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Pacific Maritime Watch

SECRETARIAT OF THE PACIFIC COMMUNITY

Newsletter published by the Transport Programme, Economic Development Division, SPC



A new milestone for the Central Pacific Shipping Commission

Port Facility Security Officer attachment training at the Port of Suva

IMO lends its support to improving passenger safety in Pacific shipping

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EVENTS

- CPSC AGM (10–12 Sept) Majuro, Marshall Islands
- PMTA Conference (14–17 Sept) Port Moresby, Papua New Guinea
- IMSAS training (21–25 Sept) Pasifika Conference room, Suva
- Policy drafting (20–24 Oct) Pasifika Conference room, Suva
- World Maritime Day (23–24 Sept) Suva City Council Foreshore
- Pacific MOU on flag state inspection and port state control workshop (26–29 Oct) Pasifika Conference room, Suva
- CRGA (30 Oct–4 Nov) Niue
- Transport Officials Meeting (23–27 Nov) Pasifika Conference room, Suva

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Pacific Maritime Watch editorial

Welcome to the second issue of Pacific Maritime Watch for 2015.



Thierry Nervale
Deputy Director,
Transport Programme

I would like to thank the authors of the articles in this issue. The articles demonstrate the range of initiatives in the Pacific region that aim to achieve safe, secure and affordable maritime transport services.

Safety of life at sea remains the first priority of all stakeholders engaged in providing maritime transport services. As stated by the Secretary-General of the International Maritime Organization (IMO), Mr Koji Sekimizu, during the 2015 Manila Conference on the enhancement of the safety of ships carrying passengers on non-international voyages, 'The protection of life at sea is a moral obligation. Those travelling by domestic ferries should enjoy the highest practicable standard of safety, irrespective of their citizenship.' This encapsulates the overall objective motivating all the initiatives presented in the articles in this newsletter. These initiatives range from the outcomes of the IMO Manila conference and the Domestic Ferry Safety Forum in the Pacific, to the Pacific Island Domestic Ship Safety programme that is being implemented in a growing number of countries, to the specialised training

courses proposed by the Australian Maritime Safety Authority, in partnership with the Australian Maritime College, at the University of Tasmania.

As required by Chapter V of the International Convention for the Safety of Life at Sea, contracting governments must ensure the safety of navigation to all ships, regardless of type or size. The requirements concern navigational and meteorological warnings, search and rescue, hydrography, aid to navigation services, and ship routing and traffic monitoring systems. The Secretariat of the Pacific Community (SPC), in collaboration with IMO, the International Association of Marine Aids to Navigation and Lighthouse Authorities, and New Zealand Aid's Pacific Maritime Safety Programme and Pacific Regional Navigation Initiative, proposes providing technical assistance to Pacific Island nations, in acknowledgment that the establishment of such arrangements requires costly 'soft' and 'hard' infrastructure. This places a huge burden on governments of Pacific Island countries and territories to ensure that increasing shipping traffic is managed efficiently and safely, and to reduce the impacts on countries' assets and the environment. But it also creates opportunities for economic development for small island countries and remote communities. National, regional and local initiatives aim to improve the reliability and the affordability of maritime transport, facilitating trade and supporting the economic development of Pacific Island countries.

These were the foremost goals of Kiribati, Marshall Islands, Nauru and Tuvalu in setting up the Central Pacific Shipping Commission in 2010. In this issue of *Pacific Maritime Watch* we extend Pacific thanks to the Marshall Islands Commissioner, who has exercised strong leadership in his chairmanship of the Commission since its inception, and a warm welcome to the Nauru Commissioner as the incoming chairman.

SPC's Transport Programme is preparing for the Transport Officials Meeting, which will be held in Suva, Fiji, from 23 to 27 November 2015.

We hope you enjoy reading this issue, and we look forward to receiving your feedback to the editor, at edd@spc.int.

Vinaka vaka levu
Thierry NERVALE



A new milestone for the Central Pacific Shipping Commission

When a milestone is reached in a community or an organisation, it commonly calls for celebration.

After years of development, we celebrated when the Central Pacific Shipping Commission (CPSC) became fully operational on 1 January 2014.

At the Annual General Meeting of the Commission to be held in Marshall Islands from 10 to 12 September 2015, the current Chair (Marshall Islands) who has held the position since CPSC's inception in 2010, will hand over the reins of the Commission to the Deputy Chair (Nauru). This signifies the positive growth and confidence that has accrued over the years among CPSC member states. The meeting will also appoint a new Deputy Chair who will assume the role of Chair at the next Annual General Meeting.



CPSC Commissioners and Technical Committee members in Nadi, Fiji (2014)

After the CPSC agreement on regional cooperation was signed in Tonga on 18 June 2010, the Commission was officially launched in Suva on 4 August 2010. Marshall Islands was unanimously chosen to be the initial chair of the CPSC because of their extensive experience in serving as chair of the Micronesian Shipping Commission. During the same meeting, members requested that the Secretariat of the Pacific Community's Transport Programme act as interim secretariat until CPSC could take on the role itself.

CPSC is an intergovernmental agency for joint cooperation, coordination and regulation of international shipping services; its participating governments or member states include Kiribati, Marshall Islands, Nauru and Tuvalu. Provision is made for other Pacific small island states to join. CPSC is an initiative that is Pacific owned and grown, with the aim of providing much needed regular and affordable shipping services to communities in the Central Pacific.

Member countries are represented by their respective ministers for transport, who take on the role as commissioners. CPSC serves as a medium for:

- consultation on matters affecting international shipping services to its member states;
- cooperation in advancing an attractive shipping environment to service providers;
- a united front for the negotiation of favourable shipping services and rates;
- joint regulation and enforcement of shipping policies; and

- providing assistance in resolving disputes.

CPSC is assisted by a Technical Committee represented by the secretaries of transport from member states.

Realising the challenges in providing regular and affordable shipping services to small island states, CPSC values the relationship it has with approved shipping companies through the issuance of Entry Assurance Certificates (EACs). An EAC is valid for five years and a performance review is carried out annually during the Annual General Meeting. The Commission sees this as a special public-private partnership and a win-win solution for all parties.

Although the formative years have been challenging for all, some positive short- and long-term outcomes are apparent. It is remarkable that all the member states are taking the initiative under various national development projects that will improve their ports and related infrastructure. This harmonises well with the objective of CPSC members to take steps to address areas within their realm of responsibility that contribute to the high freight rates.

CPSC is aware that there is no single solution to address regional shipping issues. It also realises that some changes are cross-sectoral and could take time to resolve, and recognises the challenges faced by transport stakeholders. To this end, they have taken the initiative to set up a National Shipping Council, comprising all key stakeholders involved with shipping to address the challenges so that the whole community benefits.



Some the key areas of concern have been identified:

1. More support is needed for port management to improve infrastructure, cargo handling facilities, capacity building and supplementation, port efficiency, pilotage, stevedoring, storage space and lighting.
2. More support is needed for port-related services such as shipping agents, bunker services, border control agencies (including customs) and biosecurity, with the aim of simplifying and minimising the formalities, data requirements and procedures associated with the arrival, stay and departure of ships engaged in international voyages.
3. There needs to be more work with importers and exporters, wholesalers and retailers, community representatives and consumer groups to address issues.
4. Improve networking among government ministries and agencies, including the maritime administration and training institutes, commerce and trade.
5. Data collection for national planning purposes needs to be improved.

Some successes:

1. Raising the profile and significance of the shipping and port industry to socio-economic development
2. More meaningful data collection and interpretation to assist in national planning and development
3. Official monitoring of freight rates and the savings accrued from improved efficiency have identified opportunities for improvement
4. Training opportunities for staff identified and placements arranged
5. Replacements for aged cargo-handling equipment identified and funding arranged

From the outset, CPSC members recognised the extra challenge faced by Nauru, being an open roadstead port and exposed to the weather. However, this challenge has only strengthened Nauru's resolve to systematically and realistically address the challenges. A new port authority board formed, management and key staff have been recruited, and improved equipment has been sought. An interesting development is the planning for a quay wall on the edge of the reef to accommodate all visiting vessels. The government has contracted experts to provide specialist advice to the newly formed Nauru Ports Authority in relation to the short- and long-term use



Improving the lifeline of Kiribati: Enabling large ships to berth at Betio Port (source: Japan International Cooperation Agency).

of the port and facilities, including design and options for further development to increase the efficiency of the port operations to reduce the comparatively high costs of shipping.

CPSC is mindful that shipping is considered a key driver of socio-economic development in the region because it underpins trade, food security and employment opportunities. It is, therefore, a key priority in the region, so the constant focus of CPSC is the provision of regular and affordable shipping services.

Improvements in shipping services to CPSC member countries within the context of sustainable development will require multilateral actions, including decisions by individual governments. However, to obtain economic and political leverage, regional and international cooperation by Pacific Island countries and territories is also necessary. Conversely, without coordination, individual states will continue to be marginalised by larger groups that already dominate economic and maritime policy.

The open dialogue and cooperation witnessed among CPSC member states – culminating in the progress to date – is tangible evidence of Pacific regionalism in action, and indeed calls for a celebration.

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Consulting for the Majuro Port Master Plan (source: Republic of the Marshall Islands Ports Authority).



Marshall Islands hands over chairmanship of the Central Pacific Shipping Commission

In 2006, the Secretariat of the Pacific Community (SPC) began addressing the irregular and high cost of shipping, especially to Pacific small island states. After studying the industry, several options were looked at and, in 2009, a feeder shipping service was operated by the Kiribati Shipping Services Ltd to central Pacific island states, proving that a similar model would be viable. In the end, however, the most appropriate option was a shipping commission – one that mirrored the Micronesian Shipping Commission (MSC) – which was approved in 2009.

The central Pacific small islands states of Kiribati, Marshall Islands, Nauru, Tuvalu, and Wallis and Futuna were invited to join the proposed commission. The Central Pacific Shipping Commission (CPSC) agreement, which was signed in July 2010 by all states with the exception of Wallis and Futuna, was formally launched in August 2010. Commission members are the ministers of transport from each state who are assisted by a Technical Committee comprising the secretaries of transport to champion the necessary policy, legislative and financial measures. With the Marshall Islands holding the chairmanship of MSC at the time, CPSC members unanimously elected Marshall Islands to be the initial chair to guide the establishment and operation of the new commission. SPC was tasked to act as the interim secretariat for CPSC until the commission could fully stand on its own and have a permanent secretariat.

