



Pacific Trade Invest
AUSTRALIA

PACIFIC TRADE INVEST AUSTRALIA ANNUAL REPORT 2020



PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade

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OUR VISION

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

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





LETTER FROM THE SECRETARY GENERAL

2020 was an unprecedented year, globally. The Pacific Trade Invest Network, in particular PTI Australia, has worked consistently through the challenges of 2020 to ensure that it continued to service and contribute to its vision for a better future and prosperity for the Blue Pacific is facilitated through developing and supporting increased trade and investment.

Like the rest of the world, the Blue Pacific faced unprecedented challenges in 2020, and PTI Australia actively worked with PIF member countries to understand where and how they required support. The PTI Pacific Business Monitor survey series became an integral initiative to track the ongoing impacts of COVID-19 across businesses in the region. The statistics collated has supported the development of policy options supported by the presentation of quantitative data to our members and partners in advocating for stronger support for the Pacific private sector. The country-focused reports have become invaluable to evidence-based policy development as they highlight the nuances of the pandemic's effects on each country in the Pacific. The survey results inform us in charting targeted and individual paths to economic recovery for each country that makes up our vibrant Blue Pacific.

Working with a diverse range of Pacific businesses from the agriculture, tourism and manufacturing sectors, PTI Australia facilitated over A\$20 million in exports and A\$2.73 million in investments in 2020, despite the tough trade and investment conditions. These outcomes were achieved by assisting 582 Pacific businesses. PTI Australia's work in one of the areas I strongly advocate – empowering women in business – is also to be applauded, with PTI Australia supporting 181 women-led businesses in 2020.

I welcome PTI Australia's ongoing role in attracting investment to our region's small island state (SIS) economies, providing technical support and fostering buyer connections for the development of export markets, including the active promotion to Australia of Pacific products and services. These targeted and informed initiatives are crucial to support the economic recovery for all nations that make up our Blue Pacific family.

While we have made great progress, there remains much to be accomplished. The private sector has a unique and important role in driving the economy of Pacific nations and supporting recovery. At the same time, it is more important than ever to build meaningful connections between key stakeholders – in our case, business and government. As well as supporting our Pacific people, it creates better mutual understanding and reinforces the positive contribution that both sectors make.

PTI Australia will continue to work tirelessly to deliver real outcomes for Pacific Island businesses by aiding the growth of export, tourism and investment in the region. On behalf of the Pacific Islands Forum Secretariat, I extend my thanks to PTI Australia's team for their hard work, innovation and commitment to seeking new opportunities for our members. I also acknowledge the contribution of the Australian Government and PIFS and their commitment to the Blue Pacific, seen through the continued support of PTI Australia over the last 41 years.

Meg Taylor, DBE
Secretary General
Pacific Islands Forum Secretariat



TRADE & INVESTMENT COMMISSIONER'S FOREWORD

PTI Australia supports the Pacific Islands Forum (PIF)'s vision of securing a bright and prosperous future for all Pacific people. We believe developing international trade and investment is vital to achieving this vision.

Reflecting on the past year, there is no doubt that the COVID-19 pandemic has had an acute and wide-reaching impact worldwide. Although the Pacific has remained relatively safe from the health impacts, we've seen the devastating effects of closed international borders, interrupted trade routes, and the effects the resulting economic crisis has had on the lives and livelihoods of those who call the Blue Pacific home.

The impact of COVID-19 caused an unprecedented disruption to the global economy and world trade, as production, consumption and trade routes were scaled back across the globe. This was felt by businesses across the Pacific region, including Australia, as conditions were imposed to help slow the spread and contain the virus.

Despite the severe trade and investment constraints, PTI Australia achieved strong results in a very difficult environment. In 2020, we supported 582 businesses across 16 Pacific nations, to facilitate over A\$20 million worth of export deals and a record nine investment deals in the Pacific.

I'm incredibly proud of the agility and innovation brought by the PTI Australia team, as the pandemic shut international borders and Australia went into lockdown. In less than a week, we successfully transitioned our team to working from home and reconfigured our programs of trade, investment, tourism and labour mobility to virtual and hybrid formats.

Digital has been an important focus for PTI Australia in recent years. COVID-19 confirmed our digital approach is on the right track, as we've seen the needs and expectations of those we work with change rapidly. In 2020, we accelerated and invested in regional digital development and capacity building to support businesses across the Blue Pacific in navigating the storm we found ourselves in. Understanding the realities for the Pacific's private sector was key, and through our Pacific Business Monitor and biennial Pacific Islands Exports Survey we ensured nations, agencies and partners were informed with data, which also helped us to understand the most effective use of resources.

We refined our e-Commerce connector series and delivered 23 online workshops across the Pacific region, which focused on driving participation in the growing e-economy. In December, we launched a regional first: PTI Australia's Social Media for e-Business Scholarship, a six-week professional development program for businesses, delivered online and in real time, to help bridge the digital divide and impart the skills required to effectively use social media as a business tool.

PTI Australia could not have achieved these results alone, and we acknowledge the important role our global PTI network and partners play in amplifying our reach and the effectiveness of our work in the Pacific.

Throughout 2021, we will remain committed to working with our partners to chart a path to economic recovery, creating tangible outcomes for the businesses and people of the Blue Pacific.

Caleb Jarvis
Trade & Investment Commissioner
Pacific Trade Invest Australia

WHO WE ARE

OUR ROLE

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

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

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

OUR CLIENTS

We have two sets of clients: export clients and investment clients.

- Export clients are businesses in the Pacific looking to grow into the Australian market.
- Investment clients are the businesses and sectors we work with to develop investment opportunities, and the investors with whom we match these opportunities.

OUR PEOPLE NETWORK & PARTNERS

PTI Australia's strength is the diversity of its people. With diverse cultural backgrounds, our team have a broad range of private and public sector experience. As well as our connections with Pacific businesses and international markets, we work closely with a range of government agencies in the Pacific who have expertise and services that benefit our export and investment customers.

Our key Pacific partners include Member Governments and organisations such as national chambers of commerce, investment agencies and national tourism organisations.

In addition, PTI Australia draws on the expertise of regional and multinational organisations such as PHAMA Plus (The Pacific Horticultural and Agricultural Market Access Program), SPC (The Pacific Community), MDF (Market Development Facility), Pacific Labour Facility, ADB (Asian Development Bank), World Bank, IFC (International Finance Corporation), and specialist service providers.

OUR APPROACH

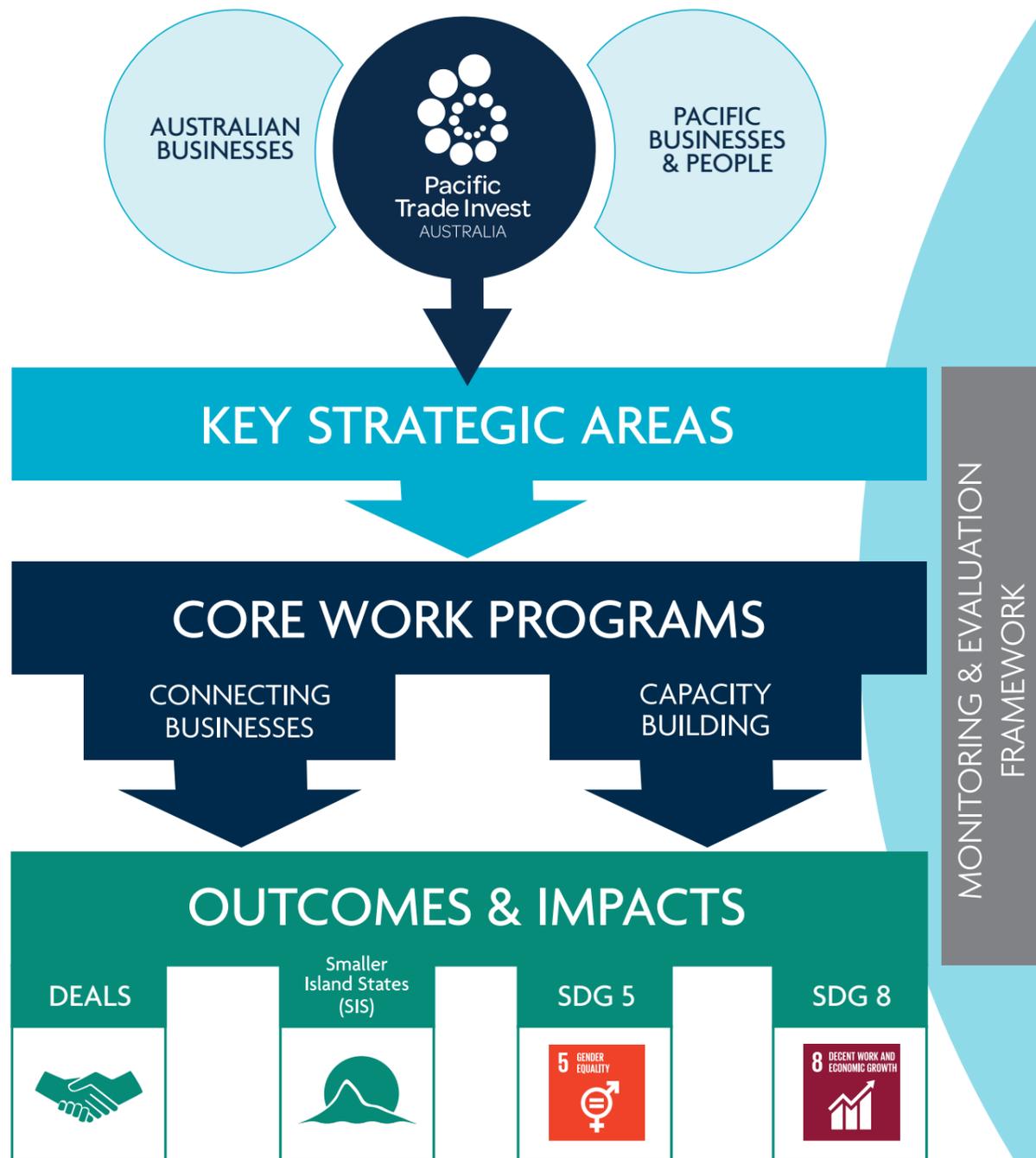
Digital innovation is an important focus for PTI Australia. Like other organisations and industries around the world, we've seen the needs and expectations of those we work with change rapidly. PTI Australia is committed to being a digital leader and enabler for the Blue Pacific.

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 with UN SDG 5 and SDG 8, while contributing to PIFS Strategic Outcome C – Increasing Economic Prosperity, and five of DFAT's Making Performance Count – Key Strategic Targets.

Our work is focused on four key strategic areas to drive growth for the Blue Pacific economy: trade, investment, tourism and labour mobility. Strategies to drive growth in these areas can be tailored to the unique dynamics of each island nation.

These key strategic areas are underpinned by seven Core Work Programs (CWPs). The CWPs improve livelihoods in the region through trade and investment, as we connect businesses and build capacity to facilitate commercial outcomes for Pacific businesses and people.

Our Monitoring and Evaluation Framework ensures a level of transparency, assessing our progress towards our 2022 strategic goals.



KEY STRATEGIC AREAS

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



TRADE

Growing private sector business sales to the Australian market.



