



GOVERNMENT OF SAMOA  
**MINISTRY OF EDUCATION, SPORTS & CULTURE**

PO Box 1869, Apia, SAMOA Telephone (0685) 64601 Facsimile (0685) 64664 Email Address: [info@mesc.gov.ws](mailto:info@mesc.gov.ws)

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**Samoa National  
Sports Policy Document  
&  
Implementation Plan  
2017-2022**

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## **DEFINITIONS**

- **Physical activity** = *is an umbrella term that encompasses a wide variety of activities, and there are many ways for people to be physically active for example, doing housework, weeding, cutting the grass, playing with the kids, taking the stairs, or dancing. There are also more structured ways to engage in physical activity.*
- **Recreation** = *A human activity requiring physical exertion and sometimes physical skill, which by its nature or setting is participative. Samoans enjoy recreational activities such as walking, swimming, dancing.*
- **Physical education** = *participating in physical activity and sport in order to learn skills and developmental coordination, often done in educational environments. In addition, P.E encompasses Activities and experiences that allow the development of fundamental movement skills; develop and improve cognitive performance; and enhance mental and physical health and self esteem.*
- **Physical literacy** = *is mastering of the fundamental movement and sports skills that allow children and young people to understand their environment and be able to think creatively. This allows them to be more confident and be in control of their sporting and activities levels. It allows them to be more confident in their movement and approach to sport participation*
- **Sport for Development** = *is using sport as a medium to promote and achieve social, health, educational and economic outcomes.*
- **Sport** = *The use of relatively complex physical skills by individuals whose participation is motivated by a combination of personal enjoyment and external rewards. Activities that involve teams such as rugby, netball, volleyball, and soccer are sports, as are individual activities such as boxing, squash and weight-lifting.*
- **High performance/Elite sport** = *Institutionalized and competitive sport, typically involving talent identification, athlete development, sports science and national representation.*
- **Sport Tourism** = *any trip to Samoa with the prime purpose of participating in a sporting activity either as a participant, official or spectator. The sporting activity can range from participation in a competitive sports competition, e.g Pacific Games, Mini-Games, to where the sporting activity is more leisure or adventure activity secondary to the main purpose of travel, e.g tourists surfing at Salani Resort.*

## **1 INTRODUCTION**

This renewed Samoa National Sports Policy document (2017-2022) offers a more systematic, formal and holistic pathway for the development of Sports and Recreation in Samoa. It signals Governments intent to build a coordinated framework for Samoa's sporting advancement at all levels. And to harness the value and power of Sports to achieve not only national outcomes but the Sustainable Development Goals (SDG) underpinned by robust data and research systems by means of development from

- Grassroots level initiatives,
- Community participation right through to our
- High performing athletes and sports administrators.

This policy builds on the vision and effort of the first policy's ability to streamline the design and delivery of activities within the Sport and Recreation sector including the roles and responsibilities of the key players within the sector to help achieve this vision.

Through the review of the previous Sports policy document (2010-2015), Government, Samoa Association of Sports and National Olympic Committee (SASNOC), National Sports Federations (NFs), key stakeholders and individuals recognized the contribution of Sport to achieving whole of government objectives which includes improved education, improved population health, gender equality, inclusiveness, community building, social and economic development outcomes<sup>1</sup>. Furthermore, it highlights the pride and value Samoans places on sports and the ability of our Samoan athletes to punch above their weight in World Cups, Olympics, Commonwealth Games, Pacific Games and Pacific mini games even with limited resources and financial support.

The success of our Samoan athletes and officials at major international competitions shows that Samoa can compete with the more well-resourced nations. Samoa was awarded its first ever Olympic Silver medal at the Beijing (2008) Summer Olympics in Weightlifting through Ele Opeloge. Recently, our athletes won 17 Gold Medals, 23 Silver Medals and 11 Bronze Medals with a 5<sup>th</sup> overall placing in medal standings, out of 24 countries competing at the last Pacific Games in Papua New Guinea (2015)<sup>2</sup>. These results, as well as good world rankings in some sports placing in the Top 10 of their respective sport, and our referees officiating and involved at the highest level of competition to name a few further highlights of elite level performance being worthy of continued pursuit and investment.

The way Samoans engage in sports has changed and so Governments approach to Sport development and sport for development needs to change as well especially for justification of public funding and investment. Emerging trends nationally, regionally

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<sup>1</sup> Samoa National Sports Policy Review Report 2017

<sup>2</sup> Pacific Games Final Medal Tally (PNG) online 2015

and internationally such as increased use of technology, slightly younger and aging population<sup>3</sup>, changing demographic profile, social, educational, health, financial and economic benefits, changing national priorities and competing spending across Government sectors warrants a more cohesive, targeted and efficient approach to how the Sports and Recreation sector in Samoa operates if it is to keep up and deliver on its potential.

This policy document will help guide, direct and encourage our sportsmen and women, sports administrators, practitioners and the general public towards increased participation and improved sporting performance and attainment locally, regionally and internationally. It will also ensure that sports development and sport for development within our country is improved and is effective, equitable and efficient. It will create a more integrated approach between the full spectrum of stakeholders and the sports and recreation sector in our country.

### **1.1 Implementation**

The implementation of the Samoa National Sports Policy is the responsibility of a range of agencies and individuals. As such, to ensure the sustainability of the Sports Policy, it will be important to ensure that agencies and individuals have the capacity and resources to undertake the activities set out in this document. The National Sports Policy will also play an important role in forming the basis for future legislations developed for Sports and Recreation in Samoa.

In addition the design of this policy document encourages flexibility for Government and Civil Society Organizations such as NFs, SASNOC and key stakeholders to contribute to achieving the objectives and goals consistent and in line with their core mandates and areas of expertise. It is expected that this policy will be implemented in parallel with Action Plans developed across Government, NFs, Non-government agencies, Donors, Private sector individually and collectively.

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<sup>3</sup> Samoa Bureau of Statistics Demographic and Health Profile Report 2014

## **2 VISION/OBJECTIVE MEASURES**

The National Sports Policy seeks to ensure that the Government of Samoa through the Ministry or Authority responsible for Sports and Recreation and other Government departments, the Samoa Association of Sports and National Olympic Committee (SASNOC), National Sports Associations/Federations (NSA's/F's) and other key stakeholders work together to fulfil the common vision of;

*“For every Samoan regardless of age, gender or ability to be given equal opportunities to actively participate, benefit and reach their full potential in sports at a recreational and elite level”*

This will be achieved by focusing on the following:

### **2.1 Key Areas**

1. Children and Young people in Samoa are given every opportunity right from a young age within the school environment, village, church and community settings through fostering an enabling environment and pathway to see them flourish and succeed in all areas of Sports. Whether it be as a career pathway or leading an active or healthy life.
2. Samoa succeeding at the international stage. In order to attain this, our athletes and coaches need the right support and facilities as well as a more strategic and targeted investment approach for High Performance.
3. Sustainable funding model. Explore different sustainable funding models to enable development at all levels and ensure there is enough resourcing going into the Sports and Recreation system.

Furthermore, the vision for the Sports and Recreation sector will be encouraged through achieving;

### **2.2 Key Objectives**

1. Full and increased participation in sports and recreation to achieve maximum health and wellbeing.
2. Increased high performance and elite level participation and achievement of excellence at local, national, regional and international levels.
3. Sport development and sport for development participation is considered a key component of Samoa's wellbeing across health, social, cultural, education, community, tourism and economic portfolios.

4. Economic growth is fostered through the sports and recreation sector.
5. Systems level changes in the Sports and Recreation sector will ensure that Samoa has in place best practice models to encourage achievement and participation in sports at all levels.
6. Government departments and agencies' policies and strategies are aligned to support social and economic benefits through sports.
7. Government, SASNOC and NSA's/F's have a clear understanding of the sector and industry and the mandates of each party.
8. All Samoan children and youth leave school physically educated and with the knowledge, skills and confidence in sports and physical activity to enable lifelong involvement.
9. There is a provision for the co-ordination of elite development pathways (including talent identification, skill development and competition) for athletes, coaches, referees and officials.
10. Contemporary management practices are widely adopted by all organizations delivering sport and recreation including in relation to planning, financial accountability, human resource management, customer focus and capacity building.
11. Sports and Recreation systems has developed accessible, inclusive and sustainable infrastructure.
12. Return for Investment" sub-policy that is performance based whereby National Sports Federations and subsidiaries are held accountable for performance.

### **2.3 Key Outcomes**

We will hold ourselves accountable and know that we have achieved objectives of this policy in the next 5 years when we have;

1. An increase in Samoan children, young people and general population participating in structured or unstructured sports and recreation at least 3 times a week.

2. More of our team sports and individual athletes win or are placed at least in the Top 20 of their respective sports in major regional and international competitions.
3. Increase in usage and accessibility of our sporting facilities not only in the urban areas but rural areas.
4. Increase in the number of Samoan sports officials and administrators elected onto the International Sports Federations in key decision making roles.
5. Increase in sporting and recreational events being hosted by Samoa that also generates economic growth.



### **3 GENERAL PARTICIPATION IN SPORT POLICY**

***“Sport is a universal language that can bring people together no matter what their origin, background, religious belief or economic status”***

*Kofi Annan, Former United Nations Secretary General.*

Sports plays a key role in the development of the individual, community and the nation, therefore the objective of general and widespread participation in sports is vitally important.

The value of sports is based on the pivotal role sport plays in the holistic development of the Samoan individual, the community and the nation.

On an individual level and population level, sport enhances and improves general health and wellbeing by reducing the likelihood of Non Communicable Diseases (NCD’s) such as heart disease diabetes, hypertension, obesity and more. It also promotes positive physical, psychological and social development. It is instrumental in the development of individual and behavioral traits such as fair play, ethical behavior, honesty, respect for authority, and leadership. In essence, sport is no longer just a past time; it is now recognized as a means of personal and professional advancement.

On a Community level, sport plays a vital role in building community cohesion and is a valuable tool through which the energies of our young men and women can be positively engaged, and where the elderly and people with special needs are actively included.

On a National level, sport is a catalyst for economic and social growth. It offers a lot of many viable investment opportunities and over the years has contributed largely to tourism and the economic development of Samoa. It also has positive effects on public health.

According to the Population and Housing Census 2011 Analytical Report, the total number of people in Samoa was 187,741 which comprised 96,990 males and 90,830 females (Samoa Bureau of Statistics Report, 2011, p.14). The Census also showed that the Apia Urban Area constituted about 19% of the total population while 81% made up the rural population.

Therefore improved and increased participatory role of sports programs will have to be encouraged to operate out in the rural areas, because most of the sports competitions and programs are currently centered in the Apia Urban Areas and on Upolu Island.

#### **General Participation in Sports Policy Objectives**

1. Promote the development of sports and recreational programs and initiatives that encourage and enable every Samoan to participate in any type of sport regardless of ability, age or gender
2. Promote and encourage participation of women in sports at all levels of participation and administration
3. Promote and encourage participation of people with special needs in sports

4. Provide high priority to the development of sports in the rural areas
5. Promote and encourage participation of the elderly in physical exercise and sports.

### Proposed Widespread Participation in Sports Action Plan

<b>3.1 Research</b> <b>Finding out the state of play</b>		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Collate statistical information on participation rates for target groups such as: children; youth; women; elderly people; people with disabilities; and rural areas.	Proposed Samoa Sports Authority, NFs, MESC, MWCSO, MoH, Samoa Bureau of Statistics, and other relevant stakeholders	2017 and ongoing
Collate demographic information to ensure programmes can be targeted to meet the needs of different communities.	Proposed Samoa Sports Authority, NFs, MESC, MWCSO, MoH, Samoa Bureau of Statistics, and other relevant stakeholders	2017 and ongoing
Share and exchange information between agencies/NGOs and other key stakeholders in the sport and recreation sector [disseminate research and data collection to interested stakeholders].	Proposed Samoa Sports Authority, NFs, MESC, MWCSO, MoH, Samoa Bureau of Statistics, and other relevant stakeholders	2017 and ongoing
<b>3.2 Promote and encourage participation</b> More people, more active, more often		
ACTIVITY	RESPONSIBILITY	TIMEFRAME

Develop and implement a programme to encourage more children, youth, elderly and wider Samoan population to get physically active and participate in the sport and recreation sector [or support existing programmes where they exist].	Proposed Samoa Sports Authority, MESC, MoH, MWCSO, relevant NGO's, National Federations etc	2017 and ongoing
Develop and implement a programme to encourage more women to get physically active and participate in the sport and recreation sector [or support existing programmes where they exist].	MESC, MoH, Ministry of Women, Community and Sector Development (MWCSO), relevant NGO's, Local Sport, Recreation and Physical Activity Providers	2017 and ongoing
Develop and implement a programme to encourage more people with disabilities to get physically active and participate in the sport and recreation sector [or support existing programmes where they exist].	MESC, MoH, Ministry of Women, Community and Sector Development (MWCSO), relevant NGO's, Local Sport, Recreation and Physical Activity Providers	2017 and ongoing
Work with facility/asset providers to enhance awareness of the range of opportunities and facilities available in Samoa.	Proposed Samoa Sports Authority, MESC, SSFA, NFs, MoH, Ministry of Women, Community and Sector Development (MWCSO), relevant NGO's, Local Sport, Recreation and Physical Activity Providers	2017 and ongoing
Compile a database from NSAs/Fs to determine the number of all possible competitions that could be held locally.	Proposed Samoa Sports Authority, NFs, SASNO	2017 and ongoing

Develop an annual schedule of programmes of competitions to be held for each upcoming year and distribute to interested parties/stakeholders.	SASNOC	2017 and ongoing
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#### **4 HIGH PERFORMANCE (ELITE SPORT PARTICIPATION) POLICY**

Samoa continues to punch above its weight considering its limited resources and over the years has enjoyed success at regional and international sporting competitions. The highest accolade for Samoa's sporting achievement at an elite level comes in the form of Ele Opeloge's Silver Medal in the sport Weightlifting from the Beijing 2008 Olympics. Furthermore, our Samoan athletes, coaches, and referees continue to excel at an international level through earning professional contracts overseas and officiating at the highest level of competitions.

