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

2014 BASELINE SURVEY
COMMERCIAL FISHING REPORT

MAY 2015

WORKSAFE
NEW ZEALAND | MAHI HAUMARU
AOTEAROA

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

CONTENTS

1	EXECUTIVE SUMMARY.....	5
1.1	OVERVIEW	5
1.2	WORKPLACE HEALTH AND SAFETY IN CONTEXT	6
1.3	KNOWLEDGE, UNDERSTANDING AND BEHAVIOURS AROUND RISK	9
1.4	COMMUNICATIONS.....	12
1.5	SEGMENTATION	13
1.6	AWARENESS AND PERCEPTIONS OF MARITIME NZ	14
2	INTRODUCTION.....	16
2.1	BACKGROUND	16
2.2	OVERVIEW OF METHOD AND SAMPLE	17
2.3	WORKERS SURVEY	18
2.4	EMPLOYERS' SURVEY.....	19
2.5	ANALYSIS AND REPORTING.....	20
2.6	NOTES TO THE REPORT	22
2.7	COMMERCIAL FISHING SECTOR PROFILE.....	23
3	WORKPLACE HEALTH AND SAFETY IN CONTEXT	28
3.1	RELATIVE IMPORTANCE OF HEALTH AND SAFETY.....	29
3.2	RESPONSIBILITY FOR HEALTH AND SAFETY.....	34
3.3	LEADERSHIP	37
3.4	RESPONSIVE DIALOGUE	42
3.5	PARTICIPATORY STRUCTURES	48
3.6	LEVERS OF HEALTH AND SAFETY IN BUSINESSES	54
4	KNOWLEDGE AND UNDERSTANDING.....	57
4.1	PERCEPTIONS OF RISK.....	57
4.2	KNOWLEDGE OF RISKS.....	61
4.3	PERCEPTIONS OF RESOURCES, CAPABILITY AND KNOWLEDGE TO DEAL WITH RISK.....	65
4.4	BEHAVIOUR AROUND RISK	69
4.5	SNAPSHOT OF OCCURRENCE OF, AND INTERVENTION AROUND, INCIDENTS (SERIOUS HARM, NEAR MISSES, AND HAZARDS)	75
4.6	UNDERSTANDING OF REGULATIONS AND REQUIREMENTS	86
4.7	WHAT INFLUENCES CHANGE IN BUSINESS SYSTEMS OR PRACTICES?.....	88
4.8	ORGANISATIONAL PERFORMANCE METRIC (OPM)	90
5	SEGMENTATION.....	95
5.1	QUALITATIVE SEGMENTATION	95
5.2	QUANTITATIVE SEGMENTATION	96
5.3	OVERVIEW OF SEGMENTS	97
5.4	THE WORKERS' SEGMENTS – OVERVIEW.....	98
5.5	PROFILE OF THE WORKERS' SEGMENTS.....	101
5.6	THE EMPLOYERS' SEGMENTS – OVERVIEW	106
5.7	PROFILE OF THE EMPLOYERS' SEGMENTS	108
5.8	TYING UP THE QUALITATIVE AND QUANTITATIVE SEGMENTS AND IMPLICATIONS FOR COMMUNICATIONS	113
5.9	COMMERCIAL FISHING SEGMENTATION	115
6	COMMUNICATION	120
6.1	SOURCES OF ADVICE.....	121
6.2	AWARENESS OF INFORMATION AND ADVERTISING	124
7	PERCEPTIONS OF MARITIME NZ.....	129

7.1	AWARENESS AND KNOWLEDGE OF MARITIME NZ/WORKSAFE NZ	130
7.2	CONTACT WITH MARITIME NZ/WORKSAFE NZ.....	134
7.3	LIKELIHOOD OF INSPECTOR VISITING	136
7.4	WHERE MARITIME NZ SHOULD FOCUS TO IMPACT ON HEALTH AND SAFETY	138
7.5	WORKERS' AND EMPLOYERS' VIEWS ON WHAT WOULD MAKE THE BIGGEST DIFFERENCE	139
8	CONCLUSIONS AND IMPLICATIONS.....	143
9	APPENDIX I: SAMPLE DESCRIPTION.....	148
10	APPENDIX II: OVERALL EXECUTIVE SUMMARY	151
10.1	OVERVIEW	151
10.2	WORKPLACE HEALTH AND SAFETY IN CONTEXT	152
10.3	KNOWLEDGE, UNDERSTANDING AND BEHAVIOURS AROUND OF RISK.....	154
10.4	SEGMENTATION	158
10.5	COMMUNICATIONS.....	159
10.6	AWARENESS AND PERCEPTIONS OF WORKSAFE NZ	159
11	APPENDIX III: WORKERS' QUESTIONNAIRE	162
12	APPENDIX IV: EMPLOYERS' QUESTIONNAIRE	185

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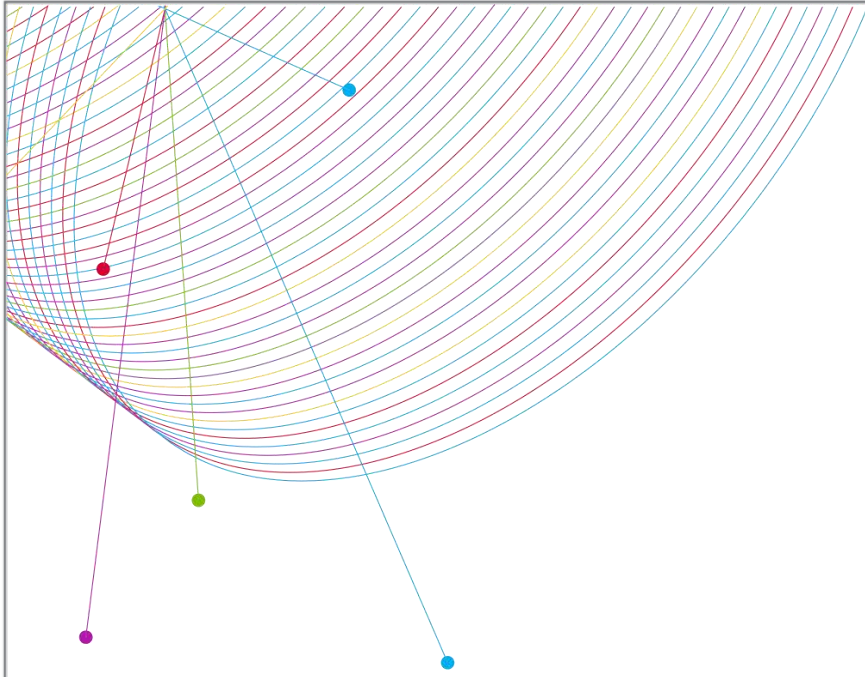
We also acknowledge the work by Valerie Braithwaite, particularly the report (2011) *Motivations, Attitudes, Perceptions and Skills: Pathways to Safe Work*. Report to Safe Work Australia.

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.

Maritime New Zealand (Maritime NZ), as the national maritime regulatory agency, is responsible for helping establish the Health and Safety standards by which the maritime sector operates and to promote the sector's compliance with those standards.

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.

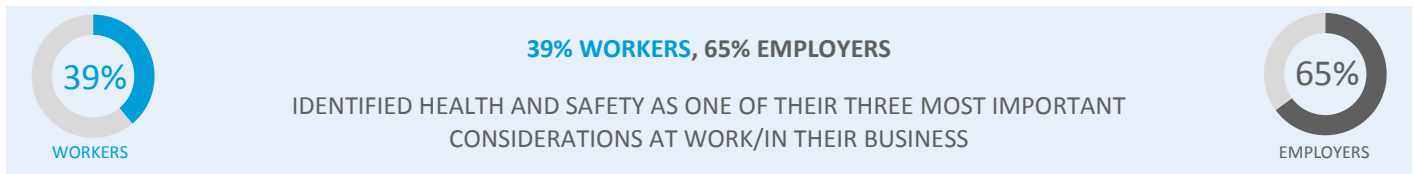
Commercial Fishing Sector Research

A total of 514 workers and 147 employers in the Commercial Fishing sector completed this survey. The fieldwork took place between July and September 2014.

The following summary of results focuses on high-level indicators from the responses given by respondents.

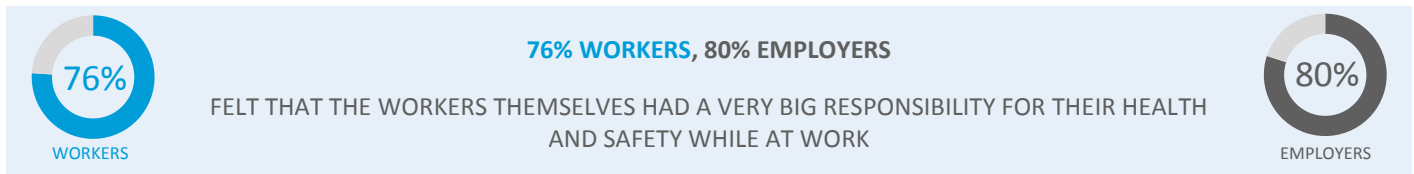
1.2 WORKPLACE HEALTH AND SAFETY IN CONTEXT

To put attitudes and behaviours to Health and Safety in context, we first looked at where Health and Safety sat in the **priorities** of Commercial Fishing 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 Commercial Fishing workplaces and what formal structures are in place to support a Health and Safety culture.



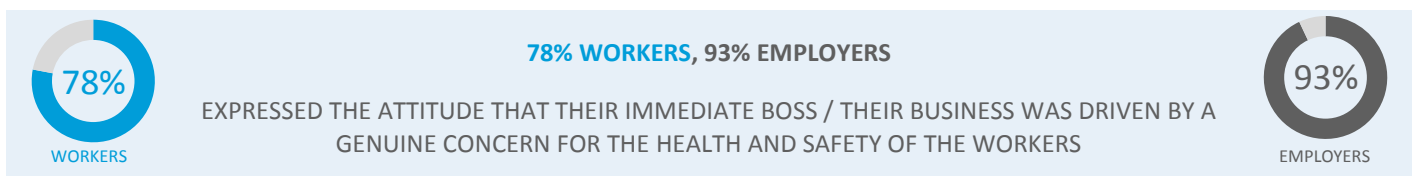
Workers' Health and Safety was placed in the top three most important considerations to a greater extent than any of the other considerations tested but was mentioned by just 39% of workers. Pride in doing a good job was also an important motivation for many workers, as was achieving a good work/life balance, making good money and having a regular income. Among employers, keeping workers healthy and safe and ensuring the business complied with laws and regulations were the two dominant motivations.

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



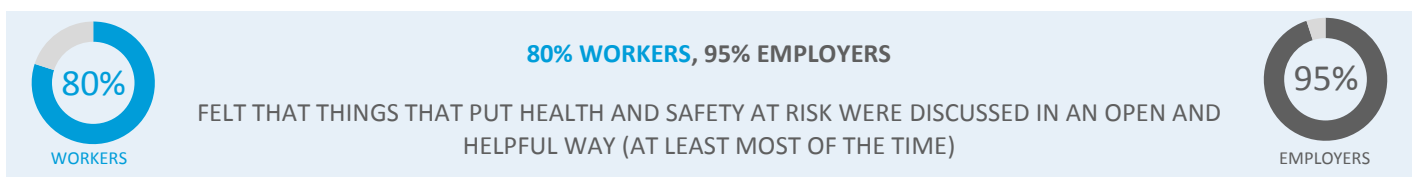
Over three quarters of workers accepted that they themselves had a **very big** responsibility for their own Health and Safety. However, the greatest level of responsibility was placed on the boat owners or skippers, with 79% of workers and 85% of employers assigning them a **very big** responsibility, 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 were positive about the genuine concern for workers' Health and Safety 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 49% of Commercial Fishing workers and 73% of employers agreed that this occurred. Similar to workers in the other risk sectors, 22% of Commercial Fishing workers felt that bosses sometimes seemed more interested in getting the job done or in profit than in safety.

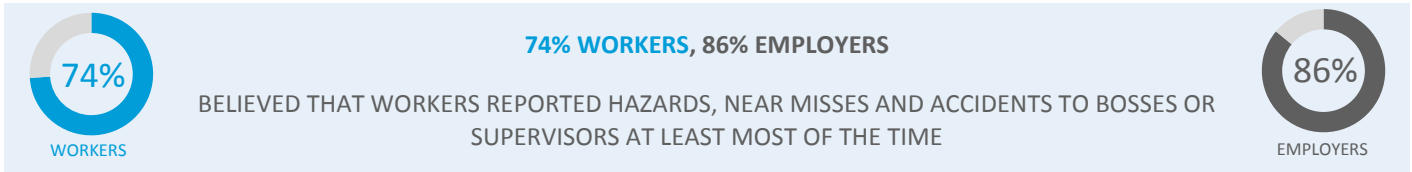
Responsive dialogue, where everyone in the business can discuss safety issues openly and there is a shared determination to ensure the workplace is safe, also has a very strong influence on workplace Health and Safety.



Both workers and employers expressed generally favourable opinions about their workplaces or businesses across a number of responsive dialogue indicators. There are indications that responsive dialogue was more evident among the Commercial Fishing sector than other risk sectors, particularly in relation to the boss encouraging workers to speak up if something was unsafe, encouraging the workers to come up with new ways

to improve safety, and in relation to a joint effort from the top down to improve safety. However, 16% of workers suggested that sometimes their boss turned a blind eye to a worker taking a shortcut or risk.

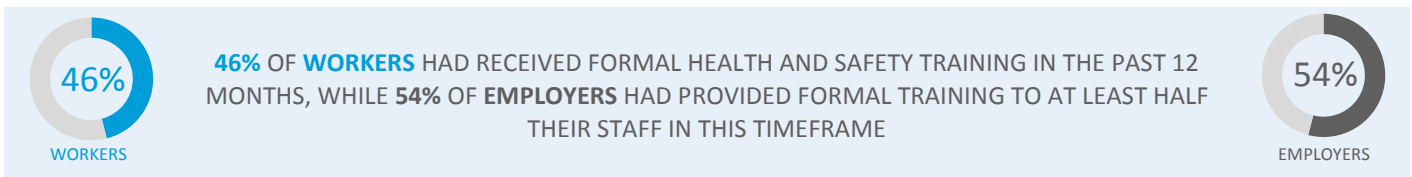
Positive perceptions of responsive dialogue in a workplace should flow through to positive behaviours in terms of consistent reporting of hazards, near misses and accidents.



These percentages are higher compared to the average across the other four risk sectors. However, this result still suggests that there is a significant level of **under-reporting**, particularly as just 37% of workers and 49% 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. Having at least one formal structure in place was more prevalent among Commercial Fishing than the other four risk sectors. In particular, regular formal safety audits were more common in this sector.

Nine in ten Commercial Fishing workers and employers indicated that their workplace had at least one formal structure in place, with the most prevalent being regular formal health and safety audits (52% of workers and 47% of employers indicated these happened). The next most frequently mentioned structures were Health and Safety as an agenda item at regular team meetings (indicated by 49% of workers and 47% of employers) or regular meetings focused on Health and Safety (indicated by 52% of workers and 37% of employers).



Just over one in five workers (21%) in Commercial Fishing had never had formal Health and Safety training.

Concluding comments: Workplace Health and Safety in context

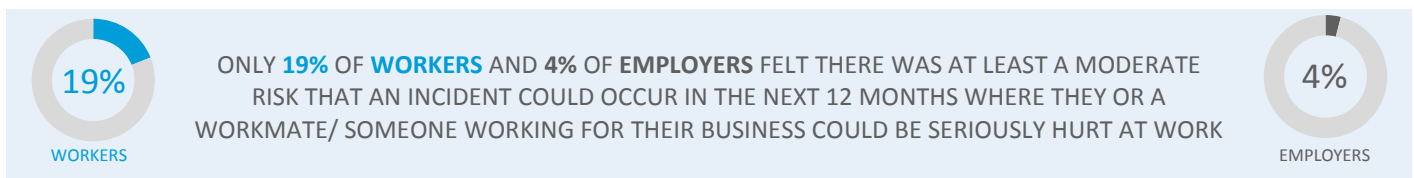
Overall, responses to these questions are encouraging in terms of the Health and Safety culture in Commercial Fishing, particularly in relation to the culture of responsive dialogue, which is supported by the presence of formal structures in most instances. However, there is definitely room for further improvement, particularly in terms of the consistency with which reporting of incidents, near misses or hazards throughout the workplace are undertaken and in the area of formal Health and Safety training.

The findings support the strong relationship between a good workplace culture and creating safer workplaces. When the responses of those workers who had experienced a serious harm incident through work in the past 12 months or who had experienced a near miss were compared with the responses of workers who had not, those who had experienced serious harm or a near miss were significantly less likely to provide positive ratings of their workplaces across many of the responsive dialogue attributes tested.

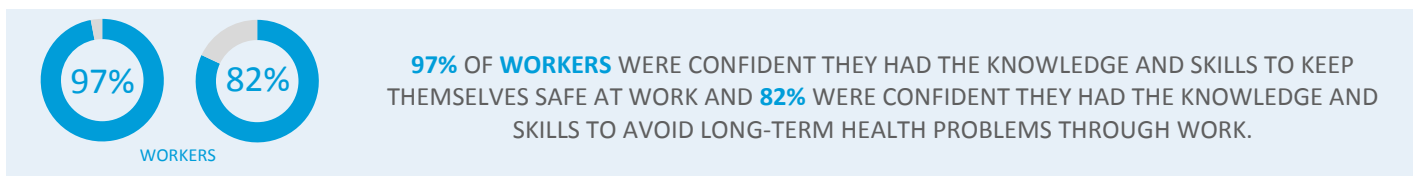
Many of the indicators in this section point to the views of employers being more positive than the views of workers. This is consistent across sectors and across most indicators in the survey.

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.



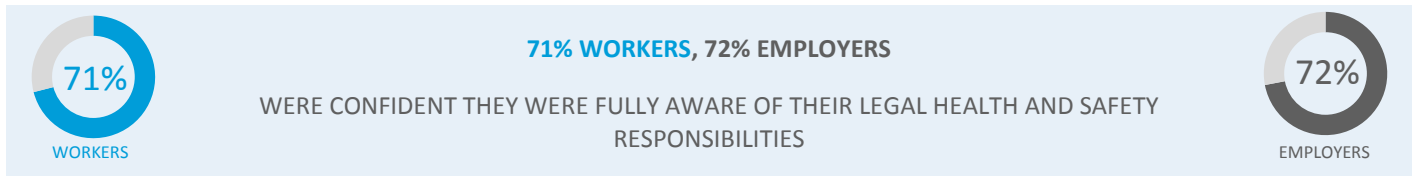
Half of Commercial Fishing workers (51%) and 43% of employers felt that the risk of getting seriously hurt in their industry was higher than other industries. However, only a minority of workers and a very small minority of employers felt there was even a moderate risk of serious injury occurring at their workplace. The great majority of Commercial Fishing workers indicated they felt safe at work and expressed confidence in their knowledge and skills to keep safe and, albeit to a slightly lesser extent, to avoid long-term health problems through work.



Almost all Commercial Fishing workers and employers were able to identify some of the most prevalent threats to Health and Safety in their industry, the only minor exception being that 10% of employers were unsure of the common long-term health issues.

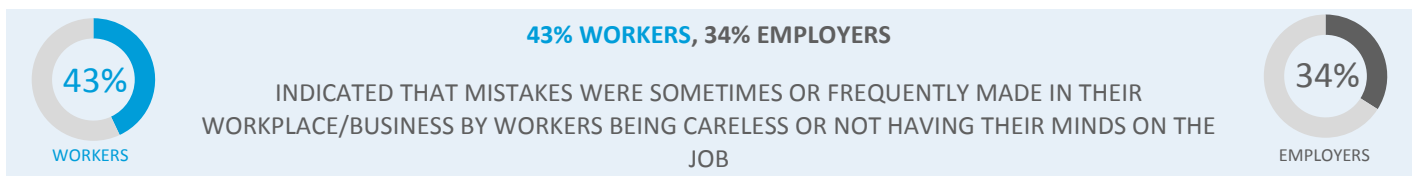
The great majority of workers (87%) and an even higher proportion of employers (95%) felt that workers had the tools and equipment needed to do their jobs safely. While employers also felt that workers and supervisors had the information needed to work safely (87%), workers were less inclined to agree that they were told everything they needed to know to do their jobs safely (71% agreed).

Confidence in knowledge of legal **responsibilities** with regards to Health and Safety among Commercial Fishing workers was lower (71% confident) than confidence in their own ability to keep safe and healthy at work (97% confident). Knowledge of their **legal rights** in relation to Health and Safety was lower again, with 64% of workers expressing confidence that they were fully aware of their rights.



Seventy-two percent of Commercial Fishing employers were confident they were fully aware of their Health and Safety obligations and an identical proportion were confident they knew how to comply with these obligations.

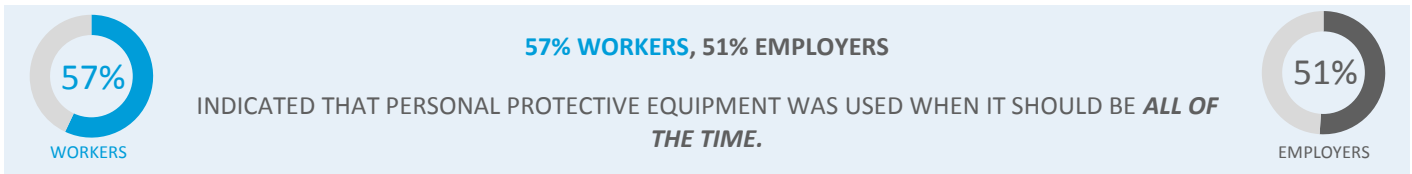
Despite only a minority perceiving even a moderate risk of a serious harm incident occurring to them or a workmate/in their business, despite the great majority of workers being confident that they had the knowledge and skills to keep themselves safe, and despite the great majority of workers actually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



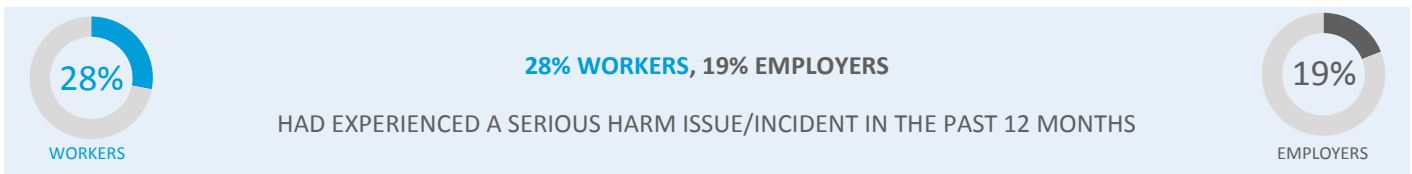
Making a mistake through being careless or distracted was reasonably common in Commercial Fishing (and in all risk sectors). The other most prevalent risky behaviours in the Commercial Fishing sector (and across all sectors) were workers sometimes working when they were overtired or while sick or injured. Risky behaviours more prevalent in Commercial Fishing than other risk sectors were working in adverse conditions when work should have been stopped (37% of workers and 18% of employers said this happened at least from time to time) and working too long and hard without a break (35% of workers and 18% of employers).

Taking appropriate **preventative action** helps reduce the risk or impact of incidents. For the five preventative actions tested, almost all employers and the great majority of workers indicated that these actions were taken **most** or **all** the time.

Compared with the other four risk sectors in general, Commercial Fishing workers and employers were more inclined to state that preventative actions were **always** taken, particularly that machinery and equipment was always well maintained (70% of workers and 81% of employers). Nevertheless, there remains considerable room for improvement; for example, just 57% of workers 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), 28% of workers indicated that they had experienced a serious harm issue at work in the past 12 months, while 19% of employers indicated that someone working for their business had experienced a serious harm issue/incident.



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 a strong indication that a level of under-reporting exists.

Employers were asked how many serious harm incidents their business had experienced in the past 12 months and, of these, how many were reported to a government agency. Around 35% of the serious harm incidents that those respondents who were employers in Commercial Fishing identified were reported to a government agency.

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



The 28% of Commercial Fishing workers who had experienced serious harm indicated that the issue/incident had been reported to management and/or workers in 46% of cases and recorded in a register in 30% of cases. Among the 19% of employers whose businesses had experienced a serious harm incident, the most recent incident had been recorded in 49% of cases (and investigated in 24% of cases). While base numbers are small,

these results indicate that the **actual** level of recording following an incident in the Commercial Fishing sector may be lower than average compared with the other risk sectors (even though as reported earlier in this summary, the Commercial Fishing sector was more likely to have the **perception** that this happens).

A quarter (26%) of Commercial Fishing workers and 19% 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 only 29% of the workers in the survey who had experienced a near miss and for 54% of the businesses. Eleven 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, serious harm incidents.

Concluding comments: Knowledge, understanding and behaviours around risk

There is some awareness of the fact that Commercial Fishing is a higher risk industry and those in the industry are aware of the common threats to Health and Safety in their work. Workers predominantly feel safe in their work and express confidence in their ability to keep safe and healthy. The Commercial Fishing sector appears better than average at ensuring preventative actions are taken (although there is room for improvement in ensuring these actions are **always** taken). However, the continuing occurrence of risky behaviours suggests a degree of complacency. Workers and employers both indicated that a significant number of incidents and near misses occur. This research indicates a large degree of under-reporting, as well as a lack of recording of incidents and near misses.

1.4 COMMUNICATIONS

Workers in the Commercial Fishing sector mostly looked to their bosses/skippers for advice about Health and Safety (55%) while 70% of employers saw a government agency as one of the best sources of advice.

The FishSAFE campaign that ran from 2004 to 2012 was recalled by 43% of workers and 65% of employers (certain they had seen some elements of this campaign). The great majority of those aware of this campaign indicated they had taken some positive action or experienced a positive outcome as a result; for example, being more aware of the importance of safety issues or being better at identifying, avoiding or dealing with hazards.

Concluding comments: Communications

The fact that workers identified their bosses/skippers as a good source of advice supports the earlier indications of positive responsive dialogue between workers and bosses around Health and Safety. It is also an encouraging indication of a positive relationship between the regulator and the sector that employers regard a government agency as one of the best sources of advice.

1.5 SEGMENTATION

Segmentation analysis identified five **segments** of workers and five similar segments for employers. The sizes of the segments identified in the Commercial Fishing sector are as follows:

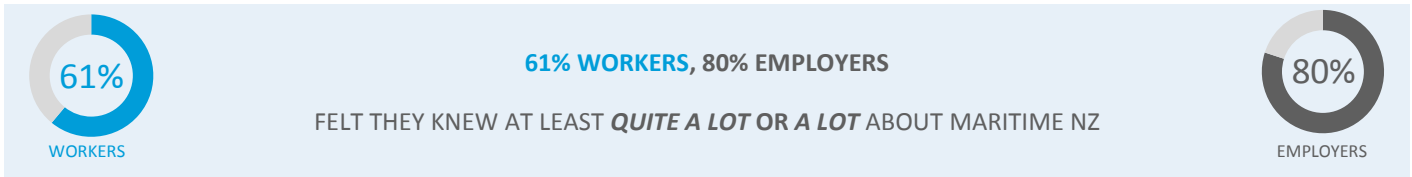
		WORKERS	EMPLOYERS
MORE POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↑	PROACTIVE GUARDIAN	5% Proactive Guardians Strong and uncompromising advocates of health and safety	11% Proactive Guardians
	PICK AND MIX PRAGMATISTS	35% Pick and Mix Pragmatists Value health and safety and try to abide by it, but sometimes rules go a bit too far – common sense can be applied	39% Pick and Mix Pragmatists
	PICK AND MIX (PRESSURED/ DUTIFUL)	7% Pressured Pick and Mixers Still value Health and Safety but less fervent than the preceding two segments, sometimes compromising due to production or time pressures	5% Dutiful Pick and Mixers Value Health and Safety but less fervent than the preceding two segments – motivated by personal duty of care to workers not by regulations (some over the top) or the need to comply.
	TICK THE BOX	34% Tick the Box Unengaged Less positive emotional engagement with health and safety, don't think about it much and don't really know much about it	39% Tick the Box More casual emotional engagement with health and safety than preceding segments, will do enough to be able to tick the box in terms of compliance but not much more
	RESISTING/ UNENGAGED	19% Resisting While keeping healthy and safe at work is obviously important, they don't need rules to tell them this. The whole health and safety thing is frustrating: there are too many rules, it's unrealistic to follow all of them and they can be a waste of time because accidents will still happen	7% Unengaged Relatively poor attitudes to health and safety due to a lack of engagement (rather than frustration or negativity with the rules around compliance) and a focus on other things
LESS POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↓			

Base: Commercial Fishing Workers (Proactive Guardian, n=26; Pick & Mix Pragmatists, n=182; Pressured Pick & Mixers, n=33; Tick the Box Unengaged, n=172; Resisting, n=101)

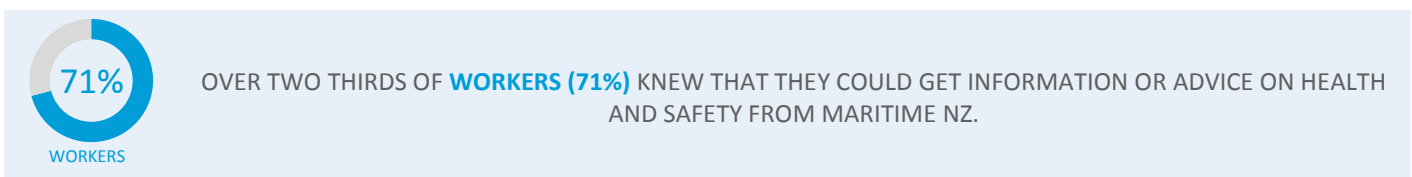
Base: Commercial Fishing Employers (Proactive Guardian, n=16; Pick & Mix Pragmatists, n=57; Dutiful Pick & Mixers, n=7; Tick the Box, n=57; Unengaged, n=10)

1.6 AWARENESS AND PERCEPTIONS OF MARITIME NZ

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



Overall, 97% of workers and 100% of employers had heard of Maritime NZ. In addition, 61% of workers and 80% of employers felt they knew at least quite a lot about Maritime NZ.

