

March 2025

Retaining seasonal workers?

Research and Insights Forum presentation



IDI disclaimer

These results are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) which is carefully managed by Stats NZ. For more information about the IDI please visit <https://www.stats.govt.nz/integrated-data/>.

The results are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes, and is not related to the data's ability to support Inland Revenue's core operational requirements.

Access to the data used in this study was provided by Stats NZ under conditions designed to give effect to the security and confidentiality provisions of the Data and Statistics Act 2022. The results presented in this study are the work of the author, not Stats NZ or individual data suppliers.

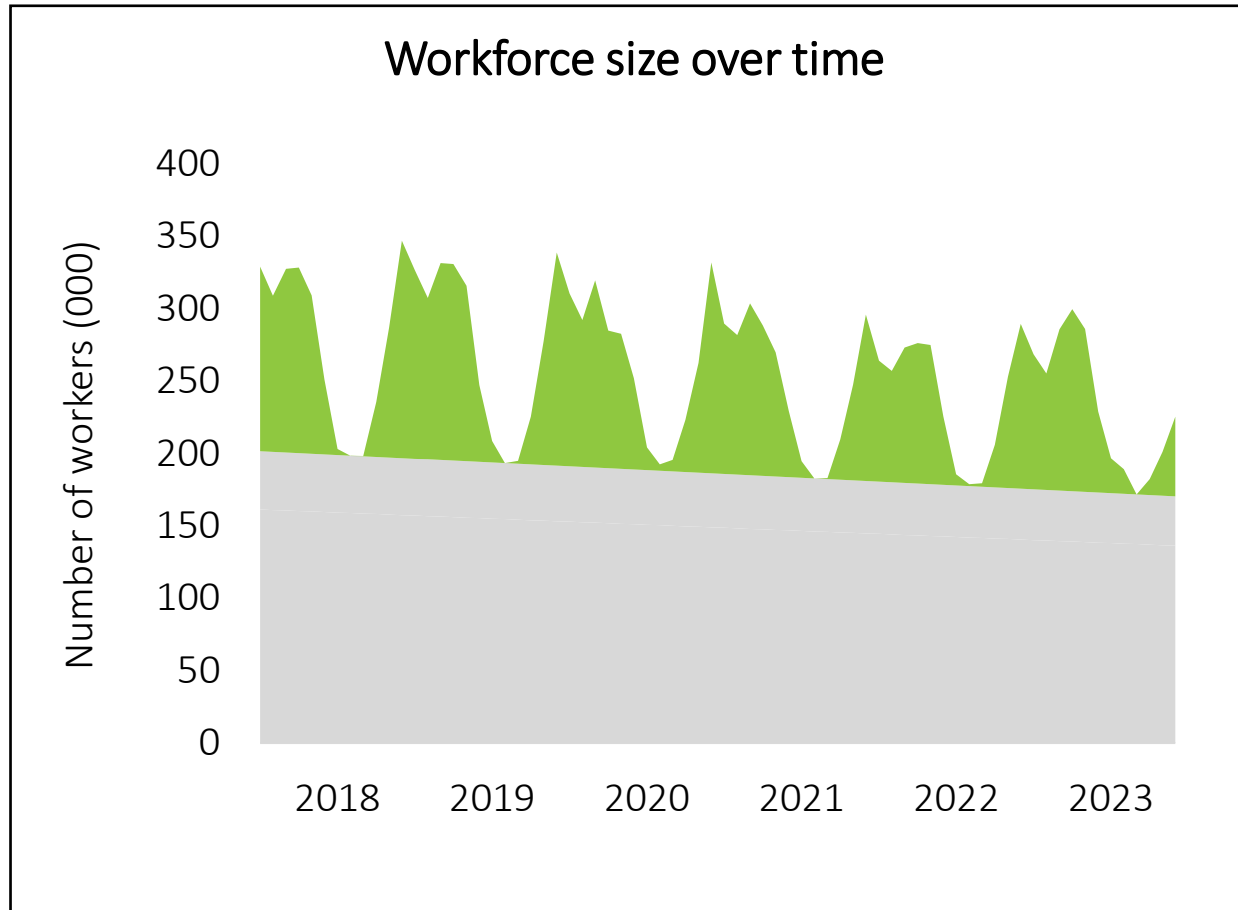
Should retaining seasonal workers be a part of the solutions to address workforce shortages?



- Profile the seasonal workforce - see [dashboard](#).
- Explore combining seasonal jobs across sectors.
- Compare seasonal workforce vs non-seasonal workforce shortage.

