

Building back better: Utilising women's labour in the Canterbury recovery

*A research report by Research First for the
Ministry of Women's Affairs*

Ministry of Women's Affairs
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Foreword

by the Chief Executive of the Ministry of Women's Affairs

I am pleased to be able to introduce this research report 'Building back better: Utilising women's labour in the Canterbury recovery'.

We all want a strong and vibrant future for Canterbury. Better utilising women's labour to the full extent of their skills and abilities in Canterbury's recovery will benefit both Canterbury and New Zealand's wider economy, as well as women and their families.

As the rebuild and broader recovery gain pace, rapid growth in the construction sector will be followed by increasing demand in other industries.

'Building back better' shows there is a pool of underutilised female labour in Canterbury available and ready to contribute to the recovery. This research provides valuable insights into how women see the rebuild and how employers can attract more women into rebuild and recovery occupations.

'Building back better' sends a strong message about the key factors that would attract women to jobs: flexible work hours and environment, good pay, and more information about rebuild opportunities.

The Ministry will be discussing the research findings with construction industry employers, employer groups and training organisations, and establishing how they can take advantage of this newly identified labour source.

Rebuilding Canterbury is about making the best use of our available workforce and creating a more productive, prosperous Canterbury. This research will help Canterbury build back better.



Jo Cribb
Chief Executive
Ministry of Women's Affairs

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Executive summary

Better utilising women's labour to build a prosperous and productive Canterbury.

This research report presents new information/data about the employment situation of un- and under-employed Canterbury women.¹ It tells us that there is under-utilised, 'hidden' female labour in Canterbury.

We know that women's employment has been adversely affected since the earthquakes.² This research increases our knowledge about Canterbury's female labour force by helping us understand why women's employment hasn't recovered in the way men's has following the 2010 and 2011 earthquakes. The research also provides insights into how we might better utilise women's labour, to build a prosperous and productive Canterbury.

Canterbury's economic recovery depends on ensuring that labour supply meets demand now and in the future. Demand for construction labour in Canterbury is high now, but has yet to reach its peak. Demand will also increase in sectors such as ICT, knowledge-based manufacturing, health, professional services, and agribusiness.

Government is working with industry to develop industry-owned sector workforce plans to meet Canterbury's workforce challenges. The workforce plans will identify how to best ensure the supply of labour can meet the demands

of the rebuild, recovery, and the future growth and prosperity of the region.

Better utilising female labour in Canterbury will help address Canterbury's labour force challenges. This will require more women to be recruited to jobs that are:

- related to and support the rebuild – such as project management and administration – where women's skills and experience are more likely to be transferrable;
- 'core' to the rebuild – such as construction, painting, joinery – where women are currently under-represented, and which are likely to mean training or retraining.

The research results presented in this report will help Government work with employers to better utilise Canterbury's female labour force and assist more women into sustainable and meaningful employment. This, in turn, will contribute to a more productive, and prosperous Canterbury.

Key findings

Women want to work

The research shows that women's employment in Canterbury was negatively affected (39% said their employment was affected) by the earthquakes. It also shows that women want to work, are available now, and

¹ The report presents the findings of a survey of 500 un- and under-employed women to better understand why women are not – yet – participating in the rebuild.
² Household Labour Force Survey (HLFS) data shows that employment rates for men and women dropped after the 2010 and 2011 earthquakes, but men's recovered, and there has been a significant increase in male employment in construction. Women's employment dropped more than men's, and until March 2013 had not improved. Although the March quarter saw increases in women's employment, it was in sectors such as retail trade, accommodation and food services, not in construction (where female employment fell by 1,900 compared to March 2012). Source: HLFS data. We do not yet know whether the March improvement is the beginning of a trend.

28%

of the women surveyed indicated they either want or are looking for work

are not opposed to working in the Canterbury rebuild (28% of women surveyed want to work).³ This suggests that the female labour force is being under-utilised.

The research also shows that women were more attracted to rebuild positions that reflect their skills and experience (for example, administration/general or professional/management), than they were to construction jobs.⁴

Women are not opposed to working in the rebuild

Fifty-five percent of women surveyed were not opposed to rebuild positions, but many had not considered these jobs, or were not sure how to access them.⁵

Women saw construction jobs as ‘jobs for men’. Specifically, some women felt advertising was directed at men, and/or women perceived they could not meet the physical demands of some rebuild jobs.⁶

There’s an opportunity to better utilise female labour in the rebuild and recovery

This research identifies a pool of female labour that can be

used to meet increasing labour demand in Canterbury. Better use of the female labour pool may mean: changing employer practice, including recruitment, improving information about rebuild occupations for women; and encouraging women to train or retrain.

The top three factors that would encourage women to consider any job in the rebuild were:

1. flexible work hours and environment (49%)⁷;
2. good pay (39%)⁸; and
3. more information about rebuild opportunities (18%).⁹

Thirty-nine percent of women surveyed were considering training or retraining.¹⁰ Women under 55 were most likely to consider training or retraining. Twenty-two percent of unemployed women said childcare responsibilities prevented them from training.¹¹ This is important, particularly for women who might consider construction jobs where their skills are not transferrable.

³ 28 percent of the 500 women surveyed wanted to work: 22 percent of 263 currently employed women, and 36 percent of 237 currently unemployed women.

⁴ 33 percent of 141 women who answered the question said that they wanted an administration/general job. 22 percent of 141 women who answered the question said that they wanted a professional or management job.

⁵ 55 percent of all 500 women surveyed were not opposed to rebuild positions, but had not considered these jobs: 56 percent of 263 currently employed women, and 54 percent of 237 currently unemployed women.

⁶ 71 percent agreed or strongly agreed with the statement that advertising for rebuild jobs was generally directed at men and 57 percent agreed or strongly agreed with the statement that they were not sure they could meet the physical demands of some rebuild jobs.

⁷ 49 percent of all 500 women surveyed felt flexible work hours and environment would encourage them to consider jobs in the rebuild: 49 percent of 263 currently employed women, and 50 percent of 237 currently unemployed women.

⁸ 39 percent of all 500 women surveyed felt that good pay would encourage them to consider jobs in the rebuild: 43 percent of 263 currently employed women, and 35 percent of 237 currently unemployed women.

⁹ 18 percent of all 500 women surveyed felt that more information about rebuild opportunities would encourage them to consider jobs in the rebuild: 13 percent of 263 currently employed women, and 24 percent of 237 currently unemployed women.

¹⁰ 39 percent of all 500 women surveyed were considering training or retraining: 41 percent of 263 currently employed women, and 36 percent of 237 currently unemployed women.

¹¹ 22 percent of the 125 who answered the question said that the childcare requirements prevented them from training: 10 percent of 58 currently employed women, and 31 percent of 67 currently unemployed women.

This research identifies a pool of female labour that can be used to meet increasing labour demand in Canterbury

02

Research background

In 2010 and 2011 Canterbury experienced two major earthquakes. Since then, Government has made Canterbury's recovery, particularly its economic recovery, a priority.

Government's labour market recovery programme for Canterbury will set the principles for the recovery, and guide the sector recovery plans. The first of these plans is currently being drafted, the Construction Sector Workforce Plan. There is also work underway on plans for the manufacturing sector, the agriculture sector and the health sector. Each of these plans is owned by the relevant industry or industries.

There is a high increasing demand for additional workers, particularly in construction. The challenge is to build continuing growth for the longer term from that short-term opportunity.

Labour force data following the earthquakes¹² show that women have not to date taken up employment opportunities to the same extent that men have. To understand why this is the case, and to explore ways that women can be encouraged or enabled to maximise employment opportunities, the Ministry of Women's Affairs (MWA) contracted Research First to undertake a research project.

¹² The HLFS reports quarterly on participation
¹³ Women receiving a benefit were excluded from the research as they are a known resource. This research attempted to find 'hidden' labour.

To date relatively few women in Christchurch have taken up the employment opportunities presented by the rebuild

Research Design

The Ministry of Women's Affairs was particularly interested in identifying under-utilised and 'hidden' labour in this research. The Ministry saw that identifying a supply of labour that has previously not been considered is a critical first step towards better utilising the female workforce.

To identify the under-utilised female workforce the research focused on two populations of women:

- 1. women who are unemployed and not receiving a benefit¹³; and
- 2. women were working in non-professional occupations and who are potentially interested in moving between industries or occupations and maybe improving their economic situation.

Given there is no list for members of these two populations (i.e. no sampling frame), the research team used a 'discovery' design that was based on:

- a telephone survey drawing on Research First's Greater Christchurch Household Sample, using a series of qualifying questions to filter for suitable women; and
- an intercept survey targeting locations around Christchurch with rich populations of women (who were then filtered using suitable qualifying questions).

The telephone survey approach identified 438 qualifying women, and the intercept survey approach discovered 62 qualifying women. Together these provide a total sample of 500 women.

By definition this 'discovery design' results in an 'availability' sample. The research team adopted this approach because the aim was to identify 'hidden' populations of under-utilised labour. Availability samples are non-probability samples, and for this reason the statistics in this report describe the results from the survey but do not attempt to **infer** from the results to all women in Christchurch in the two populations of interest to the Ministry of Women's Affairs.

While reading this report it is important to keep the limitation of the availability samples in mind. Although this research – as the first of its kind in Canterbury – provides the largest and most complete dataset regarding the employment intentions of the two groups of women of interest to the Ministry of Women's Affairs, it is exploratory and illustrative. Its value is in the richness of the insights it provides. The research makes no claims to being a comprehensive overview of the views of those two populations but, instead, aims to provide a snapshot of typical attitudes (rather than an *overview of all* such attitudes).

The telephone survey data in this report were collected via Survey Pro™ and all the data were analysed using Q™.

Research Sample

The composition of the sample of women interviewed included:

- 91% identified as being European and 5% identified as being Maori
- 23% of those interviewed were aged under 34, while 25% were aged over 55. Half (51%) were aged over 45
- 77% were homeowners
- 69% were either married or in a civil partnership, a further 14% were in a de facto relationship, and
- slightly more than half (55%) had dependent children.

Readers should note that:

- In total 500 women were surveyed. But fewer than 500 women answered several of the questions based on their answers to previous questions. The number of women who has answered each question have been recorded in the tables throughout this report;
- The term 'rebuild-related', or any variations thereof, refers to those jobs directly or indirectly related to the rebuild or those created from the induced economic effects of the rebuild;
- The term 'Currently Employed Women' refers to the group of women who indicated they were in paid employment at the time of the survey; and
- Similarly, 'Currently Unemployed Women' refers to the group of women who were not in paid employment at the time of the survey.

Work history

Half of the 500 women surveyed were in paid employment. The results show that:

- Most of these women had permanent positions; and
- Close to half were working in the administration/general sector.

Current Work

Employment Status

Of the 500 women interviewed, 263 (53%) were in paid employment at the time of the survey. The women in this group were asked questions about their current roles.

Table 3.1: Employment Status

	No. of Women	% of Women
Number of Respondents	500	
Currently Employed Women	263	53%
Currently Unemployed Women	237	47%

Type of Employment

Half of the employed women were working in full-time work and half were in part-time work (Table 3.2). Table 3.3 shows that most of the employed women interviewed were

in permanent full-time or part-time work. Full-time workers were more likely to have a permanent role. Part-time workers were more likely than full-time workers to be self-employed without staff or have a casual contract.

