



Pacific Islands  
Trade & Invest

# Annual Report

# 2010



# Executive Summary

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2010 marks a significant turning point in the organisation's history as it becomes a modern dynamic trade and investment promotional organisation. After extensive strategic thinking and consultation the business was re-branded to become Pacific Islands Trade & Invest (PT&I).

Pacific Islands Trade & Invest works together with the other offices in Auckland, China and Tokyo to create greater international opportunities for Pacific Island businesses in order to build a better future through more sustainable communities and greater international prosperity.

Our strategic objective is to support trade facilitation, investment tourism promotion with the aim to improve the livelihood of people in the Pacific islands. It has been important to underpin the development of the business with good people and the right tools. It is pleasing to note that our Client Relationship Management (CRM) has also been rolled out to the Auckland and Beijing offices.

In 2010 PT&I Sydney offered nearly 500 individual services to our clients. In the first half of the year the majority of these services involved matching sellers with buyers, or providing access to service providers. As the year progressed we moved more into involving our clients with the greatest potential in events or activities designed to expand their networks and maximise their business growth. Another highly sought after service has been our marketing and promotional assistance.

In partnership with SPTO we created our largest and most sophisticated tourism marketing campaigns to date, this program has involved the creation of a brand new sub section of the famous

Lonely Planet website, devoted to the Pacific Islands and their treasures. A great selection of exciting prizes have been offered by partners to boost the popularity of the site and the results so far are very encouraging. Further to the fantastic success for our tourism clients after Brisbane's "Tinnie and Tackle" show in March, we undertook a joint marketing campaign with South Pacific Tourism Organisation (SPTO).

On the export front we provided nearly 200 services to our clients. In the Creative Arts niche PT&I has assisted creative artists sell products to Australia, the UK, US and Mexico. In investment we have been assisting a number of investors each in varying stages of the investment process in Fiji, Kiribati, Solomon Islands and Vanuatu.

In August we ran our inaugural Pacific Islands Investment Summit in Australia, and we were pleased with the results. 100% of those surveyed after the event said they found it useful with the vast majority stating they would recommend others also attend the upcoming 2011 event. Many respondents believed that the event assisted by introducing them to relevant contacts, growing their business, attracting investment, and providing useful information or advice.

Our communications activities this year included the much anticipated first steps towards greater strategic co-operation and knowledge sharing between forum trade offices with the sharing of contacts and activities through a remotely hosted Customer Relationship Management System. This highly significant step towards a more cohesive Trade Promotion Organisation has been followed by the development of a shared identity, "Pacific Islands Trade & Invest." The new branding, including company name, logo design, website development, and corporate messaging has already begun to roll out and we expect to have a very solid and unified identity early in 2011.

Caleb Jarvis,  
Trade Commissioner.



New branding concepts : Stand alone banner designs.

# Exporter Services

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PT&I's Exporter Services has been very active this year starting with the Vanuatu Trade mission which involved successful introductions to specialist trade services in Australia for the Vanuatu Chamber of Commerce.

Another success was the Solomon Islands timber mission to Australia for the Value Added Timber Association. In conjunction with AusAID and SPC's FACT we introduced small holder sawmillers and exporters to buyers in Australia.

Following the Solomon Islands mission was the the Timber Mission from Fiji during which we successfully interfaced timber exporter Touchwood Investments with a targeted number of large timber product importers in Australia.

The Export Services team grew this period with the employment of Export Marketing Specialist Sangeeta Martin. Sangeeta brings to the team a specialist focus in marketing management with an MBA in the field. Sangeeta is a very experienced negotiator and will use these skills to assist our Pacific Island exporters in gaining the trade that will bolster their businesses. Sangeeta was born in Fiji and has travelled quite extensively throughout the European Union, USA and the Pacific which brings a world view understanding of culture and a nuanced approach to marketing.

One of the 13 companies currently negotiating export sales with our assistance is Venui Vanilla. Over the past 12 months, Ni-Vanuatu spice producer Venui Vanilla's exports to Australia have grown by 18%. The company's success has also spearheaded the Vanuatu Spices Network – a group of more than 200 organic-certified producers organized under the umbrella of the Farm Support Association (FSA) in Vanuatu. Through Pacific Islands Trade & Invest's assistance in identifying Australian buyers and organising in-market visits and sample provisions, Venui Vanilla has secured a distributor for its spice products in Australia.

"We worked very hard over the years to produce a range of high quality products and an effective marketing strategy, but without the right connections it was difficult to find the importers we needed to be a success. That is where Pacific Islands Trade & Invest came in. They've been great at matching us up with buyers in Australia," said Venui Vanilla Founder and Director, Pierro Bianchessi.

Pacific Islands Trade & Invest, during its decade long relationship with Venui Vanilla has also assisted in developing support material and manuals for Venui Vanilla's advisory, coaching and training services which have assisted small holder producers in a number of Pacific Island countries and the development of the vanilla industry in Papua New Guinea, the Solomon Islands & Vanuatu.

