



Pacific Trade Invest  
AUSTRALIA

# PACIFIC TRADE INVEST AUSTRALIA STRATEGIC PLAN 2023-2026



PACIFIC ISLANDS  
FORUM SECRETARIAT



Australian Government  
Department of Foreign Affairs and Trade



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## A NOTE FROM THE TRADE AND INVESTMENT COMMISSIONER

I am honoured to present Pacific Trade Invest (PTI) Australia's Strategic Plan 2023-2026.

Recognising the vital role that trade and investment play in meeting the vision of Pacific leaders to build a productive, sustainable and inclusive economy, PTI Australia continues to work towards positively impacting the livelihoods of those who call the Pacific home. With a clear vision to enable decent work and economic growth in the region, PTI Australia has the privilege of working across 16 island nations of the Blue Pacific - all of which are immensely diverse and unique in their trade and investment needs.

Our Strategic Plan 2023-2026 recognises the importance of the digital economy, green trade, sustainability, intersectional inclusion, climate action, and business-enabling environments, as well as the individual private enterprises that drive the economy for Pacific countries, creating jobs, supporting communities and enriching the lives of those who live there.

Through its general activities and through inclusive storytelling, PTI Australia will continue to advocate for gender equality, disability, and social inclusion (GEDSI). This commitment ensures that all our initiatives and collaborations are designed to promote a more equitable, accessible, and inclusive Pacific, reflecting our dedication to the principles of GEDSI in all aspects of our work.

We understand there is no one-size-fits-all approach when it comes to enabling the private sector and enriching the lives of Pacific people - which is why we have instigated a targeted and pragmatic approach to address these needs. Our renewed focus on innovation and new technical programs continue to be supported by all stakeholders and beneficiaries. PTI Australia is committed to acting in accordance with our beliefs and learnings, and as such are proud to have undergone and

internal digital transformation. Furthermore, as part of our commitment to supporting solutions to the Climate Crisis, our organisation has transitioned to becoming a carbon neutral office, under our *Blue Lagi* initiative.

With innovation and flexibility continually underpinning our ethos, we remain committed to working with our partners to chart a path towards economic recovery, creating tangible outcomes for the businesses and people of the Blue Pacific, while continuing to contribute to the Pacific Island Forum's 2050 Strategy for the Blue Pacific Continent. PTI Australia will maintain its commitment to creating sustainable opportunities for Pacific export and investment-ready businesses through our strong connections with the Australian market.

Shaped through consultation with our key stakeholders and partners, I appreciate the collaborative and valuable input towards PTI Australia's Strategic Plan 2023-2026, as this ensures we continue to work together in a transparent and performance-focused way.

I would like to acknowledge and thank the Pacific Islands Forum Secretariat and the Australian Department of Foreign Affairs and Trade, who have supported PTI Australia and our work in the Pacific for the past 43 years. It is through these enduring relationships we continue to work together towards a thriving Pacific, where there is equitable and accessible support for all Pacific people to succeed.

I look forward to enabling more business success stories as we strive to improve the livelihoods of people in the Pacific through the enabling of decent work and economic growth.



**Caleb Jarvis**  
Trade and Investment Commissioner  
PTI Australia



# PTI AUSTRALIA

# AT A GLANCE

## WHO WE ARE

PTI is the Pacific region's leading trade and investment promotion agency.

With four global offices in Australia, China, Europe, and New Zealand, PTI is the only agency tasked by the Pacific Island Forum (PIF) Leaders to facilitate trade and investment deals between the economies of the Pacific Island Countries and Territories and the rest of the world. PTI works in all the 16 Forum Island Countries (FIC), Cook Islands, Fiji, Federated States of Micronesia (FSM), Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tahiti, Tonga, Tuvalu, and Vanuatu.

PTI Australia was founded in 1979 and is funded by the Australian Government.

## WHAT WE DO

As a trade and investment promotion organisation (TIPO) PTI Australia's primary role is to develop, grow and promote trade and investment in the Blue Pacific region.

PTI Australia contributes to business growth by facilitating commercial opportunities for export-ready and investment-ready businesses across the region. This is achieved through the core service offerings of building business capacity and connecting businesses with importers and investors in global markets.

## HOW WE DO IT

PTI Australia builds capacity and creates connections for Pacific businesses.

PTI Australia builds the capacity of Pacific businesses through the provision of strategic resources, industry, market and research information, and as well as providing specialised business support.

PTI Australia creates connections through introducing Pacific exporters, including tourism operators, to Australian importers, distributors and buyers, and Pacific enterprises to international investors.

## WHY WE DO IT

PTI Australia exists to improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific.

This is directly in line with the PIF Leaders Vision in the 2050 Strategy for the Blue Pacific Continent, *"a region of peace, harmony, security, social inclusion, and prosperity, so that all Pacific people can lead free, healthy and productive lives"* and the DFAT priority of contributing to *"economic prosperity in the Pacific"*.



# CONTEXT

## STRATEGIC SETTING

**The Blue Pacific is a large and diverse region spanning 20 per cent of the Earth's surface and is home to millions of people from distinct oceanic countries and territories.**

The strength of the Blue Pacific comes from the collective custodianship, and the deep and nuanced understanding of the value of land, ocean, community, resources, livelihoods and traditional knowledge. As a vast, connected and strategically important region, the Blue Pacific's collective strength can be seen in its shared values as well as in its shared challenges.

