



Pacific Trade Invest  
AUSTRALIA

# PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2018



PACIFIC ISLANDS  
FORUM SECRETARIAT



Australian Government  
Department of Foreign Affairs and Trade



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## LETTER FROM THE SECRETARY GENERAL



It is my pleasure to introduce Pacific Trade Invest (PTI) Australia's Annual Report for 2018 – a significant year, where PTI Australia harnessed the strength of the Blue Pacific to deliver commercial outcomes across the region.

As an agency of the Pacific Islands Forum Secretariat, PTI Australia supports and delivers on the Secretariat's Strategic Results Framework Outcome: increasing economic prosperity – with emphasis on supporting the private sector and business growth in the Pacific Islands. Their work in the region continues to support job creation, business diversification and sustainable economic development opportunities to improve the livelihoods of Pacific people.

In 2018, PTI Australia launched innovative partnerships and initiatives through digital trade and tourism, which resulted in a milestone export deal between Carnival Australia and Vanuatu's Azure Pure Water.

Similarly, working with a diverse range of Pacific businesses from the agriculture, tourism and fashion sectors, PTI Australia facilitated A\$23.5m in exports and worked with 981 businesses. In 2018, they assisted 278 women-led businesses; their efforts to support women's empowerment through business should be applauded.

Also worth noting in 2018, PTI Australia marked its efforts through the Bilum Initiative in Papua New Guinea with the Goroka Bilum Festival celebrating its tenth anniversary. Over the last decade, the festival has helped to grow market awareness of bilum and the skills of its weavers. Today, sustainable export channels have been created for weaving communities in some of the remotest parts of Papua New Guinea.

PTI Australia continues to support the priorities identified by the Pacific Leaders through the Framework for Pacific Regionalism.

To that end, I recognise the contribution and continued support of the Australian Government and its commitment to the economic development of the Blue Pacific region. On behalf of the Pacific Islands Forum Secretariat, I extend our thanks to PTI Australia's Trade & Investment Commissioner Caleb Jarvis and his team for their tireless hard work and commitment to seeking new trade and investment opportunities for the Pacific.

A handwritten signature in black ink, reading 'Meg Taylor'.

**Meg Taylor, DBE**

Secretary General  
Pacific Islands Forum Secretariat



## TRADE & INVESTMENT COMMISSIONER'S FOREWORD

Reflecting on our achievements over the past 12 months, I am incredibly proud to lead an organisation that has a life-changing impact in the Pacific. In 2018, we facilitated A\$25.79m in trade and investments and assisted 981 businesses from across the Pacific. Our commitment to empowering Pacific women in business saw us work with 278 women-led businesses, facilitating 218 deals with A\$6.03m in exports facilitated.

Steered by our Vision of improving the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific, we are required to be agile in seizing opportunities to generate commercial outcomes in the dynamic environment in which we operate.

Businesses in the Pacific remain at the heart of our work. Our three key focus areas – Trade, Investment and Tourism – underpinned PTI Australia's work in 2018 and our efforts to drive economic growth for the 16 Pacific nations we have the privilege of serving.

Connectivity and technology have rapidly changed the trade and investment landscape. In 2018 we looked at how the digital revolution should inform our programs and work in the Pacific. We expanded the breadth of our Pacific Islands Export Survey to understand the use of digital channels by exporters in the Pacific, the 2018 results providing governments and the private sector with insights to stimulate export growth. Also in 2018 we launched our Digital Trade program, a regional initiative to support the development of the private sector's digital capability, arming them with tools to drive export sales through platforms such as Amazon Australia.

Innovative partnerships have allowed us to increase our impact. We partnered with home-sharing platform Airbnb to support the development of micro-enterprises in the Pacific, and to empower communities in the Pacific through home sharing. In 2018, PTI Australia facilitated Airbnb Pacific workshops in Samoa, the Cook Islands and Vanuatu, contributing to a significant growth in inbound guest arrivals and listings. A groundbreaking partnership we facilitated between REAL Impact and crowdending platform, Kiva, is providing important working capital for SMEs in the creative industry sector, with the first loan in Papua New Guinea reaching its funding target in just 14 hours. The funds were used to set up a handicraft business developing new products using the traditional skills of weavers in lalibu in the remote Southern Highlands Province.

Community is important; we couldn't do this alone. What we achieved in 2018 is a testament to the commitment of our team, partners and networks. Together, PTI Australia is so much stronger.

I would especially like to thank staff at PTI Australia for the work they do each day and acknowledge the Pacific Islands Forum Secretariat and the Australian Government, which have supported us and our work in the Pacific regions for the past 39 years.

I look forward to continuing to work together in 2019, as we celebrate 40 years of driving private sector growth in the Pacific.

**Caleb Jarvis**

Trade & Investment Commissioner  
Pacific Trade Invest Australia



# OUR VISION

“Improving the livelihoods of Pacific people by enabling decent work and economic growth in the Blue Pacific.”

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



Dancers in Papua New Guinea

# WHO WE ARE

## OUR ROLE

As the Pacific's lead trade and investment promotion agency PTI Australia develops and promotes Pacific businesses and people from the Pacific through trade, investment and tourism.

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

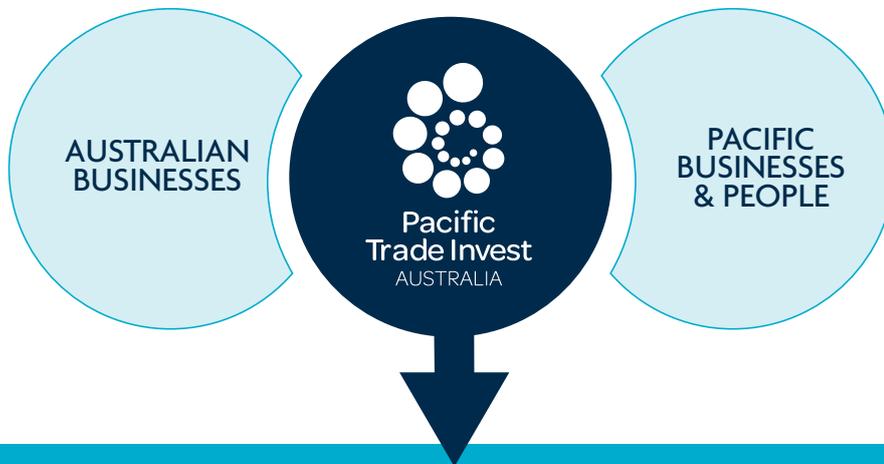
With an extensive network built over 39 years and a deep understanding of the Pacific region, PTI Australia supports private sector growth to reduce aid reliance, making long-term sustainable improvements to the Blue Pacific's economy and the livelihoods of Pacific people.

PTI Australia is an agency of PIFS and is funded by Australia's Department of Foreign Affairs and Trade (DFAT).

## OUR APPROACH

We have a culture that fosters innovation as we look to maximise our impact in the Blue Pacific. Our size enables us to be agile in our approach as we work towards our Vision of "enabling decent work and economic growth in the Blue Pacific". Our Vision is aligned to SDG 8 and SDG 5, while contributing to the PIF's *Strategic Outcome C – Increasing Economic Prosperity*, and five of DFAT's *Making Performance Count – Key Strategic Targets*.





**KEY STRATEGIC AREAS**

**CONNECTING BUSINESSES**

**CAPACITY BUILDING**

**OUTCOMES & IMPACTS**



Export sales and investments

Small island states

Gender equality

Decent work and economic growth

MONITORING & EVALUATION FRAMEWORK

## STRATEGIC FOCUS

Our key strategic areas reflect our overarching priorities to drive trade and investment in the Pacific. Underlying our activities is PTI Australia's continued commitment to empowering women in business, and supporting the small island states (SIS) of the Blue Pacific.



### TRADE

Growing private sector sales to the Australian market.



### INVESTMENT

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



### TOURISM

Increasing digital capabilities and promoting the Pacific tourism sector globally.

## OUR SERVICES

In 2018, we continued to work with export- and investment-ready businesses and partners in the Pacific through:

### CONNECTING BUSINESSES

- Introductions
- Missions and events
- Promotion and marketing
- Referrals to specialist service providers

### CAPACITY BUILDING

- Identify and qualify potential clients and partners
- Provide support and specialised business advice
- Develop and facilitate workshops
- Develop and disseminate industry, market and research reports
- Talent development program

## OUTCOMES AND IMPACTS

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



### DEALS

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



### SMALL ISLAND STATES

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



### UN SDG 5 - GENDER EQUALITY

Actively supporting women-led enterprises in the Pacific.



### UN SDG 8 - DECENT WORK AND ECONOMIC GROWTH

Promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for Pacific people.

## MONITORING AND EVALUATION

Embedded in our work is PTI Australia's monitoring and evaluation framework, which tracks client advocacy, program impact and outcomes, as well as monitoring external influences in the trade and investment environment. The framework allows us to be agile and adjust our service offerings and delivery ensuring resources are effectively used.

# KEY ACHIEVEMENTS

## OUR YEAR IN NUMBERS

A results-focused agency, we set our key performance indicators in consultation with DFAT and PIFS.

OUTCOMES	2018
Total exports facilitated	A\$23.5m
Total investments facilitated	A\$2.29m
Businesses assisted	981
Women-led businesses assisted	278
Women-led businesses number of deals	218
Women-led businesses dollar value of export deals	A\$6.03m
Cultural industries number of export deals	177

## INVESTMENTS SHOWCASED

42

PTI Australia provides confidential services and tailored advice to connect investors and investees to our extensive networks.



## COUNTRIES SERVICED

16

Cook Islands, Fiji, French Polynesia, FSM, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, PNG, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu.



## WORKSHOPS DELIVERED

14

PTI Australia delivered private sector development workshops on such topics as e-commerce, digital tourism, and Airbnb.



## WORKSHOP ATTENDEES

500+

Attendance at PTI Australia workshops is always high, indicating a strong need for business education in the Pacific Islands.





# TRADE

## GROWING PRIVATE SECTOR SALES TO THE AUSTRALIAN MARKET

While the digital transformation of the Pacific trading landscape has been immense, findings from our 2018 Pacific Island Export Survey show that only 36% of companies surveyed have their own website, with 44% of respondents raising concerns that their lack of digital expertise in business was a barrier to taking advantage of digital platforms.

Through our trade program in 2018 we collaborated with export-ready businesses from the Pacific, key government agencies and national and private sector organisations, to help Pacific countries expand and diversify their products and markets resulting in export sales.

### KEY TRADE HIGHLIGHTS

The under-utilisation of e-commerce in the Pacific Islands drove the launch of PTI Australia's Digital Trade program in 2018. As part of the program, PTI Australia developed and facilitated e-commerce workshops (with an Amazon focus) in Samoa and Fiji. The workshops were delivered in partnership with the Samoa Chamber of Commerce and Fiji Export Council, providing practical advice and an overview of e-commerce to participants. Complementing the workshops, PTI Australia's E-Commerce Accelerator was launched. This is an intense program that provides the opportunity for export-ready businesses from the Pacific to learn how, and receive one-to-one mentoring and support, to list their products on Amazon Australia.

International trade shows that continued to raise brand awareness and connect Pacific Island businesses directly to buyers were a key strategy in 2018. PTI Australia hosted 12 Pacific business delegations, showcasing their products to international buyers at the following tradeshow:

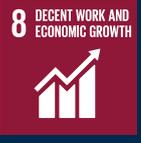
- Fine Food Australia, attended by eight businesses from the Pacific
- International Jewellery Fair (Australia), attended by four businesses from the Pacific

Our ongoing promotion of Pacific products to Carnival Cruises Australia resulted in a historic export agreement for Vanuatu and the Pacific. PTI Australia facilitated a breakthrough export deal between Vanuatu's Azure Pure Water and Carnival Australia. The three-year agreement will see Azure's Vanuatu Natural water supplied exclusively on select P&O Cruises Australia ships when they berth in Port Vila, Vanuatu.

