

REPORT OF MEETING

TWENTY-THIRD MEETING OF THE COUNCIL OF PACIFIC ARTS AND CULTURE

(Noumea, New Caledonia, 23–25 March 2010)



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Compiled by
The Secretariat of the Pacific Community

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Noumea, New Caledonia, 2010

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I. INTRODUCTION

1. The 23rd meeting of the Council of Pacific Arts and Culture was held at headquarters of the Secretariat of the Pacific Community (SPC) in Noumea, New Caledonia 23–25 March 2010. The meeting chair was Solomon Islands (host of the 2012 Festival of Pacific Arts) and the vice-chair was Guam (2016 host). The Council discussed and acted on a wide range of issues relating to the Festival of Pacific Arts and raising the profile of culture in the region.

Note: This report will be presented to the next meeting of the Council for endorsement.

II. AGENDA

- 1. Official opening**
- 2. Elections**
- 3. Working hours**
- 4. Adoption of agenda**
- 5. Adoption of report of 22nd CPA meeting**
- 6. 10th Festival of Pacific Arts**
- 7. Presentation of Festival Evaluation and Recommendations**
- 8. Update by Solomon Islands on preparations for 11th Festival**
- 9. Intellectual property (IP) issues and the festival**
- 10. Update on TK implementation plan**
- 11. Broadcasting the festival**
- 12. Health and the festival**
- 13. Valuing of Culture study**
- 14. Cultural statistics and indicators**
- 15. Culture and Education Strategy**
- 16. Regional Cultural Strategy**
- 17. Strengthening the Council**
- 18. Accessing funding for culture**
- 19. Presentation of International Federation of Arts Councils and Culture Agencies**
- 20. Reviews and reports**
- 21. HDP work update and presentation of 2010 work plan**

III. SUMMARY OF DISCUSSIONS

AGENDA ITEM 1 – OFFICIAL OPENING

2. The representative from American Samoa opened the meeting with a prayer. She was followed by the SPC Director-General, who declared the meeting open and welcomed all of the country representatives, thanking them for their attendance and participation.

3. The Director-General said that raising the profile of culture is challenging because it is often taken for granted as part of identity. He stressed the importance of learning from previous Festivals and developing a strategy in collaboration with governments. He said that Pacific Islands Forum Leaders had identified culture as key to development and that the Council and its initiatives were central to progress in that area. He noted the significance of the high-level interest on the part of leaders in the development of the Regional Cultural Strategy, and encouraged the Council to build on that interest. He also noted the benefits that the Council brings in terms of facilitating links, both between countries and with partners.

AGENDA ITEM 2 – ELECTIONS

4. Solomon Islands was nominated chair of the meeting, and Guam as Vice-Chair. The Drafting Committee was made up of volunteers and comprised the representatives of Australia, Fiji, Nauru, Papua New Guinea and Wallis and Futuna. The committee was chaired by Guam, as Vice-Chair of the meeting.

5. All Council members briefly introduced themselves, followed by the observers and resource people.

AGENDA ITEM 3 – WORKING HOURS

6. The meeting adopted the working hours as presented.

AGENDA ITEM 4 – ADOPTION OF AGENDA

7. The meeting adopted the agenda as presented.

AGENDA ITEM 5 – ADOPTION OF REPORT OF 22ND CPA MEETING

8. The meeting adopted the report of the 22nd meeting of the Council of Pacific Arts and Culture as presented.

AGENDA ITEM 6 – 10TH FESTIVAL OF PACIFIC ARTS

9. The representative of American Samoa summarised the 10th Festival report, saying that the Festival had included efforts from the entire country from government level to grass roots projects. The Festival benefited the local economy, and it was especially effective in terms of cultural revival and identity building. Although funding was a challenge, many volunteers gave their time to make the Festival a success.

Discussion

10. Council members congratulated American Samoa on a very successful Festival and thanked the people of American Samoa for their hospitality and the organisers for their efforts. Interactions between the local community and participating countries were especially successful. The representative of Palau suggested allowing a free day at the beginning of the Festival in the future to facilitate exchanges with the local population.

11. Council members emphasised the commercial impact both for the host and for attending delegates. It was also suggested that ministers of culture be involved in symposiums for greater impact and in order to ensure that there is a diverse group participating. The broadcast of the Festival was identified as a highlight and as something that members want to pursue and develop further. Representatives agreed that culturally sensitive issues were handled successfully and logistical arrangements were well addressed. Participating in the Festival was seen as a way to gain knowledge on hosting future Festivals. In addition, several representatives commented on the opportunity the Festival provided to build or renew links with people in other countries or territories.

Decision

12. The Council endorsed the draft of the report from American Samoa, pending a few amendments and editing from SPC.

AGENDA ITEM 7 – PRESENTATION OF FESTIVAL EVALUATION

13. The Festival evaluation consultant, Owlhouse Consulting, presented a summary of the findings in the evaluation. The Festival is very highly regarded in the Pacific and is very effective in building cultural and Pacific identity. It also serves as an excellent showcase of the Pacific arts. Challenges remain in the areas of intellectual property and traditional knowledge, infrastructure, and increasing the sustainability of the benefits that result from the Festival.

Discussion

14. Council members thanked the consultants for their work, UNESCO for its support, and the government of Norway for providing funding for the evaluation. They raised questions regarding what happens from now on and what the process is to strengthen the Festival. SPC's Human Development Adviser (Culture) indicated that there is a Festival evaluation working group as part of the Council and she invited further comments. Several representatives underlined the importance of commitment and participation on the part of all countries in the region. They noted that a stronger sense of commitment is desirable and that countries need to help each other.

