



FAKATUFONO NIUE

TAU TALA NIUE

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2010

In this issue:

- FEMM outcomes
- NZ Red Cross



The A320 - the shape and size of things to come

acknowledges Earthquake donation

- Statistical Release from the Government Statistician
- Updated information from the Infrastructure Coordinator and the APTC coordinator
- Tau Talanoa and more...

From Falefono:

- Hon Minister Togia Sioneholo is now back on island – thank you to Acting Minister, Ekepule Esther Pavihi for covering the Minister’s portfolio matters.

Thank You from the New Zealand Red Cross...

This week we received a letter of thanks [dated 9 November] from Mr John Ware, Chief Executive of the New Zealand Red Cross for our \$59,000 donation to assist with their recovery activities after the Canterbury Earthquake early last month. The letter was forwarded to us through the Niue High Commissioner in Wellington.

Your Excellency,

Thank you to everyone in Niue for helping us to help those affected by the Canterbury Earthquake. Please pass on our sincere thanks to the Honourable Toke Tufukia Talagi for his government's donation.

Immediate steps made possible by donations like yours were helping those who evacuated their homes to go to welfare centres. Donations since have funded the provision of thousands of blankets, tarpaulins and water containers, visiting isolated older people and checking on people with mental health needs.

Funds raised will help people right across Canterbury get clean water, food, shelter, comfort, reassurance and practical help.

As weeks go by different needs will be identified, and Red Cross there for the long haul, will be meeting them.

Thank you for making this possible,

With sincere thanks

John R Ware
Chief Executive
Niue's contribution was presented on our behalf to Hon Simon Powers, who came last month for the Forum Economic Ministers' Meeting in Niue, by Premier Toke Talagi.

Statistical Release [from the government's Statistician]

Travelling Residents and Visitors of Niue,

September Quarter 2010



The welcoming committee

Summary:

Total Arrivals	1,956
Total Departures	2,016
Net Migration	-60

Arrivals

• Total Visitors	1,668
• Niueans	280
• Non-Niueans	1,408
• Total returning residents	268

Departures

- Total departing residents 344
- Leaving permanently 9
- Total returning visitors 1,672
- Total Visitors expenditure NZ\$ 1,161,250

Points to note

Arrivals and Departures:

- Of the 2,016 arrivals, 486 [or 24.1%] came by yachts and on a cruise liner. This is a significant



The arrivals: 'welcome to Niue'....

- number in terms of visitors to Niue because all would use credit cards for which we have no way of processing, except the VISA card.
- A -60 net loss for this quarter does not mean that our population is still decreasing, but the net loss actually came from Niue residents rather than from the visitors [344 departures against 268 arrivals. This pattern is the same as last year
- An average of 109 arrivals each week in this Quarter is probably an indication that we



...and the departing...thank you for coming to Niue

- are going to either need a an extra flight sooner than we expect or else a bigger aircraft
- In the April-June Quarter there was a

net gain of 166 compared to a net loss of -60 in the September Quarter, but there is a net gain for the April – September months of 106

Arrival Characteristics:

1. Niuean and Non-Niuean visitors

- A total of 1,688 [excluding arriving residents] visitors [280 Niueans and 1,408 non Niueans arrived in Niue during this quarter. Compared to the June Quarter this is an overall increase of 57.6%
- A total of 1,382 [81.9%] came for a holiday [an increase of 106.8% compared to the last quarter] 177 or 10% to visit friends and relatives; 79 or 4.7% came for business/conferences.
- The largest number of visitors by age group are the 50-59 year olds [21%] followed by 40-49 [17.4%] 60-69 [16.05%] 30-39 [12.5%] and the remaining groups all under 10%
- Of the 280 Niuean visitors, [54%] came for a holiday and 36% to visit friends and relatives only 6.5% stayed in tourist accommodation compared to 84% of non Niuean visitors including visitors on board sea vessels



Tourist icon - Matapa Chasm

- While most visitors stayed in tourist accommodations, Alofi South [166] is still the most popular village to stay in, followed closely by Tamakautoga [71] Lakepa [66] and Avatele with 60.
- Most of Niue’s visitors were from New Zealand [959 or 56.8%, up 29% from last Quarter] followed by Australia [213 or 12.6% - up 156% from the September Quarter] and the remainder from the USA, Great Britain and Canada.
- There were no significant changes in the patterns of the number of returning residents among the 14 villages.



The third arch at Talava

Departure Characteristics:

- Of the 2,016 visitors who departed 344 [or 17%] were travelling

residents visiting friends and relatives or were travelling government public servants to attend meetings.

- By age groups the most mobile were from 30-39 and 50-59 year olds, accounting for 39% of the resident travellers
- Again there were no significant changes from past quarters in the villages from where they came from, with Alofi South accounting for 31.7% , Alofi North [12.2%] Hakupu [10.8%] and the remaining villages with all less than 10%.

