



# CAAF Marks 45 Years of Service with an Exciting Rebrand Celebration

By Carissa McKellar

Nadi, Fiji – [11.12.2024] – The Civil Aviation Authority of Fiji (CAAF) unveiled its new brand identity during a milestone event at the Crowne Plaza Fiji Nadi Bay Resort and Spa. This significant occasion marking CAAF’s 45th anniversary, coincided with International Civil Aviation Day, and introduced a refreshed vision for the Authority’s future.

Themed "Honouring Our Past, Launching Our Future," the event highlighted CAAF’s dedication to balancing its heritage with a modern approach to aviation safety and regulation. The Honourable Viliame Gavoka, Deputy Prime Minister and Minister for Tourism & Civil Aviation, served as the chief guest and lauded CAAF for its vital contributions to Fiji’s aviation sector and regional leadership.

A central element of the rebrand is the newly introduced strapline, “Safe Skies, Secure Fiji,” which encapsulates CAAF’s enduring commitment to aviation safety, regulatory trust, and innovation. The strapline underscores the Authority’s dual mission: ensuring secure and efficient skies while driving economic and social connectivity within Fiji and beyond.



DPM and Minister for Tourism and Civil Aviation being garlanded by Ms. Harieta Tudreu of CAAF



CAAF’s Chief Executive, Theresa Levestam delivering her welcome address.

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Hon. Gavoka remarked, “This rebranding will position Fiji very strongly in the way forward for aviation and for tourism as the whole world is now travelling and people are looking for security, safety and efficiency and this is where CAAF will ensure that whatever we offer in the aviation industry here is equal to the high standards set anywhere else in the world.”

The event also marked the launch of CAAF’s revamped website, designed to improve user accessibility and provide streamlined navigation for stakeholders. This initiative is part of CAAF’s broader strategy to embrace innovation, modernise operations, and enhance stakeholder engagement.

The new logo, incorporating symbols of Fiji’s distinctive geography alongside elements that signify trust and safety, was another highlight of the event. It reflects CAAF’s commitment to professionalism and regulatory excellence, ensuring its visual identity is aligned with its operational priorities.

CAAF’s Chief Executive, Ms. Theresa Levestam stated, “This rebranding represents a new chapter for the organisation. It underscores our ongoing mission to uphold safety, trust, and regulatory standards that meet international benchmarks while reflecting Fiji’s unique identity.”

The event brought together stakeholders from across the aviation sector, including government officials, industry partners, and international regulators. The rebranding aligns with a strategy aimed at modernising CAAF’s operations, improving stakeholder engagement, and reinforcing its leadership role in the Pacific. By strengthening its identity, the Authority is better positioned to meet global aviation standards and serve the needs of both local and international stakeholders.

For further information, visit the newly launched website at <https://caaf.org.fj/>

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