INVESTMENT

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



TOURISM

Increasing digital capabilities and promoting the Pacific tourism sector globally.



LABOUR MOBILITY

Connecting Pacific people to good job opportunities in Australia.

CORE WORK PROGRAMS (CWPs)

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



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



Introducing purposefully selected investors to Pacific countries.



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



Developing export-capable businesses.



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



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



Contributing information for a better business-enabling environment.

OUTCOMES & IMPACT

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



DEALS

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



SDG 5 - GENDER EQUALITY

Actively supporting women-led businesses in the Pacific.



SMALLER ISLAND STATES

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



SDG 8 - DECENT WORK AND ECONOMIC GROWTH

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



KEY ACHIEVEMENTS

OUTCOMES & IMPACTS

2020 IN NUMBERS

16



countries serviced

\$20.04m

exports facilitated



143

export deals



investment facilitated

\$2.73m



9

investment deals facilitated



13

tourism businesses supported
digital trade and tourism workshops delivered

73



181

women-led businesses assisted



number of deals for women-led businesses

81



688



services provided



25



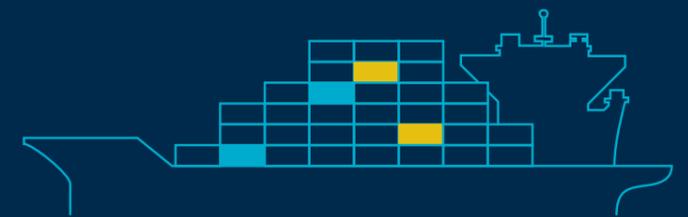
partners engaged



582



businesses assisted



GROWING PRIVATE SECTOR BUSINESS SALES TO THE AUSTRALIAN MARKET

Our Trade program focuses on connecting Pacific-based exporters with buyers in the Australian market. With technology rapidly changing global supply chains, and the need for technology accelerated by COVID-19, PTI Australia's Digital Trade program in 2020 continued to enable businesses in the Pacific to use technology, to establish and enhance pathways into the Australian market. In conjunction with this program, PTI Australia delivers market-related services, advice and information to assist export-ready companies in the Pacific to connect with opportunities in Australia.

We recognise that our clients have differing growth stages, capabilities and aspirations, so we tailor our services to meet their needs. Through our Trade program in 2020 we collaborated with export-ready businesses from the Pacific, key government agencies, and national and private sector organisations, to support Pacific businesses as they expand and diversify their products and markets and navigate the uncertain market conditions brought by COVID-19.

2020 TRADE HIGHLIGHTS

We undertook a number of initiatives in 2020 to deliver greater support for our clients, such as improving the experience of clients when they work with PTI Australia by more intensively understanding their needs so we could deliver timely value. This was driven by our daily engagement with clients, and data and insights from our Pacific Business Monitor, a regular survey series run by the PTI network. Data and insights have enabled us to better identify the type and level of support that our clients or groups of clients (by sector or country) require.

The importance of e-commerce and active participation in the digital economy was highlighted by the unforeseen global impacts of COVID-19. Through our existing Digital

Trade program we had made good progress towards supporting businesses to enter the digital economy. This put us in a strong position to further support businesses through the unexpected challenges of COVID-19 and has given us flexibility to respond and adapt to the fast-changing environment.

When Australia entered lockdown in late March 2020, many of the businesses we work with were beginning to feel the effects of the global crisis on their supply chains and ability to travel. We quickly developed and implemented alternate ways to assist businesses, including providing access to digital resources and workshops to support their response to the pandemic and improve their digital capability.

"This is the first time we used Zoom for training at the IPA [Investment Promotion Agency]; it was a great success. Having more than 30 participants join by using their own personal devices was even more impressive. We received lots of positive feedback from participants. It showed the value of the training and our partnership with PTI Australia to continue to deliver programs targeted at assisting growth for local businesses." Daure Kiromat, Manager – Marketing and Export Promotion, IPA, Papua New Guinea.

CASE STUDY

EXTREME WEATHER AND COVID-19 IMPACT PACIFIC EXPORTERS



The Pacific Islands Exports Survey 2020 is a biennial research survey conducted by PTI Australia with the key objective of understanding and tracking export dynamics in the Blue Pacific. It is an important window into the activities and the opinions of exporters in the Pacific Islands.

The 2020 Pacific Islands Export Survey was expanded to explore the impacts of extreme weather conditions on exporters in the Pacific.

The survey also determined business confidence, reviewed the use of online channels in generating export revenue, identified key export target markets, identified opportunities and pain points regarding exporting from the Pacific, and determined the use and awareness of free trade and economic partnership agreements.

A total of 226 surveys were completed by exporters across a multitude of sectors. The responses were received between February and April 2020 – just prior to and at the beginning of the COVID-19 global pandemic.

Heading into 2020, Pacific exporters had good cause for optimism. Nearly half of exporters surveyed reported a growth in export revenue in the previous year. Exporters were innovating with digital platforms to promote further growth, and three quarters of businesses were planning to expand into new markets in the coming years.

Although nearly half of all businesses reported an increase in export orders over the past 12 months, the survey found a quarter of exporters subsequently reported a decline in revenue as extreme weather and COVID-19 affected productivity and disrupted operations.

The most prevalent weather conditions to impact surveyed exporters were:

- increased frequency of storms (38 per cent)
- extreme rainfall (26 per cent)
- rising air temperature over land (19 per cent)
- decreased rainfall (17 per cent)
- increased flooding (16 per cent)
- prolonged drought (14 per cent), and
- rising sea levels (12 per cent).

The impacts of these weather conditions varied, but included decreased productivity (56 per cent), damage to crops or products (50 per cent) and an increased cost of supplies (32 per cent).

Results from the latter half of the survey window reflected the rapid decline in exporter confidence as the global pandemic and lockdown measures took full effect; of those surveyed in March 2020, 40 per cent expected a decline in revenue. That number jumped to 60 per cent in the final two weeks of the surveying window.

If there is any silver lining to 2020, it's that Pacific exporters are accustomed to doing it tough, according to Jonathan Pryke, Director of the Pacific Islands Program, Lowy Institute. He said:

"Close to half of exporters find high costs are constraining future growth. Almost 40 per cent of exporters are constrained by challenging logistics and access to finance. Compounding these constraints, 65 per cent of businesses were negatively impacted by extreme weather in 2019, with 41 per cent noting this had affected their business in a major way and over a prolonged period. Despite these significant headwinds, many exporters not only prevailed but prospered. Let's hope that resilience continues in 2020."

"The survey reinforces the importance of the Australian and New Zealand markets for Pacific exporters, with the majority of exporters viewing them as primary markets as well as conduits to markets further abroad."

The findings of PTI Australia's 2020 Pacific Islands Export Survey provide a unique window into the initial impact of COVID-19 on Pacific businesses; the quantitative data and insights around the severity that extreme weather has on exporters; and what governments, partners and donors need to consider when deciding how they can assist the growth of Pacific exports in the wake of COVID-19.



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

The Blue Pacific needs sustainable and inclusive investment to fuel growth. High-quality investment provides the financial capital needed to establish or expand businesses into new markets. Additionally, investment can develop new skills and capabilities to accelerate economic growth in the Pacific.

PTI Australia is the central place for investors looking to discover and pursue opportunities in the Pacific. We assist investors to identify opportunities in the Pacific region, while working with investees in the region to promote their businesses to potential investors. We provide confidential services, tailored advice, and connect investors and investees through our extensive networks to create investment opportunities. As well as traditional investment, in 2020 our Impact Investment program continued to work towards facilitating investment opportunities, which will have a positive social and/or environmental impact in communities across the Pacific.

In 2020, PTI Australia worked in collaboration with the investment promotion authorities and partners, providing confidential services and tailored advice to connect investors and investees. As a result, PTI Australia facilitated nine investment deals valued at A\$2.73m.

2020 INVESTMENT HIGHLIGHTS

In 2020, COVID-19 and international border closures made it challenging for investors to perform due diligence on assets and sites. Digital products and platforms were critical in our support for investees and investors during 2020 and we focused on working with our clients and the investment promotion agencies in the Pacific to develop engaging digital channels and assets. This has put us in a strong position to drive engagement with international investors.

We continued to feature the Pacific as a viable investment destination, with a feature in *Forge* magazine, and PTI Australia's Investment Directory lists 35 projects valued at over A\$27m. The 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.

CASE STUDY

A NEW PACIFIC HUB IN FIJI

Following in-country introductions by PTI Australia, Unity4 expanded into the Pacific with a new Fiji hub.

Founded in 2000 and headquartered in Sydney, Unity4 is a global company operating in Australia, New Zealand, United Kingdom, Canada, the USA and now Fiji.

With Fiji's readily available, English-speaking workforce, the low cost of doing business, strong telecommunications infrastructure, and complementary time zones, Unity4 recognises the immense advantages of doing business in Fiji.

The potential for a strengthened BPO (Business Process Outsourcing) industry across much of the Pacific is huge, with all the foundational elements in place and COVID-19 disrupting how businesses operate in the long-term. In September 2020, the BPO council was



established. As companies and customers become open to the remote handling of tasks like customer service, accounting, payroll and HR, BPO and call centre operations are a key focus of growth for Fiji.

Daniel Turner, CEO of Unity4, confirmed the company will hire up to 30 people in Fiji in its first year of operation.

"Over the COVID-19 pandemic our business has grown from strength to strength and we have been actively exploring opportunities to expand our Asia-Pacific footprint. Fiji stood out to us due to its proximity, accessibility and, of course, the key to our business: the people."

"We are very excited to begin recruiting in Fiji next year. We empower our staff, believe in work-life balance and operate with a flexible work model. We do not believe in being bound by geography or personal circumstance. This enables us to provide a wide range of opportunities to diverse groups of people."

-Daniel Turner, CEO, Unity4



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. COVID-19 saw international tourism in the Pacific cease for the majority of 2020, crippling tourism-related businesses across the Blue Pacific. This led us to work and engage with our clients and partners in a more deliberate way, to understand the most effective way to support tourism operators.

2020 TOURISM HIGHLIGHTS

PTI Australia used insights from our clients and partners in the Pacific to develop our Pacific-driven response to COVID-19 and to understand the gaps and/or areas where we needed to extend our reach. We worked quickly and closely with tourism operators and national tourism offices to understand the changing dynamics and realities tourism businesses were experiencing as a result of the pandemic.

We launched PTI Australia's Digital Tourism COVID-19 support package in partnership with WHL, our digital tourism technology provider, to deliver tangible support. The package provided tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to increase their capability and the effectiveness of their digital assets.

We redesigned our Digital Tourism workshops to effectively support Pacific tourism operators in the changing market conditions. Due to COVID-19 restrictions, many potential international travellers are spending more time on social media and online. To capitalise on this opportunity, we tailored our COVID-19 Digital Tourism workshops to provide tools and strategies that tourism operators can use to build and maintain awareness in international markets. Additionally we launched our Digital Tourism Learning Hub, to support and reinforce the learning from our workshops. For many operators this was the first time they had engaged in virtual training and key to the success of the workshop were our in-country partners, who helped bridge the 'trust gap' with businesses new to online learning.