Visitors' knowledge of Niue?

- A staggering 56% of non Niuean visitors knew by word of mouth, 14% from Niuean families, and 7.3% from the internet.

Visitors' Expenditure:

- A total of \$1,161,250 was spent by all visitors who visited Niue in the September Quarter this year [\$1,018,150 by Non Niuean Visitors and \$143,100 by Niueans]

[Thanks to KimRay Vaha, the Government's Statistician for the information in this release.



Implications for Development

1. Niue needs to increase its tourist accommodation capacity if it is to engage Air New Zealand interest in a second weekly flight
2. "Word by mouth" promotion is to be encouraged to remain operative. This will only continue to happen if we treat our visitors with courtesy and with genuine welcome. Niue Tourism has already started this with improved signages to let visitors know where things are and a big welcoming party at the airport to farewell outgoing visitors and to welcome the new ones.
3. Island Hopping services will go a long way towards encouraging more adventurous visitors who have the money and energy to visit several Pacific destinations within a short space of time
4. More could be done, service wise to encourage ocean travellers promote Niue – expanding and actively supporting the Niue Yacht Club on-shore facilities will go a long way towards this group

• FROM THE IN COUNTRY TRAINING OFFICER

PROGRESS DEVELOPMENT BY NIUEAN STUDENTS ON APTC BLOCK COURSES

Niue APTC Co-ordinator, Mr Charlie Tohovaka, is very pleased with the results of his students who have been undergoing Block Training Courses in the Australian Pacific Technical Colleges in Fiji and Samoa.

I am very happy with the progress the boys have achieved so far – we have achieved good results and the institutions in which they have been training in are also happy with the performances of our Niue students.”

Results:

Kristian Talepita	Electrical	succeeded 2 nd Block Course 2009 Samoa
Matenly Vilila	Diesel Fitter	succeeded 2 nd Block Course 2010
Hakemotu Laufoli	Diesel Fitter	succeeded his 2 nd Block Course 2010 Fiji
Daniel Vakaafi	Metal Fabrication	succeeded 2 nd Block course 2010 Samoa
David Manukuo	Welding Fabrication -	succeeded 2 nd Block Course 2010 Samoa
Hivi Puheke	Carpentry	- succeeded 1 st Block Course 2010 Fiji
Morgan Magatogia	Auto Motor Mechanic -	succeeded 2 nd Block Course 2010 Fiji
Glenda Halagie	Hospitality- Commercial Cookery - July-Dec 6 months due completion in December Samoa	
Kenneth Green	Hospitality - Commercial Cookery Jan – July – he is now completed and succeeded He has attended a Graduation in Samoa in July Samoa	

Background information:

The Australia-Pacific Technical College (APTC) is an Australian Government initiative announced at the Pacific Islands Forum in October 2006 and welcomed by Pacific Island leaders.

The APTC was an initiative of the PI Forum Leaders Meeting 2006 and designed as a centre of training excellence, helping you to gain Australian-standard skills and qualifications for a wide range of vocational careers throughout the Pacific – careers where skilled employees are in high demand.

The APTC offers Australian Certificates III and IV training in:

- Tourism and hospitality
- Automotive
- Manufacturing
- Construction
- Electrical trades
- Health, and
- Community services.

Courses are delivered by highly regarded Australian Registered Training Organisations, and when you successfully complete your course you'll enjoy the benefits of an accredited Australian qualification.

The main advantages for our trade people are:

- that the Block Courses are short term
- allow students/apprentices to progress after completing level credits
- open opportunities for higher qualifications/Certificates
- the probability of our students returning home are higher than from other institutions in New Zealand or Australia

These are excellent results, CONGRATULATIONS everyone!

From the Infrastructure Department

Projects

It is a very busy time for us with a number of projects underway:

- November:
 - An additional excavator for PWD
 - First set of asset maintenance projects will be tendered
 - Delivery of the first Niue Infrastructure Plan – which covers asset management for all of our major asset groups and issues / plans for the future
- December:
 - ICT (Telecom) upgrade starts, running through all of next year
 - Installation of a new mail and file server system for the Government
 - The new workboat "Tafehemoana II" will arrive



Mr Infrastructure himself, William Peet

The recent tourism upgrade project to signs, airport, sea tracks and “clean up Niue” will soon be finished – thanks to all who have helped build the new assets and supported the project.