The renewed focus for this Sports policy should be to encourage an *athlete focused AND coach and technical led approach* to High Performance if Samoa is to continue to achieve international success and improve on its high performance programme over time.

Key Stakeholders in the Sports sector need to coordinate and focus more effectively to improve high performance pathways and excellence in sports. This needs to start with a stronger focus on building up National Sports Federations, Talent Identification pathways, stronger local and club level competitions and better connection with the private sector for sponsorship and investment.

Samoa has world class facilities and has played host to international competitions such as the South Pacific Games (2007), Commonwealth Youth Games (2015), All Blacks and Manu Samoa match (2015) to name a few. It is vital that our facilities continue to be well utilized, maintained and easily accessible to enable athletes to excel in their chosen sport.

Samoa needs to develop centers for excellence or high performance sports centers that contain comprehensive sports equipment and sports expertise including coaching, planning, nutrition, health AND management. This will greatly aid in the development of our elite athletes and allow them to compete with and be the best in the world.

Outcomes such as medals at international competitions, improved world rankings and better results at recognized international competitions and the number of Samoan athletes earning a living professionally overseas will be achieved if the Sport and Recreation sector focused its resources more effectively and efficiently.

##### **Excellence in Sport Policy Objectives**

1. Strengthen and build a more effective high performance pathway which will include Talent Identification Pathways, stronger local and club level sporting competitions and high performance capability of NFs
2. Prioritize sports on the basis of proven results, recognition and international performances.
3. Develop each sport through better governance, management and administration training and support.
4. Support the establishment of a single High Performance Centre (Samoa Institute of Sport) to pool resources for all of Samoa to streamline support such as sports science, research and training for all elite athletes.

5. Performance targets for major international competitions should be set for each individual sport and an evaluation of performance included in this plan.
6. Encourage more Samoan sports leaders and administrators to serve in decision making positions and higher level positions in international sports federations and organizations.

<b>4.1 Collaboration</b> Working together to achieve excellence		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Strengthen partnerships between agencies with an interest in achieving excellence in sport	Proposed Samoa Sports Authority, SASNOC, NSAs/Fs, Schools Sports Associations (SSA), MESC and relevant NGO's.	2017 and ongoing
Ensure NSAs/Fs have: up to date constitutions; valid registrations (with their international federation and the Ministry of Justice); and are meeting any other mandatory requirements in a timely manner.	SASNOC with support of Proposed Samoa Sports Authority, MESC and relevant stakeholders	2017 and ongoing
Set up a reporting template for NSAs/Fs to efficiently and effectively report on: <ul style="list-style-type: none"> <li>• performance of athletes/teams;</li> <li>• progress of planned programmes and activities for each sport;</li> <li>• Financial statements on the use of Government funding.</li> </ul>	SASNOC/MESC  NSAs/Fs to report to the appropriate agency within 20 working days of Government funding being spent.	2017 and ongoing
Revise the criteria and guidelines for the International and National Participation Fund.	MESC	2017 and ongoing
<b>4.2 Environment</b> Support the establishment of high performance centres		

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Carry out a resource audit to identify key sport and recreation facilities in Samoa.	SSFA, MESC, SASNOC and relevant stakeholders	2017 and ongoing
Identify any gaps in facilities and who should undertake the development/funding of facilities to ensure availability, accessibility and affordability.	Proposed Samoa Sports Authority, SASNOC, NSAs/Fs, relevant NGOs	2017 and ongoing
Ensure that environmental enhancements are incorporated in stakeholders planning processes.	Each agency/NSAs/Fs/NGOs	2017 and ongoing
Develop a plan for the effective and efficient management and maintenance of sport and recreation facilities (including high performance centres) to maintain them to a high standard.	SSFA, MESC, SASNOC and relevant agencies	2017 and ongoing
Develop a plan for the establishment of new facilities (including high performance centre) for the Government's support and approval.	Excellence in Sport Committee	

## **5 SPORTS AND EDUCATION**

School is the first point of contact and exposure to sports for Samoa's children and youth. This is where the basics of sport and physical education should be taught. We know that students spend quite a significant amount of time in the school setting and therefore, a solid foundation built around establishing positive attitudes, active lifestyles through sports and physical activity opportunities should be encouraged and supported. Using sport as a context for learning and student engagement improves a child's ability to learn, increases and improves concentration and overall academic achievement.

The Sports and Education policy aims to increase participation and involvement of our children to "grow, learn and flourish" regardless of age and abilities through provision of quality sports programmes alongside Health & P.E right from Early Childhood, primary, secondary schools to tertiary levels and informal settings.

It calls on all educators, leaders, parents and community support to ensure, all Samoan children gain **physical literacy** and sports skills that will allow them to not only choose to participate but compete and stand out in their chosen sport. Furthermore, they leave school with the skills and abilities that can be transferred to other areas of interest and their lives.

The future emergence of an elite athlete, the fostering of lifelong interest in sport and adoption of a healthy and active lifestyle is dependent on the development of a structured approach to sports and physical education in schools that is driven and supported by all stakeholders in education.

Health and Physical Education in the schools is presently a low priority despite being one of the curricular subjects in the official school program at all levels. Because of the emphasis on examinations and academic excellence, subjects like Health and P.E. have too often been sacrificed for additional lessons in Maths, English or other subjects.

There is an urgent need to make sure that the P.E. syllabus is time-tabled and followed effectively and efficiently in primary and secondary schools. Furthermore, more structured sports competitions in primary schools and an increase in sports offered at the College level should be prioritized, with stronger linkages to National Sports Federations as the way to establish a structured Talent identification pathway in schools.

