



Samoa Bureau of Statistics

Communications Strategy

and

Costed Implementation Plan (CIP)/Monitoring & Evaluation

July 2023 – June 2026

***"because ...
everyone counts"***

Final
May 2024

SBS Communications Strategy & Costed Implementation Plan/M&E 2022-2026

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i. Acronyms

BDM	– Births, Deaths and Marriages
CBS	– Central Bank of Samoa
CPI	– Consumer Price Index
CSCIP	– Communications Strategy & Costed Implementation Plan/M&E Framework
DDC	– District Development Council
ECD	– Early Childhood Development
GS	– Government Statistician
HIES	– Household Income & Expenditure Survey
KPA	– Key Priority Area
KSO	– Key Strategic Outcome
M&E	– Monitoring and Evaluation
MCIL	– Ministry of Commerce, Industry & Labour
MNRE	– Ministry of Natural Resource and Environment
MOF	– Ministry of Finance
MOH	– Ministry of Health
MoPP	– Ministry of Police & Prisons
MoU	– Memorandum of Understanding
MPMC	– Ministry of the Prime Minister and Cabinet
MWCSD	– Ministry of Women, Community and Social Development
NPF	– National Provident Fund
NUS	– National University of Samoa
PDS	– Pathway for the Development of Samoa
SBS	– Samoa Bureau of Statistics
SCCI	– Samoa Chamber of Commerce & Industries
SDG	– Sustainable Development Goals
SLFCLS	– Samoa Labour Force & Child Labour Survey
SoN	– <i>Sui o Nu'u</i>
STA	– Samoa Tourism Authority
STN	– <i>Sui Tamaita'i o Nu'u</i>
WHO	– World Health Organisation



1. Background

The Communications Strategy, Costed Implementation Plan (CSCIP) and related Monitoring and Evaluation framework was developed with assistance through the Tautai Governance for Economic Growth Program with its main outcome to “assist raise awareness, engage users and generate support among the public, civil society and institutional users to **promote the understanding and uses** of statistics”.

The key documents guiding the development of the Strategy included the: (i) *Pathway for the Development of Samoa (PDS) 2021/22-2025/26*; (ii) *Statistics Strategy 2022-2026*; (iii) *Statistics Act 2015*; (iv) *Birth, Deaths and Marriages Registration Act 2002* and (v) *SBS Communications Review and Strategy Development 2018 (CRSD)*.



2. Introduction

The Communications Strategy and Costed Implementation Plan (CSCIP); herein referred to as ‘the Strategy’, is **not** a standalone document – it is the *implementation arm* of Objective 1: Meet the Needs of the Users – specifically “**Objective 1.2.2 – Make statistics easy to access and promote their use**” in the *Samoa Statistics Strategy 2022-2026*.

This Strategy was developed based on desktop research, interviews and findings from a variety of sources over a period of three (3) months; October to December 2023. It is to be noted that there are two Acts within the jurisdiction and determine the mandate of the SBS; the *Statistics Act 2015* and *Births, Deaths and Marriages Registration Act 2002*. Functions of both Acts were accommodated in the identification of targeted audience(s), specific communication products and services and the best mode of delivery to meet targeted audience needs.

The term target audience has replaced ‘producer’ and ‘user’ as referenced in the Statistics Strategy noting the absence of definitions for either word. Target audience(s) is also better suited from the communications perspective. All products developed through this assignment have been based on information and communication needs of targeted audience(s) categorised as ‘internal’ and ‘external’ audiences¹.

2.1 Methodology

Generally, methodology is understood as the method of collecting and analysing data/information for a study. How to collect such information and from where? With respect to the former, three main approaches or tools were used to gather the information needed to identify issues, gaps and in the development of the Strategy.

- Fact finding interviews/sessions (external and internal)
- Desktop research/literature review
- Questionnaires (internal)

¹ Refer Targeted Audience(s) in Section 7

The three main questions used as a basis for information collection and analysis were:

- (i) What is the problem – why the need for a communications strategy?
- (ii) Who are the specific stakeholders/clients (identify both internal and external)
- (iii) What kind of products do you need to meet your specific needs?

The exercise not only determined the target audiences but also showed there were already a plethora of products produced by SBS that were available on the website – reports and summaries, census survey, presentations (statistics forum), video clips, infographics and others. Four workshops were used to verify findings and validate the design of the Strategy. External fact-finding interviews were later conducted to test the theory that the website was the most utilised mode of delivery by targeted audiences, as well as the efficiency of the dissemination process.

External audiences were selected based on their subject coverage and linkage of subject coverage to economic and social statistics. For social, the Ministry of Women, Community and Social Development (MWCSO-People with Disabilities) and Ministry of Police & Prisons (MoPP-Crime-Domestic Violence) were chosen while the Samoa Chamber of Commerce & Industries (SCCI) was chosen because of the important data collected by businesses and the private sector and the importance of that data in relation to the economic development of Samoa. District Development Council (DDC) and staff were chosen to represent the wider community as they play a major role, through the *1 Million Project*², in achieving Key Strategic Outcome (KSO) 1 & 2, KSO 3-Key Priority Area (KPA) 12 & 13, KSO 4 KPAs 15-17 and KSO 5 KPAs 19 & 20.

2.2 Brief description of Findings and Recommendations

The findings and resulting recommendations helped guide the development of the Costed Implementation Plan and associated M&E framework³. The Strategic Implementation Plan at Annex 5 provides detailed linkages of Objectives 1 & 2 of the CIP to the Statistics Strategy objectives and Key Performance Indicators of the PDS.

The key to analysing the findings to produce suitable products and services was being able to ascertain the **purpose** for which the targeted audience will **use the statistics** contained within reports and other products (e.g. presentations) of SBS.

2.2.1 Findings

External audience perspective:

Six (6) DDCs and three (3) subject specific ministries were selected to represent the external audience. Preference for simplified communication products that captured the essence of statistical reports was expressed by all⁴. None of the external audiences utilised the SBS website as a first point of reference for statistical information, preferring the use of informal networks and hardcopies to acquire information.

All external audiences voiced difficulty understanding percentages (%) contained in statistical reports, even if in graph or tabular form. Preferring instead %s be turned into numeric form, complete with a summary to explain the increase or decrease in a certain service. For example,

² Implemented through District Development Plans administered by MWCSO

³ Refer Costed Implementation Plan in Section 8

⁴ Refer Nov 2023 progress report which includes specific communication product requests of DDCs and Ministries consulted

instead of stating “increase in cost of sugar by 5% in the month of January” replace it with “cost of sugar increased by .5sene <insert correlating % here> in the month of January. Price of sugar now at \$1.00 per kg”. The “price of sugar now...” is the summary that will capture the attention of the audiences – as opposed to “increase inby 5%...”.

The **visibility of services** behind the compilation of official statistics to assist external audiences achieve their organisation goals, outputs and outcomes was very low. For example, the collaboration of Samoa Tourism Authority (STA) in collecting arrival and departure cards from Immigration, onforwarding to SBS for data entry, analysis, and compilation to produce the final product (i.e. monthly migration reports) was not known by any of the external audiences.

Internal audience perspective:

The internal workshop(s) provided the opportunity to discuss with all staff findings of the interviews and desktop research stages, and how they helped shape the approach taken in the development of the Strategy and Costed Implementation Plan/M&E framework. A better understanding was reached of how audiences were categorised and why tailor-made communications products were needed to meet the needs of those specific audiences.

The absence of a communications specialist or a centralised coordination unit to develop and design tailor-made products and disseminate to target audiences using official release dates is a major challenge. Quality assurance of simplified communication products for a statistics-technically oriented organisation is a challenge. Even with the assistance of the Tautai Communications Advisor, the need for ongoing and consistent capacity building for personnel to develop and design communication products The sustainability of short-term interventions using TAs is not assured.

2.2.2 Recommendations

Develop:

- a) hard copies of **summaries** of findings converting percentage (%) into actual figures, infographics with numbers (not %);
- b) pull-up banners and posters providing a snapshot of services and **outcomes** of these statistical services; posters with statistical information relevant to subject of interest (e.g. SCCI interested in CPI, business survey reports, employment/unemployment statistics etc);
- c) TV advertisements to be released at least 6months prior to upcoming surveys and why these surveys are required (e.g., a holistic approach at detailing that the information collected will help Central Bank (CB), Ministry of Finance (MOF), Ministry of Commerce, Industry & Labour (MCIL), Ministry of Health (MOH), Ministry of Natural Resources & Environment (MNRE), MoPP, MWCSO, National Provident Fund (NPF), National University of Samoa (NUS) etc. to provide or strengthen their services) and to help Government appropriate adequate funding to these specific areas, rather than just focusing on SBS outputs – (i.e. HIES, CPI, Migration and statistics that were captured);
- d) a **summary of key findings** contained in reports;
- e) infographics to best explain key statistics within reports;
- f) a video clip impact story to highlight key statistical findings and how they contribute to achieving PDS priorities and SDG indicators etc);

- g) Follow up emails with an **html link** to products on the website. It may not guarantee the audience viewing or downloading the actual report, but proves SBS' responsiveness in trying to meet the needs of target audiences;
- h) Press Releases 1day before the event to announce major events such as launching of **findings** of a specific survey; spokesperson to be interviewed by the media during special events such as Statistics Forum; media training on interpreting statistical reporting etc) as well as a suite⁵ of suggested products and best ways of engaging the wider community (mode of delivery) and other targeted audiences;
- i) Media guide on statistical reporting to ensure adequate coverage of official statistics but within the parameters of the Statistics Act;
- j) procure a Communications Coordinator with the right skills and expertise required to design, develop, and train personnel on consistently meeting the communication needs of target audiences. A Terms of Reference for a Communications Coordinator has been developed as part of this exercise and is at Annex 3. Costing for such a specialist is included in the CIP at Section 8.

3. Communication Principles

The Strategy uses two main principles of communications; (i) 'Keep it Simple Simon' approach and (ii) Results-oriented principles of effective communications.

The majority of targeted audience(s) are non-technical, non-statisticians nor mathematicians and therefore require information, communications and awareness products that are (i) easy to absorb (*understandable*), (ii) available in a **user-friendly format** using the **most cost-effective and efficient medium** (*accessible*)⁶; (iii) information presented is convincing and promotes trust encouraging targeted audience to use (*actionable*); (iv) information contained in communication products is **based on facts** and have been **compiled and verified** by the right people/organisation (*credible*); (v) **content** of communication products tailor-made to meet the need of targeted audiences (*relevance*). For the content to be relevant, we need to understand target audience characteristics and **listen to them as well as stakeholders that work with that audience** and (vi) information is available to decision-makers as quickly as possible in order for them to take required action (*timely*). Information should also have a set time and date on which they will be released.

Underpinning these 6 principles is the K.I.S.S. approach (*Keep it Simple Simon*). There is no sense in churning out information and communication products just to 'tick the box'. Each product **must** be designed to match the target audience; in its simplest language⁷ and form.

Fig.1 below was adapted from the WHO communications platform and has been adapted to suit SBS organisational and strategic setup.

