



Pacific Trade Invest  
AUSTRALIA

# PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2022



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# OUR VISION

“IMPROVING THE LIVELIHOODS OF PACIFIC PEOPLE BY ENABLING DECENT WORK AND ECONOMIC GROWTH IN THE BLUE PACIFIC.”

Pacific Trade Invest (PTI) Australia's Vision is founded on the United Nations Sustainable Development Goal (SDG) 8 – Decent work and economic growth.

Bora Bora, Tahiti, French Polynesia

Cover Image : Cooking outside in Papua New Guinea

## LETTER FROM THE SECRETARY-GENERAL



Last year provided critical space for the Pacific Island Forum (PIF) family to reflect on both the challenges and opportunities facing the Blue Pacific Continent at this juncture of history. The Blue Pacific, our islands, ocean, people and common heritage, bear the weight of many

intersecting issues, while also being the home of vast knowledge, ambition, community spirit and resources.

In July, the PIF Leaders endorsed the 2050 Strategy for the Blue Pacific Continent, setting a collective eye on the vision of “a resilient Pacific Region of peace, harmony, security, social inclusion and prosperity, that ensures all Pacific peoples can lead free, healthy and productive lives.”

The Pacific Trade Invest (PTI) Network has a unique and critical role to play in the achievement of our shared vision, as the offices drive sustainable economic growth for our private sectors and contribute substantially to the bettering of livelihoods across the 16 Forum Island Countries we serve.

In December, it was an honour to gather with the PTI Trade Commissioners, Independent Advisory Board, and members of the PTI teams from both the Pacific Island Forum Secretariat (PIFS) and the respective Network offices, to engage in a rich and robust dialogue, which has set the strategic course for PTI moving forward, as well as to thank the teams for their extraordinary work and results, achieved even during a pandemic.

In 2022, despite the many hurdles, PTI Australia went above and beyond in delivering their commitments to the businesses they work with. The PTI Australia team produced outstanding results, with a record A\$49.56 million worth of trade deals facilitated.

Throughout the year, as the Pacific gradually reopened for business, PTI Australia provided businesses with tangible and actionable support to bolster recovery and accelerate growth. From delivering freight relief packages to building state-of-the-art websites, offering digital opportunities to conducting high-level corporate introductions, from the streets of Goroka to the streets of Melbourne, PTI Australia championed Pacific products and services at every turn, and listened to the needs of the Pacific people and their businesses.

I welcome PTI Australia’s dedication to gathering and sharing reliable insights from the business community with stakeholders across the region. In 2022, PTI Australia conducted and published the fifth Pacific Islands Export Survey, which provided a valuable snapshot of export dynamics in the Pacific, in particular the use of digital and ecommerce platforms and the impact of extreme weather conditions.

The approach of generously sharing and applying knowledge with innovation and agility is important, as we all work together towards a resilient and thriving Pacific. On behalf of PIFS, I extend gratitude and congratulations to PTI Australia for a remarkable year. I also thank the Australian Government for its contribution and continued dedication to cultivating economic opportunity in the Blue Pacific.

**Henry Puna**  
Secretary-General  
Pacific Islands Forum Secretariat

## TRADE & INVESTMENT COMMISSIONER’S FOREWORD



As we reflect on the past year, I am filled with immense pride and gratitude to have served as the Trade and Investment Commissioner of PTI Australia during a time of such exceptional growth and transformation. In the face of the ongoing global challenges

presented by the COVID-19 pandemic, PTI Australia has not only adapted but has also thrived, demonstrating our unwavering commitment to fostering a prosperous future for the Blue Pacific region.

In 2022, PTI Australia achieved record-breaking results, facilitating an outstanding A\$49.56 million in trade across 190 deals and A\$1.34 million in investment. Our dedication to the development of international trade and investment in the Pacific is evident both in these achievements and by our direct support for 259 women-led or women-owned businesses, reflecting our commitment to empowering women throughout the region.

A major theme of 2022 was our focus on digitisation, leading the transformation of the PTI Network’s digital presence and tools. This digital overhaul not only enhanced our capabilities in the digital landscape, but also signified our determination to keep the Pacific region informed, adaptable and connected. The successful conclusion of the PTI Network’s Pacific Business Monitor series further underscores our commitment to providing valuable insights and resources to our Pacific partners.

Our team’s agility and dedication to fostering growth in the Blue Pacific were exemplified by the seamless transition between physical, virtual and hybrid formats as necessitated by changing conditions. We expanded our digital upskilling portfolio, investing in regional digital development to support businesses across the Blue Pacific in navigating the new realities of the global economy.

Throughout 2022, PTI Australia continued to collaborate closely with our global PTI Network and partners, amplifying our reach and the effectiveness of our work in the Pacific. These partnerships have been invaluable in enabling us to achieve our ambitious goals and drive the region’s prosperity.

As we look forward to 2023, we remain steadfast in our commitment to charting a path towards economic recovery, leveraging the power of digitisation, and creating tangible outcomes for the businesses and people of the Blue Pacific. I am immensely grateful to our dedicated team and network of partners, whose collective efforts have enabled PTI Australia to achieve such extraordinary results amid global adversity.

Together, we will continue to harness the power of collaboration, innovation and resilience, to secure a bright and prosperous future for all Pacific peoples while embracing the transformative potential of digitisation in driving the region forward.

**Caleb Jarvis**  
Trade & Investment Commissioner  
Pacific Trade Invest Australia

# WHO WE ARE

## OUR ROLE

The PTI Network is the Pacific region's lead trade and investment promotion agency, tasked by Pacific Islands Forum (PIF) Leaders to facilitate trade and investment deals between the economies of the 16 Forum Member countries of the Blue Pacific and the rest of the world.

As the Australian office of the Network, PTI Australia supports businesses of the Cook Islands, Federated States of Micronesia (FSM), Fiji, French Polynesia, Kiribati, Republic of the Marshall Islands (Marshall Islands), Nauru, New Caledonia, Niue, Palau, Papua New Guinea (PNG), Samoa, the Solomon Islands, Tonga, Tuvalu, and Vanuatu, to strengthen connections in the Australian market.

PTI Australia exists to "improve the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific". PTI Australia works towards the PIF vision of "a region of peace, harmony, security, social inclusion, and prosperity, so that all Pacific people can lead free, healthy and productive lives" and is funded by Australia's Department of Foreign Affairs and Trade (DFAT).

## OUR CLIENTS

We work with Pacific businesses to facilitate trade and investment deals.

- Our trade clients are businesses in the Pacific looking to grow in the Australian market.
- Our investment clients are businesses in the Pacific looking to secure investment.

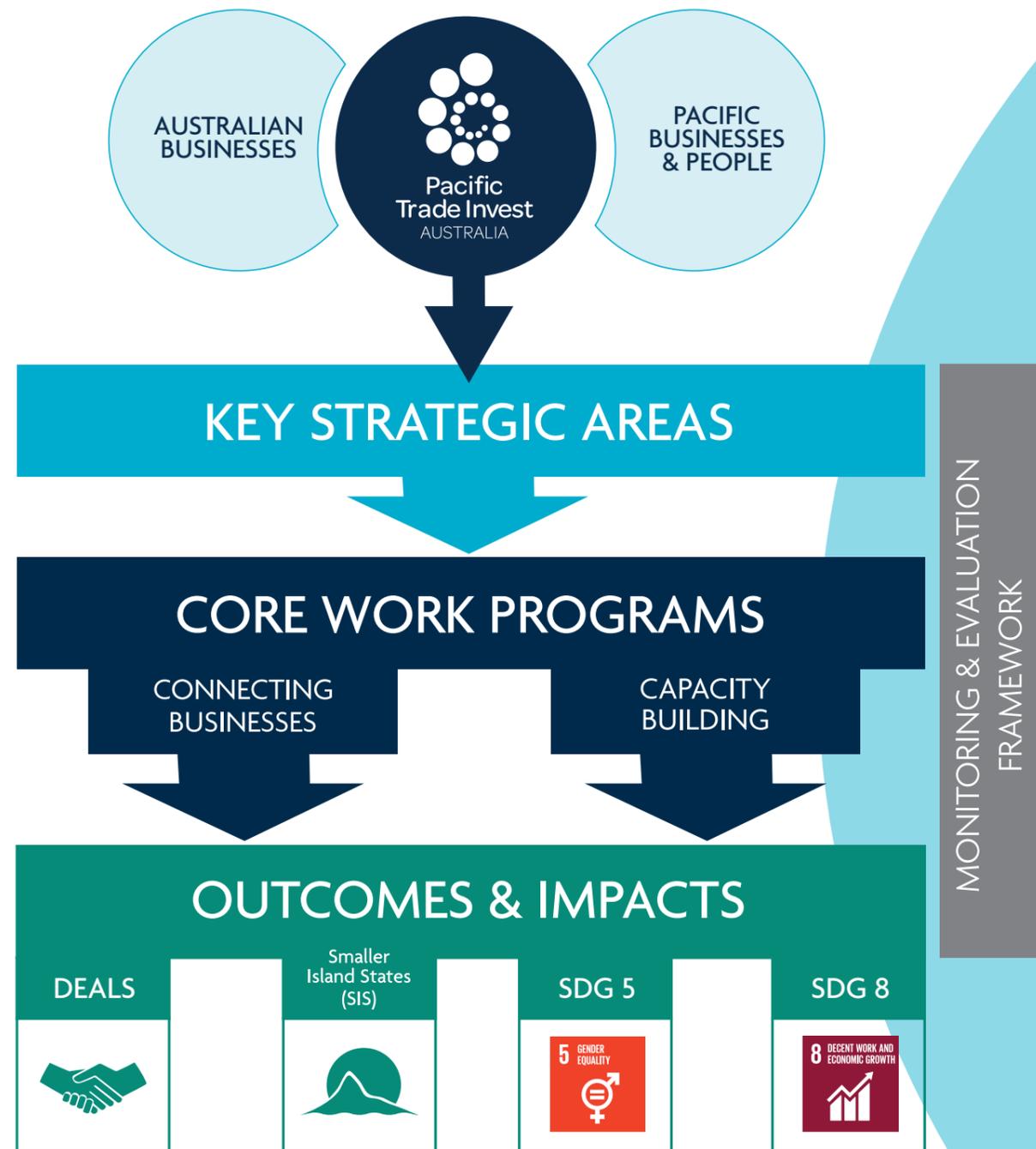
## OUR PEOPLE & PARTNERS

PTI Australia's strength is the depth and diversity of its relationships across the private, public and civil society sectors, in the Pacific and beyond. Our Network includes an array of Pacific businesses, international buyers, distributors and importers, as well as PIF Member governments, multinational, regional and national organisations, investment agencies, tourism promotion organisations, aggregators, financial institutions and specialist service providers.

## OUR APPROACH

PTI Australia's strategic approach in 2022 was shaped around UN SDG 8, "decent work and economic growth", while supporting UN SDG 5, "gender equality". Our work throughout the year aligned with PIFS 2050 Strategy for the Blue Pacific Continent Strategic Pathways of Inclusion and Equity, Education, Research and Technology, Resilience and Wellbeing, and Partnerships and Cooperation. PTI Australia's work also contributed directly to Australia's commitment to support economic prosperity in the Pacific.

In 2022, our work was centred on four key strategic pillars to drive Pacific economic growth: export, investment, tourism, and labour mobility. These key strategic areas were underpinned by seven Core Work Programs (CWPs) that captured our key activities.



## KEY STRATEGIC AREAS

Our key strategic areas reflect our overarching priorities to drive trade and investment in the Pacific. Underlying all our activities is PTI Australia's continued commitment to empowering women in business and supporting the Smaller Island States (SIS) of the Pacific.



### TRADE

Growing private sector business sales to the Australian market.



### TOURISM

Increasing digital capabilities and promoting the Pacific tourism sector globally.



### INVESTMENT

Attracting quality capital to foster sustainable economic growth and prosperity in Pacific countries.



### LABOUR MOBILITY

Connecting Pacific people to good job opportunities in Australia.

## CORE WORK PROGRAMS (CWPs)

PTI Australia's seven CWPs focus our activity across our four strategic areas:



Promoting export-ready businesses and connecting them with international buyers, including through e-commerce platforms.