### **Sports and Education Policy Objectives**

1. Establish a structured sporting competition for primary schools through set up of a Primary school sports association/committee
2. Support and Resolve that Health and Physical education (HPE) be taught at all levels of the education system and that it be made a compulsory and examinable subject particularly in Secondary schools where only 27 out of 42 schools offer Health & P.E as an examinable subject.
3. Support Health & P.E teacher training through provision of resources and tools to support teaching in the classroom. In addition, these are aligned to a sporting and health context. Ensuring teachers do not only just attend professional development opportunities but they have the tools of practice to support implementation.
4. Promote sports as a viable career option at a school level not just as an athlete but as an administrator or sports official.
5. Provide support for infrastructure and resources such as playing fields, sports equipment and resource materials to improve and develop existing sports and physical education programs
6. Establish Student Sports Leadership Programme. Primary and Secondary teachers are often short time - constrained and overloaded. This is one contributing factor to why Health & P.E is not taught in the classroom well. The school years provide a platform to harness and grow our young people's



leadership skills. Sports can provide this. A Student Sports Leadership Programme is all about young people learning to lead themselves and others, learning to influence and be positive role models. This Leadership programme will assist schools and teachers to utilize the potential of students to lead with the right mentoring and support provided.

7. Strengthened Primary and Secondary Schools Sports Competitions. There should be better support for Primary School Cluster Sports competitions through resourcing and also connecting with National Sports Federations to create alignment and synergy between programmes. This is to ensure schools are not bombarded with different organizations going in. This also ensures teachers are supported with resources and capacity building to run quality competitions.
8. Secondary Schools Sports Competitions should also be supported through resourcing and connecting with Secondary Schools Sports Networks already existing. Alignment with National Sports Federations should also be encouraged so that athlete development pathways are in place and transition of talented school athletes is encouraged through to club level. Secondary School Sports Networks such as Secondary Schools Athletics Association/Rugby Association can be supported through better investment in training or courses like the Oceania Sports Education Programme.

## Sports Education Policy

### 5.1 Collaboration

Working together effectively in the education environment

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Strengthen partnerships between agencies with an interest in sports, physical and health education by establishing and supporting a <i>Sports &amp; Health/Physical Education Committee</i> [or utilising existing groups as appropriate] to meet discuss how to improve and develop sports and physical education programmes.	Proposed Samoa Sports Authority, MESC, SASNOC, NSAs/Fs, University of South Pacific (USP), National University of Samoa (NUS) and other education providers, UNESCO	2017 and ongoing
Encourage set up of Primary Schools Sports	MESC to co-ordinate with support of NFs, and other	2017 and ongoing

Committees to coordinate meet regularly to coordinate sporting competitions at the Primary School level	relevant stakeholders	
Develop a database of physical education programmes for primary, secondary and tertiary education providers.	Proposed Samoa Sports Authority, MESC, SASNOC, NSAs/Fs, University of South Pacific (USP), National University of Samoa (NUS) and other education providers, UNESCO	2017 and ongoing

## 5.2 Environment

Providing support for infrastructure, facilities and resources

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Provide support for infrastructure, facilities and resources for schools to ensure availability, accessibility and affordability.	MESC for school sports fields Other education providers for their facilities.	2017 and ongoing

## 6 SPORTS AND HEALTH

The benefits of Sport on increasing physical activity levels and reaching many people to improve health are well-documented. Engaging in sporting activities increases physical activity levels of people, which helps improve health and well-being, extend life expectancy and reduce the likelihood of several non-communicable diseases including obesity, heart disease, diabetes and high blood pressure.

The statistics from the Samoa Demographic and Health Survey 2014, World Health Organization Global Health Survey in Samoa (February 2011)<sup>4</sup>, WHO Global School based Student Health Survey Samoa (2011)<sup>5</sup> highlight some alarming health problems in Samoa. The increasing number of cases of non-communicable diseases such as obesity, diabetes and heart disease in Samoa is also a serious concern. In schools 77.7% of young girls between the aged 13-15 years and 80% of young boys aged 13-15 years do not participate in the recommended levels of physical activity a week. Moreover, 2 in every 3 women between 18-64 years of age is obese (68.6%), while almost half (44.8%) of men in the same age range are obese. It also shows that women and men have very low levels of engagement in physical activities out in the rural areas.

<sup>4</sup> WHO Global Health Survey Samoa Report 2011

<sup>5</sup> WHO Global School-based Student Health Survey Samoa 2011

NCDs accounted for 43.3% of total health care expenditure and overall Government of Samoa spending on public health care was 90% of budget 2014. If the prevalence of NCDs continues to increase the Samoan government will not be able to continue financing the rising health care costs.

Engaging in sport and physical activity can play a pivotal role in reducing and preventing non communicable diseases as well as helping to reduce the Government's expenditure on treatment and care.

The role of Sport in mobilizing people at all levels and across different settings is an effective way of reaching thousands that actually enjoy being physically active needs to be encouraged.

Equally important in terms of public health is the consideration of safe water, good hygiene and sanitation practices available at sports facilities. Our sports administrations must factor this into their planning and organization of events and hosting localities. Unsafe water sources, poor sanitation and hygiene practices contribute to risk and outbreak of water-borne diseases and illnesses such as typhoid, diarrheal diseases, dysentery and schistosomiasis which are common in Samoa<sup>6</sup>.

### Sports and Health Policy Objectives

1. Encourage cross-sectoral approach to promote participation in sports and physical activity supporting the development of a National Physical Activity Action Plan and various other health strategies.
2. Propagate the benefit of sports in health and medical institutions by working in collaboration with various health institutions, in particular MESC and the MoH. MESC can assist the MoH in the development and implementation of Physical Activity programs, including data gathering and a policy in this area.
3. Promote research on the health benefits of sport and physical activity.

### Sports and Health Policy

<b>6.1 Collaboration</b> Working together to achieve better health for all		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Develop and implement physical activity programmes which propagate the health benefits of being physically active.	MoH, Proposed SSA, MESC, NHS, NFs, WHO and other relevant stakeholders	2017 and ongoing
<b>6.2 Research</b> Finding out the state of play		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Collate data on the effects of sport and physical activity on health.	Proposed SSA, MoH, WHO and other relevant stakeholders	2017 and ongoing

<sup>6</sup> Samoa Demographic and Health Survey 2014

Share and exchange information between agencies/NGOs and other key stakeholders in the sport and recreation sector [disseminate research and data collection to interested stakeholders].	MoH, Proposed SSA, MESC, NHS, WHO, NFs and other relevant stakeholders	2017 and ongoing
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### 6.3 Promote and encourage participation

More active people, more healthy people

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Develop, print and distribute sport, recreation and physical activity materials advertising the health benefits of physical activity (as required). [Utilise existing resources where they exist and ensure material is relevant and accessible to the community].	MoH, Proposed SSA, MESC, NHS, NFs and other relevant stakeholders	2017 and ongoing
Run media campaigns (radio, print, television) on the health benefits of physical activity (as required) [utilise existing resources where they exist and ensure material is relevant and accessible to the community].	MoH, Proposed SSA, MESC, NHS, NFs and other relevant stakeholders	2017 and ongoing

## 7 SPORTS AND TOURISM

The potential of economic growth through Sports Tourism is slowly being realized and needs to be maximized. Trends in the last 5 years show that there are increasing numbers of tourists entering our country for sporting purposes coupled with the number of major of sporting events hosted here, such as the Commonwealth Youth Games (2015), All Blacks vs Manu Samoa (2015), yearly Samoa Marathon, Game Fishing, Paddling and Swimming events to name a few. The accompanying media exposure and the increased professionalism in sports, have contributed to the growth of tourism in our country, which has subsequently led to economic and social development.

