

A SNAPSHOT OF FINDINGS FROM THE 2025 EMPLOYMENT MONITOR

Employers in New Zealand

MBIE’s employment monitor delivers a comprehensive view of New Zealand workers’ and employers’ perceptions, experiences and pressures in the employment market. This infographic focuses on NZ employers. Verian surveyed over 900 employers in February and March 2025. Comparisons are made with a 2024 baseline survey.

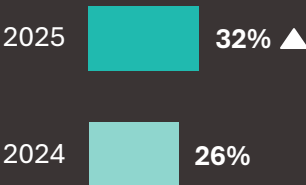


Employer sentiment remains relatively stable, but a tightening labour market for workers is alleviating some business pressures for employers.

Employers have a duty of care and moral responsibility to help and support their workers’ wellbeing



If a worker left, we could easily replace them



The better you treat workers, the more successful your business will be



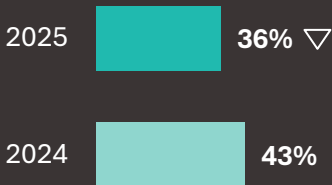
Some government employment rules & regulations make doing business difficult in my industry



It's difficult to find good workers in NZ

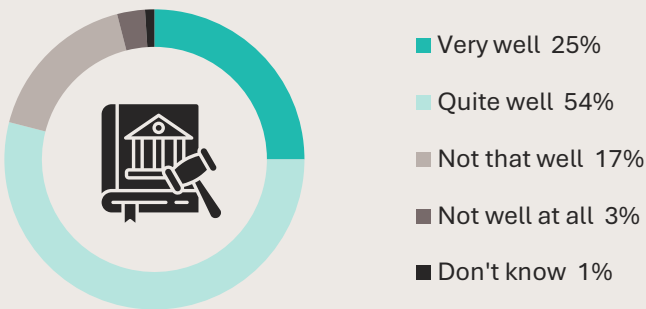


Employers who mistreat their workers don’t get caught because there aren’t enough government officials looking for bad employers



Employers’ understanding of their employment obligations has remained largely unchanged since 2024.

Employers understand employment rules and regulations



On average, employers **incorrectly** understand (or are unsure about) **four** of 19 areas of employment law tested.



Tested knowledge is lowest for...