Methodology

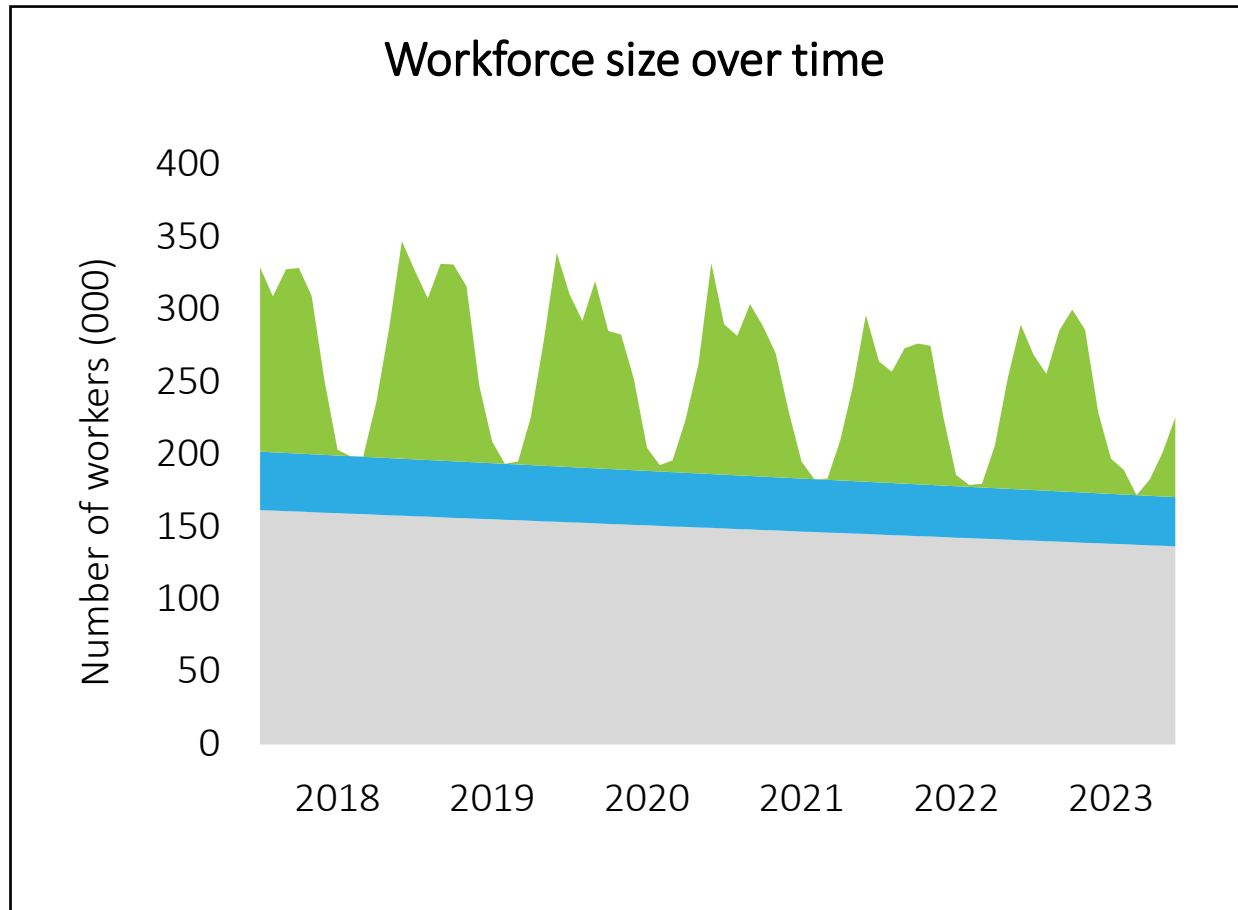
Defining the seasonal workforce



Identifying individual seasonal workers

- **Employment pattern** – They worked in the industry for 9 months or less, with repeating employment in the year before or after.
- **Visa status** – They held a visa associated with temporary seasonal work (such as RSE or working holiday) for the duration of their employment.
- **Short-term employment with income threshold** – They worked for 6 months or less at a time and earned more than the equivalent of 4 hours at the minimum wage over the employment period.


Defining the seasonal workforce



Two challenges

1. Non-seasonal but short-term
2. Not employed directly in the sector

'Bottom-up' estimates vs IDI analysis



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[The Seasonal Work Map](#)

The Seasonal Work Calendar

Seasonal and part-time work in New Zealand listed by work type and month - to help you plan your Working Holiday

All Year Round

January

WHEN	WHAT	WHERE	JOBS	FIND
Jan	Lemon picking and packing	Northland	1,000	Pick I
Jan	Lemon picking and packing	Bay of Plenty	5,000	Pick I
Jan - Apr	Avocado picking and packing	Northland	100	Pick I
Jan - Apr	Avocado picking and packing	Waikato	100	Pick I
Jan - Apr	Avocado picking and packing	Bay of Plenty	100	Pick I
Jan -	Tourism Summer Activity	Nationwide	3,000	Back

