



Pacific Trade Invest
AUSTRALIA

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PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2017



PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade



CONTENTS

- LETTER FROM THE SECRETARY GENERAL1
- TRADE & INVESTMENT COMMISSIONER'S FOREWORD2
- WHO WE ARE3
 - OUR ROLE3
 - OUR APPROACH3
 - OUR FOCUS5
 - OUTCOMES AND IMPACTS.....5
- KEY ACHIEVEMENTS.....6
 - OUR PERFORMANCE.....6
 - 2017 HIGHLIGHTS7
 - TRADE.....9
 - INVESTMENT13
 - TOURISM15
- COUNTRY PROFILES.....17
 - COOK ISLANDS19
 - FEDERATED STATES OF MICRONESIA21
 - FIJI.....23
 - FRENCH POLYNESIA27
 - KIRIBATI.....29
 - NAURU31
 - NEW CALEDONIA.....33
 - NIUE.....35
 - PALAU37
 - PAPUA NEW GUINEA.....39
 - REPUBLIC OF THE MARSHALL ISLANDS.....43
 - SAMOA.....45
 - SOLOMON ISLANDS49
 - TONGA.....53
 - TUVALU.....57
 - VANUATU.....59

LETTER FROM THE SECRETARY GENERAL



It is with pleasure that I present Pacific Trade Invest (PTI) Australia's Annual Report for 2017. As an agency of the Pacific Islands Forum, PTI Australia supports and delivers on the Pacific Islands Forum Secretariat's Strategic Results Framework Outcome: Increasing Economic Prosperity – with emphasis on supporting the private sector and business growth in the Pacific Islands, leading to job creation, business diversification and sustainable economic development opportunities to improve the livelihoods of Pacific people.

In 2017, landmark outcomes were achieved by PTI Australia under the leadership of Trade & Investment Commissioner Caleb Jarvis and his team, as they continued to champion trade and investment between Australia and the Pacific Island countries.

Working with a diverse range of Pacific businesses from the agriculture, tourism and fashion sectors, PTI Australia achieved a record outcome facilitating A\$23.7m in exports, the most ever recorded by any office in our network. This outcome was achieved in 2017 by assisting over 600 Pacific businesses and their work in one of the areas I advocate – empowering women in business is to be applauded. PTI Australia's efforts through the Bilum Initiative in Papua New Guinea has helped the weaving communities in some of the remotest parts of the country. To hear the women tell their stories of how the Bilum Initiative empowered them and brought change to their lives and communities by creating sustainable livelihoods, is extremely gratifying.

In 2017, PTI Australia actively delivered on priorities identified by the Pacific Leaders through the Framework for Pacific Regionalism. The partnership with the Fish 2.0 initiative,

which offered opportunities and support for Pacific seafood businesses wanting to develop their business and connect with investors, is a shining example. A regional workshop provided training for 25 Pacific seafood businesses and included assistance with reconciling social and environmental impacts into their business. In 2017, three Pacific seafood businesses were among 40 global finalists that pitched to investors at the Fish 2.0 finals, with Totaa Molea, from Didds Fishing Company, Solomon Islands, winning the Pacific Islands Track and bringing international attention to the Pacific fishing industry.

PTI Australia continued to champion opportunities for economic prosperity in the Pacific Islands in line with the Pacific Island Forums Strategic Framework and the Australian Government's labour mobility initiative. This brought policy into practice through actively connecting Australian business to potential employees in the small island states of the Pacific Islands through Pacific Microstates–Northern Australia Worker program.

I would like to recognise the contribution and continued support of the Australian Government and their commitment to the economic development of the Pacific Islands.

Meg Taylor, DBE
Secretary General
Pacific Islands Forum Secretariat

TRADE & INVESTMENT COMMISSIONER'S FOREWORD



It is with great pride I can report that in 2017, PTI Australia achieved its greatest outcomes in our 38-year history.

Pacific businesses drive the economy for Pacific Island Countries, creating local jobs, supporting communities and enriching the livelihoods of those who call the Pacific Islands home. Pacific businesses were at the heart of our 2017 strategy and in 2017, we facilitated a record number of exports (A\$23.7m) and assisted 611 Pacific Island businesses, a 48 per cent increase since 2016.

Leading edge initiatives, including a focus on impact investment in the Pacific region, are driving our ability to be agile and to respond to market-driven opportunities. Impact investment refers to investments made with the intention of generating a measurable, beneficial social or environmental impact, alongside a financial return. There has been an increase in impact investors. Our strong networks in the Pacific Islands meant we were able to capitalise on this investment shift, facilitating an A\$656,000 impact investment in Tanna Coffee – a milestone deal for Vanuatu and the Pacific Islands that has opened the door to further impact investment into the Pacific Islands.

Through our work in the region we remain committed to empowering women in business. In 2017, we worked with a record number of 199

women-led enterprises in the Pacific Islands. We facilitated 135 deals for women-led enterprises, an increase of 109 per cent on the previous year. We also increased the dollar value of export sales for women-led enterprises by 99 per cent, to A\$6.9m, with our Tourism and Creative Industries programs driving this record result.

What we achieved in 2017 is a testament to the commitment of our team, partners and networks, whose support makes PTI Australia so much stronger. I would like to especially acknowledge the Pacific Islands Forum Secretariat and the Australian Department of Foreign Affairs and Trade, who have supported us and our work in the Pacific region for the past 38 years.

I look forward to continuing to work together as we strive towards our vision founded on the United Nations Sustainable Development Goal (UNSDG) 8 – to improve the livelihoods of Pacific Island peoples by enabling decent work and economic growth.

Caleb Jarvis
Trade & Investment Commissioner
Pacific Trade Invest Australia

WHO WE ARE



OUR ROLE

PTI Australia is an agency of the Pacific Islands Forum Secretariat funded by Australia's Department of Foreign Affairs and Trade (DFAT).

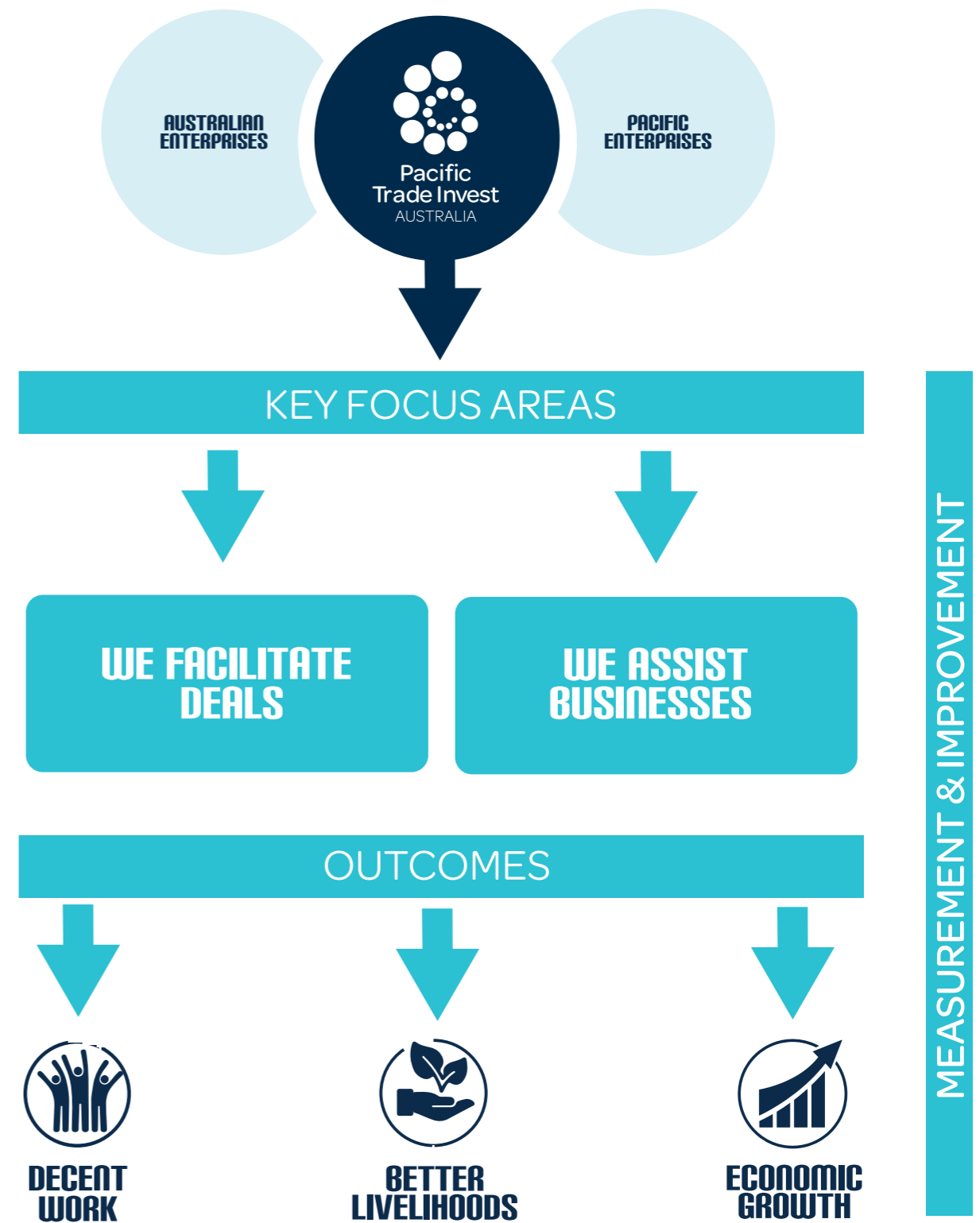
As the Pacific Island's lead trade investment facilitation agency, we develop and promote Pacific Island businesses in export, investment, tourism and creative industries to Australia, with the aim of facilitating trade and attracting investment into the region.

Our mandate is driven by the Pacific Islands Forum Secretariat, supporting the 16 Pacific Island Forum Countries (Pacific Countries); Cook Islands, Fiji, Federated States of Micronesia (FSM), French Polynesia, Kiribati, Nauru, New Caledonia, Niue, Palau, Papua New Guinea (PNG), Republic of the Marshall Islands (RMS), Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

With an extensive network and a deep understanding of the Pacific Islands, built over 38 years, PTI Australia supports private sector growth to reduce aid reliance, making long-term, sustainable improvements to the Pacific Island region's economy and the livelihoods of Pacific people.

OUR APPROACH

We have a culture that fosters innovation as we look to maximise our impact in the Pacific Islands. Our size enables us to be agile in our approach as we look to support and deliver on the Pacific Island Forum Secretariat's Strategic Outcome of Increasing Economic Prosperity, as well as working towards our vision founded on the United Nations Sustainable Development Goal (UN SDG) 8, of improving the livelihoods of Pacific people by enabling decent work and economic growth.



OUR FOCUS

Our key focus areas reflect our overarching priorities, ensuring that in 2017, we effectively used our resources to deliver measurable outcomes for Pacific Island businesses and the 16 Pacific Countries we service.



