



# CAPTAIN COOK'S FOURTH PACIFIC VOYAGE 2011

Ovava Limited, a non-profit organisation committed to the advancement of bilateral relationships between Australia and the South Pacific Region, is giving organisations a unique opportunity to be involved in an exciting and ground-breaking initiative which will not only provide young Australians with the skills and experience to become future leaders, but will also aid in the creation of forthcoming programs that will assist the Pacific Region's ongoing social and economic development.

## Ovava Limited

Originating from the creation of a concept in development since 2001, *Ovava Limited* was founded in 2010 as a non-profit organisation committed to the advancement of bilateral relationships between Australia and the South Pacific Region, focusing its work initially on the Kingdom of Tonga.

As small and in many respects isolated countries, Pacific nations face some prevailing challenges – the more widely discussed and immediate includes unemployment, which generates poverty and at times social instability. Other obstacles facing the region include serious and worsening health problems, environmental challenges and rapid urbanisation.

*Ovava* is working to develop relationships between young Australians and their Pacific neighbours to cultivate a better understanding of cultures, re-invigorate historical ties, increase capacity for engagement and firmly establish mutual partnerships with the neighbouring region.

*Ovava Limited* maintains a Board of Directors co-patroned by the Hon Alastair Nicholson AO RDF QC, former Chief Justice of the Family Court of Australia, and His Excellency Sonatane Tu'akinamolahi Taumopeau Tupou, Tonga's Ambassador to the United Nations. *Ovava*, in conjunction with the Department of Foreign Affairs and AusAID, is working to increase focus on the often overlooked Pacific Region, and provide more avenues for young Australians to learn about and engage with their Pacific neighbours.

## Young Endeavour Youth Scheme

The *Young Endeavour Youth Scheme* is a not-for-profit organisation that provides young Australians with a unique, challenging and inspirational experience at sea. The voyages aim to create a strong sense of community amongst members of the youth crew, in addition to increasing self-awareness, and developing teamwork and leadership skills.

The Scheme began in 1988, when the grand sail training ship *STS Young Endeavour* was given to the people of Australia by the United Kingdom as a Bicentennial gift. Since then, the Scheme, in partnership with the Australian Government and the Royal Australian Navy, has provided challenging training voyages for over 11,000 young Australians aboard the *Young Endeavour*.

Each year, the *Young Endeavour* undertakes about 20 voyages, mostly in Australian waters. Each voyage consists of 24 young Australians (the youth crew) and nine specially trained Australian Navy crew, who embark on an 11 day adventure at sea, gaining invaluable knowledge, skills and a life-changing experience.



## Cook's Fourth Pacific Voyage

*Ovava Limited*, in partnership with the *Young Endeavour Youth Scheme*, have organised an exciting voyage across the Pacific which will take place between 8 September and 4 November 2011. The voyage, aptly named *Cook's Fourth Pacific Voyage*, will utilise the tall ship *Young Endeavour* as a tool of foreign diplomacy to enhance Australia's engagement with the Pacific Region. 168 young Australians of Indigenous, Pacific and Anglo Australian heritage will have the opportunity to take part after participating in a range of youth programs commencing in early 2011.

*Cook's Fourth Pacific Voyage* will see participants embarking from Brisbane on a series of voyages over three months, sailing to Noumea, Vanuatu, Samoa, Tonga, New Zealand, Norfolk Island and Lord Howe Island, before finally returning to Australia. Cook had visited Tonga three times between 1773 and 1777,

seemingly searching for the Vava'u Island Group, a safe harbour and anchorage in the Pacific that had been discovered by Dutch explorers in 1616 – however, Cook never found it. The *Young Endeavour* voyages will allow the participating youth crew to discover the harbour Cook was looking for, and continue the understanding of the Pacific that Cook initiated.

The purpose of *Cook's Fourth Pacific Voyage* is to engage young Australians with their Pacific neighbours and re-establish historical ties. By creating social cohesion amongst varying cultural backgrounds, a stronger relationship can be formed between young Australians and the Pacific Region. The voyage aims to provide life-changing experiences and skills for future leadership amongst youth crew participants that will have a positive and lasting impact on the Pacific Region's internal social and economic development for now and in the future.

TO AND FROM	DATES
Brisbane, Australia to Noumea, New Caledonia	8 September - 20 September
Noumea, New Caledonia to Port Vila, Vanuatu	23 September - 3 October
Port Vila, Vanuatu to Apia, Western Samoa	6 October - 23 October
Apia, Western Samoa to Vava'u/Nuku'alofa, Tonga	26 October - 6 November
Vava'u/Nuku'alofa, Tonga to Auckland, New Zealand	10 November - 27 November
Auckland, New Zealand to Lord Howe Island	29 November - 10 December
Lord Howe Island to Sydney, Australia	13 December - 23 December



## The Opportunity

In order for *Ovava* to continue carrying out its important intercultural work between Australia and the South Pacific Region, it is seeking support from external stakeholders.

Becoming a sponsor of *Cook's Fourth Pacific Voyage* provides a unique opportunity for organisations to be involved in an exciting and innovative enterprise which will not only provide young Australians with the knowledge, skills and experience to become future leaders, but will also aid in the creation of forthcoming programs that will assist the Pacific Region's ongoing social and economic development.

The *Young Endeavour* is renowned nationally as a unique and important tool for the development of youth from all backgrounds. Supporting *Cook's Fourth Pacific Voyage* gives sponsors the potential to reach millions of people across Australia and the Pacific, with *Ovava* offering tailored packages upon mutual agreement. Tailored sponsorship opportunities can include:

- Category exclusivity for sponsors
- Staff engagement
  - employees meeting the eligibility criteria could be selected to participate in a voyage, gaining access to highly sought after training, development and incentive opportunities to benefit your organisation
- Wide-reaching and high-profile logo placement
  - this can include logo placement on youth crew uniforms and/or equipment such as hats, jackets, T-shirts and drink bottles. Opportunities may be available to secure logo placement on a sail, however, such sponsorship would need to incorporate the cost of purchasing/ custom-making a sail
- Signage rights
  - opportunities for signage at events held in each port
- Speaking engagements
- Contra agreements
- Product/collateral distribution
  - relevant branded products would be welcomed such as hats, T-shirts, jackets and drink bottles
- Opportunity for placement in *Ovava* collateral
- Company profile on *Ovava* website
- Media engagement
  - opportunities for media access and coverage of events on board the *Young Endeavour* and at each port
- Community engagement
  - opportunities for both sponsorship of youth to participate in a voyage, and to engage local youth in each port
- Customer engagement programs
  - potential for sponsorship to include access to youth crew berths which could incorporate customer competitions/rewards

## Patrons

His Excellency Sonatane Tu'akinamolahi Taumopeau Tupou  
Hon Alastair Nicholson AO RFD QC

## Board of Directors

Hon Alastair Nicholson AO RFD QC  
Rob Moodie  
John McMullan  
Siupeli Taliai  
Maria Dimopoulos  
Paul Lees  
Ikani Taliai  
Georgia Prattis  
Rhonda Baker

## Advisory Board

His Excellency Sonatane Tu'akinamolahi Taumopeau Tupou  
Anne Goldsbrough  
Michael Lindell  
Michael Hodgson



## Contact

For further information regarding *Cook's Fourth Pacific Voyage*, contact:

Ikani Taliai  
Ovava Limited  
Rialto Towers  
525 Collins Street  
Melbourne VIC  
Australia 3000  
+61 414 595 674  
ikani@ovava.org.au



YOUNG ENDEAVOUR  YOUTH SCHEME  
EXPAND YOUR HORIZONS