Table 3.2: Full-Time or Part-Time Work

	No. of Currently Employed Women	% of Currently Employed Women
Number of Respondents	263	
Full-time work	130	49%
Part-time work	133	51%

Table 3.3: Type of Employment

	Currently Employed Women		
	Full-time	Part-time	Total
Number of Respondents	130	133	263
Permanent	83%	74%	79%
Self-employed (without staff)	7%	12%	10%
Casual	4%	10%	7%
Employer (with staff)	4%	1%	2%
Fixed Term Contract	2%	2%	2%
Maternity leave	1%	1%	1%
Contract	0%	1%	0%

Of the 500 women interviewed, 263 (53%) were in paid employment at the time of the survey

Current Role

The population who were currently employed were asked to note what kind of job they had. Slightly fewer than half (44%) of the employed women worked in the administration/general sector. This included roles in administration, customer service, cleaning, and gym instructing. Only two participants were working in construction at the time of the survey.

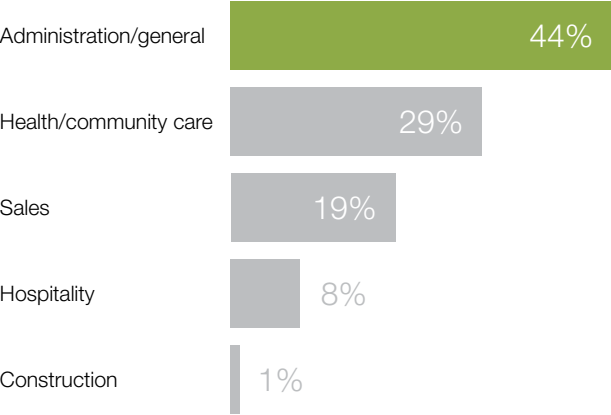
Table 3.4: Current Role

	No. of Currently Employed Women	% of Currently Employed Women
Number of Respondents	263	
Administration/general	115	44%
Health/community care	77	29%
Sales	49	19%
Hospitality and service	20	8%
Construction ¹⁴	2	1%

¹⁴One worked as a plumber and the other worked as a painter.

39%
of women indicated their employment was affected by the earthquakes

Figure 3.1: Current Role



Work Prior to the Earthquakes

Two-thirds of the 500 women surveyed were in paid employment prior to the earthquakes. Currently employed women were more likely to have been employed prior to the earthquakes.

39% of women indicated their employment was affected by the earthquakes. This number was significantly higher among those not currently employed.

Of the 129 respondents whose employment was affected by the earthquakes, 40% were currently unemployed, suggesting the earthquakes had a long-lasting impact.

Respondents were asked questions regarding their employment before the earthquakes. This section shows the impact of the earthquakes on women’s employment. It also highlights the potential resource for rebuild-related jobs.

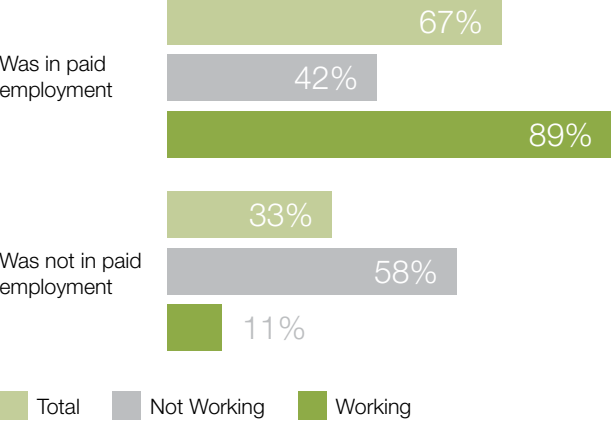
Employment Status Prior to the Earthquakes

All respondents were asked whether they were working prior to the September 2010 or February 2011 earthquakes. Two-thirds (67%) of the women surveyed were working prior to the earthquakes. Those employed at the time of the survey were significantly more likely to have also been employed prior to the earthquakes than their unemployed counterparts.

Table 3.5: Employment Status before Earthquakes

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Was in paid employment	89%	42%	67%
Was not in paid employment	11%	58%	33%

Figure 3.2: Employment Status before Earthquakes



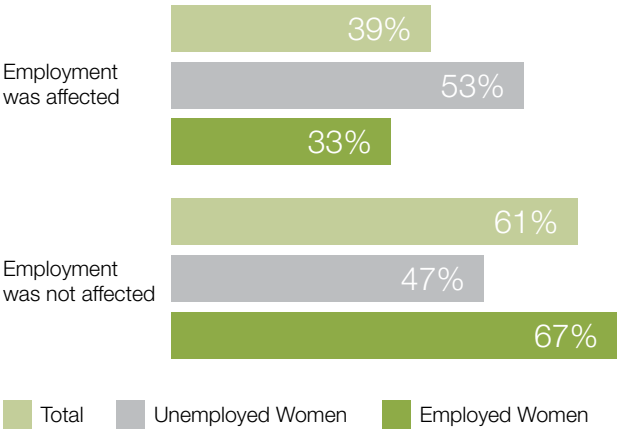
Effect of Earthquakes on Employment

Those 334 respondents who were in paid employment prior to the earthquakes were asked several questions about this employment. They were asked whether their employment was affected by the September 2010 or February 2011 earthquakes. Over one-third (39%) of women indicated their employment was affected by the earthquakes. This result was significantly higher among currently unemployed women, with half of this group being affected (53%) compared to 33% of employed women (Table 3.6).

Table 3.6: Effect of Earthquakes on Employment

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	235	99	334
Employment was affected	33%	53%	39%
Employment was not affected	67%	47%	61%

Figure 3.3: Effect of Earthquakes on Employment



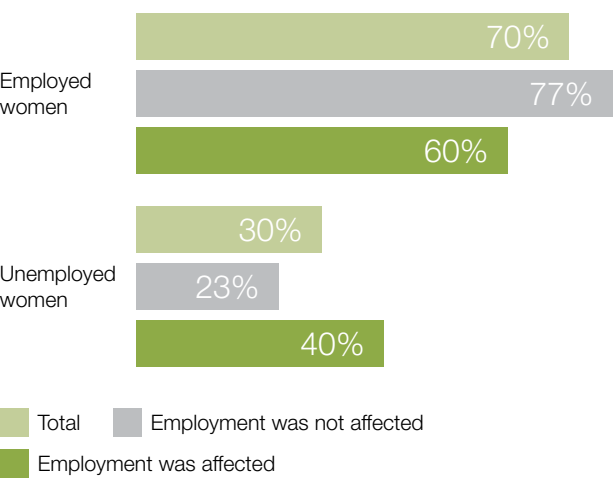
Current Employment Level of Affected and Unaffected Women

Among women whose employment was affected by the earthquakes 40% are not currently working. This means that 40% of those whose employment was interrupted have either not returned to work since the earthquakes or returned but have since left for a variety of reasons.

Table 3.7: Current Employment Level of Affected and Unaffected Women

	Employment Was Affected	Employment Was Not Affected	Total
Number of Respondents	129	205	334
Currently Employed Women	60%	77%	70%
Currently Unemployed Women	40%	23%	30%

Figure 3.4: Current Employment Level of Affected and Unaffected Women



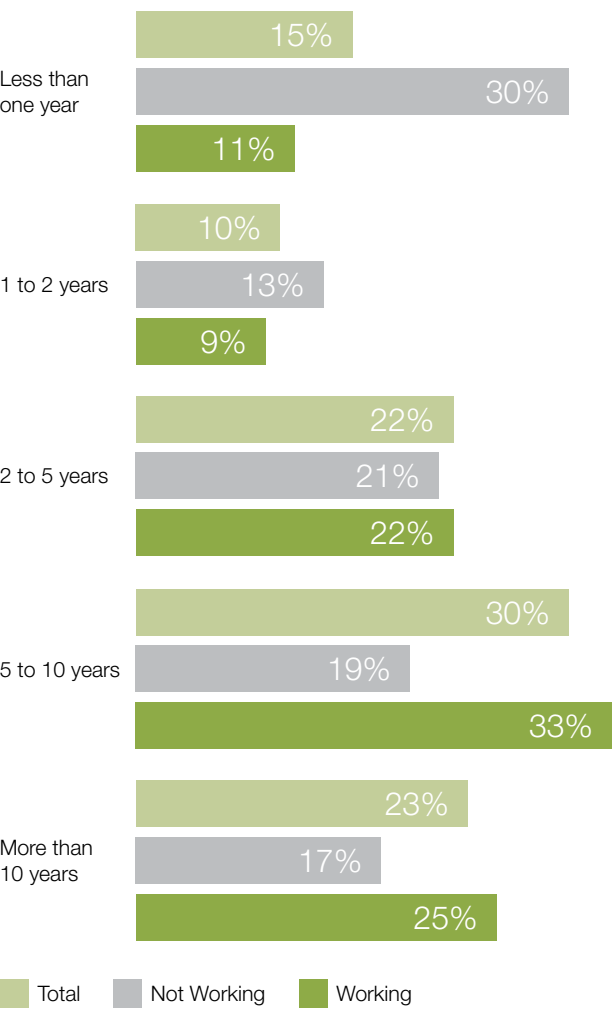
Length of Time in Job Unaffected by Earthquakes

Employed women who indicated their employment had not changed as a result of the earthquakes were asked to indicate the length of time they had been in their current job. The same question was asked of those who were not working at the time of the survey, but who were working at the time of the earthquakes and their jobs were unaffected. The results show that most respondents had been in their job for over two years (Table 3.8).

Table 3.8: Length of Time in Job Unaffected by Earthquakes

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	158	47	205
Less than one year	11%	30%	15%
1 to 2 years	9%	13%	10%
2 to 5 years	22%	21%	22%
5 to 10 years	33%	19%	30%
More than 10 years	25%	17%	23%

Figure 3.5: Length of Time in Job Unaffected by Earthquakes



Most respondents whose jobs were affected had been employed for two or more years meaning that stable work was affected

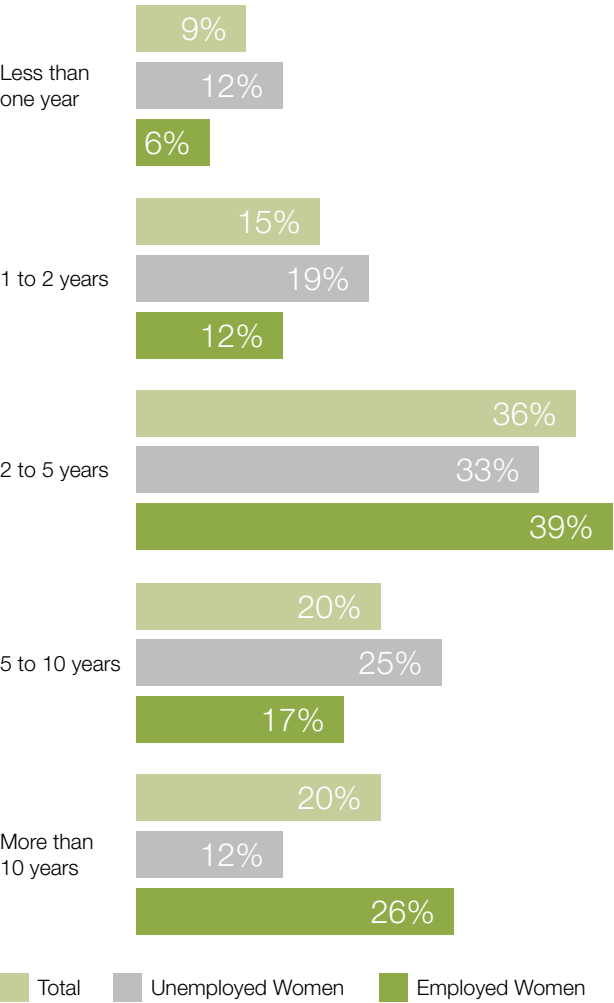
Length of Time in Job Affected by Earthquakes

Those 129 respondents who indicated their employment had changed owing to the earthquakes, were asked some questions regarding those changes. Most respondents whose jobs were affected had been employed for two or more years, meaning that stable work was affected (Table 3.9).