PTI Australia recognises the multitude of challenges and opportunities that affect the ability of Pacific nations to provide sufficient employment and economic opportunities for Pacific people. The sheer diversity among Pacific Island countries makes it difficult to speak of universal characteristics shaping their economic landscape; and there is little doubt that prospects for trade and investment throughout Pacific Island nations are heavily determined by a myriad of external factors. These include factors of economic geography such as small and dispersed populations, a limited resource base, distance from external markets, a growing younger generation and an acute vulnerability to natural disasters.

The World Bank's *Trading Across Borders* rankings indicate that Pacific Island countries are classed as "relatively difficult places to do business", with several challenges hindering the export and investment business environments. The findings of the report confirm a general relationship between the ease of doing business in a country and its ability to attract foreign direct investment.

These conditions affect the ability of Pacific countries to provide sufficient domestic

employment or economic opportunities for their people, with employment rates estimated to be less than half of the working age population in many Pacific countries. With a third of the Pacific's population between 15–24 years of age, fewer than half are engaged in formal employment or paid work. Of this, women are also twice as likely to be unemployed. Further still, employment rates for women with disabilities are significantly below those of men with disabilities in most countries in the Asia-Pacific region.

While the ability of employment inclusion to contribute to a nation's development is seen as one of the keys to economic prosperity, women, girls, people with disabilities and people of diverse sexual orientation, gender identity, and gender expression, remain economically disadvantaged in many Pacific Island countries, despite performing the greater share of foundational work in many supply chains and dominating small-scale market operations.

The Pacific has long faced external disruptive events, such as natural disasters, that significantly impact the Pacific's private sector. The region has also historically contended with the impacts of extreme weather events, with a World Bank report released in 2013 observing that the Pacific had experienced more than 2,400 tropical cyclones in the 60 years prior, leading to economic losses worth more than US\$7.9 billion. These findings are in line with PTI Australia's *Pacific Export Survey 2022*, which found that the number of businesses affected by extreme weather events increased from 65% to 72% between 2020 and 2022. The same report also found that extreme weather patterns disrupted operations for Pacific exporters, with 53% reporting a negative impact on productivity, and 51% reporting damage to crops, catch or property.

Vulnerability to climate change and natural disasters negatively impact economic development and the livelihoods of communities across the Blue Pacific. Most recently, the COVID-19 pandemic further highlighted the region's vulnerability to global events, compounding existing challenges and causing significant, long-term and wide-reaching impacts. The effects included supply chain disruptions, increased costs of products and raw materials, poor cash-flow, and mass loss of employment.

Data gathered through the PTI Network *Pacific Business Monitor* survey found that women were further disproportionately affected during the COVID-19 pandemic, with female respondents consistently reporting a more negative financial and emotional impact than their male counterparts.

Despite challenges, the potential for economic growth in the Pacific is substantial.

In recent years, the oceanic stage has been set for digital prosperity. Connectivity and technology gains have been rolled out and adopted at accelerated rates; strategic priorities from governments, organisations and agencies have been laser focused on the allure of digital solutions; and, most importantly, the Pacific people themselves have driven a rapid uptake in online activity.

The last 10 years have seen more fibre-optic cables deployed in the Pacific than any other region in the world. Following the upgrading of ten of the region's countries from single satellite connections, Tonga increased its internet use five-fold, and Fiji increased its mobile broadband subscriptions 10-fold. Pacific youth have driven rapid uptake of digital technology in the region, particularly via social media.

With digital connectivity at an all-time high and accelerating, the costs associated with internet and electricity have continued to decrease, Pacific businesses are increasingly using internet-based platforms to conduct their transactions and calling for a strong intra-regional focus on e-commerce, technology infrastructure, training, payment solutions and connectivity.

The digital services sector too offers a wide range of opportunities for individuals and communities throughout the

Blue Pacific region. Unlike other skilled service-based professions, there are rarely stringent education qualifications required for field entry, nor is the work location bound. With few barriers to entry, work in the digital sector has been found to be inclusive and transformative to women and youth<sup>10</sup>, providing opportunity to overcome social, economic, political and physical constraints. It is a sector suited towards the Pacific, where unemployment,

particularly that of women and young people, is high and youth unemployment at nearly double the global rate.

With remote work and online commerce becoming the new norm, the Pacific region must seize this opportunity to participate fully in the digital economy. PTI Australia recognises the tremendous potential of the digital economy and is committed to supporting the region in its efforts to harness this opportunity.

## OUR COMMITMENT

Given the unique context of the Blue Pacific, PTI Australia remains committed to fostering economic growth in the Pacific's Small Island States (SIS), promoting gender equality, inclusion of all people in good work and workplaces, supporting the development of a digital economy, and advocating for green and blue trade across the region.

As outlined in SDG 8, PTI Australia is committed to creating full and productive employment opportunities for Pacific people, with emphasis on Target 8.5, which calls for employment and decent work for all, including for young people and persons with disabilities, and equal pay for work of equal value. This is further informed by the Australian Government's 'Development for All' strategies and roadmaps.

Intersecting with SDG 8, PTI Australia actively supports the growth of women-led and owned businesses in the Pacific, in line with SDG 5, gender equality, with a focus on targets 5.5, 5.a and 5.b, which pertain to economic inclusion, leadership and growth.

Enabling the realisation of both these goals, PTI Australia is committed to supporting Pacific businesses to navigate and thrive in the burgeoning global digital economy, through means such as the implementation of the Pacific Regional E-commerce Strategy.

