

## Information letter for employers – survey overview

### Be part of the first national survey on customer aggression

Kia ora,

ShopCare is launching the first cross-sector survey on violent and aggressive behaviour (VAB) experienced by people working in customer-facing roles across Aotearoa.

We're writing to you as an employer to explain the survey, what we're asking of organisations like yours, and how the insights will be used.

#### About the survey

Violent and aggressive behaviour from customers towards staff is a recognised and growing critical risk, affecting people across multiple sectors. While individual businesses see this day-to-day, there is currently no clear national picture of its prevalence, nature or impact.

This staff survey is designed to help change that. With your support, we can build a national understanding, based on real experiences across sectors, regions and business sizes.

The survey is being run by ShopCare, in partnership with KPMG and backed by organisations across New Zealand.

- **Independent and secure delivery:** KPMG is supporting the design, delivery and analysis of the survey as an independent partner. The survey is hosted securely on Qualtrics.
- **National scope:** The survey is open to staff and workers across all sectors who interact with customers or the public.
- **Anonymous responses:** Only region, sector and standard demographic information will be collected. Individual responses will remain anonymous.
- **Public reporting:** The findings will be publicly available so sectors can understand how customer violence and aggression is affecting their staff.

The survey is open until 21 June 2026. You can preview the survey [here](#).

#### What we are asking of employers

To ensure this research reflects real experiences of VAB across Aotearoa, we need as many people as possible in customer-facing roles to complete the survey.

Please:

- Share the survey with customer-facing employees – ideally by the end of April
- Encourage participation where appropriate
- Position the survey as a safe way for staff to share experiences of customer behaviour
- Use the templates and campaign creative provided

## Sharing the survey

We have created a partner toolkit to make it easy for you to share the survey with your teams.

The toolkit includes:

- Messaging – staff emails, intranet/newsletter copy, social media posts, employer talking points and staff FAQs
- Creative assets – staff poster, social media and digital tiles, eDM banners and campaign imagery
- Survey QR code

[Access the partner toolkit here.](#)

## How the survey benefits you

The findings will be used to:

- Provide employers with sector-level insights to help inform training, prevention and support approaches
- Inform national education and prevention campaigns
- Support advocacy for improved protections and responses

The survey will be publicly reported in aggregate only. It is not intended to assess or compare individual employers.

## Thank you

We recognise businesses vary significantly in size and capacity, and we welcome engagement at a level that is practical for you.

To confirm your participation and for communications support, please email Lance Webb at KPMG at [lancewebb@kpmg.co.nz](mailto:lancewebb@kpmg.co.nz).

The more voices we hear, the stronger the evidence base for meaningful change. Thank you for supporting this important work.

Ngā mihi,  
Selena Armstrong  
CEO, ShopCare

## About ShopCare

ShopCare exists to help create safer workplaces for people in the retail sector and its supply chain, by improving understanding, capability, and behaviour where harm occurs. We work in partnership with employers, workers, government and communities.

ShopCare is leading this survey as it meets our goals of reducing harm nationally and improving health, safety and wellbeing outcomes for workers. Find out more at [www.shopcare.org.nz](http://www.shopcare.org.nz).