Through our Creative Industries program, and the founding partner of Goroka's Bilum Festival, PTI Australia was proud to be part of the festival's 10th anniversary celebrations, which saw a record amount of bilum sold.

## CASE STUDY

### A HISTORIC EXPORT AGREEMENT FOR VANUATU AND THE SOUTH PACIFIC



Vanuatu's Azure Pure Water has announced a breakthrough export deal with Carnival Australia. The three-year agreement will see Azure's Vanuatu Natural water supplied exclusively on select P&O Cruises Australia ships when they berth in Port Vila, Vanuatu.

This is the largest bottled-water export agreement in the history of Vanuatu, seeing the equivalent of a 40-foot container loaded onto the Pacific Dawn and Pacific Jewel each time they berth.

Azure Pure Water owners, Shaun Gilchrist and Yael Sakker, said this is the first major export of its kind. It's a milestone for the Vanuatu export and tourism industry, giving P&O passengers the opportunity to taste Vanuatu Natural, with the bottled water being placed in all cabins for purchase.

"The volume we are supplying out of Vanuatu will make Azure Pure Water the second-largest exporter in Vanuatu, behind the combined beef export industry," Ms Sakker said.

PTI Australia is proud to have facilitated the connection with Azure Pure Water and Carnival Australia. PTI Australia's Trade & Investment Commissioner, Caleb Jarvis, said this is a groundbreaking deal not only for Vanuatu, but also for the Pacific Islands, and will help to further inspire export development in the Pacific Islands.

"This milestone agreement between Vanuatu's Azure Pure Water and Carnival Australia shows that goods produced and manufactured in the Pacific Islands can compete in an international market. Carnival Australia has very strict and demanding standards for their suppliers, especially regarding quality, quantity and price. Azure Pure Water has worked tirelessly over the past year to put in place measures to meet Carnival Australia's supplier standards. This agreement shows that with hard work and commitment, it can be done."

Ms Sakker echoed these sentiments.

"It's been a 12-month journey for us to reach this exclusive [Vanuatu] agreement with Carnival Cruises Australia. A journey that has seen us invest extensively in infrastructure, equipment, upskilling of staff and streamlining processes to improve our operations and products, and to achieve Hazard Analysis Critical Control Point (HACCP) certification for Azure Pure Water. This has ensured our products meet the quality expectations not only of P&O Cruises, but also the international visitors they bring to Vanuatu and other Pacific Island countries.

"We are thankful to the Vanuatu Government and PTI Australia, whose support has made this deal possible."

Established 23 years ago as Vanuatu's first domestic supplier of bottled water, Azure Pure Water is the only HACCP-certified supplier of bottled water in the archipelago, gaining HACCP certification late last year.

Carnival Australia's Director of Supply Chain, Jeremy Goodman, was delighted to see the agreement become a reality watching the first shipment loaded onto the Pacific Jewel in Port Vila, Vanuatu.

"P&O Cruises has been cruising to the South Pacific for more than 85 years and Vanuatu's beautiful cruise destinations are among our most popular. To build on this connection, our passengers having an opportunity to taste Vanuatu Natural on board will add to a unique experience, which promotes Vanuatu directly to an international tourist market.

"Our standards for suppliers are high, and Vanuatu Natural's operators have given us the confidence to offer a high-quality water product on our ships. We made a commitment to share the economic benefits of cruising and we are excited to see how it supports the local Vanuatu economy in boosting Vanuatu's exports."



# INVESTMENT

## INVESTMENT

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

Private sector investment is important to aid economic growth and increase employment opportunities in the Pacific. In 2018, PTI Australia worked in collaboration with the investment promotion authorities and partners, providing confidential services and tailored advice to connect investors and investees to our extensive networks. As a result, A\$2.29m in investments was facilitated in 2018.

#### KEY INVESTMENT HIGHLIGHTS

In 2018 we increased our capacity through Impact Investment, working with our partners Pacific RISE, intermediaries and impact investors, to deepen their understanding of the Pacific and identify businesses that have a positive social and/or environmental impact in their communities.

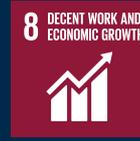
We facilitated a groundbreaking partnership between crowdfunder platform, Kiva, and Real Impact, opening up a new channel to provide working capital investment into small-to-medium enterprises (SMEs) in the Pacific.

PTI Australia's online investment directory 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 2018, the directory featured 42 projects with a potential investment value of over A\$130m.



## CASE STUDY

### NEW CROWDLENDING DEAL TO PROVIDE WORKING CAPITAL TO PACIFIC ISLAND SMES



Crowdfunding platform Kiva's first loan in PNG reached its fundraising target in just 14 hours. The loan is the result of a new partnership between Kiva and Real Impact to facilitate zero-interest loans up to US\$50,000, to creative SMEs in PNG and the Solomon Islands.

PTI Australia facilitated this groundbreaking partnership, which will underpin the development of an SME pipeline of businesses, providing them with working capital that in turn will develop an economic network for Pacific creators.

Real Impact facilitates sustainable connections between the artisan skills of informal economies and the global creative industries of fashion and interiors. PTI Australia was the founding partner of the profit-for-purpose company's Considered by Real collection, providing financial and strategic support. PTI Australia also introduced the company to communities across the Pacific Islands, enabling them to bring artisan work to Australia and other markets, and to generate an income by selling their wares internationally.

PTI Australia first engaged with Kiva in 2012, taking the crowdfunder on a scoping mission to introduce the work of Pacific entrepreneurs and creators seeking funding, and later introduced the company to Real Impact.

PTI Australia's Trade & Investment Commissioner, Caleb Jarvis, said that with traditional investment tools inaccessible to many Pacific Island businesses, new models of funding could help support private sector growth and reduce aid reliance.

"The rise of new funding arrangements, including crowdlending, crowdfunding and impact investments, are well suited to the Pacific region and will open new avenues for the creative industries," he said.

"One of the Pacific's unique assets is the traditional artisan skills passed down from generation to generation. With the current and emerging Pacific artisans, it is clear that economic potential could be realised through opening up more trade opportunities.

"The partnership between Kiva and Real Impact is an important first step in establishing a supply chain to create a viable creative export industry and build a pathway for the Pacific economy and the people behind it."

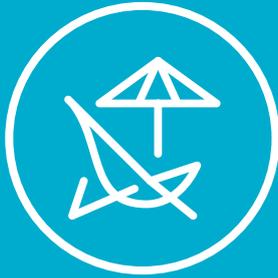
Globally, the artisan market is the second-largest employer in emerging economies behind agriculture, with an estimated market size of US\$38b. Artisans are major contributors to the world's high-end fashion, textile and homeware industries.

Virginia Bruce, CEO and founder of Real Impact, said the new partnership with Kiva would provide all-important working capital investment into SMEs in the creative sector.

"Globally, we have a long way to go when it comes to improving access to capital for SMEs in the Pacific. Generating financial inclusion will be a key enabler to lifting developing populations out of poverty as well as creating viable economies that meet the needs of people in a responsible and sustainable way. The partnership with Kiva is the first critical step in making this happen for the Pacific region," Ms Bruce said.

Since launching in 2005, not-for-profit pioneer Kiva has facilitated more than US\$1.2b in loans to low-income individuals around the world, and more than 2.4 million of its three million borrowers are women. Kiva works on a crowdfunding model, which allows users throughout the world to connect with organisations that provide small, low-risk loans to in-need individuals or groups in developing countries.

Kiva Investment Manager, Mark McDonagh, said, "At Kiva, we are committed to addressing the challenge of financial exclusion wherever it exists in the world. Through our crowdfunding platform, we are able to offer a unique form of risk-tolerant capital that Real Impact will use to finance and scale promising businesses in the Pacific region. These businesses rarely have alternative options for accessing loans and we believe our partnership with Real Impact has the potential to transform how traditional investors view the region."



# TOURISM

## TOURISM

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

Tourism is a vital generator of economic growth and local employment in the Pacific. PTI Australia connects, develops and promotes tourism-related businesses in the region to strengthen the tourism sector. In 2018, PTI Australia collaborated with tourism and regional authorities in the Pacific, fostering innovative partnerships to support the development of local tourism operators through PTI Australia's Digital Tourism program, generating over A\$10.3m in sales.

#### KEY TOURISM HIGHLIGHTS

An innovative partnership with Airbnb has strengthened PTI Australia's Digital Tourism program, supporting the development of new micro-enterprises in the Pacific through the delivery of in-country workshops in partnership with local tourism authorities, which saw significant growth in inbound guests and income generated.

To increase the digital capacity of tourism operators in partnership PTI Australia's Digital Tourism Workshops were delivered in the Cook Islands, Fiji, Niue, PNG, the Solomon Islands and Vanuatu, in partnership with local tourism authorities, with a virtual workshop delivered in collaboration with the East-West Center in Hawaii to delegates representing eight Pacific nations.

PTI Australia also increased awareness of the Pacific as a tourist destination through a TripAdvisor campaign run in partnership with the South Pacific Tourism Organisation (SPTO). The campaign incorporated real traveller reviews highlighting four categories: diving, culture, adventure and history.

We actively supported the promotion of the Pacific's SIS to the Australian travel industry through supporting the membership of Kiribati, Tuvalu, Tonga, Nauru, Niue, Marshall Islands, Palau and FSM to Hidden Treasures, Treasures of the South Pacific.

In 2018, six seminars targeting tourism retailers and wholesalers were delivered across Australia in Melbourne, Hobart, Maroochydore, Brisbane, Wollongong and Sydney.

## CASE STUDY

### AIRBNB PARTNERSHIP DRIVING OPPORTUNITIES IN THE PACIFIC



PTI Australia and Airbnb formed a partnership that actively promotes inclusive, sustainable tourism to empower Pacific Island communities through home sharing. As part of the agreement, PTI Australia and Airbnb provided training on the benefits of home sharing through a series of workshops with locals and potential accommodation providers across the Pacific Islands, as well as sharing data on emerging travel trends.

Working in collaboration with local tourism authorities in 2018, PTI Australia facilitated Airbnb workshops in Samoa, the Cook Islands and Vanuatu. The workshops were well received, providing locals and potential accommodation providers with an understanding of home sharing and its potential benefits.

In 2018, the Airbnb community experienced significant growth in inbound guest arrivals, including 125% in Samoa, 67% in the Cook Islands and 55% in Vanuatu. There was also a 71% year-on-year increase in listings in Samoa and a 53% year-on-year increase in Vanuatu.

Chad Morris, General Manager Investment & Tourism, PTI Australia, said that Airbnb provides a great opportunity for those living in the Pacific Islands to generate extra income by sharing their extra space.

“Pacific Islanders are naturally amazing hosts, and we’re seeing the emergence of a new type of traveller who is looking for a different holiday experience – travellers who may not have considered the Pacific Islands before,” Mr Morris said.

“Through Airbnb, Pacific Island families will have an avenue to take advantage of these new travellers and generate extra income from a spare room or house they may have. The system behind Airbnb for hosts is simple and accessible to many Pacific Islanders, as you just need access to a mobile phone.

“This is why as part of PTI Australia’s Digital Tourism program we have partnered with Airbnb. We see it’s important that we bring these workshops into the Pacific so more people can learn and take advantage of the opportunity that Airbnb provides.

“The response from the Pacific has been fantastic we are working closely with local Tourism Authorities and Chambers of Commerce who can see the potential and value of the collaboration for their communities.”

Airbnb Country Manager for Australasia, Sam McDonagh, said the Airbnb community in the Pacific Islands grew strongly in 2018.

“Last year, we saw strong growth in the number of Airbnb listings and guest arrivals. This growth is being powered by our global network effect and our community who offer unique, high-quality accommodation and experiences. As our community grows, it creates more opportunities for local families, small businesses and communities. We look forward to continuing to work closely with our partners in the Pacific Islands, to grow our community sustainably and promote healthy tourism.”