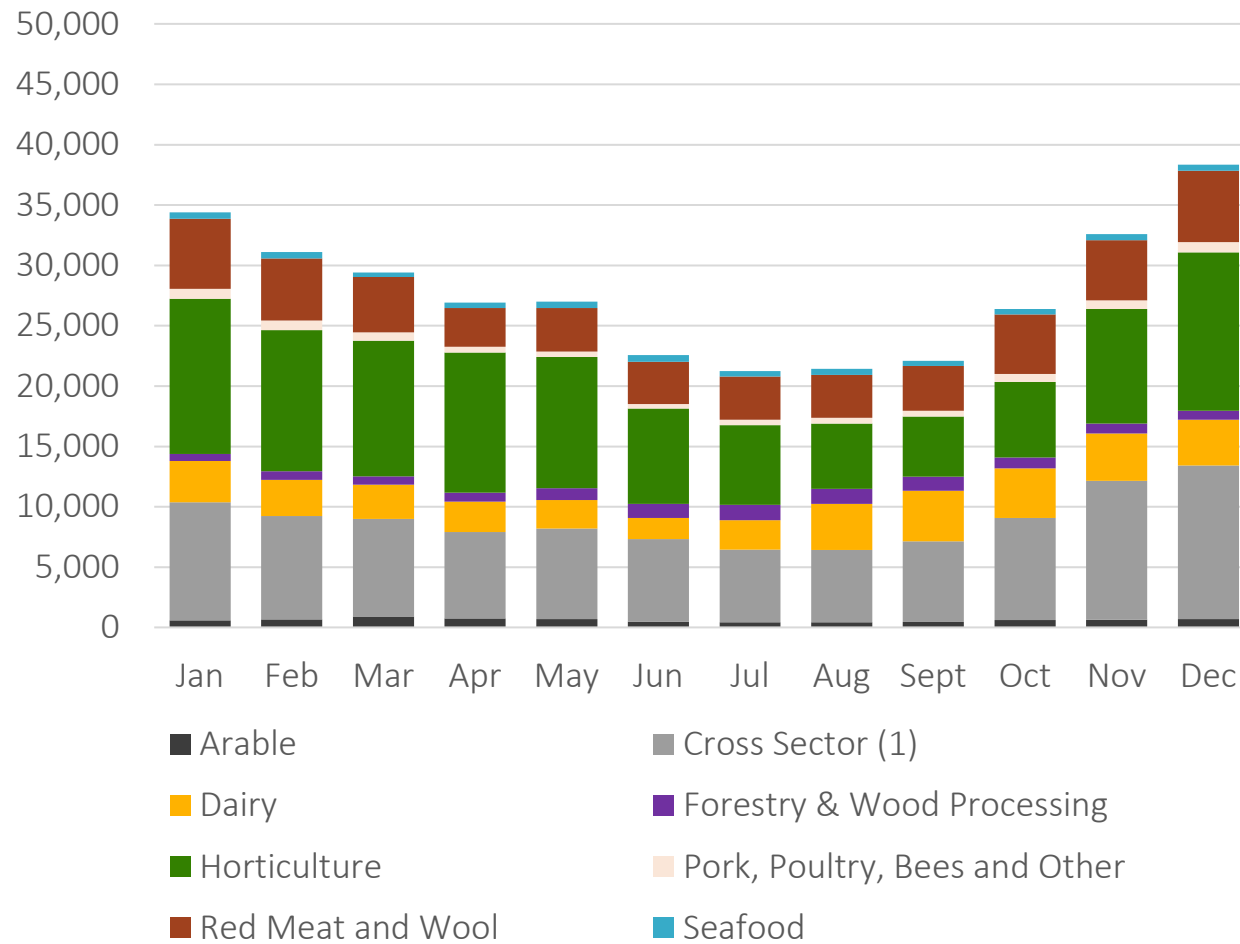
Source: <https://www.live-work.immigration.govt.nz/work-in-new-zealand/working-holidays/the-seasonal-work-calendar>



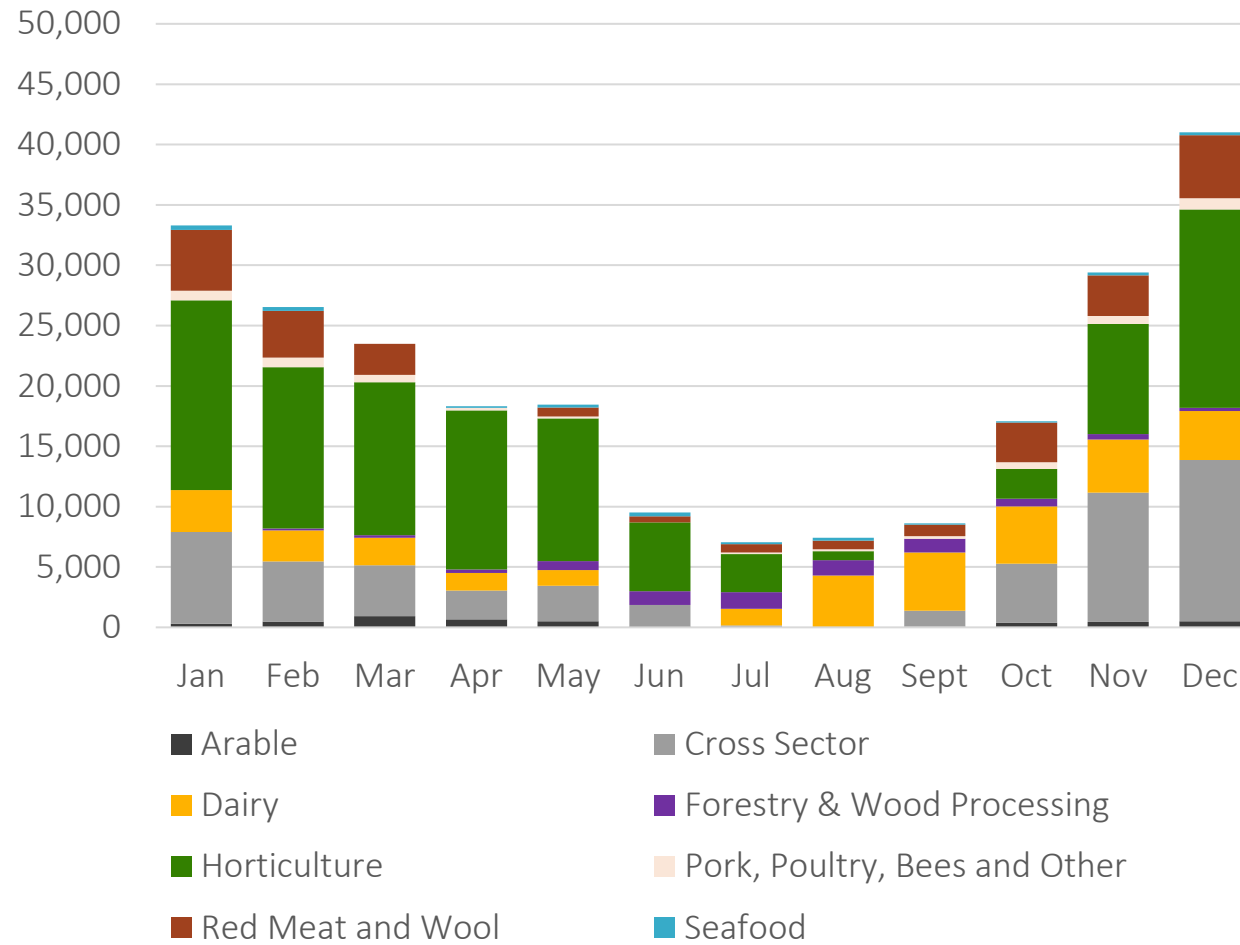
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Key findings