Sports tourism is a niche market that has often been overlooked, due mainly to the lack of coordination and links between the sports and tourism sectors. Furthermore, most sporting

competitions are organized by NSA's/F's solely for sporting purposes. Recognition of sports tourism opportunities and the ability to capitalize on potential earnings has often been overlooked and therefore, tourism benefits have been lost or not maximized upon. The lack of research and data readily available in this area has also contributed to the lack of emphasis placed on sports tourism.

The challenge is to utilize and maximize that growth in a manner that will recognize the potential of this market and contribute significantly to Samoa's economic and social development.

### **Sports and Tourism Policy Objectives**

1. Encourage a coordinated relationship between the Tourism Industry and the Sports and Recreation Sector.
2. Support and promote training to better understand the Sports Tourism industry.
3. Promote research and data collection in the area of Sports Tourism.

### **Sports and Tourism Policy**

<b>7.1 Collaboration</b> Working together to promote tourism and sport		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Draft a Memorandum of Understanding between sports tourism stakeholders and Sport & Recreation Taskforce to establish regular meetings to progress the coordination of tourism in the sport and recreation sector.	Sport and Recreation Taskforce, MESC, STA, Ministry of Finance, SIFA	2017 and ongoing
Work with the private sector to assist in providing financial support for tourism opportunities in the sport and recreation sector.	Sport and Recreation Taskforce	
<b>7.2 Research</b> Finding out the state of play		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Encourage collation of information on sports tourism and sporting opportunities in the sport and recreation sector [such as statistics, development	Samoa Tourism Authority, Samoa Immigration, Sport and Recreation Taskforce	2017 and ongoing

of a database and information on income generated through sports tourism].		
Share and exchange information between agencies/NGOs and other key stakeholders in the sport and recreation sector [disseminate research and data collection to interested stakeholders].	Samoa Tourism Authority and Ministry of Immigration	2017 and ongoing.
<b>7.3 Environment</b> Creating awareness of opportunities		
Educate sports stakeholders that sports tourism is a useful means to increase infrastructure, investment and tourism opportunities.	Multi-sectoral Sport and Recreation Committee MESC	
Continuously identify initiatives to take advantage of new opportunities in the market such as: <ul style="list-style-type: none"> <li>• exploring more sports tourism activities that could become regular features for generating income; or</li> <li>• investigating the possibility of ownership of television rights for future international or national sport and recreation events.</li> </ul>	Multi-sectoral Sport and Recreation Committee	

## **8 SPORTS AND CULTURE**

Sport plays a very important role in promoting, celebrating and revitalizing our Samoan Cultural heritage and values. The National Sports Policy recognizes sport as a tool to promote Samoan cultural values, such as respect, alofa, hospitality, sharing and patience. Engaging in sport can inspire and strengthen athletes' self esteem as well as their local and national sense of identity.

Sport is instrumental in developing the cultural identity of our young people. Furthermore, encouraging Culture through Sport can help improve community cohesion.

### **Sports and Culture Policy Objectives**

1. Promote the benefits and develop an understanding of the relationship between sports and culture
2. Encourage participation in and the retention and preservation of our traditional sports.
3. Identify traditional sports that have special cultural significance or very interesting rules which should be revived as part of our cultural heritage
4. Include a representative for Traditional sports, other than Kirikiti, in the Samoa Association of Sports and National Olympic Committee.

### **Sports and Culture Policy**

<b>8.1 Collaboration</b> Working together to promote cultural heritage		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Provide a database of the current traditional cultural sports that are informally played in Samoa.	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
Provide a database of local traditional sports competitions.	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
Create a plan for the identification and revival of specific traditional sports.	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
Include provision for a traditional sports representative on SASNOC [SASNOC to confirm if this has already occurred].	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
<b>8.2 Research</b> Research to revive traditional sports		

Conduct research on Samoan traditional sports [MESC to advise what is needed].	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
<b>8.3 Promote and Encourage</b> Promote and encourage the relationship between sports and culture		
Promote awareness, including the benefits and relationships between sports and culture through the dissemination of information such as brochures, workshops and newspapers (as required) [utilize existing resources/communication channels where they exist, and ensure material is relevant and accessible to community groups such as church groups].	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
Encourage participation in traditional sports by organising/supporting local competitions between villages [promote around existing events such as the Teuila Festivals, National Youth Week etc].	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing
Promote awareness of the benefits of traditional lifestyles and traditional sports to the wellbeing of Samoa and Samoa's cultural identity.	MESC, SASNOC, NFs and relevant stakeholders	2017 and ongoing



## **9 WOMEN and SPORTS**

There has been an increase in the number of women being the driving force of Sports and Recreation sector in Samoa. Not only are they athletes, some of them also hold key leadership positions as administrators, managers, coaches, referees and officials over the years. This is especially evident in the number of women becoming Presidents of the National Sports Associations, Board members of SASNOC and those currently employed in paid Sports Administrator positions.

However, data throughout the review process shows that women are still under-represented in all facets of physical activity, particularly in the areas of sports media coverage, decision-making positions, funding allocations and physical activity participation. Many issues hinder opportunities for women to maximize their participation, such as, safety, sponsorship, finance, the weight of family roles and cultural responsibilities.

This policy puts a renewed focus on ensuring gender equality in sports in all facets of funding, leadership, training, safety and overall coverage of not only women only sports but sports in general.

### **Women and Sport Policy Objectives**

1. Encourage participation and promote the benefits of sports and physical activity to women especially in rural areas through the Women's Committees.
2. Ensure that financial resources are equitably allocated particularly for Sports participation
3. Advocate and support the involvement of women in technical and administrative leadership positions at the national level both as professionals and as volunteers
4. Ensure that women with the essential skills and commitment, experience and training are supported in positions to effect change for women in sport.
5. Increase opportunities for women to participate in all forms of competitive sport. This could be done by designing programs that will improve both the quality and the quantity of participation opportunities.