We continued to support Pacific Smaller Island States (SIS) to the Australian travel industry through supporting the membership of Kiribati, Tuvalu, Tonga, Nauru, Niue, Marshall Islands, Palau and Federated States of Micronesia (FSM) through Hidden Treasures, Treasures of the South Pacific. This included developing a video that we used to promote the Pacific SIS to Australia-based tourism retailers and wholesalers through an innovative online competition.

CASE STUDY

NAVIGATING AN UNPRECEDENTED TOURISM DISASTER

With the Blue Pacific's travel and tourism industry effectively on pause for much of 2020, PTI Australia launched its COVID-19 Support Pacific program and with input from operators and on-the-ground partners transitioned our support to a virtual model, delivering Digital Tourism workshops and deeper training in the digital marketing space for both tourism operators and national tourism offices.

In 2020 we hosted 13 Digital Tourism workshops across 16 Pacific nations, catering to over 320 participants across the Pacific.

Following feedback from our Introductory series participants, indicating there was an eagerness to continue gaining advanced digital marketing skills and knowledge, PTI Australia designed the Advanced Digital Tourism Series.

This feedback was supported by PTI's Pacific Business Monitor, a regular monthly survey that identified improvement of online-commerce capabilities as a key initiative that businesses in the Pacific needed support with as they navigate the effects of COVID-19.

PTI Australia partnered with leading digital tourism experts to run an Advanced Digital Tourism Series, where we focused on equipping tourism operators in the Pacific region with world-class skills, technology and marketing tactics in preparation of borders reopening.



Our Advanced Digital Tourism Series was tailored to the Pacific, and homed in on strengthening the digital capacity of Pacific tourism operators to make and retain online connections with future customers, who were planning their first holidays post-pandemic lockdown.

The individual workshops led by leading industry experts covered search engine optimisation (SEO) marketing, content marketing, distribution strategies and payment solutions.

The four highly engaged Advanced Digital Tourism Series hosted 175 participants from 10 countries.

Nely Mori, Sales and Marketing Officer of Chuuk Visitors Bureau, Federated States of Micronesia, said she took a lot away from the session covering SEO marketing:

"The presentation was great and I found it really helpful, specifically because of the tools that he shared. It helped me familiarise with the terms and the key concepts of online marketing. I really did learn a lot and I am keeping the presentation for further use."

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-Nely Mori, Sales and Marketing Officer of Chuuk Visitors Bureau, Federated States of Micronesia



CONNECTING PACIFIC PEOPLE TO GOOD JOBS IN AUSTRALIA

The need for the labour mobility through the Australian Government's Pacific Labour Scheme (PLS) was reinforced during COVID-19 with international border closures increasing the needs for semi-skilled workers in regional and rural Australia. The scheme provides opportunities for people from the Pacific to export their skills to fill labour shortages in Australia's regional and rural areas, with employee remittances creating opportunities for investment in local Pacific economies.

Through our strong network, brokering and facilitation skills, PTI Australia works in partnership with the Pacific Labour Facility (PLF) to connect eligible Australian employers across key industry sectors, including tourism and hospitality services, healthcare and social assistance, and non-seasonal agricultural, forestry and fishing. These connections stimulate investment in the form of remittances; build good, practical skills and experience; drive economic development; and deepen relationships between Australia and Pacific countries.

2020 LABOUR MOBILITY HIGHLIGHTS

COVID-19 significantly affected Australia's

hospitality and tourism industries nationwide. Many hospitality venues closed due to Public Health orders, resulting in mass stand downs and redundancies. Existing PLS employers such as Intercontinental Hayman Island Resort were temporarily closed and placed staff on stand down. This unprecedented hit to these affected industries required a complete refocus on their recruitment needs going forward. Areas such as aged care, agriculture, manufactured food production and the construction industry still demonstrated needs in short-term, as well as longer term endemic recruitment difficulties. In 2020, we communicated regularly with Australian employers to keep up to date with the changing dynamics of the Australian labour market.

Our promotion of the PLS needed to be sensitively managed in the context of job losses throughout Australia. On the basis a 'Pacific Bubble' will be established, we took a soft, targeted approach to identify employers that, post-COVID-19, can submit genuine recruitment plans and move quickly to recruit, as this will be critical to the recovery of regional industries in Australia and provide opportunities for Pacific employees.

CASE STUDY

COVID-19 – MAINTAINING A CONNECTION IN RURAL AUSTRALIA



With COVID-19 impacting every industry in Australia and causing mass unemployment across the country, PTI Australia's focus on labour mobility was on the identification of sustainable employers and fostering connections and awareness of the PLS in rural Australia.

The team identified and engaged possible employers interested in hiring long-term workers from Fiji, Kiribati, Nauru, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu under the PLS.

Due to travel restrictions, and state and territory border closures within Australia, employers in regional New South Wales were mapped, assessed and contacted regarding genuine plans to provide opportunities for Pacific workers.

Key industry employers on the Central Coast, in the Hunter Valley, Orange and Bathurst were identified first for contact and promotion by our Labour Mobility team.

Facilitating conversations between employers and the PLS, PTI Australia collected information on the needs and challenges of these regional employers, as well as staying abreast of the changing dynamics of labour shortages, Pacific border closures, and health and safety considerations.

Looking ahead, the employer connections made in 2020 are now in a better position to submit genuine recruitment plans post-COVID, with adequate support and facilitation. This in turn promotes the economic prosperity, upskilling and development of the employees and nations participating.

"Despite the loss of Australian jobs, we continued to hear from employers in rural and regional Australia that they were still experiencing skill shortages, especially cooks and trained front-of-house staff. This was amplified as Australia's domestic tourism market grew. We are very optimistic that with the new vaccines being deployed and the relationships we fostered with employers in 2020, this will provide new pathways for Pacific people through the PLS in 2021."

-Caleb Jarvis, Trade & Investment Commissioner, PTI Australia



COUNTRY PROFILES

our BLUE PACIFIC reach

Pacific Trade Invest (PTI) Australia works across 16 island nations of the Blue Pacific – each diverse and unique in its trade and investment – to drive private sector development.

Papua New Guinea

Supported a Papua New Guinea (PNG) coffee business with equipment that improved their capacity to sell and process specialty coffee for export.

Palau

Digital Tourism program supported 14 Palau tourism businesses, driving export sales.

FSM

13 tourism operators from Federated States of Micronesia (FSM) took part in PTI Australia's Digital Tourism Workshop.

Nauru

Supported Nauru's membership of Hidden Treasures, Treasures of the South Pacific.

Marshall Islands

Supported Marshall Islands' membership of Hidden Treasures, Treasures of the South Pacific.

Hawaii

Tuvalu

In conjunction with Tuvalu Department of Trade, delivered PTI Australia's Social Media Masterclass to 35 participants.

Solomon Islands

Supported interregional trade by connecting a Solomon Islands canned tuna exporter with a supermarket buyer in Tonga, Samoa and the Marshall Islands.

New Caledonia

Connected a New Caledonian plastic manufacturer with an international building company.

Vanuatu

Facilitated introductions for an investor looking to establish a food distribution company in Vanuatu.

Tonga

Assisted a Tongan beauty salon pivoting to export its skincare range with sales opportunities and information for the Australian market.

Fiji

Facilitated the expansion of a world-class contact centre – Unity4 into Fiji.

Kiribati

Promoted three investment opportunities on PTI Australia's online Investment Directory.

French Polynesia

In partnership with Chamber of Commerce, Industry, Services and Trades -French Polynesia (CCISM) delivered PTI Australia's Digital Tourism Workshop to 11 tourism operators in French Polynesia.

Samoa

Provided assistance for menstrual health enterprises in Samoa through facilitating impact investment.

Niue

Assisted Niuean frozen root crop exporter with market information and introductions to assist with supply.

Cook Islands

In partnership with the Cook Islands Chamber of Commerce, delivered PTI Australia's Social Media Masterclass to 40 participants from the Cook Islands.

COOK ISLANDS

Capital: Avarua

Land Area: 240 km²

Population: 20,200 (2018)

GDP growth (% change year on year): 4.2% (2019)

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

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

A\$1.15m
exports facilitated

OUR IMPACT 2020 HIGHLIGHTS

The closure of international borders devastated the Cook Islands' international tourism industry. Throughout 2020, PTI Australia worked closely with the private and public sectors in the Cook Islands and key partners, to understand and respond to the needs of the private sector. In 2020, we supported 28 businesses, facilitating A\$1,152,112 in exports, supporting the development of the Cook Islands' private sector.

GENERAL

- Trade and Investment Commissioner met with the new Australian designate High Commissioner to the Cook Islands.
- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in the Cook Islands, delivering nine regional reports and a Cook Islands-focused country reports.

TRADE

- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing the Cooks Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Provided market information to a noni (*Morinda citrifolia*) producer on regional initiatives and e-commerce options.
- In partnership with the Cook Islands Chamber of Commerce, delivered PTI Australia's Social Media Masterclass to 40 participants from the Cook Islands.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- Provided Cook Islands producer of food products, social media and website assistance for e-commerce strategy.

INVESTMENT

- Promotion of four investment opportunities on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.

TOURISM

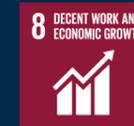
- In partnership with Cook Islands Tourism, we delivered PTI Australia's Digital Tourism Workshop virtually to 29 participants in the Cook Islands in September.
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with

a significant reduction in monthly service fees for hosting and other support charges, as well as digital support to prepare their business to be in the best position when the market returns.

- Engagement with national tourism organisations to understand the impact of COVID-19.
- Through PTI Australia's Digital Tourism client support program, nine tourism operators were supported with practical tools and technical support so they can improve their digital effectiveness (including use of online booking channels), so they are in better digital position to generate awareness and bookings when travel restrictions are lifted.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in the Cook Islands attending workshops on SEO, SEM (Search Engine Marketing), content marketing, distribution strategies and payment solutions.



CASE STUDY



DRIVING E-COMMERCE THROUGH SOCIAL MEDIA

PTI Australia is committed to strengthening the e-business environment in the Pacific. PTI Australia believes that by increasing the online capacity of enterprises in the region, it will assist in bolstering marketing, e-commerce and access to new global audiences.

THE MASTERCLASS

In July 2020, PTI Australia partnered with the Cook Islands Chamber of Commerce to deliver PTI Australia's Social Media Masterclass to Cook Island businesses looking to optimise their social media marketing. A part of PTI Australia's e-Commerce Connector Series, the masterclass supports participants to upskill in the mechanics of using social media content and advertising, to grow their business and drive sales.

Brendon Walsh, Training and Development Manager at Cook Islands Chamber of Commerce, said the need for rapid upskilling in the digital space in the Cook Islands was unprecedented.

"Due to the heavy reliance on tourism for the economy in the Cook Islands, the outbreak of COVID-19 and the resultant closure of the country's border meant that income for many businesses simply stopped. The need to build the capacity of online solutions in the Cook Islands became immediately apparent, with social media being a huge vehicle for disseminating information. Customer and supplier interaction increased enormously, and webinars and Zoom meetings took on a whole new meaning. The importance of internet connectivity and capacity became a key focus to many here."

