

VANUATU'S PROVINCIAL HANDICRAFT HUBS

14TH JUNE 2023

PACIFIC UPDATE

VANUATU
DEPARTMENT
OF INDUSTRY



VANUATU
SKILLS
PARTNERSHIP



VANUATU'S CREATIVE INDUSTRIES SECTOR

BEFORE -

- Informal sector
- More than 80% imported products – predominantly plastic
- No national branding or oversight
- Unreliable quality and supply



ESTABLISHING THE HUBS



ESTABLISHING THE HUBS



- Community owned and operated
- Linked to Skills Centres under the Ministry of Education and Training - access to skills training and coaching
- Hub support with packaging, labelling and wholesale market links
- Diversity of governance set-up to suit different contexts

HOW WE DID IT

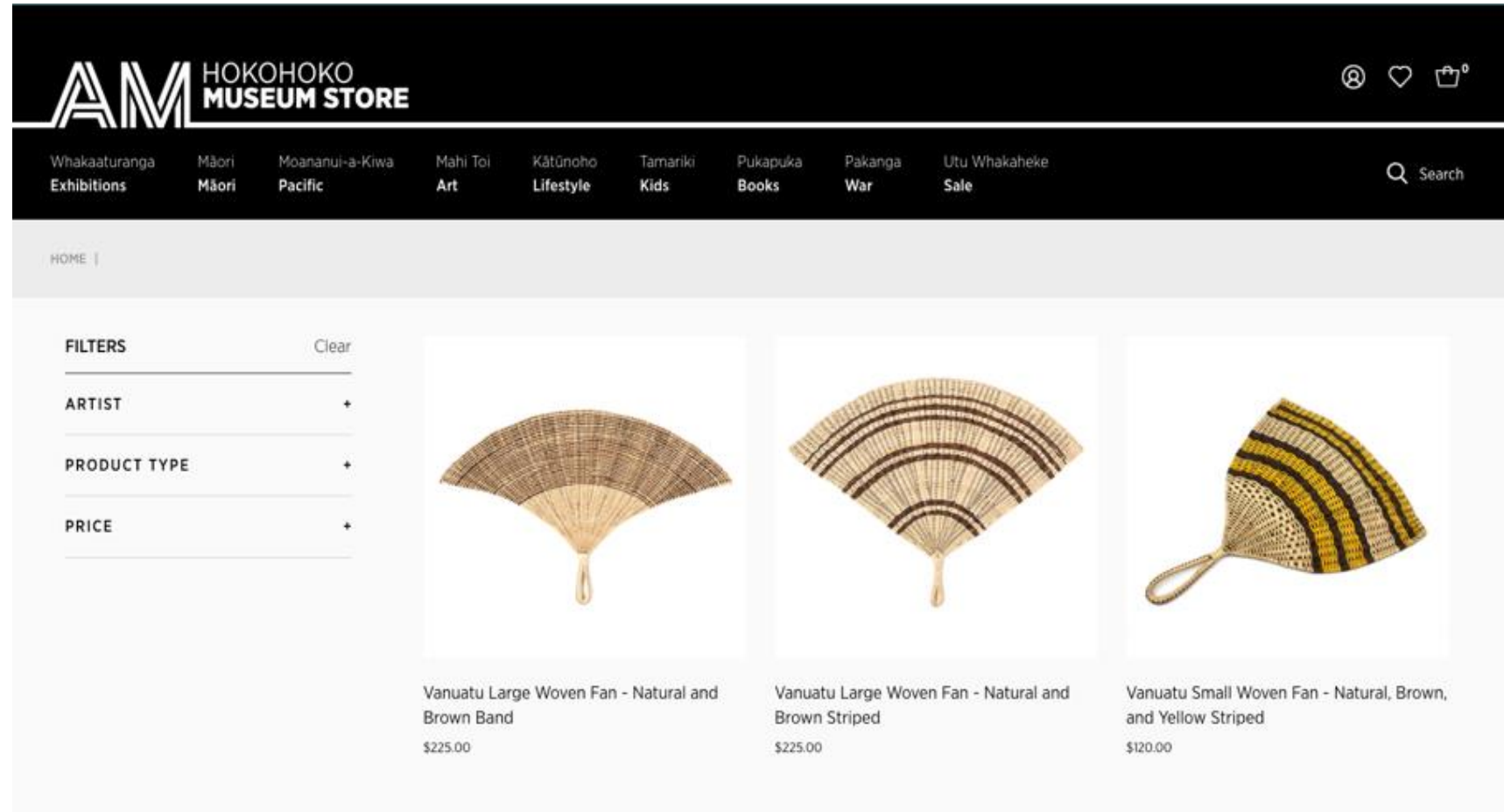


- Starting small and then scaling up
- Ensuring regional diversity (between provinces)
- Strengths-based product development
- Targeting high value markets



OUR RESULTS - ECONOMIC

- Over 320 producers, the vast majority of whom are women, and 11 producers with a disability
- Improved product quality, resulting in 26 million vatu [\$330,000] in combined sales for provincial producers since 2018
- Market links established in high value markets in Port Vila, Australia and New Zealand
- Increasing visibility of 'Vanuatu Made' brand in Vanuatu and internationally



OUR RESULTS - SOCIAL & CULTURAL

- Elevation of the status of women in business leadership roles
- Championing a 'better balance' in families and support for female entrepreneurs
- Inclusion of 11 producers with disabilities shifting discriminatory social norms
- Cultural revitalisation and rejuvenation of the sector among younger generation



OUR RESULTS - ENVIRONMENTAL

- Safeguarding our natural resources
- Sustainable resource management practices
- Climate resilience and business risk management



WHAT NEXT?

- Continue to support the hubs towards full financial sustainability
- Establish a national product showcase in Port Vila
- Launch the new National Handicraft Policy





Malampa Handicraft Centre - Empowering Rural Women - YouTube