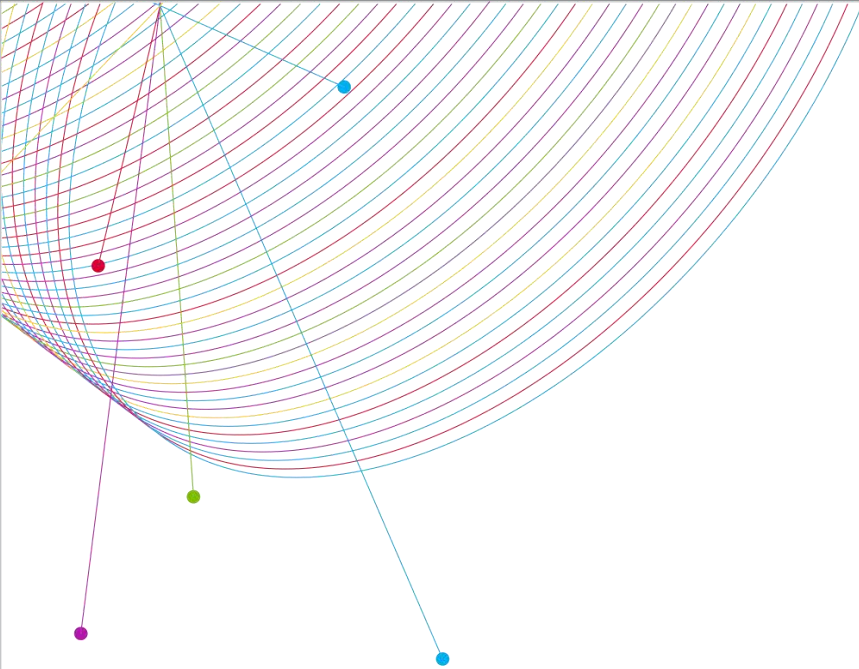


Seventy-two percent of workers and 83% of employers had had **contact** with Maritime NZ in the past 12 months, most commonly through seeing materials or information Maritime NZ had produced (mentioned by 50% of workers and 62% of employers). In addition, a third of employers had had contact in each of the following ways: visiting the website (34%), phoning for information or advice (33%) or during sector or industry meetings or forums (32%). Among workers, 28% had visited the website and 22% had phoned for information or advice.

Three in ten workers (31%) and one third (33%) of employers indicated their workplace or vessel had been visited by a Maritime officer in the past 12 months. Satisfaction with the experience when the officer last visited was high, with 80% of workers and 90% of employers expressing satisfaction.

Concluding comments: Maritime NZ

The research indicates that Maritime NZ is well known to workers and, even more so, to employers in the sector. Most have had contact or noticed Maritime NZ information or materials. The feedback on visits by Maritime NZ officers is particularly positive.



SECTION 2: INTRODUCTION

2 INTRODUCTION

2.1 BACKGROUND

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

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

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

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

- Inform programme design and development, both at an overall level and within each of the priority sectors of Agriculture, Construction, Forestry, Manufacturing, and Commercial Fishing
- 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 fifth 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. It presents the cross-sector results first, followed by discussion of findings on the Commercial Fishing 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.
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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:

- Results are usually initially reported at an individual sector level, so the six sectors can be compared to provide useful context. The 'Other' sector represents the remainder of workers or employers who do not fall into one of the four WorkSafe NZ priority sectors or the Commercial Fishing sector
- Some measures are reported at a 'total WorkSafe NZ four risk sector' headline level. The total WorkSafe NZ four risk sector result is an overall result, with the data weighted (refer to the Technical Report for details) to ensure it reflects the make-up of the known populations contained within the sampling frames used (the selected occupational groupings from the Electoral Roll in the case of workers and the ACC levy-payers' database in the case of employers)
- The Commercial Fishing sector-specific analysis generally follows this cross-sector comparison. Here, significant variations among sub-groups in the sector are reported.

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 514 respondents for workers and 147 for employers in the Commercial Fishing sector, the results shown in this survey are subject to a maximum sampling error of plus or minus 4.3% and 8.2% 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 45.7% and 54.3% for workers or 41.8% and 58.2% for employers. As the result moves further away from 50%, so the error margin will decrease.

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

2.5.1 Margin of error

MAXIMUM MARGIN OF ERROR ON 50% RESULTS	WORKERS (SAMPLE ACHIEVED)	MARGIN OF ERROR (95% LEVEL OF CONFIDENCE)	EMPLOYERS (SAMPLE ACHIEVED)	MARGIN OF ERROR (95% LEVEL OF CONFIDENCE)
AGRICULTURE	609	± 4.0 %	401	± 4.9%
CONSTRUCTION	619	± 3.9%	364	± 5.2%
FORESTRY	378	± 5.1%	293	± 5.8%
MANUFACTURING	708	± 3.7%	367	± 5.1%
COMMERCIAL FISHING	514	± 4.3%	147	± 8.2%
OTHER	923	± 3.2%	331	± 5.4%
TOTAL WORKSAFE NZ 4 RISK SECTORS	2314	± 2.0%	1425	± 2.6%
TOTAL 5 RISK SECTORS (EXCL. OTHER SECTOR)	2828	± 1.8%	1572	± 2.5%

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.
- Any differences between sub-groups mentioned in the body of this report are statistically significant at the 95% confidence level.
- Significance testing is conducted using the effective base size. The effective base is used as a safeguard against making statistical conclusions from a sample that has been drastically adjusted up or down (using weights) to match the population. The effective base is calculated using the following formula: Effective base = (sum of weight factors) squared / sum of the squared weight factors.
- To help manage the amount of detailed data in this report, results are often presented in summary form (for example, the % who agreed with a statement) rather than showing every possible data point. Therefore, when interpreting the data, it is important to remember that the remaining respondents did not necessarily disagree with a statement but consist of those who disagreed, were non-committal (neither agreed nor disagreed) or uncertain.

2.7 COMMERCIAL FISHING 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 Commercial Fishing respondents accounted for by each group. (Note: respondents were able to give multiple responses so the percentages add up to more than 100%).

2.7.1 Type of Commercial Fishing work

COMMERCIAL FISHING TYPE OF COMMERCIAL FISHING WORK	WORKERS		EMPLOYERS	
	UNWEIGHTED COUNTS	WEIGHTED %	UNWEIGHTED COUNTS	WEIGHTED %
ROCK LOBSTER AND CRAB POTTING	115	23%	52	39%
PRAWN FISHING	4	1%	0	0%
LOGLINE FISHING	88	17%	35	26%
FISH TRAWLING, SEINING AND NETTING	211	42%	58	43%
OTHER FISHING	85	17%	29	21%
RACK AQUACULTURE	3	1%	1	1%
OFFSHORE CAGED AQUACULTURE	2	0%	0	0%
ONSHORE AQUACULTURE	28	6%	0	0%
VESSEL BASED SEAFOOD PROCESSING	47	10%	5	3%
COD POTTING	13	3%	8	6%
FISH PROCESSING	24	5%	-	-
LAND BASED PROCESSING	9	2%	-	-
OTHER	21	4%	14	10%
TYPE OF WORKER				
MASTER/SKIPPER	271	52%	-	-
MATE/BOSUN/DECK OFFICER	60	12%	-	-
DECKHAND	155	32%	-	-
CHIEF ENGINEER	27	5%	-	-
ENGINEER	55	11%	-	-
FACTORY HAND	89	18%	-	-
FACTORY TECHNICIAN	3	1%	-	-
OTHER	39	8%	-	-

2.7.2 Business Description: Commercial Fishing Workers and Employers

COMMERCIAL FISHING	WORKERS		EMPLOYERS	
	UNWEIGHTED COUNTS	WEIGHTED %	UNWEIGHTED COUNTS	WEIGHTED %
SIZE OF FISHING OPERATION				
SMALL OPERATION (1-2 VESSELS)	296	62%	121	91%
MEDIUM OPERATION (3-10 VESSELS)	96	21%	9	7%
LARGE OPERATION (11-19 VESSELS)	48	10%	4	3%
VERY LARGE OPERATION (20 OR MORE VESSELS)	37	8%	-	-
SIZE OF VESSELS				
UNDER 6 METERS	41	9%	7	5%
6-12 METERS	145	31%	53	40%
13-24 METERS	150	33%	73	55%
OVER 24 METERS	125	27%	3	2%
AVERAGE TIME SPENT ON BOARD				
FEWER THAN 8 HOURS	59	13%	27	20%
8-12 HOURS	86	18%	21	16%
13-24 HOURS	21	4%	2	1%
LONGER THAN 24 HOURS	166	35%	52	39%
I HAVEN'T WORKED ON A BOAT IN THE LAST MONTH	52	11%	-	-
THE AVERAGE TIME VARIES CONSIDERABLY	95	20%	32	24%

2.7.3 Commercial Fishing Workers and Employers: by Region

COMMERCIAL FISHING	WORKERS		EMPLOYERS	
	UNWEIGHTED COUNTS	WEIGHTED %	UNWEIGHTED COUNTS	WEIGHTED %
REGION				
NORTHERN REGION	95	18%	29	20%
CENTRAL REGION	118	22%	41	28%
SOUTHERN REGION	340	66%	81	55%

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

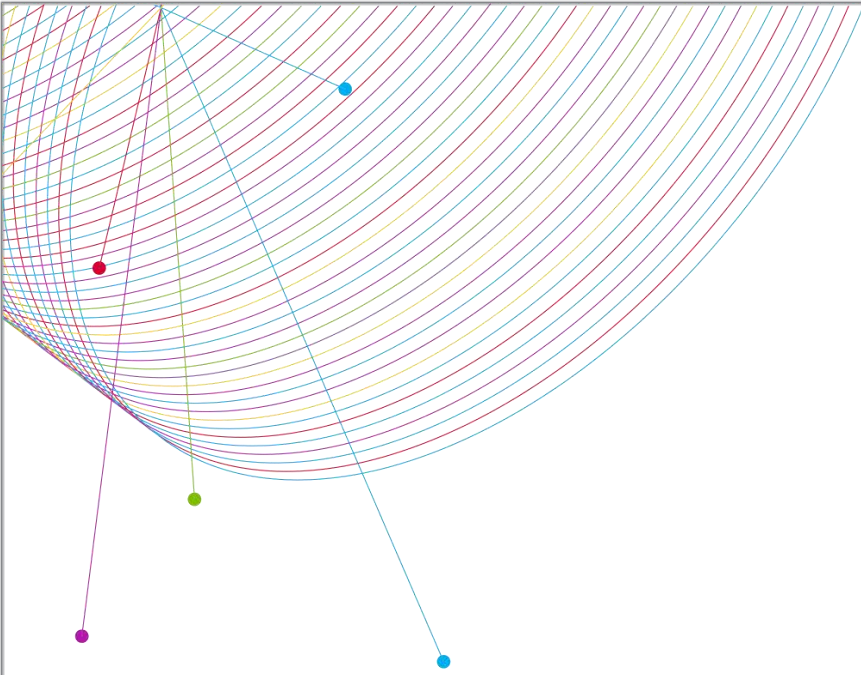
2.7.4 Profile of Commercial Fishing Workers

	COMMERCIAL FISHING	WEIGHTED %
GENDER	MALE	92%
	FEMALE	8%
AGE	18 – 24 YEARS	5%
	25 - 34 YEARS	16%
	35 – 44 YEARS	22%
	45 – 54 YEARS	26%
	55 + YEARS	31%
	ETHNICITY	NEW ZEALAND EUROPEAN
MĀORI		23%
PACIFIC		2%
ASIAN		1%
BUSINESS SIZE	SELF EMPLOYED	15%
	2 TO 5 EMPLOYEES	43%
	6 TO 9 EMPLOYEES	5%
	10 TO 19 EMPLOYEES	5%
	20 TO 49 EMPLOYEES	13%
	50 TO 99 EMPLOYEES	4%
YEARS IN INDUSTRY	100 OR MORE EMPLOYEES	11%
	0-2 YEARS	4%
	3-5 YEARS	6%
	6-9 YEARS	8%
	10-19 YEARS	25%
NUMBER OF WORK HOURS A WEEK	20 YEARS OR MORE	58%
	LESS THAN 20 HOURS	5%
	20-30 HOURS	6%
	31-40 HOURS	14%
	41-50 HOURS	20%
	51-60 HOURS	15%
	61 HOURS OR MORE	40%

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

2.7.5 Profile of Commercial Fishing Employers

COMMERCIAL FISHING		WEIGHTED %	COMMERCIAL FISHING		WEIGHTED %
SIZE OF BUSINESS	NONE	23%	WHETHER HAVE DIFFICULTY RECRUITING PEOPLE WITH APPROPRIATE SKILLS IN THE LAST 12 MONTHS	NOT DIFFICULT AT ALL	26%
	1 TO 5 EMPLOYEES	66%		SLIGHTLY DIFFICULT	24%
	6 TO 9 EMPLOYEES	4%		DIFFICULT	14%
	10 TO 19 EMPLOYEES	-		VERY DIFFICULT	19%
	20 TO 49 EMPLOYEES	1%		NOT APPLICABLE DID NOT TRY TO RECRUIT	17%
	50 TO 99 EMPLOYEES	1%		8% EMPLOY MIGRANT WORKERS	
	100 OR MORE EMPLOYEES	4%	OF THIS 8% OF EMPLOYERS, MIGRANTS MOST LIKELY TO COME FROM:	AUSTRALIA	10%
	LESS THAN ONE YEAR	0%		CHINA	10%
1 TO LESS THAN 2 YEARS	1%	INDIA		19%	
2 TO LESS THAN 6 YEARS	11%	GERMANY		10%	
6 TO LESS THAN 10 YEARS	12%	INDONESIA		58%	
10 TO LESS THAN 20 YEARS	17%	IRELAND		10%	
20 YEARS OR MORE	59%	KOREA		19%	
DON'T KNOW	0%	OTHER ASIA		10%	
		THAILAND		19%	
		UK (OTHER THAN IRELAND)		31%	
		UKRAINE		29%	
		USA		10%	
		PACIFIC ISLAND:			
		• COOK ISLAND		10%	
		• FIJI	19%		
		• SAMOA	19%		
		• TONGA	19%		



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.

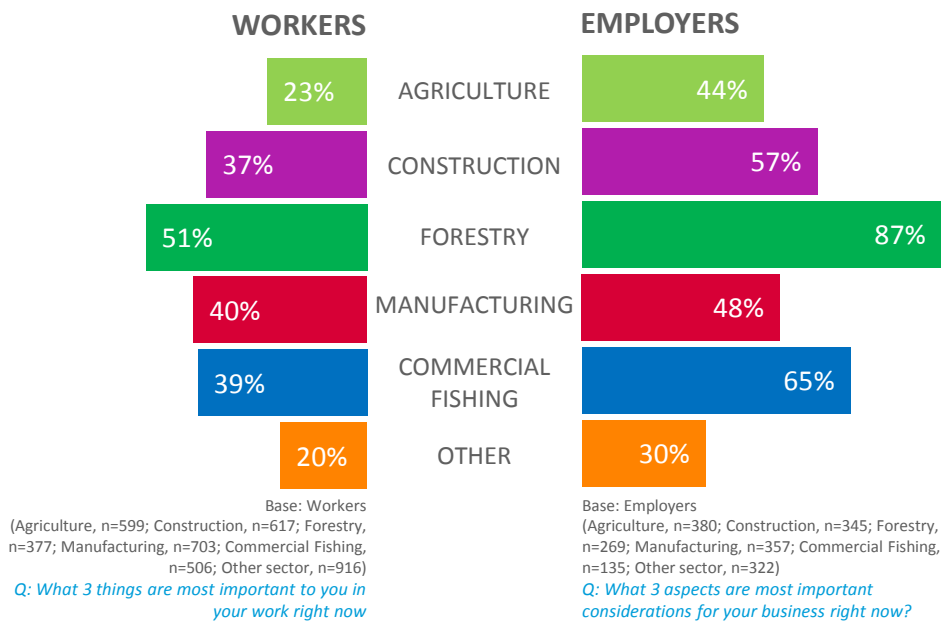
The following chart summarises the proportion of workers and employers from each of the six sectors who identified Health and Safety as one of their top three priorities.

As can be seen, 39% of Commercial Fishing workers identified staying healthy and safe at work as one of their top three considerations, while 65% of Commercial Fishing employers identified keeping workers healthy and safe at work as one of their top three business considerations.

Comparing the five high-risk sectors, workers and particularly 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. A very similar proportion of Commercial Fishing workers to Manufacturing and Construction workers identified Health and Safety as one of their top three considerations.

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. Commercial Fishing employers were next most likely to prioritise workers' Health and Safety (65%).

3.1.1 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.

3.1.2 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?

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.

3.1.3 Top 3 business considerations within sector: Employers

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

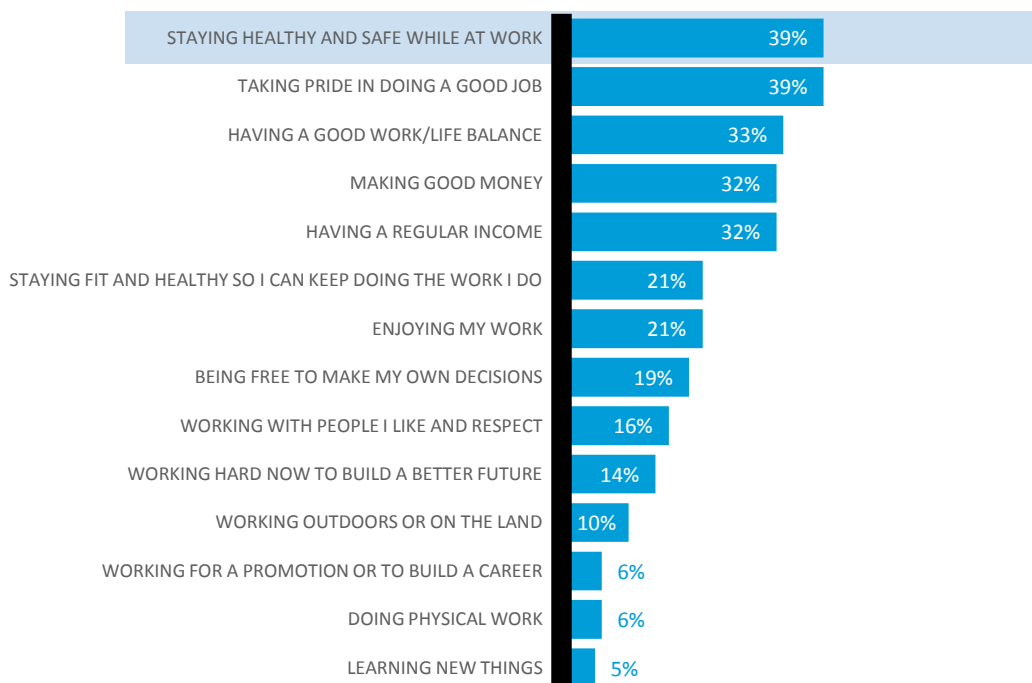
Base: Employers

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

COMMERCIAL FISHING SECTOR

The following chart shows the frequency with which Commercial Fishing workers rated each aspect as one of their three most important considerations. Health and Safety achieved a ranking of first equal alongside *taking pride in doing a good job*. However, despite the top ranking, the proportion of Commercial Fishing workers putting Health and Safety in their top three was no greater than any of the other WorkSafe NZ high-risk sectors (other than Agriculture). This was due to a greater range of considerations featuring in the top three of Commercial Fishing workers; particularly, *having a good work/life balance, making good money and having a regular income*.

3.1.4 Proportion putting each aspect in three most important considerations (%): Workers in Commercial Fishing



Base: Workers in Commercial Fishing (n=506)

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

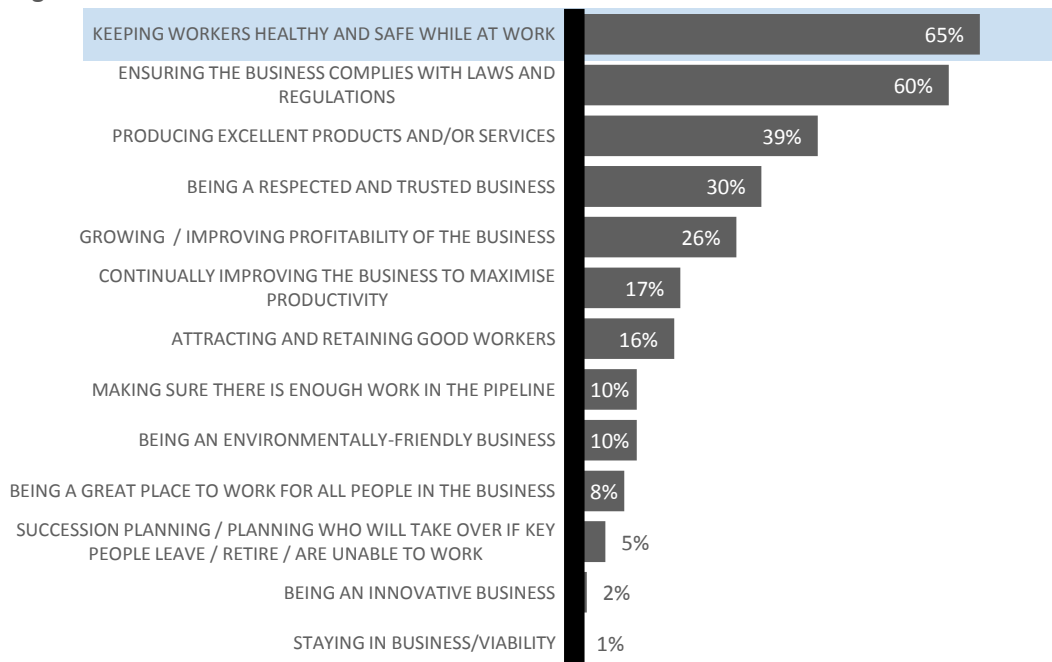
Noteworthy differences among demographic groups within Commercial Fishing **workers** include:

- Older Commercial Fishing workers (55 years or over) were more likely than younger workers to be concerned about staying fit and healthy so they could keep doing their jobs (33% cf. sector average of 21%)
- Young Commercial Fishing workers (25-34 years old) were more likely than average to be concerned about working for a promotion or to build a career (14% cf. 6%) and to make good money (53% cf. 32% sector average)
- Those earning \$30,001 to \$50,000 were more likely to mention having a regular income as being in their three most important considerations (42% cf. 32% sector average)

- Commercial Fishing workers with a trade or polytechnic qualification were more likely than others to consider having a good work/life balance as an important consideration and 58% ranked this in their top three (compared with 33% sector average)
- Self-employed operators (42%) and those in the role of master/skipper (31%) were more likely than others to prioritise being free to make their own decisions as one of the three most important considerations in their work (cf. 19% sector average)
- A higher proportion of those Commercial Fishing workers who had experienced a near miss incident in the past 12 months were motivated by making good money (46% cf. 32% sector average).

Among Commercial Fishing **employers**, keeping workers healthy and safe was the one of the top three business considerations for 65%, followed by ensuring the business complied with laws and regulations for 60% of employers.

3.1.5 Proportion putting each aspect in three most important considerations (%): Employers in Commercial Fishing



Base: Employers in Commercial Fishing (n=135)

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

Younger employers (aged 30-49 years) were more concerned with growing the business/improving the profitability of the business than other employers (43% compared with 26% sector average).

Employers who had been in operation between six and 20 years were more likely to identify keeping workers healthy and safe while at work as one of their most important considerations (82% compared with an average of 65% across all Commercial Fishing employers). Employers working in line fishing were more likely to be concerned with making sure there was enough work in the pipeline (23% cf. 10% sector average).

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 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.

Among workers in Commercial Fishing, the boat owner/operator/master/skipper was assigned a **very big** responsibility, even to a slightly greater extent than the workers and the immediate bosses. In Agriculture, Construction and Forestry, workers were more likely to consider workers themselves have 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.

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

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

Base: Workers

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

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

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

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

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

Base: Employers

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

COMMERCIAL FISHING SECTOR

Within the Commercial Fishing sector, the majority of workers and employers (between 79% and 85%) were likely to attribute a high level of responsibility for workplace Health and Safety to the boat owner/operator/master/skipper, the workers themselves and immediate bosses/supervisors of the workers.

In this sector just half of workers (52%) and employers (50%) felt that top management had a **very big** responsibility for workers' Health and Safety.

Workers were more likely than employers to indicate that companies in the industry should have a **very big** responsibility for Health and Safety (58% compared with 39%, respectively), and were also more likely than employers to believe the government, industry bodies and workers' unions should be groups that take a **very big** responsibility for making sure workers stay healthy and safe at work.

3.2.3 Proportion indicating each group as having "very big" responsibility for workplace Health and Safety: Workers and Employers in Commercial Fishing

WHO IS RESPONSIBLE?	WORKERS	EMPLOYERS
The boat owner / operator / master / skipper	79%	85%
The workers themselves	76%	80%
The immediate boss or supervisor of the workers	69%	73%
Companies in the industry (e.g. Sanford, Talley's, Sealord)	58%	39%
Top management (e.g. Chief Executive, Board)	52%	50%
Machinery and vehicle manufacturers that supply the industry	34%	30%
The Government	28%	16%
Industry bodies (e.g. Federation of Commercial Fishermen, Corporate Sector Safety Forum, Rock Lobster Industry Council)	28%	17%
Workers' unions	22%	14%

Base: Workers in Commercial Fishing (n=481-496)

Base: Employers in Commercial Fishing (125-133)

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)?

CROSS-SECTOR VIEW

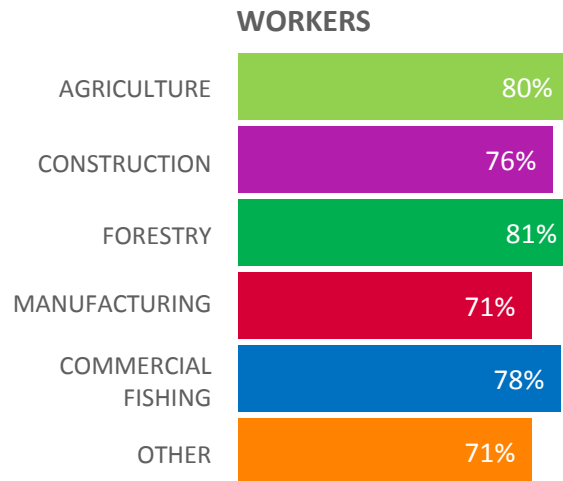
3.3 LEADERSHIP

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).

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, including 78% of workers in the Commercial Fishing sector. Ten percent of workers in Commercial Fishing *disagreed* that bosses were genuinely concerned about their workers' Health and Safety.

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

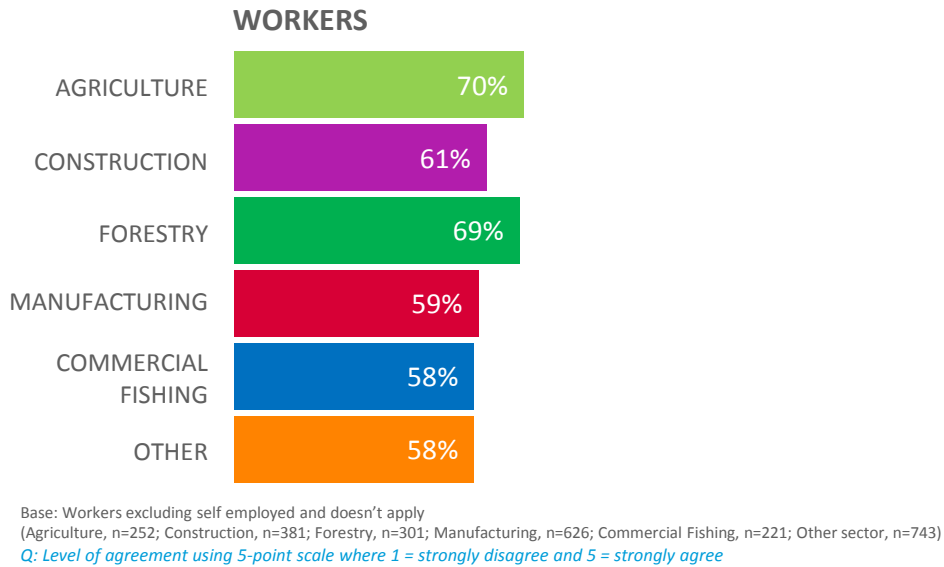


Base: Workers excluding self employed and doesn't apply
(Agriculture, n=255; Construction, n=381; Forestry, n=301; Manufacturing, n=625;
Commercial Fishing, n=223; Other sector, n=744)

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

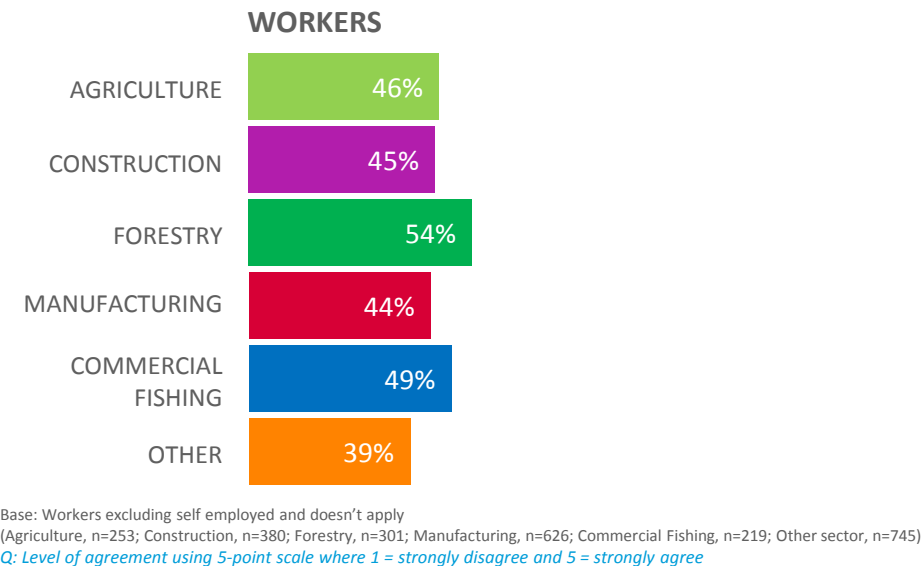
Workers in the Forestry and Agriculture sectors were more likely than workers in other sectors to indicate that the boss always put workers’ safety ahead of other considerations. Fifty eight percent of Commercial Fishing workers felt that this was the case but two in ten (22%) **disagreed**.

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. As can be seen below, Forestry bosses were rated a little more positively than other employers in this regard, while Commercial Fishing achieved the second most favourable response with 49% of workers agreeing that their boss praised and rewarded workers who acted safely.

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



Results across the four WorkSafe NZ high-risk sectors reinforced the importance of leadership as an influence on safer workplaces, with the research showing 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 WorkSafe NZ high-risk sectors, among 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%).

In Commercial Fishing this relationship was not as evident. However, across the four WorkSafe NZ high-risk sectors there was also a relationship found between workers' perceptions of leadership and whether or not a worker had experienced a **near miss** when they could have been seriously hurt at work in the previous 12 months. This relationship *was* evident in Commercial Fishing; for example, a lower proportion of workers (67%) who had had a near miss indicated their boss was genuinely concerned about workers' Health and Safety compared with 84% of those who had not experienced a near miss.

COMMERCIAL FISHING SECTOR

Please note: Close to half the workers in the Commercial Fishing sector did not respond to questions about a boss because they were self-employed or did not consider they had a boss.

The table following compares the responses of workers with the responses of employers on three very similar leadership indicators. The general pattern evident in Commercial Fishing (and across the other four WorkSafe NZ high-risk sectors) 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.

While not statistically significant due to the small base numbers, Commercial Fishing employers appeared to be slightly more positive on all three leadership attributes when compared with the average leadership ratings given by employers across the other four WorkSafe NZ high-risk sectors. For example, 88% of Commercial Fishing employers agreed that safety was considered at least as important as production and quality compared with the 80% average across the other high-risk sectors.