## Case Study : Foods Pacific

In June 2010 Foods Pacific contacted PT&I with a request for our services in market research assistance. Our customised network of distributors was bolstered by this research and we successfully sourced a number of potential distributors of two Foods Pacific products, namely corned beef and corned mutton.

In August we organised a trade mission for Foods Pacific in order to expose them to the Australian market and the pre-sourced distributors. This was a highly successful mission as only two weeks later Food Pacific had a distribution chain set in place.



Their first container was dispatched in October 2010 and they have been, and will be, dispatching a container every month thereafter. In 2010 Food Pacific has attributed a very high level of sales to our assistance.

As a follow up we will be providing some further assistance in February 2011 for some of their other products such as garlic, chilli, ginger paste and ready to use simmer sauces.

## Output 1.1: Provide high quality business facilitation services to export capable and export ready clients

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Assist clients to achieve their international goals through a range of customised services.	Develop and deliver programs / activities specifically designed to meet the needs of clients.	Number of clients and type reporting to be trading with PITIC assistance / Client satisfaction with business assistance services	16 milestones were achieved in this period with confirmed sales for the first half year attributed to PT&I assistance - AUD \$2,379,000.00  13 companies have indicated that they are currently negotiating export sales with PT&I assistance / Program development and delivery for PhD Candidate (University of Western Sydney) thesis research focusing on success / factors in successful small business in Vanuatu. (February)  Assistance provided to PARDI / Rural Livelihoods Program (Solomon Is)
Provide complete and timely assistance to client and customer trade inquiries.	Provide business facilitation services, referral, contact and trade assistance.	Client satisfaction with business assistance services / Maintenance of CRM database	273 requests for business facilitation services were addressed. 600 Accounts Contacts were added or updated in this period. Of this total there were 102 new Australian accounts / contacts and 169 new PIC and International accounts / contacts added to the database / 436 Activities / 67 Service Offerings provided.
Enhance business referral networks that promote and facilitate trade across the region.	Directly engage with regional associations, business facilitation and capacity building providers and private sector development agencies.	Number of introductions to appropriate business networks in the region / Number of clients reported to be trading with PITIC assistance.	During the 1st half of 2010 relations have been established with 16 new regional and international agencies. Assistance was provided to, or collaborative activities were undertaken with a variety of agencies / organisations including: PIPSO, PARDI, Agricultural Livelihoods Program (Solomon Is), FACT, ICCO, International Women's Development Agency, FLO, FTAANZ, PEGP, ACTIV and the Duke of Edinburgh's Award International Association and Standards Australia. / Attendance / participation: ABARE Conference 2010 (Australian Agribusiness focus); ITC Regional Workshop: Economic Opportunities for Pacific Women in Business; PIPSO EU-PACREIP Workshop

## Output 1.2: Deliver export and marketing support initiatives to improve regional trading capabilities.

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Assist New Exporters and Established Exporters to grow their business	Undertake programs designed to assist export capable enterprises grow their business and make export sales	Number of clients reporting improved trading capacity with PITIC assistance. / Delivery and support of Market Entry Plans (MEPs)	Customised programs were developed, part funded and delivered with 6 PIC businesses including: Intimate Apparel (Fiji) – Clothing manufacturers seeking new customers New South Wales and Victoria. 2 orders obtained.; Venui Vanilla (Vanuatu) – Organically certified spices seeking a distributor in Queensland (New South Wales to follow in 3rd Quarter). Negotiations underway for distribution agreement which will encompass QLD gourmet / food service / deli channels; Santo Meat Packers – Beef exporter from Vanuatu seeking extension of export to PNG. Quotes / samples provided to 3 companies; KK Kingston – PNG Manufacturer of domestic and industrial cleaning / chemical products seeking to extend Pacific market penetration has expressions of (specific line) interest from 3 Fiji based companies.  Product Samples were provided to 12 Australian importers & distributors. Products included Pohnpei Pepper and Tongan Vanilla.  Business introductions were provided to 52 businesses.
Identify export capable enterprises requiring market support	Undertake a program to identify export capable enterprises requiring assistance to achieve sales.	Qualification of Export Capable (EC) businesses.  The number of viable export capable enterprises documented and recorded in the CRM database.	21 new potential export capable businesses identified in Vanuatu, the Cook Islands, Samoa and Fiji.
Identify and engage with potential customers / importers / distribution channels.	Undertake a program to identify potential customers / importers / distribution channels in major capital cities and regional centres in Australia.	Qualification of potential customers / importers / distribution channels.  The number of viable customers / importers / distribution channel participants recorded in the CRM database.	29 potential importers / distributors identified, interviewed and assessed in Brisbane, Melbourne and Sydney.  69 new Australian businesses were approached and assessed regarding interest in sourcing / distributing products from the PICs



# CREATIVE ARTS PROGRAM

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Pacific Islands Trade & Invest's Creative Arts Program has been engaging with Australia's growing community of art lovers over the last twelve months with meetings every week leading towards more sales for Pacific Island artists. A great many Island works have been promoted including Bilum, wooden hand carved homewares, contemporary fine art, woven mats and fashion apparel etc.