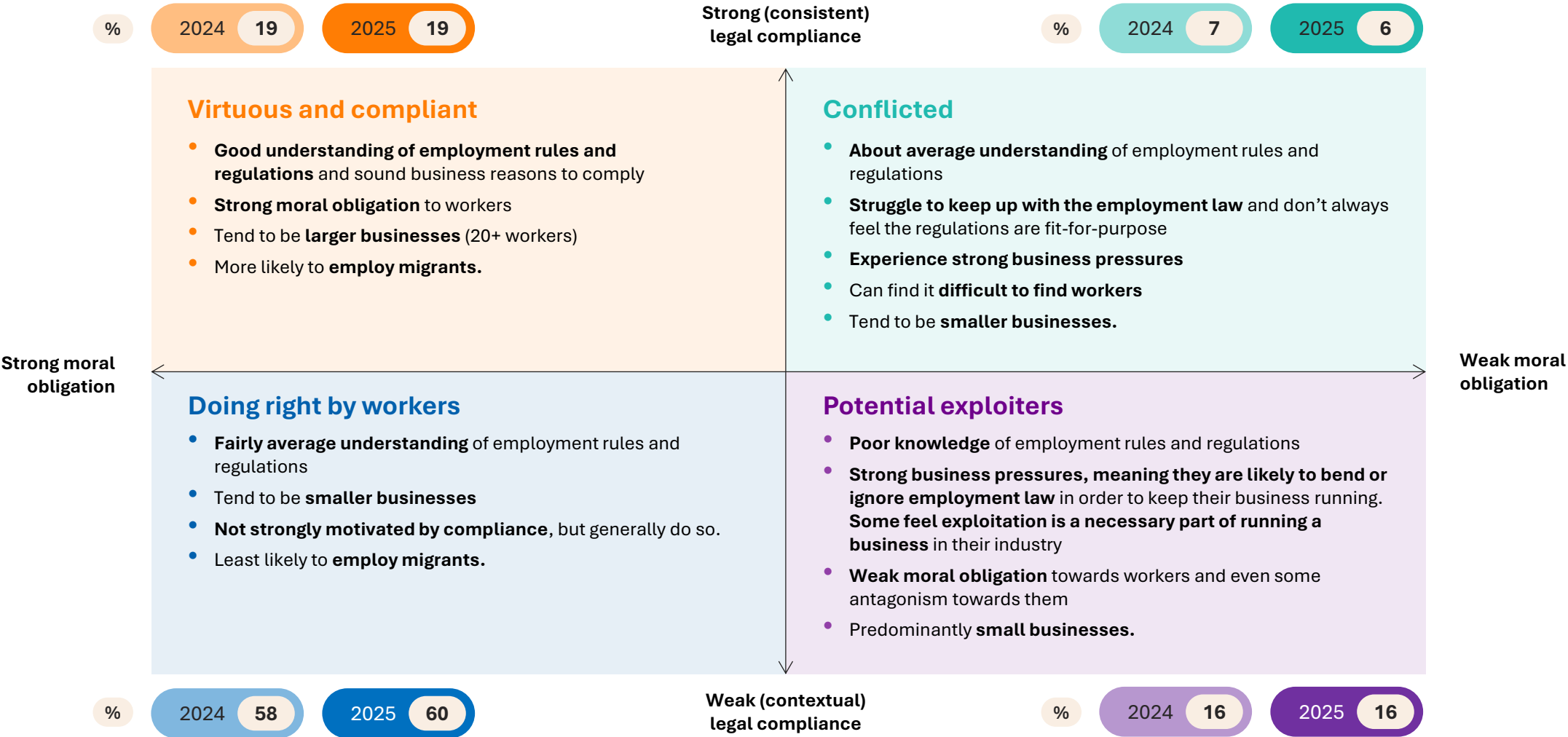
Just **18%** of employers know the new minimum wage.

Our research shows that employers differ in the strength of their moral obligation to workers and their compliance with employment law.

Most NZ employers have a strong moral obligation to their workers.



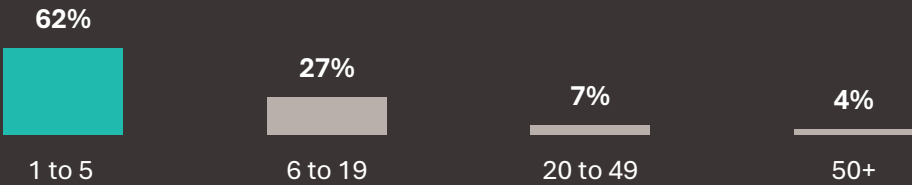
One in five employers in NZ show the potential for worker exploitation due to weak attitudes or conflicting business pressures.



A spotlight on micro employers...

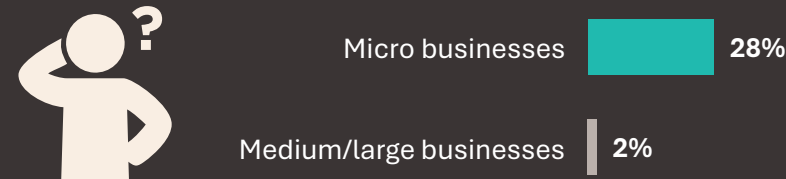
Nearly two thirds of employers are micro businesses (1-5 employees).

Number of employees



Micro businesses are less confident in their knowledge of employment rules...

% self-rated poor knowledge



Number of employment rights not understood (after testing 19 rules)



21% of micro businesses say it's difficult to understand their employer obligations.