Understanding the environmental impacts and challenges that the Pacific faces, PTI Australia remains committed to promoting sustainable development in the region. As outlined in SDG 12, PTI Australia works to facilitate exports and investment with sustainable consumption and production patterns, and through our investment work specifically, PTI Australia aims to contribute to indicator 12.a.1, the installation of renewable energy-generating capacity in developing countries. This is further bolstered by an emphasis of promoting climate finance opportunities to international businesses, as per the Paris Agreement Article 9.

Underpinning the core ethos of our work, PTI Australia's efforts are directly in line with PIF's 2050 Strategy for the Blue Pacific Continent, specifically the thematic areas of People-Centred Development, Resources and Economic Development, Climate Change And Disasters, Ocean And Environment, and Technology And Connectivity.

PTI Australia works collaboratively, complementarily, and effectively with other organisations, partners, agencies and stakeholders, on both the intersectional challenges and opportunities of our shared Blue Pacific.

## INCLUSION

PTI Australia undertakes an intersectional approach to our work.

Trade and investment are known drivers of economic growth, jobs and social impact in the Blue Pacific. However, there remains systemic barriers hindering women and people with disabilities from full participation in, and benefit from, trade and investment opportunities. PTI Australia acknowledges that disability inclusion is not typically well considered within international trade resources and data, which further constrains efforts to dismantle systemic barriers. PTI Australia's Strategic Plan 2023–26 recognises this and encapsulates a vision of equitable and accessible trade and investment support for all Pacific.

PTI Australia looks to work with industries that employ men, women and people with disabilities to benefit from formal sector jobs in trade and investment-orientated businesses. PTI Australia further promotes initiatives for women, people with disabilities and other socially marginalised groups to partake in business leadership, and to contribute to policy and process changes within the business enabling environment.

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2. World Bank (2022) "World Development Indicators". See: <http://databank.worldbank.org/data/reports.aspx?source=world-development-indicators>

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4. PTI Australia (2022) *Pacific Island Export Survey 2022*. Pacific Trade Invest – Australia, Sydney, Australia. See: <https://pacifictradeinvest.com/media/iqvbncv/PTIAustralia-pacific-exportsurvey-2022-full-report.pdf>

5. PTI Australia (2022) *Pacific Island Export Survey 2022*. Pacific Trade Invest – Australia, Sydney, Australia. See: <https://pacifictradeinvest.com/media/iqvbncv/PTIAustralia-pacific-exportsurvey-2022-full-report.pdf>

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7. <https://www.internetsociety.org/blog/2015/06/what-you-need-to-know-about-internet-in-the-pacific/>

8. <https://www.policyforum.net/how-young-people-are-reshaping-the-pacifics-digital-landscape/>

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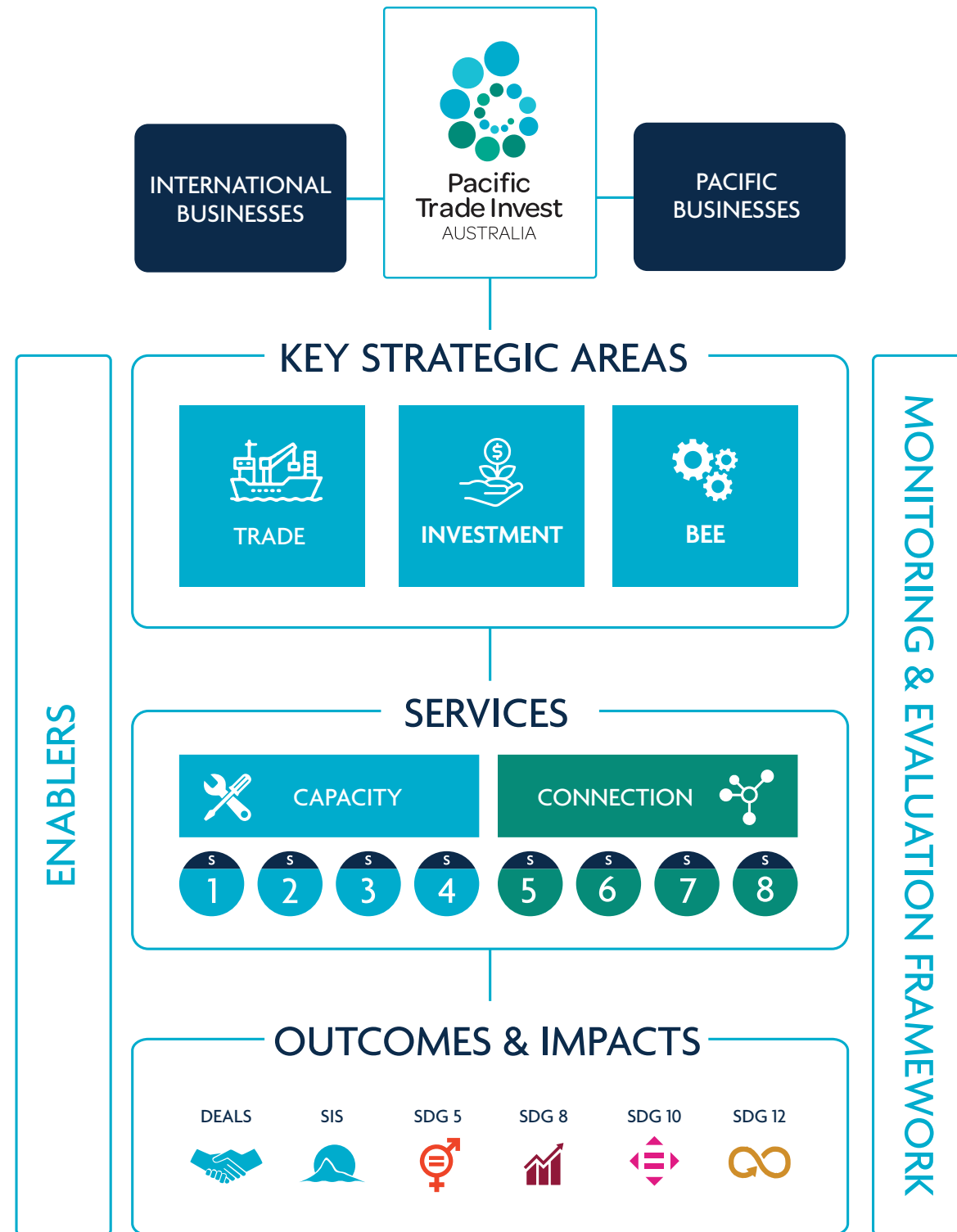
10. World Bank (2018). See: <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/503651536154914951/digital-jobs-for-youth-young-women-in-the-digital-economy>

