

SMALL IN SIZE BUT BIG IN POTENTIAL - TOURISM INDUSTRY IN THE PACIFIC

A possible stumbling block for the NTOs of the smaller PICs is the lack of trade literature and travel agent awareness of the simply fantastic tourist destinations available within the smaller island nations such as The Solomon Islands, Niue, Kiribati, The Cook Islands, Vanuatu, Samoa, and Tonga.

Early in March south-pacific.travel and PITIC organized a South Pacific Destination Seminar in Sydney's Grace Hotel to enrich the knowledge of attending Sydney CBD Travel Agents in preparation for the then upcoming Sydney Travel XPO 2008. Many smaller island destinations were discussed during the evening and were reported on by Travel Mole's Travel and Lifestyle Editor Thomas E. King. Below are some extracts from his article:



Standing room only at the Grace Hotel

"Niue is unspoiled, undiscovered and unbelievable. There are 1600 caves but only 1500 people living in the world's smallest self governing independent country," said Richard Skewes, Australian Marketing Manager, Niue Tourism.

"The 100 islands that make up the Solomon Islands offer some of the best surfing and diving opportunities in the world," said Nicole Lenoir-Jourdan, Publicity Representative, Solomon Islands Visitors Bureau. "The waters of this Melanesian nation three hours from Brisbane are dotted with incredible wrecks that are being explored by more Australians each year," she added. "Meanwhile, Solomon Airlines plans to replace the Ozjet Boeing 737-200 with a 737-300. The carrier currently operates four flights a week between Brisbane and Honiara with a new Sydney service via

Port Vila every Friday proving to be popular," she said.

"Kiribati - home to the world's largest marine park."

"Kiribati is a Micronesian nation comprised of 33 low lying atolls scattered over more than 3 million sq. km of central Pacific Ocean," said Eveata Benson, Kiribati Tourism Office in her introduction about this neighbouring nation. Served by Air Pacific, the capital of Tarawa, 2800 km northwest of Fiji, has one of the nation's two international airports. Kiribati is also home to the world's largest marine park, PIPA.

The series of country presentations made at the Destination South Pacific Seminar support a free online training programme available to travel agents in Australia and New Zealand.

Ruth Choulai, Coordinator, Tourism Promotion and Development, Pacific Islands Trade and Investment Commission said, "This one-stop shop modular e-learning tool that makes it easier for travel industry personnel to boost their knowledge of the South Pacific has proven to be of interest to agents, tour operators and even wholesalers wishing to gain a broader knowledge of the 16 member countries of the South Pacific."

"We intend to continue the learning process with mini seminars for agents organised in tandem with private sector partners and anticipate a higher level of promotion in Australia. We really want Australians to get to know their neighbours," she said.

Further details can be obtained from Ruth Choulai of PITIC. Tel (612) 9290 2133.

PNG COMPANY SUCCESSFULLY LAUNCHES MAJOR HOUSING PROJECT

In a great success story Nambawan Super Ltd has launched a major housing project in which its members can purchase homes on over 200 blocks at Malolo Estates, just 8 miles outside the capital, Port Moresby.

PNG's growing economy comes hand in hand with a rising need for affordable housing in close proximity to major business centres. Nambawan Super has tackled this issue head on and looks set to be rewarded with the company's expansion and financial development.



This win-win situation has led Sir Nagora Bogan, Chairman of the Nambawan Super Board of Directors to offer this advice, "the key lesson learnt from projects undertaken previously indicated the critical need to have proof of finance from applicants; member education in the process of securing finance and documentation; planning, design and selection of the type of houses to be built"

He added that Lae, Rabul and Mt Hagen will be the next centres to benefit from this Nambawan Super drive to address member housing problems.



