

**2017 NATIONAL WOMENS EXPO REPORT
14TH- 16TH JUNE, 2017- VODAFONE ARENA
SUVA**



“The prerequisite to overcoming key challenges affecting women such as poverty, inequality and discrimination is empowerment” says His Excellency President Major General Jioji Konrote.

*Prepared By Niqa Tuvuki
Craft Development Officer
Fiji Arts Council*

27th July, 2017

NATIONAL WOMENS EXPO – 14TH – 16TH JUNE, 2017

The 2017 National Women's Expo marked another historical milestone in Fiji's efforts to recognize Fijian Women towards the National Holistic Development which boosted our women's level of confidence in believing themselves and transforming their challenges into opportunities..

This was held at the Vodafone Arena from 14th- 16th June, 2017 that was officially opened by H.E. President, Major Jioji Konrote who addressed the enormous crowd, stating these words of encouragement -

“The National Event is instrumental in generating innovative entrepreneurial ideas and approaches to strengthen the participants businesses”. The Fijian Government through the Ministry of Women, Children and Poverty Alleviation together with development partners , continue to recognize and nature the talents and potentials of our women- especially as the custodians of the beautiful handicrafts and products that are elegantly displayed this morning” end of quote.

A National event which was attended by women from all over Fiji including Rotuma to come together and showcase the different Fijian Handicrafts that they are renowned representing the fifteen (15) provinces in Fiji, whether the products were traditionally or contemporarily produced

The event has been staged by the Ministry of Women, Poverty Alleviation for the third year since 2014 focusing on the recognition of rural women artisans in their creativity and further connecting them to markets both local and overseas markets.

This year's theme ***“Be Empowered Be the Change”*** was words of encouragement in recognizing and reaffirming women's capacity as *agents of change* in whatever entrepreneurial ideas and approaches to strengthen them in their business developments

The Fiji Arts Council has been very grateful with the ongoing collaboration with the Ministry of Women for the past three years and being given the recognition and acknowledgement to assist the Ministry to assess in the various Divisional Craft Shows that were held as an ongoing preparation towards the 2017 Fiji National Women's Expo in June.

1.0 Roles of Fiji Arts Council – Pre and During the Expo

The Fiji Arts Council was tasked to oversee these roles during the major event

- a) Being given the major role in recommending and nominating those eligible to be awarded the ***Fijian Crafted Licenses*** based on Criteria's to showcase quality, distinctiveness and authenticity of Fijian Crafted for women that represented the Eastern Division , consisting Kadavu, Lau and the Lomaiviti group. The three (3) Provinces were not able to come

together at one time to hold their craft shows compared to other Divisions. With the assistance of few Licensed Recipient, Fiji Arts Council were able to identify 30 additional women to be provisionally approved for Fijian Crafted License. The names of the thirty women were also announced during the presentation, pending the endorsement of the Compliance Committee in the near future.

- b) Working in partnership with the Ministry of Industry Trade and Tourism in Facilitating of the **51 approved Licenses** that had met the criteria to be qualified for *Fijian Crafted Licenses* that were awarded by The Attorney General Hon. Saiyed Khaiyum in the third day of the event. ***(The List of the 51 Participants is attached to this Report)***



The Fijian Crafted Recipient with their Awarded Certificates poses with the Attorney General and Minister for Economy, Public Enterprises, Civil Services and Communications Hon. Mr. Aiyaz Sayed Khaiyum

- c) Setting up and decorating the Main Dias at Vodafone Arena and assisting MOW in the Fashion Show which was also part of the 3 days program
- d) Setting up the Fiji Arts Council Booth which was also used as information and awareness centre for all those that required our assistance

- e) Organizing the participation of the 15 Licensed Craft Artisans to participate alongside the 500 selected crafters representing the 15 Provinces including Rotuma.
- f) FAC were able to assist new applications to become members of the Fiji Craft Society and also pay their annual registration (thirty new applications were registered during the National Women's Expo) A list of new applications is tabled below