Facilitating growth of the Australian Government Pacific labour mobility initiatives through collaboration with the PLF.



Introducing purposefully selected investors to Pacific countries.



Providing promotional support, networks and technical expertise, including collaboration with other Australian Government-funded Pacific programs.



Coaching and mentoring purposefully selected Pacific Island tourism enterprises to use channel management and digital tourism market aggregators.



Contributing information for a better business-enabling environment.



Developing export-capable businesses.

## OUTCOMES & IMPACT

We are committed to delivering measurable outcomes for Pacific businesses and people. The programs we deliver through our key strategic areas enable a positive impact in the following ways:



### DEALS

Facilitating connections that create commercial outcomes for Pacific businesses and people.



**SDG 5 - GENDER EQUALITY**  
Actively supporting women-led businesses in the Pacific.



### SMALLER ISLAND STATES

Actively identifying opportunities in trade and investment for Pacific Island SIS.



**SDG 8 - DECENT WORK AND ECONOMIC GROWTH**  
Promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for Pacific people.



# KEY ACHIEVEMENTS

Docks, Port Vila, Vanuatu

# OUTCOMES & IMPACTS

2022 IN NUMBERS

16



countries serviced

A\$49.5m

trade facilitated



190

export deals



1,047



services provided



259

women-led businesses assisted



number of deals for women-led businesses 108



25



partners engaged



investment facilitated

\$1.34m



17 investment deals facilitated



917



businesses assisted



27

digital workshops delivered



## SUPPORTING EXPORT GROWTH IN THE BLUE PACIFIC

PTI Australia's trade program focuses on facilitating pathways for exporters to enter or grow in the Australia market. Our trade work assists export-ready businesses from across the Blue Pacific to develop their capacity and connect with global buyers. Working closely with regional organisations, national government agencies and the broader private sector, we share insights and information to contribute to a better business-enabling environment for all exporters across the region.

In 2022, PTI Australia remained cognisant of the ongoing impacts of COVID-19, the trade nuances of individual countries and both the challenges and opportunities arising from the contexts of the past two years. As such, the team continued to provide support programs, offering tangible relief to businesses facing new and significant pressures, while also facilitating trade deals and industry introductions.

Our successful *COVID-19 Freight Assistance Package*, providing direct assistance to businesses and supporting the growth in demand for Pacific goods in international markets, was replicated in 2022.

Complementarily, the *Packaging Support Initiative* was introduced in early 2022, in recognition of the crucial role that product packaging plays in business development while also posing large upfront cost requirements. Both programs supported over 30 businesses throughout the year.

We also saw the return of many events, initiatives and access to travel in 2022. As such, the Trade team attended Fine Food Australia, the largest trade event in Australia for the food service, hospitality and food products industries, worked closely alongside PHAMA Plus to engage kava stakeholders in Australia's Commercial Kava Pilot, and completed a trade mission to Fiji.

### KEY TRADE OUTCOMES IN 2022

In 2022, we ran several initiatives and facilitated 190 export deals.

- We sponsored eight companies to attend Fine Food Australia, directly resulting in several deals worth over A\$30,000.
- We provided financial assistance to 34 Pacific-based exporters through our *Packaging Support Initiative*.
- We provided financial assistance to 33 Pacific-based exporters through our *COVID-19 Freight Assistance Package*.
- We delivered PTI Australia's *Social Media Masterclass* to 518 participants across Fiji, Niue, Tuvalu and Vanuatu.

## CASE STUDY

### RETURN OF TRADE SHOWS

In the wake of the COVID-19 pandemic, the resurgence of trade shows and industry events in 2022 re-energised the Pacific's export sector. The return of face-to-face interaction and promotional opportunities enabled exporters from across the region to showcase their premium products and unique Pacific flavours, fostering growth and collaboration between markets. PTI Australia played a pivotal role in promoting Pacific products in the Australian market by facilitating participation at major events such as Fine Food Australia and the Melbourne International Coffee Expo (MICE), through their Pacific Showcase stands.

With a diverse range of producers from Vanuatu, Fiji, the Solomon Islands, Samoa, Niue and PNG, the PTI Australia's Pacific Showcases highlighted the vast array of premium food and beverage products originating from the Pacific region.

Jeremy Grennell, PTI Australia's General Manager of Exports, emphasised the importance of these events – which combined attracted over 35,000 visitors – in increasing brand awareness and forging direct buyer connections for Pacific businesses.



*"The products displayed illustrate the diversity of premium food and beverage products coming out of the Pacific. Both Fine Food Australia and MICE offer great opportunities for our Pacific exporters to engage with buyers in a one-on-one environment, allowing them to share the story behind their products and gain further access into international markets."*

One of the companies that benefited from PTI Australia's support to attend the Fine Food Australia trade show is Solomons Gold, a premium-chocolate producer using cacao beans grown in the Solomon Islands. Solomons Gold Director, Sarah Frydman, lauded the invaluable experience of participating in Fine Food Australia alongside fellow Pacific exporters and PTI Australia.

*"We found it to be a priceless experience and we wouldn't have been able to be part of it if it wasn't for the generosity of PTI Australia. We received a lot of interest from food producers and retailers, also forging many valuable new connections. I really can't thank PTI Australia enough for all the doors that have been opened due to being part of Fine Food Australia!"*



SUPPORTS



## ATTRACTING INTENTIONAL INVESTMENT TO THE BLUE PACIFIC

PTI Australia provides a central place for international investors to connect with investment opportunities across the Blue Pacific. Our work recognises that private sector investment is integral to enabling decent work and economic growth in the Blue Pacific, strengthening employment opportunities and bettering livelihoods. As such, we provide confidential and tailored services, and connect investors and investees through our extensive networks, to create strong, sustainable and strategic financial relationships.

PTI Australia collaborates closely with the Investment Promotion Authorities, Chambers of Commerce and industry bodies of the PIF Member countries to facilitate intentional investment deals. In 2022, PTI Australia facilitated investment in a sustainability project in Fiji and provided support, capacity and business-enabling environment contributions to the region.

PTI Australia maintains a strong impact investment lens, whereby investors are connected to businesses in the Pacific that have a highly positive social and/or environmental impact in their local community and beyond.

### KEY INVESTMENT OUTCOMES IN 2022

In 2022, our Investment work supported valuable capacity building and a key foreign investment deal.

- We facilitated investment towards a waste recycling project in Fiji.
- We supported three investment projects through our *Impact Support Program (ISP)*.
- We delivered numerous presentations to potential investors for projects in PNG, Samoa and Fiji.
- We initiated a Network-wide Investment Committee to strengthen relationships across sector.

## CASE STUDY

### CULTIVATING SUSTAINABLE GROWTH



In 2022, PTI Australia supported Fiji's The Fertile Factory & Co (TFFC) through our *Impact Support Program (ISP)*, an initiative designed to build businesses' capacity to attract investment and access new global markets. PTI Australia's ISP supported TFFC to obtain an Environmental Impact Assessment (EIA), a crucial step for the growth of the sustainable waste company, which resulted in obtaining investment capital.

TFFC, a subsidiary venture of Waste Clear Fiji Pte Ltd, is on a mission to eradicate the importation and use of synthetic fertilisers in Fiji and is leading the shift towards regenerative agriculture in the Pacific. Using a sustainable waste management system, TFFC transforms organic waste streams into non-chemical agricultural fertiliser products. This approach yields numerous benefits, such as CO2 emissions reduction, enhanced marine health and improved water quality.

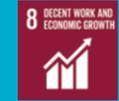
Attaining the EIA ensured TFFC's compliance with Fiji's National Environmental Standards, mitigating potential impacts during construction and operational phases. Due in part to the EIA, support from PTI Australia and subsequent investments, TFFC's initiative has the potential to significantly contribute to the UN's Sustainable Development Goals and create a lasting, positive impact in the Pacific region.

The business, which is set to launch in 2023, will generate numerous jobs, with the company striving to maintain a workforce comprising 50 per cent women.

TFFC's innovative business model and unwavering commitment to regenerative agriculture showcase the potential for sustainable growth in the Blue Pacific region. PTI Australia's support for such initiatives emphasises the importance of nurturing environmentally responsible businesses in the Pacific, to ensure a sustainable future for the region and its inhabitants.

Caleb Jarvis, Trade and Investment Commissioner for PTI Australia, re-emphasised this saying *"The Blue Pacific region, full of both deep potential and resilience, is combating the challenges of the Climate Crisis and economic growth with ingenuity. Collaborations like the one between PTI Australia and The Fertile Factory & Co serve as a beacon of hope, driving positive change and fostering sustainable development for a brighter, more prosperous future."*

By supporting projects like TFFC, PTI Australia aspires to pave the way for a greener, more sustainable future in the Blue Pacific.



SUPPORTS



Construction in Port Moresby



SUPPORTS



## A REGION REOPENED

Tourism is an important generator of economic growth and local employment in the Pacific. PTI Australia connects tourism operators with international markets, develops capacity and actively promotes Pacific destinations to tourism buyers.

In 2022, many Blue Pacific countries reopened their borders for the first time post-pandemic, reigniting their vital international tourism industries. As part of the *Digital Tourism Program*, PTI Australia supported 71 Pacific tourism operators to build and maintain world-class technology solutions that better connect them with global markets, including developing websites, booking engines, channel managers and online payment solutions for clients across the region.

PTI Australia continued to work closely with stakeholders, peak bodies and national tourism organisations throughout the region, to provide support programs, gather and share information, as well as collaborating on initiatives that drove sustainable growth for the tourism industry in unprecedented contexts.

## KEY TOURISM OUTCOMES IN 2022

In 2022, Tourism continued to equip Pacific operators with the tools required to connect with their Australian market.

- We worked closely with WHL, Kovea and Counterpoint to roll out and promote Hotel Link Pay, a new and innovative payment solution for the Pacific Tourism sector.
- We supported 71 Pacific Islands-based tourism operators to each develop and maintain fully functional websites, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- We further supported 25 of those operators with a significant reduction in monthly service fees for hosting and other support charges, through our *Digital Tourism COVID-19 Support Package*.
- We delivered our *Digital Health Check and Understanding and Accessing Finance* webinars to participants across 13 countries: Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Kiribati, Marshall Islands, Nauru, Niue, Palau, Samoa, Tonga, Tuvalu and Vanuatu.

## CASE STUDY

### HOTEL LINK PAY SHOWCASED AT HOTEK 2022



Throughout the Blue Pacific, the facilitation of online payments continues to present myriad challenges. As one of the least-banked regions in the world, payment-processing options traditionally offered by large banks have been inaccessible to many, offering a 'one size fits all' approach, including large security bonds and lengthy set-up times. This lack of a nuanced Pacific-first response has allowed for further disparity in an economic environment that is heavily reliant on fluid cashflow.

In efforts to address this growing issue, in 2022, PTI Australia continued to support the partnership between Kovea, a global online payment solution provider, and WHL-owned hotel management system Hotel Link, to develop and launch Hotel Link Pay, a new and innovative integrated payment platform for the Pacific Tourism sector. As part of this work, the Hotel Link Pay product was showcased at HOTEK 2022, the Pacific region's premier tourism and hospitality trade event, held 27–28 October 2022.

Onorina Fugawai, PTI Australia's Tourism and Investment Project Officer, said that with record levels of attendance, the two-day event provided a great opportunity to introduce the payment platform to new audiences.

*"PTI Australia has strongly supported the development of the Hotel Link Pay product, as we are committed to bridging the digital divide within the Pacific. For us that includes facilitating innovative methods for tourism operators to connect with global markets and working towards ensuring these solutions are as accessible as possible for all Pacific operators."*

*"Hotel Link Pay was created to offer tourism operators a fully integrated solution to process online payments cost-effectively and efficiently via their Hotel Link booking engine or Front Desk module, and it is hoped that in time this integration will pave the way for Kovea as a payment solution in other industries throughout the Pacific."*

With a theme of "working towards a sustainable, marketable, agile, resilient and travel-ready (SMART) industry", HOTEK 2022 provided tourism operators the opportunity to engage with a range of both international and domestic stakeholders, forging connections while also keeping abreast of the latest industry developments.

