



Pacific Trade Invest
AUSTRALIA

PACIFIC TRADE INVEST AUSTRALIA STRATEGIC PLAN 2023-2026



PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade

CONTENTS

A NOTE FROM THE TRADE AND INVESTMENT COMMISSIONER	5
PTI AUSTRALIA AT A GLANCE.....	6
Who we are.....	6
What we do.....	6
How we do it.....	7
Why we do it.....	7
STRATEGIC SETTING.....	8
Context.....	8
Our Commitment.....	9
STRATEGIC FRAMEWORK	10
Strategy model	10
Strategy model - expanded.....	11
MONITORING AND EVALUATION	12
Results management and reporting process...	12
Results management calendar	13
Measurable deliverables.....	13
KEY STRATEGIC AREAS.....	15
Trade.....	16
Investment.....	18
Business Enabling Environment.....	20
APPENDICES	22
1. Results framework.....	22
2. Partners.....	23
3. Organisational chart.....	23

A NOTE FROM THE TRADE AND INVESTMENT COMMISSIONER

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

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

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

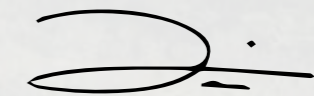
We understand there is no one-size-fits-all approach when it comes to enabling the private sector and enriching the lives of Pacific people - which is why we have instigated a targeted and pragmatic approach to address these needs. Our renewed focus on innovation and new technical programs continue to be supported by all stakeholders and beneficiaries. PTI Australia is committed to acting in accordance with our beliefs and learnings, and as such are proud to have undergone and internal digital transformation. Furthermore, as part of our commitment to supporting solutions to the Climate Crisis, our organisation has transitioned to becoming a carbon neutral office, under our *Blue Lagi* initiative.

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

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

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

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



Caleb Jarvis
Trade and Investment Commissioner
PTI Australia

PTI AUSTRALIA

AT A GLANCE

WHO WE ARE

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

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

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

WHAT WE DO

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

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

HOW WE DO IT

PTI Australia builds capacity and creates connections for Pacific businesses.

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

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

WHY WE DO IT

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

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

CONTEXT

STRATEGIC SETTING

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

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

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

The Pacific Island countries are rich in natural resources, which contribute significantly to export revenues. The geography and natural beauty of the Pacific Islands attract international tourism,

an important and expanding source of regional revenue. However, the economies of the Blue Pacific are impacted to differing extents by their small size, remoteness from major markets and internal population dispersion.

The World Bank's *Trading Across Borders* rankings indicate that Pacific Island countries are classed as "relatively difficult places to do business"¹, with several challenges hindering the export and investment business environments. The findings of the report confirm a general relationship between the ease of doing business in a country and its ability to attract foreign direct investment.

These conditions affect the ability of Pacific countries to provide sufficient domestic employment or economic opportunities for their people, with employment rates estimated to be less than half of the working age population in many Pacific countries. With a third of the Pacific's population between 15–24 years of age, fewer than half are engaged in formal employment or paid work. Of this, women are also twice as likely to be unemployed². While the ability of women to contribute to a nation's development is seen as one of the keys to economic prosperity, women and girls remain economically disadvantaged in many Pacific Island countries, despite performing the greater share of foundational work in many supply chains and dominating small-scale market operations.

The Pacific has long faced external disruptive events, such as natural disasters, that significantly impact the Pacific's private sector. The region has also historically contended with the impacts of extreme weather events, with a World Bank report released in 2013 observing that the Pacific had experienced more than 2,400 tropical cyclones in the 60 years prior, leading to economic losses worth more than US\$7.9 billion³. These findings are in line with PTI Australia's *Pacific Export Survey 2022*, which found that the number of businesses affected by extreme

weather events increased from 65% to 72% between 2020 and 2022⁴. The same report also found that extreme weather patterns disrupted operations for Pacific exporters, with 53% reporting a negative impact on productivity, and 51% reporting damage to crops, catch or property.