Mr Phil Philippo, the Marshall Islands Secretary for Transportation and Communication, and Chair of the Technical Committee, stated:

The Technical Committee faced many uncertainties but we moved forward together to do the ground work, reviewed procedures and made recommendations to

CPSC's Executive Committee (commissioners). Since then, all documentation relating to legal and operational matters was prepared and ready by 1 January 2014, when CPSC became operational.

In accordance with the CPSC agreement and bylaws, the Chair proposed and the commissioners agreed at the last Annual General Meeting to hand over the chairmanship of the Commission and Technical Committee. The rotation of the chairmanship is done on an annual basis and the protocol is for the election of a Deputy Chair to assume the chairmanship, followed by the election of a new Deputy. The next Annual General Meeting will take place in Majuro, when the outgoing Chair will conduct the meeting and then a new Chair of the Commission and Technical Committee will be elected and assume the chairmanship.

The Chair of CPSC, Hon Thomas Heine, Marshall Islands' Minister for Transportation and Communication, stated:

Freight rates are lower, the frequency of services to our countries is increasing and there is evidence that our people are happier with shipping services. Let us all continue to work together to make a tangible difference in our communities.



Transport ministers/CPSC commissioners Rimeta Beniamina (Kiribati), Thomas Heine (Marshall Islands), Valdon Dowiyogo (Nauru), Monise Lafagai (Tuvalu) (2014)



CPSC commissioners and shipping company representatives, and Entry Assurance Certificate holders (2013)



Mr Heine (continued):

All of our negotiations, discussions and dialogue are carried in the Pacific way of respect for each other's cultures and traditions and, most importantly, the acknowledgement of God has been a hallmark of CPSC. Through the cooperation and respect by all members we have seen much positive development in our ports as well as a more reliable, affordable, efficient international shipping service being provided to our people by the approved shipping companies. These include: Pacific Direct Lines, Neptune Pacific Shipping Line, China Navigation/ John Swires, Matson Lines, Kyowa Shipping Line, Nippon Yusen Kaisha (NYK Line) and more recently the Pacific Maritime and Civil Solutions Ltd, a tug and barge company transporting specialised project cargo. On behalf of the Commission and our respective governments, I would like to express our appreciation to these companies for forging a special partnership with us, in spite of the challenges we all continue to face in order to provide the much needed service for the socio-economic development of our communities.

Needless to say, CPSC is not without criticisms. Several economic models more suitable for larger markets were mooted. However, CPSC believes that its current model is more appropriate for the present situation and improvements have been seen in all member states that were once considered unachievable. These are all home-grown successes which I am sure we can all be proud of.

On behalf of the Marshall Islands Government, I as Commissioner and my secretary as Chair of the Technical Committee would like thank our fellow commissioners and the Technical Committee members for their trust in allowing RMI to be the first Chair of CPSC. Your steadfast support during those formative years and valuable contributions have made the work easier and we have all enjoyed the benefits. On the same note we would like to acknowledge previous Marshall Islands representatives who have served on the Commission."

We wish the incoming Chairman and his team all the best and we will continue to support you and this this valuable regional initiative. Lastly, we would like to offer a special word of appreciation to SPC for its support and for being the interim secretariat. Without your tireless efforts and endless support to expedite the work for CPSC, the Commission would have been hampered in accomplishing its objectives of regular and affordable shipping services to our small island states.



CPSC commissioners at the 2014 Annual General Meeting in Nadi

Statement by Hon. Valdon Dowiyogo, Minister for Transport, Republic of Nauru – incoming Chair of CPSC

Kamawir Omo

It gives me great pleasure to contribute to this SPC newsletter as the incoming Chairman/Commissioner of the Central Pacific Shipping Council (CPSC) as per resolution of the last meeting that was held last year in Suva, Fiji.

The Council has progressed immensely over the years in an attempt to promote shipping in the Central Pacific especially when we have the commonality of being isolated from the main shipping routes. We will ensure that this progressive momentum continues so that the objectives of the Council are fully realised.

May I take this opportunity to acknowledge the outstanding and significant service rendered by the past Chairman.

Tubwa

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CPSC commissioners, Technical Committee members and observers during the 2013 Annual General Meeting in Suva, Fiji





Central Pacific Shipping Commission says good-bye to Chair of the CPSC Technical Committee

Later this year, Phil Philippo from Marshall Islands will hand over the reins of the Central Pacific Shipping Committee (CPSC) Technical Committee to the incoming chair, Nauru.

In the last five years in his role as chair of the Technical Committee and in his capacity as the Secretary of Transportation and Communication within Republic of the Marshall Islands (RMI), Phil has, with the support of the Secretariat, navigated CPSC's members through rough waters during the commission's formation. This is not an easy feat for someone who is also the Chair of the Marshall Islands Ports Security Committee, and a member of the Marine Inspector Board and several government committees.

Phil held a number of senior positions within the RMI government before joining the transport ministry. He has been with the Majuro Atoll Local Government, Ministry of Internal Affairs, Attorney General's Office, Public Service Commission and Clerk of the Cabinet.

The establishment of CPSC in 2010 was an important initiative for small island states. CPSC is essentially a subregional arrangement between member states to improve shipping services. The fundamental principles of CPSC are founded on those of the Micronesia Shipping Commission.

Marshall Islands was elected by its members to chair the commission. At the time, members were faced with many uncertainties but were adamant about moving forward together. To enable this, CPSC established a Technical Committee to work with the secretariat to implement the commission's directives.

Faced with the harsh reality of being located in the world's largest ocean, Pacific island communities rely on shipping services. In remote Pacific Island countries and territories shipping is the only means of transport. Given the Pacific Islands' remoteness, small markets and small export base, shipping services to Pacific Island countries is extremely expensive, and is an ongoing challenge for the region. All of this is aggravated by the islands' vulnerability to climatic and environmental changes.

Acknowledging the challenges of shipping in the region, Pacific leaders called for a regional solution to its maritime transport woes. Through the Transport Programme of the Secretariat of the Pacific Community (SPC), the ground work for establishing the CPSC was conceived.

But this has not been without trials and tribulations. The journey is perhaps unprecedented, demonstrating



Phil Philippo from Marshall Islands

a different approach to subregional partnership where regional agencies such as SPC can facilitate. One could say that a number of potential challenges had to be identified in order to move beyond paper to action on the ground.

Phil Philippo is best placed to share his views of what he sees as the potential challenges. He will hand over the reins to Nauru, who will take over the chairmanship for the Commission and the Technical Committee towards the end of 2015.

While some may argue that Phil should remain the chair he does not think so. Phil believes that it is important for other member states to lead and take ownership of the CPSC

Phil commented, 'The success to date of CPSC is hardly a straightforward matter and I cannot be solely responsible for it; I must acknowledge my government's dedication, as well as that of my colleagues from other member states and the important role played by SPC.'

Phil also believes that it is really about understanding the strategic issues, focusing on the group's common purpose, and managing the challenges. He says that this requires





a combination of style, skill and focus on the common purpose for which the Commission was created.

The beauty of CPSC is the chance to have a candid and open conversation about the key issues facing the sustainability and effectiveness of CSPC. This opportunity promotes a spirit of collaboration and mutual respect. More importantly, CPSC members' commitment to form a national shipping council to monitor the shipping services is extremely encouraging.

Asked about what was key to his leadership since establishing CPSC and its Technical Committee, Phil smiles and replies, 'I treat everyone with respect; everyone is equal and as a chair, I must listen and respect their views.' Phil says that he wants his knowledge transferred to the new chair and that he will be available to provide advice when called upon.

When asked about what he sees as the potential challenges to ensuring that the purpose of the Commission is achieved and sustained, Phil pauses. Then he says, 'It

is not easy, but we must talk about issues together and find a common solution. The political commitment of my minister and his colleagues is underscored. Dialogue is critical for success and ensuring that the common goals of our people to access affordable and regular shipping services are delivered.'

Phil acknowledges the support and cooperation of his fellow committee members and the encouragement of the chair and members of CPSC. Just as important in Phil's effective leadership was the tireless effort provided by the interim secretariat to CPSC — SPC's Transport Programme.

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Article by, Caroline Tupoulahi-Fusimalohi, Research and Information Adviser, EDD, SPC. carolinet@spc.int



SPC, EDD Director Capt. John Hogan and CPSC Technical Committee outgoing chair Phil Philipppo from Marshall Islands

