

PHAMA PLUS PROGRAM COORDINATING COMMITTEE (PCC) 18 – 20 MAY 2021

BRIEFING NOTE

Welcome!

You have been invited to attend the PHAMA Plus Program Coordinating Committee (PCC) workshop and meeting for 2021. We look forward to your participation and, to help orient you, we provide some technical and general guidance notes below. If you have any specific questions with regard to your participation in the event or matters you may wish to raise, please email the PHAMA Plus Operations and Finance Manager, Niki Dowsing (n.dowsing@phamaplus.com.au)

The Program Coordinating Committee (PCC)

The PCC provides high-level governance oversight and direction to PHAMA Plus. It brings together the public and private sector partners of the PHAMA Plus countries, national agencies and donor programs from Australia, New Zealand and the region.

The PCC is comprised of representatives from DFAT and MFAT, regional organizations and partners, representatives from the Market Access Working Groups, the PNG Steering Committee and this year, for the first time, representatives from the Small Island State Signatories of PACER Plus. The PCC is Chaired by DFAT, with MFAT as the Co-Chair.

The PCC should meet annually. A PCC meeting was held in 2019 but last year, as the COVID-19 pandemic was starting to unfold, the meeting was cancelled. For 2021, after a 2-year gap, it is important to hold this PCC.

Our sessions across Day 1 and Day 2 of the program are open and participatory in nature. On Day 3, there is a formal session of the PCC which is restricted to the membership.

We thank you for your participation and look forward to your contribution to this important opportunity to reflect on progress to date, learn lessons and map-out plans for the next 12 months. We hope the primarily online nature of the event does not reduce our ability to interact constructively together and we appreciate your patience with connectivity and time-zones.

COVID-19 Response

COVID has defined the past 12+ months for all of us. Up to the end of last year, the primary impact across PHAMA Plus countries was economic and social. However, the experience of PNG, and more recently Fiji, of the public health risks and consequences of COVID-19 have demonstrated the continuing disruption that this pandemic can cause.

During our country update program sessions, our country teams will highlight actions that we have taken as part of our strategy to pivot some elements of our program in response to the challenge of COVID-19, helping to ensure stability, and contribute to economic recovery.



Pacific Horticultural &
Agricultural Market Access
Plus Program
Supported by Australia and New Zealand



Theme - Pacific Agriculture - Seeds for Recovery

In the context of COVID-19, from a PHAMA Plus perspective, we believe the objectives of the program have never been more important. We have contributed to a shared understanding of the impact of COVID through our preparation of the Pacific Economic Context Analysis Report (most recently issued in May 2021). With the renewed focus on agriculture and household food security and the continued importance of maintaining employment in downstream activities, PHAMA Plus is well positioned to contribute to improved household incomes and mitigate the economic impact of COVID-19.

Our program theme builds on emerging evidence that agriculture is already proving to be a resilient sector of the economy and also provides food security and a livelihoods 'safety-net'. We believe that the seeds of recovery from the economic impact of COVID-19 rest within the agriculture sector. The challenge for PHAMA Plus is therefore to ensure our portfolio of investments is positioned to capture, accelerate and expand opportunities to increase domestic production to service viable export markets, to increase household income, promote stability and contribute to economic recovery.

PHAMA Plus Portfolio

The PHAMA Plus portfolio now comprises 27 interventions with private and public partners, with six interventions currently in the final stages of development and a significant number of concepts currently under consideration. The portfolio is relatively 'young' but an increasingly busy calendar of monitoring and results measurement (MRM) activities is starting to provide evidence of what's working, where some adjustments in strategy may be required and, in some cases, where challenges remain. During the meeting our country teams will report on key highlights and lessons learned and some of our partners will share their insights.

Gender Equality, Disability and Social Inclusion (GEDSI)

Across the PHAMA Plus program, we continue to work on integration of GEDSI across all the investments we are making. Seeking to understand the role of women, youth and people with disability as actors in market systems, designing interventions that are aligned with drivers of economic empowerment, clear articulation and accountability mechanisms in partnership agreements and tracking progress. Our partners are taking their own measures and generating positive change and we will share some examples of the good work that is happening in this area.

And finally

The PCC is an opportunity to reflect on the challenges, successes and opportunities facing the Pacific agricultural sectors and to explore their contribution to the people of the region - the seeds for recovery.

We look forward to your participation in the discussions.



Pacific Horticultural &
Agricultural Market Access
Plus Program

Supported by Australia and New Zealand



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme