



Pacific Islands  
Trade & Investment  
Commission, Sydney



# Annual Report

January – December 2009

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2009 has seen PITIC make significant contributions towards the achievement of the Pacific Plan and the wellbeing of the Pacific Island people. PITIC has had some outstanding successes as well as building a strong foundation for moving forward in the future. Successes have been recorded in all areas, for example PITIC's work in Creative Arts has resulted in 11 Fine Artists reporting sales of some 15 works based on marketing and promotion assistance provided by the Creative Arts program. In the investment area 7 clients reported new investments assisted by PITIC support in such diverse areas as property construction, alternative energy and communications. However the most outstanding success of 2009 are the results of our Export Services, with clients reporting AUD 5.2 million of export sales directly attributed to PITIC assistance. Products represented in these export sales include: coffee, cocoa, chilled / frozen beef, vanilla, coconut oil, copra oil, copra meal, frozen root crops (taro, cassava and yam) and boats. As well as an additional 11 clients indicating that they are in the process of negotiating or completing export sales with PITIC assistance. All up staff have recorded over 500 direct engagements with contacts during the year.

These successes were the result of a solid commitment by the whole team to support the introduction of PITIC's new strategy plan and the launch of the PITIC's new Client Relationship Management (CRM) System. As highlighted during the year it was proposed that the new database would allow PITIC to deepen our relationships with clients and better manage their needs and the results speak volumes. During 2009 PITIC Sydney engaged clients and customers across the region providing over 420 service offerings to clients and customers and generating the types of outcomes that are illustrated above. While the numbers are very pleasing so far the future looks even more promising as we prepare to expand the CRM to include data from the other Forum Trade Offices in New Zealand and China. This will enrich and add to the existing 8,000 contacts and accounts and further enhance the effectiveness of the CRM, producing better outcomes for clients across the region and expanding their access to different markets. I recommend you review the attached CRM analysis at the end of this report.

Also of significance in 2009 was the refocusing on PITIC's communications strategy, and developing a communications plan to better conceptualise the messages we wish to convey to our audiences. PITIC then embarked upon a revitalised marketing campaign including the engagement of a PR firm that has resulted in over 20 articles in journals and broadcast media during 2009 that throw light on the benefits of Pacific Island products as well as the great work that our organisation does to benefit the region as a whole. Also pushing this message out into the region was the PITIC newsletter, Pacific Outlook, that in 2009 underwent a major transformation from paper and postage to online email distribution to save resources and reach more people. Using the latest technology and techniques PITIC published 6 editions with the subscriber list growing by over 50 new subscribers per edition. The newsletter has quickly become the third best source of traffic to the PITIC website.

In conclusion, it has been a year of progress and development that has seen PITIC Sydney working towards its strategic plan's vision with the strength of belief and purpose that can only be found in organisations that combine strong and focused leadership with all round passion and diligence. I am optimistic about the challenges that lie ahead and am confident that the good work that has been done in 2009 will reap many benefits in the years to come.

Caleb Jarvis,  
Trade Commissioner.

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

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Undertake a program to contact, confirm and update current CRM entries.	Contact, update, assess viability and document activities of Australian based importers, buyers and distributors listed in the CRM database population (as at Jan 2009).	<p>Number of introductions to appropriate business networks in the region.</p> <p>Maintenance of the CRM database.</p>	<p>During 2009 a targeted program was undertaken to identify, engage and assess key businesses and players in a number of marketing channels of strategic importance to Pacific Island exporters.</p> <p>Specific programs were undertaken targeting importers, distributors and wholesalers of; seafood, timber, coffee &amp; tea and coconut products. In the course of these activities, 69 new Australian businesses were identified, relations were established and they were assessed as to interest in sourcing products from the PICs.</p> <p>Over the period, meetings or direct conversations were held with 262 businesses with significant interest confirmed in cocoa, processed food and beverage, minimally processed agriculture, spices, timber.</p> <p>The maintenance and population of the CRM database is an ongoing activity; during 2009, 1212 accounts and contacts were confirmed and updated.</p>

EXPORTER SERVICES CONT...