Inter-sector synergies

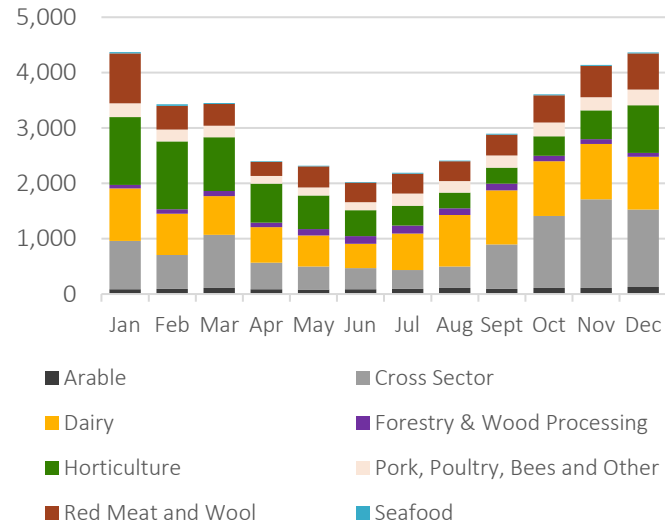


Inter-sector synergies (continued)

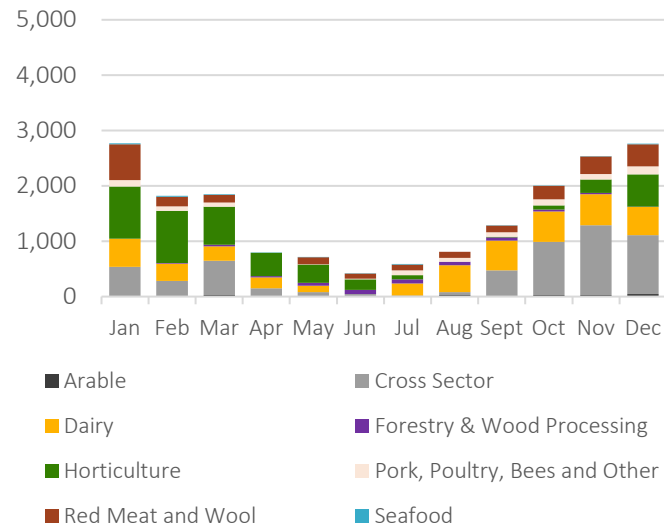


Regional breakdown of seasonal workforce patterns (1/4)

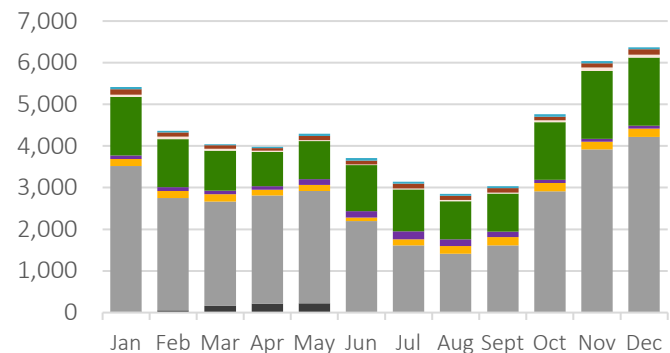
Seasonal workers in production in Waikato



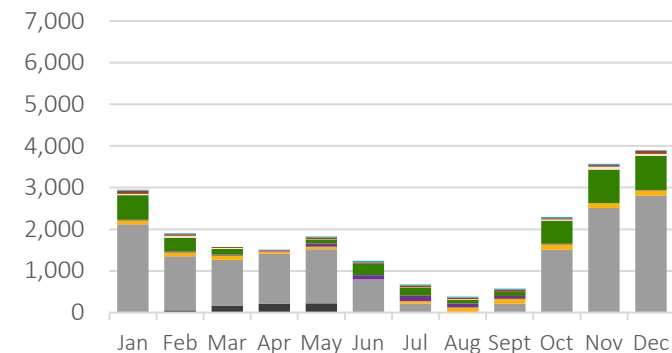
Seasonal workers in production in Waikato (fluctuating)



Seasonal workers in production in Bay of Plenty

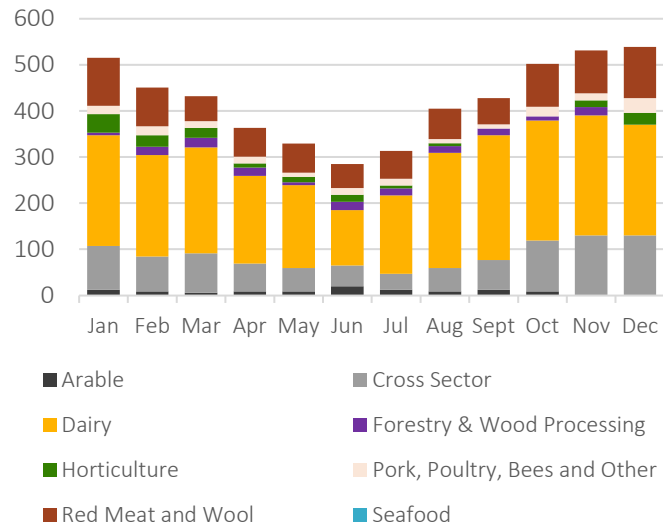


Seasonal workers in production in Bay of Plenty (fluctuating)