15. The economic impact and potential benefit of the Festival were noted as being significant and worth further exploration. The promotion and sales of crafts and tourism development were discussed as possible areas for further development. One of the questions regarding the content of the Festival concerned contemporary art. Council members noted that the definition is unclear and it is not always obvious what should or should not be included in that category. One issue that was raised related to the impact of wording used by the Council, such as the word 'selection'. Special attention should be paid to such words so that those not chosen do not feel excluded. Also, specific wording should not discourage preservation of intangible cultural heritage.

16. Council members stressed the importance of fringe Festivals to address some of the issues regarding the current four-year gap between each Festival. Several representatives suggested that national Festivals take place within each country to keep the artistic momentum going and also to ensure that various countries can learn from each other's cultures. Tonga held a successful event and underlined the importance of the media. Melanesian countries noted that there already is a Festival of Melanesian Arts every two years.

17. A question was raised regarding the current rotation of the Festival. Does it have to be divided each time according to the geographical divisions of Polynesia, Micronesia and Melanesia, or can one region host more than one Festival consecutively, given the large number of countries involved?

Decision

18. The Council endorsed the draft Festival evaluation report.

AGENDA ITEM 8 – UPDATE BY SOLOMON ISLANDS ON PREPARATIONS FOR 11TH FESTIVAL

19. The representative of Solomon Islands presented an update on the country's preparations for the 11th Festival. He said that although Solomon Islands had gotten off to a slow start, preparations were well under way. He presented four possible themes to the meeting for consideration and requested feedback.

Discussion

20. Council members thanked the representative of Solomon Islands for inviting their feedback regarding the selection of a theme for the next Festival of Pacific Arts and offered their support in terms of sharing experiences from previous Festivals. Representatives noted that it was unusual to solicit feedback on the theme of the Festival, but this initiative was well received by all members. Two of the suggested themes focused on the importance of environmental concerns and issues of cultural diversity respectively. Representatives expressed support for including the environment in the possible theme.

21. Representatives stated that much can be learned from attending smaller regional festivals in the interim between Festivals of Pacific Arts that is applicable to organising and hosting the larger Festival. One suggestion related to the possibility of travelling to Solomon Islands to facilitate planning for the upcoming 11th Festival of Pacific Arts. Representatives also recommended that Solomon Islands look to American Samoa and Palau for advice regarding hosting the Festival.

AGENDA ITEM 9 – INTELLECTUAL PROPERTY (IP) ISSUES AND THE FESTIVAL

22. The WIPO consultant presented the key findings of the *Intellectual Property Issues and Arts Festivals, Preparing for the 11th Festival of Pacific Arts: Solomon Islands 2012* report. The scoping mission, carried out in Honiara in 2009, identified issues relating to the management of intellectual property and traditional knowledge at the Festival of Pacific Arts and the necessity of a trademark strategy. Key points noted were: potential intellectual property concerns; the legal framework of intellectual property with reference to the Solomon Islands Copyright Act; intellectual property tools, protocols and notices; broadcasting and media accreditation guidelines; and education and awareness programmes to promote intellectual property issues and the need to protect performers, artists and community rights. Recommendations included developing a guide on cultural protocols (e.g. permits), releases for performers, signage advising what is and is not permitted, developing a broadcast policy and a trademark strategy.

Discussion

23. Council members thanked the WIPO consultant for the report. They suggested that the issues raised in the report, which provides extensive mapping of the situation, could be addressed as part of the Festival evaluation working group discussions. Council members also discussed the importance of a single identifiable logo and a formal Council decision on the ownership of economic and moral rights and formalisation of participants' rights before the 2012 Festival. Representatives noted that as cultural diversity is very vulnerable and prone to exploitation, governments should be encouraged to focus on enforcement and prosecution issues before the Festival. However, it was noted that implementation of legal protection had to take into account the often limited financial resources and capacity available in the region to pursue infringement. The Council considered that this could be referred to the working groups on strengthening the Council and the Festival evaluation for further discussion.

Decision

24. The Council noted the report and endorsed the recommendation to continue to pursue the trademarking of the Festival.

AGENDA ITEM 10 – UPDATE ON TK IMPLEMENTATION

25. The WIPO consultant provided an overview of WIPO activities and support provided to countries in the Pacific region. It was noted that WIPO recognises the diversity of the region, which includes genetic resources as well as cultural expression and IP. WIPO provides assistance with capacity building, providing practical tools and templates as well as support for the drafting of official policies, model laws, policy frameworks and the Traditional Knowledge Action Plan.

26. The SPC Human Development Adviser (Culture) presented on behalf of PIFS and noted the background and key features of the Traditional Knowledge Action Plan, and the current status, especially relating to the six countries that come under the action plan.

27. The six country representatives shared experiences on progress relating to drafting policy and legislation. The roles and assistance provided by the partners and stakeholders were presented. Issues discussed by council members included: concerns that progress on the action plan is slow, the importance of ascribing roles and frameworks between SPC and PIFS for monitoring progress, concerns that cultural perspectives are maintained, the importance of having realistic and contextual timeframes in collaboration with funding authorities, and the need to ensure that SPC member countries that are not PIFS members are included in future planning. The SPC representative

reassured the Council that SPC is aware of the need for coordination regarding ongoing monitoring and clear identification of respective roles and that it would continue to hold meetings with PIFS on the subject.

Discussion

28. One issue brought up was that the important role played by the Council in developing the model law on traditional knowledge and intellectual property had not been highlighted or sufficiently publicised. Representatives also discussed the importance of educating government decision-makers on these issues, and the complications encountered in the territories, where legal decision-making is only partially devolved to local government. They noted a desire for the Council to remain involved. Other concerns raised included fact that not all SPC members are PIFS members, and that therefore shifting responsibility to PIFS effectively sidelined those members, as well as concern over the difficulties in working within timelines that also suit WIPO.