# COUNTRY PROFILES

In 2018, PTI Australia supported and delivered trade and investment services to 16 Pacific countries: Cook Islands, FSM, Fiji, French Polynesia, Kiribati, Marshall Islands, Nauru, New Caledonia, Niue, Palau, PNG, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

Each Pacific nation presents unique trade and investment opportunities and challenges. This section details PTI Australia's key impacts in the Pacific Island Forum Countries in 2018.

One of Tuvalu's islands

# COOK ISLANDS

Capital: Avarua

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

Population: 11,700 (2016)

GDP growth (% change yoy): 3.5%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$1,867,936**  
exports facilitated

**119**  
businesses  
assisted

**16**  
women-led  
businesses  
assisted

## OUR IMPACT IN 2018

PTI Australia continues to work closely with the private and public sectors in the Cook Islands and key partners increasing the visibility of trade, tourism and investment opportunities in the Cook Islands. In 2018, through connecting businesses and capacity building, we increased the value of exports facilitated by 16% to over A\$1.8m in sales.

### CONNECTING BUSINESSES

Our focus on connecting businesses saw an increase in sales from the Cook Islands in the Australian market through the promotion of Cook Island businesses and introductions, including Kora Pearls taking part in PTI Australia's Pacific Showcase at the International Jewellery Fair held in Sydney, Australia.

Tourism is an important sector for the Cook Islands. In 2018, PTI Australia supported the work of Cook Islands Tourism, driving awareness of the Cook Islands as a tourist destination through a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of the Cook Islands focusing on points of difference in diving, culture, adventure and history. In addition, PTI Australia's Digital Tourism program continued to support 18 local tourism operators, driving accommodation sales.

Nine investment opportunities in the Cook Islands were promoted through PTI Australia's online investment directory, showcasing opportunities to prospective international investors.

## CAPACITY BUILDING

Digital technology and platforms are making it easier for local businesses to access international buyers, investors and tourists. To grow local knowledge PTI Australia, with the support of Cook Islands Tourism, led two tourism missions in June and October, delivering two workshops under our Digital Trade program. The April PTI Australia Airbnb workshop was held in partnership with Airbnb, with over 75 attendees increasing their understanding of home sharing and how to be successful on the Airbnb platform.

In October, in partnership with Cook Islands Tourism, 40 participants took part in PTI Australia's Digital Tourism workshop to increase the digital capability of local tourism operators.

We continued to provide specialised advice, including market information to a local consortium of investors to develop a fish hub in the northern Cook Islands. Results of PTI Australia's Pacific Export Survey were published, providing the Cook Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, especially on the use of digital technologies.

As part of PTI Australia's Talent Development Program, Foreign Investment & Compliance Manager, BTIB, Cook Islands, Ria Arthur, worked from PTI Australia's Sydney office, increasing her knowledge of the Australian market – particularly in relation to trade and investment.

A trade mission led by PTI Australia's Export Services Manager provided a platform to engage with export-ready businesses and discuss opportunities in Australia.

## CASE STUDY



### POSITIVE IMPACT THROUGH PARTNERSHIPS

The positive impact of home sharing in the Pacific has been immense, with PTI Australia's Airbnb workshops contributing to growth of inbound guest arrivals on the Airbnb platform in 2018 in the Cook Islands and the Pacific.

Tourism is an important driver for many economies in the Pacific. The World Bank's Pacific Possible report on tourism in the Pacific Islands, forecasts the potential of tourism to generate over US\$1.6b in spending and over 110,000 additional jobs in the Pacific by 2040.

Technology is helping to open the global tourism market, creating more awareness and access to the Pacific as a destination. It is important that Pacific countries continue to leverage new technologies and platforms to their advantage, opening the Pacific to different types of travellers.

Working in collaboration with local tourism authorities in 2018, including Cook Islands Tourism, PTI Australia facilitated Airbnb workshops in the Cook Islands, Samoa and Vanuatu. The workshops were well received, providing locals and potential accommodation providers with an understanding of home sharing and its potential benefits.

In 2018, the Airbnb community experienced significant growth in inbound guest arrivals, including 67% in the Cook Islands.

Claire Wilson of Cook Islands Tourism said the growth in home sharing has been positive for the Cook Islands.

"We've seen a steady growth in tourism numbers over the past year. It was fantastic to work in collaboration with PTI Australia and Airbnb hosting the workshops. The community got real value from it and inspired many to open their homes. It's had a positive impact and is a great vehicle to promote the Cook Islands to a new segment of travellers. Widening the accommodation options for those travelling to the Cook Islands, while ensuring that our Kia Orana values come through in their hosting."

Chad Morris, General Manager, Investment & Tourism, PTI Australia, said that the initial findings from Airbnb clearly illustrate how home sharing is a great opportunity for those living in the Pacific.

"People from the Pacific are natural hosts. We saw the potential for Pacific Island families to generate income from a spare room or a house they may have. The feedback we've had from families has been heartwarming. Many have said that since the workshop and being on Airbnb, they have been able to supplement their income – taking some of the financial pressure off paying for school supplies and other needs. It's great to hear that this individual feedback has been quantified by Airbnb and there has been a positive shift through our partnership. By creating more options and supply in the Pacific, it's helping to raise awareness and demand from a new segment of travellers."

# FEDERATED STATES OF MICRONESIA

Capital: Palikir

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

Population: 102,000 (2017)

GDP growth (% change yoy): 1.4%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

## OUR IMPACT IN 2018

PTI Australia is committed to supporting the Pacific's SIS. In 2018 we continued to work closely with FSM's private sector, and government organisations and partners to deliver services to promote trade, tourism and investment opportunities.

### CONNECTING BUSINESSES

To further strengthen connections and support FSM's private sector, as part of a mission to the North Pacific in June, PTI Australia's General Manager – Investment & Tourism and General Manager – Exports, travelled to FSM and in partnership with FSM Association of Chambers of Commerce, connected with local businesses exploring opportunities for growth through trade, investment and tourism.

To further strengthen awareness of FSM as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of FSM, focusing on points

of difference in diving, culture, adventure and history. Additionally, PTI Australia championed FSM's presence in the Australian travel industry by supporting FSM's membership to Hidden Treasures, Treasures of the South Pacific.

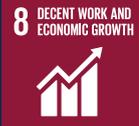
To enable FSM's reach to international investors, an investment opportunity from FSM was promoted on PTI Australia's online investment directory.

### CAPACITY BUILDING

We supported the digital knowledge in the tourism industry by partnering with the East-West Center to deliver a virtual PTI Australia Digital Tourism workshop in Hawaii to 18 participants representing eight Pacific countries, including FSM.

PTI Australia continued to support businesses in the private sector by acting as a point for market advice and published PTI Australia's Pacific Export Survey, providing FSM with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

## CASE STUDY



### CONNECTING WITH LOCAL BUSINESSES

The digital transformation of trade and investment is vast and for SIS such as FSM obtaining an understanding of changes in the international trade and investment environment can be limited. In June, to support FSM's private sector, as part of a mission to the North Pacific, PTI Australia's General Manager – Investment & Tourism and the General Manager – Export, travelled to FSM to provide an update on the trade and investment landscape. They provided local businesses with tailored information and practical tools to increase their capability to become investment ready and understand the stages of export readiness.

The mission, which was facilitated in partnership with FSM Association of Chambers of Commerce, enabled PTI Australia to connect and further strengthen relationships with local businesses. PTI Australia and FSM businesses discussed opportunities for growth through trade, investment and tourism. Executive Director, FSM Association of Chambers of Commerce, Gienah Narruhn, said their members appreciated the expertise PTI Australia provided to help grow their understanding of opportunities.

"It was of great value to our private sector members to be part of PTI Australia's Business Mission to FSM; the feedback from our members was really positive. PTI Australia's engagement was really valuable and helped them to get a broader understanding of the export, investment and tourism market and potential opportunities for growth."



## FIJI

Capital: Suva

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

Population: 885,000 (2017)

GDP growth (% change yoy): 3.2%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$6,495,954**  
exports facilitated

**A\$1,000,000**  
investments facilitated

**93**  
businesses  
assisted

**14**  
women-led  
businesses  
assisted

## OUR IMPACT IN 2018

PTI Australia has continued to build on their relationships in the private sector as well as partnering with the government to further support trade, tourism and investment. In 2018, PTI Australia assisted 93 business from across a variety of sectors, facilitating over A\$6.4m in exports and A\$1m in investments through connecting businesses and capacity building.

### CONNECTING BUSINESSES

We continued to increase the visibility of investment opportunities in Fiji to international investors, with nine investment opportunities showcased on PTI Australia's online investment directory, and we directly introduced three businesses to impact investors. A significant investment was also made in January as a result of PTI Australia's 2017 Infrastructure Mission to Fiji.

Tourism is an important driver for Fiji. In 2018, PTI Australia supported the work of Fiji Tourism, driving awareness of Fiji as a tourist destination through a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Fiji, focusing on points of difference in diving, culture, adventure and history. In addition, PTI Australia's Digital Tourism program continued to support two local tourism operators, driving accommodation sales.

Export sales and product awareness of Fijian products was facilitated through two trade

shows: PTI Australia's Pacific Showcase at Fine Food Australia, attended by Foods Pacific Pty Ltd and Essence of Fiji; and the Katalyst Foundation's involvement in the Considered by Real collection at the Life Instyle Sydney trade show achieved through our partnership with Real Impact.

### CAPACITY BUILDING

Digital technologies continue to shift and open trade and investment markets to increase understanding, and provide practical tools to enable businesses to take advantage of emerging platforms. PTI Australia ran a Digital Trade Mission to Fiji in October, running Digital Trade workshops (with an Amazon focus) in partnership with the Fiji Export Council, and Digital Tourism workshops in partnership with the Fiji Hotel and Tourism Association in Suva and Nadi. The workshops were attended by over 150 participants.

PTI Australia provided tailored market advice to a number of businesses and supported a processing facility, resulting in an increase in export sales. Additionally, we provided investment strategy advice to help develop Fiji's Investment Prospectus, as well as tailored market advice to an Australian investor seeking to invest in a distillery in Fiji. PTI Australia facilitated introductions to key government contacts and financial institutions. We also published and disseminated our Pacific Export Survey results, providing Fiji's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

## CASE STUDY



### EXPANDING OPPORTUNITIES THROUGH DIGITAL TRADE

Digital adoption is fuelling Pacific export growth, with 79% cent of exporters using online channels to generate revenue. This was one of the key findings from PTI Australia's third export survey.

Digital trade is currently estimated to be worth about A\$43b to the Australian economy alone. To enable exporters in Fiji to take advantage of the growing digital trade market, PTI Australia led a Digital Trade Mission to Fiji in June, delivering a highly successful Digital Tourism workshop and our new e-Commerce workshop.

With the recent expansion of Amazon into Australia, PTI Australia's e-Commerce workshop included an Amazon expert discussing how exporters in Fiji can use this export pathway to drive sales.

PIFS Secretary General, Dame Meg Taylor, said it was a great opportunity for Fiji's private sector, and an initiative that clearly demonstrates the Secretariat's work to increase economic prosperity in the Blue Pacific region.

"Over the last few years there's been a real shift in the trade sector, with online platforms making it easier for businesses in the Pacific to connect with international buyers. Through the new cabling systems, internet connectivity in Fiji and the Pacific is getting better. So, it is timely

that PTI Australia is delivering this workshop in partnership with the Fiji Hotel and Tourism Association, and the Fiji Export Council. We want to increase the economic prosperity of our people and it's important that we work with the private sector to empower businesses to take advantage of these new and growing platforms."

E-commerce – buying or selling products and services using the internet – opens exciting opportunities for export and tourism businesses in Fiji to connect with international markets and is becoming an important way for businesses in the Pacific to trade with the rest of world.

