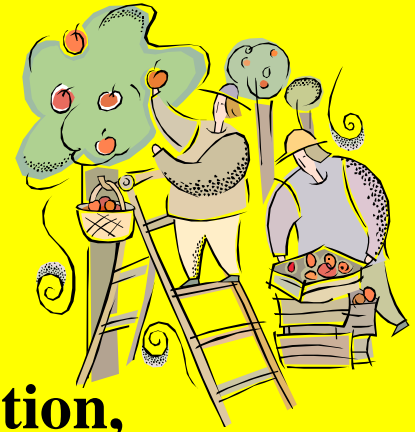


Innovation in seasonal labour markets Central Otago

**The Central Employment Trust's
BIG 4 ideas!**

BIG IDEA #1

Many activities – one purpose



Placements plus Beyond recruitment and placement to **pastoral support** – accommodation, transport, mentoring

Direct intervention By **contracting** labour direct to growers is essential to any ‘total solution’

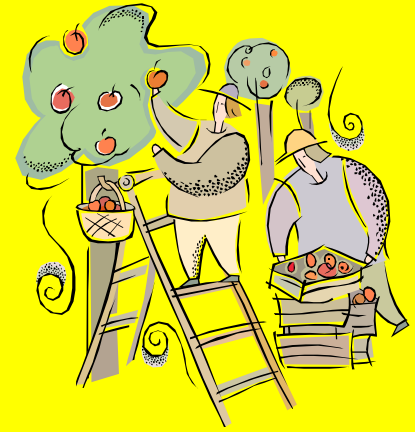
Education, training and transition to work Sustainable solutions involve changing attitudes to seasonal work, better pay/enhanced skills, education and training

A total much greater than the sum of the parts

All together in a one-stop-shop. Whole-of-economy. Agency-spanning. Central government (MSD, IRD and Immigration) plus the NGOs together

BIG IDEA #2

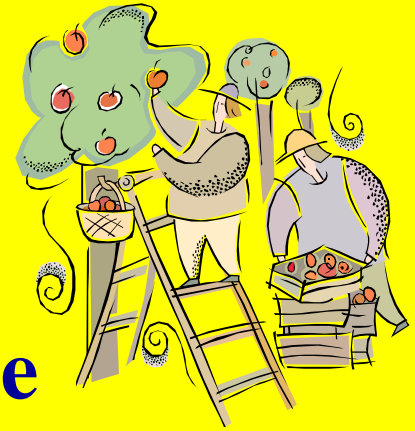
**The one-stop-shop
'centre of gravity' must have
industry and grower/community
credibility**



**Whoever takes the lead – *Work and Income,*
an NGO or a community organisation –
must have a community mandate and local
government involvement**

BIG IDEA #3

First, understand the industry



Industry fundamentals must come first – Effective solutions and innovation are founded on good intelligence, and good intelligence does not come shrink-wrapped, off the shelf.

Patience and constancy of purpose are essential – many in this space only begin to succeed in years 3 or 4

BIG IDEA #4

Local solutions for local problems



Seasonal labour shortages are a national issue, *but the best solutions will be local*

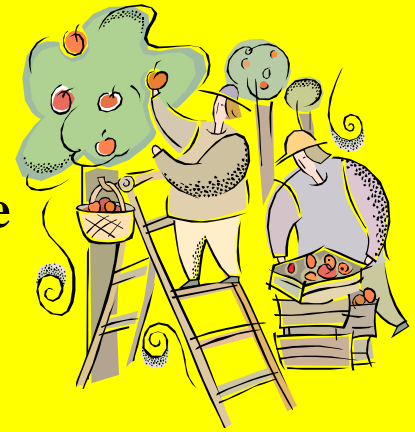
Every regional labour market has its own unique attributes – *one-size-fits-all* solutions are likely to fail

The grittiest challenges?

(1) Seasonal labour is going to come from overseas

Putting barriers in the way (while struggling to get the last few hundred Kiwis off a register) is a poor use of resources – we have to accept that some overseas workers will get jobs while some locals will not.

Let's not be silly about that!



(2) Pay rates are too low

The days of *poorly paid, poorly skilled, here-today-and-gone-tomorrow* workers are over. In price-taking industries, higher costs are hard to pass on, but we have to find a way

(3) Horticulture is going to have to organise

Growers will need to work together, collectively managing their seasonal labour needs, or lose crops. It's as much about nurturing workers as it about nurturing trees or vines.

A lot of growers have yet to learn that lesson