3.3.4 Comparisons of workers' and employers' views of leadership: Commercial Fishing

	WORKERS	EMPLOYERS
GENUINE CONCERN	Boss genuinely concerned about Health and Safety of workers 78% agree	Business practices strongly influenced by very strong concern for welfare of workers 93% agree
SAFETY AS PRIORITY	Boss sometimes seems more interested in getting job done or profit than safety 58% disagree	Business considers safety at least as important as production and quality in the way work is done 88% agree
SAFE BEHAVIOUR REWARDED	Boss praises or rewards workers who act safely 49% agree	Those who act safely receive positive recognition 73% agree

Base: Workers from Commercial Fishing excluding self employed and not applicable (n=219-223)

Base: Employers from Commercial Fishing (n=127-133)

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

- As mentioned earlier, workers who had not had a near miss were more likely than those who had, to agree that their boss was genuinely concerned about their Health and Safety (84% compared with 67% of all Commercial Fishing workers who agree) and less likely to agree the boss sometimes seemed more interested in getting the job done or profit than safety (18% cf. 33%)

- Those working in vessel-based seafood processing (92% cf. sector average of 78%), those who were a master/skipper (88%) and those who were a mate/bosun/deck officer (93%) were also more likely to agree their boss was genuinely concerned about their Health and Safety. However factory hands were more likely to disagree this was the case (16% compared with 10% of the sector who disagreed)
- Those who worked with migrant workers (32% cf. sector average of 22%) were more likely to agree their boss was sometimes more interested in getting the job done or profit than safety. Workers more likely to *disagree* this was the case included those working in small operations (69%), rock lobster and crab potting (74%) and those in the role of master/skipper (75%) or mate/bosun (also 75%), compared with 58% of all Commercial Fishing workers.

Among Commercial Fishing employers the main differences were as follows:

- Those who had been in operation 6 to 20 years were more likely to agree that those who acted safely received positive recognition (87% cf. 73% of employers in the sector), as were those in a small operation of one to two vessels (76%).

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 WorkSafe NZ priority 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

Eight indicator statements were included in the survey for workers relating to responsive dialogue and six were included for employers. In many cases, workers and employers have been asked to rate the same concept, making their responses directly comparable.

Across the sectors, for every indicator the majority of **workers** rated their bosses/workplaces favourably. 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.

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.

COMMERCIAL FISHING SECTOR

In the Commercial Fishing sector on average, the same patterns as those identified across other sectors were 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** had favourable perceptions.

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*).

Workers in the Commercial Fishing sector are significantly more likely than workers across the four WorkSafe NZ high-risk sectors to agree or strongly agree that:

- My boss encourages us to speak up if we feel something is unsafe (80% cf. 72% average across the other four WorkSafe NZ high-risk sectors)
- My boss and the workers work together to make sure everyone is safe at work (79% cf. 73%)
- My boss encourages us to come up with ideas for how to make our work safer (76% cf. 66%)
- Everyone from the boss down is always trying to improve safety (69% cf. 59%).

3.4.1 Comparisons of workers and employers' views on responsive dialogue attributes: Workers and Employers in Commercial Fishing

RESPONSIVE DIALOGUE ATTRIBUTES	WORKERS	EMPLOYERS
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)	80%	96%
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)	79%	92%
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)	76%	87%
I would worry I would get into trouble if I told my boss I had a near miss (% disagree)	76%	-
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)	74%	83%
Everyone from the boss down is always trying to improve safety (W), Everyone at this business values ongoing safety improvements in this business (E)	69%	75%
My boss sometimes says nothing when he/she sees a worker taking a shortcut or risk (% disagree)	68%	-
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)	67%	84%

Base: Workers from Commercial Fishing excluding doesn't apply (n=218-500)

Base: Employers from Commercial Fishing (n=129-135)

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

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

- Workers who had experienced a near miss incident in the previous 12 months; for example, 67% felt the boss and the workers worked together to make sure everything was safe at work (compared with 84% of the sector who had not had a near miss), 65% felt the boss encouraged them to speak up if something was unsafe (compared with 86% who had not had a near miss), 56% felt everyone from the boss down was always trying to improve safety (cf. 75%) and 52% felt they would be supported if they suggested stopping work because of a possible hazard (compared with 73%)
- Factory hands; particularly with respect to being supported if the worker suggested stopping work because of a possible hazard (31% disagreed compared with 17% of the sector overall)
- Females; particularly with respect to being encouraged to come up with ideas to make their work safer (58% compared with 79% of males) and feeling supported if they suggested stopping work because of a possible hazard (42% compared with 70% of males).

In the Commercial Fishing sector, the largest variations were between the proportion of workers who were confident their bosses would totally support them if they suggested stopping work due to a possible hazard (67%) and the proportion of employers who stated their business would totally support a worker in this scenario (84%). Some 17% 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.

Employers across the Commercial Fishing sector were predominantly consistently positive across the sub-groups in their responses. One variation of note is that older employers aged 50 to 69 years were more likely than younger employers to agree that their business would totally support a worker who suggested stopping work because of a possible hazard (91% cf. the sector average of 84%).

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).

Across the sectors, employers were considerably more likely than workers to consider that workers in their business were engaging in each behaviour **most of the time** or **always**.

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.

When sectors were compared, it was evident that:

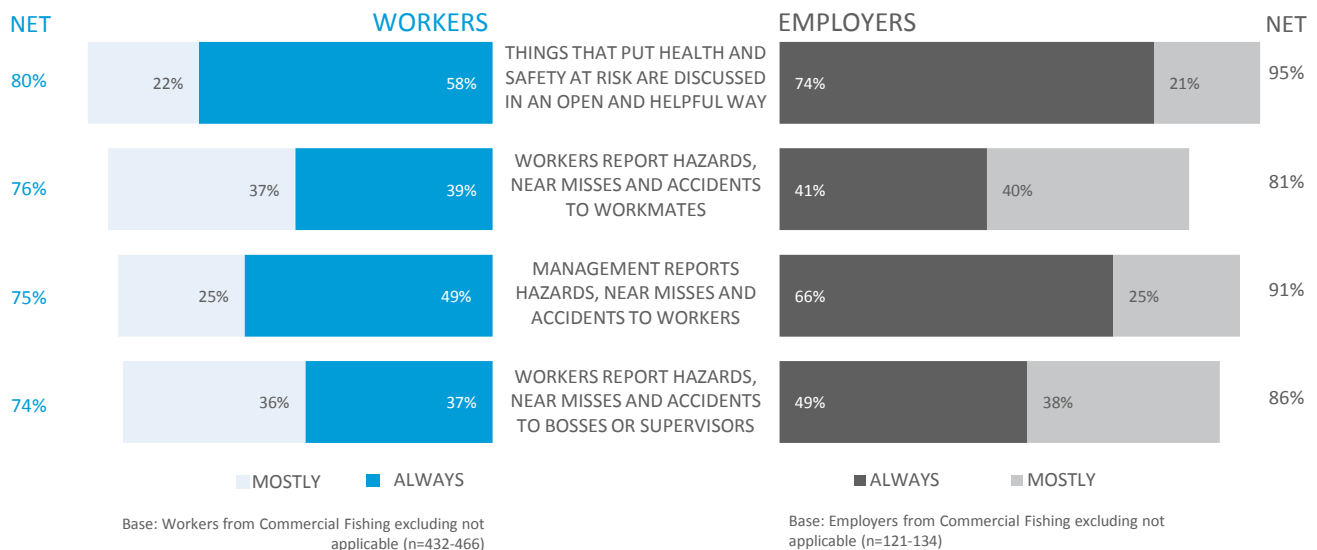
- Each of these four positive behaviours was most common in the Forestry sector, among both workers and employers. For example, in this sector 85% of workers and 98% of employers felt that things that put Health and Safety at risk were discussed in an open and helpful way most/all the time
- The responses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

COMMERCIAL FISHING SECTOR

The following chart illustrates the proportion of Commercial Fishing 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).

In the Commercial Fishing sector, four in five **workers** (80%) indicated that Health and Safety risks were discussed in an open and helpful way at least most of the time compared with 95% of employers. Three quarters (75%) of workers believed that management alerted workers to risks and accidents at least most of the time, and that workers reported hazards, near misses and accidents to workmates and to their bosses or supervisors at least most of the time (76% and 74% respectively).

3.4.2 Proportion indicating responsive dialogue behaviours occurred most – all the time: Commercial Fishing 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 Commercial Fishing **workers** who had experienced a serious harm or near miss incident indicated that:

- Health and Safety risks were infrequently (**half the time** or **less often**) discussed in an open and helpful way (31% of those who had experienced serious harm cf. 14% of those who had not; and 27% of those who had a near miss cf. 15% of those who had not)
- Management alerted workers to risks and accidents infrequently (33% of those who had experienced serious harm cf. 16% of those who had not; and the same proportions for near misses i.e. 33% of those who had a near miss cf. 16% of those who had not)
- Workers reported hazards, near misses and accidents to their bosses or supervisors infrequently (39% of those who had experienced serious harm cf. 17% of those who had not; and 34% of those who had a

near miss cf. 19% of those who had not)

- Those who had a serious harm incident were also more likely to indicate that workers infrequently reported hazards, near misses and accidents to workmates (28% compared to 18% who had not).

Other differences among Commercial Fishing **workers** were:

- Those more likely to indicate that workers alerted workmates about risks infrequently were factory hands (31% cf. 21% sector average) and those with no qualifications (28%)
- Workers more likely to indicate management alerted workers to risks and accidents infrequently had Level 4 to 6, trade or polytechnic qualifications (34% cf. 21% sector average) or had worked in the industry three to nine years (32%)
- Those working 41 to 50 hours per week were more likely to state that risks were infrequently discussed in an open and helpful way (26% cf. 18% sector average)

While 86% of Commercial Fishing 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 74%, suggesting that employers may be unaware of a significant proportion of the Health and Safety risks and incidents that actually occur in their businesses.

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.

Eight in ten **workers** from the four WorkSafe NZ high-risk sectors, and 83% of Commercial Fishing workers, indicated that their workplace had at least one formal structure in place. Regular team meetings with Health and Safety as an agenda item and/or regular meetings focused specifically on Health and Safety were the most common structures in place among the four WorkSafe NZ high-risk sectors. While these structures were also prevalent in Commercial Fishing, regular formal safety audits were evident to more workers in Commercial Fishing than the other sectors (52% of Commercial Fishing workers cf. 38% from the four WorkSafe NZ high-risk sectors said these audits occurred regularly).

The proportions believing no formal structures were in place ranged from 3% among Forestry workers to 32% among Agriculture workers, with the corresponding figure for Commercial Fishing being 11%. 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.

COMMERCIAL FISHING SECTOR

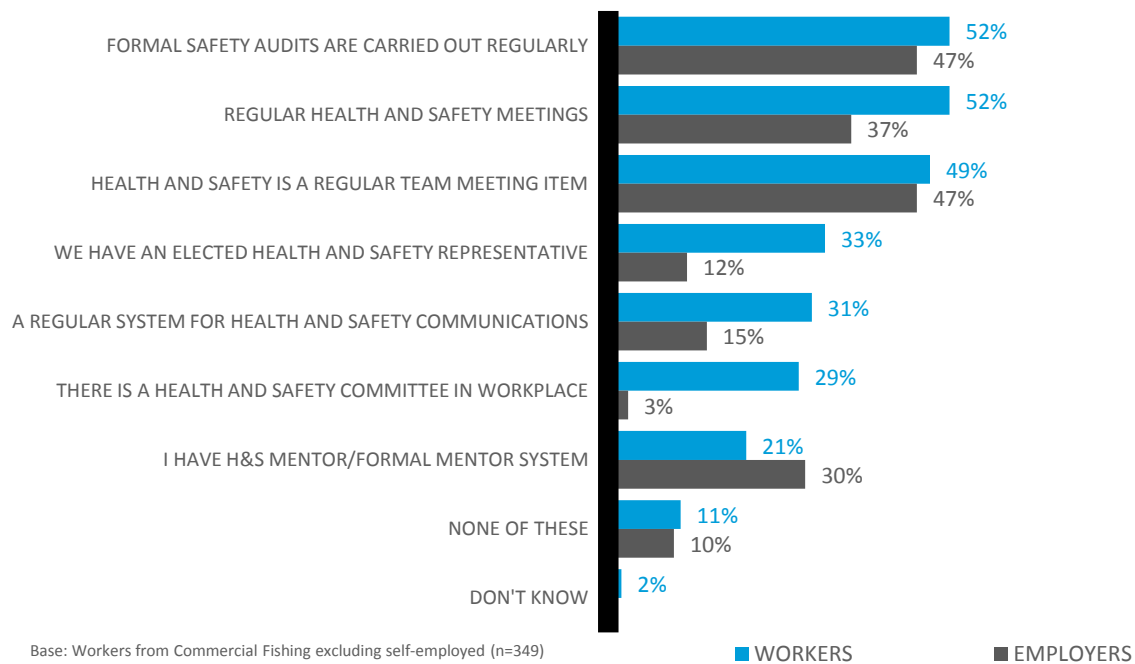
The following chart illustrates the proportions of workers and employers in the Commercial Fishing sector who believed each of a number of formal avenues to be in place in their workplace or business. (Workers' results are based on just those workers employed by a business and exclude the self-employed).

Eighty three percent of Commercial Fishing **workers** (83%) indicated that their workplace had at least one of these formal structures in place.

Compared to the other high-risk sectors, a lower proportion of Commercial Fishing workers (11% cf. 17% average across the four WorkSafe NZ high-risk sectors) indicated that there were no formal Health and Safety structures in their workplaces. Those working in rock lobster and crab potting and those in small operations with one to two vessels were more likely to have no formal Health and Safety structures in place (18% and 17% respectively, cf. 11% of all Commercial Fishing workers).

The most prevalent formal systems in Commercial Fishing were regular formal safety audits (with 52% of workers and 47% of employers indicating that this happened), regular Health and Safety meetings (indicated by 52% of workers and 37% of employers) and Health and Safety as an agenda item at regular team meetings (indicated by 49% of workers and 47% of employers).

3.5.1 Participatory structures in place: Commercial Fishing Workers and Employers



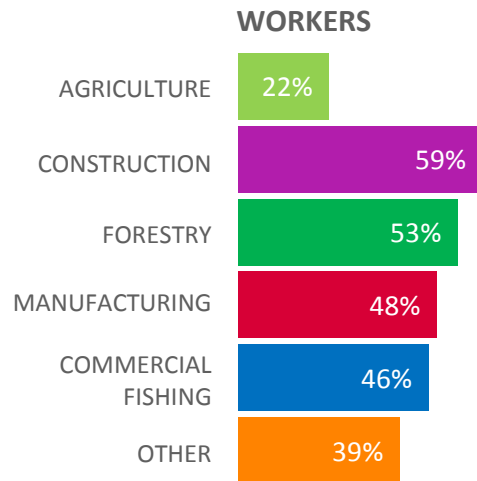
Note: Employers' responses on "Formal Safety Audits are carried out regularly" come from a separate question. Level of agreement (5-point agreement scale) with statement: "Formal safety audits at regular intervals are a normal part of our business" (% Agree or Strongly Agree)

Those who managed or supervised three or more workers and those working with migrant workers were more likely to have most of the formal Health and Safety structures asked about in place, as were those working in vessel-based seafood processing and those in medium (three to ten vessels) and large (more than 10 vessels) operations. For example: those working alongside migrant workers were more likely to have regular Health and Safety meetings (77% cf. 52% sector average), formal safety audits (63% cf. 52% sector average), an elected Health and Safety representative (78% cf. 33% sector average), and a Health and Safety committee (67% cf. 29% sector average).

CROSS-SECTOR VIEW

Training

Another important avenue for ingraining and formalising Health and Safety is via training. As can be seen in the chart following, in the Commercial Fishing sector 46% of workers had received formal training in the last 12 months. 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%.

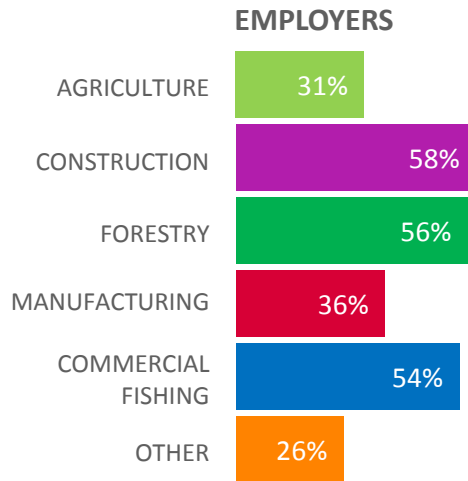
3.5.2 Proportion that received formal training on Health and Safety in the last 12 months: Workers

Base: Workers
(Agriculture, n=596; Construction, n=615; Forestry, n=376; Manufacturing, n=704;
Commercial Fishing, n=503; Other sector, n=913)

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

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 Commercial Fishing, Construction and Forestry sectors.

3.5.3 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)?

COMMERCIAL FISHING SECTOR

As mentioned earlier, 46% of Commercial Fishing **workers** had received formal training in the past 12 months.

The Commercial Fishing workers who were most likely to have received formal training in this time period were:

- A mate/bosun/deck officer (65% had received formal training cf. sector average of 46%)
- Working in a medium (65%) or large operation (58%)
- Aged 25-34 years (62%)
- Those who managed or supervised three or more people (62%)
- Working in vessel-based seafood processing (60%)
- Operations with 100 or more employees (59%)
- Working 51 or more hours per week (53%)
- Working in fish trawling (52%).

Correspondingly, those less likely to have received formal training were:

- Engaged in line fishing (31% had received formal training cf. the sector average of 46%)
- Engineers (30%)
- Working in rock lobster/crab potting (36%)
- Master/skippers (39%).

Two in ten (21%) Commercial Fishing workers said they had never received formal Health and Safety training. These were more likely to be:

- Working with two to five others (34% cf. 21% sector average)
- Self-employed (33%)
- Aged 55 years or more (30%)
- Small operations with 1-2 vessels (25%).

Over half of Commercial Fishing **employers** (54%) stated that at least half of their workers had received training in the past 12 months. One third of employers (33%) stated that none of their employees had received any formal training in the past 12 months.

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

3.6.1 Three strongest influences on business practice: Employers

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

Base: Employers

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

As can be seen:

- The Commercial Fishing sector was the one sector where attraction and retention of staff appeared in the three most prevalent influences
- 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
- 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.

COMMERCIAL FISHING SECTOR

As was the case across all five high-risk sectors, the strongest influence on employers' Health and Safety practices in the Commercial Fishing sector was a strong concern for the welfare of workers (93%). 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 (79%), while 68% were strongly influenced by having a good Health and Safety record to help attract and retain good staff.

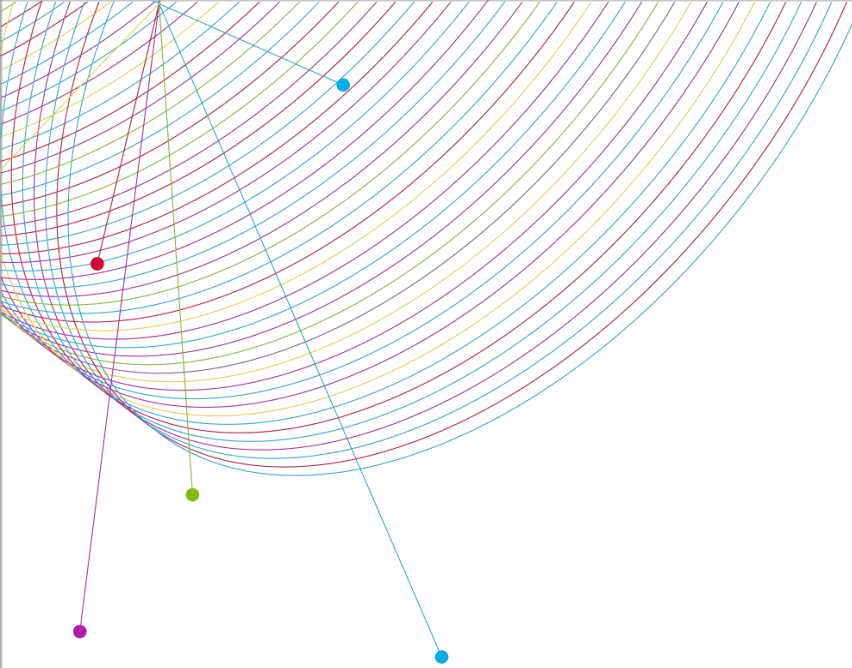
The rank order shown in the chart below was relatively consistent across various types of businesses. The main difference of note was that rock lobster/crab potting employers were less likely than employers engaged in other types of fishing to be influenced by companies who sub-contract them requiring good Health and Safety records (32% cf. 43% sector average).

3.6.2 Proportion strongly or very strongly influenced by each driver of Health and Safety: Commercial Fishing Employers



Base: Employers from commercial fishing (n=132-134)

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

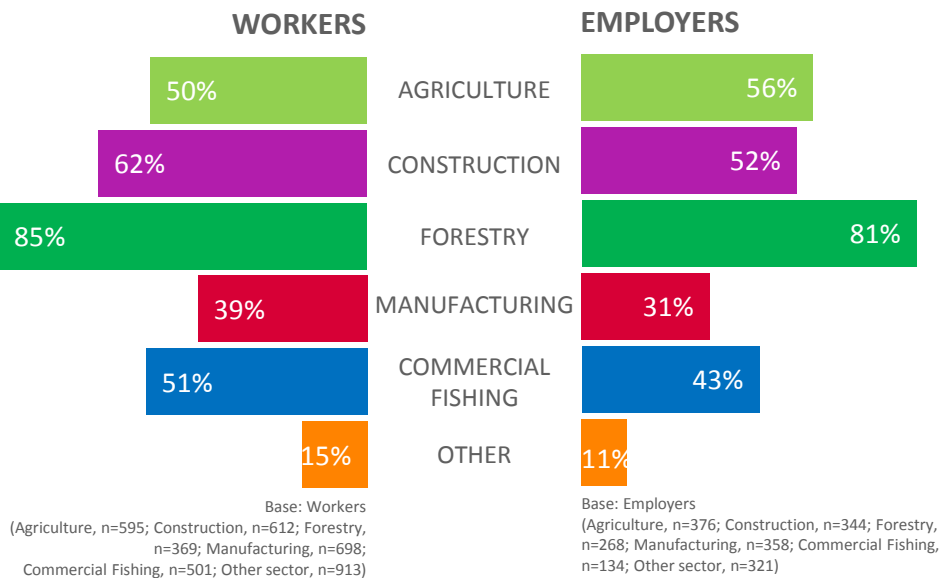
4.1 PERCEPTIONS OF RISK

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)

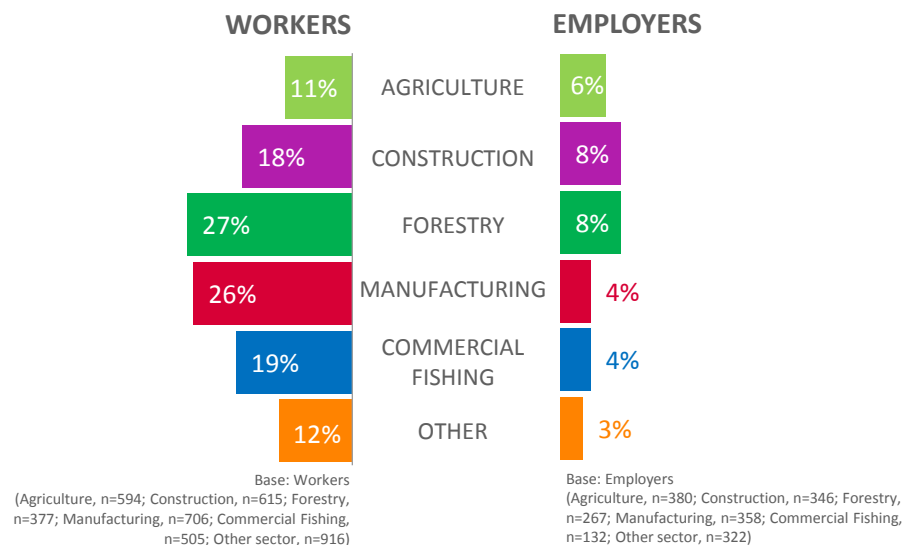
Perceived risk of serious injury in own workplace

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 19% of Commercial Fishing workers and 4% of employers 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 perceiving 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



Q: How would you rate the risk that you or someone you work with /someone in your business will get seriously hurt at work in the next 12 months (5-point scale from very low risk to very high risk)

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.

Ninety-four percent of Commercial Fishing workers replied that they felt safe at work, including 46% who felt **very safe**. Looking across sectors, 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%).

Feelings of safety are very similar to those 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 risk sectors do not feel any more unsafe than workers in general.

4.1.3 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?

COMMERCIAL FISHING SECTOR

Commercial Fishing workers perceived lower levels of risk of serious harm compared with Forestry and Construction workers. They were, however, no more likely than workers in these two sectors to feel **very safe** in their work.

While half (51%) of Commercial Fishing workers and 43% of employers acknowledged that the risk of getting seriously hurt in the Commercial Fishing industry was higher than average, and 19% of workers considered they or a workmate could get seriously injured in the following 12 months, 94% nevertheless felt **safe** or **very safe** in their work and just five percent felt **unsafe**.

Workers more likely to perceive that they or a workmate could get seriously harmed at work in the next 12 months were:

- Working in vessel-based seafood processing (43% compared with 19% of all workers in the sector)
- Factory hands (38%)
- In medium sized or large operations (35% and 33% respectively)
- Working with migrant workers (32% cf. 16% of those who did not work with migrants)
- Younger workers aged 25-34 years (29%)
- Māori workers (29%)
- Based in Nelson or Canterbury (both 28%).

In addition, workers who had experienced a near miss in the past 12 months were significantly more likely to consider that they or a workmate could suffer serious harm in the next 12 months (38% compared with 12% of those who had not had a near miss). Workers who had experienced a serious harm incident in the past 12 months were also more likely than those who had not, to think that they or a workmate may be at risk of being seriously harmed in the next 12 months (29% cf. 15%).

There were no significant differences of note among Commercial Fishing employers in terms of their perceptions of risk of serious harm to their employees.

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 themselves 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.

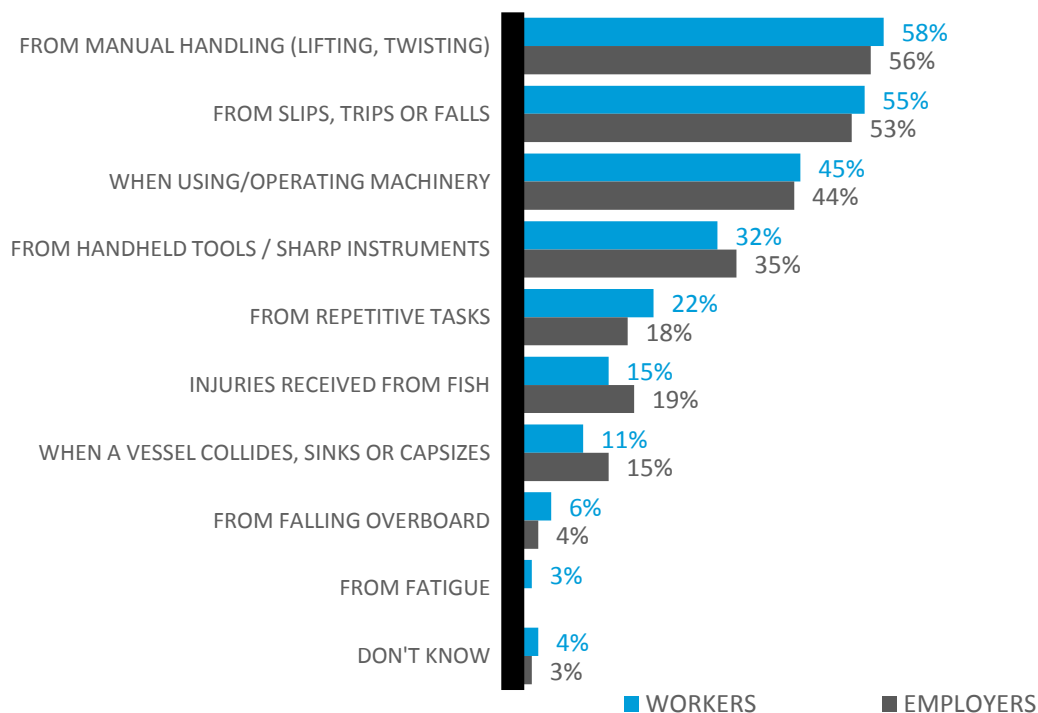
As the lists of possible serious harms provided to respondents were sector-specific, detailed analysis was carried out at a sector level only as highlighted in the next section.

COMMERCIAL FISHING SECTOR

Main causes of serious injury

The chart below illustrates that workers and employers in Commercial Fishing have a similar understanding of the principal causes of Commercial Fishing workers getting seriously hurt at work. Serious harm from manual handling and from slips, trips or falls were the most frequently mentioned in this context, followed by using or operating machinery. Handheld tools and sharp instruments causing serious harm round out the top four perceived contributors to serious harm in this sector.

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



Base: Workers from Commercial Fishing (n=504)

Base: Employers from Commercial Fishing (n=135)

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

Particular causes of harm more likely to be mentioned by higher proportions of Commercial Fishing **workers** were:

- Manual handling: Māori workers (69% cf. 58% sector average), those in fish trawling (64%)
- Slips, trips and falls: mate/bosun/deck officers (72% cf. 55% sector average)
- Handheld tools/sharp instruments: those working for large operations with 5 to 10 vessels (46% cf. 32% sector average), workplaces with 20-49 employees (45%)
- Repetitive tasks: those working on vessel-based seafood processing (57% cf. 22% sector average), workers in medium operations (40%), factory hands (31%), those aged 35 to 44 years (30%), workplaces

with over 100 employees (49%) and workplaces with 20 to 49 workers (41%), those in fish trawling (27%)

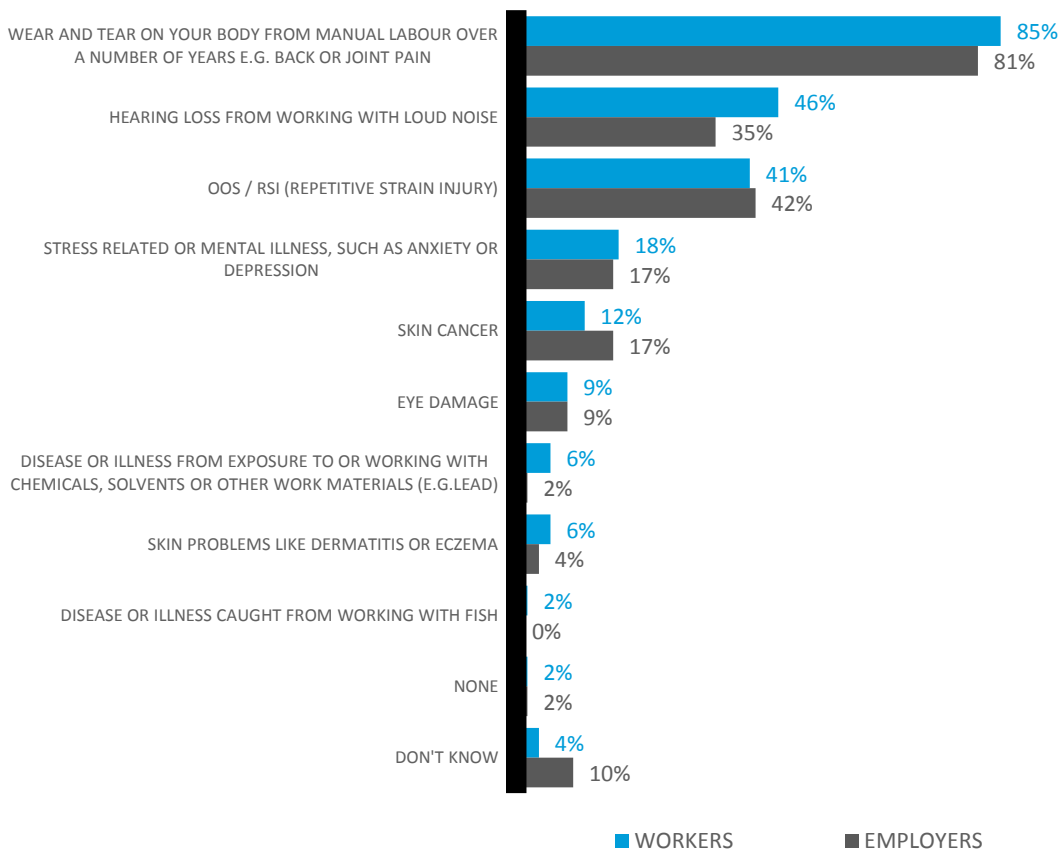
- Falling overboard: those earning less than \$30,000 (14% cf. 6% sector average).

