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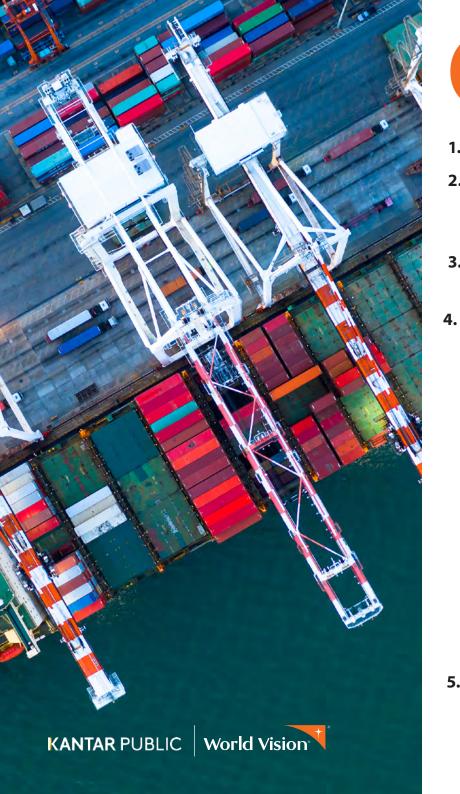
RISKY BUSINESS:

A MODERN SLAVERY RISK PROFILE OF AOTEAROA NEW ZEALAND BUSINESSES

JUNE 2023

KANTAR PUBLIC

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01 Foreword

Like you, I believe in a future where everyone, everywhere is free from slavery, safe at work and treated with dignity.

Right now though, modern slavery stands in the way of this for a staggering 50 million people around the world. Many of these are children, who are forced into exploitative work at the expense of receiving an education. The impact of global crises, including climate change, COVID-19, disasters and conflicts, has only exacerbated this.

Here in New Zealand, we are connected to modern slavery, including child labour, through the products and services that are in our homes and workplaces. However, unlike Australia, Canada, the United Kingdom and several European countries, we do not have modern slavery legislation that requires businesses to investigate and disclose the risks of modern slavery in their operations and supply chains. This means that the everyday goods we use could be made by the hands of children or those forced into labour, and businesses aren't required to bear any responsibility.

World Vision, alongside allied NGOs, businesses and the public, has spent two years urging the New Zealand Government to implement modern slavery legislation. Open letters, public petitions,

modern slavery leadership advisory meetings, a public consultation process and a proposal for legislation have been progressed with overwhelming support. However, at the time of publishing, there is still no bill before parliament.

World Vision New Zealand's Risky Business: A Modern Slavery Risk Profile of Aotearoa New Zealand Businesses report therefore comes at an important time. Published to show the lie of the land before modern slavery legislation is introduced, the results are confronting. Most New Zealand businesses are procuring products and services at high risk of being made using modern slavery and exploitation. Despite this, many New Zealand businesses have a very limited understanding of modern slavery, don't know who is making their products, and are taking no action to address the risks of slavery in their supply chains.

This report clearly shows that, without legislation, it is unlikely that most New Zealand businesses will voluntarily address modern slavery in their supply chains. This means that New Zealand consumers cannot have confidence that the products they buy are free from exploitation. It also means that New Zealand sits behind many of our trading partners where supply chain transparency and modern slavery legislation are standard practice.

The days of 'don't ask, don't tell' whether people have been enslaved to make the products we use are finally drawing to a close. It is time for Aotearoa New Zealand to do the right thing and implement modern slavery legislation. It is not only our moral duty to protect the rights of people around the world, but it is critical to New Zealand's continued competitiveness and access to international markets. Modern slavery legislation cannot be delayed any further.

The findings and recommendations in this report speak for themselves. They come on the heels of a recent poll that showed overwhelming public support from across the political spectrum for modern slavery legislation. We urge the New Zealand Government to take swift action to implement modern slavery legislation in 2023. Together, we can make a world that respects the dignity of all people and families, no exceptions.

Kia tau te rangimārie – peace to you,

Grant Bayldon National Director World Vision New Zealand







02 Background







Background

In recent years, there have been increasing calls for modern slavery legislation in New Zealand. Currently, there is no legislation addressing modern slavery in New Zealand business supply chains.

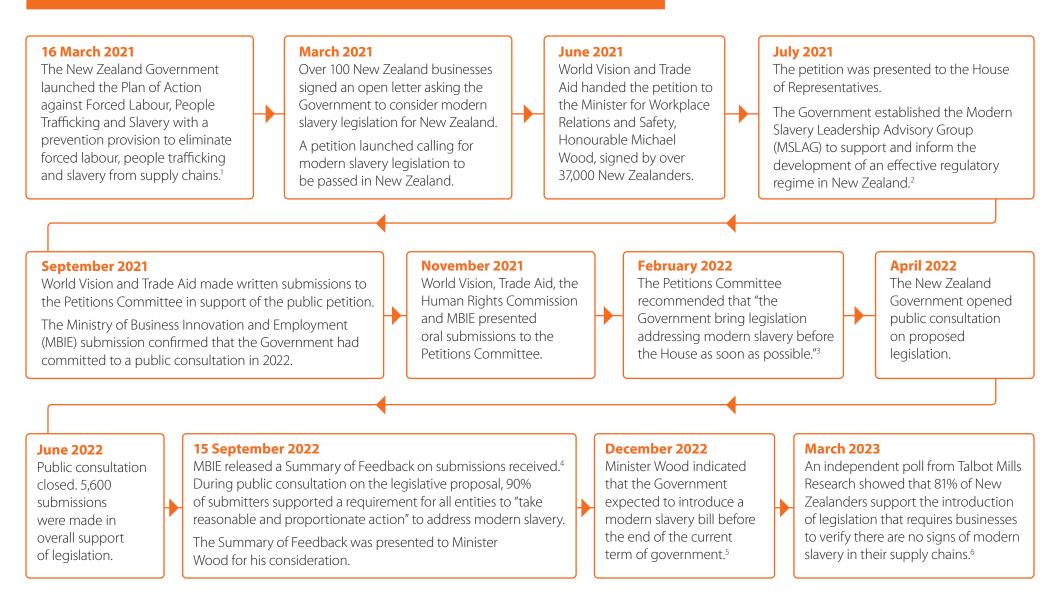
There is a lack of research into the current state of play for businesses across various industries in New Zealand, outlining the systems and processes in place for identifying modern slavery.