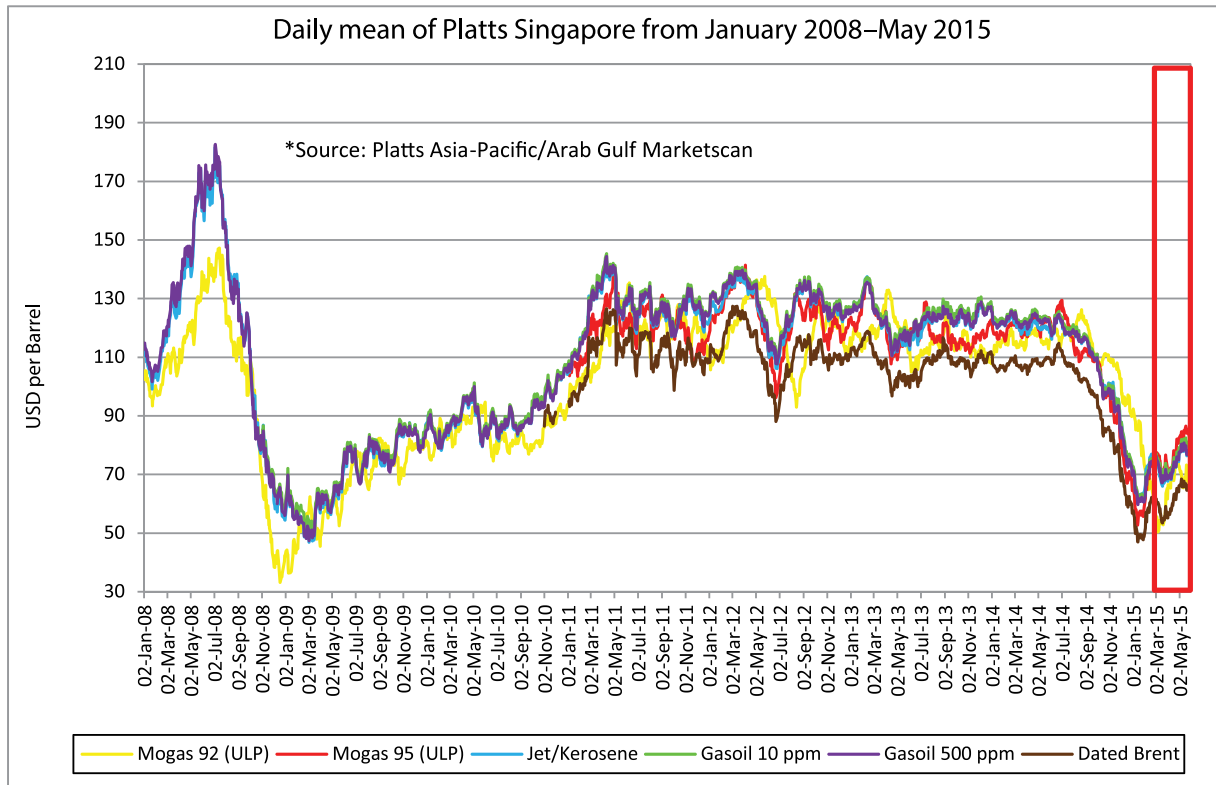




Oil Market Report (March–May 2015)

The price of Asia Pacific benchmark crude Dated Brent dropped by USD 1.23 per barrel (bbl) to USD 61.15/bbl in March as the market refocused on the surplus supply that was further by the increase in refinery production.

In comparison to the previous quarter (December 2014–February 2015), the average price of Dated Brent crude oil for this quarter increased by 6.92% from USD 57.20/bbl to USD 61.15/bbl.



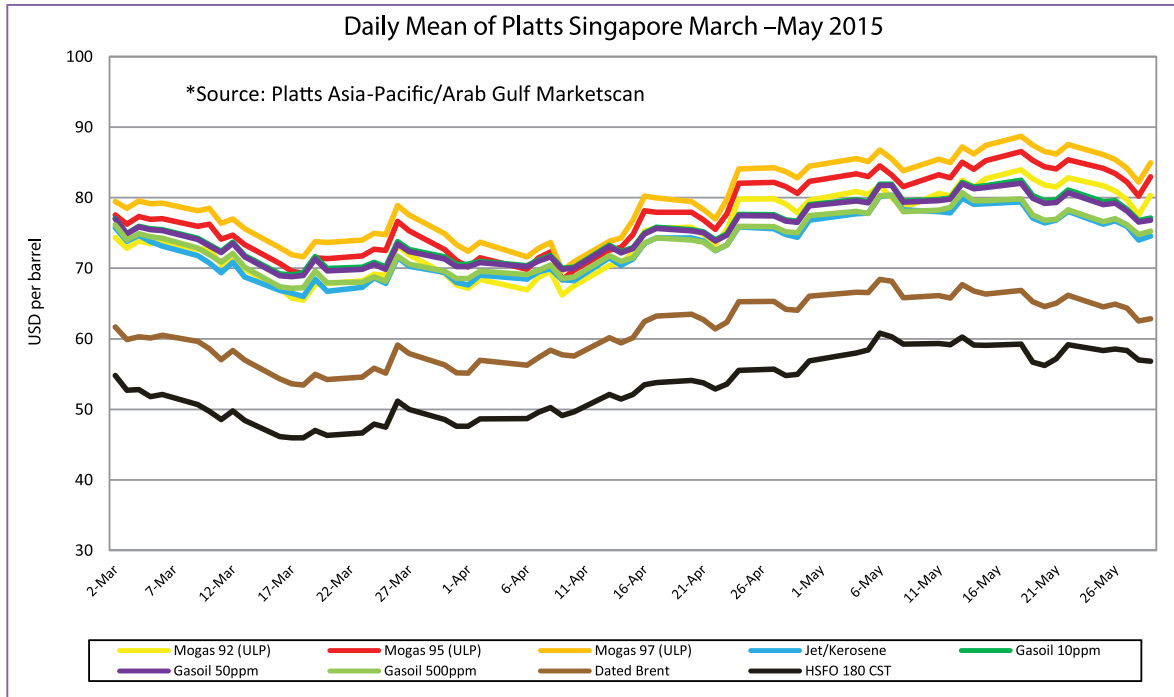
The Asian petroleum product market in March was supported by an increase in demand for light and middle distillates in several countries in the region amid the refinery maintenance season. The Asian gasoline and gasoil price continued its upward trend during March due to support from stronger demand in several countries in the region: India, China, Thailand, South Korea and Australia. The Asian jet/kerosene price, however, fell, due to weak regional demand and an oversupply in the market as Japan (Asia’s key buyer of kerosene during peak winter season) was exporting kerosene, which added more pressure to the supply market.

The fuel oil market weakened as well, due to pressure from the supply side with higher volumes heading to the Asia-Pacific region.

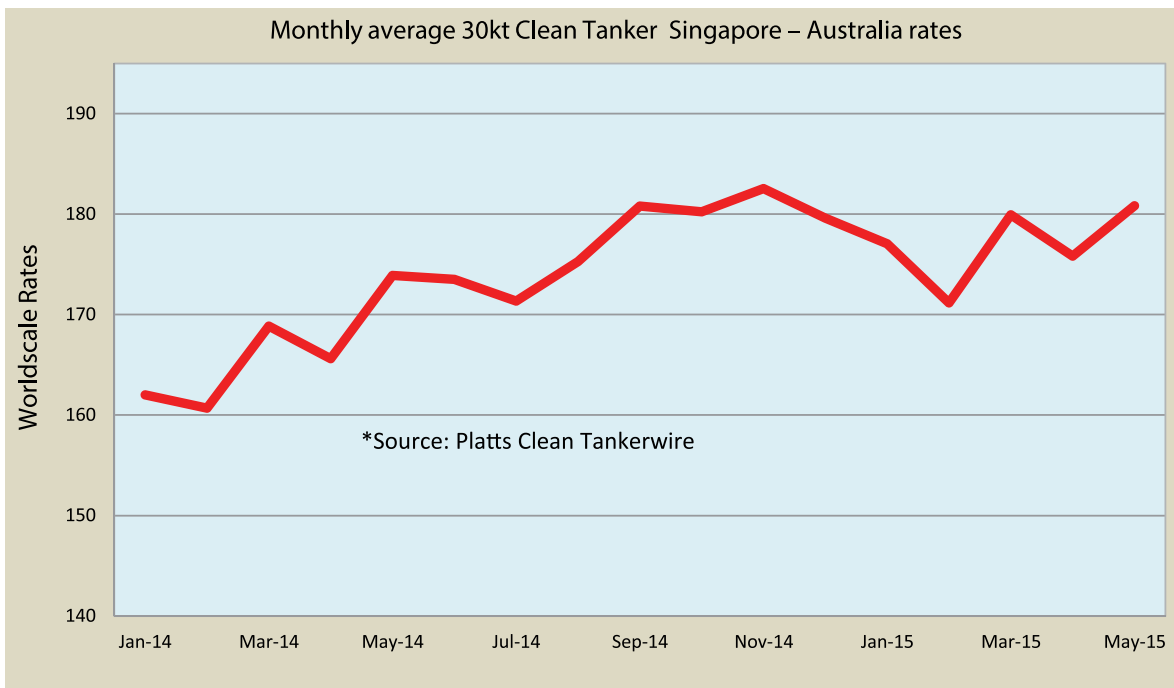
The price of Dated Brent crude oil reached its highest since January 2015 to average at USD 60.93/bbl in April as a result of limited supply, higher projected demand from United States, and continued conflict in places such as

Yemen and Iraq that added increased risk and uncertainty. Planned and unplanned refinery shutdowns also affected the market. The Asian petroleum market continued to strengthen during April due to strong regional gasoline and middle distillate demand. The Asian gasoline price increased as a result of steady demand from Indonesia as well as strength in the US gasoline market. Meanwhile, Asian jet fuel/kerosene and gasoil prices increased in response to an increase in crude oil prices, as well as due to spot demand from Sri Lanka and Vietnam. The fuel oil market firmed due to steady bunker demand.

In May price of Dated Brent crude oil averaged at USD 65.77/bbl due to increase in crude oil demand and ongoing geopolitical turmoil. Strong regional demand from India, Indonesia and Pakistan and ongoing refinery turnarounds resulted in Asian gasoline and gasoil price to increase. Asian jet fuel/kerosene market strengthened as well stable regional buying, particularly from Indonesia. In addition, the high sulphur fuel oil market strengthened due to incremental spot demand and tightening supply.



The clean tanker freight market strengthened from March to May. The Singapore – Australia route for this quarter was assessed at w 178.83, an increase of w 2.66 points from the previous quarter.



Reference: Commentary and data for graphs were sourced from Platts (The McGraw-Hill Companies, Inc), AAA Fuel Gauge Report and OPEC.

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Rawhitiroa Photography
www.rawhitiroa.com

Te Manava Vaka Festival

In August 2014, the Cook Islands Voyaging Society extended an invitation to the Te Mana O Te Moana Fleet to voyage to the Cook Islands to participate in the Te Manava Vaka festival. The voyaging canoes Te Matau (Aotearoa), Haunui (Aotearoa), Gaulofoa (Samoa/Tonga) and the Cook Island's very own Marumaru Atua set sail from Aotearoa (New Zealand) on 7 May. Joining them from Tahiti was Faafaite (Tahiti). The vakas arrived at the Port of Avatiu 17 days later.