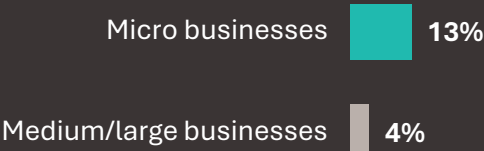
Micro employers' sense of moral obligation to workers is weaker.

% strongly agree that workers are a valuable contribution to my business



And their legal compliance is not always strong.

% agree that sometimes you need to go against the employment rules to keep the business



Micro businesses are over-represented in the Potential Exploiters segment.

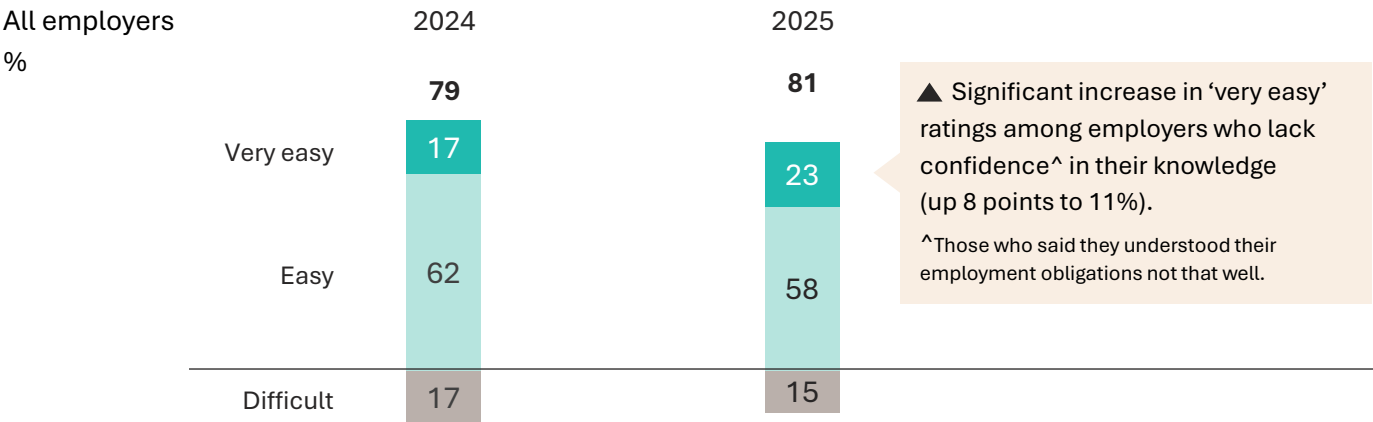
1 in 5 micro employers are Potential Exploiters compared to 1 in 20 medium/large employers.

The impact of communications on employers has inched forward since 2024.

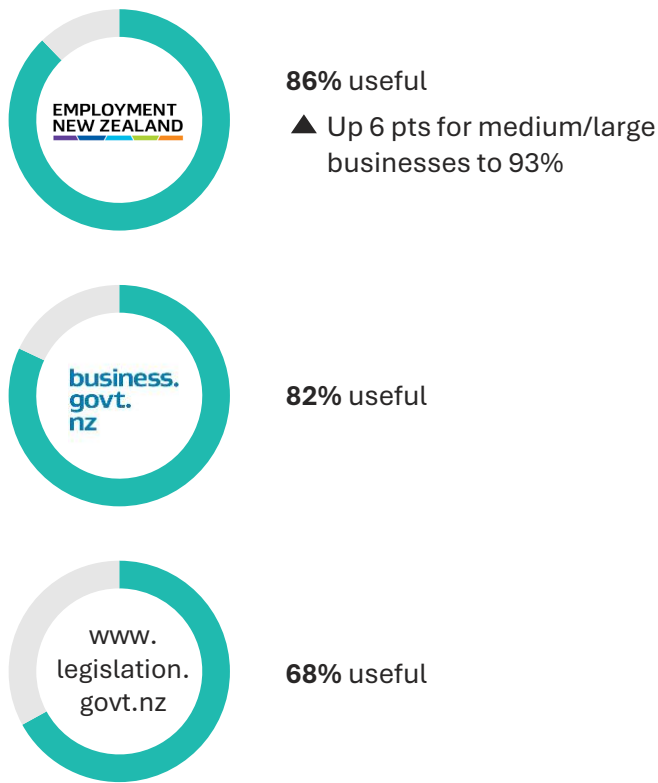
The top sources of useful information for employers



Employers who lack confidence in their knowledge of employment obligations have found it easier in 2025 to find information about employment obligations online.



