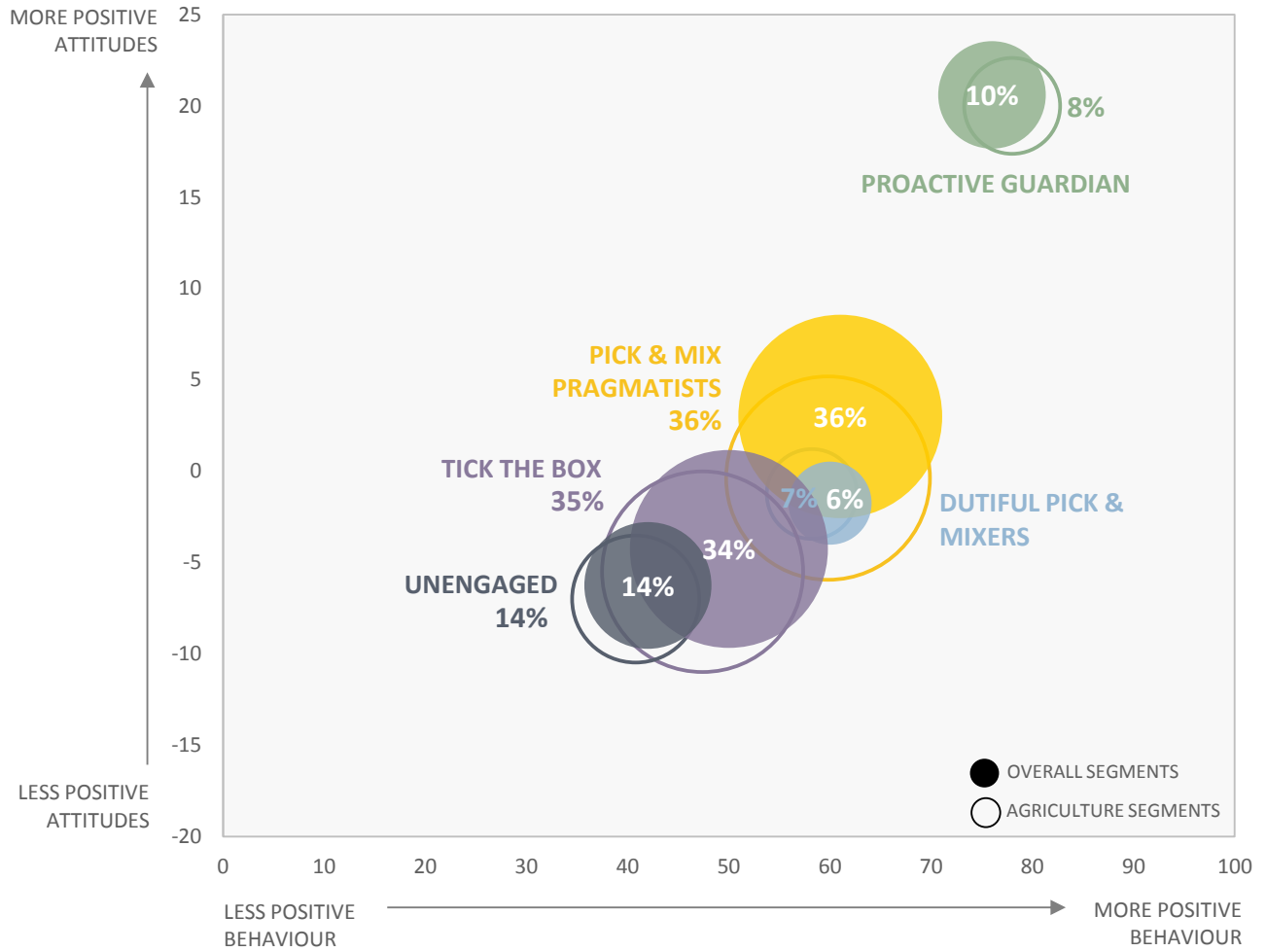
### 5.9.2 Workers' Segmentation: Overall vs. Agriculture



Base: Agriculture Workers (Proactive Guardian, n=17; Pick & Mix Pragmatists, n=145; Pressured Pick & Mixers, n=50; Tick the Box Unengaged, n=244; Resisting, n=153)

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)

### 5.9.3 Employers' Segmentation: Overall vs. Agriculture



Base: Agriculture Employers (Proactive Guardian, n=34; Pick & Mix Pragmatists, n=144; Dutiful Pick & Mixers, n=25; Tick the Box, n=137; Unengaged, n=61)

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)



# 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).

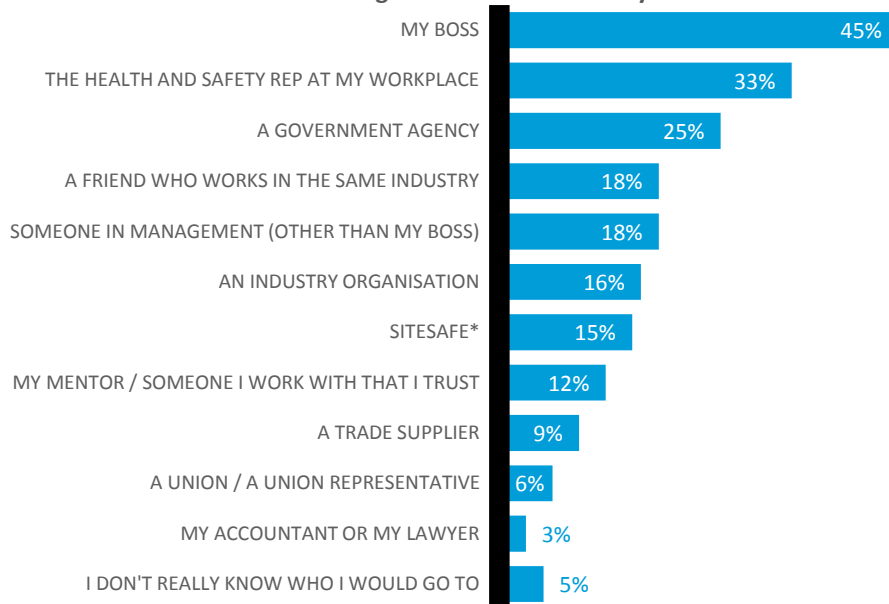


## CROSS-SECTOR VIEW

### 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)
<b>1</b>	55% An industry organisation	52% SiteSafe	69% A government agency	53% A government agency	70% A government agency	55% A government agency
<b>2</b>	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
<b>3</b>	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

## AGRICULTURE SECTOR

The following table illustrates where Agriculture workers would seek advice, if they needed to, within the next two weeks and also illustrates the sources of advice that Agriculture employers considered best.

### 6.1.5 Where advice would be sought: Agriculture Workers and Employers

WHERE ADVICE WOULD BE SOUGHT	WORKERS	EMPLOYERS
MY BOSS	36%	-
AN INDUSTRY ORGANISATION (E.G. FEDERATED FARMERS)	30%	55%
A GOVERNMENT AGENCY (E.G. WORKSAFE NZ)	29%	45%
A FRIEND WHO WORKS IN THE SAME INDUSTRY	21%	-
A TRADE SUPPLIER (E.G. FARMLANDS, WRIGHTSONS)	16%	18%
THE HEALTH AND SAFETY REP AT MY WORKPLACE	10%	-
SOMEONE IN MANAGEMENT (OTHER THAN MY BOSS)	9%	-
MY MENTOR / SOMEONE I WORK WITH THAT I TRUST	7%	-
MY ACCOUNTANT OR MY LAWYER	6%	12%
CITIZEN'S ADVICE BUREAU OR COMMUNITY LAW OFFICE	2%	1%
A UNION / A UNION REPRESENTATIVE	2%	-
WOULD LOOK ON THE INTERNET/GOOGLE FOR INFORMATION	1%	2%
FAMILY/FRIENDS (INCL THOSE WITH HEALTH & SAFETY KNOWLEDGE/QUALIFICATIONS)	1%	-
HEALTH AND SAFETY CONSULTANTS	-	27%
OTHER EMPLOYERS	-	18%
NOT APPLICABLE/WOULDN'T NEED TO/WOULD RELY ON MYSELF	2%	-
I DON'T REALLY KNOW WHO I WOULD GO TO	10%	6%

Base: Workers from Agriculture (n=594)

Base: Employers from Agriculture (n=381)

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

There were some variations as follows:

- Dairy workers and employers were more likely to have an industry organisation as one of their preferred sources of advice when compared with other types of farming (37% of dairy workers and 64% of dairy employers)
- Young workers (82%) and Māori workers (57%) mostly looked to their boss for advice
- More self-employed workers relied on a government agency (37%) or a friend working in the same industry (34%) for advice
- Advice from trade suppliers was more positively viewed by sheep and beef farm workers than other types of workers (24% named trade suppliers as one of their best sources of advice).

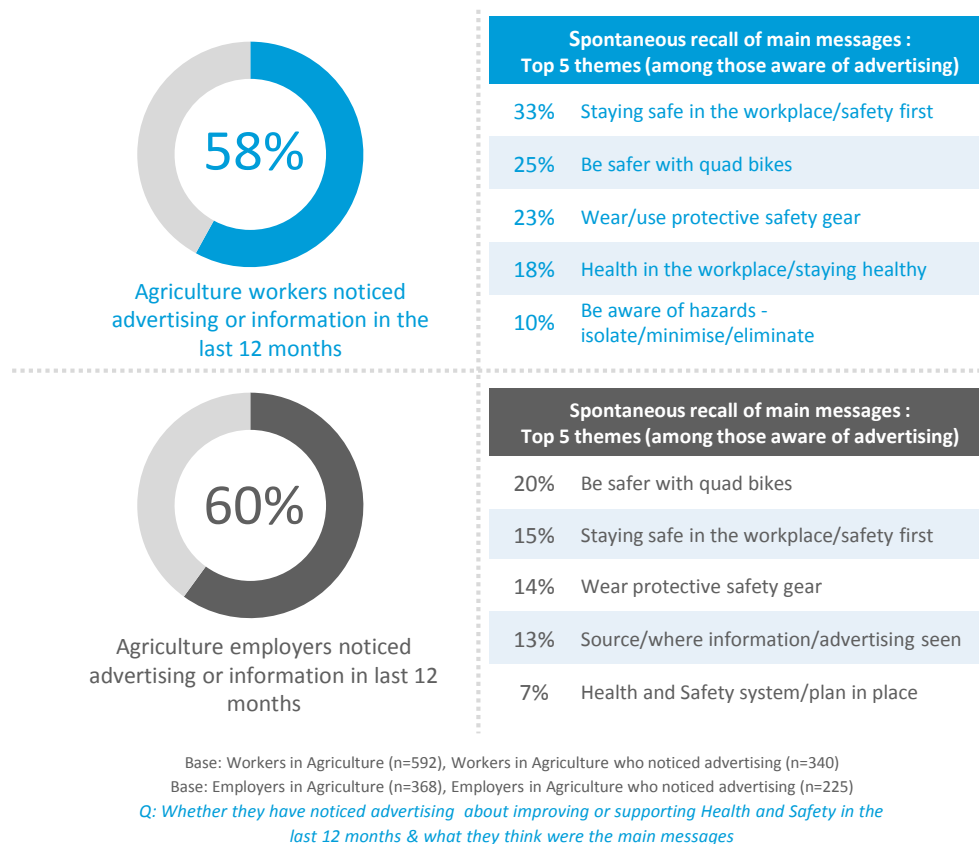
## AGRICULTURE SECTOR

### 6.2 AWARENESS OF INFORMATION AND ADVERTISING: SECTOR SPECIFIC

#### Unprompted Recall

At the beginning of the survey, when respondents were asked whether or not they had noticed any advertising or information in the past 12 months that was about trying to support or improve Health and Safety among people working in their specific industry, 58% of Agriculture workers and 60% of Agriculture employers indicated that they had.

#### 6.2.1 Unprompted Awareness of Advertising or Information: Agriculture Workers and Employers



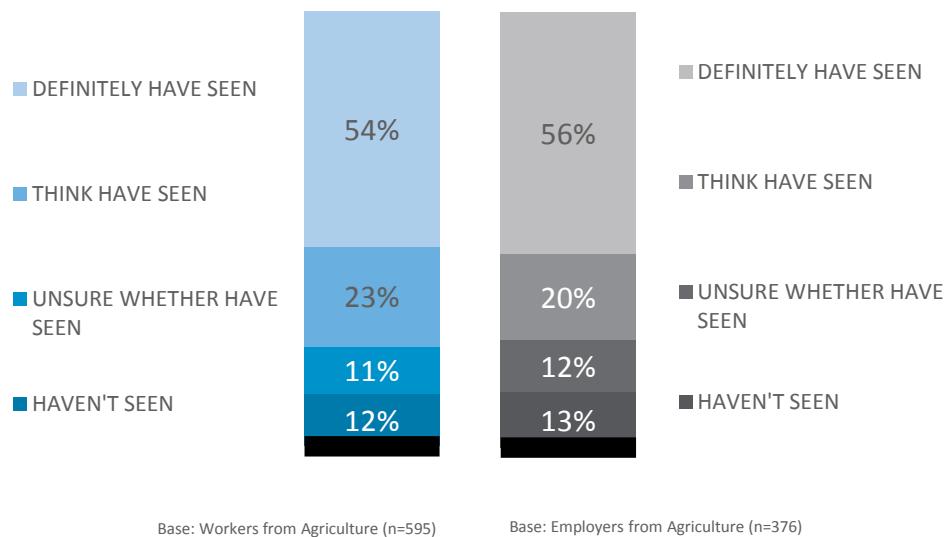
When those who noticed information or advertising were asked to explain the main messages in their own words, some simply provided generic comments about staying safe or healthy in the workplace. The quad bike campaign had resonated sufficiently with 25% of workers aware of advertising (around 14% of workers overall) and 20% of employers aware of advertising (around 12% of employers overall) to be specifically recalled spontaneously. Twenty-three percent of workers and 14% of employers aware of information/advertising specified the main message as the need to wear protective safety gear (e.g. helmets, goggles, earmuffs).

## Prompted Recall

Later in the survey, respondents were prompted about the quad bike safety campaign. They were told that the campaign had focused on reducing the number being hurt or killed on farm quad bikes by following four safety steps.

With this description, 54% of Agriculture workers and 56% of employers were certain they had seen or heard something about this campaign. This proportion increased among workers over the age of 55 years (62%) and employers aged 50 to 69 years (62%) and particularly among employers on beef and sheep farms, 65% of whom were certain they had seen this campaign.