Vulnerability to climate change and natural disasters negatively impact economic development and the livelihoods of communities across the Blue Pacific. Most recently, the COVID-19 pandemic further highlighted the region's vulnerability to global events, compounding existing challenges and causing significant, long-term and wide-reaching impacts. The effects included supply chain disruptions, increased costs of products and raw materials, poor cash-flow, and mass loss of employment⁵.

Data gathered through the PTI Network *Pacific Business Monitor* survey found that women were further disproportionately affected during the COVID-19 pandemic, with female respondents consistently reporting a more negative financial and emotional impact than their male counterparts⁶.

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

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

The last 10 years have seen more fibre-optic cables deployed in the Pacific than any other region in the world⁷. Following the upgrading of ten of the region's countries from single satellite connections, Tonga increased its internet

use five-fold, and Fiji increased its mobile broadband subscriptions 10-fold. Pacific youth have driven rapid uptake of digital technology in the region, particularly via social media and, more specifically, Facebook, with over half the population being active on the platform in both Fiji and Samoa⁸.

With digital connectivity at an all-time high and accelerating, the costs associated with internet and electricity have continued to decrease, Pacific businesses are increasingly using internet-based platforms to conduct their transactions and calling for a strong intra-regional focus on e-commerce, technology infrastructure, training, payment solutions and connectivity. In the PTI Network *Pacific Business Monitor* of Q2 2022, optimism among business owners and operators was at an all-time high, with 90% of respondents confident their business would survive the COVID-19 crisis, and 83% confident their business would build back stronger⁹.

The digital services sector too offers a wide range of opportunities for individuals and communities throughout the Blue Pacific region. Unlike other skilled service-based professions, there are rarely stringent education qualifications required for field entry, nor is the work location bound. With few barriers to entry, work in the digital sector has been found to be inclusive and transformative to women and youth¹⁰, providing opportunity to overcome social, economic, political and physical constraints. It is a sector suited towards the Pacific, where unemployment, particularly that of women and young people, is high and youth unemployment at nearly double the global rate¹¹.

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

OUR COMMITMENT

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

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

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

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

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

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

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

1. World Bank (2022) "Trading Across Borders". See: <https://archive.doingbusiness.org/en/rankings?region=east-asia-and-pacific>

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

3. World Bank (2013) *Acting on Climate Change & Disaster Risk for the Pacific*. See: <https://documents1.worldbank.org/curated/en/354821468098054153/pdf/808690Revised000Box379874B00PUBLIC0.pdf>

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

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

6. PTI Australia (2022) *Pacific Business Monitor 2021 Annual Summary*. See: <https://pacifictradeinvest.com/media/uacizzi/pti-pacific-business-monitor-2021-annual-summary.pdf>

