



# Final report

Small research and development activity

---

*Project*

## **Improving women's business acumen in PNG: working with women smallholders in horticulture**

---

*project number*

ASEM/2009/042

---

*date published*

September 2012

---

*prepared by*

Barbara Chambers

---

*co-authors/  
contributors/  
collaborators*

Norah Omot, Barbara Pamphilon, Barbara Tomi, Maria Linibi and Cathy McGowan

---

*approved by*

Dr Caroline Lemerle, ACIAR Research Program Manager, Agricultural Systems Management

---

*final report number*

FR2012-23

---

*ISBN*

978 1 922137 00 5

*published by*

# Contents

1

---

# 1 Acknowledgments

There were many PNG women, too numerous to mention, 7( t)1 Tf -0/

---

## 2 Executive summary

*Improving Women's Business Acumen in PNG: Working with Women Smallholders in Horticulture* was an eighteen month exploratory study which aimed to contribute to improving the livelihoods of PNG women by examining the constraints affecting their participation in horticulture, reviewing key agriculture extension programs and facilitating the development of training programs in business skills for leaders in the PNG Women in Agriculture Development Fund (PNG WiADF). The Australian Aid Agency (AusAID) through the Agricultural Research and Development Support Facility (ARDSF), and with the assistance of ACIAR through this project, funded a national forum of women members and key national institutional representatives (29 and 30 March 2010). The aim of the forum was to improve institutional arrangements of the PNG WiADF by developing a Strategic Plan, which is gradually being implemented. A mini-workshop conducted by project team members at this national forum of 70 women identified previous successful training, constraints on horticultural participation and priority training needs in capacity building (planning, monitoring and evaluating short courses), post-harvest training (food packaging and processing), marketing skills (negotiation skills, pricing and contracts) and finance/management skills (micro-finance and banking, budgeting, book-keeping and cash flow). It confirmed anecdotal evidence from previous ACIAR projects. The findings from this rapid appraisal of training needs was used as a benchmark against which other project research on women's capacity building and training would be compared

A case study review was undertaken by the National Agricultural Research Institute (NARI) in Morobe province of women smallholders in horticulture who had undertaken previous training in horticultural technologies with NARI. Results revealed that while there were some improvements in farm operations, such as an increase in production and income, there were overwhelming constraints such as lack of follow-up of training during

---

## 3 Introduction

Since the workshop on *Women's Voices in the Food Chain* in 2002, women have lobbied

aa2(y) Tw ( pp t)-7t>o aun9T 9 Tc 099-7(er e0hpat)-7t>o aJ 0 Tc 0yJ 0 pa5-02 eh

Eastern Highlands, Morobe and Central Provinces. (Norah Omot, Barbara Tomi, Maria Linibi, Cathy Wali, Debbie Bubun and Poela Utama)

1.4 Liaise and provide information based on this research to key R&D organizations working in horticulture in PNG. (Norah Omot and Barbara Tomi)

### **Activities relating to objective 2:**

2.1 Work with the fledgling PNG WiA organization to help in its establishment and implementation by applying negotiated criteria for evaluation based on cultural fit, sound governance principles, strategic planning, leadership, lobbying and future resourcing. (Cathy McGowan – strategic and organisational planning and Barbara Pamphilon - evaluation).

Catherine McGowan Consulting and Val Lang from the Australian Women in Agriculture (AWiA) had supported Maria Linibi, President of the PNG Women in Agriculture Development Foundation (PNGWiADF) to apply for funds from AusAID for a national forum of women and allied government agencies. This was held at the end of March, 2010 and (deliberately) coincided with the launch of this ACIAR project on *Improving Women's Business Acumen*. The purpose of the national forum was to strengthen PNGWiADF's institutional arrangements and "to gain recognition of its role as the *voice of women in agriculture* who contribute to food security through the implementation of the PNGWiADF Strategic Plan." However, the establishment and implementation of an independent PNGWiA organisation was seen to be premature because of a perceived lack of readiness of the PNG WiADF executive to develop, resource and implement a culturally appropriate governance model. Instead, a national survey was designed to find out what women wanted of their organisation, a necessary pre-condition for the development of an appropriate governance model.

