



MO LE SILAFIA

QUARTERLY



JULY - SEPTEMBER 2025 ISSUE 3

Komesina o Sulufaiga

DUTY TRAVEL - APOR ANNUAL GENERAL MEETING TAIPEI, TAIWAN



(Middle 2nd Row) Directors: Lagafuaina Tavaita (D-SIU) and Loau Davina Rasch Salanoa (D-CSU)

The Office of the Ombudsman (OMB) was privileged to represent Samoa at the 37th Australasian Pacific Ombudsman Region (APOR) Conference held in Taipei, Taiwan. The conference brought together ombudsman institutions from across the Asia-Pacific to exchange insights, strengthen cooperation, and explore effective ways to promote good governance, transparency, and human rights protection.

The International Ombudsman Institute (IOI), established in 1978, is a global non-governmental organization dedicated to advancing the role of ombudsman institutions and upholding human rights principles. Through its regional chapters, the IOI serves as a vital link among ombudsman offices worldwide, encouraging the exchange of experiences, best practices, and innovative approaches to addressing public complaints and administrative fairness.

APOR, one of the IOI's six regional chapters, currently comprises 18 member institutions, including Samoa. The region continues to be an important platform for promoting accountability and integrity in governance across the Pacific and Asia.

The conference's opening day featured the APOR Members Meeting, an exclusive session for member representatives to review progress, discuss regional challenges, and identify priorities for the coming year. This was followed by a Welcome Reception hosted by the Control Yuan of Taiwan, providing an opportunity for delegates to connect, share experiences, and celebrate the collective commitment to strengthening ombudsman institutions globally.

The OMB's participation underscores Samoa's continued dedication to fostering international collaboration and enhancing institutional capacity to protect the rights and freedoms of all Samoans through fair and transparent administrative practices.



AFIOGA FUIMAONO VAILO ETEUATI

Talofa lava.

On behalf of the newly elected Prime Minister and the Office of the Ombudsman, it is my pleasure to warmly welcome you to this edition of the Mo le Silafia (MLS) Newsletter.

This Issue 3 of MLS showcases our key activities and services, along with notable achievements from July to September 2025. It reflects our Office's continued commitment to carrying out our mandated responsibilities promoting good governance, protecting human rights, and ensuring fair and just administrative practices for all.

In addition, we share updates on our participation in regional forum abroad, as well as our local contribution to community initiatives and capacity-building workshops.

We also take this opportunity to extend our sincere congratulations to the new Parliament and Administration. We look forward to continuing our shared commitment to serving Samoa with integrity and dedication.

Fa'afetai tele lava, and God bless.

THIS ISSUE

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 - USP Executive Visit - Empowering Staff
 - Rights-Holder Groups - Pacific Tuna
 - Use of Social Media & New Technology
- **In-House Matters**
 - Talofa Rachael Chadwick
 - World Breastfeeding Week.
 - Fathers' Day 2025
- **OMB Team Engagement**
 - Meeting Participation
 - OMB Team Player of the Month



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CAPACITY DEVELOPMENT

SAMOA YOUNG SINGLE ADULTS CONVENTION CHURCH COLLEGE PESEGA CAMPUS JULY 11, 2025



Principal Human Rights Advisor Ms. Ellenlina Moala in discussion with student participants at the Single Adults Convention

The Office of the Ombudsman/NHRI was honoured to be invited to deliver a career-focused workshop on “Human Rights.” The Samoa Young Single Adults Convention 2025 hosted by the Church of Jesus Christ of Latter-Day Saints under the inspiring theme “LOOK UNTO CHRIST.”

Representatives from the Human Rights Unit facilitated the session, highlighting the mandate of the Office, the importance of human rights, the Universal Declaration of Human Rights, and career opportunities in the field of human rights. The workshop aimed to help young adults understand how human rights principles connect to their daily lives, personal values, and potential career paths. It also encouraged participants to see human rights as a shared responsibility—one that begins with respect, empathy, and active contribution within their communities.

The session provided an engaging platform for learning and discussion, with participants expressing enthusiasm and curiosity about human rights work in Samoa. The Office of the Ombudsman extends its sincere appreciation to the Samoa Young Single Adults Convention 2025 for the warm welcome and collaboration in promoting human rights awareness and education across Samoa. Faafetai tele lava!