These *Vaka Moana* were recreated at Salthouse Boatbuilders in Auckland, with their design based on the traditional double-hulled Polynesian sailing canoe design Te Au O Tonga. However, in contrast to traditional *vaka* with the hulls made of one big tree trunk, their hulls are made of epoxy-glass and epoxy resin. All of the five *Vaka Moana* have a set of traditional crab claw booms and a set of offshore rights with reefable Bermuda sails for safety during long voyages. All beams are connected to the hulls with traditional lashings. The *vaka* are purely wind and solar powered. The voyaging canoes help to foster cultural revival, provide educational opportunities and give communities a sense of empowerment.

During the voyage from New Zealand the canoes experienced all kinds of weather, from cold and violent storms to warm and peaceful calms of this *marae moana*. From the dark grey waters of Aotearoa to the deep rich blue of our *marae*, the Pacific Ocean provided the crew aboard the *vaka* with many gifts of fish from its depths. We swam in her clear waters and were graced with the presence of minke whales as they swam around our *vaka*. Many seabirds accompanied us along the way and just two days before reaching land we began to see land birds such as

the *tavake* (white tern) and the *ngoio* (noddy tern).

The caring for these beings in and of our ocean, and the ocean itself, is an important part of the message of this voyage that our *vakas* and crew carry to the world, or at least to those who care to listen. We want to highlight how important the Pacific Ocean is to us, the little people who live here. We know that since time began and since our *tupuna* walked these islands we had our own systems of caring for the land and the waters around us. Today, outside influences from the western world cause much stress on our ocean environment, but with our *vaka* we have been able to attract the attention of scholars and foundations who can make a difference for all of us and our island Earth.

The Te Manava Vaka festival is a celebration of the 'the essence, the heart and soul of our origins of *vaka*'. It also marks the 50th anniversary of self governance of Cook Islands, connects the past with our future (children) through the *vaka*, and continues to share the message of caring for our environment for our future generations.

The Te Manava Festival was one of the highlights of this year's calendar of events to mark the Cook Islands' 50th anniversary.



Some of the festival highlights included:

- The official welcome ceremony — This was marked by the arrival of the five *vaka* into the sacred passage, Te Ava Tapu. Te Ava Tapu is said to be the historic departure point of the legendary canoes, Aotea, Te Arawa, Kurahaupō, Mātaatua, Tainui, Tākitimu, and Tokomaru. The arrival ceremony was to honour the protocols of the land who received the *vaka* in the same way our *tupuna* would have in the past. The welcome was attended by the Deputy Prime Minister, House of Ariki, the Queen's Representative and over 1,000 school students who performed a group chant that was composed especially to welcome the crew. It was important that our children (our future) were there to make that connection and experience first hand the culture of voyaging as our forefathers would have.
- The launch of the 'vaka \$5 coin' at the Office of the Prime Minister — The coin features the voyaging canoe Marumarū Atua sailing under

the Pacific constellations of Matariki, Tautoru (Orion's Belt) and Taurus. The Minister for Finance, Mark Brown, said it was appropriate that the coin be ready in time for the *vaka* festival to truly celebrate how special the *vaka* is to our society.

- The voyage to Aitutaki and the continuation of the festival there was celebrated by a welcome from the whole island community.
- Te Manava Exhibition — The exhibition at the National Museum includes 50 photos of the *vaka*, voyages and crew.
- The premier of the 'Te Mana O Te Moana' feature film documentary of the voyage of the five *vaka* through the Pacific, including mainland United States, Mexico, Cocos Island, Galapagos, French Polynesia, Cook Islands, Samoa, Fiji, Vanuatu and the Solomon Islands.
- The inaugural voyage to Ngaputoru (Atiu, Mauke, Mitiaro). Faafaite, Haunui and Te Matau joined Marumarū Atua to Atiu and then Te Matau and Marumarū Atua continued to Mauke then Mitiaro. This was the first time in history that four traditional canoes had visited the island of Atiu. On the Ngaputoru leg of the voyage we were privileged to have on board our *vaka* young crew members of Te Matau, the youngest being 13 years of age. Also on board was the President of the House of Ariki, Tou Ariki (Ariki of Mitiaro), and Vakatini Ariki (Ariki of Rarotonga). Vakatini Ariki celebrated his 72nd birthday on board the Marumarū Atua. The visit to Mauke was special for everyone on board Te Matau, not only because Mauke is the birthplace of Paikea (Kapu i te Rangi) but also because it is the naming place of Takitimu where Tangi'ia, Koroheke of Tamatea Arikiniui, resided.

The Cook Islands Voyaging Society thanks the Cook Islands Harbour Master, and the Cook Islands Ports Authority and its staff for their support in making this festival a success and looks forward their continued support.

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Update on Tokelau’s ship-to-shore infrastructure project

A ship-to-shore infrastructure project in Tokelau was established in 2011 under a grant funding arrangement between New Zealand and Tokelau. The project has provided benefits to Tokelau in terms of suitable equipment and will eventually upgrade the wharf infrastructure. The project was set up to be implemented in two phases: 1) procurement of equipment (timeframe June 2011 to June 2015), and 2) wharf and channel upgrades (timeframe 1 July to 31 Dec 2016).

The project’s goal is to help Tokelau develop, own and manage a ship-to-shore procurement, and assist civil works and institutional development activities that serve to sustainably mitigate the maritime risks that will always be present in Tokelau. In the absence of a proper wharf and berthing facilities for ships calling in to the atolls with passengers and cargo, ship-to-shore operations in Tokelau become an important part of the transport system in terms of safety and efficiency when transferring passengers and cargo from a ship to the shore and vice versa.

Some of the issues and challenges of this project are described below.

- Transportation of equipment acquired under the project was a challenge because Tokelau only once chartered a vessel with a very limited capacity. A landing craft was specifically chartered to transport the first equipment from New Zealand to Tokelau in 2012. Other heavy equipment was shipped via Apia (Samoa) to Tokelau, and a landing craft owned by the Samoa Shipping Corporation was chartered to transfer the equipment from Apia to Tokelau.
- Some of the equipment had to be replaced because it was considered unsuitable for Tokelau.
- There were delays in the procurement of equipment because suppliers did not meet the timeframe they agreed to.

Some of the unsuitable equipment was replaced and the timeframe for the project was adjusted accordingly.

The Samoa Shipping Corporation Ltd landing craft MV *Fasefulu* was chartered by the Government of Tokelau last month to transport equipment that was acquired by the project for one of the atolls (Nukunonu).

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Ship-to-shore operation on Nukunonu Atoll when equipment was unloaded.



Some of the equipment landed on the Nukunonu Atoll



The International Association of Marine Aids to Navigation and Lighthouse Authorities – An update

Note: This article updates the information on IALA published in issue 64 of *Pacific Maritime Watch* in 2015.



Secretariat of the Pacific Community's Economic Development Division staff with the author in February 2015

Most readers of *Pacific Maritime Watch* are aware that under the Safety of Life at Sea Convention (SOLAS) chapter V regulation 13:

‘Each Contracting Government undertakes to provide, as it deems practical and necessary either individually or in co-operation with other Contracting Governments, such aids to navigation as the volume of traffic justifies and the degree of risk requires. In order to obtain the greatest possible uniformity in aids to navigation, Contracting Governments undertake to take into account international recommendations and guidelines when establishing such AtoN’.

These international recommendations and guidelines are those developed and published by the International Association of Marine Aids to Navigation and Lighthouse Authorities (IALA), a non-profit international technical association based in Saint Germain en Laye, near Paris. The IALA World-Wide Academy is the independently-funded vehicle by which IALA delivers training and capacity building. The academy began operations in January 2012. The academy is recognised internationally as a key member of the Joint Capacity Building Group under the banner of the United Nations ‘Delivering as One’ initiative. Working together, this powerhouse of expertise pursues a range

of capacity building activities designed specifically to meet the United Nation Millennium Development Goals and the post-2015 development agenda, particularly the protection of the world’s oceans and those that live and work on or near them.

Since 2012, the academy has expanded both its capacity building and training strategies to reach over 1,000 participants from over 70 states. It has defined five key regions, including the Pacific, in which to focus capacity building and training, and has identified 69 ‘target states’ that are the focus of its activity. Twelve of these target states are in the Pacific Island region (see table overleaf). The academy’s strategy is to make the national competent authorities in each of its target states fully aware of their obligations under SOLAS and other international legislation before conducting technical needs assessment missions to identify how the effectiveness and efficiency of the aids to navigation service delivered by the competent authorities can be maximised in order to enhance the safety of navigation, and support the United Nations goal of protecting both the world’s oceans and the mariners who navigate through them.

IALA exists to assist all of its target states. It will conduct one-week technical needs assessment missions to any



state that requests such a mission. These missions are completely *free of charge* to that state. All that is required is an initial email request to the following address: stephen.bennett@iala-aism.org. Fiji was the first Pacific Island country to request such a mission and because it accepted and implemented appropriate recommendations in the IALA report, it was considered to be a beacon of excellence in the region and was removed from the target list. Missions to a number of other states are planned. Together with participation by two Pacific Islanders on the 2015 one-month aids to navigation manager course in Paris, the Pacific Island region is firmly on the road to full compliance with international obligations set out in SOLAS. Development of the IALA-SPC joint initiative on aids to navigation enhancement will further improve this essential service to local, regional and international shipping.

The International Association of Marine Aids to Navigation and Lighthouse Authorities target states in the Pacific Islands region.

Country
Cook Islands
Federated States of Micronesia
Kiribati
Marshall Islands
Nauru
Niue
Palau
Samoa
Solomon Islands
Tonga
Tuvalu
Vanuatu

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Developing niche markets offers development opportunities for Pacific Island countries and territories



Overview

It is widely accepted that Pacific Island countries and territories (PICTs) need to develop niche products or tourism market segments in order to compete successfully in international markets. This is now firmly entrenched within resilient, all-inclusive growth strategies in the region. In this paper we examine the characteristics of Pacific Islands that are suited to developing niche markets and why this could be a successful strategy to pursue.