⁵ Refer Costed Implementation Plan in Section 8 and SIP Annex 5

⁶ "Official statistics have no value if they are not used. For statistics to be used they need to be accessible in a usable format. Users also need to be able to find and understand statistics to make appropriate use of them", *Samoa Statistics Strategy 2022-2026*, pg. 18

⁷ Some products will be developed in Samoan

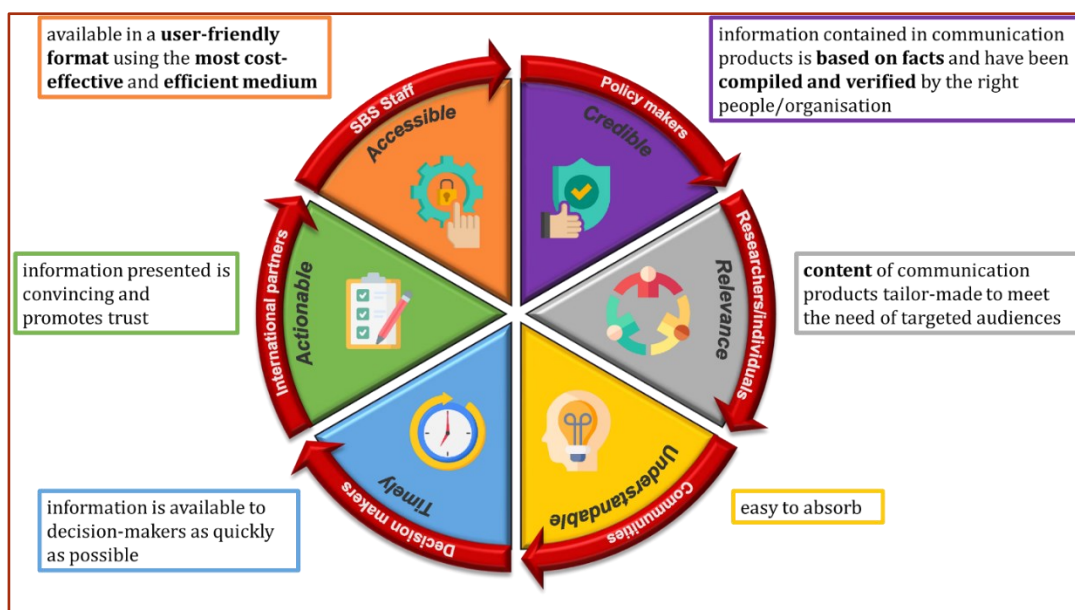


Fig.1: Adapted from WHO model. <https://www.who.int/about/communications/principles>

4. Goal, Objectives and Intended Outcome

4.1 Goal

To “Make statistics easy to access and promote their use”...through the development of relevant communications products and related services.

The goal is extracted directly from Objective 1.2.2 of the Statistics Strategy as it achieves the organisations long-term vision. The addition of ‘communication specific’ words is to make its associated Objectives (refer below) tangible and measurable.

4.2 Objectives

The following two (2) objectives have specific activities with tangible targets to help achieve the Goal over the 3year implementation of this Strategy.

4.2.1 Objective 1:

Develop simplified communication products (summary reports, website content, presentations, video clips, infographics, press releases, pull-up banners, TV ads) and make available in most suitable format and mode for target audiences.

4.2.2 Objective 2:

Establish a communications unit to provide an enabling environment to engage audiences and to implement all activities and services to achieve Objective 1.

4.3 Intended Outcome

Satisfied audiences able to utilise statistical information in simplified communication products **to achieve their own specific individual/organisation needs**. The measurement of the outcome

will be “at least 50%⁸ of targeted audiences⁹ have utilised the new communications and awareness products by end 2026 to meet their own needs”. The M&E indicators will monitor success or otherwise, of intended outcome.



5. Current Communication Situation: an overview

To determine the current communication situation, a rapid assessment using two approaches was undertaken (i) align updates in the development of the 2022-2026 Statistics Strategy against recommendations in Communications Strategy 2018; (ii) compare against fact finding interviews of both external and internal audiences.

According to the Statistics Strategy 2022-2026, a lot has been achieved in the area of dissemination and communication of statistics to users and producers. For instance:

(i) Develop a communication approach to **increase the availability and usefulness of statistics**

- Dissemination Strategy developed in 2014
- Thematic-maps for socio-economic, ATLAS population and housing and labour force survey(s) to visualize statistical findings was developed
- Annual workshops conducted to disseminate economic statistics esp. GDP and GFS
- Factsheets and snapshot report DHS MICs developed
- Disability, Gender and Youth monographs developed and made available on website
- Infographic workshop conducted by SPC in 2018 raising skills of staff
- Website refined and improved
- Samoan translations of monthly and quarterly reports (CPI, GDP, GFS, Migration, Trade, Gender, Youth and Disability monographs)

(ii) Develop and **implement promotional and advocacy plans**, working with the **most informed users of statistics**

- Media (Samoa Observer, TV2, RadioNZ, TV Upumana) active in commenting on monthly and quarterly reports
- PSC Circular & Day, social media, Lali, SMS (MADs)
- Report writing workshops conducted to engage all sectors and stakeholders esp. with major surveys
- Presentations conducted for specific sectors upon request

(iii) Review and redevelop dissemination processes to **improve quality and timeliness**. Develop and **implement a coordination plan**

- MoUs signed between SBS and other Ministries like MCR
- Ongoing informal discussions to review and refine data being shared

⁸ From '0' baseline using questionnaire to gauge usefulness of products and services

⁹ using the 6 DDCs and 3 external users to test the 50% satisfaction rate

While implementation of these activities could not be measured (i.e. using quantitative methods) fact finding interviews, although qualitative, were used as a rapid comparative approach to ascertain 'hands-on' experience of personnel responsible for implementation as well as testing them against real-life experience of external audiences. The brief findings in Section 2.2, although at first glance may appear superficial, shows that after all the completed activities above, external audiences still did not understand statistics and their usefulness. **Note:** the Strategy does not discuss technical content of statistical information; focusing only on how statistics is being communicated to targeted audiences.

The current *internal* flow of communicating statistical information to external audiences is depicted in Fig.2 below:

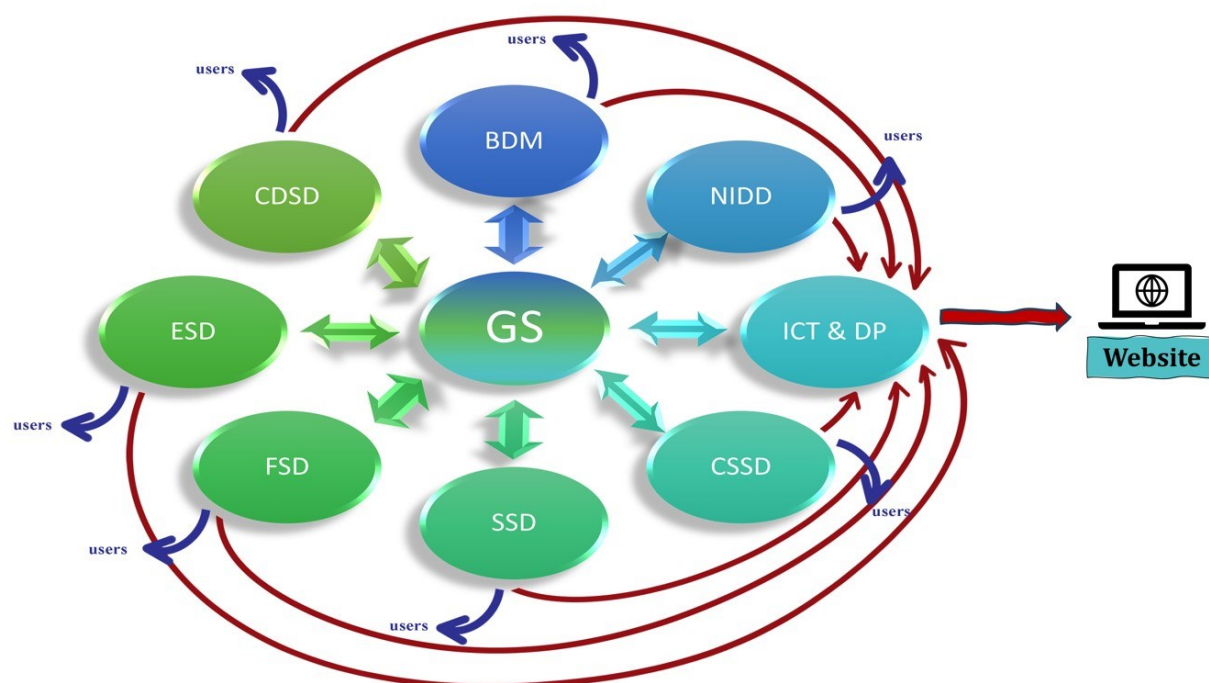


Fig.2: Current communications situation

The current setup is not ideal. Each division is responsible for disseminating their own reports and other products produced after clearance from the Government Statistician. **Final** proof-reading and editing is done by the Government Statistician (GS). This is also not an ideal situation. The recommended setup is at Annex 1 which shows the Communication Flowchart and Generic Statistical Business Model and how each one links to the other for a streamlined development, production and dissemination process. It will provide for quality assurance (proof reading, editing etc) before products are approved for publishing. It also frees up the GS and management to concentrate on data collection, analysis and reporting. The suggested setup also ensures communication products designed and produced follow approved templates and set calendar of releases.



6. Challenges, Strengths and Opportunities

This section is a brief overview of challenges, strengths and opportunities related only to the achievement of the Goal¹⁰ and Objectives of the Communications Strategy. This section is to be read in conjunction with Section 2.2.

6.1 Challenges

- No one person responsible for the design, development, quality assurance, coordination, production, and dissemination of communication products;
- Work of temporary communications team not part of their Terms of Reference;
- Need for ongoing and consistent mentoring and coaching of temporary communications team to ensure skills are ingrained; and
- Adequate budget resourcing required to implement Strategy objectives noting the variety of statistics collated and produced by SBS vis-à-vis identified targeted audiences and needs.

6.2 Strengths

- Central agency compiling and analysing data collected for national and international reporting purposes;
- Steady growth in understanding the importance of ensuring statistical information is communicated in a way that meets targeted audiences (i.e. users) needs;
- Strong drive and commitment of SBS Government Statistician and management in “making statistics easy to access and easy to use”; and
- Expressed support from external audiences of SBS attempt to communicate statistics in an understandable, usable and affordable way.

6.3 Opportunities

- Strategic need of ‘non-traditional’ audiences (e.g. DDC) to use statistics to inform their development plans;
- Exposure of SBS services and its linkages to PDS priorities;
- New/enhanced content writing and desktop publishing skills of mentored and coached staff; and
- Utilisation of Strategy as a foundation of acquiring further financial assistance to achieve Statistics Strategy 2022-2026



7. Target Audience(s)

Target audiences were identified through a mapping process; (i) analysing objectives of the Statistics Strategy 2022-2026 against PDS priority areas (ii) determining what type of statistics were produced, purposes they were produced for and how they achieved objectives and priority areas of the Statistics Strategy and PDS (iii) interviewing SBS personnel to identify “users and producers” (iv) unpacking user and producer to arrive at target audiences from a

¹⁰ Which also achieves Objective 1.2 of the Statistics Strategy

communications perspective and (v) analysing roles of each target audience from a planning and development perspective. The end result:

External	
1. Politician	Cabinet Ministers, Members of Parliament
2. Government Ministries	MWCSO, MAF, MCIL, MCIT, MESC, MOF, MFAT, MOH, MJCA, MNRE, MOPP, MCR, MWTI, MPMC, OOTR, SQA, PSC, OEC, Sector Coordinators
3. Public Bodies / State Owned Enterprises / Private Sector	EPC, LTA, SNPF, STA, SWA, PTO, CBS, COC, Funeral Parlour/ Homes, Suppliers (commercial printers, graphic designers etc.)
4. Civil Society	SAME, NOLA, SVSG, Faataua le Ola, Teen Challenge
5. Clergy (all denominations)	Council of Churches
6. Media	TV, Newspaper, Radio
7. Development / International Partners	StatsNZ, Australian Bureau of Statistics, UN, SPTO, UN DESA, UN ESCAP, UNODC, UN Obesity, ADB, DFAT
8. Communities	Individuals, Households, District Development Council, Komiti Fono Faavae, Sui o Nu'u, Sui Tamaitai o Nu'u, Sui o le Malo, Mafutaga Tina, Mafutaga Autalavou, Alii ma Faipule
9. General Public	Includes walk-ins/ visitors
10. Researchers	Students, Lecturers, Strategic planners/ advisers, Policymakers, Consultants

Internal	
1.	Hon. Minister
2.	Advisory Board
3.	Government Statistician
4.	Management (ACEOs)
5.	Principals & Seniors
6.	Officers & Clerks

7.1 Role of each audience

Politicians

Authority figures of the nation who are the key decision makers and lawmakers. Their decision-making and behaviour depend heavily on non-technical, simplified legal and official¹¹ summaries containing valid and reliable information – received on a regular basis and as and when needed. Need: as identified in the CIP.

Government Ministries

Decision maker, policy planner and implementer audience. Requires factual analytical data for policy and planning purposes. Need: MoUs, information sharing policies and concise M&E to measure outcomes of shared data and information. These ‘outcomes’ should show linkages to priority areas of the PDS.

