



PUBLIC ADMINISTRATION SECTOR PLAN (PASP) 2013/14 –  
2017/18

COMMUNICATION STRATEGY

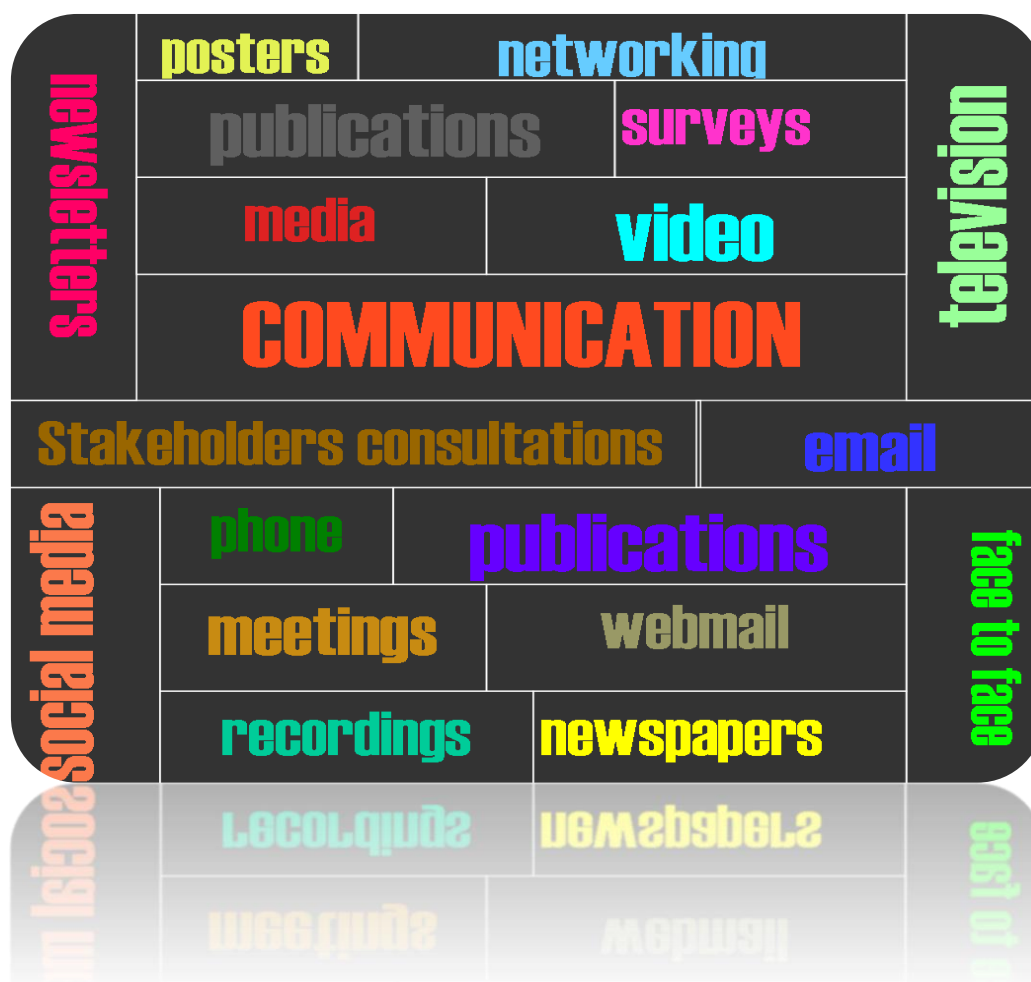


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## LIST OF ACRONYMS

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Acronym	Definition
CDC	Cabinet Development Committee
CEO	Chief Executive Officer
MOF	Ministry of Finance
MPE	Ministry of Public Enterprises
MPMC	Ministry of the Prime Minister and Cabinet
MWCSD	Ministry of Women Community & Social Development
PASP	Public Administration Sector Plan
PASSC	Public Administration Sector Steering Committee
PASCD	Public Administration Sector Coordination Division
PSC	Public Service Commission
SCCI	Samoa Chamber of Commerce and Industry Inc.
SDS	Strategy for the Development of Samoa
SOEs	State Owned Enterprises
SUNGO	Samoa Umbrella of Non-Government Organizations



## BACKGROUND

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The Public Administration Sector Plan (PASP 2013/14 – 2017/18) was developed and premised on the review of PASP 2007-2011. The Review Report approved by Cabinet in 2012 identified positive achievements as well as remaining challenges that needed to be addressed.

One of the key challenges identified was the low recognition of the PASP and ineffective communication between implementing agencies, lead agency and the Steering Committee. Key stakeholders had minimal understanding on the linkages of PASP and the work of their agencies. According to the Review Report;

“There was very low level of awareness and understanding of the PASP 2007 - 2011 among most of the public sector ministries and agencies highlighting ineffective communication and marketing of the Plan to the very agencies whose support was needed to implement the Plan” (PASP Review Report 2012)

It was then recognized that a strategy must be in place to help the PASCD address communication issues and raise awareness of all stakeholder with the new PASP.