June and Andrew Hosking of Mauke Moments, a local condiments business that is firmly focused on sustainability, community and circular economy, took part in our Social Media Masterclass as part of their digital transformation.

Since the start of COVID-19, the corresponding border closures and severe drops in international tourists, Mauke Moments decided to make the move to online. The family team behind this remote island business creating local jams, jellies, chutneys, sauces, vinegars and preserves, developed their own website, listed with Island Craft – a renowned Cook Islands retailer with e-commerce platform – and began selling internationally.

The Social Media Masterclass, led by PTI Australia's expert trainer Heather Porter, provided participants such as June and Andrew Hosking with the fundamentals of setting up social media accounts, how to create best-of-practice content, and use the business functions to create targeted campaigns that will drive sales.

June said the Social Media Masterclass provided useful tips on how to connect with a virtual audience.

"Since the advent of COVID, we've realised the importance of digital channels and have really valued the opportunity to upskill through workshops like those PTI Australia have provided. We've gone a step further and listed with Rarotonga-based Island Craft, who help small businesses sell online. They've taken on the task of storing product and looking after online orders for a small cut. We are grateful to have a few overseas orders come in through the platform."

FEDERATED STATES OF MICRONESIA

Capital: Palikir

Land Area: 700 km²

Population: 102,000 (2019)

GDP growth (% change yoy): -3.8 (2020)

Industries: tourism, construction, specialised aquaculture, creative

Source: DFAT Country/Economy Factsheet, CIA World Factbook

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia is committed to supporting the Pacific's SIS. In 2020, we continued to work closely with Federated States of Micronesia's (FSM) private sector, government organisations and partners to deliver services to promote trade, tourism and investment opportunities.

- In partnership with Tourism FSM, 13 tourism operators from FSM took part in PTI Australia's Digital Tourism Workshop.
- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in FSM, delivering nine regional reports.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing FSM's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Launched PTI Australia's Digital Tourism



COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns.

- Delivered an Advanced Digital Tourism Series with tourism operators in FSM attending workshops on SEO, SEM and content marketing.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- PTI Australia continued to support FSM's membership to Hidden Treasures, Treasures of the South Pacific. Developed a video to showcase the Pacific's Hidden Treasures, in partnership with the Pacific Tourism Organisation. The video was used in an engagement campaign to connect with Australian tourism buyers.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including FSM.

CASE STUDY



UNCOVERING A HIDDEN TREASURE

Treasures of the South Pacific is a series of annual events designed to educate and inspire Australian travel agents on the variety of tourism products and experiences available across the South Pacific.

Traditionally focusing on larger island states with mainstream tourism offerings, PTI Australia partnered with Treasures of the South Pacific to represent smaller island states, under the banner of 'Hidden Treasures of the South Pacific' (Hidden Treasures) and PTI Australia continued to support FSM membership of Treasures of the South Pacific.

Promoting exquisite locations off the beaten path, 'Hidden Treasures' includes American Samoa, Kiribati, Tonga, Tuvalu, Niue, Marshall Islands, Palau, Nauru and FSM.

The 607 islands that make up FSM are some of the most remote and beautiful places on earth, home to a cultural and biological diversity that offer unique travel experiences.

PTI Australia worked with Visit Micronesia, FSM's Tourism Authority, to develop visual assets for a video showcase of the Hidden Treasures, as well as strengthening the digital tourism capabilities of tourism operators in-country.

In partnership with FSM's Tourism Authority, 13 businesses took part in PTI Australia's Digital Tourism workshop, over half of which were women-led. The tailored Workshop covered the buying cycle, basic software services, sales channels to market, online distribution, wholesaling to travel agents and social media

marketing. Additionally, FSM tourism operators took part in PTI Australia's Advanced Digital Tourism Series alongside tourism operators from across the Pacific, on SEO and SEM as well as content marketing.

In late 2020, Treasures of the South Pacific created an online competition targeting travel agents, regional buyers and distributors in Australia. PTI Australia's 'Hidden Treasures' video showcased the beauty of FSM. The competition videos were downloaded over 2,000 times by people within the tourism industry and the winner of PTI Australia's Hidden Treasures received a basket filled with products from the Pacific, including coffee, skincare and chocolate.

Eliina Akinga from Visit Micronesia said Hidden Treasures offered a great chance for tourism operators to connect directly with the Australian market.

"Tourism is one of four key priorities of economic development for FSM and is a pillar for many communities across the islands. Working with PTI Australia has been integral to upskilling those working in the sector, as well as putting FSM on the map when it comes to untapped and niche holiday options for Australian travellers. It's important that we stay connected with our travellers so we can take advantage when international borders reopen."

FIJI

Capital: Suva

Land Area: 18,270 km²

Population: 895,000 (2019)

GDP growth (% change yoy): -21.0 (2020)

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook



OUR IMPACT – 2020 HIGHLIGHTS

In 2020, PTI Australia assisted 109 business from across a variety of sectors, facilitating over A\$13,433,268 in exports and three investment deals with a total value of \$1,559,322 in investments.

GENERAL

- Sponsored the Fiji Festival's 'Work, Play, Rest' event – a mini trade show with Fiji Airways and Tourism Fiji – which was held on the sidelines of the Sydney Sevens tournament.
- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Fiji, delivering nine regional reports and a Fiji-focused country report.

TRADE

- Fiji-based printer was provided with competitor pricing for the Australian market as well as a supplier registration link to a large food service distributor.
- Introduced a Fiji superfood producer to an Australian celebrity chef for potential online sales.
- Assisted Fijian skincare e-trailer with e-commerce advice and recommendations.
- Provided market information on labelling requirements and competitors to a Fijian sauce producer and Fijian copra producer.
- Assisted a Fijian beverage company with

a sales strategy for new product launch in Australian, including a targeted list of Australian buyers.

- Discussed possible approaches towards market readiness for a BPO company based in Fiji.
- Assisted Fijian fresh produce consolidator with information on produce market access to Australia and New Zealand.
- Assisted export sales of Fijian Kava producer with Australian buyers.
- Connected Fijian beverage company with possible sales partnership in Australia.
- Supported a Fijian manufacturer with HACCP certification through PTI Australia's Impact Support Program.
- Fiji-based company required information on Australian labelling requirements. Client was provided with product labelling guide for Australian market requirements and additional information related to using multiple distributors.
- Through PTI Australia's Impact Support Program, a Fiji business was supported in developing their processing capabilities.
- Assisted a Fiji business to list on Amazon marketplace in USA.
- Connected various Fijian business in skincare, seafood, frozen root crops, food and beverage, and agriculture to potential buyers and distributors in Australia.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Fiji's private and public sectors with

valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.

INVESTMENT

- In February, led an investment mission to Fiji to meet with potential investment opportunities and worked with a business to develop a pitch deck for impact investment.
- Assessed impact investment-readiness work for impact investing in Fiji.
- Developed tailored business case for a potential investor into Fiji.
- Facilitated introductions to suitable impact investors for coffee project in Fiji.
- Assisted a female-led business in Fiji to become investment ready to attract capital to grow export markets.
- Provided specialist advice and facilitated introductions for a qualified investor to key allies and stakeholders in Fiji.
- Provided in-country contacts to help attract a call centre investment in Fiji.
- Facilitated introductions for Australian investor to Invest Fiji.
- Provided specialist advice for numerous impact investments in Fiji.
- Assessed potential investor interested in carbon offset investment project in Fiji or Samoa.
- Provided an impact gender lens investing assessment for a Fiji agricultural business.
- Facilitated introductions to financial services for an Australian intermediary looking for a partner to deliver impact investment projects in Fiji.
- Facilitated introductions for Fijian diaspora investor exploring investment opportunities in Fiji.
- Assessed and provided advice for impact investment in a ginger project in Fiji.
- Provided introductions for a tourism investment project in Fiji.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are

shifting their approach to investment and the impact this is having in the Pacific.

- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- Promotion of seven investment opportunities on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.

TOURISM

- Over 20 participants from Fiji took part in PTI Australia's Digital Tourism Workshop held in partnership with the Fiji Hotel and Tourism Association in July.
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through this initiative, PTI Australia supported nine tourism operators in Fiji.
- Continued engagement with Tourism Fiji and the Fiji Hotel Association to understand the impact of COVID-19 and potential areas PTI Australia could provide support.
- Provided support to Fiji yacht operator to boost marketing and promotional efforts to increase booking revenue under Blue Lane Initiative.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in Fiji attending workshops on SEO, SEM, content marketing, distribution strategies and payment solutions.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including Fiji.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Fiji.



CASE STUDY



GROWING THROUGH A PANDEMIC

Ben's Trading is a leading agricultural exporter providing direct financial benefits for local farmers in Fiji. Established in 2006 by husband-and-wife team, Peni and Maria Moi, Ben's Trading has grown to become one of Fiji's leading agriculture exporters.

Ben's Trading's business model was developed to promote financial sustainability for local farmers by eliminating intermediaries and buying root crops directly from producers.

PTI Australia began working with Ben's Trading in 2017, after the impacts of Cyclone Winston devastated taro crops, destroyed much of the company's equipment and significantly compromised operations.

To keep staff employed and the business prospering, the team saw an emerging opportunity to export and to substitute their taro for packaged cassava. They accessed PTI Australia's Impact Support Program to improve their processing facilities.

Since then, Ben's Trading has worked with PTI Australia to continue optimising their operations, to scale and meet the increased demand from international markets, particularly for grated cassava.

CASSAVA DURING COVID

Growing with agility, Ben's Trading was able to continue trading through the global pandemic and keep positively impacting product demand and income, right down the value chain to workers, farmers and their communities.

PTI Australia assisted in strengthening the operations by funding an automated cassava-grating machine and vegetable-steaming machine, to supplement manual grating by employees.

Following the acquisition of new cassava-washing equipment, the company went from strength to strength, building sales in a very competitive segment in the Australian market.

"Our future plan is to keep growing Ben's Trading – not just for the company, but for our farmers, workers and the Fijian economy. Nothing is impossible. We need to be focused, continue to work hard, and be committed in everything we do. We rely on the latest market information to keep operating and growing our business – PTI Australia is an important source of this information and partner for us." Maria Moi, Director, Ben's Trading

Over the past 15 years, Ben's Trading has grown from six to more than 150 employees, and exports to Australia, New Zealand and the United States of America.

FRENCH POLYNESIA

Capital: Papeete

Land Area: 3,660 km²

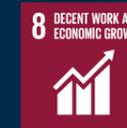
Population: 286,000 (2018)

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook

14
Businesses
assisted

CASE STUDY



OUR IMPACT – 2020 HIGHLIGHTS

In 2020, we actively supported 14 businesses and continued to build our knowledge and network in French Polynesia to understand how PTI Australia can further support French Polynesia through the promotion of trade, tourism and investment opportunities.

- In partnership with CCISM (French Polynesia) delivered PTI Australia's Digital Tourism Workshop via Zoom to 11 tourism operators in French Polynesia.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in French Polynesia, delivering nine regional reports.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing French Polynesia's private and public sectors with valuable qualitative and

quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.

- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.