TRADE (INCLUDING CREATIVE INDUSTRIES)

Growing the exports of Pacific Island businesses to the Australian market.

Core services:

- Facilitate trade connections (buyer and exporter)
- Market information for exporters
- Packaging assistance
- Trade exhibitions and events
- Specialised business advice for exporters
- Facilitate tailored trade missions for buyers and exporters
- Specialised workshops and training
- Facilitate commissioned work from artisans
- Market information for artisans and buyers



INVESTMENT

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

Core services:

- Investor/investee matching services
- Promotion of investment opportunities
- Market information for international investors
- Specialised business advice for investees
- Facilitate tailored investment missions



TOURISM

Increasing digital capabilities and promoting the local tourism sector in the Pacific Islands.

Core services:

- Connections to the travel industry
- Supporting destination marketing of Pacific Island countries
- Developing online capability
- Workshops and specialised training
- Tourism business advice

OUTCOMES AND IMPACTS

Underlying our work is PTI Australia's continued commitment to empowering women in business and supporting the small island states of the Pacific Islands. The services we deliver through our key focus areas enable us to contribute to, or directly impact, the following areas:



DEALS

Facilitating connections that create commercial outcomes for Pacific Island businesses.



UN SDG 5 - GENDER EQUALITY

Actively supporting women-led enterprises in the Pacific Islands.



UN SDG 8 - DECENT WORK AND ECONOMIC GROWTH

Actively supporting women-led enterprises in the Pacific Islands.



SMALL ISLAND STATES

Actively identifying opportunities in trade and investment for the Pacific Islands, Small Island States.

KEY ACHIEVEMENTS

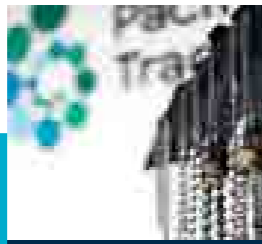
OUR PERFORMANCE

An outcome-focused agency we set our performance measurements in consultation with the Australian Department of Foreign Affairs and the Pacific Islands Forum Affairs. In 2017 we achieved our greatest results to date.

Outcomes	2016 Actual	2017 Target	2017 Actual
Total exports facilitated	A\$19.09m	A\$22.9m	A\$23.7m
Total investments facilitated	A\$8.39m	A\$10.06m	A\$3.8m
Businesses assisted	412	432	611
Women-led businesses assisted	113	132	199
Women-led businesses – number of deals	64	86	135
Women-led businesses – dollar value of export deals	A\$3.46m	A\$3.74m	A\$6.9m
Cultural Industries – number of export deals	95	70	102



2017 HIGHLIGHTS



Cook Island Black pearls and jewellery customised mission to Australia



Published Pacific Islands Export Survey report providing insights into export dynamics in the Pacific



Led buyer missions to Vanuatu and New Caledonia with Carnival Australia visiting local businesses



Supported the organic certification for Vanuatu agricultural growers, directly impacting farmer earnings



Signed a partnership agreement with Pacific Readiness for Investment in Social Enterprise (Pacific RISE)



Championed the Pacific Islands at impact investment summits in the USA (SOCAP) and Australia



In partnership with Austrade, facilitated and led an Infrastructure mission to PNG



Largest single purchase of Bilum made in PNG



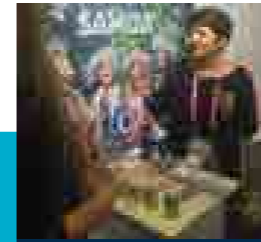
PTI Australia's Pacific Showcase at the Beauty Expo Australia in Sydney hosted four Pacific Island businesses



Eight Pacific Island exporters exhibited at PTI Australia's Pacific Showcase at Fine Food Australia in Sydney



In partnership with Real Impact the Considered Collection featuring products from the Pacific, exhibited at the Life Instyle trade show



Supported Samoa's Mailelani exhibition at the Natural Good Expo held in Sydney



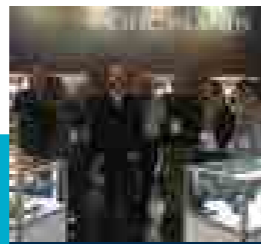
PTI Australia's Digital Tourism workshops were held in Samoa, Palau, Solomon Islands, PNG and New Caledonia



Partnership with TripAdvisor to strengthen PTI Australia's Digital Tourism program



Panellist at the Australia Awards: Women Trading Globally – for Pacific women entrepreneurs



PTI Australia's Pacific Showcase at the International Jewellery Fair hosted four Pacific Island businesses



High-level discussions were held with the Deputy Prime Minister of Vanuatu and his delegation in Sydney



Supported the Among Equals Bilum exhibition in Sydney, Australia, raising the awareness of bilum internationally



Facilitated the Pacific Islands' first impact investment into Vanuatu's Tanna Coffee



A joint water mission with Austrade to Fiji taking a delegation of 17 Australian businesses



Launched PTI Australia's Investment Directory, an online showcase of investment opportunities in the Pacific



Developed Nauru's National Tourism website



General Manager - Exports, attended the SPC – Coconut Industry Development Program as part of the Technical Advisory Evaluation Group



Through our Talent Development Program we hosted two secondments: Stewart Rom, PNG IPA and Alice Peaka, PNG Coffee Industry Corp employee



Supported the three Pacific Island finalists at the Fish 2.0 competition held in the USA, running a pitch workshop prior to the event



A key sponsor of the Pacific International Runway event, showcasing Pacific Island designers to the Australia fashion industry



Facilitated tailored inbound missions for a Fijian agricultural business to deepen their understanding of the Australian market



The Trade & Investment Commissioner led a labour mobility recruitment mission to Kiribati



TRADE



GROWING THE EXPORTS OF PACIFIC ISLAND BUSINESSES TO THE AUSTRALIAN MARKET

Trade plays a significant role in the economies of the Pacific. Through our export services we assist Pacific Island export-ready businesses to grow, develop and enter the Australian market. We collaborate with local Pacific Island exporters, key government agencies and national and private sector organisations, to enable Pacific Island countries to expand and diversify their products and markets, and facilitate export outcomes.

In 2017, PTI Australia provided a range of services, working in partnership with each of the international trade offices of the 16 Pacific Countries we service. PTI Australia successfully assisted over 600 Pacific Island businesses, including over 170 women-led enterprises, through a range of export services including trade connections, raising international product awareness, improving and developing products and export capacity; and assisting enterprises with export, industry and market information and access.

2017 KEY TRADE OUTCOMES

International trade shows to raise brand awareness and connect Pacific Island businesses directly to buyers was a key strategy in 2017. PTI Australia hosted 16 Pacific businesses delegations, showcasing their products to international buyers at the following tradeshows:

- Fine Food Australia, attended by eight Pacific Island businesses.
- International Jewellery Fair (Australia), attended by four Pacific Island businesses.
- Beauty Expo 2017 (Australia), attended by four Pacific Island businesses.

Our ongoing promotion of Pacific Island products to Carnival Cruises Australia included introducing and facilitating the inclusion of two Pacific businesses on board P&O cruise ships, with a long-term contract signed.

Through PTI Australia's Creative Industries program, a buyer mission led by PTI Australia's Trade & Investment Commissioner to PNG, resulted in the largest purchase of bilum by a single buyer (sale was worth over PGK 8,000). Further ongoing export sales were achieved in 2017 as a direct result of the buying mission.

As an innovation of PTI Australia's Creative Industries program in 2017, PTI Australia partnered with Real Impact to revolutionise how the skills of artisans from the Pacific Islands are introduced to the Australian market. The aim of the partnership is to build a pathway for these informal economies and the artisans behind them, to generate a sustainable income through a meaningful, viable and export-ready creative industry. The pilot, 'Considered Collection', was launched in Melbourne, Australia, resulting in export orders.

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CASE STUDY

TAILORED INBOUND MISSIONS – DEVELOPING KNOWLEDGE AND CONNECTIONS



Tailored inbound missions are key in developing market intelligence and qualified business connections that can lead to partnerships or potential export sales.

In 2017, PTI Australia organised inbound missions to broaden Pacific exporters' understanding of Australia.

PTI Australia worked closely with the exporters to understand their objectives for the trade mission and then developed and facilitated a tailored program to meet their needs.

Various customised inbound missions were facilitated with enterprises from a variety of sectors including agriculture, jewellery and fisheries. In 2017 PTI Australia facilitated inbound missions for 19 Pacific Islands businesses.

The missions were very successful, with the businesses getting a better understanding of the Australian market and being able to see both in price point and packaging, how their products would be positioned against competitors in the Australian market. Businesses also made valuable in-market connections with potential buyers and distributors.

"The tailored program helped me to get in the door to show my product. Through the inbound mission I was able to meet potential clients and have achieved initial sales, which I hope to build on. It was great to have the support of PTI Australia in facilitating and developing my program and introducing me to potential clients," said Raymond Newnham, Director, Ora Moana Ltd.

CASE STUDY

THE CONSIDERED COLLECTION – OPENING THE DOOR TO ARTISANS FROM THE PACIFIC ISLANDS



The arts, from fine weaving to carving, plays an integral role in the Pacific Islands' informal economy. Each Pacific Island nation has their own art forms drawn from their unique cultural history, natural resources and traditional skills passed down through the generations.

As an evolution of PTI Australia's Creative Industries program this year, PTI Australia partnered with Real Impact to revolutionise how Pacific Islands artisans' skills are transferred to the Australian market. The aim of the partnership is to build a pathway for these informal economies, and the artisans behind them, to generate sustainable income through a meaningful, viable and export-ready creative industry.

Real Impact has been working with artisans across the Pacific Islands combining artisan skills with market driven designs to produce Considered by Real – an inspiring collection of contemporary handcrafted homewares created with a social conscience.

Virginia Bruce, CEO and founder of Real Impact, said, "We are currently working on the Pacific Project that is piloting with the four nations of Fiji, Vanuatu, Solomon Islands and PNG. By collaborating with local artisans and their communities, Real Impact is building producer-retailer-consumer ecosystems to create a viable creative export industry.

"While the Pacific Countries don't meet the typical investment profile, through a process of innovation we have commissioned a range of products from handmade cane furniture, cushions and woven baskets to printed artworks and wallpaper – all of which will have a positive ripple effect, creating new jobs and injecting much-needed funds into their communities."

Trade and Investment Commissioner of PTI Australia, Caleb Jarvis, points out that the creative industries in the Pacific nations are an under-utilised asset.

"The Pacific Islands have substantial economic potential, yet there are many inherent challenges that are impeding that development.

"Real Impact has been brought on board to break down those barriers to the market and to establish a viable supply chain that will enable these small nations to deliver to international markets."

Ms Bruce explains that the aim of Real Impact is to do more than simply source high-quality homewares.

"Around 90 per cent of the economy in the Pacific Islands is informal and is made up of incredible talent and creative artisans who, up until now, have had no understanding of what products they should be selling and who they should be selling to.