Public Bodies/State Owned Enterprises/Private Sector

Decision maker, policy planner and implementer audience. Samoa Chamber of Commerce is the umbrella organisation for the business community and represents the Private Sector interests in sector planning and developments. They are also the key procurement source for supplies, merchandise and other resources required for communication work of the SBS. Need MoUs, contracts, summaries, all communication products in CIP.

Civil Society

Decision maker, Policy planner, influencer, and implementer audience. Interface between government and local communities in planning, supporting and implementing on-the-ground

¹¹ Includes PK, Policy Statement, Project/Ministry progress reports

work. This audience requires all products in the CIP - factual but user-friendly information that can help them advocate for, and work with local communities on behaviour change.

Clergy

Decision maker, Influencer and implementer audience. Critical audience as a 'gateway' to influencing individuals, families and communities. Spiritual leaders are very active in communities and are recognised as a key player in promoting the benefits of services provided by SBS (e.g. registration of births, deaths & marriages, all surveys) to the general public and communities. This audience requires all products in CIP. Simple, step-by-step and user-friendly information to help them advocate for SBS services.

Media

Influencer and implementer audience. Plays a critical role in raising awareness and influencing the general public, communities, vulnerable groups and others on SBS programmes and activities. This audience requires factual information and an open-door policy to build trust and encourage close collaboration with SBS. Need: press releases, statistical summaries and presentations.

Development/International Partners

Decision maker, policy planner, financier and implementer audience. Provides funding for SBS programmes and projects as well as collaboration on international and regional reporting obligations. This audience requires visibility of projects, transparency and accountability (regular progress reports including financial reports, lessons learnt, M&E etc).

Communities (including the vulnerable and marginalised)

Decision maker, policy planner and Implementer audience. One of the most critical target audiences identified during consultations. This audience require specifically designed, user-friendly communication products that cater for PWD, elderly and those experiencing hardship. Products will be in both English and Samoan and where possible, be made available in Braille. Sign language to back up TV/social media talk-back shows and advertisements as well as animated videos should be a priority for this audience.

General Public

Implementer and influencer audience. This category includes all citizens and other individuals residing in and outside Samoa.

Researchers

Decision maker, Policy planner, implementer and influencer audience. Provides qualifications and skills through primary, secondary and tertiary level programmes. The communication needs for this audience include factual, user-friendly statistics to guide the development of curriculum, teacher manuals as well as development of material for children and youth (e.g., Early Childhood Development (ECD)).



8. Costed Implementation Plan and M&E framework

The strategy identifies only 2 key Objectives to make for a more **realistic and practical** attempt at achieving the strategy goal, cognizant of the wide coverage of target audiences and their different needs. Technical statistical documents and reports, progress reports, summaries, policy briefs, templates etc are not included as they are specific outputs of the Communications Coordinator. Total resourcing needs required for *effective* implementation of this Communications Strategy is SAT\$537,706.12. Due to uncertainties in pricing of goods over the 3year period of the strategy, a 5% contingency has been added on to cover for any change in activity costing.

Total budget for 2023 – 2026: **SAT537,706.12**¹²

Objective 1	219,600.00
Objective 2	305,753.78
5% Contingency	12,352.34
GRAND TOTAL	537,706.12

Year 1 Budget	92,769.00
Year 2 Budget	189,409.39
Year 3 Budget	243,175.39
5% Contingency	12,352.34
GRAND TOTAL	\$ 537,706.12

¹² Refer Annex 6: Budget summary for specific costings

Objective 1	To identify and provide simplified communication products (summary reports, website content, presentations, video clips, infographics, press releases, pull-up banners, TV ads) and make available in most suitable format for target audiences					
Activities	Year of Implementation			Budget (SAT)	Target Audience	M&E Indicator
	Year 1	Year 2	Year 3			
	FY 23/24	FY 24/25	FY 25/26			
EXTERNAL						
Produce and disseminate 'Survey Timeline' A2 poster based on SBS statistics strategy (SSS), in both English & Samoan, highlighting surveys with tentative implemented year planned out in SSS to: i) District Council Offices; ii) 3x SBS office branches; iii) MWCSO; iv) NOLA; and one other public place (e.g. TATTE)			3,480.00	3,480.00	All	i) [Eng][Sam] 'printed' posters launched with SSS 2026-2031; ii) 2x[Sam] + 2x[Eng] displayed at BDM offices (Savaii + Upolu) and Floor 1&2 of SBS Headquarters post launch event; iii) 53x [Sam] posters 'displayed' in ALL 51 district council offices, MWCSO reception and NOLA by end of 'year 1' of SSS 2026-2031.
Produce and disseminate 'what,who&when' A2 poster for NID & PHC mass surveys, in both English & Samoa, ONE year PRIOR survey roll-out year to i)district councils, ii) SBS office branches, iii) MWCSO, iv)NOLA, v) TATTE, vi) 2x banks & money transfer locations (BSP & Western Union), vii)NUS, viii)wharves (salelologa & mulifanua) & airports (faleolo & fagalii), ix)Hospital		3,960.00	3,960.00	7,920.00	All	i) NID poster displayed across 90% of selected locations by end of Year 2; ii) PHC poster displayed across 90% of selected locations by end of Year 3.
For NID and PHC, produce A4 brochures for each survey on 1) what the survey is and what is asked; 2) why is it important and who the targeted audience; 3) when and where it will take place 4) dates estimation for data collection, data analysing and report publishing periods, in both English and Samoan, to be braille translated 6 months prior data collection date, and printed upon request		3,200.00	3,200.00	6,400.00	PWD (braille), students (A4)	i) [Eng][Sam] braille translation of NID A4 brochure made available by end of Year 2; ii) 20x printed braille of NID A4 brochure in either [Eng] or [Sam], made available upon request; iii) [Eng][Sam] braille translation of PHC A4 brochure made available by end of Year 3; iv) 20x printed braille of PHC A4 brochure in either [Eng] or [Sam], made available upon request
Develop 3x informative and PWD inclusive video advertisements for NID and PHC a year prior survey date and an overview of all statistics services to be aired on TV, radio, social media (instagram, facebook, youtube and linkedin) and SBS website		45,000.00	76,000.00	121,000.00	All	i) SBS services & NID ads aired on all platforms by Year 2; ii) PHC ad aired on all platforms by Year 3; iii) at least 4x different video ads (existing SBS services, NID, PHC, new SBS services) aired on all platforms by end of Year 3
Produce and disseminate 'Wall Planner' summary table of population, demographic & vital statistics, in Samoan translation, of all 51 districts based on PHC 2026 findings			40,800.00	40,800.00	Politicians	i) All cabinet members receive printed wall planners upon launch of PHC 2026 findings report; ii) printed final product is launched with PHC 2026 findings report; iii) e-infographic posted on SBS website as 'first look' to District Profiles 2026
Produce simple and basic static ad for each survey and 'post' online website (pop-up), emails (static attachments like signatures) and social media (as 'pinned posts' on instagram, facebook, linkedin) for a span of 2 months prior survey date and throughout the survey 'data collection' period				-	All	i) ii) at least 2 static ad per survey by end of Year 3 iii) distribute NID products by end of Year 1; iv) disseminate BAS, DHS-MCICS by end of Year 2; v) disseminate AgriS, DisaS and PHC by end of Year 3
Produce and advertise e-infographics and videos using existing digital display led billboards (hospital, TATTE, Fugalei market, etc)		10,000.00	10,000.00	20,000.00	All	i) disseminate 'importance of registering vital events' by end of Year 2; ii) disseminate 'benefits of registering your identity' by end of year 3; iii) e-infographics and video displayed at least on Fugalei market digital billboards by end of 2024; iv) advertisements displayed on portable digital display led billboards by end of Year 2

Reface SBS website to the proposed layout with the inclusion of a 'frequency of releases' for all released reports with an expected date and a live 'calendar of events' with labelled proposed dates for survey fieldwork rollout, survey launching events, statistics forum, public service events, open & career days (SBS attending) + all relevant comms products published (dashboards, short clips, advertisements, animations, newsletter, infographic, etc)		-	-	-	All	i) refaced website launched by end of 2024; ii) at least 5% increase in 'public views' of website in Year 2; iii) at least 2% increase in downloads every month; iv) at least 10% increase in 'public views' of website by Year 3 ;
<u>Conduct</u> the ' Statistics Forum ' event x2 a year and streamed live on an online platform where ALL communication products produced can be put up for general awareness. A routine space for producers and users to interact and disseminate feedback surveys to be assessed and referred back to at the end of each event		10,000.00	10,000.00	20,000.00	All	i) at least 80% of external users attend Year 1; ii) at least 85% of external users attend Year 3; iii) at least 90% of external users attend Year 3; iv) livestream on at least 2 social media platforms
Produce and revise user-friendly e-infographic based on findings of ALL statistics reports (CPI, Trade-imports & exports, local market, GDP, National Accounts, Import Price Index, Employment, Government Finances, Shipping) and post, together with published report, on instagram, facebook and linkedin with <u>all direct link to the summary report PDF on SBS website</u> (pop-up)	-	-	-	-	All	i) at least 5% increase of viewers of social media post by end of 2024; ii) at least 10% increase of viewers (not 'only visitors') of SBS website by end of Year 2; iii) at least 5% increase of downloads of statistics reports by end of Year 2; iv) ALL statistic reports has at least 1 e-infographic by end of Year 3.
EXTERNAL & INTERNAL						
<u>Produce SBS newsletter</u> every six months highlighting SBS achievements/SBS work with community/impact story and a staff achievement/division reflection/complete projects/donor acknowledgement/ministry partnerships , printed as part of update submission to the Statistics Advisory Board and <u>posted on website</u> and <u>emailed</u> to targeted audience		-	-	-	Politician, Govt Ministries, Public Bodies/ SOEs/Private Sector, Development/ International Partners, Civil Society, Researchers, Community & Statistics Advisory Board	i) printed editions distributed to Statistics Advisory Board 1-week prior meeting date; ii) e-copy is posted on website and advertised on social media within 1 day after dissemination of hard copy to Statistics Advisory Board; iii) advertise email and attachment of published newsletter to target audience within 1 day of hard-copy distribution
Produce 'memorandum-of-understanding (MOU)' with stakeholders (govt ministries & public bodies/SOE/private sector) (to improve collection and use of social indicators) that includes proper incorporation of agreement within affected parties routine operations (i.e. revision of staff TOR to coordinate the agreed MOU)	-	-	-	-	Politician, Govt Ministries, Public Bodies /SOEs/Private Sector, Dev./Int Partners & Min, GS, Management, Principals & Seniors	i) at least 2 MoUs signed between SBS and data producers (admin data) and operational by 2024 (ii) at least 2 new MoUs signed by all parties and operational by 2025 (iii) roles and responsibilities stated in MoU is incorporated into relevant staff ToRs of all parties involved
<u>Develop and implement</u> an Annual Communications training plan for every personnel in SBS (beginner - new recruitment, intermediate (after 2 year), advanced (after 3 years))			-	-	Development Partners & GS, ACEOs, Principal & Seniors, Officers & Clerks	i) at least 4 basic communications trainings done by Year 2; ii) at least 2 intermediate level comms training in Year 3; iii) at least 1 advanced comms training by end of year 3; iv) at least 5 trainees have attained advance level of PhotoShop and Photoshop Premier (video production) by end of Year 3
<u>Coordinate and facilitate production</u> of all correspondences with the media (i.e press releases, news releases, press conferences, livestreams, etc)		-	-	-	All	i) [x] of press releases released for [x] events 1-week prior event date; ii) [x] of news releases for [x] events
Develop and coordinate survey of select audience(s) to ascertain use of simplified statistical information (communication products)					All	(i) Survey of select audience in Year 3 shows at least 70% increase from Year 2 in use of simplified statistical information (communication products)