Table 3.9: Length of Time in Job Affected by Earthquakes

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	77	52	129
Less than one year	6%	12%	9%
1 to 2 years	12%	19%	15%
2 to 5 years	39%	33%	36%
5 to 10 years	17%	25%	20%
More than 10 years	26%	12%	20%

Figure 3.6: Length of Time in Job Affected by Earthquakes



Reasons for Change in Employment

Women who identified that their employment had changed due to the earthquakes were asked to indicate the reasons why their employment changed as a result of the earthquakes. The main reasons given were directly related to changes associated with the employers. For those who are currently unemployed, the most common reason (33%) was that their employer had ceased trading. The most common reason currently employed women gave for the change in their employment was that their employer moved to another location (25%). 14% stopped working for personal reasons that were not related to the earthquakes (Table 3.10).

Table 3.10: Reasons for Change in Employment¹⁵

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	77	52	129
Employer ceased trading or closed	18%	33%	24%
Employer moved to another location	25%	12%	19%
Stopped working for personal reasons directly related to the earthquake	14%	17%	16%
Stopped working for personal reasons not related to the earthquake	12%	17%	14%
Made redundant	5%	4%	5%
Other*	19%	27%	22%
Don't know	0%	6%	2%

¹⁵The 'Other' category includes reasons mentioned by four or fewer respondents, such as: Decreased business (4), Increased business (3), Now work from home (2) and those mentioned only once.

Changes to Employment

Table 3.11 shows that respondents whose employment had changed due to the earthquakes were also asked to note the ways in which their employment had changed. The most common change to employment overall was that the workplace had changed location (19%). The most common change among currently employed women was a change in job role or position (23%).

Table 3.11: Changes to Employment¹⁶

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	77	52	129
Workplace changed location	21%	15%	19%
Worked fewer hours post-earthquakes	16%	17%	16%
Changed role/position	23%	2%	15%
Business closed	8%	13%	10%
Workplace was closed temporarily	9%	10%	9%
Changed industry	13%	0%	8%
I was made redundant	4%	15%	9%
Business decreased	3%	13%	7%
Worked more hours post-earthquakes	6%	4%	5%
Voluntarily left job	1%	6%	3%
Business increased	3%	0%	2%
Other (one off mentions only)	5%	8%	6%

¹⁶Respondents were able to indicate multiple changes.
¹⁷Respondents were able to name multiple changes and reasons for those changes.

The changes in employment experienced by respondents were analysed by the reasons for those changes. The results are presented in Table 3.12.

Table 3.12: Changes in Employment by Reasons for Change¹⁷

		Reasons for Change				
CHANGE IN EMPLOYMENT		Employer ceased trading	Employer moved	Personal reasons related to earthquake	Personal reasons not related to earthquake	Made redundant
	Number of Respondents	31	25	20	18	6
	Workplace changed location	0	13	4	2	0
	I now work fewer hours	4	3	3	5	1
	I now have a different role/position	5	1	3	5	2
	Business closed	8	0	1	1	0
	Workplace was closed temporarily	4	4	0	0	1
	I was made redundant	6	0	1	1	2
	I now work in a different industry	3	1	3	3	0
	Business decreased	2	0	3	1	0
	I now work more hours	1	1	0	2	0
	Voluntarily left job	0	0	0	2	0
	Business increased	0	0	0	0	0
	One off mentions	0	2	3	2	0

¹⁵A small number of respondents named more than one reason for change.

Type of Employment Prior to Earthquakes

Table 3.13 shows the employment type of respondents, (whose jobs were affected by the earthquakes) prior to the earthquakes. The results show that most women were in permanent jobs but currently employed women were more likely to have been in a permanent full- or part-time position prior to the earthquakes. This suggests that permanent jobs were less likely to have been affected by the earthquakes.

Table 3.13: Type of Employment prior to Earthquakes

	Currently Employed Women		Currently Unemployed Women		Total	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Number of Respondents*	42	35	25	27	67	62
Permanent	86%	66%	76%	59%	82%	63%
Casual	5%	11%	12%	26%	7%	18%
Self-employed (without staff)	7%	11%	8%	4%	7%	8%
Employer (with staff)	2%	0%	4%	4%	3%	2%
Fixed term	0%	3%	0%	4%	0%	3%
Seasonal	0%	6%	0%	0%	0%	3%
Unpaid work	0%	0%	0%	4%	0%	2%
Contract	0%	3%	0%	0%	0%	2%

*Due to the low sample sizes, these results need to be treated with caution.

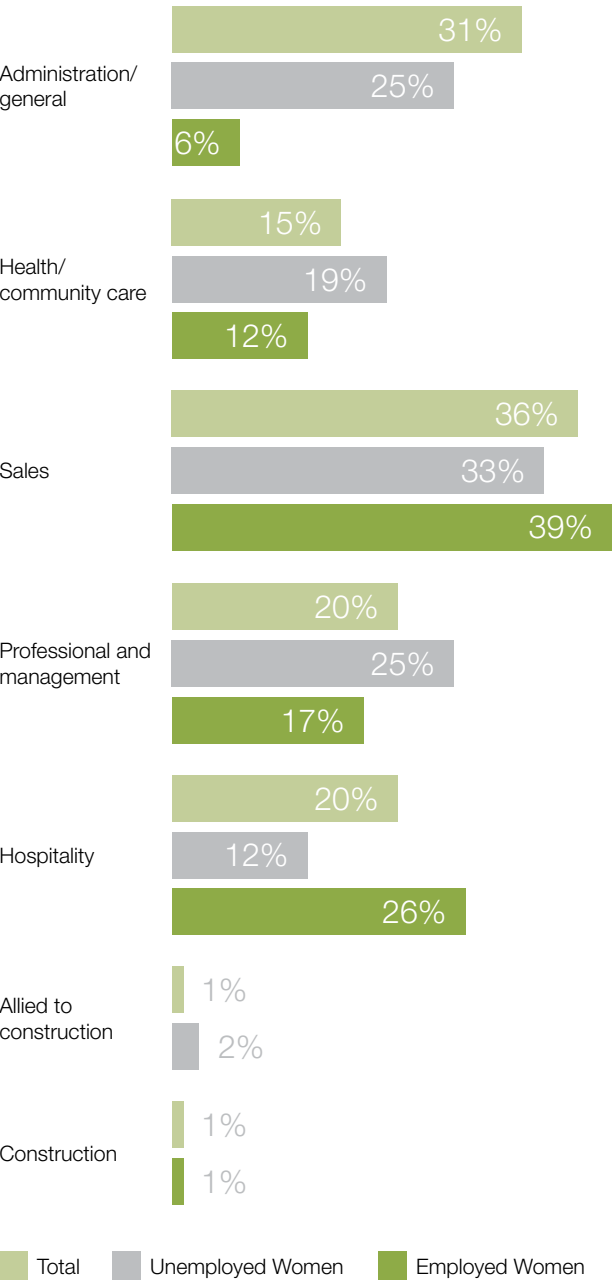
Role Prior to Earthquakes

Those respondents whose jobs were affected by the earthquakes were asked what role they were employed in prior to the earthquakes. Most women were employed in administration/general jobs, with employed women being more likely to have been in such a role. One-quarter of the unemployed women were employed in a professional or management role before the earthquakes. This suggests that these women do have skills that are transferrable.

Table 3.14: Role prior to Earthquakes

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	77	52	129
Administration/general	35%	25%	31%
Health/community care	22%	19%	21%
Sales	21%	17%	19%
Professional and management	8%	23%	14%
Hospitality	13%	13%	13%
Allied to construction	0%	2%	1%
Construction	1%	0%	1%

Figure 3.7: Role prior to Earthquakes



One-quarter of the unemployed women were employed in a professional or management role before the earthquakes

One-third of unemployed women and close to one-quarter of employed women indicated they want or are looking for work.

Among those who were not looking for work the most common reasons were children/ family commitments (56% of unemployed women) and being happy with their current situation (59% of employed women).

Most of those who were looking for work were looking for permanent part-time positions. When thinking about the type of job they wanted, a range of sectors were mentioned, including administration and professional/ management.

There are significant barriers preventing women from having the work they want. One of the main barriers is family responsibilities. This could be overcome through employers offering flexible working hours.

Work Aspirations

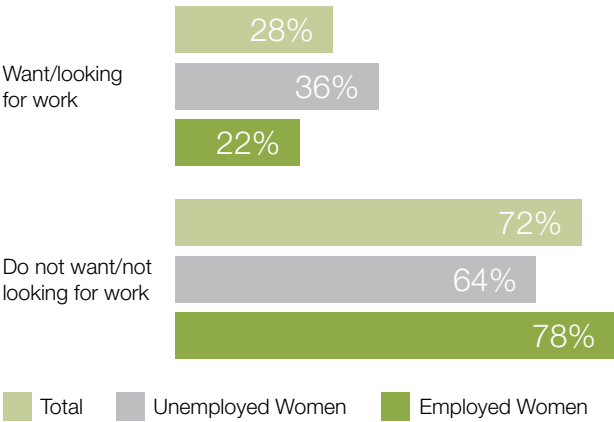
Employment Aspirations

All respondents were asked whether they want or are looking for work. One-third (36%) of unemployed women indicated they wanted or were looking for work. Close to one-quarter (22%) of employed women were also looking for alternative employment. This equates to 28% of the total sample either wanting or looking for work. These are the people that employers should be targeting for rebuild-related jobs.

Table 3.15: Employment Aspirations

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Want/looking for work	22%	36%	28%
Do not want/not looking for work	78%	64%	72%

Figure 3.8: Employment Aspirations



Reasons for Not Wanting/Looking for Work

Those respondents who indicated they did not want or were not looking for work were asked to note the reasons for this. Slightly more than half of the unemployed women were not looking for work as they were a caregiver for their children or another family member. This research was unable to explore whether these women or those who are currently studying would consider any employment as the question was outside of the scope of this research.

Over half of the employed women (59%) were happy with their current employment or situation. A further 21% were not looking for work as they were already employed (Table 3.16).

Table 3.16: Reasons for Not Wanting/Looking for Work¹⁸

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	206	152	358
Happy with current employment/ situation	59%	4%	36%
Mother/caregiver for family member	9%	56%	29%
Found employment/ have job	21%	0%	12%
Retired/age	4%	7%	5%
Studying	1%	9%	5%
Health/mental health issues	0%	9%	4%
Business owner/ self employed	5%	3%	4%
Partner's income is sufficient	0%	9%	4%
Have enough work	5%	1%	3%
Volunteering	0%	5%	2%
Desired position limited availability	1%	1%	1%
Don't know	0%	1%	0%

¹⁸Respondents could name multiple reasons for not wanting or looking for work.