As a result of the successful showcase of Hotel Link Pay at HOTEK 2022, tourism operators in the Blue Pacific region have benefited from the accessible and streamlined online payment system. This ground-breaking collaboration between PTI Australia, Kovea and Hotel Link has not only addressed a long-standing challenge in the Tourism sector, but has also set the stage for further innovations in the region.

The ripple effect of Hotel Link Pay's success is expected to extend beyond the tourism industry, paving the way for Kovea as a payment solution in other industries throughout the Pacific. This collaboration serves as a shining example of how PTI Australia's commitment to bridging the digital divide and promoting innovative solutions can drive positive change and economic growth across the region. In the long term, the successful implementation of Hotel Link Pay and other similar initiatives will contribute to a more robust, inclusive and sustainable economic landscape for the Blue Pacific.

Tadine Bay Lagoon Maré Island New Caledonia

## SUPPORTING GOOD JOBS FOR PACIFIC PEOPLE

In 2022, PTI Australia worked in partnership with the Pacific Labour Facility (PLF) to facilitate eligible Australian employers across key sectors, including Tourism, Health Care and Social Assistance, and non-seasonal Agricultural, Forestry and Fishing, to use the Pacific Australia Labour Mobility (PALM) scheme. The Australian Government's PALM scheme aims to provide economic opportunities for people from the Pacific via exporting their skills to Australia, predominantly in rural areas of Australia. These connections between the private sector in Australia and the Pacific labour force have the potential to deepen relationships between Australia and Pacific countries.

PTI Australia's promotion of the PALM scheme and facilitation of connection with the PLF is managed sensitively, bearing in mind labour shortages across both the Pacific and Australia in a post-pandemic context. In 2022, PTI Australia finalised the recruitment of eight Australia-based employers to lodge applications with the PALM scheme, and completed in-country missions to rural employers. With these significant outcomes and with new organisational direction, PTI Australia will cease working on Labour Mobility under the next four-year Strategic Plan.

### LABOUR MOBILITY HIGHLIGHTS IN 2022

PTI Australia wrapped up our labour mobility work in 2022 with significant outcomes.

- We assisted eight Australia-based employers within the hospitality and automotive industries to lodge applications with the PALM scheme to become approved employer.
- We led in-country missions to rural and regional Australia, focusing on increasing the awareness of PALM and the benefits of recruiting semi-skilled employees from the Pacific. These visits targeted the Hospitality, Aged Care and Disability Care sectors, where chronic labour shortages exist.

## CASE STUDY

### EXPANDING OPPORTUNITIES FOR PACIFIC WORKERS



In 2022, PTI Australia was pleased to have assisted 15 Australian employers based in Canberra, Darwin, Noosa, Townsville, the Central Coast and the Sunshine Coast, to lodge applications with the Pacific Australia Labour Mobility (PALM) scheme to become Approved Employers, with eight being finalised by the end of the year.

Over the same period, PTI Australia continued to actively engage with employers in regional New South Wales, to expand their efforts to provide employment opportunities for Pacific workers under the scheme, working alongside potential employers interested in hiring workers from Fiji, Kiribati, Nauru, PNG, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu for long-term employment.

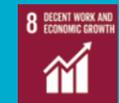
PTI Australia facilitated conversations between employers and the PALM scheme, collecting data and information on the needs and challenges of these regional employers, as well as keeping abreast of the dynamics of the changing labour shortages in both Australia and across the Pacific, and numerous health and

safety considerations.

While demand for the PALM scheme is expected to increase rapidly throughout 2023 as national skills shortages continue to impact all industries, regional businesses are increasingly committed to working with Pacific workers to fulfil long-term vacancies in ongoing non-seasonal roles.

Caleb Jarvis, PTI's Trade and Investment Commissioner, said the PALM scheme provides Pacific workers an opportunity to build their skills and qualifications while being rewarded financially.

*"As the number of approved Australian employers grows post-COVID, so too will the number of Pacific workers in Australia. It's my hope that these workers will upskill, taking the experience and financial benefits gained in Australia back to their home countries, taking up higher job positions, continuing their education, investing in their economies and contributing to maintaining and protecting the unique environment and cultures of the Pacific."*



SUPPORTS



### INSIGHTS INTO PACIFIC EXPORTERS

PTI Australia bolsters our key strategic objectives by promoting and championing for improved business-enabling environments throughout the Pacific. This encompasses carrying out quality research that supplies governments, donors, and stakeholders with crucial information on Pacific private sector challenges, opportunities, and views. Through our research and anecdotal feedback from our clients, PTI Australia advocates for improved trading conditions for exporters and foreign investors at both local and regional levels.

Working to foster favourable business-enabling environments in the Blue Pacific, 2022 saw our Research and Capacity Building team facilitate a variety of business development initiatives. These included the provision of upskilling opportunities, sponsorships and scholarships for Pacific-based business leaders, operators, and professionals.

Continuing to work towards the shared PIFS vision of securing a bright and prosperous future for all Pacific peoples, PTI Australia is committed to regional digital advancement by building upon our existing digital upskilling portfolio, working to further support professionals across the Blue Pacific navigate a burgeoning digital world.

### 2022 RESEARCH AND CAPACITY BUILDING HIGHLIGHTS

In 2022, the Research and Capacity Building team facilitated several specialised digital upskilling sponsorships and scholarships across 14 Blue Pacific countries, focusing primarily on the Small Island States.

- We successfully published two editions of the *PTI Pacific Business Monitor – Recovery Series* report in 2022, alongside two country-focus reports, thus concluding the survey series commissioned by the PTI Network to understand the ongoing effects of COVID-19 on the Pacific’s private sector.
- We successfully published PTI Australia’s *Pacific Island Export Survey* report in 2022, a biennial report providing key insights into the activities and opinions of exporters across the region.
- We concluded PTI Australia’s *Social Media for eBusiness* professional development scholarship program, with 2022 seeing participants from across seven Pacific Island nations complete the bespoke Pacific-focused.
- We concluded the PTI Australia x Canva *Digital Design Program*, collaborating with global digital design platform Canva to provide tailored training and sponsorships to Canva’s professional suite of visual communications tools to professionals from twelve Pacific Island nations.

## CASE STUDY

### PACIFIC EXPORTERS SPEAK ON STATE OF INDUSTRY



PTI Australia’s *Pacific Islands Export Survey 2022* was published in July, capturing and distributing longitudinal data across the 16 Forum Island Countries (FICs) and providing key insights into the activities and opinions of exporters from across the region. The *Pacific Islands Export Survey 2022* is the fifth report of its kind and provided a unique lens to understand the acute and far-reaching impact the COVID-19 pandemic had on the region over the last two years, as well as including expanded data on ecommerce, and the impact of extreme weather events.

Drawing on data from this survey, exporters from across the region gathered at an event hosted by PTI Australia and Griffith Asia Institute to speak on the realities, opportunities and challenges of trading in the region.

With conversation structured as panel discussion dialogue followed by an engaging audience-led Q&A, the hybrid event provided exporters the opportunity to partake in wide-ranging and nuanced conversations on matters central to trade in the region. This included discourse on operational costs, ecommerce development, labour mobility and market trends, and the importance of Pacific exports within the context of the Australia–Pacific relationship.

Featuring a diversity of voices, expert panellists included Fipe Preuss, Samoan multidisciplinary artist, entrepreneur, environmental activist and co-founder of Living KoKo; Zane Yoshida, founder and Director of ASX-listed Fiji Kava Ltd; Allison Haworth West, CEO of Captain Cook Cruises Fiji and President of the Australia Fiji Business Council; and Caleb Jarvis, Trade and Investment Commissioner of PTI Australia.

The event, which took place on Thursday 28 July 2022, was moderated by Griffith Asia Institute’s Senior Research Fellow and Pacific Hub Program Lead, Dr Tess Newton Cain, and co-hosted by PTI Australia, the region’s lead trade and investment promotion agency, with expert panellists being posed the question: “What is the future and power of trading with the Pacific?”.

Fipe Preuss said the event offered exporters a unique opportunity to engage in in-depth and comprehensive discussions on industry-related topics.

*“As a panellist for PTI Australia’s Export Survey panel discussion, I found the experience to be incredibly insightful and thought-provoking. It was wonderful to be amongst such a diverse group of experts and entrepreneurs, all with a shared passion for supporting Pacific businesses. The event provided a platform for us to share our experiences and ideas, and to learn from one another. I am grateful for the opportunity to have been a part of this important conversation, and I look forward to seeing the positive impact it will have on the region’s export industry.”*



SUPPORTS



# COUNTRY PROFILES – OUR BLUE PACIFIC REACH

*PTI Australia works across 16 unique and diverse Blue Pacific countries.*



# COOK ISLANDS

Capital: Avarua

Land Area: 240 km<sup>2</sup>

Population: 15,924 (2022)

GDP growth (% change year on year): 10.5 (2022)

Industries: fishing, fruit processing, tourism, clothing, handicrafts

Source: Department of Foreign Affairs & Trade (DFAT) Country/Economy Factsheet, CIA World Factbook

**A\$1,065,737**  
exports facilitated

## OUR IMPACT 2022 HIGHLIGHTS

In 2022 PTI Australia supported the Cook Islands across trade and investment facilitation, while also focusing on robust tourism recovery support. Through this work PTI Australia facilitated over A\$1m in exports in the Cook Islands.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing the Cook Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports and one *Cook Islands Focus Report*, to track the ongoing impacts of COVID-19 on businesses in the Cook Islands, and two Cook Islands focused reports.

- Provided *Digital Design Program* sponsorships to two Cook Islands-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

### TRADE

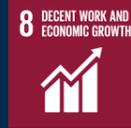
- Supported a Cook Islands-based exporter through the COVID 19 Freight Assistance Package, offering tangible support towards freight costs incurred in 2022.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

### INVESTMENT

- Promoted six investment opportunities in the Cook Islands on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

## TOURISM

- In April, six Cook Islands-based tourism operators attended PTI Australia's Digital Tourism Health Check workshop, guiding operators through digital tools, digital marketing platforms and providers to further assist with the attraction of guests from travel partner countries.
- In partnership with WHL and Kovenia, four Cook Islands-based tourism operators participated in PTI Australia's Online Payment Solutions webinar, supporting Pacific tourism operators to discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported seven Cook Islands-based tourism operators to each develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing Digital Tourism Program.
- Supported three Cook Islands-based tourism operators by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's Digital Tourism COVID-19 Support Package.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19 and the potential areas in which PTI Australia could provide support.



## DIGITAL TOURISM REVITALISES INDUSTRY

Tourism plays a crucial role in the Cook Islands' economy, with over 170,000 tourists visiting the island nation in 2019. However, the COVID-19 pandemic forced the closure of international borders, severely impacting an industry that contributes two-thirds of the country's GDP.

As the Cook Islands prepared to reopen its borders, PTI Australia developed the Digital Tourism Recovery Readiness workshop, which aimed to equip Cook Islands participants with world-class skills, technology and marketing tactics to capitalise on the anticipated surge in tourism.

In 2022, PTI Australia continued to roll out recovery readiness support for Cook Islands tourism operators alongside *Digital Health Checks*, guiding participants through the suite of digital tools that would assist their international reach, *Online Payment Solutions* workshops, discussing payment trends and available platforms, as well as the *Digital Tourism Program*, supporting tourism operators to each develop and maintain fully functional websites and complementary digital tools.

PTI Australia supported seven tourism operators in the Cook Islands through the *Digital Tourism Program* throughout the year, offering digital support to prepare businesses for market.

Vicki Candish, owner of Ikurangi Eco Retreat, praised PTI Australia's fee relief and workshop series for their role in revitalising her business:

*"PTI Australia's fee relief during these challenging times has been immensely helpful and the workshops have provided invaluable insights. The scope of the training courses was exactly what we needed as a small new business lacking any real web, social media or other digital marketing skills. The timing was ideal as it gave us the ability to put into practice what we learned while our borders were closed to visitors, as well as providing us with hope that we would get through COVID-19 and our business could rebuild and thrive once again. We are truly grateful for the ongoing support of PTI Australia. Meitaki ma'ata."*

Onorina Fugawai, PTI Australia's Tourism and Investment Project Officer, emphasised the importance of the *Digital Tourism Program* in supporting the Cook Islands' Tourism sector.