Economic geography

Pacific Islands are dispersed across more than 30 million square kilometres of the Pacific Ocean. They are mostly small islands, characterised by isolation, long distances from major markets, limited resources (including human, natural resources, and land mass), weak infrastructure, small populations, and undiversified economies. These factors limit their ability to achieve economies of scale, which, in turn, contributes to a high cost of production and developing exports. PICTs experience trade concentration: exporting a few products to a limited number of external markets in which they are price takers. And the fact that they are served by a limited number of shipping services providers due to low cargo volumes and few exports means that freight rates are high by global standards.

PICTs exports are mostly from the fisheries sector and, in larger countries, the agricultural sector. Their very large exclusive economic zones have been the basis of

profitable fisheries (tuna) exports, particularly to Asia. Copra production is widespread and was a major export sector until the slump in external demand. Larger nations, such as Samoa, Tonga, Fiji and Vanuatu, have sufficient land and comparative advantages in agricultural exports (e.g. sugar, timber, coffee, cocoa and vegetables). Pacific Islanders living in countries such as New Zealand, Australia and Hawaii have been a source of demand for agricultural exports of traditional items, such as dalo.

As part of new, outward-looking strategies, Pacific nations have formulated plans to seize good trading opportunities for niche products such as virgin coconut oil, coconut cream, noni juice and oil, fresh fish cuts and coconut fibre furniture. Other potential exports include unique handicrafts and wood carvings. Countries are also seeking to develop high value-added niche tourism as part of their development strategies. With the exception of a few countries (Cook Islands, Palau, Samoa, Fiji and Vanuatu) annual visitor arrivals are low, mainly on account of high flight costs. Niche tourism can be based on the pristine natural environment of the islands and strong cultural systems that are still largely intact. These characteristics attract discerning travellers.

Niche markets

Niche markets are segments within a larger target market that have similar demographics, buying behaviour and lifestyle characteristics, which make them receptive to the



particular product or service. In building a niche market, efforts are focused on delivery of a targeted message to a defined market segment so as to attract a smaller but loyal following and fulfill a demand that is not adequately addressed.

A niche market is distinguished from a mass market in the sense that it seeks to capitalise on 'inelastic demand' for a particular product. That is, the people buying the product are not as 'price sensitive' as other consumers and not as influenced by price changes, so they will purchase about the same amount of the product even as the price rises. Niche markets also capitalise on the fact that as consumers' social status and disposal income increase, they become more discerning and want to acquire more unique products, which can be differentiated from substitutes. Pacific Islanders living overseas are also a potential source of demand for niche products.

Producers in niche markets tend to produce small amounts of specialised or unique products and have high production costs, which makes it difficult to compete with larger producers in mass markets. Mass markets exploit economies of scale to produce a high volume of output which is sold at a low price. On the other hand, niche markets have limited competition and focus on exploiting the uniqueness and exclusivity of their products; they can achieve profitability by selling a small volume of the product at a premium price. To maintain premium prices, suppliers often seek to brand products or market their unique production process as being, for example, organic or natural, or being the product of a particular location, or emphasising the story of the producer as part of marketing efforts. These features justify a premium price as they cannot be duplicated.

Advantages of niche strategies for Pacific Island countries and territories

Given the economic geography of Pacific Island nations, niche markets offer several advantages, briefly described below.

Product specialisation: Pacific Islands have unique product offerings (crafts and cultures) and can specialise in their production and export, which can give them a competitive advantage. Specialisation and market intelligence can allow products standards to be refined and improved. This could also facilitate branding.

Narrow competition: Given the diseconomies of scale, products from Pacific Islands need to be differentiated from older brands in the market or offer a fresh spin so as to narrow the competition and command premium prices. Fiji Water is a case in point. It is globally recognised as a premium product in a fairly competitive bottled water industry.

Targeted marketing: With research and market positioning, Pacific Island entrepreneurs can target certain consumer demographics and lifestyles with specific advertising campaigns. This would be cost-effective compared to advertising to a wider market. Advances in information and communications technologies have facilitated the use of the internet to promote successful niche marketing. It enables one-to-one marketing, reaching very specific audiences who might be fascinated by the unique characteristics of Pacific Island products and services.

Price-setting advantages: Niche marketing strategies focus on scarcity, appealing to the consumer through the unique aspects offered. This would enable firms in Pacific Islands to command premium prices that reflect the exclusive availability of the product or service and high production costs.

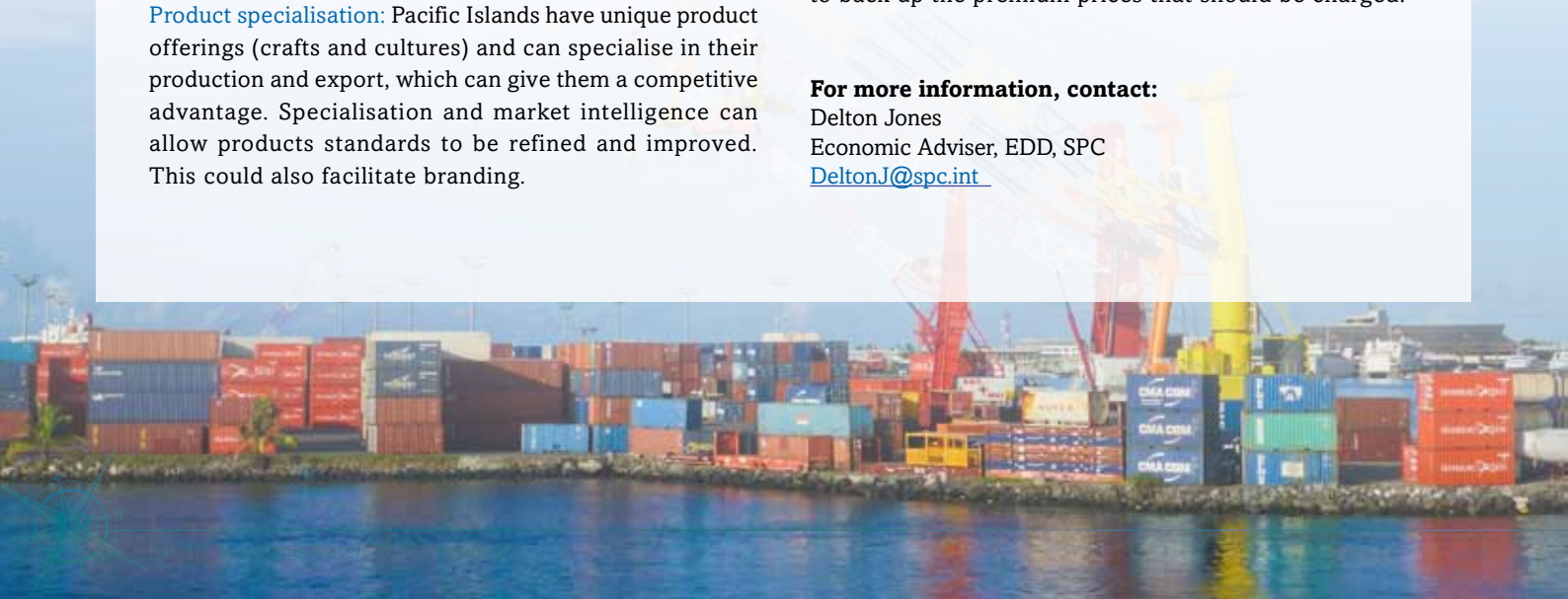
Conclusions

Developing niche products and services for export is good strategy for Pacific Islanders. Their relative isolation means they have the potential for special tourism development and exports that would be attractive to discerning travelers and high-income demographic groups. It should be cost-effective to develop niche markets around value-added exports and cultural products, and the relatively pristine environment of the islands. They can also capitalise on their global leadership in climate change mitigation.

Developing cost-effective niche markets does not happen overnight. It takes a well-defined strategy, underpinned by careful research and analysis, in order to reach the target audience, and a commitment to service excellence to back up the premium prices that should be charged.

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Pacific Islands Domestic Ship Safety programme – follow-up activities in 2015

The Pacific Islands Domestic Ship Safety (PIDSS) programme, initiated in 2010, involved Tonga and Kiribati in a pilot project, which has been extended to Marshall Islands, Solomon Islands and Vanuatu from 2013. The programme's primary objective is to strengthen maritime safety in the domestic shipping industry in the region.

While some shipping companies and domestic ships in Tonga and Kiribati have implemented Safe Operational Plans (SOPs), with some SOP audits undertaken during the initial stages of introducing the PIDSS programme in both countries between 2010 and 2012, further assistance is required for Marshall Islands, Solomon Islands and Vanuatu in the development of their SOPs.



MV Lady E, owned and managed by Enewetak/Ujlang local government in RMI

This year the Secretariat of the Pacific Community (SPC) has conducted PIDSS follow-up visits to Marshall Islands, Solomon Islands and Vanuatu to provide assistance, in particular to shipping companies that have attended previous in-country PIDSS workshops. The main objective of these visits is to ensure that stakeholders are able to develop their SOPs, which they can then implement to advocate a safety management system in their shipping operations and services.

Follow-up visits to Tonga and Kiribati are focused on assessing the status of the PIDSS programmes that are already running in both countries. Hence, SOP audits can



MV Nakoraoi, owned and managed by Lu's Shipping in Kiribati

be undertaken where required when new SOPs have been submitted and approved by the maritime administration, or another PIDSS workshop can be arranged for other shipping companies that have not attended previous workshops.

The visits made to Marshall Islands, Kiribati and Vanuatu (during April to June) were beneficial in moving the programme forward in these three countries. In Marshall Islands, the team was able to provide assistance to a shipping company. In Kiribati an initial SOP audit was carried out for the ship of one shipping company – *mv Nakoraoi*. Revision training with officers and crew of the ship of another company – *mv Maurin Teraoi* – was carried out in relation to that ship's approved SOP.

In Vanuatu, the team assisted seven shipping companies in Port Vila, and eight in Luganville, with 23 ships advised under the PIDSS programme with a view to developing their SOPs. Representatives of new shipping companies were present at the Luganville consultations, which have recently begun operating shipping services and are ready to participate in the programme.