"To complicate things further, these nations do not have the basic capabilities that first-world countries take for granted. We're working to establish basic infrastructure within the supply chains, such as a system to transfer money to members of the community and operational support. We're combining aid with trade to build a pathway for the economy – and the people behind it."

Real Impact worked with interiors and sourcing expert, Kathrin Bruce from Water Tiger, to identify the product lines that will appeal to the modern interiors industry. She also employed a designer to work with local artisans to adapt traditional techniques and create new contemporary designs.

Launched in Melbourne, the Considered by Real collection pilot was well received by retailers and distributors alike.

"The industry reactions have been overwhelmingly positive. They are inspired by the stories of the artisans and how we've been able to translate their skills into contemporary homewares," Ms Bruce said. "The creative and design industries are always looking for new high-quality products. Considered by Real is offering new products and materials to businesses that value good design while being considerate of social issues and natural resources. You can create new business opportunities while making a real impact for good."



INVESTMENT

INVESTMENT

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

Private sector investment is important to drive economic growth and increase employment opportunities in the Pacific Islands. PTI works closely with the Investment Promotion Authorities and Chambers of Commerce of the Pacific Island Forum Countries that we service, providing investors with investment opportunities in the Pacific and advice to facilitate investment.

In 2017, PTI successfully connected investors to businesses, led and facilitated in-country investment missions; promoted investment opportunities in the Pacific Islands on international platforms; and increased our online Pacific investment portfolio, resulting in A\$3.8m in investments facilitated.

2017 KEY INVESTMENT HIGHLIGHTS

PTI Australia formed a partnership with Pacific Readiness for Investment in Social Enterprise (Pacific RISE), to assist in extending the reach of Australian government investment initiatives that aim to increase the amount of private sector capital deployed, to 14 Pacific Island countries through new impact investments. As part of the Australian DFAT Aid for Trade program, PTI Australia is working with Pacific RISE to identify investment opportunities in Pacific Island businesses and help them to access new investor capital.

An impact investment of A\$656,000 was facilitated by PTI Australia for Vanuatu coffee producer Tanna Coffee, the first investment of its kind for the Pacific Islands. The impact investment is being used to develop 200 hectares of land and increase Tanna Coffee's production. The land will be distributed to 200 farming families in one-hectare plots to grow coffee plants. Tanna Coffee estimates the income of farmers will increase by 20 per cent, enabling them to better access education and healthcare for their families.

PTI Australia launched its Online Investment Directory, which assists investors to easily access information on investment opportunities across the Pacific. It also provides a free service for investment promotion agencies and Pacific businesses to showcase their investment opportunities to an international market. In 2017, the directory featured 28 projects with a potential investment value of over A\$130m.

CASE STUDY

IMPACT INVESTMENT – A SIGNIFICANT MILESTONE FOR THE PACIFIC



A significant milestone for the Pacific Islands – and Vanuatu in particular – was achieved with a A\$656,000 impact investment in Vanuatu coffee producer, Tanna Coffee. PTI Australia played a pivotal role in connecting The Difference Incubator (TDi) team with Tanna Coffee to make this investment a reality.

PTI Australia's one-to-one work with businesses in the Pacific Islands spans years and, in some instances, decades. It is exciting to see the groundwork PTI Australia has laid in the Pacific Islands and Australia, developing into major breakthroughs for the region and more importantly, Pacific Island businesses.

Through an Australian DFAT sponsored program, PTI Australia's Trade and Investment Commissioner, Caleb Jarvis, knew that TDi was looking for investment opportunities in the Pacific Islands. Tanna Coffee was one of the Pacific Island businesses that PTI Australia identified as ready for investment. In 2015, PTI Australia's Trade and Investment Commissioner led an investment mission to the Pacific Islands introducing TDi to Terry Adlington and the Tanna Coffee team.

PTI Australia began working with Terry and Tanna Coffee in 2009, to develop Tanna Coffee's export market potential. With PTI Australia's support, Tanna Coffee has grown to a point where investment will not only provide a positive social and environmental impact, but has the potential to deliver a market-rate return for the investor.

Tanna Coffee produces organic arabica coffee and purchases coffee parchment from 750 Tanna island farmers who economically support an estimated 5,000 Ni-Vanuatus. The impact investment will stimulate real growth for Vanuatu's economy, creating a ripple effect to positively impact the lives of Ni-Vanuatus.

The investment through Benefit Capital will be used to develop 200 hectares of land to increase Tanna Coffee's production. The land will be distributed to 200 farming families in one-hectare plots to grow coffee plants. Terry estimates the income of farmers will increase by 20 per cent enabling them to better access education and healthcare for their families.

Caleb Jarvis said this approach to investment shows a real shift from 'direct funding' to 'aid for trade'.

"I believe it's an essential shift that will help create sustainable improvements to the livelihoods of Pacific Islanders. This impact investment is truly groundbreaking for Vanuatu and the Pacific Islands. It's a positive step towards assisting Vanuatu in achieving long-term trade independence as well as a sustainable economy.

"It's heartening that private capital investors are seeing the investment potential of the Pacific Islands. Now that the Tanna Coffee has opened the door to impact investment in the Pacific, I'm excited to bring more investment opportunities into the Pacific. The potential flow-on effect it will have on Pacific Islanders is immense."



TOURISM

TOURISM

INCREASING DIGITAL CAPABILITIES AND PROMOTING THE LOCAL TOURISM SECTOR IN THE PACIFIC

Tourism is a vital generator of economic growth and local employment in the Pacific Islands. PTI Australia connects, develops and promotes tourism-related businesses in the region to strengthen the tourism sector. PTI Australia continues to work closely with tourism and regional authorities to actively promote the Pacific Islands as a tourist destination.

In 2017, our work within the tourism industry helped generate over A\$10.57 million in sales.

2017 KEY TOURISM HIGHLIGHTS

PTI Australia strengthened their Digital Tourism program by partnering with TripAdvisor, the world's largest online travel site. TripAdvisor is presenting as part of the PTI Australia Digital Tourism workshops, providing insight into the industry and decision-making processes of tourists through its important role as a referral site.

During in-country tourism missions, PTI Australia delivered five PTI Australia Digital Tourism workshops in Palau, New Caledonia, PNG and the Solomon Islands. An additional workshop was held in Samoa through our partner Scope Global.

In collaboration with South Pacific Tourism Organisation (SPTO), PTI Australia supported a campaign to promote the Pacific Islands as a tourist destination through TripAdvisor.

Supported Kiribati, Tuvalu, Tonga, Niue, Marshall Islands, Palau and FSM's membership of Hidden Treasures, Treasures of the South Pacific, to promote these small Pacific nations to the Australian travel industry.

CASE STUDY

DIGITAL TOURISM INCREASING THE AWARENESS OF THE PACIFIC ISLANDS



While the rise of online purchasing channels has disrupted the tourism supply chain, it has also increased the choices available to consumers. Consumers are increasingly integrating mobile and internet connectivity into their everyday lives with increased confidence in using and paying for services and goods online. According to IBISWorld, online travel bookings have grown strongly over the past five years. When making decisions around destinations to visit, places to stay and activities to do, referral sites and key influencers play an important role in a consumer's decision-making process.

In 2017, PTI Australia formalised a partnership with TripAdvisor to empower Pacific Island tourism operators to grab a larger share of the global online travel market (estimated worth to be A\$1 billion by 2022), by honing their digital marketing skills.

As part of the partnership to enhance PTI Australia's Digital Tourism program, TripAdvisor provides market insights and educates participants on the importance of customer referrals and the role of referral websites in the decision-making process.

COUNTRY PROFILES

In 2017, PTI Australia supported and delivered trade and investment services to 16 Pacific Countries: Cook Islands, FSM, Fiji, French Polynesia, Kiribati, Nauru, New Caledonia, Niue, Palau, PNG, Republic of the Marshall Islands, Samoa, the Solomon Islands, Tonga, Tuvalu and Vanuatu. Each Pacific nation presents unique opportunities and challenges for the local private sector. This section details key work completed in the Pacific Island Forum Countries in 2017.



COOK ISLANDS

Capital: Avarua

Land Area: 240 km²

Population: 11,700 (2016)

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

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia continues to work closely with the private and public sectors in the Cook Islands facilitating over A\$1.6m in export sales.

IN BRIEF – 2017 HIGHLIGHTS

- Facilitated a tailored inbound marketing mission for a black pearl wholesaler to meet wholesale and retail jewellers in NSW, Australia, leading to export deals.
- Support by PTI Australia for a noni agricultural enterprise to undergo organic certification audits by Australia Certified Organic and the Organic Food Development and Certification Center of China, leading to over 40 farmers in the Cook Islands and Niue obtaining organic certification.
- Emerging Cook Island designer, Tauariki Wear, launched her label on the Australian market at the Pacific International Runway fashion show, held in Australia. PTI Australia is a major sponsor of the fashion show.
- Through the International Sourcing Fair, PTI Australia connected a designer with fashion manufacturers in Fiji, leading to a manufacturing contract.
- PTI Australia's Digital Tourism program continued to support 11 local operators in the market, generating export sales.
- In collaboration with the SPTO, PTI Australia supported a one-month campaign through TripAdvisor, promoting the Cook Islands as a tourist destination.

A\$1,602,411

Exports facilitated

22

Businesses assisted

12

Women-led businesses assisted

CASE STUDY



AN ELIXIR CREATING SUSTAINABLE FARMING AND JOB OPPORTUNITIES

Known for its medicinal benefits, noni (*morinda citrifolia*), was brought to the Cook Islands over 1,500 years ago by the first Polynesians who came from South-East Asia.

Knowledge of noni's properties and how to tend and use the plant, has been passed down from generation to generation in the Cook Islands and was predominantly cultivated for personal and family use.

The benefits of noni have long been known but only recently proven by science. Brad Stafford saw an opportunity to expand noni production in the Cook Islands to service the growing global demand and in 2001 established Cook Islands Noni Marketing. Cook Island noni juice has grown to become the country's largest agricultural export product, with over 250 tonnes of pure organic noni juice exported each year.

A strong selling proposition for Cook Island noni is that it is organically grown and traditionally processed extracting a high-quality juice with no additives. In 2017, PTI Australia worked closely with Cook Islands Noni Marketing to ensure they were able to become organically certified and recognised as an organic product in their key markets of Australia, China and Japan, where organic certification ensures demand for their product.

"We are thankful to PTI Australia for their ongoing support and enabling us to get our organic certification. In the global market we are a relatively small operation, it's a very competitive market and it is vital to capitalise on your points of difference. For us, that's organic certification. Without it there would not be a demand for our product in our export markets."

All phases of Cook Islands Noni Marketing production occur in the Cook Islands. This ensures the benefits of export are directly reinvested in the Cook Islands through the creation of employment and the development of infrastructure such as their bottling plant in Titikaveka.

Cook Islands Noni works with over 40 noni farmers. Seeing firsthand that many landowners and growers were getting older and many were without family support to tend their farms and land, a new initiative was created to encourage sustainable farming and land use. Brad now works in partnership with landowners in a share cropping arrangement. Cook Islands Noni Marketing looks after the trees and does the mowing in return for a half share in the crop, giving the growers a passive income as well as ensuring that their land is well cared for.