<p>Provide complete and timely assistance to FIC exporters and their customers.</p>	<p>Provide business facilitation services, referral, contact and trade assistance.</p>	<p>Client satisfaction with business assistance services.</p>	<p>During the year 237 requests for business facilitation services were addressed. Over 85% of these requests originated from 4 FICs (Fiji, PNG, Solomon Islands and Tonga). Particular interest has been exhibited in a number of commodity lines including: coffee, timber, cocoa, and vanilla as well as minimally processed products such as; seafood, root crops and frozen vegetables and value added products including; copra and virgin coconut oil and timber furniture.</p> <p>407 service offerings and assistance contacts were registered during 2009. Due to the development of familiarity with the CRM it is likely that more than twice this number were actually completed, just not recorded. Each trade facilitation can mean between 1 and 20 individual engagements.</p> <p>Client survey responses from service recipients show strong satisfaction with PITIC assistance and 100% stated that they would recommend PITIC to other exporters.</p>
<p>Enhance business referral networks that promote and facilitate trade across the region.</p>	<p>Directly engage with: key international, regional and domestic institutions, organisations and associations; business facilitation and capacity building providers; trade related organisations and entities; private sector / trade development agencies; and key stakeholders.</p>	<p>Number of introductions to appropriate business networks in the region.</p> <p>Number of clients reported to be trading with PITIC assistance.</p>	<p>The development of effective networks and relationships is key factor in trade facilitation and during 2009 ES established contact with 37 new regional and international agencies. Assistance was provided to, or collaborative activities were undertaken with a wide variety of agencies and organisations including but not limited to, the: PHAMA team; Facilitating Agricultural Commodity Trade (FACT); Fiji Trade and Investment Bureau (FTIB); Departments of Trade, Commerce and Industry in Kiribati, Vanuatu, Tonga, Samoa and Solomon Islands; Investment Promotion Authority PNG; Pacific Institute of Public Policy (PIPP); International Trade Council (ITC); University of Western Sydney (UWS); and the Marine Stewardship Council.</p> <p>78 relevant regionally based individuals and enterprises were invited to engage with Women Going Global (an organisation established by the NSW Department of State and Regional Development to help women in international business achieve their international business goals). FRIEND (Fiji) has been selected as the focus of a business development and mentoring program.</p> <p>Support was provided to ITC Pacific Women in Private Sector Development initiative via the identification and provision of contacts for Pacific women entrepreneurs in the export sector.</p>

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

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Identify export capable enterprises requiring market support.	Undertake a program utilising in-country contacts to identify the most likely export capable enterprises for further direct assessment of market support requirements and export capability.	<p>Qualification of Export Capable (EC) businesses.</p> <p>Number of viable export capable enterprises documented and recorded in the CRM database.</p>	<p>During 2009 a number of Client Acquisition programs were undertaken in PNG, Fiji, Kiribati, Vanuatu Samoa, Tonga and the Solomon Islands.</p> <p>The methodology of the Client Acquisition program involved the utilisation of established in-country contacts (usually a Trade related agency or Chamber of Commerce) to identify export capable enterprises for further assessment and interview. In-country partners were then included in the process where possible as this significantly enhances the collaborative relationship. This process eventuated in 134 individual meetings / assessments being undertaken.</p> <p>Although a large proportion of these enterprises were well known to PITIC, the benefit of direct contact and the reestablishment of relationships proved to be of considerable value and familiarity and in-depth knowledge of these businesses led to a number of export facilitation opportunities.</p> <p>Collectively these Client Acquisition programs yielded 57 export capable / ready companies all of which are documented in the CRM and with whom contacts and opportunities continue to be developed.</p>
Assist New Exporters and Established Exporters to grow their business.	Facilitate the development of commercial relationships and export sales for Pacific Island exporters.	Number of clients reporting improved trading capacity with PITIC assistance.	<p>During 2009, PITIC clients report AUD 5.2 million of export sales directly attributed to PITIC assistance (confirmed as of Dec 31). Products represented in these export sales include: coffee, cocoa, chilled / frozen beef, vanilla, coconut oil, copra oil, copra meal, frozen root crops (taro, cassava and yam) and luxury, powered catamarans.</p> <p>An additional 11 clients indicate that they are in the process of negotiating or completing export sales with PITIC assistance.</p> <p>Export successes include (but are not limited to): Venui Vanilla, Santo Meat Packers Ltd., Village Support Services, (Vanuatu); Kingdom Fresh, Vava'u Farmers, the Growers Federation (Tonga); Kiricraft (Kiribati); and Niugini Coffee, Tea and Spices (PNG)</p> <p>Destination markets include: Australia, New Zealand, Solomon Islands, PNG, Georgia and EU.</p>