36%

of unemployed women indicated they wanted or were looking for work

59%

of currently employed women were happy with their current employment or situation

Type of Employment Wanted

Those respondents who indicated they were wanting or looking for work were asked questions regarding the type of work they wanted. Most of the unemployed women (78%) looking for work wanted to work part-time. Employed women were slightly more likely to want full-time (54%) rather than part-time work (46%).

The Ministry of Business, Innovation and Employment (MBIE) has noted that flexible work arrangements are becoming more important in workplaces in this country. This has arisen in answer to the increasing needs of employees to achieve a balance between their work and other commitments, including childcare or care of other family members.¹⁹

Table 3.17: Full-time or Part-Time Work Preference

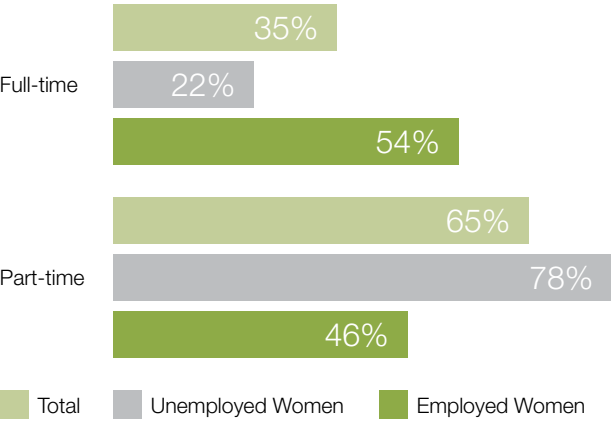
	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	56*	85	141
Full-time	54%	22%	35%
Part-time	46%	78%	65%

*One employed women did not answer this question.

¹⁹www.dol.govt.nz/er/bestpractice/worklife/flexiblework

All 30 of the currently employed women who want full-time work were also looking for permanent opportunities

Figure 3.9: Full-time or Part-Time Work Preference



The same data were analysed by type of employment wanted. Given the small sample sizes these results need to be read with some caution. This shows that most participants would prefer permanent contracts. All 30 of the currently employed women who want full-time work were also looking for permanent opportunities (Table 3.18, facing page).

Table 3.18: Type of Employment Wanted, by Full-Time or Part-Time Preference

	Currently Employed Women*		Currently Unemployed Women		Total	
	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
Number of Respondents*	30	26	19	66	49	92
Permanent	100%	92%	84%	77%	94%	82%
Casual	0%	8%	0%	20%	0%	16%
Self-employed (without staff)	0%	0%	16%	0%	6%	0%
Employer (with staff)	0%	0%	0%	2%	0%	1%
Contract	0%	0%	0%	2%	0%	1%

*One employed women did not answer this question.

Positions Wanted

Respondents were asked what type of job they wanted. One-third wanted to work in an administration or general role. Employed women (39%) were more likely to want to work in this sector than unemployed women (28%). Close to one-quarter of participants indicated an interest in working in a professional or management role. This was consistent across both employed and unemployed women. A small number of participants (3%) wanted to work in jobs allied to construction, while one indicated that they wanted to be a painter (Table 3.19). Women did not see trades occupations as an area of interest. There was interest in support occupations that surround that sector and the rebuild and wider recovery.

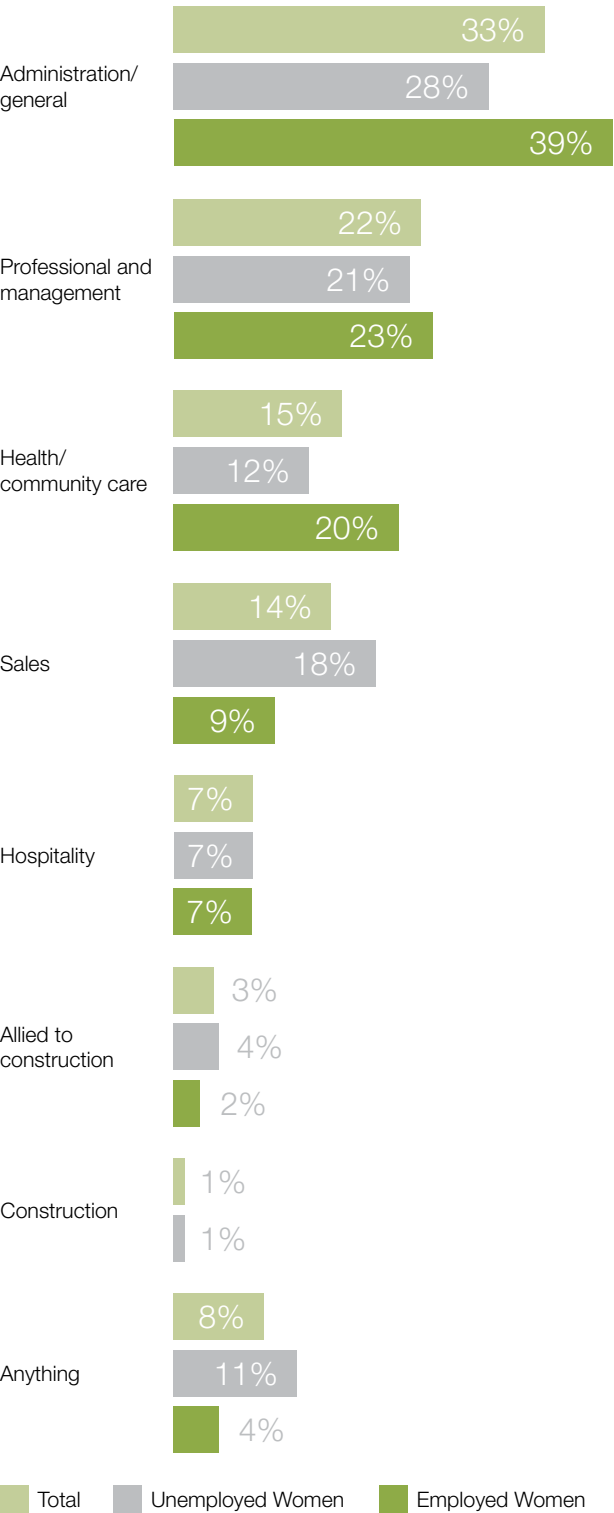
Table 3.19: Type of Job Wanted

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	56*	85	141
Administration/general	39%	28%	33%
Professional and management	23%	21%	22%
Health/community care	20%	12%	15%
Sales	9%	18%	14%
Hospitality	7%	7%	7%
Allied to Construction	2%	4%	3%
Construction	0%	1%	1%
Anything	4%	11%	8%

*One employed women did not answer this question.

Women did not see trades occupations as an area of interest. But there was interest in support occupations that surround the recovery

Figure 3.10: Type of Job Wanted



Barriers to Having Desired Role

Respondents who indicated they want or are looking for work noted the barriers preventing them from having the work that they want. Some of the most commonly mentioned barriers were related to the demands of jobs. These included a lack of opportunities in Christchurch (21%) and that they could not find the job they wanted to do (19%). Another main barrier to having their desired work was associated with family responsibilities (40%). This specifically included childcare when children are sick or during school holidays (20%), and being responsible for looking after children or another family member (20%). One-tenth of the respondents (11%) noted that they did not have the required skills, experience or qualifications for the job they wanted (Table 3.20, facing page).

Several of the barriers mentioned could be overcome by employers. Many women mentioned that long hours or a lack of flexibility around hours of work prevented them from having the job they wanted. Encouraging employers to offer positions with flexible hours could lead to increased uptake of rebuild-related jobs by women. MBIE use the example of an employer, Harrison Grierson on their website to portray this.²⁰ Harrison Grierson has been able to increase the retention of women returning from parental leave by offering flexible work options.

Part-time hours structured around school and other childcare hours would be particularly influential in attracting mothers to an employer. There is also a need for employers to be flexible in terms of childcare when children are sick or during school holidays. This may require a culture change among some of the construction companies, which tend to have a culture of long hours.

Identifying transferrable skills and/or qualifications that women have might also motivate some women to consider this sector. Such skills include time management, filing and budgeting.

Another main barrier was a perceived lack of opportunities in Christchurch (21%), despite the high demand for labour. See Section 6 for more information.

Table 3.20: Barriers to Having Desired Work²¹

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	56*	85	141
Lack of opportunities in Christchurch	29%	15%	21%
Childcare - particularly sickness and holidays	14%	24%	20%
Want to be with my family/ Responsibility for care of family	14%	24%	20%
Can't find the (specific) job I want to do	23%	16%	19%
I do not have the required skills/ experience/ qualifications	11%	12%	11%
Can't work full time hours	5%	12%	9%
Not actively looking/ only marginal interest in looking	11%	7%	9%
Hours of work (including more hours wanted, time of day available to work)	9%	8%	9%
Other**	34%	36%	35%
Don't know	11%	7%	9%

*One employed women did not answer this question.

**The 'Other' category included reasons mentioned by nine or fewer respondents, such as: Lack of Opportunity/ Not being accepted in application process (9), The jobs I want are too far from where I live (8), My age (6), Transport (4), Anxiety (4) and other reasons mentioned by 3 or fewer respondents.

28% of women surveyed are looking for or wanting to work.

Women want permanent positions but fewer hours. More women indicated a desire for permanent work than currently have permanent work. Likewise, more women indicated a desire for part-time work than have part-time work now.

Several women indicated experience in occupations related to the rebuild or longer term recovery of Christchurch, including administration, management, sales and hospitality.

Employment Movement

This section reports on women's employment before and after the earthquakes. It also presents the findings on women's desired employment. The findings show that fewer women are currently working, than before the earthquakes.

Number of Women Working and Wanting to Work

Table 3.21 (overleaf) shows the number of women who were employed prior to the earthquakes, the number of women currently employed, and the number of women looking for or wanting to work. There were 14% more women working prior to the earthquakes than is currently the case. Some of these women voluntarily left their jobs for personal reasons. Others either left or lost their jobs for reasons related to the earthquakes. This suggests that there are a number of currently unemployed women with experience in various areas who could be targeted for rebuild-related roles.

²⁰<http://www.dol.govt.nz/er/bestpractice/worklife/benefits/index.asp>

²¹Respondents could name multiple barriers to having the work they wanted.

Table 3.21: Number of Women Working and Wanting to Work

	No. Of Women	% Of Women
N=500		
Working Pre-Quakes	334	67%
Currently Working	263	53%
Looking for Work/a New Job	142	28%

Job Type Comparison

Table 3.22 shows job type comparison. More participants would prefer a permanent job than either have one now or had one prior to the earthquakes. The research shows that women are looking for more stability in their employment. There was little change in the number of self-employed women prior to the earthquakes and now, but few women want to have that type of employment.

Table 3.22: Job Type Comparison

	Pre-quake	Now	Desired
Number of Respondents	129	263	142
Permanent	73%	79%	86%
Casual	12%	7%	11%
Self-employed (without staff)	8%	10%	2%
Employer (with staff)	2%	2%	1%
Fixed term	2%	2%	0%
Maternity leave	0%	1%	0%
Contract	1%	0%	0%
Seasonal	2%	0%	0%
Unpaid work	1%	0%	0%
Don't know	-	-	1%

Full-Time and Part-Time Comparison

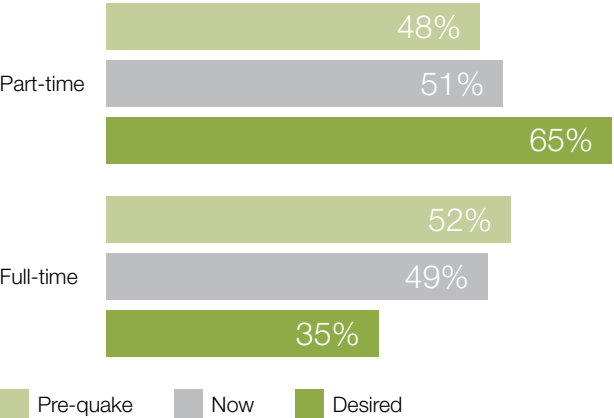
Table 3.23 shows a comparison of full-time and part-time work pre-quake, at the time of the survey, and roles they would like to work in. There has been little movement from the pre-earthquake employment level of full-time employment to the current level. The research shows a preference among women for fewer hours.

