

UPDATE

Wine Industry Workforce Planning – Data Project



New Zealand Wine
Altogether Unique.



MARLBOROUGH
WINE

Workforce Data

Introduction

The NZ wine industry is embarking on a major workforce data project – a **stocktake** of the roles and skills across businesses and a **forecast** of the future skills for the industry.

This is a national effort co-funded by New Zealand Winegrowers and MBIE. It will involve all of NZ's winegrowing regions.

The research, survey, and analysis is being undertaken by an independent workforce specialist, [BERL](#).

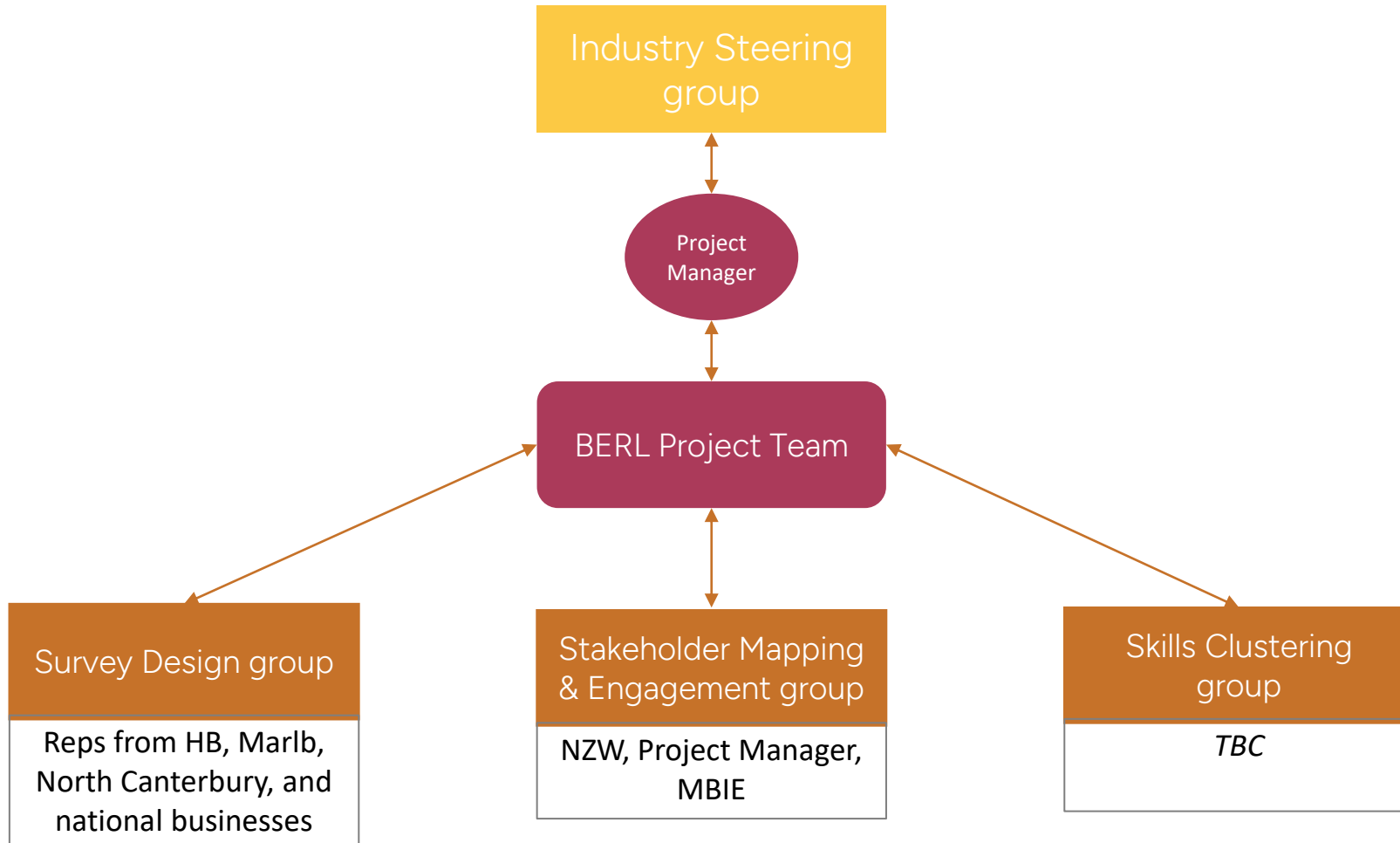
Additional resourcing for the project is being provided by Wine Marlborough Ltd to support the project management.

New Zealand Winegrowers, Wine Marlborough Ltd, and the Sector Workforce Engagement Programme (MBIE) are working together to ensure New Zealand has a strong, passionate wine industry comprised of healthy people and businesses.



Project Oversight & Input

Introduction



Industry Steering Group

Scoping Marlborough's workforce plan demonstrated the benefits of a consistent industry-led mechanism to understand and align plans to the needs of business.