2.2 Undertake in partnership with the peak body of PNG WiADF a train-the-trainer program to build capacity to design, develop, monitor and evaluate training programs for women in building their business acumen (especially related to food production and marketing). This would be via two two-day training workshops in Lae during September 2010 and May 2011. (Barbara Pamphilon).

2.3 Undertake in partnership with the peak body of PNG WiADF an evaluation of their initiatives in developing training programs to build business acumen for women smallholders in horticulture. (Cathy McGowan).

Given the lack of readiness of the PNGWiADF Executive to mount training programs for its members, Cathy McGowan organised instead through the Crawford Fund for the PNG WiADF executive to be trained in Floriculture in Lae and Port Moresby in May 2011. The Australian Women in Agriculture (AWiA), through Val Lang and Cathy McGowan, also enabled Maria Linibi, the PNGWiA President to undertake leadership mentoring as part of their annual conference in Darwin in November 2010.

2.4 Share outcomes of this project via a final workshop in Port Moresby with leaders in women's agriculture, relevant R & D agencies and policy organisations about future strategic directions in improving the livelihoods of PNG women in agriculture.

The original intent had been to hold a final research outcomes workshop with all project researchers and partner agencies in PNG, but lack of funding prohibited this and a PNG partner symposium was held at NARI instead in September 2011.

Initially, the small research and development project was to run from 1 January 2010 to 30 June 2011, but NARI, one of our project partners in PNG, asked for a three month extension of time to September 30 2011 so that they could complete Activity 1.3. This was granted by ACIAR.

---

## **4 Review past and present ACIAR R&D projects with components that focused on women in horticulture (Activity 1.1)**

ACIAR's core business is predominantly in agricultural research but in its recent past Annual Operational Plan 2009-10, under Research Priorities Subprogram 1(p13) there was an emphasis on addressing social, cultural and policy constraints to the adoption of agricultural technologies especially by women. tD 1 >>past

are, but there appear to be significant constraints on market participation and few nationally focussed training programs, especially in financial literacy and business skills aimed specifically at women in horticulture and these appear not to have been evaluated. A World Bank report (Hedditch & Manuel, 2010) shows that PNG women need considerable support in accessing credit and notes that whilst women are private sector players they are mainly in the informal economy and need targeted culturally and gender appropriate support. Behind a veil of uncertainty, stories are told of women who are often penalised for their success by domestic violence and their savings denuded by male family members. In addition, successful women may invoke jealousy in other women farmers and tragically, in some cases death may result from allegations of witchcraft. Great sensitivity is needed in strategies to empower women and it appears to help if women's programs are linked to improvements in the wellbeing of families and households.

In order to enhance future ACIAR projects in agricultural development we need to ask **why** new knowledge and technologies emergent from horticulture projects in PNG are only being adopted in a piecemeal way. Anecdotal evidence from women undertaking the Train the Trainer program as part of this project suggest that some NGO training programs make women sign agreements not to share the knowledge gained in their workshops. This militates against sharing horticultural knowledge at the local level and in fact strengthens existing cultural practices of competition between villages and clan groups in agriculture.

In the Highlands, there is evidence from ACIAR projects (ASEM/2001/037 and ASEM/2006/035) that women have been inspired by workshops to attempt implementation of new knowledge and technology emergent from research. Some women have undertaken training in horticulture; others have begun small businesses in, for example, floriculture and flower export. There are several pilot studies based on women accessing micro credit for Community Based Organisations (CBOS). However, this kind of enterprise is not always successful, has not been widely adopted by women smallholders in many villages or communities and apparently is not widespread in the Highlands, Morobe and Central Provinces (Serah Misiel, "Women's Participation in CBOs", Workshop on Access to Credit and Transport for Sweet Potato Farmer-Marketers, Goroka, 17 – 18 November 2009).

