

# Big Victorian Harvest

Promotional materials | Stakeholder pack

17/02/2021



# What's in the pack

- Social media assets which can be shared on your Facebook and Twitter accounts to attract workers if you're an employer, or spread the word about seasonal work opportunities if you're part of the jobseeker network.

Social media content options:

- \$2,430 Seasonal Harvest Sign-on Bonus for jobseekers
- Where to find harvest jobs and Big Victorian Harvest campaign video
- Immersive educational videos to prepare jobseekers for their first day on the job

# Twitter Post: Seasonal Harvest Sign-on Bonus

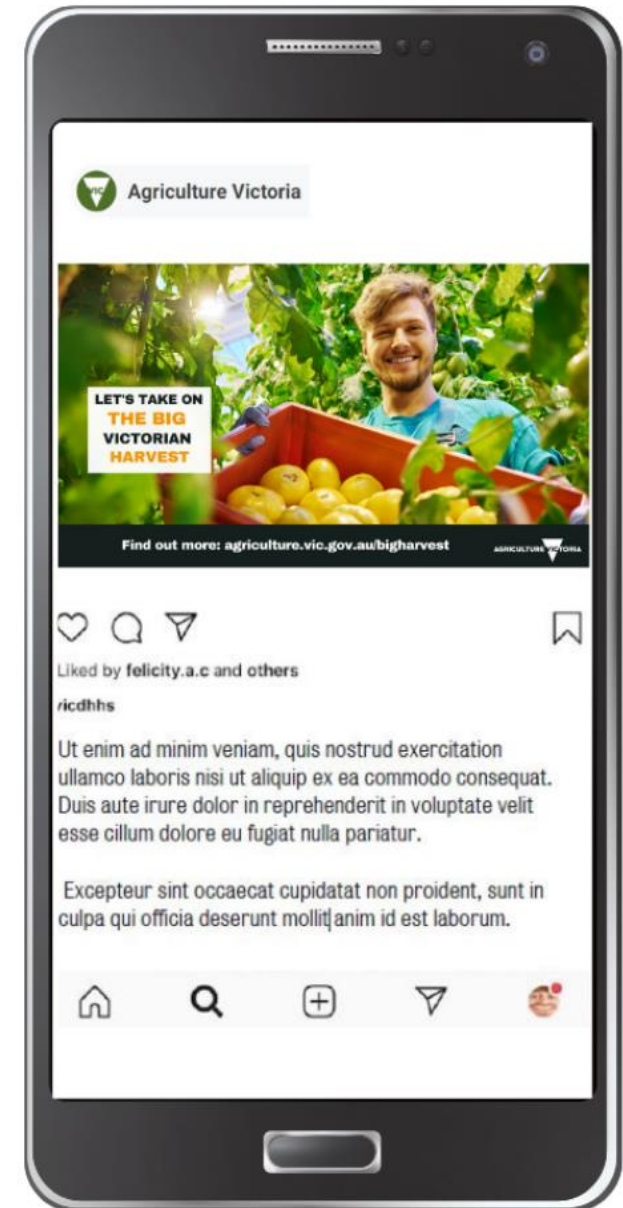
Suggested copy:

Have you heard the Victorian Government is offering eligible jobseekers a bonus of almost \$2,500 to take on seasonal harvest work on a Victorian farm?

Find out how to get your Seasonal Harvest Sign-on Bonus at [agriculture.vic.gov.au/bigharvest](https://agriculture.vic.gov.au/bigharvest)

Image:

↓ [Downloadable link](https://agriculture.vic.gov.au/bigharvest)



# Facebook Post: Seasonal Harvest Sign-on Bonus

Suggested copy:

Have you heard the Victorian Government is offering jobseekers a bonus of almost \$2,500 to take on seasonal harvest work on a Victorian farm?

If you're new to agriculture in Victoria, you could be eligible to receive \$2,430 on top of your salary, for eight weeks' work.

The good news is the first \$810 is payable after the first 10 days on the job.