During the period CA has worked with buyer Darcy Clark Object Design as well as exporter Holy Creations in Tonga to facilitate the production of fine woven mats.

CA also represented PT&I at the local Duke of Edinburgh awards which is a large meeting of socially minded Australians who are considered to be a suitable market demographic for Pacific Island creative art exports.

A particularly successful product this year has been bark cloth, a traditional skill passed down through generations of Papua New Guinean women that is now highly sought after throughout the art world. We have been assisting a group of bark cloth artists from Papua New Guinea to present their art to international art buyers and collectors in commercial gallery exhibitions. Our work in this area has led to a total of \$79,600 in sales for Ömie Artists.

Ömie Artists is a cooperative of tribeswomen from remote tribal villages in the mountainous interior of Oro Province in Papua New Guinea who paint traditional ceremonial barkcloths. Now also produced for a high-end art market, the Ömie barkcloths are keenly sought after by international art institutions and private collectors.

In July 2010, Pacific Islands Trade & Invest supported Ömie Artists to organise an exhibition of their barkcloths for Canberra's exclusive Chapman Gallery. Creative Arts Manager for Pacific Islands Trade & Invest's Sydney Office, Ruth Choulai, worked closely with Ömie Artists' management to bring this special exhibition to Australia's national capital. Pacific Islands Trade & Invest provided financial support to cover the preparation costs of the barkcloths for exhibition mounting as well as for web advertising.

"This project fits with our vision of working together with Pacific Islands businesses to facilitate international opportunities in order to create greater prosperity for the people through more sustainable communities", said Mrs Choulai.

International Representative of Ömie Artists, Brennan King, has implemented a 100% artist-owned cooperative business model similar to those used in indigenous Australian communities. This has seen greater financial returns for the artists that have in turn benefited their families, children and the wider community.

Ömie Artists looks forward to working with Pacific Islands Trade & Invest on another exciting exhibition of its emerging artists in 2011. The exhibition will showcase a new generation of talented painters at the long established Short St. Gallery in Western Australia.

Also during the reporting period, CA assisted two community groups (Vanuatu and PNG) with sales enquiries which resulted in \$400 sales. Vanuatu gained access to the Australian Museum shop and PNG Bilum was introduced to Freehand Productions, an interactive TV program for teenagers.

Another fantastic payoff came this year on the back of facilitation work carried out late 2009 in which a PT&I client, also represented by Okai Oceanic Art, sold a painting to a private collector for approx AUD\$,7000.00.



## Output CA 1.1: Facilitate and or promote commercial opportunities in partnership with Australian based entities and export ready clients/creators (individuals, cooperatives, associations and or communities)

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Identify and facilitate Australian businesses (as strategic partners) to engage with and promote CA clients	Directly engage with CA FIC clients and Australian businesses to facilitate the promotion and export of FIC Creative Art products.	Number of clients reporting the establishment of engagements and or partnerships	18 meetings held with Australian based businesses over the reporting period. Products discussed were Bilum, Wooden hand carved home wares (PNG), Contemporary Fine Art (PNG), Woven Fine Mats (Tonga), Woven objects and wooden hand carved Home wares (Solomon Islands), handwoven natural fibre bags (Vanuatu), contemporary music performances (Vanuatu and PNG), apparel and accessories designer event (Fiji) and in-country community/creative art tours (Vanuatu). We are now engaged with 7 promising businesses as a result.  Facilitation of export of Bilum Bags PNG to Australia; PNG Fine Art promoted/ exhibited in the US and Mexico; Promoted and marketed Ömie Artists exhibition in Canberra resulting in over \$60,000 gross sales; Facilitated the purchase of woven bags from ACTIV (Vanuatu) to the Australian Museum
Ongoing contacts and products acquisition program of CA export ready clients and Australian based businesses/entities	Contact, assess and or conduct meetings with FIC clients and Australian customers. Register details in the CRM database based on suitability, specialist interest and other relevant information.	Number of clients and customers registered in the CRM	77 accounts/contacts modified/entered in the CRM 37 accounts engaged with during the reporting period.
Enhance referral networks that facilitate engagement between CA clients and customers across the region	Identified need, assessed and responded or referred to other service provider/ entity.	The number of engagements or service offerings reported via the referral network	20 referrals to other service providers. YFin Festival was referred to numerous Australian based creative arts providers. / 100% of the referrals in the first quarter were seeking funding assistance with 75% seeking funding for performing arts (music) – Fest'napuan, Clare Kuolga Meere and Sunameke (all are Australian based entities representing the Pacific region as performing artists).

