

## ‘Pacific Community’ name adopted

Written by

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1 February 2016, Noumea

Expect to see and hear a lot more about the Pacific Community.

This follows the decision that the ‘Secretariat of the Pacific Community’ should be known simply by its formal name, the ‘Pacific Community’.

“By adopting the ‘Pacific Community’ as our public name we’re essentially going back to the future, as this was the legal name chosen by our members back in 1997, replacing the ‘South Pacific Commission’ title,” the Pacific Community Director-General, Dr Colin Tukuitonga, said.

“Reverting to our organisation’s formal name reflects the Pacific Community’s inclusive mandate and broad Pacific region coverage, and promotes greater ownership by our 26 country and territory members, beyond the secretariat.

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“The name change has coincided with the release of our Strategic Plan for 2016-2020, and is part of our sharper focus on sustainable development results, recognising that development effectiveness does indeed rely on partnerships built on shared goals and commitment,” Dr Tukuitonga said.

A refreshed Pacific Community logo has been released which retains the familiar circular element that has been part of the organisation’s logo for more than three decades.

The abbreviation ‘SPC’ is being retained given its widespread use across the Pacific Islands region.

The Pacific Community Logo Use Guidelines are available online [here](#). All partners of the Pacific Community (SPC) are being asked to use the correct name and logo.

The logo files may be obtained by emailing [helpdeskpublications@spc.int](mailto:helpdeskpublications@spc.int).

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