*"The Digital Tourism Program offers vital assistance to tourism operators in the Cook Islands during these unprecedented times. By providing access to digital tools, resources and expertise, we help businesses adapt and prepare for the anticipated return of tourists. We're proud to support these operators as they navigate the road to recovery and contribute to the revitalisation of the vibrant Cook Islands' tourism industry."*



# FEDERATED STATES OF MICRONESIA

Capital: Palikir

Land Area: 700 km<sup>2</sup>

Population: 114,790 (2022)

GDP growth (% change yoy): 2.2 (2022)

Industries: tourism, construction; specialised aquaculture, craft items (shell and wood)

Source: DFAT Country/Economy Factsheet, CIA World Factbook

## OUR IMPACT – 2022 HIGHLIGHTS

PTI Australia is committed to supporting economic growth in the Blue Pacific's Small Island States (SIS). In 2022 PTI Australia worked with private sector, government organisations, and partners to promote Federated States of Micronesia (FSM) as a global tourism and investment destination, as well as offering tangible relief and support to exporters.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing FSM's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in FSM.
- Provided Digital Design Program sponsorship to an FSM-based business leader, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

**INCREASED AWARENESS**  
as a tourist and investment destination.

### TRADE

- Supported an FSM-based exporter of food products to international markets through the *COVID-19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

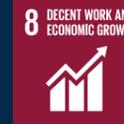
### INVESTMENT

- Promoted an investment opportunity in FSM on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- In July, two FSM-based tourism operators attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.
- Ongoing engagement with Australian travel agents and distributors to promote FSM as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID-19 and the potential areas in which PTI Australia could provide support.

## CASE STUDY



## NAVIGATING FSM'S FREIGHT BARRIER

PTI Australia's *Pacific Islands Export Survey 2022* revealed that freight costs were one of the top-three barriers to export faced by Pacific businesses. Working to address this challenge, PTI Australia continued to offer the successful *COVID-19 Freight Assistance Package*, providing relief to Pacific exporters. The initiative saw 33 successful applicants receive grants of up to a maximum of A\$2,500 per enterprise on a fifty-fifty cost-share basis in 2022.

As a family-owned export business located in the heart of Pohnpei, JADESA is one such business that required tangible support with rising freight costs. JADESA has more than a decade of experience exporting a vast range of products out of the FSM, including Pohnpei chilli, betelnut, virgin coconut oil, taro flour, Pohnpei coffee and sakau (kava) powder.

Peterson Sam, owner and founder of JADESA, expressed his gratitude for the *COVID-19 Freight Assistance Package*, emphasising its impact on their business operations.

*"Receiving the Freight Assistance Package from PTI Australia has been a game changer for our business. The financial support has allowed us to continue exporting our products, despite the significant challenges we faced due to the ongoing global pandemic. The grant has helped us maintain our market presence and strengthen our relationships with international clients. We are immensely grateful for PTI Australia's support, which has allowed us to weather these difficult times and continue to provide employment opportunities for our local community."*

The success of the *COVID-19 Freight Assistance Package* in 2022 has demonstrated PTI Australia's commitment to supporting Pacific businesses and ensuring the resilience of the region's economy. By addressing the key challenges faced by exporters, PTI Australia has not only provided immediate assistance to businesses like JADESA, but also laid the foundation for a more robust and sustainable export industry in the long term.

Jeremy Grennell, PTI Australia's General Manager of Export, said the feedback from the *COVID-19 Freight Assistance Package* has been overwhelmingly positive.

*"We are so pleased to witness the incredible impact the Freight Assistance Package has continued to have on SMEs in the Pacific. It has been wonderful to see the grant has also been commended by our Pacific colleagues and policymakers for its efficiency and effectiveness. During a time where the ongoing effects of COVID-19 have been immensely damaging to businesses in the Pacific, the Freight Assistance Package enabled us to provide tangible and immediate support when it was needed most."*

As the *COVID-19 Freight Assistance Package* continues to make a difference in the lives of Pacific entrepreneurs and their communities, it stands as a testament to the power of targeted support and collaboration. By working closely with Pacific businesses and understanding their unique challenges, PTI Australia is fostering an environment in which innovation, sustainability and growth can flourish, ultimately contributing to a brighter future for the entire region.

## FIJI

Capital: Suva

Land Area: 18,270 km<sup>2</sup>

Population: 929,766 (2022)

GDP growth (% change yoy): 12.5 (2022)

Industries: tourism, sugar processing, copra, gold, silver, lumber

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$36.3m**  
exports facilitated

## OUR IMPACT – 2022 HIGHLIGHTS

After Fiji reopened its borders to international tourists at the end of 2021, PTI Australia continued to support businesses across a multitude of sectors during 2022, resulting in the facilitation A\$36,271,763 in goods and services exports across Trade and Tourism.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Fiji's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Fiji.
- Provided *Digital Design Program* sponsorships to 29 Fiji-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.
- Provided *Social Media for eBusiness* professional development scholarships for 50 Fiji-based business leaders. The bespoke four-month course supported participants in developing ecommerce capabilities, social media growth strategies and profitable advertising methodology.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* in partnership with Investment Fiji to 296 registrants in Fiji in March, with participants learning from a master trainer and social media expert how Facebook and Instagram can drive sales.
- Supported an Australia-based importer of Pacific Island products through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported an Australia-based importer of Fijian spices to exhibit their products as part of PTI Australia's *Pacific Showcase* at Fine Food Australia, the national leading trade event for the food industry.
- Supported a Fiji-based kava exporter to exhibit their products as part of PTI Australia's *Pacific Showcase* at Fine Food Australia, the national leading trade event for the food industry.
- Supported eight Fiji-based exporters of kava, coconut oil and other agricultural products through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported 11 Fiji-based exporters of skincare, bottled water, kava, coconut oil and other agricultural products through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Sydney-based importer of Fijian kava through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.

- Provided financial assistance to a Fiji-based agricultural processor to upgrade production equipment.
- Introduced a Fiji-based spice exporter to an Australia-based importer.
- Introduced a Fiji-based exporter to Australia-based buyers and potential retailers.
- Introduced three Fiji-based kava exporters to Sydney-based importers.
- Introduced a Fiji-based sugar company to ANZ-based chocolate manufacturer and marketer.
- Introduced a Fiji-based food manufacturer to an Australia-based importer and distributor.
- Introduced a Fiji-based agricultural venture to an Australia-based farming enterprise for potential partnership and expansion.
- Introduced a Fiji-based timber exporter to a Melbourne-based importer.
- Introduced two Fiji-based clothing manufacturers to Sydney-based buyers.
- Introduced a Fiji-based crude coconut exporter to an Australia-based importer.
- Introduced a Fiji-based agricultural exporter to a Sydney-based buyer.
- Assisted a Sydney-based importer of kava from Rotuma with information on importing requirements for the USA.
- Assisted a Fiji-based skincare business with information on importing requirements for Australia.
- Assisted a Fiji-based consultancy business with qualification information for entering the online Australian market.
- Assisted a Fiji-based kava exporter with information on Australian Border Force requirements for labelling and compliance.
- Assisted a Fiji-based seaweed exporter with information on biosecurity requirements.
- Assisted a Fiji-based skincare business with information on becoming export-ready.
- Assisted a Fiji-based kava business with information on becoming export-ready.
- Assisted three Fiji-based kava businesses with information on the Australian market.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

### INVESTMENT

- Facilitated an investment deal for a waste project in Fiji.
- Facilitated multiple introductions for renewable investment opportunities in Fiji.
- Facilitated multiple introductions for impact

investment opportunities in Fiji.

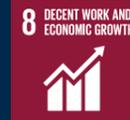
- Facilitated a workshop for Investment Fiji.
- Provided support for diaspora investment attraction for opportunities in Fiji.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- Provided support to a Fiji tourism operator to boost marketing and promotional efforts to increase booking revenue.
- Facilitated partnership between Fiji-based tourism operators and Australia-based group travel event organisers.
- In February, 12 Fiji-based tourism operators attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.
- In partnership with Business Link Pacific, seven Fiji-based tourism operators participated in PTI Australia's *Understanding and Accessing Financials* workshop, supporting participants to build financial literacy and 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- In partnership with WHL and Kovea, five Fiji-based tourism operators participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators to discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported 32 Fiji-based tourism operators to each develop and maintain fully functional websites, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported a Fiji-based tourism operator by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.

- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and the potential areas in which PTI Australia could provide support.

## CASE STUDY



### FROM ROOTS TO RICHES: EMPOWERING THE FIJI KAVA INDUSTRY

Throughout 2022, PTI Australia proudly supported Australia's Commercial Kava Pilot Program, which aims to facilitate strong trade opportunities and business connections to assist Pacific kava exporters to enter the Australian market. Working closely with both the Department of Foreign Affairs and Trade (DFAT) and Pacific Horticultural and Agricultural Market Access Program (PHAMA Plus), PTI facilitated a series of webinars across Fiji, Vanuatu, the Solomon Islands and Samoa, addressing stakeholder questions on the kava export process into the Australian market.

One such exporter who attended these webinars was Praveen Narayan, Managing Director of Green Gold Kava. Established in 2014, Green Gold Kava has had the honour of winning Fiji's prestigious Prime Minister's Exporter of the Year award twice and has since expanded its presence in the international market. With a vast network of kava farmers, Green Gold Kava is proud to work alongside over 1,000 kava households in the Cakaudrove province in northern Fiji.

In September 2022, Green Gold Kava participated in Fine Food Australia, the Southern Hemisphere's leading trade exhibition for the food, hospitality and food retail industries, as part of PTI Australia's Pacific Showcase stand. Eight producers were selected to participate in the exhibition, including Vanuatu's Tanna Coffee, Fiji's Green Gold Kava and Pacific Premium, Solomon Islands' Niulife, SolTuna and Solomons Gold, Samoa's Living KoKo, and Niue's Niue Vanilla.

Jeremy Grennell, PTI Australia's General Manager of Exports, emphasised the importance of such trade shows for Pacific businesses:

*"Trade shows like Fine Food Australia present a great opportunity for our Pacific exporters to engage with buyers in a one-on-one environment, allowing them to really share the story behind their products and gain further access into international markets. Businesses like Green Gold Kava are then able to seize these [opportunities], increase their brand awareness and forge direct buyer connections in the Australian market."*

Since attending the trade show, Green Gold Kava has successfully sold a significant amount of kava into the Australian market. Praveen Narayan, Managing Director of Green Gold Kava, expressed his gratitude towards PTI Australia for their support:

*"We are extremely grateful to PTI Australia for their invaluable assistance throughout our journey. Their commitment to fostering trade opportunities and business connections for Pacific kava exporters has been instrumental in our growth and expansion in the Australian market. The Fine Food Australia trade show was an incredible platform for us to showcase our premium products, share our story and establish meaningful relationships with potential buyers. We look forward to continued collaboration with PTI Australia to further develop our market presence and contribute to the prosperity of the kava industry."*

# FRENCH POLYNESIA

Capital: Papeete

Land Area: 3,660 km<sup>2</sup>

Population: 306,279 (2022)

GDP growth (% change yoy): 2.3 (2017)

Industries: tourism, pearls, agricultural processing, handicrafts, phosphates

Source: DFAT Country/Economy Factsheet, CIA World Factbook

## SUPPORTED ONLINE ENTRY

### OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia strengthened our connection with both the private and public sectors of French Polynesia, supporting businesses to enter the online retail environment and providing tangible relief to the ongoing freight challenges of the region.

#### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing French Polynesia's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in French Polynesia.
- Provided *Social Media for eBusiness* professional development scholarships for a French Polynesia-based business leaders. The bespoke four-month course supported participants in developing ecommerce capabilities, social media growth strategies and profitable advertising methodology.