This research aims to provide a baseline understanding of the number of businesses working in typically high-risk service/product areas, the extent to which businesses are currently addressing slavery in their supply chains, and any gaps in knowledge regarding risk reporting.

This research creates a snapshot of current practice prior to proposed modern slavery legislation being enacted in New Zealand and should be a valuable resource for businesses and the government.



Roadmap of New Zealand's progress to date



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Key terms and definitions

Modern slavery is severe exploitation that a person cannot leave due to threats, violence, coercion, deception and/or abuse of power. It includes forced labour, child labour, debt bondage, forced marriage, slavery and slavery-like practices, and human trafficking.⁷ This report is concerned with instances of modern slavery in supply chains, which means we are primarily focused on forced labour and child labour.

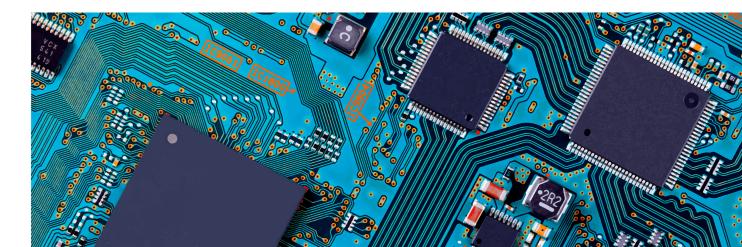
Supply chain is the network of people, organisations, activities and resources involved in the creation of a product or service. It includes all elements that are part of creating, providing or commercialising a good or service from the supplier sourcing the raw materials to the manufacturer through to the final delivery to the customer.⁸ Supply chains can include many touchpoints (tiers) and be difficult to follow. For example, cotton may be grown in one country, shipped elsewhere to be spun into fabric, sent to another facility to be sewn into a T-shirt, be packaged in a different facility, and make a few additional stops before being shipped to New Zealand. A child labourer involved in any step can connect the product, and the consumer, to child labour.



Supply chain tiers reference different stages of the production process. In this research, Tier 1 refers to direct suppliers of the final product and Tier 2 refers to the direct supplier's suppliers.⁹

Risky good means a product that is highly likely to be connected to forced labour or child labour.¹⁰

Forced labour means all work or service exacted from any person under the threat of a penalty, and which the person has not offered to do voluntarily.¹¹ Here, "work or service" refers to all types of work, including in the informal economy; "threat of a penalty" refers to a wide range of penalties used to compel someone to work; and "offered voluntarily" refers to a worker's free and informed consent to take a job, and leave at any time.¹² This is not the case, for example, when an employer or recruiter makes false promises so that a worker takes a job they would not otherwise have accepted. **Child labour** means work that is mentally, physically, socially or morally dangerous, and is harmful to children. This work may also stop children from attending school, or force them to try and combine school with excessively long and heavy work.¹³ The worst forms of child labour involve children being enslaved, separated from their families, exposed to serious hazards and illnesses, and/or left to fend for themselves on the streets of large cities – often at a very young age.¹⁴ Child labour also includes children who are victims of trafficking, debt bondage or forced labour, including in armed conflict, as well as children who are used in prostitution, producing pornography, or illicit activities such as the production and trafficking of drugs.¹⁵



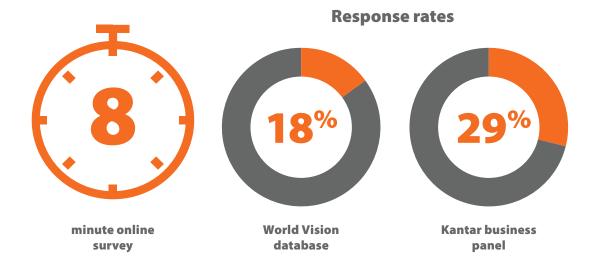
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03 Methodology

Methodology

214 surveys with New Zealand businesses.

To qualify, respondents needed to be decision-makers or have influence over decisions about the products or services their business purchases. The survey and analysis were undertaken by Kantar Public. Recommendations are from World Vision.



Sample sources

- Respondents were sourced from a list of New Zealand businesses provided by World Vision and Kantar's online business panel.
- Data were weighted to ensure the final total sample was representative of New Zealand businesses for business size.
- The names of all businesses are confidential.

Fieldwork

- 25 October to 18 November 2022
- An initial invite was sent on 25 October, with reminder emails sent on 2, 9 and 14 November.

Accuracy

• Findings based on the full sample have a margin of error of +/-5.6% (at the 90% confidence level).

Notes to reader

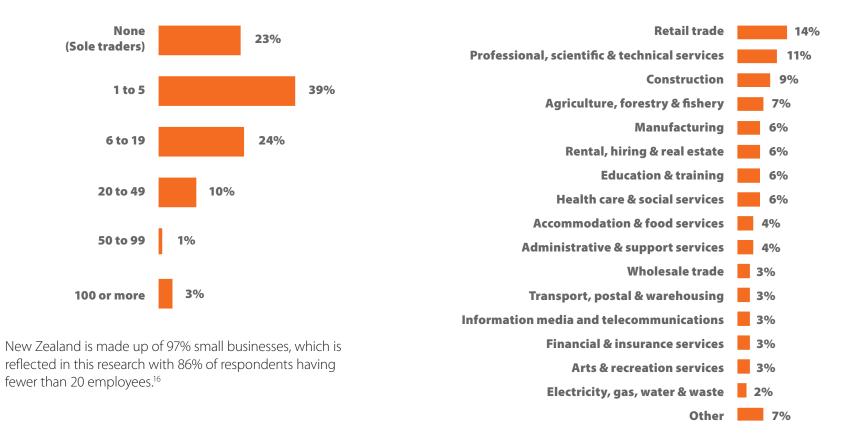


Any differences are reported at a sub-group level. Any differences reported in this research are significant at the 90% confidence level (unless otherwise specified). Individual percentages do not always sum to the "net percentages". This is due to rounding. If you would like a copy of the survey questions, please send an email to email@worldvision.org.nz

