



TERMS OF REFERENCE

Activity Title:	Development of the “Made in the Cook Islands” Campaign
Estimated No. of Days:	70 days (over 4 months)
Location:	Remote with travel to Cook Islands
Budget:	AUD \$75,000
Estimated Start Date:	February 2025
Reporting to:	Trade in Services and Investment Lead, PPIU

I. BACKGROUND

The Pacific Agreement on Closer Economic Relations (PACER) Plus, a significant trade and development accord, was signed in 2017 by Australia, Cook Islands, Kiribati, Nauru, New Zealand, Niue, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu. This comprehensive agreement encompasses goods, services, and investment, designed to reduce trade barriers, provide increased certainty for businesses, elevate living standards, generate employment, and boost exports across the Pacific. PACER Plus came into force on December 13, 2020, for the countries that have ratified the Agreement, including Australia, Cook Islands, Kiribati, New Zealand, Niue, Samoa, Solomon Islands, and Tonga.

Cook Islands, like many other Pacific Island countries, is a net importer of merchandise with a growing trade balance deficit due to its limited export base. This deficit is largely offset by the growth in the tourism industry, which exists as the key driver for economic development in the country. Cook Islands however is looking to diversify from tourism by leveraging the multiplier effects of tourism to grow its local manufacturing and agriculture sectors. It has given priority to the development of creative and cultural industries, including music, film, fashion, crafts, and digital media to not only support economic development but also to preserve the unique cultural identity of the Cook Islands and to provide marketing opportunities for local entrepreneurs and businesses.

The PACER Plus Implementation Unit (PPIU) has received a request from the Cook Islands Government through its Business Trade and Investment Board (BTIB), to develop a “Made in the Cook Islands” Campaign. This initiative is to promote import substitution, establish a sense of loyalty amongst Cook Islanders including the diaspora community toward buying local products, and to grow exports by positioning Cook Islands’ made products in the international market. The initiative is anticipated to contribute to employment creation, economic sector expansion, and the country’s economic development.

In this regard, the PPIU is seeking suitable consultancy services to develop the “Made in the Cook Islands” Campaign.

II. OBJECTIVE & SCOPE

The main objectives of the consultancy are to:

- i. Develop the “Made in the Cook Islands” Campaign strategy to include:
 - a. Key strategic objectives as aligned to Cook Islands’ overarching national development objectives, and to enable the Cook Islands to maximise opportunities while mitigating challenges.
 - b. Target industries to be covered with an example of existing local products in each



PACER Plus

IMPLEMENTATION UNIT

- industry that can benefit from the initiative.
- c. Develop criteria to establish the standards and requirements for qualifying products, and to deliver on the objectives in (a).
- d. Develop the “Made in the Cook Islands” brand including any industry-specific brands as required by the objectives of the initiative.
- e. Propose incentives to encourage local businesses to participate in the campaign.
- f. Develop a process for the administration of the campaign, including application, appraisal, registration and ongoing support. The process should outline responsible agencies, timelines and any associated costs.
- g. Develop tools required to implement the process including application form and registration certificate.
- h. Work with a Designer to produce the brand guidelines including a logo and associated marketing collateral.
- ii. Design of promotion materials for the campaign. Where needed, the development of some of these materials may be outsourced with guidance from the Consultant (to be resourced from the total consulting budget), subject to endorsement of the PPIU Trade in Services and Investment Lead and the BTIB.
- iii. Development of a fit for purpose registration system, building on any existing relevant systems.
- iv. Deliver capacity building workshops for local private sector enterprises to promote and enable their participation in the campaign.
- v. Ensure the campaign and associated materials consider gender equality, disability and social inclusion to maximise participation.

III. DELIVERABLES

The consultant will deliver the following outputs, at the times indicated in Section IV:

1. An Inception Report outlining work plan, identify any plans for outsourcing of activities Section II, and highlight risks and proposed mitigation strategies.
2. Draft “Made in the Cook Islands” Campaign strategy as outlined in Section II
3. Final Strategy as outlined in Section II.
4. Draft promotion materials and registration system.
5. Final promotion materials and registration system.
6. Capacity building workshop for key stakeholders.

IV. TIME AND PAYMENT SCHEDULES

This assignment is expected to be completed within a estimated maximum of **70 consulting days** according to the indicated timeframes below. Total cost for consulting services will not exceed AUD \$75,000. Exact dates of beginning and completion stages as well as scope of work may be amended in discussion with the PPIU. Payments will be made as provided in the payment schedule below, upon the completion and approval of each deliverable.

Nr.	Deliverables	Indicative Time Frame (delivered by)	Payment Schedule
1.	Inception Report and Work Plan	14 February 2025	15%
2.	Draft Made in Cooks Islands Strategy	7 March 2025	20%



3.	Final Made in Cooks Islands Strategy	28 March 2025	10%
4.	Draft promotion materials and registration system	28 April 2025	15%
5.	Final promotion materials and registration system	23 May 2025	20%
6.	Capacity building workshops	13 June 2025	20%

Note: For any payments related to travel or other general expenses, the PPIU Trade in Service and Investment Lead's approval is required. Reimbursement for consultant expenses will be processed in accordance with the policies and procedures specified in the PPIU Operations Manual.

V. REPORTING:

The Consultant will report to the PPIU Trade in Service and Investment Lead who will work in collaboration with BTIB to supervise the activity. Regular meetings will be arranged with the Consultant to monitor progress.

VI. QUALIFICATIONS, SKILLS AND EXPERIENCE REQUIRED OF CONSULTANT(S)

The consultant is required to have the following qualifications and experience:

i. **Qualifications and skills/experience:**

- Qualifications in business management, marketing, international trade, communications, commerce, or other relevant areas.

ii. **Skills and Experience**

- Demonstrated experience in the development and/or delivery of marketing and communications campaigns, preferably in the Pacific region.
- Demonstrated understanding of the small island development states business environment, preferably in the manufacturing and productive sectors.
- Demonstrated experience in ensuring that gender and vulnerability considerations are integrated into communications campaigns.
- Demonstrated ability to build capacity of stakeholders, ensuring long term successful implementation and sustainability.
- Demonstrated ability to manage large-scale projects under a well-defined consultancy framework, including management of potential risks.
- Demonstrated ability to work in a cross-cultural and multi-disciplinary team and work under tight deadlines to deliver high quality products.
- Excellent command of English (oral and written).