

SAME WORKPLAN 2014

Key Area 1: Trade Shows

Strategy 1.1: Focus and target Trade show activities for maximum impact

Activity 1.1.1 Conduct survey with SAME member companies and associations that participated in the 2013 SAME-NZ Trade Show

Activity 1.1.2 Produce profile for each SAME member (company) and/or association

Activity 1.1.3 Categorise SAME member companies and associations according to product types, production capacity and targeted markets

Activity 1.1.4 Align each category with the best potential market segment that best suit their product, production and company/association ethics

Activity 1.1.5 Identify the most appropriate / relevant Trade show that best suit each category group

Activity 1.1.6 Plan for 2014 highly targeted tradeshow participation of the SAME members

Activity 1.1.7 Plan for 2015 trade show participation

Activity 1.1.8 Make known to all SAME members the plans for 2014 and 2015

Strategy 1.2: Develop a policy to support targeted and focused trade show participation

Activity 1.2.1 Document policy

Activity 1.2.2 Implement policy

Activity 1.2.3 Upload policy on SAME website

Key Area 2: Training

Strategy 2.1: Develop and implement a long term training programme targeting good business management practices and robust negotiating capacity / skills

Activity 2.1.1 Develop and finalise training program and costing

Activity 2.1.2 Submit to EC a proposal for a long term training programme targeting good business management practices

Activity 2.1.2 Submit proposal to potential donors

Activity 2.1.3 Implement training programme

Activity 2.1.4 Review training outcomes

Strategy 2.2: Continue deliverance of ISO training in Samoa

Activity 2.2.1 Create a database to record companies as they become ISO certified and local ISO trainers

Activity 2.2.2 Review current ISO programme with Quality Catalysts for cost effectiveness

Activity 2.2.3 Produce a costed work plan for the remaining activities of the current ISO programme

Activity 2.2.4 Develop and submit a comprehensive proposal for ISO certification Project to be funded under the TCM Phase 2 funding

Activity 2.2.5 Produce a future strategy for SAME to take over the training part of ISO Certification programme

Activity 2.2.6 Implement the strategy

Key Area 3: Organisational Development

Strategy 3.1: Ensure SAME adheres to the laws and rules of the land

Activity 3.1.1 Register SAME as an employer with NPF, ACC and IRD

Activity 3.1.2 Update all SAME information with MCIL (incorporated organisation)

Activity 3.1.3 Submit all required information as per MCIL, NPF, IRD and ACC requirements

Activity 3.1.4 Put in place policies and procedures to ensure SAME practices integrity and honesty in all its dealings

Activity 3.1.5 SAME office prepares and files Annual report each year

Strategy 3.2: Develop activities to target membership growth and retention

Activity 3.2.1 Increase newsletter coverage to target potential and interested manufacturers, processors and producers

Activity 3.2.2 Use newsletter to promote SAME services and achievements

Activity 3.2.3 Execute an office open day once a year

Strategy 3.3: Strengthen the position of SAME as “the” trade association in Samoa through improving its relationships with its stakeholders

Activity 3.3.1 Document and raise national awareness of SAME profile

Activity 3.3.2 Apply policy (regarding EC roles in representing SAME on the various government committees etc) diligently

Activity 3.3.3 Prepare clear and concise position papers to respond to manufacturing and processing trade issues as they arise, nationally, regionally and internationally