Who took part

Number of employees

Industry

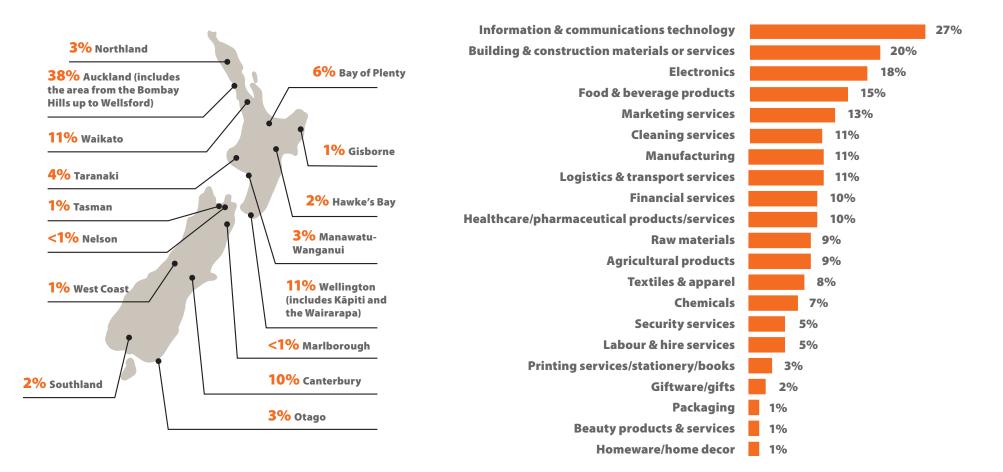


Source: Q3. Not including the owner, approximately how many people are usually employed in your business or organisation? Q2. What industry does your business operate in? Note: While New Zealand's proposed modern slavery legislation defines size of entity by revenue, for the purposes of this research, a small business is considered 0–19 usual employees, medium 20–49 and large 50+. We have chosen to define business size by the number of usual employees because this is the definition most commonly used by New Zealand's business community and government.¹⁷

Who took part

Main office location

Main products/services purchased



Base: Business decision-makers n = 214

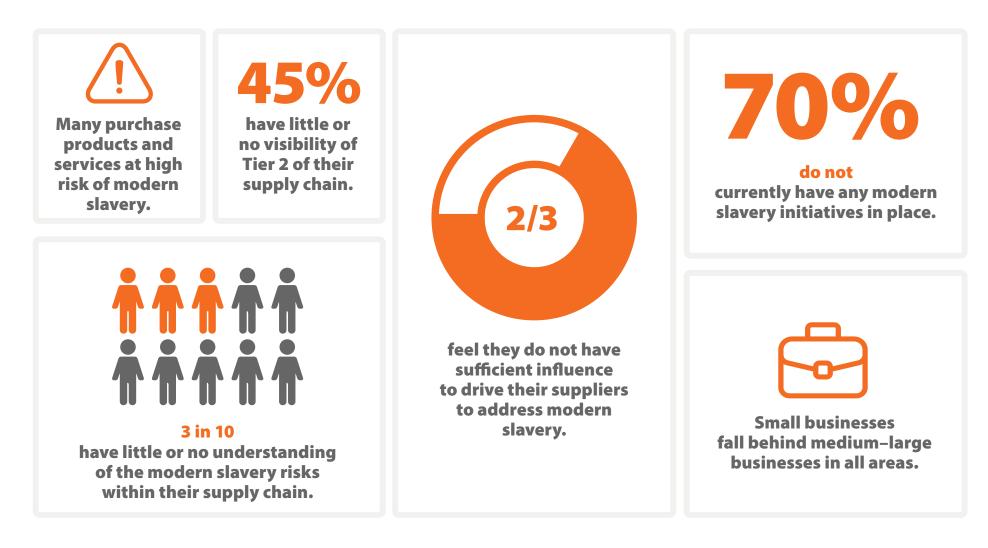
Source: Q10. Where is your main office located? If your main office is overseas, please select the location of your main New Zealand office. Q6. Still thinking about your business's direct suppliers of products and services. What are the main products or services your business purchases from its direct suppliers?



04 Key Findings



Of the businesses surveyed ...



FINDING 1: New Zealand businesses are purchasing goods at risk of modern slavery and worker exploitation.

The businesses surveyed purchase information and communications technology (ICT), electronics, food and beverage products, raw materials, and textiles and apparel – all goods at risk of child and forced labour according to World Vision's *Risky Goods: New Zealand Imports* report and Walk Free's *Global Slavery Index 2018* report.¹⁸

In New Zealand, worker exploitation is prevalent in the following industries: hospitality, building and construction, agriculture, cleaning, retail, forestry, and beauty services.¹⁹