### 6.2.2 Awareness: Quad bike campaign: Workers and employers



Q: Have you seen or heard anything from this campaign (quad bike safety)

Awareness of the campaign, among workers who either thought they had seen it or were certain they had seen it, was most commonly attributed to newspaper (62%), television (50%) or magazine (42%). Online advertising and website were mentioned by a small minority of those aware (4%).

Discussions at work had created or enhanced awareness among 26% of those workers aware of the campaign. More workers in the 25-34 age group (52%) and Māori workers (45%) aware of the campaign indicated these discussions had been held at work.

While Fielddays was a source of awareness for 24% overall, this was higher in the Central region overall (32%) and particularly among workers aware of the campaign in the Bay of Plenty and Taranaki, 42% of whom noticed something about the campaign at Fielddays.

Radio was mentioned by 24% of those aware in the Southern region (cf. 18% across the rest of the country).

Magazines were mentioned by 42% overall, but by 50% of workers aged 55 years and over.

Newspapers as a source was particularly strong in Northland (80% of those aware attributing this awareness to newspapers) and Waikato (75% of those aware).

Among employers aware of the campaign, the sources identified were very similar overall to the sources identified by workers.

Employers on sheep and beef farms were more likely than Agriculture employers generally to have been made aware through newspaper advertising (73%). Fielddays stood out more strongly among employers in the Waikato than in other areas (38%).

### 6.2.3 Where Quad Bike campaign seen or heard: Workers and employers

MEDIUM	WORKERS	EMPLOYERS
NEWSPAPER	62%	60%
TELEVISION	50%	45%
MAGAZINE	42%	45%
IT WAS DISCUSSED AT WORK	26%	25%
NATIONAL FIELDAYS	24%	22%
RADIO	18%	15%
BROCHURE/PAMPHLET/INFORMATION SHEET	18%	19%
INDUSTRY TRAINING ORGANISATION	9%	14%
TRADE EVENT / CONFERENCES	6%	9%
POSTER	4%	6%
ONLINE ADVERTISING	4%	5%
ON A WEBSITE	4%	7%
BILLBOARD	3%	1%
DON'T KNOW	1%	4%

Base: Workers from Agriculture who definitely/think saw advertising (n=454)

Base: Employers from Agriculture who definitely/think saw advertising (n=276)

Q: Where did you see or hear of this campaign (Quad Bike)

## Actions taken

Those respondents who had seen the quad bike campaign were asked what actions they had taken, if any, as a result of seeing the campaign.

Encouragingly, the great majority of both workers and employers indicated that they had taken some positive action as a result of this campaign. The changes most commonly made were more care in choosing the right vehicle for a particular job, always wearing helmets and putting new rules in place around usage. Three in ten of the employers who had noticed this campaign had stopped children from riding on adult quad bikes.

### 6.2.4 Changes made as a result of Quad Bike campaign: Workers and Employers

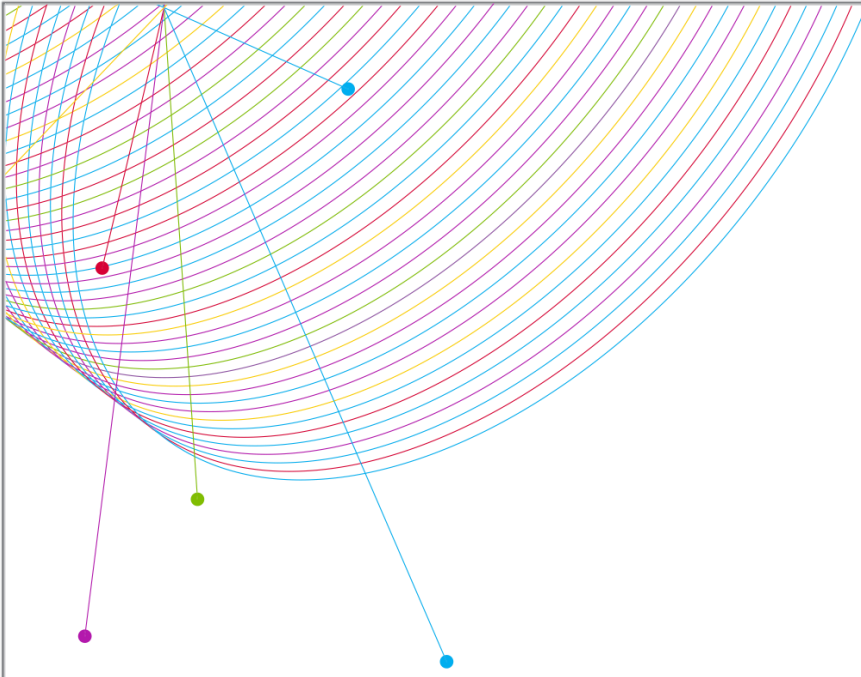
CHANGES	WORKERS	EMPLOYERS
I make sure I choose the right vehicle for the job (W), We have made changes to the way vehicles are chosen for a job (E)	33%	19%
I/we have started to always wear a helmet (W), The workers always wear a helmet (E)	24%	31%
I/we have new rules around the use of quad bikes	20%	21%
I/we use a routine maintenance checklist for the quad bike/s	18%	24%
I/we have not done anything differently because I was already doing it all	18%	17%
Kids are no longer allowed to ride on an adult quad bike	16%	29%
I have taken training on how to ride or work on quad bikes (W) We have had training on how to ride or work on quad bikes (E)	10%	14%
I/we use a safety checklist before using my quad bike each day	5%	5%
I/we intend to make changes to the way I work	4%	5%
I/we have not done anything differently because it is too hard or costs too much	3%	1%
Not applicable/do not have/use a quad bike	15%	18%

Base: Workers from Agriculture who definitely/think saw advertising (n=434)

Base: Employers from Agriculture who definitely/think saw advertising (n=265)

Q: Which, if any, of the following happened as a result of the campaign?





# 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.

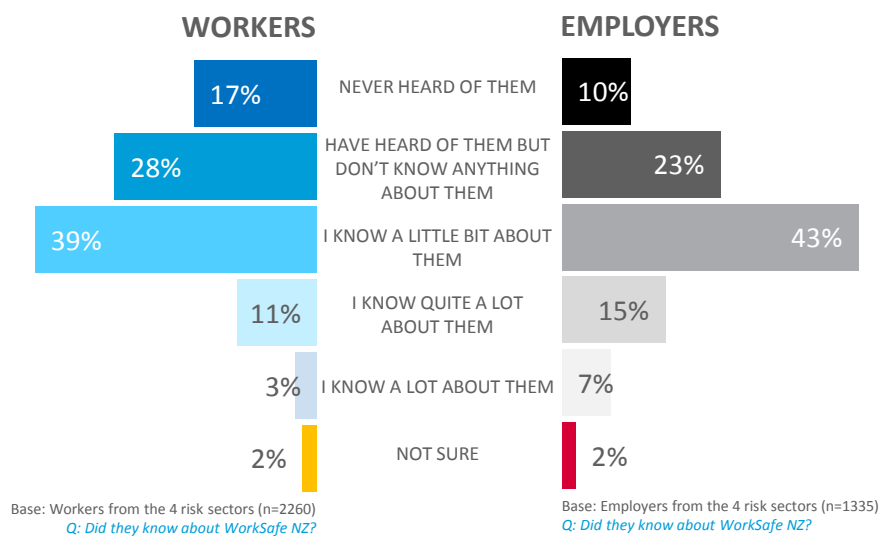
## CROSS-SECTOR VIEW

### 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

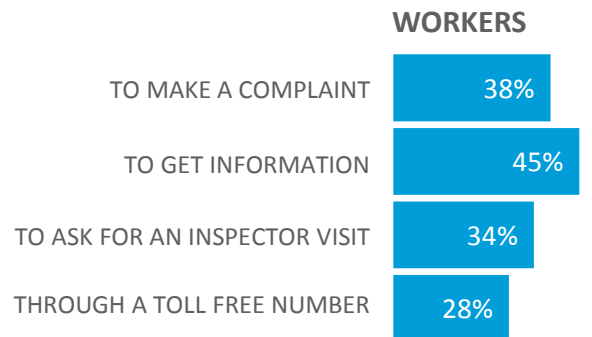
Q: Did they know about WorkSafe NZ?

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...

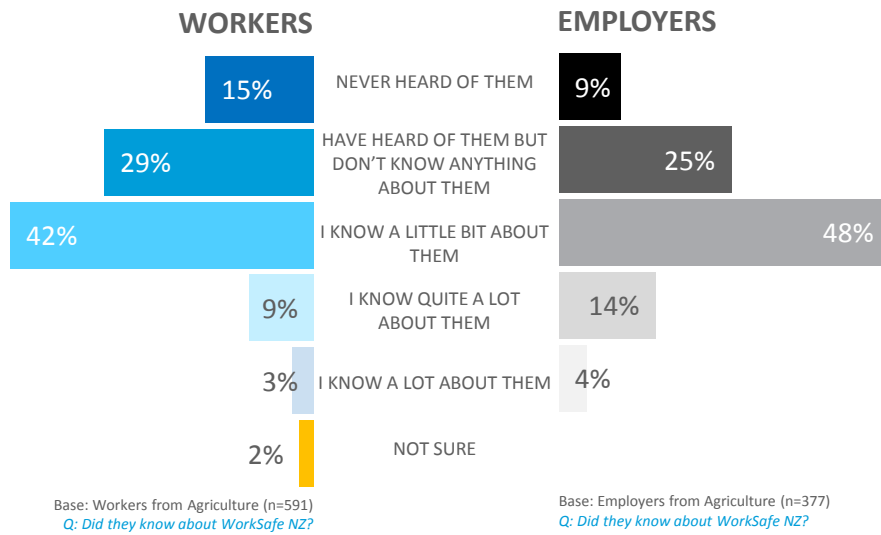
**AGRICULTURE SECTOR**

In the Agriculture sector, the level of awareness and knowledge of WorkSafe NZ was lower than in the Forestry and Construction sectors and similar to the level found in the Manufacturing sector.

Among workers, 15% had never heard of WorkSafe NZ and a further 29% had heard of this organisation but knew nothing. Only 12% claimed to know at least *quite a lot*.

The picture among Agriculture employers was slightly better, with 18% knowing at least *quite a lot* but still 34% not knowing anything about WorkSafe NZ.

**7.1.6 Awareness of and familiarity with WorkSafe NZ: Workers and Employers**



## CROSS-SECTOR VIEW

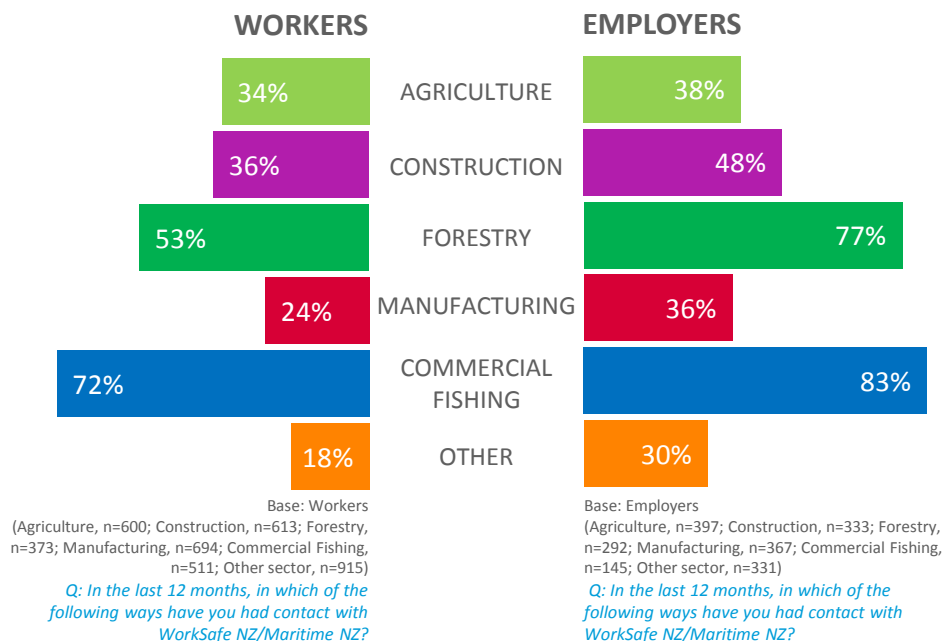
### 7.2 CONTACT WITH WORKSAFE NZ

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:

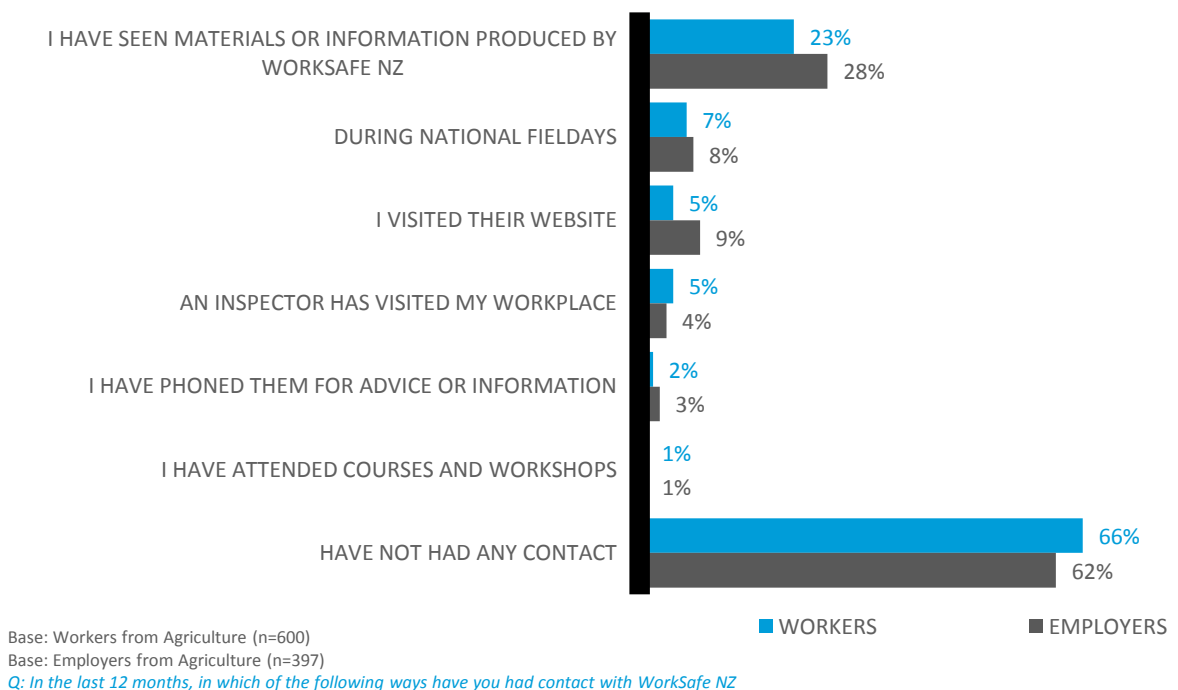
- The most common source of contact was seeing materials or information produced by WorkSafe NZ (28% of employers and 22% of workers in the four risk sectors)
- 18% of employers in the four risk sectors had visited WorkSafe NZ's website, peaking at 39% among Forestry employers. By contrast, just 7% of 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%).