The Marlborough steering group has been complemented with national and regional representatives to provide project governance for the duration of the workforce data project. Members include:

- [Jimmy Crockett](#), Primary ITO / Te Pūkenga
- [Lara Campbell](#), Clos Henri (Marlb)
- [Nick Entwistle](#), Rose Family Estate (Marlb)
- [Lucy Nurse](#), Pernod Ricard Winemakers (National)
- [Ryan Glover](#), Delegat (National)
- [Lucy MacLean](#), Hortus (National)
- [Lou Miller](#), NZ Wineries (Marlb)
- [Michiel Eradus](#), Eradus Wines and Vinecraft (Marlb)
- [Mike Saunders](#), Greystone Wines (North Canterbury)
- [Brent Linn](#), Hawke's Bay Winegrowers Association
- [Nicola Crennan](#), New Zealand Winegrowers
- [Nicci Armour](#), Wine Marlborough Limited (Project Manager)
- [Mark Unwin](#), Marlborough District Council



Project Overview

July — Oct	Phase 1 Survey	<ul style="list-style-type: none">▪ Design survey▪ Pilot survey – 3 Marlborough based businesses▪ Information webinar 20 Sept▪ National survey rollout: 25 Sept to 16 Oct
July — Nov	Phase 2 Stakeholder Mapping	<ul style="list-style-type: none">▪ Stakeholder mapping/engagement▪ Comms & engagement plan
Oct — Dec	Phase 3 Skills Clustering	<ul style="list-style-type: none">▪ Skills clustering the wine sector workforce▪ Skills and trends within clusters▪ Skills cluster opportunities for the wine sector workforce
Jan — Feb	Phase 4 Testing Outputs	<ul style="list-style-type: none">▪ Develop draft deliverables▪ Test industry and stakeholder deliverables
March — May	Phase 5 Delivery	<ul style="list-style-type: none">▪ Final report▪ Industry engagement to share outputs & deliverables▪ Stakeholder engagement to share outputs



Project Progress

Update

Completed

- Survey design & stakeholder mapping groups set
- Pilot survey participants confirmed
- Draft workforce survey & survey instructions, feedback provided
- Stakeholder map
- Workforce website

In progress

- Survey pilot – live, participant debrief scheduled 6/9
- Draft comms & engagement plan for project
- Comms for survey, press release



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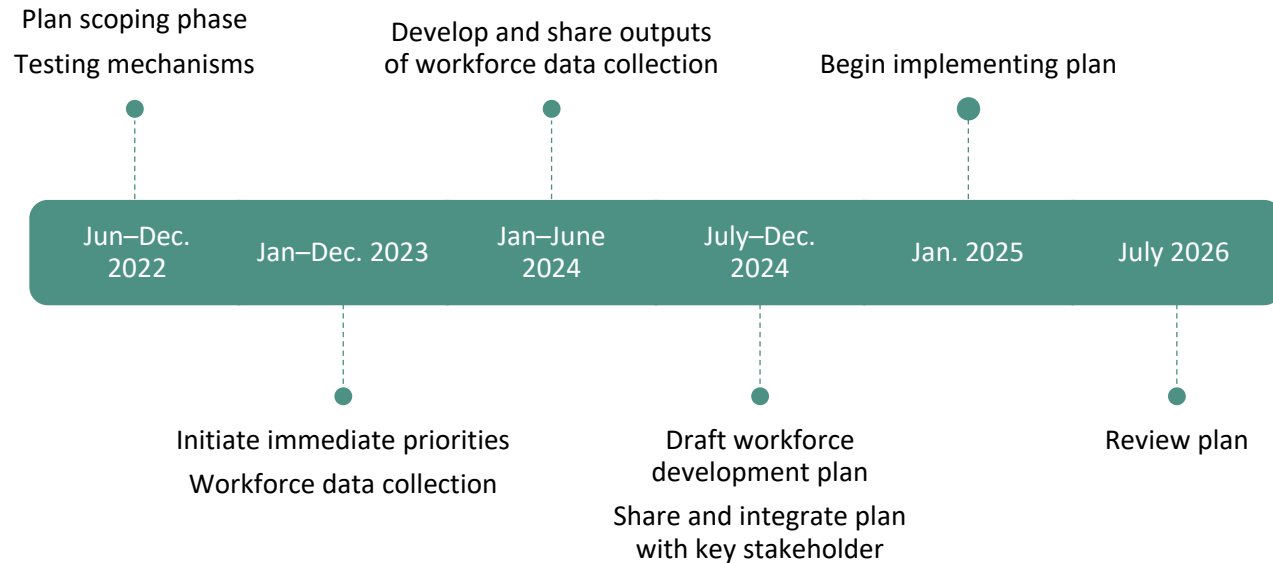
Coming Up

- Comms, comms, comms...
 - Marlb: WM press release, e-newsletters, Winepress
 - National and regional comms (outside Marlb): What's Fermenting, Sustainability update
 - WM & NZW websites
- Pilot survey 28 Aug – 5 Sept
- Pilot survey debrief (6 Sept)
- Refine survey post-pilot, prepare for national survey
 - *Webinar to promote and support members 20 Sept*
- National survey rollout 25 Sept



Marlborough workforce planning

Timeline



<https://www.marlboroughwinenz.com/workforce-plan>