## Output CA 1.2: Deliver niche product initiatives in partnership with customers and clients with a strategy to improved access for appropriate creative arts products in the Australian market.

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Facilitate the introduction / engagement between Australian based customers and FIC clients	Identify, establish and build networks with product designers in the international market with a focus on niche products from the FICs.	Number of engagements reported between Australian businesses and FIC clients/creators (niche market products)	One (1) engagement as an ongoing project, Darcy Clark Object Design and Holy Creations (Tonga) (2) engagements progress/pending.  Facilitation completed in March with the delivery of Fine Weave Mat (Tonga) to Australian designer. October 2010 inclusion in the QLD Design Triennial.  1. Atea Oceania – sourcing product via the National Cultural Commission (PNG) 2. Sharon Brissoni – no further development 3. Ömie Artists Ltd – successful support in Fine Art Exhibition at the Chapman Gallery, Canberra (refer above notes)

2010 was very busy and productive for PT&I's Investment Promotion contributing to a number of very successful results.

In August Pacific Islands Trade & Invest hosted the inaugural Pacific Islands Investment Summit in conjunction with Business Advantage International and Informa in Sydney. It was the first regional event to explore the investment potential that exists across the Pacific Islands including the 14 nations of the Pacific Islands Forum as well as East Timor and the US and French Territories featuring speakers and delegates from both government and the private sector.

The Summit saw a diverse group of speakers address the 130 delegates about the benefits and challenges facing potential investors. Summit highlights included The Secretary General opening of the summit and Michael Rowland, ANZ CEO Pacific, delivering a Keynote address. Other speakers from the financial sector included Westpac, who were also a major sponsor of the event, Macquarie Bank and Kula Fund speaking.

The summit also featured several interactive panel discussions including a panel on investment opportunities in the Pacific, another panel on tourism opportunities in the region including the Deputy Minister of Samoa and the CEO of the South Pacific Travel Organisation (SPTO) and a very informative panel on "Working with Community for a successful and socially responsible investment success" including Peter Botten Managing Director of OilSearch.

As an investment event the objective was to produce concrete business outcomes and from discussions with delegates a number of investment partnerships were developed these include joint ventures between Pacific investment funds and private equity in tourism and infrastructure, visits by businesses to and from PNG, Samoa, Guam, Timor Leste, Fiji and Vanuatu to further explore and develop investment partnership opportunities. Feedback from participate surveys was extremely positive and planning has already started for next year's event.

PT&I expanded the Pathways to Finance (P2F) following the success of the pilot program in the Solomon Islands. The program has now been established in the Solomon Islands, Tonga and Vanuatu. The program assisted over 50 businesses during the year an example of the program impact is Island Beekeeping Supplies in the Solomon Islands and the results from the SBD\$200,000 (approximately AUD\$50,000) loan from ANZ Bank.

Island Beekeeping Supplies is currently supporting more than 1,000 beekeepers, mostly from family or village groups across the Solomon Islands. Acting as an intermediary between the producer and consumer, Island Beekeeping Supplies currently purchases more than 1.5 tonnes of raw honey direct from the beekeepers and packages it for sale to the local market. Through this arrangement the beekeepers currently receive SBD\$20 per kilogram which amounts to an annual income of SBD\$15,000, which is relatively high for the Solomon Islands. Without access to capital businesses cannot grow. Businesses need credit to buy inventory and equipment as well as to extend terms of trade with customers. Whilst in many cases the businesses have operated informally for years, many have not been able to access formal banking due to the lack of literacy skills, financial record keeping and confidence to engage the formal banking sector amongst business owners.

According to the Managing Director of the Solomon Islands Small Medium Enterprise Council (SMEC), Mr Leliana Firisua, the beekeeping industry has also had other significant social and environmental outcomes.



Investment creates jobs and improves infrastructure in the Pacific.

## Output 2.1: Increase the flow of foreign direct investment by identifying and promoting investment opportunities in the region.

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Identification of Investment opportunities.	Undertaking a program to document viable investment opportunities and update CRM in conjunction with all key stakeholders including visits to Samoa.	Number of businesses contacted. Number of viable investment opportunities documented and recorded in database. Maintenance of CRM database.	2010 was a very busy year with additional 165 accounts and contacts input into CRM and over 1500 interactions with new and existing client tracked in the CRM.  By clearly identifying client needs PT&I was able to assist clients with 140 various service offerings including identifying potential partners, assisting with contact to government and key stakeholders and advice regarding financing options across the region in varying stages of the investment process.
Promotion and facilitation of investment opportunities.	Undertake a program to identify and meet potential regional investment opportunities, investors & partner organisations.	Number of businesses and investors contacted.	During the period PT&I presented opportunities to investors and a number of milestones were achieved for example an Australian investor purchased a property in Tonga and boutique accommodation is being developed on the island. In Vanuatu, Kuth Energy continues to accelerate the development of its project on the island of Efate and in the Solomon Islands an Australian aviation firm was recently the success tender for the purchase of commercial property to establish their operations following final government approval. The main areas of interest for investors, continues to be tourism, agriculture and alternative energy.

