



MAXIMIZING THE CONTRIBUTION OF SPORT TO ECONOMIC AND SOCIAL DEVELOPMENT OF PACIFIC ISLAND COUNTRIES: THE CASE OF FIJI AND SAMOA

PRELIMINARY REPORT
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INTRODUCTION

While governments of the Pacific region, donors and sporting stakeholders have invested in sport for decades, there have been few attempts to measure the effectiveness of these investments in economic and social returns, using appropriate statistical frameworks, in Pacific Island Countries and Territories (PICTs). The importance of measuring the economic and social impact of sport was affirmed during the Forum Economic Ministers Meeting (FEMM) in Fiji early in 2017 and by the Pacific Sports' Ministers in Vanuatu in December 2017.

Based on the gaps recognized by Pacific Sport and Finance Ministers, this study aims to measure the contribution of sport to sustainable development with a focus on three Sustainable Development Goals: SDG3 – Good Health and Well-Being; SDG8 – Decent Work and Economic Growth; and SDG10 – Reduced Inequalities. This is the first research of its kind in the Pacific made possible from funding contributions from the University of the South Pacific (USP), Ministry of Education, Sports and Culture (Samoa), Ministry of Youth and Sports (Fiji) and Oceania National Olympic Committees (ONOC).

This preliminary report aims to highlight initial evidence collected for the study to date to inform Honourable Ministers and Senior Officials at the Forum Economic Ministers Meeting in Palau from 25 – 27 April 2018. The report includes data from Fiji and Samoa across the three targeted SDGs, and a preliminary analysis of the contribution of sport to economic and social development. The final report containing a full analysis of the available data for Fiji and Samoa will be presented to Pacific Islands Forum Leaders at their next meeting in Nauru in September 2018.

METHODOLOGY

Research Objectives

The study has five main objectives:

- i. To utilize existing data sources to assess the percentage contribution of sport to GDP and other key economic indicators in Fiji and Samoa;
- ii. To identify the gaps in the current data system to capture the contribution of sport to the SDGs with a focus on SDGs 3, 8 and 10;
- iii. To develop a measurement framework to measure the contribution of sport to specific indicators under the SDGs 3, 8 and 10;
- iv. To inform a set of baseline measurements and indicators to capture the contribution of sport to sustainable development at the country level; and
- v. To contribute to building the evidence-base to inform the development of sport policy in Pacific Islands Countries and Territories (PICTs).

Data Collection Methodology

The research is framed by the Pacific Roadmap for Sustainable Development, a set of priority SDGs identified by Pacific Island Countries and Territories. A mapping exercise was conducted to identify appropriate and available data sources under the specific targets and indicators for SDGs 3, 8 and 10 to assess the contribution of sport.

Data collection was undertaken in Fiji and Samoa through consultations with government officials and departments, national bureau of statistics personnel, national sporting federations and other key government and non-government stakeholders. A number of tools have been used to collect the data including questionnaires, interviews and literature review to provide both qualitative and quantitative data for the research. A structured questionnaire was used to gather the data to determine any change in household income for professional rugby players from both countries playing abroad. This is one of the measures used to capture the contribution of sport to SDG 8 – Decent work and economic growth.

A review of the literature included reports, articles and documents prepared by government sport agencies, non-government sport agencies, donors, and relevant national and regional stakeholders. Interviews were also conducted with government and non-government administrators of sport in Fiji and Samoa.

LITERATURE REVIEW

The literature review process undertaken for this research has included: international published academic and “grey” literature studies on impacts of sports; national and regional reports; administrative data through desktop reviews; in-country reports; meetings; and unpublished and published works in Fiji and Samoa. These have been organized around the main levers of impact analysis, which include health, economic and social impacts. This section does not attempt to summarize all the available literature, however, offers glimpses of some major documents that have been used in the preparation of this preliminary report.

There has been a steady growth in worldwide attention given to the field of sport for development by Governments, Non-Government Organisations (NGOs), international and regional organisations, researchers and academics over the last few decades. They focused particularly on the direct role sport plays in advancing the rights of women and vulnerable groups, economic benefits, health development, advancing social policies, building national identities and enhancing community social psyche.

Sport for development is defined by Lyras & Peachey (2011) cited in Schlenker, Sherry & Rowe (2016:3¹) as the *“use of sport to exert a positive influence on public health, the socialisation of children, youths and adults, the social inclusion of the disadvantaged, the economic development of regions and states, and on fostering intercultural exchange and conflict resolution”*. Therefore, the value of sport to mobilize communities and its power to develop individuals, societies and countries at a macro and meso level, positions sport as a well-defined medium to achieve national development goals.

