



FOR IMMEDIATE RELEASE

Wednesday, 16 February 2022

2022 PNGOC Media Briefing

The Papua New Guinea Olympic Committee (PNGOC) hosted its 2022 Media Briefing today in Port Moresby at the PNG Olympic Haus.

Now an annual fixture on the PNGOC Calendar held every beginning of the year, the briefing is an informative session to provide the media with a background and overview on PNGOC Calendar of Events for 2022.

In her welcome remarks, PNGOC Secretary General, Auvita Rapilla expressed the important role the media play in ensuring that the public is informed and kept abreast of current news, trends and updates in regards to sports and sports for development. She stated that the briefing is to help equip the media with the knowledge and understanding of the 3 types of Sports Movement that the Secretariat serves and delivers under Team PNG brand, and its function and activities.

“We must never underestimate the role of media as it plays an important role in the dissemination of factual, evidence-based, correct, acceptable and updated information. We view the media as a key partner that plays an important role to promote our athletes and Team PNG to achieve our vision to inspire and unite Papua New Guinea through sporting excellence and success. Media also help us give mileage to our corporate sponsors whom we rely on heavily for support”, Rapilla said.

Secretary General and staff at the Secretariat presented on: PNGOC’s History, its Strategic Direction in the new term 2021-2024; Olympic, Commonwealth and Pacific Games Movements; PNGOC’s Sponsorship and Fundraising events; Games Calendar, Justification Committee Process and Anti-Doping Program; Team PNG Games Performance Strategy and Team PNG preparations for the upcoming games; Olympic Solidarity Program; PNGOC Sports for Development Programs which is delivered through the following programs: Olympic Values Education Program (OVEP), Team PNG Hero Program (HERO), Athlete Excellence for Life (IBSU scholarships), Love Your Coast; Voices of the Athletes; Gender Equity Program and Oceania Sport Education Program.

END//...

END.

###