



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF TRANSPORTATION  
MARITIME INDUSTRY AUTHORITY

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**1<sup>ST</sup> MARINA FLAG CEREMONY FOR CY 2024**

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**MESSAGE FROM THE ADMINISTRATOR**

08 January 2024  
8:00 AM – 8:35 AM

**Ms. SONIA B. MALALUAN**  
Administrator  
Maritime Industry Authority

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**[OPENING SPIEL: ACKNOWLEDGEMENTS]**

TO DEPUTY ADMINISTRATOR FOR OPERATIONS ENGR. NANNETTE VILLAMOR-DINOPOL; TO EXECUTIVE DIRECTOR MR. SAMUEL BATALLA; TO OIC-DEPUTY ADMINISTRATOR FOR PLANNING MS. NENITA ATIENZA; DEPUTY EXECUTIVE DIRECTOR CAPTAIN VICENTE NAVARRO; TO ALL THE DIRECTORS, OICs, FELLOW WORKERS IN MARINA GOOD MORNING AND HAPPY NEW YEAR TO ALL.

MY MESSAGE TODAY CAN BE SUMMARIZED IN 3 LETTERS: TRIPLE **AAA: APPRECIATION, AWARENESS AND APPEAL**

FIRSTLY, ON BEHALF OF OUR FORMER ADMINISTRATOR ATTY. HERNANI FABIA AND THE WHOLE MANAGEMENT OF MARINA, I WOULD LIKE TO CONGRATULATE AND THANK EACH AND EVERYONE OF YOU, FOR A VERY BLESSED AND FULFILLING 2023. WITH YOUR HARD WORK, COOPERATION, COMMITMENT AND DEDICATION, WE HAVE ACCOMPLISHED A LOT, SUCH AS THE EU'S CONTINUED RECOGNITION OF THE PHILIPPINE ISSUED STCW CERTIFICATES, POSITIVE RESULTS OF THE IMO'S INDEPENDENT EVALUATION, COMPLETION OF THE IMSAS AUDIT,



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OVERWHELMING VICTORY AT THE IMO COUNCIL ELECTION,  
READINESS OF THE CENTRAL OFFICE SERVICE UNITS TO BE ISO  
CERTIFIED, TO NAME A FEW!

WE ALSO RECEIVED OUR PBB, CNA, SRI, PREMIUM AND  
GRATUITIES.....INDEED 2023 IS ONE OF MARINA'S BEST YEAR.  
A ROUND OF APPLAUSE TO ALL OF US. ALWAYS REMEMBER  
THAT EACH ONE OF YOU, REGARDLESS OF POSITION OR STATUS  
OF EMPLOYMENT IS PART OF THE WHOLE THAT IS MARINA AND  
YOUR CONTRIBUTION IS MUCH APPRECIATED AND WILL ALWAYS  
BE APPRECIATED.

IN TERMS OF AWARENESS, AS YOUR NEW ADMINISTRATOR, I  
WISH TO SHARE WITH YOU THE FOCUS AND PRIORITIES OF MY  
ADMINISTRATION. I ENCOURAGE EVERYONE TO BE MORE  
ENGAGED AS WE START THIS NEW CALENDAR YEAR WITH A **NEW  
CAMPAIGN - "CHARTING A CLEAN COURSE, SAFELY SAILING  
TOGETHER."** THAT WILL CONTRIBUTE ON THE TRANSFORMATIVE  
JOURNEY THAT WE ARE AIMING FOR THE MARITIME INDUSTRY.  
THIS CAMPAIGN WILL SIGNIFY OUR COMMITMENT IN PROVIDING  
THE RESPONSIBLE GOVERNANCE THROUGH THE 'WHOLE-OF-  
NATION APPROACH' DURING THIS ERA OF 'BAGONG PILIPINAS.'

**"CHARTING A CLEAN COURSE"** SIGNIFIES MARINA'S  
COMMITMENT TO RESPONSIBLE LEADERSHIP AND SUSTAINABLE  
DEVELOPMENT WHILE **"SAFELY SAILING TOGETHER"**



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INTRODUCES A NARRATIVE OF INCLUSIVITY AND EQUITY. IT IS IMPORTANT THAT OUR AGENCY IS NOT ONLY DEDICATED IN STEERING THE MARITIME INDUSTRY TOWARDS CLEAN WATERS BUT ENSURING THAT THE BENEFITS FROM RESPONSIBLE PRACTICES MAY REACH THE SEAFARERS, FISHERMEN, SEA TRAVELLERS, RELEVANT MARITIME STAKEHOLDERS AND ALL FILIPINOS.