Among **employers**, a higher proportion of those working in line fishing were particularly likely to cite handheld tools/sharp instruments as a main cause of harm (51% cf. 35% sector average) and those working in fish trawling were more likely than average to cite injuries from fish as a major risk (28% cf. 19% sector average).

Long-term health problems

In the Commercial Fishing sector, and in fact across all five high-risk sectors, the long term health problem most commonly identified was body wear and tear from manual labour over a number of years, cited by 85% of Fishing workers and 81% of Fishing employers. The other health problems mentioned in the top three were hearing loss from working with loud noise and OOS/repetitive strain injury.

4.2.2 Proportion identifying long-term health problems as one of the three most prominent in their industry: Commercial Fishing Workers and Employers



Base: Workers from Commercial Fishing (n=503)

Base: Employers from Commercial Fishing (n=132)

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)?

Awareness of each type of long-term health problem was particularly prevalent among the following sub-groups of **workers**:

- Wear and tear on the body: rock lobster/crab potting workers (91% cf. 85% sector average)
- Hearing loss: engineers (67% cf. sector average of 46%), fish trawling workers (52%) and those working 51 hours or more per week (also 52%)
- OOS/repetitive strain injury: vessel-based seafood processors (67% cf. sector average of 41%), factory hands (57%), very large operations (59%) and medium operations (50%)
- Stress-related or mental illness: those who had experienced a serious harm incident (26% cf. 15% of those who had not experienced an incident), line fishers (26% cf. 18% sector average) and those with no qualifications (24% cf. 18% sector average)
- Skin cancer: engineers (23% cf. 12% sector average), rock lobster/crab potting workers (19%), master/skippers (18%)
- Eye damage: workers aged 25-34 (17% cf. 9% sector average) and rock lobster/crab potting workers (15%)
- Disease from exposure to or working with chemicals: female workers (21% cf. 5% of male workers), those working alongside migrant workers (16% cf. 6% sector average).

Among **employers**, the most notable differences were that knowledge of the risk of:

- Bodily wear and tear was higher among those in rock lobster or crab potting (90% cf. 81% sector average)
- Hearing loss was higher among those in fish trawling (44% cf. 35% sector average)
- Stress-related or mental illness was higher among those in line fishing (28% cf. sector average of 17%).

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, and in Commercial Fishing, eight in ten **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 (around seven in ten in each risk sector).

Employers had a rosier view of information provision, with 87% of Commercial Fishing employers and 84% across the other four WorkSafe NZ high-risk sectors agreeing that the workers and supervisors had all the information they needed to work safely.

Workers in the Manufacturing sector were less likely to feel equipped with the tools and equipment they needed (76% cf. 84% average across the four WorkSafe NZ high-risk sectors). 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% across the four WorkSafe NZ high-risk sectors) 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 workers were well informed (92% agreement).

COMMERCIAL FISHING SECTOR

Workers (87%) and employers (95%) in Commercial Fishing 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, almost three quarters of workers (71%) and 87% of employers still agreed that this was the case.

4.3.1 Level of agreement that have tools and equipment and information to do jobs safely: Commercial Fishing

WORKERS	EMPLOYERS
<p>I have the tools and equipment I need to do my job safely</p> <p>87% agree</p>	<p>95% 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>71% agree</p>	<p>87% agree</p> <p>Workers and supervisors have the information they need to work safely</p>

Base: Workers from Commercial Fishing excluding doesn't apply (n=459-492) Base: Employers from Commercial Fishing (n=129-130)

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

Among Commercial Fishing **workers**, those **less** likely to feel they were provided with the appropriate tools and equipment were:

- Females (67% cf. 89% of males)
- Aged 25-34 years (75% cf. 87% sector average)
- Working in larger organisations with 100 or more employees (77%)
- In larger operations with 10 or more vessels (80%).

Commercial Fishing workers **less** likely to agree they were told everything they needed to know to do their job safely were:

- Those who had a near miss in the past 12 months (59% cf. 75% of those who had not had a near miss)
- Working in a very large operation with 10 or more vessels (50% cf. 71% sector average)
- Those working in fish trawling (65%).

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.

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

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

Base: Workers (Statement 1 excludes Not Applicable)

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

COMMERCIAL FISHING SECTOR

Within the Commercial Fishing sector, those workers less confident about having the knowledge and skills to avoid long-term health problems were:

- Those who had experienced a serious harm incident in the past 12 months (72% confident cf. 86% of those who had not experienced an incident)
- Those who had a near miss in the past 12 months (74% confident cf. 85% of those who had not had a near miss).

CROSS-SECTOR VIEW

4.4 BEHAVIOUR AROUND RISK

Frequency with which risky situations occur

The previous section confirms that workers in the four WorkSafe 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 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.

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

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

Base: Workers

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

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

- In Commercial Fishing, working too long without a break, working in adverse conditions and freak accidents were more prominent
- 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.

The following table compares the three most common risk behaviours according to **employers** across sectors. 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 many employers.

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

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

Base: Employers (First statement excludes not applicable)

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

COMMERCIAL FISHING SECTOR

The following table illustrates the proportion of workers and employers in the Commercial Fishing sector indicating each risky behaviour 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 identified was working when overtired (61% of workers and 40% of employers) and the least common was being put at risk from not having proper supervision (11% of workers and 3% of employers).

Only a minority of workers believed that each of the behaviours occurred **a lot**, with the highest proportions being 20% of workers believing working while sick or injured happened a lot and 20% believing working while overtired happened a lot.

For all types of behaviour, a higher proportion of workers than employers felt each occurred at least from time to time in their workplace.

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

% FROM TIME TO TIME OR A LOT	WORKERS	EMPLOYERS
Work when they are overtired	61%	40%
Work when sick or injured	56%	36%
Make a mistake by being careless or not having their mind on the job	43%	34%
Get put at risk by working in conditions when work should have been stopped (e.g. bad weather, not enough people on the job)	37%	18%
Make a mistake because they have been working too long or too hard without a break	35%	18%
Take a risk or short-cut on purpose (e.g. to save time)	31%	23%
Make a mistake from being under pressure by the boss to get the job done	27%	12%
Get put at risk by something outside of their control (e.g. a freak accident)	26%	17%
Get put at risk by a machinery or equipment fault or breakdown	19%	5%
Do a risky job that they don't have the right skills for	18%	6%
Work when hung-over or stoned	14%	8%
Get put at risk because our processes or ways we are told to do things are not safe	12%	2%
Get put at risk from not having proper supervision	11%	3%

Base: Workers from Commercial Fishing (n=487-498)

Base: Employers from Commercial Fishing (n=128-132)

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 Commercial Fishing are compared:

- Fish trawling workers and employers were more likely to identify working when sick or injured (63% workers and 54% employers) and being careless or distracted (50% workers and 45% employers) as issues
- Fish trawling **workers** were also more likely to mention over-tiredness (71% cf. 61% sector average), working too long and too hard without a break (43% cf. 35%), being put under pressure by the boss to get the job done (34% cf. 27%), working in adverse conditions (44% cf. 37%) and being put at risk by something outside their control (31% cf. 26%) as issues, while **employers** were more likely to mention working when hung-over or stoned (14% cf. 8%) and being put at risk by a machinery or equipment fault or breakdown (10% cf. 5%)
- Vessel-based seafood processing **workers** were more likely to mention being put at risk by being careless or distracted (60% cf. 43%), being under pressure to get the job done (59% cf. 27%), not having proper supervision (23% cf. 11%) and working in adverse conditions (58% cf. 37%).
- Rock Lobster and Crab Potting **employers** were *less* likely to have identified the following as issues:
 - Working when overtired (26% cf. 40%)
 - Working in adverse conditions (8% cf. 18%).

Other noteworthy differences were also found. For example, Māori **workers** were more likely to identify unsafe processes (19% cf. 12%) and equipment faults and breakdown (26% cf. 19%) as issues that are risking their health and safety.

Amongst **employers**, smaller businesses (1-5 employees) were less likely to have identified the following as issues:

- Taking a risk or short-cut on purpose (18% cf. 23%)
- Workers working when hung-over or stoned (5% cf. 8%)
- Workers working too long/too hard without a break (11% cf. 18%).

There appears to be a strong relationship between whether or not Commercial Fishing 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 workers who had experienced a serious harm issue than among those who had not. For example, 46% 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 21% of those that hadn't, while 46% 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 25% who hadn't experienced harm.

CROSS-SECTOR VIEW

Positive Actions

Chart 4.4.5 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 the five actions tested almost all employers, and between 76% to 94% of workers across the five high-risk sectors, indicated that these actions were taken 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 57% of Commercial Fishing workers and 51% of employers believed that personal protective equipment was **always** used when it should be.

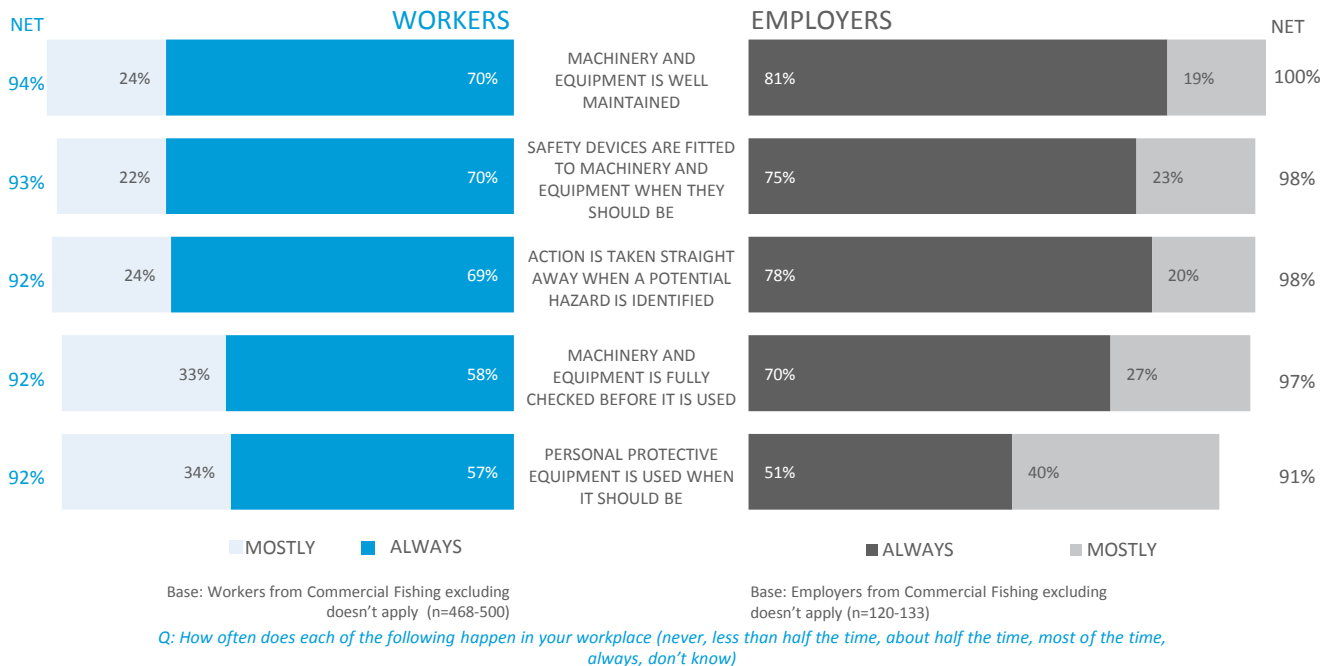
COMMERCIAL FISHING SECTOR

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

Compared with the four WorkSafe NZ high-risk sectors in general, Commercial Fishing workers and employers were more inclined to state these preventative actions were *always* taken. In particular workers more often stated that machinery and equipment was *always* well maintained (70% cf. 47% average workers in the other risk sectors) and *always* fully checked before use (58% cf. 35% average).

As can be seen below, Commercial Fishing employers were more likely than workers to state four of the five preventative actions were *always* taken, particularly that machinery was *always* well maintained and *always* fully checked before use, but less likely to state personal protective equipment was *always* used when it should be.

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



Workers in vessel-based seafood processing were more likely to state machinery and equipment was well maintained *less than half the time* (13% cf. 6% average in the Commercial Fishing sector), as were those working in large operations (20 or more vessels) (14%). Those working in an operation with 11 to 19 vessels were more likely to state machinery and equipment was fully checked before use *less than half the time* (18% cf. 8% average across the sector).

The pattern of responses was consistent among the **employer** sub-groups.

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.

Twenty-eight percent of Commercial Fishing workers indicated that they had experienced a serious harm incident in the past 12 months, similar to Forestry and Manufacturing but higher than Agriculture and Construction. Twenty-six percent of Commercial Fishing workers had experienced a near miss.

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).

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

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

Base: Workers

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

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

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

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

Employers

When 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 than Forestry and Manufacturing employers to have experienced a serious harm incident or near miss in their businesses.

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

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

Base: Employers

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

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

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

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

As can be seen, the 147 Commercial Fishing employers in the survey experienced a total of 29 incidents, and of these, 35% were reported to a government agency. The highest level of reporting across sectors was found among Forestry employers and the lowest level of reporting in Agriculture, where just 24% of harm incidents had been reported.

4.5.3 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.

As shown in Chart 4.5.4, there were variations across sectors in terms of the actions taken.

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

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

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

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

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

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

Hazards – identification of hazards and actions taken as a result

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

Some 63% of **workers** In the Commercial Fishing sector 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.

4.5.6 Actions taken on last occasion hazard noticed: Workers

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

Base: Workers

Almost without exception across all 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 51% of **employers** in Commercial Fishing 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.

4.5.7 Actions taken on last occasion hazard noticed: Employers

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

Base: Employers

COMMERCIAL FISHING SECTOR

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

In the Commercial Fishing sector, 28% of **workers** indicated that they had had a serious harm incident/issue in the past 12 months. The most commonly mentioned were health problems resulting in severe temporary damage to the body or that made the worker temporarily very unwell (mentioned by 8%), lacerations or deep cuts that needed stitching (7%) and health problems resulting in permanent damage to the body (also 7%).

Serious harm incidents/issues were more prevalent among Māori workers (36% had experienced a serious harm incident in the past 12 months compared with 28% of all Fishing workers). Health problems resulting in severe temporary damage to the body were more prevalent than average among factory hands (17% cf. 8% sector average) and Māori workers (14%).

While not classified as serious harm, 24% of Commercial Fishing workers had suffered a sprain, strain or dislocation in the past 12 months.

4.5.8 Types of serious harm experienced in the past 12 months: Commercial Fishing Workers and Employers

TYPES OF HARM	WORKERS	EMPLOYERS
Sprain, strain or dislocation	24%	-
A health problem that resulted in severe temporary damage to your body or made you temporarily very unwell	8%	5%
A laceration or a deep cut that required stitches	7%	8%
A health problem that has resulted in permanent damage to your body (such as breathing problems like asthma, hearing loss, disease or illness)	7%	2%
A stress-related or mental illness	6%	4%
A bone fracture	5%	3%
An injury from crushing	5%	3%
An eye injury from work (e.g. chemical or hot-metal burn of eye, penetrating wound of eye)	3%	2%
Been hurt, or became sick and was put in hospital for more than 48 hours	2%	6%
Became unconscious	1%	2%
A body part amputated	1%	0%
Accidents resulting in death	-	2%
Burns requiring medical attention	1%	1%
Other serious injury or health problem that required you to take time off work	3%	-
Would rather not say	2%	0%
NET SERIOUS HARM INCIDENT (excludes sprains, strains or dislocations)	28%	19%

Base: Workers from Commercial Fishing (n=495)

Base: Employers from Commercial Fishing (n=127)

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

Nineteen percent of Commercial Fishing **employers** stated that workers in their business had experienced at least one serious harm issue/incident in the past 12 months. Lacerations or deep cuts requiring stitches were the most frequently cited type of harm by employers (8%).

Unlike the other four WorkSafe NZ high-risk sectors, where the most common types of serious harm incidents identified by workers and employers varied, in the Commercial Fishing sector the types of harm identified by employers were reasonably consistent with those cited by workers who felt they had experienced serious harm.

Near misses that could have resulted in serious harm were experienced by 26% of Commercial Fishing workers in the past 12 months and 19% of Commercial Fishing employers reported that workers in their business had had one or more in the same time period. Among workers, those least likely to have experienced a near miss incident were:

- Older workers aged 55 or over (82% had not had a near miss cf. 68% of all workers who had not)
- More experienced workers who had been in the industry for 10 years or more (72%)
- Those working less than 30 hours a week (88%).

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

Workers

In the Commercial Fishing sector, the 28% of **workers** who had experienced **serious harm** in the previous 12 months indicated that the following had occurred:

- Information was recorded in 30% 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 27% 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 6% of cases, the worker did not tell anyone about the serious harm issue/incident
- In 8% of cases, the worker reported the issue/incident to their boss or supervisor but felt nothing happened as a result
- In 4% of cases, the worker got into trouble with the boss/management.

The 26% 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 29% of cases into an 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 43% of cases, discussions were held about how to stop the incident happening again
- In 41% of cases, changes were made to the way things were done
- In 11% of cases, the worker did not tell anyone about the near miss
- In 9% of cases, the worker reported the near miss 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.

Employers

The 19% of **employers** in Commercial Fishing 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 50% of cases
- Information was recorded in 49% 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 62% of cases
- In 24% of cases, the incident was investigated (including 24% internal investigation and 4% external investigation)
- In 12% of cases, disciplinary action was taken against the worker
- In 4% of cases, nothing was done.

The 19% of **employers** in Commercial Fishing who had experienced a **near miss** in their business in the past 12 months stated that the following occurred:

- Information was recorded in 54% 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 95% of cases
- In 17% of cases, an internal investigation was undertaken
- In 27% of cases, disciplinary action was taken against the worker
- In 5% of cases, nothing was done.

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.

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

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

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

Base: All Workers and all Employers

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

COMMERCIAL FISHING SECTOR

Around seven in ten Commercial Fishing workers and employers felt confident about their responsibilities (71% and 72% respectively) and a similar proportion of employers felt confident they knew how to comply with the regulations (72%). Slightly fewer workers however (64%) felt confident about knowing their rights.

Commercial Fishing **workers** who had had a serious harm or near miss incident were more likely to state a lack of confidence in their legal responsibilities (17% and 20% respectively cf. 11%) and awareness of their rights (20% and 22% respectively cf. 12%).

4.6.2 Understanding of Health and Safety Regulations: Commercial Fishing Workers and Employers

WORKERS	EMPLOYERS
<p>I am fully aware of my legal responsibilities as a worker</p> <p>71% confident</p>	<p>72% 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>64% confident</p>	<p>72% confident</p> <p>Confident they understand how to comply with regulations</p>

Base: Commercial Fishing Workers (n=500-501)

Base: Commercial Fishing Employers (n=133-135)

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

There were no notable differences between the employer sub-groups.

CROSS-SECTOR VIEW

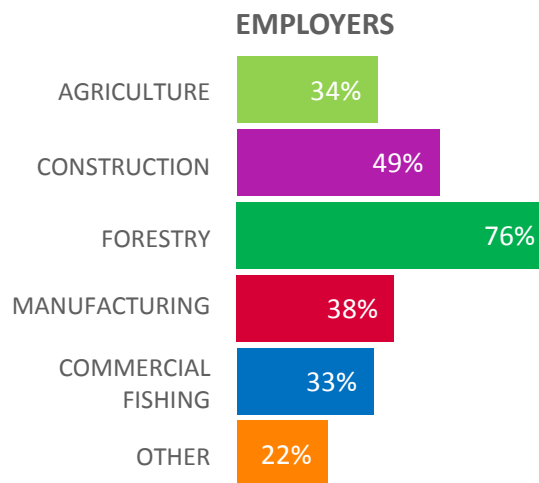
4.7 WHAT INFLUENCES CHANGE IN BUSINESS SYSTEMS OR PRACTICES?

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.

An average of 40% of employers across the four WorkSafe NZ high-risk sectors believed they had made significant changes in this timeframe, as did 33% of Commercial Fishing employers. The types of businesses most likely to have made significant changes were larger businesses, especially 100+ employees where 83% of these large businesses had made significant changes across the four WorkSafe NZ high-risk sectors.

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?*

When compared with the NSE results in 2013, the proportion of the five high-risk sector employers in the WorkSafe NZ survey stating that they had made significant changes was higher than the 20% of employers in the NSE who stated that they had made significant changes. However, when employers from the '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 five high-risk sectors have a greater focus on improving business systems and practices around Health and Safety than employers in general.

COMMERCIAL FISHING SECTOR

A third of **employers** (33%) in Commercial Fishing had made significant changes in the past 12 months. The findings were consistent across the sub-groups.

The main drivers of change in Commercial Fishing were on-going improvements to workplace Health and Safety (76% of those who had made changes), improvements in practice industry-wide (52%), and learning more about best practice through education and information (42%). A small proportion of employers (12%) 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 this survey of Health and Safety attitudes and behaviours in the New Zealand workforce, 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 survey of Health and Safety attitudes and behaviours in the New Zealand workforce.

The eight questions are:

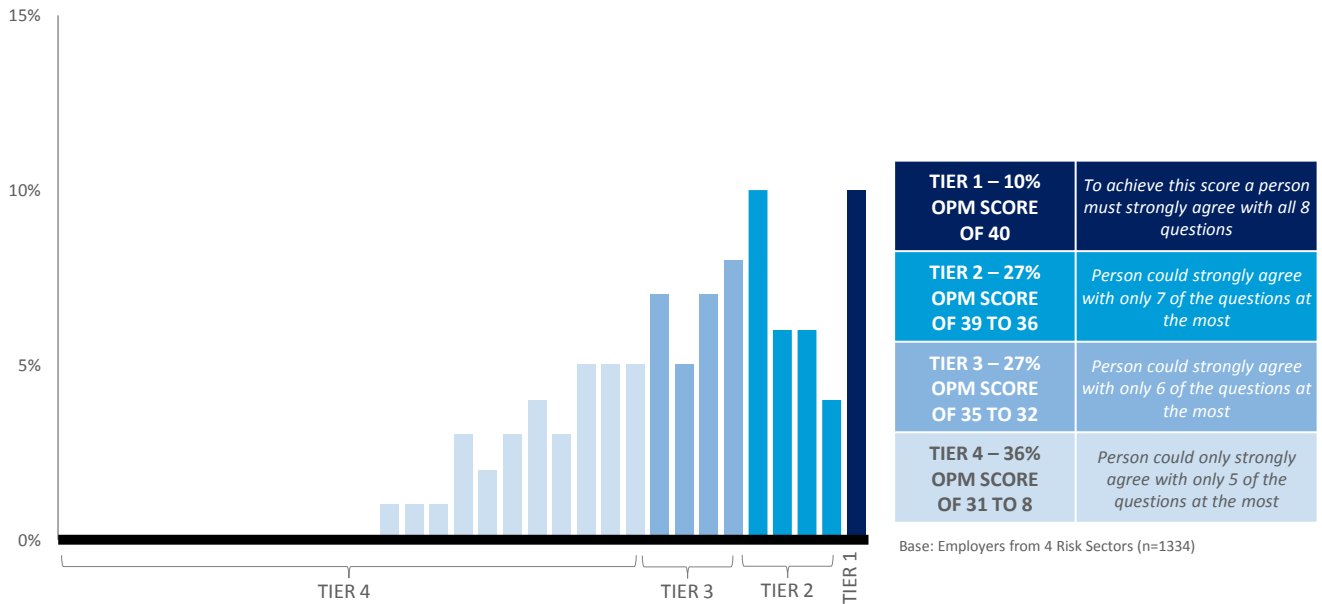
1. Formal audits at regular intervals are a normal part of our business.
2. Everyone at this organisation values ongoing safety improvement in this organisation.
3. This organisation considers safety at least as important as production and quality in the way work is done.
4. Workers and supervisors have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

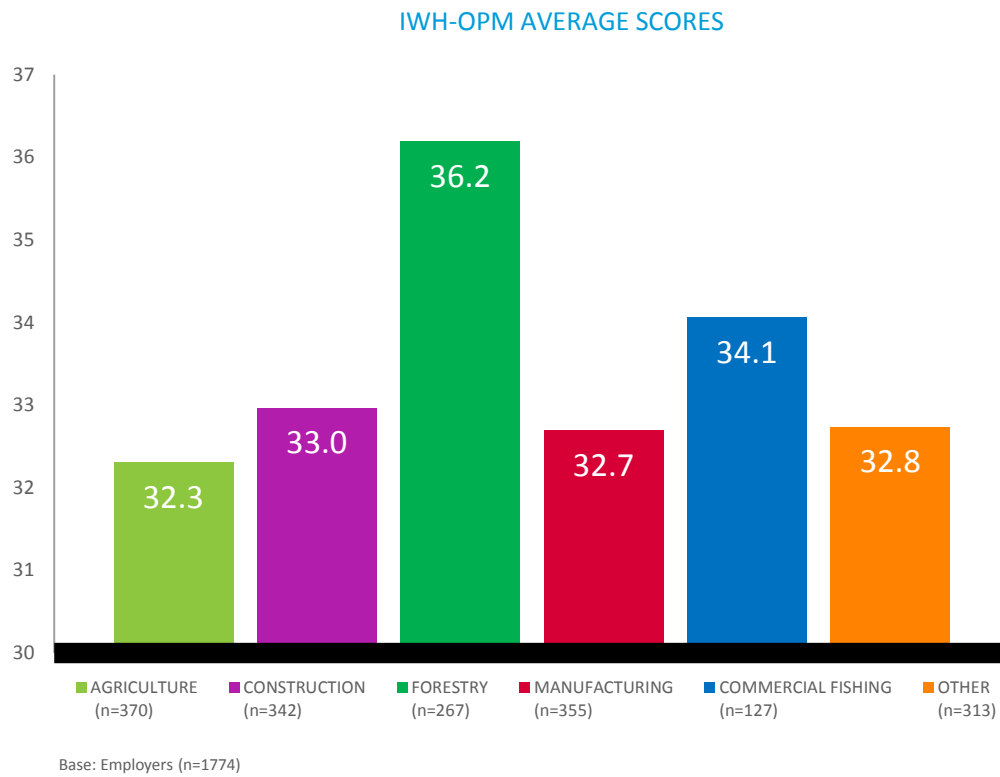


Ten percent of employers were placed in tier one (strongly agreed with all statements), ranging from 30% of employers in Forestry being in tier one to 7% in Agriculture being in tier one.

A considerable amount of work is underway to investigate leading indicators of Health and Safety in the New Zealand context. One result from this survey that suggests the IWH-OPM has merit is that the mean IWH-OPM score for employers in the four WorkSafe NZ high-risk sectors 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 average IWH-OPM score across the four risk sectors was 32.7, varying for each sector as follows:

4.8.2 Mean scores for IWH – OPM: by sector

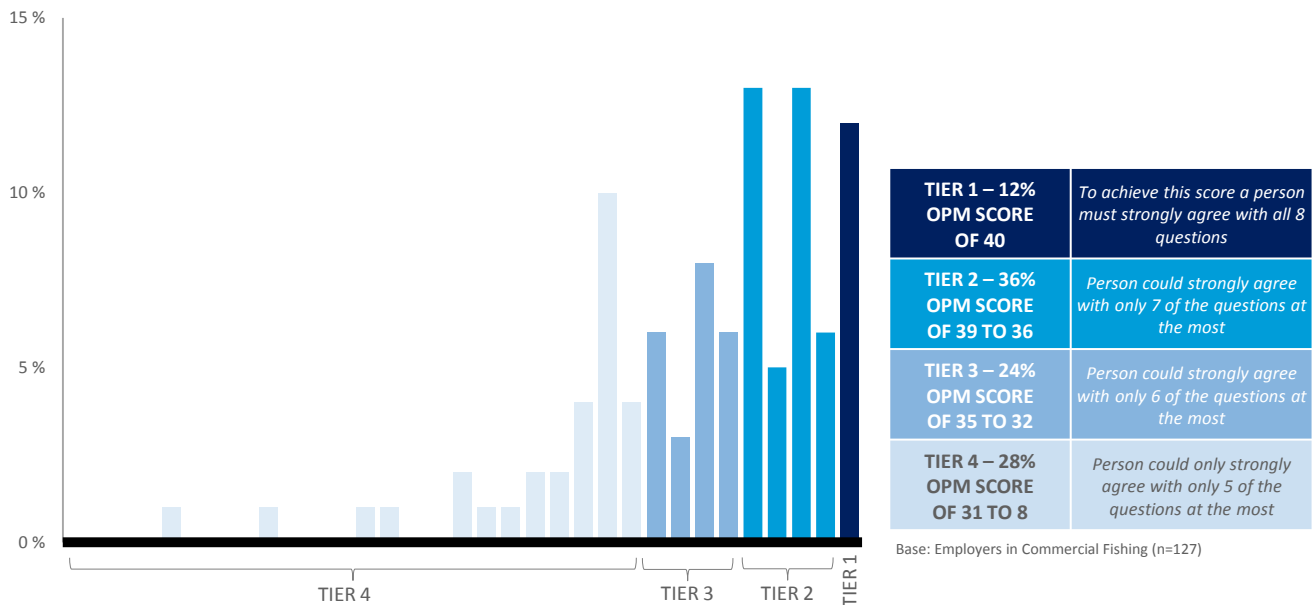


COMMERCIAL FISHING SECTOR

Employers in the Commercial Fishing sector had a higher average IWH-OPM score (34.1) than all the other risk sectors except Forestry (36.2), with the distribution shown in the following chart:

4.8.3 Distribution of IWH-OPM: 4 Risk Sectors: Commercial Fishing Employers

DISTRIBUTION OF IWH-OPM



In this sector, regular formal safety audits took place in the businesses of around half of the employers surveyed. While 47% agreed safety audits were conducted regularly, 20% disagreed that this was the case.