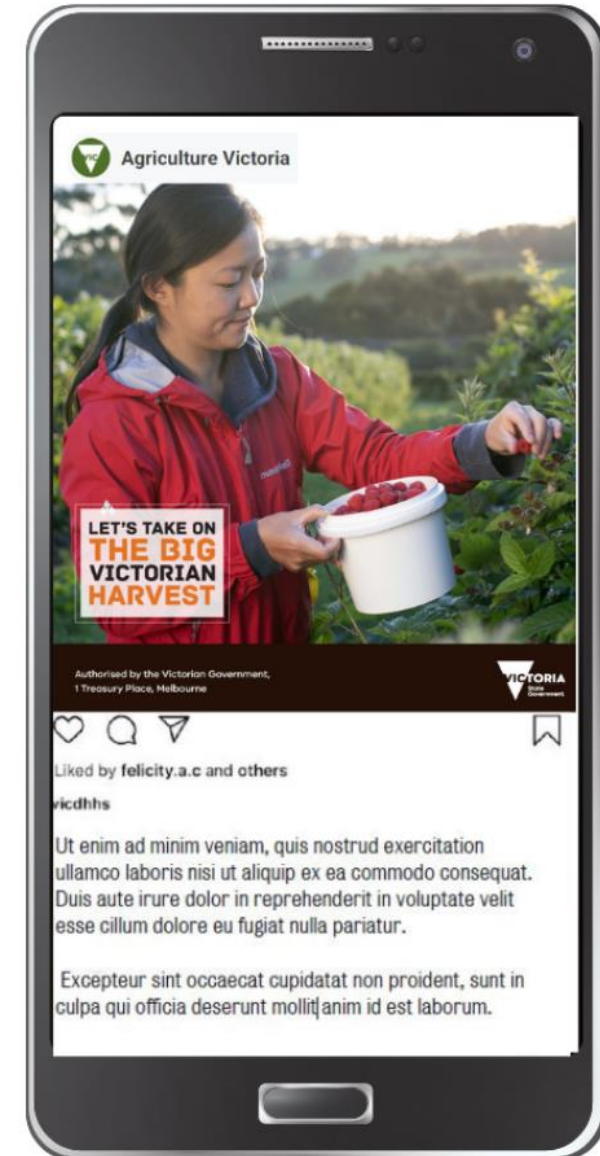
It's a great incentive for those who want to try their hand at picking and packing fruit and vegetables on farms and in sheds across Victoria.

Find out how to get your Seasonal Harvest Sign-on Bonus at [agriculture.vic.gov.au/bigharvest](https://agriculture.vic.gov.au/bigharvest)

Image:



[Downloadable link](https://agriculture.vic.gov.au/bigharvest)



# Facebook and Twitter Post: The Big Victorian Harvest (video)

Suggested copy:

Want to try something new this year and help take on the Big Victorian Harvest?

There's seasonal farm work available across regional Victoria.

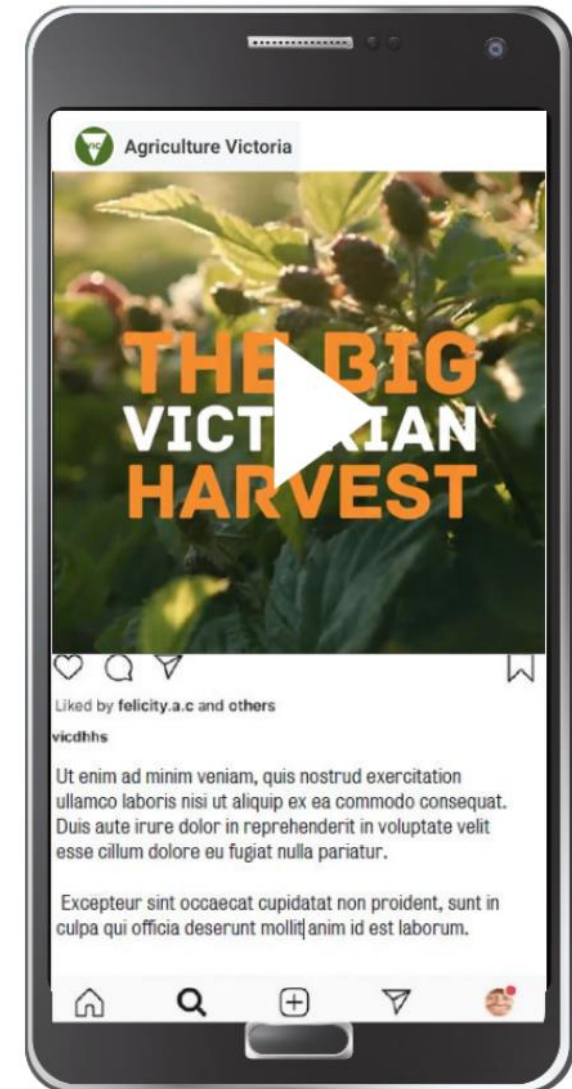
Take a look at this video to find out more.

