



## **Agenda Item 7(a)(iii): Change of PIDC Name**

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### **Recommendations:**

The Regular Annual Meeting is invited to:

1. **note** the work undertaken to date by the Board and Secretariat in developing options for a new name for Pacific Immigration Directors' Conference (PIDC) for Members to consider;
2. **discuss** and **select** a new name for PIDC that reflects the organisation's values and priorities; and
3. **task** the Secretariat to ensure that Stakeholders are well informed of the name change to ensure continued close collaboration on common issues.

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### **Purpose**

1. This Paper provides background information to support the selection of a new name for the Pacific Immigration Directors' Conference (PIDC) organisation.

### **Background**

2. Members at the 2016 PIDC Regular Annual Meeting agreed to change the name of the organisation to reflect its status as a permanent organisation with a Secretariat that is active throughout the year. It was envisaged that the new name for the organisation would be launched on the fringes of Regular Annual Meeting to be held in Samoa in 2017.

3. The Board established a process to guide the selection of a new name and developed criteria upon which the selection would be based (the relevance of the proposed name and logo to PIDC objectives; fitness for purpose; brevity; and appropriateness and impact of acronym)

4. Members were invited to recommend names and proposals were received from several Members and an international partner organisation. At its meeting held in Palau in February 2017, the Governance Sub-Committee reviewed the proposed names with those that had been workshopped by Members at the 2016 Regular Annual Meeting (refer to full list in Annex A) and undertook a vetting process removing any proposals that had inappropriate or potentially controversial acronyms. The Board then went through a three stage process with the Governance Sub-Committee and selected their top three names for Members to consider. Ranked in order of the Board's preference, these names were:

- Pacific Immigration Development Community (PIDC);
- Pacific Immigration and Border Security Organisation (PIBSO); and
- Pacific Immigration Partnership (PIP)

5. The Secretariat provided an analysis of the individual strengths and weaknesses of the three recommended names (refer to Annex B) and Members through a Circular were invited to vote for one of the three names. Only half the Members responded within the requested time and upon a number of follow up requests the majority of Members succeeded in voting resulting in a split decision reflected in Table 1 below.

#### **Summary of Results for Renaming of PIDC Vote**

<b>Name</b>	<b>Votes</b>
Pacific Immigration and Border Security Organisation (PIBSO)	8
Pacific Immigration Development Community (PIDC)	6
Pacific Immigration Partnership (PIP)	2
No preference	1

*Table 1: Summary of Results for Renaming of PIDC Vote*

#### **Logo**

6. The Board also considered a change of logo as part of the rebranding of the organisation and Members were invited to submit possible samples. Sample logos were provided by New Zealand and in response to a request raised at the Board meeting, the Secretariat arranged for an additional logo to be developed based on an initial New Zealand design. (refer to Annex C)

#### **Recommendation:**

7. Given the importance of the organisations name and logo as a brand representing Members, the Secretariat proposes that Members be given the opportunity to hold discussions for their selection. The Secretariat proposes that a final round of discussions be held at the Regular Annual Meeting to select: (a) an appropriate logo that reflects the organisation; and (b) a new name using the top two names selected by Members being:

- Pacific Immigration and Border Security Organisation (PIBSO); and
- Pacific Immigration Development Community (PIDC).

#### **Issues:**

##### *Strategy Implications*

8. The renaming of the organisation allows Members to refocus its priorities and rebrand its image to advance and support the implementation of its strategic objectives. It allows the organisation to show key areas of interest such as border security, economic growth through labour mobility and effective name.

##### *Financial Implications*

9. There are no significant financial implications for the new name change apart from costs that may be associated with promoting the new name and possibly the new logo.