(L-R) Student group presentation and a group discussion moment as led by Senior HRU Officer Ms. Phaedra Lameko



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(TO THE NEEDS
OF THE PEOPLE)



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RESPONSIBILITY



TRANSPARENCY



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USP EXECUTIVES VISIT THE OMBUDSMAN OFFICE

JULY 29, 2025

We were pleased to welcome the visiting executives from the University of the South Pacific (USP) to our Office, where the USP shared valuable information on the various courses and training opportunities available at USP and Pacific TAFE.

Leading the visiting team was Deputy Vice-Chancellor & Vice-President (Education) Professor Jito Vanualailai, alongside Alafua Campus Director To'oto'oleaava Dr. Fanaafi Aiono Le Tagaloa. They were joined by Ms. Susan Sela (Director, Pacific TAFE), Mr. Amrish Narayan (Head of College, Continuing Vocational Education & Training - Pacific TAFE), and Patrick Gorden (Pacific TAFE Coordinator).

The meeting involves specific areas of training needs and capacity building instructions that will aid in professional development and continuing education for employees and relative staff. Dr. Fanaafi however pointed out the mismatched (if not gaps) between the actual needs and expectations of students compare to the courses they are enrolled in at USP Campus. Example: a Commerce student when asked about her aspirations when completed her studies replied that she wanted to be a nurse (tausi soifua)!

We are grateful for the opportunity to engage directly with USP's senior leadership and to explore how their programs can support professional development and lifelong learning for our team and the wider community. Fa'afetai tele lava.



(L-R) Ms Susan Sela; Professor Jito Vanualailai.



(L-R) Tootoooleaava Dr. Le Tagaloa with the USP Suva Team



Happy Group Photo Time after a fruitful meeting with the visiting USP senior executives.



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RIGHTS - HOLDER GROUPS IN PACIFIC TUNA AND SMALL SECTORS IN SAMOA SEP 15 - 16, 2025

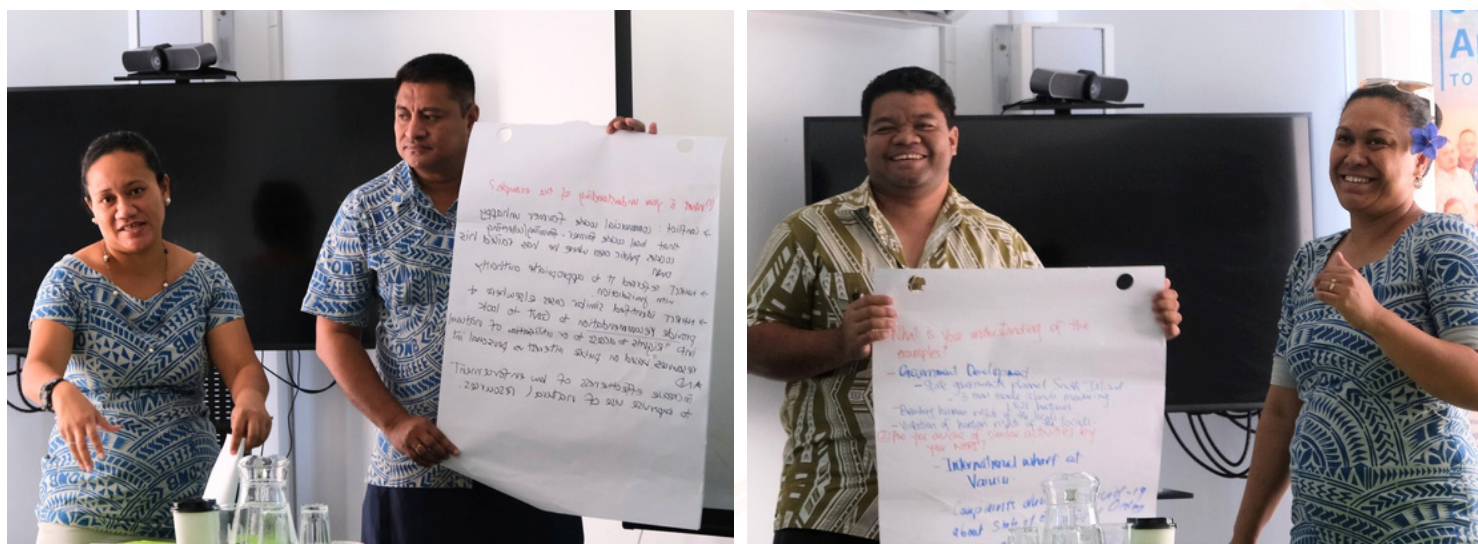
On 15–16 September 2025, the Office attended a two-day training on Human Rights of Rights-Holder Groups in Pacific Tuna and Small-Scale Fisheries (SSF), hosted by Conservation International and the Danish Institute for Human Rights, with support from the Secretariat of the Pacific Community, at the Lava Hotel.