Decision

29. The Council noted its concern about progress of the Traditional Knowledge Action Plan, and recommended that PIFS consider delegating to SPC the implementation of the action plan which PIFS will monitor via reports. Further, the Council encouraged SPC to ensure that the cultural elements of the action plan are maintained.

AGENDA ITEM 11 – BROADCASTING THE FESTIVAL

30. The SPC Regional Media Centre (RMC) Coordinator spoke about the challenges and rewards involved in broadcasting the Festival. The broadcast included information about American Samoa in order to ensure that viewers learned about the host country as well as the attending countries. He noted that a successful broadcast requires good planning and designation of responsibilities, as well as coordination once the Festival is under way. Countries interested in receiving the broadcast must come on board early. He also pointed out that the host country can benefit from the broadcast by showcasing itself.

Discussion

31. Representatives congratulated the Regional Media Centre (RMC) Coordinator on the successful broadcast of the 10th Festival, noting that it was greatly appreciated by people around the region. They asked about future arrangements regarding the footage of the Festival, and about availability of footage from past Festivals. The RMC Coordinator emphasised that the footage from the Festival belongs to the entire region and is freely available to member countries, and that SPC acts only as a repository. Representatives thanked SPC for undertaking this role and stated a preference for SPC to keep the role, as it is a regional organisation. They also discussed the high cost of the undertaking and the difficulties that it poses, as well as the need to identify exactly what the costs are and who pays them.

32. Thanks were expressed to SPC for its support in making the broadcast available in the region. One issue that was discussed was the fact that the broadcast was not available in the French-speaking territories; representatives stated their wish to bridge this gap in the future. They also expressed an interest in making arrangements for the broadcast to be available to Pacific communities living in metropolitan countries. Another issue that was discussed, with respect to future Festival broadcasts, was the challenge presented by logistics of broadcasting from different sites in island countries.

AGENDA ITEM 12 – HEALTH AND THE FESTIVAL

33. The Manager of SPC’s Public Health Division spoke about issues regarding health and the Festival, noting that the Festival presents both risks for spreading diseases and opportunities to effectively communicate health messages to a large population. He highlighted the need to examine the health of each prospective attendee. Malaria presents a particular challenge for the 11th Festival in Solomon Islands. Solomon Islands has indicated that it is prepared to provide health services, but delegations should bring their own medical staff. The most important element is for each delegate to be properly prepared and to take necessary action to protect his or her health.

Discussion

34. Council members discussed the need to take action to collect detailed medical information from delegates in order to ensure that they are healthy enough to attend the Festival, and the importance of sharing relevant information with the host country. They discussed medical challenges that had occurred during previous Festivals, and what had been learned from them. They commended the health-related arrangements made at previous Festivals. Health was seen as an important selection criterion for attendance.

Decisions

35. The Council of Pacific Arts and Culture accepted the recommendations to:
1. note the unique health-related challenges posed by an event such as the Festival of Pacific Arts, as well as the unique opportunities it provides for health-related communication and advocacy;
 2. take early steps to facilitate health-related communication between national and regional health authorities and their respective Festival delegations, with the goal of ensuring that all delegates are well informed regarding health risks and precautionary measures to be taken; and
 3. support the Solomon Islands Ministry of Health and Medical Services and the 2012 Festival Organising Committee to identify gaps and ask for support as needed to plan appropriate responses as soon as possible.

AGENDA ITEM 13 – VALUING OF CULTURE STUDY

36. SPC’s Human Development Programme Adviser (Culture) presented on themes and methodologies to develop the value of culture. The purpose was to inform SPC regarding ways to develop a strategy to strengthen cultural identity.

Discussion

37. The study was commissioned to inform Objective 11.1 of the Pacific Plan to ‘develop a strategy to maintain and strengthen Pacific cultural identity’ and to provide guidance and ideas for the development of the Regional Cultural Strategy by 1) suggesting how to make explicit the contribution of culture to the four pillars of the Pacific Plan and 2) proposing tools (methodology, indicators, framework) for doing this at the local, national and regional levels. The study provides guidelines about how to relate culture to development by viewing it as an institution, a product and as a creative and innovative resource. The study also develops principles for valuing culture in a Pacific context and matches these to the parameters of cultural presence, participation, impacts and support, as the basis of a framework through which indicators can be developed across the four pillars of the Pacific Plan (good governance, security, sustainable development and economic growth). The study further develops a tool kit of methods for valuing culture in a Pacific context. It recommends, *inter alia*, the establishment of a virtual regional cultural think tank.

38. Council members emphasised the challenges and obstacles they face in convincing government officials to fund events and support and enact policies pertaining to the value of culture. Several representatives underlined that the main concern among government leaders is often the potential economic benefits that such policies can bring to the countries. The Council noted that there was a great need to convey the importance of culture to leaders who may not see it as a priority, but that there were opportunities and the potential to get their support. It was noted that some success had been achieved in securing governmental support by showing statistical data regarding the significant and positive economic contribution that cultural events bring to countries.

39. Experience has shown that pointing to potential and actual revenue has been very effective in convincing government leaders of the importance of cultural events. Similarly, the direct involvement of ministers in cultural events was reiterated as a way to enhance support from leaders. It was noted by some members that communication with people directly involved in cultural practices can also be a challenge if no appropriate dialogue process is in place. Issues regarding the definition of ‘culture’ and who has authority to define it have been raised during grassroots projects by village leaders.