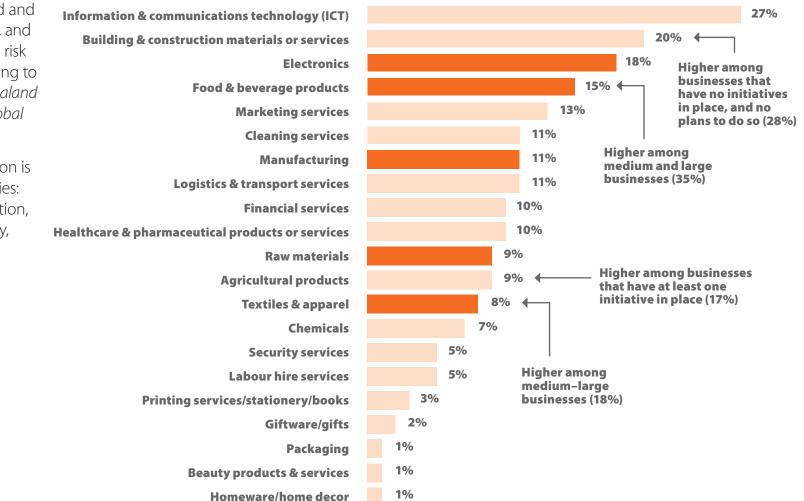
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Top 10 risky goods:²⁰ 1. Garments 2. Electronics 3. Footwear 4. Toys 5. Textiles 6. Tobacco 7. Bananas

8. Furniture

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- 9. Thread
- 10. Coffee



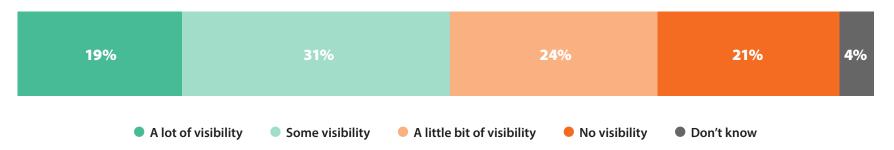
Main products/services purchased from direct suppliers

Base: Total sample of business decision-makers n = 214

Source: Q6. Still thinking about your business's direct suppliers of products and services. What are the main products or services your business purchases from its direct suppliers?

FINDING 2: New Zealand businesses have little visibility of where their products are coming from, heightening the risk of importing products produced using modern slavery.

Almost half of the businesses surveyed (45%) have little to no visibility of who is operating at Tier 2 in their supply chains (their suppliers' suppliers). One in five businesses has no visibility of Tier 2 of their supply chain. Just one in five businesses feels they have a lot of visibility of their supply chain.



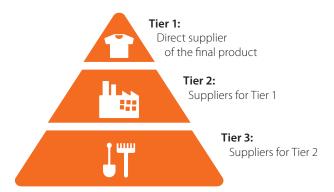
Visibility at Tier 2 in businesses' supply chains

Without knowing what's happening in their supply chains, New Zealand businesses could be an unwitting part of enslaving people. This aligns with World Vision's *Risky Goods: New Zealand Imports* report, which found that, in 2019, New Zealand businesses imported more than NZ\$3.1 billion of risky products, which is more than 5% of the country's total imports.²¹

Businesses' lack of supply chain visibility puts them at risk of reputational and financial harm.²² The expectations of many consumers to know where products and materials come from, and the

conditions in which they were produced, have increased in recent years. Likewise, investors are increasingly calling for robust supply chain transparency to inform their engagement with businesses.²³

Definition of supplier tiers^{24,25}

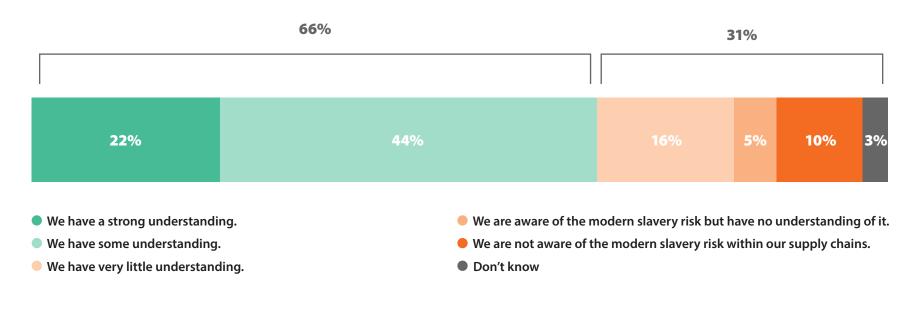


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Base: Total sample of business decision-makers n = 214 **Source:** Q4. As a business, how much visibility do you have of who is supplying your direct suppliers, i.e. working at Tier 2 in your supply chain?

FINDING 3: New Zealand businesses have a limited understanding of the modern slavery risks in their operations and supply chains.

Nearly 80% of the businesses surveyed do not feel that they have a strong understanding of modern slavery risk within their supply chains. Nearly one-third (31%) of all the businesses surveyed, regardless of size, have very little or no understanding of modern slavery within their supply chains. Yet half of the businesses' main products and services purchased from direct suppliers are at high risk of modern slavery, including electronics (18%) and food and beverage products (15%).



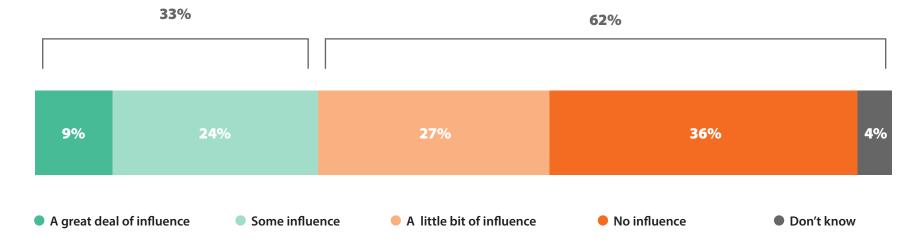
Businesses' understanding of modern slavery risk in supply chains



Base: Total sample of business decision-makers n = 214 **Source:** Q7. How well do you think your business currently understands the modern slavery risk within its supply chains?

FINDING 4: New Zealand businesses do not feel they have sufficient influence with suppliers to take action to manage modern slavery risks or respond if modern slavery is found.

Despite having some understanding of the modern slavery risks, only one-third of businesses surveyed feel they have at least some influence in driving suppliers to take action to address modern slavery. Two-thirds of businesses feel they have little to no influence in driving their suppliers to take action if modern slavery risks are found. Despite nearly one-quarter of businesses having a strong understanding of modern slavery risks in their supply chains, just 1 in 10 (9%) businesses feel they have a great deal of influence with their suppliers.