### **Women and Sport Policy**

<b>9.1 Collaboration</b>		
Working together to support women participation in the sport and recreation sector		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Develop and implement programmes to: <ul style="list-style-type: none"> <li>• encourage more women to get physically active; and</li> <li>• provide essential skills</li> </ul>	Proposed Samoa Sports Authority, MESC, MWCSA, MoH, SASNOC, NFs, relevant agencies	2017 and ongoing

and training to women to participate in the sport and recreation sector at all levels [including participation, performance and leadership].  [Or support existing programmes where they exist]		
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Review financial resources/guidelines to ensure equitable allocation of resources to ensure women [and women's sports] are successful in the sport and recreation sector.	Proposed Samoa Sports Authority, MESC, MWCSO, MoH, SASNOC, NFs, relevant agencies	2017 and ongoing
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## 9.2 Research

Finding obstacles to action for women in the sport and recreation sector

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Encourage research to determine why women are under-represented in all facets of the sport and recreation sector (from general participation to leadership roles) [could also include key motivators and barriers to opportunities].	Proposed Samoa Sports Authority, MESC, MWCSO, MoH, SASNOC, NFs, relevant agencies	2017 and ongoing

## 9.3 Promote and Encourage

Promote and encourage women's participation in the sport and recreation sector

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Develop, print and distribute sport, recreation and physical activity materials as required (brochures, posters, pamphlets) specifically for women [utilize existing resources where they exist and ensure material is relevant and accessible to the	Proposed Samoa Sports Authority, MESC, MWCSO, MoH, SASNOC, NFs, relevant agencies	2017 and ongoing

community].

## **10 SPORTS INFRASTRUCTURE**

The availability of adequate sports facilities is essential to the development of and participation in sports. In order to encourage and facilitate mass participation, ensure safety and excellent performance, existing and proposed sports infrastructure needs to be made available, well managed, supported and effectively maintained.

Samoa has various sports infrastructure from fields, church facilities, stadiums and gyms. Samoa has 49 sports fields located in primary, secondary schools and villages, 119 basketball courts, 9 main world class facilities, 13 fitness centers and gymnasiums and not counting facilities operated and maintained by National Federations themselves. Unfortunately some of these facilities are poorly maintained and suffer from lack of investment.

It is therefore pertinent that plans are made in order to manage and maintain our sports facilities effectively and efficiently, as well as improve accessibility to these facilities for the general public.

Also important in terms of facilities planning is looking at the hygiene, sanitation and water sources available with all sports infrastructure and whether these are factored into planning and design of facilities. This is crucial as poor hygiene, sanitation and unsafe water sources contribute to not only decreasing participation in sports and physical activity but also to outbreak in water borne and infectious diseases such as typhoid, diarrheal diseases, dysentery and others.

### **Sports Infrastructure Policy objectives**

1. Establish sports and recreation facilities of an international standard to allow for the development of a range of sports disciplines.
2. Maintain and improve existing facilities to a high standard.
3. Establish effective and efficient management and maintenance of sports and recreation facilities.
4. Support the introduction of legislation for providing open space, recreation and reserve areas.
5. Promote/require the accessibility, inclusiveness and availability of facilities for use by the general public.
6. Ensure water, sanitation and hygiene better practices are incorporated into planning and development of any sporting infrastructure and public facilities.

### **Sport Infrastructure Policy**

<b>10.1 Collaboration</b>		
Working together to ensure effective sports infrastructure and facilities		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Work with facility/asset providers to enhance	Proposed Samoa Sports Authority, MESC,	2017 and ongoing

awareness of the state and range of opportunities and facilities available in Samoa.	MWCSD, Samoa Land Corporation, MNRE, SASNOC, NFs, relevant agencies	
Establish a Committee dedicated to the development and continued support of facilities/upgrade and management.	Proposed Samoa Sports Authority, MESC, MWCSD, SLC, SASNOC, NFs, relevant agencies	2017 and ongoing

### 10.2 Environment

Support the establishment of high performance centres

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Carry out a resource audit to identify key sport and recreation facilities in Samoa.	Proposed Samoa Sports Authority, MESC, SLC, STA, MNRE, SASNOC, NFs, relevant agencies	2017 and ongoing
Identify any gaps in facilities and who should undertake the development/funding of facilities to ensure availability, inclusiveness, accessibility and affordability.	Proposed Samoa Sports Authority, MESC, SLC, SASNOC, NFs, relevant agencies	2017 and ongoing
Ensure that environmental enhancements are incorporated in stakeholders planning processes.	Proposed Samoa Sports Authority, MESC, SASNOC, NFs, relevant agencies	2017 and ongoing
Develop a plan for the effective and efficient management and maintenance of sport and recreation facilities to maintain them to a high standard.	Proposed Samoa Sports Authority, MESC, SASNOC, NFs, relevant agencies	2017 and ongoing
Consult with sporting bodies (NSAs/Fs) on the way they can establish high performance centres.	Proposed Samoa Sports Authority, MESC, SASNOC, NFs, relevant agencies	2017 and ongoing
Develop a plan for the establishment of new facilities (including high performance centres) for the Government's support and approval.	Proposed Samoa Sports Authority, MESC, SASNOC, NFs, relevant agencies	2017 and ongoing

## 11 **DISABILITY and SPORTS**

Sport can play an important role in the lives of people with special needs. Participation in sport by people with special needs helps to create positive peer interaction, empowerment, greater self-confidence, strengthened mental and physical attributes, and rehabilitation opportunities and more importantly it promotes social inclusion.

Data collected during the review process showed that in the last five years there have been increased opportunities and funding through not only Government but organizations such as Special Olympics Samoa, Paralympic Samoa, National Sports Federation to promoting elite participation as well as non-competitive participation of children and adults with a Disability.

However, there still needs to be more opportunities across formal and informal settings and equally the right amount of resourcing including funding that needs to be directed towards increasing the number of athletes with a disability representing Samoa at an elite level, but also opportunities for families, support network and the children, young people and adults with a disability to engage in structured and non-structured sport and physical activities weekly.

### **Disability in Sports Policy Objectives**

1. Provide increased financial and technical support for development of disability sport programs
2. Promote the inclusion of people with a disability in general sports programs and activities as well as developing disability specific sports’:
3. Encourage research in the area of Disability and Sports.

### **Disability in Sports Policy Objectives**

<b>11.1 Collaboration</b>		
Working together to support the development of disability sport programmes		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Develop and implement a programme to: <ul style="list-style-type: none"> <li>• encourage more people with disabilities to get physically active and participate in the sport and recreation sector [as athletes, coaches, administrators, volunteers]; and</li> <li>• promote local disability sports competitions.</li> </ul>	Proposed Samoa Sports Authority, MESC, MWCSO, Special Olympics, SASNO, NFs, relevant agencies	2017 and ongoing
Review financial resources/guidelines to	Proposed Samoa Sports Authority, MESC,	2017 and ongoing

ensure sufficient resources for the development of sport disability programmes and facilities	MWCSD, Special Olympics, SASNOC, NFs, relevant agencies	
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### 11.2 Research

Finding obstacles to action for people with disabilities to participate in the sport and recreation sector

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Encourage research to gather information on obstacles to action for people with disabilities [include information on facilities, motivations, barriers etc].	Proposed Samoa Sports Authority, MESC, MWCSD, Special Olympics, SASNOC, NFs, relevant agencies	2017 and ongoing

### 11.3 Environment

Building the appropriate environment

ACTIVITY	RESPONSIBILITY	TIMEFRAME
Carry out a resource audit to identify key sport and recreation facilities in Samoa that include facilities/access for people with disabilities.	Proposed Samoa Sports Authority, MESC, MWCSD, Special Olympics, SASNOC, NFs, relevant agencies	2017 and ongoing
Identify any gaps in facilities and who should undertake the development/funding of facilities to ensure availability, accessibility and affordability.	Proposed Samoa Sports Authority, MESC, MWCSD, Special Olympics, SASNOC, NFs, relevant agencies	2017 and ongoing
Ensure that environmental enhancements for people with disabilities are incorporated in stakeholders planning processes.	Proposed Samoa Sports Authority, MESC, MWCSD, Special Olympics, SASNOC, NFs, relevant agencies	2017 and ongoing

## **12 SPORTS TRAINING AND DEVELOPMENT**

Samoa needs to develop the sports sector through the right technical training and development of sports practitioners. The development of high quality human resources to develop, manage and support the sports sector is required.

