





Unlocking the Potential of the Working Holiday Scheme (WHV)

NZ Apples & Pears Conference 2023

Genevieve Griffin-George

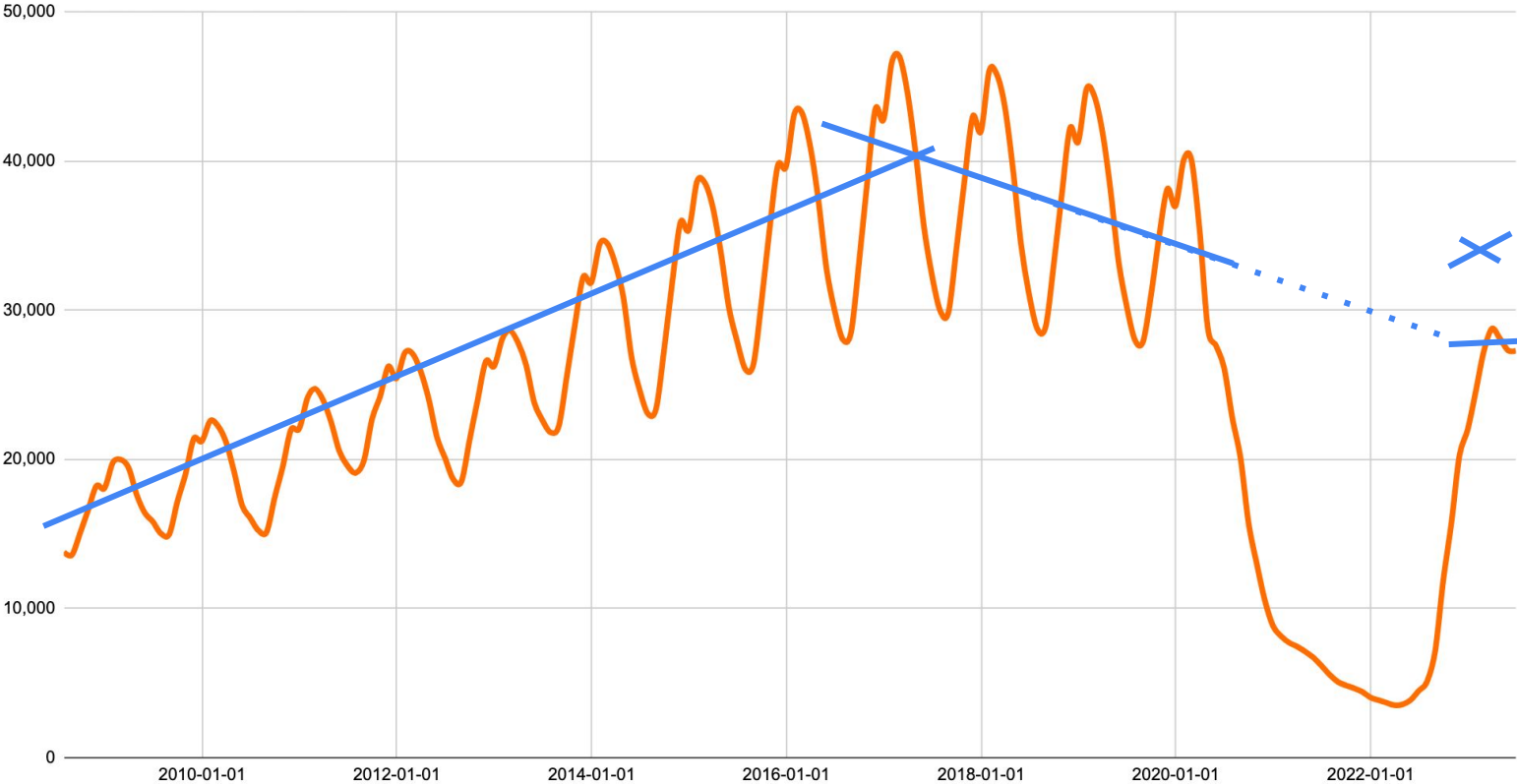
GROWER QUESTIONS

-  How many people with WHVs were in the country?
-  How many visas were being processed monthly?
-  Would there be enough people to support thinning, harvest and pruning?
-  How much had Covid impacted people wanting to come to NZ on a working holiday visa?