Influence in driving suppliers to take action against the risks of modern slavery



Base: Total sample of business decision-makers n = 214

Source: Q9. Generally speaking, if you were to identify a risk of modern slavery within your supply chain, how much influence do you feel your business would have in driving your suppliers to take action and address the risk?

FINDING 5: Most New Zealand businesses do not have measures in place to address modern slavery risks within their supply chains.*

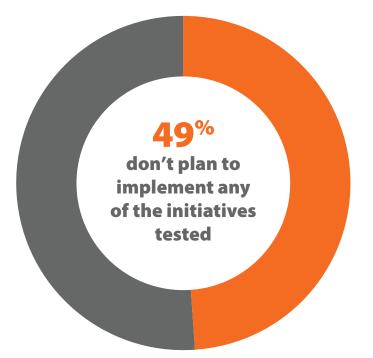
Respondents were shown 10 types of initiatives or policies that businesses can implement to identify and manage the modern slavery risk within their supply chains. For each of the following initiatives, respondents were asked to select if they currently do it, plan to do it, have no plans to do it, or don't know.

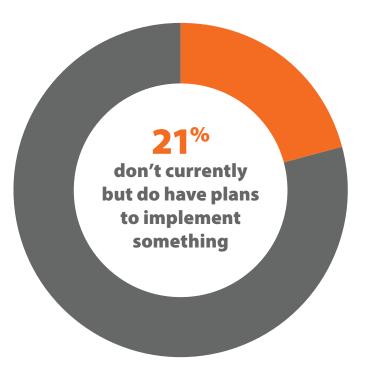




*Of the 10 measures tested in the survey.

Of the businesses surveyed, 70% do not currently have an initiative or policy in place to help identify or address modern slavery within their supply chains.*







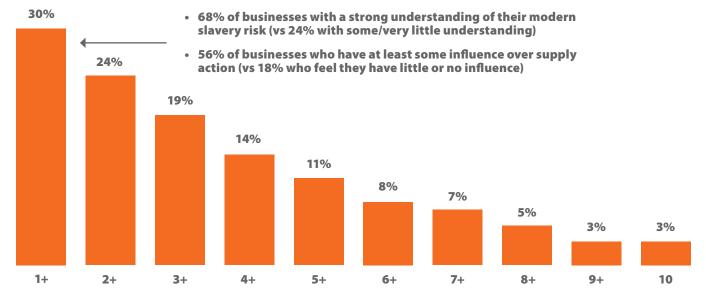
*Out of the 10 measured in the survey **Base:** Total sample of business decision-makers n = 214 **Source:** Q8. Does your business do or plan to do any of the following? Refer to 10 initiatives on page 18. Only 3 in 10 businesses have at least one modern slavery initiative in place.* Fewer than 1 in 5 have more than two.

Medium–large businesses are more likely to have at least one initiative in place when they have some visibility of supply chain, a strong understanding of modern slavery risk, and influence over supplier actions.

Cumulative number of modern slavery initiatives currently in place

Having at least one initiative in place is higher among:

- 52% of businesses with 20+ employees (vs 27% of small businesses)
- 35% of businesses with at least some visibility of their supply chain (vs 15% of those with no visibility)





*Out of the 10 measured in the survey Base: Total sample of business decision-makers n = 214 Source: Q8. Does your business do or plan to do any of the following? Refer to 10 initiatives on page 18. Of all the modern slavery initiatives shown to respondents, businesses are most likely to look into the practices of selected suppliers, and least likely to train suppliers in identifying modern slavery or have a process that allows safe reporting of modern slavery complaints.

Fewer than one in five businesses currently have an established supplier code. Almost half (49%) of the businesses surveyed do not plan to implement any of the initiatives to identify or manage modern slavery risk.

Actively look into the practices of selected suppliers to understand how et chains are and whether they comply with modern sl	,	17%	21%	50%	11%	3
Establis	h a supplier code.	14%	19%	55%	12%	3
Carry out evaluations of workplaces within the supply chain to assess their standar	social and ethical rds (social audits).	14%	17%	57%	12%	3
Carry out modern slavery risk assessments in operations and,	/or supply chains.	15%	14%	60%	11%	2
Collaborate with business peers to identify and manage models e.g. through sector	· · ·	13%	15%	60%	11%	2 2
Provide internal training on how to identify and manage mod	dern slavery risks.	13%	15%	60%	12%	2
Include modern slavery clauses in contrac	cts with suppliers.	12%	15%	58%	15%	2
Implement a modern slavery response plan or other framework to guid response to a modern slavery incident/allegation in your operations		9%	16%	60%	14%	2
Establish a process that allows safe reporting of modern sla e.g. a whistl	avery complaints, le-blower hotline.	10%	14%	60%	16%	2
Train suppliers in identifying and managing mod	dern slavery risks.	8% 1	14%	64 %	14%	2
 We currently do this. We plan 	to do this.		🗕 We have ı	no plans to do this.	Don't know	

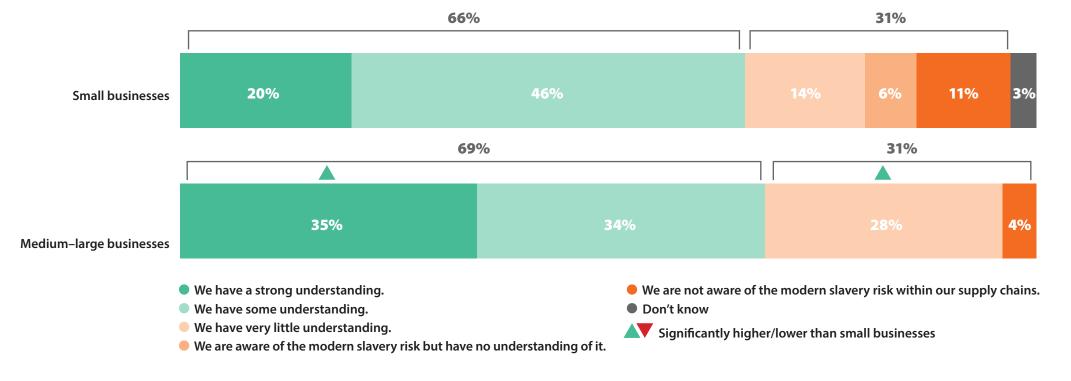
Initiatives to identify and manage modern slavery risk