#### TRADE

- Supported a French Polynesia-based sea-salt exporter through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Introduced a French Polynesia-based exporter of skincare to the Australian national buyer for an online store.
- Assisted a French Polynesia-based business with information on Australian market requirements.
- Ongoing engagement with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

#### INVESTMENT

- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

#### TOURISM

- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



### DRIVING ECOMMERCE THROUGH SOCIAL MEDIA

In 2022, PTI Australia reinforced its dedication to fostering digital prosperity in the Pacific region, through a strengthened digital upskilling portfolio. Recognising the transformative power of digital technology in various sectors, PTI Australia sought to ensure that Pacific businesses were well-equipped to face the digital era and avoid the risk of falling behind.

As part of this commitment, PTI Australia continued its *Social Media for eBusiness* professional development scholarship program, aiming to facilitate business professionals from across the region to gain in-depth knowledge of social media's ecommerce and advertising capabilities. For the first time since the program's inception, PTI Australia introduced *Social Media for eBusiness* to French Polynesia, with the goal of equipping participants with the marketing skills required to support business growth.

The 16-week program was developed based on *PTI Pacific Business Monitor* data and anecdotal feedback received from businesses, indicating a growing regionwide interest in

developing ecommerce capabilities, accessing new markets and improving technology know-how. PTI Australia's *Social Media for eBusiness* professional development scholarship program in French Polynesia has equipped local businesses with the skills necessary to thrive in the digital era, paving the way for increased economic growth and development in the region.

Matisse Walkden-Brown, PTI Australia's Communications Manager, shared her thoughts on the program's impact.

*"The Social Media for eBusiness professional development scholarship program has been a catalyst for transformation among Pacific businesses. By empowering professionals with the knowledge and tools necessary to harness the power of social media, we've seen remarkable growth in brand visibility, customer engagement, and market reach. This targeted professional development initiative demonstrates how the right investment in skill-building can drive lasting, positive change and foster resilience in Pacific enterprises."*

# KIRIBATI

Capital: Tarawa

Land Area: 810 km<sup>2</sup>

Population: 131,232 (2022)

GDP growth (% change yoy): 1 (2022)

Industries: fishing, handicrafts

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$432,513**  
exports facilitated

## OUR IMPACT – 2022 HIGHLIGHTS

As borders reopened in Kiribati in 2022, PTI Australia focused on supporting tourism operators and businesses to develop and maintain websites and strengthen branding and communication platforms to better connect with potential customers globally. This work resulted in A\$432,513 of exports facilitated for businesses in Kiribati.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Kiribati's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Kiribati.

### TRADE

- Delivered PTI Australia's Social Media Masterclass to a registrant in Kiribati in March, with the participant learning from a master trainer and social media expert how Facebook and Instagram can drive sales.
- Provided a complete rebrand, rebuild of website and migration of online hosting for a Kiribati-based luxury marine business.
- Ongoing engagement with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

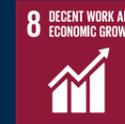
### INVESTMENT

- Promoted two investment opportunities in Kiribati on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- In partnership with *Business Link Pacific*, a Kiribati-based tourism operator participated in PTI Australia's *Understanding and Accessing Financials workshop*, supporting them to build financial literacy and 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- In partnership with WHL and Kovea, two Kiribati-based tourism operators participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators to discuss payment trends globally, Pacific challenges, and introducing *Hotel Link Pay* to the online payment space.
- Supported four Kiribati-based tourism operators to each develop and maintain fully functional websites, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported three Kiribati-based tourism operators by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.
- Ongoing engagement with Australian travel agents and distributors to promote Kiribati as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



### BUILDING BOATS AND EMPOWERING OCEAN COMMUNITIES

While the land mass of Kiribati is just over 800 square kilometres, its ocean or Exclusive Economic Zone (EEZ) is larger than all of India. This oceanic nation is the only country in the world with territory in all four hemispheres. In 2022, PTI Australia supported the global growth of Kiribati-based boatbuilding company, KiriCraft Central Pacific (KiriCraft), highlighting the expertise of this Blue Pacific nation.

PTI Australia first began working with KiriCraft in 2015 to optimise the marketing of its recreational power catamarans to global markets. This collaboration has included developing an in-depth marketing plan, securing distribution agents for entry into the Australian market, and more recently in 2022, launching an online campaign and new website to secure additional Australian distributors and brokers.

KiriCraft, known for its high-quality and high-finish sailing pleasure craft, has embraced digital marketing capabilities through the ongoing support of PTI Australia. To date, KiriCraft has exported six vessels to Australia, including a 10.5-metre power catamaran, three 11-metre sports power catamarans, a 14-metre sailing catamaran, and an 11.5-metre Eco power catamaran.

The success of KiriCraft can be attributed to its genuine engagement with the community and a dedicated team, many of whom have been with the business for over a decade. Owner and founder of KiriCraft, Michael Savins, emphasised the importance of supporting the local community and creating value through their craft.

*“Since inception, we have built more than A\$1.5 million worth of local craft to support transport and communication to our outer islands. Economically, these craft also bring value to local communities when used as fishing vessels, assisting the livelihoods of many.”*

The challenging environment in which KiriCraft operates makes its success all the more remarkable, and Savins acknowledges the vital role PTI Australia has played in KiriCraft’s accomplishments:

*“KiriCraft Central Pacific is at a challenging crossroads following the disruptions experienced since COVID, which has now significantly increased the cost of all raw materials and shipping to our remote part of the Pacific. It is only due to PTI Australia’s support over the years that we have had an opportunity moving forward, with a high-quality website and strong technical marketing advice. Thank you, PTI Australia!”*

The case study of KiriCraft Central Pacific showcases the impact of PTI Australia’s work in Kiribati, particularly through helping KiriCraft to embrace digital marketing, expand its market presence and contribute to the local economy.

As Pacific businesses continue to adapt to the evolving digital landscape, the support provided by PTI Australia will continue to attempt to foster success in global markets, regardless of geographic distance. The story of KiriCraft serves as an example of the potential that lies within the Pacific region and the role that PTI Australia plays in unlocking it.

# MARSHALL ISLANDS

Capital: Majuro

Land Area: 180 km<sup>2</sup>

Population: 60,269 (2022)

GDP growth (% change yoy): 1.5 (2022)

Industries: copra, tuna processing, tourism, craft items (from seashells, wood, and pearls)

Source: DFAT Country/Economy Factsheet, CIA World Factbook



## OUR IMPACT – 2022 HIGHLIGHTS

Through our continued work with Hidden Treasures of the South Pacific, PTI Australia promoted the Marshall Islands as a tourism destination, through ongoing engagement with Australian travel agents, buyers and distributors.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Marshall Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Marshall Islands.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* to a registrant in the Marshall Islands in March, with the participant learning from a master trainer and social media expert how Facebook and Instagram can drive sales.

- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

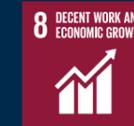
### INVESTMENT

- Promoted two investment opportunities in the Marshall Islands on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- Ongoing engagement with Australian travel agents and distributors to promote the Marshall Islands as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



## GATEWAY TO THE WORLD

Every year, Treasures of the South Pacific, a group of collaborating tourism offices promoting the region to the travel industry within Australia, hosts an array of events that highlight the diverse tourism opportunities and experiences offered by Pacific destinations. Designed to both inform and engage Australian travel agents, the *Hidden Treasures of the South Pacific* initiative allows PTI Australia to represent the Marshall Islands' travel industry.

With an annual visitor count of approximately 5,000, and encompassing 29 coral atolls and five individual islands, the Marshall Islands is a distinct and culturally rich tourism destination for international travellers.

In 2022, in conjunction with PTI Australia's promotional efforts, businesses from the Marshall Islands took part in PTI Australia's *Digital Health Check* workshop.

Designed to take participants through a list of digital tools and marketing platforms created to manage their digital assets, the workshop aimed to support participants with the attraction of guests from travel partner countries.

Onorina Fugawai, PTI Australia Tourism and Investment Project Officer, emphasised the abundance of tourism possibilities in the Marshall Islands.

*"The Marshall Islands offers a distinctive range of tourism experiences. As advancements in technology begin to open up the worldwide tourism market, it becomes increasingly important to raise awareness of and accessibility to the Pacific as a destination. It is crucial for Pacific countries like the Marshall Islands to continue harnessing new technologies and platforms to their benefit, introducing the Pacific to a diverse array of travellers."*

# NAURU

Capital: Yaren

Land Area: 21 km<sup>2</sup>

Population: 12,668 (2022)

GDP growth (% change yoy): 0.9 (2022)

Industries: phosphate mining, offshore banking, coconut products

Source: DFAT Country/Economy Factsheet, CIA World Factbook



## OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia continued to support and actively promote trade, tourism and investment opportunities for Nauru. With a strong sustainability lens, PTI Australia facilitated introductions between an Australian company and a renewable energy project in Nauru.

### TRADE

- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses and the demand for Pacific products.

### INVESTMENT

- Facilitated in-country introductions for a potential renewable energy project in Nauru.

- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- Ongoing engagement with Australian travel agents and distributors to promote Nauru as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



## NAURU'S NATURAL BEAUTY

In 2022, PTI Australia continued its efforts to support and promote the tourism industry in Nauru, through the Hidden Treasures of the South Pacific program. As the world's smallest sovereign island country, Nauru faces unique challenges in attracting tourists to its shores. Despite its small size and relatively low tourist numbers, Nauru offers a variety of experiences, including deep-sea game fishing, diving and underwater shipwreck explorations.

The Treasures of the South Pacific hosts a series of annual events designed to showcase the diverse tourism products and experiences available across the South Pacific region. Initially focused on larger island states with mainstream tourism offerings, the program now partners with PTI Australia to represent Small Island States (SIS) under the banner of Hidden Treasures of the South Pacific. PTI Australia continues to support Nauru's ongoing membership of this program.

Over the course of the COVID-19 pandemic, the Hidden Treasures of the South Pacific transitioned to a virtual model, continuing to conduct workshops and activities targeting the Australian travel industry market. Since then,

a hybrid-model of events has continued, with an ongoing priority of maintaining awareness and education as to the unique offerings of destinations like Nauru.

Onorina Fugawai, PTI Australia Tourism and Investment Project Officer, emphasised the importance of promoting SIS like Nauru to the Australian travel industry during the pandemic.

*"For Small Island States such as Nauru, it can be difficult to access expertise in global digital marketing. PTI Australia understands the value of international tourism to local Pacific Island economies and, as the world begins to seek out authentic travel experiences, we saw an opportunity to promote the many Hidden Treasures of the South Pacific, including Nauru, as ideal holiday destinations."*

Throughout 2022, the Hidden Treasures of the South Pacific program remained key to raising awareness about the unique attractions and experiences available in Nauru. By promoting the island nation as a hidden gem in the South Pacific, PTI Australia has supported the country as it looks to tap into the Australian travel market, encouraging visitors to explore its pristine waters and rich history.

# NEW CALEDONIA

Capital: Noumea

Land Area: 18,280 km<sup>2</sup>

Population: 289,950 (2022)

GDP growth (% change year on year): -4.2 (2020)

Industries: nickel mining and smelting

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**SUPPORTED**  
niche business

## OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia worked closely with New Caledonia's private and public sectors to further identify opportunities for collaboration and growth. This included expanding networks and in both New Caledonia and Australia-based buyer markets.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing New Caledonia's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series reports*, to track the ongoing impacts of COVID-19 on businesses in New Caledonia.

### TRADE

- Introduced a New Caledonia-based flower exporter to a Sydney-based buyer.
- Assisted a New Caledonia-based business with information on biosecurity requirements for Australian importation.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses and the demand for Pacific products.

### INVESTMENT

- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



## CULTIVATING COMMERCIAL OPPORTUNITIES

PTI Australia is dedicated to fostering business growth in the Blue Pacific by facilitating commercial opportunities for export-ready and investment-ready businesses across the region, in both established leading industries and emerging industries. One of our core areas of work is connecting businesses with importers and investors in global markets, ensuring sustainable economic development for Pacific communities.

In 2022, PTI Australia's General Manager of Exports, Jeremy Grennell, played a pivotal role in connecting Australian buyers and distributors with New Caledonian botanical exporters, Multiflora.