For the remaining statements, responses from Commercial Fishing employers typically reflected those of the other risk sectors with the exception of Forestry which achieved more favourable ratings across the board.

- Commercial Fishing employers were most likely to **strongly agree** that everyone had the tools and equipment they needed to work safely (with 70% strongly agreeing) and that those in charge of safety had the authority to make changes (69%)
- The statements with lower levels of strong agreement were everyone in the business valuing ongoing safety improvements (43% strong agreement) and those acting safely receiving positive recognition (46% 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 ↑	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	
LESS POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↓	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
	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)

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:

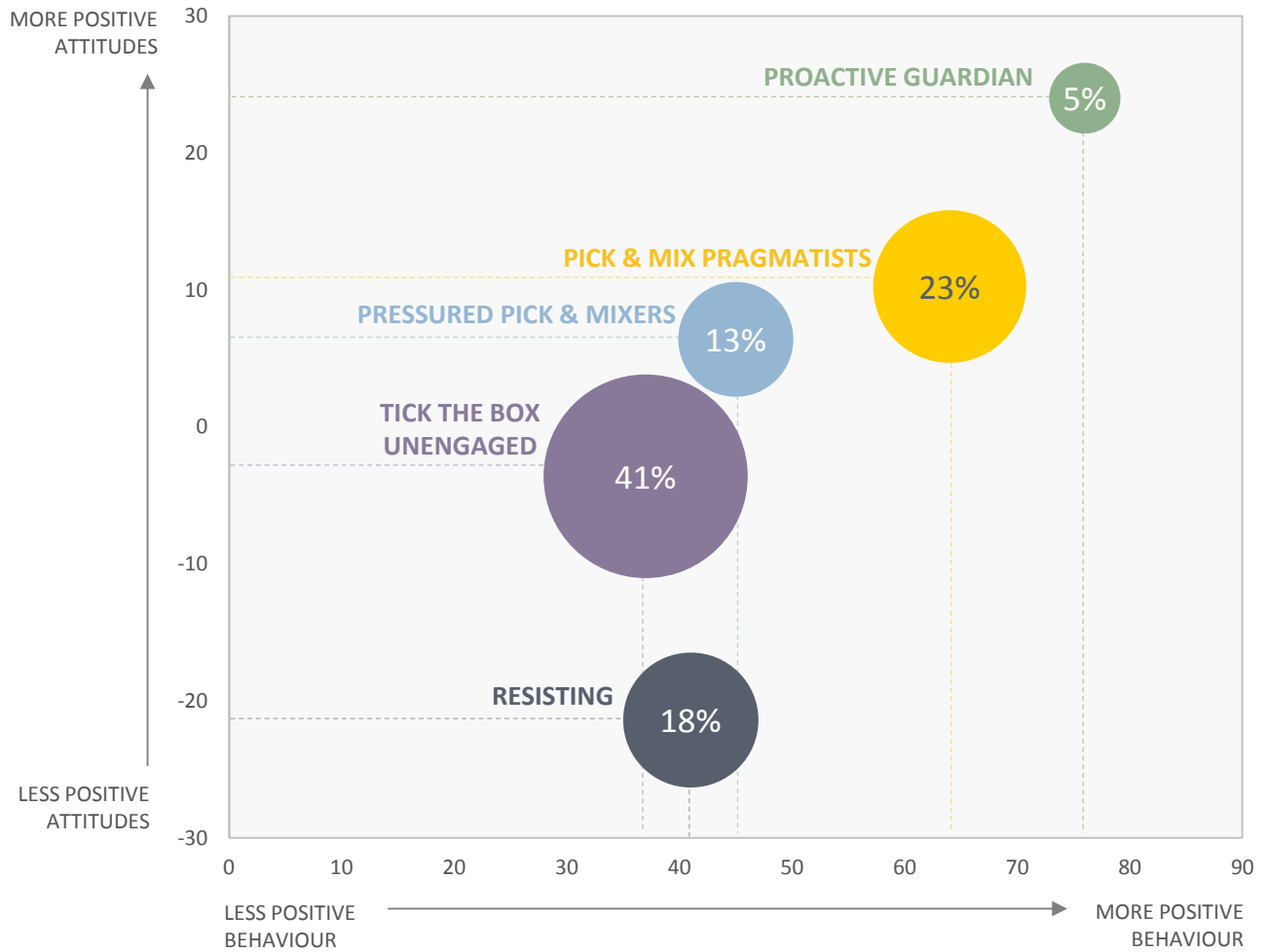
Y axis: An average attitudinal rating score has been created for each segment based on the eight attitude statements. The proportion of each segment strongly agreeing with each of the eight statements has been added together, with the proportion strongly agreeing to each positive statements being treated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

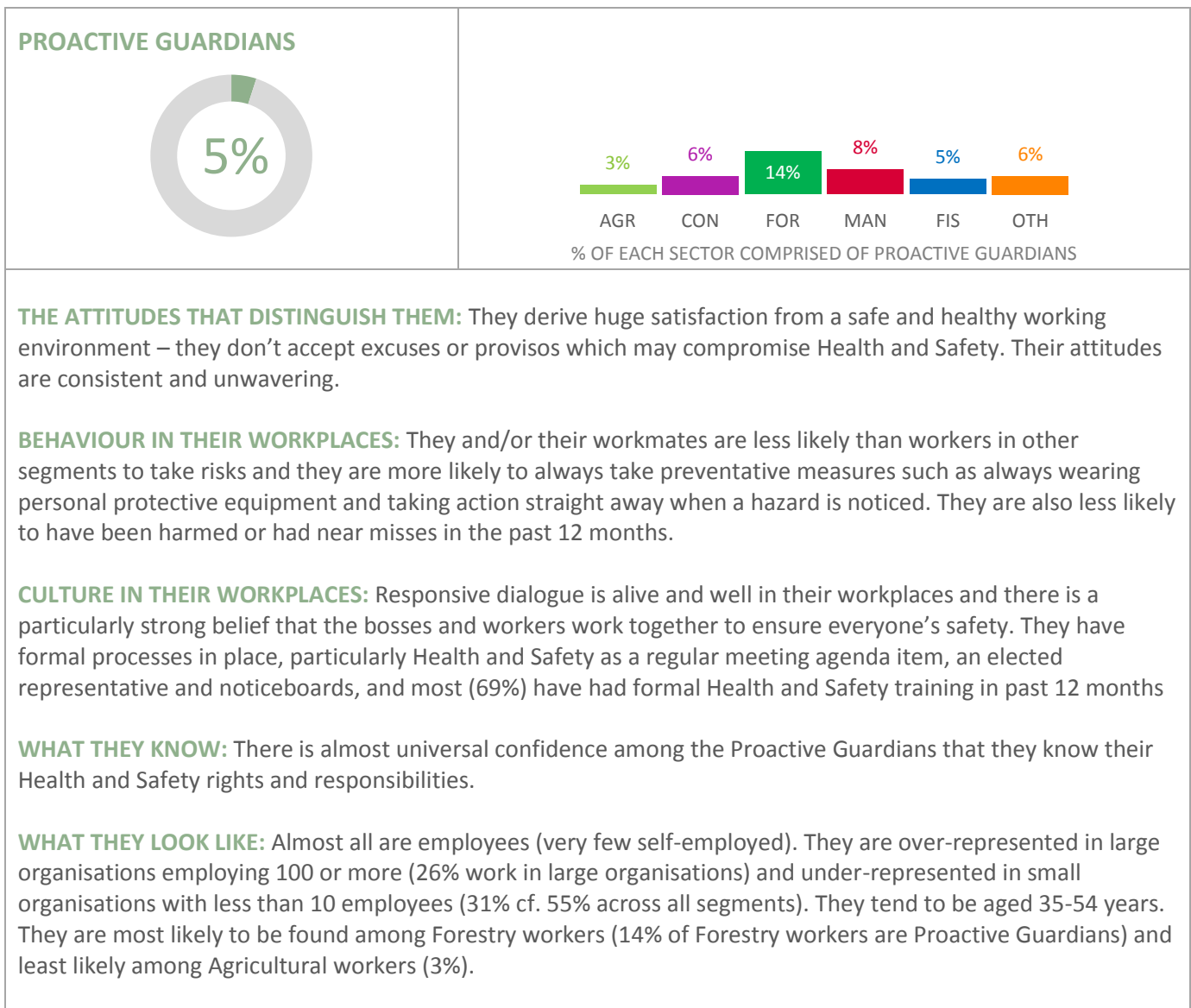


Base: Workers from the 4 Risk Sectors (Proactive Guardian, n=162; Pick & Mix Pragmatists, n=572; Pressured Pick & Mixers, n=307; Tick the Box Unengaged, n=918; Resisting, n=355)

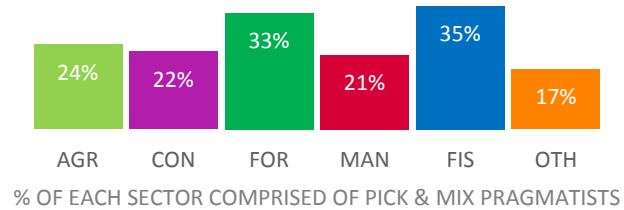
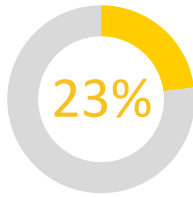
As can be seen, the Proactive Guardians hold a unique position on this chart, away from the other four segments. The two Pick and Mix segments are positioned on this chart relatively similarly in terms of attitude but are separated more by their actions. The chart positions of the Tick the Box and Resisting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

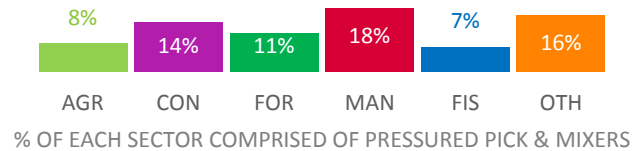
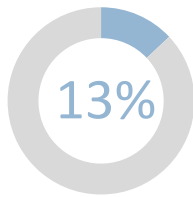
BEHAVIOUR IN THEIR WORKPLACES: This segment's behaviour is better than all except the Proactive Guardians – they more consistently take preventative actions and are less likely to take risks. This segment is also less likely to have had a near miss than all segments except Proactive Guardians. If a near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

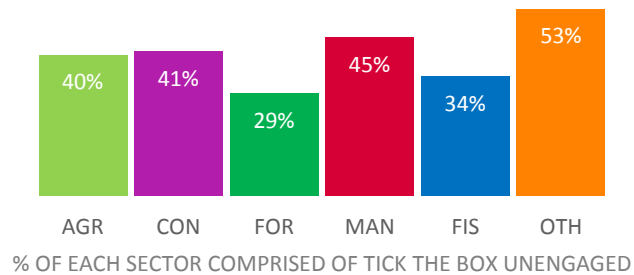
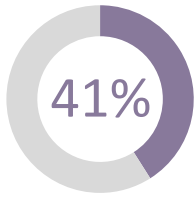
BEHAVIOUR IN THEIR WORKPLACES: They and/or their workmates are relatively more likely to behave in risky ways, especially making mistakes through carelessness or distraction or taking shortcuts on purpose to save time, through being overtired, through being put under pressure by the boss and by not having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

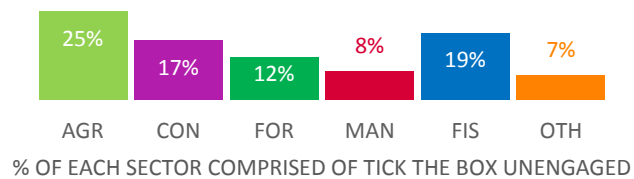
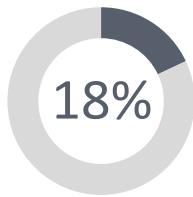
BEHAVIOUR IN THEIR WORKPLACES: Along with the Pressured Pick and Mixers, this is the segment most likely to behave in risky ways. Along with the Pressured Pick and Mixers, they are also the segment most likely to have had a near miss. If they have been harmed or had a near miss, they are less likely 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

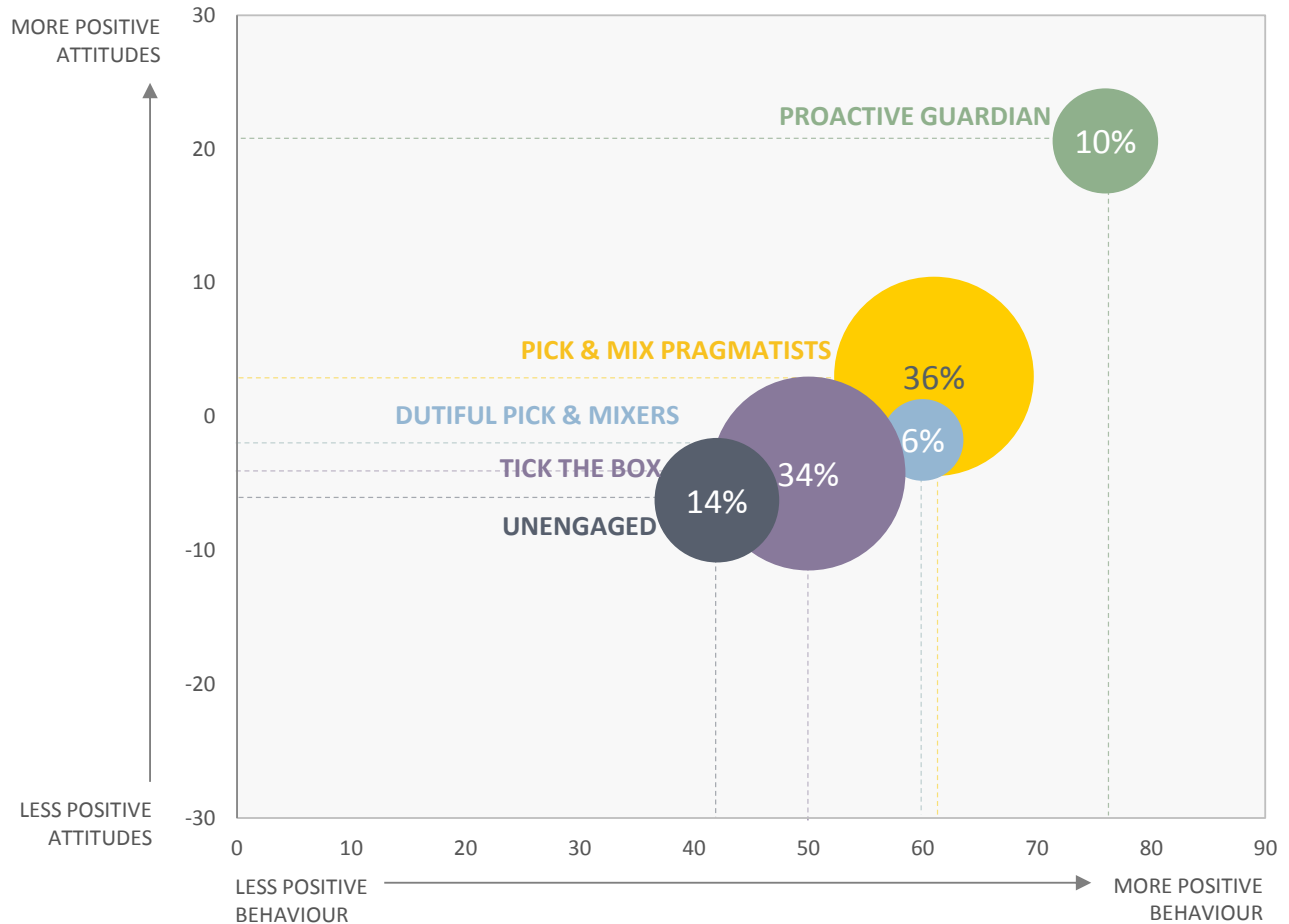
SIGNIFICANTLY
WORSE

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.

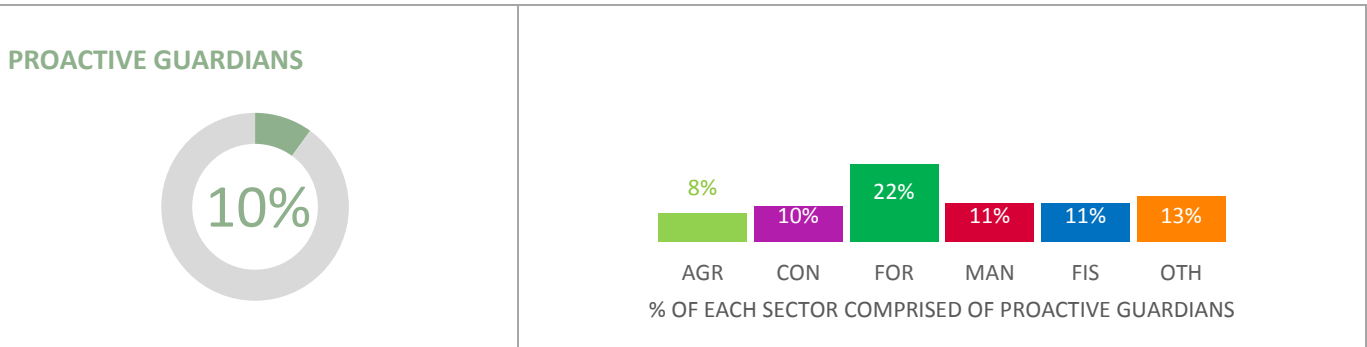
5.6.2 Visual map of segments: Employers



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.

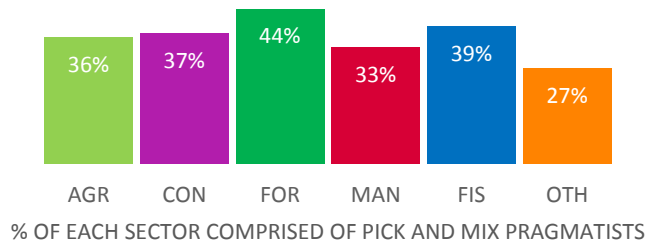
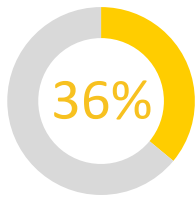
BEHAVIOUR IN THEIR WORKPLACES: 53% have made significant changes to their Health and Safety systems and practices in the past 12 months. The Proactive Guardians score highest in the IWH-OPM at 36.8 (see previous section for an explanation of this metric), a metric assessing the degree to which an organisation 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.

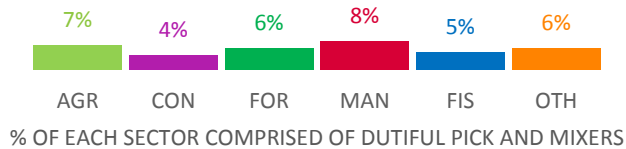
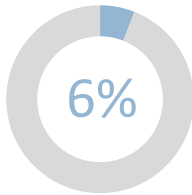
BEHAVIOUR IN THEIR WORKPLACES: 45% have made significant changes to their Health and Safety systems and practices in past 12 months. They score second highest on the IWH-OPM at 34.1 so they have relatively good policies and practices. The general pattern of risky behaviour among their workers is no better 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.

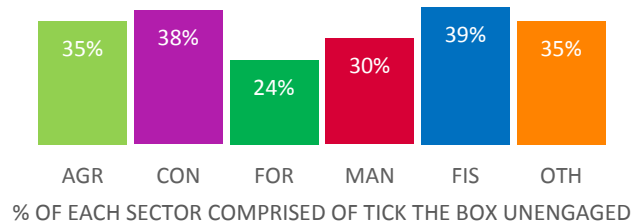
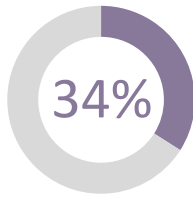
BEHAVIOUR IN THEIR WORKPLACES: Only a small minority (17% cf. 40% average across the segments) have made any changes to Health and Safety processes in last 12 months. Their IWH-OPM score is third highest at 33.5. The behaviour of their workers is often less risky compared with other segments; they do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

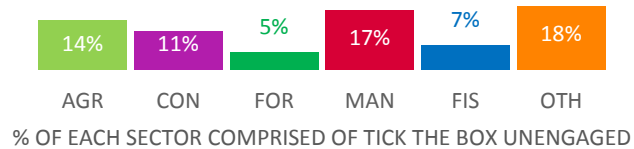
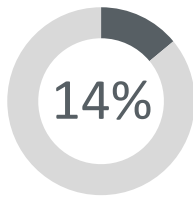
BEHAVIOUR IN THEIR WORKPLACES: 42% have made significant changes to Health and Safety processes in the past 12 months. Their score is comparatively low on the IWH-OPM at 30.9. The prevalence of risky behaviours among workers in their businesses is about average, except that employers in this segment 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
PROACTIVE GUARDIANS	Worker: Proactive Guardians (5%)	The Proactive Guardian does not need motivation to change, but needs acknowledgment, encouragement, rewards, resources and support to continue so they have a positive impact on employees/co-workers and don't become disillusioned and lapse into one of the other segments.	The Quantitative research confirmed the presence of this segment and the recommendations for communications stand.
	Employer: Proactive Guardians (10%)		
PICK AND MIX PRAGMATISTS	Worker: Pick and Mix Pragmatist (23%)	There is the potential for high levels of motivation to change if Pick and Mix Pragmatists are reminded that good Health and Safety is the right thing to do, and given the tools to do it quickly and cost-effectively. Respect what they are doing already and build on it, challenge calculated risks that are being taken, remind them constantly without nagging.	The quantitative research confirmed the presence of this segment and recommendations for communications stand with the following addition for employers in this segment: While very much still a minority view, this segment has the highest proportion (22%) strongly motivated by a wish to avoid getting into trouble. Therefore, this segment will also benefit from being constantly aware an inspection may occur.
	Employer: Pick and Mix Pragmatist (36%)		
(NOT IDENTIFIED AT THE QUALITATIVE STAGE)	Worker: Pressured Pick and Mixers (13%)	(Not identified at the qualitative stage)	If these segments were to be specifically targeted, in addition to the recommendations for the Pick and Mix Pragmatists above: Reminding the Pressured Pick and Mix workers of the negative pressure and time consequences of a Health and Safety incident. Reminding Dutiful Pick and Mix employers that the regulations help them meet their duty of care to their workers.
	Employer: Dutiful Pick and Mixers (6%)		

QUALITATIVE TYPOLOGIES	QUANTITATIVE SEGMENTS	SUMMARY OF COMMUNICATION RECOMMENDATIONS FROM QUALITATIVE REPORT	AMENDMENTS - BASED ON QUANTITATIVE SEGMENTATION
TICK THE BOX IMMUNITY	Worker: Unengaged Tick the Box (41%)	If employing others, the Tick the Box Immunity individual will be motivated by the business argument. They may also be motivated to change if they are persuaded to reflect on mateship and everyone pulling together and how important this is in a field of work that is inherently risky and dangerous.	<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%)		
RESISTING	Workers: Resisting (18%)	<p>Resisting employees require a communications strategy that relates to being fit for work and responsibility to your workmates.</p> <p>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.</p>	<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>
	Employers: Unengaged (14%)		
HIDDEN	Not included in the Quantitative work	The Hidden need education to be made aware of the rules and their rights as workers and they also need support e.g. an anonymous migrant helpline for advice, information etc.	

COMMERCIAL FISHING SECTOR

5.9 COMMERCIAL FISHING SEGMENTATION

In the Commercial Fishing sector, three of the workers’ segments differ from the sizes of the segments from the four WorkSafe NZ priority sectors combined (Agriculture, Manufacturing, Construction and Forestry). That is:

- **Pick and Mix Pragmatists:** this segment makes up 35% of the Commercial Fishing workers compared with 23% of the combined WorkSafe NZ priority sectors
- **Pressured Pick and Mixers:** this segment makes up 7% of the Commercial Fishing workers compared with 13% of the combined WorkSafe NZ priority sectors
- **Tick the Box Unengaged:** this segment makes up 34% of the Commercial Fishing workers compared with 41% of the combined WorkSafe NZ priority sectors.

5.9.1 Commercial Fishing Segmentation: Workers and Employers

		WORKERS	EMPLOYERS
MORE POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↑	PROACTIVE GUARDIAN	5% Proactive Guardians	11% Proactive Guardians
		Strong and uncompromising advocates of health and safety	
	PICK AND MIX PRAGMATISTS	35% Pick and Mix Pragmatists	39% 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)	7% Pressured Pick and Mixers	5% 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.
LESS POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↓	TICK THE BOX	34% Tick the Box Unengaged	39% 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
	RESISTING/ UNENGAGED	19% Resisting	7% 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: Commercial Fishing Workers (Proactive Guardian, n=26; Pick & Mix Pragmatists, n=182; Pressured Pick & Mixers, n=33; Tick the Box Unengaged, n=172; Resisting, n=101)

Base: Commercial Fishing Employers (Proactive Guardian, n=16; Pick & Mix Pragmatists, n=57; Dutiful Pick & Mixers, n=7; Tick the Box, n=57; Unengaged, n=10)

For Commercial Fishing employers, a difference in segment size can be found in the Unengaged segment; 7% compared with 14% of the combined four WorkSafe NZ high-risk sectors.

Variations of note from within the Commercial Fishing sector are:

Workers:

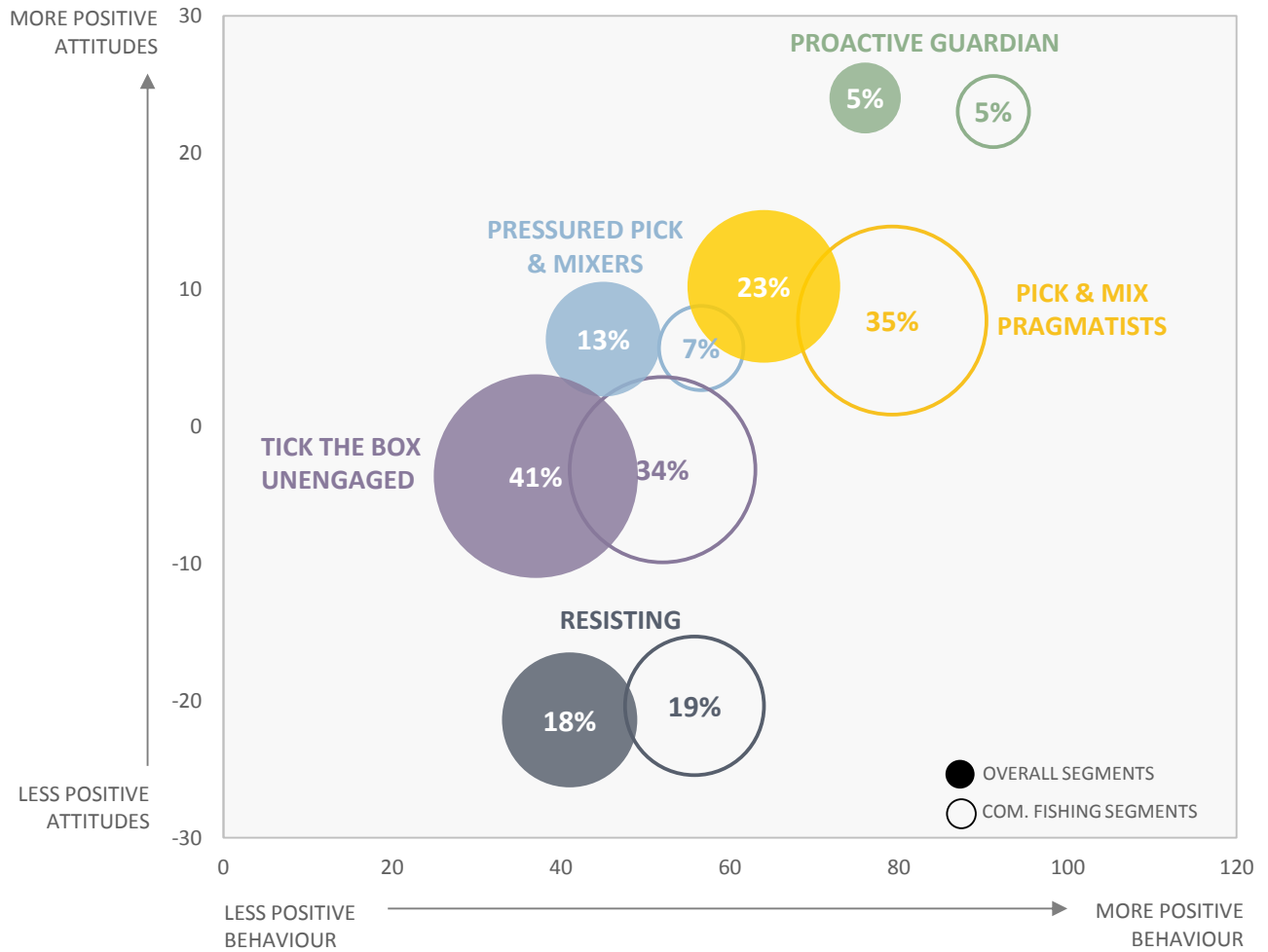
- 72% of the Resisting segment is workers from small size fishing companies (operating with 1-2 vessels) compared with 62% across the sector as a whole working for fishing companies of this size. Master/Skippers are also over-represented in this segment (comprising 69% of this segment cf. 52% across the sector) as are people who work alone (26% cf. 15% across the sector). A higher proportion of the people in the Resisting segment earn over \$100,000 per annum (25% cf. 17% across the sector)
- The Tick the Box Unengaged segment is more likely to contain workers working in large or very large fishing operations of eleven or more vessels (25% of this segment cf. 18% across the sector). It also contains an over-representation of workers in onshore aquaculture (10% cf. 6% overall) and factory hands (26% cf. 18% overall). People working on vessels of over 24 metres are also over-represented in this segment (38% cf. 27% overall).
- The Pick and Mix Pragmatist segment includes more of those working in Rock Lobster/Crab Potting (31% cf. 23% across the sector). This segment also contains an over-representation of Master/Skippers (62% cf. 52% across the sector) and those from small size fishing operations of 1-2 vessels (72% cf. 62% overall) and/or 2-5 people (54% cf. 43% across the sector)
- 28% of the Pressured Pick and Mixers work in vessel-based seafood processing compared with 10% across the sector. More of the people in this segment are based in Nelson (41% cf. 22% across the sector) and work in larger operations of 20 or more people (55% cf. 28% overall).

Employers:

- The Pick and Mix Pragmatists segment contains an over-representation of Auckland or Northland based employers (40% cf. 28%) and of employers with 1-5 employees (78% cf. 66%)
- The Tick the Box segment contains an over-representation of businesses with no employees (37% cf. 23% across the sector) and of employers that had difficulty recruiting people with the right skills in the past 12 months (45% cf. 33% across the sector).

The following two maps provide visual representations of the segments in the Commercial Fishing 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 5.4.1. These maps place the Commercial Fishing segments on the same maps as the segments of the average four WorkSafe NZ high-risk sectors combined. These comparisons appear to indicate that preventative actions are taken more consistently by workers and employers in Commercial Fishing compared with the average across the four WorkSafe NZ high-risk sectors.