DIGITAL TOURISM ROLL-OUT

Tourism is a pillar of the French Polynesian economy, with the French overseas territory welcoming 220,000 tourists and 90,000 cruise passengers to their shores in 2018. With international border closures lifted mid-2020, the COVID-19 crisis subsequently had detrimental effects on both the economy and public health of the island country throughout 2020.

Partnering with the French Polynesia Chamber of Commerce, Industry, Services and Trades, in June 2020 PTI Australia hosted a country-specific Digital Tourism Workshop to enhance the digital communication capabilities and presence of French Polynesia tourism operators.

The workshop enabled tourism operators to access world-class digital marketing tools and techniques, to support them by keeping them connected and growing specialised skills while international borders remained closed.

The workshop engaged experts to facilitate learnings on understanding the online-buying cycle and the basic software services needed to grow and market a tourism business.

The workshop also provided resources on channels for market and online distribution such as overseas travel agents, meta search, wholesalers, and packaging for social media.

The workshop also covered things to consider regarding the unprecedented market conditions caused by COVID-19, from safety to policies and website communication.

PTI Australia's Digital Tourism Workshop was well received, with 18 registrations. Onorina Fugawai, PTI Australia Tourism and Investment Project Officer, said the opportunity to refresh important digital skills during uncertain market conditions was met with enthusiasm by the country's tourism sector.

"We were so pleased with the high level of engagement in our workshop in French Polynesia. Many business owners and leaders saw the need to stay digitally agile during the ever changing COVID-19 crisis, to represent their offerings accurately and securely. We look forward to working with the French Polynesia Chamber of Commerce, Industry, Services and Trades and the tourism operators into the future."

KIRIBATI

Capital: Tarawa

Land Area: 810 km²

Population: 117,000 (2019)

GDP growth (% change yoy): -1.1 (2020)

Industries: Fishing, creative

Source: DFAT Country/Economy Factsheet, CIA World Factbook



OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia continued to support and actively seek trade, tourism and investment opportunities for Kiribati. In 2020, PTI Australia worked closely with Kiribati's private sector and government organisations, supporting 27 businesses and facilitating A\$63,397 in exports and A\$1 million in investment.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Kiribati, delivering nine regional reports.

EXPORT

- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Kiribati's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.

INVESTMENT

- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.

- Facilitated introductions to aviation specialists to assist Kiribati.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- Promotion of three investment opportunities on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.

TOURISM

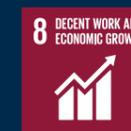
- In April, PTI Australia held a planning meeting in Sydney with the CEO of Tourism Authority of Kiribati, Petero Manufola, resulting in a virtual Digital Tourism Workshop delivered to 18 tourism operators in Kiribati.
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. In 2020, PTI Australia continued to support six tourism operators in Kiribati.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in Kiribati attending workshops on content marketing, distribution strategies and payment solutions.

- PTI Australia continued to support Kiribati's membership to Hidden Treasures, Treasures of the South Pacific. Developed a video to showcase the Pacific's Hidden Treasures, in partnership with the Pacific Tourism Organisation. The video was used in an engagement campaign to connect with Australian tourism buyers.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including Kiribati.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Kiribati.

CASE STUDY



A NEW WAY OF CONNECTION – HYBRID VIRTUAL WORKSHOPS

The tourism sector is one of the world's fastest growing industries. In Kiribati, a strengthened tourism industry is recognised as an important driver of economic growth and employment opportunities.

Guided by the Tourism Authority of Kiribati's principles of sustainability, economic development and cultural preservation, PTI Australia worked with partners throughout 2020 to deliver resources and precursors to growth and tourism opportunities.

Home of a plethora of unique attractions such as World War II battle sites, game fishing and ecotourism options, local tourism operators are targeting niche travellers who seek enriching cultural experiences.

As a growing number of travellers now research, design and book their trips wholly online, PTI Australia partnered with the Tourism Authority of Kiribati to deliver hybrid (virtual and physical) Digital Tourism workshops in Tarawa.

Enhancing the digital presence and communication of tourism operators in Kiribati makes it possible for their marketed products to sell in overseas, potentially untapped, markets, ahead of borders reopening.

The series of workshops covered topics such as understanding the buying cycle, leveraging websites to drive more direct sales, instant booking capability, online third-party distribution, and social media marketing.

Petero Manufolau, Chief Executive Officer of Tourism Authority of Kiribati, who organised to stream the live workshops into a roomful of tourism operators in Kiribati, said the resources provided by PTI Australia were extremely relevant and well received.

"The COVID-19 pandemic in 2020 presented the Tourism Authority of Kiribati (TAK) with an excellent opportunity to undertake capacity-building activities for tourism operators and we are grateful to Pacific Trade Invest Australia for their support towards this. From revenue management, digital marketing and e-business support to tourism SMEs, PTI has helped enrich Kiribati tourism operators with valuable knowledge and skills as they prepare to welcome the new traveller. TAK looks forward to PTI Australia's continued partnership and support. *Kam bati n rabwa.*"

MARSHALL ISLANDS

Capital: Majuro

Land Area: 180 km²

Population: 55,000 (2018)

GDP growth (% change yoy): 2.4 (2019)

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook



- PTI Australia continued to support the Marshall Islands' membership of Hidden Treasures, Treasures of the South Pacific. In partnership with the Pacific Tourism Organisation, developed a video to showcase the Pacific's Hidden Treasures. The video was used in an engagement campaign to connect with Australian tourism buyers.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in the Marshall Islands attending workshops on SEO, SEM, content marketing, distribution strategies and payment solutions.

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia worked closely with the private and public sectors in the Marshall Islands in 2020. Through connecting businesses and capacity building, we facilitated A\$22,041 in exports.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in the Marshall Islands, delivering nine regional reports.

TRADE

- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing the Marshall Islands' private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.

INVESTMENT

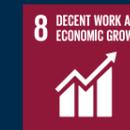
- Introduced an ICT investment project to potential partners in the Marshall Islands.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.

- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- Promotion of two investment opportunities on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.

TOURISM

- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through our Digital Tourism program we continued to support a tourism operator from the Marshall Islands.

CASE STUDY



GROWING CONNECTIONS THROUGH COVID-19

The Marshall Islands is made up of 29 coral atolls and five single islands spread out over an exclusive economic zone of over 2.1 million square kilometres. With roughly 5,000 visitors per years and a language where the common greeting of 'iakwe' translates to 'you are a rainbow', the Marshall Islands is one of the most unique and culturally enriched destinations in the world.

Along with actively promoting the tourism offerings of the Marshall Islands under the banner of 'Hidden Treasures of the South Pacific', PTI Australia identified a capacity gap in tourism operators regarding the use of digital tools and online presence.

Partnering with the Marshall Islands Office of Commerce, Investment & Tourism (OCIT) PTI Australia hosted a country-specific Digital Tourism Workshop to enhance tourism operators' digital communication and presence in October 2020. The workshop was identified as a key mechanism to support the capacity of tourism operators in the Marshall Islands, especially with international borders closed for the majority of 2020.

The workshop had 21 registrations and enabled local tourism operators to access world-class digital marketing tools and techniques, to help them stay connected and grow their presence in international markets.

With borders still closed to international tourists, the workshop also looked at effective COVID-19 communication, from safety policies to national information, to attract future visitors who are at the research phase of their future holidays.

The workshop engaged experts to facilitate learnings on understanding the online-buying cycle and basic software services needed to grow and market a tourism business. The workshop also provided resources on channels for market and online distribution, such as overseas travel agents, meta search, wholesalers, and packaging for social media.

Francis Carlos Domnick, CEO for Office of Commerce, Investment & Tourism said the workshop was insightful and provided practical solutions to issues around market disconnection.

"During this unprecedented time of the global pandemic and border closure, PTI Australia's Digital Tourism workshop supported our tourism operators to actively improve their digital reach and connect with international markets and potential future visitors. The workshop was engaging and provided tangible skills that our tourism industry is able to build upon."

NAURU

Land Area: 21 km²

Population: 13,000 (2019)

GDP growth (% change yoy): 0.7 (2020)

Industries: phosphate mining, offshore banking, coconut products

Source: DFAT Country/Economy Factsheet, CIA World Factbook



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

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia continued to support and actively promote trade, tourism and investment opportunities for Nauru. In 2020, PTI Australia worked closely with local government bodies to assess opportunities.

- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Nauru, delivering nine regional reports.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Nauru's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Engagement with national tourism organisations to understand the impact of COVID-19.
- PTI Australia continued to support Nauru's membership of Hidden Treasures, Treasures of the South Pacific. In partnership with the Pacific Tourism Organisation, developed a video to showcase the Pacific's Hidden Treasures. The video was used in an engagement campaign to connect with Australian tourism buyers.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Nauru.

CASE STUDY



DRIVING INDUSTRY AWARENESS IN AUSTRALIA

Measuring 21 kilometres and home to approximately 13,000 people, Nauru is the world's smallest sovereign island country. Despite only averaging 200 tourists travelling to Nauru every year, the nation is covered with sandy coastlines, coconut trees, and several local businesses offer deep-sea game fishing, diving and underwater wreckage explorations.

In 2020, PTI Australia partnered with Treasures of the South Pacific to promote the smaller island states, including Kiribati, Tonga, Tuvalu, Niue, Marshall Islands, Palau, FSM and Nauru under the banner of 'Hidden Treasures of the South Pacific' (Hidden Treasures).

PTI Australia continued to support Nauru's membership of Hidden Treasures and produced a video to showcase Nauru and the Hidden Treasures to Australia's travel market.

The showcase video was used in late 2020 in an online competition targeting regional distributors, buyers and travel agents in Australia.

The competition ran for nine days and yielded an overwhelmingly positive response from professionals within the Australian tourism industry. The competition videos were watched and downloaded over 2,000 times by those taking part, with the winners receiving a basket filled with fine goods from across the Pacific.

Onorina Fugawai, PTI Australia Tourism and Investment Project Officer, said Nauru tourism opportunities are plentiful.

"Nauru is a country with a rich history and a lot of momentum. Only four and a half hours' flight from Brisbane airport, Nauru has its own national airline and tourism body. Our immediate aim at PTI Australia is to restore Nauru's national tourism website – and also to build one for the Menen Hotel – reflecting the diverse and colourful history of this small island nation and its people."

NEW CALEDONIA

Capital: Noumea

Land Area: 18,280 km²

Population: 282,200 (2018)

GDP growth (% change yoy): 2.4 (2018)

Industries: nickel mining and smelting

Source: DFAT Country/Economy Factsheet, CIA World Factbook

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia worked closely with New Caledonia's private sector and government agencies to understand the impact of COVID-19 on businesses and to identify opportunities for collaboration.

- Connected a New Caledonian plastic manufacturer with an international building company.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in New Caledonia, delivering nine regional reports and a New Caledonia-focused country report.



- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing New Caledonia's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.

CASE STUDY



REPORT ADDRESSES NATIONAL CHALLENGES

Over the year, the PTI Pacific Business Monitor ran regular surveys in New Caledonia and the Pacific to better understand and respond to the ongoing effects COVID-19 was having on the unique private sector.

The Pacific Business Monitor New Caledonia Focus 2020 Report (New Caledonia Focus Report) aggregated results from New Caledonia-based respondents across all the PTI Pacific Business Monitor surveys conducted in 2020.

