

Wellington launches 'awesome' relocation recruitment initiative

Our thanks go to Recruitment Grapevine



Wellington, the capital of New Zealand, has launched a recruitment initiative that gives non-Kiwi candidates a chance to taste the life in the country's second most populous city before relocating.

LookSee Wellington launched last month and will see 100 IT candidates travel to the city between 8-11 May for a series of pre-arranged job interviews.

Mayor Justin Lester said it was about "giving people who might be open to moving . . . a chance to come and have a 'look-see' before deciding to relocate . . . without having to pay".

Ben Amor, CTO of event planning app ShowGizmo, called it "genuinely an awesome opportunity".

Being flexible to short and long-term relocation issues can be a crucial selling point for many candidates, according to Fred Medero, Managing Partner at Kincannon & Reed, especially as relocation packages are on the rise. In the digital industry, 25% of professionals were offered a relocation package in 2016, compared to 17% two years ago, research by 'The Candidate' found.

The issue of relocation has been a hiring headache for New Zealanders for years. Last year a bakery there offered the right candidate two acres of land and appealed to applicants seeking better work-life balance. The job advert said: "We can't give you big money, but we can give you an awesome life."

Similarly, the town of Kaitangata - which has too many jobs, too many houses and no candidates to fill them - offered successful applicants house and land packages in the rural community.

But for many looking for a change, relocating to New Zealand is a little too radical and isn't the answer. The UK has seen a surge in jobseeking since the turn of the year with a spike in job searches more than double the size of Japan's (traditionally the highest).