Over 150 participants attended the workshops, with attendees finding the workshops provided valuable insights and practical tools.

Malcolm Railsa, Business Development, Fiji Export Council, said the e-Commerce workshop was extremely important for Fijian exporters.

"The feedback from participants has been fantastic; our private sector businesses have received real value from the content delivered by PTI Australia's e-Commerce workshop. Digital technology is changing how trade is done and with Amazon fulfilment centres now in Australia, it's important for our members to know about these new pathways that can boost their export sales."

# FRENCH POLYNESIA

Capital: Pape'ete

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

Population: 283,000 (2017)

GDP growth (% change yoy): 2.3%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

8

businesses assisted

## OUR IMPACT IN 2018

In 2018, we continued to build our 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 promotion of trade, tourism and investment opportunities.

### CONNECTING BUSINESSES

Tourism is an important driver for French Polynesia. PTI Australia increased awareness of French Polynesia as a tourist destination through a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of French Polynesia, focusing on points of difference in diving, culture, adventure and history.

With support from French Polynesia's Chamber of Commerce, Industry, Services and Trades (CCiSM), PTI Australia's Export Services Manager undertook an export-scoping mission to French Polynesia and met with a range of exporters to discuss opportunities in the Australian market and facilitate relevant connections. PTI Australia also attended the Pacific Business Days in French Polynesia organised by the South Pacific Employers Organisation and involving 15 countries from across the Pacific.

### CAPACITY BUILDING

PTI Australia continued to support businesses in French Polynesia, acting as a central point for advice and information on the Australian market. PTI Australia's Pacific Export Survey findings were published, providing French Polynesia's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

## CASE STUDY



8 DECENT WORK AND ECONOMIC GROWTH



### SHOWCASING THE BEAUTY OF FRENCH POLYNESIA

Tourism is an important driver for French Polynesia. The World Bank's Pacific Possible report on tourism in the Pacific Islands forecasts the potential of tourism to generate over US\$1.6b in spending and over 110,000 additional jobs in the Pacific by 2040. 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.

To increase awareness of French Polynesia as a tourist destination PTI Australia, in partnership with SPTO, supported a targeted marketing campaign by TripAdvisor to the Australia, New Zealand, US and UK markets. The campaign incorporated real traveller reviews of French Polynesia, focusing on points of difference in diving, culture, adventure and history. The campaign was a success, with the total Pacific campaign receiving over 750,600 ad impressions.

Trip Advisor's Sales Manager – Destination Marketing for Australia, New Zealand and South Pacific Islands, Jessica Quinlan, said the campaign was a great success for French Polynesia.

"TripAdvisor is the world's largest travel site with an average 490 million unique visitors a month. The campaign focused on targeted messages leveraging off real visitor reviews/experiences, which were used to drive awareness and demand. The campaign received great results, particularly with French Polynesia, the best performing NTO (National Tourism Organisation) in the second phase of the campaign."



# KIRIBATI

Capital: Tarawa

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

Population: 115,000 (2017)

GDP growth (% change yoy): 2.3%

Main Industries: Fishing, handicrafts

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$1,508,920**  
exports facilitated

**54**  
businesses  
assisted

**28**  
women-led  
businesses  
assisted

## OUR IMPACT

PTI Australia continued to support and actively look for trade, tourism and investment opportunities for Kiribati. In 2018, PTI Australia worked closely with Kiribati's private sector and government organisations increasing the value of exports facilitated by 100% to A\$1.5m.

### CONNECTING BUSINESSES

Tourism is a key sector in Kiribati. PTI Australia actively promoted Kiribati in international markets through our Tourism program, supporting a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Kiribati, focusing on points of difference in diving, culture, adventure and history. Additionally, we increased Kiribati's presence in the Australian travel industry through supporting Kiribati's membership to Hidden Treasures, Treasures of the South Pacific. PTI Australia's Digital Tourism program continued to support 13 local tourism operators in the market, providing a platform to connect directly with international markets.

We drove awareness of investment opportunities to international investors, showcasing three investment opportunities on PTI Australia's online investment directory.

Building on our work in labour mobility, PTI Australia championed Kiribati to Australian employers as part of the Australia's Pacific Labour Mobility Scheme and facilitated the introduction of 37 i-Kiribati workers, resulting in contracts offered.

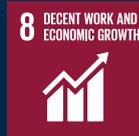
### CAPACITY BUILDING

PTI Australia continued to support businesses in Kiribati, providing product advice and information on the Australian market as well access to research. Results from our Pacific Export Survey were published, providing Kiribati's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

We provided ongoing assistance to two investors seeking to invest in the tourism sector in Kiribati, guiding them through government procedures, facilitating introductions to potential partners and providing general advice.

PTI Australia continued to support the digital capability of the tourism industry, partnering with the East-West Center to deliver a virtual PTI Australia Digital Tourism workshop in Hawaii to 18 participants representing eight Pacific countries, including Kiribati.

# CASE STUDY



## BOOSTING INVESTMENT PROMOTION

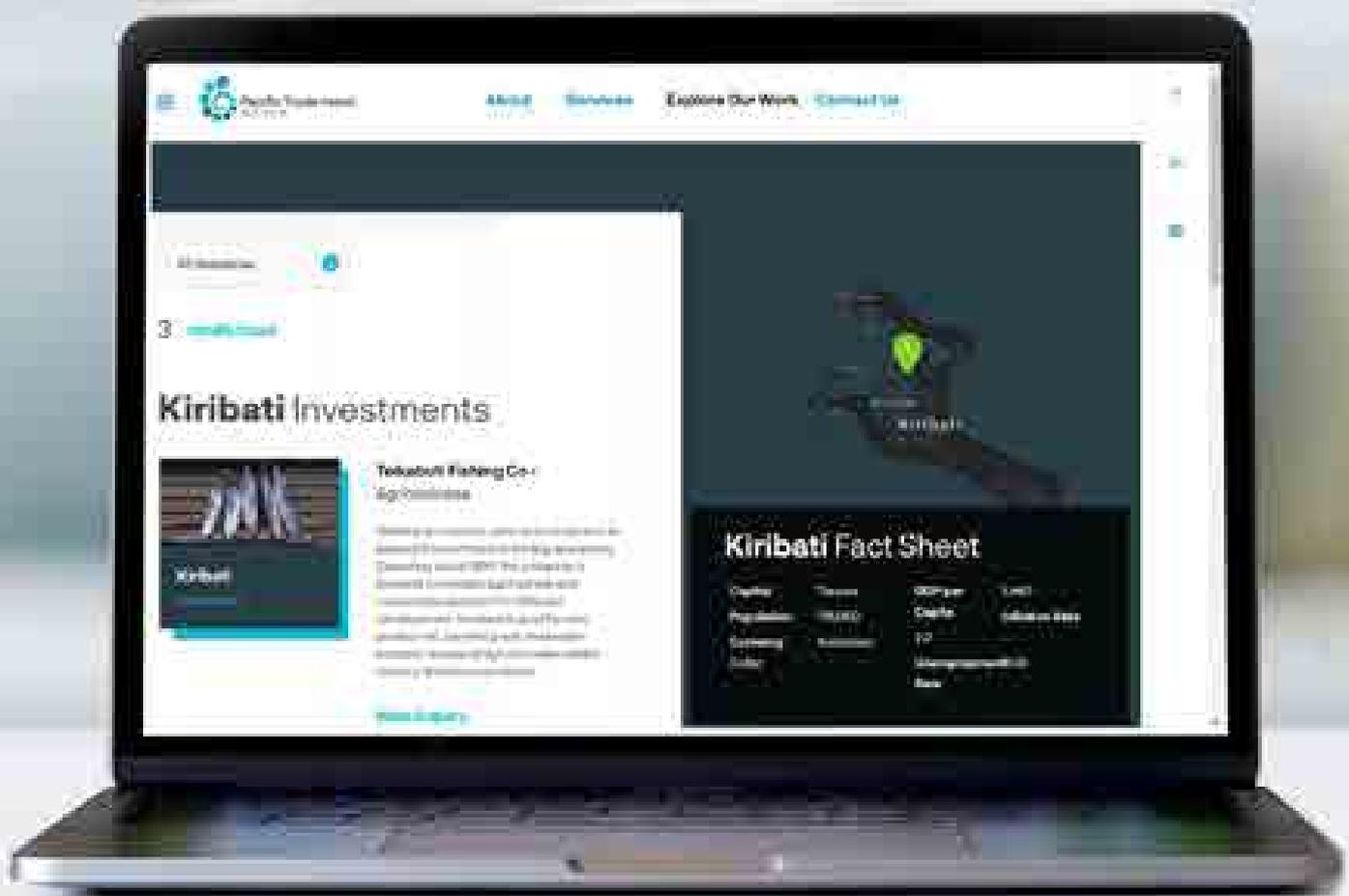
The internet has been one of the most revolutionary and disruptive technologies in history. Online channels have changed how investors search for investment opportunities, enabling geographically isolated businesses and SIS such as Kiribati to connect with international investors.

To support Pacific countries to take advantage of online promotion, PTI Australia developed an online investment directory. The investment directory provides a portal to the Pacific, providing key country statistics as well as investment opportunities. The directory has been set up to allow easy access for potential investors to filter by country or industry. In 2018,

an investment opportunity was showcased on PTI Australia's online directory, helping to drive awareness of both Kiribati and its investment opportunities.

Director of Business Promotion, Ministry of Commerce, Industry and Cooperatives, Government of Kiribati, Roreti Eritai, said the directory was valuable for Kiribati and businesses looking for investment.

"PTI Australia's investment directory is a valuable marketing tool for Kiribati businesses looking for investment. Geographically we are isolated so PTI Australia's investment directory helps to break down those barriers, providing a channel to reach international investors."



# MARSHALL ISLANDS

Capital: Majuro

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

Population: 55,000 (2017)

GDP growth (% change yoy): 2.3%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$220,820**

exports facilitated

**4**

businesses assisted

## OUR IMPACT

PTI Australia worked closely with the private and public sectors in the Marshall Islands in 2018. Through connecting businesses and capacity building, we facilitated over A\$220,800 in exports, a 140% increase on 2017 results.

### CONNECTING BUSINESSES

In June, PTI Australia's General Manager – Investment & Tourism and General Manager – Exports, travelled to the Marshall Islands as part of a mission to the North Pacific to further strengthen connections and support Marshall Islands' private sector. In partnership with the Republic of Marshall Islands Chamber of Commerce, and Office of Commerce, Investment & Tourism, PTI Australia connected with local businesses to explore opportunities for growth through trade, investment and tourism.

PTI Australia also initiated introductions and contacts with relevant agencies for an Australian investor looking at investment opportunities in the Marshall Islands, and promoted two investment opportunities on PTI Australia's online investment directory.

Awareness of the Marshall Islands as a tourist destination was also increased, with PTI Australia supporting a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of the Marshall Islands, focusing on points of difference in diving, culture, adventure and history. We actively promoted the Marshall Islands in the Australian travel industry, supporting the Marshall Islands' membership to Hidden Treasures, Treasures of the South Pacific. Additionally, PTI Australia's Digital Tourism program continued to support a local tourism operator in the market, providing a platform to connect directly with international markets.

### CAPACITY BUILDING

PTI Australia continued to support businesses in the Marshall Islands and provided advice specifically around e-commerce. Results from PTI Australia's 2018 Pacific Export Survey were published, providing the Marshall Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

## CASE STUDY

8 DECENT WORK AND ECONOMIC GROWTH



### SUPPORTING THE LOCAL ECONOMY THROUGH DIGITAL TRADE

The digital transformation of trade has opened up opportunities for Pacific nations such as the Marshall Islands to raise product awareness in international markets, to drive and facilitate export sales. In the last few years there has been a real shift in the trade sector with online platforms making it easier for businesses to connect with international buyers. The digital revolution has accelerated the global production of goods and services, particularly e-commerce. Aside from reducing distribution costs, e-commerce offers myriad opportunities to access the global market and reach new customers.

