

Position Description

Job title	Regional Representative - Part-time role (0.5 FTE)
Group	Projects and Programmes
Reports to	Special Projects Manager
Location:	Canterbury Regional Horticultural Growing Area (Remote Based Role)
Date	March 2026

About Horticulture New Zealand (HortNZ)

At Horticulture New Zealand's (HortNZ) we are guided by our aspiration, vision and purpose to advocate for and represent the interests of New Zealand's 4,300 plus commercial fruit and vegetable growers.

Our Aspiration	Our Vision	Our Purpose
Healthy food for all, forever. <i>Oranga kai, oranga tangata, haere ake nei.</i>	To create an enduring environment where growers thrive	Leadership, advocacy and influence for grower success

To find out more information about Horticulture New Zealand see [here](#).

Our values

- Courageous by nature
- Collaborative for impact
- Credible through action

Our sphere of influence

- Nourishing Aotearoa, the Pacific, and the world
- Growing is rewarding
- All growers are responsible growers
- Horticulture is enduring
- Strength through trust and cooperation

Our sphere of control

- Shaping sector strategy
- Proactively influencing policy
- Telling the horticulture story

- Translating sector wide change
- Facilitating grower connections

Aotearoa Horticulture Action Plan (AHAP)

Launched in 2023, the Aotearoa Horticulture Action Plan (AHAP) provides a guiding compass to achieve the ambitious goal of *doubling the farmgate value of horticultural production by 2035, in a way that improves prosperity for our people and protects our environment*. The plan was developed collectively, with input from Industry, government, Māori and the science community. It creates efficiencies by allowing the partners to align efforts and investment towards common actions.

The Aotearoa Horticulture Action Plan sets out agreed actions and outcomes across five areas:

- Grow sustainably
- Optimize value
- Māori are strong in horticulture
- Underpinned by science and knowledge
- Nurture people

Position purpose

The Regional Representative role encompasses HortNZ's contribution towards the AHAP and is also HortNZ's connection with Growers and industry stakeholders, filling the role as the key regional liaison person in one of the key growing regions in NZ.

The Regional Representative has the responsibility of ensuring all levy-paying growers have access to relevant industry information, updates and initiatives as well as providing a pathway for growers to feed back to Horticulture New Zealand key issues, concerns, or opportunities.

They connect and engage with growers to provide opportunities for growers to attend local meetings, information sessions and workshops to support them in producing fruit and vegetables for New Zealand's domestic and international markets.

The representative is a regional point of contact for growers to communicate with HortNZ and the wider horticulture sector on general matters, as well as being a connector for information, support and programmes at a regional and national level.

This position will play a crucial role in engaging with growers across their region, providing support, gathering feedback, and representing the interests of the industry at a regional level.

This role will work closely with other HortNZ teams, including the Policy Team and the NZGAP Team to provide ongoing opportunities for connection between the functions of these teams and growers on the ground.

Duties and responsibilities

Support the strategic priorities of AHAP and Horticulture New Zealand at a regional level.

Maintain and continuously improve our Grower data platform to ensure it remains accurate with up-to-date Grower profiles and any region-specific attributes.

Develop and maintain grower engagement:

- Build and maintain trusted relationships with levy-paying members within the assigned region serving as their primary point of contact for inquiries, support, and advocacy in conjunction with the wider HortNZ team.
- Regularly communicate with Growers through organized meetings, phone calls, and emails to share national and regional updates, insights and relevant information.
- Provide region-specific content and updates to the HortNZ Communications Team for inclusion in newsletters and broader HortNZ communications.
- Work closely with the Communications Team to ensure consistent, accurate, and timely messaging.
- Ensure meeting agendas are relevant and timely, keep meeting minutes and distribute to all stakeholders.
- Organize all venue, catering and speaker details prior to meetings, ensure timely notification of meetings to growers and stakeholders. Invite relevant guests.
- Ensure growers are aware of extension activities, workshops, and training opportunities.
- Gather feedback from members regarding industry challenges, opportunities, and priorities, and communicate this information to relevant stakeholders within HortNZ and AHAP
- Be prepared to visit all growers in the region on a regular basis and keep records of visits so that we can ensure that as many growers as possible are connecting with the regional representative.