40. Even though all representatives agreed that quantitative aspects are important, the qualitative aspects of culture are also deemed to be important in terms of social connections and future generations. Therefore, strategies should also involve ways to measure and define identity issues. Addressing such aspects could then be incorporated into government policies.

41. Representatives supported the idea of the creation of a virtual, regional ‘think tank’ of cultural experts who could come together quickly, make evaluations and provide advice to countries to raise the profile of culture. Members noted that such a body would be especially useful to make progress with cultural issues, in line with the report, *Valuing Culture in Oceania*.

42. As examples of additional engagements where the value of culture could be highlighted, the representative of FSM noted that an economic summit for Pohnpei State and a food security summit for FSM were going to take place in Pohnpei this year. The government engaged the involvement of the Office of National Archives, Culture and Historic Preservation (NACH) by making the Director of that office Chairman of the Organising/Steering Committee of the Pohnpei State Economic Summit and involving the same office in the preparation of the upcoming FSM Food Security Summit. In Palau, a conference on women also had discussions related to culture. Finally, the representative of Vanuatu underlined the value of the land as being a crucial part of culture that should be taken into account.

43. SPC’s Human Development Programme Adviser (Culture) noted that the report, *Valuing Culture in Oceania*, needs to be approved before there can be a clear path following the study and what to implement as a result of it. She added that the report would also serve SPC internally at upcoming meetings of the Committee of Representatives of Governments and Administrations (CRGA) and the Conference of the Pacific Community. The representative from Papua New Guinea commented that the report was especially important and encouraged all members to read it carefully. Council members were invited to send comments prior to finalisation of the report. The representative of the Republic of the Marshall Islands noted that the 2011 Conference of the Pacific Community would focus on culture.

Decision

44. Council members noted the recommendations and endorsed the report.

AGENDA ITEM 14 – CULTURAL STATISTICS AND INDICATORS

45. SPC's Demographer made a presentation emphasising the importance of understanding exactly what needs to be measured and the possibilities and need to collaborate with national statistical service providers, including national statistics offices. Indicators are especially useful for planning and should be used to inform politicians on the importance of culture. Such indicators can also enable countries to identify the uses of culture in various sectors, such as tourism and tourism-related businesses. The presenter pointed to censuses as especially useful because they contain a lot of information on household practices which are directly relevant to culture. Members should seek out information from censuses as well as the general advice of national statistical services. Data from other categories, such as language literacy and use, cultural exchanges, land use, food security and fisheries, can be a source of information on cultural issues. Through statistics it is possible to measure the social impacts of culture. The presenter emphasised that close collaboration between users and data collectors was necessary to achieve good results. It is the responsibility of users to clearly define what type of information they need. Members can participate in user advisory committees that are set up by data collectors to facilitate communication with users. Lots of technical assistance is available in this area but more cooperation is needed and encouraged. SPC remains available to help tailor data collection to the needs of member countries. SPC is also available to help member countries identify the specific tools that are appropriate for their needs. However, it is crucial that data collectors understand the objectives. Guidelines from UNESCO are also helpful in that regard.

Discussion

46. Council members thanked SPC for a very informative and comprehensive presentation. They recognised the importance of economic data in getting support from governmental leaders and noted that this report effectively showed several tools that could not only address economic benefits, but also could be tailored to the needs of users. Indigenous contexts require governments to respond, leading to challenges relating to survey questions and instruments with western-centric notions of cultural practice. The UNESCO representative indicated that the 2009 Framework for Cultural Statistic (FCS) was a work in progress and would be tailored to the needs of the Pacific. SPC's Human Development Programme Adviser (Culture) mentioned that the Council could create a new working group and/or assign an already existing one to look after statistics and indicators.

Decision

47. Council members noted the recommendations and endorsed the further development of cultural statistics and indicators.

AGENDA ITEM 15 – CULTURE AND EDUCATION

48. The representative of Tonga, Chair of the Working Group on Culture and Education, provided the Council with an update on the Culture and Education Strategy. The strategy is a direct response to the Pacific Plan vision to honour and protect cultural identity, and provides a guide to fit with existing policies at the national level. The Strategy aims to raise the profile of culture and education at all levels — including in government — fill gaps, and increase opportunities for training in the education and cultural sector. The presentation outlined the three focal areas of the Strategy: creating a culture-inclusive education programme, strengthening the cultural sector via existing cultural initiatives and improving culture and education communication advocacy and partnerships.

Discussion

49. Council members discussed and highlighted the difficulties of raising the profile of creative arts and culture as part of the national education sector, citing the major obstacles as scarcity of funds and resources, the difficulty of mainstreaming the vast array of cultures, and changing attitudes towards oral traditions. In territories that have external jurisdictions, tensions are created between inserting cultural elements in a syllabus that is bound by regulations and restrictions of an external regulatory and examination system. The Council noted that the draft Strategy effectively links culture and education, providing leverage at the international, regional and government level and for seeking donor support. It was noted that there is a Pacific Education Development Framework which has a section on culture and education, and that the Culture and Education Strategy informs and complements this framework.

50. It was recommended that the draft strategy be endorsed in principle, with comments on it to be received by the Chair of the Working Group from members by 15 April for tabling at the Heads of Education Meeting with the intention that the draft strategy be tabled at the next meeting of Ministers of Education. It was suggested that a timetable of key events be provided to the Council so that responses are timely and can be tabled at the appropriate forums.

Decision

51. The Council endorsed the draft strategy in principle, with the understanding that comments received from members by 15 April would be included in the final version to be tabled at the Heads of Education Meeting in May 2010 and the next Ministers of Education meeting.