## Output 2.2: Enhance the region's private sector by providing relevant high quality investment advisory services and support.

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Assist investors with information on investment guidelines, procedures and the regional business environment.	Presentations highlighting PITIC investment support services to investors.	Number of clients who report improved investment outcomes  Clients reporting improved capacity to facilitate investment.	Pacific Islands Trade & Invest hosted the inaugural Pacific Islands Investment Summit in conjunction with Business Advantage International and Informa in Sydney on the 12th and 13th of August 2010. It was the first regional event to explore the investment potential that exists across the Pacific Islands including the 14 nations of the Pacific Islands Forum as well as East Timor and the US and French Territories. Planning has also started on the 2011 Investment Summit proposed for September 2011 in Auckland.
Assist investor access to appropriate financing including developing financial and marketing materials for investors.	Identify key stakeholders to assist investors' access financing.	Number/Amount of appropriate financing accessed.  Number/Amount of investors accessing available donor support.  Number/Amount of investors using investment incentives.	To enhance financing opportunities PT&I further developed the pathways to finance (P2F) program with the program now operating in the Solomon Islands, Tonga and recently a partnership agreement was signed with Vanuatu. In the Solomon Islands the program assisted over 60 SME's during the year. For example the program assisted Island Beekeeping Supplies to source funding that helped to revive the honey industry providing employment to more than 1,000 people in the provinces. In addition PT&I continued to maintain close relationships with partner organisations including both public and private finance providers across the region.
Enhance business networks that promote and facilitate investment across the region.	Attendance at the Australia - PNG, Fiji and Pacific Islands Business Council meetings.	Number of introductions to appropriate business networks in the region.	During 2010 assisted with business networking and client introductions to a diverse set of business networks including developing and hosting the inaugural Pacific Islands Investment the first regional event to explore the investment across the Pacific Islands, featuring speakers and delegates from both government and the private sector. The Summit saw a diverse group of speakers address the 130 delegates about the benefits and challenges facing potential investors. In addition attended TIDES the region's focal meeting of tourism investors and operators and presented to the SPTO Board meeting in Samoa as well as representing the Pacific at networking events in Australia including the Australia New Zealand Pacific Hotel Investment Conference and the PNG Mining Conference.



# TOURISM PROMOTION

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In 2010 Tourism Promotion Division underwent a Strategic Review and now comprises three parts:

1. In conjunction with SPTO, improve the awareness of Pacific Island niche 'experiential' markets by delivering an online Lonely Planet campaign (see [www.lonelyplanet.com/pacificislands](http://www.lonelyplanet.com/pacificislands)).
2. Niche Tourism strategy focusing on fun and adventure in the Pacific Islands.
3. Working with large scale operators such as Wotif, Expedia, Travelocity etc as well as niche operators such as [www.whl.travel](http://www.whl.travel) and SPTO to upload extra accommodation stock in the Pacific.

The Lonely Planet online marketing and awareness campaign was jointly project managed by PT&I and SPTO and funded by the European Development Fund, recognition of the partnering arrangement we have with this important Tourism development agency. This involved information research and the development of a rich prize pool. All tasks were completed on time and the site went live 1 October 2010.

PT&I's Niche Tourism strategy resulted in our attending the Brisbane Tinnie 'n' Tackle as well as the Melbourne Fishing Show. PNG, Tonga, Vanuatu, Solomon Islands, New Caledonia, Cook Islands and Kiribati exhibited at the Melbourne Show and there were 2000 entries in the Prize draw to win a Tongan fishing holiday. The stand was very busy and Tourism Successes were reported by Nautilus Watersports, a Vanuatu based charter fishing operator who compiled his own database of prospects. Among options to be considered for 2011 will be a stand at the Sydney Boat Show for niche diving, surfing, sailing and fishing suppliers from the Pacific.

PT&I's Web aggregator strategy is a new program whereby we obtain accommodations lists from each of the destinations that are promoted to the large scale web aggregators such as Wotif, Expedia and Travelocity. PT&I have now been in contact with these companies for 12 months and we have close working relationships with the majors.

In the last 12 months we have been successful in obtaining place name status for Solomon Islands and Tonga on the wotif website as well as undertaking a small marketing campaign with Wotif for the whole of the Pacific. This resulted in a 44% increase in bookings and a 92% increase in room nights over the 2 week campaign period. PT&I will continue to develop relationships with these scale web aggregators.