INTERNAL						
Develop 4x 'all-in-one-indicators' dashboard for each categorised statistics - 1) Social; 2) Population, Demographic & Vital Statistics; 3)Economic & 4) Sector & Environment to be updated for submission to Statistics Advisory Board (prior meeting) and Minister (upon request)		-	-	-	Minister, Statistics Advisory Board	i) updated dashboards disseminated week prior every Statistics Advisory Board meeting; ii) updates to be made available on SBS intranet three days prior to meeting
Produce letter correspondences with MWCSD, STN & SON in preparation of roll out of survey fieldwork	-	-	-	-	GS, ACEOs, Principals & Seniors	i) at least 90% coverage of hard-copies distributed to STN & SoN <u>2 weeks prior</u> to survey roll-out; ii) all correspondences to STN & SoN in simplified Samoan communication 'language';
Produce templates to be standardly used by SBS staff for outgoing correspondences, such as <u>presentation, letterhead, published reports (such as corporate plan, statistics strategy, etc).</u>	-	-	-	-	ACEOs, Principals & Seniors	i) templates made available in SBS intranet by end of 2024
Coordinate the production of ministerial briefings and keynote addresses/speeches when the need arises	-	-	-	-	GS, ACEOs, Principals & Seniors	i) ministerial briefing template shared and used by staff by end of 2024; ii) keynote addresses use simple-english language (not statistics 'grammar')
Produce, release and monitor Internal online survey every quarter for staff to provide subjective feedback anonymously (where statistical services can be improved based on public interactions and feedback)		-	-	-	GS, ACEOs, Principals & Seniors, Officers & Clerks	i) [x] number of staff utilise online service in Year 2; [x] number of issues identified resolved per year
Develop and implement an annual plan of outreach/awareness programs/calendar of releases of statistical use and availability to all levels of targeted audience		-	-	-	GS, ACEOs, Principals & Seniors, Officers & Clerks	i) annual plan for Year 2 approved by end of Year 1; ii) at least 85% of deliverables per year achieved before end of Financial Year; iii) Internal survey shows at least 85% satisfaction of personnel with outreach programmes conducted
SUB-TOTAL	-	72,160.00	147,440.00	219,600.00		

Objective 2	Establish a communication unit to provide an enabling environment to engage audiences and develop communication products services and awareness programmes in Objective 1					
Activities	Year of Implementation			Budget (SAT)	Target Audience	M&E Indicator
	Year 1 FY 23/24	Year 2 FY 24/25	Year 3 FY 25/26			
Procure Communications Coordinator (\$92k p/yr x 3yrs) to coordinate development, production and dissemination of communication products and implement activities identified in CIP	92,769.00	92,769.00	92,769.00	278,307.00	Internal (SBS)	i) Communications Coordinator operational by end of 2024; ii) at least 10 deliverables (communication programmes & outputs) identified in Objective 1 per year
Procure equipment and software to enable design and development of SBS webpage, inhouse communication & external campaign products		24,480.39	2,966.39	27,446.78	Internal (SBS)	i) Equipment procured and setup in Year 2; ii) Fully functional communication committee (Comms Coordinator + 1 rep from each division & Webmaster); iii) at least 10 deliverables identified in Objective 1 completed per year; iv) communication deliverables incorporated into TOR of 1 staff per division by Year 3
SUB-TOTAL	92,769.00	117,249.39	95,735.39	305,753.78		

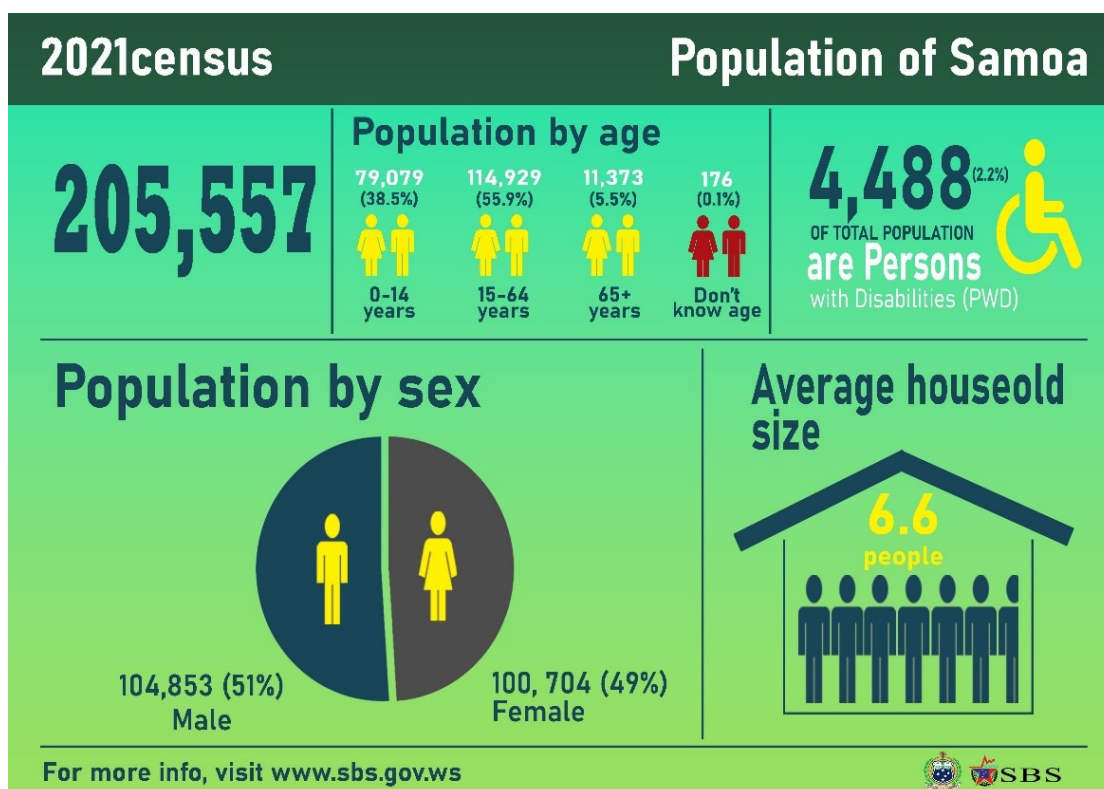
9. Sample Products

The following samples were developed based on findings and requests by external audiences¹³. They were compiled using statistics and information contained in reports produced by SBS. These reports (e.g. 2021 Census, 2022 Labour Force & Child Labour Survey etc) are also available on the SBS website.

Samples are provided as a **guide only**- pending approval of SBS (content, colours etc) and hands-on training¹⁴ of the temporary communications team. **Note:** Resolution has been reduced to accommodate for wider dissemination of the Strategy. Originals when ready for mass production will be of higher resolution, size etc.

9.1 Infographics

1. Demographic – Census 2021



¹³ Refer Nov 2023 monthly report for details

¹⁴ Wall Calendar District Information, press release templates, TV scripts, video clips and other products to be designed during training

2. National ID

HOW TO REGISTER

- 1

SUBMIT
 Provide your birth certificate and a second document for identification
- 2

SMILE
 Be ready to have your photo taken for your National ID card. Say cheese!
- 3

SCAN
 Remember to have clean hands before we scan your fingerprints
- 4

SIGN
 Sign off and receive your National ID card. Make sure not to lose it!

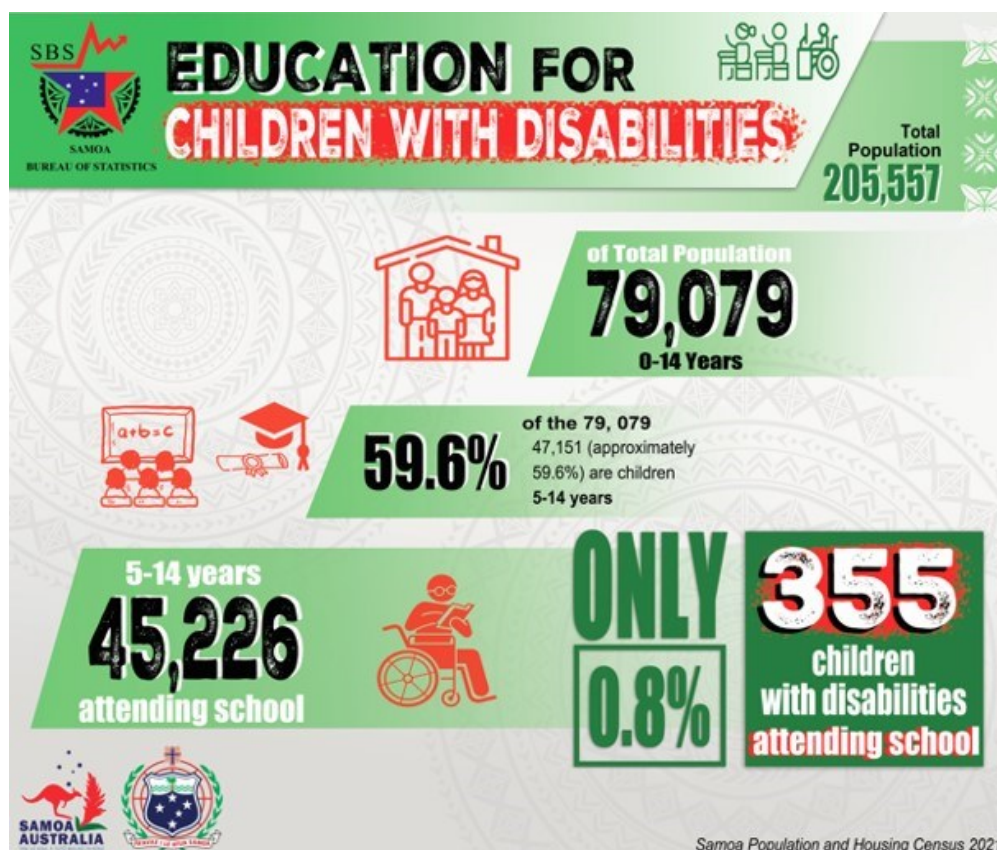


NATIONAL DIGITAL IDENTITY CARD

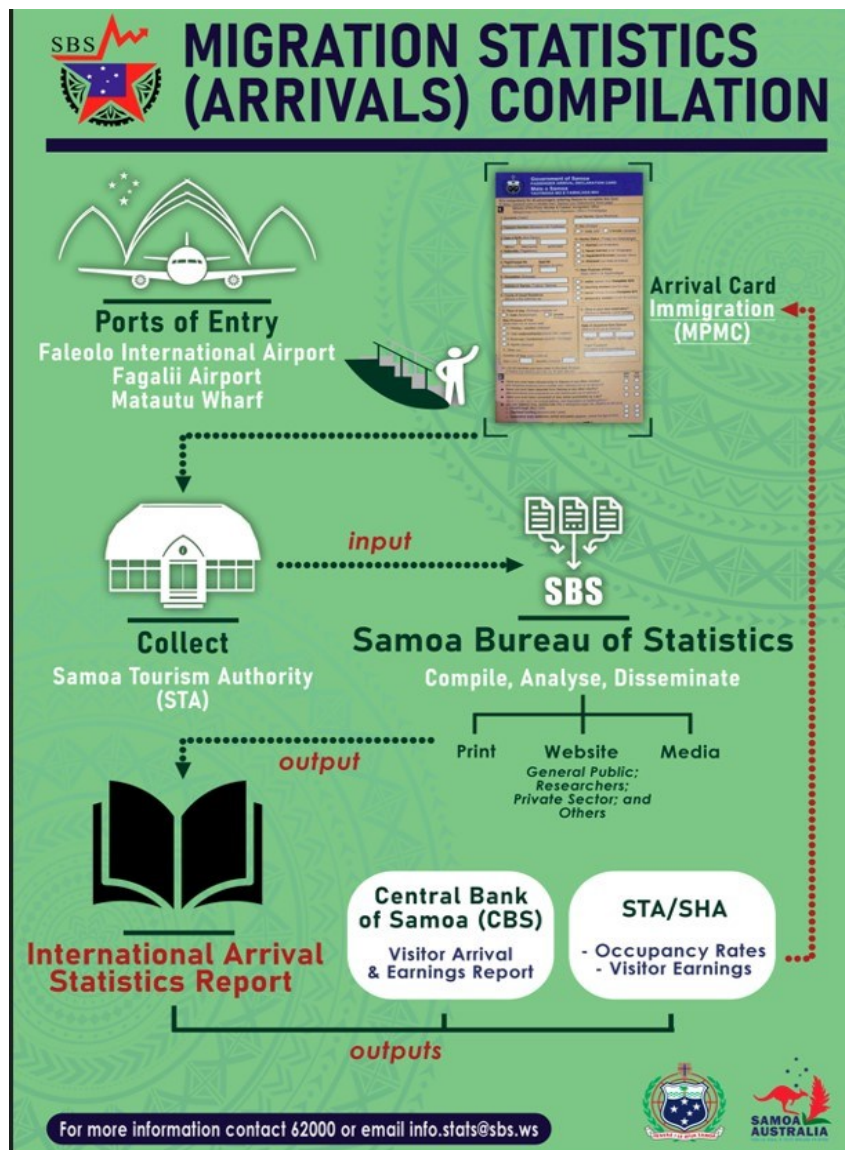
FOR MORE INFORMATION CONTACT 62000

9.2 A2 Posters

1. Social - Education for Children with Disabilities



2. Migration statistics compilation



.3 Pull-up Banners

1. Household Income & Expenditure



HOUSEHOLD INCOME & EXPENDITURE SURVEY (HIES)



To collect the latest data on how much a local family earns and consumes within a month, for government planning purposes

Conducted once every ...