AGENDA ITEM 16 – REGIONAL CULTURAL STRATEGY

52. The Representative of Fiji, Chair of the Regional Cultural Strategy Working Group, acknowledged the wealth of knowledge and institutional memory represented at this meeting, and thanked the Council members for contributions that have made the progress and impacts of the Council of Pacific Arts and Culture possible. An overview of the development of the draft Strategy, entitled ‘Investing in Pacific Culture 2010–2015’ was provided, which included the methodology and national and regional goals. The presentation highlighted the importance of mainstreaming the Strategy into current national priorities and encouraged the creation of a permanent position for culture at the Pacific Islands Forum Secretariat (PIFS). The Strategy contains lessons learnt from other regional initiatives, regional networking and monitoring strategies and capacity building initiatives.

Discussion

53. The value of institutional memory of the existing Council and its past founding members and high profile advocacy was highlighted. An Eminent Persons Group, possibly including Sir Michael Somare of Papua New Guinea, Sir Geoffrey Henry of Cook Islands, High Talking Chief Fofó Sunia of American Samoa and Chief Tumu Teheuheu of Aotearoa/New Zealand, was proposed to champion and lobby the issues of the Cultural Strategy. Such individuals have turned around the national attitude to culture in the past, and their experiences could add valuable assistance to the Council.

54. The Council discussed the necessity to consider the amount of workforce planning required to enable the work envisaged in the Strategy to be done, and suggested that the goals are so extensive that more resources may be needed. Members noted that the Strategy and other international obligations provide leverage for culture mainstreaming in policy development and national planning, and for governments to acknowledge workforce issues. It was suggested that the Strategy

include a business case and practical case studies to assist with identifying priorities, to formulate activities and to drive planning and policy development.

55. Following further explanation of the Draft Strategy document, the Working Group Chair clarified the steps of attaining new legislation, the inclusion and referencing of other conventions and the importance of cross-sectoral interaction so that there is better communication between interested stakeholders. Discussion included the historical importance of culture, and the representative of Australia noted that culture should not just be placed into industrial models, as it plays a key role in the health and well-being of a community.

56. The Council discussed the timeline for the Strategy, and the need to canvas the draft document with other sectors and forums. This will allow other sectors to engage, so that feedback can be incorporated, and will help to ensure the backing of other partners to achieve the strategy's goals. However, it was noted that this might entail risks to key elements of the strategy.

Decision

57. The Council recommended that the Regional Cultural Strategy working group include an Eminent Persons Group in the Strategy, and requested that SPC provide a timetable of relevant fora to the Council. Further, the Council requested that the draft Regional Cultural Strategy be submitted as a working paper to CRGA in 2010, and that the Strategy be submitted for endorsement at the CRGA meeting in Republic of the Marshall Islands in 2011. The Council also endorsed the proposal that a regional think tank be established to provide research to inform, monitor and evaluate progress on the implementation of the draft cultural strategy.

AGENDA ITEM 17 – STRENGTHENING THE COUNCIL

58. The representative of Papua New Guinea, Chair of the Working Group on Strengthening the Council, spoke about the conclusions and recommendations agreed on by the working group. The Council has been in existence for over 30 years and there is a need to renew and strengthen its role in the context of changes in the region and in its goals and functional roles and tasks. One recommendation is to change the name of the Council to 'Council of Pacific Arts and Culture'. The working group also recommended refocused objectives and a wider vision for the Council. The group identified a need to evaluate the status and structure of the Council as well as its relationship with SPC. In this respect, it recommended that the existing Executive Committee be maintained as a Standing Committee but with small changes to its membership. It recommended that council meetings be convened more regularly and at times when Ministers of Culture held meetings. It also encouraged the Council to prioritise the development of the Regional Cultural Strategy and to consider options to strengthen its links with regional and/or international organisations. The Working Group Chair noted that working groups will need to first identify if existing chairs and members wish to remain in their roles and if other members wish to join the groups.

Discussion

59. Council members supported changing the name of the Council, expressing the feeling that the new name would not only better describe the role of the Council but would help raise awareness regarding culture. The representative of Hawaii stated that the name change is important because the close link between culture and art should be emphasised. This is particularly true in the context of new technology that makes it possible to record and disseminate visual and performing arts, taking them out of their cultural context. It is also true for contemporary Pacific art, which often breaks from traditional cultural forms. Though there was discussion of whether to take more time to consider the recommendations rather than making decisions at this meeting, most representatives felt that it was important for the Council to decide on the matters raised by the Working Group.

Representatives also discussed the idea of changing the name of the Festival of Pacific Arts to include culture in parallel with the change to the Council's name, but ultimately decided to put aside the matter for now.

60. Council members supported the recommendation to resume meetings of Ministers of Culture. They discussed how to fund the ministerial meetings, with several representatives suggesting that members pay. The representative of UNESCO noted that though UNESCO is not a development bank or funding agency, it would continue to support culture in the Pacific primarily through normative actions and would continue its partnership with SPC. Representatives also discussed issues relating to how to fill the role of ad hoc member of the Standing Committee, and whether Australia and New Zealand should rotate in that role.

Decisions

61. The Council:

1. adopted the proposed change of the name of the Council of Pacific Arts to the Council of Pacific Arts and Culture and the proposed updated list of objectives and vision for the Council;
2. noted the information presented by the working group on 'Strengthening the Council of Pacific Arts and Culture' regarding the Council's structure and its relationship with SPC, and adopted the proposal to maintain a standing committee;
3. adopted the proposal to meet every two years, inclusive of a meeting of Ministers of Culture, depending on availability of funding from countries and partners; and
4. noting the information presented by the working group regarding enhancing the Council's influence in the region and in other regional fora, accepted the recommendation to consider the proposals to strengthen the Council's links with regional and/or international governmental and non-governmental organisations, as well as steps to develop a regional cultural strategy.