Studies have shown the huge impact of sport on the economic development of countries through employment, household income, and contribution to GDP, reduction in healthcare costs, exports, creating sustainable local economies through tourism, infrastructure and improving regional and international country profiles.

In New Zealand for instance, the sport and recreation sector contributed an estimated \$4.9 billion per annum equating to 2.3% contribution to GDP in 2015, with a paid sport workforce of 11.5% and volunteer contribution in excess of 67 million hours of time equating to \$1,303 million in monetary value. The study also estimates that the tax revenue from the sector is two and half times that of government expenditure. This represents an excellent return on the government’s investment².

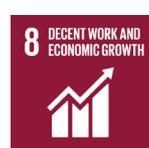
In England, sport and sport related activities contributed 1.9% to its GDP equating to £20.3 billion with an estimated 400,000 full-time sport and sport related workforce noting that for every £1 spent by Government on sport it was getting a return of £5³. Hosting of major events also generates major economic and social activities within countries. Brown and Massey (2001) in a paper published to review the Impact of Major Sporting events in the United Kingdom identified two forms of events that generate major economic benefits for host cities and these include one-off, irregular and major international spectator competitions and annual domestic cycle of events⁴.

The health benefits as supported by the literature includes the prevention and management of Non-Communicable Diseases (NCDs) and contributes to cost savings in the long term within country health budgets. This is through regular participation in sport and physical activity as a determinant of NCDs as documented in studies overseas. In England for instance, taking part in regular sport can save between £1,750 and £6,900 in healthcare costs per person⁵. Using the exchange rate of the day, this is equivalent to FJD\$5,052 and FJD\$19,918 or ST\$6,339 and ST\$24,995 respectively (Please note that currency conversions are estimates). A study undertaken by Sport Wales in 2013 to provide evidence of sport and physical activity contributing to good population health, showed that all-cause mortality risk was reduced by 30% amongst those who participated in regular physical activity and that young people who participated in organised sports were less likely to smoke cigarettes and use illicit drugs⁶.

The World Bank Report⁷ on the Economic Costs of NCDs in the Pacific Islands 2012 and 2016 paints a grim picture outlining NCDs, as the leading cause of death in twelve Pacific Island countries and accounted for 77% of deaths in Fiji and 70% for Samoa. This report outlined that while NCDs are mostly preventable, between 2006 and 2015 an estimated \$84 billion of economic production was lost from heart disease, stroke and diabetes across the 12 Pacific countries.

The social and cultural impacts of sport as further evidenced in a number of published studies also show correlation between lower absenteeism and increased progression to higher education in particular for children and young people involved in sport. In England for instance, one study undertaken showed that young people who participated in sports versus those who did not had improved numeracy scores by 8%. In addition, under-achieving young people who played sport saw a 29% increase in their numeracy skills. The study also showed the financial savings to police, community and the criminal justice system through sports programmes targeting at risk youth with an estimated £7.35 of social benefit for every £1 spent⁸.

PRELIMINARY FINDINGS – FIJI



Decent Work and Economic Growth (SDG8)

The Government of Fiji has allocated an average of 0.2 per cent of its total budget to sport in the last six financial years. This is equivalent to an average of \$7.7m a year for the last six financial years or \$9.62 per head (using a population estimate of 800,000) for the same period.

Table 1: Government Spending on Sport for Financial Years 2012-2016/17

Financial year	2012 (\$FJDm)	2013 (\$FJDm)	2014 (\$FJDm)	2015 (\$FJDm)	2016 (\$FJDm)	2016/17 (\$FJDm)
Total govt. spending	0.9	2.1	5.1	11.2	16.8	10.4
Total department budget	3.6	5.7	10.3	16.7	22.5	16.4
% of total department budget	25.0	36.8	49.5	67.0	73.3	63.4
Total budget (FJD\$bn)	2.1	2.3	2.8	3.3	3.4	3.6
% of total budget	.04	0.09	0.2	0.3	0.5	0.3

