



Media Release  
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## **Primary Industry Capability Alliance aims to grow the future workforce with help of the Careers Expo**

The Primary Industry Capability Alliance (PICA) is currently undertaking an initiative to help the primary industries work together to build their future workforce. Part of this initiative will see PICA taking part in the 2015 Careers Expo.

PICA originated from the Dairy Primary Growth Partnership programme. It became a broader project, with support from a wide range of industry organisations, as people realised its potential as a vehicle for addressing workforce issues in a more effective way. PICA partners include the Ministry for Primary Industries along with DairyNZ, Beef+Lamb, Young Farmers, Primary ITO, Lincoln University and Taratahi, with other organisations looking and welcome to join.

PICA CEO, Andy Somerville says, "PICA aims to engage the interest of the different types of people the industries need. We want them to see the range of exciting and rewarding work the primary industries can offer, and help them understand the pathways for training and employment that will get them to those roles."

Somerville adds, "We're pleased to be taking a stand at the Careers Expo next year which will give us the opportunity to connect with young people. Our involvement with the Expo is one of the activities PICA is implementing to address workforce issues and help to grow future workforce for the primary industries."

The PICA alliance members will join forces at the Careers Expo to provide an industry wide message about the breadth of exciting and rewarding jobs available. The PICA stand will provide collateral to educate the Expo attendees about the wide variety of career paths available in the primary industries.

Careers Expo Director, Mark Gillard says, "A number of PICA members have been exhibitors at previous Careers Expos. I'm pleased to continue this relationship and work with PICA as the umbrella organisation for primary industry, and believe that their unified front will have a strong impact in educating and engaging with young people."

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### **For further information please contact:**

Lwindi Ellis  
Hulabalu Communications  
T: 021 433 475  
E: [lwindi@hulabalu.co.nz](mailto:lwindi@hulabalu.co.nz)



### **About the Careers Expo**

The Careers Expo presents the widest range of exhibitors of any careers expo in New Zealand. Comprising employers, tertiary providers, training institutions, industry representatives, government departments and corporates.

The Careers Expo provides organisations the opportunity to connect directly with tomorrow's workforce and presents employment and career information and guidance to prospective employees.

Admission is free for all visitors and the 2015 events will take place in Christchurch, Auckland, Hamilton and Wellington, from May to June next year.

### **About the Primary Industry Capability Alliance**

PICA is an alliance of industry, government and education providers, set up to support and encourage capability growth in the primary industries.

There are a large number of capability providers and enablers in NZ's primary industries and PICA has been established to assist, coordinate and complement their work. PICA supports a cooperative approach to growth in primary industry capability and awareness, with one key objective to increase the number of students seeking further training or roles in primary industries.

Members of PICA are DairyNZ, Beef+Lamb, Young Farmers, MPI, Taratahi, Lincoln University and Primary ITO. Looking to join are Hort NZ, WPMA, FOA, Federated Farmers and others. Associate members include Nuffield/Kellogg, NZIPIM, DWN, NZX Agri, Fairfax, Aquaculture NZ. Members who have formally signed up to PICA sit on the Advisory Group and help shape the important work that PICA has begun to undertake.