AGENDA ITEM 18 – ACCESSING FUNDING FOR CULTURE

62. The SPC Planning Adviser indicated that many funding agencies realise the importance of culture, and it is essential to raise the profile of culture as a driver in economic and social development. He emphasised that linking culture to certain aspects of development or sectors, such as tourism, health or education, is particularly helpful in getting funding. The SPC Planning Adviser stressed that agencies are often interested in funding joint country strategic projects, and generally will tend to fund development strategies that include a cultural component. This requires increased consultations between funding agencies and governments. Donors for the Pacific include Japan, the European Commission, AusAID, NZAID, the People's Republic of China, AFD (France's International Development Agency) and Taiwan/ROC. SPC encourages member countries to make themselves known to representatives of these organisations and to emphasise projects that are clear and concise and specify indicators to monitor progress.

63. The representative of ACPCultures (EU-ACP Support programme to cultural industries in ACP countries – African, Caribbean and Pacific Group of States) presented the programme and spoke about cultural projects funded by ACPCultures, as well as other services provided by the programme to assist ACP cultural operators in obtaining funding (information, networking, toolkits). For ACPCultures' last call for proposals, in order to be considered for funding, projects had to include three countries in two regions, with the Pacific being considered one region. The presenter recognised that cultural operators find the application process very difficult and not friendly to applicants, as well as not being adapted to the culture sector. ACPCultures is working to

facilitate and simplify the process in a number of ways. Recently funded projects have been overwhelmingly based in Africa, with few applications received from the Pacific and the Caribbean. The presenter said that ACPCultures was interested to hear the opinions of Council members regarding why so few applications were sent from the region.

Discussion

64. The Council agreed that the application process for EU funding was complex. Representatives expressed the need to increase the visibility of the ACPCultures mandate in the region, including the possible hosting of the next meeting of ACP Culture Ministers in the Pacific.

AGENDA ITEM 19 – PRESENTATION OF INTERNATIONAL FEDERATION OF ARTS COUNCILS AND CULTURE AGENCIES

65. The Executive Director of the International Federation of Arts Councils and Culture Agencies (IFACCA) presented the functions and activities of the organisation, noting that IFACCA is the only global network currently bringing together different types of arts funding agencies.

66. IFACCA identified the organisation's main objectives as capacity building, assembling networks of funding agencies and compiling research, with a focus predominantly on contemporary living artists. IFACCA also has a database of cultural policy experts and programmes and provides practical information on research topics, manages a website and hosts the 'World Summit on Arts and Culture' every three years, with the next meeting to be held in Melbourne 3–6 October 2011. IFACCA invited Pacific countries to join the organisation and emphasised that funding would be available to developing countries to attend the world summit. It was also suggested that there be a Pacific adaptation of the European compendium of national profiles of cultural policies and arts funding programmes.

67. It was noted that a recent study on the status of arts in education, undertaken in partnership with UNESCO, has been published as a book and is available for purchase. Case studies related to that study are made available free of charge on the website. IFACCA does not currently have a regional coordinator for the Pacific. However, the Director is committed to having the Pacific be represented and hopes to get funds for such a position. IFACCA invited Council members to:

1. visit its website, subscribe to the newsletter, access research papers and exchange information on arts policy;
2. consider becoming a member of IFACCA;
3. attend the next World Summit on Arts and Culture;
4. note the offer to develop a Pacific version of ConnectCP.org and agree that SPC liaise with IFACCA to review feasibility; and
5. note the offer to use the expertise of the European Compendium of Cultural Policies to develop a Pacific Compendium, and agree that SPC liaise with IFACCA to review the feasibility of using that model.

Decision

68. The Council endorsed the recommendation to work closely with IFACCA in future.

AGENDA ITEM 20 – COUNTRY REPORTS

69. Council members presented overviews of the current situation in their countries with respect to the advancement of culture. The written reports submitted to the secretariat will be annexed to the report of the meeting.

70. The representative of American Samoa described the institutions active in the arts sector in American Samoa, which include government at the local and US federal level, the church, the private sector and the media. Areas in which significant progress has been made include the creation of a Cultural Preservation Commission and a cultural policy as well as government efforts to encourage awareness of cultural heritage among Samoans residing in Hawaii and mainland USA and to maintain connections with those communities. She called for discussion regarding the threat posed by commercialisation and the cash-based economy to the authenticity of Pacific arts and cultural expressions.

71. The representative of Australia spoke about the work of the Australia Arts Council and the Aboriginal and Torres Strait Islander Arts Board. A new programme, the National Indigenous Arts Infrastructure Programme, emphasises cultural maintenance, recognising that the arts uphold cultural heritage. Demand for Aboriginal and Torres Strait Islander arts has increased greatly and a new commercial code of conduct has been developed, as well as a resale royalties scheme aiming to direct more of the profits back to the artists.

72. The representative of Cook Islands said that the culture sector had recently received increased attention from the government in the budgeting process, in spite of the trend toward decreasing funding support in most government sectors. He said that the use of the term ‘cultural enterprise’ had seemed to be successful in raising awareness among government decision-makers, and that emphasis was being placed on the economic value in the sector. Among the notable recent initiatives in the sector was introduction of the teaching of Cook Islands performing arts as a subject in colleges.

73. The representative of Federated States of Micronesia noted that the culture sector is the mandate of the Office of National Archives, Culture and Historic Preservation, which employs six people and has funding of approximately USD 250,000. The office is recording cultural heritage sites and collecting oral traditions. It has assisted the four states in activities such as cultural days and reviewing and amending historic and cultural preservation laws. The office also assisted Yap state in nominating a cultural site for inclusion in UNESCO’s World Heritage list.