Source: Government of Fiji Budget Estimates 2012-2016/17^{9 10 11 12 13 14}

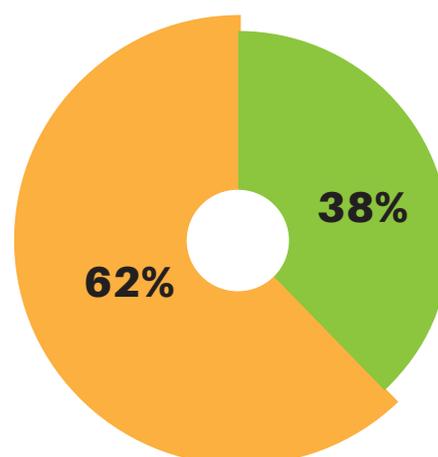
In terms of employment in Fiji, 40 of the sports agencies (excluding other sport related bodies like fitness centres) currently employ a total of 195 employees in 2018 according to FASANOC¹⁵. Female staff occupied 38 per cent of total employment positions. This is a ratio of two male employees to one female employee (2:1).

In recent years Fiji has hosted several major international sport events including Super Rugby games between two of the New Zealand teams, the Crusaders and the Chiefs. A report prepared by the organizing committee of the Super Rugby game between the two teams in 2016 claims direct economic benefits of FJD\$19.7m to the country's economy. These benefits include: participants expenditure; brand Fiji – marketing benefits; and value of international exposure (Bola 2017)¹⁶.

Figure 1: Sport Sector Employment



Source: FASANOC



With respect to the contribution of sport to economic growth in the Pacific, remittances of athletes are a critical factor. A report by Kanemasu and Molnar (2014)¹⁷ claimed that Fijian athletes remitted around FJD\$18.4m per annum. This is equivalent to 11 per cent of the country total remittances within a year. Another study by Stewart-Withers, Richardson and Sewabu (2014)¹⁸ found that Pacific athletes sent an estimate of NZD\$21.7 million per year, which constitutes 5% of all remittances sent to Pacific Island Countries. According to the same study, Pacific Islands' athletes remit between 6.8 to 13.6 times more than the average migrant.

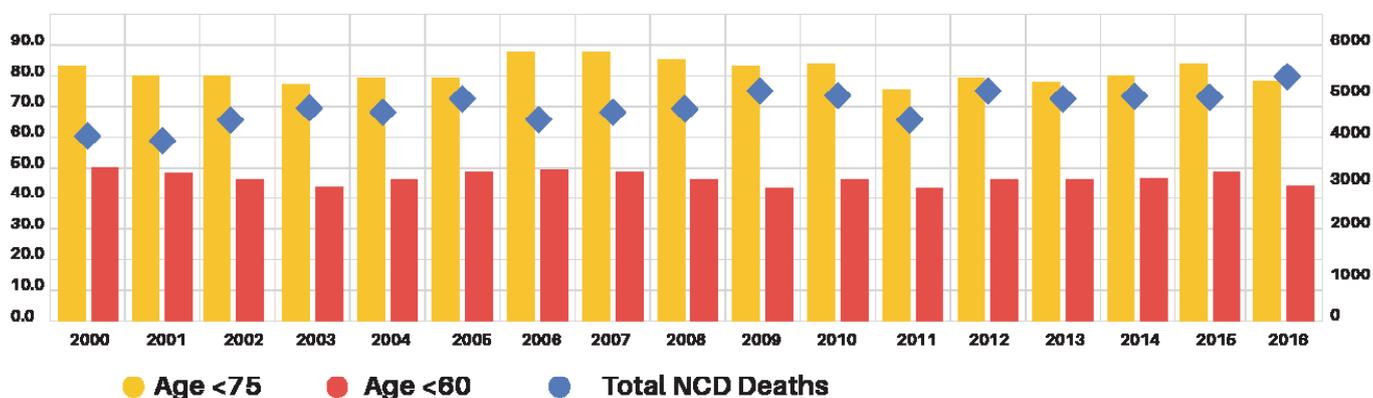
While details on hosting major sport events are not yet available in the case of Fiji, the report prepared by the Super Rugby organizing committee shows direct economic benefit to the country. In addition, there is sound evidence to prove that Fijian rugby players playing professional rugby abroad are sending substantial amounts of money to their families in Fiji.



