

WISHING YOU ALL A VERY MERRY CHRISTMAS

Wow! Can you believe it? That's almost a wrap for 2024, what a year it has been! We would like to extend a huge thank you to every client and job seeker we have had the privilege of working with this year. Proudly, we have connected so many primary sector people into a wide range of on-farm jobs and jobs across the supply chain. We look forward to continuing to work with our valued clients and jobseekers in 2025!



A WORD FROM THE MANAGEMENT TEAM

As we approach the end of 2024, it's a great time to reflect on all the year has brought. It's been another challenging year for many with the associated costs of doing business, however it is pleasing to see the emphasis employers still have on attracting and retaining great people. Thank you to our clients and job seekers for trusting the amazing team at Rural Directions to work with you on your recruitment and HR projects. We must also give a big shout out to our team for their great work and for always going the extra mile.

This year it was out with the old and in with the new as we refreshed our branding to better reflect Rural Directions position in the market. We have maintained our grounded values in on-farm recruitment & HR throughout New Zealand, however, in 2024 we have expanded our focus reaching further beyond the farm gate to all levels of the primary sector supply chain.

New Zealand's primary sector is quickly evolving into a modern, technology-driven industry and we felt it timely to reimagine our branding to better represent our people, our place, and how we help careers and businesses grow. This brand evolution includes how we do business, the systems we deploy, our people, the knowledge we impart and the outcomes we drive for your business and ours.

Thank you for your support and for taking the time to read our newsletter. We hope you have plans to take some time out over the holiday season to refresh for the new year ahead. Wishing you a safe and happy festive season and all the best for 2025.

Gretchen & Brent

HEAR OUR TEAM NEWS

As we bring in the new year, Rural Directions will be celebrating our **20-year anniversary** in business. What an achievement! We are constantly growing and wouldn't be able to do this without our amazing team turning up every day and giving it their all.

With three in the team (Brent, Gretchen & Robyne) working for the business since start-up and some fresh faces joining the business more recently, we can confidently say our team has 60 plus years of combined experience and an enormous reach with networks across New Zealand's primary sector supply chain.

There's also been some movement within our team this year. We welcomed **Rebecca Marshall** into the Recruitment & HR Advisor role in January 2024. Rebecca grew up here in Hawke's Bay in an ag/hort family and after living abroad for a couple of decades she is back in Hawke's Bay with her roots now firmly re-established. She has a background in generalist HR and recruitment working across various sectors and sizes of organisations in NZ, Australia and Ireland.

We also had **Kelly Harkness** our Recruitment and HR Administrator go on Parental Leave at the mid-year mark. She welcomed a lovely baby girl and is currently enjoying playing mum and taking a break away from her role. During Kelly’s Parental Leave, **Xanthe Day** has joined the team to look after our clients, job seekers and the RD team in this busy role. Xanthe grew up in Hawke’s Bay, she has recently finished her degree at Massey University where she studied Management and HR.

We love hearing from our clients and job seekers when we do a great job. We thought you’d be interested to hear from those who have experienced our service. Click the links to read for yourself.

[Employer Testimonials • Rural Directions](#)

[Job Seeker Testimonials • Rural Directions](#)

Check out some placements Rural Directions have successfully made in 2024:



WE LOVE GETTING INVOLVED

Rural Directions are delighted to be in our 6th year of being the proud sponsors of the **Hawke's Bay Shepherd of the Year Award** as part of the Napier Port Primary Sector Awards. We were excited to announce the 2024 winner, **Hugh Banks**. We wish Hugh all the best in his farming career.



To celebrate the wider Napier Port Primary Sector Awards our team dressed up and attended the dinner and awards evening. It was a night of celebrations as our new branding was rolled out as part of our sponsorship recognition and our leader **Brent (Butch) Paterson** was awarded the **Hawke's Bay Professional of the Year for 2024**.



Other events and community organisations we are proud to support:

- Hawke's Bay Rescue Helicopter Gold Sponsor
- East Coast Rural Support Trust Facilitator
- Hawke's Bay Primary Sector Awards Sponsor
- Country-Wide Podcast (episode 48)
- Growing Future Farmers (GFF)

WITH ALL THAT SAID

With our knowledge always expanding and our client base continuously growing, we are ready to hit the ground running in 2025! The year has flown by, and we are really excited to take a break and recharge.

Rural Direction's office will be closed from **4.00pm Friday, 20th December 2024 and will reopen 8.00am Monday, 6th January 2025**. 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 2025!

Just like the RD team, put your Christmas hats on and have a Merry Christmas & a Happy New Year!



Brent Paterson
Director



Gretchen Parkes
Manager



Robyne Brooke
Recruitment
Consultant



Kelly Harkness
Recruitment & HR
Administrator
(on parental leave)



Rebecca Marshall
Recruitment & HR
Advisor



Xanthe Day
Recruitment & HR
Administrator