A report from UNIFEM, *Who Answers to Women? Gender and Accountability*, (2008/2009), paints a dismal picture across the world of progress in women's equitable participation in their nation. In Pacific nations, the lack of UN data is of concern and of that available, progress in gender equity seems slow. Millennium goals of poverty reduction and sustainable living (AusAID 2005) are priority aid themes through which development projects are funded in such areas as economic growth, food security, gender, governance and rural development (AusAID 2008 Research Activity Document for funding in 2009). In PNG two thirds of the population live within a patriarchal society, the remaining third in a matriarchal society (Kelep-Malpo, 2008: xi). Women have less access to land, resources, credit for small-holder businesses, education and training and yet they are essential to agriculture and the well-being of families and villages (Kelep-Malpo, 2008). In the Central Province workshop on Women and their Daughters, participants indicated they were concerned that food security is becoming an issue with the influx of mining and the LPG project workers, especially into Port Moresby. It is estimated that some 40,000 new arrivals were expected in Port Moresby during 2010 - 2011. Prices for fresh produce will undoubtedly rise and this will have a negative impact for women, who often buy produce in the large city markets and resell it in peri-urban markets as part of their small entrepreneurial businesses. However, this influx with its concomitant demand for fresh food may advantage women smallholders in horticulture if collaborative marketing systems, training in business skills and access to micro-credit can be improved.



We need to ask **what** can be done about larger scale adoption of knowledge and technologies that may be helpful in sustaining smallholder enterprises in horticulture.

---

## **5 Case Study of Women in Morobe Province: Barriers to Technology Adoption and Business Acumen Training Needs (Activity 1.2)**



market prices and lack of credit facilities.



## 6.4 Recommendations

6.4.1 Capacity/skills training: To improve delivery of training and technologies to farmers, women want the contents of information brochures and delivery of training to be in *Tok Pisin* and training to be conducted in villages, wherever possible.

6.4.2 Follow-up: The women also want follow-up training programmes by research and extension officers, not just one-off training exercises. The training should be on:

- literacy
- basic skills for small business management
- book-keeping
- simple irrigation skills
- basic skills on vegetable production
- gender roles
- improved agricultural practices and
- post-harvest techniques.

6.4.3 Co-operatives: Women smallholders in horticulture should form provincial co-operative groups similar to those established by women in East New Britain province (ENB WYIACA) and Abau Women in the Central Province. The groups are having some success and are working towards mobilizing farming groups into cooperatives to engage the 'power of solidarity'.

6.4.4 Establishment of smallholder farmer loan schemes

6.4.5 Invention of farm machines that are suitable for PNG conditions, e.g. water harvesting and simple irrigation systems

6.4.6 Specially modified vehicles with cooling systems ideal for transporting highly perishable crops from farm gate to markets and providing communal tractors for hire.

---

## **7 Liaise and provide information based on the research in 1.1 and 1.3 to key organisation working in horticulture in PNG - ACIAR, AusAID, NARI and FPDA (Activity 1.4).**

Research reports linked to 1.1 and 1.3 were provided by Barbara Chambers in Trip Reports to ACIAR. In addition, Norah Omot and Barbara Tomi as knowledge navigators circulated case study

---

## **8 Capacity building, governance and training of women leaders in business acumen (Activities 2.1, 2.2, 2.3 and 2.4)**

**Activity 2.1: Work with the fledgling PNG WiA organization to help in its establishment and implementation by applying negotiated criteria for evaluation based on cultural fit, sound governance principles, strategic planning, leadership, lobbying and future resourcing. (Cathy McGowan – strategic and organisational planning).**

This activity was modified in December 2010 at the suggestion of Cathy McGowan because of the perceived lack of readiness of the PNG WiADF executive to develop, resource and implement a culturally appropriate governance model. Instead, a national survey was designed to find out what women wanted of their organisation, a necessary pre-condition for the development of an appropriate governance model. In addition, e as5w [(I)oc2(I) M



Access to resource centers  
Building sustainable relationships within the market system  
Enhanced communication  
Gain adequate finance for the running of a national NGO  
Governance

**Activity 2.2 and 2.3:**



communities were reassured that these people were not con-meris. The group strongly believed that there is now the potential to develop a full Training Guide and resource materials, which will enable wider recruitment of trainers and greater confidence and consistency through using approved training materials.

It is recommended that:

9. A full Training Manual and resource materials be developed

10. A sustainable training model be developed

Further as the partnership with Sandaun DAL<sup>1</sup>

---

It is recommended that:

The original intent had been to hold a final research outcomes workshop with all project researchers and partner agencies in PNG, but lack of funding prohibited this and a PNG partner symposium was held at NARI instead in September 2011 with FPDA and NARI researchers in attendance. The focus was on reviewing project reports and undertaking a synthesis of outcomes for the final report to ACIAR at the end of October 2011.