FEDERATED STATES OF MICRONESIA

Capital: Palikir

Land Area: 700 km²

Population: 102,000 (2016)

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

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia is committed to supporting the Pacific's small islands and stated in 2017, that it worked closely with the FSM and with the private sector and government organisations to facilitate trade and investment opportunities.

IN BRIEF – 2017 HIGHLIGHTS

- Assisted with the promotion of a crowdfunding campaign for Green Banana Paper. The enterprise exceeded their goal by 100 per cent, using the funds to invest in equipment and expand their operation.
- Supported FSM's membership of Hidden Treasures, Treasures of the South Pacific, to promote FSM to the Australian travel industry.
- PTI Australia's Digital Tourism program continued to support two local operators in the market leading to export sales.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor, promoting FSM as a tourist destination.

CASE STUDY



WASTE TO WEALTH – BUILDING LOCAL ECONOMIC PROSPERITY

Green Banana Paper is a manufacturing company recycling post-harvest banana trees into plant-based products including wallets, business cards and paper, in Kosrae, Micronesia.

A social enterprise founded by Matt Simpson in 2014, Green Banana Paper emerged from Matt's love of Kosrae.

"I came to Kosrae in 2008 as a high school teacher with the WorldTeach program and loved the Kosraean people and the island lifestyle. At the same time I also noticed that there were hardly any businesses, job opportunities and even fewer export products. Many of my former students were unemployed or in the US working for minimum wage. Here in Kosrae I saw a natural resource that we could recycle and transform into a beautiful product. Green Banana Paper recycles banana tree stems that would otherwise rot, while simultaneously employing locals who would otherwise struggle to find work.

"We began our initial building phase of our open-air eco-factory in May of 2014. We equipped it with custom-fabricated machinery in order to stay agile and rapidly innovate new prototypes. We then spent three years experimenting and fine-tuning the technique of producing handmade paper with the natural fibres and tropical climate in Kosrae."

As Matt and the Green Banana Paper team perfected their offering, they needed a platform to raise awareness of their products and mission so they could expand. Kickstarter, an online crowdfunding platform, was the perfect choice.

"Kickstarter was an excellent tool for us as a grassroots company and we couldn't have asked for a better welcoming from the world. We raised well over twice our financial goal, which enabled us to expand our team of artisans and invest in new equipment to expand our production abilities.

"We are thankful to PTI Australia for getting behind our Kickstarter campaign and running a social media campaign to promote it. Kosrae is a remote part of the world; many don't know that our island exists and having organisations like PTI Australia promoting us to their networks, helped to raise our profile out in the market enabling us to exceed our goals. It's enabled us to increase our team by nine people and it continues to grow. We just received our 'Monster' beater and over 100 new screens to double our papermaking capacity. We have also been able to do significant factory upgrades and renovations to maximise our space and resources."

Green Banana Paper is a true 'waste-to-wealth' community business. With 27 employees, they have grown to be one of the top three private sector employers on the island. Green Banana Paper also works with over 100 farmers who collect extra income for their families by selling their unwanted banana stems in a natural 'waste-to-wealth' cycle.

FIJI

Capital: Suva

Land Area: 18,270 km²

Population: 873,000 (2016)

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

Industries: Tourism, sugar processing, clothing, copra, gold, silver, lumber, small cottage industries

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia has continued to build on their relationships in the private sector as well as partnering with the government to further support trade and investment. In 2017, PTI Australia assisted 90 businesses from across a variety of sectors, facilitating over A\$7.6m in exports and A\$3.06m in investments.

IN BRIEF – 2017 HIGHLIGHTS

- Impact investment assessment and business analysis were conducted for 18 enterprises reviewing current business and impact context; management strength, governance, customer and competitor knowledge; and investment and resource needs.
- Foods Pacific Pty Ltd and Genes Premium Foods were part of PTI Australia's Pacific Showcase at Fine Food Australia 2017. The opportunity increased the enterprises' brand awareness in the Australian market and enabled direct buyer relationships, resulting in export sales.
- Facilitated the valuation of an enterprise and supported it with additional services, leading to the sale of the business for A\$1.5m to an Australian enterprise.
- Through our partnership with Real Impact, three creators were part of The Considered Collection that was launched at the Life Instyle trade event, Melbourne, resulting in export sales.
- J Hunter Pearls, Totoka Jewellery and Fonu Jewellery, were part of PTI Australia's Pacific Showcase at the International Jewellery Fair 2017. The opportunity increased brand awareness in the Australian jewellery market and aided direct buyer relationships, resulting in export sales.
- Led an Impact Investment mission, introducing enterprises to impact investor Impact Investment Exchange Asia (IIX).
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Fiji as a tourist destination.
- Partnered with Austrade to deliver a water infrastructure mission to Suva.
- PTI Australia's Digital Tourism program continued to support nine local operators in the market.
- Introduced a Fijian business process outsourcing enterprise to two Australian companies looking to outsource, resulting in exports.
- Three fishing entrepreneurs took part in the Fish 2.0 competition, with which PTI Australia is a major partner.
- General Manager – Export, PTI Australia, sat on the technical advisory panel for the Coconut Industry Development for the Pacific (CIDP), a joint initiative of the SPC and the European Union (EU). The panel assessed enterprises' applications for funding.
- General Manager – Investment and Tourism, PTI Australia, presented at the annual Fiji Business Forum.

A\$7,604,996

Exports facilitated

A\$3,067,584

Investments facilitated

90

Businesses assisted

14

Women-led businesses assisted

CASE STUDY



FIJI SHONE AT THE INTERNATIONAL JEWELLERY FAIR

The international jewellery market was impressed with the Fijian jewellery included in PTI Australia's inaugural Pacific Showcase at the Sydney International Jewellery Fair in Australia, held in September 2017. Jewellery from Fiji's J. Hunter Pearls, Fonu Jewellery, Totoka Jewelry and Vanuatu Bijouterie, featured in the showcase.

The International Jewellery Fair is Australia's number one jewellery event bringing together local and international suppliers and buyers.

The fair provided a fantastic platform to position Fiji as having a unique offering in the jewellery market. This position was further amplified when Goldsmith, Lynarie Kibblewhite bracelet 'Dancing light', made with J. Hunter Pearls, won the prestigious IJF Paspaley Pearl Design Award, highlighting the calibre of pearls harvested from Fiji.

Founder and owner of J. Hunter Pearls, Justin Hunter, said the trade fair was an important platform for luxury Pacific brands to share their stories and also to be recognised as ambassadors for the islands, people and environment.

"It is well documented that today's consumers (and tomorrow's) are leaning more and more to products that have a story or experience to tell and create a sense of differentiation.

"It is more about experiences than the traditional 'bricks and mortar' retailer experience," said Mr Hunter.

Not only are the pearls grown locally but the company is moving more to finished pearl products, such as matched pearl studs, pendants, strands and superb loose pearls.

"This is about offering consumers something unique and different. It is not just about our pearls. It is about the story of our pearls, where they come from and the many hands involved," he added.

PTI Australia's Export Services Manager, Mona Mato, said PTI Australia's Pacific Showcase had a real impact at the show and provided a great learning opportunity for the businesses involved.

"It was great to elevate the profile of Pacific Island jewellery internationally. Buyers commented on how impressed they were with the unique aesthetic, the craftsmanship of the jewellery and use of raw materials from the Pacific Islands.

"The jewellery fair has provided a unique opportunity for these enterprises to share knowledge together, get inspired and also to understand where their pieces sit in the international market in both price and quality. I'm really proud that we could elevate the profile of Pacific Island and Fiji jewellery, to show the world the diversity of what we produce and to also tell the stories of an industry that empowers our Pacific communities."

FRENCH POLYNESIA

Capital: Papeete

Land Area: 3,660 km²

Population: 280,208 (2016)

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia has been building their knowledge and understanding of French Polynesia, meeting with both the private sector and government agencies to understand how PTI Australia can further support French Polynesia through the facilitation of trade and investment.

IN BRIEF – 2017 HIGHLIGHTS

- Hosted senior officials from the French Polynesia Business Chamber of Commerce in Sydney to discuss industries of interest, leading to plans for a joint business mission to French Polynesia in 2018.
- Met with the Consul-General of French Polynesia to Australia, Mr Paul Wilson, to discuss areas of mutual interest and cooperation.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting French Polynesia as a tourist destination.

CASE STUDY



SHOWCASING THE BEAUTY OF FRENCH POLYNESIA

Tourism is one of the world's fastest growing industries and in the Pacific Islands it is recognised as an important driver of economic growth and employment opportunities.

The tourism industry has gone through a rapid digital transformation changing the way that tourists make, book and pay for travel. PTI Australia understands the importance of online platforms such as TripAdvisor in the decision-making process. In 2017, PTI Australia collaborated with the SPTO to deliver an online campaign through TripAdvisor promoting French Polynesia as a tourist destination, focusing on the themes of Diving, Culture, Family and Romance.

KIRIBATI

Capital: Tarawa

Land Area: 810 km²

Population: 112,000 (2016)

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

Main Industries: Fishing, handicrafts

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia is committed to supporting and actively looking for trade and investment opportunities for Kiribati. In 2017, the network worked closely with Kiribati's private sector and government organisations to facilitate over A\$746,000 in exports.

IN BRIEF – 2017 HIGHLIGHTS

- Funded the development of the Kiribati National Tourism website.
- Logo and website development for the Kiribati Surf Association, increasing its presence in the market.
- Under the Pacific Microstates – Northern Australia Worker Pilot Program, the Trade and Investment Commissioner led a second recruitment mission to Kiribati, resulting in an additional 21 i-Kiribati being employed by Mulpha Hotel Pty Ltd to work at their Hayman Island Resort.
- Aided an enterprise farming clams to gain market access by connecting them with the Pacific Horticultural and Agricultural Market Access (PHAMA) Program.
- Supported Kiribati's membership of Hidden Treasures, Treasures of the South Pacific, to promote Kiribati to the Australian travel industry.
- PTI Australia's Digital Tourism program continued to support 10 local operators in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Kiribati as a tourist destination.
- A fishing entrepreneur took part in the Fish 2.0 competition, with which PTI Australia is a major partner.

A\$746,042

Exports facilitated

37

Businesses assisted

18

Women-led businesses assisted

CASE STUDY



STRENGTHENING INTERNATIONAL RELATIONS

In February 2017, PTI Australia's Trade and Investment Commissioner, Caleb Jarvis, led a labour mobility and digital tourism mission to Kiribati. The delegation from Mulpha Hotel Pty Ltd, was looking to recruit i-Kiribati for positions on their Hayman Island Resort.

This mission was a follow-up on PTI Australia's facilitation of 28 i-Kiribati to work on the Hayman Island Resort as part of the Pacific Microstates – Northern Australia Worker Pilot Program. The success of the i-Kiribati recruits working with Mulpha since October 2016, led to the 2017 delegation, resulting in further positions being offered and directly strengthening the relationship between Mulpha Hotel Pty Ltd and local agencies in Kiribati.