Table 3.23: Full-Time and Part-Time Comparison

	Pre-quake	Now	Desired
Number of Respondents	129	263	141*
Full-time	52%	49%	35%
Part-time	48%	51%	65%

*One employed women did not answer this question.

Figure 3.11: Full-Time and Part-Time Comparison



Job Role Comparison

Table 3.24 (overleaf) shows the industries the women surveyed worked in before the earthquakes, the industries they currently work in and those they want to work in. The 'Pre-Quake' and 'Now' columns include women who are not currently looking for a job. The 'Change' column indicates whether the number of women currently employed in each sector is the same, lower or higher than before the earthquakes.

There are differences in the occupations and industries the women surveyed were working in before the earthquakes and what they are doing now. The number of those in administration/general roles has increased since the

quakes from 31% to 44%. Slightly more than one-tenth (14%) of those interviewed were in a professional or management role prior to the earthquakes but are either working in a different role or not working now. This gives an indication of the areas of experience of these women. Several women indicated experience in sectors indirectly related to the rebuild or as a result of the rebuild. These sectors included administration, management, sales and hospitality.

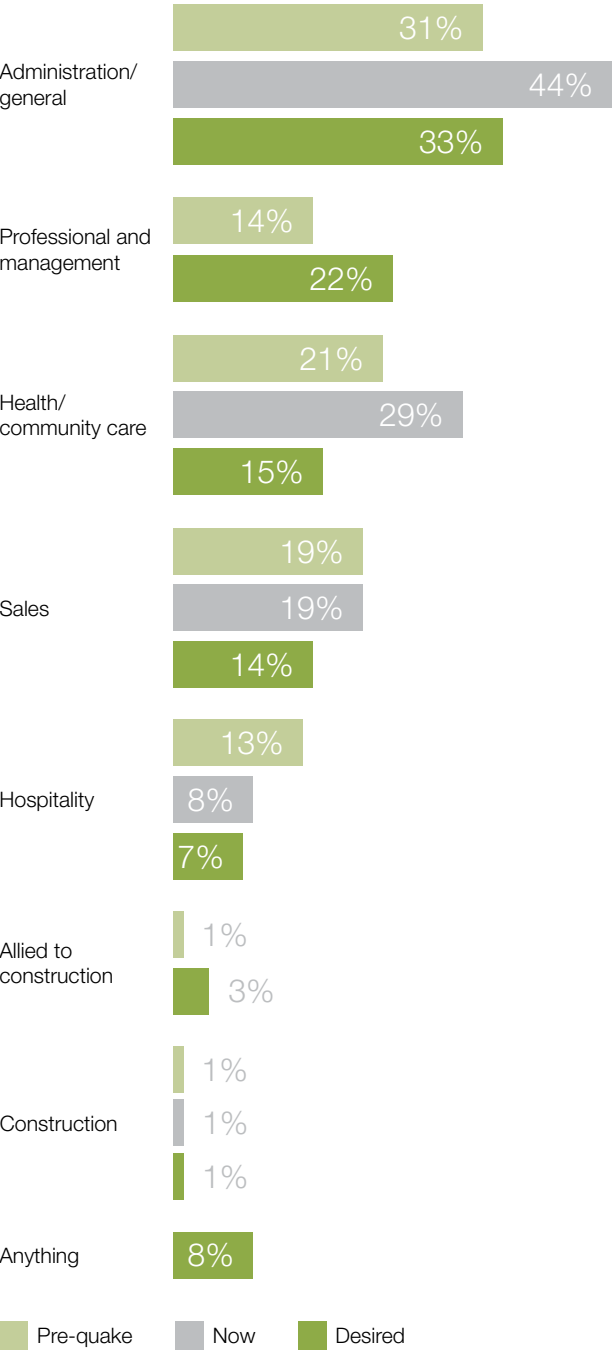
There are also differences in the industries these women are working in now and what they want to be doing. 44% of those surveyed currently work in an administrative/general role but the number who want to work in these roles is lower at 33%.

Table 3.24: Job Role Comparison

	Pre-quake	Now	Change	Desired
Number of Respondents	129	263		141**
Administration/general	31%	44%	↑	33%
Professional and management	14%	*		22%
Health/community care	21%	29%	↑	15%
Sales	19%	19%	=	14%
Hospitality	13%	8%	↓	7%
Allied to Construction	1%	*		3%
Construction	1%	1%	=	1%
Anything	-	-		8%

*Women currently working in a professional or management role in the allied to construction sector were excluded from the sample.
**One employed woman did not answer this question.

Figure 3.12: Job Role Comparison



Job Experience

Table 3.25 gives more specific insight into the work experience of those who indicated they were looking for work. Note that some respondents may be in both groups as they may have been working pre-quake and working at the time of the survey. Similarly, some respondents who were looking for work may be in neither group.

Table 3.25: Job Experience

	Current Work	Pre-Quake Work
Number of Respondents	56*	43**
Administration and General	23	13
Health/Community	14	8
Hospitality/Service	6	6
Professional and Management	-	6
Sales	13	10

**The number of those who are looking for work who were working at the time of the survey.*
***The number of those who are looking for work who were working before the earthquakes.*

04 Training



Training History

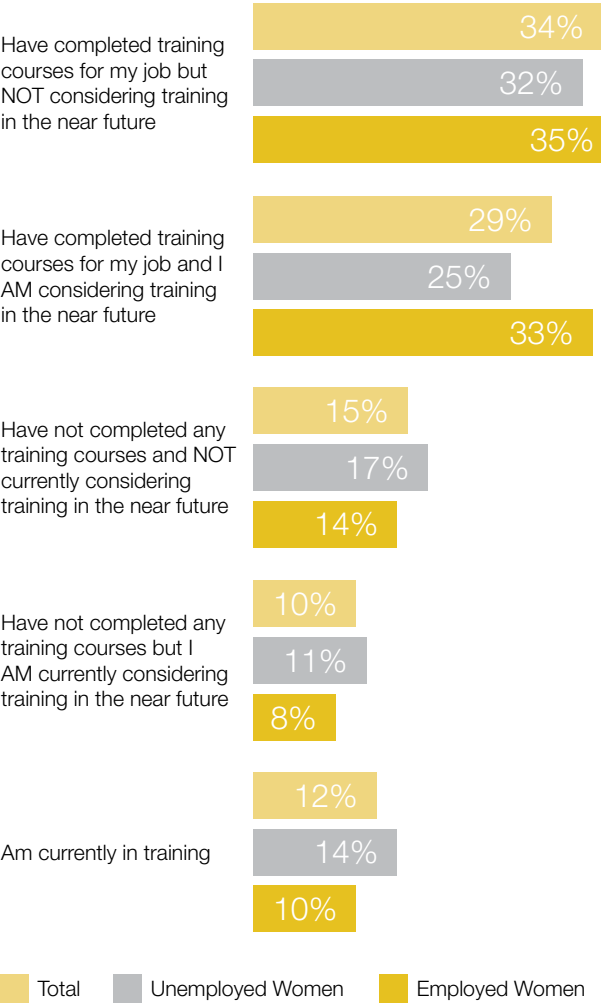
All respondents were asked whether they had undertaken or were considering undertaking training to improve their career prospects. Slightly more than one-third (39%) were considering training. These women could be targeted for trades and other training. Close to two-thirds (63%) of respondents had completed training. Of these women 29% were considering re-training in the future.

Table 4.1: Training History

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Have completed training for my job but am NOT considering training in the near future	35%	32%	34%
Have completed training for my job and I AM considering training in the near future	33%	25%	29%
Have not completed training for my job and am NOT considering training in the near future	14%	17%	15%
Have not completed training for my job but AM considering training in the near future	8%	11%	10%
Am currently in training	10%	14%	12%

Over one-third of the women surveyed are considering training or re-training

Figure 4.1: Training History



Over one-third of the women surveyed are considering training or re-training (39%).

Flexible hours and childcare options could help to overcome barriers to training.

Training providers need to think about how to attract women to training. A guarantee of a good job with good pay may work as a pull factor for women. Training providers need to target women by using women to front advertising campaigns and ensuring their promotional material is engaging for women across a range of ages.

The same results were analysed by age. The results show that respondents aged under 55 were the most likely to be considering training in the near future (40% of those aged 18-34; 47% of those aged 35-44; and 41% of those aged 45-54). These age groups, particularly the younger group could be a good target for those looking to draw women into trades training.

Table 4.2: Training History, by Age

	18-34	35-44	45-54	55+
Number of Respondents ²²	113	132	130	124
Have completed training for my job but am NOT considering training in the near future	26%	30%	37%	41%
Have completed training for my job and I AM considering training in the near future	26%	37%	31%	23%
Have not completed training for my job and am NOT considering training in the near future	8%	14%	17%	23%
Have not completed training for my job but AM considering training in the near future	14%	10%	10%	5%
Am currently in training	27%	9%	5%	8%

Reasons for Not Engaging in Training

Respondents who had not engaged in training were asked their reasons for not doing so. The most common reason was that they were already fully qualified (35%). Employed women were more likely than unemployed women to mention this as a reason. Childcare requirements were a barrier to training for one-third of unemployed women who had not engaged in training (32%, Table 4.3). It would be easy to say that this barrier could be overcome by training providers offering free or cheap childcare options. However, few women mentioned this as an attraction to further training (Table 4.4, overleaf). Flexible study options was mentioned and this could allow mothers to study around school and childcare hours.

²²One respondent declined to provide their age group and has thus been excluded from this analysis.
²³Respondents could indicate multiple reasons for engaging in training.

Table 4.3: Reasons for Not Engaging in Training²³

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	58	67	125
Feel fully qualified/ not necessary	41%	30%	35%
Childcare requirements	10%	31%	22%
Unmotivated	12%	16%	14%
Hours required for study	9%	9%	9%
Health concerns/ Coping concerns	3%	6%	5%
Too busy	5%	3%	4%
Course hours interfere with childcare	2%	6%	4%
Other*	16%	15%	15%
Don't know	12%	1%	6%

*The 'other' category included reasons mentioned by six or fewer respondents, such as: Health concerns/ Coping concerns (6), Course hours interfere with childcare (5), Cost (4), Unsure what to do (3), Age (3) and those mentioned less frequently.

Attractions to Further Training

All respondents were asked what would attract them to (further) training. Good career or promotion prospects was mentioned most frequently, by both employed (33%) and unemployed (24%) women. Among all respondents, 17% noted that nothing could attract them to training (Table 4.4, overleaf).

Training providers need to consider how to attract people to training. Advertising the possible outcomes from the training would be a good place to start. Several women would be attracted to further training if good job opportunities and pay were a guaranteed outcome. Providers also need to think about who they are targeting when advertising their courses. This means ensuring training providers use women to front some of their advertising, including advertising for trades training. Also, the websites and other material needs to be engaging for women of all ages.