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

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

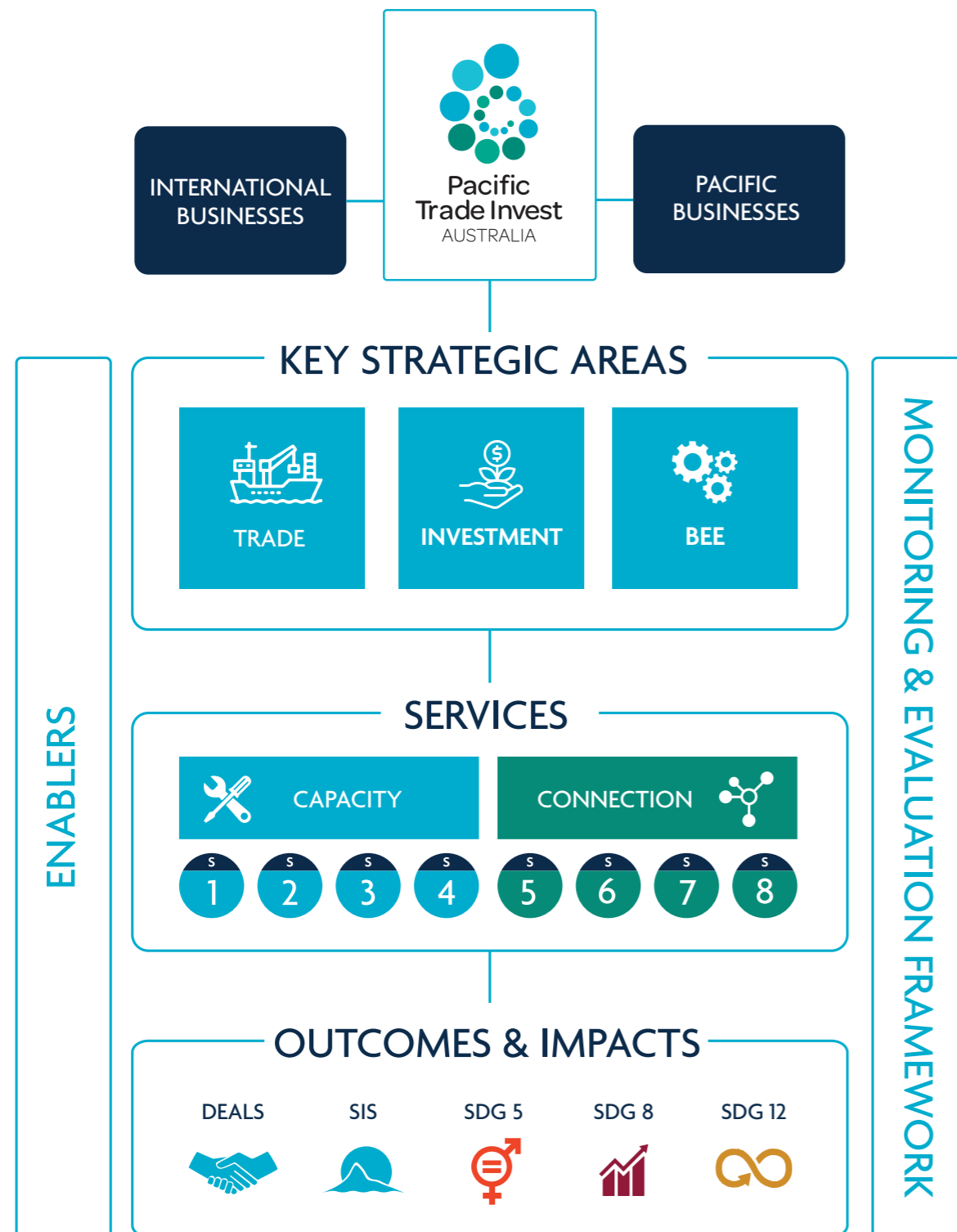
9. PTI Australia (2022) *Pacific Business Monitor Q2 2022*. See: <https://pacifictradeinvest.com/media/m4edem3x/pti-pacific-business-monitor-wave-19-q2-2022.pdf>

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

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

STRATEGIC FRAMEWORK

STRATEGY MODEL



STRATEGIC FRAMEWORK

STRATEGY MODEL - EXPANDED

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



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

OUTCOMES & IMPACTS		FURTHER INFORMED BY				
	DEALS Facilitating connections that create commercial outcomes for Pacific businesses.	Blue Pacific 2050 Thematic Area: Resources and Economic Development	Blue Pacific 2050 Thematic Area: Climate Change And Disasters	Blue Pacific 2050 Thematic Area: Ocean And Environment	Blue Pacific 2050 Thematic Area: Technology And Connectivity	Pacific Regional E-commerce Strategy
	SMALL ISLAND STATES Actively identifying opportunities in trade and investment for the Pacific's SIS.					
	SDG 5 - GENDER EQUALITY Actively supporting export performance of, and investment in, women-led and owned businesses in the Pacific.					
	SDG 8 - DECENT WORK AND ECONOMIC GROWTH Decent work and economic growth promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for Pacific people.					
	SDG 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION Facilitating exports and investment linked with sustainable consumption and production patterns.					Australian Government - Development for All Paris Agreement - Article 9