As part of the mission, PTI Australia's Trade and Investment Commissioner also officially launched the Kiribati Surfing Association website. The website was developed through PTI Australia's partnership with Scope Global. PTI Australia provided an impact grant to Jack O'Shea, a volunteer under the Australian Volunteers for International Development (AVID) program. The funds were used to design and build a new website for the Kiribati Surfing Association. The website aims to raise awareness of the surfing association internationally and position Kiribati as a surfing destination for international tourists.

An avid surfer, Mr Jarvis said that the Kiribati Surfing Association plays an important role in the community by educating and promoting surfing as a healthy and competitive sport for i-Kiribati, as well as promoting Kiribati to international tourists looking for unique surfing experiences.

"In Kiribati there is very little room for sporting fields and facilities. The Kiribati Surfing Association saw the potential for surfing, to open up the whole ocean to i-Kiribati kids, grown-ups and tourists – especially on the Outer Islands where there's limited funds to build and maintain facilities like tennis and basketball courts. The waves, on the other hand, are just on their doorstep; rolling in most days, waiting to be ridden.

"As part of PTI Australia's Digital Tourism program, the Kiribati Surfing Association website will help to promote Kiribati as a surfing destination to a global market, increasing tourism opportunities."

The Kiribati Surfing Association advocates for the sustainable use of coastal and marine environments to ensure that the natural resources of Kiribati are maintained for future generations. Through surfing, a greater understanding of the importance of healthy marine ecosystems can be developed. The Kiribati Surfing Association hopes that the new website will increase the numbers of local and international surfers in Kiribati, while also encouraging the local community to take a more active role in coastal management and stewardship.

NAURU

Land Area: 21 km²

Population: 13,000 (2016)

GDP growth (% change y year on year): 4%

Industries: phosphate mining, offshore banking, coconut products

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia is committed to supporting and actively looking for trade and investment opportunities for Nauru. In 2017, the network worked closely with local government bodies to assess opportunities – especially in tourism.

IN BRIEF – 2017 HIGHLIGHTS

- Through PTI Australia's Digital Tourism program, developed the Nauru Tourism Office website.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Nauru as a tourist destination.
- A fishing entrepreneur took part in the Fish 2.0 competition, with which PTI Australia is a major partner.

CASE STUDY



PUTTING NAURU ON THE INTERNATIONAL TOURIST MAP

Tourism is an important economic driver for the Pacific Islands. A competitive industry, tourism can be difficult for small island nations like Nauru that struggle to gain exposure as tourist destinations. With the disruption of the tourism supply chain through increasing use of online channels to both purchase and influence the consumer decision-making process, having an online presence is vital. We are seeing a steady increase of consumers in developed countries integrating mobile and internet connectivity into their everyday lives. It is this shift that provides an opportunity for Pacific nations to reach a global audience by ensuring they have an online presence.

As part of PTI Australia's Digital Tourism program, PTI Australia worked closely with the Nauru government to develop a national

tourism website providing Nauru with a platform to engage an international audience, thus promoting Nauru as a tourist destination.

"We appreciate the support of PTI Australia in assisting Nauru in getting an online presence. The website is a very important step in supporting our tourism industry and providing a platform to promote Nauru internationally," said Marita Akua, Nauru Tourism.

"Our national tourism website will allow us to further promote Nauru to an international audience as a travel destination."

PTI Australia further supported Nauru by assisting with their membership of Hidden Treasures, Treasures of the South Pacific, to promote Nauru to the Australian travel industry. In collaboration with the SPTO in 2017, PTI supported a one-month campaign through TripAdvisor that provided online exposure to the unique selling proposition of Nauru as a holiday destination.

NEW CALEDONIA

Capital: Noumea

Land Area: 18,280 km²

Population: 300,000 (2016)

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

Industries: Nickel mining and smelting

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia has been working closely with New Caledonia's private sector and government agencies in 2017 to understand the trade, tourism and investment landscape and identify opportunities for collaboration.

IN BRIEF – 2017 HIGHLIGHTS

- As part of PTI Australia's Digital Tourism program, PTI Australia worked with the Regional Cooperation and External Relations Department of New Caledonia to deliver workshops in Noumea and Lifou. PTI Australia's Digital Tourism workshop assists local tourism operators to understand the importance of being online and to gain practical skills to enhance their digital presence.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting New Caledonia as a tourist destination.
- Assisted with the facilitation of a tailored in-country program for a major Australia service provider to meet with key suppliers of food products across Noumea.
- Met with the New Caledonia Trade & Invest export team to discuss areas of mutual interest and cooperation.

35

Businesses assisted

CASE STUDY



CREATING OPPORTUNITIES THROUGH DIGITAL TOURISM

The purchasing and marketing landscape of the tourism industry has changed with an increasing number of tourists using online platforms to evaluate travel options and to book and pay. The tourism sector is one of the world's fastest growing industries and in the Pacific Islands it is recognised as an important driver of economic growth and employment opportunities.

In September 2017, PTI Australia worked in partnership with the Regional Cooperation and External Relations Department of New Caledonia to deliver digital tourism workshops in Noumea and Lifou.

PTI Australia's Digital Tourism Workshops were developed to help upskill local tourism operators in their knowledge of digital marketing and provide practical steps to help local tourism operators create more bookings and improve

their profitability, including supporting the building of booking-capable websites so tourism operators have an online presence and a platform to interact directly with consumers and to process payments.

The workshop was well received, especially by participants with little experience of digital platforms and who used printed collateral and word of mouth to generate awareness of their product offering.

"The workshop was very useful. We don't have a website, I learned the importance of having a digital presence and how it can help generate sales. I would recommend the workshops to tourism operators in the Pacific, it is very valuable and will help increase your knowledge" said Yvette Geihaze, New Caledonia, tourism operator.

NIUE

Capital: Alofi

Land Area: 260 km²

Population: 1,500 (2016)

Industries: Handicrafts, food processing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia is committed to supporting and actively looking for trade and investment opportunities for businesses in Niue. In 2017, PTI Australia achieved a record outcome of A\$185,565 in exports facilitated an increase of 90 per cent from 2016.

IN BRIEF – 2017 HIGHLIGHTS

- Niue Vanilla International was part of PTI Australia's Pacific Showcase at Fine Food Australia 2017. The opportunity increased Niue Vanilla's brand awareness in the Australian market and created direct buyer relationships, resulting in export sales.
- An impact investment assessment and business analysis were conducted for an enterprise, reviewing current business and impact context; management strength, governance, customer and competitor knowledge; and investment and resource needs.
- Supported Niue's membership of Hidden Treasures, Treasures of the South Pacific, to promote Niue to the Australian travel industry.
- PTI Australia's Digital Tourism program continued to support four local operators in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Niue as a tourist destination.
- General Manager – Exports, PTI Australia, visited Niue to meet with local exporters and government officials, Chamber of Commerce and the Tourism Office.

A\$185,565

Exports facilitated

CASE STUDY



AUSTRALIANS CAPTURED WITH THE TASTES OF NIUE

Niue Vanilla International's participation in PTI Australia's Pacific Showcase at Fine Food Australia, put the spotlight firmly on Niue.

A team from Niue Vanilla travelled to Sydney, Australia, to represent Niue at PTI Australia's Pacific Showcase, which ran from 11-14 September 2017. Fine Food Australia is Australasia's largest trade-only food event, with over 5,000 buyers and distributors visiting the show each day.

Stanley Kalauni, Managing Director of Niue Vanilla, said it was a valuable trade show and they were delighted with the sales leads the trade show generated.

"The feedback from potential buyers was fantastic. As a small enterprise, being part of PTI Australia's Pacific Showcase enabled us to have a larger impact at the show, raising

the awareness of Niue and Niue Vanilla to the Australian market. Through PTI Australia's Pacific Showcase, we have connected with potential buyers and generated new sales leads, which was our goal."

Jeremy Grennell, General Manager – Exports, PTI Australia, said that PTI Australia's Pacific Showcase was an overwhelming success.

"PTI Australia's Pacific Showcase provided an opportunity for enterprises from across the Pacific Islands to make the international audience aware of their products and to get direct feedback from buyers on those products. The response our Pacific Island enterprises have had from the trade show has been overwhelmingly positive. Distributors and buyers from across Australia, Asia and North America visited our enterprises in the Pacific Showcase and they were impressed by both the quality and range of products from the Pacific Islands," Mr Grennell said.

PALAU

Capital: Melekeok

Land Area: 460 km²

Population: 18,000 (2016)

GDP growth (% change year on year): 1%

Industries: Tourism, fishing, subsistence agriculture

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia continued to strengthen their partnerships in Palau, working in collaboration with private sector and government agencies. PTI Australia assisted 52 businesses facilitating over A\$1.1m in exports.

IN BRIEF – 2017 HIGHLIGHTS

- PTI Australia supported Indigo Seafood, a finalist at the Fish 2.0 competition held in Stanford University, USA, providing a preparatory workshop to ensure Pacific finalists were pitch ready.
- In partnership with the Palau Chamber of Commerce, PTI Australia ran its digital tourism workshop, with 41 enterprises in attendance. PTI Australia's Digital Tourism workshop assists local tourism operators to understand the importance of being online and to gain practical skills to enhance their digital presence.
- PTI Australia's Digital Tourism program continued to support 14 local operators in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Palau as a tourist destination.
- A fishing entrepreneur took part in the Fish 2.0 competition, with which PTI Australia is a major partner.
- Impact investment assessment and business analysis was conducted for two enterprises, reviewing current business and impact context; management strength, governance, customer and competitor knowledge; and investment and resource needs.

A\$1,108,095

Exports facilitated

52

Businesses assisted

12

Women-led businesses assisted

CASE STUDY



DRIVING OPPORTUNITIES IN FISHERIES THROUGH IMPACT INVESTING

Impact investing is a growing field of investment that assists in financing businesses and projects that generates a measurable positive social or environmental impact. Impact investments are different from grants as a financial return is expected and unlike mainstream finance a measurable social or environmental impact is required.

A global initiative that connects impact investors and businesses from the fisheries sector is Fish 2.0; a sustainable seafood competition where, at the final stage of the competition, 40 finalists from across the globe have the opportunity to pitch to investors.

Palau's Indigo Seafood was one of only three Pacific Island sustainable seafood businesses that progressed to the finals travelling to the USA to pitch to investors at the Fish 2.0 Innovation Forum in November 2017.

Indigo Seafood owner James Sanderson, said he was grateful for the opportunity and through the process had developed his business and

knowledge of pitching to investors.

"This has been such an amazing experience, I feel very honoured to have represented Palau and have this opportunity to speak directly to investors and show them what we are doing in Palau as custodians of the ocean to ensure there will be fish for generations to come.

