



CAJ APPLES & MSD

**WORKING  
PARTNERSHIP**



**NEW ZEALAND APPLES**



## WHERE CAJ HAVE COME FROM

90's BACKPACKER ERA

## 2015 WHAT CAJ CONSIDERED:

PRIORITY- THE PEOPLE

CENTRAL OTAGO'S AGING POPULATION

PROXIMITY TO POTENTIAL WORK FORCE

BACKPACKER HIGH TURNOVER

STAFF RETRAINING

CLIMATE IN LATER SEASON

SHORT SHARP SEASON/WORK LIFE BALANCE



# THE PLAN

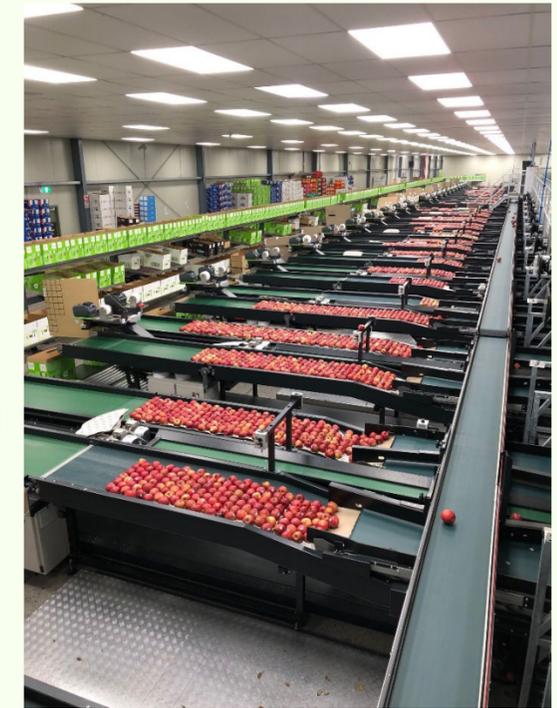


IMG\_3948

THE PEOPLE



THE BUILDING



THE PACKHOUSE



# 2019 CULTURAL CHANGE

## ATTRACTED NEW ZEALANDERS

### UPGRADED FACILITIES

- Working conditions improved with shed developments

### OPERATIONAL HOURS

- 8am - 5pm
- Monday to Friday
- No work on public holidays/weekends

### EMPLOYEE EXPERIENCE

- Staff amenities upgraded
- Staff incentive program
- Social Club activities
- Competitions