05

Barriers to employment in the rebuild

Table 4.4: Attractions to Further Training²⁴

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Good career or promotion prospects	33%	24%	29%
Good pay prospects	13%	6%	10%
Interest in a new field/self fulfillment	5%	9%	7%
Flexible study options	4%	9%	6%
Continual professional development/ compulsory training	8%	5%	6%
High likelihood of job at the end of the course	4%	7%	5%
Feel fully qualified/ not necessary	5%	5%	5%
Guaranteed job on completion	3%	7%	5%
Paid training/ On job i.e. apprenticeship	5%	4%	5%
Other*	19%	35%	27%
Nothing	16%	19%	17%
Don't know	8%	5%	7%

²⁴The 'other' category included attractions mentioned by fewer than twenty respondents, such as: To further/ gain knowledge (17), Having access to a subsidy or grant that would lower fees (15), Childcare provided as part of course (13), Study at/ close to home (11), Free/ cheap training (11), Scholarships (10), Prior experience recognised (10) and attractions mentioned by less than ten people.

²⁴Respondents could indicate multiple attractions to further training.

All respondents were provided an overview of information regarding jobs in the Canterbury rebuild. They were then asked questions about jobs in the rebuild. The information provided was:

There are a wide range of jobs available in the Canterbury rebuild. These include jobs in construction but also things like administration, business services, project management, interior design, etc.

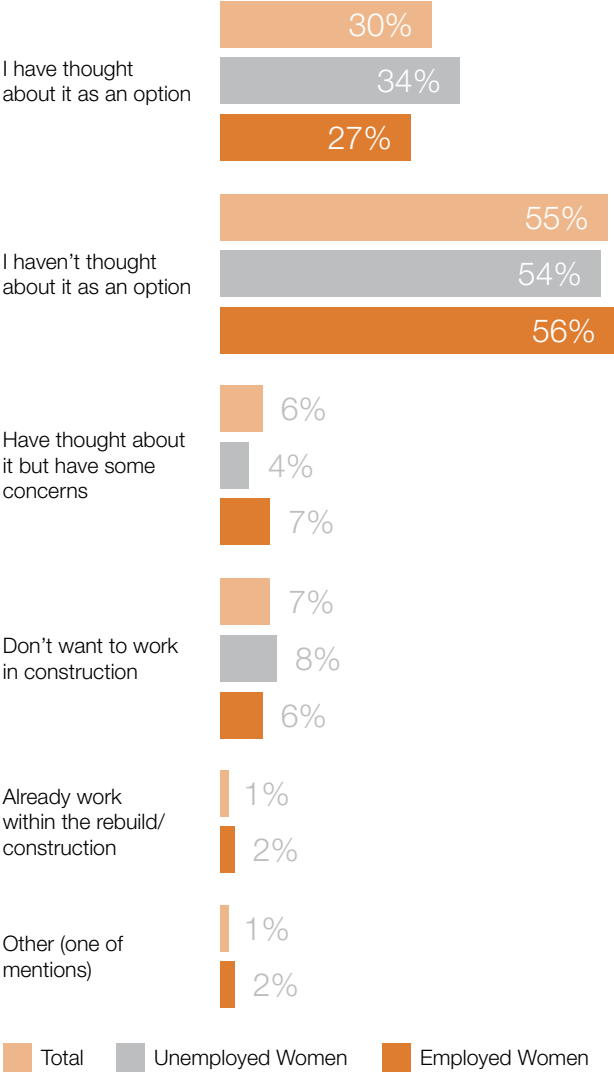
Consideration of Rebuild Opportunities

Respondents were asked whether they had thought about opportunities for themselves in the Christchurch rebuild. One-third of respondents (30%) had thought about working in the rebuild as an option, while a further 6% had thought about it but had reservations. Unemployed women were slightly more likely to have thought about it than employed women. More than half of the participants (55%) indicated that they were not necessarily opposed to working in a rebuild-related position, they had not considered doing so. This was consistent across both employed and unemployed women (Table 5.1).

Table 5.1: Consideration of Rebuild Opportunities

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
I have thought about it as an option	27%	34%	30%
I haven't thought about it as an option	56%	54%	55%
Have thought about it but have some concerns	7%	4%	6%
Don't want to work in construction	6%	8%	7%
Already work within the rebuild/ construction	2%	0%	1%
Other (one off mentions)	2%	0%	1%

Figure 5.1: Consideration of Rebuild Opportunities



These same results were analysed by age (Table 5.2). The results show that those aged 35-44 were more likely to have thought about rebuild opportunities than women in other age groups. Half (or more) of the women in every age group indicated they had not considered rebuild opportunities. This suggests there may be an opportunity to engage women of all ages.

Table 5.2: Consideration of Rebuild Opportunities, by Age

	18-34	35-44	45-54	55+
Number of Respondents ²⁵	113	85	132	130
I have thought about it as an option	27%	39%	29%	26%
I haven't thought about it as an option	60%	52%	49%	59%
Have thought about it but have some concerns	1%	2%	14%	6%
Don't want to work in construction	10%	5%	5%	8%
Already work within the rebuild/ construction	1%	2%	2%	1%
One off mentions	2%	1%	2%	0%

30% had thought about working in the rebuild as an option, while a further 6% had thought about it but had concerns

Those aged 35-44 were more likely to have thought about rebuild opportunities than women in other age groups

Perception of Number of Opportunities

Respondents were asked whether they thought the rebuild provided more or less jobs for women in Christchurch. Over half (53%) felt that the rebuild provided more jobs (those that rated ‘a lot more jobs’ combined with those that rated ‘more jobs’). In contrast, 23% felt the rebuild provided fewer jobs for women.

Table 5.3: Perception of Number of Opportunities

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	257	230	487
A lot more jobs	9%	10%	9%
More jobs	46%	42%	44%
Same number of jobs	21%	22%	22%
Fewer jobs	19%	22%	21%
A lot fewer jobs	2%	1%	2%
Don't know	2%	3%	3%

30% of all respondents thought about working in the Christchurch rebuild as an option. Slightly more than half of the women surveyed had not thought about it. This represents a significant opportunity to get women thinking about jobs in the rebuild.

Many women were not motivated to consider rebuild opportunities due to the male-dominated advertising and workplaces.

There was a misconception that women were not physically capable of performing some of the tasks required on a work site. In discussions with employers, they were clear that this was not true but clearly that message has not reached women. Case studies of women in construction jobs could be used to help change those perceptions.

Perceptions of Engaging in the Rebuild

Respondents were asked to rate their level of agreement or disagreement with several statements regarding the rebuild²⁶. The respondents rated their level of agreement on a simple five point Likert Scale, with the following options:

1 2 3 4 5
Strongly Disagree Disagree Ambivalent Agree Strongly Agree

To make these results easier to interpret, a composite ‘more than agree’ (MTA) score was calculated. This simply combines the number of respondents who ‘agreed’ or ‘strongly agreed’ with the statement. The results show that:

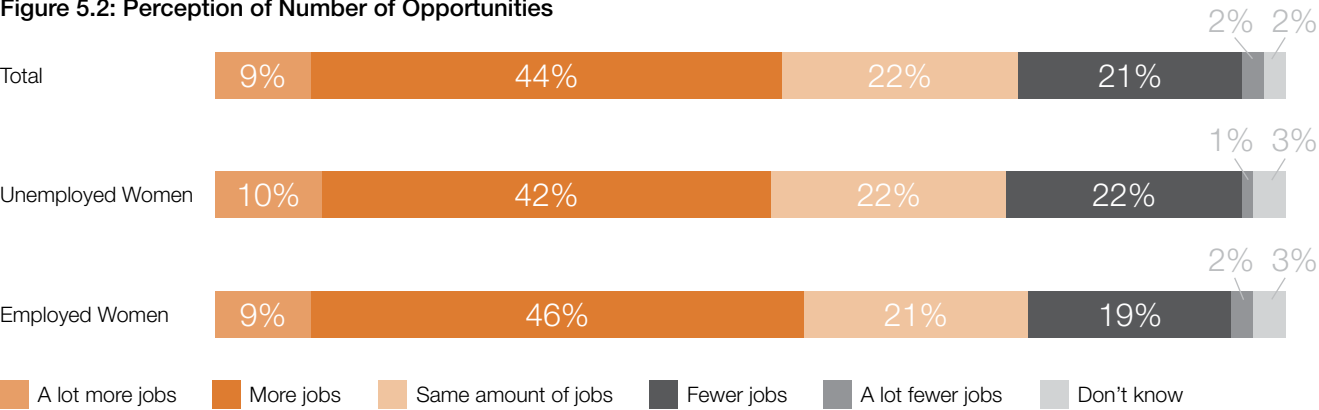
- Most women thought that the advertising for rebuild-related jobs was directed at men (71%). This shows that women have seen jobs advertised but do not perceive these jobs as being for women;
- Close to one-quarter indicated that they would not want to work in a place where the employees were mostly or all men (23%);
- Over half of the respondents were not sure whether they could meet the physical demands of some rebuild jobs (57%). Although it is important to note that many of the respondents were possibly thinking specifically of construction jobs given they would be among the most physically demanding jobs related to the rebuild. Employers in the construction sector were clear that this is a misconception and that all tasks involved in rebuild related jobs could be performed by both women and men;

- Close to half of all respondents were unsure where to get advice about jobs associated with the rebuild (46%). This suggests that advertising and information needs to be more accessible by women;
- Most women think that the hours of work/ the hours required for the jobs available are reasonable. But, one-third indicated that the hours were inflexible (34%). This is a clear message for employers;
- One-third of the respondents thought their skills did not fit with rebuild jobs and were not transferable, while 27% were unsure whether training would be worthwhile;
- One-quarter of respondents (24%) agreed that jobs in the rebuild would not last for long; and
- The statement with the lowest level of agreement was that jobs in the rebuild were not well enough paid (13%). In contrast, 55% disagreed with this statement.

These results suggest that women are turned off from rebuild opportunities as the workforce is male-dominated and so is the advertising for the jobs. A culture of acceptance of women on the job sites from the top down would go some way towards alleviating this issue. However, this would need to be effectively communicated to potential female employees to change their perception.

The perception that construction jobs are too physically demanding for many women to handle has been dismissed by employers we met with, who have argued that women are able to do most if not all of the tasks required. This has not been effectively communicated to women, as the perception still prevails.

Figure 5.2: Perception of Number of Opportunities



²⁶Note that jobs available in the Canterbury rebuild were defined to respondents prior to these questions as including jobs in construction, administration, business services, project management, interior design, etc.