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

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
<p>Identification of Investment opportunities.</p>	<p>Undertaking a program to document viable investment opportunities and update CRM in conjunction with all key stakeholders</p>	<p>Number of businesses contacted.</p> <p>Number of viable investment opportunities documented and recorded in database.</p> <p>Maintenance of CRM database.</p>	<p>2009 was a busy year with 997 accounts and contacts updated in CRM during the year and over 225 perspective investment businesses contacted directly and PITIC staff travelling to key investment partner countries including PNG, Solomon Islands, Vanuatu, Fiji, Kiribati, Tonga and Samoa. This activity has successfully identified over 30 investment opportunities across the Pacific with exciting opportunities including: Adventure and eco-tourism in Kiribati, PNG, the Solomon Islands and Samoa, Transport Services in PNG and the Solomon Islands and Alternative Energy development in PNG and Vanuatu.</p> <p>PITIC continues with the task of matching these opportunities with the investors in Australia. While PITIC has significantly expanded its network of contacts in 2009 identifying many new investment opportunities, the challenge remains to continue to identify investment opportunities that are suitable for Australian investors. This challenge is particularly acute in the case of Fiji and the SIS's with investors more risk adverse and conscience of the potential constraints. For example a number of investment opportunities in Fiji have been identified however the ongoing political situation unfortunately is stifling investor interest.</p>

INVESTMENT PROMOTION AND ADVISORY SERVICES CONT...

<p>Promotion and facilitation of investment opportunities.</p>	<p>Undertake a program to identify and meet potential regional investment opportunities, investors &amp; partner organisations.</p>	<p>Number of businesses and investors contacted.</p>	<p>During 2009 over 80 potential investor groups and partner organisations were contacted across Australia. In addition during the year PITIC staff visited Adelaide, Melbourne, Sydney, Brisbane, Townsville and Cairns to meet with and promote investment opportunities in the Pacific. Attending and speaking at business forums promoting PNG, Vanuatu, the Solomon Islands and Fiji resulting in many new businesses interested in exploring opportunities particularly in Melanesia in mining, transport and engineering.</p> <p>Investors showed a strong interest in traditional areas such as tourism and engineering in PNG and the Solomon Islands with growth in the mining sectors. Alternative energy investments were a new area of strong investor interest with PITIC assisting 2 companies to make in-country visits to explore setting up operations in PNG and Vanuatu.</p> <p>During 2009, PITIC provided over 90 investment services to clients with 7 reporting new investments due to our assistance. These included property construction in the Marshall Islands, Kuth Energy in Vanuatu and Mindpearl - an outsourcing and client communications provider establishing operations in Fiji. All these clients reported a strong satisfaction with PITIC investment assistance and stated they would recommend PITIC to other investors.</p>
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**Output 2.2: Enhance the region's private sector by providing relevant high quality investment advisory services and support.**