PTI's New Caledonia 2020 Focus Report found that the proportion of businesses in New Caledonia that were operational remained very high across the year, with 94 per cent in full operation by the end of 2020 compared to 36 per cent across the Pacific Islands.

Businesses in New Caledonia experienced less decline in revenue over 2020 compared to the Pacific region and New Caledonia reported the lowest decline in revenue in November and December 2020, indicating a positive start to 2021.

Despite the comparatively stable fiscal position of New Caledonia, PTI's Pacific Business Monitor obtained information on the nuanced and national challenges faced by the New Caledonia

private sector due to the ongoing effects of COVID-19. This allowed partners and members to present quantitative data when advocating for stronger support in the areas that could impact long-term economic growth.

PTI's New Caledonia 2020 Focus Report found that compared to earlier in 2020, businesses in New Caledonia became increasingly challenged by the impact of closed international borders and access to freight. Furthermore, challenges regarding freight access were much higher in New Caledonia, at 94 per cent, compared to 67 per cent of the Pacific Islands overall reporting freight access as a challenge.

The report also found that the overall negative impact on mental health of business owners and leaders in New Caledonia continued to rise throughout 2020, and respondents felt less optimistic and happy at the end of the year.

Working closely with partners on the ground, PTI Australia has been able to use this information to chart an informed and individual path to recovery in New Caledonia that addresses the unique challenges faced by the private sector, including the launch of PTI Australia's COVID-19 Freight Assistance Package.

NIUE

Capital: Alofi

Land Area: 260 km²

Population: 1,500 (2017)

Industries: creative, food processing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

OUR IMPACT – 2020 HIGHLIGHTS

In 2020, PTI Australia continued to support and actively promote trade, investment and tourism opportunities for businesses in Niue. Despite the economic downturn caused by COVID-19, through connecting businesses and capacity building in 2020, PTI Australia facilitated A\$229,298 in exports.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Niue, delivering nine regional reports and six Niue-focused country reports.

EXPORT

- In partnership with the Niue Chamber of Commerce, delivered PTI Australia's Social Media Masterclass to 55 Niuean businesses.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Niue's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Assisted a Niuean frozen root crop exporter with market information and introductions to assist with supply.
- Qualified a Niuean honey producer with export opportunities in Australia.



- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.

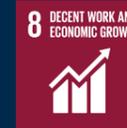
INVESTMENT

- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.

TOURISM

- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through our Digital Tourism program, continued to support four tourism operators from Niue.
- PTI Australia continued to support Niue's membership of Hidden Treasures, Treasures of the South Pacific. Developed a video to showcase the Pacific's Hidden Treasures, in partnership with the Pacific Tourism Organisation. The video was used in an engagement campaign to connect with Australian tourism buyers.

CASE STUDY



EMPOWERING THE PRIVATE SECTOR WITH DATA

The COVID-19 global pandemic and accompanying economic crisis created immense challenges for Niue's private sector.

In May 2020, PTI Australia commissioned the Pacific Business Monitor, a monthly survey designed to monitor and understand the ongoing effects of COVID-19 on the Pacific's private sector and identify key areas of support needed to recover.

The data collected in 2020 across 16 Pacific countries provides a snapshot of the realities that Pacific businesses faced, in a region that is diverse in terms of both size and economies.

Working closely with the Niue Chamber of Commerce to connect with local businesses, Niue saw the highest number of respondents across the 2020 reporting period. The consistent and proactive feedback from Niue businesses meant that the small island state received six country-focused reports, addressing the specific effects and impacts of COVID-19 in the Niuean private sector.

Those country-focused reports highlighted that more businesses in Niue were temporarily or permanently closed over the course of 2020 in comparison to the Pacific Island average.

The reports also highlighted that from May to December, the need for financial support and financial reviews in Niue businesses grew by 10 and 13 per cent respectively, and there was a high, consistent demand for actions that assist businesses to diversify.

Responding to this call for a diversification of skills, as part of PTI Australia's E-Commerce Connector Series, PTI Australia held a Social Media Masterclass via Zoom at the Scenic Matavai Resort in Niue, which hosted over 60 participants from a range of industries, including the travel and tourism sector, accommodation, marine and activities sector, and retail, as well as representation from the government sector.

Catherine E. Papani, Acting Business Development Manager and CEO of Niue Chamber of Commerce, said the Pacific Business Monitor surveys have been integral to their strategic planning.

"The regular survey series by PTI has given the chamber quantitative data on how businesses are doing and has also ensured that our voice is heard at a regional, interregional and international level, which is really important. We are a small chamber and don't have the resources and capability to run a survey like the PTI Pacific Business Monitor. Being part of PTI's survey has been so valuable for us and our members, saving us time and resources as we continue to advocate for our members and Niue's private sector."

PALAU

Capital: Ngerulmud

Land Area: 460 km²

Population: 18,000 (2019)

GDP growth (% change yoy): -11.4 (2020)

Industries: tourism, fishing, subsistence agriculture

Source: DFAT Country/Economy Factsheet, CIA World Factbook

A\$619,176
exports facilitated

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia continued to strengthen their partnerships in Palau, working in collaboration with private sector and government agencies. PTI Australia assisted 25 businesses, facilitating A\$619,176 in exports.

- Engagement with Australian buyers and distributors to understand the impact of COVID-19 on their businesses and the demand for Pacific products.
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through the Digital Tourism program, we continued to support 14 tourism operators from Palau.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- PTI Australia continued to support Palau's membership of Hidden Treasures, Treasures of the South Pacific. Developed a video to showcase the Pacific's Hidden Treasures, in partnership with the Pacific Tourism Organisation. The video was used in an engagement campaign to connect with Australian tourism buyers.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series with tourism operators in Palau attending workshops on content marketing and payment solutions.

CASE STUDY



BUILDING CAPACITY WITH INTERNATIONAL TOURISM ON HOLD

Tourism is a key industry for Palau, with activity focusing on scuba diving and snorkeling within the islands' rich marine environment. Before the global pandemic, the north Pacific country – with a population of just under 20,000 – welcomed nearly 100,000 tourists onto its shores annually.

As such, the COVID-19 global pandemic and corresponding international border closures halted trade and took a terrible toll on the island nation's economy.

PTI Australia partnered with leading digital tourism experts to run an Advanced Digital Tourism Series, which refreshed and built important skills in e-commerce and marketing tactics.

The series was welcomed by tourism operators in Palau looking to build capacity as they navigated COVID-19, and to enhance their digital presence as travel bubble discussions with countries like Taiwan were underway.

The Palau tourism industry is well versed with innovative thinking and implementation, being the first nation to change its immigration laws for the cause of environmental protection, and developing an award-winning communication campaign, the Palau Pledge.

PTI Australia's Digital Tourism complemented these initiatives by delivering content that assists businesses in strengthening their brand's digital presence so they can effectively target, engage and convert the tourist market that is right for their offering and community.

Irene Olkeriil, Founder of EmeraldDreams Services and President of the Palau Chamber of Commerce, said the workshop series was timely given the challenges the Pacific countries are experiencing this year.

"During this time of the COVID-19 crisis and its impact on the global economy, I must say that PTI Australia is doing an exceptional job in keeping us members all informed and motivated to find solutions to help our small businesses. Because Palau is totally tourism-reliant, and I am one of the few small business owners who operate family-style accommodations for guests, I truly appreciated the Advanced Tourism Workshop Series.

"The speakers were excellent. I am looking forward to improving my digital marketing platform, particularly my website, in conjunction with getting my business presence onto more OTAs [Online Travel Agents] and hopefully finding a channel manager that I can utilise. The Advanced Tourism workshops were super helpful. For all these wonderful workshops that PTI Australia continues to share, I take this opportunity to say thank you very much, 'mesulang' in Palauan."

PAPUA NEW GUINEA

Capital: Port Moresby

Land Area: 452,860 km²

Population: 8.6 million (2019)

GDP growth (% change yoy): -3.3 (2020)

Industries: coffee, cocoa, copra, palm kernels, tea, sugar, rubber, sweet potatoes, fruit, vegetables, vanilla, poultry, pork, shellfish

Source: DFAT Country/Economy Factsheet, CIA World Factbook

A\$779,584
exports facilitated

OUR IMPACT – 2020 HIGHLIGHTS

In 2020, PTI Australia worked broadly in PNG, assisting 109 businesses, 47 of which were female-led or owned. Through its services, PTI Australia facilitated A\$779,584 in exports and A\$17,120 in investments.

GENERAL

- Launched the Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in PNG, delivering nine regional reports and a PNG-focused country report.

EXPORT

- Introduced PNG timber exporter to a Melbourne-based buyer looking for kwila.
- Assessed PNG rubber consolidator for export capability for a qualified Australian buyer.

- Engaged and assessed exporting capability of a PNG vanilla grower.
- Partnered with the PNG Government's Investment Promotion Authority to successfully deliver PTI Australia's Social Media Masterclass to 45 businesses.
- Advised prospective PNG fresh coconut exporter on certifications required to sell to Australian supermarkets.
- Introduced four PNG bilum weavers to international buyers, resulting in sales.
- Introduced PNG vanilla company to Australia-based buyers and distributors and followed up two Australian buyers for a PNG food and spice exporter.
- Facilitated introduction for PNG wood supplier with an Australian importer.
- Through PTI Australia's Impact Support Program, a PNG coffee business was supported with equipment that improved their capability to sell and process specialty coffee for export.

- Connected a variety of PNG businesses, including vanilla, rubber, timber, seafood, coffee and cocoa, with Australian buyers and distributors.
- Provided competitor analysis for PNG tuna cannery considering entry to Australian market.
- Supported PNG chocolate liquor and mass producer via sales follow-ups with Australian manufacturing clients.
- Supported PNG cacao exporter with new processing capability to enable more export opportunities and provide higher prices to farmers.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing PNG's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Through PTI Australia's Impact support program, provided support to PNG-based coconut oil exporter to expand processing capacity to cater for increased demand from Australian customers.

INVESTMENT

- Provided specialist advice to an impact investor looking at opportunities in PNG.
- Assisted with advice on impact investing for a PNG food manufacturing company.
- Promotion of an investment opportunity on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.
- Facilitated and promoted impact investment for a cocoa company and a female-led technology enterprise in PNG.

- Facilitated introductions for PNG coffee company to an intermediary for investment-readiness work.
- Facilitated impact investment for menstrual health enterprises in PNG.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.

TOURISM

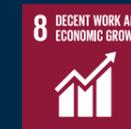
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through our PTI Digital Tourism program we continued to support three tourism operators in PNG.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in PNG attending workshops on SEO, SEM, content marketing, distribution strategies and payment solutions.
- In July, we partnered with the PNG Tourism Industry Association to virtually deliver PTI Australia's Digital Tourism Workshop to over 20 participants from PNG.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including PNG.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from PNG.



CASE STUDY



IMPACT SUPPORT PROGRAM SUPPORTS COFFEE GROWTH

PTI Australia's Impact Support Program contributed to the purchase of equipment by New Guinea Highlands Coffee Exports (NGHCE), to support the growth of two Papua New Guinea (PNG) coffee projects.

