



Ministry of Pacific Island Affairs
Social and economic prosperity for Pacific peoples

Media Release

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Ministry of Pacific Island Affairs Appoints New Director of Communications and Relationships

Chief Executive Officer, Dr Colin Tukuitonga, today announced Magila Annandale's appointment as Director of Communications and Relationships at the Ministry of Pacific Island Affairs.

"This newly created position leads a national team and will build research capability, strategic communications, internal communications, and importantly foster relationships with key stakeholders," Dr Tukuitonga says.

"Magila is an accomplished communications executive. She has an outstanding track record in strategic communications, management and extensive experience with Pacific people. She will strengthen our platform of engagement with key community and government stakeholders," Dr Tukuitonga says.

Magila brings many years of experience in relationship management, writing for publication, media management and community relations. She has worked for many public sector agencies including the Ministry of Education and the Ministry of Health and has developed an excellent understanding of government process.

She currently runs her own highly successful business, managing nationwide social marketing campaigns.

"The Ministry is an institution with a strong brand story, a story linked to Pacific migration, development and achievement in New Zealand. Dr Colin Tukuitonga is passionate about leading change that will drive results for Pacific communities. I'm excited to be part of his leadership team to help make this happen" said Magila Annandale.

Community service features strongly in Magila's life. She is currently President of a Wellington branch of PACIFICA, President of Wellington YWCA and Deputy Chair and Communications Convener for the New Horizons for Women Trust.

Magila hails from Porirua and is of Tongan and Samoan descent. She holds a Bachelor of Arts degree and a Masters of Business Administration (MBA) from Victoria University of Wellington.

Dr Tukuitonga says the Ministry is looking forward to welcoming Magila on 19 May 2008.

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