



MINISTRY FOR PUBLIC ENTERPRISES

SAMOA

Public Communications Policy

**Disclosure and Exchange of
Information**

Table of Content

1. INTRODUCTION	3
2. COMMUNICATION & DEVELOPMENT	3
3. THE POLICY	3
4. THE STRATEGY	4
5. EXTERNAL RELATIONS	4
6. DISCLOSURE OF INFORMATION	5
6.1 Public Bodies Act and Regulations	
6.2 Ministry Corporate strategy, Annual reports & Service Charter	
6.3 Public Bodies Governance	
6.4 Monitoring Guidelines	
6.5 Performance Reports	
6.6 PPP & Privatisation	
7. INSTITUTIONAL ARRANGEMENTS	6

1. Introduction

The Ministry for Public Enterprises (MPE) is one of the key central agencies of the Government of Samoa. Its roles include, firstly, fostering compliance by public bodies with legislative and policy frameworks approved by Government. Secondly, to facilitate public bodies in delivering high quality services to the public. Thirdly, for all public bodies to deliver an economic and social return.

If it is to be effective, MPE must work with a broad range of people and stakeholders. If it is to create meaningful and productive partnerships, its objectives must be clear and understood and must be seen as a results oriented institution. It must also be able to demonstrate transparency and accountability by proactively sharing information, seeking feedback from stakeholders and be able to respond to information requests particularly in the absence of a Public Information Act.

All staff shares the responsibility for building the ministry's external relations in order to strengthen, maintain and protect its profile and reputation.

2. Public communications and development effectiveness

Effective external relations will support the Ministry's development effectiveness in several ways. Within the country there will be support for policies and practices advocated by the Ministry if they are well understood by development specialists, the media and civil society all of whom influence the broader public.

Samoa's development partners must be given the assurance that their assistance is effectively and efficiently utilized and that there is a results orientation to which the public can attest.

The proactive disclosure of information is a prerequisite for effective communication and building relationships with a wide range of stakeholders. Without the provision of timely accessible and relevant information, effective consultations with the public at large will not be assured.

Transparency is an important element of economic growth, financial stability and effective governance and when demonstrated through increasing access to information will strengthen integrity in public institutions and organizations. Furthermore accountability cannot be achieved without availability of information.

3. The Policy

The public communications policy aims to enhance stakeholders trust in and ability to engage with the Ministry in the execution of its core business as legally mandated. It promotes:

- *Awareness and understanding of its activities, policies, strategies, objectives and results among all stakeholders including the decision making arm of the government and the general public*
- *Sharing and exchange of development knowledge and lessons learnt so as to provide innovative perspectives on development issues.*

- *Participatory development, ensuring a two way flow of information between the Ministry and its stakeholders.*
- *Transparency and accountability in operations*

The general principles as set out above will be implemented through the strategy outlined below:

4. The Strategy

The Strategy will indicate the information MPE shall proactively make publicly available and indicates certain instances where information shall be made available on request or shall not be made available without the consent of MPE.

The strategy will comprise two separate but complementary components; external relations and disclosure of information. External relations will focus primarily on building strong external relationships with all stakeholders by making widely known what the roles and functions of the Ministry are. Disclosure of information will aim to strengthen partnerships particularly with people and organizations with direct operational and business links with MPE.

5. External Relations

MPE is committed to transparent and timely communication with all partners and the provision of up to date information on its activities in accessible form through appropriate media. The main partners for MPE include: Cabinet, State Owned Enterprises and Boards of Directors.

The Ministry will use a variety of media to improve communication with partners. The following media options will be considered depending on the target audience, the content and format of the information and the need for consultative approaches:

- i. The MPE website will be utilized for making available the majority of key documents and for providing general information on the work and contact details of the Ministry.
- ii. Selected key documents will be published and made available to key partners and to members of the public on request.
- iii. Press releases and invitations to the media will be used to publicize important events and actions.
- iv. Production of leaflets will be considered for broader dissemination of information on specific processes as needed.
- v. Workshops and seminars will be arranged whenever there is a need for consultation to obtain feedback from partners or the general public.

6. Disclosure of Information and Consultation Arrangements

The following information will be made available to partners and to the general public using the media as indicated: Any other information requested not listed below can submit a request via email or official letter to the Chief Executive Officer.

6.1. Public Bodies Act & Regulations

- Public Bodies (Performance & Accountability) Act 2001-2015 (website, publication)
- Public Bodies (Performance & Accountability) Regulations 2002 (website, publication)

6.2 Ministry Corporate strategy, Annual Reports & Service Charter

- MPE Corporate Plan - via the MPE website, hardcopy publications
- MPE Annual Reports – via the MPE website, hardcopy publications
- MPE Service Charter – via the MPE website or hardcopy publications

6.3 Public Bodies Governance

- Director’s Manual (website, publication)
- Performance Management guidelines for Directors & CEOs (website, publication)
- Recruitment and Selection guidelines for CEO’s and Managing Director (website, publication)

6.4 Monitoring Guidelines

- Quarterly SOE Reports of Public Trading Bodies – (website)
- Guidelines for Annual Reports – (website, publication)
- Guidelines for Corporate Plan - (website, publication)
- Guidelines for Community Service Obligations – (website, publication)
- Guidelines for Quarterly Reports – (website, publication)
- Guidelines for Statement of Corporate Objectives – (website, publication)
- Quarterly SOE Reports of Public Mutual Bodies and Public Beneficial Bodies – (website)

6.5 Performance Reports

- SOE Quarterly Performance Reports – (website)

6.6 Public Private Partnership & Privatization

- PPPP Handbook (website, publication)

7. Institutional Arrangements

Responsibility for the Communications plan will be with Senior Management Team supported by Corporate Services Division to ensure compliance.

The Corporate Services Division will be responsible for ensuring the operation and maintenance of the web site and to work together with other divisions that all information are updated.

The contact person for the media for all public relations issues is the:

- Chief Executive Officer – Elita To’oala – elita.tooala@mpe.gov.ws (tel:34500)