



Media Release –
For immediate use
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Workers book tickets to Paradise as the Pick Paradise Campaign launches in 2023

The Pick Paradise workforce attraction campaign has re-launched for the 2023 growing season, encouraging workers to experience all North Queensland has on offer. Following a successful social media blitz in 2022, the 2023 campaign will focus on connection and friendship that can be found as workers travel to support local growers. Combined with destination imagery, the campaign will inspire both domestic and international workers to book a ticket to the region promising adventure, beauty and the perfect work / holiday balance.

In 2022, the Pick Paradise campaign reached an audience of 391,000 through social media channels, generating strong interest from workers both domestically and globally. Metrics from the first phase of the campaign, combined with worker and grower sentiment, means Pick Paradise 2023 will be able to focus on target markets ready to travel to the Whitsundays and North Queensland for work in the horticulture, agriculture and aquaculture sectors.

Bowen Gumlu Growers Association Chief Executive Officer, Ry Collins, said the launch of Pick Paradise 2023 was once again timed to entice workers to the region when growers need them most.

“Highlighting the beauty of the region and the diversity of roles on offer was a great success in 2022. In 2023 we once again aim to support our industry through this platform and look forward to the vibrancy and economic benefits that an engaged workforce brings to the region” Mr Collins said.

The backbone of the Pick Paradise campaign is the website and free jobs board. Attracting close to 10,000 visitors in 2022, the website offers growers a large audience to share position vacancies and potential workers valuable information about the region and what is involved in farm work.

Colette Williams, Agriculture Workforce Officer, said the Pick Paradise website is an important tool for both growers and working holiday makers.

“The website has become a one-stop-shop for potential workers,” she said, “they can find all of the important information on travel, accommodation, leisure activities and work, and then easily apply for the jobs on offer.”

“The diversity of positions available across the region really means there is something for everyone considering a working holiday in North Queensland”.

As the growing season commences for 2023, local producers are encouraged to visit the Bowen Gumlu Growers Association website for more information on how to post jobs to the Pick Paradise website. In addition, growers and workers can use the hashtag #pickparadise when posting to social media to spread the word on the campaign.

Pick Paradise is a joint initiative between the Bowen Gumlu Growers Association and the Queensland Agriculture Workforce Network with funding from the Department of Agriculture and Fisheries.

The Queensland Agriculture Workforce Network (QAWN) is funded by the Department of Agriculture and Fisheries and supports Queensland agribusinesses to attract, train and retain workers. QAWN is a free service available to Queensland agribusinesses regardless of commodity or organisation membership.

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About BGGGA and the local horticulture industry

Bowen Gumlu Growers Association (BGGGA) is a not-for-profit industry association that represents the interests of our members, horticultural growers, producers and associated agribusinesses in North Queensland. BGGGA’s key activities include member services, advocacy, industry development and the delivery of projects focused on improving on-farm practices, commercial outcomes for farming businesses and the prosperity of our regional community.

The region is the largest producer of winter vegetable crops in Australia generating farm gate production worth approximately \$650m per annum. Key commodities produced include tomato, capsicum, mangoes, cucurbits, beans and corn. Our growers employ approximately 1,500 workers throughout the year with an additional 2,000 during the harvest season. One in every five workers living in the region are supported by the sector. Our product feeds the nation and is exported to more than a dozen countries.

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