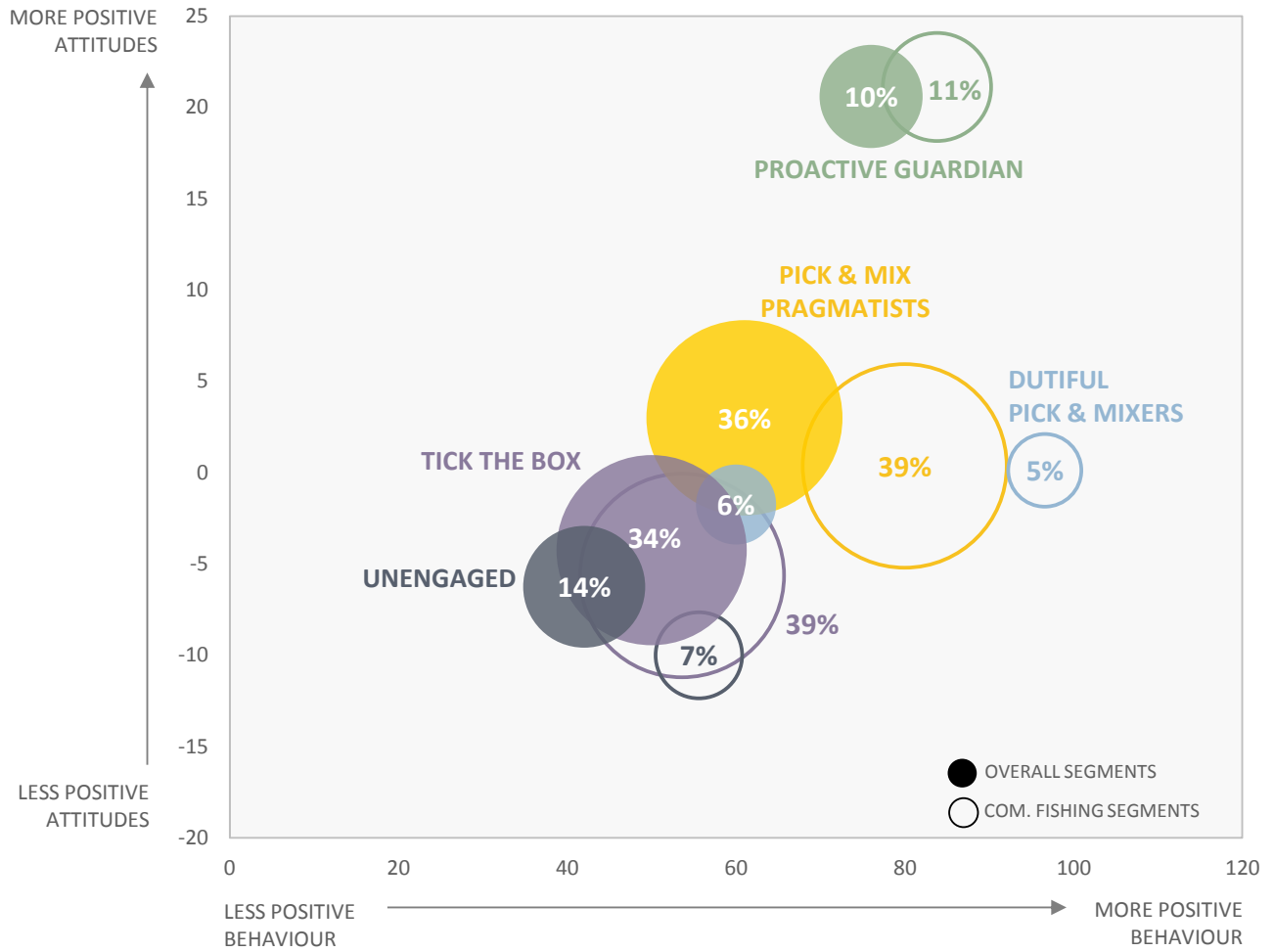
5.9.2 Workers' Segmentation: Overall vs. Commercial Fishing



Base: Commercial Fishing Workers (Proactive Guardian, n=26; Pick & Mix Pragmatists, n=182; Pressured Pick & Mixers, n=33; Tick the Box Unengaged, n=172; Resisting, n=101)

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)

1.9.3 Employers' Segmentation: Overall vs. Commercial Fishing



Base: Commercial Fishing Employers (**Proactive Guardian**, n=16; **Pick & Mix Pragmatists**, n=57; **Dutiful Pick & Mixers**, n=7; **Tick the Box**, n=57; **Unengaged**, n=10)

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 Programme 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 Commercial Fishing, 43% of workers and 65% of employers were certain they had noticed the FishSAFE Campaign
- 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.

The research sometimes 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** indicated that they were most likely to talk to their immediate boss or a Health and Safety representative at their workplace.

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.

6.1.1 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, a 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.

6.1.2 Top three places advice would be sought: Employers

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

Base: Employers

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

COMMERCIAL FISHING SECTOR

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

6.1.3 Where advice would be sought: Commercial Fishing Workers and Employers

WHERE ADVICE WOULD BE SOUGHT	WORKERS	EMPLOYERS
MY BOSS, VESSEL MASTER, VESSEL MANAGER, SKIPPER	55%	-
A GOVERNMENT AGENCY (E.G. WORKSAFE NZ, MARITIME NZ)	30%	70%
AN INDUSTRY ORGANISATION (E.G. NZ ROCK LOBSTER INDUSTRY COUNCIL, NZ FEDERATION OF COMMERCIAL FISHERMEN, NZ INDUSTRY TRAINING ORGANISATION)	28%	45%
A FRIEND WHO WORKS IN THE SAME INDUSTRY	27%	-
THE HEALTH AND SAFETY REP AT MY WORKPLACE/HEALTH AND SAFETY CONSULTANTS	24%	24%
SOMEONE IN MANAGEMENT (OTHER THAN MY BOSS)	18%	-
MY MENTOR / SOMEONE I WORK WITH THAT I TRUST	14%	-
A UNION / A UNION REPRESENTATIVE	7%	-
A TRADE SUPPLIER	3%	7%
MY ACCOUNTANT OR MY LAWYER	1%	7%
CITIZEN'S ADVICE BUREAU OR COMMUNITY LAW OFFICE	1%	-
OTHER EMPLOYERS	-	25%
I DON'T REALLY KNOW WHO I WOULD GO TO	4%	3%

Base: Workers from Commercial Fishing (n=504)

Base: Employers from Commercial Fishing (n=135)

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

There were some variations among **workers**, as follows:

- Workers particularly likely to look to their boss/skipper for advice were those working as a mate/bosun/deck officer (89% cf. 55% sector average), those managing or supervising three or more people (81%), those aged 25-34 years (75%), and those working in vessel-based seafood processing (also 75%)
- Workers in the central region were particularly likely to mention a government agency (43% cf. 30% sector average) or industry organisation (41% cf. 28% sector average) as one of their preferred sources of advice
- Workers in rock lobster and crab potting were particularly likely to mention an industry organisation (41% cf. 28% sector average)
- Workers in large operations of 11 or more vessels were the most likely to mention a union representative (20% cf. 7% sector average).

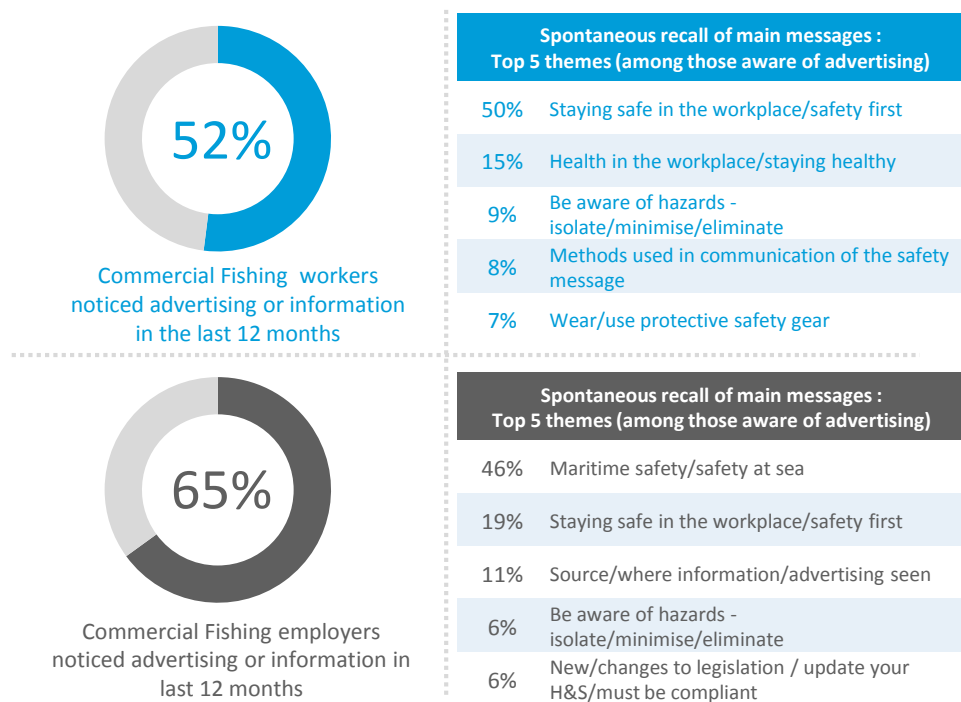
Among **employers**, those working in line fishing were more likely to mention a government agency as a good source of advice (83% cf. 70% sector average) as were those in the Central region (88%). Industry organisations such as the Federation of Commercial Fishermen were more likely to be regarded as a good source of advice by smaller businesses with one to five employees (52% cf. 45% sector average) and those who had been in operation 20 years or more (53%).

6.2 AWARENESS OF INFORMATION AND ADVERTISING

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, 52% of Commercial Fishing **workers** and 65% of Commercial Fishing **employers** indicated that they had.

6.2.1 Unprompted Awareness of Advertising or Information: Commercial Fishing Workers and Employers



Base: Workers in Commercial Fishing (n=494), Workers in Commercial Fishing who noticed advertising (n=260)

Base: Employers in Commercial Fishing (n=127), Employers in Commercial Fishing who noticed advertising (n=83)

Q: Whether they have noticed advertising about improving or supporting Health and Safety in the last 12 months & what they think were the main messages

When those who noticed information or advertising were asked to explain the main messages in their own words, many simply provided generic comments about staying safe or healthy in the workplace. Being aware of hazards was mentioned as the main message by 9% of workers and by 6% of employers, wearing or using

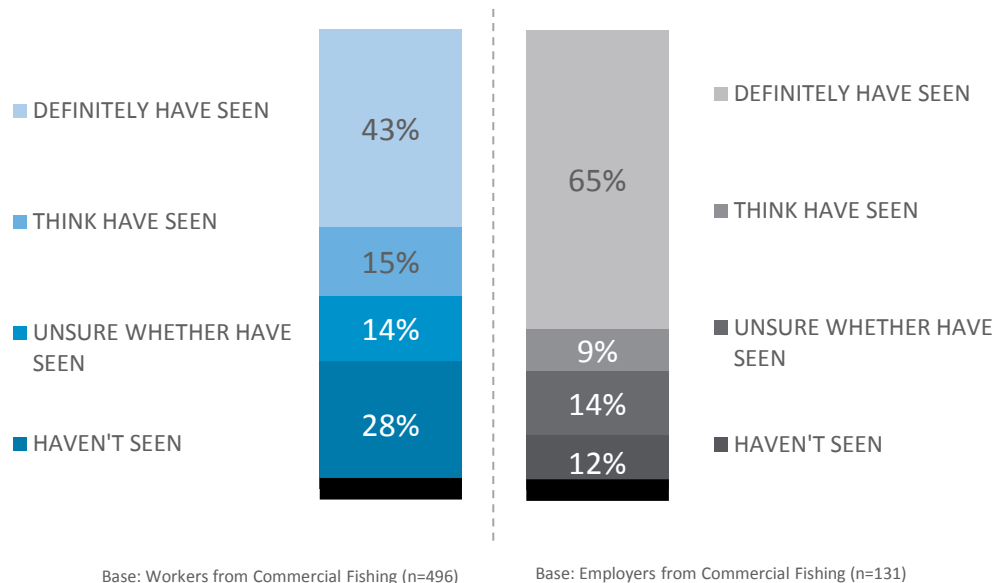
protective safety gear was mentioned by 7% of workers and 4% of employers and education and training were mentioned by 6% of workers and 5% of employers. Looking out for yourself and looking out for your mates were each mentioned by 6% of workers but only 1% of employers mentioned looking out for themselves/individual responsibility for safety.

Prompted Recall

Later in the survey, respondents were prompted about the **FishSAFE** campaign. They were told that the campaign ran from 2004 to 2012 and focused on improving safety on-board New Zealand fishing vessels through a programme of workshops, training, support and one-on-one coaching by “mentors” who were experienced fishing industry representatives.

With this description, 43% of Commercial Fishing workers and 65% of employers were certain they had seen or heard something about this campaign.

6.2.2 Awareness FishSAFE: Workers and employers



Q: Have you seen or heard anything from this campaign (FishSAFE)

Awareness of the campaign was higher among **workers** who managed or supervised one to two or three or more people (with 51% and 55% respectively certain they had seen or heard it) and those working in fish trawling, seining and netting (54%).

Among **employers**, awareness of the campaign was higher among those who had been operating for 20 years or more (75%) and those working in fish trawling (77%).

Awareness of FishSAFE campaign

6.2.3 Where FishSAFE campaign seen or heard: Workers and employers

MEDIUM	WORKERS	EMPLOYERS
MARITIME NZ	41%	44%
MAGAZINE	36%	33%
IT WAS DISCUSSED AT WORK	36%	24%
INDUSTRY BODY (E.G. NEW ZEALAND FEDERATION OF COMMERCIAL FISHERMEN OR THE MARINE TRANSPORT ASSOCIATION NEW ZEALAND)	31%	59%
INDUSTRY TRAINING ORGANISATION	30%	27%
BROCHURE/PAMPHLET/INFORMATION SHEET	21%	18%
MAIL	18%	24%
ACCIDENT COMPENSATION CORPORATION	15%	19%
ON A WEBSITE	6%	13%
DID A COURSE/WORKSHOP	5%	3%
ONLINE ADVERTISING	3%	6%
DON'T KNOW	2%	1%

Base: Workers from Commercial Fishing who definitely/think saw advertising (n=295)

Base: Employers from Commercial Fishing who definitely/think saw advertising (n=97)

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

Employers aware of the campaign were most likely to mention an industry body as a source of awareness (59%, cf. 31% of workers). The other sources identified were very similar overall to the sources identified by workers although discussions at work were less likely to be mentioned by employers (24%) than by workers (36%).

Awareness of the campaign among **workers** who thought or were certain they had seen or heard it was most commonly attributed to Maritime NZ (41%), a magazine (36%) or discussions at work (also 36%).

Among workers, magazines were more likely than average to be mentioned as a source of awareness by those aged 45 to 54 (45%), of Māori ethnicity (49%) and those not managing or supervising anyone (50%).

Discussions at work were more likely than average to be mentioned by those managing or supervising three or more people (51%), those working with migrant workers (61%), those working 51 hours or more per week (45%), those working in fish trawling (44%), and those working as a mate/bosun/deck skipper (56%).

While industry bodies were a source of awareness for 31% overall, this was higher among those aged 55 years or more (44%).

Actions taken

Those respondents who had seen or heard the **FishSAFE** 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 an increased awareness of the importance of safety issues, better hazard identification and better avoidance of hazards and dealing with them if they occur.

Workers in medium and large operations were particularly likely to indicate there had been a positive culture change towards safety (57% and 62% respectively) and those in large operations were particularly likely to state they were more likely to report hazards (63%).

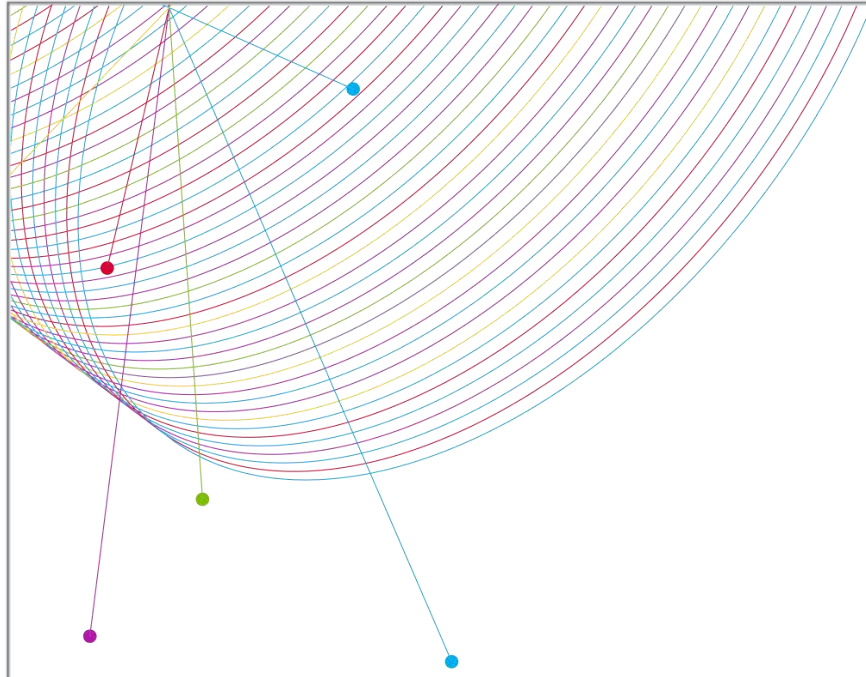
6.2.4 Changes made as a result of seeing/hearing FishSAFE campaign: Workers and Employers

CHANGES	WORKERS	EMPLOYERS
I/we have an increased awareness of the importance of safety issues	58%	66%
I am/we are better at identifying hazards	51%	54%
I am/we are better at avoiding hazards and dealing with them if they occur	46%	55%
There has been a positive culture change towards safety at my work/my business	43%	39%
I am/we are more likely to report hazards	42%	36%
I have not done anything differently because I was/we were already doing it all	17%	15%
I intend to make changes to the way I/we work	2%	2%
Nothing	2%	-

Base: Workers from Commercial Fishing who definitely/think saw advertising (n=292)

Base: Employers from Commercial Fishing who definitely/think saw advertising (n=95)

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



SECTION 7: PERCEPTIONS OF MARITIME NZ

7 PERCEPTIONS OF MARITIME NZ

In this section, we consider the level of awareness and knowledge of Maritime NZ that exists among workers and employers. (Respondents in the four WorkSafe NZ priority sectors were asked about their awareness and knowledge of WorkSafe NZ.)

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 Maritime NZ and felt they knew something about this organisation. It also measured the ways in which respondents had been in contact with Maritime NZ. If a Maritime NZ Officer had visited their workplace or vessel, they were also asked the extent to which they were satisfied with that experience.

Respondents were also asked how likely they felt it was that their workplace would be visited by a Maritime Officer 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 Maritime Officer will be tracked over time.

Finally, questioning was included that aimed to get a steer on where workers and employers believed the focus should be to improve worker Health and Safety in Commercial Fishing.

CROSS-SECTOR VIEW

7.1 AWARENESS AND KNOWLEDGE OF MARITIME NZ/WORKSAFE NZ

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

- As would be expected given WorkSafe NZ's recent launch, awareness and knowledge of Maritime NZ was considerably higher among workers in Commercial Fishing compared with awareness and knowledge of WorkSafe NZ among the other four WorkSafe NZ high-risk sectors. Some 30% of Commercial Fishing **workers** professed to know *a lot* about Maritime NZ and a further 31% felt they knew *quite a lot*
- Forestry workers (30% cf. 14% across the four WorkSafe NZ high-risk sectors) were more likely to know at least **quite a lot** about WorkSafe NZ compared with WorkSafe NZ's three other high-risk sectors
- 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.

7.1.1 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=501)	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%	27%	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?

In 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.

For WorkSafe NZ, levels of awareness were highest in Forestry and lowest in Manufacturing. In the 'Other' sector, one in five employers had not even heard of WorkSafe NZ.

7.1.2 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, the survey also asked workers whether or not they were aware of some of the ways in which Maritime NZ (or WorkSafe NZ as appropriate) 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 knew that the organisation had a toll-free 0800 number.

This question was just asked of those workers who indicated they at least knew a little bit about an organisation (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.

As can be seen, awareness among workers in the Commercial Fishing sector that Maritime NZ could be contacted for each purpose was considerably higher than that for WorkSafe NZ among the four WorkSafe NZ high-risk sectors.

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.

7.1.3 Knowledge about contacting WorkSafe NZ/Maritime NZ: Workers

% YES	AGRICULTURE (n=609)	CONSTRUCTION (n=619)	FORESTRY (n=378)	MANUFACTURING (n=708)	COMMERCIAL FISHING (n=514)	OTHER SECTOR (n=923)
To make a complaint about health and safety	36%	41%	49%	25%	63%	27%
To get information or advice on health and safety	45%	49%	53%	31%	68%	34%
To ask for an inspector to visit a workplace if you thought it was unsafe	33%	38%	46%	21%	59%	20%
Through a toll-free 0800 phone number	29%	28%	36%	20%	53%	22%

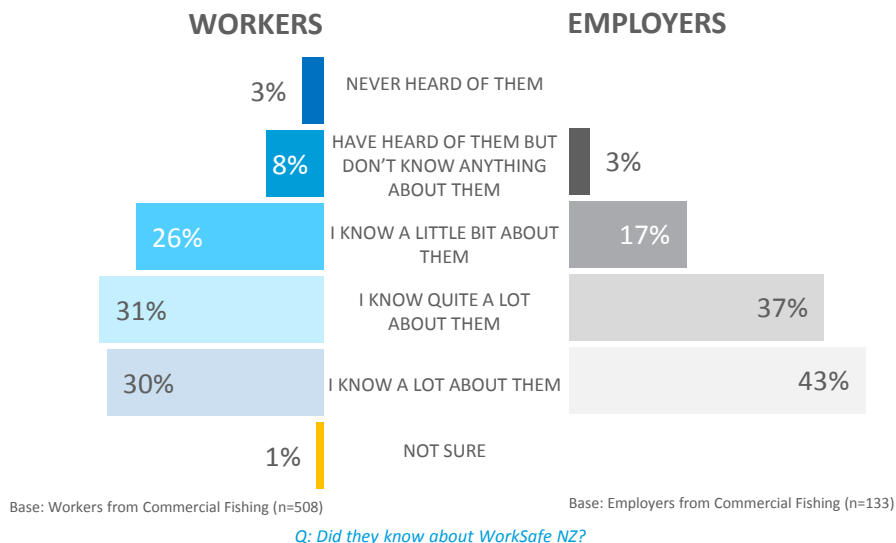
Base: Workers

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

COMMERCIAL FISHING SECTOR

In the Commercial Fishing sector, the level of awareness and knowledge of Maritime NZ was relatively high. Three in ten (30%) workers and 43% of employers claimed to know **a lot** about them, and 31% of workers and 37% of employers claimed to know **quite a lot**. Only 3% of workers had never heard of Maritime NZ, while all employers had at least heard of them. Awareness among **workers** that Maritime NZ could be contacted for each of the purposes tested was also relatively high.

7.1.4 Awareness of and familiarity with Maritime NZ: Workers and Employers



Among **workers**, awareness and knowledge of Maritime NZ was higher among those working as a master/skipper (80% knew quite a lot/a lot cf. 61% across the sector) or engineer (89% cf. 61% across the sector) and lower among factory hands (22% cf. 61%).

Among **employers**, awareness and knowledge was higher among those working in fish trawling (56% knew a lot about Maritime NZ cf. 43% knowing a lot about this organisation across the sector).

CROSS-SECTOR VIEW

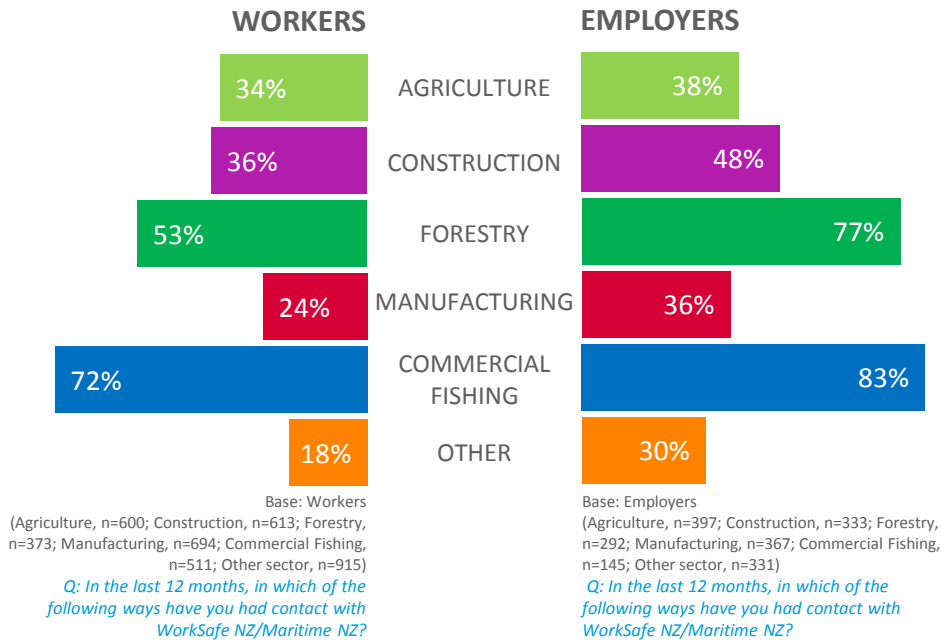
7.2 CONTACT WITH MARITIME NZ/WORKSAFE NZ

Those respondents who knew at least a little about Maritime NZ (or WorkSafe NZ in the case of the other four WorkSafe NZ high-risk sectors) 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 high-risk sectors, a third of workers and 41% of employers had had contact with WorkSafe NZ in the past 12 months. Seventy two percent of Commercial Fishing workers and 83% of employers had had contact with Maritime NZ in the same time period.

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.

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

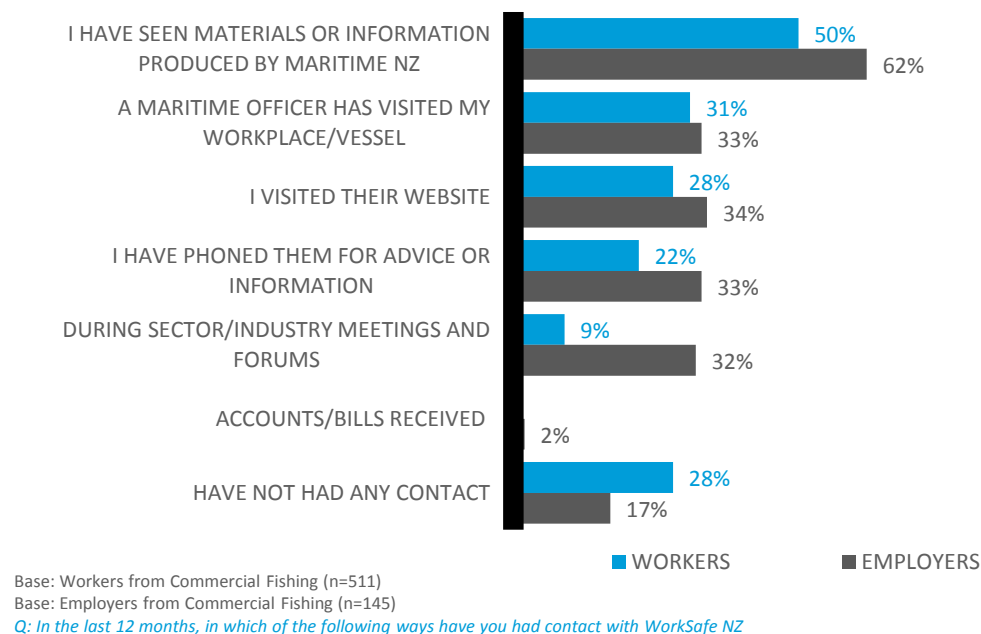


COMMERCIAL FISHING SECTOR

In total, 72% of Commercial Fishing workers and 83% of employers had had some form of contact with Maritime NZ in the past 12 months.

Seeing Maritime NZ materials or information emerged as one of the main sources of contact with Maritime NZ (for 50% of workers and 62% of employers), while around one in three workers and employers had had contact via a Maritime Officer visiting their workplace or vessel (31% of workers and 33% of employers). Slightly less common methods of contact were via the Maritime NZ website (28% of workers and 34% of employers) or by phoning for advice or information (22% of workers and 33%), while 32% of employers had had contact during sector/industry meetings or forums.

7.2.2 Contact with Maritime NZ in past 12 months: Commercial Fishing Workers and Employers



Workers who managed or supervised one to two people were particularly likely to have phoned Maritime NZ for advice (36%), seen their materials or information (61%) or had a visit from a Maritime Officer (45%). Those working as a master/skipper were more likely than other types of workers to have had contact with Maritime NZ in a number of ways (e.g. via their website; 40% cf. 28% of workers overall). Twenty nine percent of factory hands stated they had not had any contact with Maritime NZ in the past 12 months (cf. 14% of workers overall) and a further 40% of factory hands did not answer this question as they indicated earlier they knew nothing about Maritime NZ.

Among **employers**, those aged 30-49 years old were more likely to have visited the Maritime NZ website (55%) as were those working in fish trawling (54%).

CROSS-SECTOR VIEW

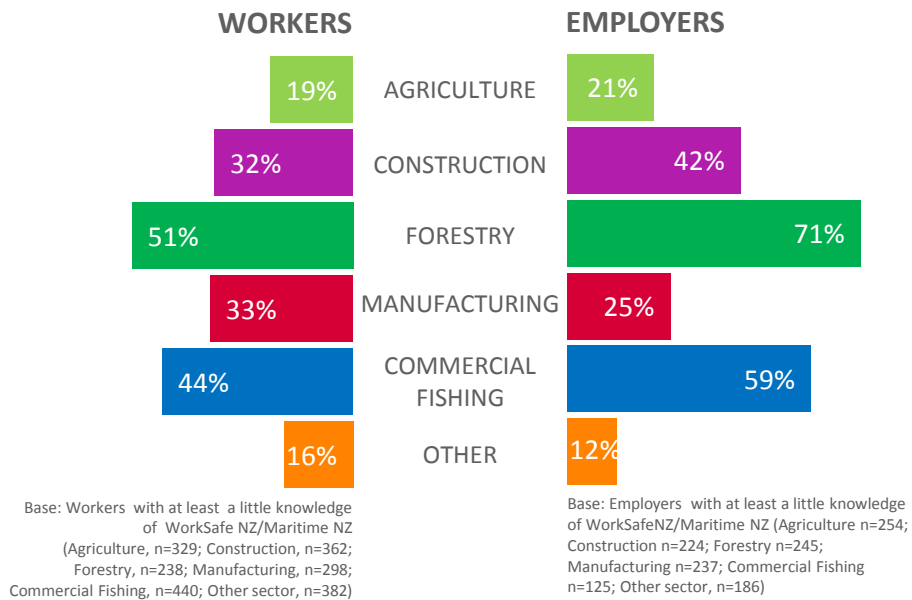
7.3 LIKELIHOOD OF INSPECTOR VISITING

Those respondents who knew at least a little about Maritime NZ (or WorkSafe NZ) were asked how likely they thought it was that a Maritime NZ Officer (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, 44% of the workers who knew at least a little about Maritime NZ felt that a visit was likely (4-5 on the 5-point scale) while 28% considered it to be unlikely (1-2). Among employers, 59% felt a visit was likely and 19% 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 officer visiting. The Agriculture sector was less inclined to consider an inspection likely, as was the '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

COMMERCIAL FISHING SECTOR

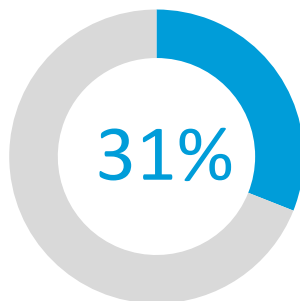
Thirty-one percent of workers and 33% of employers in Commercial Fishing indicated that a Maritime NZ officer had visited their workplace in the previous 12 months.