Customer survey

I also want to thank all 125 of our customers for their feedback on our customer satisfaction survey. The summary results were:

RATING SCALE: 1 = POOR 2 = FAIR 3 = GOOD 4 = VERY GOOD 5 = EXCELLENT						
Row Labels	Values Average of 2. Staff friendly / businesslike	Average of 3. Service	Average of 4. Value for money	Average of 5. Pricing	Average of 6. Billing	Average of 7. One customer service location
Airport	2.0	2.0	2.0	3.0	3.0	5.0
Power	2.9	2.7	2.5	2.1	2.8	3.9
Telecom	3.4	3.1	2.8	2.5	3.3	3.4
(blank)						
Average	3.2	2.9	2.7	2.3	3.1	3.6

We also got a mix of comments (both positive and negative) – here’s a few of them



[with our response]:

- “Good but could be better, otherwise awesome, mostly excellent at most times” [Thanks]
- “Improve our phones in the outer villages! Always breaking down & difficulty calling out”. [We will – with a new system being rolled out from

December through into next year]

- “People who work there are mean” [We will improve our focus on service]
- “Mobile phones please” [We will be rolling this out too].

It shows we are doing some things well and have some improvements to make. Unfortunately we didn’t get any feedback from our Bulk Fuels and PWD customers – and we’re sure you have a point of view on what we do. A follow up survey will be done early next year.

A big thank-you to all who participated.

William Peet
Infrastructure Coordinator

TTN Editor appreciates the information received from Mr William Peet and Mr Charlie Tohovaka. ‘It is not what people do that count – rather it is what we know they do that matters.’ Thanks guys!

Tau Talanoa:

- Cargo consignments from Tonga: We have received advice from the Niue Senior Quarantine Officer that all cargo/consignments coming into Niue from Tonga ‘will have to be accompanied by an export quarantine document’ because as from this month onwards they will be screened thoroughly in compliance with Niue quarantine requirements.

“The consignment must be free of any dirt, soil, debris, pests and diseases before leaving Tonga bound for Niue. If this is not completed by the importer then Niue Quarantine will take appropriate actions to the consignment. This is so that we can protect Niue from pests that are present in Tonga which may cause problems to our Agriculture if it arrives. Please adhere to this request so to avoid any unnecessary actions if the consignment does not meet Niue Quarantine requirements.” New Aue, Senior Quarantine Officer

- Our warning for the season’s festivities has come early this year with a fatal car accident during last week end. This is a timely reminder that cars are not the only things that are **recalled** by their makers. If drinking moderately is beyond your capabilities then a sober driver is always the best alternative, and don’t forget that we like to have you around. Also taking into consideration the decreasing population, do look after yourselves, we cannot afford to lose anyone, especially under avoidable circumstances.
- Niue High School students who took part in the annual Australian Maths Competition is rapt with the results they received – 33 Credit Certificates, 11 passed with Distinction and 2 in the top 5%. We should all be proud of Ethan Rubin who excelled in getting to be in the top 3% in the Pacific Region. Well done Ethan and everyone who took part in this competition!



- The Passenger Cruise ship MV *Clipper Odyssey* is back again for another close encounter with Niue discharging about 60 travellers. Fortunately for them we have two buses which have been despatched to take them for a tour around the island after the initial stroll on shore looking into

the shops and the Niue Market.

“They came but bought little and then they all disappeared into the bus,” said a local market vendor. “They don’t appear to have any money at all.”

This is one of those very important things that we need to do in order to capitalise on the tourist dollars – ATM machines or a faster means of processing all the regular

major credit cards. Casual visitors such as cruise ships which call in on a day visit can disgorge hundreds of passengers whose only means of parting with their money is with their credit cards and we do not have the facilities to process them in a fast and efficient way. The Bank South Pacific only accepts a VISA card and only recently customers with a VISA card could use an EFTPOS machine in selected shops and outlets.

According to KimRay Vaha, the government statistician, we are missing out on a significant amount of tourist dollars without these internationally common means of accessing cash or to pay for purchases while visiting a foreign country. Advance notice by visiting cruise ships would also be helpful rather than 24 hour short notice so people can prepare for such visits.

- Avatele’s Exercise Room is now completed and ready for use. This facility has been furnished with funding provided generously by the South Pacific Community whose primary objective in the Pacific is focused on the general health, [weight loss and weight control, fitness and body shaping] especially of our young people to head off premature risks of contracting Non Communicable Diseases. A spokesperson for the gymnasium is pleased to announce that the facilities will be open to anyone on the island for a fee of \$30 per month but free for local Avatele users.



Tau falala mai i Fineone Hakupu

- The 2010 Shanghai Expo ended a fortnight ago yet the intrepid adventurers from the Hakupu Youth Fellowship [HYF] group who went to help promote our nation state are still in the throes of lingering euphoria in having

journeyed so far to see the fabled dragon of the East, a foreign land of enchantment and mystery, and returned to share with us of their ‘most amazing’ experiences. It was also great to read the November issue of Island Business of another expat-Niuean, lawyer David Falanitule who is also making it big in Shanghai as a media consultant.

