



Media Release – 22 November 2022

## **Paradise Proves a Hit with Workers**

The Pick Paradise workforce attraction campaign has reached both its halfway mark and over 220,000 potential workers for North Queensland agriculture and aquaculture industries. Delivering a lifestyle-focused message and connecting workers directly with employers has resulted in a successful campaign that has generated strong interest among domestic and international workers.

Commencing in September, the Pick Paradise campaign initially focused on attracting Australian-based workers to roles in North Queensland through a free job noticeboard and social media platforms. The campaign was timed closely with the peak horticulture season and beginning of the mango harvest. In its first three months the Pick Paradise website and social media accounts advertised sixty roles for forty-eight different employers.

Bowen Gumlu Growers Association Chief Executive Officer, Ry Collins, said the first half of the campaign was timed perfectly to inject a much-needed workforce into the region and assist growers.

“Pick Paradise draws attention to both the roles available in the region and the great lifestyle workers can enjoy on the weekend. When we attract an engaged and excited workforce we see greater on-farm retention of employees and the increased opportunity for those workers to return to our region to work in successive seasons,” Mr Collins said.

Pick Paradise has been well received by growers across North Queensland. Kerrie-ann Wilson, Bellevue Produce, found the Pick Paradise platform simple and easy to use for growers.

“I think it’s a wonderful initiative” she said. “We were happy to receive enquiries for the roles we posted”.

Ben Martin, Chairman of the Australian Mango Industry Association and local grower, said that the campaign has highlighted the importance of a dedicated focus on the workforce.

“Campaigns like Pick Paradise are absolutely crucial to engage growers and for the workforce itself,” Mr Martin said.

“We also need to remain mindful that labour shortages existed prior to COVID-19 and we need to be investing into long-term workforce planning and security.”

As the Pick Paradise campaign enters its fourth month the focus will shift to attracting a future workforce for the region. The campaign will address concerns from growers surrounding the diversity of the workforce and will target specific international audiences as they plan a working holiday in Australia.

Jessica Volker, Lower Don Organics, is mindful of the impact workforce security has on the success of her farming business. “A strong and focused workforce enables me to spend time on other aspects of our business, rather than investing so much time in finding workers” Mrs Volker said.

Pick Paradise has proven immensely popular among the younger Australian demographic through highlighting the adventures that can be had on a working holiday in North Queensland. As the campaign broadens to promote this lifestyle to an international audience, North Queensland will continue to be the destination of choice for backpackers and working holiday makers into 2023.

 **Queensland  
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