Those workers and employers who had had contact with Maritime NZ via a Maritime Officer visiting their workplace or vessel were then asked how satisfied they were with the experience. Eighty percent of workers and 90% of employers were satisfied with the visit, including 35% of workers and 39% of employers being **very satisfied**. There was very little dissatisfaction in either group of respondents.

The pattern of response was similar across the various sub-groups.

When the comments of those who opted to provide a comment about the visit were analysed, those who had a positive experience mentioned that the Officer was helpful and provided good advice, that the Officer understood their issues and concerns and/or that the Officer was friendly and approachable. The few people with negative views of the visit commented on the need to consider the financial consequences to operators in the fishing industry and/or that visits were a waste of time and money.

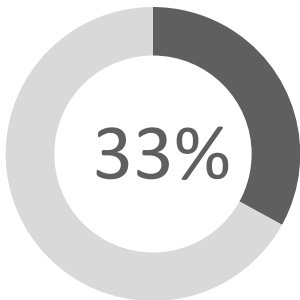
7.3.2 Satisfaction with Commercial Fishing Maritime Officers



Base: Workers from Commercial Fishing (n=511)
Q: Has a Maritime NZ officer visited your workplace in the past 12 months?



Base: Workers who had a Maritime NZ Officer visited their workplace (n=155)
Q: How satisfied were you with the experience when the officer last visited your business?



Base: Employers from Commercial Fishing (n=145)
Q: Has a Maritime NZ officer visited your workplace in the past 12 months?



Base: Employers who had a Maritime NZ Officer visited their workplace (n=41)
Q: How satisfied were you with the experience when the officer last visited your business?

COMMERCIAL FISHING SECTOR

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

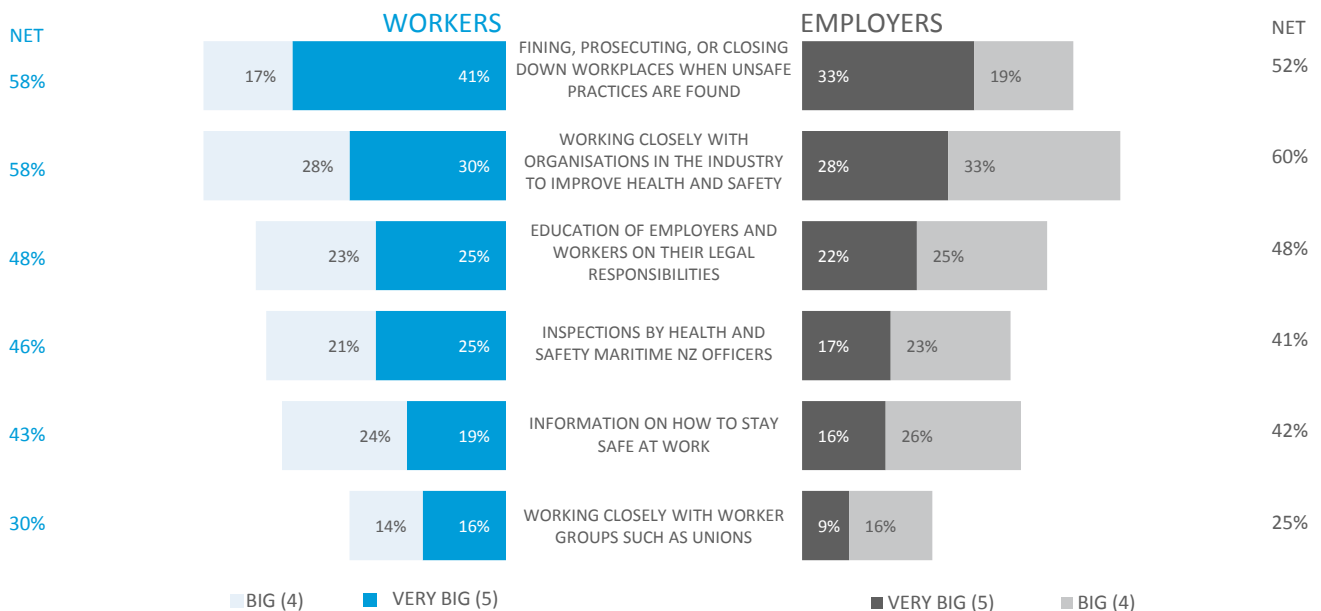
All respondents were asked to consider how much of an impact each of a number of initiatives would have on improving workplace Health and Safety in Commercial Fishing if Maritime NZ was to focus on that initiative. They responded using a 5-point scale ranging from **no impact** through to **very big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

The two interventions most likely to be perceived as having a big or very big impact by both workers and employers were fining, prosecuting or closing down workplaces when unsafe practices are found, and working closely with organisations in the industry to improve health and safety.

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 (41%) and employers (33%).

7.4.1 Perceived likely impact of Maritime NZ increasing its focus on various interventions: Commercial Fishing Workers and Employers



Base: Workers from Commercial Fishing (n=487-493)

Base: Employers from Commercial Fishing (n=131-133)

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

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

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

These 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: Commercial Fishing Workers

WHAT COULD IMPROVE SAFETY?	WORKERS
PROPER TRAINING FOR THE JOB/FAMILIARISATION WITH THE EQUIPMENT	9%
ENCOURAGE PERSONAL RESPONSIBILITY	5%
AWARENESS AND MANAGEMENT OF HAZARDS	5%
EDUCATION – EDUCATE WORKERS AND MANAGEMENT ON SAFE PRACTICES AND LEGAL RIGHTS AND RESPONSIBILITIES	4%
DRUG AND ALCOHOL POLICY	4%
GREATER LEVEL OF INSPECTION OF WORK SITES (INCL. ON BOARD FISHING VESSELS)	3%
MAKE HEALTH AND SAFETY MORE AFFORDABLE TO BUSINESSES - INCLUDE HEALTH & SAFETY REQUIREMENTS IN QUOTES/REDUCE ACC LEVIES/PAY BUSINESS OWNERS MORE FOR THEIR PRODUCTS	3%
HEALTH AND SAFETY COURSES/WORKSHOPS (INCL COMPETITIVELY PRICED/MANDATORY)	3%
HEALTH AND SAFETY AWARENESS AND PAYING ATTENTION TO SAFE WORK PRACTICES	3%
HEALTH AND SAFETY COURSES/WORKSHOPS (INCL COMPETITIVELY PRICED/MANDATORY)	3%
KEEPING ALERT (INCL FATIGUE MANAGEMENT)	3%
ENCOURAGE USE OF COMMON SENSE	3%
PROVIDE A SAFE WORKPLACE FOR STAFF	2%
I AM VERY COMFORTABLE AND CONFIDENT ABOUT HEALTH AND SAFETY IN MY WORKPLACE	2%
LESS PRESSURE TO MEET HIGH PRODUCTION TARGETS	2%
CONTINUED COMMUNICATION/REMINDERS OF HAZARDS/SAFE WORK PRACTICES/HEALTH AND SAFETY ISSUES	2%
HAVE A VIABLE/WORKABLE HEALTH & SAFETY POLICY - CLEAR/CONCISE/RELEVANT RULES	2%
USE EXPERIENCED WORKERS WITH GOOD SAFETY RECORD TO COMMUNICATE/IMPLEMENT REALISTIC PRACTICES	2%
DON'T NEED TOO MANY LAYERS/TOO EXPENSIVE FOR SMALLER OPERATORS. MORE PAPER WORK AND RUNNING COSTS	2%
EMPLOYERS/OWNERS/MANAGERS TO BE MORE ACCOUNTABLE/TAKE MORE RESPONSIBILITY FOR THE SAFETY OF THEIR WORKERS	2%
PROVISION/MAINTENANCE OF APPROPRIATE SAFETY GEAR	2%
REVIEW WAGE STRUCTURE	2%
PROVISION OF READILY AVAILABLE INFORMATION	2%
REGULAR UPDATES/REFRESHER COURSES ON HEALTH AND SAFETY	2%
CHANGE THE "SHE'LL BE RIGHT" CULTURE IN THE WORKPLACE	2%
PENALISE/PROSECUTE EMPLOYERS/ EMPLOYEES FOR FAILURE TO FOLLOW SAFE WORK PRACTICES	2%
NOT WAVING A BIG STICK THREATENING CONSEQUENCES	2%

Base: Workers from the Commercial Fishing Sector (n=484)

Note – only 2% or more results are reported

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

As can be seen, the most common theme to emerge from Commercial Fishing **workers** was to have proper training for the job and familiarisation with equipment. In addition, workers wanted personal responsibility for keeping safe to be encouraged, they wanted more awareness of and management around hazards, more education and an effective drug and alcohol policy.

When **employers** were asked the same question, the most common theme to emerge was the need for an effective drug and alcohol policy. Some employers raised concerns about the compliance burden on small operators, the perceived ‘waving a big stick’ approach to compliance and the need for education and mentoring.

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

WHAT COULD IMPROVE SAFETY?	EMPLOYERS
DRUG AND ALCOHOL POLICY	8%
DON'T NEED TOO MANY LAYERS/TOO EXPENSIVE FOR SMALLER OPERATORS/PAPERWORK AND RUNNING COSTS	6%
EDUCATION - EDUCATE WORKERS AND MANAGEMENT ON SAFE PRACTICES AND THEIR LEGAL RIGHTS AND RESPONSIBILITIES	5%
NOT WAVING A BIG STICK THREATENING CONSEQUENCES	5%
VISITS/MENTORING BY HEALTH & SAFETY REPRESENTATIVES	5%
ENCOURAGE USE OF COMMON SENSE	5%
PROPER TRAINING FOR THE JOB/FAMILIARISATION WITH THE EQUIPMENT	5%
AWARENESS AND MANAGEMENT OF HAZARDS	5%
HAVE A VIABLE/WORKABLE HEALTH & SAFETY POLICY - CLEAR/CONCISE/RELEVANT RULES	4%
ENCOURAGE PERSONAL RESPONSIBILITY	4%
HEALTH AND SAFETY COURSES/WORKSHOPS (INCL COMPETITIVELY PRICED/MANDATORY)	4%
BETTER CALIBRE OF EMPLOYEES (MORE EXPERIENCED, SKILLED, TRAINED)	3%
BETTER RETURNS/MORE PROFITABILITY (INCLUDING RAISING RATES FOR FISHERMEN	3%
EMPLOYERS/OWNERS/MANAGERS TO BE MORE ACCOUNTABLE/TAKE MORE RESPONSIBILITY FOR THE SAFETY OF THEIR WORKERS	3%

Base: Employers from Commercial Fishing (n=131)

Note – only 3% or more results are reported

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

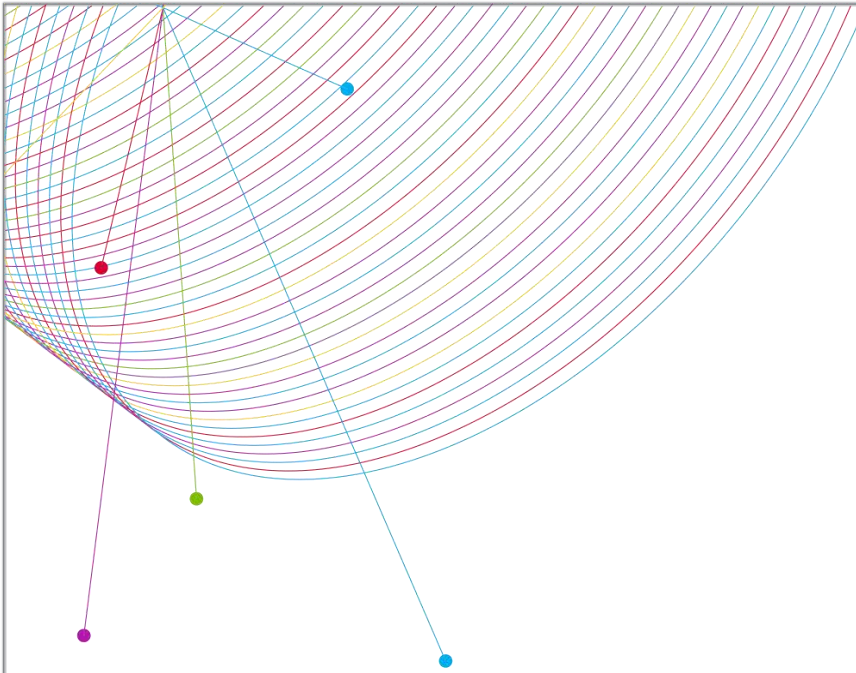
Groups of workers of concern

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

Just a small number of Commercial Fishing employers raised concerns in this context.

The two groups identified most frequently were:

- Youths/apprentices mentioned by 4% of Commercial Fishing 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
- Drug users/drugs in the workplace (mentioned by 5%); including mention of legal highs/drug testing of all workers required/alcohol/ workers drinking late at night.



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 workers in the Commercial Fishing sector, it will be important to emphasise the contribution of staying healthy and safe at work to maintaining a good work/life balance, making good money and/or maintaining a regular income. For employers, the importance of having a business that complies with laws and regulations also needs to be emphasised (along with providing support to ensure the business is compliant and able to manage the cost of compliance).

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 majority of workers feel they have a **very big** personal responsibility for Health and Safety. However, this should really be universal and is slightly lower among Commercial Fishing workers than workers in the other risk sectors. In Commercial Fishing, the boat owner/operator/master/ skipper is seen most strongly as having a very big responsibility for workers' Health and Safety and it is important that this perception does not work to discourage workers from taking personal responsibility.

A potential lack of acting responsibly in Commercial Fishing is evident from other findings in this research. For example, despite most workers expressing confidence that they know how to keep safe and well at work, many respondents indicate that either they or their workmates at least occasionally take risks such as working when overtired or when sick or injured, making a mistake through being distracted or working in adverse conditions when work should have been stopped.

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 companies in the industry, industry bodies and machinery and vehicle manufacturers that supply the industry), could be stronger.

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

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

This research supports the conclusion drawn from the qualitative stage and the work carried out by Valerie Braithwaite that responsive dialogue, where open communication across all levels in an organisation leads to identifying problems and fixing them, is a main driver of workers' capacity to self-manage safety issues. It also supports the conclusion that perceptions of bosses not caring can lead to a disregard for safety in the workplace.

In the Commercial Fishing sector, those workers who had experienced a near miss 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 near miss incident.

In this 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 that could be focused on, where perceptions are currently less positive, are praising and rewarding safe behaviour, supervisors never being seen to turn a blind eye to workers taking short cuts or risks and ensuring workers know they would be fully supported if they suggested stopping work because of a potential hazard.

Maritime 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.

This 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. While the Commercial Fishing sector is perhaps better in this regard than some of the other risk sectors, there is nevertheless considerable room for improvement. For example, among Commercial Fishing workers who had had a near miss, these had been recorded in just 29% of cases. Among Commercial Fishing businesses where a worker had had a near miss, 54% had recorded these near misses. 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 Commercial Fishing. 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 five Commercial Fishing 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 when overtired or in adverse conditions) occur in workplaces at least occasionally in Commercial Fishing and the other risk sectors. 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 in 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 Commercial Fishing employers (4%) 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.

Research results from across the four WorkSafe NZ risk sectors support 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 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.

The situation appears different among Commercial Fishing, where employers and workers appear to have a relatively consistent picture of the types of harms occurring in the sector. This may be the result of the nature of the work where employers will often be in close proximity to workers, or it may be the result of perhaps a greater focus on health issues in this sector than others.

Maritime NZ is a well-known and respected regulator of Health and Safety.

Maritime NZ is well known in the sector, with one notable exception being factory hands in Commercial Fishing where awareness and knowledge is considerably lower. Workers and employers who have had a Maritime NZ Officer visit in the past 12 months have almost all been satisfied with the experience. Employers in the sector

identify a government agency as one of the best sources of advice available to them. The issues relating to the regulator that emerge, predominantly in open comments, appear to be around the cost and burden of compliance and around the perception held by some of too much of a threatening or 'big stick' approach.

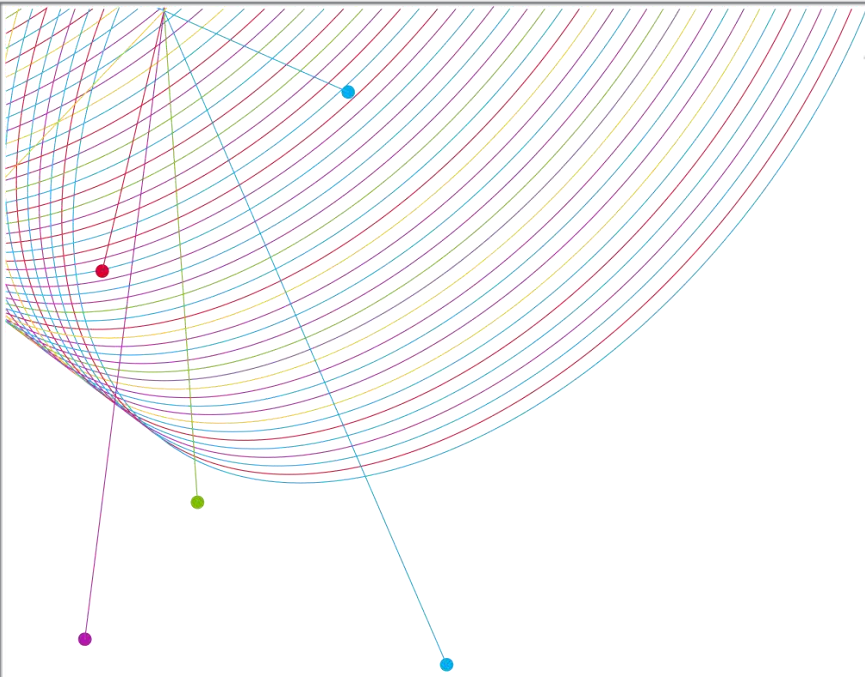
Workers and employers are receptive to communications.

The FishSAFE campaign, despite being run two years ago, provides encouraging signs in terms of the level of awareness it still has and the actions those aware 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 this campaign. Most employers who had seen the FishSAFE campaign also indicated they had made changes on the basis of that campaign.

In the open comments made, 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.

There appears to be a need to provide assistance with drug and alcohol policies in the Commercial Fishing sector.

In the open comments, the need for drug and alcohol policies was spontaneously raised by some employers and workers in the sector. While the behaviour of workers in this sector does not appear to be any worse than other risk sectors (workers are no more likely to mention that they or their workmates work while stoned or hung-over) perhaps the nature of Commercial Fishing work means that there is a need for stronger or consistent policies across the sector.



9. APPENDIX I: SAMPLE DESCRIPTION

9 APPENDIX I: SAMPLE DESCRIPTION

Sample description

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

9.1.1 Sample description: Workers by sector

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

* Region is defined as follows:

Northern includes: Northland, Auckland

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

Southern includes: Wellington plus all of the South Island

9.1.2 Sample Description: Employers

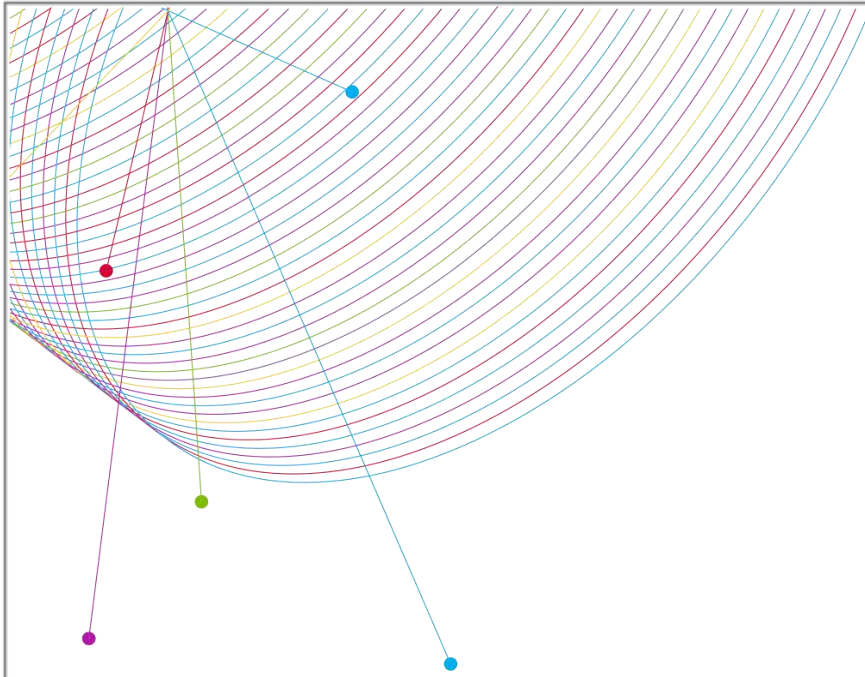
	AGRICULTURE	CONSTRUCTION	FORESTRY	MANUFACTURING	COMMERCIAL FISHING	OTHER SECTOR
WEIGHTED %						
# OF EMPLOYEES						
NONE	14	13	11	7	23	7
1 TO 5 EMPLOYEES	69	52	38	45	66	57
6 TO 9 EMPLOYEES	6	16	22	16	4	13
10 TO 19 EMPLOYEES	6	10	18	11	-	12
20 TO 49 EMPLOYEES	3	5	8	11	1	4
50 TO 99 EMPLOYEES	1	2	2	5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

* Region is defined as follows:

Northern includes: Northland, Auckland

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

Southern includes: Wellington plus all of the South Island



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.

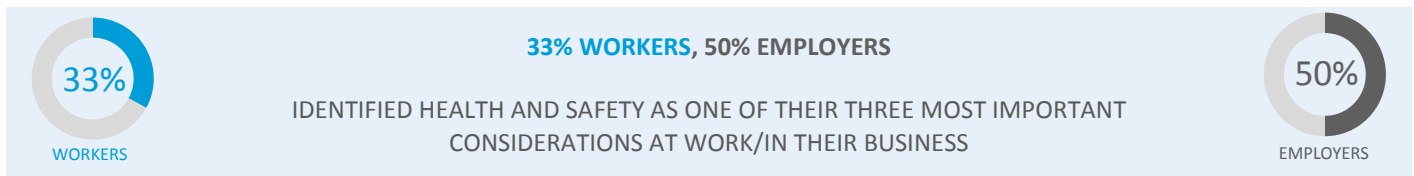
The presence and effectiveness of these five factors impact on safe routines being institutionalised in the workplace and also on the ability of individual workers to manage their own Health and Safety and that of others.

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.

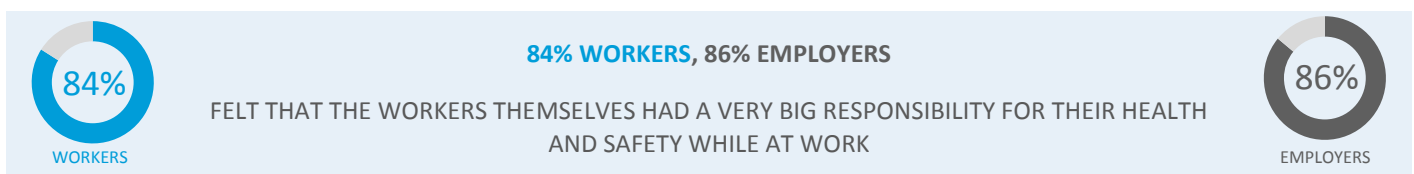
10.2 WORKPLACE HEALTH AND SAFETY IN CONTEXT

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.



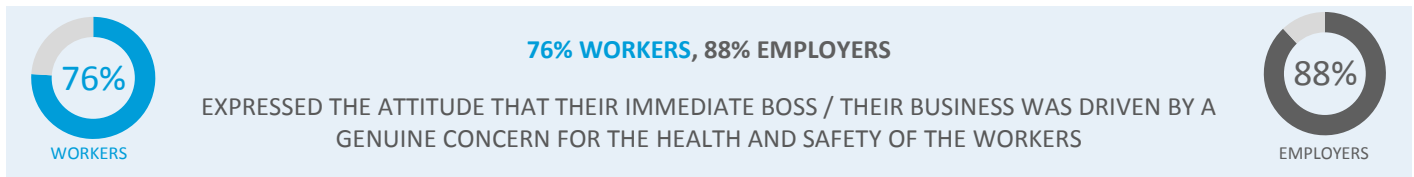
Pride in doing a good job was a particularly important motivation for many workers, as was achieving a good work/life balance and having a regular income. Among employers, keeping workers healthy and safe was a very important motivation across all the high-risk sectors, but strongest among Forestry employers.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



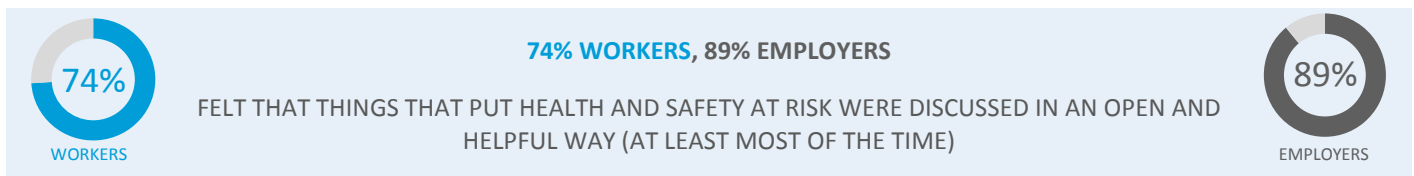
Following the workers themselves, the immediate boss was felt to have a very big responsibility, while the government's role was seen as more supportive than leading (some responsibility rather than a very big responsibility).

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



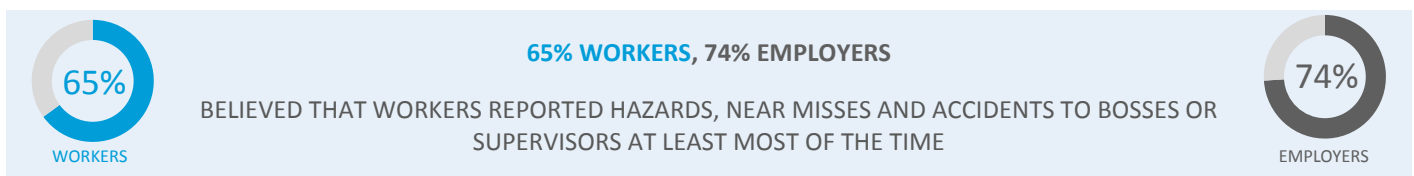
Overall, workers and employers in the high-risk sectors were positive about the leadership shown by their immediate bosses/throughout their business. One area where leadership was weaker across all sectors was in relation to praising or rewarding positive Health and Safety behaviour; just 45% of workers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



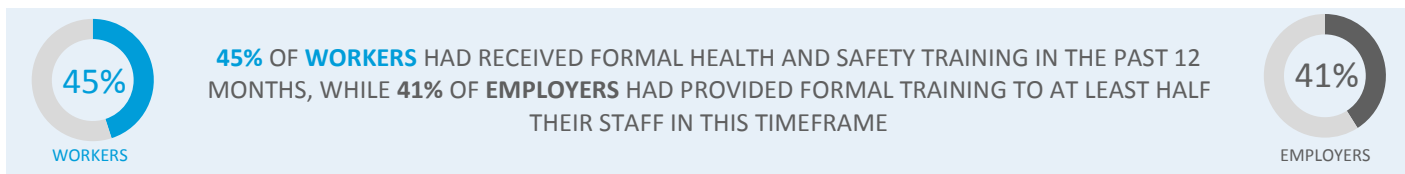
Both workers and employers expressed generally favourable opinions about their workplaces or businesses across a number of indicators. However, shared determination from the boss down was less evident to workers than other aspects of responsive dialogue, while nearly one in five workers suggested that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

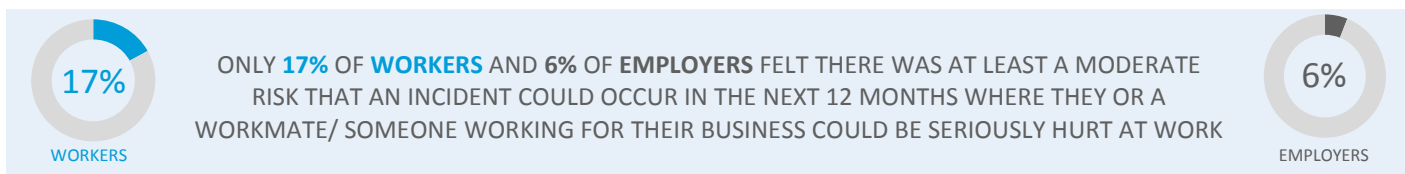
The Forestry sector is leading the way currently in terms of working to ingrain a Health and Safety culture into the workplace. This seems most evident in the area of responsive dialogue, where Forestry workers and employers were more likely to indicate there was a concern for safety from the top down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

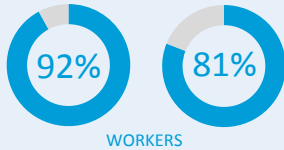
10.3 KNOWLEDGE, UNDERSTANDING AND BEHAVIOURS AROUND OF RISK

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%).

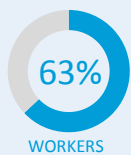


92% OF WORKERS WERE CONFIDENT THEY HAD THE KNOWLEDGE AND SKILLS TO KEEP THEMSELVES SAFE AT WORK AND **81%** WERE CONFIDENT THEY HAD THE KNOWLEDGE AND SKILLS TO AVOID LONG-TERM HEALTH PROBLEMS THROUGH WORK.

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.



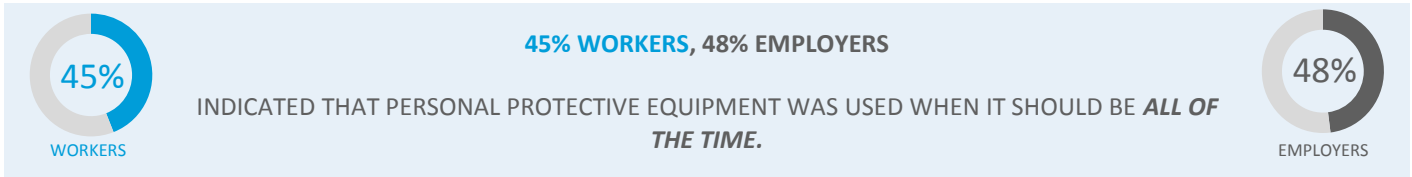
43% WORKERS, 38% EMPLOYERS

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

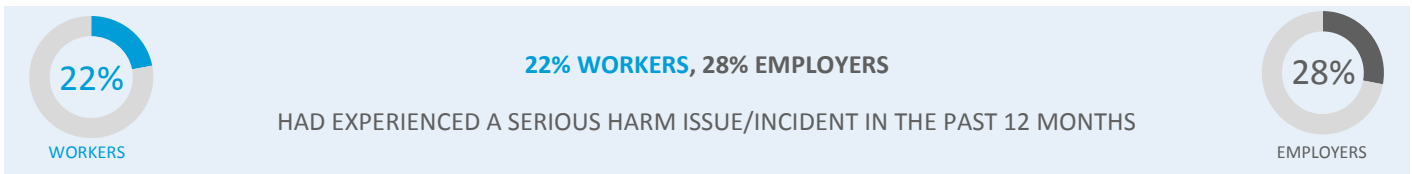


Taking appropriate **preventative action** helps reduce the risk of incidents or their impact if they do occur.