During these consultation visits, staff from the responsible maritime administrations were invited to work with the SPC team to build national capacity to adopt and implement the PIDSS programme as a national initiative. This has been prioritised in the outcomes document of the Pacific Forum on Domestic Ferry Safety in 2015. The PIDSS programme anticipates that responsible administrations should take ownership of the programme once it becomes functional, and to expand it to all shipping companies operating domestic shipping services in their respective countries.

Later this year, the SPC team will visit Solomon Islands and Tonga to conduct PIDSS follow-up assessment. Visits to other Pacific Island countries are being planned, with the main goal of strengthening the safety of domestic shipping through the implementation of a safety management system. The overall goal is to establish and nurture a safety culture in the Pacific region. About 65 domestic vessels are participating under the PIDSS programme.

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IMO lends its support to improving passenger safety in Pacific shipping

Domestic vessels engaged in non-international voyages are not regulated under the International Convention for the Safety of Life at Sea, 1974 (SOLAS Convention). The convention covers bigger ships, of Gross Tonnage 500 and over, for which it established an internationally acceptable level of safety for the carriage of passengers on international voyages. In many regions of the world, the distances between dispersed islands belonging to the same countries are large, and so a voyage at sea which is technically ‘non-international’, is a long voyage that could take several days – more than many international voyages. The Pacific Island region, for example, is inhabited by around ten million people, who are dispersed over 30 million square kilometres of ocean and for whom maritime transport is the most important – and sometimes the only – means of movement.

Earlier this year the International Maritime Organization (IMO) provided funding support to the hosting of two events, in collaboration with relevant regional agencies, in relation to enhancing the safety of ships, in particular those ships carrying passengers on non-international voyages.

During the conference in Manila, IMO Secretary-General, Mr Koji Sekimizu, stated, ‘The public expects safety on domestic ferries to be as strong as those on international vessels. The perils of the sea do not distinguish between ships engaged on international and non-international voyages, and the protection of life at sea is a moral obligation. Those travelling by domestic ferries should enjoy the highest practicable standard of safety irrespective of their citizenship.’

Pacific Forum on Domestic Ferry Safety, Suva, Fiji: 25–27 March 2015

A second forum of the Pacific Forum on Domestic Ferry Safety, held in Suva, Fiji, from 25 to 27 March 2015, was attended by representatives of some Pacific Island countries (PICs) and other partners in the Pacific region. The forum was coordinated by the Economic Development Division (EDD) of the Secretariat of the Pacific Community (SPC), with funding support provided by the IMO.

The Director of EDD, John Hogan, emphasised the progress made since the last forum in 2012, and the priorities set by the Pacific Regional Energy and Transport Ministers’ Meeting in early 2014 (the *Denarau Communique*), which underscored the importance of safety in all shipping (international and domestic) in the region, with regard to the vital role of domestic ship safety, the need to implement a safety management system, and the need to review and update maritime legislation to comply with evolving maritime safety instruments.

The Director of IMO’s Technical Cooperation Division (TCD), Mr Nicolaos Charalambous, discussed the contribution of the maritime transport sector to socio-economic development, and the primary objective of the Integrated Technical Cooperation Program of IMO, to enable states to fulfil their obligations under the IMO treaties they are party to or to which they wish to become party to.

The forum decided on priorities as a roadmap for implementation of the priorities in the *Denarau Communique* and the Suva Action Plan 2012 over the next three years.

- i. Sharing of timely, accurate and reliable data with SPC under a data sharing agreement
- ii. Development and adoption of a harmonised set of legislation and regulations adapted to



Director IMO’s TCD – Mr Nicolaos Charalambous



Director of SPC’s EDD – Capt. John Hogan



- the Pacific region and supporting countries in discharging their flag, port and coastal state responsibilities
- iii. Development of entry level training for maritime administration managers and ship safety inspectors to implement flag state and port state responsibilities, and support Pacific maritime institutes in developing and updating their training in light of the new amendments (Manila Amendments) to the 1978 STCW Convention
 - iv. Enactment of national laws and regulations to implement safety management systems in shipping companies and domestic ferries and support the implementation of the Pacific Islands Domestic Ship Safety programme, and also to request SPC to review the programme to build national capacity
 - v. SPC to explore options for establishing a memorandum of understanding based on the South-South collaboration for capacity building and coordination in port state control and flag state inspection, as well as marine accident investigation
 - vi. Enhancement of safety of navigation governance and implementation of Chapter V of the 1974 SOLAS Convention as amended, including aids to navigation management and capacity building
- Participants provided inputs to the proposed *Guidelines on the enhancement of safety of ships carrying passengers on non-international voyages*, which was to be presented at the IMO Conference held in Manila, Philippines, on 24 April 2015.



Participants of the Pacific Forum on Domestic Ferry Safety, Suva Fiji 25–27 March, 2015

IMO Conference, Manila, Philippines: 24 April 2015

The Government of Philippines hosted the *Conference on the enhancement of the safety of ships carrying passengers on non-international voyages*, in Manila, organised by the IMO, and attended by representatives from Australia, Cambodia, Canada, China, Indonesia, Japan, Malaysia, New Zealand, Norway, Papua New Guinea, Philippines, and Republic of Korea, as well as from the Secretariat of the Pacific Community. Observers included representatives from the International Chamber of Shipping, the International Association of Classification Societies, Interferry, the Worldwide Ferry Association, the World Maritime University and the University of Strathclyde, United Kingdom.

The IMO Secretary-General Mr Koji Sekimizu, said, ‘Casualties and incidents involving domestic ferries can be avoided if adequate laws, regulations and rules are developed and effectively implemented and enforced.’

This call was translated and adopted by the conference

in the Manila Statement – a document that urges states to review and update national regulations in relation to their passenger ferries. The Manila Statement recommends the use of *Guidelines on the enhancement of safety of ships carrying passengers on non-international voyages*.

The aim of the Manila Statement is to reduce the mounting toll of marine casualties involving domestic ferries in the Pacific region, which entails continuing unacceptable loss of life and damage to the environment and property, by addressing the question of whether a ship is fit for purpose in its intended role. The *Guidelines* tackle issues such as passenger counting and voyage planning, the conversion or modification of a ship before it enters into service as a domestic passenger ship, the purchase of a second-hand ship intended to enter into service as a domestic passenger ship. They can also be used to check the operations of vessels already providing domestic passenger services, either new or second hand ships.



A domestic passenger-carrying ship

The *Manila Statement* also urges states that require technical assistance on matters relating to the operation of domestic ferries to seek assistance from the IMO or other states. It also highlights the fact that safety of domestic ferries is a responsibility shared by the vast array of participants in domestic shipping services¹.

Both events were organised through IMO’s Technical Cooperation Program, and IMO’s involvement in these forums indicates its ongoing commitment to tackling the issue of safety of passenger vessels engaged in domestic voyages.

non-convention vessels, the safety of those excluded vessels within the Pacific places a substantial responsibility upon PICTs’ regulatory and enforcement authorities. The first step is for countries to develop maritime transport policies – a framework within which *ad hoc* legislation and regulations on domestic ferries safety standards can find their legal reference. As a second step, countries could develop guidelines to address challenges/issues before a domestic passenger ship enters into service, requiring a ship, at a minimum, to be ‘fit for purpose’ in its role.

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Because there is no international standard that regulates

IMO Conference in Manila, 24 April 2015

1. Governments, local authorities, ship owners, ship managers, ship operators, shipboard personnel, maritime education and training institutions, classification societies and organisations that carry out compliance surveys of domestic ferries, port authorities, port terminal owners and operators, and the general public as users of the services provided



Sixth Pacific Regional Search and Rescue (SAR) workshop, Noumea, New Caledonia 13–17 April 2015

The Sixth Pacific Regional Search and Rescue (SAR) workshop was held in the main conference room of the headquarters of the Secretariat of the Pacific Community (SPC), in Noumea, New Caledonia, from 13 to 17 April 2015. The workshop was jointly organised by the International Maritime Organization (IMO) and SPC, and was co-hosted by the Government of New Caledonia.

The workshop was attended by representatives from the following countries and territories: Australia, Cook Islands, Fiji, France, French Polynesia, Nauru, New Caledonia, New Zealand, Niue, Papua New Guinea, Solomon Islands, Tonga, and United States of America.

Representatives of the following organisations also attended: Royal Australian Navy, Australian Federal Police, Carnival Australia, Maritime New Zealand, Royal New Zealand Air Force, and Pacific Islands Chiefs of Police.

The opening address was delivered by the Deputy Director-General of SPC, Mr Cameron Diver, who emphasised the challenges in responding to maritime accidents and the necessity of working collaboratively and effectively to reduce vulnerability to maritime disasters.

The representative from IMO, Mr Osamu Marumoto, who also addressed the workshop, recalled the fundamental humanitarian obligation of assistance to be provided to any person in distress at sea, and the necessity to follow relevant minimum standards and guidelines developed by IMO. The SAR authorities of New Caledonia also welcomed the workshop, and discussed the necessity to strengthen and enhance regional cooperation to improve SAR capacity in the Pacific region.

The workshop noted the support and involvement of the Pacific Search and Rescue Discussion Group (PACSAR DG), comprising the main SAR principals – Australia, New Zealand, France and the United States – in SAR preparedness and operations in the region.

The workshop discussions:

- reaffirmed that assistance for a person in distress at sea is a paramount priority, as well as a moral and legal obligation, for Pacific Island countries and territories (PICTs), so they need to improve preparedness and develop a cooperative approach;



Static display: Captain of SA 330 Puma presenting to the participants

- encouraged the ratification and implementation of the International Convention on Maritime Search and Rescue, 1979 (SAR 1979) and the Convention on International Civil Aviation (Chicago Convention), and the implementation of Annex 12 of the Chicago Convention, which provides the framework for preparedness and harmonised SAR operations by national SAR



Static display: Captain of AS 350 Ecureuil presenting to the participants



Dynamic display: evacuation of a casualty from surface craft SNS 270 Croix du Sud by SA 330 Puma

The workshop recalled the Pacific Regional Energy and Transport Ministers' Meeting Outcomes (Denerau Communiqué) in early 2014, which underscored the regional cooperative arrangements, covering issues related to search and rescue, and the outcomes of the Fifth Pacific Regional Maritime Search and Rescue Workshop, held in 2013.