Next survey will be in ...

Only 10% of households will be selected to be surveyed

5 YEARS

2028

20,000 APPROX.



INFORMATION COLLECTED INCLUDES



Household details

Food recall

Financial inclusion

Person details

e.g. how many people live within the house?

e.g. how much food is bought and eaten daily?

e.g. how much money is received/sent overseas?

e.g. name, age, gender, marital status etc.

+685 62000 / 62016 / 62014

www.sbs.gov.ws

Info.stats@sbs.gov.ws

SBS

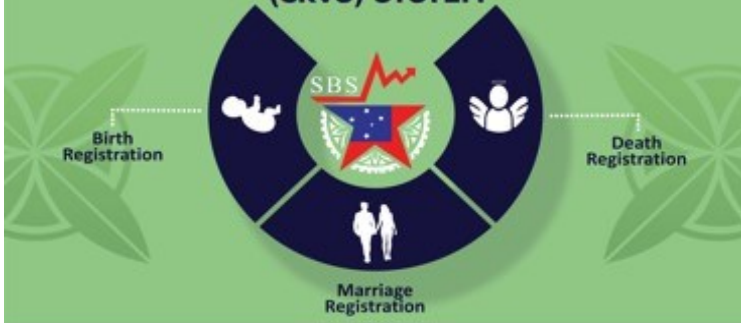
SAMOA BUREAU OF STATISTICS

2. BDM – Registration at birth

BIRTH REGISTRATION

REGISTER YOUR CHILD AT BIRTH

CIVIL REGISTRATION AND VITAL STATISTICS (CRVS) SYSTEM



**FAILING TO REGISTER YOUR CHILD NOW
DENIES THEM OF THE RIGHT TO SERVICES
SUCH AS:**



EDUCATION
(MESC/NUS)



HEALTH
(MOH)



EMPLOYMENT
(PSC/RSE/
Private Sector)



FINANCIAL
(Money Transfer/
Bank)



PASSPORT
(Immigration)



TO VOTE
(DEC)



**GET A DRIVER'S
LICENSE**
(LTA)



**REGISTER
DIGITAL ID**
(SBS)

REGISTER NOW

Contact:
 BDM Office: DBS Building, Ground Floor, Savalalo (Apia)
 Phone 32157 | 31082 | 32984
 Savaii Office: Level 2, Market Building, Salelologa
 Phone 51538 | 51536



+ 685 62000



SAMOA BUREAU OF STATISTICS



www.sbs.gov.ws



info.stats@sbs.gov.ws





3. National ID – steps to register

SBS
SAMOA
BUREAU OF STATISTICS

SAMOA AUSTRALIA

FA'AMAONIGA ALOAIA FA'ATEKONOLOSI MO TAGATANU'U O SAMOA

Fa'afea na RESITALA?

- Tu'uina mai pepa fa'amaonia**
Papa fanau + tusifolau po'o se isi ID
- Pue ata o foliga**
Fa'sali lau laufafaga fa'afia i lau ata
- Pue ata o tamatama'ilima**
Fufulu mama ou aia se lei fa'amaonia
- Saini ma teumalu**
Saini ma tauaaina lau ID. Teumalu, nei leiloa pe fa'aleogaina

Fogafale 2, Fale a le Mafu - FMFMII, Beach Rd, Apia

www.sbs.gov.ws

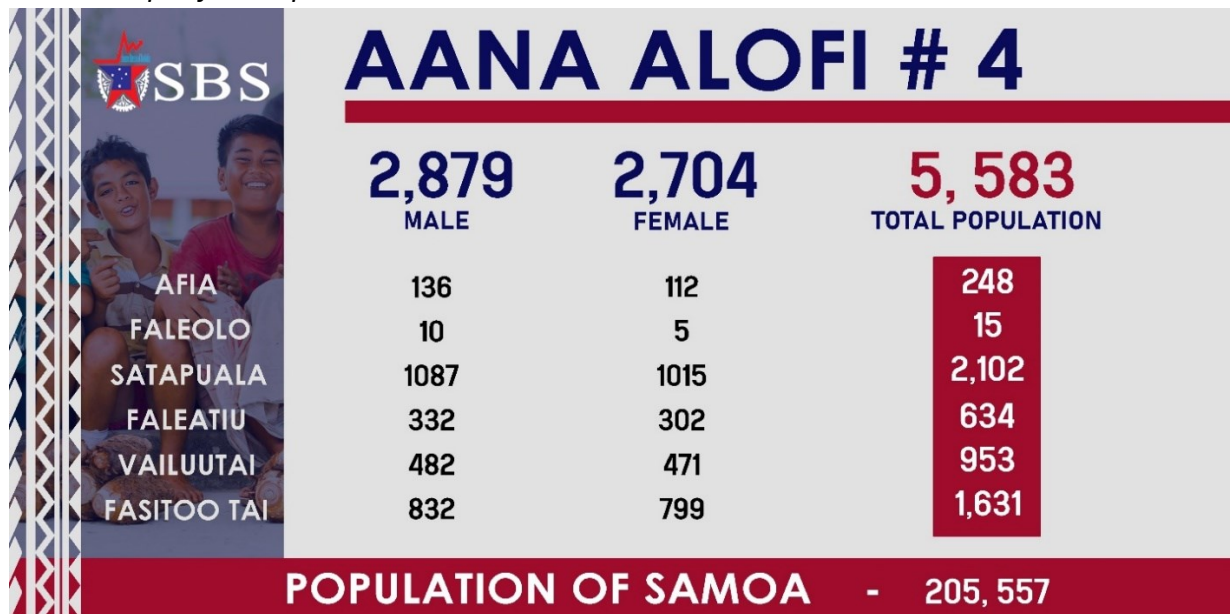
info.stats@sbs.gov.ws

Samoa Bureau of Statistics

**62000
62003**

9.4 Billboard

1. District specific sample



9.5 Wall Planner

1. Amalgamated District Profile (selected data): Savaii



Fa'amaumauga Fa'a-fuainumera mo SAVAI'I



	FAASALELEAGA 1	FAASALELEAGA 2	FAASALELEAGA 3	FAASALELEAGA 4	FAASALELEAGA 5	GAGAEMAUGA 1	GAGAEMAUGA 2	GAGAIFOMAUGA 1	GAGAIFOMAUGA 2	GAGAIFOMAUGA 3	VAISIGANO 1	VAISIGANO 2	FALEALUPO	ALATAUA SISIFO	SALEGA 1	SALEGA 2	PALAU'U 1	PALAU'U 2	SATUPAITEA	PALAU'U 3
Aofaiga o Tagata	3780	3690	3097	3096	1627	2419	1717	1398	1935	1464	2099	1661	1106	1891	2139	1445	3451	3068	1819	2273
Aii'i	1976	1884	1581	1578	842	1258	871	724	1026	739	1066	852	544	1009	1082	738	1742	1588	916	1133
Tamaita'i	1804	1806	1516	1518	785	1161	846	674	909	725	1033	809	562	882	1057	707	1709	1480	903	1140
5 tausaga ma luga atu e iai Aafiaga Tumau o le Sifua	57	82	75	74	34	72	61	34	44	38	91	69	42	63	66	53	95	57	27	36
3-14 tausaga o loo auai i aiaoga	982	965	754	761	342	529	433	409	547	446	630	482	298	579	621	392	904	787	469	490
15-24 tausaga o loo auai i aiaoga	299	301	267	202	94	120	110	107	137	121	140	95	52	87	117	91	205	161	96	121
15 tausaga ma luga atu o loo Sali Galuega ^[1]	149	163	79	45	46	52	21	8	17	11	19	46	18	31	43	45	51	83	32	37
15 tausaga ma luga atu o loo Faigaluega ^[2]	456	419	653	789	419	623	653	611	850	566	912	662	441	648	502	339	841	598	263	314

[1] E aofia ai i latou o loo sali galuega e ala i le ave o tusi apalai, faatino faatalatalanoaga o avanoa faigaluega faapea i latou o loo apalai ma faatalosaga le faatinoaina o se pisinisi. E le aofia ai i latou o loo nonono i le fale ma faatino galuega o le tasi aiga, vaaliga o tagata matutua ma fanau faapea gasegese a le aiga

[2] E aofia ai i latou o loo faigaluega i galuega tofototi, fai pisinisi e iai le aufaigaluega tofototi, fai pisinisi e leai ni au faigaluega, faigaluega fesoasoani i pisinisi a aiga faapea le au faifaatoaga, faifaifaiva ma le au faifaifumanu




MO NISI FAAMATALAGA, FAAFESO'OTAI MAI LE OFISA O FUAINUMERA FAAMAUINA

62000 / 23033

Fa'amaumauga mai le: Tusigaigoa o Tagata ma Fale 2021
Toe Aoina i le: Tusigaigoa o Tagata ma Fale 2026

2. Amalgamated District Profile (selected data): Upolu, Manono & Apolima

	VAIMAUGA				FALEATA				SAGAGA				AANA ALOFI				AIGA I LE TAI	FALELATAI & SAMATAU	LEFAGA & FALAESEELA	SAFATA 1	SAFATA 2	SIUMU	FALEALILI 1	FALEALILI 2	LOTOFAGA	LEPA	ALEIPATA ITUPA I LALO	ALEIPATA ITUPA I LUGA	YAA O FONOTI	ANOAMAA 1	ANOAMAA 2
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4															
Aofaiga o Tagata	8736	5721	10868	6206	13179	11180	8224	4359	8210	6528	6022	6109	4431	2385	3508	5615	5880	3256	4488	4109	3211	2551	3575	1383	1935	1460	4426	1338	1404	4845	5240
Aii'i	4436	2857	5427	3090	6616	5679	4076	2202	4206	3341	3092	3131	2273	1213	1782	2900	3038	1674	2463	2097	1629	1311	1850	736	958	792	2255	693	748	2475	2664
Tamaita'i	4300	2864	5441	3116	6563	5501	4148	2157	4004	3187	2930	2978	2158	1172	1726	2715	2842	1582	2025	2012	1582	1240	1725	647	977	668	2171	645	656	2370	2576
5 tausaga ma luga atu e iai Aafiaga Tumau o le Soifua	174	105	204	77	235	187	141	82	134	137	118	126	131	53	58	84	168	143	87	70	95	81	126	53	65	14	105	47	33	85	100
3-14 tausaga o loo auai i aoaoga	1782	1258	2411	1294	2872	2419	1803	991	2028	1524	1257	1304	954	455	656	1190	1538	886	995	963	822	738	918	352	550	369	1064	297	297	1137	1278
15-24 tausaga o loo auai i aoaoga	652	507	873	529	1169	829	731	303	601	464	417	352	247	114	193	316	369	227	346	280	242	165	253	97	108	123	264	64	90	339	391
15 tausaga ma luga atu o loo Sali Galuega ⁽¹⁾	137	88	323	186	204	350	231	104	392	245	250	222	165	93	110	192	379	186	124	229	104	77	153	45	120	103	297	104	79	98	156
15 tausaga ma luga atu o loo Faigaluega ⁽²⁾	3238	1683	2686	1730	3705	2475	2114	823	1913	1676	1110	616	903	399	503	744	916	656	1052	1443	1018	396	762	302	271	165	428	207	211	1285	1346

⁽¹⁾E aofia ai i latou o loo sali galuega e ala i le ave o tusi apalai, faatino faatalatalanoaga o avanoa faigaluega faapea i latou o loo apalai ma faatalosaga le faatinoina o se pisinisi. E le aofia ai i latou o loo nonono i le fale ma faatino galuega o le tasi aiga, vaiga o tagata matutua ma fanau faapea gasegase a le aiga

