



FFA

Media Coverage

**On the Visit by the
Hon Young Vivian Premier Niue
to the Pacific Islands Forum
Fisheries Agency (FFA) Secretariat,
Honiara 20th February 2008
Report 08/07**

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MEDIA COVERAGE

ON THE VISIT BY

HON YOUNG VIVIAN

PREMIER

NIUE

**TO THE PACIFIC ISLANDS FORUM FISHERIES
AGENCY [FFA] SECRETARIAT, HONIARA**

20th February 2008

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Premier Young Vivian of Niue, [Centre] flanked by Director General Su'a Taniela [left] other Senior Management Staff and FFA Secretariat Staff

**Media Report on the visit to the Pacific Islands Forum Fisheries Agency [FFA] Secretariat
by the Hon Young Vivian, Premier of Niue**

Introduction

Niue is a Member of the Forum Ministerial Standing Committee established by the Forum Leaders' summit in Tonga last year as part of the Enhanced Consultative Mechanism [ECM] recommended in the Report on the Review of the Regional Assistance Mission to Solomon Islands [RAMSI].

Its Premier, Hon Young Vivian, was in Honiara for the Forum Ministerial Standing Committee.

Premier Vivian visited the Secretariat of the Pacific Islands Forum Fisheries Agency [FFA] on Wednesday 20th February 2008. He was the second Forum Leader to have done so in as many weeks under an initiative designed to promote greater awareness of the important work of the region's premier fisheries organization.

Because the one-day tour of the FFA Secretariat was an add-on to his official programme in Honiara, preparations in terms of publicity were minimal and brief. The official programme for the FFA visit is attached.

My mandate as the Media Officer [Consultant] is provided in the Terms of Reference in Schedule A of the Contract.

In brief, it stipulates that the Consultant is expected to:

- Work closely with and report to Manager, Administration;
- Prepare and distribute press releases to the local and overseas media outlets as well as to all FFA member countries; and
- Take photographs and to attach to press releases as appropriate

Because of the nature of the visit, publicity in terms of the number of Press Statements issued was minimal. In all, only two Press Statements were issued. Copies of the Statements appear in and form part of this Report.

All local media outlets: Solomon Star, Island Sun and National Express newspapers all received the Press Statements along with photographs. They were also sent to Solomon Islands Broadcasting Corporation [SIBC] and One News television. They were posted on FFA website as well.

Speech

Due to the nature of the visit, there were no speeches.

Press Statements

As pointed out above, only two Press statements were issued on the visit. The first one announced the arrival in Solomon Islands and the round of important engagements the Premier had in Honiara.

The second is the impression the Hon Premier came away with following his tour of the Organization.

"... I was greatly impressed with the amount of work the Forum Fisheries Agency [FFA] is producing under trying conditions," Premier Vivian said.

Photographs

A total of eleven [11] photographs were taken. These include three Staff Group Photograph with the Premier and Director General. These photographs have been handed over to the IT people for archiving.

At the request of the Director General, four were framed as a memento to mark the Forum Leader's visit to the Secretariat.



Hon Premier Young Vivian Signing the Visitors' Book at the FFA headquarters

Outcomes

Leaders' visit attracts publicity. The visit by the Niue Premier is no exception. It could have been better, given ample advance preparations. Despite this, publicity has been positive.



Arriving at FFA Headquarters, Premier Young Vivian is met by Director General Su'a Tanielu [foreground] and FFA Manager, Administration, Wendy Ho

Observation

The increasing interest being shown by Forum Leaders in the work of the Pacific Islands Forum Fisheries Agency [FFA], calls for the permanent engagement of a media officer by the organization.

Given the Vava'u Declaration on Fisheries, the visits by the Cook Islands Prime Minister and Niue's Premier, are only the beginning of what's to come. A permanent media officer will help ease the workload on others in terms of coordinating such visits.

Acknowledgement

I wish to again record my appreciation for the confidence and trust shown by FFA in my ability to contribute to the collective effort in promoting the work of this important regional organization through publicity.

In particular, I wish to thank the Manager, Administration for her understanding and easy-to-work with attitude and the professionalism with which she approached her work.



PRESS STATEMENT

PACIFIC ISLANDS FORUM FISHERIES AGENCY [FFA] IMPRESSES FORUM LEADER AND NIUE PREMIER YOUNG VIVIAN

Niue Premier Hon Young Vivian came away after a day's visit this week to the Secretariat of the Pacific Islands Forum Fisheries Agency [FFA] with satisfaction and praise for the organization's staff and their work.

"I am very happy. In fact, I am greatly impressed with the amount of work the Forum Fisheries Agency [FFA] is producing under trying conditions," he said after Wednesday's visit.

Premier Vivian is the second Forum Leader to visit the 29-year-old regional fisheries organization. Cook Islands' Prime Minister, Hon Jim Marurai, became the first when he spent two days on a similar visit two weeks ago.

"This indicates the importance of fisheries to the people of the region. We look forward to more Forum Leaders making time to visit," Premier Vivian said.

Prime Minister Marurai of the Cook Islands too spoke highly of the staff and the quality of the work of the organization based in Honiara, Solomon Islands' capital.

The Forum-Leader-Visit-FFA scheme is an initiative designed to promote greater awareness amongst the political leadership in the region of the importance of the work FFA is doing in managing and developing the region's rich tuna resources.

Among the highlights of Premier Vivian's FFA visit was a 30-minute presentation by staff on the Overview of FFA Activities and Work Programme.