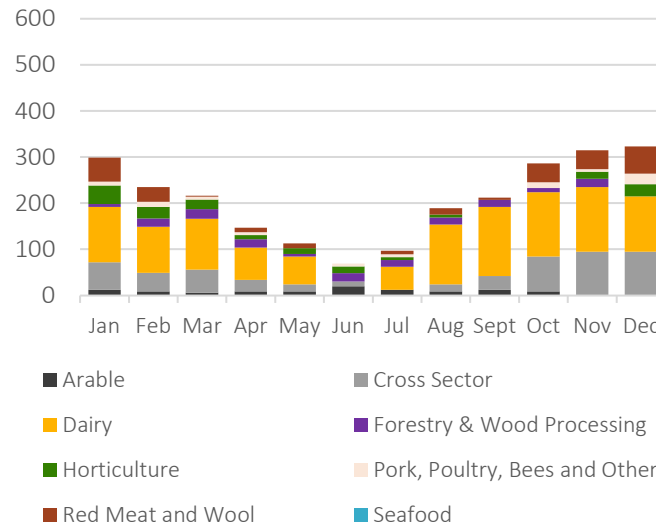


Regional breakdown of seasonal workforce patterns (2/4)

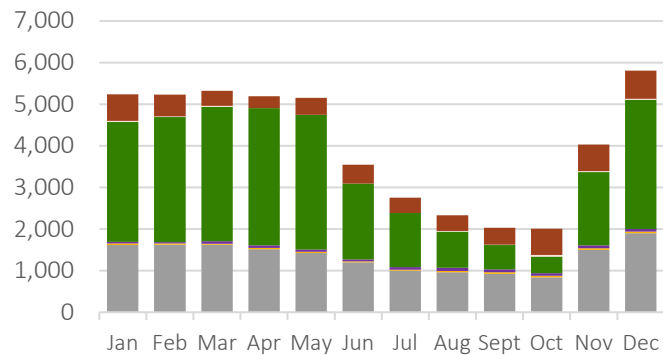
Seasonal workers in production in Taranaki



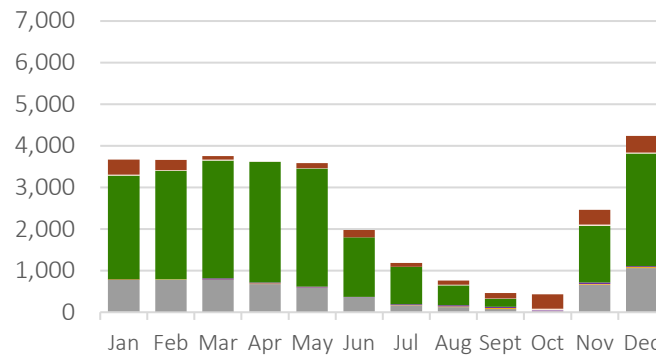
Seasonal workers in production in Taranaki (fluctuating)



Seasonal workers in production in Hawke's Bay

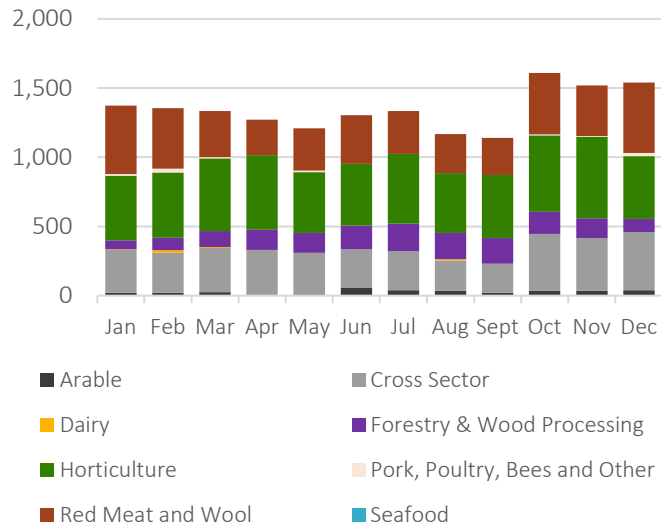


Seasonal workers in production in Hawke's Bay (fluctuating)

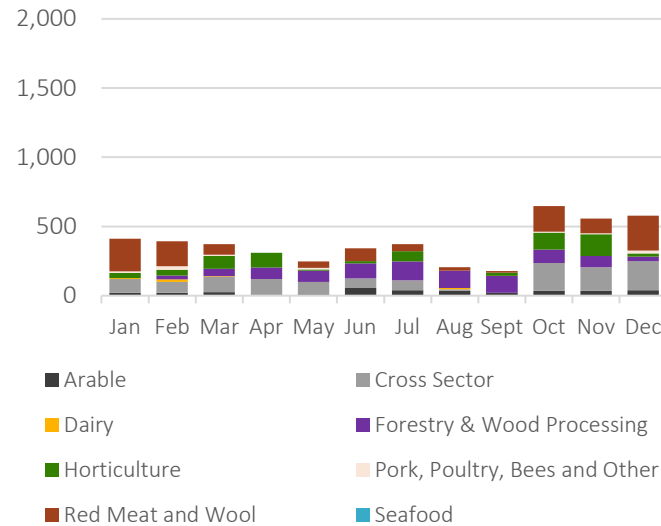


Regional breakdown of seasonal workforce patterns (3/4)