Good Health and Well-being (SDG3)

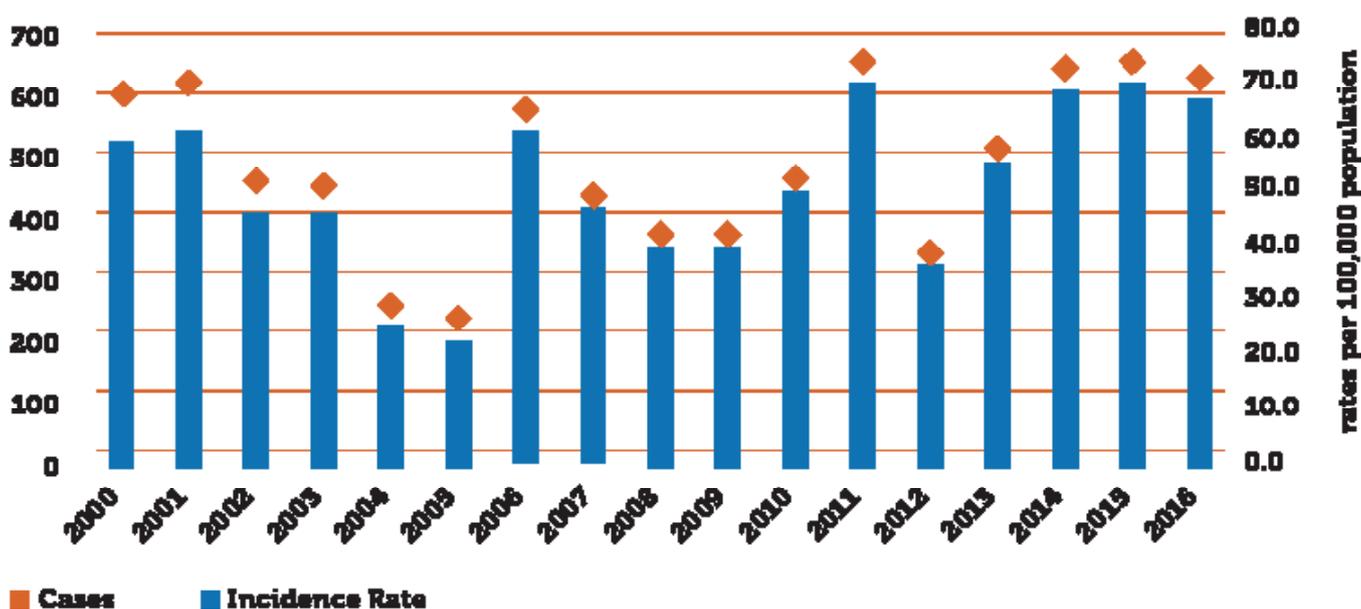
Fiji's mortality rate remains consistently high for the period 2000-2016 as presented in Figure 2. Around 50 per cent of the mortality rate is below the age of 50. Figure 3 on the other hand suggests that diabetes is the main concern with respect to NCDs.

Figure 2: NCDs Mortality Rate 2000-2016



Source: Government of Fiji Ministry of Health (2016)¹⁹

Figure 3: Diabetes Rate 2000-2016



Source: Government of Fiji Ministry of Health (2016)²⁰

The evidence presented in Figures 2 and 3 raises the issue of sport participation in the Fijian community. The WHO database shows that 15.7²¹ (both genders) of the Fijian population is regarded as insufficiently active in physical activity. Like the case of Samoa, the percentage is low due to a small sample size used. Another option is to use the participation rate for sport activities. The data collection for sport participation in the Fijian community is still in progress and hence, the analysis is unable to make a useful link between the evidence presented in Figures 2 and 3 at this stage. This analysis will be provided in the final report once the data collection is complete.

