



Media Release

Launch of 'Reitaki – Partnership in Profile' DVD Series AusAID, Tarawa Post Communications Unit

24 March 2010

Aid development partners from across the Pacific gathered in Tarawa on Wednesday. At a formal dinner, the Australian Aid Program's new Tarawa Post Communications Strategy ('the Strategy') for Kiribati was formally launched by Judith Robinson AusAID Minister-Counsellor, (Pacific Development Cooperation). The Strategy, 'Reitaki – Partnership in Profile' was presented to distinguished guests including H.E. President Tong, Honorable Ministers, Members of Parliament, Members of the Diplomatic Corps, development partners, Secretaries and Government officials, and members of the Australian and I-Kiribati communities. Distinguished speakers for the evening included Secretary for Foreign Affairs and Immigration Mrs Tessie Lambourne and AusAID Minister-Counsellor Judith Robinson.

"I'm very excited to be launching the Tarawa Post Communications Strategy for Kiribati. It's a great initiative and promises to use a range of new media technologies to spread the word about aid program initiatives across the world", Robinson commented.

The Strategy was developed to provide a better understanding of Australia's development assistance program in Kiribati and in particular the priorities agreed to under the Australia - Kiribati Partnership for Development. "Reitaki" meaning "Partnership" was selected as the DVD title, as it highlights the close relationship Australia has with Kiribati.

The first story in the Series is the Language Education Pilot Project (LEPP), which tells the story of improving English language skills of teachers in Kiribati, as part of broader Australian efforts to promote better education standards across the Pacific. The video illustrates the success that the program has had over a one year period as told by the various teachers and trainers involved. Australia is deeply committed to working with the Government of Kiribati to raise education standards with the aim of to provide opportunities for its people.

The second story features the Marine Training Centre (MTC) a training institute that contributes directly and substantially to Kiribati's economy. For more than forty years, the MTC together with development partners has been providing young I-Kiribati with opportunities of employment in the international shipping industry.

Australia recently provided assistance of more than \$1 million dollars to the MTC with the provision of a lifeboat, engine simulators and a hydraulic crane. The upgraded training facilities and equipment aims to strengthen MTC's capacity to train seafarers and maintain competitiveness of graduates in overseas markets.

Both stories are available on AusAID's YouTube website. In February this year the MTC story attracted a 120% increase of visitors to the website. 25% of site traffic has derived from

Germany and other countries including Australia, New Zealand, Kiribati, Fiji and the Marshall Islands.

Each DVD Episode will run for approximately thirty minutes and will feature subject material drawn from the three Australia-Kiribati Partnership areas including education, workforce skills development and economic growth. Local culture and human interest stories will also be featured.

The DVDs will be produced in both English and I-Kiribati (voice-over) and distributed to a range of audiences including local schools.

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