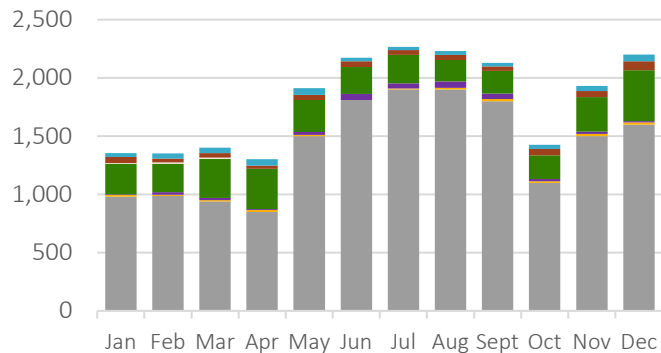
Seasonal workers in production in Gisborne



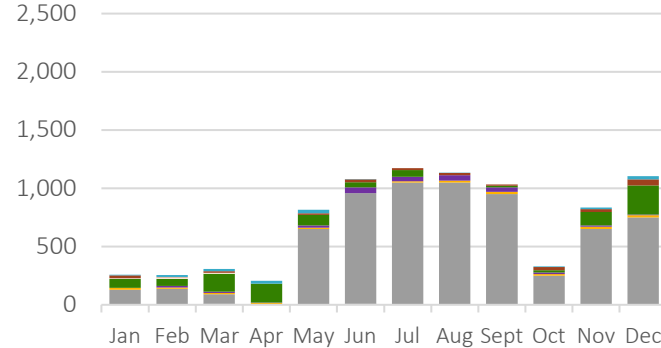
Seasonal workers in production in Gisborne (fluctuating)



Seasonal workers in production in Marlborough

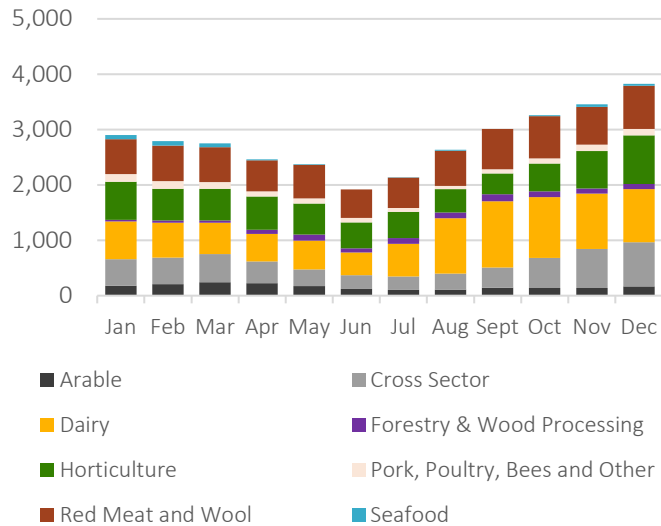


Seasonal workers in production in Marlborough (fluctuating)

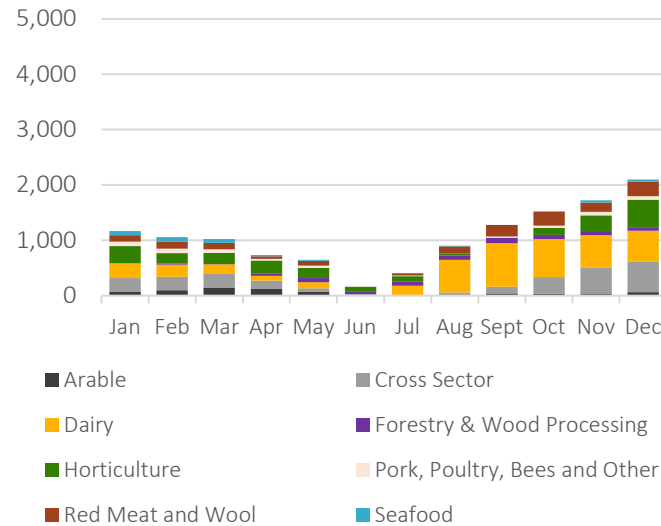


Regional breakdown of seasonal workforce patterns (4/4)

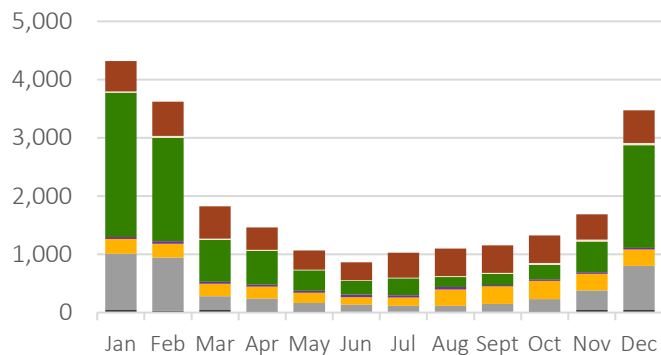
Seasonal workers in production in Canterbury



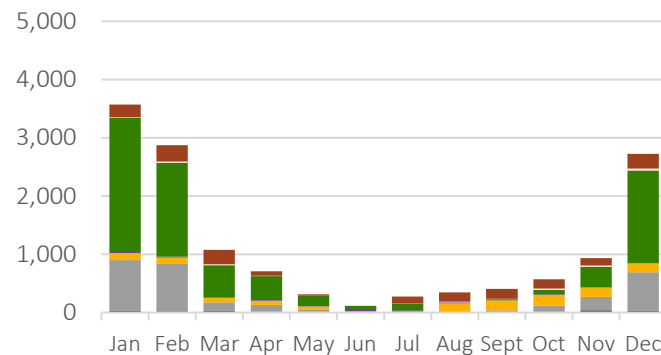
Seasonal workers in production in Canterbury (fluctuating)



