



MINISTRY OF COMMERCE,  
INDUSTRY & LABOUR

# Service Charter

*We strive to achieve excellence in  
customer service*

# MINISTRY OF COMMERCE, INDUSTRY & LABOUR

## SERVICE CHARTER



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## Foreword

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Talofa with a Smile.

We are very pleased to present the Ministry of Commerce, Industry and Labour ('the Ministry') Service Charter ('the Charter'). The Charter aims at increasing the transparency and making more apparent the services offered by the Ministry. It informs our partners/stakeholders of what to expect in terms of service delivery from the Ministry staff. It integrates what is expected to achieve the Government's overall vision for public service delivery. It also highlights the Ministry's intention which is to place a greater emphasis on placing the interest of customers first to ensure that the public is fully satisfied with our service delivery which would translate into the achievements of the Ministry's own vision *"for Samoa to have a productive economy that provides sustainable opportunities for its people"*.

We encourage our partners/clients to help us in providing a high level of service standard by providing feedback about our services.



Pulotu Lyndon Chu Ling  
**CHIEF EXECUTIVE OFFICER**

## REVISION HISTORY

Version 1.0	21 June 2018	SMT/LFT	<ul style="list-style-type: none"> <li>• Revision</li> <li>• Updated Cover page to include contact details</li> <li>• Updated sub-section 2.4 'Our Service Mandate'</li> <li>• Updated sub-section 2.5 'Our Core Business' section</li> <li>• Added section 4 'How to contact us'</li> </ul>
Version 2.0	11 November 2022	LFA	<ul style="list-style-type: none"> <li>• Updated Cover page</li> <li>• Updated contact details on cover page</li> <li>• Updated CEO's statement</li> <li>• Revised section 1.4</li> <li>• Update footnote on page 11 to date of revisions</li> </ul>
Version 3.0	5 July 2023	LFA  SMT	<ul style="list-style-type: none"> <li>• Update contact details on cover page</li> <li>• Updated Vision and Mission on cover page and on page 4</li> <li>• Update Services Standards – Our approach when you visit our office to be in line with the Service standards Framework in Complaints Management Policy on page 5.</li> </ul>
Version 4.0	31 July 2024	LFA	<ul style="list-style-type: none"> <li>• Update Where we Are on page 2</li> <li>• Update Service Standards 3.2, 3.3 &amp; 3.5</li> <li>• Update the Service Mandate on page 5</li> <li>• Add new section page 7 Our Expectations from our Clients</li> <li>• Update How to Contact Us on page 8</li> <li>• Add Appendix 2 – Feedback Form</li> </ul>

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# 1. What We Do

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## 1.1 Our Service Mandate

The Ministry serves the People of Samoa in alignment with its mandated functions, and the overarching intentions of the Government as stipulated in the Pathway for the Development of Samoa (PDS).

Our mandated roles are derived from more than 30 pieces of legislation in Appendix 1 that regulates the following:

- ❖ Promote industry development, foreign investment and guarantees the rights of citizens to participate in the economy of Samoa;
- ❖ Set standards to regulate fair competitive practices to promote a level playing field in all trades;
- ❖ Administers the Apprenticeship Scheme, Employment services, conducting of labour market surveys, collection and dissemination of Labour Market Information;
- ❖ Enforce labour and employment standards, assess foreign employment permits and promote occupational safety and health;
- ❖ Manage the registries of companies and other legal entities, and the Intellectual property registers, and protect the rights of Intellectual Property holder and enforces statutory obligations.

## 1.2 Our Vision

For Samoa to have a productive economy that provides sustainable opportunities for its people