The Impact Support Program, which provides assistance to commercial businesses, aims to contribute to local economic growth and help improve rural livelihoods in the Pacific Islands.

The program has recently supported NGHCE, a leading coffee exporter in PNG, to support two of its coffee projects: Riverside Coffee and the Asaro Ghabaliha Coffee Project.

With coffee being one of the principal sources of cash income for more than 2 million people in PNG, it is an important cash crop and income generator for many smallholder farmers.

The infrastructure and the incentives for farmers to improve production and quality has been championed and facilitated by NGHCE, which made them an obvious partner for us to work with on the ground.

Local entrepreneur Moses Venapoe founded Riverside Coffee in 2019 and had been using a second-hand, one-disc pulper. Through the program, Riverside Coffee was able to upgrade to a new four-disc pulper and a brand-new generator, which allows the team to get more coffee in and process a greater volume.

Towards the end of 2020, Riverside Coffee expanded, hired more staff, and began producing coffee for home-delivered biodegradable pods by Australia's Goliath Coffee.

Business Development Manager at NGHCE, Joe Stegman, said the PTI Australia funding has allowed Riverside Coffee and the Asaro Ghabaliha Project to purchase new equipment, including new pulpers and generators.

"These businesses wouldn't have been able to get started or expand if it weren't for PTI's grants program. It could have taken them two or three years to save up and even think about buying a new generator or pulper. With PTI Australia coming on board, it's like a head start for them. It means we can get on the ground quickly and see the impacts straight away, which is exciting."

SAMOA

Capital: Apia

Land Area: 2,830 km²

Population: 201,000 (2019)

GDP growth (% change yoy): -5.0 (2020)

Industries: agriculture, fishing, manufacturing, tourism

Source: DFAT Country/Economy Factsheet, CIA World Factbook

A\$1.78m
exports facilitated

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia has continued to build relationships with the private sector in Samoa in 2020, as well as partnering with Samoa's government to further support trade and investment. In 2020, PTI Australia assisted 35 businesses and through connecting businesses and capacity building, facilitated A\$1,787,734 in exports and A\$17,120 in investments.

GENERAL

- Launched the Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Samoa and the Pacific, delivering nine regional reports.

TRADE

- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Samoa's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.

- In partnership with the Samoa Chamber of Commerce, delivered PTI Australia's Social Media Masterclass to 73 businesses in Samoa, to improve their digital capability in using Facebook and Instagram as a business tool to drive awareness and sales.
- Connected Samoan coconut oil supplier and guided discussions with potential suppliers.
- Provided marketing mentoring for a Samoa cacao exporter and chocolatier.
- Provided Samoa-based client with an update on Australian market offers for coconuts.
- Provided information and introduction to a Samoan cacao nibs producer and retailers in Australia, including procurement opportunities.
- Introduced a Samoan chocolate producer to potential contract/manufacturing options.
- Under PTI Australia's Impact Support Program, supported a chocolate maker with new manufacturing capacity.

INVESTMENT

- Promoted the investment opportunity of a female-led business in Samoa to qualified diaspora impact investors.
- Facilitated introductions for cocoa company in Samoa to an impact investment intermediary.
- Determined the needs and assessed a renewable investment attraction project for an organisation in Samoa.
- Assessed and facilitated introductions to KIVA for a Samoan agriculture business.
- Introductions to contacts in Samoa for an investment opportunity in the health sector.
- Facilitated introductions to investment partnerships for cocoa opportunity in Samoa.
- Qualified and connected suitable partner and impact investor for vanilla project in Samoa.
- Provided specialist advice for investment attraction to Samoa.
- Led an investment mission to Samoa to meet with potential investment opportunities and worked with two enterprises to develop pitch decks for impact investment.
- Promotion of five investment opportunities on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.

TOURISM

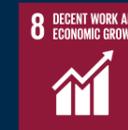
- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through the Digital Tourism program, we continued to support 11 tourism operators in Samoa.
- Tourism operators from Samoa took part in PTI Australia Advanced Digital Tourism Series participating in workshops on distribution strategies and payment solutions.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including Samoa.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Samoa.



CASE STUDY



EXPANDING THE EXPORT MARKET FOR KOKO

Chocolate is much more than a business for Phoebe (Fipe) Preuss and Glen Reiss, co-owners of Melbourne-based Living Koko. Living Koko is about empowering Pacific cacao farmers by connecting them to the world through Living Koko's handcrafted sustainable chocolates and cacao products.

At the heart of the Living Koko products is the cacao collected from small farms throughout the Samoan Islands of Savai'i and Upolu, that is then carefully fermented and dried in the Asau village by Savai'i Koko.

Phoebe and Glen launched Living Koko in 2016, embodying the Pacific practise of using every part of a product. Making chocolate from the bean, tea from the cacao skin and skincare from the offcuts, from seedling to shop, every person in the process and part of the crop is valued.

Driven by COVID-19 and the toll it has taken on the Pacific and specifically farmers in Samoa, Phoebe and Glen looked to expand their operations, sales and buying power.

Through PTI Australia's Impact Support Program Living Koko were able to expand their manufacturing and importation capacity with the purchase of new equipment. Living Koko's commercial growth allowed for the brand to

move into bigger premises and increase the tonnes of cacao coming from suppliers in the Pacific, providing a much-needed revenue stream for farmers in Samoa through COVID-19. Furthermore, the team were able to support more third party white-labelling work and collaborate with other Pacific businesses such as Tonga's Tupu'anga Coffee to create new products such as Koko Moka chocolate.

PTI Australia also provided ongoing and regular mentoring for the team behind the Living Koko brand that is intentionally growing demand for both Pacific products and Pacific practises associated with food production in Australia.

Phoebe said "Last year we doubled down on our commitment to connect Pacific farmers with economic opportunities that accurately celebrate their expertise. We are so thankful that PTI Australia has supported us on this journey with unwavering dedication. We are seeing a rise in conscious consumers who want to know the story behind what they are eating, they are looking for connection, products that are made with *alofa* (love). We are excited for the next phase and look forward to our ongoing relationship with the team at PTI Australia."

SOLOMON ISLANDS

Capital: Honiara

Land Area: 27,990 km²

Population: 641,000 (2019)

GDP growth (% change yoy): -5.0 (2020)

Industries: fish (tuna), mining, timber

Source: DFAT Country/Economy Factsheet, CIA World Factbook

A\$659,339
exports facilitated

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia worked broadly in the Solomon Islands in 2020, assisting 24 businesses and through connecting businesses and capacity building, we facilitated over A\$659,339 in exports and A\$17,120 in investment.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in the Solomon Islands, delivering nine regional reports and a Solomon Islands-focused country report.

TRADE

- Conducted and published PTI Australia's Biennial Pacific Islands 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 impact of extreme weather conditions and the use of digital technologies in export.

- Collaborated with Solomon Islands Chamber of Commerce to deliver PTI Australia's Social Media Masterclass to 38 participants from the Solomon Islands.
- Introduced export businesses, including a chocolate manufacturer, to Australia-based importers and buyers.
- Follow-up support for impact investment-readiness work for female-led cocoa project in Solomon Islands.
- Facilitated connection between Solomon Islands kwila exporter and a Melbourne buyer.
- Connected a Solomon Islands canned tuna exporter with supermarket buyers in Tonga, Samoa and the Marshall Islands.
- Connected a Solomon Islands cacao producer to an importer selling to bean-to-bar chocolate makers.
- Provided Solomon Islands nut producer with information on the nut market in Australia and facilitated an introduction to a Sydney nut importer.
- Assisted Solomon Islands Chamber member businesses with individual follow-up, highlighting market suitability assessments in Australia.

- Supported Solomon Islands exporter with kosher certification and new processing capability.
- Introduced Solomon Islands-based canned tuna exporter to an importer from Niue.
- Connected Solomon Islands-based canned tuna exporter with an importer based in Pohnpei.
- Worked with Solomon Islands virgin coconut oil producer on new product development and sales strategy.
- Provided design work and printing of promotional material (shelf wobblers and posters) for a chocolate business.

INVESTMENT

- Introduced a Solomons Islands business to impact investor, to help grow their business.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Promotion of a Solomon Islands investment opportunity on PTI Australia's online Investment Directory, showcasing the opportunity to prospective international investors.

TOURISM

- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. Through PTI Australia's Digital Tourism program, continued to support four tourism operators from the Solomon Islands.
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in the Solomon Islands attended workshops on SEO, SEM, content marketing, distribution strategies and payment solutions.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including the Solomon Islands.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Solomon Islands.

CASE STUDY



SUSTAINABLE TUNA

SolTuna is a Solomon Islands-based company offering delicious, delicate-tasting premium-quality tuna, fished sustainably in the Solomons by Solomon Islanders. This is an exceptional company with a unique story, which not only produces great-quality products, but also serves as an international example of best sustainable practice and has a proven, positive impact in its local community.

Established in the early 1970s in the Solomon Islands, SolTuna now accounts for 11 per cent of the Solomons' national exports. Its current canned tuna markets include the Solomon Islands, Fiji, Vanuatu, Papua New Guinea, Tonga, New Caledonia, Marshall Islands, New Zealand and various other countries. SolTuna also exports frozen cooked tuna loins to the EU and the USA for canning.

SolTuna is 51 per cent owned by Trimarine (owned by the Bolton Group Int. since 2019). Both Trimarine and Bolton are founding members of the International Seafood Sustainability Foundation.

SolTuna's remote location presents the company with operational and cost-management hurdles – much like many other small to medium-sized tuna producers based in the Pacific. However, with access to large and plentiful fishing grounds in Solomon Islands' territorial waters, the company has been able to position itself as a high-quality, socially and environmentally conscious brand. SolTuna employs over 2,000 workers, two thirds of whom are women, and is certified Kosher U, Halal, MSC, Free Trade, BRC and Dolphin Safe.

INTERREGIONAL TRADE

In late August 2000, PTI Australia worked with SolTuna to expand its exports. Looking for interregional opportunities before entering the Australian mainstream market, PTI Australia introduced SolTuna to a leading supermarket chain in Tonga and in early 2021, with the assistance of PTI Australia, SolTuna canned product was delivered from Honiara into the Marshall Islands.

With the global pandemic disrupting international trade routes, looking closer to home at interregional relationships with Pacific neighbours proved fruitful for the tuna company.

Mark Gribble, business development manager of SolTuna, said the support of PTI Australia in growing interregional trade was highly beneficial.

"SolTuna is looking forward to further strengthening its relationship with PTI Australia. With their support a number of large initial orders have come through, one being A\$63,285 by a supermarket chain in Tonga who will also be placing another order shortly and the second order is from a large Australia customer for A\$112,412. Both orders came through quickly; it's been a vital connection made during COVID-19."

TONGA

Capital: Nuku'alofa

Land Area: 720 km²

Population: 100,000 (2019)

GDP growth (% change yoy): -2.5 (2020)

Industries: tourism, construction, fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook

A\$725,100
exports facilitated

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia continued to strengthen their partnerships in Tonga, working in collaboration with private sector and government agencies. PTI Australia assisted 17 businesses, increasing our impact on 2019 results by facilitating A\$725,100 in exports.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Tonga and the Pacific, delivering nine regional reports and a Tonga-focused country report.