---

## 9 Publicity

There were several media reports on the project, which included

1. *Radio National Pacific Beat* with Linda Mottram, on Friday 5 March 2010 for International Women's Day
2. *Radio National PNG* live interview with Dora on Monday 8 March 2010 for International Women's Day
3. *Radio 2 SCR* (Sydney 107.3) pre-recorded on 5 March 2010 for International Women's Day in Sydney
4. *Monitor*, University of Canberra Magazine on 10 March 2010
5. Barbara Tomi, *Agriculture women set future in plan*, NARI Nius, Vol 13, Issue 1, 2010 p.6
6. Barbara Tomi, *Women Speak out in Survey*, NARI Nius, Volume 14, Issue 1, 2010 p.9

---

## 10 Conclusions and recommendations

### 10.1 Conclusions

**A review of woman's training in agriculture in Morobe, Eastern Highlands and the Central Province, as well as trialing a Women's Business Acumen Program for PNG WiADF leaders, revealed the following specific constraints and opportunities.**

1. The women identified a number of **Agri-business** challenges that impede their farm operations. The major challenges include: difficulty in finding buyers for their farm produce; inadequate transport service resulting in longer waiting time and less time on actual selling; lack of access to funds/credits; and family not providing adequate labour to the farm. Other challenges include expensive inputs and poor quality seed, which meant they cannot afford (expensive) farm implements; not being connected to women's network; lack of infrastructure and storage facilities – especially mechanization for harvest and water storage/management; lack of business management skills (including book keeping skills); lack of follow-up programs from training received earlier and illiteracy problems.
2. Women also identified some



Final report:



---

## **12 Appendixes**

---

### **12.1 Appendix 1:**

**Workshop to Review Issues and Training Needs in Developing Business Acumen**

**PNG Women in Agriculture Development Fund (PNG WiADF) National Forum, Alan Quartermain Hall, NARI, Lae**

**1400 – 1630, 30 March 2010**

**FTj E e**

- Kutubu Women's Rice Production. Rice becomes a household issue. Attracted male folk and government developers to work as partners.

### **Momase Region**





Members of the group commented that there was a high degree of consensus about the need for train-the trainer methods of training in business management , leadership, micro-finance access, literacy training and an increasing need for training in how to write proposals for funding, given that the government was making more money available to the regional level, especially for women. Women in the Island group were more concerned about chemicals affecting their food crops compared with organic (traditional) methods.

### **3 Outcome**

The purpose of the workshop involving some 57-65 women was to further research constraints to women's greater par -25.63 -su pa054 T9nvol:Tw obr -2ulru monie-6(ops)-2obr 1ional

Final report:

## Table of Contents

Abstract.....	3.....
1.....	
Background.....	3.....
2.....	
Objectives.....	3.....
3.....	
Method.....	4.....
3.1.....	
Interview.....	4.....
3.2.....	
Data analysis.....	4.....
4.....	
Results on farmers.....	4.....
4.1.....	
The women in the case study.....	4.....
4.2.....	
Challenges that impede the furtherance of their farm operations.....	4.....
4.3.....	
Impact of research technologies and information on farming practices of women... 5	
4.4.....	
Their training needs.....	7.....
4.5.....	
Constraints to implementation of research technologies and information.....)	





## 2.0 Objectives

The main aims of the case study were: (1) To determine the impact of research trainings and technologies on women's livelihoods, (2) To determine training needs they may still have and (3) To provide input on the training needs required by the women, to the Australian Centre for International Agricultural Research (ACIAR) Project on Improving of Business Acumen for Women Smallholders in Horticulture.

## 3.0 Method

A survey questionnaire was developed to collect information in the case study. The questionnaire had 3 sections. Section A, contained 12 questions related to trainings and technologies that women may have received from NARI in the past 3 years and questions on whether the technologies and information received had been beneficial to them or not. Section B contained 3 questions on trainings and technologies that was not covered in section A while Section C contained questions related to demographics of the women farmers.

### 3.1 Interview

The interview of women was conducted at 4 sites around Lae. The sites included Mannum village in the Wampar Local Level Government of Huon District, Intoap village in the Onga/Waffa Local Level Government area of Markham District, Poahom village in the Lae Urban District and Bubia station where the National Agricultural Research Institute (NARI) is located.