74. The representative of Fiji said that the national coordinating body for culture in Fiji had moved through various ministries and is now within the Ministry of Education, National Heritage, Culture and the Arts. The department provides annual funding to the Fiji Museum, the National Trust of Fiji and the Fiji Arts Council. Government funding for the department has increased in recent years. Progress has been made in integrating culture into education. Fiji would like further discussion on terms of reference for contingents attending the Festival of Pacific Arts.

75. The representative of French Polynesia noted that it was difficult for him to participate in discussions at the meeting because he had not attended past meetings. He said that although had not spoken a great deal at this meeting, the Council’s work was important for the region and for French Polynesia. He said that he would advocate increased involvement of French Polynesia in the Council’s work and SPC’s work in the future. Responsibilities for culture in French Polynesia have been devolved to the territory’s government. A notable development in French Polynesia is the growth of the audiovisual sector, which now employs over 200 people.

76. The representative of Guam spoke about the Guam Council on the Arts and Humanities Agency (CAHA), which receives half of its funding from the US National Endowment for the Arts and the other half from the local government. A partnership between government and the private sector has resulted in several cultural events being planned for this year to benefit both visitors and residents. Although few Chamorro people speak the Chamorro language, recent efforts to incorporate teaching of the language into education seem to be making a difference. Guam is preparing to host the 2016 Festival of Pacific Arts, and welcomes information from other members to help in planning.

77. The representative of Hawaii said that, while Hawaii has no national institution dedicated to Hawaiian culture, some activities in the sector are undertaken by its State Foundation on Culture and the Arts and state Office of Hawaiian affairs. However, she said that most of the work is the result of the efforts of Hawaiian people. A notable recent event was the translation and presentation in New Caledonia of a play by a Native Hawaiian theatre group. The play, about the experiences of Pacific Islanders relating to having their land taken, was originally staged at the 10th Festival in American Samoa. She noted that Hawaii planned to bid to host the 13th Festival of Pacific Arts.

78. The representative of Kiribati noted that the country's constitution refers to the importance of maintaining cultural heritage. Kiribati's national cultural day was first celebrated in 2009 and will become an annual event. The country is also undertaking cultural mapping, making the resulting maps available for promotion of tourism or other uses. Kiribati would like to see cultural impact assessments be part of national and regional development planning, and for SPC to assist in identifying and providing mechanisms and means of continuous cultural improvement.

79. The representative of Republic of the Marshall Islands noted that this opportunity to share was very important as individuals working in the culture sector could often get discouraged by the low priority governments place on culture. Action was taken, starting in the 1980s, particularly in the area of traditional canoe-making and navigation. Encouraged by success in these areas, the government passed legislation standardising Marshallese spelling, established a language commission and a customary law commission and revived the local arts festival, which had not taken place for a number of years.

80. The representative of Nauru said that Nauru would be seeking assistance from SPC and UNESCO on establishing a language commission to develop standardised spelling for Nauruan. Nauru is also undertaking cultural mapping and policy development. A pilot programme being funded through the national budget involves bringing knowledge holders into schools to demonstrate traditional skills. The representative noted that Nauru recently saw the creation of its first handicrafts market, which was an important step as people tend to see their cultural heritage as something to be given away rather than something they can profit from.

81. The representative of New Caledonia described the institutional framework in place in New Caledonia, in which the French Ministry of Culture works together with the government of the territory and the provinces to plan and fund projects in the culture sector. The most important institutions are the Tjibaou Centre and the Museum of New Caledonia. Some important contemporary issues in New Caledonia relate to choosing national symbols such as a flag and a national anthem. Discussions are continuing in this politically sensitive area. One successful programme involves encouraging young musicians by paying them to perform in communities as part of their education in the music conservatory. This model will be expanded to other types of art.

82. The representative of New Zealand noted that most of the institutions and initiatives in the area of Maori culture began as grassroots forms of resistance. Maori people are concerned that although the success of these initiatives has increased the availability of funding in the sector, the result has been an erosion of Maori autonomy. A notable recent initiative makes available new

funds to develop culturally-based programmes to meet the health and social needs of Maori and other Pacific people. While Maori leadership was traditionally at the tribal level, there is an increasing realisation of the need for national coordination in areas like language and cultural revitalisation. Recent research to identify aspects of Maori cultural heritage that are at particular risk focused on canoe building and Maori games.

83. The representative of Niue said that the Department of Niue Cultural Heritage has a staff of six and includes the archives, the museum and the cultural centre. The cultural centre was destroyed in 2004 but Niue hopes to rebuild it soon. The department holds workshops and assists with village show days and the national show days held every year as part of Niue's Independence Day festivities. Niue called for further discussion on challenges relating to population decline as well as how to convince governments to promote culture as a priority on the same level as tourism.

84. The representative of Palau spoke about the culture sector in Palau. Some of the recent highlights of the work of Palau's Bureau of Arts and Culture include organising and hosting a conference on Pacific archeology, organising and hosting (in cooperation with UNESCO) the National Workshop on Safeguarding Intangible Cultural Heritage and coordinating the translation of the work of a German ethnologist into English. Palau does not yet have a Cultural Policy, but one is being developed in cooperation with the Traditional Council of Chiefs.

85. The representative of Papua New Guinea said that the main institutions in the culture sector in Papua New Guinea were the National Museum and Art Gallery and the National Cultural Commission. Among many other activities, the National Cultural Commission organises several festivals throughout the country. The representative noted that Papua New Guinea supports the Regional Cultural Strategy, but would like the Council to continue to monitor progress in traditional knowledge and cultural policies by member countries. Papua New Guinea would also like the Council to pursue cultural infrastructure development and to provide assistance in increasing the commitment of governments in the region to culture.

86. The representative of Samoa noted that Samoans consider their country to be founded on Christian principles, and for the first time this year the government is integrating the teaching of Christian principles and values in public schools. Components of cultural activities in Samoa include the development of a Samoan dictionary and a collection of myths and legends. Important institutions in the country include the Robert Louis Stevenson Museum, the Museum of Samoa and the National Archives. The 2009 tsunami had an impact on the culture sector, leading to loss of knowledge and skills as well as cultural sites. Samoa is preparing a proposal for funding for mapping to help overcome this challenge.

87. The representative of Solomon Islands noted that, while relatively large amounts in the national budget are allocated to overseas exhibitions/trade shows and to the Melanesian Festival of Arts, the amount allocated to the creative arts industry is small, and there is no national programme. He said that Solomon Islands does not yet have a cultural policy, and thus would benefit from the post-meeting workshop. In looking toward the future, he said that although culture, and particularly creative arts, had been marginalised in the past, it was hoped that the upcoming Festival of Pacific Arts and the country's pending heritage legislation would help provide the tools and focus to increase development in the culture sector.

88. The representative of Tonga said that the most important cultural event in Tonga in the last 125 years was the proclamation by the King last year that he will transfer all of his executive powers to the Prime Minister. He said that culture in Tonga emanates from the King and has three pillars underpinning it: kingship, kinship and stewardship. He noted that when Tonga's constitution was adopted in 1875, all customary laws were done away with, and Tonga has a western legal system. He said that all Tongans can trace their links to the King and Tongans are confident that the

three principles will continue to guide Tonga's culture even after the King becomes a traditional leader without constitutional authority.

89. The representative of Tuvalu explained that she was the only person in Tuvalu's Culture Department and that the department's activities were supported by UNESCO as there was no national budget for them. She said she was glad to be attending the post-meeting workshop, and hoped that with a cultural policy in place, the government might focus more attention and resources on the culture sector. She thanked SPC and UNESCO for supporting cultural mapping, which has been conducted in three of Tuvalu's nine islands so far, as well as the development of a cultural policy. She also said that a new festival was taking place this year for the first time, and that it was hoped the festival would become a yearly event.

90. The representative of Vanuatu said that the Cultural Centre is the principal institution in the culture sector in Vanuatu, and that the Centre consists of several bodies such as libraries, museums, cultural programmes and community centres. Examples of the Centre's activities include building a school to promote the Ninde language, support to communities in drafting a dictionary for the Ninde language, a programme on women's affairs and the status of women in traditional arts, a young people's project and a world heritage section which receives funding from UNESCO and is responsible for preservation and promotion of tangible and intangible heritage. Other activities include the establishment of a subdepartment on traditional customary economy, a project undertaken with the Ministry of Education to integrate culture into the curriculum and an agreement with a soccer team to convey messages on traditional knowledge through sports.

91. The representative of Wallis and Futuna said that the principle institutions in the culture sector in the territory were the government Department of Territorial Cultural Affairs and two major associations – one on each island. The department receives CFP 40 million in funding from the territorial government, and uses part of that budget to fund grants to the two associations. Since 2005, Wallis and Futuna has been in crisis, with abdication one of the Kings. This crisis has divided the society and put much of the work in the culture sector, and other sectors, on hold. The department had begun cultural mapping, but that work has been suspended due to the crisis. Other activities include genealogical research relating to land tenure, and cataloguing tapa designs.

Discussion

92. The representatives noted the progress made by each member and congratulated SPC on giving members the opportunity to assess and learn about the progress made since the last meeting. The representative of Fiji called on SPC to further strengthen work on culture with UNESCO and through other strategic partnerships. SPC was further encouraged to join with other non-governmental regional organisations, such as the Pacific Islands Museum Association (PIMA), the Pacific Regional Branch of the International Council on Archives (PARBICA), the Pacific Islands Association of Libraries and Archives (PIALA), the Pacific Committee of the International Council on Monuments and Sites (ICOMOS Pasifika) and the Secretariat of the Pacific Regional Environment Programme (SPREP) to give brief presentations to the Council at the next meeting.

AGENDA ITEM 21 – HDP WORK UPDATE AND PRESENTATION OF 2010 WORK PLAN

93. SPC's Human Development Programme presented an update on its work and an overview of its 2010 work plan.

Discussion

94. Council members congratulated SPC on the work of the Human Development Adviser (Culture) in making progress in the application process with the EC to realise the upcoming Cultural Policy Workshop in partnership with PIMA and for all the great work done in advancing the sector. Members encouraged the strengthening of the work of SPC's Human Development Programme in culture through an increase in allocation of financial and human resources to support and implement the work plan.

Decision

95. The Council endorsed the work plan of SPC's Human Development Programme.

OTHER BUSINESS

96. The representative of Vanuatu proposed the motion that the Council extend an invitation to ACP to hold the next ACP Festival in the Pacific region.

Discussion

97. The representative of Papua New Guinea requested that the meeting of Pacific Ministers of Culture be held at the same time as the ACP Festival. The representative of Fiji noted that Fiji was consulting internally to host the meeting.

Decision

98. The Council endorsed the motion that an invitation be sent to ACP to hold the next ACP Festival in the Pacific region.

99. The Director of the Social Resources Division gave the closing address, congratulating the Council on the steps taken to update its role and to increase the profile of culture in the region. He emphasised that SPC would continue to support the Council and its work, and would present the outcomes from the meeting as well as the draft Regional Cultural Strategy to CRGA. He also noted that SPC was exploring ways to increase the long-term sustainability of its funding, and that it would welcome feedback from Council members in that regard. He then declared the meeting closed.

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