A search and rescue demonstration was shown to the participants. The session included a presentation of French SAR assets, air response capabilities and assets of the Australian Maritime Safety Authority and the United States Coast Guard, and a static display of the French AS 350 Ecureuil and SA 330 Puma.

A dynamic SAR demonstration displayed a man overboard rescue operation, which involved deployment of sea markers and a life raft, recovery of the casualty in the water and evacuation. The dynamic display was performed by a USCG C130 French Navy Falcon 200 Gardian helicopter, a French Gendarmerie nationale AS 350 Ecureuil helicopter, a French Air Force SA 330 Puma helicopter and surface craft.

During the five-day workshop, participants agreed about setting priorities to address SAR issues in PICTs for implementation in the next two years. These include:

- maritime and aeronautical authorities of PICTs
- agreed that the Maritime Search and Rescue Technical Arrangement for Cooperation among PICTs that supports international life-saving in the Pacific Ocean (SAR Arrangement) should establish a regional framework for SAR coordination, communication, cooperation and planning;
- recognised recent aeronautical accidents, which have highlighted the need for coordination of maritime and aeronautical national SAR authorities; and
- noted the country presentations on national SAR services that are available and the challenges faced by each PICT, including the efforts made to address these challenges.

- i. finalising and/or completing and approving a national SAR plan in each PICT to coordinate the country agencies in delivering a joint maritime and aeronautical policy;
- ii. establishing a national SAR coordinating committee to enhance a whole-of-government approach in the harmonisation of a maritime and aeronautical SAR policy;
- iii. enhancing the regional cooperation of maritime and aeronautical SAR in order to promote a cooperative approach and harmonised SAR procedures in the Pacific region;
- iv. improving PICTs' capabilities of coordinating and conducting all SAR operations; and
- v. establishing, developing or updating national SAR legislation and procedures to implement international instruments and harmonised practices.



Sixth Pacific Regional Maritime Search and Rescue Workshop participants

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Safety workshop brings operators up to speed

A new resource kit has been launched to help industry and commercial vessel operators comply with revised operational safety requirements.



Phillip Lenthall AMC, AMSA Deputy CEO Gary Prosser and Southern Rock Lobster Limited Executive Officer Ross Hodge

Australian Maritime College and the Australian Maritime Safety Authority (AMC and AMSA) have worked together to develop a hands-on workshop to help commercial vessel operators implement a simple but effective safety management system (SMS) tailored to their operations.

From 1 July 2015, operators of all passenger and hire and drive vessels are required to have an SMS and comply with the revised standard under the National System for Domestic Commercial Vessels. Operators of non-passenger and fishing vessels will need to comply from 1 July 2016.

AMSA Deputy CEO Gary Prosser said that developing an SMS was about identifying and controlling risks, and providing assurance that the risk controls are effective.

'No-one knows the risks their operations present better than the vessel's operator and crew. The workshops provide them with the information they need to create an SMS that works for their vessel and their business,' he said.

AMC Safety and Survival instructors Michael Douglas and Phillip Lenthall have developed a one-day workshop in consultation with AMSA and Marine and Safety Tasmania.

'For some vessels, with company support and infrastructure behind them, there are resources to create a safety plan but for smaller operators it can be a more difficult task,' Mr Douglas said.

'The feedback from vessel owners has guided the development of this resource kit to give them and their crews a practical, hands-on workshop with all the information they need to develop an SMS.'

Mr Lenthall added: 'Including SMS requirements in our course materials helps to build a safety culture in the domestic commercial vessel industry, giving our students the skills to assess risks and develop systems to reduce risks.'

'To date, several workshops have been held in Tasmania and interstate and feedback has been extremely positive. It is not intended at this stage for the training to be mandatory, but it is highly recommended and domestic vessel owners and operators are strongly encouraged to attend a workshop.'

About 50,000 domestic vessels operate in Australia and there are plans to roll out the resource kit through industry peak bodies, associations and marine safety agencies across the country.

For more information visit www.amsa.gov.au

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Maritime safety in Kiribati – *Maiurim i Taari*

New Zealand Aid’s Pacific Maritime Safety Programme has recently implemented several maritime safety initiatives in the Kiribati islands of Tarawa, Maiana and Abaiang. The programme had its beginnings in 2009 after the ferry disasters of the MV Uaen Te Ruoi in Kiribati and the MV Princess Ashika ferry in Tonga.

In Kiribati, the programme has focused on aids to navigation and VHF maritime radio coverage in the Tarawa sea area. In addition, last November, the Kiribati police commissioned a New Zealand-built fast response vessel for search and rescue (SAR) operations in the area. This vessel has been involved in five SAR responses since commissioning. A public safety awareness programme, run by Kiribati’s Ministry of Fisheries and the Marine Division of the Ministry of Communications, Transport and Tourism Development (MCTTD), is also being supported. The campaign is mainly focused on safety at sea for a large number of artisanal fishermen who venture to sea to fish for tuna and other ocean fish species, and on the small ferry operators who operate in the Gilbert Island Group.

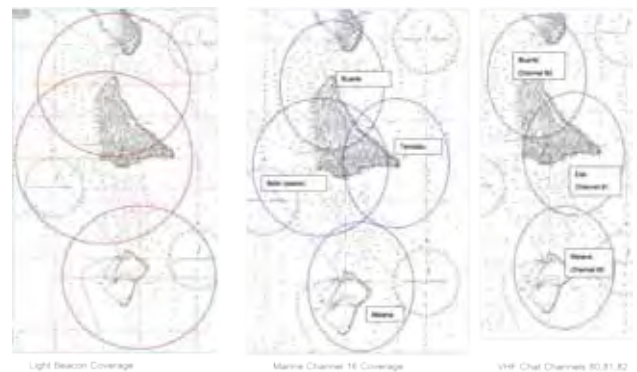
At the end of June, the programme will commission a 60-metre tower at the western end of Betio on Tarawa Atoll. The tower will provide beacon coverage by night to the lagoon and sea area south of Tarawa, thereby re-establishing a charted light at Te Makin Point that has long been out of commission. Additional beacons will be placed on the telecommunications towers at Maiana, Betio, Buariki and Abaiang, which will be in operation later in the year.

VHF channel 16 and working channel (80, 81 and 82) coverage over the Tarawa sea area will be improved with the commissioning of a VHF repeater network. The network will similarly make use of existing telecommunications towers in the area.

Once completed, the tower, VHF network and beacons will be owned and maintained by the MCTTD with contracted

maintenance carried out by the Kiribati telecommunications company.

The sea is an unforgiving place for those on it when things go wrong with their vessel or when crew members become injured or ill. Options that ensure the safe or timely return to land can run out very quickly and, thereafter, survival may not be guaranteed. There is widespread confidence that these additions and enhancements to maritime safety in the Tarawa sea area will be of significant benefit to the Kiribati community, most of whom rely on the sea for food and livelihoods.



Beacon, VHF channel 16 and working channel coverage areas (nominal ranges only)

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The Betio tower – almost half built



Maritime New Zealand, AECOM and Infratel construction team



Promoting South-South collaboration in the Pacific

Pacific Island nations are increasingly helping each other build technical capacity in a variety of sectors. The Secretariat of the Pacific Community (SPC) has been facilitating such collaborations — also known as ‘South-South cooperation’ among its Pacific Island members for several years. A recent internal evaluation conducted by SPC reported that such collaborations can be an effective capacity building approach to supplement SPC’s formal training in the region. It can improve participants’ knowledge and understanding of the technical focus area, and enable participants to transfer this new knowledge to their colleagues and supervisors in the workplace. It can also improve networking and collaboration among the individuals who attended the attachments as well as among the agencies involved.

Based on surveys and interviews with participants, host agencies and SPC organisers, this evaluation also found that in order to be effective in achieving these benefits, there are key considerations that need to be taken into account in organising such collaborations including:

- a. careful selection of beneficiary organisations and participants, which affects the extent to which participants are able to learn from the attachment and apply the knowledge and skills back at their workplace;
- b. selection of host organisations that have both the capability and motivation to help other Pacific Island countries and territories;
- c. good preparation by SPC, the host organisation and participants (including tailoring the attachment to the participant needs and addressing potential language or cultural barriers); and
- d. timely follow-up on feedback from all parties.

SPC plays a key role in facilitating these South-South collaborations. Part of SPC’s work with the countries across the Pacific Islands region is to identify particular areas of capacity building that would benefit from this approach. These complement the more formal training delivered by SPC. Based on its understanding of where different countries are at, SPC plays a ‘match-making role’ — identifying countries most in need and ready for a capacity building attachment in the selected area, and countries that are able and willing to help build capacity of others through hosting the attachment. Some SPC programmes have also facilitated the sending of an ‘expert’ from one country to another country to help build capacity on the job.

Based on the strong relationship SPC has developed over time with the host agencies, it has been able to get countries that are more advanced in certain fields to host



attachments from other Pacific nations without receiving financial compensation for their time. In most cases, SPC works closely with the host agency in planning the attachment programme by identifying the key learning objectives and discussing the format and structure.

SPC also provides advice on the selection of appropriate participants for the attachment. It sometimes invites specific participants or advises agencies that participant nominees have been working in particular areas and need certain background skills. At the end of the attachments, SPC also invites hosts and participants to submit a report with their feedback. This is an important part of the process of identifying what improvements can be made in future attachments.

Based on the findings and lessons learned from this evaluation, SPC will be examining ways to further improve the effectiveness of these collaborations in the future, including seeking new and innovative ways to facilitate such collaborations, which complement the more formal training it provides in the region.

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Port Facility Security Officer attachment training at the Port of Suva

The International Ship and Port Facility Security (ISPS) Code has far-reaching implications for personnel who have been assigned the roles and responsibilities of a port facility security officer (PFSO). The Secretariat of the Pacific Community (SPC) understands the complexities of the PFSO requirements, and organises various training courses to help PFSOs around the region to meet their obligations.