Another initiative has been with a smaller web aggregator called whl.travel. This company is of particular interest in that they have a business model that suits the Smaller Island States of the Pacific. PT&I have successfully negotiated an arrangement whereby we will utilise Google to drive traffic towards this fully enabled transactional website.

2010 has been a year of building the basics of a cogent, realistic strategy and then building on both the results and the framework towards additional innovation to digitally market the Pacific in 2011 and beyond.



The Lonely Planet online marketing and awareness campaign was jointly project managed by PT&I and SPTO

## Output 3.1: Provide relevant market advice and technical support for the FIC tourism service providers

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Identify and disseminate information on accommodation portal benefits to FIC's	Press release planned for distribution via Pacific Outlook and SPTO	Web presence of PIC's accommodation stock	Placement anticipated in April 2010 PITIC Pacific Outlook. Appointment with SPTO to discuss dissemination options
Facilitate channel marketing support for both NTO's and private sector tourism service providers	Discussions with NTOs are concerning distribution channel development	Ability to refer campaign enquiry to relevant distribution channel	Seven Pacific destinations attended the Melbourne Fishing Show September 2010 as well as 3 countries attending the Brisbane Tinnie N Tackle (Fishing) Show earlier in year. Kiribati appointed an Australian based channel rep. Melbourne group introduced to Ocean Blue (Sydney based outbound wholesaler) and discussions are underway with Melbourne Based Angling Adventures

## Output 3.2: Facilitate relevant marketing opportunities

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Develop Niche Tourism Marketing Opportunities	Game Fishing Show 19-21 March Melbourne Fishing Show, September 2010	Number of NTO/Operators utilising PITIC facilities. Number in database	Three SIS participated (Nauru, Kiribati, Marshall Islands) in Brisbane Tinnie and Tackle Show, over 50 visits to website in the weeks following the Show. Database of 500 fishing enthusiasts assembled and integrated into CRM  Seven Destinations sent recreational fishing marketers to attend the Melbourne Fishing show in September 2010. Gate at the show was 35,000 and a database of 2000 was collected from a Tongan fishing holiday prize. Ocean Blue (outbound fishing wholesaler) presented to the group about agency arrangements. Database was distributed to all participants.
Assist hotel/accommodation operators with presence on high transaction volume Web Portals	Facilitate Accommodation portal presence in FIC's by provision of relevant multiplier contacts, in market accommodations and PITIC/SPTO publicity	Number of opportunities provided/facilitated - B2B. Number of Pacific countries/operators registered on portals.	Working relationships established with Wotif, Expedia and WHL. Discussions with WHL and expedia on LP online campaign and their involvement.  Networking events whereby Rep NTO offices met with all web aggregators. Wotif now have country markers for Solomon Islands and Tonga and both countries are now uploading stock.  PT&I collaborated with Wotif in a small online marketing campaign that saw bookings jump by 44% and room nights by 92% during the 2 week campaign period. While the bulk was Fiji, the presence of 9 destinations on wotif now requires co operation with SPTO to upload more accommodation stock.
Viral/Direct marketing	Viral database marketing pilot with Niue Tourism	Increased tourism to Niue	Database response rates to various campaigns at high levels
Assist FIC NTO's promote their destination via the Lonely Planet (LP) Online Marketing Campaign	Project management of PITIC/SPTO/Lonely Planet negotiation. Launch Ultimate Destinations Competition Obtain prizes from sponsors	Number website users Number of competition entrants Number email queries as result of campaign	Execution of agreement with LP for A\$185,000 spend on 3 x 2 month campaigns commencing October/November 2010 with 2 subsequent campaigns for February/March 2011 and May/June 2011.  16 destinations nominated their Ultimate Destination that was uploaded on the LP microsite. 13 Destinations provided a prize that was featured on the site and drove the database. It is estimated that the site will achieve 15,000 clickthrus and 3,000 competition entrants/database for distribution to sponsors.

# KNOWLEDGE & INFO MANAGEMENT

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2010 was a pivotal year for the Knowledge and Information Management (KIM) section of Pacific Islands Trade & Invest. Great progress was made in the areas of corporate branding and client management, two very important concepts that will lead to greater inter office cohesion and more efficient and effective use of our resources for the good of the Pacific Island communities.

KIM was instrumental in our work with Generation Alliance in the development of Pacific Trade & Invest's new branding. We now have a range of designs covering promotional stand up banners, website concept, case study template, letterheads, business cards, and reporting concepts. Generation A also have provided a style guide that will be utilised during 2011 to create many more branded collateral going forwards.

Our work in developing co-operation between offices has continued with the Customer Relationship Management (CRM) system being successfully deployed in three offices. Originally installed in the Sydney office on our in-house server the CRM system has subsequently been moved into the cloud and is accessible by Beijing, Auckland and Sydney equally.

A great deal of attention was placed on the training of all staff and the professional motivation that is required to make a CRM system work. The philosophy behind our original design has been at the forefront of all training sessions and remains important at all times.

