

PLEASE ADDRESS CORRESPONDENCE
TO THE GOVERNOR



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**ADDRESS BY THE GOVERNOR, Ms. MAIAVA ATALINA AINUU-ENARI, AT THE FITNESS
FIRM SAMOA FIRST ANNIVERSARY CELEBRATIONS**

Manumea Hotel, 1 March 2014

Distinguished Guests
Ladies and Gentlemen

Introductory Remarks

First of all, I wish to thank Fitness Firm Samoa for the invitation and for the opportunity to be your guest speaker this evening. We have saying in the economics circle that there is no such thing as a free lunch!

Fitness Firm Sāmoa

Firstly of all, it has been one year since Fitness Firm Sāmoa opened its doors to the Samoan public. There is no doubt that the past 12 months has not been without challenges but with the support of your members and God's guidance, you continued to be a blessings to all those who visit the gym every day.

Equally important to the service you provide, is the environment and atmosphere at the gym that makes some of us go again and again. For that reason, I want to acknowledge the professional staff at the gym, the smiling faces and the commitment to provide members with the attention they deserve every time. Well sometimes because it takes forever for Ace and Toso to mix my smoothie or to get my niu...nevertheless they make up for it with the smiles and the happy faces.

Ladies and Gentlemen, Fitness Firm Sāmoa's first anniversary today is evident of its commitment and perseverance. I congratulate them for achieving this milestone.

Central Bank of Sāmoa's Corporate Social Responsibility

CBS has been a keen supporter of the Challenge Program since it started as part of our social responsibility and community service program. As some of you may know, CBS is a policy making institution mandated to promote economic growth in Sāmoa amongst our many other functions.

Many of you are thinking now “ mmmm...well what’s that got to do with us” Let me break it down for you. You see if you are fit and healthy, you lead a more active and productive lives, which means,

- (i) there is less chances for you to get sick, less visit to the hospital which means reduce health care costs. FYI, Sāmoa spends a lot on preventative health measures due to the prevalent of communicable diseases such as diabetes and high blood pressure – and I am not going to bore you with all the statistics – you can get that from the Ministry of Health publications...
- (ii) if you are fit and healthy, you will turn up to work more ((there is less chance for you to be away from the workplace (increased workforce participation)), sometimes you stay off work because of the pressure etc - leading to higher labour productivity in your workplace or your business, your business thrives and become more competitive thereby contributes to overall growth in the economy.

So you see, it all starts from us (You and Me). So change and progress starts with us You can say to yourself “Change/Progress starts with ME” You..not Fitness Firm, not the PTs etc...YOU has to make that progress, change that mindset...Like everything else in Sāmoa, everything starts within your family. If you prioritise your health and fitness in your family, your children will follow suit and adopt that practice as a norm..and Sāmoa’s future will be prosper because we have a future generations who are fit, healthy and productive which will contribute to increase economic growth and economic prosperity –

Therefore “Healthier is Wealthier” – so you see now why CBS lends its support to any activity that promotes the health and well-being of our people.

Participants of the Challenge Program as well as Regulars at the Gym

To all the participants of the Challenge Program, my heartiest congratulations...you have taken this first step to make a change, a positive change for yourself setting and leading by example for your family, your community and most importantly your country.

You all endured the 6 weeks challenge and you all came out winners in my book. As they say Quitters never win, Winners never quit.

Once again, my warm congratulations and all the very best in your future endeavour. God Bless Fitness Firm Sāmoa and everyone here tonight as we strive for a fit and healthy Sāmoa.

Faafetai.