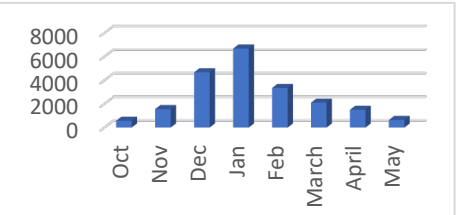


SUMMERFRUIT NEW ZEALAND LABOUR WORKING GROUP PLAN

Purpose	Secure sufficient labour for NZ summerfruit harvest. 7,000 seasonal workers, 5,500 in Central Otago. Intent is to provide attractive regional opportunity with suitable and sufficient work, transport, accommodation, coupled with opportunity to enjoy the outdoors, meet new people and experience the best the regions have to offer. <div style="text-align: center;">  </div>						
Brand/messaging	Central Otago & Hawke’s Bay – great places to work, play, stay. Seasonal work: outside, inside @ great time of year. Lots to see/do/experience: food, wine, tourism, adventure. Get back into work pitch. Attraction and event discounts (regional for seasonal workers – do they need a worker ID?); prize packs; promotions						
Comms work programme (Victoria)	Comms plan (see cohorts); Summerfruit back story for 2021 season imagery; story; videos; Summerfruit NZ branding. Funding for marketing prep (NZWine, BBC Tech, MPI?) Industry comms – Prunings/magazines to keep growers informed (issues, solutions, options, training). Attraction messaging – use of SM influencers/regional attraction campaigns to spread message						
Brand links/taglines	All lead to #https://worktheseasons.co.nz/horticulture #NZsummerfruit #Handpicked						
Target COHORT	NZ students Aim to attract NZ students for summer holidays	International students Overseas students in need of work, activity over summer holidays	Unemployed Kiwis 1. Otago/Southland 2. Rest of NZ	NZ backpackers (NZ OE) NZers who ordinarily would travel overseas but who are seeing NZ instead	RSE workers 3. Current RSEs 4. Other RSEs (left in NZ)	Other migrants WHV, hospo and tourism visa holders, visitors, etc who haven’t gone home	NZ MCA/ Retirees
Responsible (Lead/2nd)							
Linkage	SJS; Seasonal Coord	NZ Universities (via AUT); SJS; NZISA (via Chair)		Tourism links Councils	WTS RSE page MBIE (INZ)	FB; QLDC/CODC; HBRC Contact from growers Cultural Orgs Red Cross/CDEM	
Grower actions	Employer charter Employment contracts	Employer charter Employment contracts	Employer charter Employment contracts	Employer charter Employment contracts	Prep ATR, manage VOCs, accommodation	Contact prior season WHV/backpackers	
Regional issues Tourism, transport, events – CODC/QLDC & HB equivalent Accom CO Accom HB	Events/Attractions disc Stay to season end (cherry harvest anyway) Accommodation Transport What are the barriers to staying? Travel/accom discounts (CO based agencies – CODC/QLDC)	Accommodation Pastoral care (who/what) Transport	Accommodation Transport (MPI CO/QL)	Accommodation/Regulatory hurdles – any? Events/attractions discount Will need Seasonal Labour Coordinator Travel/accom discounts	Managing RSEs from other regions/ employers	Spt from QLDC/CODC for supporting migrants in region (ex-tourism/hospo)	
Policy issues Richard	Loan/fee rebates for service in ‘essential’ industry Travel/accom grants	Student visas – check Travel/accom grants	Accommodation/transport grants policy to support kiwis from other regions (avoid double rent, etc)		Rtn to NZ. 2021 allocation	SNZ/hort story on need for flex policy and quick action	
Actions	Student pitch Broad advert campaign (spt by MPI)	Policy issues (SNZ) Student expectation with NZISA ID accom type reqd/avail	Accom options (CO Grwr) Policy issues (SNZ) Tpt – ex Qtn (CODC)	Attraction campaign (with tourism operators/councils) – CODC	ATRs for new employers. VOC prep and processing (INZ)	Seasonal labour shortage declaration (with MSD)	

Collateral	Flyers and digital branding link to WTS		Booklet (Print/online)			Booklet/flyer (once INZ confirm)	
Summerfruit NZ specific issues	Work with MSD on WTS webpage, incl survey and employment charter. Work with NZAPI & NZWine to bring resources and numbers to bear on CO/HB labour. Develop seasonal expectations & employer charter. Any specific training for season (skilled roles) that Polytech can deliver (taster courses).						

Key: NZISA – NZ International Students Association. SJS – Student Job Search. QLDC – Queenstown Lakes DC. CODC – Central Otago DC. HBRC – Hawke’s Bay Regional Council. WTS – Work the Seasons website. SM – social media

Specific tasks

	Comms	Policy/Legal	Operations	Other
Summerfruit NZ	Summerfruit back story Work with MSD on WTS updates Branding/merchandise/video/tags for WTS & social media (SM) Expectations video for WTS (SNZ) Ongoing updates to industry (Prunings, etc) With MPI etc to drive social media	Incentives/barrier reduction for unemployed Kiwis & students into CO/HB (eg accom/transport grant/support) Work with MPI/TEC on student incentives for ‘essential industry’ work Work with INZ on RSE worker and other migrant flex (senior officials mtg) Work with MSD/CODC/NZAPI on labour shortage declaration	Identify options for seasonal coordinator (COFGA/SNZ) Pitch to universities and student organisations (NZ Wide), with CPM and other CPMs? Identify accom expectations, other incentives (MPI/SNZ on national campaign) Contact with other seasonal & regional employers (eg NZSki, NZ Restaurant Association and others – MPI RWD) Quantify accommodation options (MPI RWD) Talk with local travel agents re possible airfare discounts (encourage booking in CO for Kiwis/students) Identify Hawke’s Bay specific issues (accom esp) – HB Dir	Develop employment charter for growers Develop seasonal employment agreement
CODC/QLDC and HBRC	Imagery of regions/crops at add to WTS Updated input to WTS website for branding/attraction to region	Identify new/emerging seasonal accommodation risks, and keep industry informed of concerns	How can we get regional attraction incentives in place (discounts, prize packs etc) for seasonal workers Identify and co-ordinate other council areas of support such as planning team (long-term accommodation), accommodation regulations, possible sites for camp location, tourism events calendar development for attraction campaign What specific transport options ex Qtn are/could be available? Connection to other regional migrants who are unemployed (Hospo/tourism) Connection to NZ backpackers (is there a connection at all?)	
MSD/MPI RWD	Info available nationwide on summerfruit season (Booklet funding available?) Develop WTS website	Identify incentives/ barrier reduction for unemployed Kiwis & students into CO/HB (eg accom/transport grant/support)	Provide updates on unemployment changes, specific policy that can assist meeting seasonal work demands Support prep of booklet/flyers	
Growers	Register with WTS Supply updated info to SNZ on demand Contact prior season WHS, backpackers re seasonal work	Up to date employment contracts and charter	Identify accommodation and transport options for atypical workforce Develop local accommodation options (eg B&B, homestay for students, out of town Kiwis) Submit new RSE ATR for workers who stay in NZ	
CPM	Develop timings and communication channels for students. Semester 1 2021 dates conflict? Clarify/survey student expectations – incentives, events, accommodation		Promote with students	