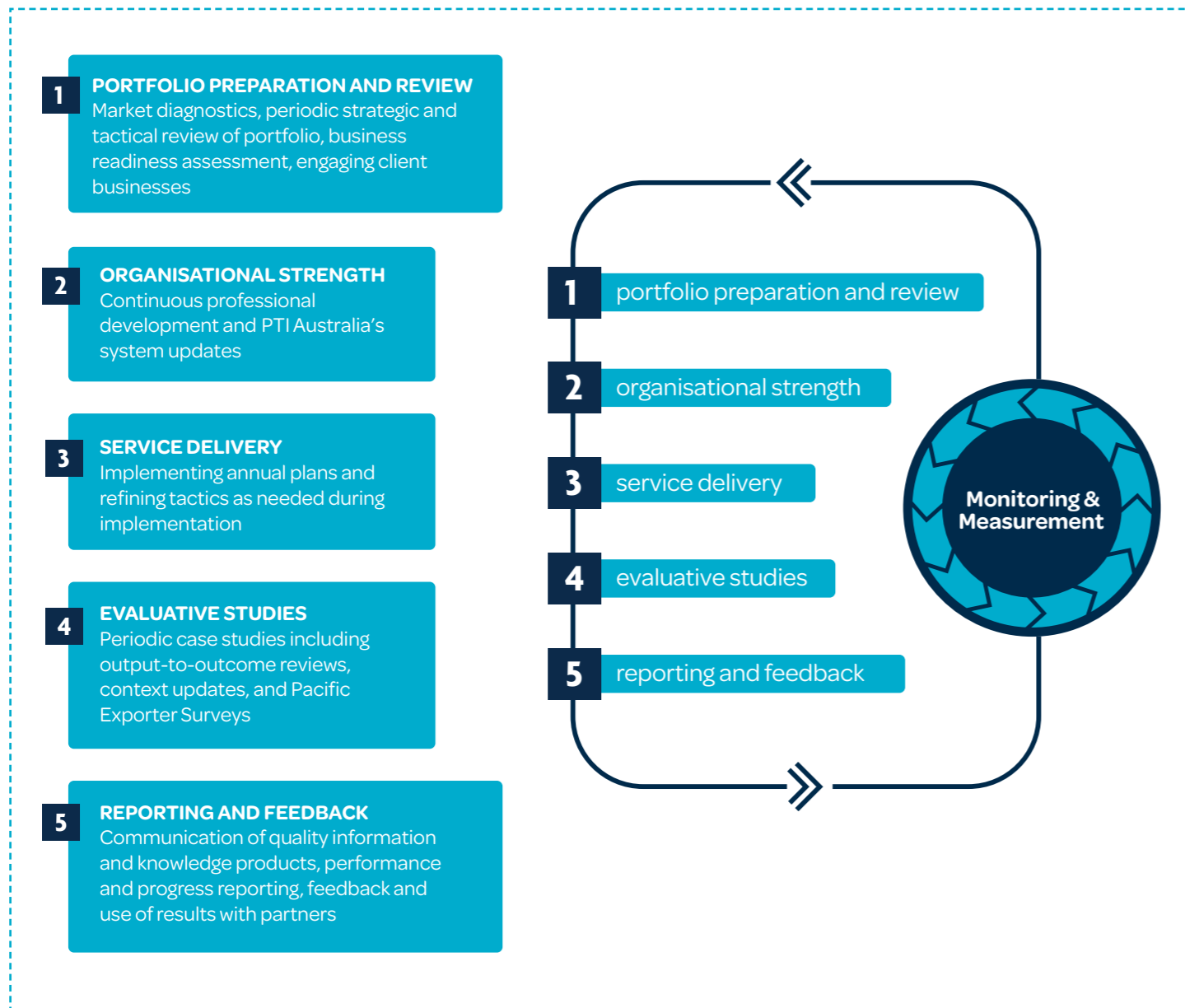
MONITORING AND EVALUATION

RESULTS MEASUREMENT AND REPORTING PROCESS

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

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

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



MONITORING AND EVALUATION

RESULTS MANAGEMENT CALENDAR

ANNUAL SCHEDULE OF PTI AUSTRALIA MONITORING ACTIVITIES

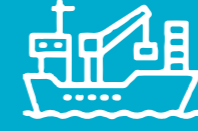
RESULTS MEASUREMENT AND REPORTING	J	F	M	A	M	J	J	A	S	O	N	D
Annual implementation plan												
Annual Report and Portfolio review												
Six-monthly progress report												
Quarterly internal portfolio review												
Regular update of CRM system data												
Monthly internal performance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

MEASURABLE DELIVERABLES

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

[For a detailed Results Framework, see Appendix 1]

KEY STRATEGIC AREAS





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

EXPORT

GROWING PRIVATE SECTOR BUSINESSES' SALES TO THE AUSTRALIAN MARKET

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

WE WILL

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

TOURISM

INCREASING DIGITAL CAPABILITIES AND PROMOTING THE PACIFIC TOURISM SECTOR GLOBALLY

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

WE WILL

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

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



KEY PERFORMANCE INDICATORS 2023-2026



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



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



Port of Avatiu in Rarotonga



INVESTMENT

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

INVESTMENT

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