NEW APPLICATIONS RECEIVED DURING THE 2017 NATIONAL WOMEN'S EXPO

Nos.	Name	Residential Address	Phone Number	Postal Address
1	Elsi A . Koroï	Soloira Village, Naitasiri	9086373	P.O Box A432, Centerpoint
2	Pasemaca Baleicolo	Kalabu Village, Naitasiri	9210932/9473360	P.O Box 6898, Valelevu
3	Mereani Naioba	Nasavu Village, Rara, Naitasiri	8351103	
4	Miliana Radrodoro	Waikalou Village, Serea, Wainimaro, Naitasiri	9094800	P.O Box 19230, Suva
5	Sereana Raikadru	Serea Village, Naitasiri	9086373	
	Losana Valeselei	Kalabu Village, Naitasiri	9371858/ 9473360	
7	Karalaini Wati	Botenaulu Village, Naitasiri	8465271/9857883/8465271	Botenaulu Village, Naitasiri
8	Maraia Paulina	Nasilai, Rewa	9304099/9048725	Nasilai, Rewa
9	Ulina Tanai Qiobaravi	6	7845538/7347667	Nasau, Koro, Lomaiviti
10	Alisi Tokalaudrodoro	Vutuna, Nairai, Lomaiviti	3557350/3603431	Vutuna, Nairai, Lomaiviti
11	Losalini Kaisau Manufofou	sigatoka	9091983	Kocoma, Cakaudrove
12	Emele Masibana	Koroipita, Lautoka	9773871	PO Box 2416, Lautoka
13	Miliana Sera	Nativi, Saivou, Ra	9090963/8747856	
14	Sainiana Vulawai	Togovere, Ra	9544626	PO Box 875, Rakiraki
15	Daya Wati	Nagoro, Ra	9788149	
16	Eceli Gade	Korotogo, Nadroga	3601410/8487874/7144159	
17	Ivamere Maopa	Saioko, nakorotubu, Ra	8320523	Saioko, nakorotubu, Ra
18	Uliana Nabole Raika	Nativi, Saivou, Ra	8793688	PO Box 526, Rakiraki

19	Lavenia Bulilagi	Saioko, nakorotubu, Ra	8620862	PO Box 233, Korovou, Tail
20	Losana Wati	Badrau, Yalayala, Ba	9059052/9656396	Badrau, Yalayala, Ba
21	Merita Aneru	Savutalele, Tacirua	8741294/7361507	banaban house, suva
22	Maraia Tuibau	Nakorovou, Serua	8601868/9373431	PO Box 284, Pacific Habou
23	Siteri Kubukawa	Nayawa, Nadroga	8695288	PO Box 865, Sigatoka
24	Iva Namela Qalo	Burebasaga, Rewa	7077669	
25	Laisani Tuinatewa Navodo	Tobuniqio, Tailevu	9263791/9674875/805625	
26	Rosana Mere	Nakera, Cakaudrove	7894987	
27	Diana Tinairakadi	Nakama, Macuata	9326392/8697725	PO Box 2577, Labasa
28	Emali Yalati	Buca, Cakaudrove	8368767/9036461	c/-Ministry of Women, Sa
29	Siteri Nai Gonelevu	Labasa	9468375	PO Box 331, Labasa
30	Mareta Buresse	Nukubalavu, Cakaudrove	9244144	
31	Alaneta Niumataiwalu	Nasekula, Macuata, Labasa	9755838	
32	Mikaele Sovasova	Vosasivo, Natewa, Cakaudrove	7218753/8368767/7218753	
33	Lusia Likucagi	Koroivonu, Tunuloa, Cakaudrove	8434305	
34	Salaseini Tuivanuavou	Natewa village, Cakaudrove	8464443/7383813	
35	Vani Truscott	Tovata, Makoi	9940959/3602209	PO Box 1079, Nabua, suva
36	Vani Dia Loa	Namara Village, Sanima, Kadavu	3543678/9427753	
37	Vilisi Raga	Naqara, Ono, Kadavu	7814922/7628309	PO Box 1494, Labasa
38	Makelesi Tinanisolo	Muanisolo, Kadavu	7341552	c/-Vunisea Post Office, Ka
39	Anaseini Laweibau	Davuilevu, Nausori	8622268/9806134	
40	Dakuinuku Women	Dakuinuku, Sawakasa, Tailevu	3604265/8757795	PO Box 225, Korovou, Tail
41	Laisa Vaqai Tamani Tagilala	Nabukadra village, Ra	8009636/8638272	