The training aimed to address human rights challenges experienced by fishers in the Pacific, identify key rights-holders and duty-bearers in the industry, and explore international treaties, agreements, and guidelines relevant to fishers' rights. Participants also discussed creative ways of interpreting the NHRI mandate in the fisheries context, developing strategies for engagement, and formulating an action plan for NHRI involvement in the Pacific fisheries sector. On the first day, members of the fishery sector, including Tautai Samoa Association, Apia Export Fish Packers Ltd, and representatives from the Ministry of Agriculture and Fisheries, shared prevalent human rights concerns and ongoing efforts in collaboration with the Ministry of Commerce, Industry and Labour.

The second day focused on internal discussions for NHRI members, strengthening their knowledge and reaffirming their commitment to protecting vulnerable communities and promoting sustainable practices across the Pacific. (Photo Credit: Conservation International Pacific Islands)



Participants at the Human Rights of Rights-Holder Groups in Pacific Tuna and Small-Scale Fisheries (SSF)



Group findings and presentations led by the enthusiastic OMB senior staff and keen participants!

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USE OF SOCIAL MEDIA & NEW TECHNOLOGY - BENEFITS & RISKS

17 SEPTEMBER, 2025

The Office participated in the workshop focusing on the use of social media and new technology with special attention to its benefits and associated risks. Hosted by the Samoa Umbrella for Non-Governmental Organisations (SUNGO) and facilitated by Lisa Wylde and Temukisa Sione of SUNGO.

The workshop was centered around:

- Strategic Use of Social Media: How CSOs and NGOs can leverage platforms like Facebook, X (formerly Twitter), Instagram, and TikTok to amplify advocacy, mobilize communities, and increase transparency.
- Understanding Digital Risks: A deep dive into the vulnerabilities associated with online engagement, such as reputational damage, data privacy concerns, and exposure to harmful content.
- Dissecting Falsehoods: Understanding the nuances between misinformation, dis-information, and mal-information and their impact on online discourse.
- Countering Digital Deception: Practical approaches for identifying, responding to, and mitigating the spread of false narratives using fact-checking tools, digital literacy strategies, and community-based monitoring.

Understanding Digital Risks involves identifying common digital risks, including reputational harm from poorly handled online interactions and potential security issues related to data privacy. Discussions also identified the growing threat of cyberattacks and how NGOs are particularly vulnerable to these risks due to their often-limited resources.

Recommendations moving forward included implementing strong security protocols, educating staff about phishing attempts, and regularly reviewing privacy policies.



Participants at the workshop on the use of Social Media and Technology organised by SUNGO



(L-R) Group discussions and presentations with some fun and light moments shared by the participants!

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IN-HOUSE MATTERS



TALOFA MS. RACHEL CHADWICK

The Office of the Ombudsman is delighted to welcome Ms. Rachel Chadwick as our new Human Rights Policy and Data Analyst under the Australian Volunteer Program (AVP).

With over eight years of legal experience in human rights, child protection, refugee assistance, and support for vulnerable communities, Ms. Chadwick will work closely with the Human Rights Unit over the next 12 months.

She has completed the Ombudsman Induction Program, gaining insights into the Office's mandates and operations. We extend our sincere appreciation to AVP Samoa for facilitating her placement and warmly welcome Rachel to the Ombudsman family.