## AGRICULTURE SECTOR

In total, 33% of Agriculture workers and 37% of employers had had some form of contact with WorkSafe NZ in the past 12 months.

In this sector, Fielddays emerged as one of the main sources of contact with WorkSafe NZ, slightly more so in the Waikato and among dairy farmers (13% of Waikato workers had contact in this way). It would appear inspectors may have been more active in the Manawatu, where 15% of workers indicated they had seen an inspector compared with 5% of workers overall.

### 7.2.2 Contact with WorkSafe NZ in past 12 months: Agriculture Workers and Employers





## CROSS-SECTOR VIEW

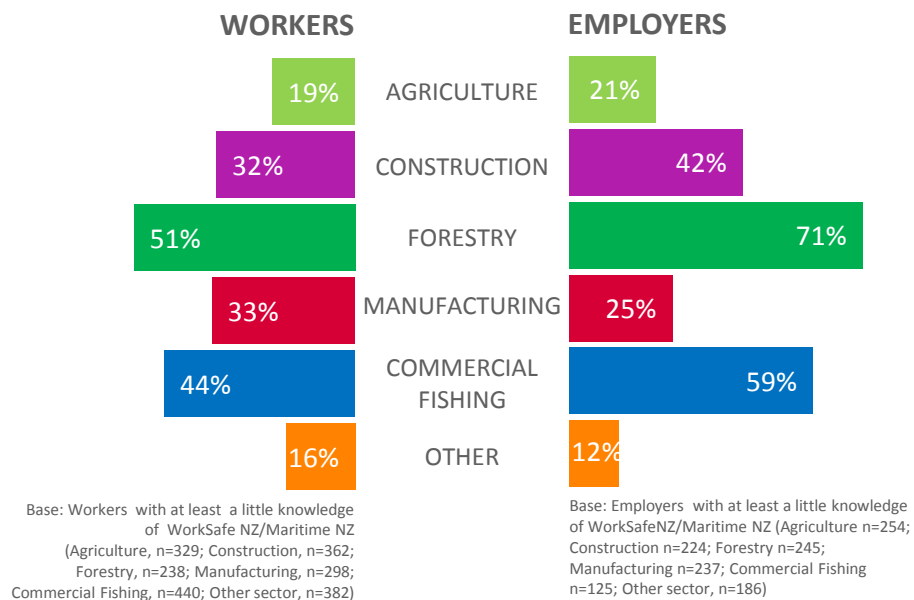
### 7.3 LIKELIHOOD OF INSPECTOR VISITING

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

CROSS-SECTOR VIEW

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

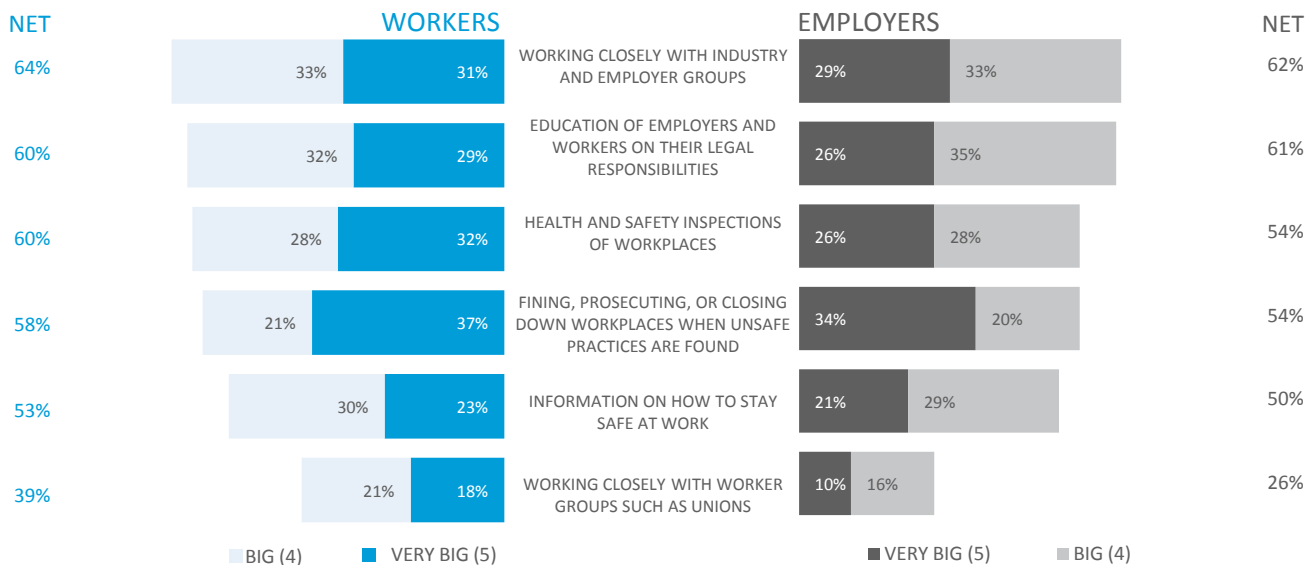
All respondents were asked to consider how much of an impact each of a number of initiatives would have on improving workplace Health and Safety in their particular industry, if WorkSafe NZ was to focus on that initiative. They responded using a 5-point scale ranging from no impact through to very big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

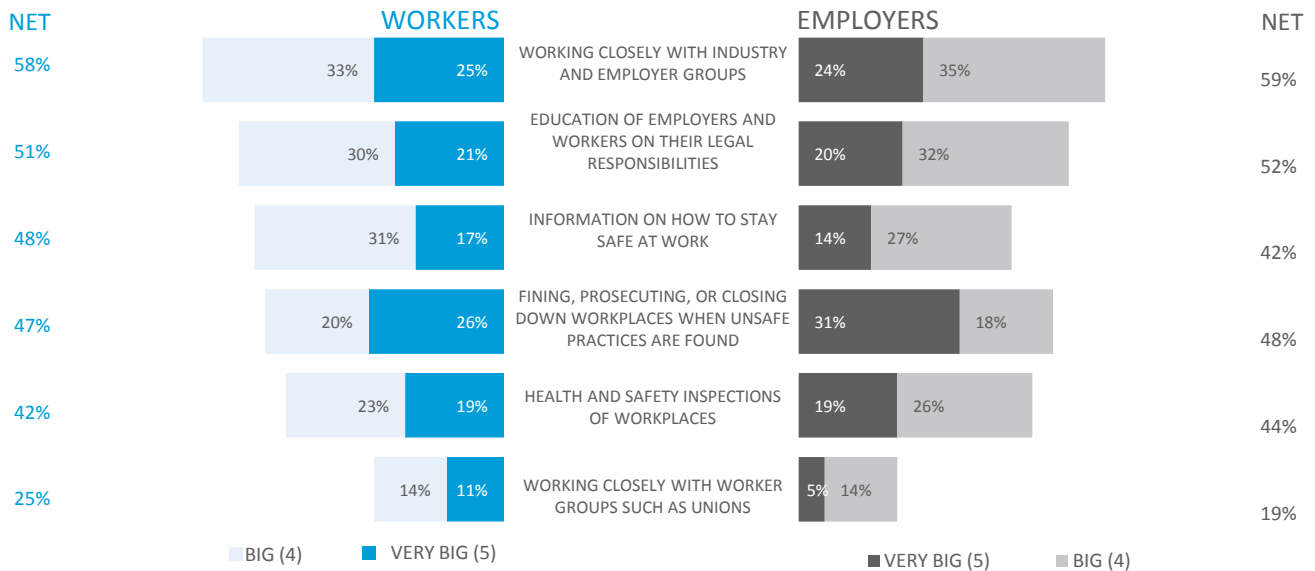
Q: If WorkSafe NZ was to increase its focus on the following areas, how much of an impact do you think it would have on improving health and safety in your industry (5-point scale where 1=no impact and 5=very big impact)

## AGRICULTURE SECTOR

When the Agriculture sector’s responses to this question are considered, it can be seen that, compared with workers and employers across the four WorkSafe NZ high-risk sectors overall, this sector was less inclined to think initiatives would have a big impact. This was particularly noticeable in relation to workplace inspections, ranked as the third most likely initiative to have a big impact across the four high-risk sectors but in fifth place in the Agriculture sector, mentioned by just 42% of workers (compared with 60% across the four sectors) and 44% of employers (compared with 54% across the four sectors).

As with the four high-risk sectors overall, the most favoured initiative in the Agriculture sector was working closely with industry and employer groups, followed by education. Again, being fined, prosecuted or shut down was the initiative with the largest proportion believing this would have a **very big** impact, particularly among employers.

### 7.4.2 Perceived likely impact of WorkSafe NZ increasing its focus on various interventions: Agriculture Workers and Employers



Base: Workers from Agriculture (n=582-592)

Base: Employers from Agriculture (n=371-379)

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)

## CROSS-SECTOR VIEW

### 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.

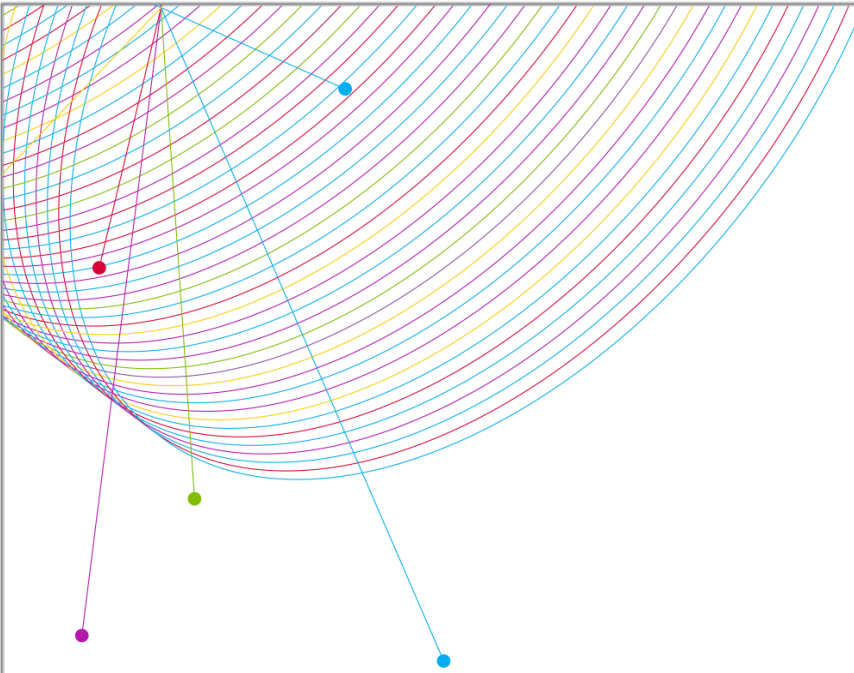
Just 23% of employers in the four WorkSafe NZ high-risk sectors identified groups of workers in this context (highest among Forestry employers at 40%).

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: 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.

For the Agriculture sector, it will be important to emphasise the importance of staying healthy and safe in being able to continue doing the work that the workers and employers in this sector love. Messages should also be carefully designed to minimise the risk of Health and Safety being interpreted as negatively compromising the libertarianism that is so important to many in this sector.

**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 the farm or property owners, industry groups, leading companies and machinery and vehicle manufacturers), 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. The qualitative research concluded that in



Agriculture there was the prevailing view that Health and Safety was the responsibility of the individual. Therefore, getting more workers and employers to acknowledge that responsibility is shared by all parties involved may be a greater challenge in Agriculture than in other sectors.

**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. This is even more marked in the Agriculture sector, where reporting and recording is even lower than the other high-risk sectors. For example, among Agriculture workers who had had a near miss, these had been recorded in just 13% of cases. Among Agriculture businesses where a worker had had a near miss, 29% had recorded these near misses. Part of this discrepancy may be accounted for by the fact that over 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 just one in nine Agriculture workers 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 Agriculture 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**

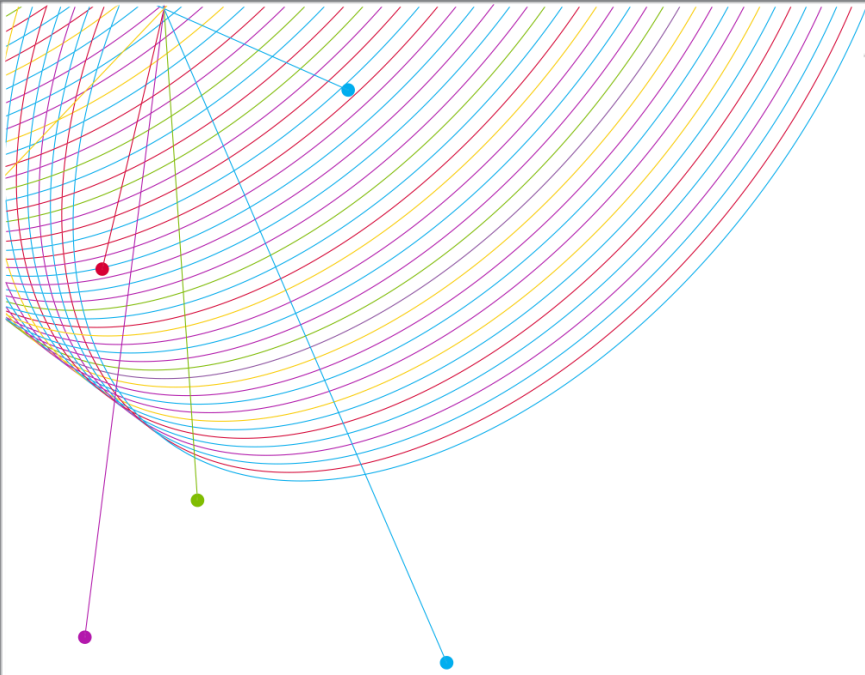
The communications campaigns tested in this benchmark survey are encouraging in terms of the level of awareness they have created and the actions those aware of them claim to have taken as a result. These findings suggest that, even though workers claim high levels of confidence in their knowledge and 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 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