# 2019/2020 SEASON

NO ONE COULD GO ANYWHERE

# 2020/2021 SEASON



## LSV INITIATIVE

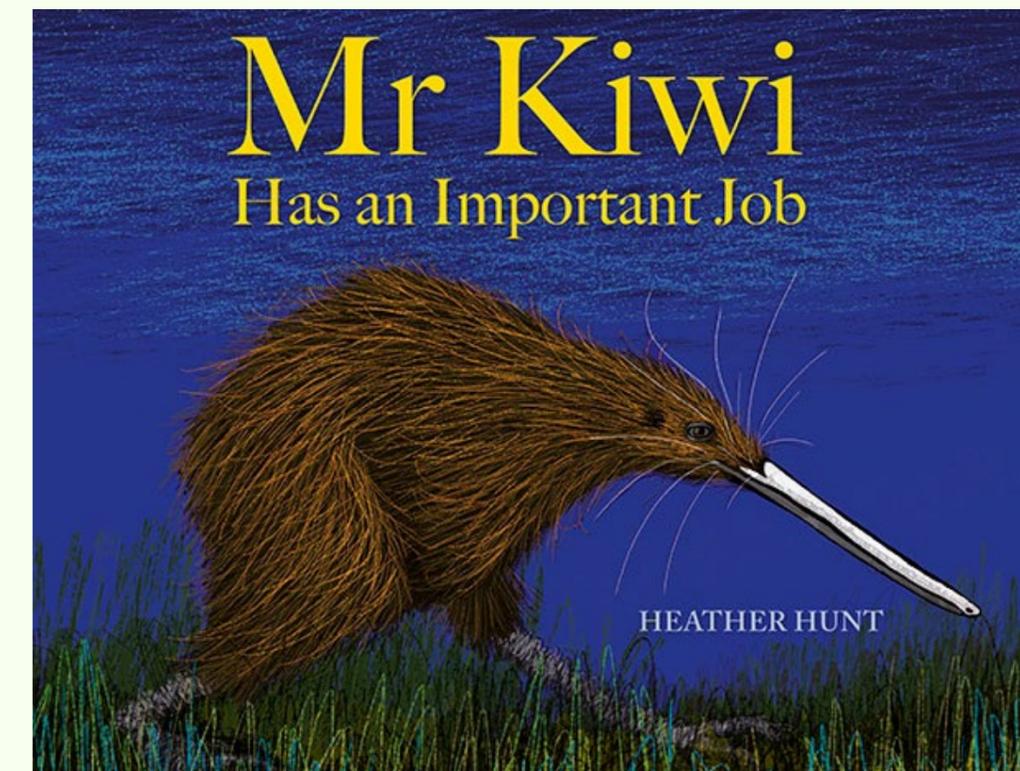
13 LSV GRADUATE'S CAJ HOLLANDIA

# 2021/2022 SEASON

100% NEW ZEALAND PACKHOUSE  
HAD CHALLENGES

COLLABORATION WITH OTHER GROWERS &  
INDUSTRY BODIES

MPI NATIONAL ADVERTISING CAMPAIGN



# 2022/ 2023

## NZ SEASONAL WORK SCHEME



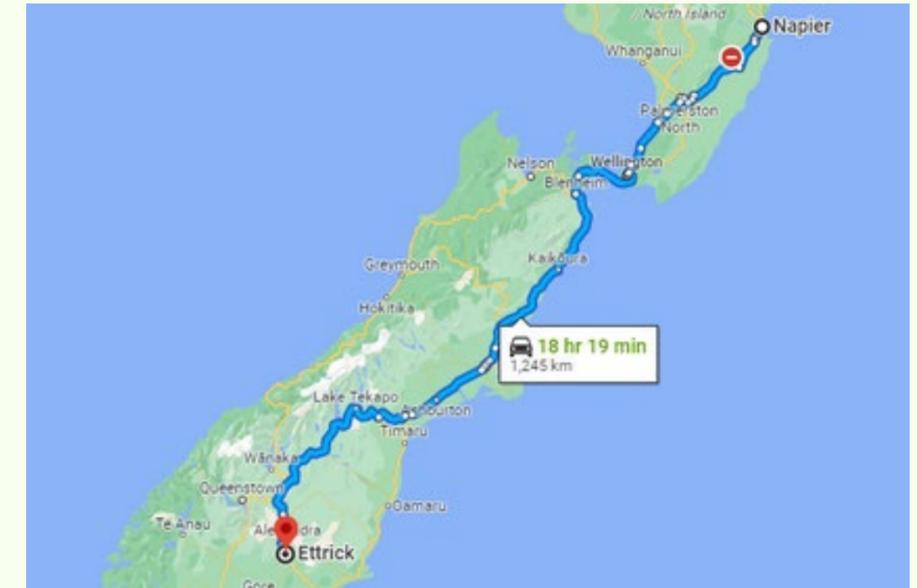
