

## Bay businesses get first pick of returning expats



Priority One has launched a website to link returning Kiwi expats with Bay of Plenty employers – before they’ve even set foot on home shores. Back in the Bay enables local businesses to develop relationships with Kiwi expats to ensure they are first in line for their sought-after skills when they decide to return home. In the two weeks since the site was launched it has received over 1250 hits, as well as 20 registrations from skilled professionals keen to connect with Bay businesses to investigate career opportunities and link with local services.

“Accountants, IT specialists, planners, health professionals and engineers are among those that are being targeted through Back in the Bay,” says Priority One Project Manager, Greg Simmonds. “These highly productive professionals would be a boon to any economy, anywhere in the world, so Priority One is determined that they receive a timely reminder of what the Bay has to offer.”

The site has been designed to be a newsy, fun and informative way for the target audience to keep up to date with what is going on back home. It was launched in May through a viral campaign created by innovative local marketing company, King St. A film clip was shot in and around Tauranga showing a Bay of Plenty lifeguard ‘saving’ a Kiwi expat from the smoggy London lifestyle. This has been followed by a series of video interviews from people who have moved to the Bay and found they really can have it all – a great career and a way of life that others envy.

Mr Simmonds says “We wanted to highlight the strong growth the region has experienced in the last 10 years and how much has changed. Many of those living overseas will be unaware that Tauranga is now the fifth largest city in New Zealand and offers an unbeatable combination of lifestyle and exciting career opportunities.”

All Priority One members have a direct link to their business website from Back in the Bay. In addition, businesses that are members of Priority One are now being given the opportunity to take a profile page on the site for \$250 + GST per annum. Businesses are able to highlight career and investment opportunities or services that their company provides that could be of interest to returning expats. If you would like to take advantage of this opportunity, email [greg@priorityone.co.nz](mailto:greg@priorityone.co.nz).

[www.backinthebay.co.nz](http://www.backinthebay.co.nz)

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