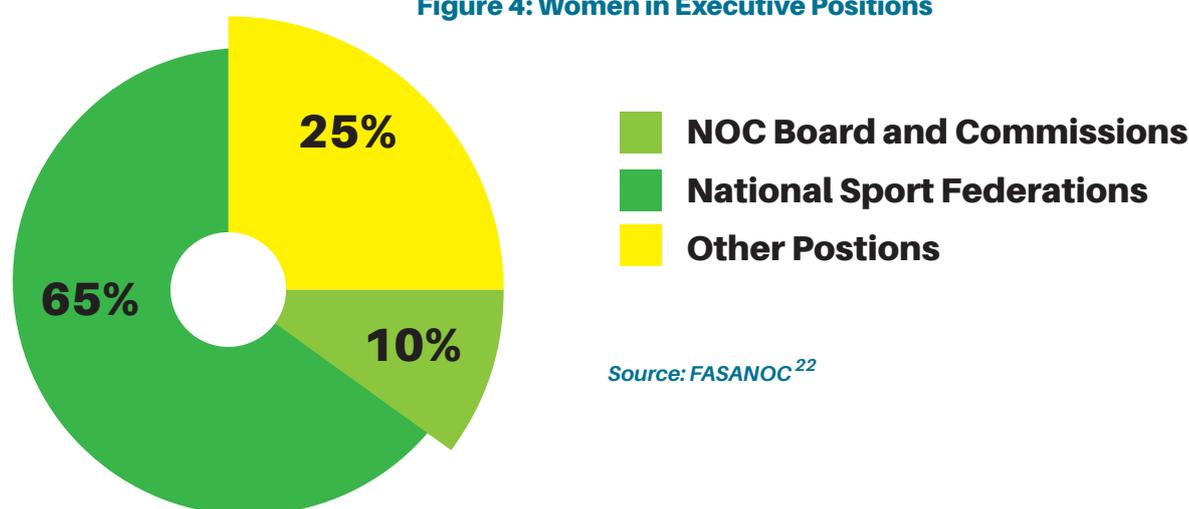


Reduced Inequality (SDG10)

As highlighted earlier, the focus on inequality is mainly about reducing wage differentials, enforcing equal employment and gender representation at management levels of organisations. Participation of female and people with disabilities in sport as well as a gender equality in physical education curriculum are also included.

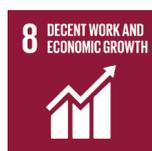
The findings gathered so far concerns women in management positions of government agencies and sport organisations in the sport sector. Figure 7 shows that in Fiji 10 percent of women are sitting on the boards of national sport agencies; 65 per cent are in management positions of national sport federations and 25 per cent are in the management positions of other sport agencies.

Figure 4: Women in Executive Positions



Source: FASANOC²²

PRELIMINARY FINDINGS – SAMOA



Decent Work and Economic Growth (SDG8):

A few key economic indicators are presented here to illustrate the contribution of sport to SDG8. Table 1, provides government spending on sport in the last six financial years for Samoa. The Ministry of Education Sports and Culture (MESOC) responsible for sport in the country has allocated an average of 2.5 per cent of its total budget to sport in the last six financial years. Of the overall government budget, sport on average has received 0.5 per cent in the last six financial years or an equivalent of \$2.1m. This is estimated at ST\$11.6 per head (Based on the population estimate of 180,000) for the last six financial years.

Table 1: Government Spending on Sport for Financial Years 2012-2016/17

Financial year	2011/12 (\$STm)	2012/13 (\$STm)	2013/14 (\$STm)	2014/15 (\$STm)	2015/16 (\$STm)	2016/17 (\$STm)
Total govt. spending	3.0	2.3	2.2	2.2	1.7	1.4
Total Ministry budget	86.9	84.9	95.7	84.0	79.1	91.2
% of total budget	3.5	2.7	2.3	2.6	2.1	1.5
Total budget	430.9	454.9	549.7	553.2	478.2	492.3
% of total budget	0.7	0.5	0.4	0.4	0.4	0.3

Source: Government of Samoa Budget Estimates for Financial Years 2011/12-2016/17 ^{23 24 25 26 27 28}

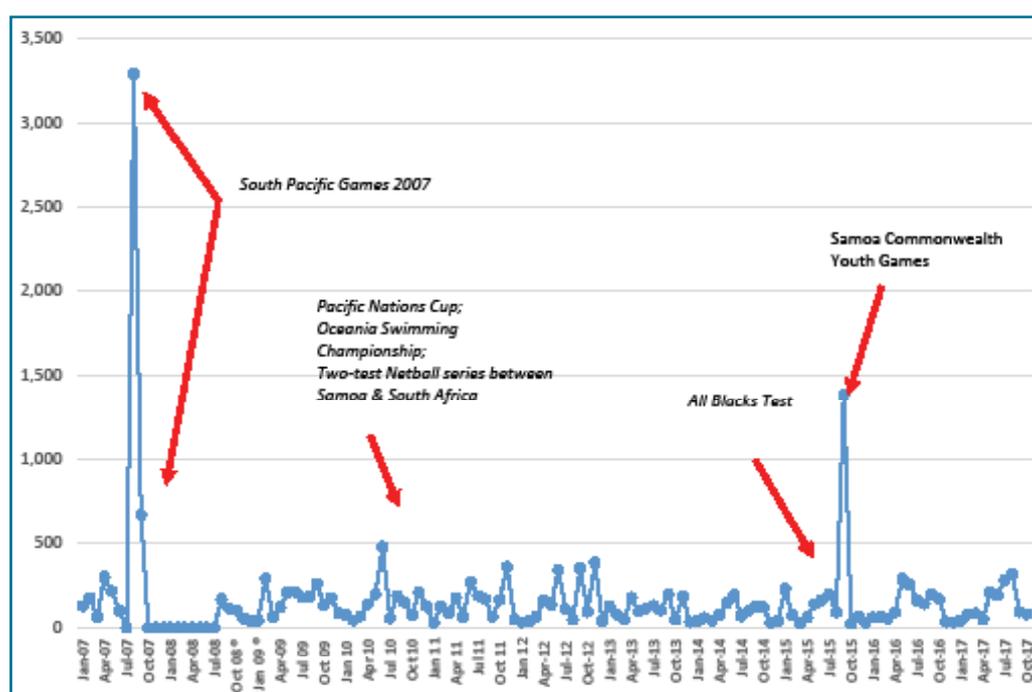
Table 2 summarizes employment for the sport sector focusing mainly on Government and Non-Government agencies. Other sport related agencies like gymnasiums and fitness centres are not yet included in this report as data is still under collection.