The Communication Strategy is a tool developed to generate stakeholders’ awareness and assist in delivering the key messages of the PASP to its intended audiences.

The Strategy will be a living document, to be reviewed from time to time as priorities for the Public Administration Sector evolve. It will not be seen merely as part of a one-way process where the information flows from the Steering Committee to be applied unquestioningly by the implementing agencies. The Strategy is expected to respond to the changing needs of the stakeholders and implementing agencies.

It is anticipated that the Communication Strategy will contribute to the successful implementation of the PASP strategies and activities through effective promotion and coordination.



## INTRODUCTION

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The Public Administration Sector Plan Communication Strategy sets out a framework to guide efforts to promote stakeholder awareness, engagement and communicate the key messages of the Public Administration Sector Plan 2013/14-2017/18 in an efficient and effective manner.

The development of this document was based on the review of various literature sources pertaining to similar programs and marketing communication plans available online and other sources. It was also informed by the lessons learnt from the review of the previous PASP (2007-2011).

The Communication Strategy contains the following elements:

- ✓ Communications Purpose & Objectives
- ✓ Communication Principles
- ✓ Key Messages
- ✓ Stakeholders / Target Audience
- ✓ Communication Strategies / Activities
- ✓ Communication Monitoring and Review
- ✓ A directory to provide contact information for all stakeholders directly involved in the plan.
- ✓ A glossary of terms.

## PURPOSE & OBJECTIVES

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The Purpose of this Communication Strategy is:

1. “To generate awareness” – To substantially improve key stakeholders’ awareness, knowledge and understanding of the Public Administration Sector Plan (PASP) 2013/14-2017/18 throughout its lifecycle.
2. “To promote and encourage information sharing” – To significantly improve the dissemination of relevant and accurate PASP information between the lead agency, implementing agencies and across different sectors.
3. “To engage key stakeholders and improve partnership” – To produce relevant PASP information that promotes a participatory approach in engaging key stakeholders and building effective partnerships.
4. “To enable Leadership Support” – To attain accurate information that enables the sector leaders to be advocates of PASP
5. “To influence national, regional and international stakeholders” - To inform development partners on the challenges and opportunities of the sector by communicating PASP activities and results through mediums available that will engage and influence them.



The **Objectives** of this strategy are:

1. To significantly raise stakeholders' awareness of the PASP to ensure its messages and mission are well understood by all.
2. For the Public Administration Sector Coordination Division (PASCD) to utilize relevant communication methods to disseminate information to all implementing agencies before and after completion of each Sector annual review.
3. For the PASCD to disseminate updated relevant information from the Public Administration Sector Steering Committee (PASSC) to all implementing agencies on a regular basis.
4. To identify stakeholders concerns raised, analyze and organize the information that needs to be communicated according to stakeholders needs to ensure effective engagement and partnerships.
5. Build synergy of the PASP team through consistent communications with key stakeholders and development partners.
6. To promote and enable sector leadership and support.

## GUIDING PRINCIPLES

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The Communication Strategy will be guided by the underlying principles;

1. Delivering relevant communications that is tailored towards the stakeholders' needs.
2. Producing communications that are designed on fact-based information and delivered openly, regularly and in a straight forward manner.
3. Communications to contain and deliver consistent key messages.
4. Communications that promotes a culture of knowledge sharing and learning.
5. Communication related decisions are in line with government approved policies and fit within existing standards and legislations.

## KEY MESSAGES

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1. The PASP 2013/14 - 2017/18 is how Government helps lift the "quality and coordination of public service delivery" to the people of Samoa.
2. The PASP 2013/14 - 2017/18 will contribute to the enhancement of "continuous human resources capability building" component across all sectors.



3. The PASP 2013/14 - 2017/18 strives to promote an “ethical public sector with a culture of integrity” that promotes the core values of the Public Service”

### STAKEHOLDERS / TARGET AUDIENCE

The following key stakeholders have been identified as the relevant target audience for this Sector. Their communication needs have been identified and analyzed and the following table outlines how these will be met. These stakeholders will be reviewed on an annual basis to ensure they remain relevant.