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Good Governance Unit

Purpose of the Good Governance Unit

1

The Good Governance Unit aims to ensure that public institutions effectively deliver their mandates while satisfying public expectations. It focuses on promoting principles such as transparency, accountability, and responsiveness in governance.

Core Attributes of Good Governance

2

Key attributes of good governance include transparency in actions, accountability to the public, responsible management of resources, active participation of citizens, and responsiveness to the people's needs. These elements are fundamental in fostering trust and integrity in governmental functions.

Limitations of Investigation

3

The Good Governance Unit does not have jurisdiction over private individuals, court decisions, or statutory tribunal outcomes. Additionally, it may refuse to investigate complaints based on criteria such as the existence of another remedy, the age of the complaint, and lack of public interest.



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IN-HOUSE MATTERS

WORLD BREASTFEEDING WEEK – AUGUST 1ST - 8TH 2025



To celebrate World Breastfeeding Week, the Office is proud to stand in solidarity with the Ministry of Health (MOH) Samoa to commemorate World Breastfeeding Week 2025.

With the theme “Create Sustainable Systems” underlines the importance of developing environments that continue to back mothers and babies over time. WHO actively promotes breastfeeding as the best source of nourishment for infants and young children, and is working to increase the rate of exclusive breastfeeding for the first 6 months up to at least 50% by 2025

In support of this vital global movement, we encourage all our staff to wear yellow, a color that symbolizes hope, warmth, and support for breastfeeding mothers and their children. Let's continue to raise awareness, advocate for strong support systems, and promote a healthier future for all families in Samoa. 🍷



Ms. Salamasina Sanele and Ms. Phaedra Lameko showing support for the World Breastfeeding Week 2025

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IN-HOUSE MATTERS

FATHERS DAY AT THE OMB OFFICE – AUGUST 8, 2025



A momentous sermon by Faletua Rosuweti Galuvao with Manino, Murphy and Saufo'i in anticipation and appreciation!!



Fuimaono Vaiao Eteuati giving the keynote address

Fathers' Day 2025 Award goes to Leota Ta'alo Leota



L-R Standing: Rachael Chadwick, Michael Tamanikayaroi, Phaedra Lameko, Rosuweti Galvao, Nepa Papalii, Mele Taveuveu, Salamasina Sanele, Loau Salanoa, Lagafuaina Tavita, Ulugia Toese.

L-R Sitting: Fuimaono Eteuati, Tupuola Tuia, Leota Leota, Saufo'i Mamoe and Murphy Siupolu

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FREEDOM OF EXPRESSION & ACCESS TO INFORMATION IN THE CONTEXT OF ELECTIONS QUESTIONNAIRE – AUGUST 15, 21 & 22 , 2025

In preparation for the Status of Human Rights Report 2025, the National Human Rights Institution (NHRI) team in collaboration with the Engagement and Communication Unit (ECU) carried out a nationwide questionnaire exercise throughout the month of August, ahead of the national Snap elections.

The activity focused on gathering public perspectives on Freedom of Expression and Access to Information during election periods. Two specific questionnaires were developed: one targeted media organisations and the other focused on religious denominations and the general public. Due to limited time and personnel, a mixed approach was used to ensure broader reach. Some questionnaire forms were emailed directly to recipients, while others were distributed and collected through word of mouth in community settings.

The feedback gathered will help inform the Status of Human Rights Report 2025, highlighting key issues and opportunities to strengthen democratic participation and the protection of fundamental rights during elections.



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OMB - TEAM ENGAGEMENTS

PARTICIPATION AS OF JULY - SEPTEMBER, 2025

Meeting Attended:

- Australian Volunteers Samoa Partnership Consultation
- National Mechanism for Reporting, ... (NMIRF) Taskforce
- 37th APOR Conference - Taipei, Taiwan
- Human Rights Law Centre - Submission to the UPR
- HRU Program FY 2025-2026
- HRU - Possible Collaboration - SVSG Project
- Rights-Holder Groups in Pacific Tuna ... sectors in Samoa
- Digital Dialogue - Social Media for CSOs & NGO
- HRU & UN Resident Coordinator - UPR Submission
- HRU & Commonwealth Secretariat - CFNHRI Webinar
- HRU & Asia Pacific Program
- HRU Opening of new SUNGO Center & Meeting

