

SAMOA



SASNOC 2025-2028

Strategic Plan

Message from the President



Talofa to our Members,

I am deeply honored and privileged to serve as President of the SASNOC Executive Board and its members, and I am pleased to provide my overview of the 2025-2028 Strategic Plan.

In doing so, I would like to acknowledge and pay special tribute to all the sporting members of SASNOC for your valuable contribution to the strategic direction of the organisation, as well as your continued work in sport development and sport for development.

I also take this opportunity to express my gratitude to our strategic partners, who have supported our efforts to develop sports in Samoa and provided financial backing to our Team Samoa campaigns. In particular, the Government of Samoa, the private sector, and the Development Partners of the Samoan Government. Fa'afetai tele.

I also salute our core international partners, including the International Olympic Committee, the Oceania National Olympic Committee, the Commonwealth Games Federation, and the Pacific Games Council, particularly for their foresight and advice over the last four years, which have provided key insights into the future vision of sports in Samoa.

To the International Federations and the Association of National Olympic Committees, we would like to express our gratitude for your continued support of our sports. It was an absolute pleasure for Sports to be part of the 2024 Commonwealth Heads of Government Meeting ("CHOGM"), hosted by the Government of Samoa, where the sporting and cultural wealth of the Commonwealth was highlighted in the Unity of the Commonwealth.

To the many volunteers in sports who give their valuable time endlessly, thank you.

As we move towards Palau 2025, Glasgow 2026, Tahiti 2027, Los Angeles 2028, and beyond, our learnings from the 2021-2024 quadrennial have been critical in shaping the way forward for SASNOC.

The core values of the 2025-2028 strategic plan, complemented by the pillars of performance as an organisation, ranging from governance and administration to high performance, as well as linking to the strategic priorities of Samoa, form a collectively woven fabric that represents unity and collaboration across multiple sectors of Samoa.

Within the new vision is a focus on building people's capacity in leadership and providing opportunities for career enhancement, which enshrines values in our people-to-people relationships through sport.

Last but not least, is our continuum in the role of sport in the development of Samoa as a small island nation.

Let us continue to strengthen the integrity of sport so that it can be embedded into Samoa's development frameworks through talanoa and many more meaningful partnerships.

Soifua

Tuaopepe Asiata Jerry Wallwork
PRESIDENT

About Us

The Samoa Association of Sports and National Olympic Committee (SASNOC) is the country's peak sporting body, representing the country in the International Olympic Committee, Commonwealth Games Federation, and Pacific Games Council. As a non-governmental, non-profit organisation, SASNOC is constitutionally mandated to uphold and promote the Olympic Movement in Samoa, adhering to the Olympic Charter and the World Anti-Doping Code.

SASNOC strives to instil pride, excellence, and Olympic values throughout Samoa, promoting friendship, solidarity, and fair play. It connects national sports federations, both Olympic and non-Olympic, with their respective international federations, ensuring.

Samoa's presence in global sporting decisions. It also champions high-performance sports, inclusivity, gender equality, and social development, contributing to a peaceful and inclusive society in Samoa and the Pacific region.

Guided by ethical principles, SASNOC promotes environmental responsibility and leads anti-doping efforts. Its operations are overseen by an Executive Board, elected every four years, and supported by commissions for athletes, equity, medical issues, and education. The Secretariat, primarily funded by the IOC, implements strategic plans that focus on good governance and professional competency. SASNOC strives for diverse funding sources while maintaining accountability, transparency, and independence in all endeavours.

Our Vision

To inspire the pursuit of excellence through all sports.

Our Mission

To empower and provide opportunities for all people of Samoa to achieve personal aspirations and excellence through sports

Our Values

Commitment

Excellence

Inclusivity

Collaboration

Integrity

Commitment

A strong commitment is essential for the success of the strategic plan, ensuring that objectives are met effectively and efficiently. Stakeholder Dedication is crucial in fulfilling the outlined objectives and achieving the strategic goals.

Excellence

A commitment to high standards is essential for achieving excellence in all initiatives and processes. Continuous improvement is crucial for maintaining excellence and adapting to changing circumstances in any organisation. Fostering a culture of success encourages teamwork, innovation, and the pursuit of excellence among all team members.

Inclusivity

Inclusivity ensures that everyone's voice is heard, fostering an environment where all perspectives are valued and respected. A commitment to inclusivity actively promotes diversity within the organisation, enhancing.

Collaboration

Teamwork is crucial in collaboration, enabling individuals to pool their skills and perspectives to achieve common objectives. Effective collaboration fosters partnerships, strengthens relationships, and creates synergies that enhance project outcomes. It also ensures a unified approach to implementing strategic plans and aligning efforts toward shared goals and visions.

Integrity

Integrity is a foundational value in SASNOC's operations, guiding all decision-making processes. It fosters trust among stakeholders, which is crucial for maintaining positive relationships and effective collaboration. Ensuring accountability through integrity is essential for effective governance and responsible management.