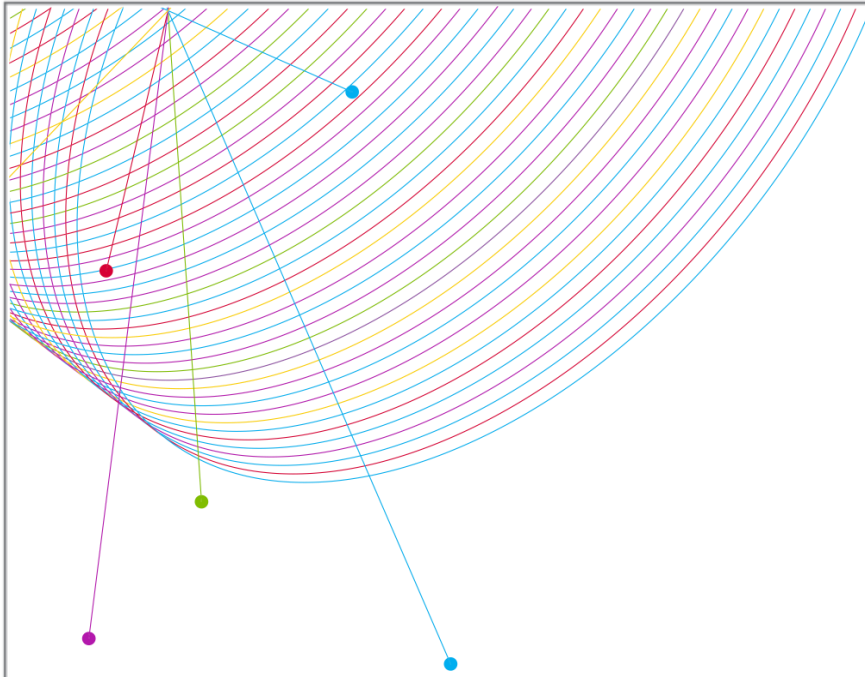
	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
WEIGHTED %						
<b># OF EMPLOYEES</b>						
NONE	14	13	11	7	23	7
1 TO 5 EMPLOYEES	69	52	38	45	66	57
6 TO 9 EMPLOYEES	6	16	22	16	4	13
10 TO 19 EMPLOYEES	6	10	18	11	-	12
20 TO 49 EMPLOYEES	3	5	8	11	1	4
50 TO 99 EMPLOYEES	1	2	2	5	1	4
100 OR MORE EMPLOYEES	1	2	2	4	4	3
<b>REGION</b>						
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



# 10. APPENDIX II: OVERALL EXECUTIVE SUMMARY

## 10 APPENDIX II: OVERALL EXECUTIVE SUMMARY

### 10.1 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:

6. 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).
7. Strong leadership: where bosses value safety for its own sake and prioritise it above everything else.
8. Responsive dialogue: where open and timely communication across all levels leads to identifying problems and fixing them.
9. Participatory structures: formal avenues that are in place (e.g. regular meetings) that ensure safety is not overlooked and that give workers a say.



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

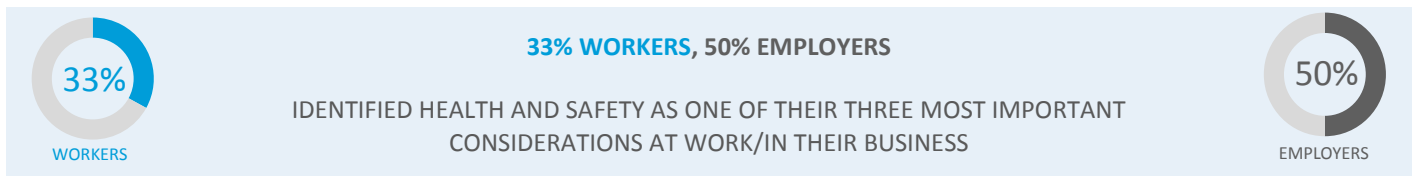
The presence and effectiveness of these five factors impact on safe routines being institutionalised in the workplace and also on the ability of individual workers to manage their own Health and Safety and that of others.

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.

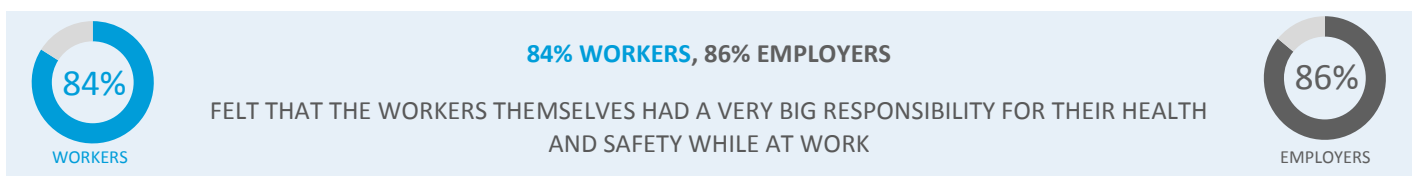
## 10.2 WORKPLACE HEALTH AND SAFETY IN CONTEXT

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.



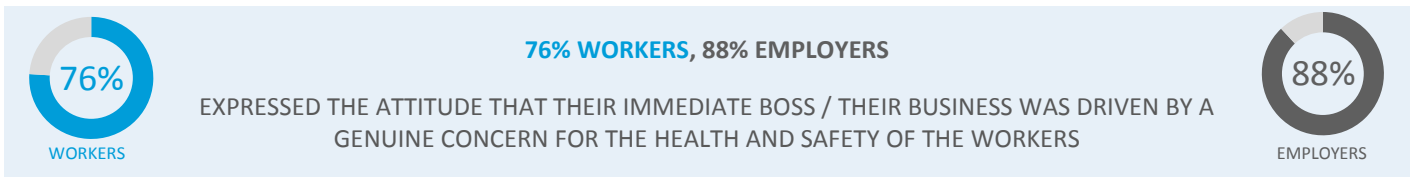
Pride in doing a good job was a particularly important motivation for many workers, as was achieving a good work/life balance and having a regular income. Among employers, keeping workers healthy and safe was a very important motivation across all the high-risk sectors, but strongest among Forestry employers. 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.



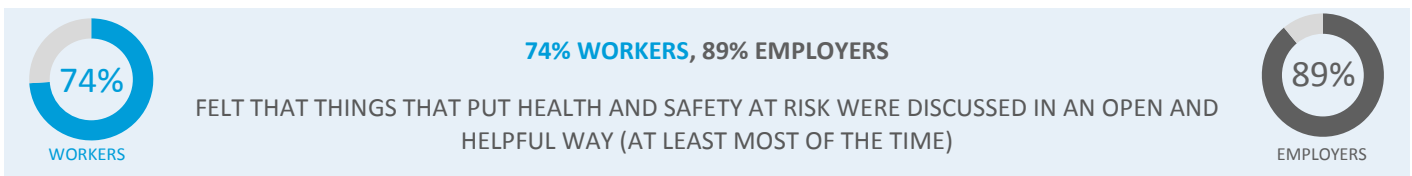
Following the workers themselves, the immediate boss was felt to have a very big responsibility, while the government's role was seen as more supportive than leading (some responsibility rather than a very big responsibility).

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



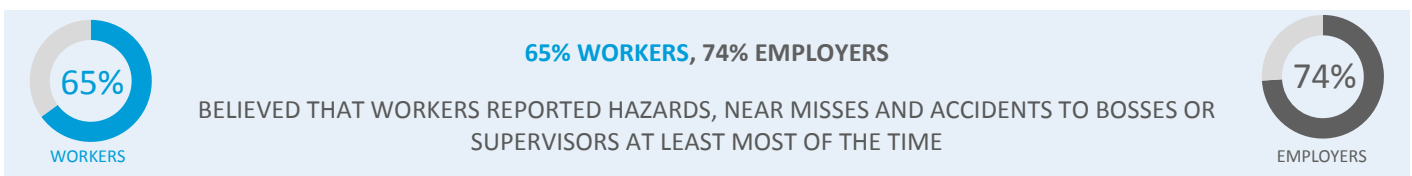
Overall, workers and employers in the high-risk sectors were positive about the leadership shown by their immediate bosses/throughout their business. One area where leadership was weaker across all sectors was in relation to praising or rewarding positive Health and Safety behaviour; just 45% of workers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



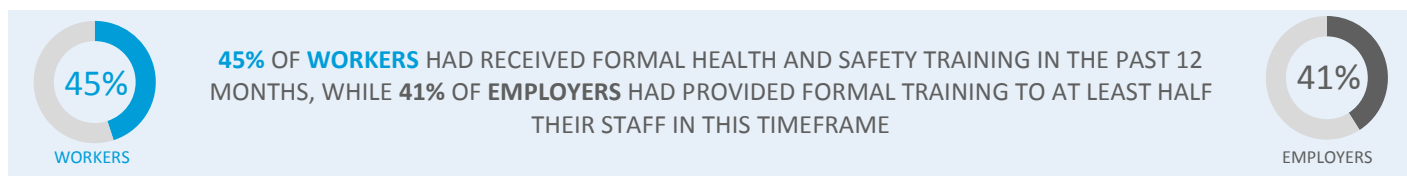
Both workers and employers expressed generally favourable opinions about their workplaces or businesses across a number of indicators. However, shared determination from the boss down was less evident to workers than other aspects of responsive dialogue, while nearly one in five workers suggested that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

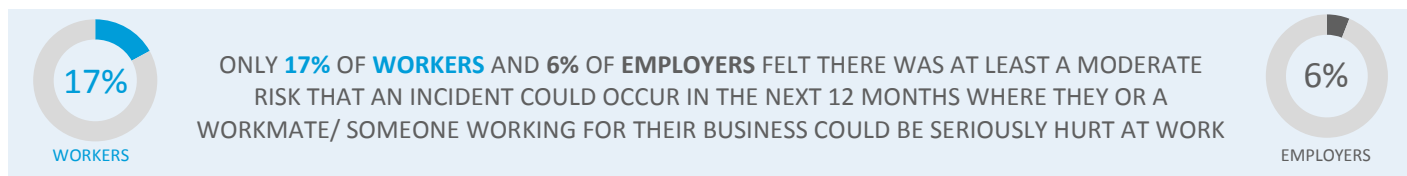
The Forestry sector is leading the way currently in terms of working to ingrain a Health and Safety culture into the workplace. This seems most evident in the area of responsive dialogue, where Forestry workers and employers were more likely to indicate there was a concern for safety from the top down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

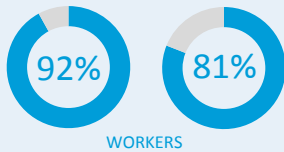
### **10.3 KNOWLEDGE, UNDERSTANDING AND BEHAVIOURS AROUND OF RISK**

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%).

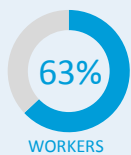


**92% OF WORKERS** WERE CONFIDENT THEY HAD THE KNOWLEDGE AND SKILLS TO KEEP THEMSELVES SAFE AT WORK AND **81%** WERE CONFIDENT THEY HAD THE KNOWLEDGE AND SKILLS TO AVOID LONG-TERM HEALTH PROBLEMS THROUGH WORK.

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.



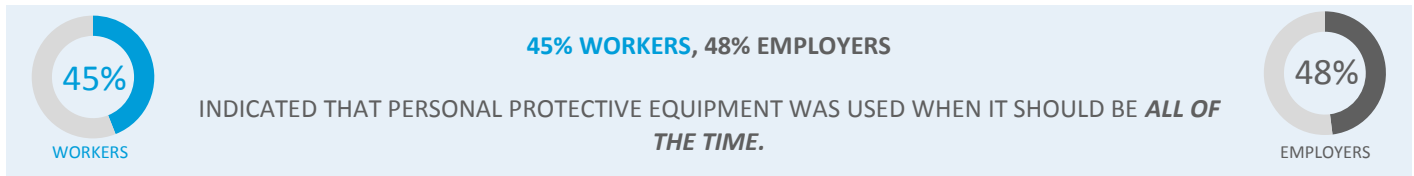
**43% WORKERS, 38% EMPLOYERS**

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

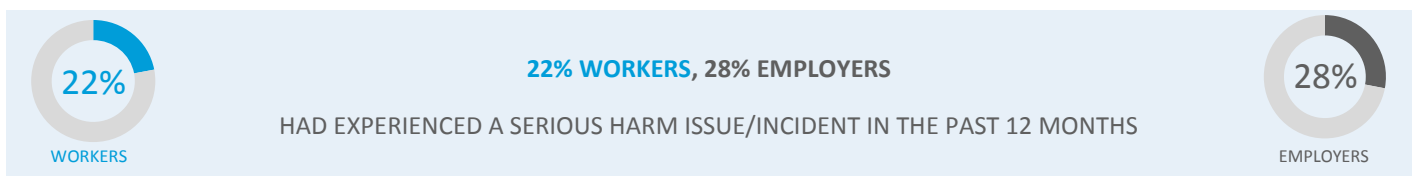


Taking appropriate **preventative action** helps reduce the risk of incidents or their impact if they do occur.

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.

## 10.4 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.

## 10.5 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.

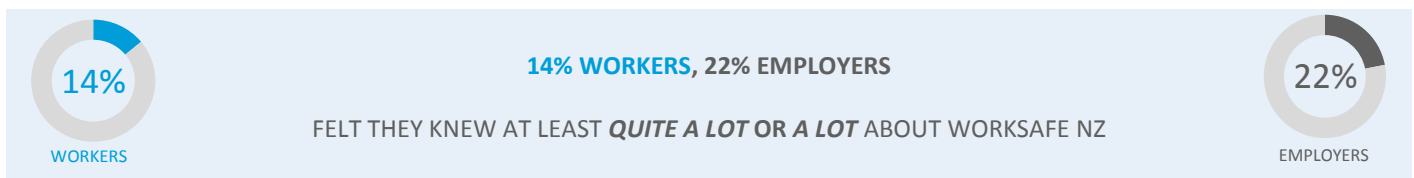
**Awareness** of the campaigns tested in this benchmark was at a good level with the exception of the Safe Use of Machinery Campaign in Manufacturing. The proportion **certain** they had seen each campaign was as follows:

- 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).