Base: Total sample of business decision-makers n = 214 Source: Q8. Does your business do or plan to do any of the following? Refer to 10 initiatives on page 18. Currently or plan to

FINDING 6: Small businesses fall behind mediumlarge businesses in all areas: understanding of modern slavery risk, perceived ability to drive supplier action and implementation of initiatives to address modern slavery.

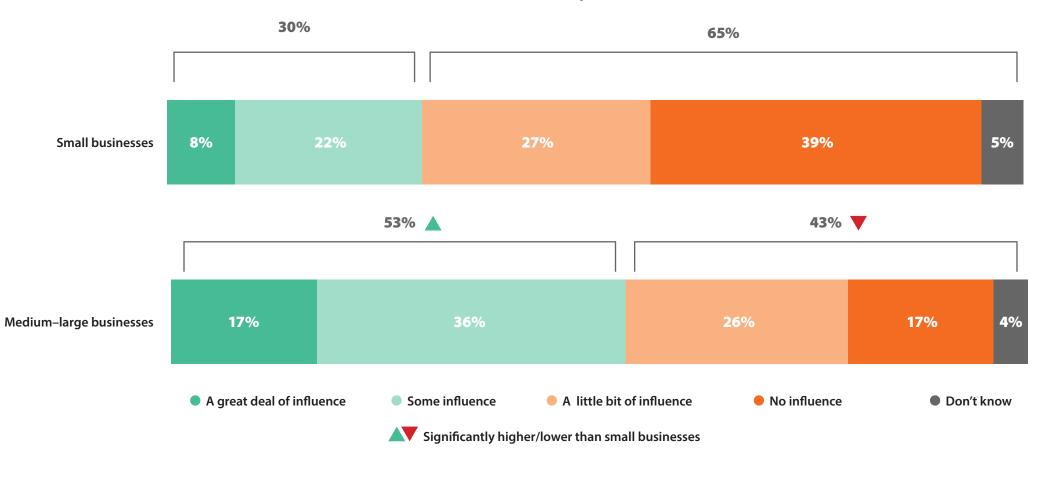
Small businesses are less likely to have a strong understanding of modern slavery risks within their supply chains (20% vs 35% of medium-large businesses).



Understanding by business size



Base: Small businesses (fewer than 20 employees) n = 173. Medium-large businesses (20+ employees) n = 41. Source: Q7. How well do you think your business currently understands the modern slavery risk within its supply chains? Small businesses are less likely to feel they have influence in driving their suppliers to take action to address risks of modern slavery (30% vs 53% of medium–large businesses).



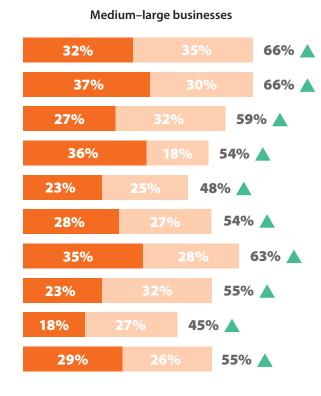
Influence by business size

Small businesses are significantly less likely to have any initiatives in place, or plans to put initiatives in place, to identify and address modern slavery in their supply chains (24% vs 57% of medium-large businesses).

Only 1 in 10 small businesses has a supplier code (compared to over one-third of medium-large businesses).

	Small businesses			
Actively look into the practices of selected suppliers to understand how ethical their supply chains are and whether they comply with modern slavery legislation.	15%		19%	34%
Establish a supplier code.	10%		27%	
Carry out evaluations of workplaces within the supply chain to assess their social and ethical standards (social audits).	12%	14%	6 26%	
Carry out modern slavery risk assessments in operations and/or supply chains.	12%	13%	25%	
Collaborate with business peers to identify and manage modern slavery risks, e.g. through sector working groups.	11%	14%	23%	
Provide internal training on how to identify and manage modern slavery risk.	10%		21%	
Include modern slavery clauses in contracts with suppliers.	8%		21%	
Implement a modern slavery response plan or other framework to guide your business's response to a modern slavery incident/allegation in your operations or supply chains.	7%	14%	21%	
Train suppliers in identifying and managing modern slavery risks.	7%	12%	19%	
Establish a process that allows safe reporting of modern slavery complaints, e.g. a whistle-blower hotline.	7%	12%	19%	