OUR STRATEGIC DIRECTION

Governance

Enhance leadership, accountability, and compliance by implementing best governance practices, clear policies, and effective decision-making structures to ensure transparency, integrity, and organisational efficiency.

Success Statement: *We have strong leadership, clear policies, and effective decision-making structures that uphold transparency, integrity, and accountability, enabling us to operate efficiently and empower all Samoans to achieve their aspirations through sport.*

- Enhance clarification on Management and Executive responsibilities and roles
- Develop a Management and Executive Professional Development Strategy
- Improve Good governance and Ethical leadership within SASNOC and its Members.
- Develop, communicate and implement clear selection policies, pathways, and nomination and selection processes.
- Support Commission-led initiatives.

Financial Sustainability

Diversify revenue streams, strengthen partnerships, and optimise financial management to secure long-term stability and support for athletes and programs.

Success Statement: *We are financially sustainable and strategically supported, enabling us to empower all Samoans through sport and inspire the pursuit of excellence across all sporting disciplines.*

- Diversify SASNOC's funding portfolio.
- Enhance Financial Transparency and Frameworks through SASNOC and Members.
- Ensure all Members have access to quality Financial Tools.

Communication

Enhance internal and external communication by utilising clear messaging, digital platforms, and stakeholder engagement to promote transparency, collaboration, and public awareness.

Success Statement: *We utilise communication as a powerful tool to connect, inform, and inspire – amplifying our impact, fostering transparency, and supporting the pursuit of excellence in sport.*

- Centralise the Biodata of Member Athletes and Athlete Support Personnel.
- Streamline access to quality tools for all members.
- Strengthen open communication between Members and SASNOC.

Partnerships

Build and sustain strong collaborations with government, sponsors, international sporting bodies, and local stakeholders to enhance resources, funding, and opportunities for Samoa's athletes and sports development.

Success Statement: *We collaborate across local and global networks to grow opportunities, amplify support, and inspire excellence for all who participate in Samoa's sporting future.*

- Provide NF access to quality tools to identify governance and financial capability.
- Develop a strategic planning framework that aligns with SASNOC's strategic goals for Members to use.
- Facilitate mutually beneficial partnerships for the development of sports in Samoa.
- Strengthen internal partnerships with NOC Commissions, providing key tools for annual Commission-led workshops.
- Utilize a partnership approach to amplify the impact of the Olympic, Pacific, and Commonwealth Games.

Visibility

Strengthen branding, digital presence, media engagement, and Sports events to increase public awareness, attract sponsors, and promote Samoa's athletes and sporting achievements.

Success Statement: *We have established a strong brand, digital presence, and media engagement that enhances the visibility of sport in Samoa, attracting sponsors, celebrating athletes, and promoting sporting achievements in ways that support our purpose and inspire excellence.*

- Develop and execute compelling brand and event campaigns.
- Grow and expand digital capability and content.
- Leverage the impact of Athletes, their networks, and their inspirational stories.

CONCEPTUAL FRAMEWORK

E VAVE TAUNU'U LE MALAGA PE A TATOU ALO VA'A FA'ATASI

Va'a Tele: The Double Hull Canoe A Symbol of Journey and Teamwork

Travelling together toward success, balancing tradition and forward-thinking

Hull (Tino)

The dual foundations of the canoe symbolise **Integrity** and **Inclusivity**, reflecting the strategic focus on governance. These values ensure stability and ethical practices, enabling SASNOC to navigate challenges while fostering a culture of openness and equity.

Double Hulls (Va'a tele)

Integrity and **Inclusivity** are the dual foundations that keep the organisation balanced and connected. They also symbolise **commitment** and **collaboration** between groups, including athletes, officials, and the community, to ensure stability and shared goals.

Sails (Folau)

Symbolize **Excellence**, driven by the wind of ambition and innovation, propelling SASNOC toward its goals. It highlights the importance of external forces, such as **partnerships** and **funding**, to create momentum.

Connecting Platform (Feso'otai tulaga)

It represents a **Commitment** binding the two hulls into a single, united vessel. It shows how shared efforts hold the organisation together.

Navigation (Fola'uga)

Represents **Good Governance**. The leader or navigator ensures the canoe follows the right course, as leadership ensures alignment with the Olympic Charter and Constitution.

Outriggers (Ama)

Represents values of **Integrity** and **Inclusivity**, keeping the organisation balanced, culturally relevant, and principled.

Paddlers (Leauva'a)

Reflect on **Collaboration**, as the paddlers' **synchronised** effort ensures progress. This mirrors the role of stakeholders, staff, and athletes working together.

Paddles (Foe)

Represent **actionable strategies** for achieving specific objectives, **including financial stability, visibility, governance, partnerships, and effective communication**.

Framework Focus

- Prioritises collective effort and navigation toward a shared destination.
- Underscores the importance of collaboration and unity.
- Emphasises motion and progress, aligning with the idea of reaching clear, measurable goals
- Focuses on a plan centred on dynamic partnerships and governance.
- The double-hull canoe encapsulates teamwork, resilience, balance, and communal strength