## 1.3 Our Mission

To reduce poverty by increasing activities and opportunities for Samoans

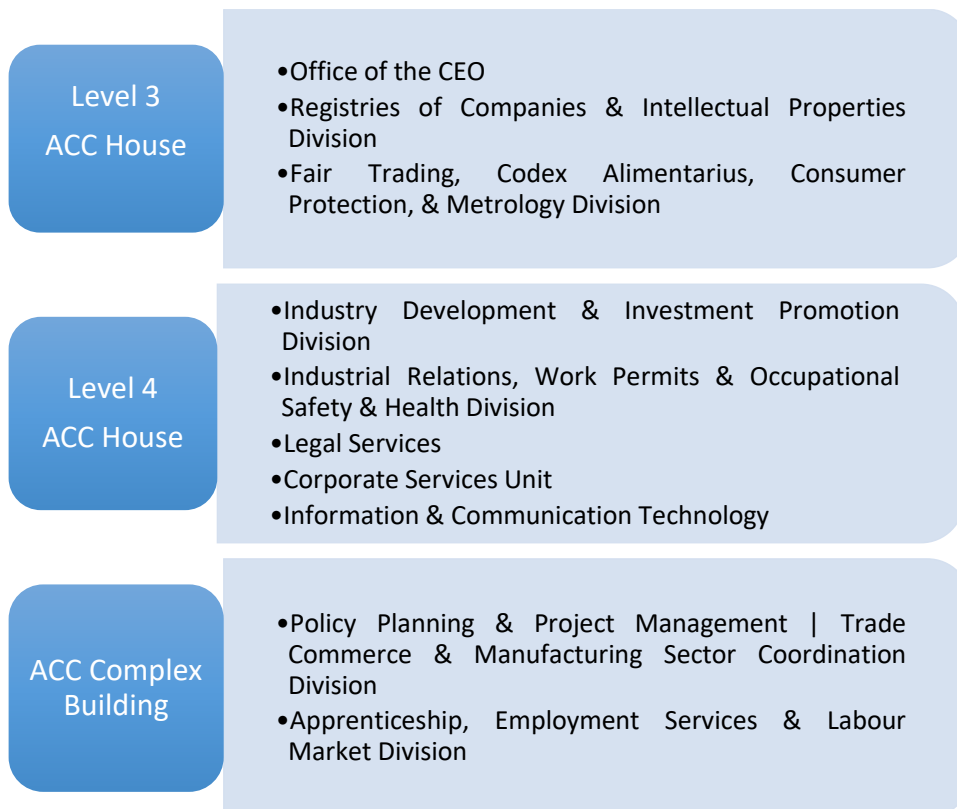
## 1.4 Our Values

Our values are embedded with those of the Public Service, which are crucial to the successful delivery of our services. We aspire to keep and respect their importance in the achievement of our Vision and Mission:

- ❖ Honesty - we value honesty in the way we perform our duties of service to the public
- ❖ Impartiality - we value impartiality by treating our stakeholders equally and fairly maintaining political neutrality
- ❖ Service & Commitment - we aspire to provide a service that is unconditional with a commitment to satisfy our client needs
- ❖ Respect & Empathy – we respect the thoughts, feelings and concerns of others and seek first to understand than to be understood
- ❖ Transparency & Accountability – we encourage open communication and commit to ensure that our actions and decisions are consistent and made with clear reasons in an open manner
- ❖ Efficiency & Effectiveness – employment of resources to achieve results of value to the public in the most economical way

## 2. Where we are

Our Main Offices are located in Upolu on Level 3 and 4 of the Accident Compensation Corporation (ACC) House and the 2<sup>nd</sup> floor of the ACC Complex Building. Our Savaii Office is located at the Salelologa Market in House #1.



## 3. Our Service Standards & Expectations

Our service standards describe the level of service excellence we aim to deliver. When you visit our offices, we will serve you as follows:

### 3.1 Our Approach When You Visit Our Office:

- ❖ Greet Talofa, and Welcome the customer upon arrival
- ❖ Be professional and Smile
- ❖ Attend to customer enquiry
- ❖ Refer the customer to the right section/unit/employee or resolve enquiry.
- ❖ Thank the customer and farewell.

### 3.2 If You Telephone, You Can Expect:

- ❖ The telephone to be answered within three (3) tone rings,
- ❖ Our staff to greet you Talofa, identify the Ministry, their name clearly and with courtesy,
- ❖ Our staff to be helpful and deal with your enquiries and telephone messages promptly,
- ❖ Our staff to promptly transfer/refer your call to the appropriate official

### 3.3 If You Write, You Can Expect:

- ❖ To be sent a written response within 3 – 5 working days.
- ❖ An email acknowledgement and provide a likely timeframe for our response within 2 days of receiving your email

### 3.4 When You Are Requested to See Us, You Can Expect:

- ❖ To be advised in advance of your attendance with clear information as to the date, time and place of your appointment and what to bring, where necessary.

## 3.5 Your Rights when Standards are not met:

If you are not satisfied with the treatment you received from an officer, you may:

- ❖ Raise your concern directly with the officer concerned;
- ❖ Inform the Division supervisor;
- ❖ Speak or write to the CEO of the Ministry;
- ❖ Complete our Feedback Form in Appendix 2 or the Complaints online form via links below and provide your Full Name and contact details to ensure your complaint is addressed accordingly
  - English version <https://rb.gy/0l90u>
  - Samoan version <https://rb.gy/l9tru>

**OR Scan the QR Codes below for the English and Samoan Version of the Complaints Form**

Samoan Version



English Version



### Gifts and Rewards:

We understand and respect at some point that you will want to express your appreciation of the work that we do through cultural gifts or similar, however, we **prohibit** our staff from receiving gifts, rewards, money or any favors from our clients/stakeholders in the execution of our duties that may constitute a bribe or a breach of any Samoa Public Service Values or working condition as stipulated under the Samoa Public Service Act 2004.

## OUR EXPECTATIONS FROM OUR CLIENTS

We always strive to discharge our services as far as our mandates legally allow us to meet our client's expectations. However, there may be unintentional lapses in the delivery of our services from time to time and therefore, we ask for your understanding. In order for us to successfully meet your expectations, we respectfully ask that you treat our staff with:

1. **Professionalism and Courtesy:** Our clients are expected to interact with our staff in a respectful, professional, polite and courteous manner, irrespective of any challenges or frustrations they may experience. The same is expected from our staff in dealing with all our clients.
2. **Clear Communication:** Respectful communication includes using appropriate language, tone and behaviour when addressing staff, without been condescending, aggressive or rude.
3. **Patience and Understanding:** We expect our clients to show patience in situations where our services are delayed or if complications arises and avoid taking out frustration on staff.
4. **No discrimination or Harassment:** Clients must refrain from any form of discrimination, harassment, or inappropriate behaviour based on race, gender, religion, or other personal characteristics.