"It's been great to be here as part of a Pacific Team, I've learnt a lot and want to thank Chad Morris, PTI Australia for initiating and putting together the preparatory workshop, ensuring we were pitch ready and could make the most of the opportunity. Also the support and feedback from, Tony Sullivan, FFA and Jenny Wright, USA State Department and Leigh Moran, Calvert Foundation in the workshop."

PTI Australia was a sponsor of the Fish 2.0 competition and travelled to the USA to support the Pacific Island finalists and assist them in their presentation as they pitched to a room of over 100 investors in Stanford University as part of the competition.

PAPUA NEW GUINEA

Capital: Port Moresby

Land Area: 452,860 km²

Population: 7.9 million (2016)

GDP growth (% change year on year): 3.1%

Industries: Copra crushing, palm oil processing, plywood production, woodchip production; mining (gold, silver, copper); crude oil and petroleum products; construction, tourism

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia worked extensively in PNG in 2017, assisting 136 businesses and facilitating A\$388,276 in exports.

IN BRIEF – SERVICE HIGHLIGHTS

- In partnership with Austrade, facilitated and led an infrastructure mission involving 14 Australian businesses looking to potentially partner with local PNG businesses.
- MaxtoneHaus Limited was part of PTI Australia's Pacific Showcase at the Sydney Beauty Expo 2017. The opportunity increased the enterprise's brand awareness in the Australian market and stimulated direct buyer relationships.
- Introduced a beverage enterprise to Carnival Australia.
- Through a partnership with Among Equals, PTI Australia has provided access to international markets for over 100 bilum weavers, resulting in export sales.
- Through our partnership with Real Impact, a basket weaver was invited to be part of The Considered Collection – launched at the Life Instyle trade event, Melbourne – resulting in export sales.
- Sponsored the 2017 Goroka Bilum Festival, developing the marketing collateral and assisting with social media.
- In partnership with Milne Bay Tourism, PTI Australia ran its digital tourism workshop, with 16 local tourism operators in attendance. PTI Australia's Digital Tourism workshop assists local tourism operators to understand the importance of being online and to gain practical skills to enhance their digital presence.
- Impact investment assessment and business analysis was conducted for four enterprises, reviewing current business and impact context; management strength, governance, customer and competitor knowledge; and investment and resource needs.
- Facilitated the introduction of an Australian buyer to an enterprise in the coffee industry, resulting in a significant export sale.
- Assisted 18 artisans with marketing promotions and enabling connections with buyers, resulting in export sales.
- Superior Enterprises Limited was part of PTI Australia's Pacific Showcase at Fine Food Australia 2017. The opportunity increased their brand awareness in the Australian market and facilitated direct buyer relationships. Graphic design services, including logo creation, were provided.
- Export sales were achieved for Tropic Frond Oils Limited, with a buyer connection made through participation in a previous PTI Australia Pacific Showcase at Fine Food Australia.
- Provided Voco Point Pty Ltd with advice on entry to the Australian market.
- Two fishing entrepreneurs took part in the Fish 2.0 competition, with which PTI Australia is a major partner.
- Facilitated the introduction of 10 enterprises to buyers in Australia.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting PNG as a tourist destination.
- PTI Australia's Digital Tourism program continued to support three local operators in the market.

A\$388,276

Exports facilitated

136

Businesses assisted

75

Women-led businesses assisted

CASE STUDY



FACILITATING SUSTAINABLE EXPORT CONNECTIONS

PTI Australia's Trade and Investment Commissioner, Caleb Jarvis, led a buying delegation to Goroka, PNG, in May 2017, resulting in the largest purchase of bilum by a single buyer in the history of PNG. The buyer, Caroline Sherman, founder of Among Equals, purchased over PGK 8,000 worth of bilum. More bilum orders have been placed after a positive response to an Among Equals bilum exhibition held at Koskela, Sydney, Australia.

During the buyer mission in May 2017, delegates also attended a celebration to mark the laying of foundations for a Bilum House for the Bilum Weavers of Goroka. The Bilum House is being funded by Among Equals and will be a safe space where women weavers can come together to weave and share ideas.

PTI Australia's Creative Industries program has played a pivotal and ongoing role in connecting Caroline Sherman and Among Equals with bilum-weaving communities in PNG.

Launched in late 2014, Among Equals is a social enterprise aimed at empowering women bilum weavers in the highlands of PNG and to help support the artisan skills of bilum weaving to keep them relevant for future generations.

Caroline Sherman saw her first bilum at PTI Australia's Maketi Ples in 2014 and was inspired by what she described as "its beauty, colours and physical strength". Wanting to understand the history and technique behind bilum, Caroline sought PTI Australia's help to visit bilum-weaving communities in PNG.

PTI Australia invited Caroline to attend the Goroka Bilum Festival, where she met weaver Florence Jaukae Kamel and women artisans from the Goroka Bilum Weavers Cooperative.

"Through my research and my journeys to Papua New Guinea, I found a community of women – weaving, caring, storytelling and living – through the making of bilum bags," Caroline said.

"This inspired me to work with these talented women of PNG and bring my skills and 20 years' experience as a fashion and textile designer in London, New York and Sydney, to create a bag with a contemporary twist that still retains a deep cultural significance," she said. And so, the vision for Among Equals was born.

After being guided by PTI Australia through the early stages of establishing her supply chain for Among Equals, Caroline now works directly with artisan communities in PNG including the Goroka Bilum Weavers Cooperative, Hagen Handicrafts Group and Giluwe Artisans. Working with these artisans, Among Equals seeks to combine the skills of bilum weaving, which have been handed down through generations of PNG women, with contemporary aesthetics to create high-end bags sold through exclusive fashion boutiques internationally.

As a social enterprise, Among Equals aims to enhance what their artisans do best while helping to improve the economic and social situation of the women that they are working with.

"The worlds of these women are complex, often violent and insecure. Through an ongoing relationship with these communities, my aim is to provide them with sustainable incomes and to help ensure bilum remains a viable art form for future generations."

The Bilum House is more than just a structure. It shows my commitment to the women weavers. We are building a space for the community. A safe place to weave, learn and share. What you see today is the foundation and together in partnership with the bilum artists, we will build on this foundation as we continue to collaborate and showcase bilum internationally," Caroline said.

Among Equals currently supports over 50 bilum artists in three artisan communities in Goroka, Mount Hagen and Lalibu.

"We are so thankful to Caroline for showing her support to us through the building of this house. It means a lot to our community to have a space we can call our own."

"By working with Among Equals, the money that flows from international sales to the Goroka Bilum weavers has enabled the women to pay for all the little girls to attend school. Their support has meant that we can pay for our healthcare, our traditional obligations and the things we need for our homes. It has made a huge difference to us," said Florence Jaukae Kamel.

REPUBLIC OF THE MARSHALL ISLANDS

Capital: Majuro

Land Area: 180 km²

Population: 54,000 (2016)

GDP growth (% change year on year): 1.9%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

A\$86,745

Exports facilitated

Working closely with the private and public sector in the Marshall Islands in 2017, PTI Australia facilitated over A\$86,700 in exports an 85 per cent increase on 2016 outcomes.

IN BRIEF – 2017 HIGHLIGHTS

- Supported the Marshall Islands' membership of Hidden Treasures, Treasures of the South Pacific, to promote the Marshall Islands to the Australian travel industry.
- PTI Australia's Digital Tourism program continued to support two local operators in the market.
- Under our Digital Tourism program, developed a booking-capable website for a local tourism accommodation provider.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting the Marshall Islands as a tourist destination.
- Promotion of two investment opportunities on PTI Australia's Online Investment Directory.

CASE STUDY



SUPPORTING THE LOCAL ECONOMY THROUGH TOURISM

The digital transformation of the tourism industry has opened up opportunities for Pacific nations such as the Marshall Islands to create awareness of their nation as a tourism destination and for local tourism operators to engage directly with potential tourists.

For small island states such as the Marshall Islands it can be difficult to access expertise in digital marketing. PTI Australia understands the value of tourism to local Pacific Island economies.

To ensure presence of the Marshall Islands in the travel industry in 2017, PTI Australia supported a number of tourism initiatives, including the supporting the Marshall Islands membership to Hidden Treasures of the South Pacific, a platform that directly promotes the Marshall Islands to the Australian travel industry.

As part of PTI Australia's Digital Tourism program, PTI Australia collaborated with the SPTO, supporting a one-month online campaign through TripAdvisor promoting the Marshall Islands as a tourist destination and also developed a booking-capable website for a tourism accommodation provider.

SAMOA

Capital: Apia

Land Area: 2,830 km²

Population: 195,000 (2016)

GDP growth (% change year on year): 2.1%

Industries: food processing, building materials, auto parts

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia has continued to build on their relationships in the private sector in Samoa as well as partnering with the government to further support trade and investment. In 2017, PTI Australia assisted 50 businesses, facilitating over A\$4m in exports and A\$106,000 in investments.

IN BRIEF – 2017 HIGHLIGHTS

- Impact investment assessment and business analysis was conducted for 11 enterprises, reviewing current business and impact context; management strength, governance, customer and competitor knowledge; and investment and resource needs.
- Facilitated introductions to various enterprises with The Difference Incubator (TDi).
- Provided support to an agriculture enterprise by supplying jars, packaging and labelling designs for their first two shipments of coconut oil, leading to ongoing export sales.
- Fruit Pacifique Limited was part of PTI Australia's Pacific Showcase at Fine Food Australia 2017. The opportunity increased their brand awareness in the Australian market and enabled direct buyer relationships.
- Assisted with PR and media promotions support to Misiluki Skincare for official launch and marketing campaign in Australia.
- Provided retailer compliance information on Coles Ethical Sourcing policy to the Samoa Trust Estates Corporation.
- Provided support to Mailelani Samoa at the Naturally Good Expo 2017 in Sydney.
- Assisted an enterprise with packaging material and commercial jam production equipment for first trial shipments to Australia.
- Supported Samoa Tradition Farmers and Growers Co-op with their new packaging material and marketing collateral for first shipments of frozen products to Australia.
- Provided support to Pacific International Runway 2017 fashion event, where three designers – Cecilia House of Fashion (Cecilia Keil), Pele Creations (Natalya Ah Him) and DMF Fashion (Dane Fabricious) – showcased their designs in Australia.
- Provided product samples by Nora's Plantation Food products to Haigh's Chocolates in Australia.
- Introduced Scientific Research Organisation of Samoa to a retailer of Pacific products in Melbourne.
- Hosted the Vice Consul Trade, Mr Henry Tunupopo, and discussed areas of collaboration to further assist Samoan enterprises exporting, or looking to export, to Australia.
- PTI Australia's Digital Tourism program continued to support 19 local operators in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Samoa as a tourist destination.
- Promotion of two investment opportunities on PTI Australia's Online Investment Directory.
- Four fishing entrepreneurs took part in the Fish 2.0 competition, with which PTI Australia is a major partner.
- Supported the delivery of PTI Australia's Digital Tourism workshop in Savaii, through our partner Scope Global.
- Export visit to Samoa to meet with existing exporters and qualify new exporters, including assessing enterprises that may benefit from impact investment.
- Introduced Samoan exporter of frozen products to a Melbourne retailer/wholesaler.