TRADE

- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Tonga's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.

- Provided a Tongan exporter with pricing information for the Australian market.
- Australia market information (photos and pricing for Sydney) was provided to a Tongan exporter of frozen root crops who is looking to enter the Sydney market.
- Introduced a Tongan frozen root crop exporter to importer/supermarket retailer in Australia for potential distribution.
- Assisted a Tongan beauty salon pivoting to export their skincare range, with sales opportunities and information for the Australian market and an introduction to an e-retailer.
- Through PTI Australia's ISP, a Tongan exporter was assisted with the purchase of equipment to set up their own processing plant, increasing their export capability.
- Introduced Tongan taro exporter to a Brisbane-based importer with the potential to do a branded product for the importer.

INVESTMENT

- Identified and qualified reinvestment project in Tonga.
- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Promotion of an investment opportunity on PTI Australia's online Investment Directory, showcasing the opportunity to prospective international investors.

TOURISM

- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns.

PTI Australia's Digital Tourism program continued to support four Tongan tourism operators.

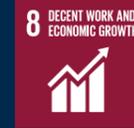
- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series, with tourism operators in Tonga attending a workshop on distribution strategies.
- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including Tonga.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Tonga.



CASE STUDY



FACILITATING EXPORT GROWTH FOR MTED

Tonga grows a wide range of root crops due to its islands' fertile soil and favourable climate. The major root crops grown in Tonga are taro, cassava, coco-yams and yams. These crops are found on all the islands and are widely grown by subsistence and commercial farmers for direct consumption, local sales and international export.

Following the announcement of PTI Australia's Social Media Masterclass in 2020, the Ministry for Trade and Economic Development (MTED) in Tonga requested our assistance regarding root crop exports.

In 2018, MTED began directly exporting on behalf of the Government of Tonga to markets in New Zealand. The crops are sourced from small farm holders in rural communities and the outer islands in Tonga, creating a valuable revenue stream for farmers. In August 2020, PTI Australia

introduced MTED to an importer in Sydney who distributes produce to supermarkets across the state of New South Wales (NSW) with a Pacific and Asian food focus.

Through PTI Australia's introduction and trade facilitation, in September 2020 MTED sent a 20-foot container of frozen cassava, taro and yams to Sydney and continues to maintain an ongoing relationship with the distributor.

Tevita Lautaha, Senior Trade Officer, MTED, said, "MTED is grateful for the assistance provided by PTI Australia in introducing us to buyers in Australia who are interested in buying our products from Tonga. This type of marketing assistance from PTI Australia is very much needed during this time of COVID-19, when travel restriction is still imposed, but PTI Australia is instrumental in linking us to markets in Australia."

TUVALU

Capital: Fongafale

Land Area: 30 km²

Population: 11,000 (2018)

GDP growth (% change yoy): 4.1 (2019)

Industries: fishing

Source: DFAT Country/Economy Factsheet, CIA World Factbook



35 PARTICIPANTS
in PTI Australia's Social
Media Masterclass

OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia continued to actively engage with Tuvalu's private sector and government agencies, with A\$15,475 in exports facilitated.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Tuvalu, delivering nine regional reports and two Tuvalu-focused country reports.

TRADE

- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Tuvalu's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- In conjunction with Tuvalu Commerce, delivered Social Media Masterclass to 35 Tuvalu businesses.
- Sponsored the Tuvalu Department of Trade's Tau Maketi, a monthly market that provides a space for local artisans to display and sell their work.

INVESTMENT

- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Promotion of an investment opportunity on PTI Australia's online Investment Directory, showcasing the opportunity to prospective international investors.

TOURISM

- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. PTI Australia's Digital Tourism program continued to support a tourism operator in Tuvalu.

LABOUR MOBILITY

- In partnership with industry experts, delivered PTI Australia's Advanced Digital Tourism Series with tourism operators in Tuvalu attending a workshop on distribution strategies.
- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Tuvalu.

CASE STUDY



EMPOWERING E-COMMERCE CAPABILITIES

The private sector in Tuvalu has consistently shown great appetite to implement e-commerce and digital knowhow into their business models, which shaped PTI Australia's local programs and services throughout 2020.

Corroborating the anecdotal feedback PTI Australia regularly receives from businesses and stakeholders in-country, the PTI network's Pacific Business Monitor Survey Series confirmed that digitising commercial presence is a top priority in the small island state.

According to the surveys, towards the end of 2020, 53 per cent of Tuvalu businesses considered implementing online-commerce capabilities as one of three top priorities that needed to be actioned to sustainably support their businesses into the future, compared to 26 per cent across the Pacific overall.

In partnership with Tuvalu's Department of Trade, PTI Australia ran a hybrid (virtual and physical) Social Media Masterclass in Funafuti in October 2020. As part of PTI Australia's e-Commerce Connector Series, the masterclass supported Tuvalu-based participants to upskill in the mechanics of using social media content, and optimise their social media marketing and advertising to grow their business and drive sales to new markets.

Support Officer at Tuvalu's Department of Trade, Darryl Farshid Ikbal, said the Social Media Masterclass provided invaluable skills for all 22 of the participants.

"We are deeply appreciative for the insightful Social Media Masterclass provided by PTI Australia. We are looking forward to tapping into this new avenue of doing business and continuing to make use of the e-commerce resources and expertise that PTI Australia provides. Thank you again from our team here in Tuvalu."

Building on the successful Social Media Masterclass, PTI Australia opened applications for the regions first *Social Media for e-Business* professional development scholarship to Smaller Island States, including Tuvalu, in December 2020.

The six-week program deepens the knowledge and extends the practical skills of participants through a combination of bespoke Pacific-focused, pre-recorded video modules and live classes.

VANUATU

Capital: Port Vila

Land Area: 121,190 km²

Population: 293,000 (2019)

GDP growth (% change yoy): -8.3 (2020)

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

Source: DFAT Country/Economy Factsheet, CIA World Factbook



OUR IMPACT – 2020 HIGHLIGHTS

PTI Australia worked extensively in Vanuatu in 2020, engaging with and assisting 29 Vanuatu businesses and, through connecting businesses and capacity building, we facilitated A\$555,200 in exports and over A\$117,120 in investments.

GENERAL

- Launched our Pacific Business Monitor, to track the ongoing impact of COVID-19 on businesses in Vanuatu, delivering nine reports and a Vanuatu-focused country report.

TRADE

- In partnership with the Vanuatu Chamber of Commerce and Industry, in March over 65 participants took part in PTI Australia's Social Media Masterclass in Port Vila, Vanuatu.
- Prior to international borders closing, we led a trade mission to Vanuatu to meet with current and potential exporters.
- Conducted and published PTI Australia's Biennial Pacific Islands Export Survey, providing Vanuatu's private and public sectors with valuable qualitative and quantitative data on export dynamics in the Pacific, in particular the impact of extreme weather conditions and the use of digital technologies in export.
- Facilitated sales appointment with health food retailer for sauce and juice products from Vanuatu.

- Arranged meeting with key buyer BCF (Boating, Camping, Fishing) and introduced a new product from Vanuatu.
- Introduced a Melbourne buyer looking for RBD (refined, bleached and deodorised) oil to a Vanuatu business.
- Provided introductions to a Vanuatu-based seafood exporter to a buyer based in Singapore.
- Connected Vanuatu flour producer with buyer of specialised flour in Australia.
- Provided Australian market access information to potential Vanuatu exporter on timber, fish and fresh produce and assisted with export readiness.
- Provided design work and printing of promotional material (shelf wobblers and posters) for a Vanuatu Feijoa Juice.
- Supplied Vanuatu exporter with information on market access and biosecurity with regards to fresh produce to Australia.
- Introduced Vanuatu food manufacture and fish mariculture company to Melbourne buyers and assisted with sales negotiations.

INVESTMENT

- Facilitated introductions for an investor looking to establish a food distribution company in Vanuatu.
- Assessed needs and a suitable impact investment pathway for a Vanuatu business.
- Introduced an impact investor to a Vanuatu coconut business looking to grow.
- Facilitated impact investment for menstrual health enterprises in Vanuatu.

- Hosted a Digital Talanoa – discussing impact investment and how Pacific diaspora are shifting their approach to investment and the impact this is having in the Pacific.
- Increased awareness of the Pacific as an investment destination through an article and advertorial in *Forge* magazine.
- In February, PTI Australia sponsored and attended the Pacific Infrastructure Investment Symposium in Sydney.
- Promotion of seven investment opportunities on PTI Australia's online Investment Directory, showcasing opportunities to prospective international investors.

a significant reduction in monthly service fees for hosting and other support charges, and digital support to prepare their business to be in the best position when the market returns. PTI Australia's Digital Tourism program continued to support seven tourism operators in Vanuatu.

- In partnership with the East-West Center, Hawaii, PTI Australia delivered a virtual Digital Tourism Workshop to 24 participants from eight Pacific nations, including Vanuatu.

LABOUR MOBILITY

- Prior to international border closures, missions to regional Australia were conducted with the focus on increasing awareness of the PLS and the benefits of recruiting semi-skilled employees from Vanuatu.

TOURISM

- Launched PTI Australia's Digital Tourism COVID-19 support package. The package provides tourism operators who are part of PTI Australia's Digital Tourism program with

CASE STUDY



A COCONUT COVID PIVOT

Vanuatu Basket is a local company connecting local farmers from across the archipelago, with national and international export markets.

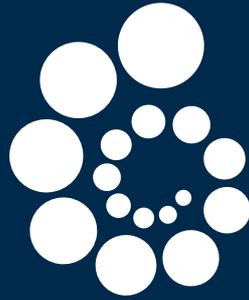
Founded by John Tonner in 2019, the business was initially developed to provide the booming cruise ship industry in Vanuatu's capital, Port Vila, with fresh farm produce. By 2020, Vanuatu Basket had developed a large-scale network of farmers from across Vanuatu's many outer islands, whose communities rely upon consistent distribution of their crops.

With the onset of the global pandemic and the accompanying international border closure that halted cruise ship routes to Vanuatu, Vanuatu Basket needed to act quickly to continue supporting their growers. In August 2020, John Tonner and Ashley Barron, Director of Vanuatu Basket, reached out to PTI Australia to explore options for engaging Vanuatu Basket's well-established local logistic processes and quality network of farmers, to export produce to Australia.

Ashley Barron said, "We recognised that while our traditional customers were no longer accessible, we still had really valuable mechanisms in place to continue delivering superior produce. While we have the operations organised, we needed to find an international buyer. This is where PTI Australia's assistance was instrumental.

"Off the back of an introduction by PTI Australia's Trade team, Madenatural Pty Ltd confirmed they would partner with PTI Australia and Vanuatu Basket to establish the quality process required to meet Australian standards, and order one full container of coconuts as a trial run. Since then, Madenatural and Vanuatu Basket have agreed on further orders and a business partnership.

"This has not only kept our company alive during such a difficult time, but the diversification has also made our company stronger holistically. We have committed to continuing export to Australia and look forward to exploring future opportunities."



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PACIFIC ISLANDS
FORUM SECRETARIAT



Australian Government
Department of Foreign Affairs and Trade