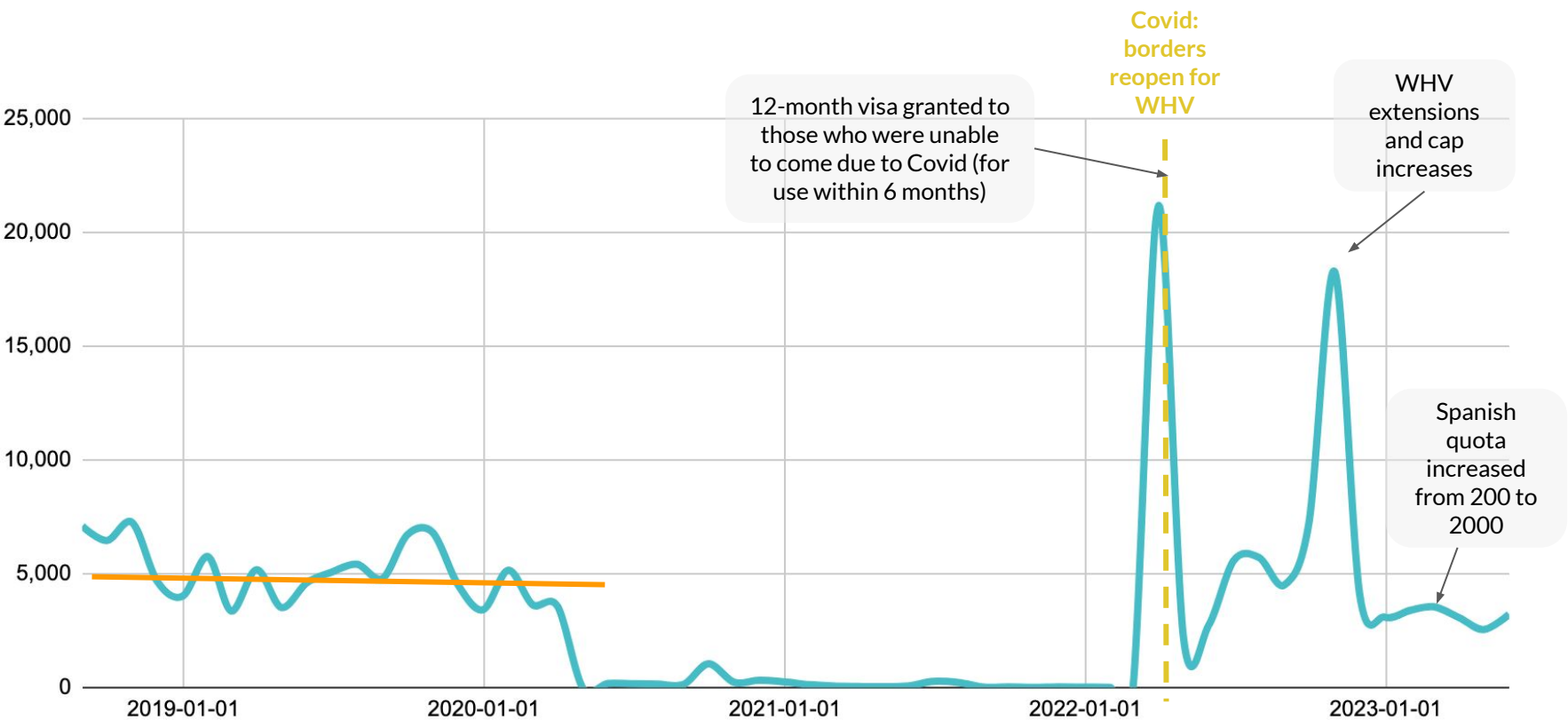
Part I

Trends from MBIE

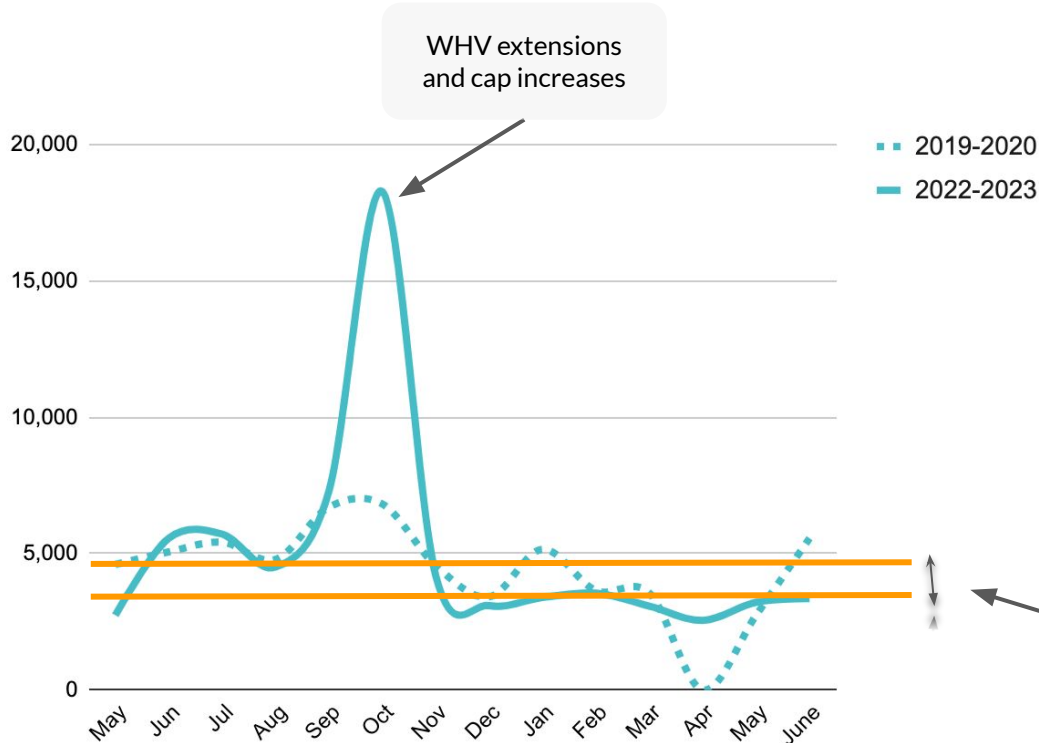
WHV HAS BEEN DECLINING SINCE 2017



NUMBER OF APPROVED WORKING HOLIDAY VISA APPLICATIONS (DECISIONS)



WHV ISSUED



Pre Covid
5,000 a month issued
Annually about 60,000

Post Covid
3,500 a month issued
Annually about 45,000

Currently issuing ~30%
**less visas than pre
Covid**

WHV CONCERN

 ~~We need to get back to pre-Covid numbers~~

 We need create increases within the current system

Part II

Leveraging existing WHV quotas

WHV TYPES

WHV Allocations

Uncapped
(always open)

Capped
(staggered through the year)

Closed
(fully allocated)

Open

Not yet open

42 COUNTRIES—80/20

Uncapped
(always open)

Capped (staggered through the year)

Closed (fully allocated)

Open

Not yet open

Country (12)
Belgium
Canada
Denmark
Finland
France
Germany
Ireland
Italy
Japan
Netherlands
Norway
Sweden
USA

