

Sustainable Workforce Action Plan

Focus areas and activities 2024-2026

The New Zealand grape and wine industry, service providers and supporting sectors (such as educators, local government, labour contractors and accommodation providers) will work together to ensure:

- Grape Growers and Wineries have access to the supply of skilled labour they need, at the time they need it, to grow grapes and make wine in a way that supports and adds to the industry's international reputation for making premium quality wine.
- The wine industry provides attractive seasonal roles and career options for skilled workers.
- Workers are respected, valued and competitively rewarded.

Focus	Action	Activities	Timing	Activities for 2025
Attraction	Promote and measure industry education resources for Youth.	Measure impact of Vine to Wine Book	Quarter 4 JYE 2025	Survey Horticulture and Agriculture Teachers in May 2025 (one year since launch). Enhance NZW career pages with videos and stories including from Young Vit and Young Winemaker, and Altogether Unique branding.
		Redesign NZW Career pages to incorporate Altogether Unique branding and 'point of difference' to primary sector	Ongoing	
	Develop career pathway frameworks for future and existing industry workers.	Project with Food and Fibre COVE to map skills and competencies for wine industry roles	Q2-4 JYE 2025	Utilise the Skills-based Wine Workforce Report and the Food and Fibre Skills Framework to map the skills clusters and competencies. Support TEC's new career website with role profiles, information and imagery.
		Provide Tertiary Education Commission (TEC) with relevant role profiles and industry information.	Ongoing	
Retention	Monitor working conditions across industry	Industry guidance on good employment practices.	Ongoing	The Code of Conduct for Our People was released in May 2023. 2024 SWNZ questionnaire responses were 65% of vineyard respondents (down from 70% in 2023) and 67% of winery respondents confirmed that they observed the Code (increase from 66% in 2023). Annual update of Working for You (employment guide) and updates of Working Well (health and safety guide) as needed. Promote Strategic Pay's annual remuneration report.
		Benchmark pay and conditions against other Primary Sector industries.	Ongoing	
	Improve wine industry staff retention	Build on Our People survey to better understand who makes up the wine industry workforce	Quarter 2 and 3 JYE 2025	Identify required activities and initiatives from Our People Report to help retain people in our industry. Report expected May 2025. The Gender Pay Gap in the New Zealand Wine Industry was released in February 2023 by Women in Wine. Supporting the primary sector with tools to upskill employers on best practice employment practices to improve retention.
		Develop strategy for Pay Equity issues. Participate in Food and Fibre COVE project to develop an employer toolbox to improve retention through good employment practices	Ongoing Q2-3 JYE 2025	

Focus	Action	Activities	Timing	Activities for 2025
	Increase awareness of development opportunities for existing industry workers.	Promote leadership and mentoring opportunities for future leaders.	Ongoing	<ul style="list-style-type: none"> 2025 Women in Wine and mentoring programme underway Women in Wine Development Series of webinars <ul style="list-style-type: none"> Financial strategies for women Balancing babies and barrels Navigating menopause at work Further sessions planned from May NZW Mentoring Programme
		Develop a new resource which maps wine industry career pathways and identifies transferable skills	Q2-4 JYE 2025	Project with Muka Tangata to utilise the Skills Report and the Food and Fibre Skills Framework to develop wine industry career pathways, including transferable skills relevant to other industry roles.
Knowledge	Contribute to development of educational courses for viticulture and winegrowing on wine industry careers	Strengthen partnerships with Muka Tangata, Primary ITO and relevant stakeholders to ensure qualifications and training meet industry requirements	Ongoing	Regular contact with Muka Tangata and Primary ITO through Industry Partnership Group on qualification and training needs, qualifications review and estimates of learner numbers and mode of learning.
	Support engagement and alignment of relationships in regions where shared interests exist.	Support regional associations to align shared interests with local authorities	Ongoing	Leverage relationships to address structural issues restraining workforce attraction and retention
	Commission economic analysis on workforce and change impacts.	Biannual analysis on wine industry permanent workforce and contribution to NZ economy	Postponed to 2026	The most recent report was conducted and released to members in 2022. A 2024 report has been postponed due to budgetary restrictions.
	Engage with Government agencies to support and progress industry led initiatives on future workforce demand.	Contribute to MPI Data Forecasting project.	Ongoing	Member of Working Group, ongoing feedback as requested on data updates.
		Contribute to MBIE project to develop resources to market roles to working holiday visa holders	Q2 JYE 2025	