



How Department of Youth Development & Sports contributes to the Niufala Rod Blo Tourism Partnership

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PAST & PRESENT : 1980 to 2019

- **YOUTH** = 12 to 30 YRS (12-18; 19-24; 25-30)
- **SPORT** = *All forms of physical activity that contribute to Physical Fitness, Mental Well-being, Social Interaction/ Inclusion and Economic Empowerment, such as Play, Recreation, Organized or Competitive sport and Indigenous/Cultural Sport and Games.”* (National Sport Policy, 2019 – 2024).

FUTURE : YOUTH : 2020 to 2030

- NEW MARKET SEGMENT DEVELOPMENT –
- **GLOBAL ADVENTURE SEEKERS** : Descriptive of YOUTH Age-Group.
- By Nature YOUTH are: REBELLIOUS, CARE-Free and OPPORTUNITY-Seekers & ADVENTURE-Seekers, THRILL-Seekers AT HEART !
 - *HAVE Energy, Time, Fitness, Challenge to TRAVEL*
 - *Physically, Mentally, Socially, Spiritually & DIGITALLY ACTIVE*
 - *KNOW (want to KNOW) Everything, GO (Want to GO Everywhere), DO (want to DO Anything*
- **YOUTH understand YOUTH – DYDS can mobilize YOUTH through its vast Network..**
- For YOUTH, maybe TOPIC could also be: **WHAT are the OPPORTUNITIES through TOURISM to PULL our YOUTH into this Niufala Rod Blo Tourism Partnership?**

FUTURE : YOUTH : 2020 to 2030

Activity areas may include:

- **Engage and Invest** YOUTH planting food or raising livestock to secure local and potential tourist market once borders are open
- **Build Tourism Infrastructure** whereby a tourism business can be "convertible" to adapt to when there is lock down. Or Young people who want to engage in the Tourism Industry must also have another type or source of income.
- **Provide Business Training** Many young people or the general public engage in Tourism or other business do not have access to stimulus package or are not sustainable simply because there are not really serious like - no business licence, no proper book keeping, no savings, no long term plans, no VNPF, no certification of business whether they are over the threshold to be afforded technical and financial support or incubation.
- **Attractive Tourism Awards** to seek innovative ideas to expand tourism to attract tourist markets outside the Pacific especially in Asia, Americas, African and Europe.
- **Exchange Programs** with other Pacific Islands and to have Youth Tourism Festival.

FUTURE : YOUTH : 2020 to 2030

- **Create more night/day activities**, night clubs, bars, church, music, sport, church, cultural events, local, national & regional events etc
- **Investment in Production of local products** - necklace, carvings, art, chocolate, coffee, beer,
- **Engaging and empowering** to go in to partnership with each other (cooperative type approach) to setup a tourism adventure site in their respective places or even a tourism business.
- **Engaging** through aligning and linking them with the training providers to access trainings in the tourism industry.
- **Engaging Youth** people and or youth groups in clean-up campaign or beautification activities

FUTURE : SPORT: 2020 to 2030

- **NEW MARKET SEGMENT DEVELOPMENT –**
- Priority Target Market & Segments
 - A. **Regional SPORTING Events & Carnivals**
- Marketing Strategies
 - Stage 2 (2022-2023)
 - **Work with Key Stakeholders in Vanuatu to across target segments to identify potential opportunities – SPORTING, industry associations, clubs..**
 - **Develop relationships with brand aligned corporate business and develop a funnel of prospectus for visitation ie SPORTING clubs and other databases**
- **GLOBAL ADVENTURE SEEKERS**
 - YOUTH (Age-Group) make up MOST/ALL of these visitors.

FUTURE : SPORT: 2020 to 2030

- **SPORTS & TOURISM** – is a TARGET/ACTIVITY AREA in **NATIONAL SPORTS POLICY**
- **Defined in NSP as:** An economic growth area seeing travelling teams, their supporters and spectators stimulating the national tourism sector and economy through attendance at recognized/classified events held in country ie 2017 Pacific Mini Games.
- **Target 5: Sports and Tourism**
- To promote Vanuatu as a destination for sports events and activities to grow the economy, utilizing existing infrastructure and encouraging development of new facilities and sports venues in all six provinces. Sporting Tourism is an economic growth area seeing travelling teams, their supporters and spectators stimulating the national tourism sector and economy through attendance at recognized/classified events held in country. Sports Adventure Tourism i.e mountain biking would see adventure tourism activities being developed in the provinces with positive impact on rural economies.

FUTURE : SPORT: 2020 to 2030

Activity areas may include:

- Establishment of strong relationships with the Depart of Tourism, the Ministry Trade and Ministry Foreign Affairs, and Air Vanuatu as well as private sector engagement through VCCI to promote the potential of Sports Tourism;
- Development of an agreed and well promoted forward Events Calendar in close cooperation with the Vanuatu National Sports Commission, VASANOC and related Government agencies active in the tourism sector;
- Liaison with National Sporting Federations to support planning for international events potentially bringing teams, supports and spectators to Vanuatu;
- Seeking technical support i.e. volunteer in Sports Tourism/Sports Business, to liaise across sector stakeholders active in sporting tourism to promote an integrated approach;
- Assistance with data collection on sports tourism.

FUTURE : SPORT : 2020 to 2030

- **Hosting Current/New SPORTS events:**
- Oceania ATHLETICS Championships in 2021;
- Discussing with MSG to host MSG PMs FOOTBALL Cup in 2021;
- Bidding to host PACIFIC GAMES in 2027;
- Hosting Pacific Youth TENNIS Champs (since 2013) from 2021 to 2030;
- Hosting O-League/OFC FOOTBALL Comps;
- ROUND ISLAND RELAYS;
- Rossi2Rossi SWIMS;
- Masters ROWING Competitions;
- EAP CRICKET Competitions;
- GOLF Competitions;
- NATIONAL Games – esp Traditional Sport

FUTURE : SPORT: 2020 to 2030

- **Use SPORT & TEAM VANUATU missions to PROMOTE Vanuatu:**

2021 OGs (Tokyo);

2022 PMGs (Saipan);

2022 CGs (UK);

2023 PGs (Honiara);

2023 YOG (Dakar);

2023 CYGs (PortSpain);

2024 OGs (Paris); 2025 PMGs (tbc); 2026 CGs (tbc); 2027 YOG (tbc);

2027 PGs (tbc); 2028 OGs (Los Angeles);

THANKS FOR YOUR ATTENTION