For SIS such as the Marshall Islands it can be difficult to access expertise in digital trade. As part of PTI Australia's mission to the Marshall Islands, one-to-one support on e-commerce platforms was provided to Elefa Handicrafts, including Amazon Australia and PTI Australia's e-Commerce Accelerator program.

Jeremy Grennell, General Manager – Exports, PTI Australia, said that with Amazon now operating in Australia, it presents the ideal platform for Pacific exporters like Elefa Handicrafts to sell directly to Australian consumers.

"We are really excited to be offering the e-Commerce Accelerator program. Amazon is the perfect fit. Amazon Australia will be offering Fulfilment by Amazon (FBA), where Amazon delivers products from the Amazon Australia warehouse to customers who have ordered from their website. FBA will be game changing for Pacific businesses because shipping in small quantities from the Marshall Islands and the Pacific can be very expensive. Having their products warehoused in Australia and being able to direct Australian customers to the Amazon store will be huge."

Lucia Guavig, Elefa Handicrafts, said there was real potential for Amazon to support her business growth.

"I wasn't aware that Amazon was in Australia or had a fulfilment centre. Sending items from Marshall Islands is very expensive, so we appreciated PTI Australia taking the time to meet with us one-on-one to understand how e-commerce and Amazon could form part of our export strategy moving forward. It was also valuable to see examples of Pacific businesses who are using digital channels well to increase sales."



# NAURU

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

Population: 13,000 (2017)

GDP growth (% change yoy): -2.4%

Industries: phosphate mining, offshore banking, coconut products

Source: DFAT Country/Economy Factsheet, CIA World Factbook

## OUR IMPACT

PTI Australia continued to support and actively promote trade, tourism and investment opportunities for Nauru. In 2018, PTI Australia worked closely with local government bodies to assess opportunities – especially in tourism.

### CONNECTING BUSINESSES

PTI Australia increased awareness of Nauru as a tourist destination, supporting a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Nauru, focusing on points of difference in diving, culture, adventure and history.

Nauru's presence in the Australian travel industry was also driven through PTI Australia's support of Nauru's membership to Hidden Treasures, Treasures of the South Pacific. Through Hidden Treasures, Nauru was promoted at six seminars targeting tourism retailers and wholesalers in Melbourne, Hobart, Maroochydore, Brisbane, Wollongong and Sydney.

Building on our work in labour mobility, PTI Australia championed Nauru to an Australian employer resulting in two Nauruans offered employment in Australia as part of Australia's Pacific Labour Mobility Scheme.

Through our Digital Tourism program, PTI Australia continued to support a local tourism operator in the market, providing a platform to connect directly with international markets.

### CAPACITY BUILDING

Justin Togoran, from Nauru's Ministry of Finance, was on secondment in PTI Australia's Sydney office as part of PIFS' Small Island State Attachment program and our Talent Development Program, gaining valuable insights into the Australian market and PTI Australia's approach to trade and investment.

PTI Australia continued to support businesses in the private sector with market advice as required, and by publishing PTI Australia's Pacific Export Survey, which provided Nauru's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific and in particular the use of digital technologies.

## CASE STUDY



8 DECENT WORK AND  
ECONOMIC GROWTH



### DEVELOPING CAPABILITIES THROUGH TALENT DEVELOPMENT

PTI Australia's Talent Development Program was established to strengthen the capacity of organisations in the Pacific in trade and investment promotion. Through seconding personnel to work in our Sydney office, they are provided with a tailored program of professional development to increase their knowledge of trade and investment in Australia.

As part of PIFS' Small Island States Attachment Program, Justin Togoran, Nauru Ministry of Finance, took part in PTI Australia's Talent Development Program in January 2018. Under the guidance of the Export Services Manager, Justin gained practical experience of trade and investment by going out into the market to meet with buyers and distributors to see what products from the Pacific are currently available in the Australia market. Justin also developed an investment and country overview presentation, which he delivered to PTI Australia's team to increase understanding about Nauru and opportunities for trade and investment.

Justin said the experience allowed him to deepen his understanding of the Australian market as well as practical experiences that he will look to incorporate into his work in Nauru.

"I am extremely grateful for my time with PTI Australia. It was very valuable and has given me a real appreciation for the size of the Australian market and key information potential investors and buyers will look for from Nauru. It's fair to say that this experience has taught me a lot in a short time frame, and I will be taking these insights back to Nauru and my work at Nauru's Ministry of Finance."



# NEW CALEDONIA

Capital: Noumea

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

Population: 278,500 (2017)

GDP growth (% change yoy): 2.5%

Industries: Nickel mining and smelting

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$36,118**  
exports facilitated

**5**  
businesses  
assisted

## OUR IMPACT

PTI Australia worked closely with New Caledonia's private sector and government agencies in 2018 to understand the trade, tourism and investment landscape and identify opportunities for collaboration, facilitating A\$36,118 in exports.

### CONNECTING BUSINESSES

PTI Australia's General Manager – Investment & Tourism undertook a scoping mission to New Caledonia in June to identify investment and export opportunities, and to assess the possibility of facilitating an Airbnb workshop.

To promote New Caledonian products in the Australian market, two New Caledonian fine jewellers, CJ Jewellery and Petite Pierre, took part in PTI Australia's Pacific Showcase at the International Jewellery Fair held in Sydney, Australia, resulting in export sales.

To further strengthen awareness of New Caledonia as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of New Caledonia, focusing on points of difference in diving, culture, adventure and history.

### CAPACITY BUILDING

PTI Australia's Digital Tourism program supported the build of two booking-capable websites for local tourism operators, increasing their capability of reaching international tourists and driving bookings.

We continued to be a central point for specialised advice for New Caledonian businesses and provided market entry strategies for a cosmetics company. Results of our Pacific Export Survey were published, providing New Caledonia's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

## CASE STUDY



### REFRAMING PACIFIC EXPORTS

The Pacific is well known for its sandy beaches and beautiful fresh produce; however, many are unaware of the high-end jewellery manufacturers based in the Pacific Islands as well as the high-quality gems they produce. For a second year, PTI Australia hosted a Pacific delegation at Sydney's International Jewellery Fair from 25–27 August 2018, to shine a spotlight on the Pacific's unique aesthetic and the high-end jewellers working in the Pacific Islands.

The international jewellery market was impressed with New Caledonia's jewellery included in PTI Australia's Pacific Showcase at the Sydney International Jewellery Fair. New Caledonia jewellers, CJ Jewellery and Petite Pierre, were part of a Pacific delegation showcasing their work at the fair.

The International Jewellery Fair is Australia's number one jewellery event bringing together local and international suppliers, wholesalers, jewellers, gemmologists, designers and buyers. Mona Mato, Export Services Manager, PTI Australia, said that PTI Australia's Pacific Showcase had a real presence at the show, reflecting the Pacific region as a pristine ocean with unspoiled lagoons of resources and home to some of the world's finest gems.

"It was great to elevate the profile of Pacific jewellery internationally. Buyers commented how impressed they were with the craftsmanship of the jewellery on display."

The International Jewellery Fair also provides a great learning opportunity and for exhibitors to see what is trending in jewellery and techniques of manufacture.

"At the fair, you're displaying with large international brands like DYRBERG/KERN and this provides the opportunity to do market research and understand how you compare in both price and quality. I'm really proud that we could show Australia the diversity of what is produced in the Pacific Islands and the fine jewellery that we have."

New Caledonia jeweller Pierrette Faure, from Petite Pierre Designs, said it had been an incredible experience.

"It's been a gift to be here representing New Caledonia and the Pacific. I'm grateful to PTI Australia for providing this platform to showcase my work. The feedback has been very positive, and I've made some good connections and have started to build awareness of my brand and my work in Australia."

# NIUE

Capital: Alofi

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

Population: 1,600 (2017)

Industries: Handicrafts, food processing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$452,220**  
exports facilitated

**25**  
businesses  
assisted

## OUR IMPACT

In 2018, PTI Australia continued to support and actively promote trade, investment and tourism opportunities for businesses in Niue. Through connecting businesses and capacity building in 2018, PTI Australia achieved a record outcome of A\$452,220 in exports, facilitating an increase of over 300% from 2017.

### CONNECTING BUSINESS

To raise awareness of Niue and directly connect Niue to international buyers and distributors, Niue Vanilla International was part of PTI Australia's Pacific Showcase at Fine Food Australia in Melbourne, resulting in export sales.

To increase awareness of Niue as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Niue, focusing on points of difference in diving, culture, adventure and history. Additionally, PTI Australia championed Niue's presence in the Australian travel industry through supporting Niue's membership to Hidden Treasures, Treasures of the South

Pacific, and continuing support to six local tourism operators in the market, providing a platform to connect directly with international markets.

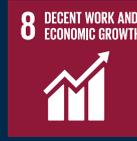
### CAPACITY BUILDING

To increase the digital capability of Niue's local tourism industry, in partnership with Niue Tourism and SPTO, PTI Australia's Digital Tourism workshop was delivered to 18 tourism providers, providing attendees with practical steps and tools to improve profitability.

PTI Australia continued to support businesses in Niue, acting as a resource for specialised trade and investment advice. The results of PTI Australia's 2018 Pacific Export Survey were published, providing Niue's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

Through PTI Australia's Digital Tourism program four local tourism operators were supported in developing booking capable websites for their businesses, enabling them to directly reach international tourists.

## 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 2018, as part of PTI Australia's Digital Tourism program, PTI Australia worked in partnership with Niue Tourism and SPTO to deliver a successful Digital Tourism workshop to 18 local tourism operators in Niue.

PTI Australia's Digital Tourism workshop was developed to help upskill local tourism operators in their knowledge of digital marketing. The program provides 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.

Accommodation provider Ida Hekesi, owner of Stone Villas, said tourism was vital and she

valued the practical tools provided in the workshop that will allow her to improve her digital presence.

"Tourism puts food on our table. I chose to set up my villas as although the initial start-up costs are high, I can see the return on investment for my family will be great. PTI Australia's Digital Tourism workshop was very informative and practical. It helped me to evaluate my online presence, identify my gaps and learn practical steps to improve my online marketing and website. It was really valuable to have an expert on the island that you could learn from and ask questions directly too."

PTI Australia has worked in the Pacific for over 39 years and saw a gap in how local operators in the Pacific access the international tourism market. PTI Australia identified a need to upskill local tourism operators in their knowledge of digital marketing and provide practical steps to help Niue's tourism operators increase bookings and improve their profitability.

"An online presence is essential to ensure success in the tourism sector. It's vital for all tourism operators in the Pacific to have a website and, more importantly, have the skills to effectively use their site to drive sales," said General Manager – Investment & Tourism, PTI Australia, Chad Morris.

# PALAU

Capital: Ngerulmud

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

Population: 18,000 (2017)

GDP growth (% change yoy): 0.8%

Industries: Tourism, fishing, subsistence agriculture

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$2,337,784**  
exports facilitated

**19**  
businesses  
assisted

**4**  
women-led  
businesses  
assisted

## OUR IMPACT

PTI Australia continued to strengthen their partnerships in Palau, working in collaboration with private sector and government agencies. PTI Australia assisted 19 businesses, increasing our impact by over 100% on 2017 results and facilitating over A\$2.3m in exports.

### CONNECTING BUSINESSES

Digital technologies are changing the trade, investment and tourism landscape. In June, PTI Australia's General Manager – Investment & Tourism and General Manager – Exports, travelled to Palau as part of a mission to the North Pacific to further strengthen connections and support Palau's private sector. In partnership with Palau's Chamber of Commerce, PTI Australia connected with local businesses exploring opportunities for growth through trade, investment and tourism. PTI Australia used digital platforms to boost awareness of Palau, increasing awareness of Palau as a tourist destination by supporting a TripAdvisor online marketing campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Palau,

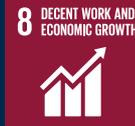
focusing on points of difference in diving, culture, adventure and history. Awareness of Palau's investment opportunities was also increased through showcasing an investment opportunity in Palau on PTI Australia's online investment directory.

