

## **MEDIA RELEASE**

### **SVSG Village Representatives Contribute to Groundbreaking Digital Transformation Research**

**03 October 2025**

**Apia:**

The Samoa Victim Support Group (SVSG) is proud to announce the participation of its Village Representatives in a workshop under the research project titled “*Designing Competitive Digital Transformation for Samoa and the Pacific Islands*”.

The research is conducted by Ms. Melinda Carmelita Ah Chong, a doctoral and higher degree research student at the School of Engineering, Design and Built Environment, Western Sydney University — the first Australian university to undertake such a study in Samoa.

This pioneering project seeks to explore the benefits of digital transformation for Samoa, with a strong focus on how technology diffusion, innovation, and knowledge-sharing can enhance social, economic, and digital development. By applying methodologies such as design thinking, human-centred design, frame innovation, and participatory design research, the study aims to uncover how digital transformation can raise standards of living, drive social change, and create new opportunities for growth in Samoa and across the Pacific region.

SVSG is honoured that its Village Representatives were selected to contribute to this important work. Their participation ensures that the voices of our communities are represented and that grassroots perspectives are included in shaping Samoa’s digital future.

*"SVSG welcomes this partnership and the recognition of our Village Reps as valuable contributors to research that will influence Samoa’s social and digital landscape. It is important that communities are not only beneficiaries but also active participants in charting the way forward,"* said Siliniu Lina Chang, SVSG President.

SVSG extends its gratitude to Ms. Ah Chong and Western Sydney University for prioritizing Samoa in this groundbreaking research initiative.

**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**