Date / 2025

25 July
17
3-5 September
10
11
12
15-16
17
19
23
25
25

Host

SVPO
MFAT
The Control Yuan, Taiwan
via MT Online
UN Office, Apia
SVSG
MFAT
SUNGO
UN Office, Apia
via MT Online
via MT Online
SUNGO

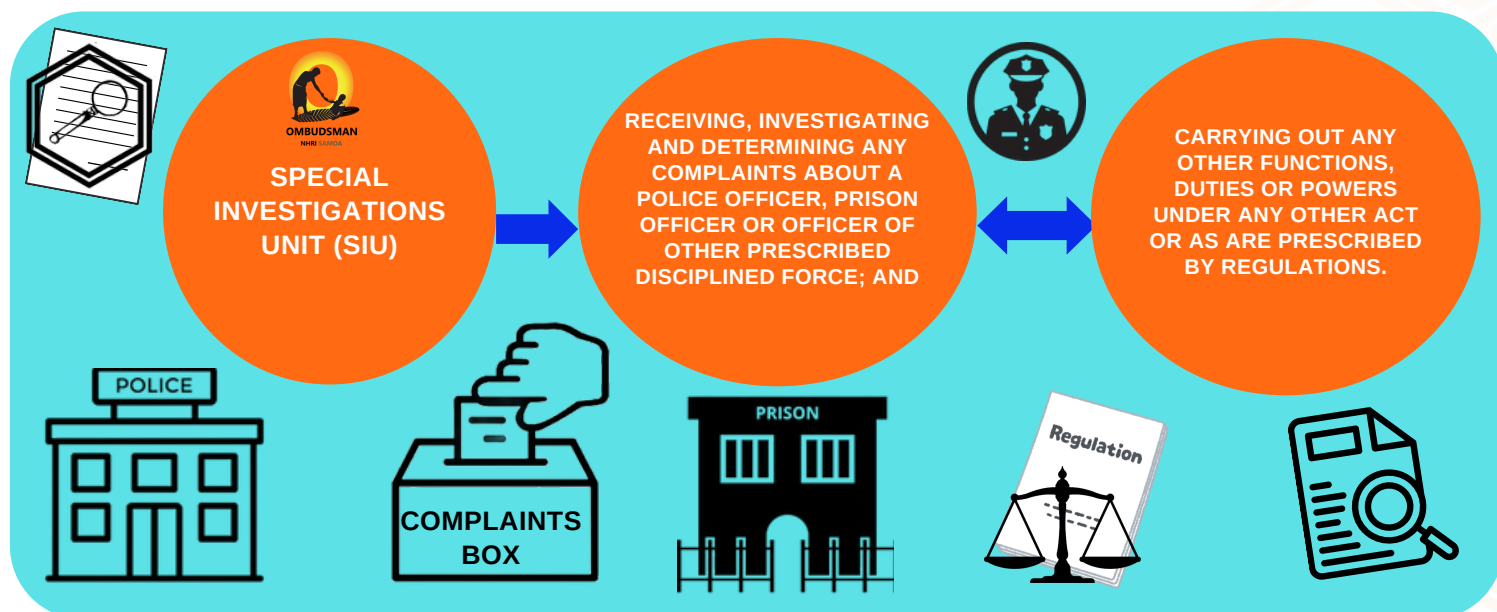
Mo Le SILAFIA NEWSLETTER



Mo Le SILAFIA Newsletter Vol 1 Issue 7
(July 2023- Sep 2023)



Mo Le SILAFIA Newsletter Vol 2 Issue 8
(Oct 2023- Dec 2023)



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OMB TEAM PLAYER OF THE MONTH



July

*Murphy Siupolu
Senior Investigations Officer
Specials Investigations Unit*

Murphy consistently arrives at the office earlier than everyone else.



August

*Rosuweti Galuvao
Principal Human Resource Officer
Corporate Service Unit*

Rosuweti consistently ensures that staff are informed about appraisals and leave schedules.



September

*Manino Eveni Tui
Senior Investigations Officer
Good Governance Unit*

Always ensure our canteen is ready from Monday to Friday to help raise funds for the OMB Social Committee, whether it's selling keke saina or a bowl of noodles



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