For details about the new Seasonal Harvest Sign-on Bonus and how to find your harvest job, head to [agriculture.vic.gov.au/bigharvest](http://agriculture.vic.gov.au/bigharvest)

Video:



[Downloadable link](http://agriculture.vic.gov.au/bigharvest)



# Twitter Post: Educational videos

Videos created by SuniTAFE and funded by Agriculture Victoria

Suggested copy:

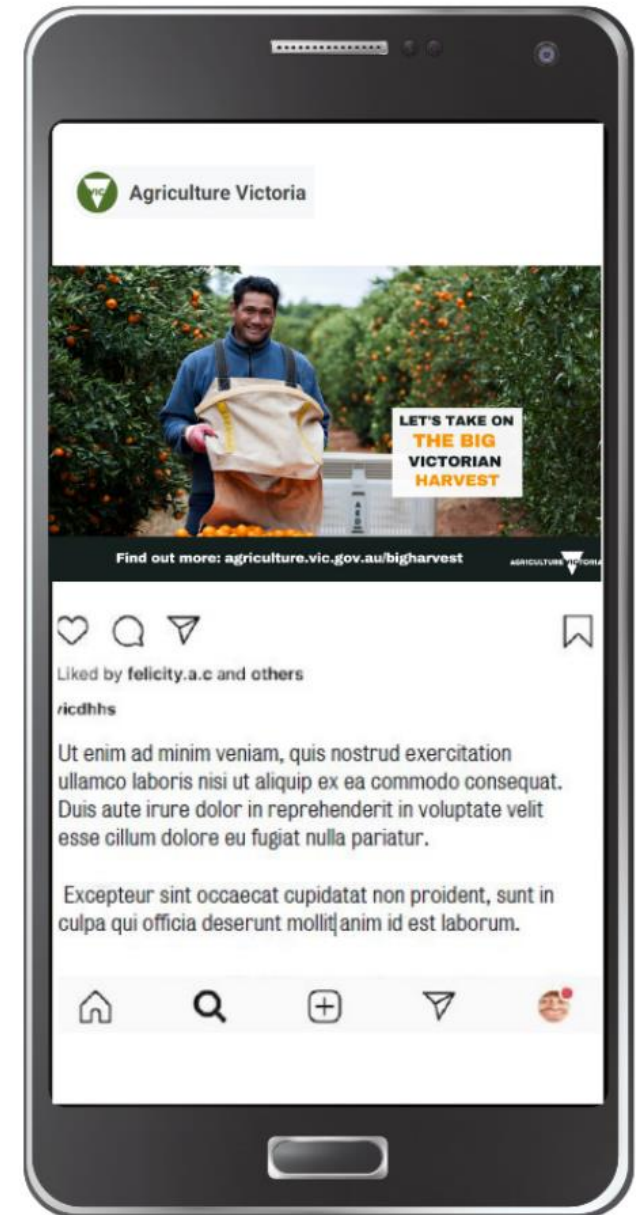
Interested in seasonal harvest work?