PACIFIC OUTLOOK

Pacific Islands Trade and Investment Commission, Sydney
Creating Opportunities Between Australia and the Pacific



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MESSAGE FROM THE TRADE COMMISSIONER

We hope you enjoy this edition of Pacific Outlook which features our efforts to advocate the value and importance of culture and tourism and intellectual property of the creative arts and Traditional Knowledge (TK). We also feature an initiative by a major superannuation fund in PNG, servicing the growing housing needs of ordinary Papua New Guineans. Our Special Project Section makes mention of PITIC facilitating JV manufacturing business opportunities between Fiji and RMI, and why water remains the most precious commodity for island communities such as Micronesia and elsewhere in the Pacific.

Talking of culture and tourism, PITIC recently sponsored Mai Polynesia, a dance troupe made up of Sydney based Cook Islanders. Mai Polynesia capped the 2008 Global Development Network Conference in Brisbane with an impressive dance and drum performance. The multitude of camera clicks proved Mai Polynesia had successfully brought Pacific culture to an audience from as far away as Africa, Europe, South America and the Middle East.

Finally, meet Chris Brimble who joined us in April as PITIC's Information Officer. We look forward to Chris' contribution and expertise in managing our IT systems including our website, our business publications, our newsletters, our database and other information support services. If you have any inquiries or require information on PITIC programs and activities contact Chris at chris.brimble@pitic.org.au

Aivu R Tauvasa
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MEET CHRIS BRIMBLE, OUR NEW INFORMATION OFFICER

Chris, who takes over from Mark Tavener, has a degree in Communications from the University of Technology, Sydney and brings with him many years of experience in tailoring information to specific target audiences through his work in public libraries.

Chris has long hoped to put his knowledge and skills to use in creating fresh opportunities for people of developing nations and says, "the Pacific Islands Trade and Investment Commission, along with the Forum Secretariat, has made important inroads into trade, tourism and investment development in the region and I'm immensely proud to be part of this great organization. I look forward to adding my support to the overall efforts of PITIC in promoting private sector development. I am grateful for the warm welcome I have received from my new colleagues." He added, "one of the first tasks will be to get to meet PITIC's on-the-ground network of contacts in the 14 PICs and I hope this newsletter will be the initial introduction to that network of partnerships."



YES!

Please send a copy of **PACIFIC OUTLOOK** to my colleague:

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Please return to:

Post: Pacific Islands Trade and Investment Commission, PO Box 5407, Sydney, NSW 2000;
Email: info@pitic.org.au or **Fax:** (+612) 9299 2151



This newsletter is printed on recycled paper

PITIC has partnered with the Australian Government's business information portal business.gov.au to provide you with guides and for setting up or running your small business. In the previous issue we looked at what to do before starting your business. Now we move on to actually starting!

STARTING A BUSINESS

You've decided to go into business, completed your market research and written your business plan. Now you're ready to take the next step, but where do you begin? Here is some information to help you get started.

How can I get advice & support? If you are operating from within Australia you can take advantage of a broad range of advice and support offered by the Australian Government. These services include information and advice on starting and expanding a business, obtaining funding and training.

How do I make my business more innovative? Innovation is not just about inventions. It's about new ideas and responding to new trends and market conditions, or improving existing products and services.

If you have an innovative idea for your new business, there are many steps involved in developing and protecting that idea. For information on policy and programs that can assist you and your business, visit the Innovation page on the Department of Innovation, Industry, Science and Research website.

How do I manage my finances? Good financial management is critical to the ongoing success of your business. When you're starting out find out how much funding you need, where you can get it and how to manage your financial arrangements.

Your business plan is important when seeking business funding - it sets out your vision and goals, what you'll spend the money on and how it'll benefit the business.

Marketing and advertising Develop an effective marketing strategy for your new business. You can promote your business in various ways, including advertising on radio, television or print media, signage, business cards and direct mail. Take care that your advertising gives customers accurate and truthful information about your business.

Networking A growing number of businesses form networks to tackle the difficulties of operating a small business. By developing networks it's possible to reduce costs through bulk purchasing, sharing staff and winning larger contracts than would've been impossible by working alone.

For more information on these and other business issues please visit the Australian Government's business website at www.business.gov.au

RMI LAUNCHES ITS TOURISM AWARENESS WEEK

During March, The Marshall Islands Visitors Authority (MIVA) successfully staged a new initiative called Tourism Awareness Week.