### PASTORAL CARE

PILOT FOR NZ SEASONAL WORK SCHEME



### LOCAL STAFF

DAILY TRANSPORT  
CAJ WORKWEAR BUNDLE  
TRAINING



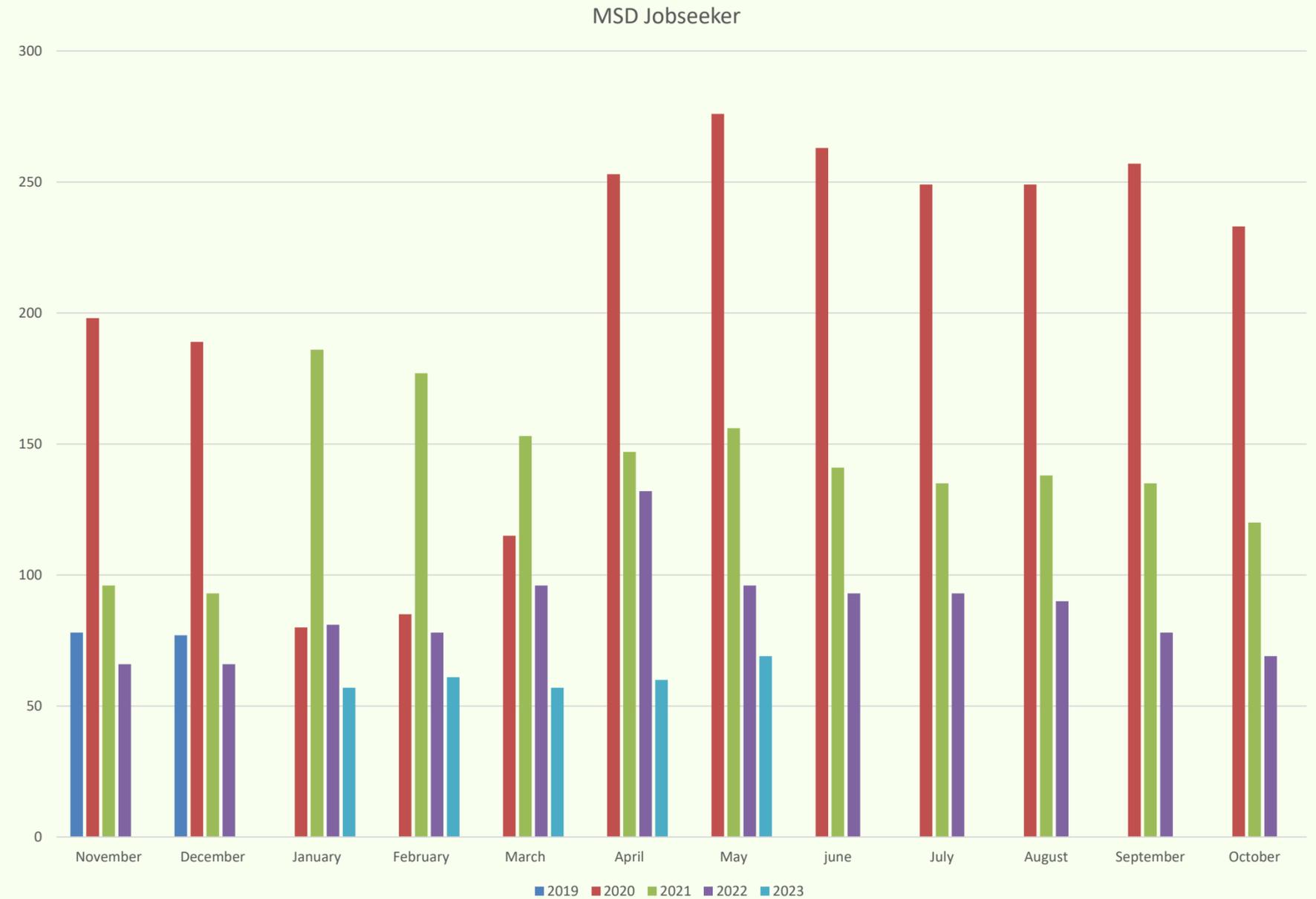
### RETURNING STAFF

TRAVEL TO AND FROM THEIR HOME  
DUEL ACCOMMODATION  
DAILY TRANSPORT  
CAJ WORKWEAR BUNDLE  
TRAINING  
INCENTIVE

# MSD STATS

2019 - 2023

Shows the unemployment / Jobseeker work ready numbers.



# CAJ WORKFORCE OVERVIEW