⁽²⁾E aofia ai i latou o loo faigaluega i galuega totogi, fai pisinisi e iai le aufaigaluega totogi, fai pisinisi e leai ni au faigaluega, faigaluega fesoasoani i pisinisi a aiga faapea le au faifaatoaga, faifaifaiva ma le au faifafanua

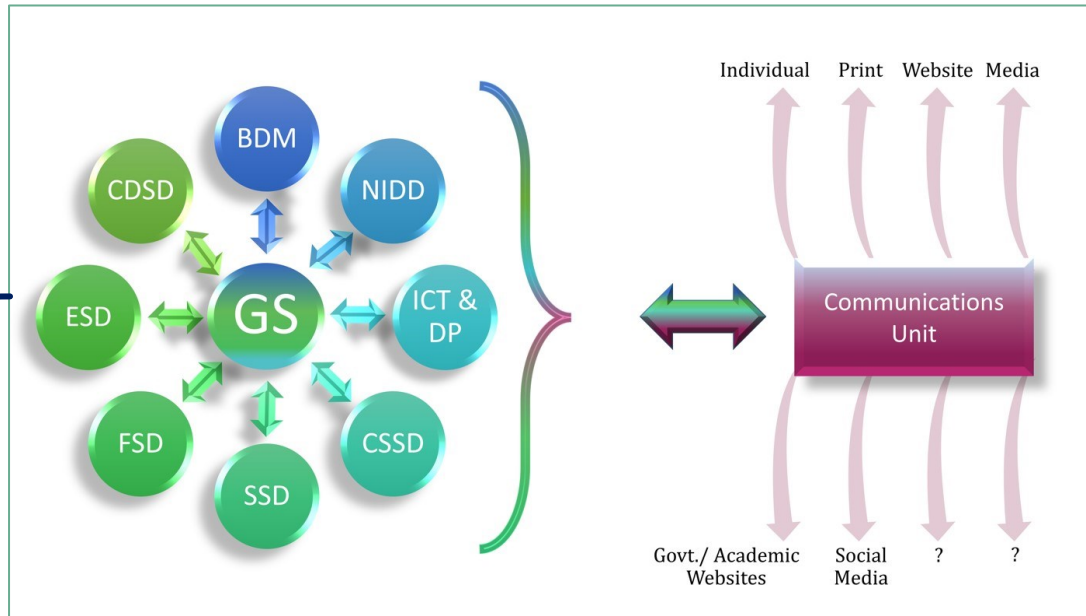
Fa'amaumauga mai le: Tusigaigoa o Tagata ma Fale 2021
Toe Aoina i le: Tusigaigoa o Tagata ma Fale 2026

MO NISI FAAMATALAGA, FAAFESO'OTAI MAI LE OFISA O FUAINUMERA FAAMAUINA
62000 / 23033

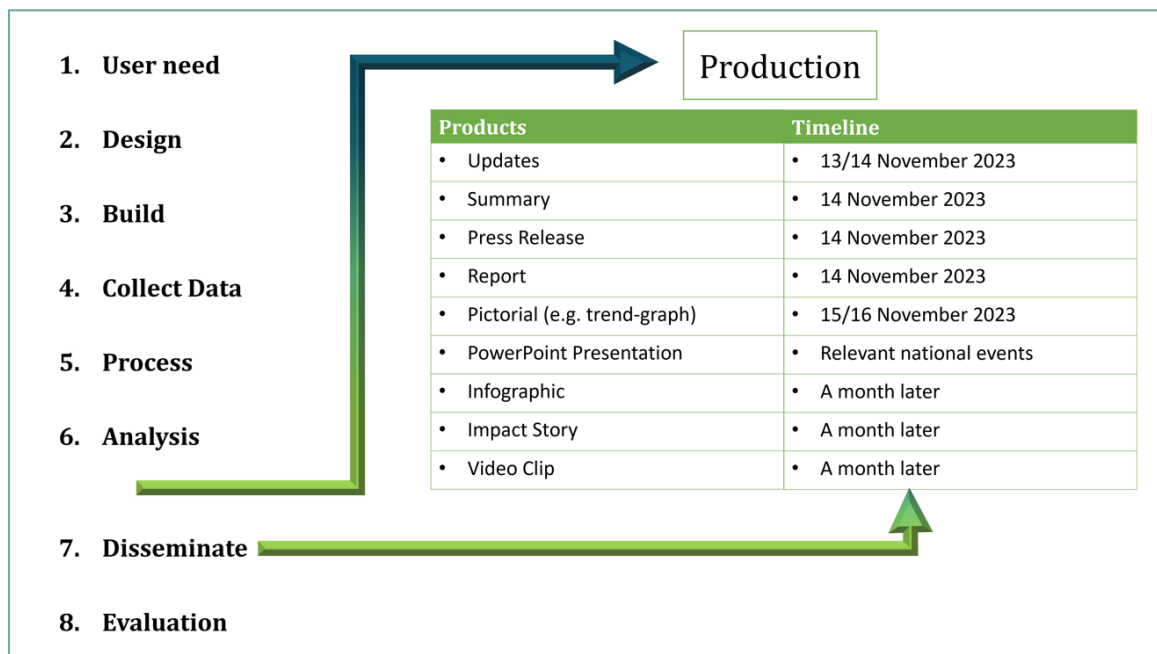


ANNEX 1: Communications Flowchart, Generic Statistical Business Process Model/Dissemination Policy – how they all connect

Communications Flowchart



Generic Statistical Business Process Model



ANNEX 2: Dissemination Policy

The Dissemination Policy was developed by VINSTAR Ltd. In September 2011 as part of the SBS Institutional Strengthening Project. It has been included as part of the Communications Strategy to ensure it is usable and accessible to all internal as well as external audiences. The majority of the wording and essence of the Policy has been retained however, revisions have been made to make it current and relevant:

- references to objectives of Samoa Strategy for Development of Statistics 2011-2021 have been deleted as relevant objectives of the Statistics Strategy 2022-26 are contained within the body of the Communications Strategy;
- reference to SDS have been revised to reflect PDS and relevant priority areas that SBS plays a role in achieving
- reference to Statistics Act 1971 have been replaced with Statistics Act 2015
- budget table with estimated cost of each publication (if sold) has been removed leaving only a general reference in Section 6 (charging policies) of \$10-\$50 to cover printing cost of extra copies

Samoa National Statistics System Policy on Dissemination of Statistics

1. Introduction

To be valuable, statistics must be used as a basis for debate, development planning, and decision-making at all levels. The Pathway for the Development of Samoa 2021/22-2025/26 has prioritised human development through “...alleviating hardship (KPA1), people empowerment (KPA4) community development (KPA6) labour mobility (KPA10) and macroeconomic stability (KPA 11) ... “. The Samoa Bureau of Statistics links all of the key priority areas identified in the PDS through the provision of evidence-based statistics, to enable informed decision making at the national, local and community levels.

The Statistics Act 2015 provides the Bureau of Statistics with a mandate for ensuring statistics are widely available and with the legal basis for statistical dissemination. The Statistics Strategy 2022-2026 provides the strategic direction for the dissemination of statistics.

To achieve effective use of statistics they need to be easily available and trustworthy, and users need to be able to understand them and know how to use them. This Policy on Dissemination of Statistics is intended to provide the principles for ensuring the available statistics are used, to the set rules for SBS dissemination of statistics and to be a guide to best practice for other agencies in the National Statistics System.

2. Principles of Statistical Dissemination

The Policy on Dissemination of Statistics is based on the principles of:

- equality of access

- maintaining objectivity
- ensuring accessibility
- protecting confidentiality

Equality of access ensures that all users have the same access to statistical information, so that there is no risk of a commercial or political benefit.

- Release of statistics is according to a calendar of release dates published at least one month in advance. The timing of a release is not influenced by its content or set to create an advantage to any particular group or individual.
- If prior access is given (for example to a government minister) then this is acknowledged in the data release.
- Statistics should be disseminated as soon as possible after the collection and processing of the data.
- As far as possible price should not be a barrier to access

Objectivity in collection and presentation of statistics ensures that the integrity is respected

- Statistical information is presented impartially, without advocacy or unsubstantiated judgement.
- Statistical analysis does not cover policy implications or unsubstantiated comments about causality.
- Statistical releases are open with regard to errors and revisions.
- Information about who the data is collected from, and how it is collected and processed is available for all published statistics (subject to confidentiality issues) – preferably at the time they are released.

Accessibility refers to the processes that ensure the statistics are widely available, understandable, and fit for use

- As much information as possible should be released, within resource and confidentiality constraints.
- All releases should have a media headline and summary – something to attract attention and encourage people to read it. Language should be straightforward and easy to understand
- Statistics should be supported by commentary and analysis to enable a wide understanding so users are able to make the best possible use of them
- Publication processes should be simple and easy to access by both users and producers of statistics
- Electronic release (on the SBS website) would be the primary but not the only mechanism for dissemination
- Use of statistics is encouraged through training and support
- Users are consulted regularly about their needs and experiences in using statistics, and the feedback is used to update what and how statistics are disseminated
- A summary of significant results will be available in Samoan language for all major statistical releases and reports (at a minimum).

Confidentiality refers to the protection of information relating to individuals and organisations, and ensuring that the information is not made available or disclosed to unauthorised individuals or entities. The principles for protecting confidentiality are:

- Legal requirements for the non-disclosure of individual information, without prior consent, are followed.
- Statistical producers take all reasonable steps to minimise the risk of disclosure of individual information - no statistics are produced that are likely to identify an individual unless specifically agreed with them.

3. Stakeholders and user needs

Different users of statistics have different needs that must be understood and appropriate products developed to meet their needs.

3.1 Government

Government – PM, Cabinet Ministers, MP's and those officials working in government – can need anything from very quick statistics to in-depth analysis. Some of the primary need is for the data and indicators for planning and measuring progress on those plans.

3.2 International agencies

International agencies have two major needs – information to inform their analysis of the state of development in Samoa, and information to monitor progress on projects and programmes. The Sustainable Development Goal 2030 indicators, and other indicators required for international treaty and convention compliance are also very important and need to be easily found.

International agencies also maintain global databases which need to be regularly updated.

3.3 Media

The media primarily need to understand key points that they can use directly in reporting.

3.4 Private sector (commercial users)

Use of statistics by commercial businesses and organisations assists them to develop a better understanding of the markets for their products, for identifying business opportunities and developing business plans. This often involves significant detail about an area, and customised information.

3.5 Non-Government Organisations

Non-Government Organisations (NGO's) may use statistics for planning and monitoring their activities.

3.6 Students and teachers

Students generally want quick easy to understand answers to questions and projects/ assignments set by teachers. They know little about statistics or where to find them. SBS will spend time to explain the statistics supplied.

Developing teachers' knowledge of what is available and how to use it means students are given realistic and practical assignments. Teacher trainers will be invited to seminars on statistics and how to use them.

3.7 Researchers

Researchers may want a very wide range of data, down to sample lists or unit record databases. Their needs are diverse, and not easily planned for in advance. SBS aims to have flexibility to meet researcher needs.

4. Activities to strengthen user understanding and ability to use statistics

The SBS has a role to help strengthen user understanding and ability to use statistics.

The Bureau offers courses, workshops and seminars from time to time to help develop user understanding. These may cover finding and using statistics, as well as introductions to different areas of statistics. In particular, SBS may provide NGOs with guidance on understanding and using statistics and as SBS resources allow, SBS will work alongside teachers to develop guidelines for using statistics in teaching.

Activities will be advertised on the SBS website with at least one month's notice, through the two monthly newsletter and directly to major users and producers of statistics.

5. What forms of dissemination?

All standard products are available on the SBS website as soon as they are available in print form. The standard products are products 5.1 to 5.4.

5.1 Information Releases and Accompanying Tables

These products are the important first release of the latest statistics on a topic. They are aimed at general users across all user groups. Information releases can have several elements:

- Key points for media and others who want the core information quickly
- Analysis of the data and its drivers
- Graphs and presentation tables to help users understand the statistics
- Reference tables with the detailed information
- Information about the data that helps the user understand and use the data appropriately.

5.2 Tabular Reports

Tabular reports present detailed tables, usually from a large Census or Survey. They are aimed at the more intensive users of data from Government, the private sector, or researchers.