Table 2: Sport Sector Employment						
Agency	2013	2014	2015	2016	2017	2018
Samoa Basketball Association	2	2	2	2	2	2
Samoa Rugby Unions	-	-	-	27	27	27
SASNOC	-	-	-	5	5	5
Samoa Sports Facilities Authority (SSFA)	-	64	64	64	64	64
Football Federation Samoa	18	18	19	25	24	24
Samoa Cricket Association	9	10	10	10	11	11
Ministry of Education, Sports and Culture (Sports Division)	13	11	7	9	9	9
Total	42	105	102	142	142	142

Source: Samoa Basketball Associations; Samoa Rugby Union; SASNOC; SSFA; Football Federation Samoa; Samoa Cricket Association; Ministry of Education, Sports and Culture.

Hosting a major sport event is also considered as producing positive shock to economic development. For Samoa, Figure 5 shows a sharp increase in visitors that arrived in the country during the South Pacific Games (SPG) held in the period August-September 2007. The same trend (at a lesser scale) is recorded for the All Blacks and Manu Samoa game in July 2015, and the Youth Commonwealth Games conducted in September of the same year.

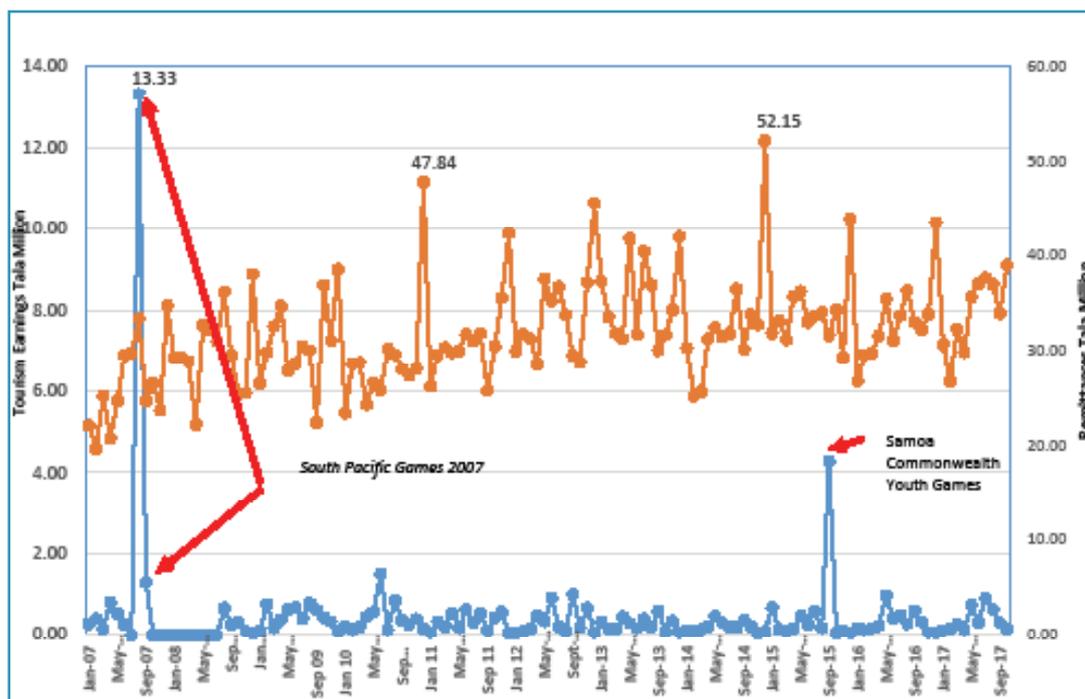
Figure 5: Estimate of Arrivals during Major Sports Events for period 2007-2017