11. <https://www.un.org/development/desa/en/news/sustainable/hlpf-2019-pacific-islands-forum.html>



# STRATEGIC FRAMEWORK

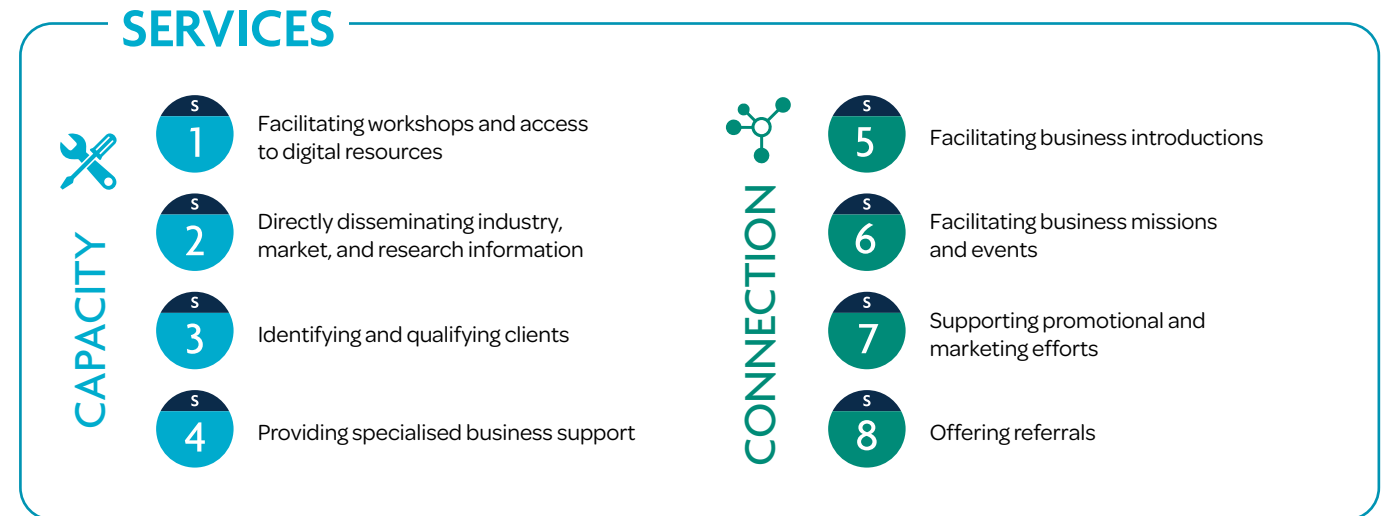
## STRATEGY MODEL



# STRATEGIC FRAMEWORK

## STRATEGY MODEL - EXPANDED

To fulfil the Key Strategic Areas (KSAs), PTI Australia delivers **Services** under eight categories:



PTI Australia's work is measured by the **Outcomes and Impacts** it delivers for Pacific businesses and people.

OUTCOMES & IMPACTS		FURTHER INFORMED BY					
	<b>DEALS</b> Facilitating connections that create commercial outcomes for Pacific businesses.	Blue Pacific 2050 Thematic Area: <b>Resources and Economic Development</b>	Blue Pacific 2050 Thematic Area: <b>Climate Change And Disasters</b>	Blue Pacific 2050 Thematic Area: <b>Ocean And Environment</b>	Blue Pacific 2050 Thematic Area: <b>Technology And Connectivity</b>	Australian Government- GEDSI analysis – Good Practise Note	Pacific Regional E-commerce Strategy
	<b>SMALL ISLAND STATES</b> Actively identifying opportunities in trade and investment for the Pacific's SIS.						
	<b>SDG 5 - GENDER EQUALITY</b> Actively supporting export performance of, and investment in, women-led and owned businesses in the Pacific.						
	<b>SDG 8 - DECENT WORK AND ECONOMIC GROWTH</b> Promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for Pacific people.						
	<b>SDG 10 - REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES</b> Contributing towards reducing inequalities within and among the Pacific, through operations and influence on trade practices.						
	<b>SDG 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION</b> Facilitating exports and investment linked with sustainable consumption and production patterns.	Australian Government- Development for All	Paris Agreement - Article 9				