I AM NOT CHANGING THE MIDP 2028 AND THE MARINA VOYAGE PLAN BUT THIS NEW LEADERSHIP OUTLINES A **10-POINT PRIORITY AGENDA** THAT WILL BE ITS GUIDE POST IN ORDER TO ACHIEVE MARINA'S GOALS AND OBJECTIVES IN AN EFFECTIVE AND EFFICIENT MANNER.

THIS YEAR WE WILL FOCUS ON AND ENDEAVOR TO COMPLETE THE FOLLOWING, ALL ARE LOW HANGING FRUITS:

1. **DIGITALIZATION OF THE AGENCY'S FRONTLINE SERVICES NATIONWIDE** IN ORDER TO PROVIDE EASE OF DOING BUSINESS WITH STAKEHOLDERS AND A SYSTEMATIC APPROACH IN DELIVERING SERVICES;
2. **CERTIFICATION OF MARINA'S CORE PROCESSES UNDER ISO 9001:2015 STANDARDS FOR QUALITY MANAGEMENT SYSTEM** WHICH HIGHLIGHTS OUR DEDICATION TO QUALITY MANAGEMENT AND GLOBAL STANDARDS.
3. **ENHANCEMENT OF MARITIME SAFETY BY ADDRESSING THE CAUSES OF MARITIME INCIDENTS / ACCIDENTS.** BACK IN



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NOVEMBER 2023, THE MARINA CONDUCTED THE 2<sup>ND</sup> MARITIME SAFETY SUMMIT WHERE A MARITIME SAFETY MANIFESTO AND RESOLUTION WERE SIGNED BY THE CONCERNED GOVERNMENT AGENCIES AND MARITIME STAKEHOLDERS.

**4. PUSH OUR LEGISLATIVE AGENDA, AS IDENTIFIED IN THE MIDP 2028**

THOUGH WE WILL FOCUS ON THE FOUR HIGH IMPACT PROJECTS, IT IS UNDERSTOOD THAT WE WILL CONTINUE OUR EFFORTS FOR

- 1. SUSTAINED COMPLIANCE WITH THE REQUIREMENTS OF THE STCW CONVENTION FOR SEAFARERS 1978, AS AMENDED;**
- 2. STRENGTHENING OF THE ORGANIZATIONAL STRUCTURE AND INSTITUTIONAL CAPACITY OF THE AGENCY THRU THE REVISED OSSP.**
- 3. STRONG COLLABORATION AND PARTNERSHIP WITH PCG AND OTHER PARTNER AGENCIES**
- 4. ASSESSMENT OF THE EFFECTIVENESS OF EXISTING POLICIES AND REPEAL THOSE FOUND TO BE OBSOLETE AND OUTDATED**
- 5. CONTINUOUS ENGAGEMENT WITH INDUSTRY STAKEHOLDERS THROUGH REGULAR FORA, PUBLIC CONSULTATIONS AND DIALOGUES.**

LASTLY, I WISH TO APPEAL TO ALL OF YOU FOR YOUR SUPPORT AND COOPERATION, BEING MINDFUL THAT WE ARE MARINA, EACH ONE OF US IS MARINA AND ANY NEGATIVE



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COMMENT/COMPLAINT AGAINST MARINA IS AGAINST ANYONE OR ALL OF US. THEREFORE, SHOULD YOU HAVE ANY CONCERN, ISSUE OBSERVATION, SUGGESTION THE OFFICE OF THE ADMINISTRATOR (OADM) IS ALWAYS OPEN. **LET US TALK INTERNALLY. GIVE ME A CHANCE TO ADDRESS IT /RESOLVE IT OR DO SOMETHING ABOUT IT, SO** WE CAN PRESERVE THE INTEGRITY OF OUR AGENCY AND THE PHILIPPINE MARITIME INDUSTRY IN GENERAL.

AS ONE OF THE MARCHING ORDERS FROM SECRETARY BAUTISTA, LET US AVOID EXTRAVAGANT EVENTS AND BE SIMPLE AND PRUDENT IN OUR UNDERTAKINGS. PLEASE REFRAIN FROM “BONGGANG” BIRTHDAY PARTIES, SPONSORED BY MARINA’S CLIENTS. I DON’T WANT TO SEE PARADES OF “LITSON” BEING DELIVERED IN MARINA. LETS US CONTINUE TO BE PROFESSIONAL, BE DICLIPLINED AND CORRUPTION-FREE AGENCY.

GOD BLESS MARINA AND GOD BLESS US ALL.  
THANK YOU.