Port facility security officer attachment training participants at Suva Port

Ten years after the ISPS Code came into force, the SPC training programme began training new PFSOs in the region, including a majority of existing PFSOs. However, natural turnover of staff and the ever-changing trends of security threats in the maritime transport system create the need for such training to be repeated from time to time. The training provides PFSOs with essential updates and new information to help them maintain compliance of their ports to the requirements of the ISPS Code. Funding availability is the main limiting factor for providing this assistance but fortunately for this year, the New Zealand Aid Programme — under the South–South cooperation initiative — will fund a two-week PFSO attachment training for five selected officers from around the Pacific Island region.

The Transport Programme of the Secretariat of the Pacific Community (SPC) Economic Development Division identified specific ports in the region that needed PFSO upgrade

training, and subsequently organised the attachment training in Suva from 16–27 March 2015. The Fiji Ports Corporation Limited (FPLC) co-hosted the training by facilitating the practical component of the training through an attachment programme with the security personnel from the Port of Suva.

The primary purpose of the training was to enhance PFSOs' theoretical and practical understanding of maritime and port security through a refresher session and first-hand experience of ISPS implementation at the Port of Suva. However, because some of the participating PFSOs had not undertaken any formal PFSO training, it was deemed necessary to re-run the complete PFSO training. The two-week training therefore began with a three-day PFSO course at SPC for those who had not received it; the course also served as a refresher for those who had previously completed it.



FPCL was made aware of the PFSO course, which they saw as an opportunity to train its potential staff so that they could perform the role of PFSO once the need arose. With the advantage of proximity to SPC and minimal cost for their participation, FPCL sent four staff to attend the training. Together with the six overseas participants from Kiribati (Kiritimati Island), Nauru, Solomon Islands and Tonga, ten participants attended the training.

The three-day classroom lectures covered the essential theoretical aspects of the training:

- develop, maintain and supervise the implementation of a port facility security plan;
- assess security risk, threat and vulnerability;
- undertake regular inspections of the port facility to ensure that appropriate security measures are implemented and maintained;
- ensure that security equipment and any systems are properly operated, tested and calibrated; and
- encourage security awareness and vigilance.

Special attention was paid when teaching the security risk assessment section because SPC's technical staff identified this as an area that needed improvement with PFSOs in the region. Risk assessment is a critical component for an effective and efficient security system, and PFSOs must be capable of performing a security risk assessment. One of the expectations after the three-day training was for participants to be able to conduct a risk assessment for their respective port facility.

Because people tend to learn better through observing and performing, the last seven days were spent on attachment at the Suva Port. During this time, the participants were guided by the Suva PFSO and given the opportunity to observe and experience how the port's security system is managed. The practical activities covered in the seven-day attachment included:

- assessing control – identification check;
- searching vehicles;
- monitoring ISPS-regulated areas and demarcation zones;
- completing the Declaration of Security form;
- operating and monitoring the closed circuit television (CCTV);
- understanding non-ISPS berth vs ISPS berth security management;
- boarding cruise vessels;

- boarding cargo vessels; and
- understanding and completing security documentation.

Feedback from participants after the training was quite positive. With the opportunity to relate the theoretical component of the ISPS Code to the practical implementation at the Port of Suva, participants were confident that they had a much better understanding of their roles and responsibilities as PFSOs. The training upgraded their security knowledge and skills required for the effective performance of their duties.

However, the role of a PFSO is becoming more challenging each year as the threat of terrorism, drug and people trafficking, smuggling and criminal activities (e.g. cargo theft) continues to increase. This creates the need for continuous refresher training and updating of PFSO knowledge so that PFSOs are able to cope with the fast changing security environment at port facilities. Depending on funding availability, SPC plans to host more PFSO training of this type in the future.



SPC wishes to express its sincere appreciation to the New Zealand Aid Programme for sponsoring this important training, which is a practical example of the South-South collaboration initiative. Special thanks are also extended to FPCL's Chief Executive Officer and the Port of Suva's PFSO for their active support during the attachment training.

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Fiji Ports Corporation Limited – risk management

Fiji Ports Corporation Limited (Fiji Ports) is the commercial port management company that is wholly owned by the Government of Fiji. Fiji Ports manages Fiji's two major ports of Suva and Lautoka, and the secondary ports of Levuka, Vuda, Malau, Rotuma and Wairiki.

Fiji Ports' primary objective is to progressively and continuously upgrade all port facilities and services for the benefit of our customers by ensuring continual improvement in productivity and efficiency. As the company operates in a dynamic environment, which can be uncertain and unpredictable, the various risks involved have a critical impact on the port's operations.

Fiji Ports Chief Executive Officer, Mr Vajira Piyasena, said, "A fundamental aspect of Fiji Ports' success in this challenging environment has been the adoption of risk management practices for managers and staff, so that they are encouraged to undertake their work with creativity and a desire to innovate. This was implemented in line with 2014–2016 Strategic Plan objectives, and management has prioritised the establishment of a structured risk management framework and practices at Fiji Ports. This saw the amendment of the Compliance Unit in 2014 to the Risk and Compliance Unit, and the recruitment of a dedicated staff. However, while striving for operational efficiency, these innovative practices recognise and respect the need to be prudent in protecting Fiji Ports' reputation and assets."

The key aspect of risk management is that all risks must be taken into account – and risks are emerging on every front: business, operational, financial, social, environmental, technical and political. Risk is a natural part of life, and is an accepted part of business and financial operations. In the past at Fiji Ports, safety management and regulation was usually introduced as a result of an accident or incident, or a series of incidents. However, Fiji Ports has identified the necessity of taking a proactive approach towards safety, which aims to identify risks and to then control them. The risk management approach constantly updates the identification and mitigation of risks for the organisation.

One of the key initiatives identified in strategy formulation for the risk management assessment was to improve the organisation's overall risk management practices. The key risks faced by Fiji Ports are business, financial, operational, regulatory and environmental. Fiji Ports identified each potential risk, assessed whether it was high or low, identified whether controls were in place, and, if not, moved to put in place a mitigation strategy for each risk.



Fiji Ports



Fiji Ports

Through this process, Fiji Ports established the Risk and Compliance Unit, with the primary objective of raising awareness of staff about risk management, and providing guidelines to all staff to encourage commitment to managing risks at all levels of operations.

Fiji Ports developed and implemented a Risk Management Policy in 2014 to protect its operations from negative consequences of uncertain events. The policy provides a mandate for implementing a standardised enterprise risk management (ERM) framework. A comprehensive risk register is maintained across the organisation. This covers the organisation as a whole, and maintains separate risk tracking for each department. The register contains the overall risks as well as the status of any risk mitigation actions and implementation activities. The register has assisted Fiji Ports in capturing risk information, and reports are updated regularly and presented to executive management as well as to the finance, audit and risk management sub-committee.



Fiji Ports

The development of the risk management process was based on the AS/NZS ISO 31000:2009 guidelines. In line with these risk management standards, a well considered, clearly articulated risk appetite was approved and implemented. This risk appetite has clearly defined the boundaries that were set-up to determine the willingness to accept risk and becomes a measureable criterion for managing risk at Fiji Ports. This will allow Fiji Ports to know how much risk it is willing to take in order to achieve its business objectives, while managing the organisation's risks.

Fiji Ports is committed to risk management on an enterprise-wide basis. A risk management approach has benefited and assisted managers and staff in their decision-making processes. It has contributed to the organisation as a whole to think more strategically and improve its capacity to set common priorities. At the staff level, the risk management approach has helped staff to develop new skills, and to strengthen their ability to anticipate, assess and manage risk, while enhancing communication between business units and departments.

The approach has facilitated continuous improvement in the organisation, together with an enhanced capacity to address non-compliance issues. Under the risk management approach, Fiji Ports plans to develop a business continuity and disaster recovery plan for the organisation.

An effective risk management system is important in any organisation, in order to mitigate risk and prevent its recurrence. The risk management practices that have been adopted within Fiji Ports provide a systematic method for handling all incidents.

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Regional in-country technical assistance missions

Since the 1960s, international bodies such as the International Maritime Organization have sought to regulate international shipping through the development of international treaties, conventions and codes intended to promote commercial fairness and provide for uniform application and enforcement of ship and port safety standards, security requirements, management practices and pollution prevention regulations.

While development in Pacific Island countries and territories may be driven by the larger countries, non-compliance with international regulations and standards such as the International Ship and Port Facility Security (ISPS) Code 2003 is not an option for international maritime ports in the Pacific, no matter their size. With assistance from external donor partners – channelled largely through and coordinated by the Transport Programme of the Secretariat of the Pacific Community – Pacific Island countries and territories have coped remarkably well with the demands of compliance, considering the small staff numbers across the Pacific maritime sector. But this success is no reason for complacency. The pressure continues with the prospect of new, even more stringent, international regulations and the need to demonstrate at regular intervals that countries meet existing protocols.

At the request of SPC's member countries, the Transport Programme has continued to provide auditing services to the region. The requests for initial, as well as follow-up, ISPS audits have continued to increase – a true reflection of the desire for compliance from our members. In order to help the region's maritime sector maintain compliance with international requirements, SPC's Transport Programme staff and regional auditors continue to undertake these compliance audits.

Samoa ISPS audits

In June this year, SPC's Transport Programme team completed an in-country technical assistance mission to Samoa. The mission involved follow-up ISPS audits of the Maritime Division of the Ministry of Works, Transport and Infrastructure (MWTI) and Samoa Ports Authority (SPA).

The audits were carried out from 2 to 4 June 2015 by SPC's Transport Programme and regional maritime



Samoa ISPS audit

auditors of Samoa in accordance with the SPC Auditing Standards manual, which is based on the International Auditing Standard 19011:2011 (Guidelines for auditing management systems).

These follow-up audits were conducted to determine the extent to which the system improvement notice raised during the initial audit in 2013 was successfully addressed. It is very pleasing to see the level of compliance with the ISPS Code.

The Maritime Division of MWTI and SPA worked hand-in-hand to achieve the obligations set out in the Designated Authority Standard Operating Procedures, SPA Port Facility Security Plan and the National Maritime Security Regulation (2004).

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