In the event that the above standards are not adhered to, we will not hesitate to take the necessary actions to protect our staff, properties and interests. By maintaining these standards of respect, you will be contributing to a positive working environment leading to better service delivery and fostering strong client-staff relationship.

## HELP US TO HELP YOU

To help us help you, we ask that you:

1. Work collaboratively and in partnership with us,
2. Treat our staff with courtesy and respect,
3. Ensure all information and documents required to assist us with your request is provided on time,
4. Provide any references (including identifying the name of the officer and date when your case was dealt with) if you are following up on an issue with us,
5. Provide us details of any changes of circumstances of your case.

## How to Make a Complaint

We value your compliments, complaints and suggestions regarding our services and its standards, which will be measured, through regular client surveys and monitoring through our Feedback Form and online complaints form. These suggestions or comments will be treated confidential. These could be about i) a positive experience you had with us, ii) a comment/suggestion on how we can improve our services and iii) complaint if you are not satisfied with the service you have received from us.

Once we receive your complaint, we will:

- Contact you within 3 working days after receiving your complaint to confirm the process and timeframe.
- Keep you informed about what is happening with your complaint.
- Apologize if it is confirmed that you have received unsatisfactory service
- Informed you why our investigation has shown no further action should be taken on your complaint

## 4. How to Contact Us

You can contact us as follows:



**CALL US:**  
+685 20441



**EMAIL US:**  
[info@mcil.gov.ws](mailto:info@mcil.gov.ws)



**VISIT US:**  
Level 4 Accident Compensation  
House APIA, SAMOA



**WRITE TO US:**  
Please address all  
correspondence to the **Chief  
Executive Officer, Ministry of  
Commerce Industry and Labour**



Our **Normal Working Hours** are from  
**9am to 5pm, Monday to Friday.**  
We are closed on Saturdays and Sundays  
as well as during the Public Holidays

## Appendix 1 Legal & Regulatory Framework

1	Apprenticeship Act 2014	18	Incorporated Societies Regulations 1973
2	Apprenticeship Regulations 2014	19	Intellectual Property Act 2011
3	Charitable Trusts Act 1965	20	Intellectual Property Regulations 2015
4	Citizenship by Investment Act 2015	21	International Date Line Act 2011
5	Citizenship Investment Regulations 2016	22	Labour and Employment Relations Act 2013 and amendments 2023
6	Companies Act 2001	23	Labour and Employment Relations Regulations 2016
7	Companies Regulations 2008	24	Metrology Act 2015
8	Competition and Consumer Act 2016	25	Occupational Safety and Health Act 2002
9	Cooperatives Societies Ordinance 1952	26	Occupational Safety and Health Regulations 2017
10	Cooperatives Societies Regulations 1954	27	Personal Property Securities Act 2013
11	Copyright Act 1998	28	Personal Property Securities Regulations 2017
12	Credit Union Act 2015	29	Public Holidays Act 2008
13	Daylight Saving Act 2009	30	Receiverships Act 2006
14	Foreign Investment Act 2000	31	Securities Act 2006
15	Foreign Investment Regulations 2011	32	Trade Commerce and Industry Act 1990
16	Food (Ava) Regulations 2018	33	Company Law Reform (Transitional Provision) Act 2006
17	Incorporated Societies Ordinance 1952		

## Appendix 2: FEEDBACK FORM

### **MINISTRY OF COMMERCE, INDUSTRY AND LABOUR FEEDBACK FORM**

Your suggestions and views are important to assist us in improving our services to you. Therefore, we encourage you, our clients and stakeholders to complete this form to enable us to review and address your complaint and feedback accordingly.

Please provide your full name and contact details to enable us to contact you with regards to your complaint or feedback. However, if you wish to remain anonymous, then we will not be able to deliver the full range of services you require.

Please be assured that your personal details are treated with the utmost confidentiality and will only be used to respond to your feedback or complaint.

**Indicate your response below with a tick ✓**

**This is a:**      Complaint               Compliment               Feedback

#### **1. Your Details**

<b>Your Full Name</b>	
<b>Gender</b>	
<b>Telephone Number</b>	
<b>Email Address</b>	

#### **2. Which division / service you were referred to for assistance?**

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#### **3. What is the Nature of your Complaint / Compliment / Feedback**

- a.  Unsatisfactory Service
- b.  Lack of assistance by staff
- c.  Fail to answer the telephone calls
- d.  Fail to respond to email / written letter to the Ministry
- e.  Other

**Please provide more details or information of the nature of your complaint/ Compliment / Feedback such as date and time and who was involved.**

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**Do you have any suggestions on how to improve our services?**

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**4. Declaration:**

I understand and declare that the information provided in this form are true, correct and complete to the best of my knowledge and belief.

**Signature**

**Date**

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**Thank you for taking the time to provide feedback about our service**