Jeremy invited Multiflora representatives to Sydney, where they had the opportunity to tour the Sydney flower markets and meet with wholesalers. This strategic introduction enabled Multiflora to establish valuable connections and expand its market reach.

Grennell shared his thoughts on the successful collaboration.

*"Our work in connecting New Caledonian botanical exporters like Multiflora with Australian buyers and distributors is a prime example of the unique commercial opportunities that PTI Australia seeks to create for businesses. The importation and sale of international botanical products is niche and requires specialisation. By facilitating these connections, we hope to contribute to the sustainable growth and economic resilience of our region, ultimately empowering local businesses to get innovative and thrive in the global market."*

As a result of PTI Australia's export facilitation efforts, Multiflora has been able to strengthen its position in the Australian market and expand its network of buyers and distributors, underscoring the essential role PTI Australia plays in nurturing business growth and forging connections in the Blue Pacific region. Through these strategic initiatives, PTI Australia continues to make a lasting impact on the lives and livelihoods of Pacific communities.

# NIUE

Capital: Alofi

Land Area: 260 km<sup>2</sup>

Population: 1,615 (2022)

GDP growth (% change yoy): 6.5 (2018)

Industries: handicrafts, food processing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$340,411**  
exports facilitated

## OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia supported Niue-based businesses to connect with the Australian market through trade shows, freight relief, digital capacity building and online tools. PTI Australia facilitated A\$340,411 of exports for Niue businesses.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Niue's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Niue.
- Provided *Digital Design Program* sponsorships to four Niue-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* in partnership with the Niue Chamber of Commerce to 16 registrants in Niue in February, with participants learning from a master trainer and social media expert how Facebook and Instagram can drive sales.

- Supported a Niue-based exporter to exhibit their product as part of PTI Australia's *Pacific Showcase* at Fine Food Australia, the national leading trade event for the food industry.
- Supported an Australia-based importer of Niue products through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported an Australia-based importer of Niue products through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Assisted a Niue-based business with information on product liability insurance prior to entering the online Australian market.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses and the demand for Pacific products.

### INVESTMENT

- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

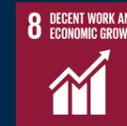
- In July, a Niue-based tourism operator attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.

- In partnership with Business Link Pacific, a Niue-based tourism operator participated in PTI Australia's *Understanding and Accessing Financials* workshop, supporting participants to build financial literacy and 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- Supported three Niue-based tourism operators to each develop and maintain fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported three Niue-based tourism operators by offering a significant reduction

in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.

- Ongoing engagement with Australian travel agents and distributors to promote Niue as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



## NIUE VANILLA'S JOURNEY TO THE GLOBAL STAGE

Trade shows and industry events returned in 2022 in both Australia and across the world. In September, PTI Australia took part in the prestigious Fine Food Australia trade show, the Southern Hemisphere's leading trade exhibition for the food, hospitality and food retail industries. As one of eight premium Pacific products at the Pacific Showcase stand, Niue Vanilla took the opportunity to increase its brand awareness and forge direct buyer connections in the Australian market.

Jeremy Grennell, PTI Australia's General Manager of Exports, highlighted the importance of such events for Pacific businesses.

*"These products illustrate the diversity of premium food and beverage products coming out of the Pacific. The Fine Food Australia trade show presents a great opportunity for our Pacific exporters to engage with buyers in a one-on-one environment, allowing them to really share the story behind their products and gain further access into international markets."*

Niue Vanilla's participation in Fine Food Australia was a crucial step for the company in expanding its presence in the global market.

Through sharing the story behind its premium vanilla products, Niue Vanilla was able to create a strong connection with potential buyers, showcasing the unique flavours and high quality that the Pacific region has to offer.

Managing Director of Niue Vanilla, Stanley Kalauni, said exhibiting at Fine Food Australia was instrumental in expanding the businesses reach.

*"We are grateful and thankful to PTI Australia for their unwavering support and dedication to our business at NIUE Vanilla International. Their efforts in providing Pacific Businesses with the opportunity to participate in Fine Food Australia have been instrumental in expanding our reach and connecting us with lucrative buyers and suppliers in the global market. The expertise and guidance of the PTI Australia team have undoubtedly contributed to our success, and we look forward to continuing our partnership and passion in the years to come. Thank you, PTI Australia, for your commitment to helping Pacific businesses showcase our premium products at the international stage."*

# PALAU

Capital: Ngerulmud

Land Area: 460 km<sup>2</sup>

Population: 18,055 (2022)

GDP growth (% change year on year): -2.8 (2022)

Industries: tourism, fishing, subsistence agriculture

Source: DFAT Country/Economy Factsheet, CIA World Factbook



## OUR IMPACT – 2022 HIGHLIGHTS

PTI Australia strengthened its partnerships in Palau in 2022, particularly in the Tourism sector, working closely with tourism operators and industry stakeholders to strengthen Palau tourism offerings and packages to tourism buyers and global markets. Through this work, PTI Australia facilitated A\$986,219 of exports for Palau businesses.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Palau private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series reports*, to track the ongoing impacts of COVID-19 on businesses in Palau.
- Provided a *Digital Design Program* sponsorship to a Palau-based business leader, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

### TRADE

- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

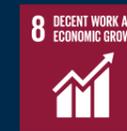
### INVESTMENT

- Promoted an investment opportunity in Palau on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- In July, a Palau-based tourism operator attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.
- In partnership with WHL and Kovenia, two Palau-based tourism operators participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators to discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported nine Palau-based tourism operators to each develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



## TOURISM STORIES

Palau's tourism industry is a key engine for economic growth and local employment for this Micronesian nation, accounting for over 43 per cent of Gross National Income (GNI) prior to the pandemic. With the return of international travel in 2022, PTI Australia worked to enhance the recovery of Palau's tourism industry.

Working closely with nine tourism operators in Palau, PTI Australia's *Digital Tourism Program* supported the development of websites, technology solutions and digital upskilling across the industry. One such operator is Yogi Dives B&B, a sustainable tourism venture owned by Edelene Albert. Yogi Dives B&B began as a small operation, offering a single room in Edelene's mother's house, and gradually expanded to accommodate more guests. After identifying an emerging market for budget travellers and backpackers, Edelene believed her business could flourish post-COVID-19. With seven bedrooms spread over two floors, Yogi Dives B&B was well-prepared to accommodate nearly 30 guests.

Wishing to connect her business with a broader market, Edelene joined PTI Australia's *Digital Tourism Program* in 2012, significantly increasing her business's visibility to international travellers. Edelene credits much of this success to the support she received from PTI Australia's *Digital Tourism Program*.

*"PTI Australia's presence here has given me so much support in what I'm doing. I was able to create a website, and they provided a booking engine and a channel manager for me to be able to market my B&B. The online presence that I have now is so important for the tourists that I have coming into my island."*

Facilitated through the *Digital Tourism Program* and support of Onorina Fugawai, PTI Australia's Tourism and Investment Project Officer, Edelene took part in the UN's World Tourism Organization (UNWTO) Tourism Stories Pacific 2022 project. UNWTO's *Tourism Stories Pacific – Resiliency Through Crisis*, published in July 2022, was intended to highlight the resilience of the Travel and Tourism sectors in the face of crisis, through the voices of the unique and resourceful Pacific Islands nations.

Onorina believes the *Digital Tourism Program* taps into the potential of digital marketing and online presence, facilitating opportunity for Pacific Tourism sector to build back from the pandemic better.

*"PTI Australia's Digital Tourism Program has been developed by our team alongside our expert partners and is informed by on-the-ground feedback from tourism operators who wanted to deepen their skills in specific areas. We support operators to strengthen their digital presence and effectively engage international tourists quickly. I am immensely proud of the impact the program has had thus far and look forward to working with more of our Pacific tourism operators as we collectively navigate this road to recovery."*

# PAPUA NEW GUINEA

Capital: Port Moresby

Land Area: 452,860 km<sup>2</sup>

Population: 9.4m (2022)

GDP growth (% change year on year): 3.8 (2022)

Industries: copra crushing, palm oil processing, plywood production, wood chip production, mining (gold, silver, copper), crude oil and petroleum products, construction, tourism, livestock, dairy products, spice products, fisheries products

Source: DFAT Country/Economy Factsheet, CIA World Factbook

## A\$586,533

exports facilitated

## OUR IMPACT – 2022 HIGHLIGHTS

- In 2022, PTI continued to build connections and expand on opportunities in Papua New Guinea (PNG), with a particular focus on supporting women-led businesses in the Micro, Small, and Medium Enterprise (MSME) space. Through Trade and Tourism services, PTI Australia facilitated A\$586,533 in export deals in PNG.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing PNG's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in PNG.
- Provided *Digital Design Program* sponsorships to seven PNG-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

- Provided *Social Media for eBusiness* professional development scholarships for 34 PNG-based business leaders. The bespoke four-month course supported participants in developing ecommerce capabilities, social media growth strategies and profitable advertising methodology.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* to seven registrants in PNG in March, with participants learning from a master trainer and social media expert how Facebook and Instagram can drive sales.
- Supported 91 bilum weavers to exhibit and sell products at the PTI-Australia-sponsored *Goroka Bilum Festival*, resulting in over A\$50,000 in sales.
- Supported a PNG-based coffee exporter to exhibit their product at the Melbourne International Coffee Exhibition (MICE), the largest dedicated coffee event in the Asia-Pacific region, resulting in several instructions and subsequent deals.

- Supported a PNG-based exporter of coffee to access international markets through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Melbourne-based importer of PNG green coffee beans through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a PNG-based exporter of bilum to international markets through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a PNG-based exporter of bilum to Australia through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a PNG-based exporter of skincare products to international markets through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Introduced a PNG-based galip nut exporter to an Australia-based importer.
- Introduced a PNG-based exporter of frozen root crops to an Australia-based importer.
- Introduced a PNG-based coffee exporter to a Sydney-based importer.
- Introduced a PNG-based coffee exporter to a Melbourne-based importer.
- Introduced a PNG-based vanilla bean exporter to two Australia-based importers.
- Introduced a PNG-based exporter of herbs and spices to a Melbourne-based distributor and Sydney-based buyer.
- Introduced a PNG-based export consolidator to the Melanesian Spearhead Group and Fiji Customs for collaboration and guidance.
- Assisted a PNG-based business with demand-driven information on coconut water price and positioning in Australian supermarkets.

- Assisted a PNG-based kava business with qualification information for entering the online Australian market.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

### INVESTMENT

- Promoted an investment opportunity in PNG on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders, to proactively promote Pacific investment opportunities.

### TOURISM

- In partnership with Business Link Pacific, a PNG-based business participated in PTI Australia's *Understanding and Accessing Financials* workshop, supporting participants to build financial literacy, 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- Supported four PNG-based tourism operators to each develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported two PNG-based tourism operators by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



### PNG COFFEE'S INTERNATIONAL SPOTLIGHT

Coffee is more than just a beverage in PNG; it is an integral part of the country's culture, history and economy. With a coffee industry dating back to the 1800s, the people of the fertile highlands of PNG have nurtured a deep-rooted passion for coffee cultivation, which continues to thrive today.

In 2022, PTI Australia played a pivotal role in supporting PNG's coffee industry through the Melbourne International Coffee Expo (MICE). As the region's largest dedicated coffee event, MICE attracts over 11,000 visitors annually and provides an excellent platform for Pacific businesses to increase brand awareness and establish direct buyer connections in the Australian market. This year, PTI Australia's attendance at the event led to significant deals and outcomes for PNG coffee clients.

Alpha Coffee attended the prestigious event, showcasing its high-calibre coffee offering from the Pacific region. Alpha Coffee is a farmers' collective in the Eastern Highlands' Goroka Valley, producing single-origin organic arabica coffee consisting of a mix of Arusha, Typica, and PNG Blue Mountain varieties that score between 85 and 89 points on the Coffee Quality Institute® Q-Grading system.