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	
LESS POSITIVE ATTITUDES ABOUT HEALTH & SAFETY ↓	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
	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.

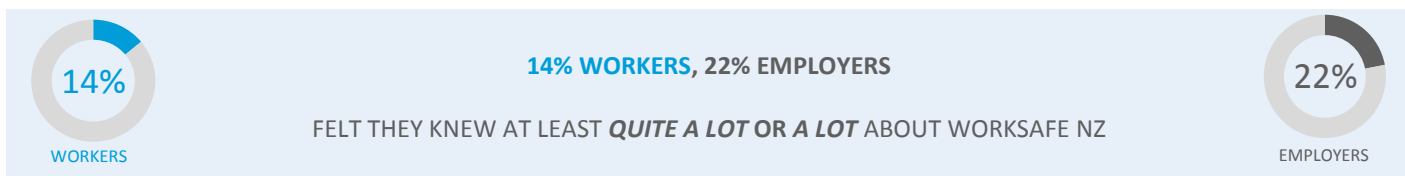
Awareness of the campaigns tested in this benchmark was at a good level with the exception of the Safe Use of Machinery Campaign in Manufacturing. The proportion **certain** they had seen each campaign was as follows:

- 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.

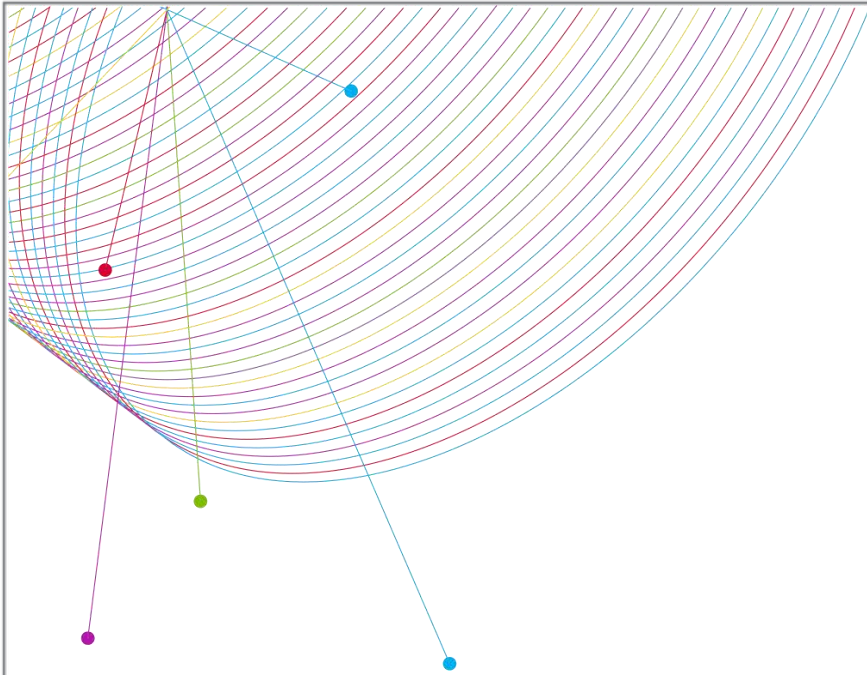


Overall, 83% of workers and 90% of employers had heard of WorkSafe NZ. While awareness was high, knowledge was quite limited with most workers and employers having simply heard of WorkSafe NZ and having no knowledge or just professing to know a little bit about this organisation.



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

WORKSAFE
NEW ZEALAND | HAKI RAUMARU
AOTEAROA

Nā te rere moana Aotearoa
MARITIME
NEW ZEALAND

WORKING IN NEW ZEALAND SURVEY 2014



New Zealand Government

Thank you for agreeing to take part in this important survey for Maritime New Zealand and 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 on vessels to catch, harvest or process fish / seafood for commercial purposes. If you do not work in commercial fishing, please tick this box and go straight to Q55.

How to fill in the survey:

You will need to circle an answer like this		Or like this				
	Please circle one 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	1
Working without pay in a family business	2
Self-employed and not employing others	3
An employer of others in your own business – but you also do the day to day work you employ others to do	4
<i>Note:</i> Please complete this survey from the viewpoint of a person working in the commercial fishing industry rather than as an employer	
An employer of others – but you don't do the day to day work you employ others to do (See note below)	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 Q55.

Q2 Where do you work?

Please circle all that apply

Rock lobster and crab potting	1
Prawn fishing	2
Longline Fishing (i.e. bottom longline, trot line, dropper (Dan Line), surface long line)	3
Fish trawling, seining and netting	4
Other fishing	5
Rack aquaculture	6
Offshore caged aquaculture	7
Onshore aquaculture (i.e. a tidal facility serviced by a harvesting vessel at high tide)	8
Vessel based seafood processing	9
Other (please write in) _____	10

Q3 What do you mainly do?

Please circle all that apply

Master/Skipper	1
Mate/Bosun/deck officer	2
Deckhand	3
Chief Engineer	4
Engineer	5
Factory hand	6
Factory technician	7
Other (please write in) _____	8

Q4 What is the size of the fishing operation you work in?

Please circle one answer

Small operation 1-2 vessels	1
Medium operation - 3-10 vessels	2
Large operation - 11-19 vessels	3
Very large operation - 20 or more vessels	4

Q5 What is the size of vessel you normally work on?

Please circle one answer

Under 6 metres	1
6-12 metres	2
13-24 metres	3
Over 24 metres	4

- Q6** 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 <u>one</u> 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

- Q7** How many workers do you manage or supervise in your day to day work?

	Please circle <u>one</u> answer
None	1
1-2	2
3-5	3
6-9	4
10 or more	5

- Q8** 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 <u>one</u> answer
Yes	1
No	2
Don't know	3

- Q9** How many years have you worked in the commercial fishing industry?

	Please circle <u>one</u> 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

Q10 What would be the average time you spend on board a vessel in a typical trip?

Please circle one answer

Fewer than 8 hours	1
8-12 hours	2
13-24 hours	3
Longer than 24 hours	4
I haven't worked on a boat in the last month	5
The average time varies considerably	6

Q11 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

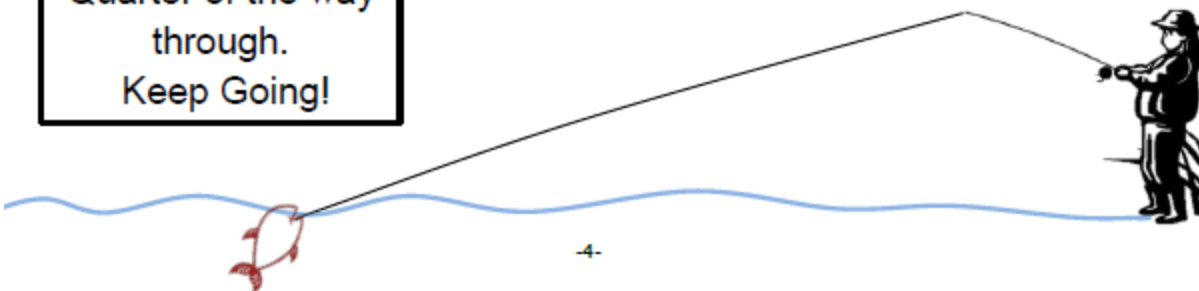
Less than 20 hours	1
20-30 hours	2
31-40 hours	3
41-50 hours	4
51-60 hours	5
61 hours or more	6

Q12 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

Quarter of the way
through.
Keep Going!



- Q13** 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 commercial fishing?

Please circle one answer

Yes	1
No	2
Not sure	3

→ Go to Q15

- Q14** Please write down what you think are the main messages of the information or advertising you saw:
(Please be as detailed as possible)

SECTION B: Working in Commercial Fishing

These next questions are about the commercial fishing industry.

- Q15** How does the risk of people getting seriously hurt in commercial fishing 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 commercial fishing is	1	2	3	4	5	<input type="checkbox"/>

- Q16** As far as you know, how are people working in commercial fishing most likely to get seriously hurt at work?

Please circle up to three only

When using/operating machinery	1
From repetitive tasks	2
From manual handling (lifting, twisting)	3
From slips, trips or falls	4
From handheld tools / sharp instruments e.g. knives	5
From falling overboard	6
When a vessel collides, sinks or capsizes	7
Injuries received from fish	8
Other (please write in)	9
Don't know	10

Q17	As far as you know, what long-term health problems (lasting 6 months or more) are people working in commercial fishing 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 fish	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?

These 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.

Q18 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"/>

Q19

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 permanent damage to your body (such as breathing problems like asthma, hearing loss, disease or illness)	1	
A health problem that resulted in severe temporary damage to your body 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 Q21
None of these	14	
Would rather not say	15	

Q20

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 accident or near miss register	5
The hazard, or cause of my injury, was written into a hazard register	6
The hazard, or cause of my injury, was written onto a hazard board	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

Q21 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	<input type="checkbox"/> 1	→ Go to Q23
1	<input type="checkbox"/> 2	
2-5 times	<input type="checkbox"/> 3	
More than 5 times	<input type="checkbox"/> 4	
Don't know / can't remember	<input type="checkbox"/> 5	→ Go to Q23

Q22 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	<input type="checkbox"/> 1
It was reported to my boss / a manager but nothing happened	<input type="checkbox"/> 2
It was reported to my boss / a manager and action was taken as a result	<input type="checkbox"/> 3
It was reported to the workers	<input type="checkbox"/> 4
It was written into an accident or near miss register	<input type="checkbox"/> 5
The hazard, or cause of my near miss, was written into a hazard register	<input type="checkbox"/> 6
The hazard, or cause of my near miss, was written onto a hazard board	<input type="checkbox"/> 7
I got into trouble with my boss / someone in management	<input type="checkbox"/> 8
We talked about how to stop it happening again	<input type="checkbox"/> 9
I / we changed the way we did something to stop it happening again	<input type="checkbox"/> 10
I / we got more training	<input type="checkbox"/> 11
Other (please write in) _____	<input type="checkbox"/> 12
Don't know / can't remember	<input type="checkbox"/> 13
Would rather not say	<input type="checkbox"/> 14

Q23 What happened the last time you noticed a **new hazard** at work?

Please circle all that apply

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

SECTION D: Your views on health and safety

Q24 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"/>

Q25 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)

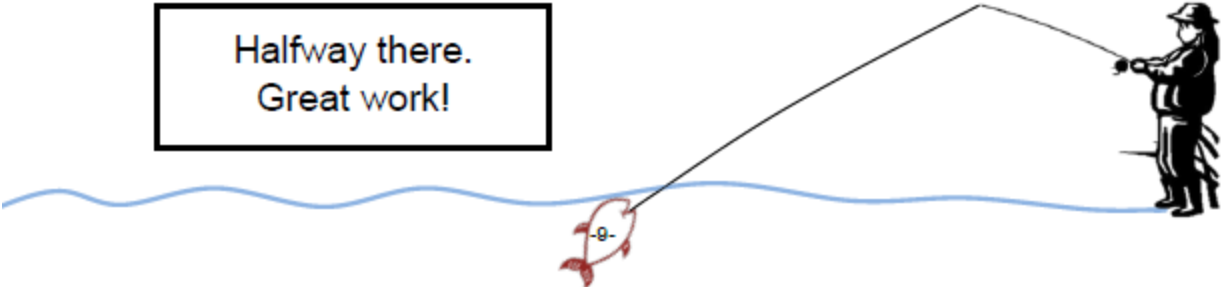
Very low risk				Very high risk	Tick if don't know
1	2	3	4	5	<input type="checkbox"/>

Q26 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 boat owner/ operator/ master/ skipper	1	2	3	4	5	<input type="checkbox"/>
8 Industry bodies (e.g. Federation of Commercial Fishermen, Corporate Sector Safety Forum, Rock Lobster Industry Council)	1	2	3	4	5	<input type="checkbox"/>
9 Companies in the industry (e.g. Sanfords, Talleys, Sealord)	1	2	3	4	5	<input type="checkbox"/>

Halfway there.
Great work!



Q27

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"/>

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

(Remember your answers are confidential)

Please circle **one** answer for each of the 10 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"/>

Q29 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.

Q30 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 bosses / supervisors	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
2 Workers report hazards, near misses and accidents to workmates	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
3 Management report 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"/>

Q31 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.

Q32 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

Q33 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

Q34 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. NZ Rock Lobster Industry Council, NZ Federation of Commercial Fishermen, NZ Industry Training Organisation, The Marine Transport Association NZ, Maritime NZ)	2
A Government agency (e.g. WorkSafe, Maritime NZ)	3
A trade supplier	4
My accountant or my lawyer	5
A friend who works in the same industry	6
My boss, vessel master, vessel manager, skipper	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

Q35

FishSAFE was a safety programme that ran from 2004 to 2012. It focused on improving safety on board New Zealand fishing vessels through a programme of workshops, training, support and one-on-one coaching by "mentors" who were experienced fishing industry representatives. 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 Q38

Q36

Where did you see or hear of this campaign?

Please circle all that apply

Magazine	1
Mail	2
Online advertising	3
On a website	4
It was discussed at work	5
Brochure/pamphlet/information sheet	6
Industry training organisation	7
Industry body (such as New Zealand Federation of Commercial Fishermen or The Marine Transport Association New Zealand)	8
Accident Compensation Corporation	9
Maritime NZ	10
Other (please write in) _____	11
Don't know	12

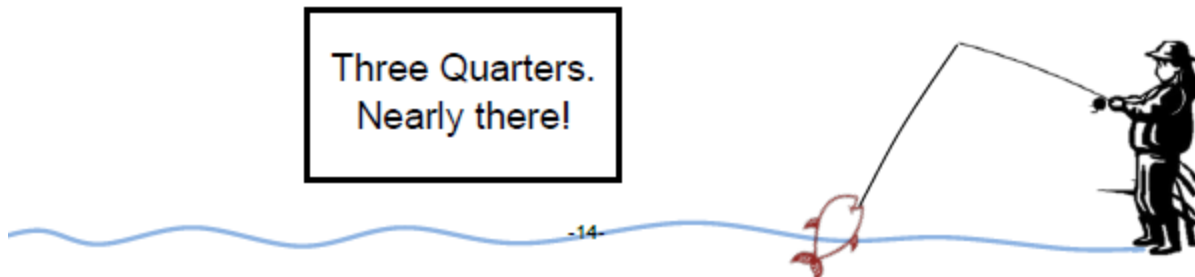
Q37

Which, if any, of the following things have happened as a result of the campaign?

Please circle all that apply

There has been a positive culture change towards safety at my work	1
I have an increased awareness of the importance of safety issues	2
I am better at identifying hazards	3
I am more likely to report hazards	4
I am better at avoiding hazards and dealing with them if they occur	5
I intend to make changes to the way I work	6
I have not done anything differently because it is too hard or costs too much	7
I have not done anything differently because I was already doing it all	8
Other (please write in) _____	9

Three Quarters.
Nearly there!



SECTION G: About Maritime NZ

Q38 Before this survey, what, if anything, did you know about the organisation called Maritime New Zealand?

Please circle one answer

- Never heard of them before this survey 1 → Go to Q44
- 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

Q39 In the last 12 months, in which of the following ways have you had any contact with Maritime NZ?

Please circle all that apply

- 1 I visited their website
- 2 I have phoned them for advice or information
- 3 I have seen materials or information produced by Maritime NZ → Go to Q42
- 4 During sector/industry meetings and forums
- 5 A Maritime Officer has visited my workplace / vessel
- 6 Other (please write in) _____ → Go to Q42
- 7 Have not had any contact with Maritime NZ

Q40 Taking everything into consideration, how satisfied were you with the experience when the officer last visited your workplace?

(Please circle one answer)

Very dissatisfied	Dissatisfied	Neither satisfied not dissatisfied	Satisfied	Very satisfied	Tick if doesn't apply
1	2	3	4	5	<input type="checkbox"/>

Q41 If you would like to add a comment about the officer's visit, things that you were particularly happy with and/or dissatisfied with, please write below:

Q42 How likely do you think it is that a Maritime Officer will visit at your workplace / vessel 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"/>	<input type="checkbox"/>

Q43 Did you know that you can contact Maritime 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 officer to visit a workplace if you thought it was unsafe	1	2
4 On a free phone number	1	2

Q44 Maritime New Zealand is responsible for improving workplace health and safety. If Maritime NZ 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 commercial fishing?

Please circle one answer for each of the 6 statements

	No Impact					Very big impact	Tick if don't know
	1	2	3	4	5		<input type="checkbox"/>
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 Inspections by health and safety Maritime Officers	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 organisations in the industry to improve health and safety (e.g. Federation of Commercial Fishermen, Rock Lobster Industry Council)	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"/>

Q45 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)

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 commercial fishing.

Q46 Are you...

Please circle one answer

Male	1
Female	2

Q47 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

Q48 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

Q49 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

Q50 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

Q51 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

Q52 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

Q53 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?



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.

- Q54** 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, Maritime NZ 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

- Q55** 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:

Phone number:

Email:

**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.acnonline.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 16 GB 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 AONIelsen (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.

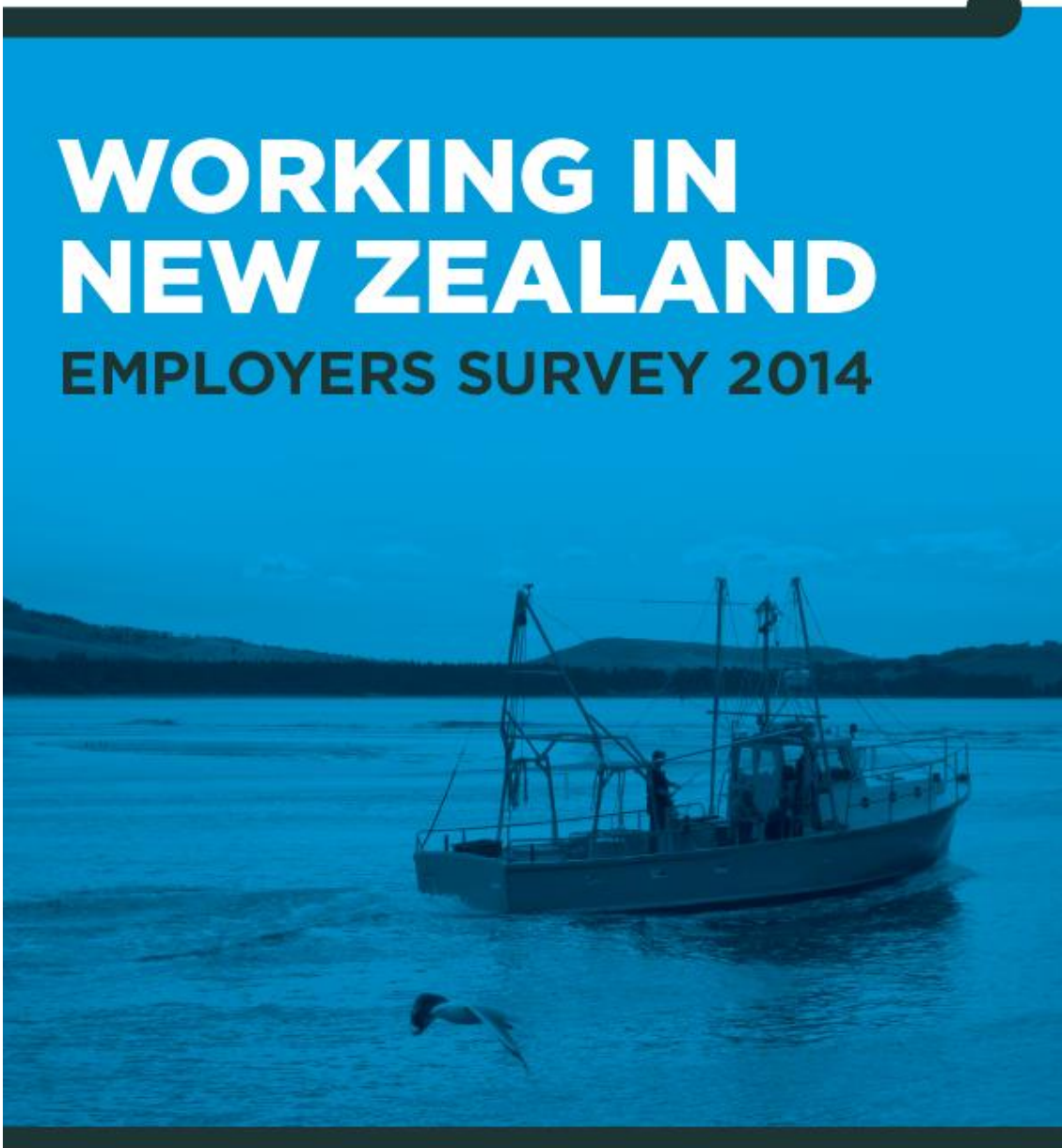
An abstract graphic in the top left corner consisting of numerous thin, curved lines in various colors (red, blue, green, purple) that fan out from a point on the left towards the right. Some lines are straight, while others are curved. There are also several colored dots (red, blue, green, purple) scattered around the lines, some connected to them by thin lines.

12. APPENDIX IV: EMPLOYERS' QUESTIONNAIRE

12 APPENDIX IV: EMPLOYERS' QUESTIONNAIRE



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 <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 → 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 below
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	<input checked="" type="radio"/> 1	→ Go to Q6
1-5	<input type="radio"/> 2	
6-9	<input type="radio"/> 3	
10-19	<input type="radio"/> 4	
20 or more	<input type="radio"/> 5	

- Q5** And which countries have these migrant workers come from?
(Please circle all that apply)

Australia	<input type="checkbox"/> 1	Samoa	<input type="checkbox"/> 10
China	<input type="checkbox"/> 2	South America	<input type="checkbox"/> 11
Cook Islands	<input type="checkbox"/> 3	Thailand	<input type="checkbox"/> 12
Fiji	<input type="checkbox"/> 4	Tonga	<input type="checkbox"/> 13
Germany	<input type="checkbox"/> 5	UK (other than Ireland)	<input type="checkbox"/> 14
India	<input type="checkbox"/> 6	Ukraine	<input type="checkbox"/> 15
Indonesia	<input type="checkbox"/> 7	USA	<input type="checkbox"/> 16
Ireland	<input type="checkbox"/> 8	Other (please write in)	<input type="checkbox"/> 17
Korea	<input type="checkbox"/> 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	<input type="radio"/> 1
Slightly difficult	<input type="radio"/> 2
Difficult	<input type="radio"/> 3
Very difficult	<input type="radio"/> 4
Not applicable - did not try to recruit any staff	<input type="radio"/> 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 What kind of work does your business do?

(Please circle all that apply)

Rock lobster and crab potting	1	Rack aquaculture	6
Prawn fishing	2	Offshore caged aquaculture	7
Longline fishing (i.e. bottom longline, trot line, dropper (Dan Line), surface long line)	3	Onshore aquaculture (i.e. a tidal facility serviced by a harvesting vessel at high tide)	8
Fish trawling, seining and netting	4	Vessel based seafood processing	9
Other fishing	5	Other (please write in)	10

Q8 Which of the following best describes the size of your fishing business?

Please circle one answer

Small operation 1-2 vessels	1
Medium operation - 3-10 vessels	2
Large operation - 11-19 vessels	3
Very large operation - 20 or more vessels	4

Q9 Which of the following best describes the size of vessels in your fishing business?

Please circle all that apply

Under 6 metres	1
6-12 metres	2
13-24 metres	3
Over 24 metres	4

Q10 What would be the average time your workers spend on board a vessel in a typical trip?

Please circle one answer

Fewer than 8 hours	1
8-12 hours	2
13-24 hours	3
Longer than 24 hours	4
The average time varies considerably	5

Q11 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
Making sure there is enough work in the pipeline	2
Growing the business / improving the profitability of the business	3
Keeping workers healthy and safe while at work	4
Being a great place to work for all people in the business	5
Continually improving the business to maximise productivity	6
Ensuring the business complies with laws and regulations	7
Being an innovative business	8
Being an environmentally-friendly business	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

Q12 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 → Go to Q14
Not sure	3

Q13 Please write down the main messages of the information or advertising you have noticed:
(Please be as detailed as possible)

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

- Q14 How does the risk of people getting seriously hurt in commercial fishing 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 commercial fishing is....	1	2	3	4	5	<input type="checkbox"/>

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

Please circle up to three only

When using / operating machinery	1
From repetitive tasks	2
From manual handling (lifting, twisting)	3
From slips, trips or falls	4
From handheld tools / sharp instruments e.g. knives	5
From falling overboard	6
When a vessel collides, sinks or capsizes	7
Injuries received from fish	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 commercial fishing 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 fish	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.

Q17 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"/>

Q18 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	→ Go to Q2:
Don't know	14	
Would rather not say	15	

Q19 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"/>

Q20 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"/>

Q21 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, Maritime NZ, 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

Q22 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	<input checked="" type="checkbox"/> 1	→ Go to Q24
1	2	
2-3	3	
4-5	4	
6-10	5	
11-20	6	
More than 20	7	
Don't know	<input checked="" type="checkbox"/> 8	
Would rather not say	<input checked="" type="checkbox"/> 9	→ Go to Q24

Q23 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

Q24 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

Q25 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"/>

Q26 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
Don't know	3
Would rather not say	4

→ Go to Q28

- Q27 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 or maritime officer	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.

- Q28 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

Q29 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	2	3	4	5	<input type="checkbox"/>
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 boat owner / operator / master / skipper	1	2	3	4	5	<input type="checkbox"/>
8 Industry bodies (e.g. Federation of Commercial Fishermen, Corporate Sector Safety Forum, Rock Lobster Industry Council)	1	2	3	4	5	<input type="checkbox"/>
9 Companies in the industry (e.g. Sanfords, Talleys, Sealord)	1	2	3	4	5	<input type="checkbox"/>

Q30 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	2	3	4	5
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

- Q31** 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						

- Q32** 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 4 statements

	Strongly disagree				Strongly agree	Tick if don't know
1	1	2	3	4	5	<input type="checkbox"/>
Management and workers work in partnership to ensure everyone is safe at work						
2	1	2	3	4	5	<input type="checkbox"/>
Our business encourages our workers to speak up if they feel something is unsafe						
3	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						
4	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						

Q33 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.

Q34 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"/>

Q35 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"/>

Q36 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

Q37 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 <u>one</u> 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.

Q38 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. Rock Lobster Industry Council, NZ Federation of Commercial Fishermen)	1
A Government agency (e.g. WorkSafe, Maritime NZ)	2
A trade supplier	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

- Q39** FishSAFE is a safety programme that ran from 2004 to 2012. It offered free, one-day safety training workshops and safety guidelines and information for fishing operators.

Have you 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 Q42 |
| No I haven't seen it | 4 | |

- Q40** Where did you see or hear of this campaign?

Please circle all that apply

- | | |
|---|----|
| Magazine | 1 |
| Mail | 2 |
| Online advertising | 3 |
| On a website | 4 |
| It was discussed at work | 5 |
| Brochure / pamphlet / information sheet | 6 |
| Industry training organisation | 7 |
| Industry body (e.g. New Zealand Federation of Commercial Fishermen or The Marine Transport Association New Zealand) | 8 |
| Accident Compensation Corporation | 9 |
| Maritime NZ | 10 |
| Other (please write in) _____ | 11 |
| Don't know | 12 |

- Q41** Which, if any, of the following things have happened in your business as a result of seeing this campaign?

Please circle all that apply

- | | |
|--|---|
| There has been a positive culture change towards safety at my business | 1 |
| We have an increased awareness of the importance of safety issues | 2 |
| We are better at identifying hazards | 3 |
| We are more likely to report hazards | 4 |
| We are better at avoiding hazards and dealing with them if they occur | 5 |
| We intend to make changes to the way we work | 6 |
| We have not done anything differently because it is too hard or costs too much | 7 |
| We have not done anything differently because we were already doing it all | 8 |
| Other (please write in) _____ | 9 |

SECTION G: About Maritime NZ

Q42 Before this survey, what, if anything, did you know about the organisation called Maritime New Zealand?

Please circle one answer

Never heard of them before this survey	1	→ Go to Q48
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 Q48

Q43 In the last 12 months, in which of the following ways have you had any contact with Maritime NZ?

Please circle all that apply

I visited their website	1	→ Go to Q46
I have phoned them for advice or information	2	
I have seen materials produced by Maritime NZ	3	
During sector / industry meetings and forums	4	
A Maritime Officer has visited my workplace	5	
Have not had any contact with Maritime NZ	6	→ Go to Q46
Other (please write in) _____	7	

Q44 Taking everything into consideration, how satisfied were you with the experience when the officer last visited your business?
(Please circle one answer)

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	Tick if doesn't apply
1	2	3	4	5	<input type="checkbox"/>

Q45 If you would like to add a comment about the officer's visit, things that you were particularly happy with and / or dissatisfied with, please write below:

Q46 How likely do you think it is that a Maritime Officer will visit your business / vessel 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"/>

Q47 Did you know that you can contact Maritime NZ ...

Please circle one answer for each of the 5 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 officer to visit your business if you thought it was unsafe	1	2
4 On a free phone number	1	2

Q48 Maritime New Zealand's role is to promote a safe, secure and clean maritime environment for all commercial and recreational activities on water, and to minimize the impact of maritime incidents and accidents on New Zealand and its people.

If Maritime NZ 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 commercial fishing?

Please circle one answer for each of the 6 statements

	No impact					Very big impact	Tick if don't know
	1	2	3	4	5		
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 Inspections by health and safety Maritime Officers	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 organisations in the industry to improve health and safety (e.g. Federation of Commercial Fishermen, Rock Lobster Industry Council)	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"/>	

Q49 Thinking about all the things covered in this survey, what could make the most difference to improve safety in commercial fishing?

(Please be as detailed as possible)

No comment (please tick box)

- Q50** 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)

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 commercial fishing.

- Q51** Are you...

Please circle one answer

Male	1
Female	2

- Q52** 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

- Q53** What region or regions is your business in?

(Please circle all that apply)

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

Q54 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

Q55 How many separate sites / branches does your business operate in New Zealand?

(Note: these are not sites your business may be working on but sites that your business leases or owns)

Please circle one answer

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

Q56 On how many sites / fishing vessels 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

Q57 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.

- Q58** 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, Maritime NZ 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

- Q59** 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:

Phone number:

Email:

**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.acnonline.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 Prezy 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, L8 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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