



23 November 2020

Andrew Dawson, Inquiry Secretary  
Joint Standing Committee on Foreign Affairs, Defence and Trade  
PO Box 6021  
Parliament House  
Canberra ACT 2600

Dear Mr Dawson

**Inquiry into Australia activating greater trade and investment with Pacific island countries**

Thank you for your request for additional information following our initial submission to the inquiry into activating trade in the Pacific.

Specifically, you requested *“extra information on what ‘greater resources’ BAI was proposing may assist with its expansion of services into the Pacific.”*

The following expands on this.

Our flagship online business magazine, [businessadvantagepng.com](http://businessadvantagepng.com), is PNG’s top-ranked business media (source: Alexa web ranking, 2019). It is now accessed by over 300,000 readers annually. It provides a wide array of expert and up-to-date info, from news/analysis/features to business intelligence and trade/investment promotion.

However, its output and activities are severely constrained by limited funding. At present, our service is entirely funded by on-site advertising and access fees. These are sufficient to fund only a limited service.

Modest Australian government support would enable us to expand and enhance this service, both in Papua New Guinea and the wider Pacific region.

For instance, with modest funds for additional journalism, editorial and production capacity and regular travel outside Port Moresby and Lae, we could

1) **Double the monthly editorial output** of [businessadvantagepng.com](http://businessadvantagepng.com), adding more coverage on PNG’s regions and the Pacific Islands more widely and more also on SMEs. (SMEs are a major growth area but are not currently an editorial priority for us because we are necessarily focused on the larger corporates who fund our service).

2) Create and maintain stand-alone **country profile pages** on [businessadvantagepng.com](http://businessadvantagepng.com) for each Pacific Island economy, similar to [doingbusinessinpng.com](http://doingbusinessinpng.com). These pages would include up-to-date and comprehensive data on each economy plus (for the larger ones) the most recent articles published on the site.



3) Enhance our monthly **online business**

**briefings** (<https://www.businessadvantagepng.com/online-business-briefings/>) with extra content and higher production standards. There is a great need to run sessions on professional development and business skills, filling a gap between what can be learned from on-the-job training and the skills development offered by training organisations and tertiary institutions. With higher production values, these sessions could be syndicated through third parties and even local broadcasters.

4) Make the **Doing Business in PNG** (business intelligence) section of [businessadvantagepng.com](https://www.businessadvantagepng.com) free (it is currently the only section behind a paywall) and produce and distribute an annual print edition of it (4,000 hard copies). Charging for this resource, which has taken us more than a year to research and compile, limits access to just those companies that can afford it.

5) Produce and distribute through our networks a series of **investment promotion videos** on Papua New Guinea. Nothing up-to-date exists. The most recent video was produced by ourselves with the assistance of PNG's Investment Promotion Agency in 2008: <https://youtu.be/6ZB-yh1LMzg>.

6) Run physical face-to-face trade and **investment promotion events**, when safe to do so. Between 2011 and 2019, we ran eight such events on PNG and the Pacific. These were high quality, highly curated and well-attended by Pacific and international delegates.

I have not included costings for the above in this document but am happy to discuss further. These are just the most immediate 'wins' we would anticipate from a modest investment in funding. There are other projects that could spin off the above that we would be pleased to elaborate on given the opportunity.

We remain at the committee's disposal if it would like further information from us.

Yours faithfully

A large black rectangular box redacting the signature of Andrew Wilkins.

Andrew Wilkins  
Publishing Director  
Email 