TARGET AUDIENCE		WHAT ARE THEIR COMMUNICATION NEEDS	MEDIUM OF COMMUNICATION										
			consultations	email	meeting	Reports	website	workshop	media	Circulated IDs	newsletter		
Cabinet	Prime Minister and CDC	Approval and endorsement of PASP			*	*						*	
PASSC	CEO PSC, CEO MOF, CEO MPMC, CEO MWCSO, MPE, Civil Society Member, Private / Business Community Member, 2 Village/Community Members.	Timely and relevant PASP program implementation and governance information for monitoring and decision making.	*	*	*	*		*		*	*	*	
Public Administration Sector Coordination Division	Sector Coordinator, Principal Policy Analyst - Program Principal PASC Officer	Updated information on the PASP implementation, challenges, and pathways for engagement and opportunities for advocacy in relevant areas of influence.  Management and coordination of information together with advice to PASSC.  Coordinate and facilitate relevant workshops,	*	*	*	*	*	*	*				



TARGET AUDIENCE		WHAT ARE THEIR COMMUNICATION NEEDS	MEDIUM OF COMMUNICATION										
			consultations	email	meeting	Reports	website	workshop	media	Circulated IDs	newsletter		
		seminars and meetings for all PAS stakeholders. Information of available resources to support the implementation of PASP (e.g., TA Facility)											
Ministries & SOEs	All Ministries and government SOEs.	Timely and relevant information on PASP implementation and intended strategic outcomes. To be aware of the relevant pathway for engagement and participation and be encouraged to participate in relevant PASP activities.	*	*	*	*	*	*					
Citizens / Public	The wider Samoan population	Timely and relevant awareness and promotional materials.	*				*	*	*			*	
Private Sector	SCCI and all Businesses	Understand the PASP key goals and intended strategic outcomes and how it would benefit the private sector in terms of conducting business in Samoa.	*				*	*	*			*	
Civil Society	SUNGO and all NGOs.	Understand the PASP key goals and intended strategic outcomes and how the work of the public sector would assist with community development.	*				*	*	*			*	





TARGET AUDIENCE		WHAT ARE THEIR COMMUNICATION NEEDS	MEDIUM OF COMMUNICATION										
			consultations	email	meeting	Reports	website	workshop	media	Circulated IDs	newsletter		
Development Partners	All development partners.	To understand PASP and how it links to the Strategy for the Development of Samoa.		*	*	*				*		*	
Other Sectors	All the other 14 Sectors of the Samoan economy.	PASP Implementation and progress information and potential inter-sectoral partnerships to save resources.	*	*	*	*	*	*	*			*	

## STRATEGIES AND KEY ACTIONS

To help achieve the Communication Strategy objectives, proposed tasks and activities have been identified for implementation to ensure progress is on track.

OBJECTIVE	KEY ACTIONS	RESPONSIBLE	TIMELINES	STATUS
1. To significantly raise stakeholders' awareness of the PASP key goals and strategies to ensure its messages and mission is understood by all.	1. PASP 2013/14 - 2017/18 official launch	<ul style="list-style-type: none"> <li>PASCD &amp; PSC</li> </ul>	<ul style="list-style-type: none"> <li>6 February 2014</li> </ul>	<ul style="list-style-type: none"> <li>Complete</li> </ul>
	2. Continuous update of the PASCD webpage dedicated to PASP to ensure maximum awareness and promotional materials are distributed to all relevant stakeholders.	<ul style="list-style-type: none"> <li>HRMIS &amp; PASCD</li> </ul>	<ul style="list-style-type: none"> <li>By January 2015</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>
	3. Promote awareness through PASP annual reviews.	<ul style="list-style-type: none"> <li>PASCD</li> </ul>	<ul style="list-style-type: none"> <li>June 2015</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>
	4. Advocate and work with other sectors and key Government agencies to incorporate PASP Key Goals and strategies into	<ul style="list-style-type: none"> <li>PASCD &amp; PASSC</li> </ul>	<ul style="list-style-type: none"> <li>Annual / Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>



	<p>their Sector Plans as well as their Corporate Plans.</p> <p>5. Develop newsletter to be distributed on a quarterly basis to all key stakeholders highlighting key sector initiatives.</p>		<ul style="list-style-type: none"> <li>• Every quarter</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>
<p>2. For the PASCD to utilize relevant communication methods to disseminate information to all implementing agencies before and after completion of each Sector annual review.</p>	<p>1. Publicise information on PASC Annual review through PSC website, posters, invitation letters to key stakeholders, emails and on PSOC.</p> <p>2. Publish annual review report on PSC website under the PASCD webpage and disseminate report through e-copies, hard copies to all stakeholders.</p> <p>3. Conduct evaluation of key stakeholders concerns raised at Sector reviews and re-examine their information needs.</p>	<ul style="list-style-type: none"> <li>• PASSC &amp; PASCD</li> <li>• PASSC &amp; PASCD</li> <li>• PASCD</li> </ul>	<ul style="list-style-type: none"> <li>• May 2015 (annually)</li> <li>• August 2015 (annually)</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
<p>3. For the PASCD to disseminate updated relevant information from the Public Administration Sector Steering Committee (PASSC) to all implementing agencies.</p>	<p>1. For the Public Administration Sector Coordinator to present Communication Strategy to PASSC</p> <p>2. Develop and distribute newsletter highlighting key sector lessons, results, and challenges on a quarterly basis.</p> <p>3. Inform all stakeholders of any changes resulting from the annual reviews and stock-take consultations via disseminating the relevant information by email, provision of hard copies of reports and</p>	<ul style="list-style-type: none"> <li>• PASCD</li> <li>• PASCD</li> <li>• PASCD</li> </ul>	<ul style="list-style-type: none"> <li>• December 2014</li> <li>• Every quarter</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Completed</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul>