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
<p>Assist investors with information on investment guidelines, procedures and the regional business environment.</p>	<p>Presentations highlighting PITIC investment support services to investors.</p>	<p>Number of clients who report improved investment outcomes</p> <p>Clients reporting improved capacity to facilitate investment.</p>	<p>The Investment Promotion Flyer and Checklist were developed and distributed to clients and partner stakeholders during 2009 to further improve investment facilitation. In addition PITIC began the planning process with Informa to host a Pacific Investment Conference in Sydney in mid-2010.</p> <p>Throughout the year client survey responses indicated PITIC understood client needs well and that the information, advice and relevant contacts provided were useful in servicing the client's needs.</p>
<p>Assist investor access to appropriate financing including developing financial and marketing materials for investors.</p>	<p>Identify key stakeholders to assist investors access financing.</p>	<p>Number/Amount of appropriate financing accessed.</p> <p>Number/Amount of investors accessing available donor support.</p> <p>Number/Amount of investors using investment incentives.</p>	<p>During 2009 Investment Services continued to maintain strong relationships with partner organisations both in Australia and the Pacific with 48 partner organisations including banks, financial and legal service providers as well as development partners such as ECF and CDE were developed.</p> <p>In addition concluded agreement of accounting services contact for the development of investment financial materials for 2 clients with the materials assisting in the marketing of a proposal to investors.</p>
<p>Enhance business networks that promote and facilitate investment across the region.</p>	<p>Attendance at the Australia – PNG, Fiji and Pacific Islands Business Council meetings.</p>	<p>Number of introductions to appropriate business networks in the region.</p>	<p>Contact with a diverse range of business associations or networks during 2009 including meetings and client introductions to such diverse business networks as the Australian Southern Bluefin Tuna Industry Association, Australian Venture Capital Association, Australia New Zealand Pacific Hotel Investment Association, Australian Superannuation and Pacific Superannuation Funds associations as well the Australian – PNG, Fiji and Pacific Islands Business Councils and local Chambers of Commerce in Cairns and Townsville.</p>



**Output 3.1: Provide relevant market advice and technical support for the FIC tourism service providers or cultural arts producers/exporters.**

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
Identify, develop and facilitate the dissemination of relevant market advice/information.	Provision of annual statistics for outbound visitors to the region from Australia.	Identify, develop and facilitate the dissemination of relevant market information.	The 2008 Australian Outbound Visitors Report completed. Report is available for free download on the PITIC website. 50 copies printed and are available on request.
Identify and disseminate relevant information pertaining to TK & EC including IPR.	Promote Traditional Knowledge and Expressions of Culture (TK & EC) including Intellectual Property Rights (IPR) issues pertaining to transactions in commercial dealings and tourism products.	Facilitation of regional TK and IP awareness or opportunities.	<p>3 opportunities to commercialise TK &amp; EC products were identified in 2008 in partnership with Australian based entities. Facilitation of these opportunities continue and are identified as :</p> <ul style="list-style-type: none"> <li>• Camilla Franks – bilum weave accessories (PNG)</li> <li>• Sharon Brissoni – bilum wear and accessories (PNG)</li> <li>• Darcy Clarke – fine mat weaving (Tonga/Cook Islands)</li> </ul>
Facilitate technical support for private sector tourism service providers.	Identified information need, assessed and responded or referred to other service provider.	<p>Number of inquiries handled in house or referred to other service providers.</p> <p>Number of promotional documents co-produced by TCA &amp; KIM.</p>	<p>During the period 17 requests for support were addressed.</p> <p>2 live websites were created, in conjunction with KIM.</p> <ul style="list-style-type: none"> <li>• Bilum Festival, Goroka (PNG) – promotion of a tourism product</li> <li>• Prestige Pearls at the Punanga Nui Market , Rarotonga (Cook Islands) – promotion of a tourism/creative art product/service within sales capacity</li> <li>• Solomon Islands project converted to hardcopy project, <i>see notes below.</i></li> </ul> <p>1000 copies of a pocket sized map was designed and printed for Auki, Mailaita Province (Solomon Islands) in partnership with Auki Lodge and Sarah's Hideaway Lagoon Lodge. The map will be available free to visitors at key contact points in Honiara and Auki.</p>