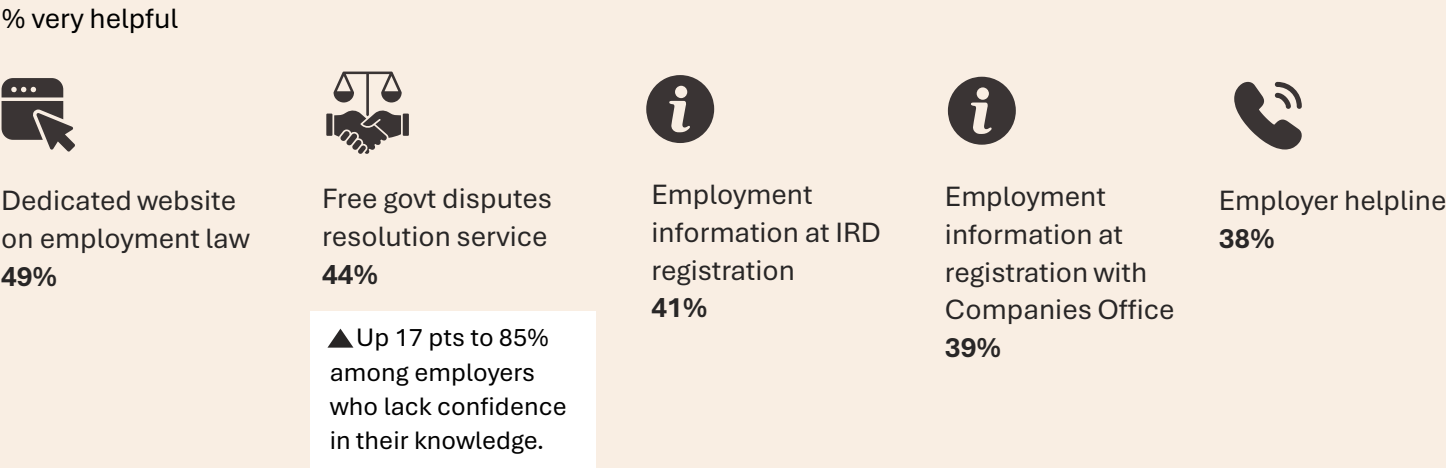
Medium and large employers’ perceptions of Employment NZ’s website are more favourable since the website refresh.



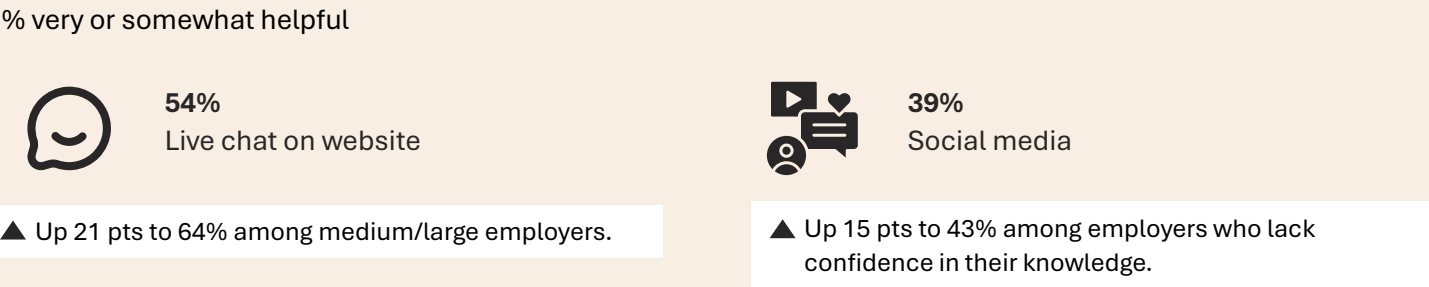
But it remains not always easy keeping up with employment obligations.