He later visited FFA's Regional Fisheries Surveillance Centre where he was briefed on the Vessel Monitoring System [VMS], a compliance tool which the Organization uses to monitor foreign fishing boats registered to fish in the waters of FFA members.

"To me the surveillance centre is the most important tool as it helps FFA in its fisheries management and surveillance. We want to make sure the future generation has fish".

A former secretary general of the Noumea-based South Pacific Commission, Hon Vivian also watched presentations on FFA's IT work programme, the Treaties and Sub-regional Arrangements activities, the Vessel Day Scheme [VDS], the Fisheries Management and Fisheries Development work programmes and the Corporate Services activities.

He said his visit is in line with the Vava'u Declaration on Fisheries.

In it, Forum Leaders have given formal recognition of the importance of our tuna fisheries, recognizing FFA is the regional body to manage and develop the Pacific's only shared resource.

"My visit is the only way to have a deep appreciation for the important work of the organization," Premier Vivian said.

"I am very impressed and appreciative of the way staff have carried out their work. It's not always easy, but they are doing an excellent job of it.

"I am very pleased that the Forum Leaders have given the FFA the formal recognition it needs as stipulated in the Vava'u Declaration on fisheries. I can see no better way than to visit the Secretariat and to meet as I did with the staff," he said.

FFA Director General Su'a Tanielu said Premier Vivian made a number of important suggestions which would be taken up.

"One of the good suggestions he made was the need to promote the work of the organization at all levels of the community, particularly amongst the young people.

"It is their future and the key is sustainable harvesting of the tuna resource," Premier Vivian said.

Director General Tanielu said the suggestion was an important one because once the youths of the region capture the importance of the need to manage their tuna resources, "we have helped create a new and caring generation".

21 February 2008



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PRESS STATEMENT

NIUE PREMIER YOUNG VIVIAN VISITS PACIFIC ISLANDS FORUM FISHERIES AGENCY [FFA] HEADQUARTERS IN HONIARA

The Premier of the Pacific Island nation of Niue, Hon Young Vivian arrived in Solomon Islands and immediately began a number of important engagements, including a visit to the Secretariat of the Pacific Islands Forum Fisheries Agency [FFA] in Honiara.

Hon Vivian is the second Forum Leader to visit the FFA Secretariat under an initiative designed to highlight the importance of the work of the organization in managing the rich tuna resources of its 17 Pacific members.

Cook Islands Prime Minister, Hon Jim Marurai, spent two days at the Secretariat earlier this month on a similar visit in a bid to gain greater awareness of the important work of the region's premier fisheries organization.

On Wednesday morning, the Niue leader paid a courtesy call on the Director General of FFA, Mr. Taniela Su'a, before the Forum leader was hosted to a lunch with FFA staff.

Hon Vivian earlier paid a courtesy call on the Governor General, Sir Nathaniel Waena.

Among the highlights of his visit to FFA was a 30-minute presentation by staff on the Overview of FFA Activities and Work Programme.

Hon Vivian later visited FFA's Regional Fisheries Surveillance Centre where he was also briefed on the Vessel Monitoring System [VMS], a compliance tool which the Organization uses for foreign fishing boats registered to fish in the waters of FFA members.

Hon Vivian, a former secretary general of the South Pacific Commission, also watched presentations on FFA's IT work programme, the Treaties and Sub-regional Arrangements activities, the Vessel Day Scheme [VDS], the Management and Development Work Programme and the Corporate Services.

The Niue Leader is in Honiara for the Forum Ministerial Standing Committee, which will meet on Friday as part of the *Enhanced Consultative Mechanism [ECM]* recommended in the Report on the review of the Regional Assistance Mission to Solomon Islands [RAMSI].

Niue is one of the four Forum members on the Ministerial Standing Committee. Australia, Papua New Guinea and Tonga are also members.

Wednesday 20 February 2008.

Schedule A
TERMS OF REFERENCE

MEDIA OFFICER

Overview

The consultant is required to provide media coverage for FFA for the visit of the Premier of Niue to FFA, Honiara, Solomon Islands. The visit is tentatively scheduled for 20 February 2008.

Scope of consultancy and Expected Outputs

The Consultant will work closely with and report to the Manager Administration.

The Consultant is expected to prepare and distribute press releases to the local media and overseas media, as well as all the FFA members. The Consultant is also required to take photos and attach to the press releases as appropriate.

All photos taken will become the property of the Agency.

Time Schedule

- This consultancy is expected to take two days on or around 20 February 2008.

**VISIT OF THE PREMIER OF NIUE,
THE HONOURABLE YOUNG VIVIAN¹
TO THE PACIFIC ISLANDS FORUM FISHERIES AGENCY**

20 FEBRUARY 2008

PROGRAMME (as at 19 Feb)

- 11.00am - Arrive at FFA headquarters
Courtesy Call on the Director-General of FFA, Mr Su'a N.F. Tanielu
- 11.30am - Lunch at the FFA Regional Conference Centre Terrace with all FFA staff
Photo session
- 01:00pm - Presentation on Overview of FFA Activities & Work Programme
- 01.30pm - Visit the Regional Fisheries Surveillance Centre and a brief presentation
on the Vessel Monitoring System (VMS)
- 01.50pm - Brief tour of FFA Divisions:
- Fisheries Operations Division
- Fisheries Management Division
- Fisheries Development Division
- Corporate Services Division
- 03:15pm - Afternoon tea
- 03:30pm - Brief tour of FFA compound
- 03.45pm - End of Programme.

¹ Accompanied by the Secretary to Government, Mr Crossley Tatui.