**Output 3.2: Facilitate relevant promotional/marketing opportunities**

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES
<p>Identify and facilitate relevant participation at promotional events.</p>	<p>Provision of meeting or business facilities to Australian NTO representatives or FIC tourism operators.</p>	<p>Number of NTO/Operators utilising PITIC facilities.</p>	<p>During the reporting period, the NTOs of Samoa, Solomon Islands, PNG, and Kiribati utilised PITIC facilities as well as 3 businesses from the Cook Islands, Tonga and Samoa.</p> <p>In addition, Niue's participation in the Treasures of the South Pacific (TSP) promotional program was fully funded over the period in support of the SIS.</p> <p>Regional support entailed the facilitated of 2 travel agents educational seminars co-hosted with south-pacific.travel with over 60 travel agents attending and provided personnel support to the south-pacific.travel booth at the Sydney Travel Expo.</p> <p>Promotional/technical support provided to "The Little Polynesian's", Australian representative to participate in the Bridal Show (Sydney) resulted in a direct sale of AUD \$87,000 (Cook Islands)</p>
<p>Undertake a program to build network contacts in the Australian market and FIC market focusing on Creative Arts.</p>	<p>Identify, establish and maintain network of potential importers &amp; FIC suppliers.</p>	<p>Number of promotional opportunities provided/facilitated - B2B.</p> <p>Number of relevant opportunities undertaken/identified for the promotion of cultural industry products.</p> <p>Identify / facilitate medium/long term promotional event strategies (with partners).</p>	<p>Over 254 accounts and 262 contacts confirmed and updated in CRM with 73 opportunities facilitated in the creative arts sector and 44 opportunities identified in cultural industry products. 86 meetings with clients or customers were conducted.</p> <p>11 Fine Artists reported sales of AUD \$37,870 (15 works) based on marketing and promotion assistance provided by CA program</p> <p>16 medium/long term opportunities have been identified. Dialogue is underway with a number of prominent clients and customers, for example: Lik Lik Luk Save (Aus) &amp; Fine Art Group Exhibition (PNG); Pacific Arts Alliance &amp; Fine Art Group Exhibition (Regional); Shapiro Gallery &amp; Australian Commercial Fine Art Gallery.</p>

**Output 4.1: Improve the functionality and effectiveness of PITIC through image building, success measurement, development of relevant marketing and business development resources.**

ACTIVITY	DESCRIPTION	KPIs	OUTCOMES / CHALLENGES
<p>Maintain an effective Customer Relationship Management System.</p>	<p>Continue to support PITIC staff in using and modifying CRM solution in consultation with Aaromba.</p>	<p>Purchase and implement and maintain an effective CRM system.</p>	<p>The CRM system is stable and is being populated and enriched by all staff, improving service effectiveness. The CRM was transferred onto a hosting service in preparation for shared usage throughout the FTOs.</p> <p>All customer databases are subject to currency issues, information must be kept up to date as it changes. Another challenge is ensuring all details are recorded in such a way as to make searching for intelligence effective. Data from the CRM was used in the production of this report.</p>
<p>Increasing Australian and FIC awareness of PITIC's services and function and promoting the trade and investment opportunities present within the FICs themselves.</p>	<p>Creating marketing collateral for PITIC clients and develop an online marketing campaign. Continued maintenance and improvement of PITIC website.</p>	<p>Number / prominence / saturation of FIC Information in Australian media.</p> <p>Increases in trade and investment enquiries.</p> <p>Increases of website hits.</p> <p>Production of quality and relevant resources as required by programs.</p>	<p>6 editions of Pacific Outlook published with over 2,500 readers of each edition.</p> <p>Design work for 5 clients: 3 Websites, 2 fliers, 1 logo and 1 tourist map.</p> <p>Significant restructure of PITIC website's menu system and appearance.</p> <p>9,948 website visits during 2009 (up 21% from 2008), a large percentage originating through our email newsletter. (See the attachment "Website Usage Report" at the end of this report for more information.)</p> <p>Continuing to work closely with external PR agency to promote PIC products in Australian media and PITIC in the region.</p>
<p>The generation of information and relevant marketing and learning resources that will address the needs of our clients.</p>	<p>Fliers, documents, advertising materials, online content etc.</p>	<p>Production of quality and relevant resources as required by programs.</p>	<p>Marketing and learning resources produced in 2009 include a number of presentations, as well as promotional artwork for 4 Business Advantage publications, and the Samoa Observer. Other publications include Travel Statistics, Exporting Coconuts, Investment Services, Market Research, About Us, and a Pricing Guide. A special multimedia Christmas video was also created and distributed.</p>