The lack of sports specific academically qualified and highly skilled Sports leaders in Samoa has also contributed to a low number of participants in the sector and unsustainable programs. There needs to be a review of what is available at out tertiary training institutions and explore how we can enhance our ability to offer structured, relevant, updated and internationally recognized training courses.

Most sports rely on overseas based sports practitioners which is a high cost to maintain, however the high costs can be minimized if there was a better local investment in building up the sports workforce through an academic pathway at the Tertiary Institutions in Samoa as well as more investment in better coaching resources and support, sports science research including nutrition and sport psychology, electronic aids and manuals that will assist in improving knowledge and advancing the technical skills of our athletes, coaches, referees and administrators.

### **Training and Development Policy Objectives**

1. Establish a program to provide technical support to recognized national sporting associations
2. Provide training for officials and administrators to improve their capability to officiate and administer sporting activities;
3. Support the provision of scholarships for our sports men and women to encourage sporting and educational development
4. Develop training and resource materials for athletes, coaches, referees and sports administrators
5. Design programs which expose national sporting representatives to specialized personal development activities, which will assist in their overall development.
6. Support the development of sports nutrition, medicine, psychology, biomechanics, physiology, pharmacology and anthropometry as well as other branches of sports science.
7. Produce high quality sports practitioners
8. Provide effective programs, training and development opportunities for sports practitioners

### **Training and Development Policy**

<b>12.1 Collaboration</b> Working together to strengthen capacity and capability		
<b>ACTIVITY</b>	<b>RESPONSIBILITY</b>	<b>TIMEFRAME</b>
Establish a programme to provide support for NSAs/Fs to ensure that they have the capacity and capability to support athletes, coaches, referees,	Proposed Samoa Sports Authority, SASNOC, NUS, USP, MESC relevant key stakeholders	2017 and ongoing

administrators and volunteers.		
Ensure NSAs/Fs have: up to date constitutions; valid registrations (with their international federation and the Ministry of Justice); and are meeting any other mandatory requirements in a timely manner.	SASNOC, Proposed Samoa Sports Authority	2017 and ongoing
Develop and implement athlete, coaching, administration and volunteer strategies that focus on recruitment, development and retention.	SASNOC, Proposed Samoa Sports Authority	2017 and ongoing

### **12.2 Environment**

Creating opportunities to be a world class sport and recreation sector

Develop and disseminate training and resource materials for athletes, coaches, referees, administrators and volunteers [utilise existing resources if they exist].	Excellence in Sport Committee	2017 and ongoing
Provide training and workshops utilising the training and resource materials.	Excellence in Sport Committee	2017 and ongoing
Develop a policy to provide financial assistance for sport scholarships to encourage sporting and educational development for athletes, coaches, referees, administrators and volunteers.	Excellence in Sport Committee	2017 and ongoing



## **13 SPORTS ADMINISTRATION AND MANAGEMENT**

The successful administration and management of sports requires well established, effective and efficient management skills, governance structures and decision making systems. While such responsibilities principally lie with the national sports associations/federations and affiliates, there must be a coordinated effort among all stakeholders to achieve higher standards of administration and management.

Governance training as well as Sports management is currently provided by SASNOC. This needs to be further supported and improved.

### **Administration and Management Policy Objectives**

1. Provide support to strengthen the administrative capacity and capability of the national sports associations/federations and affiliates in the day-to-day administration of sports.
2. Support and assist national sports organizations to plan and provide sporting services.
3. Establish, strengthen and support systems for record keeping, financial management, accountability and data management across government, national sports organizations and affiliates.
4. Establish a monitoring system with SASNOC to monitor the effective management of each national sports organization.

### **Administration and Management Policy**

<b>13.1 Collaboration</b>		
Working together to strengthen capacity and capability		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Provide training and workshops on managerial, financial and administrative skills to build the capacity and capability of NSAs/Fs.	SASNOC with support of other relevant stakeholders	2017 and ongoing
Ensure NSAs/Fs have: up to date constitutions; valid registrations (with their international federation and the Ministry of Justice and MCIL); and are meeting any other mandatory requirements in a timely manner.	SASNOC	2017 and ongoing
Set up a reporting template for NSAs/Fs to efficiently and effectively report on: <ul style="list-style-type: none"> <li>• performance of athletes/teams;</li> <li>• progress of planned</li> </ul>	SASNOC/MESC  NSAs/Fs to report to the appropriate agency within 20 working days of Government funding being	2017 and ongoing

programmes and activities for each sport; • financial statements on the use of Government funding.	spent.	
Develop a system to monitor the management of NSAs/Fs.	SASNOC	2017 and ongoing
<b>13.2 Responsiveness</b> Responding to national and international policies		
Ensure local and national policies impacting on the sport and recreation sector are communicated and key stakeholders continue to incorporate such policies into their planning and strategy documents.	SSA and SASNOC	2017 and ongoing

## **14 INVESTMENT AND SPONSORSHIP**

Investment and sponsorship are vital requirements for sports development. The costs associated with sports and the lack of funding available continues to hinder its development and discourages broad participation. Furthermore, most National Sports Associations rely on Government to finance their activities, in particular when teams travel to participate at international tournaments.

It is therefore necessary to encourage greater financial support and sponsorship for sporting activities especially by the private sector. Sustainable funding models is a priority under this renewed Policy. This means that all relevant agencies and stakeholders within the Sport and recreation sector need to work collaboratively together to share resources but also to seek not only local but overseas sponsorships investments.

### **Investment and Sponsorship Policy Objectives**

1. Encourage the private sector and national sports associations/federations to develop collaborative relationships
2. Provide/establish/seek investment models that promote financial investment for development of sports and facilities
3. Prioritize the allocation of resources for sports
4. Promote and encourage fund raising by national sports associations/federations and affiliates to support their activities;
5. Identify and develop sporting disciplines which are (or which have) viable economic opportunities.

