



Media Release

27 March 2018

Hawke's Bay Tourism launches campaign to help Apple industry

Hawke's Bay Tourism has launched a push to attract visiting backpackers to come and pick fruit in Hawke's Bay.

In association with Backpacker Guide, Hawke's Bay Tourism will run a month-long campaign to try and help with the picker shortage in the region.

"We have been promoting seasonal work opportunities on www.hawkesbaynz.com and via our 100,000 Facebook audience for the last month but in an effort to try and support the industry further we have decided to promote the region with a dedicated campaign on www.backpackerguide.nz", says Annie Dundas GM Hawke's Bay Tourism. "This isn't something we have done before but this year it needed to be done".

Backpacker guide is now one of the most visited sites for visiting backpackers to New Zealand, offering information, job opportunities and things for backpackers to do while in New Zealand. Approximately 83,000 backpackers use the site each month.

Tourism New Zealand have also supported the call for pickers to come to Hawke's Bay with a feature on www.newzealand.com/int/feature/working-in-new-zealand-during-your-holiday/. Approximately 50,000 backpackers visit www.newzealand.com each year.

Alan Pollard, CEO from NZ Apples & Pears says "This is a vintage year for apple and pear growers in Hawke's Bay. As new trees come into production and the region's weather during harvest remains ideal compared to last year, the pressure to get our fruit off the trees within the harvest window grows. The Hawke's Bay regional economy is in a growth phase, with regional unemployment the lowest it has been for many years. While that is great news for the region, it also means that the pool of unemployed that we can rely on for peak season jobs is much lower. With Pacific Island labour capped, that means that there are many opportunities for backpackers to find work this harvest season, we need all hands-on deck and it's great to see Hawke's Bay Tourism stepping in to spread the message to their network of potential visitors who need work".

Fenton Wilson, Regional Councillor and Director Hawke's Bay Tourism said "Isn't this a great demonstration of regional leadership and the tourism investment made by the Hawke's bay Regional Council".

The government recently declared a labour shortage for Hawkes Bay, which means that people in New Zealand on a visitors permit can apply for a variation of conditions at Immigration NZ's website where they must pay a fee and complete an application for a variation of conditions or a Variation of Travel Conditions

About Hawke's Bay Tourism: Hawke's Bay Tourism is the Regional Tourism Organisation. Our mission is to ensure Hawke's Bay becomes significantly more attractive to New Zealand and international visitors as a place to visit, do business and to live.

Contact: Hawke's Bay Tourism, PO Box 12009, 19 Waghorne Street, Ahuriri, Napier, Hawke's Bay, New Zealand.
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form accessible from:

<https://www.immigration.govt.nz/documents/forms-and-guides/inz-1020-application-for-variation-travel-conditions-april-2016-fa-web.pdf>.

Workers looking for employers, IRD numbers and a fast track visa service can contact PickNZ Hastings offices Phone: +64 6 870 8540

For more information contact:

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