A\$4,867,074

Exports facilitated

A\$106,000

Investments facilitated

50

Businesses assisted

19

Women-led
businesses assisted

CASE STUDY



BRINGING THE TROPICAL FLAVOURS OF SAMOA TO THE WORLD

Bringing together the tropical flavours of the Pacific Islands, Ma'oi is a range of artisan jams and tropical fruit spreads handcrafted in pristine Poutasi, Samoa.

Poutasi is a village on the south-east coast of Upolu island, Samoa, which was devastated by the 2009 tsunami where nine members of the village lost their lives.

Inspired by the rich flavours of organic fruits found in Samoa, Cedric Holz created Ma'oi.

Born and raised in France, Cedric learned the art of making jams from his grandmother when he was five years old. Moving to Samoa, Cedric said he was amazed at the abundance, quality and unique taste of readily available tropical fruits.

"We have everything we need here in Samoa to produce high-quality boutique spreads that will provide jobs and put Samoa on the international food map."

Employment opportunities in villages such as Poutasi are limited. The cost of a return bus fare to the capital, Apia, is the same as the daily wage, making it prohibitive for locals to make the daily commute to work there. Cedric saw Ma'oi as an opportunity to collaborate with the villagers of Poutasi and to build and share his knowledge with them. Ma'oi has set up a facility there. It is a true collaboration supported by Tuatagaloa Joe Annandale, Matai (chief) of Poutasi.

"Cedric is a talented young man – he has a lot to offer. When you are gifted like that, you need to have the right environment to be creative ... this is the environment we are building together here in Poutasi; our stories and our dreams are intertwined.

"Ma'oi provides employment opportunities for our village and all the raw ingredients are sourced from our farmers providing a significant boost to our small economy.

"A little jar of jam – the effort that goes into its production is enormous. We are at the start of the Ma'oi story and it excites me to see the flow-on effect it will have for Poutasi," said Tuatagaloa Joe Annandale.

In September 2017, Ma'oi attended their first international trade fair as part of PTI Australia's Pacific Showcase at Fine Food Australia. The four-day, trade-only event attracted international buyers and distributors in the food industry. Cedric attended the show with his chief spread maker, Eseta Mapusaga. It was Ms Mapusaga's first trip out of Samoa, providing her with a valuable learning experience – especially to see the jams that she made at an international event.

"I was so proud to see our Ma'oi products that we made in Poutasi being tasted by people from across the world. It's been an amazing experience. I'm thankful for PTI Australia's help and I'm very proud that Ma'oi could represent Samoa at such a prestigious event," Ms Mapusaga said.

Mona Mato, Export Services Manager at PTI Australia, said that Ma'oi have a real niche product that is on trend with the 'real food movement' occurring globally.

"At the trade event, there were numerous buyers who are looking for natural boutique products that have a point of difference, to appeal to the increasing market of health and socially conscious consumers. The Pacific Showcase at Fine Foods has been a great platform to raise awareness of Ma'oi with these buyers."

Mr Holtz was extremely pleased with the trade show and said it has helped Ma'oi reach a captive buying market that they could not have achieved on their own.

"As a small venture, we really appreciate the opportunity the PTI Australia Pacific Showcase has provided us.

"To have this platform, to raise awareness of Ma'oi and the spreads grown and handcrafted in the Poutasi village in Samoa to an international buyer market, is something we couldn't have done on our own.

"The reaction from buyers and distributors at Fine Food Australia has been extremely positive. They love the taste profile of our products and our packaging. It's great to have confirmation that we are on the right track and can compete on the international market. We have gained a lot of leads from the trade show. Now the hard work begins as we follow up and look to sign our first international distributor," Mona Mato said.



SOLOMON ISLANDS

Capital: Honiara

Land Area: 27,990 km²

Population: 601,000 (2016)

GDP growth (% change year on year): 3%

Industries: Fish (tuna), mining, timber

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia worked extensively in the Solomon Islands, assisting 63 businesses and facilitating over A\$1.5m in exports

IN BRIEF – 2017 HIGHLIGHTS

- Impact investment assessment and business analysis was conducted for five enterprises reviewing current business and impact context; management strength, governance, customer and competitor knowledge; and investment and resource needs. This is the first step towards finding successful impact investments.
- Introduced various enterprises as potential impact investment enterprises to the Akina Foundation.
- Pre-qualified various impact enterprises and introduced them to Good Return.
- Through our partnership with Real Impact, nine artisans/communities were part of The Considered Collection, which was launched at the Life Instyle trade event, Melbourne.
- Re-introduced SOLKOM to a Sydney-based chocolate company, resulting in export sales.
- Introduced Solomon Tropical Products to a Brisbane buyer.
- Introduced a fishing enterprise to a potential Impact Investor, IIX.
- Solagro Products and Kokonut Pacific were part of PTI Australia's Pacific Showcase at Fine Food Australia 2017. The opportunity increased their brand awareness in the Australian market and resulted in direct buyer relationships.
- Provided Solagro Products with graphic design services to assist with first international expo in Australia.
- As part of PTI Australia's Digital Tourism program, PTI Australia worked with the Solomon Island Visitors Bureau to deliver a workshop in Honiara. PTI Australia's Digital Tourism workshop assists local tourism operators to understand the importance of being online and to gain practical skills to enhance their digital presence. PTI Australia partnered with TripAdvisor to deliver the workshops, providing further value to participants.
- PTI Australia's Digital Tourism program continued to support five local operators in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting the Solomon Islands as a tourist destination.
- PTI Australia supported Didds Fishing Company, a finalist and winner of the Pacific Track at the Fish 2.0 competition in Stanford, USA. PTI Australia provided a preparatory workshop to ensure Pacific finalists were pitch ready.

A\$1,505,797

Exports facilitated

63

Businesses assisted

17

Women-led businesses assisted

CASE STUDY



FISH 2.0 SUSTAINABLE FISHING COMPETITION WINNERS

The ocean and its fisheries are crucial to the economic livelihood and food security in the Pacific Islands and the Solomon Islands. The ocean faces tremendous pressure from human activity that is causing rising sea levels, increasing air and ocean temperatures and affecting fish populations. It is vital to develop and promote sustainable fishing enterprises. The importance of fishing to the Pacific Islands drove PTI Australia involvement as sponsor of Fish 2.0, a sustainable fishing competition that connects seafood businesses and investors to grow the sustainable seafood sector.

Didds Fishing Company, Solomon Islands, was one of only three Pacific Island sustainable seafood businesses that made up the 40 finalists from across the globe and travelled to the USA to pitch to investors at the Fish 2.0 Innovation Forum at Stanford University.

Didds Fishing Company was founded by Toata Molea, who lives in Makwanu, a community that builds and lives on artificial islands in the northernmost part of the Solomon Islands. Families in Makwanu use 15 boats, on alternating weeks, so everyone has the opportunity to earn an income. Didds Fishing Company provides the boats, fuel, ice and a 'carrier' boat. The carrier boat travels between the capital, Honiara and the company's base in the Malaita Province where the community drops off supplies and picks up the fresh fish, which are supplied to the local market and hotels.

The room erupted when Didds Fishing Company was announced as the winner of the Pacific Track of the competition in the USA. Mr Molea was ecstatic about being named a winner

"I still can't believe it. I'm so happy. All of the pitches were of such a high standard; I feel very honoured to have won the Pacific Track. I want to thank my family and the Didds fishing team and the Pacific team. I'm also thankful to Chad Morris, PTI Australia, for initiating and putting together the preparatory workshop to ensure we could make the most of the opportunity, and the support and feedback received from Tony Sullivan, FFA and Jenny Wright, USA State Department and Leigh Moran, Calvert Foundation.

"To pitch in English in front of such an esteemed crowd was daunting. It really helped to have the support of the Pacific team behind me. The entire competition has been an amazing experience. I've learned so much. The prize money will enable us to increase our fleet, providing more employment opportunities for the Makwanu community."

Chad Morris, General Manager, Investment and Tourism, PTI Australia, travelled to Palo Alto to support the Pacific finalists and help them prepare their pitches.

"There's some amazing sustainable approaches to fishing that are being developed in the Pacific. You just need to listen to the pitches from Toata Molea, Didao Fishing Company, Obed Matariki, Shepherd Islands Organic Seafood, and James Sanderson, Indigo Seafood, to hear how they are making an impact not only in the ocean, but also assisting the communities of where they operate.

"Each of the Pacific enterprises did an amazing job pitching. They did the Pacific proud and to see how far they have come both as individuals, and clarity in their business from when they started the competition, is immense. To have made it to the stage at Stanford University and to pitch to a room full of investors is a huge achievement – they should be very proud."



TONGA

Capital: Nuku'alofa

Land Area: 720 km²

Population: 104,000 (2016)

GDP growth (% change year on year): 3.1%

Industries: tourism, construction, fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia has continued to build on their relationships in the private sector in Tonga as well as partnering with the government to further support trade and investment. In 2017, PTI Australia worked with 35 businesses and facilitated over A\$4.1m in exports.

IN BRIEF – 2017 HIGHLIGHTS

- Two enterprises, Kau Fa'a'o Tokanga Growers, and Lavame'a Growers and Exports Limited, were introduced to Australian buyers.
- Provided graphic design services to Hilands Foods in 2017, including packaging design and logo creation to assist with brand positioning of a Tongan exporter in the Australian market.
- Island Rose Dream was part of PTI Australia's Pacific Showcase at the Sydney Beauty Expo 2017. The opportunity increased the enterprise's brand awareness in the Australian market and facilitated direct buyer relationships, resulting in export sales.
- PTI Australia connected the Tongan National Youth Congress to the Samoa Coconut Cluster as an alternative supply source for virgin coconut oil.
- A root crop exporter through our impact support program was assisted with the purchase of cassava root-pulling machinery.
- Provided support for packing materials to a freight forwarder.
- PTI Australia was a major sponsor of the Pacific International Runway 2017 fashion show held in Australia in October, where two Tongan-based designers showcased their designs.
- Provided marketing insights to Tastes of Tonga and provided graphic design services, including the creation of a new brand logo and packaging designs, for various products.
- PTI Australia provided support to an exporter to acquire processing equipment for their root crop exports to the Australian market.
- Visited Tonga on a trade mission to meet with key clients, stakeholders and private sector organisations and qualify new exporters.
- PTI Australia's Trade & Investment Commissioner attended the Tonga Chamber of Commerce Association (Australia) in NSW, giving a presentation on market opportunities.
- Hosted and met with the President and Acting CEO of the Tongan Chamber of Commerce.
- Hosted and met with the Chief Secretary and Secretary to Cabinet to discuss Tongan activities for 2017.
- A fishing entrepreneur took part in the Fish 2.0 competition, with which PTI Australia is a major partner.
- PTI Australia's Digital Tourism program continued to support 11 local tourism operators in the market.