### 3.2 Data analysis

Data collected was analysed using the excel spreadsheets. Results generated using tables and graphs.

## 4. Results on the Farmers

### 4.1. The Women in the Case Study

A total of 19 women farmers were interviewed. One farmer was from Mannum village, 8 were from Mutzing village, 7 were from Poahom village and 2 women resided near



The trainings the women participated in are presented in Figure 1. The Figure shows the allocation of women (by numbers) on the different trainings received. Results show that most of the women interviewed (12 out of 19 indicating this) participated in trainings on the taro agronomy/beetle/virus technology, while 3 of the women participated in trainings on rice and grain food processing and 2 of the women participated in the training on peanut agronomy. One women each, took part in the trainings on rice agronomy, potato agronomy and vegetables nursery respectively.

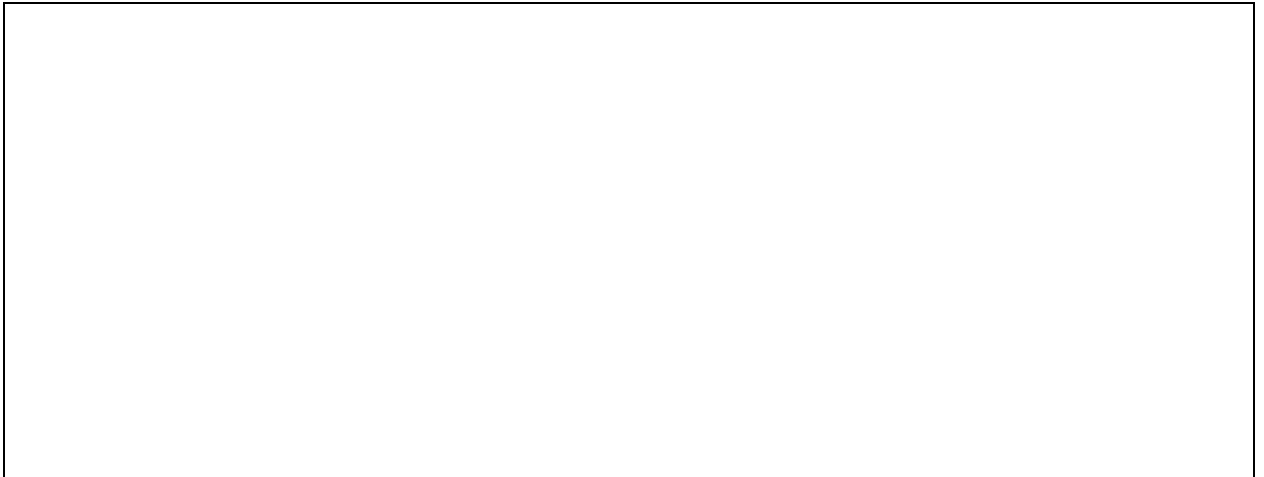


Figure 1. Number of women in percentage participated in each training conducted by NARI

Eight (out of 19) women interviewed, indicated they received technologies from NARI. Four women from this group (50%) said the technology they received, contributed to improvements on their farms. These women also noted an increase in their farm production and income. The technologies and number of women receiving them are presented in Figure 2. The results shows that two women each, received technologies on improved taro variety and capsicum fruit fly methods respectively, while 1 women each, received technologies on duck, African yam seed multiplication technique, Indian guava fruit fly



Final report:

Table 4. Access to NARI Trainings and Technology Packages

Sites Where training and technology release were conducted	No. of Women Receiving Training	Number of Women Receiving Technologies
DAL Station	0	0
LLG Station	1	1
Morobe Show	0	0
NARI Show	0	2
NARI Station	0	2
Village	13	1

The result shows that NARI had utilized a number of sites to deliver research technologies and trainings. Although the numbers of women trained against most sites may be 2, 1 or zero, no suitable conclusion can be made from this observation on best sites for technology and training delivery because, the findings were applicable only to the women who were interviewed. For instance, a large number of women (and male) farmers attend NARI shows both on station and off station every year, who are not listed here. NARI also tries to participate in shows and exhibitions organized by other stakeholders. Nevertheless, researchers may do well to assess the approach they take in delivering research outputs and make appropriate changes or use new approaches if required, to reach more farmers.