5.3 Analytical Reports

Analytical reports are designed to interpret the data and make it easier to understand. Analytical reports are targeted at users of statistics across Government, International agencies, NGO's, the private sector, students and researchers. The media may also wish to use the summary sections of these reports.

5.4 Statistical Abstract

The annual Statistical Abstract brings together information from across the statistical system and should be a starting point for people wanting statistics about Samoa. This is particularly useful for international agencies and occasional users of statistics across all user groups.

5.5 Data sets for further analysis

Where practical an anonymised data set based on the individual data from a data collection may be made available to researchers who have signed a confidentiality protection agreement to protect the individual data. The Government Statistician will approve all such releases, and SBS may make any adjustments to the original data that it considers necessary to protect confidentiality and provide quality data.

5.6 Non-standard products

Commercial users and researchers may require non-standard products. SBS may supply, as resources allow:

- Customised tables
- Advice on statistics and statistical methodology
- Assistance with carrying out data collection
- Other services for which they have expertise and resources as appropriate.

5.7 Development of other products

The SBS may develop other products and services to meet demand or to take advantage of changing technology requirements.

6. Charging policies

- Web access is free
- Printed information releases and accompanying tables Distributed widely, free.
- Tabular, and Analytical reports, Statistical Abstract

One complimentary copy.

For additional copies, charges are made to cover printing and associated costs. Cost of reports is based on the number of pages, using prevailing commercial rates of photocopying and/or printing. Customised and ad-hoc data, surveys, maps/sample lists

Charges may be made for customised products, ad hoc data, survey assistance, maps or sample lists to cover the costs associated with producing the product.

7. SBS Dissemination standards

The Samoa Bureau of Statistics ensures that the following dissemination standards are followed for every statistical release. All producers and publishers of statistical information are encouraged to do the same.

7.1 Standards for releasing information

- Statistics are disseminated as soon as practicable after they have been compiled, following the pre-published timetable.
- All information about the release and its contents is kept confidential until it is released.
- Any pre-release sharing of the results outside SBS must be approved by the Government Statistician and will usually be for the purposes of assisting SBS with analysis of the data.

- Statistical standards are followed where they exist (e.g. System of National Accounts manual, International Harmonised System of Trade Classification)
- Information is released in a form that makes it easy for users. All information should be in PDF form for ease of printing. Tables are available in Excel form for ease of user calculation and graphing. HTML forms should be developed as soon as practical, for ease of access.
- Technical material is written in the users' language and not in statistical jargon.
- Samoa Bureau of Statistics follows good practice standards for the analysis, presentation and writing about statistics¹⁵.
- Reports have a consistent format over time as far as possible.

7.2 Information to assist users to understand the statistics

It is best practice when releasing statistics to include information about the methodology, classifications and processes used, or advise where it can be obtained. This allows users to assess whether the data are fit for any particular purpose.

Releases should also include information on the accuracy of the data and sources of error; including sampling error, response/non-response error and non-sampling error.

The Samoa Bureau of Statistics intends to develop standards for such information throughout the lifespan of each Statistics Strategy so that appropriate supporting information is available for all statistics.

7.3 Revisions and errors

Data revisions to statistical series are clearly indicated in statistical releases.

If a significant error is found in the data, the corrected data is made publicly available as soon as possible after the identification of the error.

7.4 Providing comment on misuse of statistics

The Government Statistician may comment on misuse of statistics at any time, provided it is in an objective way.

7.5 Use of statistical information

All publications are copyright to the publishing agency. However, users are free to copy, distribute, and adapt the Samoa Bureau of Statistics information, as long as the source of the information is stated as Samoa Bureau of Statistics.

¹⁵ See for example UN publications *Making Data Meaningful*
<http://unstats.un.org/unsd/EconStatKB/KnowledgebaseArticle10178.aspx>



7.6 Liability

While all due care has been used in processing, analysing and extracting information, the Samoa Bureau of Statistics gives no warranty that any information supplied is free from error. Samoa Bureau of Statistics shall not be liable for any loss suffered through the use, directly or indirectly, of any information, product or service.

Leota Aliielua Salani
Government Statistician

Original version Issued September 2011

Updated February 2024

This document is also available in Samoan.

ANNEX 3: Terms of Reference for Communications Coordinator¹⁶

The Samoa Statistics Strategy 2022-2026 is dedicated to expanding, improving and refining official statistics within the country, thereby intensifying the availability of timely and reliable data that would guide future planning and decision-making. It also lays the path for maintaining and upholding the development structure of statistics across the whole system of official statistics in Samoa.

With increased focus on the Sustainable Development Goals (SDGs) and growing emphasis on national development both on social-economic and infrastructural level, stipulated in the Pathway for the Development of Samoa (PDS) 2022 - 2026, policy and national decision makers have accentuated the importance of statistics in informing development initiatives and measuring achievements.

The Samoa Strategy for Statistics 2022 – 2026 reflects an enormous national undertaking across all sectors to develop a coordinated approach that will enable all statistical producers to better meet the needs of its users through relevant, impartial, and accurate statistics. This document provides a framework for statistical activity co-ordination within the Independent State of Samoa and strongly assist in producing data that will support sound and firm policy decisions both at national and international levels. A helpful, professional, innovative, efficient, and capable statistical service will serve the public and help our nation take better decisions.

One of the two key strategic objectives within the Statistics Strategy 2022 – 2026 is Objective 1.2 to **“Make statistics easy to access and use”**. To meet that objective, a robust exercise was undertaken over a period of 12 months (2023–2024) to determine the ‘how’ (mode of delivery/dissemination), the ‘who’ (target audiences), the ‘why’ (what they need statistics for) and the ‘when’ (release dates). The resulting output is the SBS 2023-2026 Communications Strategy and Costed Implementation Plan/M&E Framework which is now considered the ‘implementation arm’ of Objective 1.2 of the Statistics Strategy 2022-2026. It details all the work required to be implemented, policies, samples and guidelines as a holistic approach at communicating statistics to ensure they are used.

The Statistics Strategy states “official statistics have no value if they are not used. For statistics to be used, they need to be accessible in a usable format. Users also need to be able to find and understand statistics to make appropriate use of them”.

The main aim therefore of the Communications Coordinator role is to ensure statistical information is interpreted and transformed into audience-friendly products and formats, using the most relevant language, affordable and accessible dissemination mode for easy consumption of identified target audiences. Evaluating the success (or otherwise) of the Communications Strategy forms an integral part of the work of the Coordinator. It is through M&E that determines if “statistics were used and were easy to access”.

¹⁶ Developed on the assumption position is either Principal or ACEO level

Scope of Work

- Implement all activities in Objective 1 of the Costed Implementation Plan
- Lead quality assurance (e.g., editing, proof-reading for camera-ready stage) of all products developed and disseminated by SBS
- Revise and refine costing and budget to align with any changes to the CIP
- Promote SBS's mandate, services and areas of work that achieve PDS KPAs to all external audiences
- Foster internal coordination and collaboration through utilisation of robust communications flowchart
- Foster external relationships with development partners (communications role)
- Coordinate all communication products utilised at all public events (e.g. Statistics Forum, Career Days, Open Days, PSC Day etc) to ensure quality assurance on profile of SBS
- Lead and coordinate managing of media relations and counterparts (e.g. Government Press Secretariat)
- Act as Spokesperson for Government Statistician where necessary (e.g., liaison with media to ensure interviews are conducted from a '2-party beneficial' approach)
- Lead and coordinate capacity building activities and trainings specific to communicating and disseminating official statistics
- Develop project/financial proposals on communications related work for relevant development partners and platforms

Qualifications, Experience and Competencies

- A Masters in IT/Communications, Journalism or equivalent
- Minimum of 10 years in communications, website content development, research documentation, report writing, print media and journalism
- Competent in the use of computer and internet information software, use of desktop publishing software for designing and developing communication products
- Working knowledge of official statistics
- Working knowledge of interpreting statistics for communication purposes
- Excellent writing, editorial and presentation skills (English and Samoan)
- Ability to express clearly and concisely ideas and concepts in written and formal form
- Fluency in English and Samoan is essential

ANNEX 4: 10 Fundamental Principles of Official Statistics

[adapted from UN Resolution adopted by the General Assembly on 29 January 2014]

Principle 1. Official statistics provide an indispensable element in the information system of a democratic society, serving the Government, the economy, and the public with data about the economic, demographic, social and environmental situation. To this end, official statistics that meet the test of practical utility are to be compiled and made available on an impartial basis by official statistical agencies to honour citizens' entitlement to public information.

Principle 2. To retain trust in official statistics, the statistical agencies need to decide according to strictly professional considerations, including scientific principles and professional ethics, on the methods and procedures for the collection, processing, storage and presentation of statistical data.

Principle 3. To facilitate a correct interpretation of the data, the statistical agencies are to present information according to scientific standards on the sources, methods and procedures of the statistics.

Principle 4. The statistical agencies are entitled to comment on erroneous interpretation and misuse of statistics.

Principle 5. Data for statistical purposes may be drawn from all types of sources, be they statistical surveys or administrative records. Statistical agencies are to choose the source with regard to quality, timeliness, costs and the burden on respondents.

Principle 6. Individual data collected by statistical agencies for statistical compilation, whether they refer to natural or legal persons, are to be strictly confidential and used exclusively for statistical purposes.

Principle 7. The laws, regulations and measures under which the statistical systems operate are to be made public.

Principle 8. Coordination among statistical agencies within countries is essential to achieve consistency and efficiency in the statistical system.

Principle 9. The use by statistical agencies in each country of international concepts, classifications and methods promotes the consistency and efficiency of statistical systems at all official levels.

Principle 10. Bilateral and multilateral cooperation in statistics contributes to the improvement of systems of official statistics in all countries.



ANNEX 5: Strategic Implementation Plan

PDS Expected Outcomes set to achieve	Objectives of Strategic Communications 2023-2026	Objectives of SSS 2022-2026	Specific Objective	Activity	Specific Activity	Relevant Comms Products	Target Audience	What Do they Need in order to implement their Role	Most effective Mode of Delivery
KPA1, KPA4, KPA11: All activities to assist achieve these PDS KPAs through provision of evidence-based statistics to guide decision making to ensure our people have access to services and opportunities for those in hardship and poverty, particularly the elderly, women, youth and persons with disabilities and maintaining and enhancing social well-being and monitor macro-economic stability	1) Provision of simplified communication products (summary reports, website content, presentations, video clips, infographics, press releases, pull-up banners, TV ads) and make available in most suitable format for target audiences to help achieve Objective 1 of SSS which in turn achieves PDS KPAs 1, 4 & 11	1. Meet the need of the users	1.1 Produce Priority Statistics	1.1.1 Core Program - Census and Surveys	1.1.1.1-9 Multiple Indicator Cluster Survey (MICS PLUS); Labour Force and School to Work Transition Survey; Household Income & Expenditure Survey; National ID Mass Registration; Business Activity Survey; Demographic Health Survey - Multiple Indicator Cluster Survey (DHS-MICS); Agriculture Survey; Disability Survey; Population and Housing Census 2026	Timeline' A2 poster (English & Samoan) for every survey happening within published Statistics Strategy and disseminate to: i) District Council Offices - 51x [Sam]; ii) SBS branches - 3x [Sam]+[Eng]; iii)TATTE, CBS & Tooa Salamasina - 3x [Eng]; iv)BSP & NBS - 4x [Eng][Sam] ii) Templates for 2(i)ii) infographics defining either (i)'what,why&who' & (ii)'what,when&where' for each survey 1)NID Mass Registration; 2) Business Activity Survey; 3)DHS-MICS; 4)Agriculture Survey; 5)Disability Survey 6)PHC; and choose 1 for pull-up banner prior to survey fieldwork roll-out (English and Samoan) and disseminate to 51 district council offices [Sam] and [Eng][Sam] to FMFMII Building and A2 posters to other SBS branch offices [Eng] and at 2 [Eng] other public/government office spaces (e.g. TATTE Building, Tooa Salamasina Building, CBS, Banks, etc) iii) Template for 'monthly timeline estimation' infographic (e.g. i) Survey Planning period; ii) Data Collection period; iii) Data Analyzing Period & iv) Report Publishing 2) how data is used for each survey and disseminated online iv) Templates for 4x simplified A5 fact sheets on 1) what the survey is and what is asked; 2) why is it important and who the targeted audience; 3) when and where it will take place 4) monthly timeline estimation and braille translated (English and Samoan) for each survey v) Template for letter correspondences with MWCSO, STN & SON in preparation of roll out of survey fieldwork	External	In-house training (content-writing & graphic-designing), graphic-designing tool (photoshop, InDesign, etc), Infographic templates, PowerPoint presentation, video-editing, pull-up banner, posters, stickers, fact-sheets, braille specialists, correspondence letter template, press release template, static-ad, video clips, email correspondences	PRINT (Community Product Distribution - A2 posters, mail, infographics) , Email, social media (Facebook, YouTube, LinkedIn), website, press release , launching of event, mail.