We are starting to see a more unified approach in servicing our clients with the number one service offered throughout the offices being that of assisting clients' participation in events and activities. Another highly sought after service is access to our customer network and related introductions.

Through statistical reports we can see that the CRM is now being employed by Auckland at least as much as in the Sydney office which is hugely encouraging. Beijing is behind but only because they had the system installed most recently (December).

The CRM now automatically prompts users to survey clients after a service offering is created in the system. Recently many more client surveys have been received and the figures from these feature in this report under the individual programs.

Another initiative that commenced last year was the creation of a shared newsletter. The Sydney office has taken the responsibility for managing, editing and producing the Pacific Outlook Newsletter that is being distributed to the subscribers on the CRM.

Made in the Pacific launched in 2010 and will continue as a series of talks in 2011 co-hosted by PT&I and PLN Lawyers. The inaugural talk took place on the 15th December with speaker Norman Gillespie, CEO of UNICEF Australia. The evening was a fantastic success with some 70 people in attendance.

Skills development featured prominently in 2010 with the Knowledge and Information Manager undertaking a year long graphic Design course at the well respected Shillington College. The skills and expertise learned will be an invaluable addition to the program for all design related activities such as web design, marketing collateral, advertising, and reporting etc.

2010 has set the stage for even more large projects in 2011 beginning with the development of a new website that will be a portal for all Pacific Islands Trade & Invest offices. We anticipate that the coming year will be just as successful as 2010.

## Output 4.1: Improve the functionality & effectiveness of PT&I through image building, success measurement, development of relevant marketing & business development resources.

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES / CHALLENGES
Maintain an effective Customer Relationship Management System.	Continue to support PT&I staff in using and modifying CRM solution in consultation with Aaromba.	Purchase and implement and maintain an effective CRM system.	The CRM was installed into both the Auckland and Beijing offices and the staff all trained. Subsequently NZ's core database was imported into the wider CRM and is now shared along with Sydney's. This is a great step towards further co-operation and synchronisation of the forum trade offices.  The CRM is now being used to generate reports on staff activity and client information for all 3 participating offices.  Data from the CRM was used in the production of this report.
Increasing Australian and FIC awareness of PT&I's services and function and promoting the trade and investment opportunities present within the FICs themselves.	Creating marketing collateral for PT&I clients and develop an online marketing campaign. Continued maintenance and improvement of PT&I website.	Number / prominence / saturation of FIC Information in Australian media.  Increases in trade and investment enquiries.  Increases of website hits.  Production of quality and relevant resources as required by programs.	6 X bi-monthly editions of Pacific Outlook published and sent to 2,525 recipients each time. Newsletter rebranded and re-designed.  Website developed www.PacificEdgeAdventures.com (and other collateral including large banner.)  13,783 website visits during the period, the majority of which continue to originate through search engines and our email newsletter. (See the attachment "Website Usage Report" at the end of this report for more information.)  Continuing to work closely with external PR agency to promote PIC products in Australian media.  Collaboration with Generation Alliance consultants continues with KIM starting to implement the new brand into all areas of public facing and internal communication.
The generation of information and relevant marketing and learning resources that will address the needs of our clients.	Fliers, documents, advertising materials, online content etc.	Production of quality and relevant resources as required by programs.	The PT&I corporate presentation had improvements made over the course of the first two quarters, founded with expert advice from "In-Corporate" and then re-worked through Generation Alliance. "Business Advantage PNG 2010" and Pacific Edition both advertising our services, new branding and upcoming seminars. Continuing to provide constant high quality support for all programs including promotional signage, media releases, complete branding initiatives, website creation, practical guides for clients and more.



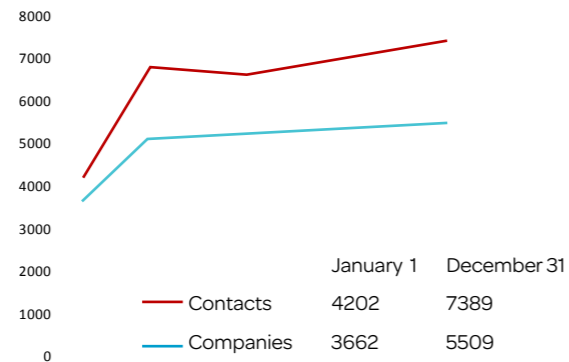
Advertising mockups using current branding and skills learned in 2010