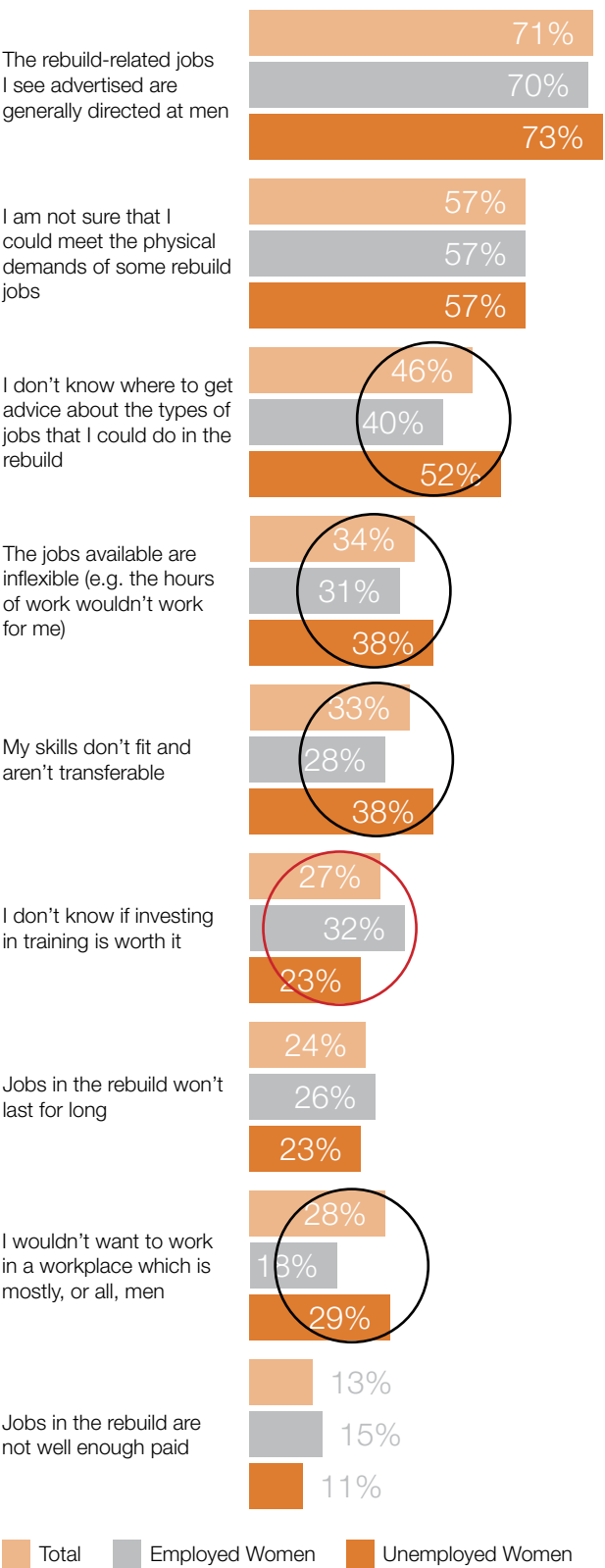
Table 5.4 Perceptions of Engaging in the Rebuild, Total Population

	Number of respondents ²⁷	MTA ²⁸	Strongly agree	Agree	Ambivalent	Disagree	Strongly disagree
The rebuild-related jobs I see advertised are generally directed at men	433	71%	22%	49%	15%	11%	2%
I am not sure that I could meet the physical demands of some rebuild jobs	487	57%	17%	41%	15%	22%	5%
I don't know where to get advice about the types of jobs that I could do in the rebuild	479	46%	16%	30%	22%	22%	10%
The jobs available are inflexible (e.g. the hours of work wouldn't work for me)	416	34%	9%	25%	24%	33%	9%
My skills don't fit and aren't transferable	487	33%	11%	22%	18%	33%	17%
I don't know if investing in training is worth it	494	27%	8%	20%	16%	35%	22%
Jobs in the rebuild won't last for long	488	24%	3%	21%	22%	42%	13%
I wouldn't want to work in a work place which is mostly or all men	496	23%	4%	19%	12%	43%	23%
Jobs in the rebuild are not well enough paid	331	13%	3%	10%	31%	44%	11%

Figure 5.3 shows the same results analysed by employed women and unemployed women. These results show that:

- Unemployed women were more likely to have a problem with working in a male-dominated workplace, to agree that their skills would not fit with rebuild jobs, that the jobs available are inflexible, and that they are unsure where to get advice about rebuild-related jobs (see black circles in Figure 5.3, overleaf); and
- Employed women were more likely than their unemployed counterparts to be unsure whether investing in training would be worthwhile (see red circle in Figure 5.3, facing page).

Figure 5.3: Perceptions of Engaging in the Rebuild, MTA Scores



²⁷Answers of 'don't know' to any statement were excluded from the analysis for that statement.

²⁸The 'more than agree' score, which combines the number of respondents 'agreed' or strongly agreed' with each statement.

Overcoming barriers

According to the respondents, the top three factors that would encourage women to consider a job in the rebuild of Christchurch were:

1. Flexibility (around work hours and environment);
2. Good pay; and
3. Increased information about rebuild opportunities.

These factors would also need to be clearly and effectively communicated to women.

Overcoming Barriers

Respondents were asked to note the top three factors that would encourage women to consider a job in the rebuild of Christchurch. The most frequently mentioned comment among both employed and unemployed women was flexibility in terms of work environment and hours (49% of employed women and 50% of unemployed women). One-tenth of respondents (10%) noted that this included flexibility around childcare and family. Good wages was the second most commonly mentioned factor by both groups and overall. Unemployed women were more likely to mention increased awareness of opportunities available in the rebuild, with 24% of this group noting this as a factor that would encourage them to consider a rebuild-related job (Table 6.1).

Table 6.1: Overcoming Barriers to Working in the Rebuild²⁹

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Flexibility (including work environment, hours)	49%	50%	49%
Around family/ childcare (including school holidays and sick days)	12%	7%	10%
Good wages/pay	43%	35%	39%
Increase awareness/ information of opportunities	13%	24%	18%
Training (including relevant, cheap, aimed at women, on-the-job)	17%	16%	16%
Equality (including pay and opportunities)	15%	11%	13%
Availability of jobs	9%	10%	10%
Good working conditions/co workers	5%	8%	6%
Childcare (including provided by employer, subsidised)	4%	8%	6%
Opportunities for career advancement/long term career pathway	6%	4%	5%
Desire to work/ need for a job	5%	4%	5%
Women friendly work environments	5%	4%	4%
Non-physical/non-construction jobs	4%	4%	4%
Satisfaction/appeal of job	5%	3%	4%
More/other women working in the rebuild	4%	4%	4%
Other*	40%	39%	40%
Don't know	17%	28%	22%

*The 'other' category included reasons mentioned by fewer than twenty respondents, such as: Variety of jobs available (18), Emphasis on their contribution to the rebuild/ new Christchurch (18), Job security (17), Better commuting/transport options (17), Feeling needed/ valued (11) and others mentioned by ten or fewer respondents.

Overcoming Barriers, Including Professionals

Women working in professional or management roles or those in occupations allied to construction were excluded from the main research. However, these women were asked to note the top three factors that would encourage women to consider a job in the rebuild of Christchurch. Table 6.2 shows the results from the main sample of 500 women as well as the smaller sample of 92 women who worked in a professional, management or allied to construction role.³⁰

Table 6.2: Overcoming Barriers to Working in the Rebuild³¹

	Total
Number of Respondents	592
Flexibility (including work environment, hours)	49%
Around family/childcare (including school holidays and sick days)	9%
Good wages/pay	40%
Increase awareness/information of opportunities	17%
Training	16%
Equality	14%
Availability of jobs	10%
Good working conditions/co-workers	7%
Childcare	6%
Opportunities for career advancement/long term career pathway	6%
Emphasis on their contribution to the rebuild/new Christchurch	4%
Desire to work/need for a job	4%
Women friendly work environments	4%
Satisfaction/appeal of job	4%
Job security	4%
Other women in the rebuild	4%
Non-physical/non-construction jobs	4%
Other*	36%
Don't know	19%

*The 'other' category included reasons mentioned by fewer than twenty respondents, such as: Variety of jobs available (20), Better commuting/transport options (19), Accommodation (16), Part-time/job sharing (15), Feeling needed/valued (13), Overcoming perception towards women (11), Self-belief/ ability to do the job (11) and others mentioned by ten or fewer respondents.

³⁰These women were excluded from the main sample.

³¹Respondents were asked to name the top three factors that would encourage women to consider rebuild-related employment. The percentages are calculated on the total number of respondents who answered this question.

Overcoming Barriers, General Information

Several of the barriers mentioned could be overcome by employers. Many women mentioned that long hours or a lack of flexibility around hours of work prevented them from having the job they wanted. Encouraging employers to offer positions with flexible hours could lead to an increase in the uptake of rebuild-related jobs by women. Specifically, part-time hours structured around school and other childcare hours would be beneficial. But, there is also a need for employers to be flexible in terms of childcare when children are sick or during school holidays.

Identifying women's transferable skills might also motivate some women to consider this sector. Soft skills include time management, organisation and financial management. Hard skills include managing projects and databases. From this research, we know that women looking for jobs have work experience in several areas related to the rebuild including administration, hospitality, professional, management and sales (see Table 3.14, page 19). Figure 6.1 (facing page) gives an indication of some of the skills of a women who has experience in an administration role compared to a woman who has experience as a project manager.

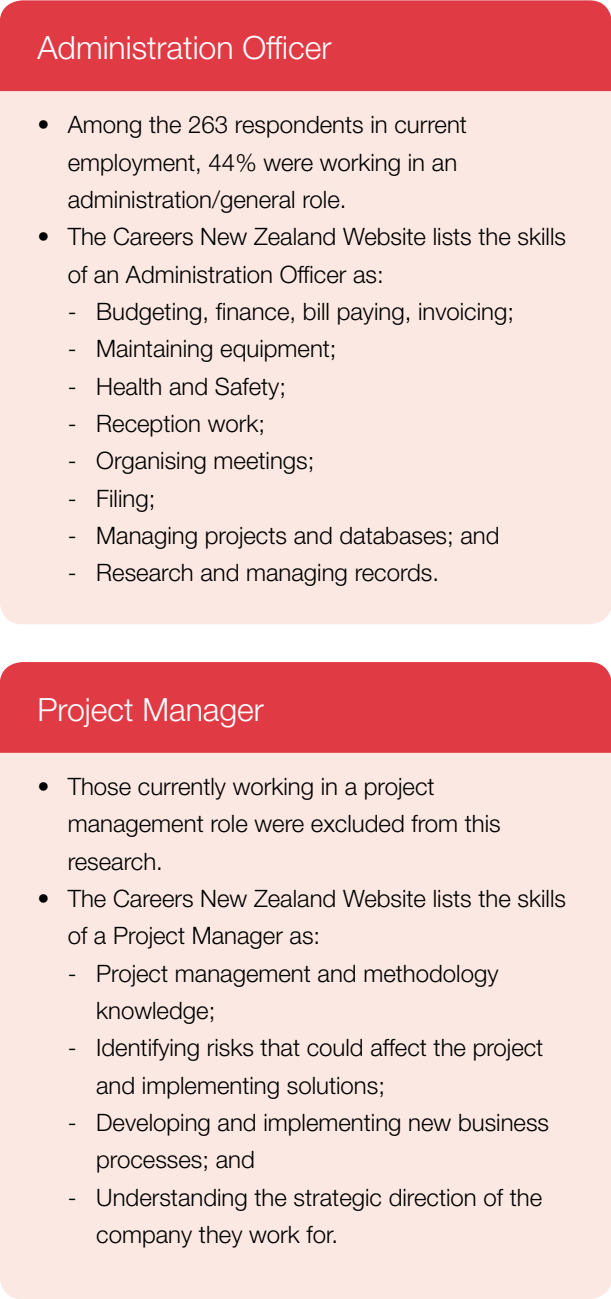


Figure 6.1: The Skills of an Administration Officer and a Project Manager³²

A barrier may exist in encouraging all employers, and specifically employers in the construction industry, to consider employing women. The industry is male-dominated and employers need to be prepared to change this. The industry reports that women can bring advantages to roles in construction including better attention to detail, an ability to relate well to homeowners. They often treat the equipment with more care and are generally able to negotiate well through conflict. In order to get women into these roles the jobs need to be advertised to women. The current advertising is perceived to be male-dominated. Examples of the websites of some of the big construction companies in Christchurch supports this hypothesis (Figures 6.2 and 6.3, overleaf). While there were a small number of pictures of women on these sites, most were of men.