@SuniTAFE has created an immersive Horticulture Farm Worker Induction Program, to show what the work is like, and to help those new to agriculture to prepare for the first day on the job: <https://bit.ly/2NbcVSf>

Image:



[Downloadable link](https://bit.ly/2NbcVSf)





# Facebook Post: Educational videos

Videos created by SuniTAFE and funded by Agriculture Victoria

Suggested copy:

Are you interested in seasonal work on a Victorian farm?

Hundreds of jobs are available for fruit pickers, packers, heavy vehicle drivers, washers and transporters of fresh produce.

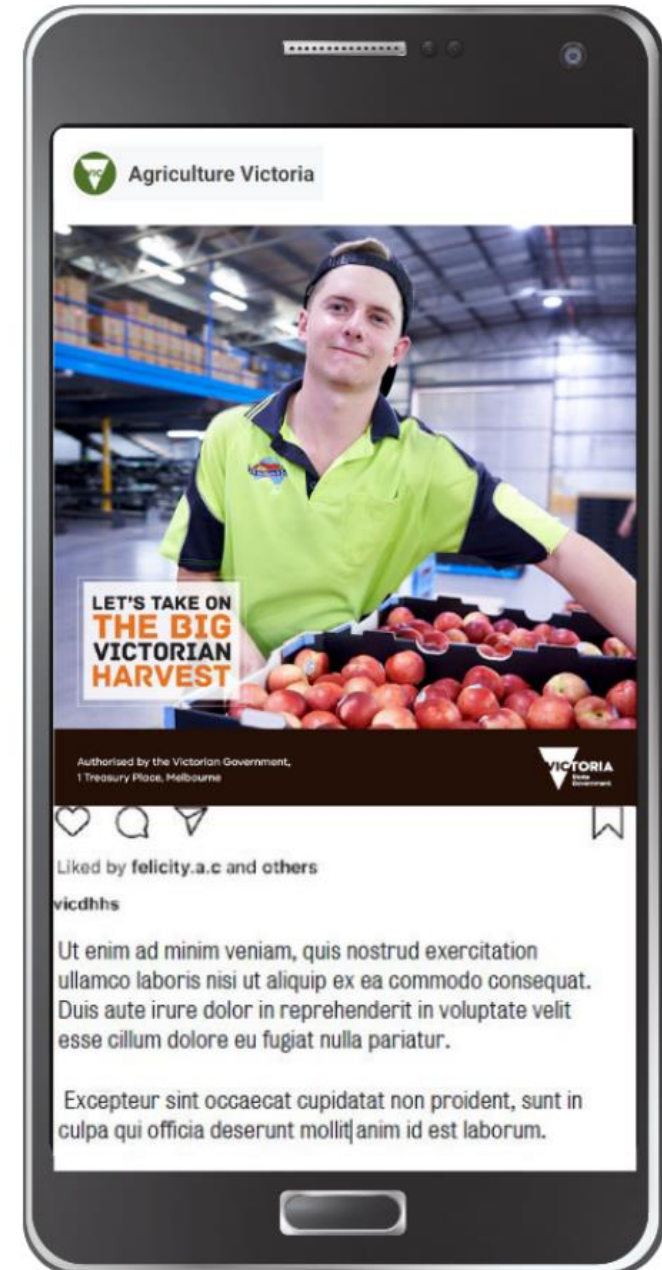
To give you an idea of what's required on the job, @SuniTAFE has created an immersive Horticulture Farm Worker Induction Program.

Supported through @agriculturevictoria's Agriculture Workforce Plan, the interactive 360-degree video series lets you choose an introductory skill to help prepare for the first day on the job. Take a look: <https://bit.ly/2NbcVSf>

To help take on the Big Victorian Harvest, visit: [agriculture.vic.gov.au/bigharvest](http://agriculture.vic.gov.au/bigharvest)

Image:

 [Downloadable link](#)



Thanks for your  
support