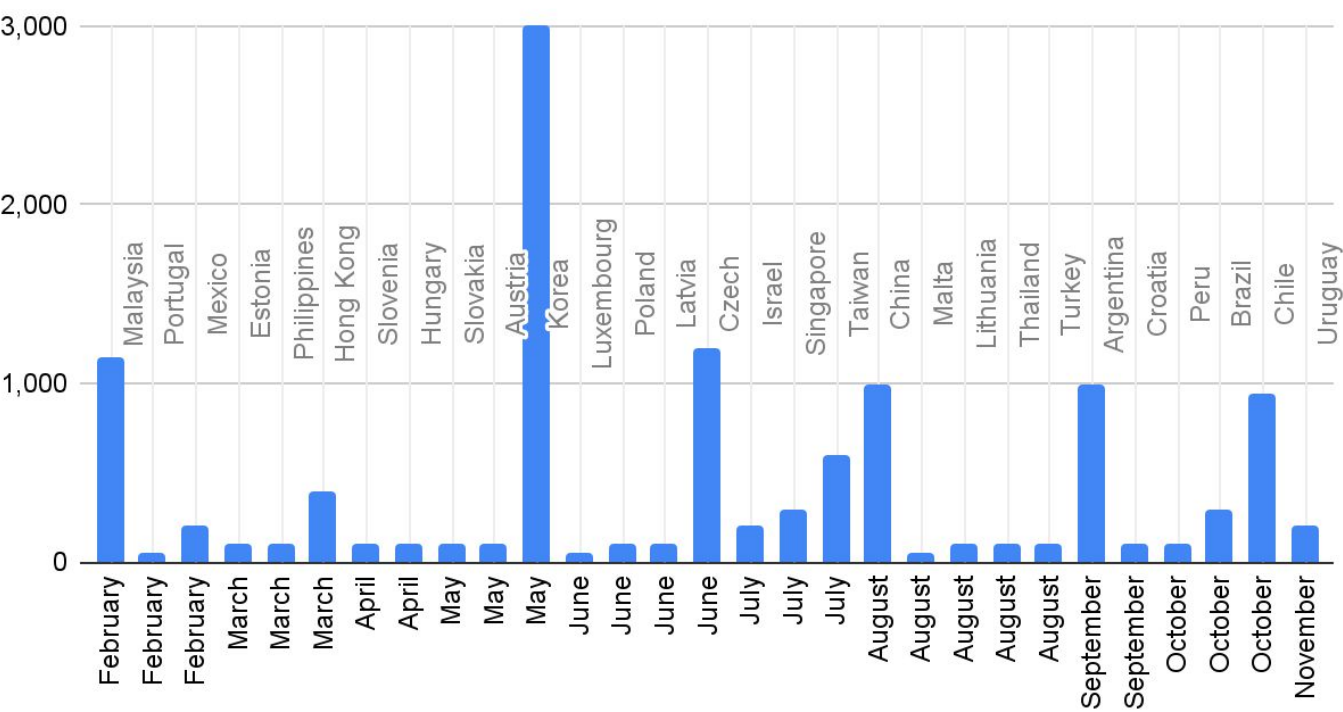
Country	Open	Cap
Malaysia	Feb	1,150
Portugal	Feb	50
Mexico	Feb	200
Estonia	March	100
Philippines	March	100
Slovenia	April	100
Hungary	April	100
Slovakia	May	100
Austria	May	100
Luxembourg	June	50
Poland	June	100
Latvia	June	100

Country	Open	Cap
Korea	May	3,000
Hong Kong	May	400
Czech	June	1,200
Great Britain	(just changed)	15,000

Country	Open	Cap
Israel	July	200
Singapore	July	300
Taiwan	July	600
China	August	1,000
Malta	August	50
Lithuania	August	100
Thailand	August	100
Turkey	August	100
Argentina	August	1,000
Croatia	September	100
Peru	October	100
Brazil	October	300
Chile	October	940
Uruguay	November	200

