



# FAAILOA



*"....enhancing partnerships to develop and sustain agriculture and fisheries...."*

## INSIDE THIS EDITION

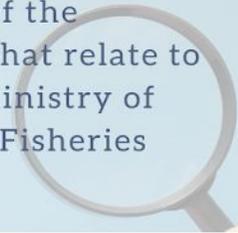
Ministry of Agriculture and Fisheries together with Scientific Research of Samoa gathered for a joint devotional service as we embark on this new year 2021

The Ministry reviews progress through a thorough revision of Key Performance Indicators.

Participation in Workshop to strengthen and enhance communication and partnership amongst the government ministries and agencies in the coordination of National Disaster Responses

## WORD SEARCH

Help find some of the relevant words that relate to the role of the Ministry of Agriculture and Fisheries



## Faailoa Newsletter January 2021

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INCREASE  
PARTNERSHIP  
COMMUNITY  
SECTOR  
FISHERS  
INCOME SECURITY  
FARMERS  
PERFORMANCE  
FISHERIES  
COMMUNICATION  
FOOD SECURITY  
OCEAN  
ENHANCE  
AGRICULTURE

## **MAF and SROS Kick start 2021 with a Devotional Service - Nafanua**

The Ministry together with Scientific Research of Samoa kick start 2021 with a devotional service. This was held at the SROS headquarters at Nafanua.

This devotion was led by Reverend Reupena Asiata, A Methodist Church Leader of Asau. Rev. Reupena proclaimed the gospel and delivered a powerful message to encourage the staff to do better, to be honest and always put God 1<sup>st</sup>.

This is an annual event organised by MAF and SROS for all the staff to seek spiritual guidance and assistance from the Almighty as they prepare for what lies in the year ahead.

MC - Dr. Seuseu Tauati  
Staff from MAF - Choir

The event concluded with light refreshments provided by SROS.

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## **A Mark of a New for the Ministry of Agriculture and Fisheries**



### **Savai'i**

The Executive Management Team (EMT) marked a new beginning by inviting principals and senior officers to join a meeting and workshop that was held on the 14<sup>th</sup> and 15<sup>th</sup> January, 2021 in Asau, Savaii.

The meeting was to discuss and reflect on the current reality of the services provided by the Ministry and consulted on a way forward to improve and achieve the targeted goals of each Divisions and of course the Ministry as a whole through a thorough revision of its Key

Performance Indicators. This is the 1<sup>st</sup> of its kind and the CEO emphasizes this to be done annually.

The EMT meeting was facilitated by the MAF Chief Executive Officer, Tilafono David Hunter at the Vaisala Hotel in Savaii.

The Ministry of Agriculture and Fisheries is made up of seven Divisions that provide regulatory and technical advice, training, and support for subsistence and commercial farmers, agri-processors, and exporters.

The more we are challenged, the more we are driven to utilise the capacities and resources we have to combat these challenges. With the current global impacts of Climate Change and COVID19, the Ministry has reflected and consulted on more activities to not only enhance the roles and responsibilities for more effective

services offered but most importantly to achieve our overarching goal to increase food, nutrition and income security for Samoa.

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## **Participation in Government Communication Workshop on National Disasters and COVID19 Preparedness.**



**Tanoa Tusitala Hotel  
30 January, 2021**

More than 40 participants from different government ministries, corporations and organisations attended a three day workshop on **‘Government Communication for National Disasters and COVID19 Preparedness’** from January 27-29 and MAF was one of them.

The workshop was hosted by the Pacific Media Assistance Scheme (PACMAS) in partnership with the Government of Samoa through the Ministry of Prime Minister and the Cabinet (MPMC) and the National Emergency Operation

Centre (NEOC), the workshop accommodated more than forty government officials.

The purpose was to strengthen communications and partnership between Government Agencies in the coordination of national emergency responses in times of disasters, as well as encouraging and improving its engagement with the media and the public.

During the opening ceremony, the Australian High Commission to Samoa – H.E. Sara Moriarty put emphasis on the importance of

communication between the media, government agencies, first responders and private sector.

*“...for those managing Government responses to disasters, the disaster is the focus, and ensuring public trust and confidence in that response is crucial. For the media, disasters are a type of news, one of many. First responders are authorities, whether it be fire, police, or government bureaucrats, who must be criticized just like any other. These two sides need to understand the other’s perspectives and to develop a system of working together.”* Said Ms.Sara Moriarty.

The same message was echoed by the Chairman of the Disaster Advisory Committee (DAC) Agafili Tomaimano Shem Leo.

*“Effective Communication is essential when managing any Emergency. One of the most vital parts of any highly efficient disaster response, is effective information exchange between the*

*National Emergency Operation Centre, Response Agencies and those impacted by the disaster or emergency event, as well as the media and the general public.”*

Throughout the workshop there were group activities that allowed the participants to effectively share experiences putting emphasis on the importance of understanding and being able to identify the fine differences between Press Release, Public Notice and a Statement.

Another exercise was a mock activity on how to answer questions during a Press Conference touched on how to deal with the media and how to answer the questions in a clear, concise and easy to understand language. An exercise on how to create a clear and concise social media post.

The workshop concluded with the presentation of Certificates for the participants on January 29.

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