

Media Release

24 July 2018

Now's the perfect time to start a career in wine

Capable and qualified people are needed to keep up with growing demands of New Zealand's booming wine industry, which will likely reach \$2bn in exports annually by 2020.

To this end, New Zealand Winegrowers is supporting the launch of a new apprenticeship which aims to grow the wider horticultural industry's workforce and support the recruitment of 100 future leaders.

It's a collaboration between the horticulture and viticulture industries along with Primary ITO, the Ministry for Business Innovation and Employment (MBIE) and the Ministry of Social Development (MSD).

New Zealand Winegrowers CEO Philip Gregan says the scheme will help propel people forward into exciting roles within the successful wine industry.

"The sector contributes over 20,000 jobs to New Zealand and wine is now our fifth biggest export good. Exports are trending upwards – we are the third biggest exporter into the USA after France and Italy - there's never been a better time to pursue a career in wine."

The apprenticeships aim to upskill through on-the-job training, which aligns to industry requirements and regional needs, helping apprentices benefit from practical skills and learnings they can apply on the job. The three-year apprenticeship has been designed to replicate a typical season, so can be started anytime.

Benefits to employers include the recruitment and retention of existing staff, rewarding and securing talent, building flexibility and capability in teams, increasing productivity, helping with succession planning, and minimising health and safety risks.

"This is an encouraging first step in this sector-led, government-supported approach that improves employers' access to reliable, appropriately skilled staff at the right time and place," says Nathan Grennell from MBIE.

The new Apprenticeship in Horticulture Production will be launched at the Horticulture Conference in Christchurch today [July 24, 2018].

For more information on the Horticulture Production Apprenticeship visit www.letsgrow.co.nz

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Editor's note. New Zealand wine is exported to more than 90 countries and is New Zealand's 5th largest export good. The industry is working towards a goal of \$2 billion of exports in 2020. New Zealand Winegrowers is the body for the country's grape growers and winemakers.

Other sector groups supporting the Horticulture Production Apprenticeship include: NZ Avocado, Vegetables NZ, Processed Vegetables NZ, Horticulture NZ, Apples & Pears NZ and NZ Kiwifruit Growers represented by the Horticulture Capability Group, Citrus NZ; Potatoes NZ; Tomatoes NZ; Onions New Zealand; Pukekohe Vegetable Growers Association; and Canterbury Horticultural Society.