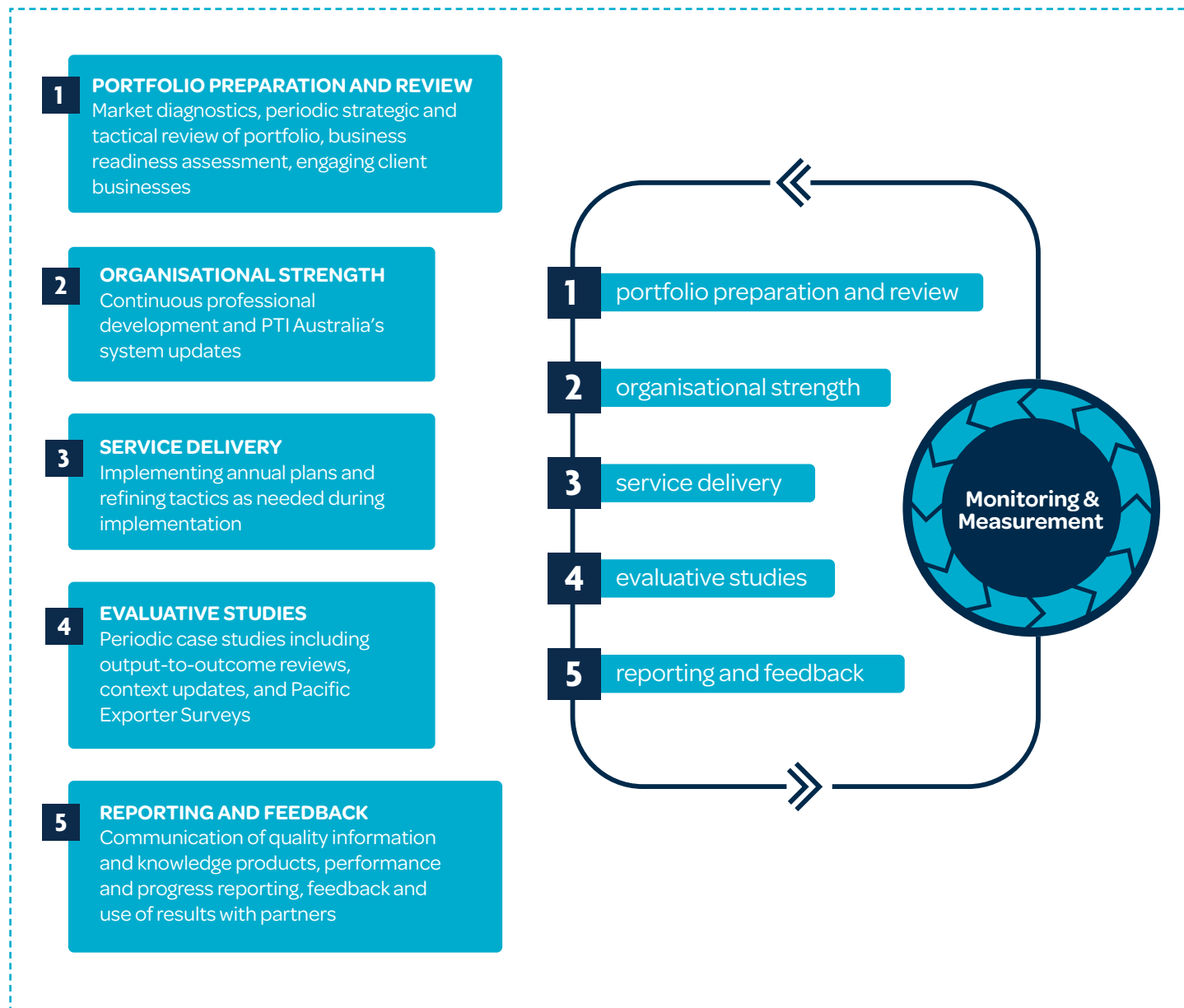
# MONITORING AND EVALUATION

## RESULTS MEASUREMENT AND REPORTING PROCESS

PTI Australia is a results-focused organisation. Operations and performance are measured and reported on regularly through our Monitoring and Evaluation Framework.

Each KSA has quantitative targets that are complemented by qualitative studies, data analysis and quarterly updates.

PTI Australia's approach to results measurement, reporting and continuous improvement was developed and agreed in consultation with DFAT and PIFS and includes feedback and communication with client businesses and key stakeholders.



# MONITORING AND EVALUATION

## RESULTS MANAGEMENT CALENDAR

### ANNUAL SCHEDULE OF PTI AUSTRALIA MONITORING ACTIVITIES

RESULTS MEASUREMENT AND REPORTING	J	F	M	A	M	J	J	A	S	O	N	D
Annual implementation plan												
Annual Report and Portfolio review												
Quarterly Report and Internal Portfolio Review												
Regular update of CRM system data												
Monthly internal performance review												
Output to outcome case studies												
Pacific Export Survey (2024, 2026)												
Client satisfaction survey (annual)												
Financial acquittal statements (annual)												
Annual Financial Audit												
Quarterly M&E meeting												
ARSC quarterly report												
IAB meeting												
Quarterly M&E Meetings with Senior Management Team												