Employers also need to be aware of the potential negative impact of not hiring women in their businesses. The Construction Industry Board in London³³ argued that there is a pattern of two-career families emerging. This means that there needs to be flexibility of work hours to factor in the care responsibilities of both male and female employees. This paper argued that “employers who do not respond to this imperative will lose the best talent to their competitors.” Similarly, MBIE has noted that offering flexible working arrangements ensures a wider pool of potential employees, better staff retention, and can lead to businesses having an advantage over their competitors.³⁴

³²This information was found on the Careers New Zealand webpage: <http://www.careers.govt.nz/jobs/administration/administration-officer/about-the-job> and <http://www.careers.govt.nz/jobs/management-consulting/project-manager/about-the-job>

³³1996. Tomorrow's Team: Women and Men in Construction.

³⁴<http://www.dol.govt.nz/er/bestpractice/worklife/benefits/index.asp>

Who answered this survey?

Figure 6.2: Website Examples (Part One)

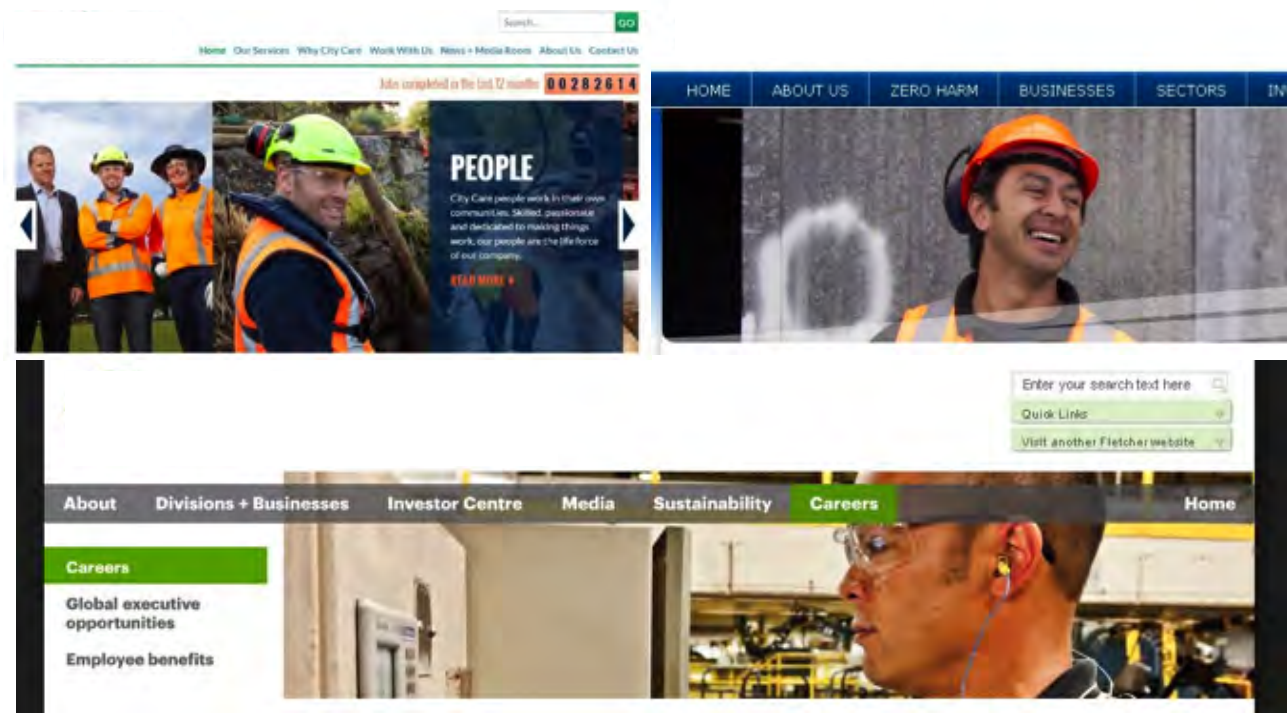


Figure 6.3: Website Examples (Part Two)

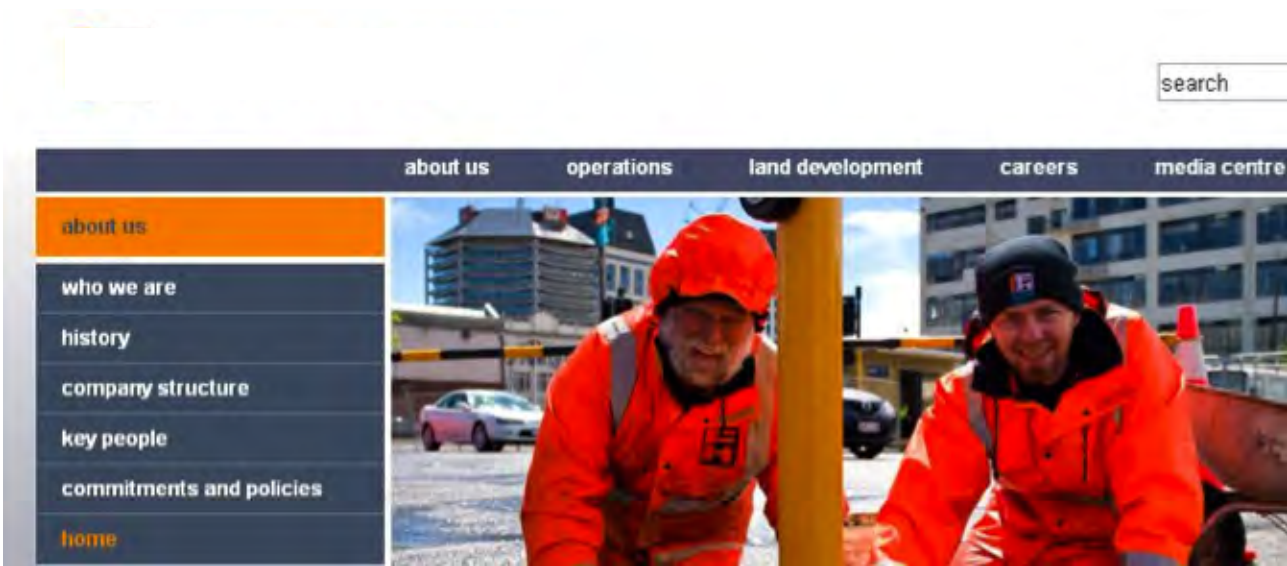


Table 7.1: Age of Respondents

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
18 – 24	3%	8%	6%
25 – 34	13%	22%	17%
35 – 44	24%	30%	26%
45 – 54	31%	20%	26%
55 - 64	25%	20%	23%
65+	4%	0%	2%

Table 7.2: Ethnicity of Respondents³⁵

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
European	92%	89%	91%
Māori	5%	6%	5%
Asian	4%	6%	5%
Pacific peoples	2%	2%	2%
Middle Eastern/ Latin American/ African	2%	1%	2%

Table 7.3: Iwi of those Identifying as M ori³⁶

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	12	17	29
Ngāi Tahu	2	6	8
Ngāti Porou	0	3	3
Ngāpuhi	1	1	2
Ngāti Kahungunu	0	2	2
Other	4	5	9
Don't know	5	3	8

³⁵Respondents were able to identify multiple ethnicities.

³⁶Respondents were able to identify multiple iwi.

³⁷Respondents were able to identify multiple options.

Table 7.4: Accommodation Situation³⁷

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Home owner	80%	73%	77%
Renting	15%	21%	18%
Living with friends/ family (permanent basis)	10%	11%	11%
Homeless	4%	4%	4%

Table 7.5: Marital Status of Respondents

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Married/civil union	63%	75%	69%
Living in de facto relationship	14%	13%	14%
Single	13%	11%	12%
Divorced/ Separated	9%	0%	5%
Widow	0%	0%	0%

Table 7.6: Current Household Income

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Under \$25,000	5%	9%	7%
\$25,000 - \$49,999	20%	19%	19%
\$50,000 - \$74,999	22%	24%	23%
\$75,000 - \$99,999	25%	22%	23%
Over \$100,000	21%	17%	19%
Declined	7%	9%	8%

Table 7.7: Main Source of Income³⁸

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
Wages or salary	61%	2%	33%
Partners income	35%	82%	57%
Government assistance	1%	3%	2%
Other	3%	10%	6%
Declined	0%	3%	1%

Table 7.8: Number of Dependent Children

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
None	54%	36%	45%
One	16%	12%	14%
Two	22%	24%	23%
Three	8%	22%	15%
Four or more	0%	6%	3%

Table 7.9: Number of Other Dependents

	Currently Employed Women	Currently Unemployed Women	Total
Number of Respondents	263	237	500
None	93%	89%	91%
One	5%	4%	4%
Two	0%	2%	1%
Declined	2%	5%	3%

³⁸This research included women who were unemployed but not on the Unemployment Benefit (now called Jobseeker Support). Some participants in this group were receiving other types of government assistance.

Appendix one: Glossary of terms

Under-utilised labour:

For the purposes of this research, under-utilised labour includes 'unemployed' and 'underemployed' women. Labour supply can be increased by better utilising labour.

Unemployed:

For the purposes of this research, 'unemployed' means women who were unemployed and not on an unemployment benefit.

This definition differs from the SNZ definition of unemployed.

<http://www.stats.govt.nz/Census/about-2006-census/2006-census-definitions-questionnaires/definitions/u.aspx>

Underemployed:

For the purposes of this research 'underemployed' means:

- women who are employed part time (e.g. usually work less than 30 hours in all jobs)
- women who are employed in jobs that are not well paid, or that do not have good prospects (e.g. women who were employed in professional or managerial positions were excluded from the research. For more see: http://www.stats.govt.nz/browse_for_stats/income-and-work/employment_and_unemployment/introducing-new-measures-underemployment.aspx. This definition differs from the SNZ definition of underemployed.)

Canterbury economic recovery:

For the purposes of this research, 'Canterbury economic recovery' is the broad term that describes a future Canterbury that has 'built back better'.³⁹ The Canterbury economic recovery aims to 'revitalise greater Christchurch as the heart of a prosperous region for business, work, education, and increased investment in new activities'.⁴⁰ The recovery includes the physical reconstruction or 'rebuild', but is not limited to it.

Canterbury rebuild:

For the purposes of this research 'Canterbury rebuild' means the physical reconstruction work in Canterbury. The 'Canterbury rebuild' is one phase of work in the broader 'Canterbury economic recovery'.

Productivity:

Productivity is a measure of how efficiently production inputs are being used within the economy to produce outputs. Growth in productivity is a key determinant in improving a nation's long-term material standard of living. Labour utilisation is a component of productivity: underutilisation decreases productivity.

³⁹<http://cera.govt.nz/recovery-strategy/overview/read-the-recovery-strategy/section-3-what-is-recovery>

⁴⁰<http://cera.govt.nz/recovery-strategy/overview/read-the-recovery-strategy/section-4-vision-and-goals-for-the-recovery#economic-recovery>

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