Seasonal workers in production in Otago

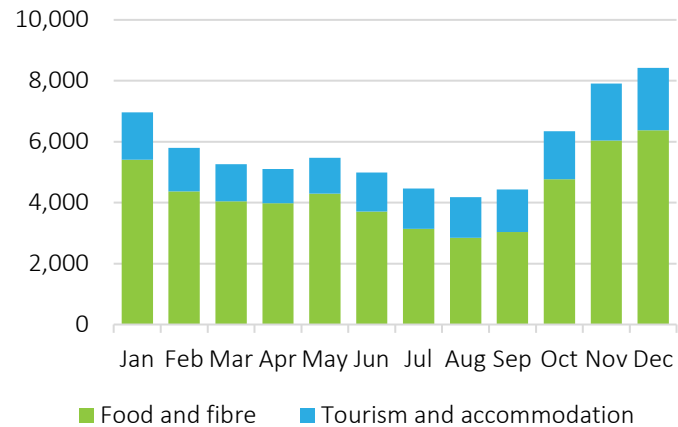


Seasonal workers in production in Otago (fluctuating)

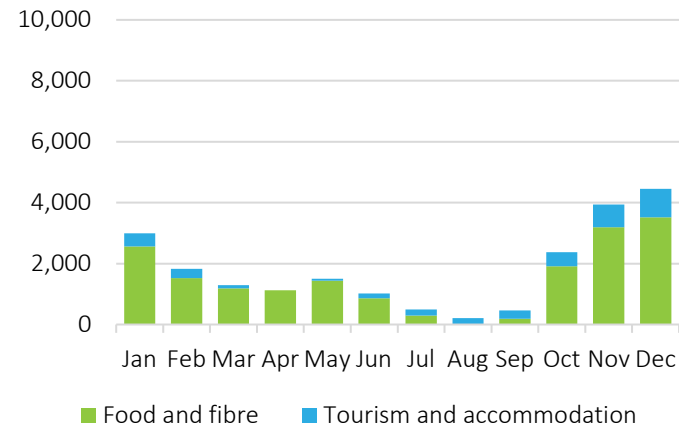


Inclusion of tourism and accommodation

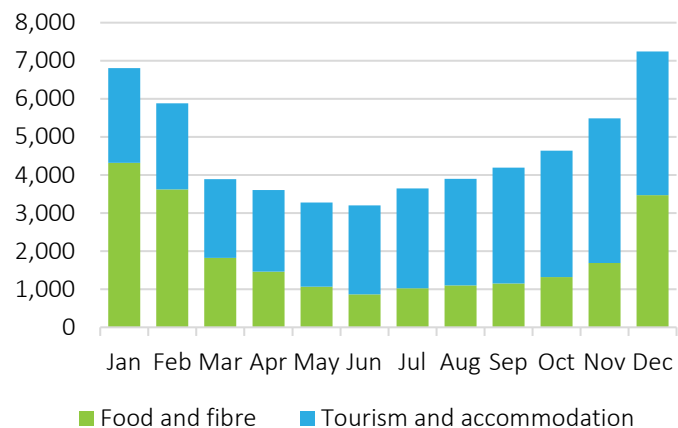
Seasonal workers in Bay of Plenty



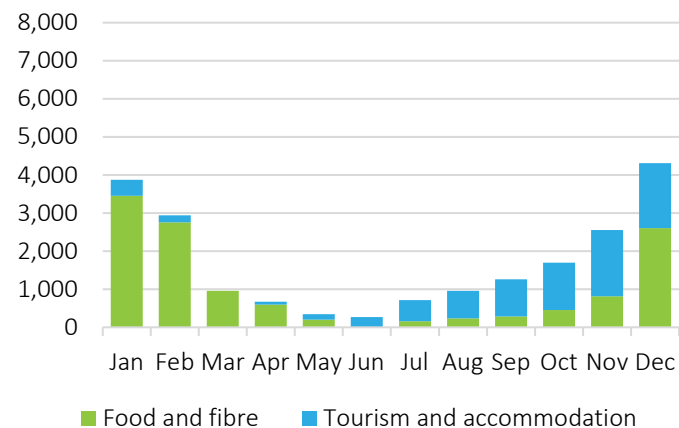
Seasonal workers in Bay of Plenty (fluctuating)