PTI Australia's investment work focuses on attracting intentional investors to the Pacific. As the central place for foreign investors looking to discover and pursue opportunities in the Pacific region, PTI Australia connects investment-ready businesses with investment.

We provide confidential services and information, and connect investees to our extensive networks. PTI Australia has a strong focus on impact investment, where we identify commercial enterprises and opportunities that will have a positive social and/or environmental impact in communities across the Pacific Islands.

WE WILL

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

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



KEY PERFORMANCE INDICATOR 2023-2026



Contribute A\$25 million of new investment in FIC by December 2026

Rai stones (Micronesia monetary artefacts)



BEE

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

BUSINESS-ENABLING ENVIRONMENT

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

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

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

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

WE WILL

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

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



KEY CONTRIBUTION
2023-2026



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

APPENDICES

APPENDIX 1 - RESULTS FRAMEWORK

KSA 1 – TRADE							
Data Source – PTI CRM System / PTI Website							
Indicator	Unit of measure	Baseline (4yr average)	Cumulative Target Values				Description
			2023	2024	2025	2026	
Value of exports facilitated.	A\$	34m	30m	63m	98m	135m	Disaggregated by total value and women-led businesses, and SIS
Number of export deals facilitated.	#	300 (150)	300 (150)	600 (300)	900 (450)	1200 (600)	Disaggregated by total value and women-led businesses, and SIS