## 10.6 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.



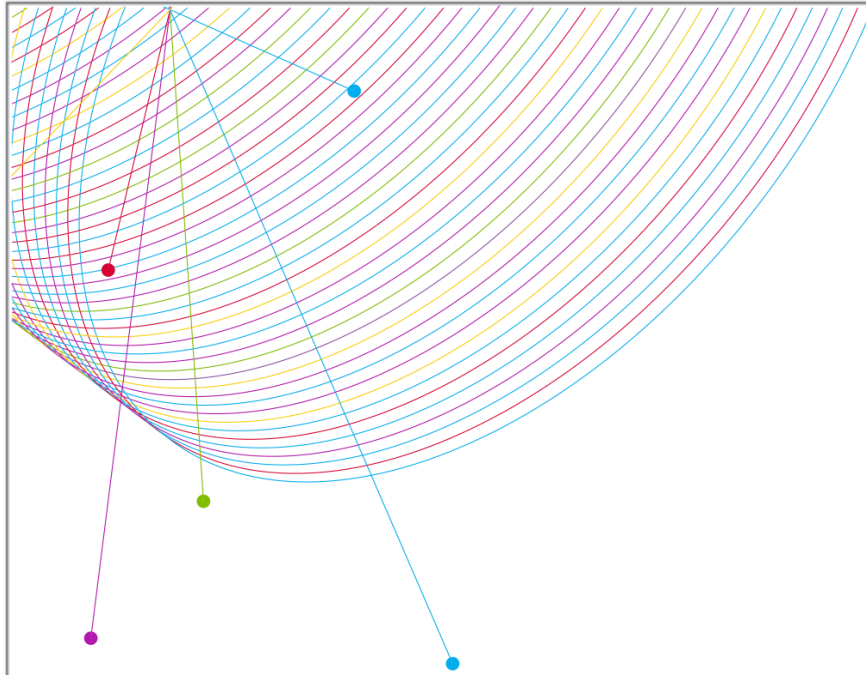
Overall, 83% of workers and 90% of employers had heard of WorkSafe NZ. While awareness was high, knowledge was quite limited with most workers and employers having simply heard of WorkSafe NZ and having no knowledge or just professing to know a little bit about this organisation.





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.



# 11. APPENDIX III: WORKERS' QUESTIONNAIRE

## 11 APPENDIX III: WORKERS' QUESTIONNAIRE



# WORKING IN NEW ZEALAND SURVEY 2014



New Zealand Government

Thank you for agreeing to take part in this important survey for WorkSafe New Zealand. Your answers will be confidential and results will not be reported in a way that will allow you to be identified.

This survey is for people who work in *agriculture and on the land*; for example on farms, in orchards, or vineyards. If you do not work in agriculture or on the land, please tick this box  and go straight to Q53.

**How to fill in the survey:**

<i>You will need to circle an answer like this</i>		<i>Or like this</i>				
	Please circle <u>one</u> answer		Please circle an answer for each statement			
Yes	1	Question...	1	2	3	4 5
No	2	Question...	1	2	3	4 5

If you change your mind after circling a number, just cross it out ~~⊗~~ and circle the correct number for your answer.

Some questions may also have a 'skip' like this  1 → GO to Q22. In this example, if you had circled the 1 you would skip over to question 22.

**SECTION A: About the work that you do**

**Q1**

Are you...

Please circle all that apply

- An employee working for wages or salary
- Working without pay in a family business
- Self-employed and not employing others
- An employer of others in your own business – but you also do the day to day work you employ others to do
- An employer of others – but you don't do the day to day work you employ others to do (See note below)

Note: Please complete this survey from the viewpoint of a person working in the agriculture industry rather than as an employer

1  
2  
3  
4  
5

→ Go to Q2

This particular survey is for employees rather than employers. However, we would really appreciate hearing your views and opinions as an employer.

Please enter your email address in the space provided so we can send you a link to our other survey for employers.

\_\_\_\_\_

If you do not wish to provide your email address, thank you for taking the time to complete the survey this far. You still have the opportunity to enter the prize draw by filling your details in at Q53.

**Q2** Where do you work?

Please circle all that apply

Dairy farm	1
Sheep farm	2
Beef farm	3
Poultry farm	4
Deer farm	5
Farm with other livestock (e.g. pigs, alpaca)	6
Nursery and floriculture production	7
Mushroom and vegetable growing	8
Fruit and tree nut growing	9
Grain farming	10
Other crop growing	11
Other agriculture support services (please write in)	12
Other (please write in) _____	13

**Q3** And what type of work do you mainly do?

Please circle all that apply

Fencing	1
Shearing	2
Stock work	3
Milking	4
General farm work	5
Machinery operator	6
Crop work	7
Picking	8
Gardener / arborist	9
Other (please write in) _____	10

**Q4** In the last 3 months, how many different sites have you worked on at your job?

Please circle **one** answer

1	1
2-4	2
5 or more	3

**Q5** About how many people are employed at your current workplace?  
(If you work for a contractor, please answer how many people work for that contractor)

Please circle **one** answer

1 (just you)	1
2-5	2
6-9	3
10-19	4
20-49	5
50-99	6
100 or more	7
Don't know	8

- Q6** How many workers do you manage or supervise in your day to day work?  
Please circle one answer
- |            |   |
|------------|---|
| None       | 1 |
| 1-2        | 2 |
| 3-5        | 3 |
| 6-9        | 4 |
| 10 or more | 5 |
- Q7** Do you work day to day with migrant workers from other countries?  
(By this we mean workers who were not born in New Zealand and who have arrived in New Zealand in the last five years)  
Please circle one answer
- |            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |
- Q8** How many years have you worked in the agriculture industry?  
Please circle one answer
- |                    |   |
|--------------------|---|
| Less than one year | 1 |
| 1-2 years          | 2 |
| 3-5 years          | 3 |
| 6-9 years          | 4 |
| 10-19 years        | 5 |
| 20 years or more   | 6 |
- Q9** On average, not counting travel time, about how many hours do you work a week?  
(Please include time at all jobs if you have more than one)  
Please circle one answer
- |                    |   |
|--------------------|---|
| Less than 20 hours | 1 |
| 20-30 hours        | 2 |
| 31-40 hours        | 3 |
| 41-50 hours        | 4 |
| 51-60 hours        | 5 |
| 61 hours or more   | 6 |
- Q10** How often is your boss on the same site as you when you are working?  
Please circle one answer
- |                              |                          |
|------------------------------|--------------------------|
| Never                        | 1                        |
| Some of the time             | 2                        |
| About half of the time       | 3                        |
| Most of the time             | 4                        |
| All the time                 | 5                        |
| Don't have a boss (tick box) | <input type="checkbox"/> |

Q11

What three things are most important to you in your work **right now**?

Please circle the **three** most important

Taking pride in doing a good job	1
Having a regular income	2
Working with people I like and respect	3
Staying healthy and safe while at work	4
Making good money	5
Having a good work/life balance	6
Working outdoors or on the land	7
Doing physical work	8
Working hard now to build a better future	9
Learning new things	10
Being free to make my own decisions	11
Working for a promotion or to build a career	12
Enjoying my work	13
Staying fit and healthy so I can keep doing the work I do	14
Other (please write in) _____	15
Nothing	16

Q12

In the last 12 months, have you noticed any advertising or information that was about trying to support or improve health and safety among people working in agriculture?

Please circle **one** answer

Yes	1
No	2
Not sure	3

→ Go to Q14

Q13

Please write down what you think are the main messages of the information or advertising you saw:  
(Please be as detailed as possible)

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## SECTION B: Working in agriculture

These next questions are about the agriculture industry.

- Q14** How does the risk of people getting seriously hurt in agriculture compare with other industries or types of work?

Please circle one answer

	Much lower	Lower	About the same	Higher	Much higher	Tick if don't know
The risk in agriculture is....	1	2	3	4	5	<input type="checkbox"/>

- Q15** As far as you know, how are people working in agriculture most likely to get seriously hurt at work?

Please circle up to three only

When using vehicles	1
Caused by animals	2
When using machinery	3
During repair and maintenance of equipment	4
When handling chemicals or substances	5
From manual labour	6
From slips, trips or falls	7
From electric shocks	8
Other (please write in) _____	9
Don't know	10

- Q16** As far as you know, what **long-term health problems** (lasting 6 months or more) are people working in agriculture most at risk of getting?

Please circle up to three only

Hearing loss from working with loud noise	1
Skin cancer	2
Eye damage	3
Skin problems like dermatitis or eczema	4
Breathing problems like asthma	5
Disease or illness caught from working with animals	6
Disease or illness from exposure to or working with chemicals, solvents or other work materials (e.g. lead)	7
Stress related or mental illness, such as anxiety or depression	8
OOS / RSI (repetitive strain injury)	9
Wear and tear on your body from manual labour over a number of years e.g. back or joint pain	10
Other (please write in) _____	11
None	12
Don't know	13



### SECTION C: What happens in your workplace?

The next questions are about things that might happen in your workplace. Please remember your answers are confidential and you cannot be identified. The results will help to understand what could make people safer at work.

**Q17** How often does someone in your workplace (you or anyone you work with) .....  
(Remember your answers are confidential)

Please circle one answer for each of the 13 statements

	Never	Hardly Ever	From time to time	A lot	Tick if don't know	Tick if doesn't apply
1 Take a risk or short-cut on purpose (e.g. to save time)	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
2 Work when sick or injured	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
3 Work when hung-over or stoned	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
4 Work when they are overtired	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
5 Make a mistake because they have been working too long or too hard without a break	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
6 Do a risky job that they don't have the right skills for	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
7 Make a mistake by being careless or not having their mind on the job	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
8 Make a mistake from being under pressure by the boss to get the job done	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
9 Get put at risk because our processes or ways we are told to do things are not safe	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
10 Get put at risk from not having proper supervision	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
11 Get put at risk by a machinery or equipment fault or breakdown	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
12 Get put at risk by working in conditions when work should have been stopped (e.g. bad weather, not enough people on the job)	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
13 Get put at risk by something outside of their control (e.g. a freak accident)	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>



Q18

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

Please circle all that apply

A health problem that has resulted in <b>permanent damage</b> to your <b>body</b> (such as breathing problems like asthma, hearing loss, disease or illness)	1	
A health problem that resulted in <b>severe temporary damage</b> to your <b>body</b> or made you temporarily very unwell	2	
A stress-related or mental illness	3	
An eye injury (e.g. chemical or hot-metal burn, penetrating wound of eye)	4	
A bone fracture	5	
An injury from crushing	6	
A laceration or a deep cut that required stitches	7	
A body part amputated	8	
Burns requiring medical attention	9	
Became unconscious	10	
Been hurt, or became sick and was put in hospital for more than 48 hours	11	
Sprain, strain or dislocation	12	
Other serious injury or health problem that required you to take time off work (please write in) _____	13	→ Go to Q20
None of these	14	
Would rather not say	15	

Q19

And what happened this last time you were seriously hurt or unwell at work?

Please circle all that apply

Nothing, I didn't tell anyone at work	1
It was reported to my boss / a manager but nothing happened	2
It was reported to my boss / a manager and action was taken as a result	3
It was reported to other workers	4
It was written into an <b>accident or near miss register</b>	5
The hazard, or cause of my injury, was written into a <b>hazard register</b>	6
The hazard, or cause of my injury, was written onto a <b>hazard board</b>	7
I got into trouble with my boss / someone in management	8
We talked about how to stop it happening again	9
I / we changed the way we did something to stop it happening again	10
I / we got more training	11
Other (please write in) _____	12
Don't know / can't remember	13
Would rather not say	14

Q20

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

Please circle one answer

None	1	→ Go to Q22
1	2	
2-5 times	3	
More than 5 times	4	
Don't know / can't remember	5	→ Go to Q22

Q21

What happened this last time you had a **near miss** at work?

Please circle all that apply

Nothing, I didn't tell anyone at work	1
It was reported to my boss / a manager but nothing happened	2
It was reported to my boss / a manager and action was taken as a result	3
It was reported to the workers	4
It was written into an <b>accident or near miss register</b>	5
The hazard, or cause of my near miss, was written into a <b>hazard register</b>	6
The hazard, or cause of my near miss, was written onto a <b>hazard board</b>	7
I got into trouble with my boss / someone in management	8
We talked about how to stop it happening again	9
I / we changed the way we did something to stop it happening again	10
I / we got more training	11
Other (please write in) _____	12
Don't know / can't remember	13
Would rather not say	14

Q22

What happened the last time you noticed a **new hazard** at work?

Please circle all that apply

I haven't noticed any new hazards	1
Nothing, I didn't tell anyone at work	2
I reported it but nothing happened	3
We did something immediately (e.g. put up a hazard sign, stopped work, fixed or remove the hazard)	4
I / we changed the way we did something	5
It was written into the hazard register or hazard board	6
Other (please write in) _____	7

## SECTION D: Your views on health and safety

**Q23** Overall, how safe do you feel at work?

(Please circle one answer)

Very unsafe	Unsafe	Safe	Very safe	Tick if don't know
1	2	3	4	<input type="checkbox"/>

**Q24** How would you rate the risk that you or someone you work with will be seriously hurt at work in the next 12 months?

(Please circle one answer)

Very low risk				Very high risk	Tick if don't know
1	2	3	4	5	<input type="checkbox"/>

**Q25** How much responsibility do you think each of the following groups **should take** for making sure workers stay healthy and safe at work?

Please circle one answer for each of the 9 statements

	No responsibility				Very big responsibility	Tick if don't know
1 The workers themselves	1	2	3	4	5	<input type="checkbox"/>
2 The immediate boss or supervisor of the workers	1	2	3	4	5	<input type="checkbox"/>
3 Top management (e.g. Chief Executive, Board)	1	2	3	4	5	<input type="checkbox"/>
4 Workers' unions	1	2	3	4	5	<input type="checkbox"/>
5 The Government	1	2	3	4	5	<input type="checkbox"/>
6 Machinery and vehicle manufacturers that supply the industry	1	2	3	4	5	<input type="checkbox"/>
7 The farm or property owners	1	2	3	4	5	<input type="checkbox"/>
8 Industry bodies (e.g. Federated Farmers, Dairy NZ, Horticulture NZ)	1	2	3	4	5	<input type="checkbox"/>
9 Companies in the industry (e.g. Fonterra, Alliance, FMG)	1	2	3	4	5	<input type="checkbox"/>

- Q26** How strongly do you agree or disagree with each of the following statements?  
There are no right or wrong answers, it is just your honest opinion we are interested in.  
(Remember your answers are confidential)

Please circle one answer for each of the 11 statements

		Strongly disagree				Strongly agree	Tick if doesn't apply
1	The main reason I do health and safety is so I don't get into trouble	1	2	3	4	5	<input type="checkbox"/>
2	I am told everything I need to know to do my job safely	1	2	3	4	5	<input type="checkbox"/>
3	I get huge satisfaction from knowing we have a safe working environment	1	2	3	4	5	<input type="checkbox"/>
4	I really only follow the health and safety rules because I have to	1	2	3	4	5	<input type="checkbox"/>
5	When you are really busy, it's easy to forget about health and safety	1	2	3	4	5	<input type="checkbox"/>
6	I always keep an eye out for health and safety hazards at work	1	2	3	4	5	<input type="checkbox"/>
7	I get annoyed that there are so many rules when how I keep myself safe is my own business	1	2	3	4	5	<input type="checkbox"/>
8	I have the tools and equipment I need to do my job safely	1	2	3	4	5	<input type="checkbox"/>
9	Health and safety is important but it's not always realistic to follow every rule and guideline	1	2	3	4	5	<input type="checkbox"/>
10	Health and safety can be a waste of money because it won't stop all accidents happening	1	2	3	4	5	<input type="checkbox"/>
11	I always have a say in decisions that affect my health and safety	1	2	3	4	5	<input type="checkbox"/>

Halfway there!  
Great work!