Industry representation / stakeholder management

- represent the interest of levy paying members at industry events, meetings, and forums, advocating for policies and initiatives that benefit the region. This will require clear coordination with the Policy and Advocacy Team who are responsible for delivery of policy and advocacy work on behalf of growers.
- Maintain high quality relationships: with key stakeholders in the region including but not limited to MPI, MSD, District and Regional Councils (in conjunction with HortNZ Policy Team).
- Communicate information between growers, HortNZ, AHAP, key stakeholders, and service providers including gathering feedback, passing on information and reporting.
- Facilitate and maintain relationships with all AHAP stakeholders in quad partnership.
- Attend relevant community and industry meetings, ensuring growers' interests are heard and understood.

Other support:

- Assist in the development of industry policies and strategies (in collaboration with the Policy Advocacy Team) by providing input based on the needs and concerns of levy-paying members within the region.
- Be the on-ground connector and be able to assist in crises (e.g. adverse weather / biosecurity incursions) to disseminating and collect information and being a point of contact for AHAP, HortNZ, Product Groups, growers and regional emergency response organisations.
- Work collaboratively with other regional representatives , and HortNZ teams, to ensure a coordinated approach to member engagement and support.
- Provide regular reports on member engagement activities, feedback collected, and key industry developments within the assigned region.

Qualifications, Experience, Skills and Attributes:

Qualifications:

Desired	<ul style="list-style-type: none">• A relevant tertiary qualification in related fields of communication, horticulture or other science capability
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Experience:

Essential	<ul style="list-style-type: none">• Experience in extension, grower liaison, catchment group coordination, rural advisory, or other similar engagement type roles.• Demonstrated track record of delivering events/workshops, training and supporting groups.• Evidence of successful stakeholder collaboration to meet shared objectives.
Desired	<ul style="list-style-type: none">• Horticulture sector experience• Familiarity with Te Tiriti o Waitangi / tikanga / working with iwi and hapū in a practical programme context.

Skills:

Technical	<p>Grower Engagement and Relationship Building</p> <ul style="list-style-type: none">• Demonstrated ability to build and maintain trusted relationships.• Strong stakeholder relationship management experience. <p>Facilitation and Group Coordination</p> <ul style="list-style-type: none">• Proven group facilitation capability includes planning and running meetings, workshops, field days and learning opportunities and managing diverse views to reach practical outcomes. <p>Communication</p> <ul style="list-style-type: none">• Timely and effective communication skills• Ability to motivate and empower others; create momentum and participation.• Conveys information and ideas clearly and concisely in both oral and written communication, to a variety of audiences, including confidence to present to groups of people at events or field days to represent the organisation.• Engage effectively at all levels, influencing others to achieve required outcomes. <p>Practical project delivery and administration</p>
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	<p>Problem Solving in Complex Environments</p> <ul style="list-style-type: none"> • Examines information thoroughly, documents facts and can interpret data
Interpersonal	<ul style="list-style-type: none"> • Engage effectively at all levels, influencing others to achieve required outcomes. • Adapts to changing needs, conditions, and work responsibilities and able to work in ambiguous situations. • Open to development of Te Ao Māori practices and processes as they relate to region and growers. • Model positive behaviours and the values and culture of the organisation • Respond positively to feedback and direction. • Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate. • Excellent communication and interpersonal skills, with the ability to effectively engage with a diverse range of stakeholders. • Strong time management, prioritization and delivery discipline; being able to progress multiple workstream and keep good documentation. • Some knowledge of horticulture industry practices and regulations. • Willingness to travel within the assigned region to visit growers/stakeholders and occasionally nationally for meetings and events.

Attributes:

Essential	<ul style="list-style-type: none"> • Trustworthy • Collaborative • Empathetic • Strong communicator • Customer service focused • Outcomes-oriented and pragmatic • Resilient and calm under pressure • Proactive
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	<ul style="list-style-type: none"> • Self-starter who can work independently across a region, manage their scheduled and adapt to local needs.
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Direct reports

N/A

Key Relationships:

Internal	External
<ul style="list-style-type: none"> • HortNZ Chief Executive • Executive Leadership Team • Policy & Advocacy Team • Assurance Team • Engagement Team • Product Groups, Industry Associations & Groups 	<ul style="list-style-type: none"> • Growers and farmers, commercial partners, and other industry stakeholders. • Other primary sector organisations and groups • Government Agencies (Central & Regional) • Regional and District Councils • Research & investor agencies • Suppliers and service providers • NGO's and other groups • GAP National Technical Working Group • Other horticultural organisations and groups.