



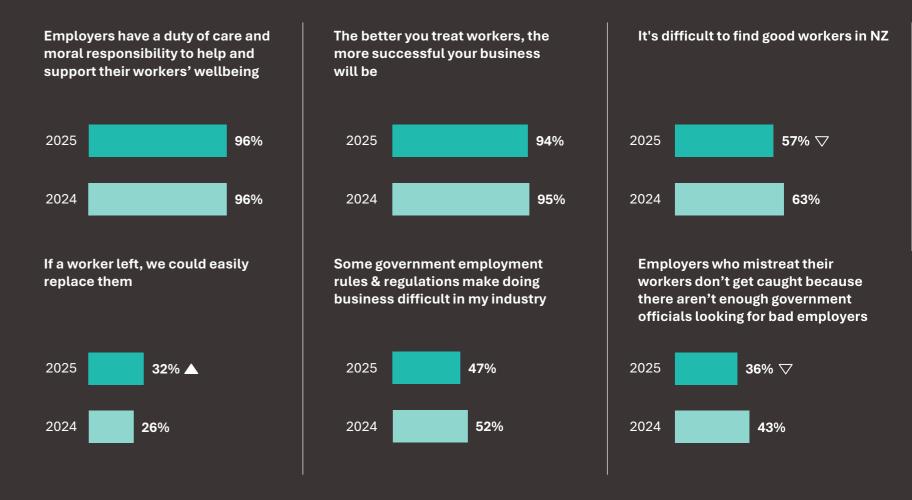
A SNAPSHOT OF FINDINGS FROM THE 2025 EMPLOYMENT MONITOR

# 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' understanding of their employment obligations has remained largely unchanged since 2024.

Employers understand employment rules and regulations



Tested knowledge is lowest for...

**56**% Doing the job workers were employed for

58% Overtime

62% Contractor rights

63% Payment for work done before contract start

**67%** Exploitative employers can be banned from employing migrants



Just 18% of employers know the new minimum wage.

2024 19 2025 19 Strong (consistent) legal compliance

2024

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.

#### Virtuous and compliant

- Good understanding of employment rules and regulations and sound business reasons to comply
- Strong moral obligation to workers
- Tend to be larger businesses (20+ workers)
- More likely to employ migrants.

#### Conflicted

- About average understanding of employment rules and
- Struggle to keep up with the employment law and don't always feel the regulations are fit-for-purpose
- **Experience strong business pressures**
- Can find it difficult to find workers
- Tend to be smaller businesses.

Weak moral obligation

86%

#### **Doing right by workers**

- Fairly average understanding of employment rules and regulations
- Tend to be smaller businesses
- Not strongly motivated by compliance, but generally do so.
- Least likely to employ migrants.

### **Potential exploiters**

- Poor knowledge of employment rules and regulations
- Strong business pressures, meaning they are likely to bend or ignore employment law in order to keep their business running. Some feel exploitation is a necessary part of running a business in their industry
- Weak moral obligation towards workers and even some antagonism towards them
- Predominantly small businesses.

Weak (contextual) legal compliance

2024

2025 16

Strong moral

obligation

2024

2025 **60** 

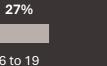
## A spotlight on micro employers...

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 <u>poor</u> knowledge



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

Micro businesses









Medium/large businesses











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

16

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

58% Micro businesses

Medium/large businesses



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

> Micro businesses 13%

Medium/large businesses

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



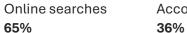
1 in 5 micro employers are Potential Exploiters compared to 1 in 20 medium/large employers.

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

#### The top sources of useful information for employers









Accountant **Employment NZ** emails 32%

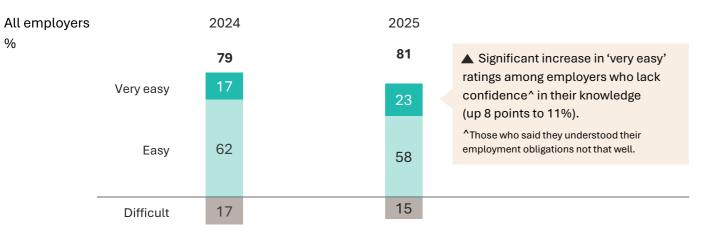


Lawyer or other advocate 31%



Immigration NZ emails 28%

### 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.



#### 86% useful

▲ Up 6 pts for medium/large businesses to 93%



82% useful



68% useful

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



say it's hard to keep up with employment laws.



say it's difficult to understand their employer obligations.

#### Top 5 ideas for getting information and support on employment obligations

% very helpful



Dedicated website on employment law 49%



Free govt disputes resolution service

44%

▲ Up 17 pts to 85% among employers who lack confidence in their knowledge.



**Employment** information at IRD registration 41%



**Employment** information at registration with Companies Office 39%



Employer helpline 38%

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

% very or somewhat helpful



Live chat on website

▲ Up 21 pts to 64% among medium/large employers.



Social media

▲ Up 15 pts to 43% among employers who lack confidence in their knowledge.

# A spotlight on employing migrant workers



of employers currently employ migrant workers



are lapsed employers of migrants

Awareness of the Accredited Employer Work Visa (AEWV) is high among large businesses but limited among small.

% aware



Small 54% One in six employers have applied for the AEWV or plan to.



■ Applied 11%

■ Plan to apply 6%

▲ Plans are higher among medium sized businesses (15%).



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