

PRESS RELEASE

SAMOA PUBLIC SERVICE DAY 2023 & LAUNCHING OF THE “*Talofa with a Smile*” CAMPAIGN

The Government of Samoa’s Public Service Day is an annual event where the services of all public servants towards the country’s development are recognized and celebrated. It is a day to reflect and honor the legacy and pioneering spirit of former public servants who have passed on, as well as those who have retired from the service.

The Public Service Day 2023 will be commemorated on **Monday 2nd October 2023**, marking 12 years since its inception in 2012. This year’s theme of “***Agaga Tautua or Spirit of Service***” is a reminder of the underlying values by which public services are premised upon, those of service, respect and efficiency.

In honor of this year’s Public Service Day, the Cabinet invites all Public Servants across the Public Sector Agencies to join the Public Service Parade/March Pass. The march will commence from the Ministry of Police compound to the FMFM II Building, Matagalalua. All agencies are to assemble at the allocated car park by 6:00am, with the march to commence at 7:30am. This will be followed by a Thanksgiving Prayer service, with the Deputy Prime Minister delivering the Keynote Address on behalf of the Honourable Prime Minister, to officially open Public Service Day 2023 Program.

In addition to the proceedings is the inclusion of the launch of the Government-led “***Talofa with a Smile***” Campaign. The campaign seeks to encourage better service delivery, and in particular, frontline service, across the Public Service. Leading up to the Public Service Day, the Office of the PSC utilized its social media platforms to gauge the public’s perspectives on the quality of frontline services and customer service in general, in government. The Polls were intended to build momentum on the Talofa with a Smile Campaign, and why this is a critical intervention at this time.

With the support of Australia’s Tautai Facility, and ensuring that the Public Service Day is an inclusive activity, the Government is pleased to include the services of a Sign Language interpreter through the Nuanua o le Alofa (NOLA) organization for the day. The Tautai Facility Team have also provided extremely valuable support towards the realization of the *Talofa with a Smile* campaign, and the PSC looks forward to continuing the partnership over the coming months.

Similar to past celebrations, all Government Agencies are encouraged to organize events to commemorate the Public Service Day in a meaningful way, that will raise public awareness on services provided.

Most importantly, Agencies are expected to operate normal services to the public on the first half of the day. A half day effective from 1pm to 5pm is granted for the purpose of allowing each Agency / Ministry to conduct its own programs internally to acknowledge and celebrate the contribution of their employees to the development of Samoa. All agencies are reminded that the **Public Service Day “half day” is not to be treated as a day off or holiday.**