Additionally, PTI Australia drove Palau's exposure to the Australian travel industry by supporting Palau's membership to Hidden Treasures, Treasures of the South Pacific, and continuing to support 18 local tourism operators in the market, providing a platform to connect directly with international markets.

### CAPACITY BUILDING

PTI Australia continued to support businesses in Palau, acting as a central point for specialised trade and investment advice, including a meeting with Leah's Support Services (LSS), to provide guidance on attracting investment as well as tools to assist with developing an investment pitch. Results from PTI Australia's Pacific Export Survey were published, providing Palau's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

# CASE STUDY



## STRENGTHENING PRIVATE SECTOR CONNECTIONS

Technology and connectivity have rapidly changed the trade and investment landscape that businesses in Palau operate within. In June, to support Palau's private sector, PTI Australia's General Manager – Investment & Tourism and the General Manager – Exports, travelled to Palau as part of a mission to the North Pacific.

The mission was facilitated in partnership with Palau Chamber of Commerce, providing an update on trade and investment landscape as well as connecting with local businesses exploring opportunities for growth through trade, investment and tourism. Through the mission PTI Australia also engaged one-to-one with businesses providing tailored information and practical tools to increase their capability to become investment ready and understand the stages of export readiness.

President, Palau Chamber of Commerce, Vivien Ngirarsaol Protine, said the session was very valuable for their members.

"We appreciated PTI Australia sharing their expertise in trade, investment and tourism with our members. Chad and Jeremy delivered a really valuable session; it was great for our local businesses to engage one-on-one with them and hear firsthand the opportunities and developments that are occurring."



# PAPUA NEW GUINEA

Capital: Port Moresby

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

Population: 8.3 million (2017)

GDP growth (% change yoy): -1.1%

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

**A\$3,265,088**  
exports facilitated

**A\$21,144**  
investments facilitated

**214**  
businesses assisted

**33**  
women-led businesses assisted

## OUR IMPACT

PTI Australia worked broadly in PNG in 2018, assisting 214 businesses and, through connecting businesses and capacity building, facilitated A\$21,144 in investments an increase in exports by 800% to A\$3,265,088 in sales.

### CONNECTING BUSINESSES

To increase awareness of PNG as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of PNG, focusing on points of difference in diving, culture, adventure and history. Additionally, PTI Australia's Digital Tourism program continued to support seven local tourism operators in the market, providing a platform to connect and sell directly to international markets.

In 2018, PTI Australia continued to connect Australian buyers with PNG businesses, resulting in export sales and the opening of Australia's first bilum store in Sydney, by Among Equals, further increasing awareness of PNG and its products in Australia's market. International exposure is

vital to grow PNG's export market. Through our partnership with Real Impact, products from the Cwakama Arts & Crafts, Pacific Primitive Art, Roderick Vana and Bougainville Pride Arts & Crafts were part of the Considered by Real collection at the Life Instyle trade show in Australia.

In February, PTI Australia's Trade & Investment Commissioner led an Impact Investment mission to PNG, facilitating the introduction between investment intermediary, TDi, and potential impact investment businesses in Rabaul, Hoskins, Kimbe and Port Moresby, deepening TDi's understanding of the PNG market. To further drive awareness of investment opportunities in PNG, three investment opportunities were showcased on PTI Australia's online investment directory. PTI Australia also supported the facilitation of an US\$15,250 investment to help build a handicraft business, which will stimulate economic activity for a community in Ialibu, Southern Highlands Province.

Bilum weavers achieved record sales at the 10th Goroka Bilum Festival in September, which PTI Australia, as founding partner, continues to support and actively promote to international markets.

## CAPACITY BUILDING

PTI Australia continued to support businesses in PNG, acting as a central point for advice and information on the Australian market as well access to research. PTI Australia's Pacific Export Survey results were disseminated, providing PNG's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies. As part of the PTI Australia's Impact Investment mission in February, PTI Australia provided guidance to Benefit Capital (Australian Fund), as they explored the market potential to establish a dedicated PNG impact investment fund – Fusion PNG.

To increase the digital skills of local tourism operators, PTI Australia partnered with PNG tourism to facilitate PTI Australia's Digital Tourism workshop to more than 45 participants in East Britain, PNG. An additional virtual PTI Australia Digital Tourism workshop was delivered in partnership with the East-West Center in Hawaii to 18 participants representing eight Pacific nations, including PNG.

PTI Australia built an e-commerce website for a beauty product manufacturer to increase awareness and export sales, and continued to support businesses in the private sector with market advice as required. PTI Australia's Pacific Export Survey was published, providing PNG's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

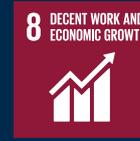




**DROKA**  
New Zealand

Pacific  
ade

## CASE STUDY



### WEAVING A MARKET FROM BILUM

Goroka was filled with colour as it celebrated the 10th Goroka Bilum Festival – a trade exhibition that showcases the traditional skill of weaving. For thousands of years, the art of weaving bilum has been passed down from one generation to the next. For these Goroka women, bilum has always been part of their cultural heritage, identity and way of life.

Traditionally, a woven bilum bag was used to carry babies, food or tools. In recent years, bilum has become a sought-after accessory item and the contemporary designs of bilum have expanded to include dresses and headwear.

In 2008, with the support of PTI Australia, the inaugural Goroka Bilum Festival was launched and timed to occur in the week prior to the Goroka Show – one of the world’s largest tribal gatherings. The intention of the bilum festival is to provide a platform for weavers to reach new buyer markets by leveraging the influx of visitors to the Goroka Show.

“PTI Australia has done a lot to support the bilum industry in PNG. Our main problem has always been marketing our products. PTI Australia has helped us overcome that. The Goroka Bilum Festival is one of their initiatives that has truly helped our bilum weavers,” said Florence Jaukae Kamel, festival founder and founder of the Goroka Bilum Weavers Cooperative.

“We have always struggled to find markets for our work, but with PTI Australia’s help we have found avenues to sell and a place to create new designs, while also protecting our traditional knowledge.

“Many of the weavers involved in the festival have been cast out of their villages due to losing their husband, domestic violence or HIV. The sales they’ve made here are very important and will help them to put food on the table.”

Through Florence’s vision and with PTI Australia’s support, the Goroka Bilum Festival’s profile has grown both domestically and internationally, evolving from a one-day festival into a three-day celebration of bilum, including a bilum show and awards. The 10th Goroka Bilum Festival showcased the creations of over 120 bilum weavers from Weak, Mount Hagen and Mount Giluwe, Chimbu, Eastern Highlands and Mandang, with a record amount of K50,700 worth of bilum sold over the three-day festival.

PTI Australia’s Trade & Investment Commissioner, Caleb Jarvis, said that each year the Goroka Bilum Festival goes from strength to strength; the festival providing an important platform for women entrepreneurs to trade.

“It’s been such an honour to be here at the 10th Goroka Bilum Festival and to see the impact this trade platform has for the women weavers, not only of Goroka but throughout PNG, who are now part of the festival.

“The incredible amount of sales that has been made over the three-day festival is a testament to Florence’s hard work and our ongoing commitment to support pathways that empower women to participate in the formal economy.” Caleb said.

# SAMOA

Capital: Apia

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

Population: 198,000 (2017)

GDP growth (% change yoy): 1.8%

Industries: food processing, building materials, auto parts

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$3,141,793**

exports facilitated

**A\$175,000**

investments facilitated

**169**

businesses assisted

**31**

women-led businesses assisted

## OUR IMPACT

PTI Australia has continued to build relationships with the private sector in Samoa in 2018 as well as partnering with the government to further support trade and investment. In 2018, PTI Australia assisted 169 businesses and, through connecting businesses and capacity building, facilitated over A\$3.1m in exports and A\$175,000 in investments.

### CONNECTING BUSINESSES

In October, a delegation of international buyers, investors and mobility executives connected directly with Samoa's private sector and key stakeholders as part of PTI Australia's Business Mission to Samoa. The mission was led by PTI Australia Trade & Investment Commissioner, Caleb Jarvis, supported by the Samoa High Commissioner to Australia, Her Excellency Hinauri Petana, and the Samoan Government. The mission focused on five key areas: impact investment, Pacific diaspora, labour mobility, trade and e-commerce, directly resulting in exports and investments outcomes for Samoan businesses and people. On the margins of the

Business Mission, PTI Australia's Pitchfest was held in partnership with the Samoa Chamber of Commerce, where Samoa's young entrepreneurs were provided the opportunity to pitch, connect and get direct feedback from the investors that were part of PTI Australia's delegation.

PTI Australia increased Samoa's international exposure with three investment opportunities showcased on PTI Australia's online investment directory, and PTI Australia's Digital Tourism program supporting 19 local tourism operators, providing a platform to connect and sell directly to tourists. To further increase awareness of Samoa as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Samoa, focusing on points of difference in diving, culture, adventure and history. Additionally, marketing and promotion support were provided to several businesses, supporting export growth and resulting in sales, and Coconut Love was part of PTI Australia's Pacific Showcase at Fine Food Australia in Melbourne, resulting in export sales.

## CAPACITY BUILDING

Digital technologies continue to open trade, investment and tourism opportunities. To increase the understanding of new technologies and provide practical tools, PTI Australia facilitated two workshops in Samoa. In January, in partnership with Airbnb, the Samoa Tourism Authority and Samoa Chamber of Commerce facilitated a highly successful Airbnb Pacific workshop, which was held in Apia with over 110 participants. The workshop increased the understanding of home sharing and contributed to a 125% increase in inbound guest arrivals on the Airbnb platform for Samoa Airbnb hosts. In October, PTI Australia's e-Commerce workshop (with an Amazon focus) was delivered in partnership with the Samoa Chamber of Commerce. Over 40 people were in attendance, learning about how online platforms such as Amazon Australia are providing new entry points for exporters. Additionally, in partnership with the East-West Center in Hawaii, PTI Australia delivered a virtual Digital Tourism workshop to 18 participants representing eight Pacific nations, including Samoa.

Through PTI Australia's Digital Tourism program, four local tourism operators were supported in developing booking-capable websites for their businesses, enabling them to directly reach international tourists.

PTI Australia continued to support businesses in Samoa through providing advice and information on the Australian market as well as access to research. The results of PTI Australia's Pacific Export Survey were disseminated, providing Samoa's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies. Impact Investment-readiness assessments were also conducted for three businesses in Samoa.

## CASE STUDY



8 DECENT WORK AND ECONOMIC GROWTH



### STRENGTHENING BUSINESS CONNECTIONS

Enabling an environment for business prosperity in Samoa through innovation and collaboration were key take-outs from PTI Australia's Business Forum held in Apia, Samoa, as part of PTI Australia's October Business Mission to Samoa.

The Minister of Commerce, Industry and Labour, the Hon. Lautafiti Selafii Purcell, officially opened PTI Australia's Business Forum at the Taumasena Resort, welcoming Caleb Jarvis, Trade & Investment Commissioner, PTI Australia, and the Australian delegation of buyers, impact investors, Pacific diaspora and labour mobility executives.

"As the Minister responsible for ensuring private sector opportunities are created, I am pleased this joint mission of PTI Australia and the Government of Samoa provides the platform for the Samoa-Australia private sector to engage. It's my hope that this mission will result in genuine partnerships that will expand trade and investment for Samoa with resultant employment generation," said the minister.

The business forum, attended by over 50 businesses and stakeholders, set the scene for PTI Australia's delegation by providing an overview of Samoa's investment and trade environment. Panel discussions opened dialogue with a mix of Samoa's private sector



businesses, stakeholders and PTI Australia's delegation, which provided insights into challenges and opportunities in export, impact investment and e-commerce.