A\$4,188,962

Exports facilitated

35

Businesses assisted

8

Women-led businesses assisted



CASE STUDY



TONGA CAPTURES THE ATTENTION OF AUSTRALIAN BEAUTY PROFESSIONALS

Island Rose Dream captured the attention of Australia's beauty industry with their natural and innovative products at PTI Australia's Pacific Showcase at the Beauty Expo Australia, held at the end of August.

Handed down through Tongan generations from mother to daughter, Ioto Tonga (coconut oil) has been part of the life of founder of Island Rose Dreams, Rose Akauola-Fine, since she was born. Experiencing firsthand the benefits of Tongan coconut oil and seeing a gap in the market for Tongan beauty products, Rose launched Island Rose Dream.

A labour of love the coconut-based beauty products are handmade using traditional methods in the rural villages of Kanokupolu and Lapha in Tonga. Employment opportunities in Tonga's rural villages are very limited and travelling to the city for work is not an option for most. Rose saw an opportunity for Island Rose Dream to create a source of income for the community in the villages utilising their skills and Rose's product research. The feedback she has received especially on her coconut body scrubs has been really positive. It is Rose's dream to build demand internationally to create ongoing income for rural villages and put Tonga Coconut Oil beauty products on the international map.

Beauty Expo Australia held in Sydney is Australia's definitive trade event for beauty professionals. Jeremy Grennell, General Manager – Exports, PTI Australia, said it was a great opportunity for Island Rose Dream to connect with international buyers and to get direct feedback from the market.

"It was great to see the level of interest in beauty products from the Pacific Islands. The natural ingredients used and story behind the products are real points of difference."

Rosie Akauola-Fine said it was a great opportunity and the response has been really positive.

"Being part of PTI Australia's Pacific Showcase was an amazing opportunity. It's allowed us to get valuable feedback and leads from the industry that have resulted in export sales. Being part of the show has also helped raise awareness of our brand Island Rose Dream and what we stand for; it's given us a platform to tell our story and our point of difference."

PNG



Oshin
ORGANICS

TUVALU

Capital: Fongafale

Land Area: 30 km²

Population: 11,000 (2016)

GDP growth (% change year on year): 3.2%

Industry: fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia actively worked with Tuvalu's private sector and government agencies, facilitating A\$33,728 in exports.

IN BRIEF – 2017 HIGHLIGHTS

- Supported Tuvalu's membership of Hidden Treasures, Treasures of the South Pacific, to promote Tuvalu to the Australian travel industry.
- PTI Australia's Digital Tourism program continued to support a local tourism operator in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Tuvalu as a tourist destination.
- Promotion of an investment opportunity on PTI Australia's Online Investment Directory.

A\$33,828

Exports facilitated

CASE STUDY



OPENING INTERNATIONAL MARKETS THROUGH DIGITAL TOURISM

Tourism is an important economic driver in the Pacific Islands, leading to economic growth and employment opportunities. The tourism market is very competitive and for small Pacific nations like Tuvalu it can be difficult to raise awareness in international tourist markets.

To support the promotion of Tuvalu as a tourist destination, PTI Australia supported Tuvalu's membership of Hidden Treasures, Treasures of the South Pacific, to promote Tuvalu to the Australian travel industry. In collaboration with

the SPTO in 2017, PTI Australia supported a one-month campaign through TripAdvisor that provided online exposure to the unique selling proposition of Tuvalu as a holiday destination.

Online travel bookings have continued to grow over the past five years. Consumers are increasingly integrating mobile and internet connectivity into their everyday lives, changing the way they purchase and make decisions. Through PTI Australia Digital Tourism program, PTI Australia continued to support a local tourism operator through a booking-capable website, resulting in export sales.

VANUATU

Capital: Port Villa

Land Area: 12,190 km²

Population: 275,000 (2016)

GDP growth (% change year on year): 4.5%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

PTI Australia worked extensively in Vanuatu, assisting 80 Vanuatu businesses and facilitating over A\$2.3M in exports and A\$656,000 in investments.

IN BRIEF – 2017 HIGHLIGHTS

- Provided graphic design services to Lamah Family Farms, including logo creation.
- Packaging developed for Lapita Café's Nangai Nuts and a compliance check completed for entry into Australian market.
- Azure Pure Water Limited were part of PTI Australia's Pacific Showcase at Fine Food Australia 2017. The opportunity increased their brand awareness in the Australian market and set up direct buyer relationships, leading to export sales.
- Through our partnership with Real Impact, eight artisans/communities were part of The Considered Collection, which was launched at the Life Instyle trade event, Melbourne.
- Assisted an agricultural business with packaging design for frozen products (taro, cassava and yams) for export to Australia and provided logistical assistance with the first two trial shipments.
- Introduced three enterprises to Australian buyers/distributors.
- Introduced Aelan chocolates to Oxfam Australia, leading to a supply contract commencing in 2018.
- Through PTI Australia's impact support program, supported African Pacific to facilitate the organic certification of the Central Malekula Growers group. Sixty-eight farmers were certified in 2017, with another 250 on track to achieve certification in 2018.
- Introduced two enterprises (one producing beverages, the other meat products) to an Australian service provider, resulting in sales confirmed for one enterprise and negotiations ongoing with the other.
- Provided in-depth graphic design services to Vanuatu Direct Limited, including advice and spout-pouch packaging development.
- Vanuatu Bijouterie Limited was part of PTI Australia's Pacific Showcase at the International Jewellery Fair 2017. The opportunity increased brand awareness in the Australian jewellery market and facilitated direct buyer relationships.
- Hosted the Deputy Prime Minister and 12 senior government officials at PTI Australia to discuss tourism, exports and investment interests.
- Joint export visit with Vanuatu Trade Commissioner to assist a major Australian service provider to connect with food suppliers, meet existing exporters and evaluate new enterprises to determine if they meet export standards.
- Introduced a Vanuatu exporter to two Australian buyers of value-added products, leading to current of supply contract negotiations.
- Introduced major Australian service provider to a food manufacturer in Vanuatu.
- PTI Australia's Digital Tourism program continued to support 18 local operators in the market.
- In collaboration with SPTO, supported a one-month campaign through TripAdvisor promoting Vanuatu as a tourist destination.
- PTI Australia supported Shepherd Islands Organic Seafood, which was a finalist at the Fish 2.0 competition in Stanford, USA, providing a preparatory workshop to ensure Pacific finalists were pitch ready.
- Two fishing entrepreneurs took part in the Fish 2.0 competition, with which PTI Australia is a major partner.
- Facilitated and led an impact investment mission introducing qualified enterprises seeking investment to the Lotus Group.

A\$2,319,347

Exports facilitated

A\$656,000

Investments facilitated

80

Businesses assisted

18

Women-led businesses assisted

CASE STUDY



ORGANIC CERTIFICATION EMPOWERS EXPORT PROSPERITY FOR FARMERS

The international market for exports is fiercely competitive and the Pacific Islands must also contend with high road and inter-island transportation costs. Third-party organic certification, especially in the agriculture sector, can make a financial difference to growers and what they receive at the farm gate.

In Vanuatu, traditional copra (dried coconut) farming feels like living in 'agricultural poverty'. The work is both physically intensive and time intensive, with a very low return of sale at the farm gate. PTI Australia has worked with grower groups in Vanuatu since 2012, supporting the Vanuatu Organic Coconut Initiative. The aim of the initiative is to have 10,000 farmers obtain organic certification, to increase revenue and work towards the eradication of agricultural poverty in Vanuatu. The initiative is the vision of the Hon. Ian Wilson, a ni-Vanuatu farmer and member of parliament for Maewo Island, and is coordinated by Andreas B. Lombardozi, of African Pacific, a company that facilitates and integrates small agricultural farmers and international customers to achieve a farmer-focused customer relationship.

In 2017, with the support of PTI Australia, three Vanuatu growing groups – Malekula Organic Growers Group, Sanma Organic Grower Group and Maewo Organic Grower Group College – collaborated with African Pacific to streamline the process of obtaining third-party certification through Australian Certified Organic (ACO). This International Federation of Organic Agriculture Movements (IFOAM - Organics International) accredited third-party certification enables grower groups to sell their goods as organic produce to the international market in the EU, Australia, USA and most recently, China.

Mr Lombardozi said third-party organic certification has seen an increase in earnings for the farmers.

“With the organic certification, farmers earn US\$50 per metre more – a net increase of approximately 15 per cent at farm gate. We had some quality issues in organic copra production, which limited the premium to US\$50; however, with investment in new drying systems this year and our buyer investing in a refinery in Melbourne, we hope that over this year we will be able to increase the premium to US\$100 per metre, which will significantly increase the farm gate price for organic copra.

“An added advantage of the organic certification is that all other crops (cocoa, fruit, nuts, beef, kava etc.) can also be certified organic under the same process. This allows farmers greater access to additional markets and improved earnings not just on the coconuts, but all agricultural production on their land. We've seen this with the Malekula Organic Growers Group, which has established a market for both their coconuts and cocoa in Europe and USA.

“Organic certification works really well within the community culture of Vanuatu, allowing farmers to work together in their community and sell as a group into the international market.

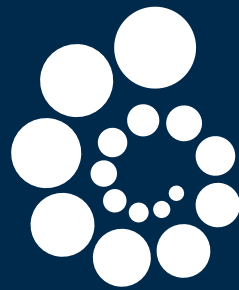
“Organic certification not only helps communities earn an increased and more stable return at farm gate; it gives them an opportunity to build longer term agricultural plans, giving families and communities financial stability over time and allowing them to invest with greater confidence in more significant and value-adding projects. Due to the organic community farming system established in Maewo, the Maewo Organic Growers Group was nominated for the NZ Aid/VanGov agri-projects and received a tractor to continue building and investing in organic agriculture on the island.”

George Moli, a local consultant working with the Growers Groups to achieve improved certification outcomes, has seen the direct positive impact on communities.

“In Sanma, we have seen the increased earnings from organic certification taking the pressure off parents paying school fees and for health services for their families. The ability to pay for improved education for their children is one of the most important motivations to achieve organic certification and will, over time, have a great beneficial impact on communities.”

Even with the proven financial benefit of third-party organic certification, farmers and grower groups still face significant hurdles in gaining and retaining certification. The main barriers are the cost of certification, which involves creating an Internal Control System within the group (a required track-and-trace system for each farmer); the initial and ongoing training for the farmers in the group; and getting third-party organic certification for the group. The current cost is around A\$10,000 for 500 farmers (A\$20 per farmer) just for the third-party certification. As organic farmer numbers grow, Mr Lombardozi hopes the system will reduce this cost to around A\$5 per farmer, thus making it more accessible for farmers to join and certify their produce.

“In order to move forward with investing in organic certification training, we hope to have each year, starting in April, an Organic Agriculture Training Week in which we can bring trainers to Vanuatu and train admin officers, coordinators and farmers, to improve their knowledge in organic admin and farming methods, to continue to build on the growth of our current platform and to reach our goal of certifying 10,000 farmers,” Mr Lombardozi said.



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