Elijah Harro, General Manager of Alpha Coffee, highlighted the significant impact of coffee sales on the community:

*"Alpha Coffee is part of a collective of farmers from Eastern Highlands Province in Papua New Guinea. Most of our farmers*

*are smallholder farmers who use traditional methods to cultivate high grade coffee in what is widely considered to be the perfect growing temperature and humidity, in a pesticide free environment.*

*"Many of our farmers here in PNG work with the PNG Small Holder Speciality Coffee Association (PNGSCA) to consolidate their coffee, allowing them to save on the cost of freight. Through this practice of direct export, farmers are able to derive a higher income than they would otherwise.*

*"Our farmers and their families depend entirely on coffee production for their future. It is through this income stream that families are empowered to meet educational needs, raise living standards and develop improved horticultural and farming practices."*

According to Harro, the income farmers receive through sales of their beans to Alpha Coffee and PNGSCA is reinvested directly into their communities. This investment not only improves lives, but also encourages sustainable development within the community. In this part of the world, coffee supports everyone.

The collaboration between Alpha Coffee and PTI Australia at MICE showcases the power of international exposure and support for Pacific businesses. PTI Australia's work towards facilitating the Pacific Showcase stand at MICE is a step towards reinvigorating the promising relationship between the Australian coffee market and the high-quality coffee produced in PNG.

# SAMOA

Capital: Apia

Land Area: 2,830 km<sup>2</sup>

Population: 222,382 (2022)

GDP growth (% change year on year): -5 (2022)

Industries: food processing, building materials, auto parts

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$2.45m**  
exports facilitated

## OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia supported Samoa-based businesses with pandemic recovery, digital capacity building and the implementation of ecommerce tools to better connect them with global markets. Through our work in Samoa in 2022, PTI Australia facilitated A\$2,449,791 in export deals.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Samoa's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Samoa.
- Provided *Digital Design Program* sponsorships to three Samoa-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.
- Provided *Social Media for eBusiness* professional development scholarships for 15 Samoa-based business leaders. The bespoke four-month course supported participants in developing ecommerce capabilities, social media growth strategies, and profitable advertising methodology.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* to three registrants in Samoa in March, with participants learning from a master trainer and social media expert how Facebook and Instagram can drive sales.
- Supported a Samoa-based exporter to exhibit their product as part of PTI Australia's *Pacific Showcase* at Fine Food Australia, the national leading trade event for the food industry.
- Supported two Samoa-based exporters of root crops through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Samoa-based vanilla exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Samoa-based food products exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Melbourne-based cacao importer through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Sydney-based importer of Samoan products through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.

### INVESTMENT

- Supported an Australia-based importer of Samoan root crops through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Samoa-based exporters of root crops through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Samoa-based exporter of food products through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Samoa-based exporter of skincare products through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Melbourne-based Samoan cacao importer through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported an Australia-based Samoa root crops importer through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Provided financial assistance to an Australia-based importer of Samoa cacao to upgrade chocolate processing equipment.
- Introduced a Melbourne-based Samoan cacao importer to an Australia-based company looking to buy cacao from different Pacific sources.
- Introduced a Samoa-based food and tourism products exporter to a Sydney-based importer.
- Introduced two Samoa-based exporters of skincare products to distributors and buyers in Australia.
- Introduced two Samoa-based kava exporters to Brisbane-based importers.
- Assisted a Samoa-based skincare business with capacity assessment for supplying medium-sized Australian supermarkets.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

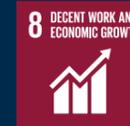
### TOURISM

- In May, seven Samoa-based tourism operators attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.
- In partnership with Samoa Hotel and Hospitality Association, 31 Samoa-based tourism operators attended PTI Australia's *Advanced Digital Tourism* face-to-face workshop in October 2022, discussing practical steps to enhance digital presence and the technology required to boost online sales, also covering cost-effective marketing strategies and payment solutions.
- In partnership with WHL and Kovenia, a Samoa-based tourism operator participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators to discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported 13 Samoa-based tourism operators to each develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported five Samoa-based tourism operators by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.



Upolu Island, Samoa

## CASE STUDY



### RETURN OF FACE-TO-FACE WORKSHOPS

Samoa, known for its lush rainforests, pristine beaches and vibrant culture, offers travellers a unique and unforgettable experience, with the island nation relying heavily on a tourism industry that contributes significantly to local employment and economic growth.

October 2022 saw PTI Australia work closely in partnership with the Samoa Hotel and Hospitality Association to host PTI Australia's first face-to-face workshop in the island nation since the COVID-19 pandemic. Thirty-one Samoa-based tourism operators attended the *Advanced Digital Tourism* workshop, which discussed practical steps to enhance digital presence and the technology required to boost online sales, also covering cost-effective marketing strategies and payment solutions.

Off the back of this workshop, many participants are in discussions regarding signing up to PTI Australia's *Digital Tourism Program*, an initiative that aims to strengthen the online presence of tourism operators across the Pacific, with two participants joining in the weeks following the workshop. Through the program, PTI Australia provided participants with website fee assistance, technical development and the creation of a digital platform. This partnership allowed them to engage directly with international audiences and promote Samoa as a must-visit tourist destination.

Onorina Fugawai, PTI Australia's Tourism and Investment Project Officer, emphasised the importance of leveraging technology to boost Samoa's tourism industry.

*"Samoa offers a wealth of tourism opportunities – from its rich cultural heritage to its breathtaking natural beauty. As technology continues to break down barriers in the global tourism market, it is essential for Pacific nations like Samoa to embrace digital platforms and reach new audiences. It was wonderful to be back in country and to support such a fantastic group of operators continue attract a diverse range of travellers and strengthen Samoa's position as a premier travel destination."*

As the world continues to embrace digital technologies and platforms, the tourism industry in the Pacific region must adapt and innovate to remain competitive. The partnership between PTI Australia and Samoan hotel operators serves as a shining example of how collaboration, innovation and a commitment to sustainability can drive growth and success in the global tourism market.

# SOLOMON ISLANDS

Capital: Honiara

Land Area: 27,990 km<sup>2</sup>

Population: 724,273 (2022)

GDP growth (% change year on year): -5 (2020)

Industries: fish (tuna), mining, timber

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$1.39m**  
exports facilitated

## OUR IMPACT – 2022 HIGHLIGHTS

PTI Australia worked with Solomon Islands-based businesses through 2022, to connect them with buyers, distributors, investors and potential customers. PTI Australia also provided capacity building opportunities and digital upskilling. This resulted in facilitating over A\$1,388,816 in export across our Trade and Tourism programs.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Solomon Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Solomon Islands.
- Provided *Digital Design Program* sponsorships to seven Solomon Islands-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

### TRADE

- Supported three Solomon Islands-based exporters to exhibit their products as part of PTI Australia's *Pacific Showcase* at Fine Food Australia, the national leading trade event for the food industry.
- Supported a Brisbane-based importer of Solomon Islands cacao through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Brisbane-based importer of Solomon Islands cacao through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Introduced a Solomon Islands-based coconut exporter to an Australia-based importer.
- Introduced a Solomon Islands-based copra meal exporter to a Queensland-based importer.
- Introduced a Solomon Islands-based kava exporter to a Sydney-based importer.
- Introduced a Solomon Islands-based skincare products exporter to an online retailer in Australia.
- Introduced a Solomon Islands-based cacao bean exporter to a Sydney-based distributor.

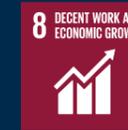
### TOURISM

- Assisted a Solomon Islands-based consultancy business with information on conditions for frozen root crops export to Australia.
- Assisted a Solomon Islands-based business with qualification information for entering the online Australian market.
- Assisted a Solomon Islands-based skincare business with export packaging information.
- Assisted a Solomon Islands-based kava business with information on exporting to Australia.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.
- In partnership with Business Link Pacific, two Solomon Islands-based tourism operators participated in PTI Australia's *Understanding and Accessing Financials* workshop, supporting participants to build financial literacy and 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- In partnership with WHL and Kovenia, two Solomon Islands-based tourism operators participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported seven Solomon Islands-based tourism operators to each develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported five Solomon Islands-based tourism operators by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

### INVESTMENT

- Facilitated introductions for an impact investee in the Solomon Islands.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

## CASE STUDY



### DIGITAL DESIGN DEVELOPMENT

Throughout the COVID-19 pandemic, digital trade became increasingly crucial for both product and service-based businesses, as it enabled economic activity while maintaining social distancing. Since lockdowns were lifted and international borders reopened, ecommerce engagement has continued to rise, reflecting a lasting shift in consumer habits. PTI's Pacific Business Monitor series and client feedback have shown that Pacific businesses are actively seeking upskilling opportunities to adapt to this new digital era and avoid falling behind.

Identifying the importance of online presence, brand recognition and marketing cut-through when engaging with international markets in the digital sphere, the PTI Australia X Canva Digital Design Program is designed to equip participants with the skills to create visually appealing and effective marketing materials and brand assets. In 2022, eight businesses from the Solomon Islands, across the agriculture, tourism, renewables, and business service industries, took part in the program.

The program offers professionals access to the global communications and graphic design platform, Canva, unlocking the Canva Pro subscription and tools for participants. The program also offers necessary training to increase efficiency and productivity for new users to the platform.

Matisse Walkden-Brown, PTI Australia's Communications Manager, shared her thoughts on the program's impact.

*"The fruits of our Digital Design Program continue to provide inspiration and renewed dedication for fostering digital know-how for Pacific business professionals. The participants have really taken to the technology with ease and are creating powerful imagery, brand assets and marketing material. Through the support of Canva, the Digital Design Program is an example of how targeted upskilling can create a lasting and accumulating positive impact on Pacific businesses."*

Taking part in the program, Kellie Oldfield, Managing Director of Bilikiki Cruises, said the program was useful for her tourism business and provided skills she hopes to pass on.

*"I found the Canva Digital Design program to be incredibly helpful with learning how to use Canva to put together professional social media posts and to improve our marketing tools. Plus, I learned a lot about digital design, which will be very helpful in our businesses in the years to come. PTI Australia made the training fun and interesting, and answered all our questions, plus gave us some great ideas. I plan to share this knowledge with my colleagues in the Solomon Islands, enabling them to upskill in this area and create further impact. It was a fantastic program, which I am grateful to have been a part of. Thank you so much, PTI Australia!"*

By providing access to cutting-edge digital tools and training, PTI Australia's Canva Digital Design Program empowers businesses in the Solomon Islands to thrive in today's increasingly digital landscape.

# TONGA

Capital: Nuku'alofa

Land Area: 720 km<sup>2</sup>

Population: 106,858 (2022)

GDP growth (% change year on year): -2 (2022)

Industries: tourism, construction, fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook



## OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia continued to support and actively promote trade, tourism and investment opportunities for Tonga, particularly focusing on digital upskilling and capacity building, as well as pandemic recovery efforts. PTI Australia facilitated over in A\$2,300,738 of exports across the year.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial Pacific Islands Export Survey, providing Tonga's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Tonga.
- Provided *Digital Design Program* sponsorships to two Tonga-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

- Provided *Social Media for eBusiness* professional development scholarships for 12 Tonga-based business leaders. The bespoke four-month course supported participants in developing ecommerce capabilities, social media growth strategies and profitable advertising methodology.

### TRADE

- Supported two Australia-based distributors of frozen produce from Tonga through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Tonga-based exporter of seafood to Australia through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Tonga-based exporter of kava to Australia through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Tonga-based exporter of seafood to Australia through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.

- Supported a Tonga-based exporter of root crops to Australia through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Introduced a Tonga-based kava exporter to a Sydney-based importer and distributor.
- Introduced an Australia-based skincare manufacturer using ingredients from Tonga, to an online retailer and spa.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses and the demand for Pacific products.

### INVESTMENT

- Assisted Good Return with information to support impact investments in Tonga.
- Promotion of an investment opportunity in Tonga on PTI Australia's online Investment Directory, showcasing investment prospects to potential international investors.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- In partnership with WHL and Kovenia, a Tonga-based tourism operator participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported a Tonga-based tourism operator to develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Ongoing engagement with Australian travel agents and distributors to promote Tonga as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.