PTI Australia's Business Mission provided an opportunity for connections across sectors, including with Samoa's young entrepreneurs. Fifteen entrepreneurs from the Young Entrepreneurs Chambers were given five minutes to pitch their ideas in a closed session to impact investors that were part of PTI Australia's delegation.

The Pitchfest is a collaboration of the Samoa Chamber of Commerce and PTI Australia, providing an opportunity for the next generation of entrepreneurs from Samoa to connect and get direct feedback from international investors.

The entrepreneurs gained valuable feedback and perspective from the impact investors. Entrepreneur Olisana Mariner, founder of The Hub, pitched her social enterprise that facilitates spaces where people can create, collaborate and connect Samoa to the world.

"It was a little intimidating pitching; these are international investors and very successful business people. Their feedback has been so valuable, they have already given me several practical steps to look into. It's been an amazing experience to be part of and I'm thankful to PTI Australia and the Chamber for bringing this opportunity to Samoa. You don't often get feedback from international investors and business leaders. It has validated that I'm on the right track and I'm excited to keep going on my journey."



# SOLOMON ISLANDS

Capital: Honiara

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

Population: 614,000 (2017)

GDP growth (% change yoy): 3.4%

Industries: Fish (tuna), mining, timber

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$1,143,565**  
exports facilitated

**53**  
businesses  
assisted

**8**  
women-led  
businesses  
assisted

## OUR IMPACT

PTI Australia worked broadly in the Solomon Islands in 2018, assisting 53 businesses and through connecting businesses and capacity building, facilitated over A\$1.1m in exports.

### CONNECTING BUSINESSES

Tourism is growing sector in the Solomon Islands. In June, PTI Australia facilitated a tourism business round table in Sydney for the Prime Minister of the Solomon Islands and his delegation as part of their official visit to Australia. PTI Australia's Digital Tourism program also continued to support eight local tourism operators, providing a platform to connect and sell directly to tourists. To further strengthen awareness of the Solomon Islands as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of the Solomon Islands, focusing on points of difference in diving, culture, adventure and history.

To support visibility of Solomon Islands' trade and investment opportunities through our partnership with Real Impact, Solomon Islands National Museum Shop was part of the Considered by Real collection at the Life Instyle Sydney, Australia, trade show, resulting in export sales. Four investment opportunities were promoted on PTI Australia's online investment directory to international investors.

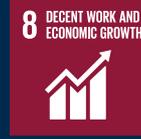
## CAPACITY BUILDING

As a central point for tailored market advice, PTI Australia provided export and packaging advice to several businesses in the agriculture industry and provided branding and logo development for a chocolate company. Additionally, a potential investor was provided ongoing assistance with Solomon Islands investment reviewing and commenting on a business plan and entry strategy. Impact investment information, including the current impact investment opportunities in the Solomon Islands, was provided to DFAT. PTI Australia published the findings from the Pacific Export Survey, providing the Solomon Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

To increase the expertise of the tourism industry in the Solomon Islands, PTI Australia, in partnership with Tourism Solomons, successfully delivered two PTI Australia's Digital Tourism workshops in Honiara and Munda with 29 participants attending. The workshops provide practical tools and steps to support local tourism operators to improve their profitability by effectively using online channels. An additional virtual PTI Australia Digital workshop was delivered in partnership with the East-West Center in Hawaii to 18 participants representing eight Pacific nations, including the Solomon Islands.

A booking capable website was developed for a local tourism operator through PTI Australia's Digital Tourism program.

## CASE STUDY



### TOURISM STRENGTHENING RELATIONS BETWEEN AUSTRALIA AND THE SOLOMON ISLANDS

Tourism is a key economic driver in the Pacific Islands; travel and tourism contributes to 9.6% of employment and drives investment. PTI Australia, in partnership with Austrade and DFAT, brought together key members of the Australian and Pacific tourism industry and the official delegation from the Solomon Islands, the Solomon Islands High Commissioner to Australia and Australia's High Commissioner to the Solomon Islands, to discuss insights, and explore emerging projects and prospective future developments.

Partnerships and digital connectivity were two themes that arose from the business round table held as part of the Prime Minister of Solomon Islands' bilateral visit to Australia in June.

The session was chaired by PTI Australia's Trade & Investment Commissioner, Caleb Jarvis, who said there was real value in bringing together the private and public sector.

"Bringing together the private and public sectors' valuable insights were raised. We had representatives from the airlines, Carnival Australia and online platforms TripAdvisor, Booking.com and Airbnb, as well as organisations with a depth of knowledge of working in the Pacific – the Pacific Business Council, International Finance Corporation, Treasures of the South Pacific, Austrade and PTI Australia. Each brought a unique perspective to the dialogue, both of the current reality of tourism in the Solomon Islands but also insights from what has and hasn't worked in other Pacific Island markets.

"There are some real synergies, especially with Austrade's work in tourism investment in regional Australia; their expertise in planning and developing tourism assets off the beaten track could help inform and accelerate the Solomon Islands' tourism strategy. It's important to have opened this dialogue and to see the potential for future collaborations that will assist the growth of Solomon Islands tourism in a sustainable way."

The Solomon's Islands delegation found the session very beneficial, with the Permanent Secretary, Solomon Islands, Ministry of Foreign Affairs and External Trade, Peter Kenilorea, noting that they were encouraged by the openness of the discussions and the sense of collaboration.

"We are thankful to Austrade, PTI Australia and the Australian Government for providing this valuable opportunity. Sustainable tourism is an area that the Solomon Islands is committed to grow; it's a sector that crosses all aspects of our society and can return positive social and economic benefits if done right. We look forward to continuing these discussions and working in collaboration with Australia as we unlock the potential of the Solomon Islands as a tourist destination."

# TONGA

Capital: Nuku'alofa

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

Population: 101,000 (2017)

GDP growth (% change yoy): 2.9%

Industries: tourism, construction, fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$823,695**  
exports facilitated

**A\$100,000**  
investments facilitated

**24**  
businesses  
assisted

**4**  
women-led  
businesses  
assisted

## OUR IMPACT

In February 2018 Tonga was struck by cyclone Gita, devastating the country and much of the agriculture sector. Our work in 2018 focused on supporting businesses in Tonga to manage revised trade expectations and reconnect with Australian investors/suppliers as revised timelines for recovery were established. We continued to work closely with the Ministry of Commerce, Consumer, Trade, Innovation & Labour; the Tonga Chamber of Commerce and the Tonga Tourism Authority.

### CONNECTING BUSINESSES

Supporting Tonga post-cyclone, PTI Australia led an Impact Investment-scoping mission in conjunction with PTI Australia's Trade team. Through the year, we connected various businesses with buyers and investors, facilitating a A\$100,000 investment into a vanilla producer.

To increase awareness of Tonga as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Tonga, focusing on points of difference in diving, culture, adventure and history. To drive Tonga's presence in the Australian travel industry, PTI Australia supported Tonga's membership to Hidden Treasures, Treasures of the South Pacific.

PTI Australia's Digital Tourism program also continued to support five local tourism operators, providing a platform to connect and sell directly to tourists. Additionally, to support Tonga's reach to international investors, an investment opportunity was promoted on PTI Australia's online investment directory.

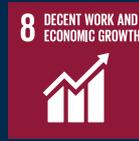
### CAPACITY BUILDING

PTI Australia continued to support businesses in the private sector with market advice as required, publishing PTI Australia's Pacific Export Survey and providing Tonga's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies. An impact investment assessment and business analysis was also conducted for an enterprise, providing criteria and guidance for impact investment into their Vavau operation.

PTI Australia has enabled a local tourism operator to directly reach and take bookings from tourists by supporting the build of a booking-capable website through our Digital Tourism program.

Under PTI Australia's Talent Development Program, which supports the development, education and exposure of professionals from the Pacific, Amanaki Tu'itupou, Tonga's Senior Trade Development Officer, Ministry of Commerce, Consumer, Trade, Innovation & Labour was seconded to PTI Australia's Sydney office.

## CASE STUDY



### UNDERSTANDING AUSTRALIA'S BIOSECURITY

For Pacific Island businesses looking to export to Australia, the rules and regulations can be daunting, with instances of containers being stopped at Australia's border proving to be frustrating and expensive for Pacific exporters. All goods imported into Australia must be cleared through its borders.

Tonga's Senior Trade Development Officer, Ministry of Commerce, Consumer, Trade, Innovation & Labour, Amanaki Tu'itupou, has been in Australia as part of PTI Australia's Talent Development Program. As part of the program Amanaki met with Australia's Department of Agriculture and Water Resources, taking part in a biosecurity inspection, seeing firsthand how food items and products are cleared.

Biosecurity plays a critical role in ensuring Australia remains free of the most severe pests and diseases that could adversely affect Australia's agricultural and tourism industries. With more than 60,000 kilometres of coastline offering a variety of pathways for exotic pests and diseases, the Department of Agriculture and Water Resources screens, inspects and clears the millions of people, mail parcels, baggage, ships, animals, plants and cargo containers entering Australia every year using X-ray machines and surveillance, as well as detector dogs.

The amount of goods crossing the border into Australia is immense. In 2016-17, over A\$277.9b worth of goods were imported into Australia. Mr Tu'itupou said the experience of seeing a biosecurity inspection deepened his understanding of Australia's import standards, quarantine systems and biosecurity requirements, and the sheer volume of goods that must be screened each day.

"Going down to see the inspection site was really eye-opening. The scale of it is huge. With so many goods coming into Australia each year, the

volume that the centres deal with is immense. Australia takes its biosecurity very seriously; it's very necessary to prevent diseases such as citrus greening from entering the country."

The inspection team also took Mr Tu'itupou to an approved inspection site to be a part of the biosecurity inspection process, where he witnessed the clearance of a number of food items and products with potential pests.

"It's important for Pacific Island exporters to have an understanding of the biosecurity measures and the inspection process involved at the border, and the reasons behind Australia's strict import standards. They aren't trying to make the process difficult; it's about ensuring that unwanted diseases and pests don't enter the country.

"Mr Tu'itupou said when you are miles away and get the call that your container has been stopped at the border it can be easy to feel like you've been targeted. However, it's not only Pacific Island exporters that are stopped at the border. In 2013, imports of an album by pop star Katy Perry were stopped to protect Australia's biosecurity. Perry's album included a paper impregnated with seeds, so listeners could grow their own plants. That's exactly the kind of risk that is investigated in efforts to keep pests out of Australia.

"At the clearance site I saw they were checking everything, no matter how famous the exporter or the country of origin. Pacific Island exporters need to be vigilant about not cutting corners in their quality controls. To ensure their goods are accepted at the Australian border, it's essential to ensure that all required documents are present as well. With so many goods being processed at Australian borders each day something as simple as a missing form can hold up goods at the border, so it's best to triple-check everything is in place and to work with a reputable customs broker."

# TUVALU

Capital: Fongafale

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

Population: 11,000 (2017)

GDP growth (% change yoy): 4.3%

Industry: fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$41,583**  
exports facilitated

## OUR IMPACT

PTI Australia actively worked with Tuvalu's private sector and government agencies, increasing exports facilitated by 22% with A\$41,583 in sales.

### CONNECTING BUSINESSES

PTI Australia's Trade & Investment Commissioner led a tourism and labour mobility mission in July resulting in contracts offered under Australia's Pacific Labour Mobility Scheme.

It can be cost prohibitive for small island states such as Tuvalu to reach international markets. To increase awareness of Tuvalu as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Tuvalu, focusing on points of difference in diving, culture, adventure and history. To maintain Tuvalu's presence in the Australian travel industry, PTI Australia supported Tuvalu's membership to Hidden Treasures, Treasures of the South Pacific.

PTI Australia's Digital Tourism program also continued to support a local tourism operator providing a platform to connect and sell directly to tourists. Additionally, to support Tuvalu's reach to international investors, an investment opportunity from Tuvalu was promoted on PTI Australia's online investment directory.