	uploading it onto the PASCD webpage.			
4. To identify stakeholders concerns raised, analyze and organize the information that needs to be communicated according to stakeholders needs to ensure effective engagement and partnerships.	<ol style="list-style-type: none"> <li>1. Review and refine Communications Strategy Objectives and activities based on the stakeholders information needs evaluation results.</li> <li>2. Strengthen a social media presence of PASP to enable conversations and collaboration with key stakeholders and assist in building a culture of partnerships.</li> </ol>	<ul style="list-style-type: none"> <li>• PASCD</li> <li>• PASCD &amp; Implementing Agencies.</li> </ul>	<ul style="list-style-type: none"> <li>• October 2015</li> <li>• April 2015</li> </ul>	<ul style="list-style-type: none"> <li>• Completed</li> <li>• Ongoing</li> </ul>
4. Build synergy of the PASCD team through consistent communications with key stakeholders.	<ol style="list-style-type: none"> <li>1. Identify effective internal collaborative and knowledge sharing tools to capture, store and share information collected and generated.</li> <li>2. Build the capacity of the PASCD team to successfully deliver communication products and engage in communication processes.</li> </ol>	<ul style="list-style-type: none"> <li>• PASCD &amp; PASSC</li> <li>• PASCD &amp; PASSC</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
5. To promote and enable sector leadership and support.	<ol style="list-style-type: none"> <li>1. Provide updated relevant information to PASSC to enable them to become advocates of PASP goals and activities.</li> </ol>	<ul style="list-style-type: none"> <li>• PASCD &amp; PASSC</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>

## MONITORING AND REVIEW

The Communication Strategy will be monitored on an ongoing basis and reviewed at the end of every 12 month period.

It is expected that the information collected from the ongoing monitoring will assist with the review and fine tuning of relevant strategies and activities for the PASP Communication Strategy.



## RESOURCES / COST

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The PASC Communication Strategy requires no additional financial resources as all actions will be delivered through existing mechanisms.

## PASP TEAM DIRECTORY

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ROLE	NAME	TELEPHONE	EMAIL
PASSC Chairperson/Chairman – PSC	Aiono Mose Pouvi Sua	22123/24320	<a href="mailto:msua@psc.gov.ws">msua@psc.gov.ws</a>
PASSC Member – CEO MOF	Leasiosiofaasisina Oscar Malielegaoi	34333	<a href="mailto:oscar.Malielegaoi@mof.gov.ws">oscar.Malielegaoi@mof.gov.ws</a>
PASSC Member – CEO MPE	Elita To’oala	34500	<a href="mailto:elita.tooala@mpe.gov.ws">elita.tooala@mpe.gov.ws</a>
PASSC Member – CEO MPMC	Agafili Shem Leo	63222	<a href="mailto:shem.leo@mpmc.gov.ws">shem.leo@mpmc.gov.ws</a>
PASSC Member – CEO MWCSO	Afamasaga Faauiua Mulitalo	63410	<a href="mailto:fmulitalo@mwcsd.gov.ws">fmulitalo@mwcsd.gov.ws</a>
PASSC Member - President Chamber of Commerce	Jennifer Marion Ula-Fruean [represented by Chief Executive Officer Lemauga Unasa Hobart Vaai]	31090	<a href="mailto:ceo@samoachamber.ws">ceo@samoachamber.ws</a>
PASSC Member - President SUNGO	Lavea Peseta Lua Nafoi [represented by Chief Executive Officer]	24322	<a href="mailto:ceo@sungo.ws">ceo@sungo.ws</a>
PASSC Member – Sui o Nuu Tamaitai	Representative is to be chosen by the MWCSO		
PASSC Member – Sui o le Nuu.	Representative is to be chosen by the MWCSO		
Public Administration Sector Coordinator	Osana Julie Liki	22123 / 22124 ext. 11	<a href="mailto:oliki@psc.gov.ws">oliki@psc.gov.ws</a>
Principal PASC Program Officer	Tracy Wong Ling-Warren	22123 / 22124 ext. 49	<a href="mailto:twarren@psc.gov.ws">twarren@psc.gov.ws</a>
Principal Policy Analyst - Program	Jeffrey Faitua	22123 / 22124 ext. 67	<a href="mailto:jfaitua@psc.gov.ws">jfaitua@psc.gov.ws</a>



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