**Q27** This question is about your boss. If you do not have a boss, please tick here  and go to Q28.

To what extent do you agree or disagree with each of the following statements?

There are no right or wrong answers, it is just your honest opinion we are interested in.

*(Remember your answers are confidential)*

Please circle **one** answer for each of the 11 statements

		Strongly disagree				Strongly agree	Tick if don't Know
1	My boss and the workers work together to ensure everyone is safe at work	1	2	3	4	5	<input type="checkbox"/>
2	My boss sometimes says nothing when he/she sees a worker taking a shortcut or risk	1	2	3	4	5	<input type="checkbox"/>
3	My boss encourages us to come up with ideas for how to make our work safer	1	2	3	4	5	<input type="checkbox"/>
4	My boss sometimes seems more interested in getting the job done or making a profit than in safety	1	2	3	4	5	<input type="checkbox"/>
5	I would worry I would get into trouble if I told my boss I had a near miss	1	2	3	4	5	<input type="checkbox"/>
6	My boss would totally support me if I suggested we stop work because of a possible hazard	1	2	3	4	5	<input type="checkbox"/>
7	My boss praises or rewards workers who act safely	1	2	3	4	5	<input type="checkbox"/>
8	My boss is genuinely concerned about the health and safety of the workers	1	2	3	4	5	<input type="checkbox"/>
9	Everyone from the boss down is always trying to improve safety	1	2	3	4	5	<input type="checkbox"/>
10	My boss encourages us to speak up if we feel something is unsafe	1	2	3	4	5	<input type="checkbox"/>
11	My boss makes sure that family members working in the business on the farm have the knowledge and skills to keep themselves safe	1	2	3	4	5	<input type="checkbox"/>

**Q28** How confident are you...

Please circle **one** answer for each of the 6 statements

		Not at all confident				Very confident	Tick if doesn't apply
1	About reporting a hazard that you notice	1	2	3	4	5	<input type="checkbox"/>
2	That you know how to report a hazard, near miss or accident to workmates and to management	1	2	3	4	5	<input type="checkbox"/>
3	That you have the knowledge and skills to keep safe at work	1	2	3	4	5	<input type="checkbox"/>
4	That you have the knowledge and skills to make sure you don't get long-term health problems from your work	1	2	3	4	5	<input type="checkbox"/>
5	That you are fully aware of what your legal responsibilities are as a worker, in terms of workplace health and safety	1	2	3	4	5	<input type="checkbox"/>
6	That you are fully aware of what your rights are as a worker, in terms of workplace health and safety	1	2	3	4	5	<input type="checkbox"/>

## SECTION E: Actions taken at your workplace

These next questions are about things that might or might not happen at your workplace. Remember you or your workplace will not be identified.

**Q29** How often would you say each of the following happens in your workplace:

Please circle one answer for each of the 4 statements

	Never	Less than half the time	About half the time	Most of the time	Always	Tick if don't know	Tick if doesn't apply
1 Workers report hazards, near misses and accidents to <b>bosses / supervisors</b>	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
2 Workers report hazards, near misses and accidents to <b>workmates</b>	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
3 Management report hazards, near misses and accidents to <b>workers</b>	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
4 Things that put health and safety at risk (such as hazards, near misses and accidents) are discussed in an open and helpful way	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

**Q30** How often does each of the following happen in your workplace?

Please circle one answer for each of the 5 statements

	Never	Less than half the time	About half the time	Most of the time	Always	Tick if don't know	Tick if doesn't apply
1 Personal protective equipment is used when it should be (e.g. ear, eye or head protection)	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
2 Machinery and equipment is well maintained	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
3 Machinery and equipment is fully checked before it is used	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
4 Action is taken straight away when a potential hazard is identified	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
5 Safety devices are fitted to machinery and equipment when they should be (e.g. safety guards on machinery)	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

## SECTION F: Advice and Information

These next questions are about where you might get advice or information about health and safety.

**Q31** Which, if any, of the following things happen at your workplace:

Please circle all that apply

Regular health and safety meetings	1
Health and safety is included as a regular team meeting item	2
We have an elected health and safety representative or champion	3
There is a health and safety committee in our workplace	4
Our workplace has a noticeboard, a website or another area where there is good up-to date information about health and safety	5
Formal safety audits are carried out regularly	6
I have been given a health and safety mentor - a person I work with that has experience and that I trust to give me good health and safety advice	7
Other (please write in) _____	8
None of these	9
Don't know	10

**Q32** When was the last time you had some formal training on health and safety (e.g. did a course, online training, induction training)? This does not include a first aid course.

Please circle one answer

In the last six months	1
6 - 12 months ago	2
13 months - 3 years ago	3
More than 3 years ago	4
I've never had formal training	5

**Q33** If you need advice in the next few weeks about something to do with health and safety, who would you go to?

Please circle all that apply

A union / a union representative	1
An industry organisation (e.g. Federated Farmers)	2
A Government agency (e.g. WorkSafe)	3
A trade supplier (e.g. Farmlands, Wrightsons)	4
My accountant or my lawyer	5
A friend who works in the same industry	6
My boss	7
Someone in my management (other than my boss)	8
The health and safety rep at my workplace	9
My mentor / someone I work with that I trust	10
Citizen's Advice Bureau or Community Law Office	11
Other (please write in) _____	12
I don't really know who I would go to	13



- Q34** Recently, a campaign has been running about quad bike safety. This campaign focuses on reducing the number of people being hurt and killed on farm quad bikes by following four safety steps. Have you seen or heard anything from this campaign?
- Please circle one answer
- |                                        |   |
|----------------------------------------|---|
| Yes I definitely have                  | 1 |
| Yes I think so                         | 2 |
| Not sure whether I have seen it or not | 3 |
| No I haven't seen it                   | 4 |
- Go to Q37

- Q35** Where did you see or hear of this campaign?  
(Please circle all that apply)
- |                    |   |                                     |    |
|--------------------|---|-------------------------------------|----|
| Television         | 1 | It was discussed at work            | 9  |
| Radio              | 2 | Brochure/pamphlet/information sheet | 10 |
| Billboard          | 3 | Road show                           | 11 |
| Newspaper          | 4 | Trade event / conferences           | 12 |
| Magazine           | 5 | National Fieldays                   | 13 |
| Poster             | 6 | Industry training organisation      | 14 |
| Online advertising | 7 | Other (please write in)             | 15 |
| On a website       | 8 | Don't know                          | 16 |

- Q36** Which, if any, of the following things have happened as a result of the campaign?
- Please circle all that apply
- |                                                                               |    |
|-------------------------------------------------------------------------------|----|
| I have taken training on how to ride or work on quad bikes                    | 1  |
| I make sure I choose the right vehicle for the job                            | 2  |
| I have started to <b>always</b> wear a helmet                                 | 3  |
| I have stopped letting kids ride on an adult quad bike                        | 4  |
| I use a routine maintenance checklist for my quad bike/s                      | 5  |
| I use a safety checklist before using my quad bike each day                   | 6  |
| We have new rules around the use of quad bikes                                | 7  |
| I <b>intend</b> to make changes to the way I work                             | 8  |
| I have not done anything differently because it is too hard or costs too much | 9  |
| I have not done anything differently because I was already doing it all       | 10 |
| Other (please write in) _____                                                 | 11 |



## SECTION G: About WorkSafe NZ

**Q37** Before this survey, what, if anything, did you know about the organisation called WorkSafe New Zealand?

Please circle one answer

Never heard of them before this survey	1	→ Go to Q41
Have heard of them but don't know anything about them	2	
I know a little bit about them	3	
I know quite a lot about them	4	
I know a lot about them	5	
Not sure	6	

**Q38** In the last 12 months, in which of the following ways have you had contact with Worksafe NZ?

Please circle all that apply

I visited their website	1
I have phoned them for advice or information	2
I have seen materials or information produced by WorkSafe NZ	3
During National Fielddays	4
An inspector has visited my workplace	5
Other (please write in) _____	6
Have not had any contact with WorkSafe NZ	7

**Q39** How likely do you think it is that a WorkSafe inspector will visit your workplace in the next 12 months?

(Please circle one answer)

Very unlikely					Very likely	Tick if don't know
1	2	3	4	5	<input type="checkbox"/>	

**Q40** Did you know that you can contact WorkSafe NZ ...

Please circle one answer for each of the 4 statements

	Yes	No
1 To make a complaint about health and safety	1	2
2 To get information or advice on health and safety	1	2
3 To ask for an inspector to visit a workplace if you thought it was unsafe	1	2
4 Through a toll-free 0800 phone number	1	2

- Q41** WorkSafe NZ is the government agency responsible for improving workplace health and safety. If WorkSafe was to focus on the following areas, how much of an impact do you think it would make to improving workplace health and safety in agriculture?

Please circle one answer for each of the 6 statements

	No Impact				Very big impact	Tick if don't know
1 Information on how to stay safe at work	1	2	3	4	5	<input type="checkbox"/>
2 Education of employers and workers on their legal responsibilities	1	2	3	4	5	<input type="checkbox"/>
3 Health and safety inspections of workplaces	1	2	3	4	5	<input type="checkbox"/>
4 Fining, prosecuting, or closing down workplaces when unsafe practices are found	1	2	3	4	5	<input type="checkbox"/>
5 Working closely with industry and employer groups (e.g. Federated Farmers, Beef and Lamb NZ, Dairy NZ)	1	2	3	4	5	<input type="checkbox"/>
6 Working closely with worker groups such as unions	1	2	3	4	5	<input type="checkbox"/>

- Q42** Thinking about all the things covered in this survey, what could make the most difference to improve worker safety in your industry?

(Please be as detailed as possible)

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No comment (please tick box)

## SECTION H: About you

Lastly, a few questions about you. This is so we can compare the opinions of different groups of people who work in agriculture.

- Q43** Are you...

Please circle one answer

Male	1
Female	2

- Q44** What is the highest qualification that you have?

Please circle one answer

No qualification	1
NCEA level 1 or School Certificate	2
NCEA level 2 or Sixth Form Certificate	3
NCEA level 3 or University Entrance bursary or scholarship	4
Level 4, 5 or 6 - a trade or polytechnic qualification	5
A bachelor's degree	6
Postgraduate degree / diploma / certificate or higher (e.g. Masters, Doctorate)	7
Other (please write in) _____	8

**Q45** Which ethnic group or groups do you belong to?

Please circle all that apply

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Other (please write in, such as Dutch, Japanese, Tokelauan)	9
Prefer not to say	10

**Q46** What region or regions do you mostly work in?

Please circle all that apply

Northland	1
Auckland	2
Waikato	3
Bay of Plenty	4
Gisborne	5
Hawkes Bay	6
Taranaki	7
Manawatu-Wanganui	8
Wellington	9
Tasman	10
Nelson	11
Marlborough	12
West Coast	13
Canterbury	14
Otago	15
Southland	16

**Q47** If you live in New Zealand but were not born here, please answer this question: When did you first arrive to live in New Zealand?

Please circle one answer

In the last five years	1
More than five years ago	2

**Q48** How many properties does the business own or lease in New Zealand?

Please circle one answer

One only	1
2-3	2
4 or more	3
Don't know	4

**Q49** What is your annual personal income, before tax?

Please circle one answer

Loss or no income	1
Less than \$20,000	2
\$20,001-\$30,000	3
\$30,001-\$50,000	4
\$50,001-\$70,000	5
\$70,001-\$100,000	6
\$100,001 or more	7
Prefer not to say	8

**Q50** Do you have any family members (parents, wife or partner, or children) who depend on your income?

Please circle one answer

Yes	1
No	2

- Q51** And finally, do you have any other comments about workplace health and safety that you have not had the chance to say in the survey?

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*Thank you for completing the survey. Please enter your details below for the prize draw to win your choice of either an iPadAir, \$500 Prezzy Card or a \$500 donation to a registered charity of your choice.*

- Q52** It is likely that more in-depth research will be carried out on this topic in the future. Are you willing to provide your contact details so that either Nielsen or WorkSafe NZ are able to contact you and invite you to take part in further research?

*Please note: providing your contact details does not put you under any obligation to participate.*

Please circle one answer: YES / NO

- Q53** If you would like to enter the prize draw, please provide your contact details so that we are able to contact you. Also, to enable us to contact you if we have any questions about your questionnaire (e.g. if we can't read your response).