Source: Central Bank of Samoa - Economic Division

In terms of remittances, the Samoan economy also benefitted significantly from the six international sport events (Figure 1) scheduled during the 2007-2017 period. Figure 2 shows a peak in remittances during the SPG period at around \$13.3m. This accounts for 38 per cent of total remittances recorded in the same period. While other sport events have not posted similar in surge of remittances, the evidence shows an increase from the usual trend. Clearly in the case of Samoa, hosting major international sports events can trigger an increase in tourism arrival and remittances.

Figure 6: Estimate of Remittances during Major Sport Events for period 2007-17



Source: Central Bank of Samoa - Economic Division



Good Health and Well-being (SDG3)

SDG 3 targets a reduction by one-third premature mortality from Non-Communicable Diseases (NCDs) through prevention and treatment, and promotion of mental health and well-being. Figure 3 indicates that the Ministry of Health in Samoa spent most of its budget on treating NCDs for the financial year 2014/15. In addition, Table 4 shows that the majority of the population in the age group of 18-64 is obese.

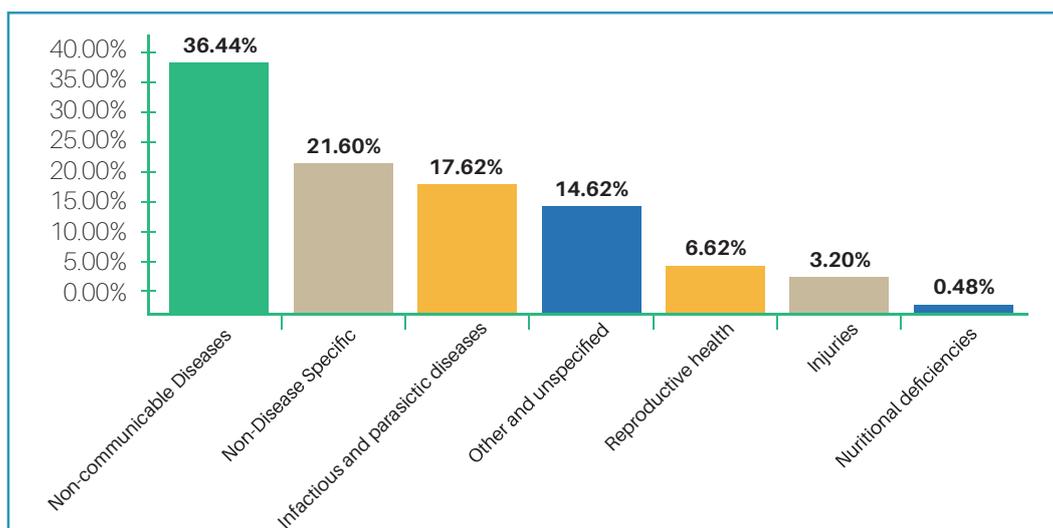
Both findings implicate the importance of sport (at various levels) and other factors in combating NCDs in the country by addressing the risk factor of physical inactivity. Table 3 shows the result of the STEP study conducted by World Health Organisation (WHO) and the Government of Samoa Ministry of Health (MOH) in 2014 shows the percentage of women and men not meeting the WHO requirement for physical activity for good health.

Table 3: % Not Meeting WHO Requirement for Physical Activity by Gender		
Men	Age group	% not meeting requirement
	18-44	7.7
	45-64	13.7
Women	Age group	% not meeting requirement
	18-44	17.6
	45-64	20.6

Source: Government of Samoa Ministry of Health (2014) ²⁹

The percentages of those not meeting the WHO requirements is low mainly because a small sample size was used for the STEP study. A better measure would be participation rates in sport at various levels in order to make an insightful link between the evidence presented in Figure 7 and Table 4. This connection will be addressed in the final report.