Initiatives by business size



Small businesses

Currently do this

Plan to do this

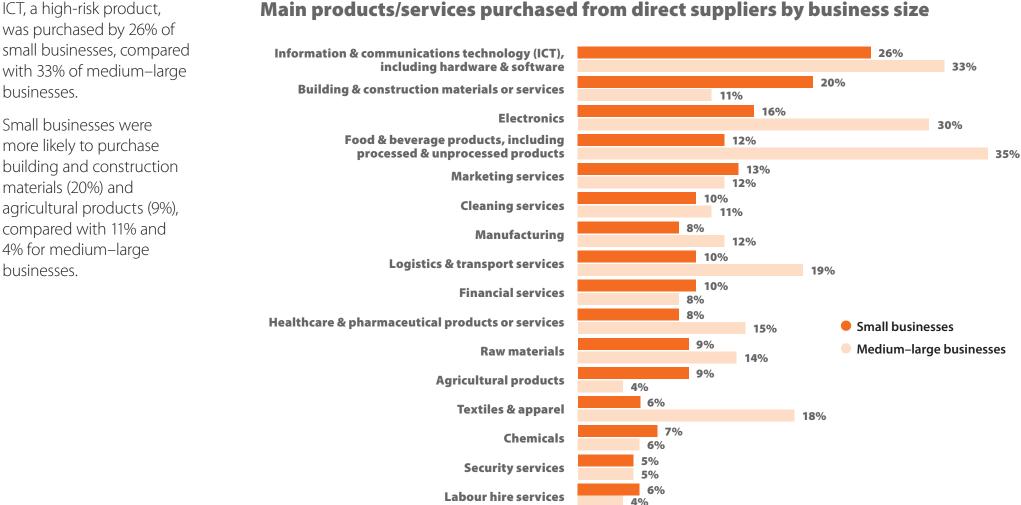
% Currently/plan to

Significantly higher/lower than small businesses



Base: Small businesses (fewer than 20 employees) n = 173. Medium-large businesses (20+ employees) n = 41. Source: Q8. Does your business do or plan to do any of the following? Refer to 10 initiatives on page 18.

FINDING 7: On average, small businesses are as likely to source products at high risk of modern slavery as medium-large businesses.



Main products/services purchased from direct suppliers by business size

Base: Total sample of business decision-makers n = 214

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Source: Q6. Still thinking about your business's direct suppliers of products and services. What are the main products or services your business purchases from its direct suppliers? 25

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05 Recommendations

Recommendations



- 1. The New Zealand Government should prioritise enacting modern slavery legislation, which requires public and private entities to report on the risks of modern slavery in their supply chains, and take action to address them.
- 2. Compulsory transparency in supply chains should be a key feature of New Zealand's modern slavery legislation as this will require businesses to understand their supply chains and identify risk to people.



3. Modern slavery guidance should accompany modern slavery legislation in New Zealand, providing businesses with the tools and guidance they need to identify and mitigate modern slavery in their supply chains.



4. New Zealand's modern slavery legislation should be deliberately designed to encourage collaboration among businesses to identify and mitigate modern slavery.

> Training for parent or holding businesses should focus on how to work with suppliers, when to collaborate, and how to leverage according to the United Nations Guiding Principles on Business and Human Rights. This training should also feature in modern slavery guidance.



5. An education campaign should accompany the rollout of modern slavery legislation and guidance so New Zealand businesses understand what modern slavery is, their role in addressing it and the global implications of doing nothing.



6. With New Zealand's unique makeup of 97% small businesses, targeted education resources should be developed to support small businesses.



7. The proposed legislation should apply to small businesses that source products at high risk of modern slavery or work in high-risk industries.

Key finding	Data	Context	Recommendation
1. New Zealand businesses are purchasing goods at risk of modern slavery and worker exploitation.	Many of the businesses' main products and services purchased from direct suppliers are at high risk of modern slavery, including information and communications technology (ICT) (27%), electronics (18%), food and beverage products (15%), and textiles and apparel (8%).	See list of 10 risky goods, according to World Vision's <i>Risky Goods: New Zealand</i> <i>Imports</i> report, ²⁶ and Walk Free's <i>Global</i> <i>Slavery Index 2018</i> report. ²⁷ Worker exploitation has also been identified as prevalent in New Zealand's ICT, hospitality, building and construction, cleaning, security, retail, forestry and beauty sectors. ²⁸	The New Zealand Government should prioritise enacting modern slavery legislation, which requires public and private entities to report on the risks of modern slavery in their supply chains, and take action to address them.
2. New Zealand businesses have little visibility of where their products are coming from, heightening the risk of importing products produced using modern slavery.	Almost half (45%) of the businesses have little to no visibility of who is operating at Tier 2 of their supply chains (their suppliers' suppliers). One in five businesses has no visibility of their supply chain.	Without knowing what's happening in their supply chains, New Zealand businesses could be complicit in the exploitation of people making the products or services they purchase and sell. World Vision's <i>Risky Goods: New Zealand</i> <i>Imports</i> report found that, in 2019, New Zealand businesses imported more than NZ\$3.1 billion of risky products – more than 5% of the country's total imports. ²⁹	Compulsory transparency in supply chains should be a key feature of New Zealand's modern slavery legislation as this will require businesses to understand their supply chains and identify risk to people.
3. New Zealand businesses have a limited understanding of the modern slavery risks in their operations and supply chains.	Nearly 80% of businesses do not feel that they have a strong understanding of modern slavery risks within their supply chains. Nearly one-third (31%) of businesses, regardless of size, have very little or no understanding of modern slavery within their supply chains.	The lack of understanding of modern slavery is concerning, given that many of the businesses' main products and services purchased from direct suppliers are at high risk of modern slavery.	Modern slavery guidance should accompany modern slavery legislation in New Zealand, providing businesses with the tools and guidance they need to identify and mitigate modern slavery in their supply chains.



K	ey finding	Data	Context	Recommendation
4.	New Zealand businesses do not feel they have sufficient influence with suppliers to take action to manage modern slavery risks or respond if modern slavery is found.	Only one-third of businesses feel that they have at least some influence in driving suppliers to take action to address modern slavery.	The businesses surveyed do not feel they have an understanding of how to work with suppliers to address modern slavery in their supply chains and therefore are not well positioned to address cases of modern slavery if they are found.	New Zealand's modern slavery legislation should be deliberately designed to encourage collaboration among businesses to identify and mitigate modern slavery. Training for parent or holding businesses should focus on how to work with suppliers, when to collaborate, and how to leverage according to the United Nations Guiding Principles on Business and Human Rights. This training should also feature in modern slavery guidance.
5.	Most New Zealand businesses do not have measures in place to address modern slavery risks within their supply chains.	Out of the 10 businesses measured in the survey, 70% currently do not have an initiative or policy in place to help identify or address modern slavery within their supply chains. Almost half (49%) do not plan to implement any initiatives that identify or manage modern slavery risk. This includes looking into practices of selected suppliers, training suppliers in identifying modern slavery or having a process that allows for the safe reporting of modern slavery complaints.	Visibility of supply chains, a strong understanding of modern slavery risk and perceived influence over suppliers were found to be the most powerful drivers for a business to implement initiatives to address modern slavery. For example, of the businesses that have at least one modern slavery initiative in place, 68% reported a strong understanding of their modern slavery risk.	An education campaign should accompany the rollout of modern slavery legislation and guidance so New Zealand businesses understand what modern slavery is, their role in addressing it, and the global implications of doing nothing.

