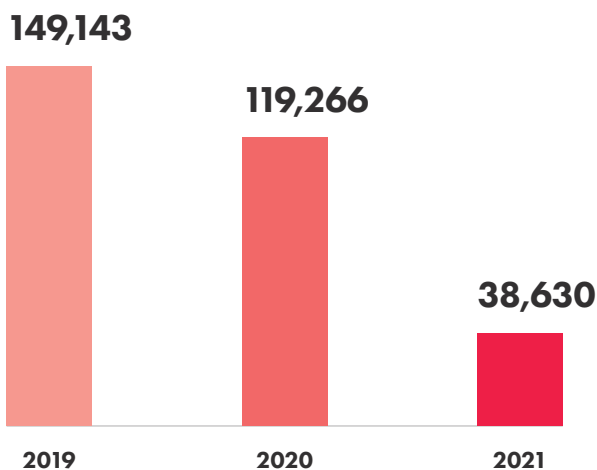


# Pick & Pack for the chance to play to win this winter

Jane Richter, Marketing Manager, Queensland Strawberry Growers' Association

Desperate times call for desperate measures. That is exactly where the Queensland Strawberry industry has found itself in 2021, approaching a winter harvest season where it's usual labour supply – Working Holiday Makers – have all but disappeared. At 31/3/19, there were 149,000 subclass 462 & 417 Visa holders in Australia – by 31/3/21 this has plummeted to below 40,000 with up to 1,000 individuals leaving each week to return to their country of origin.



Data sourced from the dataset 'Temporary Entrants visa holders' at 31st March 2019, 2020, 2021 from the Department of Home Affairs (updated 29/04/2021)

The industry estimates that it requires an influx of up to 7,000 peak demand temporary workers at the busiest point of the season across August and September.

Some of those workers can be made up from returning regular locals, and some vacancies can be filled by individuals coming into the country under either the Pacific Labour Scheme (PLS) or the Seasonal Worker Program (SWP).

All of these alternate labour sources are still only likely to contribute about 25% of the workforce needed to harvest and pack winter strawberries this year.

So, the industry has taken a very bold step; to use a tool more commonly seen in the fast moving consumer goods (FMCG) industry.

The industry launched its recruitment promotion "Pick & Pack for your chance to play to win" on 9 April and is offering 10 individuals who work on participating strawberry farms the chance to play a game to win a \$100,000 jackpot.

That's 10 games – each with a 1 in 100 chance to take away the top prize of \$100,000.



The promotional creative is designed to convey a simple message and cut through on social media

## How is this type of activity funded?

QSGA are using what is commonly known as an 'insured prize promotion' mechanism. It allows a business with a relatively small marketing budget to run a promotion that offers an exciting, potentially life changing prize by insuring the competition against a large prize payout.

The game has fixed odds with a 1 in 100 chance that the contestant will win the prize. The game provides numbered envelopes from 1 to 100. One envelope contains the jackpot prize, and all remaining 99 envelopes contain the consolation prize which in this instance is \$1,000.

## How does the promotion work?

Potential workers apply to the 31 participating farms via a dedicated application portal. Using this application portal also registers the individual to take part in the promotion. Individual workers who go on to work on any of the participating farms earn 100 entry points for each full week that they work.

Bonus entry points are available for workers who stay with a single farm for multiple weeks across the 18 weeks of the promotional period to encourage loyalty and reduce the likelihood of workers switching back and forth between farms.

Farms report each period on whether an individual has worked for them each week and workers are awarded entry points accordingly. No information about pay rates or amounts earned is required – simply did the worker carry out a full 'average working week' at a particular farm in the period being reported.

At the end of the promotional period, all of the entry points and bonus points are converted to draw entries. A computer randomiser will select 10 individuals from the database of draw entries and these people will go on to play the game for the chance to win up to \$100,000 providing they can verify their identity and produce valid pay slips for all of the work they claim to have completed.

All existing employees with the exception of the owners of the business are eligible to take part providing a great incentive reward for all staff.

## Can this promotion be rorted?

There is an extensive list of safeguards built into the operation of the promotion through the 6 pages of terms and conditions.

Any individual that is successfully selected at the end of the promotional period will then have to pass a forensic investigation of the validity of their entries.

The games will be overseen by a scrutineer on behalf of the insurance company, and no one knows which envelope in each game contains the jackpot prize – not even the scrutineer.

## Is the promotion attracting workers?

Absolutely – in the first seven weeks of the activity there are over 2,500 individuals registered plus a further 1,000 direct contacts to participating farms.

Two-thirds of the people registered are Australian or New Zealand citizens, with a large number being attracted to horticulture work for the first time – exactly what the activity was designed to do.

The communication includes a series of videos featuring growers and workers, as well a large range of static image posts across social media channels.

The promotional period ends on 4/10/21, with the draw taking place on 14/10/21 and the games being hosted on 21/10/21.



**2012 winner in a similar promotion operated for Steve Jones.**  
Photo credit: Jane Richter

Find out more: [www.qldstrawberries.com.au](http://www.qldstrawberries.com.au)

Facebook/Qldstrawberries | [youtube.com/playlist?list=PLxdJDUcqe6YohCVwadxf18yxAE3oMWeBx](https://www.youtube.com/playlist?list=PLxdJDUcqe6YohCVwadxf18yxAE3oMWeBx)