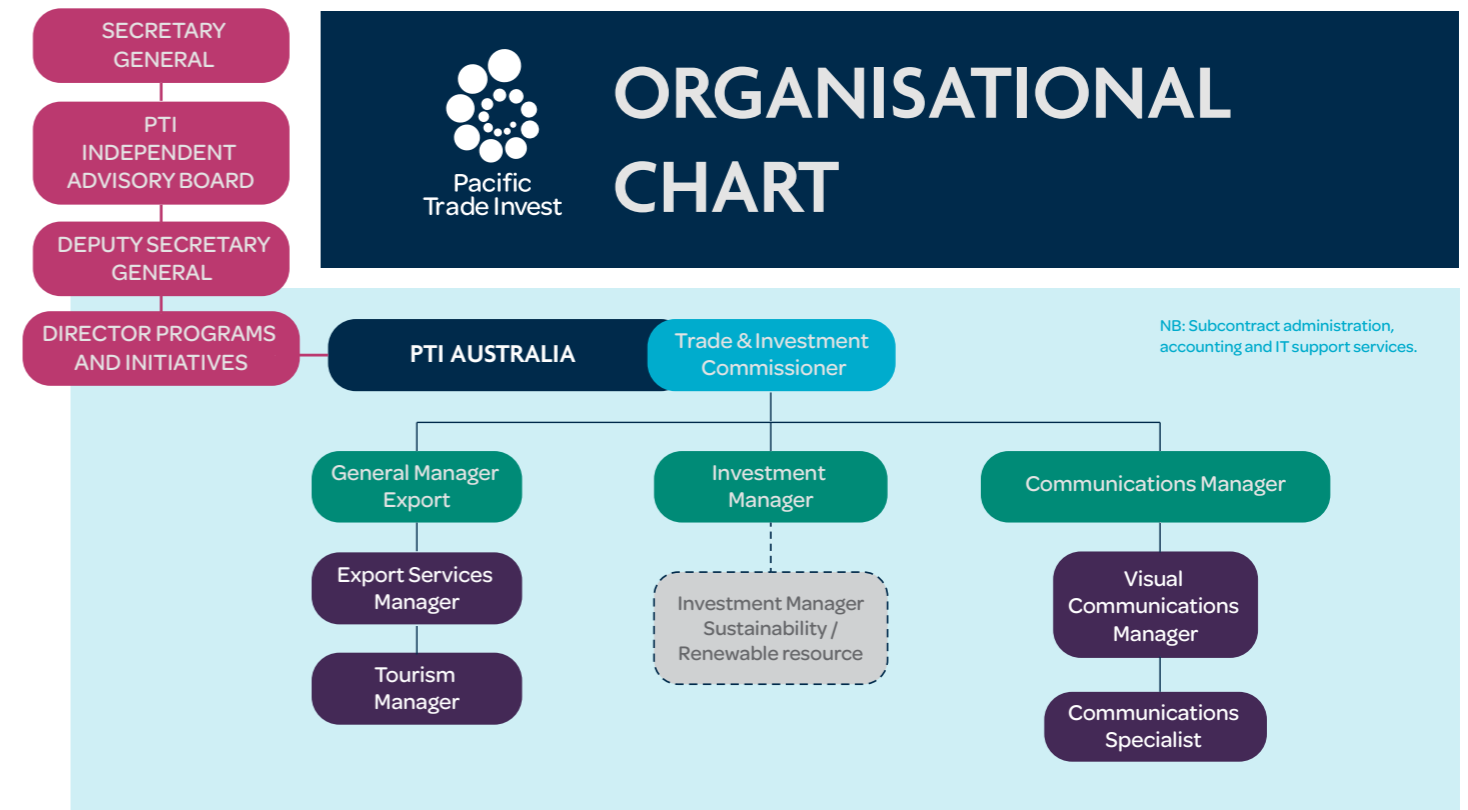
KSA 2 – INVESTMENT							
Data Source – PTI CRM System / PTI Website							
Indicator	Unit of measure	Baseline (4yr average)	Cumulative Target Values				Description
			2023	2024	2025	2026	
Value of investments facilitated.	A\$	6.25m	5m	11m	18m	25m	Disaggregated by total value and women-led businesses, and SIS
Number of investment deals facilitated.	#						Disaggregated by total value and women-led businesses, and SIS

PTI AUSTRALIA SERVICES							
Data Source – PTI CRM System / PTI Website							
Indicator	Unit of measure	Baseline (4yr average)	Cumulative Target Values				Description
			2023	2024	2025	2026	
Number of businesses that have benefited from PTI Australia's services.	#						
Number of businesses that have used PTI Australia's services.	#						
Number of businesses that have accessed PTI Australia's services.	#						

APPENDIX 2 - PARTNERS

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

APPENDIX 3 - ORGANISATIONAL CHART





www.pacifictradeinvest.com | info@pacifictradeinvest.com | (612) 9290 2133
4/503 Kent Street, Sydney NSW 2000, Australia



PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade