



Pacific Community AGRITOURISM

CONNECTING SMALLHOLDER FARMERS TO TOURIST MARKETS

29 JUNE – 3 JULY
2015
SOFITEL HOTEL
PORT DENARAU
NADI
FIJI

Apply to be part of the Social Media Reporting Team for the Pacific Community AgriTourism Week in Fiji!

The European Union funded Pacific Agriculture Policy Project (PAPP) implemented by the Secretariat of the Pacific Community (SPC) in collaboration with the Technical Centre for Agricultural and Rural Cooperation (CTA), the South Pacific Tourism Organisation (SPTO), the Pacific Islands Private Sector Organisation (PIPSO) and the University of the South Pacific (USP) is hosting Pacific Community Agritourism week from 29th June to 3rd July 2015 at the Sofitel hotel in Nadi, Fiji to promote opportunities for Pacific Agrifood sector in tourism-related markets.

The objective of the Pacific Community Agritourism week is to strengthen the link between two important sectors – agriculture and tourism – and promote trade for poverty alleviation in Pacific communities. The major activities for the week include a Pacific regional farmer technical exchange and networking with Caribbean counterparts to share knowledge and experiences working with the tourism sector; a niche agrifood display of value-added products, and technical exchange and learning forums aimed at building the capacity of farmers, chefs, policy makers and the private sector on tourist-related markets.

Social Reporting for the Pacific Community Agritourism Week

CTA in collaboration with SPC is supporting a team of young social reporters to attend and report on the event throughout the week. The objective of social media reporters is to raise awareness of the event, engage on-site participants and reach out to a wider audience remotely.

The social reporting team is composed of two sub-teams; on-site social reporters and online social reporters.

On-site Social Reporters

Eight young social reporters from the Pacific will be selected to participate in the Pacific Community Agritourism week, attend a two-day training workshop and provide social media coverage during the week on the use of digital media for social reporting. The training workshop will be from 27th to 28th June. All SPC and CTA funded social media reporters will be given an opportunity to gain hands-on experience and training on the use of social media.

At the end of the event, the social reporters will be awarded a certificate. Among the eight on-site reporters, five will be from the Pacific Region and three will be from Fiji.

Online Social Reporters

Other interested social media enthusiasts who are not from the Pacific, but interested to report on the event can join the larger social reporting team that will participate and contribute remotely (online) to outreach for the event.

Social reporting for the Pacific Community Agritourism Week is a voluntary task. However, CTA and SPC will be covering the cost of travel, accommodation, food and daily subsistence allowances





SPC
Secretariat
of the Pacific
Community



South Pacific Tourism
ORGANISATION

for the **8 selected on-site social reporters**. This opportunity forms part of both CTA's and SPC's strategy to support the youth by involving them in its activities and building their capacity.

Selection criteria for social reporters

On-site Reporters:

- Be a National of a Pacific ACP country (* See below, list of Pacific ACP countries)
- Be aged between 18 and 35 years;
- Be involved in agriculture, agribusiness, agritourism, information and communication, knowledge management or related fields;
- Proven basic skills on the use of social media;
- Be competent in the use of **English** language;
- Be a good communicator and commit to contribute actively to the Social Reporting Team before and during the Agritourism Week;
- Be in position to take along a WIFI-enabled laptop to the training and the Agri-Tourism Week;
- Available to attend the social reporting training workshop and the Pacific Community Agritourism Week in Fiji from 27 June – 03 July 2015;
- Be in possession of a passport with a validity date at least six months beyond the Agri-Tourism Week (at least until January 2016). Note: This criterion is not applicable to Nationals of Fiji

Note: Selected participants should have their own laptop and at least a camera (or mobile phone with built-in camera)

Online Reporters

- There is no restriction on the age and country for remote social reporters
- Being part of the team will provide various networking and capacity building opportunities.

How to Apply

If you are interested in applying, please complete this online form:

<https://www.surveymonkey.com/s/application-Pacific-SR>

Note: All candidates interested in being part of the social reporting team (both on-site and online) have to complete the application form.

Please submit your application by **14 June, 2015** (23:59 CEST)

The 8 selected social reporters will be notified by **16 June 2015** receiving a confirmation letter. The other applicants will also be notified about the outcome of their application and informed about the modalities to contribute to the social reporting team remotely.

Contact

This activity is coordinated by CTA (through the ARDYIS Project) and SPC. Further information or clarification can be directed by email to the ARDYIS project team at ardyis-project@cta.int with "Pacific Community AgriTourism Week 2015 Social Reporting" as subject line. Should you have any further regarding the Pacific Community Agritourism week, please contact Ms Anju Mangal - anjum@spc.int

List of Pacific ACP Countries

Cook Islands - Fiji - Kiribati - Marshall Islands - Federated States of Micronesia - Nauru - Niue - Palau - Papua New Guinea - Solomon Islands - Samoa - Tonga - Tuvalu - Vanuatu.