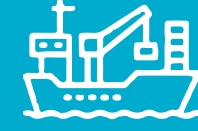
## MEASURABLE DELIVERABLES

KSA 1	DESCRIPTION	MEASUREMENT
<b>TRADE</b> PTI Australia's trade and tourism promotion, market facilitation and capacity building:	A) Enables 300 Pacific Island private sector enterprises to increase export revenue per year	# 300 Deals recorded in CRM annually
	B) Directly benefits at least 150 women-led or women-owned Forum Island Country businesses per year	# 150 Women-led or owned deals recorded in CRM annually
	C) Contributes to at least AU\$135 million of new export sales to Australia and related markets	\$A135 million worth of trade deals facilitated and recorded in CRM over four-year period
<b>INVESTMENT</b> PTI Australia's investment brokering, market facilitation and capacity building:	DESCRIPTION	MEASUREMENT
	Contributes to at least AUD20 million of new investment in Forum Island Countries	\$A20 million worth of investment deals facilitated and recorded in CRM over four-year period
<b>BEE</b> PTI Australia's trade and tourism promotion, market facilitation and capacity building:	DESCRIPTION	CONTRIBUTION
	Contribute to an improved business-enabling environment in at least five Pacific Island Countries	Monitoring of World Bank Development Indicator, CPIA business regularly environment rating

[For a detailed Results Framework, see Appendix 1]



# KEY STRATEGIC AREAS







TRADE

STREAMS



EXPORT



TOURISM

IMPACTS



DEALS



SIS

SDGs



SDG5



SDG8



SDG10



SDG12

## OUR TRADE WORK IS SPLIT INTO TWO DISTINCT STREAMS: EXPORT AND TOURISM

### EXPORT

#### GROWING PRIVATE SECTOR BUSINESSES' SALES TO THE AUSTRALIAN MARKET

PTI Australia's export work develops, grows and promotes export-ready businesses in the Australian market through capacity building and connecting them with international buyers. PTI Australia delivers market-related services including access to information, insights and introductions to establish and enhance pathways into the Australian market. With the ongoing rise of technology, and the impact on supply chains and global market access, PTI Australia has a strong focus on stimulating digital solutions across product and service exports.

#### WE WILL

- Continue to work closely with the international trade offices of the Pacific countries and the private sector to identify and connect export-ready businesses with buyers in Australia.
- Support the growth and development of the digital economy across the Blue Pacific.
- Add value to how Pacific exporters do business, enhancing their digital presence and building their e-trade capability.
- Assist FIC exporters and producers to participate in international trade shows and exhibitions to sample products, meet buyers, test the market and visit prospective leads.
- Provide market-related services, including market information and insights.
- Add value to how Pacific exporters do business, enhancing their digital presence and building their e-trade capability.
- Build human capital capacity through PTI Australia's *Talent Development Program* by hosting Pacific-based professionals in our Sydney office for skills development.
- Introduce the *Export Service Program*, a digital services education and training program, to the Pacific.
- Support the continued development of women-led exporters; for example, supporting the Goroka Women's Weaving Association, Mt Hagen Bilum Weavers, Among Equals and other women-led industries.
- Empower women and people with disabilities in businesses to grow capability and increase export revenue each year.
- Assist industries that employ men, women and people with disabilities.

- Work closely with the Pacific diaspora to identify trade opportunities for Pacific businesses.
- Actively support opportunities for young people and persons with disabilities, and that which provide equal pay for work of equal value.

### TOURISM

#### INCREASING DIGITAL CAPABILITIES AND PROMOTING THE PACIFIC TOURISM SECTOR GLOBALLY

PTI Australia's tourism work promotes responsible and sustainable tourism connections to global markets that drive economic development in Pacific. PTI Australia grows the online presence of tourism operators throughout the Pacific and raises the profile of the SIS as tourism destinations. This is achieved through our *Digital Tourism Program* and the *Hidden Treasures of the South Pacific* promotional efforts.

#### WE WILL

- Increase awareness of the Pacific as a tourism destination.
- Strengthen relationships with key tourism stakeholders in Australia and the Pacific, including national tourism offices, regional agencies, wholesalers and other stakeholders.
- Increase the digital capacity of tourism operators in the Pacific.
- Increase awareness of tourism offerings in the SIS.
- Increase awareness of PTI Australia's *Digital Tourism Program*.
- Develop innovative ways to promote Pacific tourism offerings.
- Enable opportunities for women to grow small to medium-sized enterprises (SMEs) in the tourism industry.
- Assist tourism operators that employ men, women and people with disabilities.
- Deliver an enhanced digital tourism model that includes in-depth training and support to tourism operators, to enable them to use digital channels to grow and promote their businesses.
- Act as a conduit between tourism stakeholders.
- Empower tourism operators to actively participate in the global tourism space.



## KEY PERFORMANCE INDICATORS 2023-2026



Contribute to A\$135million of new exports from FIC to Australia and related markets by December 2026



Enable 300 FIC businesses to increase export revenue each year (50% women-led or owned)



Directly benefit at least 150 women-led businesses per year

\*For each KPI, specific measurements (Appendix 1) have been developed to monitor progress across the period of this Strategic Plan.

Port of Avatiu in Rarotonga





## INVESTMENT

ATTRACTING CAPITAL TO FOSTER SUSTAINABLE ECONOMIC GROWTH AND PROSPERITY IN PACIFIC COUNTRIES

### INVESTMENT

#### ATTRACTING CAPITAL TO FOSTER SUSTAINABLE ECONOMIC GROWTH AND PROSPERITY IN PACIFIC COUNTRIES

PTI Australia's investment work focuses on attracting intentional investors to the Pacific. As the central place for foreign investors looking to discover and pursue opportunities in the Pacific region, PTI Australia connects investment-ready businesses with investment. We provide confidential services and information, and connect investees to our extensive networks.