Name:

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Phone number:

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Email:

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**We really appreciate that you have taken time to complete this survey.  
Thank you!**

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

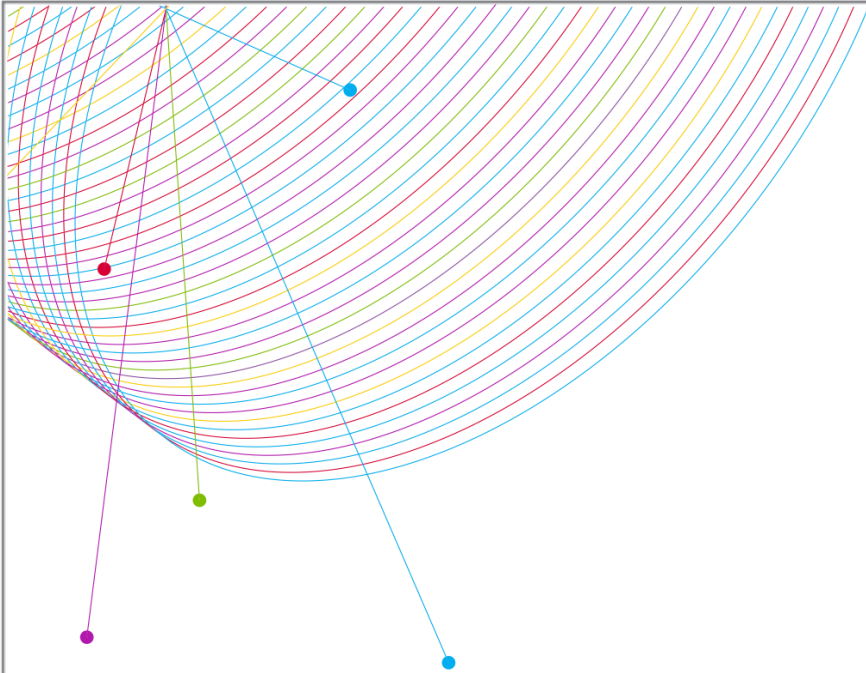
Please put the completed questionnaire in the FreePost envelope provided or any envelope (no stamp required) and post it to:

FreePost Authority Number 196397  
Customised Coding Department  
Nielsen  
PO Box 11 348  
Wellington 6142  
New Zealand

If you have any questions or any of the issues or topics raised in the course of this survey have caused you concern or distress and you would like to discuss them further, please contact Nielsen during office hours on 0800 400 402 toll free.

### Working in New Zealand Survey 2014 – Prize Draw Terms and Conditions of Entry

1. Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
2. The promotion commences on 10 July 2014 and closes on 14 September 2014 ("Promotional Period").
3. To enter Eligible Respondents must complete and submit the Working in New Zealand Workers Survey 2014 within the Promotional Period by:
  - (a) filling out the online survey at [www.acronline.com/worksafe](http://www.acronline.com/worksafe) or (using your personalised username and survey code, provided in the letter sent to you informing you of the survey) including your contact details; or
  - (b) returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
4. Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 18 years or older; and (ii) are not employees of the Promoter or WorkSafe New Zealand or Maritime NZ; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
5. Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
6. The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
7. The prize draw will take place on 15 September 2014. The winners will be notified within 10 working days of the draw by telephone or email.
8. The first and second valid entries drawn at random will be deemed the winners. Each winner has a choice of one prize of either a 16GB iPad Air (WiFi model), or a \$500 Prezzy Card or a \$500 donation to a registered charity of their choice. There are 2 prizes in total. The winners are responsible for any tax associated with the prize.
9. The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
10. The Promoter's decision is final and no correspondence will be entered into.
11. If after 10 working days following the Promoter attempting to contact the winners at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
12. The winner permits the WorkSafe NZ and / or Maritime NZ, the Promoter and their affiliates to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
13. All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
14. The Promoter is ACNleben (NZ) LLC, LB 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone +64 4 970 6700.
15. The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
16. The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
17. The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.



## 12. APPENDIX IV: EMPLOYERS' QUESTIONNAIRE

## 12 APPENDIX IV: EMPLOYERS' QUESTIONNAIRE

**WORKSAFE**  
NEW ZEALAND | HAKI HAUHARU  
AOTEAROA

# WORKING IN NEW ZEALAND EMPLOYERS SURVEY 2014



New Zealand Government



Thank you for agreeing to take part in this important survey for WorkSafe New Zealand. Your answers will be confidential and results will not be reported in a way that will allow you or your business to be identified.

**How to fill in the survey:**

<i>You will need to circle an answer like this</i>		<i>Or like this</i>					
	Please circle <b>one</b> answer		Please circle an answer for each statement				
Yes	1	Question...	1	2	3	4	5
No	2	Question...	1	2	3	4	5

If you change your mind after circling a number, just cross it out ~~⊗~~ and circle the correct number for your answer.

Some questions may also have a 'skip' like this 1 → Go to Q22. In this example, if you had circled the 1 you would skip over to question 22.

**Q1** Are you the person, or one of the people in your business, who is responsible for:

Please circle all that apply

Hiring or managing staff	1
Health and Safety	2
Neither of the above (please pass on to the appropriate person in your business)	3

Firstly, just a few questions about workers and contractors in your business

**Q2** How many **employees** are employed in the business? Please include full-time and part-time employees but **do not include contractors or the business owners.**

Please circle **one** answer

None	1
1-5	2
6-9	3
10-19	4
20-49	5
50-99	6
100 or more	7
Don't know	8

**Q3** How many contractors, temps or freelance staff do you currently have working in your business?

Please circle **one** answer

None	1	→ See note bel
1-5	2	
6-9	3	
10-19	4	
20-49	5	
50-99	6	
100 or more	7	
Don't know	8	

If you have no employees or contract staff working in your business please tick here  and return the survey in the prepaid envelope

Before you complete the rest of the survey, please read these two points:

- 1) We would like to reassure you that your responses are confidential. As an independent research agency we are bound by our industry's very stringent code of practice which guarantees confidentiality. Nothing that will identify you or your business will be reported. Your results will be grouped together with other businesses and presented in the form of statistics only. Therefore, please answer the questions honestly, knowing your responses will be completely anonymous.
- 2) When we refer to workers, please think about full-time and part-time employees and / or any contract staff working for your business.

The next few questions are about migrant workers.

- Q4** How many recent migrant workers does your business currently employ (please count both workers and contractors)? By a recent migrant we mean someone who was not born in New Zealand and who has arrived in New Zealand in the last five years.

Please circle one answer

None	1	→ Go to Q6
1-5	2	
6-9	3	
10-19	4	
20 or more	5	

- Q5** And which countries have these migrant workers come from?

*(Please circle all that apply)*

Australia	1	Samoa	10
China	2	South America	11
Cook Islands	3	Thailand	12
Fiji	4	Tonga	13
Germany	5	UK (other than Ireland)	14
India	6	Ukraine	15
Indonesia	7	USA	16
Ireland	8	Other (please write in)	17
Korea	9	_____	

- Q6** Over the past 12 months, to what extent has it been difficult to recruit people with the appropriate skills for your business?

Please circle one answer

Not difficult at all	1
Slightly difficult	2
Difficult	3
Very difficult	4
Not applicable - did not try to recruit any staff	5

**SECTION A: About the work you do**

This first section is mostly about the sort of work your business does and what is important to your business.

**Q7** Which of the following best describes your business?  
(Please circle all that apply)

Dairy farm	1	Grain farming	10
Sheep farm	2	Other crop growing	11
Beef farm	3	Shearing services	12
Poultry farm	4	Fencing services	13
Deer farm	5	Machinery operating services	14
Farm with other livestock (e.g. pigs, alpaca)	6	Other agriculture support services (please write in)	15
Nursery and floriculture production	7	_____	16
Mushroom and vegetable growing	8	Other (please write in)	
Fruit and tree nut growing	9	_____	

Go to Q9

**Q8** Do you have any forest planted on your farm?

Please circle one answer

Yes	1
No	2

**Q9** What three aspects are the most important considerations for your business right now?

Please circle up to three only

Being a respected and trusted business	1
Being a great place to work for all people in the business	2
Growing the business / improving the profitability of the business	3
Keeping workers healthy and safe while at work	4
Continually improving the business to maximise productivity	5
Ensuring the business complies with laws and regulations	6
Being an innovative business	7
Being an environmentally-friendly business	8
Looking after the health and welfare of the animals	9
Succession planning / planning who will take over if key people leave / retire / are unable to work	10
Producing excellent products and / or services	11
Attracting and retaining good workers	12
Other (please write in) _____	13
None of the above	14

**Q10** In the last 12 months, have you noticed any advertising or information from any sources designed to support or improve workplace health and safety in businesses such as yours?

Please circle one answer

Yes	1
No	2
Not sure	3

→ Go to Q12

**Q11** Please write down the main messages of the information or advertising you have noticed:  
(Please be as detailed as possible)

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**SECTION B: The industry your business is in**

These next questions are about the industry your business is in rather than about your own business

**Q12** How does the risk of people getting seriously hurt in agriculture compare with other industries or types of work?  
(Please circle one answer)

	Much lower	Lower	About the same	Higher	Much higher	Tick if don't know
The risk in agriculture is....	1	2	3	4	5	<input type="checkbox"/>

**Q13** As far as you know, how are people working in agriculture most likely to get seriously hurt at work?

Please circle up to three only

When using vehicles	1
Caused by animals	2
When using machinery	3
During repair and maintenance of equipment	4
When handling chemicals or substances	5
From manual labour	6
From slips, trips or falls	7
From electric shocks	8
Other (please write in) _____	9
Don't know	10

**Q14** As far as you know, what long-term health problems (lasting 6 months or more) are people working in agriculture most at risk of getting?

Please circle up to **three** only

Hearing loss from working with loud noise	1
Skin cancer	2
Eye damage	3
Skin problems like dermatitis or eczema	4
Breathing problems like asthma	5
Disease or illness caught from working with animals	6
Disease or illness from exposure to or working with chemicals, solvents or other work materials (e.g. lead)	7
Stress related or mental illness, such as anxiety or depression	8
OOS / RSI (repetitive strain injury)	9
Wear and tear on your body from manual labour over a number of years e.g. back or joint pain	10
Other (please write in) _____	11
None	12
Don't know	13

### SECTION C: Events in your business

The next questions are about types of events that may or may not happen in your business. Please remember your answers are confidential and anonymous. The results will help to understand employers' needs and practices around workplace health and safety.

The next questions are about your particular **business**, and not your industry in general.

**Q15** How often does a worker in your business ...

Please circle **one** answer for each of the 13 statements

	Never	Hardly Ever	From time to time	A lot	Tick if don't know	Tick if doesn't apply
1 Take a risk or short-cut on purpose (e.g. to save time)	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
2 Work when sick or injured	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
3 Work when hung-over or stoned	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
4 Work when they are overtired	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
5 Make a mistake because they have been working too long or too hard without a break	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
6 Do a risky job that they don't have the right skills for	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
7 Make a mistake by being careless or not having their mind on the job	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
8 Make a mistake from being under pressure to get the job done	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
9 Get put at risk because our processes or ways of doing things are not that safe	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
10 Get put at risk from not having proper supervision	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
11 Get put at risk by a machinery or equipment fault or breakdown	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
12 Get put at risk by working in conditions when work should have been stopped (e.g. bad weather, not enough people on the job)	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>
13 Get put at risk by something outside of their control (e.g. a freak accident)	1	2	3	4	<input type="checkbox"/>	<input type="checkbox"/>

**Q16** 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)?

Please circle all that have happened

A health problem that has resulted in permanent damage to their body (such as breathing problems like asthma, hearing loss, disease or illness)	1
A health problem that resulted in severe temporary damage to their body or made them temporarily very unwell	2
A stress-related or mental illness	3
An eye injury (e.g chemical or hot-metal burn, or penetrating wound of eye)	4
A bone fracture	5
An injury from crushing	6
A laceration or a deep cut that required stitches	7
A body part amputated	8
Burns requiring medical attention	9
Became unconscious	10
Been hurt, or became sick and was put in hospital for more than 48 hours	11
A workplace accident resulting in death	12
None of these	13
Don't know	14
Would rather not say	15

13  
14 → Go to Q:  
15

**Q17** How many incidents have there been in your business in the past 12 months where someone has been seriously hurt at work in any of the ways outlined above?

Please circle one answer

1
2
3
4
5
6
7
8
9
10
More than ten (please write actual number here) _____
Don't know (tick box) <input type="checkbox"/>
Would rather not say <input type="checkbox"/>

**Q18** And how many, if any, of these incidents were reported to Department of Labour, MBIE (Ministry of Business, Innovation and Employment) or WorkSafe NZ?

Please circle one answer

None
1
2
3
4
5
6
7
8
9
10
More than ten (please write actual number here) _____
Don't know (tick box) <input type="checkbox"/>
Would rather not say <input type="checkbox"/>

Q19 What happened after this most recent incident when this person or people were seriously hurt at work?

Please circle all that apply

We sought medical assistance	1
It was written into an accident register	2
The hazard, or cause of injury, was written into a hazard register	3
Disciplinary action was taken, or a warning was given, to the people who contributed to the accident happening	4
We talked with workers about how to stop this type of incident happening again	5
We changed the way something was done to stop it happening again	6
Additional training was given to workers	7
We carried out an internal investigation	8
We were investigated by an external agency (e.g. WorkSafe New Zealand, MBIE, Police, Department of Labour)	9
Legal action was taken against us	10
We were fined and / or prosecuted	11
Other (please write in) _____	12
Nothing	13
Don't know / can't remember	14
Would rather not say	15

Q20 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?

Please circle one answer

None	1	→ Go to Q22
1	2	
2-3	3	
4-5	4	
6-10	5	
11-20	6	
More than 20	7	
Don't know	8	
Would rather not say	9	→ Go to Q22

**Q21** What happened after the most recent near miss at work?

Please circle all that apply

We sought medical assistance	1
It was written into a near miss or accident register	2
The hazard, or cause of near miss, was written into a hazard register	3
Disciplinary action was taken, or a warning was given, to the people who contributed to the accident happening	4
We talked about how to stop this type of incident happening again	5
The business changed the way something was done to stop it happening again	6
Additional training was given to workers	7
We carried out an internal investigation	8
Other (please write in) _____	9
Nothing	10
Don't know / can't remember	11
Would rather not say	12

**Q22** What happened the last time you noticed a new hazard at your business?

Please circle all that apply

We haven't noticed any new hazards recently	1
Nothing was done	2
Action was taken immediately (e.g. put up a hazard sign, stopped work, fixed or removed the hazard, alerted others)	3
We changed our processes to eliminate, isolate or minimize the hazard	4
It was written into the hazard register or hazard board	5
Other (please write in) _____	6
Would rather not say	7

**Q23** How would you rate the risk that one of your workers in your business will be seriously hurt at work in the next 12 months?

(Please circle one answer)

Very low risk					Very high risk	Tick if don't know
1	2	3	4	5		<input type="checkbox"/>

**Q24** In the last 12 months, has your business made any significant changes to its health and safety systems or practices?

Please circle one answer

Yes	1	
No	2	→ Go to Q26
Don't know	3	
Would rather not say	4	



**Q25** Thinking about the changes made to your health and safety systems or practices in the last 12 months, why did the business make this change? Was this in response to:

Please circle all that apply

An accident	1
A near miss	2
A workplace inspection by a health and safety inspector	3
A prosecution or other enforcement action	4
Improvements in industry practice	5
On-going improvements to your workplace health and safety	6
Learning more about best practice through information or education	7
Any other reason (please write in) _____	8
Didn't make any significant changes	9
Don't know	10
Would rather not say	11

#### SECTION D: Your views on health and safety

Please answer the following questions based on your business's health and safety practices.