To find out whether the approach taken by NARI to deliver the training and technologies were suitable in terms of place, content of information, language used and duration of sessions, the women were asked to indicate their views. The women interviewed indicated they generally were happy with the approach that NARI was using to deliver the trainings and technologies (despite location being a limiting factor to access of training and technologies) but made suggestions for improvement. These are discussed below.

## 5.2. Suggestions for improvement

To improve delivery of training and technologies to farmers, the women interviewed indicated they want the contents of information brochure as well as the delivery of trainings to be in pidgin and for trainings to be conducted in villages. The women also indicated they want follow up programs by research and extension officers. They feel that follow-up programs will encourage them and lead to sustainability of their operations.

The process they highlighted to improve delivery of training and technologies include: training and technology content, target group, place/venue and follow up programs. These are specified below.

#### 5.2.1. Step One: Training/Technology Content

- simple pidgin
- pictures/photos/drawings
- made into videos
- pamphlets/brochures/booklets
- theory part
- practical part
- translator for illiterate

#### 5.2.2. Step Two: Target Group

- Organized Women Network
- Example; work with Papua New Guinea Women in Agriculture (PNGWiA)

#### 5.2.3. Step Three: Place/Venue

- appropriate classroom/building
- village/Local Level Government Station
- more women have access

#### 5.2.4. Step Four: Timing

- more than 1 day
- 1 day theory
- 1 day practical
- yearly training

#### 5.2.5 Step Five: Follow Up Programs

- implementation
- progressing effectively
- provide various technology skills to empower the women's operation
- identify women and link to other programs like "Credit Facilities" which will sustain operations
- proceed to "Advance Training".

The women have identified several important steps that need to be considered to improve delivery of technologies and training to them.

## 6. Summary

In summary, the main points of this case study are presented with regards to farmers who received the trainings and with research technologies and trainings that were delivered by NARI.

## 6.1. Farmers who received the research technologies and trainings

- In this case study, 19 women were interviewed. These women were mainly engaged in semi-commercial farming of fruit and vegetables.
- The women identified a number of challenges that impede their farm operations. The major challenges include: difficulty in finding buyers for their produce; inadequate transport service resulting in longer waiting time and less time on actual selling; lack of access to funds/credits; and family not providing adequate labour to the farm (Table 1).
- Fourteen (out of 19) women interviewed, participated in trainings conducted by NARI and 71% of them indicated an increase in crop production and farm income as a result of the trainings. They received trainings on rice agronomy, peanut agronomy, vegetables nursery, taro agronomy/beetle, and potato agronomy and grain food processing (Figure 1).
- Eight (out of 19) women interviewed had received research technologies from NARI and 50% of them indicated an increase in farm production and income as a result of the technologies received. The technologies included Fruit fly control methods for guavas and capsicum, African yam, duck and improved taro variety (Figure 2).
- Although there were some improvements in farm operations (increase in production and income) as a result of the research technologies and trainings, the women indicated need for more training especially on farm management and book keeping (Table 2).
- Some women who had received research technologies and information had stopped utilizing them because of some constraints. The most important constraints they indicated are lack of funds and lack of access to markets. Also important are poor market prices and lack of credit facilities (Table 3). These are important issues for technology adoption and impact. If farmers are constrained in implementation of research outputs, impact on farm level will be low (except if they are producing for subsistence use), unless these issues are adequately addressed. There is need for



## 8. References

Kolopen, J., Fahey, G., Bafui, J. and Sahe (2006) 'The role of women in production and marketing of peanut in Markham Valley of Papua New Guinea' (eds) Rachaputi, R.C.N., Wright, G., Kuniata, L. and Ramakrishna, I. Improving yield and economic viability of peanut production in Papua New Guinea and Australia Proceedings of a workshop held in Lae, Papua New Guinea, 19-20 October 2005 ACIAR Proceedings No. 122, p96-102.