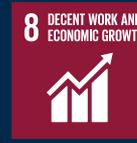
### CAPACITY BUILDING

PTI Australia supported Tuvalu's National Trade Fair, held from 26 November to 8 December, to contribute to Tuvalu's economic development through promoting local products and supporting private sector development.

To further support the development of Tuvalu's tourism, a preliminary review was conducted providing several recommendations for future tourism development.

PTI Australia continued to support businesses in the private sector with market advice as required, and published PTI Australia's Pacific Export Survey, which provided Tuvalu's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

## CASE STUDY



### EMPOWERING PRIVATE SECTOR DEVELOPMENT

PTI Australia understands the importance of supporting initiatives to promote local products and support private sector development. The valuable exposure and experience gained through in local markets grows capability and knowledge for businesses to grow sustainably and look at international markets.

For businesses in SIS it can be difficult to access expertise and financing for product packaging and collateral design, both of which are vital in promoting to international markets. In 2018 we worked closely with a Toddy manufacturer, supporting the development of their packaging design to improve brand visibility and awareness as they look to expand into international markets.

Additionally, PTI Australia sponsored Tuvalu's 2018 National Trade Fair to further support the growth of Tuvalu's private sector.

The Minister of Foreign Affairs, Trade, Tourism, Environment and Labour, the Hon. Taukelina Finikaso, said the partnership between government and private sector is vital and thanked PTI Australia for their support.

"I would like to acknowledge our sponsors of the Trade Fair including PTI Australia. The theme of the Trade Fair called 'Start up Tuvalu – Innovating our Industries', or as we say in Tuvalu, '*Tuvalu Tafuke mo Kiloga Fou mo Atiakega te Maumea*', reminds business owners that it is time to look at ways to innovate our businesses and industries.

"There is an increased number of young women and men engaging in business. The trade fair was a great success with vendors sharing ideas and information. We are seeing more opportunities and collaborations between the government and private sector, with a woman representative attending training in Australia to enhance her business skills, and local products such as handicrafts, and Toddy syrup being promoted overseas in tradeshow and expos."

# VANUATU

Capital: Port Vila

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

Population: 281,000 (2017)

GDP growth (% change yoy): 3.8%

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

**A\$2,166,270**  
exports facilitated

**A\$1,000,000**  
investments facilitated

**156**  
businesses  
assisted

**15**  
women-led  
businesses  
assisted

## OUR IMPACT

PTI Australia worked extensively in Vanuatu in 2018, engaging with and assisting 156 Vanuatu businesses and, through connecting businesses and capacity building, facilitated over A\$2.1m in exports and A\$1m in investments.

### CONNECTING BUSINESSES

In 2018, PTI Australia continued to connect exports from a range of industries with potential buyers and distributors in Australia. In April, PTI Australia facilitated a historic trade agreement for Vanuatu through an introduction and ongoing support between Carnival Cruises Australia and Vanuatu's Azure Pure Water. The three-year agreement will see Azure Pure Water loaded aboard the Pacific Dawn and Pacific Jewel when they berth in Port Vila. The volume supplied will make it Vanuatu's second-largest export product.

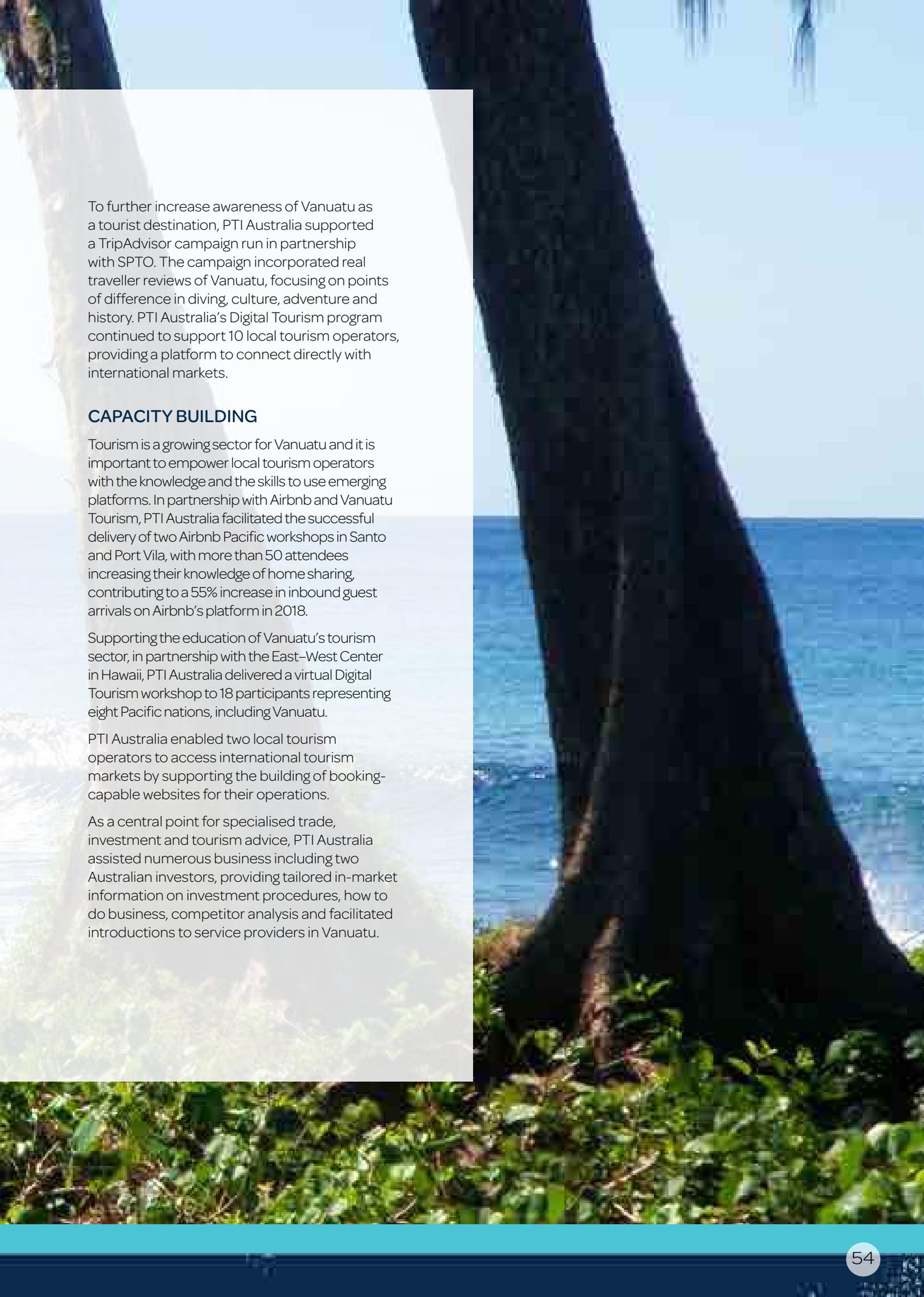
In June, PTI Australia facilitated a business round table for the Prime Minister of Vanuatu, his delegation and key business stakeholders. The discussions were chaired by PTI Australia's Trade & Investment Commissioner and provided the Vanuatu delegation with direct access to business leaders who are currently doing business in Vanuatu. Leaders from a broad section of industries including tourism, finance,

trade and labour; donors and government agencies, were represented.

To raise awareness of Vanuatu and directly connect enterprises to international buyers and distributors, Vanuatu Beverage Ltd was part of PTI Australia's Pacific Showcase at Fine Food Australia and through our partnership with Real Impact, Carol Toa was part of the Considered by Real collection at the Life Instyle Sydney trade show in August.

PTI Australia provided market insights and customs information to a Vanuatu company that helped lead to their first shipment of virgin coconut oil to Australia, and conducted and published PTI Australia's Pacific Export Survey, a biennial survey that explores export dynamics in the Pacific Islands. This provided Vanuatu's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the use of digital technologies.

PTI Australia, actively connected and promoted investment opportunities in Vanuatu to international investors, with five investment opportunities showcased on PTI Australia's online investment directory and an introduction to a coconut oil manufacturer, resulting in direct investment.



To further increase awareness of Vanuatu as a tourist destination, PTI Australia supported a TripAdvisor campaign run in partnership with SPTO. The campaign incorporated real traveller reviews of Vanuatu, focusing on points of difference in diving, culture, adventure and history. PTI Australia's Digital Tourism program continued to support 10 local tourism operators, providing a platform to connect directly with international markets.

## CAPACITY BUILDING

Tourism is a growing sector for Vanuatu and it is important to empower local tourism operators with the knowledge and the skills to use emerging platforms. In partnership with Airbnb and Vanuatu Tourism, PTI Australia facilitated the successful delivery of two Airbnb Pacific workshops in Santo and Port Vila, with more than 50 attendees increasing their knowledge of home sharing, contributing to a 55% increase in inbound guest arrivals on Airbnb's platform in 2018.

Supporting the education of Vanuatu's tourism sector, in partnership with the East-West Center in Hawaii, PTI Australia delivered a virtual Digital Tourism workshop to 18 participants representing eight Pacific nations, including Vanuatu.

PTI Australia enabled two local tourism operators to access international tourism markets by supporting the building of booking-capable websites for their operations.

As a central point for specialised trade, investment and tourism advice, PTI Australia assisted numerous business including two Australian investors, providing tailored in-market information on investment procedures, how to do business, competitor analysis and facilitated introductions to service providers in Vanuatu.

## CASE STUDY



8 DECENT WORK AND ECONOMIC GROWTH



### BUSINESS ROUND TABLE DEEPENS RELATIONS BETWEEN VANUATU AND AUSTRALIA

Enabling an environment for economic prosperity in Vanuatu through policy, infrastructure and partnerships, were key take-outs from a business round table held in Sydney in June as part of the Prime Minister of Vanuatu, Charlot Salwai, and his delegation's official visit to Australia.

Australia and Vanuatu share a long history and strong economic links. Over 50% of Vanuatu's tourists are from Australia, and in recent years, increasing numbers of Vanuatu products have successfully entered the Australian market and investment into Vanuatu from Australian investors has increased.

PTI Australia, in partnership with DFAT and Austrade, brought together key people from the private and public sectors to have an open discussion about developing Vanuatu's tourism, investment and trade with Australia.

The round table was chaired by PTI Australia's Trade & Investment Commissioner, Caleb Jarvis, who said the session provided a valuable opportunity to discuss opportunities for trade and investment.

"It's a rare and extremely valuable opportunity to have a business round table that brings together the private and public sector with the leader of a nation. I would like to thank the Prime Minister of Vanuatu and his delegation for being part of the dialogue. It illustrates the strong ties between Vanuatu and Australia, and Vanuatu's openness and commitment to enabling an environment for economic growth."

Vanuatu Prime Minister, Charlot Salwai, thanked PTI Australia and the Australian Government for providing the opportunity for the round table, which has opened a dialogue to further strengthen the relationships between Vanuatu and Australia.

"We are committed to strengthening our partnership with Australia. I thank PTI Australia and the Australian Government for enabling this dialogue today. Our government is committed to deepening the economic cooperation between our two nations and at a policy level, we are actively engaged in seeing how we can improve Vanuatu's business environment to foster good investment that will benefit ni-Vanuatu. I look forward to continuing our work with Australia."

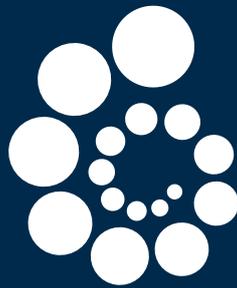






Vanuatu Business Roundtable, Australia

Cover: Kaiming Ginger, Fiji



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[www.pacifictradeinvest.com](http://www.pacifictradeinvest.com) | [info@pacifictradeinvest.com](mailto:info@pacifictradeinvest.com) | (612) 9290 2133  
11/171 Clarence Street Sydney, NSW, Australia 2000

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