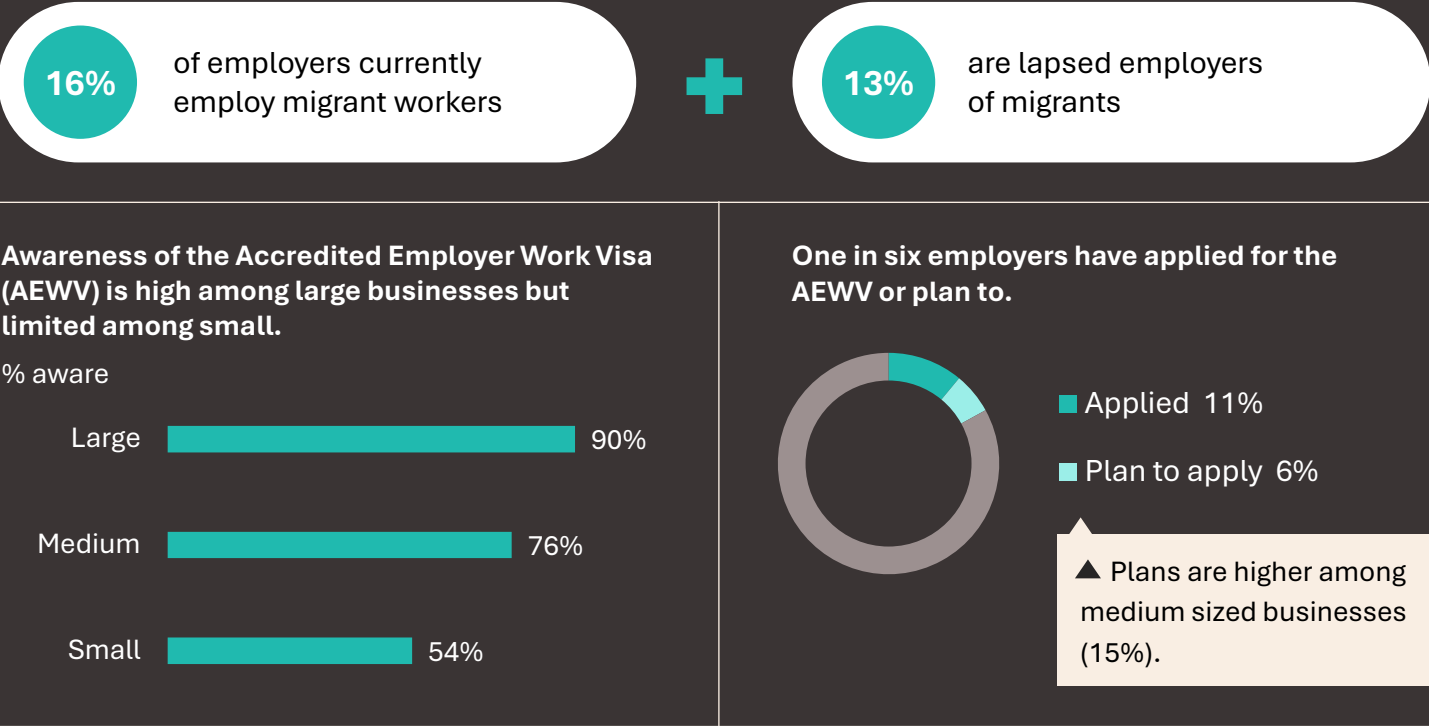
Top 5 ideas for getting information and support on employment obligations



And appeal has grown since 2024 for these ideas...



A spotlight on employing migrant workers



One in three employers is aware of the Migrant Exploitation Protection Work Visa