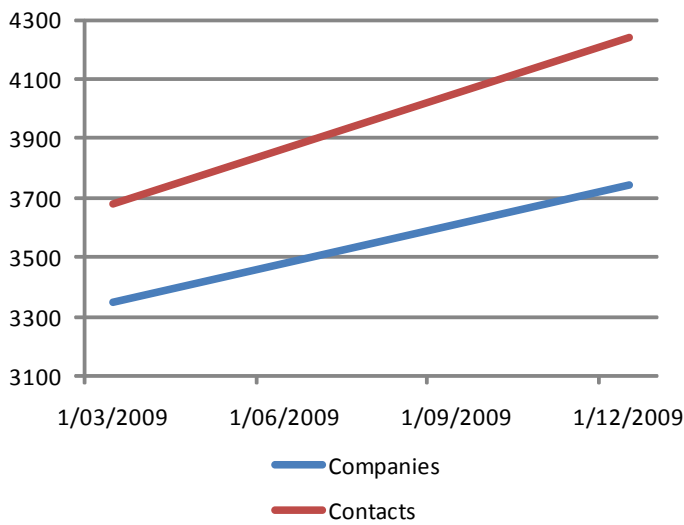
## ACRONYMS

ACIAR	Australian Centre of International Agricultural Research	IFC	International Finance Corporation
ABS	Australian Bureau of Statistics	IPA	Investment Promotion Agency (sometimes Authority)
B2B	Business to Business	IPR	Intellectual Property Rights
BBC	British Broadcasting Corporation	KIM	Knowledge and Information Management
BEP	Business Export Program	KPI	Key Performance Indicator
CDE	Centre for the Development of Enterprise	NTO	National Tourism Organisation
CRM	Customer Relationship Management	PIFS	Pacific Islands Forum Secretariat
CROP	Council of Regional Organisations in the Pacific	PITIC	Pacific Islands Trade and Investment Commission
EC	Export Capable	PNG	Papua New Guinea
EC	Expressions of Culture	SPC	Secretariat of the Pacific Community
ECF	Enterprise Challenge Fund	SPTO	South Pacific Tourism Organisation (sometimes South-Pacific.Travel)
FACT	Facilitating Agricultural Commodity Trade	TCA	Tourism and Creative Arts
FIC	Forum Island Country	TK	Traditional Knowledge
FRIEND	Foundation for Rural Integrated Enterprises N Development	TSP	Treasures of the South Pacific
FTIB	Fiji Trade and Investment Bureau	VIPA	Vanuatu Investment Promotion Authority



## Customer Relationship Management Database & Client Satisfaction 2009

**CRM Database Growth**

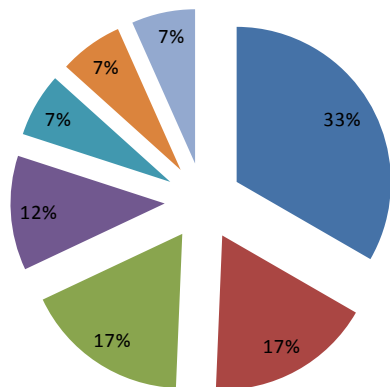


**Client Satisfaction**

Number of survey respondents	42
Advocacy Rating	100 %
Satisfaction Rating	100%
Needs Serviced	92%

