

MEDIA RELEASE

SVSG Launches Nofotane Lockable Market in Salelavalu, Savai'i

Apia, Samoa – 24 July 2025 - The Samoa Victim Support Group (SVSG) proudly launched a new *Nofotane Lockable Market* today in the village of Salelavalu, Savai'i, marking another milestone in its ongoing efforts to support the economic empowerment of women across Samoa.

The initiative is part of the SVSG NSSE (Nofotane Samoa Social Enterprise) Project 2024–2026, fully funded by the European Union (EU) and implemented in partnership with Samoa Family Health Association and Samoa Spinal Network.

The official opening was attended by village leaders, community members, and local women, who gathered in celebration of this significant development. The new lockable market provides a safe, secure, and accessible space for women—particularly nofotane women—to showcase and sell their handmade products, developed through skills acquired from SVSG's training and empowerment programs.

“The lockable market is more than just a physical structure,” said SVSG President, Siliniu Lina Chang. “It is a platform for women to build confidence, support their families, and contribute meaningfully to the well-being of their communities.”

The Salelavalu market joins several similar facilities already operating in both Upolu and Savai'i, forming part of a broader strategy to create sustainable opportunities for women. At the core of this initiative is the dual goal of promoting economic independence for women and reducing gender-based violence (GBV) by enhancing dignity, self-worth, and financial resilience.

The celebration in Salelavalu reflects the power of partnerships and community unity in uplifting the lives of women and building a more inclusive Samoa.

END

Ensuring that victims of crime and those in need are well supported to be safe and in control to restore their lives

2016: With and for Girls Award – Star Foundation of London

2017: Innovation & Excellence Team Award – Samoa Public Service

2018: Finalist, International Children's Peace Prize 2018 – Kids Right Foundation of Amsterdam, Netherlands

2018: Human Rights Champion in Samoa – UNESCO

2019: Innovation for Sustainable Development Award – Commonwealth Secretary-General

2020: Nominated Person(s) of the Year – Samoa Observer

2021: Outstanding Contributions to Human Rights Promotion & Protection – Samoa Office of the Ombudsman/NHRI

2023: Healthy Islands Best Proposal Award – World Health Organization