						vi) Sample scripts and skits for informative and PWD inclusive advertisements for each survey to be aired on TV, radio, social media (Facebook, YouTube and LinkedIn) and SBS website vii) Presentation Template of samples of 'common-knowledge' of survey final findings viii) Static ad Template (simple and basic) for website, emails and social media for each survey ix) Press Release Template for launching event of each survey's findings			
				1.1.2 Social Statistics	1.1.2.1-6 Hardship & Poverty; Health Statistics; Education; People Empowerment indicators; Law and Justice; Social Protection	i) Template of 'memorandum-of-understanding (MOU)' with stakeholders (govt ministries & public bodies/SOE/private sector) (to improve collection and use of social indicators) that includes proper incorporation of agreement within affected parties’ routine operations (i.e. revision of staff TOR to coordinate the agreed MOU)	Internal & External (Politician (Cabinet), Government Ministries, Public Bodies/SOE/Private Sector)	In-house training (content-writing), letter correspondence, PowerPoint Presentation, MoU, invitation letters, email correspondences	Face-to-face consultations (including sector coordination meetings) , virtual meetings, email, mail
				1.1.3 Population, Demographic & Vital Statistics	1.1.3.1 & 1.1.3.4 Population estimates; Births, Deaths & Marriages; National Identification System; Migration	i) Template of a summary table of population, demographic & vital statistics of all 51 districts for politicians ii) Template for 'dashboard' infographic illustrating population, demographic & vital statistics of each 51 district for politicians iii) Template for monthly releases of migration statistics and disseminated to stakeholders (and website)	External	In-house training (content-writing & graphic-designing), graphic-designing tool (photoshop), Infographic templates, pull-banners PowerPoint presentation, excel, posters, fact-sheets, ministerial briefs	Community Product Distribution (A3 posters, infographics) , Email, social media (Facebook, YouTube, LinkedIn), website, ministerial briefings, mail
					1.1.3.2-3 Births Deaths & Marriages; National Identification System	i) Template for infographic for 2x A2 Posters [Sam] and 1 billboard on i)importance of registering vital events (birth, marriage, death) and ii) benefits of registering your identity (BC & national ID) & disseminate to districts ii) Scripts for PWD inclusive advertisement on importance of registering vital events (marriage, death) and how and register for a birth certificate and national ID and air monthly on TV and radio	External	In-house training (content-writing & graphic-designing), graphic-designing tool (photoshop), Infographic templates, pull-banners PowerPoint presentation, excel, posters, fact-sheets, ministerial briefs	Community Product Distribution (A2 posters) , Email, social media (Facebook, YouTube, LinkedIn), billboard , website, ministerial briefings, radio, TV , newspaper

				1.1.4 Economic Statistics	1.1.4.1-8 Informal Sector Statistics; Agriculture and Fisheries Sector; Tourism; Private Sector Growth; Improve and expand macro-economic statistics; trade & prices; Monetary; Employment	i) Template of 'memorandum-of-understanding (MOU)' with stakeholders (govt ministries & public bodies/SOE/private sector) (to improve collection and use of social indicators) that includes proper incorporation of agreement within affected parties’ routine operations (i.e. revision of staff TOR to coordinate the agreed MOU) ii) Summary Templates for monthly (CPI, Trade-imports & exports, Local market), quarterly (GDP, National Accounts, Import Price Index, Employment, Government Finances) and six-monthly (shipping) and disseminated to stakeholders (and website)	Internal & External (Politician (Cabinet), Government Ministries, Public Bodies/SOE/Private Sector)	In-house training (content-writing), letter correspondence, PowerPoint Presentation, MoU, invitation letters, email correspondences	Face-to-face consultations (inc. sector coordination meetings), virtual meetings, email, mail	
						External	In-house training (content-writing), letter correspondence, PowerPoint Presentation, infographics, Excel	Mail, Email, website		
				1.1.5 Sector & Environment Statistics	1.1.5.1-6 Transport Sector; Communication Sector; Infrastructure; Public Administration Sector; Energy Sector; Environment	i) Template of 'memorandum-of-understanding (MOU)' with stakeholders (govt ministries & public bodies/SOE/private sector) (to improve collection and use of social indicators) that includes proper incorporation of agreement within affected parties’ routine operations (i.e. revision of staff TOR to coordinate the agreed MOU)	Internal & External (Politician (Cabinet), Government Ministries, Public Bodies/SOE/Private Sector)	In-house training (content-writing), letter correspondence, PowerPoint Presentation, MoU, invitation letters, email correspondences	Face-to-face consultations, virtual meetings, email, mail	
				1.2 Make Statistics easy to access and promote their use	1.2.1 Improve access and use of statistics	1.2.1.1 SBS to publish on website advance calendar of statistical releases for the next 12 months	i) SBS website 'refacing' to the proposed layout with the inclusion of a 'frequency of releases' for all released reports with an expected date and a live 'calendar of events' with labelled proposed dates for survey fieldwork rollout, survey launching events, statistics forum, public service events, open & career days (SBS attending)	External	division workplans, survey dates, public service event dates	Website, email, mail, social media (Facebook, LinkedIn)
						1.2.1.2 Promote the use of dashboards for ease of reference of particular users on the website	i) 4 'all-in-one-indicators' update information dashboard template for each categorised statistics - 1) Social; 2) Population, Demographic & Vital Statistics; 3)Economic & 4) Sector & Environment to be updated upon every weekly, monthly and quarter releases and included as updates to Minister/Cabinet and Statistics Advisory Board	Internal & External	division workplans, division-specific summaries (indicators and status progress),	Face-to-face meetings, virtual meetings, email, mail, website, ministerial briefings, statistics advisory board submissions,

					1.2.1.3 Undertake awareness/ outreach programmes to promote statistics through media and other channels - include a campaign to promote understanding and use of statistics	i) Template for fact-sheets, brochures, presentations, animated videos and infographics about use of statistics for different age-groups, academic-levels, etc for booth setups in sector-review events, career days for secondary schools, open days for university, etc ii) 30sec animated videos script template to be aired on social media and website (can be an awareness campaign prior to Statistics Forum) iii) Template for annual plan of outreach/awareness programs of statistical use and availability to all levels of targeted audience	External Internal	fact-sheets, brochures, PowerPoint presentations, infographics, posters, events, workplan template, animated-videos	Face-to-face interactions, social media (YouTube, Facebook, LinkedIn), website, events
					1.2.1.4 Close interaction between producers and users is encouraged on a frequent basis	i) 'Statistics Forum' event x2 a year and streamed live on an online platform where ALL communication products produced can be put up for general awareness. A routine space for producers and users to interact and disseminate feedback surveys to be assessed and referred back to at the end of each event ii) SBS newsletter template. Newsletter to be disseminated quarterly with SBS achievements/impact story and a staff achievement/reflection from each division iii) Survey feedback (online - using Google suite) to be disseminated every six months to stakeholders and public (printouts)	External	PowerPoint presentations, feedback forms, survey questionnaire, event, infographics, live streaming newsletter template, divisional summary updates, staff reflections, public reflections (online & physical) Feedback form, survey questionnaire	Event, face-to-face meetings, virtual/livestreaming, divisional briefings, email, mail, printed questionnaire,
					1.2.1.5 SBS in-house analysis capacity link to existing sector coordination functions	i) Quarterly update reporting template to compile info from each division in reflection of strategy indicators and disseminate to advisory board ii) Presentation template on 'Linkage-of-Statistics-Across-Sector' and 'Hierarchical-Organisational-Structure' to incorporate in induction programmes and annual refresher programs for SBS staff iii) Annual training plan for basic statistics training for every personnel in SBS (beginner - new recruitment, intermediate (after 3 years), advanced (after 5 years))	Internal Internal & External (Development/International Partners)	Intranet (Moodle), survey monkey/G-suite online survey, training plan, presentation, statistical courses,	Face-to-face meetings, monthly 1hr lunch sessions, divisional debriefing, all staff social get-togethers, virtual meetings, email, mail, website, physical workshop, induction program

ANNEX 6: Budget Summary

Product	Amount	Potential Supplier	Price	Budget
A2 Posters	190	Tisaan, GoAd	60.00	11,400.00
<i>timeline for Statistics Strategy' [Sam] for 51 districts, Savaii & Upolu BDM Office, MWCSD & NOLA</i>	55			
<i>timeline for Statistics Strategy' [Eng] for Lvl 1 & 2 Govt Building SBS office + TATTE</i>	3			
<i>NID prior [Sam] for 51 districts, BDM & Savaii office & MWCSD & NOLA</i>	55			
<i>NID prior [Eng] for TATTE & Govt building & Western Union, BSP, NUS, Wharves (Salelologa & Mulifanua) & Airports (Fagalii & Faleolo) & Hospital & NOLA</i>	11			
<i>Census prior [Sam] for 51 districts, BDM & Savaii office & MWCSD & NOLA</i>	55			
<i>Census prior [Eng] for TATTE & Govt building & Western Union, BSP, NUS, Wharves (Salelologa & Mulifanua) & Airports (Fagalii & Faleolo) & Hospital & NOLA</i>	11			
Braille Translated [Eng][Sam] 4pg A4 brochure x 2 @ (\$20 per A4 pg braille)	40	SBPA/NOLA	160.00	6,400.00
3x PWD inclusive Video Advertisements				121,000.00
<i>1minute video ad (production) x 3 videos</i>	3		15,000.00	45000.00
<i>Sign Language interpreter per 1min video as above (production stage)</i>	3		2,000.00	6000.00
<i>Airing of informative & PWD inclusive video advertisements for 3x 1min video ad (as above), TV (TV1 - \$12,000/6months) and radio(\$2000/6months) (social and website - inhouse) throughout Year2 & Year3 (plus additional 6 months for next year)</i>	5	NOLA/TV1/radio samoa	14,000.00	70000.00
Static Ad (online - website, email, social media)	9	In house	-	-
A3 Infographic (online- using News & Events website link/print only for necessary events/forums)		Inhouse	-	-
Digital display advertising led 'Billboard' (dynamic ads/infographics)	1	Adaway Media/MNRE	20,000.00	20,000.00
Wall planners	51	Commercial printer	800.00	40,800.00
Statistics Forum Logistics (twice a year) (inc venue hire, catering for 200max, livestreaming, etc), venue = 1,000, Catering 20x200pp=4,000	4		5,000.00	20,000.00
			Objective 1 Total	219,600.00
Equipment and Software - Comms Coordinator				27,446.78
<i>Adobe 'Creative Cloud All Apps' Package Subscription (\$2966.39/12month)</i>	1	Adobe Online	5,932.78	
<i>Dell Alienware R13, i7, 512GB SSD, 16GB RAM + Wired Mouse & Keyboard</i>	1	ComptechXtra	12,115.00	
<i>Samsung CR50 Curved Monitor 32" (1920x1080)</i>	1	ComptechXtra	1,959.00	
<i>L-Shape Desk 1800x1800x700mm</i>	1	Maxkar	1,390.00	
<i>Office Chair</i>	1	SSAB	800.00	
<i>Office Electronic Consumables (External HDD, Multiplug, Extension cord, flashdrive, etc)</i>	1	SSAB	250.00	
<i>Heavy duty printer</i>	1	Private Sector	5,000.00	
			Objective 2.1 Total	27,446.78
			Objective 1 Total	219,600.00
			Objective 2.1 Total	27,446.78
			Sub total	247,046.78
			5% Contingency	12,352.34
			SUB TOTAL	259,399.12
Salary - Comms Coordinator	3		92,769.00	278,307.00
			GRAND TOTAL	537,706.12