

UPDATE

Wine Industry Workforce Planning – Data Project

Collaboration is key

[Media release: 07 September 2023](#)

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 lead the project.



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 Phases

July — Oct	Phase 1 Survey	<ul style="list-style-type: none">▪ Design survey▪ Pilot survey – 3 Marl b based businesses▪ Information webinar 20 Sept▪ Skills survey national 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

- Pilot survey
- Survey feedback addressed
- Skills survey and instructions finalised

In progress

- Comms to survey participants
 - E-newsletters
 - Direct emails
 - Phone calls
 - Webinar
 - Grower meetings
 - Website
- Stakeholder comms & engagement plan for project
- Skills clustering group



Project Progress

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Coming Up

- Wine industry skills survey rollout
25 September – 27 October
- Stakeholder engagement plan
- Skills clustering
 - Initial analysis of burning glass data and survey
 - Allocate wine workforce into clusters, draft matrix
 - Test clusters with working group



Wine Industry Skills Survey

25 September – 27 October



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Wine Industry Skills Survey

Thank you for taking the time to complete this important survey.
Please download survey instructions here, or please continue to read below.

[TAKE THE SURVEY](#)

<https://www.marlboroughwinenz.com/skills-survey>

(webpage being developed)