Figure 7: Percentage of Expenditure by Disease for Financial Year 2014/15



Source: Government of Samoa Ministry of Health (2016) ³⁰

Table 4: Obesity by Age and Gender

Gender	Age group	% Obese
Female	18-44	64.7
Female	45-64	78.1
Male	18-44	40.0
Male	45-64	57.2

Source: Government of Samoa Ministry of Health (2014) ³¹



Reduced Inequality (SDG10)

Reducing various forms of inequalities in the Pacific has been on the agenda of government leaders in the last decade or so. It is an issue that needs strong effort due to its prevalence in the region due to social, economic and cultural factors.

For the purpose of this study, the focus is to measure the contribution of sport towards reducing inequality in terms of; empowering women to seek employment, improving wage differentials, enforcing equal employment and gender representation at management levels of organisations. Arguably, sport has the potential to address gender equality as a platform for dialogue and social change and this impact can be seen in participation of women and girls, and people with disabilities in sport, physical activity and physical education.

For this preliminary report, the focus is on the ratio of male to female employees in the sport sector. Table 5 provides employment by gender for sport agencies in Samoa. For example, in 2016-2018, (excluding SSFA) the ratio of male employees to female employees is around 3:1.

Table 5: Sport Agencies Employment by Gender

Agency	2013		2014		2015		2016		2017		2018	
	M	F	M	F	M	F	M	F	M	F	M	F
Samoa Basketball Association			1	1	1	1	1	1	1	1	1	1
Samoa Rugby Unions							22	5	22	5	22	5
SASNOC							2	3	2	3	2	3
Samoa Sports Facilities Authority (SSFA) (total employment of 64 but gender allocation not yet provided)												
Football Federation Samoa	10	8	11	7	14	5	19	6	19	5	19	6
Samoa Cricket Association	6	3	6	4	7	3	7	3	8	3	8	3
Ministry of Education, Sports and Culture (Sports Division)	10	3	9	2	4	3	5	4	5	4	5	4
Total	26	14	27	14	26	12	55	22	57	21	57	22

ANALYSIS OF PRELIMINARY FINDINGS

1. The Governments of Fiji and Samoa have invested an average of 0.2 and 0.5 per cent of their total budgets respectively for the six financial years included in the study. This is equivalent to ST\$11.6 per person for Samoa (using a population estimate of 180,000) and FJD\$9.6 per person for Fiji (using a population estimate of 800,000) in each of the six financial years. These amounts exclude donor contributions to sport in both countries. In the case of Samoa, the allocation is declining from 0.7 per cent in 2011/12 to 0.3 in 2016/17 financial years. Fiji on the other hand shows an opposite trend. In 2011 it allocated .004 per cent of its total budget to sport and then increased to 0.5 in 2016 and 0.3 in 2016/17 financial years.

2. The sport sector evidently provided employment opportunities for both countries. In the case of Samoa, while there is missing data, it nevertheless shows an increasing pattern. The trend for Fiji on the other hand cannot be established at this stage due to inadequate data.

3. Direct economic benefits to both countries when hosting major sport events are also evident. Increase in remittances and the number of overseas visitors entering the country is noted for Samoa. Another lesson from Samoa's experience concerns the hosting of minor sport events. While these do not generate substantial benefits in terms of tourism arrival and sport remittances, they nevertheless inject positive economic shocks.

4. Health remains a concern for both countries, particularly to address the NCD crisis affecting Pacific Island Countries and Territories. There is extensive literature on the effectiveness of sport and physical activity to combat NCDs if given proper attention. While evidence provided in this report shows that participation in physical activity in the Fijian and Samoan communities is at the lower end of the scale, this research aims to make a conclusive link in this particular area in terms of measuring community participation in sport, physical activity and physical education.

5. Sport can also be used as one of the means to reduce inequality in society if properly applied. So far, the evidence provided shows that the ratio of men to women in Samoa's sport sector is 3:1 while Fiji is 2:1. More data is needed to determine other measures such as; wage differentials, enforcing equal employment and gender representation at management levels of sporting organisations. Such analysis will be made available in the final report.

This preliminary report presents a snapshot of the data collected to date from Fiji and Samoa on the contribution of sport to economic and social development. The final report shall include a deeper analysis of the available data from both countries across selected targets and indicators for Sustainable Development Goals 3, 8 and 10.

The results of the first phase of this research will be published ahead of the Pacific Islands Forum Leaders Meeting in September 2018. An anticipated second phase would expand the research agenda to include additional SDGs (such as Goal 4 – Quality Education and Goal 5 – Gender Equality) and pilot recommended data collection tools in selected Pacific Island Countries and Territories in each sub-region.

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