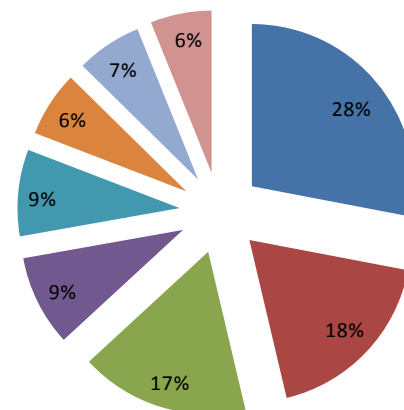
**PITIC Services completed 2009**

- Identify or introduce potential customer
- Assist with marketing and promotions
- Overview advice and information
- Referral to an external service provider
- General information about international market and doing business internationally
- Assess client capability/need
- Identification, prioritisation and selection of most suitable markets



**Industry breakdown of PITIC Clients**

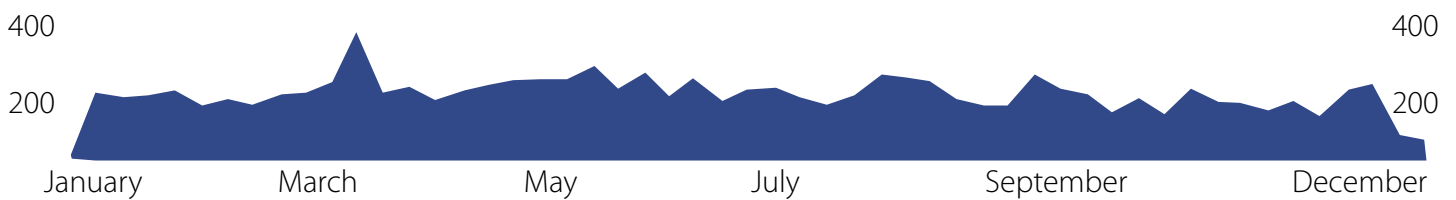
- Agribusiness
- Food & Beverage
- Consumer Goods, Non-Food
- Finance & Insurance
- Building & Construction
- Tourism & Hospitality
- Business & Other Services
- Manufacturing (Other)





# Website usage report 2009

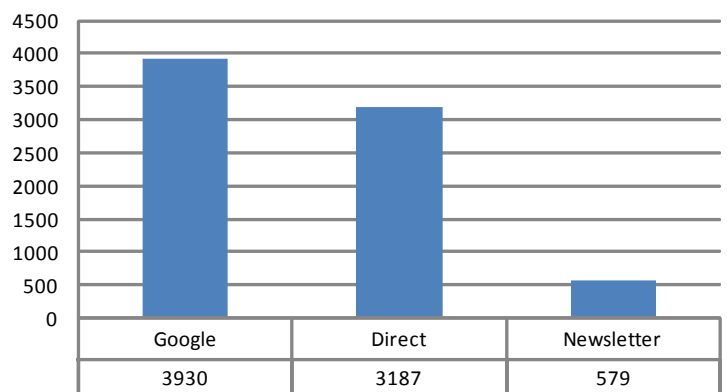
## Website Visits



## Site Usage

Visits to site **9,948**  
 New visitors **61%**  
 Avg time spent on site **00:02:29**

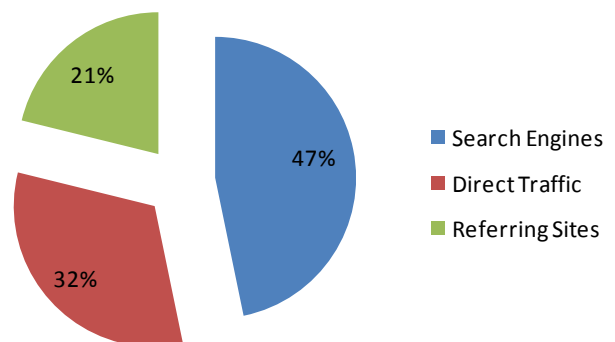
## Top 3 Sources



## Traffic Sources

Search Engines **47%**  
 Direct traffic **32%**  
 Referring sites **21%**

## Traffic sources



*The Forum Secretariat's website was the 4th highest source of visitors to our website.*