

MERRY CHRISTMAS TO ALL...

Well, that is 2022 almost done and dusted, what a year it has been! Our thanks go out to each and every client and job seeker that we have been fortunate to work with this year. In a challenging job market, we have been delighted by the high calibre of applicants applying for our client's roles. The people in the food and fibre sector are highly motivated and engaged, it is great to see such awesome people as part of our industries future.

A WORD FROM THE MANAGEMENT TEAM...

A very special thank you to our clients and amazing team at Rural Directions. As we close-off 2022 we are proud to have achieved our company goal of broadening our recruitment and HR service offerings to encompass the whole Food and Fibre Sector in New Zealand and Australia. We continue to have a very loyal and expanding on-farm client base and we are so excited to also now be recognised as the go-to company for other roles in the sector too.

The recruitment placements and HR services we have provided throughout New Zealand and Australia are captured in the map below. It demonstrates the huge variety of work we have done in the Food and Fibre sector including placing Farm Managers, Operations Managers, General Managers, Equity Partnerships, National Coordinators, Sales Reps, and even Machinery Operators in New Zealand and Australia as well as plenty of other on-farm roles. We really enjoy getting to know our individual clients needs and going the extra mile to secure the right Job Seeker for the right job every time.

Wishing you a safe and happy Christmas and all the best 2023.

Gretch & Brent



A WORD FROM THE "A" TEAM...

Rural Directions continues to grow from strength to strength, and we could not do that without our amazing team who continually give it their 110% no matter what job role we are asked to recruit for or project we are engaged in.

The team have 50 plus years of combined experience with Rural Directions and in turn have an enormous reach into New Zealand's food and fibre sector.

This year we welcomed Kelly Harkness into the Recruitment & HR Administrator role with the RDRHR team. Kelly, originally from sunny Hawkes Bay, has been in Melbourne for the past 8 years working in Education Recruitment so it's fair to say she has learnt lots about farming in the past 6 months.

We have noted a shift in the industry this year with Employers really trying to get their HR processes right from the beginning of the employment relationship. We have assisted many farming businesses with the creation of Position Descriptions which are a legal requirement and need to be included with Employment Agreements when a new Employee is starting.

We are proud to be involved in a variety of HR projects including remuneration reviews, creating performance review templates and KPI's for staff, re-writing resources for industry bodies and assisting with internal HR systems and policies for a variety of businesses.

Some friendly advice from the team:



Nikki Henderson – Recruiter & Project Lead

The best piece of advice for everyone is Respect – treat others the way you would like to be treated, a simple “please” and “thank you” go a very long way!

Gretchen Parkes – Manager

Don't ignore small problems, get to them before they grow into larger ones. Take care of things when they are still small (if you can) and if they get too big share the problem early with your trusted networks, whether they are friends or professionals.



Kelly Harkness – Recruitment & HR Administrator

Have clear goals and communicate how your team/staff fit into these. Get the team involved, let them know what your company is aiming for and how they can be a part of achieving this. Employees who feel a part of something are more likely to stay loyal.

Robyne Brooke – Recruiter

Choose your roles wisely and remember you are only as good as your latest referee, communication is key. I totally agree with the comments from my colleagues above, all very important points.



THE THINGS PEOPLE SAY...

It's great to know when we get it right and our clients and job seekers have been happy with our service.

"Our Livestock Coordinator role is unique to our business and a challenging role to recruit externally for. The Rural Directions team used a variety of avenues (outside of the "normal" areas) to market and attract candidates of the required fit. Time was taken to learn the role and visit the work environment to ensure the position description was well understood. Communication during the process and follow up afterwards was outstanding (and candidates had a similarly great experience). The Rural Directions team were enthusiastic, went beyond the norms to fulfil our needs and I would have no hesitation using and recommending their services in the future. I loved working with them" – Karsten Wishnowsky – PML General Manager (Client)

Follow this link to view other Client testimonials - [Employer Testimonials - Rural Directions](#)

"It was a real pleasure working with Robyne from Rural Directions in relation to applying for a new position. She was professional and helpful in every way. The communication was second to none which helped us land a Farm Managers position" - Simon Ewen – I & P Farming (Job Seeker)

Follow this link to view other Job Seeker testimonials - [Job Seeker Testimonials - Rural Directions](#)

WE LOVE TO GET INVOLVED...

Rural Directions are proud naming rights sponsors for the **Hawke's Bay Shepherd of the Year Award** as part of Napier Port Primary Sector Awards. This year there was a high calibre of entries and Gretchen enjoyed her day out of the office judging and getting to know the finalists who showcased their Shepherding skills and expertise. We have some talented future leaders in the Hawke's Bay Food and Fibre Sector, and it was Toby Jowsey who took away the first-place honour in 2022.



Rural Directions are also pleased to announce that we will continue to be the naming sponsors for the Hawke's Bay Shepherd of the Year Award for another three years.

On the 6th October the ladies from the office attended the **Women's Agri-Business** lunch with guest speaker Justine Kidd. This was a great way to meet new connections and absorb the motivation and enthusiasm that Justine radiates when she speaks about women in leadership, the challenges businesses face and tackling those challenges. A morning well spent!



Other events and community organisations we are proud to support:

- Maraekakaho Market Day
- Puketitri Sports Day
- Kereru Dance and Auction
- Cranford Hospice Fundraiser
- Eskview Young Farmers Club

THE END...

We feel we are in a great position with our knowledge and expanding client base to hit the ground running in 2023! The year has flown by, and we are really excited to take a break and refresh.

Rural Directions will be closed from 4.00pm Thursday, 22nd December 2022 and will reopen 8.00am Monday, 9th January 2023. You can still view and apply for our jobs, and we will get back to you with an update on your application upon our return – www.ruraldirections.co.nz/jobs

We hope you take some time out with your friends and family over the summer, stay safe and we look forward to working with you again in 2023!