

## Consultation – KAVA Import Phase 2

I would like to introduce myself, and give a bit of my background with Kava. I was born in Lautoka, Fiji. I have lived in New Zealand for 18 years, and now I live in Australia. I travel to Fiji as much as I possibly can, as I have family there. This information is relevant because I have been around the culture and community of Kava all my life. The culture of Kava in the Pacific is very strong; being from Fiji, and having family there I can have access to quality suppliers of Kava for the Australia Commercial Market. Living in New Zealand, I noticed how the community grew with Kava being sold commercially. And now, I see potential for this in Australia, and to bring that culture and the heritage of the Pacific here, and help all the Pacific communities here, feel truly at home.

***Question 1: Are you supportive of the use of import permits (option 2) to allow kava importation to be controlled and monitored?***

Yes, option 2 presents safeguards for both the government and importers in insuring that safety measures are taken in providing kava to a third party. Putting regulations up not only helps supply the product in a civil manner but also offers the government a peace of mind that proper care will be taken, in accordance to the state rules.

***Question 4: Should kava be sold with further warnings about potential harm, such as those in the food standards? What are your views on what these warnings should be?***

I do not think further warnings will be required, as majority of the consumers of Kava are through cultural backgrounds. In my personal experience, being from Fiji, we respect kava and understand the effects of it. We have been brought up in that culture to not abuse it. And we will sell to those who are like minded and share our respect for our cultural background and heritage.

***Question 5: What are your views on the potential health, social and cultural impacts of kava, and do you have any evidence to share?***

Kava plays a very important social and cultural role in the Pacific communities. I know this first hand, as I am from Fiji. For instance, when families or friends and gatherings, kava goes around and relaxes everyone and the stories of their week start, and followed by laughter and jokes. For me, personally, after a long week of work, I would look forward to having a gathering with all my close friends on a Friday or Saturday night. This would become our time to unwind, relax and refresh. Have a bit of a laugh, and Kava has never made anyone cause any fights or arguments, it brings people and the community together.

***Question 6: Are you concerned about any particular risks that may be caused by allowing the commercial importation of kava?***

I have lived many years in New Zealand, where Kava gets sold commercially. I have not seen any particular risks which have risen or caused issues in the community, because of Kava.

***Question 8: What benefits may be achieved from commercially importing kava into Australia?***

The benefits can mostly be for the Pacific community in Australia. The Social importance of Kava in the Pacific is great, and I think this will great help with the families and friends living in Australia. Also, increased importation can help with the financial economy through tax and import duty.

***Question 9: What businesses may be involved in the commercial importation and supply of kava and how will kava potentially be priced, marketed and retailed?***

Any small business who can get access to quality, well priced Kava from the Pacific.

Well, going by prices in New Zealand. Each KG ranges from \$120 to \$160. A similar sort of price structure will be created by each of the importers. I do not think a massive commercial marketing is required for Kava, as word of mouth through the community is more than sufficient in working. I have seen this work for many commercial importers in New Zealand.

***Question 10: What methods should be used to monitor and evaluate the success and impacts of the pilot?***

Best way to monitor success would be to be track the increase in importation and sales.

***Question 12: Who may be able to contribute to the monitoring and evaluation of the pilot?***

Everyone that holds a license can provide evaluation with sales reports and profits at the end of the pilot so show success.