Key	y finding	Data	Context	Recommendation
	Small businesses fall behind medium–large businesses in all areas: understanding of modern slavery risk, perceived ability to drive supplier action and implementation of initiatives to address modern slavery.	Small businesses are less likely to have a strong understanding of modern slavery risks within their supply chains (20% vs 35% of medium–large businesses). Small businesses are less likely to feel they have influence in driving their suppliers to take action to address risks of modern slavery (30% vs 53% of medium–large businesses). Small businesses are significantly less likely to have initiatives in place, or plans to put initiatives in place, to identify and address modern slavery in their supply chain (24% vs 57% of medium–large businesses). Only 1 in 10 small businesses have a supplier code (compared to over one-third of medium– large businesses).	Small businesses falling behind medium–large businesses in all areas covered by this research is particularly concerning, given that small businesses are just as likely to purchase products and services at high risk of modern slavery. This demonstrates that small businesses are likely to need more support than medium–large businesses to understand and address their modern slavery risks.	With New Zealand's unique makeup of 97% small businesses, targeted education resources should be developed to support small businesses.
 	On average, small businesses are as likely to source products at high risk of modern slavery as medium–large businesses.	Refer to page 25 for a breakdown of products sourced from direct suppliers by business size. For example, 26% of small businesses purchased ICT, a high-risk product, compared with 33% of medium–large businesses. Small businesses were more likely to purchase building and construction materials (20%) and agricultural products (9%), compared with 11% and 4% for medium–large businesses, respectively.	Small businesses are equally likely, on average, to source products or services at high risk of modern slavery, yet they are taking the least action to address slavery.	The proposed legislation should apply to small businesses that source products at high risk of modern slavery or work in high-risk industries.



Achieving a representative sample: The list of businesses provided by World Vision could be skewed towards businesses already taking steps to minimise their modern slavery risk, resulting in data understating the modern slavery risk within New Zealand businesses and supply chains. To mitigate this, the research includes members from Kantar's online business panel, which has been analysed together with World Vision's dataset because there was only a minor discrepancy in the two samples' business modern slavery risk profiles.

Survey breadth: We chose an eight-minute survey to encourage a high response rate from New Zealand businesses. An eight-minute survey set limitations on the number of areas of modern slavery risk that we could include, and the depth with which we could explore respondents' answers. This research does not provide an exhaustive insight into all possible modern slavery risk areas and measures to address modern slavery for New Zealand businesses.

Defining business size: There are no consistent parameters used to define business size in New Zealand.³⁰ This research defines business size by the number of usual employees because this is the definition most commonly used by New Zealand's business community and the government. This gives consistency across this research and facilitates the government's and businesses' use of this report. We note there may have been some benefits to defining business size by revenue, and that business size will likely be defined by revenue in New Zealand's modern slavery legislation.

Number of large businesses: Our sample reflects the New Zealand business landscape with most respondents being small businesses (86% of our sample are small businesses, compared with 97% of all New Zealand businesses being small businesses). This means we have a small sample of large New Zealand businesses (making up 4% [9] of our total sample), so data regarding large businesses needs to be interpreted with this small sample size in mind. Additionally, while the number of small, medium and large businesses in this research is reflective of the New Zealand business landscape for business size, it is not representative of the contribution of business to employment and to New Zealand's gross domestic product (GDP). If considering business inclusion by contribution to New Zealand's GDP and employment, it could be inferred that medium and large businesses are under-represented, and small businesses over-represented in this research.

Business structure and type: This research does not explicitly state and analyse data based on respondents' business structure (e.g. sole trader versus partnership) or business type (e.g. non-government organisation [NGO]) because data relating to business structure and type were not collected. As such, the research cannot speak to the modern slavery risk profile or measures in place to address identified modern slavery for specific entity structures and types.

Inclusion of Māori businesses: This research does not identify if a respondent is a Māori business. Māori business values balance being financially viable with the social, cultural and environmental aspirations of the key stakeholders.³¹ Further research with Māori businesses would be advantageous to understand how legislation can best reflect and enrich Māori business principles and tikanga – the ethical framework of Māori society.³² Such research could offer valuable insight into how Māori businesses embed human rights and grievance mechanisms into practice to inform the establishment of New Zealand modern slavery legislation.

Business interpretation of research questions:

The survey questions may be interpreted differently by different businesses involved in the research, due to ambiguity in the way questions are posed or where key terms in questions have not been clearly defined.

Ethical considerations

This research adheres to Kantar's ethics protocols. Kantar practitioners are members of the Research Association New Zealand³³ and are obliged to comply with the Research Association New Zealand Code of Practice (Code).³⁴ The Code of Practice in New Zealand is based on the ICC/ESOMAR International Code on Market and Social Research.³⁵

The Code sets minimum standards of ethical conduct to be followed and is applied against the background of applicable New Zealand and international law, and of any stricter standards or rules that may be required in any specific market.

Kantar and World Vision minimised the personal and business information collected. The pre-notification email, survey information and the survey itself all highlighted the confidential nature of participation, wherein the information given would not be linked back to themselves or their businesses.



Endnotes

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²⁴ lbid.

²⁵ Please note, for the purposes of this research, this graphic was not given to respondents and thus differing understandings of Tier 1.2 and 3 were noted

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