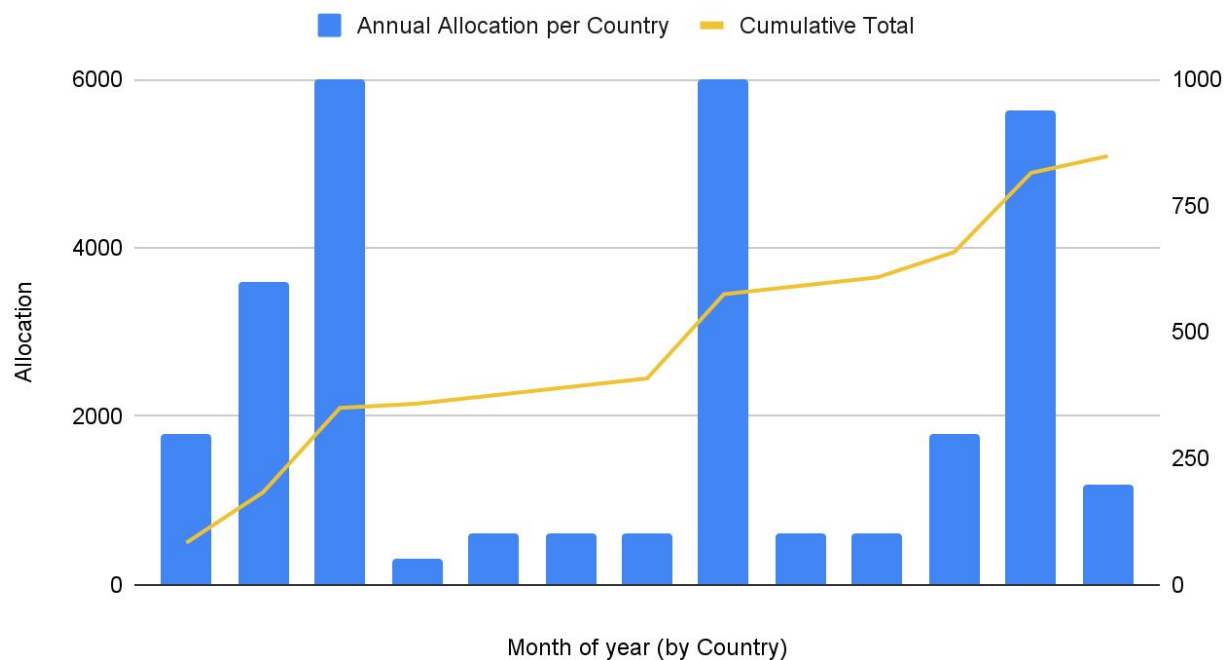
CAPPED COUNTRIES

Cap Allocation Per Country (by Month—2023)



TARGET PEOPLE IN THEIR OWN COUNTRY FOR THE HARVEST SEASON

Cap Allocation Per Country (July to end of 2023)



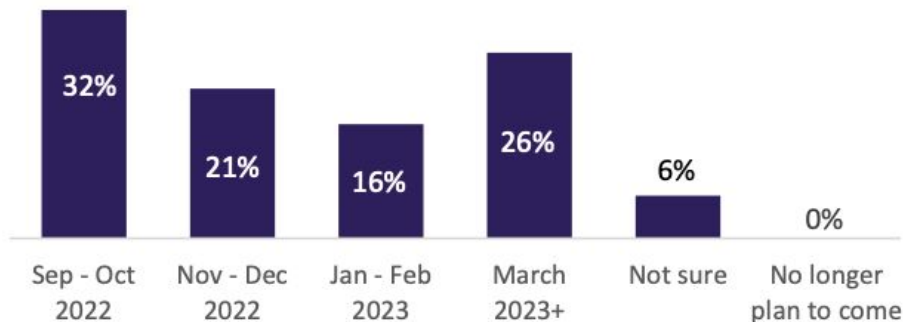
TARGETING BY DATE ADJUSTED FOR ARRIVAL

3,919 visa holders with Visa applications approved between 20 July and 21 September

32% arriving in next
2 months

26% arriving in next
6 months

When they plan to come to New Zealand:



Part III

Opportunities

NOW WHAT? DON'T WAIT FOR PEOPLE TO ARRIVE! TARGET THEM EARLY

COMPETING

Capped: time sensitive

EXPANDING

Uncapped: lead-time sensitive

Uncapped & Capped: industry awareness/reach campaigns

REMOVING OBSTACLES

Uncapped & Capped: industry reputation/engagement campaigns

Please reach out if you have any questions

Genevieve Griffin-George
PICMI



g@picmi.io

027 221 3310

www.picmi.io