A first of its kind ever to take place in the Marshallese capital, Majuro, the initiative is aimed at promoting the benefits and importance of tourism to the local community and educating locals in the value of taking care of the environment and using sustainable methods and means to protect the country's tourism features.

Part of the Tourism Awareness Week, included activities such as an essay contest for all 8th grade students about the importance of protecting marine resources and how tourism can help to achieve this. Other highlights were; a training seminar on "Crisis Management in Tourism", school and community visitations, a (tourism) job fair, a clean-up and tree planting project, a local products fair and a Marshalls Billfish Club mini-tournament.



In 2007, the Marshall Islands enjoyed a 15.2% increase in inbound tourists with this figure expected to rise again in 2008. No doubt initiatives such as the Tourism Awareness Week will help to strengthen and grow the Marshall Islands tourism sector.

If you would like more information about any aspects of the Tourism Week in the Marshall Islands, please contact Dolores deBrum-Kattil at MIVA : www.visitmarshallislands.com

MAI POLYNESIA DANCE TROUPE WOWS WORLD LEADERS

Sydney based dance troupe "Mai Polynesia" has taken to the world stage with resounding success.

This year the 9th annual Global Development Conference was hosted by the Oceania Development Network, a regional network of the GDN. Capping the Conference with a spectacular display of cultural entertainment Mai Polynesia brought a fresh explosion of colour, movement and music into a sea of black and grey suits.



The troupe's use of traditional Cook Island instruments, costume and dance choreography melded seamlessly with state-of-the-art lighting and sound systems to deliver an impressive and highly professional performance.

Mai Polynesia is available for events of all kinds. For booking details please contact:

Team Leader Boaza
maipolynesia@hotmail.com
PO Box 231 Beverly Hills NSW 2209

MUSICIANS, ARTISTS AND PERFORMERS URGED TO PROTECT THEIR ARTISTIC ENDEAVOURS

Artists in the Papua New Guinea music industry, and other Pacific Island Countries, create brilliant music and bring fresh influences to the world every day. Unfortunately many hard working and talented individuals and groups are losing control of their hard earned work. This means that not only do they lose money and royalties that are rightfully theirs but the entire music scene suffers greatly which in turn dilutes the precious cultural constitution of the region.

In short, if artists aren't recognized and rewarded for their efforts then nearly all incentive to produce fresh, dynamic and locally flavoured art disappears.



Certainly, most performers and artists would have a general idea of what copyright means, usually along the lines of some sort of right which recognizes their participation in the development of their works. What is needed is a shift away from this limited mindset towards concepts such as intellectual property, ownership, and licensing arrangements. All Pacific Island performers and artists, in order to be successful in this globalised world, need to know how to use this right in the commercial application of their works, and when dealing with a producer, distributor, broadcaster or other such parties. These rights then need to be enforced, which is where the issue of piracy comes in.

The concepts mentioned here, such as intellectual property and copyright, will perhaps seem difficult to fathom, or like legal jargon to the uninitiated. So to dispel some of these myths and to educate

ROTOMOULD (FIJI) EXPLORES NORTH PACIFIC OPPORTUNITIES

PITIC officers, Patrick Martin and Jarrod Matchett accompanied Rotomould owner Prakash Chand to FSM and RMI to investigate potential JV manufacturing opportunities.

Access to clean and sustainable water supplies has been a long standing problem for many Pacific Island countries. The Marshall Islands in particular has been enduring a major water crisis and the Government has clearly identified access to clean drinking water and household water as high priorities. While the major areas on Majuro and Ebeye have access to reticulated water supplies, the outer Islands only have access to underground and rain water. These supplies are susceptible to contamination from latrines and septic tank systems and thus the potential for infection amongst the community remains high.