PTI Australia has a strong focus on impact investment, where we identify commercial enterprises and opportunities that will have a positive social and/or environmental impact in communities across the Pacific Islands. Our investment Key Sector Areas (KSA) specifically target sectors that are pivotal to the region's sustainable development, including renewable energy, sustainable agriculture, fisheries, tourism, technology, and infrastructure. These sectors are chosen for their potential to drive significant economic growth, create jobs, and ensure the environmental sustainability of the Pacific Islands.

By focusing on these key sectors, PTI Australia aims to not only attract capital that aligns with our values of sustainable and inclusive growth but also to forge strong partnerships that can facilitate the transfer of knowledge, technology, and best practices. This strategic approach ensures that investments are not only financially viable but also contribute to the long-term prosperity and resilience of Pacific communities.

### WE WILL

- Increase the profile of the Pacific as an investment destination.
- Promote investment-ready opportunities from Pacific countries.
- Strengthen and leverage partnerships with allies for impact.
- Strengthen partnerships with investment-attraction offices.
- Solidify and cultivate PTI Australia's role as a key contact for investment in the Pacific.
- Be recognised as an active player in the impact investment ecosystem.
- Develop a comprehensive database of qualified, investment-ready and investment-capable businesses.
- Work closely with the Pacific diaspora to identify investment opportunities for Pacific businesses.
- Build a pool of Australian investors and diversify through the Pacific Diaspora Investment Fund.
- Promote gender-lens investment.
- Empower women and people with disabilities in businesses to attract investment.
- Assist businesses that employ men, women and people with disabilities.
- Increase investment in women-led or owned enterprises.
- Increase investment and awareness of infrastructure opportunities.
- Increase investment and awareness of green and blue renewable and sustainability opportunities.
- Raise the profile of climate finance opportunities in the Pacific.
- Actively support opportunities for young people and persons with disabilities, and that which provide equal pay for work of equal value.

*\*For each KPI, specific measurements (Appendix 1) have been developed to monitor progress across the period of this Strategic Plan.*



## KEY PERFORMANCE INDICATOR 2023-2026



Contribute A\$20 million of new investment in FIC by December 2026

IMPACTS

DEALS

SIS

SDGs

SDG5

SDG8

SDG10

SDG12





BEE

CONTRIBUTING INFORMATION AND INFLUENCING INFLUENCERS TO ADVOCATE FOR A BETTER FIC BUSINESS-ENABLING ENVIRONMENT

## BUSINESS-ENABLING ENVIRONMENT

### CONTRIBUTING INFORMATION AND INFLUENCING INFLUENCERS TO ADVOCATE FOR A BETTER FIC BUSINESS ENABLING ENVIRONMENT

PTI Australia supports decision-makers across the Blue Pacific region to build a better business-enabling environment that stimulates economic growth, enables decent work and improves the livelihoods of Pacific people. PTI Australia's new business-enabling environment focus consists of commissioning and sharing studies, analysis of trade and investment trends, and market-driven insights with stakeholders and influencers. PTI Australia also mentors and develops talent, partakes in dialogues, and collaborates with PIFS policy activities, regional and bilateral governance and trade-enabling programs.

This work includes gathering and disseminating information on pinch points such as access to and costs of freight, biosecurity constraints, small package delivery services, payment solutions, tourism levies and traveller entry requirements, investment challenges, and intersectional inclusion barriers.

The role of PTI Australia is to provide evidenced, timely and business-driven information to support policy makers to identify needs and opportunities for business environment reform in FIC.

#### WE WILL

- Provide quality-assured, demand-driven, capacity-building and information exchange services to inform business policy reforms to key contacts throughout the region.
- Commission and conduct biennial Pacific Island Export Surveys and other evaluative studies to inform learning and influence policy makers and influencers to contribute to strengthened business-enabling environments in FIC.
- Systematically harvest lessons from monitoring and results measurement, performance reporting for management use based on maintenance, and continued use of the Customer Relationship Management (CRM) system.
- Provide useful and tangible resources, insights, and information on the digital economy.
- Contribute to policy and process changes to unlock trade and investment in businesses led by women, people with disabilities and other socially marginalised groups.
- Promote information, insights and initiatives for and from women, people with disabilities and other socially marginalised groups in business leadership.
- Provide system and progress reporting to PIFS and DFAT.
- Present annually at FTEM.
- Partner collaboratively agencies such as ADB and ITC to deliver quality reports and resources.
- Communicate and report organisational progress planned and delivered in partnership with PIFS and DFAT Posts.
- Liaise with PIFS, DFAT, regional organisations, partner governments and partner programs.

\*For each KPI, specific measurements (Appendix 1) have been developed to monitor progress across the period of this Strategic Plan.



## KEY CONTRIBUTION 2023-2026



PTI Australia aims to contribute to an improved business-enabling environment in at least five FICs by December 2026



Strengthen Business Enabling Environment



# APPENDICES

## APPENDIX 1 - RESULTS FRAMEWORK

KSA 1 – TRADE							
Data Source – PTI CRM System / PTI Website							
Indicator	Unit of measure	Baseline (4yr average)	Cumulative Target Values				Description
			2023	2024	2025	2026	
Value of exports facilitated	A\$	34m	30m	63m	98m	135m	Disaggregated by total value and women-led businesses, and SIS
Number of export deals facilitated	#	300	300	600	900	1200	Disaggregated by total value and women-led businesses, and SIS