## Investment and Sponsorship Policy

<b>14.1 Environment</b> Create opportunities to increase sport investment and sponsorship		
ACTIVITY	RESPONSIBILITY	TIMEFRAME
Encourage greater support from the private sector for sport investment and sponsorship.	Sport and Recreation Taskforce	2017 and ongoing
Identify and secure appropriate alliances or partnerships with the private sector and NSAs/Fs.	Individual NSAs/Fs	2017 and ongoing
Develop a comprehensive plan to increase the revenue from commercial sponsorship.	Proposed Samoa Sports Authority, Sport and Recreation Taskforce and relevant stakeholders	2017 and ongoing
Develop a media plan focused on an events calendar to maximise media attention.	Proposed Samoa Sports Authority, Sport and Recreation Taskforce and relevant stakeholders	2017 and ongoing

## **15 KEY STAKEHOLDERS ROLES AND RESPONSIBILITIES**

The collaborative efforts of the following will be critical to the successful implementation of the National Sports Policy. These mechanisms are only a guide to the roles that can be played by various actors towards improved quality sporting programs.

### **15.1 The role of Government will be through the work of the Ministry responsible for Sports**

The remit of Government will be through the work of the Ministry/Authority/Sports Commission responsible for Sports. This Ministry/Authority/Sports Commission will focus largely on providing the direction, planning processes and strategies that will allow Samoa to streamline its operations, meet its statutory goals and outcomes for Government AND across the Sports and Recreation sector.

This proposed new Entity will focus on developing an applied structure that has a dual function; that of developing sports from the grassroots AND High performance level. This dual model of participation AND elite and talent development pathways will help direct and streamline Samoa's limited resources to ensure we maximise and get best use/results out of these limited resources.

The Samoan Government is currently the single largest investor in Samoa's Sports sector. The proposed roles and responsibilities below take into account the merge of the Sports Division, Samoa Sports Facilities Authority into the one Entity as a viable solution for Government to streamline its resources better going forward. Government shall allocate an annual budget to the Ministry responsible for sports.

Responsibilities will include but not limited to:

1. **Leading:** through provision of clear and effective leadership across policy development and by measuring the effectiveness of programs and interventions at all levels
2. **Enabling:** Encouraging an environment where active participation and achievement in sports is valued at not only at high performance levels but recreationally and socially.
3. **Facilitating:** Policy and Strategic change based on strong research and evidence based information and data systems that support up to date assessments, implementation, monitoring, and evaluation systems. This will encourage sector to use rigour, best practice, innovation and logic for solutions not only drawing on international best practices but across our local context.
4. **Focusing on supporting the creation of an Institute of Sports or High Performance Academy** that will drive excellence in high performance to influence, assist and encourage Samoa's elite athletes and supporting officials such as coaches, trainers, referees and more to achieve at the highest level.
5. **Encouraging:** wide spread active participation to promote healthy lifestyles, social cohesion and economic outcomes in sport through supporting sports development programs for people with a disability, promoting physical education and health in schools, gender equality and safety and appropriate sporting activities regardless of age and backgrounds.
6. **Advocating and Brokering sustainable Financial Investment** from within public sector and sources outside of public sector to enhance development at all levels.

7. Administering and Performance Planning: Being accountable for Government's investments and spending across High Performance and Community levels developments. This may include investing in National Sports Organisations that are most proficient and able to deliver on Samoa's sporting outcomes and holding them accountable for achieving results. Monitoring performance of sector and reporting back on use of public funds.
8. Partnering: strong emphasis on working in partnership with SASNOC, National Sports Federations, Civil Societies, other Government agencies and key sports and recreation sector partners to bring together an alliance of expertise to deliver and achieve results and strengthen sector collaboration.
9. Developing a Sports Facilities strategy and framework that will guide Samoa's investment and prioritisation in the provision, development and maintenance of all sports facilities to enhance High performance achievements but also every day active sports participation.
10. Planning: Invest, construct and maintain sporting facilities in partnership with key stakeholders to ensure all Samoan's have access to sporting facilities that are fit for purpose, accessible, safe, sustainable and low maintenance.
11. Marketing and promoting Samoa's major Sporting and recreational facilities with relevant Government agencies and key stakeholders to attract major sporting and recreational events to the country.
12. Assisting in the continuous training and development of National Sports Federations in line with up to date best practice around governance, management, strategic planning, sponsorship and other operational elements.
13. Encouraging participation in and the integration of traditional sports into modern day sporting activities.
14. Promote and support anti-doping in sports and adherence to international anti-doping laws.

## **15.2 Samoa Association of Sports and National Olympic Committee (SASNOC)**

1. Shall be recognised as the sole and legitimate administrative body for all Olympic Sports, Commonwealth, Oceania Championships, Pacific and Pacific Mini Games and Traditional Sports Competitions.
2. Shall have the right to approve the selection of all national teams for all games, which fall under their jurisdiction.
3. Shall provide National Sports Federations with training and development needs such as Governance, Leadership, Sports Management and Administration training.
4. Shall work closely with new Proposed Entity to assist National Sporting Bodies in the development of elite athletes.
5. Shall assist National Sporting Bodies in accessing technical and financial assistance for the development of each particular sport.
6. Shall assist National Sporting Bodies in training and accrediting umpires, coaches and administrators.
7. Promote and support anti-doping in sports and adherence to international anti-doping laws.

### **15.3 National Sporting Associations/Federation**

1. There shall be a national sporting association/federation for each individual sporting discipline.
2. Shall be recognised as the legitimate body to administer the sport and be affiliated and recognised by the respective/recognized International body.
3. Shall be autonomous bodies in matters relating to the administration of the sport.
4. Shall administer the development of their particular sport at the school, club and community level.
5. Shall be responsible for training and accrediting umpires, coaches and administrators for their particular sport.
6. Shall be responsible for keeping accurate and up-to-date records in the performance of athletes/teams in their respective disciplines.
7. Shall have the right to prepare athletes and select teams to participate in regional and international sporting competitions.
8. Shall be responsible for producing reports and submitting them to SASNOC and Government for accountability.
9. Shall undergo fundraising activities to acquire funding for their particular sport.
10. Shall be responsible for insuring their athletes as well as ensuring their safety. Insurance coverage for athletes should be compulsory especially when athletes participate in International and Regional competitions.

### **15.4 Private Sector**

1. Assist in financing the establishment, management and maintenance of appropriate sporting facilities.
2. Assist in funding sports programs and scholarships at all levels.
3. Assist athletes, teams and administrators to prepare for and participate in national and international competitions.

### **15.5 School Sports Associations**

1. Assist the national sports organizations to develop each particular sport in primary and secondary schools and supporting Talent Identification pathways.
2. Co-ordinate sports competitions between schools.
3. Promote participation in school sports and assist national sports organisations to identify and develop talent.

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