Rotomould (Fiji) specialises in the manufacture of high quality plastic water tanks. Rotomould's exclusive mobile technology allows water tanks to be manufactured in country and to the clients specific requirements. This method eliminates prohibitive shipping costs and allow for a much higher quality, and a greater range of tanks to be manufactured. To date, Rotomould has successfully manufactured tanks in Tonga, Samoa, Solomon Islands, Kiribati and more recently expanded into Tuvalu.

artists in the Papua New Guinea music industry The Voice (University of Papua New Guinea), along with PITIC and Fairfax Legal, organized a three day workshop covering all the issues mentioned in this article as well as neighbouring rights and licensing arrangements. APRA/AMCOS bolstered the workshop curriculum by presenting their working model of a CMO, or Collective Management Organisation. Fairfax Legal was represented by Ms Zinnia Dawidi who presented a paper on "How to bring an action for infringement of copyright to court". The Voice's comprehensive workshop finished with the participants agreeing on a strategy to form a Music Association in preparation to be developed into their own CMO. The Melanesian Institute of Arts and Creativity (MIAC) provided the venue for the workshop.

The Voice, (pictured left), was the main vehicle for this workshop, and is an initiative of the 2007 third year law students of the University of Papua New Guinea. This group saw a real need in the community to educate people so as to prevent the abuse of their basic rights. The executive summary of their profile document has this to say: "The principle aim that The Voice aims to achieve is to work in line with the Goal of our National Goals and Directive Principles which is to promote the integral human development of every Papua New Guinean focusing on the social and spiritual aspects. We have identified that the majority of the citizens of this country are unaware of their basic constitutional rights and have therefore suffered as a result of their lack of knowledge. We hope that this group will be able to facilitate in educating ordinary citizens about their rights and duties as citizens of this country. We also aim to raise awareness of other pressing issues such as Violence Against Women, Alcohol and Drug Abuse, Environmental problems and other social problems."

The Voice's great initiatives should go quite some way to bringing much needed recognition to the unique sounds and imagery created by those in the Papua New Guinea music industry and will boost the creativity and cultural heritage of the region as a whole.



Left to right: PITIC's Patrick Martin and Jarrod Matchett; Prakash Chand - Managing Director Rotomould Fiji Ltd; Jerry Kramer - CEO Pacific International, and his son, Kenneth Kramer



IN PICTURES

1. Mai Polynesia Dancers: PITIC's contribution to the 9th Annual Global Development Conference was to sponsor the cultural entertainment. Mai Polynesia delivered an impressive and highly spirited performance to conclude the 2008 GDN conference in Brisbane. For more information contact : **Team Leader Boaza** - maipolynesia@hotmail.com - PO Box 231 Beverly Hills NSW 2209.

2. Holiday and Travel Trade Show: From left to right: Papali'i Lorenzo McFarland, Marketing Representative Australia for the Samoa Tourism Authority.; David Hutchinson, Product Manager for The Surf Travel Company based in Sydney.

3. Mathew Fackrell, APRA presenting his paper at The Voice's workshop on protecting copyright in the music industry in PNG. Read more about The Voice's great initiatives in this article, which should go quite some way to bringing much needed recognition to the unique sounds and imagery created by those in the PNG music industry and boosting the creativity and cultural heritage of the region as a whole.

Cover: Sailing in Kiribati: Water sports, adventure holidays, and nature discovery are perfect activities to undertake in Kiribati, home to the world's largest marine park. A number of articles in this edition focus on the education of travel agents in what the smaller Pacific Island Countries have to offer. Photo credit: south-pacific.travel

TRADE LEADS

PITIC would like to hear from:

- Pacific Islands companies who currently produce large quantities of crude coconut oil
- Australian companies who produce chicken feed and who would be interested in exporting to the Pacific Islands

For more information please contact the Trade and Marketing Officer, Jarrod Matchett (jarrod.matchett@pitic.org.au).

To submit a trade enquiry of your own, use the form on our website www.pitic.org.au

CONTRIBUTE TO PACIFIC OUTLOOK

Do you have a story you would like to tell? An event to promote? Why not contribute to our newsletter! If you have a lead or a story you would like us to publish*, please contact us at info@pitic.org.au.

PITIC also welcomes your letters and feedback. Get in touch and tell us what you think!

* Please note that we cannot guarantee that your story will be used, or used as submitted.

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