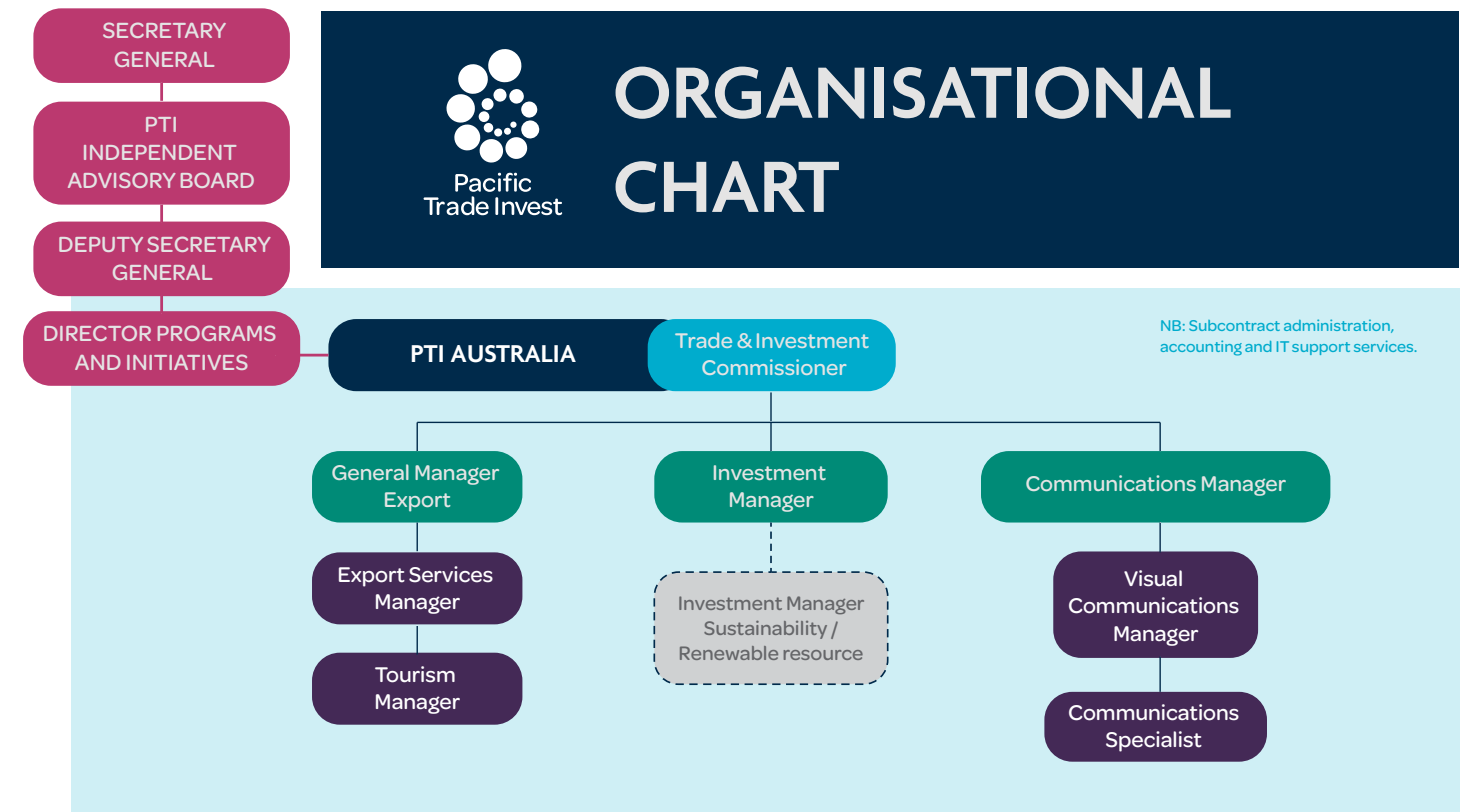
KSA 2 – INVESTMENT							
Data Source – PTI CRM System / PTI Website							
Indicator	Unit of measure	Baseline (4yr average)	Cumulative Target Values				Description
			2023	2024	2025	2026	
Value of investments facilitated	A\$	5m	5m	11m	18m	20m	Disaggregated by total value and women-led businesses, and SIS

PTI AUSTRALIA SERVICES	
Data Source – PTI CRM System / PTI Website	
Indicator	Means of verification
Number of businesses that have <b>benefited</b> from PTI Australia's services	CRM records of client engagement and response
Number of businesses that have <b>used</b> PTI Australia's services	CRM records of client engagement and response
Number of businesses that have <b>accessed</b> PTI Australia's services	CRM records of client engagement and response

## APPENDIX 2 - PARTNERS

- Austrade
- Australian Government, Department of Foreign Affairs & Trade (DFAT)
- Canva
- Counterpoint Fiji
- EastWest Centre
- Fifth Quadrant
- Hidden Treasures of the South Pacific (HTSP)
- Impact investment intermediaries, including Enterprise Angels, Good Return, The Difference Incubator, Pacific Diaspora, and Criterion Institute
- Investment promotion Agencies (IPAs)
- Kiva
- Multilateral organisations
- Market Development Facility (MDF)
- National governments of Pacific countries
- National private sector organisations (NPSOs)
- National tourism organisations (NTOs)
- Pacer Plus Implementation Unit (PPIU)
- Pacific Islands Forum Secretariat (PIFS)
- Pacific Women in Business
- Pacific Horticultural and Agricultural Market Access Program (PHAMA Plus)
- Secretariat of the Pacific Community (SPTO)
- Treasures of the South Pacific

## APPENDIX 3 - ORGANISATIONAL CHART







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