Philpott, S., Powaseu, I, Shelton, R. and Sahumlal, J. (2004). Women's Voices in the

---

## 12.3 Appendix 3:



- "I am a land user and we want to work together and get rid of gambling and HIV,

- Improve living standards of village people
- Training, market, transport
- Government service to come through the group
- To train women farmers with skills and innovation in agriculture extension
- To be able to have enough food at home and surplus for sale
- Training, credit, marketing and equipment/transport
- To train women farmers, expose them nationally and internationally

#### Non registered groups

- Commercial farming, training and extension in aqua culture
- Generate income through source economic development
- Generate income
- Create better lifestyle in the family/society and province as whole.
- Encourage sweat equity for exposure, sustainability micro credit scheme
- To produce consistent supply (we need proper nursery house with iron roof)

### 3.1 Where/How does you source and manage your group finances

#### Registered Groups

- Fund raising through contributions,
- Member ship fees
- Get assistance from FPDA for donor funding and the chair managers the internal funds
- Sales of coffee, vegetables, kau kau
- Own contribution and executives manages
- It is an NGO group so all funds comes from our (the members pocket)
- Selling vegetables
- Sales of yams and money goes to the bank
- From sales of vegetables and contributions of individuals
- From our own pocket – through contributions

#### Non registered groups

- Just from sale of coffee/food crops and selling of live stock
- Sale substance farming produce (micro) to farm revenue to sustain groups expenses
- Sales of vegetables at local market and sometime shipping to PoM
- Seek financial assistance form district offices doing own fund raising
- From crops we produce

### 3.2 Who makes decisions in your group?

- We all do (everyone) at meetings
- All the members
- Family members
- Executive
- Myself



- Office is a skeleton, more effort with a full office, person in office, Maria is so tired up she can't reach out
- Training to improve our production, funds to increase production
- Group exposure
- Training, credit
- We want you to assist us to put up a resource centre
- Skills training
- Resource centre
- Credit facilities, training, marketing, transport.
- Micro credit and resource centre
- Assistance for resource centre
- More training – resource centre

#### NonRegistered Groups

- For market creation, funding assistance, further training etc
- Training, finding sustainable market
- Marketing opportunities for marketing the produce
- Assistance like funding
- Technical service = processing crops

#### 5. What do you expect from PNG WiA As an Individual?

- Training and market identification
- Individual exposure
- Market, transport, credit facilities
- Training credits
- Need skills training aboard
- To take some skills back to my family
- Resource centre
- Credit facilities, training, marketing, transport
- Micro credit, tractor service
- Resource Centre
- More training/resource centre

#### NonRegistered Groups

- Help market my produce and if possible help me set up a roasting facility (find some funding to do this)
- For my knowledge in aqua culture
- Training, capacity building
- Exposure to marketing/trade
- More training, resource centre, house bung

#### 6. SWOT: Regarding PNG WiADF, what do you see are its:

##### Strengths



## Opportunities for members to meet at the local level



- o Walkathon
- o Depot
- o Training

### Threats

Some groups don't work together

Uncertainty whether assistance can be given or not

With the women leaders disassociating

So much relies on Maria, if anything happens to her, what will happen to the organisation

Unsteady relationship with government, particularly DAL

Lack of funding, lack of training, lack of interest of members

Tapping into the needs of ordinary women

Getting the exposure of PNG women to the mothers

Too many opportunities – need to be sure that it will be of benefit to members

That benefits need to come back to 'the house' and families





- Exchange programs and visits
- Organise field trips to other groups
- Network, partnership, training vegetable farms
- Have network in place, provide training for farmers and extension officers
- Find markets, show, field days, more training,
- Executive Officer
- Regional meetings across the country – for example at March Girls for a Central Province meeting
- An email group
- Regional office
- Talk back radio with local women
- Radio play
- Column in National newspaper
- NBC has a program “Man on the land” could include women’s news
- Use provincial radio
- Regular updates on what is happening
- Radio training for PNGWiA leaders

#### Non registered Groups

- Training more service providers for extension, field days shows, field day training by groups and ward councilors, clan to clan
- Provide networking with women in other province/state and countries,
- Help with financing our little needs
- Sponsorship from Digicel for using mobile phones

#### IDEAS FOR COMMUNICATION

Use:

Post  
Internet  
Mobile  
Newspaper “I read about PNGWiA in the paper.”  
Flyer  
Monthly newsletters to members  
Internet – page  
Radio  
Meetings  
Meetings in villages  
Shows,  
PNG WiA hosted field days  
Exchange trips  
Training days  
Depot  
Market  
Sending of credit by mobile phone.