ACIAR.....	Australian Centre of International Agricultural Research
ABARE .....	Australian Bureau of Agricultural and Resource Economics
ABS .....	Australian Bureau of Statistics
B2B .....	Business to Business
BBC.....	British Broadcasting Corporation
BEP .....	Business Export Program
CDE .....	Centre for the Development of Enterprise
CRM.....	Customer Relationship Management
CROP .....	Council of Regional Organisations in the Pacific
EC.....	Export Capable
EC.....	Expressions of Culture
ECF .....	Enterprise Challenge Fund
FACT .....	Facilitating Agricultural Commodity Trade
FIC.....	Forum Island Country
FLO .....	Fairtrade Labelling Organisations
FRIEND.....	Foundation for Rural Integrated Enterprises N Development
FSA .....	Farm Support Association (Vanuatu)
FTAANZ .....	Fair Trade Association of Australia and New Zealand
FTIB.....	Fiji Trade and Investment Bureau
ICCO.....	International Cocoa Organisation
IFC.....	International Finance Corporation
IPA.....	Investment Promotion Agency (sometimes Authority)
IPR.....	Intellectual Property Rights
KIM .....	Knowledge and Information Management
KPI .....	Key Performance Indicator
LP .....	Lonely Planet
NTO.....	National Tourism Organisation
PACREIP.....	Pacific Regional Economic Integration Programme
PARDI.....	Pacific Agribusiness Research for Development Initiative
PIC.....	Pacific Islands Country
PIFS.....	Pacific Islands Forum Secretariat
PIPSO.....	Pacific Islands Private Sector Organisation
PNG .....	Papua New Guinea
SPC .....	Secretariat of the Pacific Community
SPTO .....	South Pacific Tourism Organisation (sometimes South-Pacific.Travel)
TCA.....	Tourism and Creative Arts
TK.....	Traditional Knowledge
TSP.....	Treasures of the South Pacific
VIPA.....	Vanuatu Investment Promotion Authority



# Appendix A Customer Relationship Management

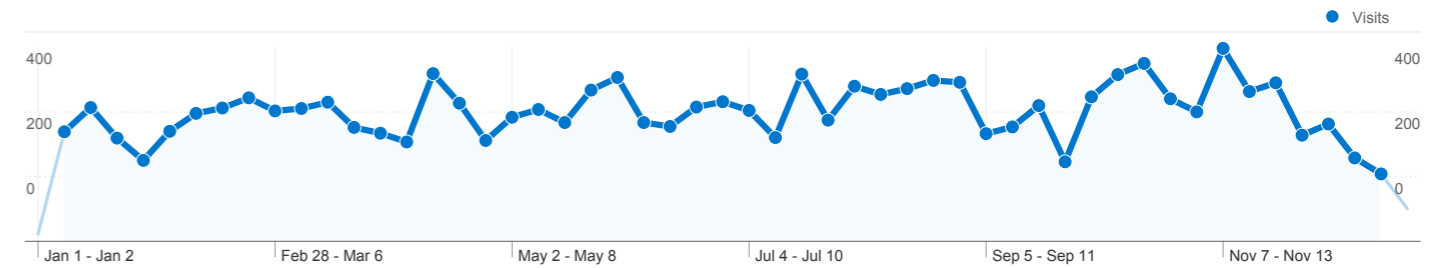
## CRM Database Growth



## Services completed (Sydney Office)

Type of Service	
Identify or introduce potential customer	149
Assist with marketing and promotions	126
Overview advice and information	53
Assess client capability/need	51
Support and develop customer network	48
Client participation in an event or activity	33
Referral to an external service provider	31
General information about international market and doing business internationally	22
Identification, prioritisation and selection of most suitable markets	18
Sample provision or organisation	17
Facilitate access to government representative, influencers and key decision makers	14
Advice or referral relating to finance	11
Tailored research or advice to support client	11
In-market support during international visit	10
Assist with Public Relations	5
Facilitate client customer agreement negotiations	3
In-market briefing	2
Referral to Beijing FTO	1
Referral to Auckland FTO	1
<b>Total</b>	<b>606</b>

# Appendix B Website Usage Report



## Site Usage

13,783 Visits

68.72% Bounce Rate

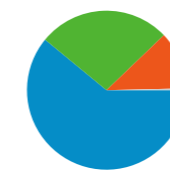
31,325 Pageviews

00:02:19 Avg. Time on Site

2.27 Pages/Visit

49.55% % New Visits

## Traffic Sources Overview



- Search Engines**  
8,403.00 (60.97%)
- Direct Traffic**  
3,703.00 (26.87%)
- Referring Sites**  
1,626.00 (11.80%)
- Other**  
51 (0.37%)

## Referring Sites

Source	Visits	% visits
pacificttradeinvest.com	331	20.36%
newsletter.pitic.org.au	248	15.25%
pitic.org.nz	98	6.03%
forumsec.org.fj	65	4.00%
pitic.org	55	3.38%

**COOK ISLANDS**

**NAURU**

**FEDERATED STATES  
OF MICRONESIA**

**NIUE**

**PAPUA NEW GUINEA**

**SAMOA**

**KIRIBATI**

**SOLOMON ISLANDS**

**PALAU**

**MARSHALL ISLANDS**

**FIJI ISLANDS**

**TUVALU**

**TONGA**

**VANUATU**