**Q26** To what extent do you agree or disagree with each of the following statements:

Please circle one answer for each of the 8 statements

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

**Q27** How much responsibility do you think each of the following groups should take for making sure workers stay healthy and safe at work?

Please circle one answer for each of the 9 statements

	No responsibility		Very big responsibility			Tick if don't know
1 The workers themselves	1	2	3	4	5	<input type="checkbox"/>
2 The immediate managers or supervisors of the workers	1	2	3	4	5	<input type="checkbox"/>
3 Senior management (e.g. Chief Executive, Board Members)	1	2	3	4	5	<input type="checkbox"/>
4 Workers' unions	1	2	3	4	5	<input type="checkbox"/>
5 The Government	1	2	3	4	5	<input type="checkbox"/>
6 Machinery and vehicle manufacturers that supply the business	1	2	3	4	5	<input type="checkbox"/>
7 The farm or property owners	1	2	3	4	5	<input type="checkbox"/>
8 Industry bodies (e.g. Federated Farmers, Dairy NZ, Horticulture NZ)	1	2	3	4	5	<input type="checkbox"/>
9 Companies in the industry (e.g. Fonterra, Alliance, FMG)	1	2	3	4	5	<input type="checkbox"/>

**Q28** Just a reminder your responses are confidential and anonymous

All businesses will agree that health and safety is important and no business owner wants to see their workers harmed while at work. However, the things that drive or influence what a business does in terms of health and safety actions will be different depending on a business's unique situation.

How strongly does each of the following aspects influence what your business does in terms of health and safety?

Please circle one answer for each of the 7 statements

	No influence	Slight influence	Moderate influence	Strong influence	Very strong influence
1 The damage to our business's reputation if we have a poor health and safety record	1	2	3	4	5
2 The companies who sub-contract us or who use our products or services require good health and safety practices from their sub-contractors/suppliers	1	2	3	4	5
3 A very strong concern for the welfare of the workers	1	2	3	4	5
4 The cost to the business in terms of productivity if we have serious harm incidents	1	2	3	4	5
5 To avoid being found at fault, fined or prosecuted	1	2	3	4	5
6 A good health and safety record helping the business win contracts	1	2	3	4	5
7 A good health and safety record helping attract and retain good staff	1	2	3	4	5

- Q29** To what extent do you agree or disagree with each of the following statements?  
There are no right or wrong answers, it is just your honest opinion we are interested in.

Please circle one answer for each of the 9 statements

	Strongly disagree				Strongly agree
1	1	2	3	4	5
	I always keep an eye out for health and safety hazards at work				
2	1	2	3	4	5
	Health and safety is important but it's not always realistic to follow every rule and guideline				
3	1	2	3	4	5
	We have rules around working safely but it is up to workers whether they always follow them				
4	1	2	3	4	5
	The main reason we follow health and safety is so we don't get into trouble				
5	1	2	3	4	5
	When you are really busy, it's easy to forget about health and safety				
6	1	2	3	4	5
	We are highly motivated to comply with all health and safety regulations				
7	1	2	3	4	5
	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				
8	1	2	3	4	5
	Health and safety can be a waste of money because it won't stop all accidents happening				
9	1	2	3	4	5
	I would feel personally responsible if someone in the business was seriously hurt, even if our business was not at fault				

- Q30** To what extent do you agree or disagree with each of the following statements?  
There are no right or wrong answers, it is just your honest opinion we are interested in.

Please circle one answer for each of the 5 statements

	Strongly disagree				Strongly agree	Tick if don't know
1	1	2	3	4	5	<input type="checkbox"/>
	We make sure family members working in the business on the farm have the knowledge and skills to keep themselves safe					
2	1	2	3	4	5	<input type="checkbox"/>
	Management and workers work in partnership to ensure everyone is safe at work					
3	1	2	3	4	5	<input type="checkbox"/>
	Our business encourages our workers to speak up if they feel something is unsafe					
4	1	2	3	4	5	<input type="checkbox"/>
	Our business encourages the workers to come up with new or better ways to do things that will make our work safer					
5	1	2	3	4	5	<input type="checkbox"/>
	Our business would totally support a worker who suggested work should be stopped because of a possible risk					

Q31 How confident do you feel that ...

Please circle one answer for each of the 2 statements

	Not at all confident				Very confident
1 You are fully aware of your health and safety obligations as an employer	1	2	3	4	5
2 You understand how to comply with these health and safety obligations	1	2	3	4	5

### SECTION E: Actions taken in your business

These next questions are about the actions taken by your business with regards to health and safety. Again, a reminder your responses are confidential and anonymous.

Q32 How often would you say each of the following happens in your business?

Please circle one answer for each of the 4 statements

	Never	Less than half the time	About half the time	Most of the time	Always	Tick if don't know	Tick if doesn't apply
1 Workers report hazards, near misses and accidents to bosses/supervisors	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
2 Workers report hazards, near misses and accidents to their workmates	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
3 Management reports hazards, near misses and accidents to workers	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
4 Things that put health and safety at risk (such as hazards, near misses and accidents) are discussed in an open and helpful way	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

Q33 How often does each of the following happen in your workplace?

Please circle one answer for each of the 5 statements

	Never	Less than half the time	About half the time	Most of the time	Always	Tick if don't know	Tick if doesn't apply
1 Personal protective equipment is used when it should be (e.g. ear, eye or head protection)	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
2 Machinery and equipment is well maintained	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
3 Machinery and equipment is fully checked before it is used	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
4 Action is taken straight away when a potential hazard is identified	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
5 Safety devices are fitted to machinery and equipment when they should be (e.g. safety guards on machinery)	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

Q34 Which, if any, of the following does your business have?

Please circle all that apply

Regular health and safety meetings	1
Health and safety is included as a regular team meeting item	2
An elected health and safety representative or champion	3
A health and safety committee	4
A regular system for health and safety communications (e.g. noticeboard, website)	5
A formal mentor system - people with experience that other workers trust to give good health and safety advice	6
Other (please write in) _____	7
None of these	8

Q35 In the last 12 months, what proportion of your business's workers have had formal training relating to health and safety (e.g. training course, online training, induction training)? This does not include a first aid course.

Please circle one answer

None	1
Some, but less than half	2
Half	3
Most of them	4
All	5
Don't know	6

## SECTION F: Advice and information

The next questions are about sources of advice and information about health and safety.

Q36 If you need advice for your business in the next few weeks about something to do with health and safety, who would you go to?

Please circle all that apply

An industry organisation (e.g. Federated Farmers)	1
A Government agency (e.g. WorkSafe)	2
A trade supplier (e.g. Farmlands, Wrightsons)	3
My accountant or my lawyer	4
Other employers	5
Citizens Advice Bureau or Community Law Office	6
Health and safety consultants	7
Other (please write in) _____	8
I don't really know who I would go to	9

- Q37** Recently, a campaign has been running about quad bike safety. This campaign focuses on reducing the number of people being hurt and killed on farm quad bikes by following four safety steps.

Have seen or heard anything about this campaign?

Please circle one answer

Yes I definitely have	1	
Yes I think so	2	
Not sure whether I have seen it or not	3	→ Go to Q40
No I haven't seen it	4	

- Q38** Where did you see or hear of this campaign?

*(Please circle all that apply)*

Television	1	It was discussed at work	9
Radio	2	Brochure/pamphlet/information sheet	10
Billboard	3	Road show	11
Newspaper	4	Trade event / conferences	12
Magazine	5	National Fielddays	13
Poster	6	Industry training organisation	14
Online advertising	7	Other (please write in)	15
On a website	8	Don't know	16

- Q39** Which, if any, of the following things have happened in your business as a result of the campaign?

Please circle all that apply

We have had training on how to ride or work on quad bikes	1
We have made changes to the way vehicles are chosen for a job	2
The workers always wear a helmet	3
Kids are no longer allowed to ride on an adult quad bike	4
We use a routine maintenance checklist for the quad bike/s	5
We use a safety checklist before using a quad bike each day	6
We have new rules around the use of quad bikes	7
We intend to make changes to the way we work	8
We have not done anything differently because it is too hard or costs too much	9
We have not done anything differently because we were already doing it all	10
Other (please write in) _____	11

**SECTION G: About WorkSafe NZ**

**Q40** Before this survey, what, if anything, did you know about the organisation called WorkSafe New Zealand?

Please circle one answer

Never heard of them before this survey	1	→ Go to Q43
Have heard of them but don't know anything about them	2	
I know a little bit about them	3	
I know quite a lot about them	4	
I know a lot about them	5	
Not sure	6	→ Go to Q43

**Q41** In the last 12 months, in which of the following ways have you had contact with WorkSafe NZ?

Please circle all that apply

I visited their website	1
I have phoned them for advice or information	2
I have seen materials produced by WorkSafe NZ	3
During National Fielddays	4
Been visited by a WorkSafe inspector	5
Other (please write in) _____	6
Have not had any contact with WorkSafe NZ	7

**Q42** How likely do you think it is that a WorkSafe inspector will visit your business in the next 12 months?  
(Please circle one answer)

Very unlikely					Very likely	Tick if don't know
1	2	3	4	5		<input type="checkbox"/>

**Q43** WorkSafe NZ is the government agency responsible for improving workplace health and safety. If WorkSafe was to focus on the following areas, how much of an impact do you think it would make to improving workplace health and safety in agriculture?

Please circle one answer for each of the 6 statements

	No impact				Very big impact	Tick if don't know
1 Information on how to stay safe at work	1	2	3	4	5	<input type="checkbox"/>
2 Education of employers and workers on their legal responsibilities	1	2	3	4	5	<input type="checkbox"/>
3 Health and safety inspections of workplaces	1	2	3	4	5	<input type="checkbox"/>
4 Fining, prosecuting, or closing down workplaces when unsafe practices are found	1	2	3	4	5	<input type="checkbox"/>
5 Working closely with industry and employer groups (e.g. Federated Farmers, Beef and Lamb NZ, Dairy NZ)	1	2	3	4	5	<input type="checkbox"/>
6 Working closely with worker groups such as unions	1	2	3	4	5	<input type="checkbox"/>

**Q44** Thinking about all the things covered in this survey, what could make the most difference to improve safety in agriculture?

*(Please be as detailed as possible)*

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No comment (please tick box)

**Q45** Thinking about all the different types of workers you may have, there may be certain groups that you have particular concerns or suggestions about. If so, please write these here:

*(Please be as detailed as possible)*

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No comment (please tick box)

## SECTION H: About you

Lastly, a few questions about you and your business. This is so we can compare the opinions of different groups in agriculture.

**Q46** Are you...

Please circle one answer

Male	1
Female	2

**Q47** How old are you?

Please circle one answer

18-29 years	1
30-49 years	2
50-69 years	3
70 years and over	4
Prefer not to say	5



**Q48** What region or regions is your business in?

Please circle all that apply

Northland	1
Auckland	2
Waikato	3
Bay of Plenty	4
Gisborne	5
Hawkes Bay	6
Taranaki	7
Manawatu-Wanganui	8
Wellington	9
Tasman	10
Nelson	11
Marlborough	12
West Coast	13
Canterbury	14
Otago	15
Southland	16

**Q49** How many years has your business been in operation?

Please circle **one** answer

Less than one year	1
1 to less than 2 years	2
2 to less than 6 years	3
6 to less than 10 years	4
10 to less than 20 years	5
20 years or more	6
Don't know	7

**Q50** How many properties does the business own or lease in New Zealand?

Please circle **one** answer

None	1
1	2
2-5	3
6-9	4
10 or more	5

**Q51** On how many sites (e.g. orchards or vineyards) not owned by your business do you have workers currently working?

Please circle **one** answer

None	1
1	2
2-5	3
6-9	4
10 or more	5

**Q52** Which of the following best applies to your current role:

Please circle **one** answer

Owner - operator	1
CEO/Managing director	2
General Manager	3
Human Resources manager/director	4
Health and Safety manager/director	5
Other (please write in)	6



*Thank you for completing the survey. Please enter your details on the next page for the prize draw to win your choice of either an iPadAir, \$500 Prezzy Card or a \$500 donation to a registered charity of your choice.*

- Q53** It is likely that more in-depth research will be carried out on this topic in the future. Are you willing to provide your contact details so that either Nielsen or WorkSafe NZ are able to contact you and invite you to take part in further research?  
*Please note: providing your contact details does not put you under any obligation to participate.*

Please circle one answer: YES / NO

- Q54** If you would like to enter the prize draw, please provide your contact details so that we are able to contact you. Also, to enable us to contact you if we have any questions about your questionnaire (e.g. if we can't read your response).

Name:

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Phone number:

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Email:

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**We really appreciate that you have taken time to complete this survey.  
Thank you!**

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

Please put the completed questionnaire in the FreePost envelope provided or any envelope (no stamp required) and post it to:

FreePost Authority Number 196397  
Customised Coding Department  
Nielsen  
PO Box 11 346  
Wellington 6142  
New Zealand

If you have any questions or any of the issues or topics raised in the course of this survey have caused you concern or distress and you would like to discuss them further, please contact Nielsen during office hours on 0800 400 402 toll free.

### Working in New Zealand Survey 2014 – Prize Draw Terms and Conditions of Entry

1. Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
2. The promotion commences on 10 July 2014 and closes on 14 September 2014 ("Promotional Period").
3. To enter Eligible Respondents must complete and submit the Working in New Zealand Employers Survey 2014 within the Promotional Period by:
  - (a) filling out the online survey at [www.acronline.com/employers](http://www.acronline.com/employers) (using your personalised username and survey code, provided in the letter sent to you informing you of the survey) including your contact details, or
  - (b) returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
4. Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 18 years or older; and (ii) are not employees of the Promoter or WorkSafe New Zealand or Maritime NZ; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
5. Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
6. The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
7. The prize draw will take place on 15 September 2014. The winner will be notified within 10 working days of the draw by telephone or email.
8. The first valid entry drawn at random will be deemed the winner. The winner has a choice of one prize of either a 16GB iPad Air (WiFi model) or a \$500 Prezzy Card or a \$500 donation to a registered charity of their choice. There is 1 prize in total. The winner is responsible for any tax associated with the prize.
9. The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
10. The Promoter's decision is final and no correspondence will be entered into.
11. If after 10 working days following the Promoter attempting to contact the winner at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
12. The winner permits the WorkSafe NZ and / or Maritime NZ, the Promoter and their affiliates to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
13. All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
14. The Promoter is ACNielsen (NZ) ULC, LB 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone +64 4 970 6700.
15. The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
16. The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
17. The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.

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