Premier Toke Talagi in an interview with BCN reeled off a battery of statistical information, like ‘millions of dollars and millions of people doing millions and one thing all at the same time; of how pleased he was that we have maintained warm friendly relations with the People’s Republic of China [PRC] the only country that officially acknowledges our sovereignty, and that he was proud of the members of HYF whose physical presence helped to successfully accomplish the Flag Raising Ceremony in a foreign country, complete with the speeches by the guest and his hosts.



But for the HYF performers the wealth of experience and the OMG responses are the memories to be treasured – the knowledge that they had travelled from a country with possibly the smallest population in the world to one with the most people – there’s a child born every four seconds in China and one every four weeks or months?? in Niue – see what we mean? Their reaction what they saw was a total

systems overload

“We were well looked after and well fed,” said one of the youngsters, “but I cannot get over the number of people in that place and its size – from the airport to the venue and three days later back to the airport again – wall to wall people. Apart from the bus that took us to and from the hotel we walked everywhere all day long and even then we were still in the site area [5.28 sq km] of the Expo. I heard that over one million people visited the Expo in a single day, I can believe that, plus the noise and the brilliantly bright lights creating colours of every description I felt like I was in Wonderland.”

‘I really enjoyed performing to thousands of people even though I was nervous at first – I mean there were thousands of them,’ said another – “I have never seen that many people watching us before. If we were performing for money like we do here, I think we would become millionaires in a single day!”

“Unfortunately with the limited time we had we were unable to see the some of the attractions for which Shanghai was well known – we saw the Pearl Tower, for example, from the distance but the skyline was full of tall multi-storey buildings stretching as far as we eyes could see.”

For most it was good to be home just in time for the mangoes.



- **Market Update:**
This morning even with the Cruise liner Clipper Odyssey in port the market was left with more than usual of produce when TTN went there at 9:30am. According to one vendor the ships’ visitors came but no one bought anything at all,

probably they did not have the necessary currency for trade. Fresh vegetables continue to be in high demand as were drinking coconuts and talo. Cucumbers of all shapes, sizes and colour, were slow to sell with vendors having to give them away in the end because they did not want to carry them back all the way home again.

For marketing purposes and targeting the needs of the cruise liner visitors, we need to encourage our weavers and craftspeople to create and make small designer items such as Niue map keyrings, coasters, small finely woven baskets to fit a mobile phone, digital camera, cigarette, wallet, table mats, passport-holders, local-made flowers and many other items that tourists could purchase as souvenir items.

- The number of visitors in the September Quarter averaging 109 passengers per flight during the three months period will be a hard act to follow in the next three months. We heard earlier that as from December the 11th Air New Zealand will be operating an A320 Airbus in anticipation of the Christmas period when most residents usually travel to New Zealand. Per head of population Niueans are probably the most travelled people in the world and it would be difficult to find anyone living on the island who has not made less than three trips in his or her lifetime.



We live in hope that Niueans living overseas will eventually find their way home again, if not to live but for a pilgrimage to their ancestral homeland for a holiday, bringing their children and grandchildren to bond with their land of birth that they have sung so passionately about in the past half a century. We look forward to the third-generation to accompany your Tupunas and bring them home so they can see the land of their birth once again. Many Niuean people who left Niue 30 plus years ago has ingrained memories of Niue three decades ago. The Niue now is a modern place boasting modern homes, clean and green image, hectic social calendar and one of the few safest place on earth to visit. We invite you to make the trip home now.



Leroy [left] with Mark Chenery and Hayden Porter

- Last Friday evening we were invited to a BBQ function at the Tapeu Residence to say farewell to Mr Leroy Taylor who is returning to New Zealand after almost

two years of service as the Office Manager of the New Zealand High Commission. His next appointment is to become the Activities Manager for the Governor General's Office a post that Mr Taylor told us is 'tailor made' for him.



He told us that he had enjoyed his time here, 'challenging at times but an interesting experience in a chapter of his life.' The new job will probably take him away from the diplomatic loop career path but he is looking forward to working with the Governor General and his staff.

Leroy [again] leading the visitors in the RNZAF Orion Surveillance craft

Even though we do not often see him

outside designated NZ High Commission activities, such as Prime Minister Key's visit and the Forum, Leroy had allowed himself time off to attend some of our village Show Days and Flag Raising Ceremonies if he happens to be here on the island.

- The Niue Meteorological Office has assured us that we are due for more rain as the *La Nina* event remains dominant in the South Pacific. We have had over a year of *El Ninō*, the red warm current from South America that had brought dry weather conditions to the country. We are now confident that with prolonged heavy rains and frequent wet weather our underground water lens will be thoroughly replenished to keep us going in the years ahead. Better still most of the local growers will be pleased that the plantations will flourish, as will the weeds, unlike the previous year of near drought conditions.

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