Vava'u, Tonga

## CASE STUDY



### TONGA EMBRACES THE DIGITAL ERA

In 2022, PTI Australia continued to roll out our successful *Social Media for eBusiness* program, a professional development scholarship aimed at business professionals looking to gain in-depth knowledge in social media's ecommerce and advertising capabilities.

The 16-week program, the first of its kind in the region, was designed to equip participants with marketing skills required to support business growth. In the second half of the year, 12 Tonga-based participants from a variety of industries were led by Facebook Community Trainer and social media expert, Heather Porter, on how to build a social media following, how to use the platforms to drive sales and how to master the paid advertising functionalities.

Developed based on *PTI Pacific Business Monitor* data and anecdotal feedback from businesses, the program aimed to address the growing interest in developing ecommerce capabilities, accessing new markets and improving technology know-how.

Matisse Walkden-Brown, PTI Australia's Communications Manager, highlighted the impact of the program on Pacific businesses.

*"The Social Media for eBusiness professional development scholarship has been instrumental in helping businesses in Tonga and across the Pacific adapt to the digital era. The Meta platforms are increasingly becoming key business tools with ever-changing mechanisms. Our program aims to ensure that Pacific businesses are provided with up-to-date and bespoke support to be able to utilise these valuable platforms. The program's success demonstrates the importance of providing tailored, region-specific training to support businesses in leveraging social media and ecommerce platforms for growth."*

As the world continues to embrace digital connectivity, PTI Australia remains committed to empowering businesses across Tonga and the Pacific through innovative digital upskilling initiatives like the *Social Media for eBusiness* professional development scholarship.

# TUVALU

Capital: Funafuti

Land Area: 30 km<sup>2</sup>

Population: 11,312 (2022)

GDP growth (% change year on year): 2.5 (2022)

Industries: fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

## INCREASED AWARENESS

as a tourist and investment destination

## OUR IMPACT – 2022 HIGHLIGHTS

PTI Australia strengthened collaboration with government departments and agencies in Tuvalu, delivering digital upskilling opportunities for businesses across all sectors and industries, in partnership with the Tuvalu Department of Trade, and the Enhanced Integrated Framework (EIF), while promoting Tuvalu as a tourism destination to the Australian market.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Tuvalu's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Tuvalu, and two Tuvalu focused reports.
- Provided *Digital Design Program* sponsorships to a Tuvalu-based business leader, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* in partnership with the Tuvalu Department of Trade, and the EIF, to 11 registrants in Tuvalu in April, with participants learning from a master trainer and social media expert how Facebook and Instagram can drive sales.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses and the demand for Pacific products.

### INVESTMENT

- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

## TOURISM

- In July, a Tuvalu-based tourism operator attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.
- In partnership with Business Link Pacific, two Tuvalu-based tourism operators participated in PTI Australia's *Understanding and Accessing Financials* workshop, supporting participants to build financial literacy, 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- Ongoing engagement with Australian travel agents and distributors to promote Tuvalu as a tourism destination through our *Hidden Treasures of the South Pacific* work.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



## TAU MAKETI

In the face of significant economic challenges brought about by rising sea levels and the coronavirus pandemic, the small island nation of Tuvalu has had to adapt to survive. With the closure of borders and the freezing of trade and tourism, small businesses and local artisans in Tuvalu faced a daunting future. In 2020, in efforts to address these challenges, the Tuvalu Department of Trade, with support from the Enhanced Integrated Framework (EIF) and PTI Australia, launched the Tau Maketi initiative.

Continued into 2022, Tau Maketi is a monthly market event run by the Tuvalu Department of Trade, which provides a platform for local artisans to showcase and sell their work. Through PTI Australia's support, market fees have been waived to encourage small businesses to participate, as has the organising committee facilitated the set-up of stalls, tables and chairs, as well as transportation of products and traders.

Jeremy Grennell, PTI Australia's General Manager of Trade, spoke about the importance of supporting initiatives like Tau Maketi.

*"PTI Australia is proud to support Tau Maketi in Tuvalu, as it not only empowers local artisans and small businesses, but also fosters a sense of community and self-reliance. By providing a platform for these businesses to sell their locally made products, such as handicrafts, paintings, clothing and cooked food, we help create a sustainable domestic market that can alleviate the economic impact felt by many Tuvaluans in these trying times."*

The success of Tau Maketi is a testament to the resilience and adaptability of Tuvalu's people and businesses, as well as the vital role played by organisations like PTI Australia in fostering economic growth and stability in the Pacific region. As the world continues to face unprecedented challenges, the support and encouragement of local markets and initiatives like Tau Maketi remain crucial for the long-term prosperity of small island nations like Tuvalu.

# VANUATU

Capital: Port Vila

Land Area: 12,190 km<sup>2</sup>

Population: 326,740 (2022)

GDP growth (% change year on year): 0.4 (2022)

Industries: food and fish freezing, wood processing, meat canning

Source: DFAT Country/Economy Factsheet, CIA World Factbook



## OUR IMPACT – 2022 HIGHLIGHTS

In 2022, PTI Australia worked with Vanuatu-based businesses to attract buyers and investors, including facilitating interregional connections and introductions. This work resulted in A\$1,620,492 of exports facilitated.

### RESEARCH AND CAPACITY BUILDING

- Conducted and published PTI Australia's biennial *Pacific Islands Export Survey*, providing Vanuatu's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions, the COVID-19 pandemic, and the use of digital technologies in export.
- Ran two *PTI Pacific Business Monitor – Recovery Series* reports, to track the ongoing impacts of COVID-19 on businesses in Vanuatu.
- Provided *Digital Design Program* sponsorships to five Vanuatu-based business leaders, offering 12 months' access to Canva's professional suite of tools, as well as online training and support.
- Provided *Social Media for eBusiness* professional development scholarships for 12 Vanuatu-based business leaders. The bespoke four-month course supported participants in developing ecommerce capabilities, social media growth strategies and profitable advertising methodology.

### TRADE

- Delivered PTI Australia's *Social Media Masterclass* in partnership with Vanuatu Chamber of Commerce and Industry to 61 registrants in Vanuatu in August, with participants learning from a master trainer and social media expert how Facebook and Instagram can drive sales.
- Supported Vanuatu-based exporter to exhibit their coffee products as part of PTI Australia's Pacific Showcase at Fine Food Australia, the national leading trade event for the food industry.
- Supported a Vanuatu-based cacao exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Vanuatu-based kava exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Vanuatu-based kava and handicrafts exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Vanuatu-based skincare products exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Vanuatu-based oils exporter through the *COVID 19 Freight Assistance*

*Package*, offering tangible support towards freight costs incurred in 2022.

- Supported a Vanuatu-based vanilla products exporter through the *COVID 19 Freight Assistance Package*, offering tangible support towards freight costs incurred in 2022.
- Supported a Vanuatu-based cosmetic products exporter through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Vanuatu-based timber exporter of timber through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Supported a Vanuatu-based vanilla products exporter through the *Packaging Support Initiative*, offering tangible assistance towards packaging costs incurred in 2022.
- Introduced a Vanuatu-based exporter of hats to the PTI New Zealand team.
- Introduced a Vanuatu-based exporter of root crops to an Australia-based importer.
- Introduced two Vanuatu-based kava exporters to Australia-based buyers and distributors.
- Introduced a Vanuatu-based exporter to a Brisbane-based retailer of Pacific products.
- Assisted a Vanuatu-based business with information on vanilla bean labelling for cruise-ship market targeting.
- Assisted a Brisbane-based importer of Pacific products with biosecurity import conditions for importation of prawns from Vanuatu.
- Assisted an Australia-based importer with information on importing kava from Vanuatu.
- Assisted three Vanuatu-based kava exporters with information on labelling and compliance with the ANZ Food Standards Code.
- Engaged with Australian importers, distributors and buyers to understand the current market trends, including the impacts of COVID-19 on their businesses, and the demand for Pacific products.

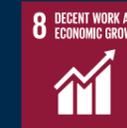
### INVESTMENT

- Provided support to a Vanuatu-based tourism provider to expand their business.
- Facilitated introductions between a Vanuatu-based business and an investment opportunity in Fiji.
- Engaged with Australian investors, impact investors and relevant stakeholders to proactively promote Pacific investment opportunities.

### TOURISM

- In May, eight Vanuatu-based tourism operators attended PTI Australia's *Digital Tourism Health Check* workshop, guiding operators through digital tools, digital marketing platforms and providers, to further assist with the attraction of guests from travel partner countries.
- In partnership with Business Link Pacific, a Vanuatu-based tourism operator participated in PTI Australia's *Understanding and Accessing Financials* workshop, supporting participants to build financial literacy, 'unpack' finance terminology, while discussing both debt and equity financing for Pacific-based SMEs.
- In partnership with WHL and Koveva, a Vanuatu-based tourism operator participated in PTI Australia's *Online Payment Solutions* webinar, supporting Pacific tourism operators discuss payment trends globally, Pacific challenges, and introducing Hotel Link Pay to the online payment space.
- Supported seven Vanuatu-based tourism operators to each develop and maintain a fully functional website, inclusive of a booking engine and channel manager, through our ongoing *Digital Tourism Program*.
- Supported three Vanuatu-based tourism operators by offering a significant reduction in monthly service fees for hosting and other support charges, through PTI Australia's *Digital Tourism COVID-19 Support Package*.
- Ongoing engagement with national tourism organisations and tourism buyers, to better understand global tourism trends, the continuing impact of COVID 19, and potential areas in which PTI Australia could provide support.

## CASE STUDY



### DIGITAL EMPOWERMENT MASTERCLASS

PTI Australia is dedicated to bolstering the digital capabilities and ecommerce landscape in the Blue Pacific, particularly in response to the remarkable growth of digital trade amid the COVID-19 pandemic. This trend, fuelled by changing consumer behaviour, is set to persist. Businesses in Vanuatu have been profoundly impacted by the pandemic, prompting a surge of interest in exploring online sales and ecommerce strategies.

In August, PTI Australia partnered with the Vanuatu Chamber of Commerce and Industry to deliver an in-person *Social Media Masterclass* to 61 eager participants in Port Vila. This event, led by Facebook Community Trainer and social media expert, Heather Porter, equipped attendees with crucial knowledge on leveraging Facebook and Instagram for sales growth. The masterclass covered topics such as setting up social media accounts, creating best-practice content and using business functions to design targeted campaigns that drive sales.

For many participants, the masterclass was a game changer, significantly enhancing their understanding of ecommerce and social media platforms. In the weeks following the event, numerous businesses began selling through Facebook and Instagram, expanding their customer base and increasing sales

across various provinces in Vanuatu. These entrepreneurs continue to leverage the instant connectivity of social media and ecommerce to conduct their businesses more efficiently, with some even planning to develop websites and apps to further boost customer engagement.

Jeremy Grennell, PTI Australia's General Manager of Exports, commented on the success of the masterclass.

*"The Social Media Masterclass has had a tremendous impact on the participating businesses in Vanuatu. The session is one of our most successful and acts as a gateway to our more thorough and in-depth professional development opportunities. It's inspiring to see a 90-minute workshop empower businesses to harness the power of technology to drive growth, expand their reach, and ultimately contribute to a more sustainable future for the region. We're proud to support their journey and look forward to exploring more digital upskilling programs in the Blue Pacific."*

The success of PTI Australia's Social Media Masterclass in Vanuatu highlights the immense potential for technology to shape the future of the region, as well as the importance of digital literacy and skill development in ensuring sustainable growth and improved livelihoods for local communities.

## Blue Pacific Portal

Welcome to PTI's library of resources for Pacific businesses.

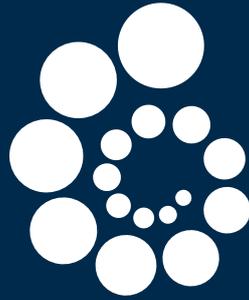
The Blue Pacific Portal is a curated collection of learning materials designed to support you on your business development journey.

Some of these resources are created by us at PTI, and others link out to external organisations, experts, or companies.

Simply **click** and then **download, read, or watch** the resources that are of interest to you, and your business growth. This is your place to explore, learn, and thrive.

### Trade





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