

# Information Sheet for Participants

## Waikato Management School

Te Raupapa



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

### **The effect of semi-automation on employee attraction and retention in the New Zealand fruit industry.**

#### Overview

Kia ora, my name is Rowan Lowe and as part of the Master of Management Studies, I am required to conduct a research project in form of a thesis. This thesis I am undertaking forms an important part of my Masters degree. For this thesis, I wish to research the effect of semi-automation on employee attraction and retention in the New Zealand fruit industry, focused on orchard work only. I am really interested in the fruit industry as I also work as a Human Resources Advisor for EastPack, a Kiwifruit company in the sunny Bay of Plenty.

The fruit industry in NZ is facing a labour shortage crisis and is struggling to attract and retain employees. Something needs to be done to keep the current workers, and also to expand the pool of interested candidates to orchard work. To try and achieve these goals, there is a refreshed focus in new technologies and machines to ease the labour burden and improve working conditions in the agricultural industry.

Currently there is not much information in the literature when it comes to gaining agricultural workers insights and opinions about the future and proposed technological changes. This research project intends on collecting useful and meaningful data from those involved within the industry, to provide discussion surrounding the future ahead.

#### What will you have to do and how long will it take?

This is a completely voluntary interview request. Should you agree to partake, as a participant you will be interviewed regarding your involvement within the fruit industry, and any impacts or thoughts you may have on automation. This will take approximately one hour in most cases (and could be considerably less in some).

I would like to record these interviews for my own use to ensure I am able to have a engaged korero (conversation) and not concerned with writing notes at the time of the interview.

#### What will happen to the information collected?

Once the interview has been completed, only my supervisor and I will have raw access to the information you provide in the interview recording and any notes. In the final thesis document, all of the information you have provided will be made anonymous as I will only use collective terms that might be used to describe a type of group and no individual names will be used, this includes any companies and contractors. At the end of the research project all notes will be destroyed and recordings erased.

The final product that has been anonymised will be will be posted online in a thesis database accessible by other academics/students. There will also be a presentation given to the NZ Fruit Growers Charitable trust regarding the general findings from the research project. This work also may be submitted for industry journal publication.

#### Declaration to participants

If you take part in the study, you have the right to:

- Refuse to answer any particular question, and to withdraw from the study at any time.
- Ask any further questions about the study that occurs to you during your participation.
- Be given access to a summary of the findings from the study when it is concluded.

If you have any questions about this research project you can contact me on 0279416013 or e-mail me at rowan.lowe2@gmail.com. My project is being supervised by Senior Lecturer Hataya Sibunruang and she can be contacted at hataya.sibunruang@waikato.ac.nz or contact her at the below:

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Thank you sincerely for your consideration of being a part of this study.