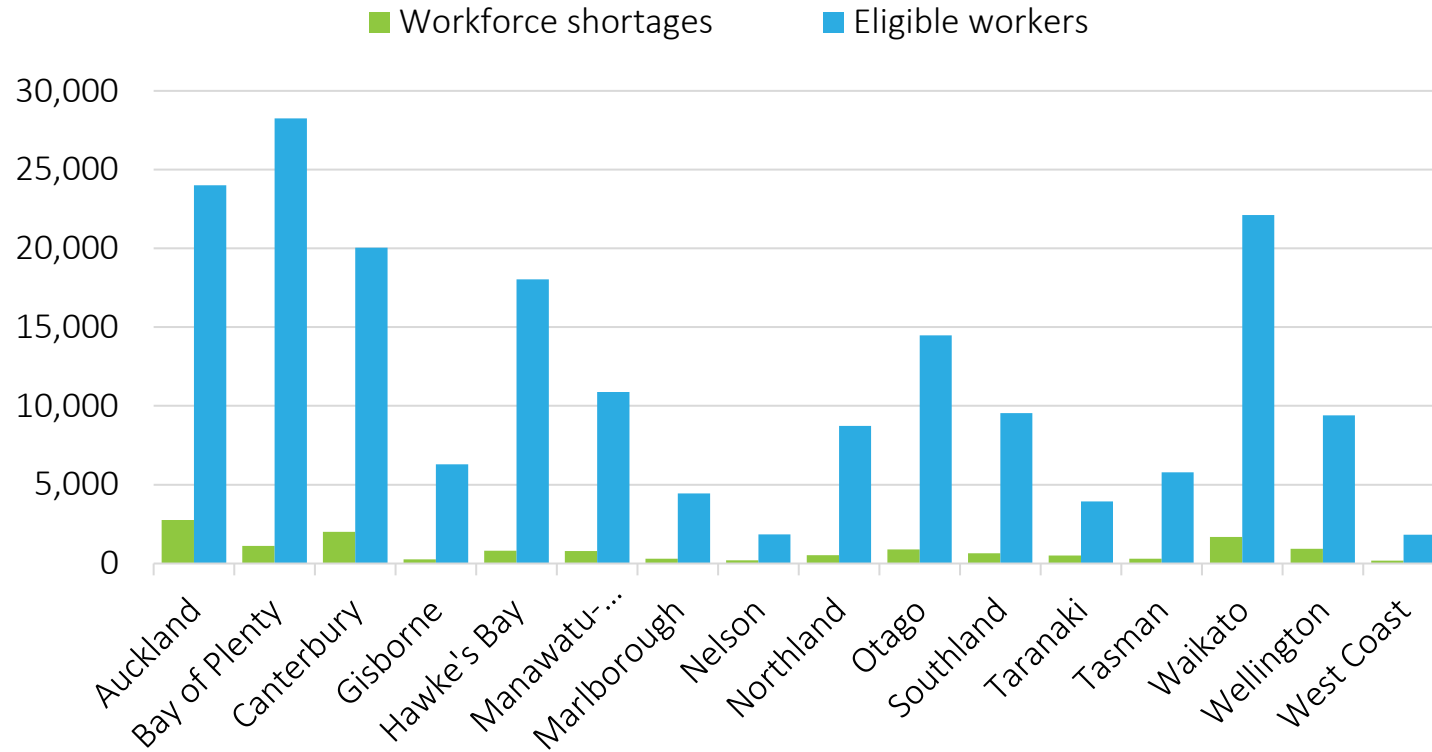
Seasonal workers in Otago



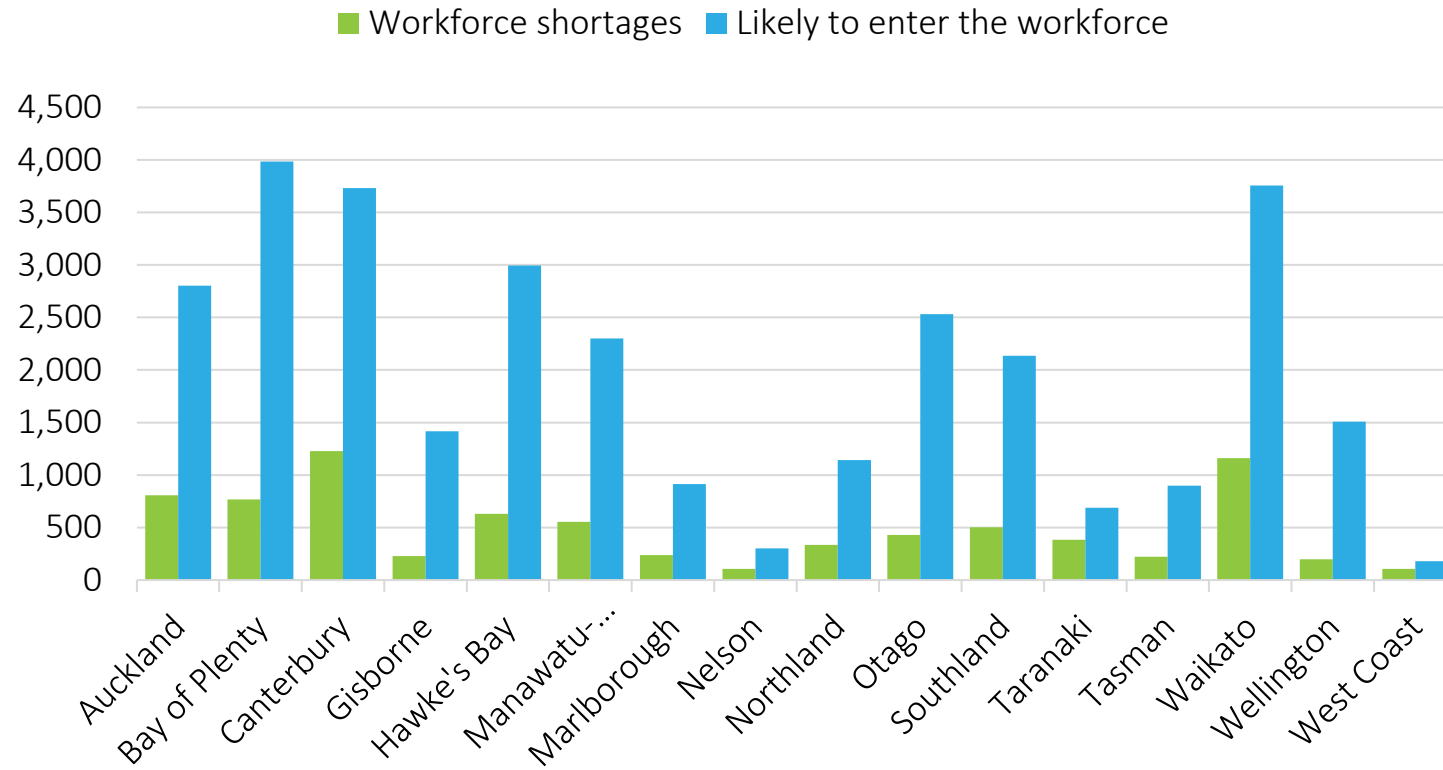
Seasonal workers in Otago (fluctuating)



Eligibility to transfer from seasonal to non-seasonal



Existing propensity to transfer



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