42	Meresiana Vugawai	Lokia Village, Rewa	8004126	PO Box 1359, Nabua Post
43	Veniana Niurua	Nasigatoka, Rewa	8764225/8773542	PO Box 1359, Nabua Post
44	Filomena Taina	Naitata Road, Navua	9979975/9381014	PO box 492 Nabua
45	Amelia T Rasoro	Namuka, Nakelo, Tailevu	9043262/9783882	
46	Rupeni Pulifau	Muana-i-cake, Fulaga, Lau	9418197/9311648	
47	Amrita Devi Lal	Kinoya, suva	9275161/9025350	
48	Nabukadra Women	Nabukadra, Ra	9550259/9658508	
49	Saioko Women	Saioko, Ra	9428150/9584295	
50	Jotame Tukana	Fulaga, Lau (nadi)	7538707	
51	Vatiliai Bale Koto	54 Sagali pl, Nawanawa, Nadera	8026625	PO Box 6349 nasinu
52	Omeri Salusalu	Lot 1, Block 1, Vusavusa road, Vatuwaqa	8305536	
53	Vereti Jikotani	Vuci South, Nausori	7128628/8733974	

2.0 PARTICIPATION OF OUR LICENSED CRAFTERS DURING THE EXPO:

The Fiji Arts Council was given the opportunity by the Ministry of Women to engage the participation of 15 Licensed Craft Practitioners during the 3 days event with an intention to benchmark for the rural women artisans the standard of excellence that a recipient acquires to be eligible for ***Fijian Crafted License***.

A project proposal in seeking funding to enable the participation of those 15 recipients was submitted to the Department of Heritage and Arts for their assistance, unfortunately this was not possible but the request was later considered by FAC for the financial assistance.

(Copy of the Proposed Document is attached to this report)

3.0 OBJECTIVES OF THEIR PARTICIPATION

- The participation of **15 Craft Practitioners, that represented Fiji Arts Council** aimed to showcase and benchmark quality standards for handicrafts, raising international awareness and promoting innovations to keep the products relevant and competitive
- Showcasing the best of their own talents and skills had encouraged those that were exhibiting for the first time, to see for themselves the quality and standard of work produced from our local raw materials using traditional skills, patterns and themes in an innovative way, in order to ensure the continuity and sustainability of these traditions and skills.
- Most women are representing their respective Provinces at the very grassroots levels, an opportunity having the village people understanding the significance of the Authentic Branding and the impacts that has brought about to those that has been licensed
- ***“Be Empowered Be the Change” as Theme of the Expo*** – it focuses on women to be empowered to promote quality crafts that uphold best quality and of high standards of excellence.
- The opportunity for the Expo participants to know the significant roles that Fiji Arts Council plays in the development of the handicraft sector in local economic development and poverty eradication.
- *(I was given a 15minute slot to present to the crowd the criteria used by FAC in assessing their work during their craft shows, and making them attend this National event),* highlighting the processes to become members of Fiji Craft Society, FAC as being the door way to attend International events such as Festival of Pacific Arts, Melanesian Festivals , World Expos
- The 15 participants had the opportunity to meet and share their experiences with other participants.
- Giving them the opportunity to be recognized in their talents and creativity and further connecting them to the markets

4.0 SALES RECORDS OF THE 15 PARTICIPANTS (\$15,070.00)

Sales Records for FAC Participants is stated hereunder- The 15 participants collected a total of \$15,070.00 in their sales and each sales records are stated in the table below

**NATIONAL WOMEN'S EXPO
TOTAL SALES RECORD JUNE 2017**

NAME	ITEM SOLD	DAY 1	DAY 2	DAY 3	TOTAL
AKANISI SMITH	FAN	\$55.00			
	PHOTOFRAME	\$60.00			
	TEKITEKI	\$30.00	\$140.00	\$250.00	
	EAR - RINGS	\$70.00	\$85	\$5.00	
	SOVIETTE RINGS	\$70.00			
	BOOK MARKS	\$45.00			
	FLOWERS	\$50.00	\$150.00	\$125	
	HAIR BAND	\$80.00		\$37.00	
	VOIVOI JEWELLERY				
	BIROL			\$30.00	
	CHRISTMAS RYTHS			\$320.00	
	TOTAL SALES	\$460.00	\$375.00	\$767.00	\$1,602.00
LANIETA KOROI	1 SHOPPING BASKET	\$70.00			
	1 LAUNDRY BASKET	\$20.00			
	1 FLOWER VASE	\$70.00			
	1 FRUIT BOWL	\$10.00			
	TOTAL SALES	\$170.00			\$170.00
SEREANA NAULIVOU	NECKLACE SET	\$480.00	\$355.00	\$195.00	
	EARINGS		\$60.00	\$25.00	
	TOTAL SALES	\$480.00	\$415.00	\$220.00	\$1,115.00
VILIMAINA LEA	CLUTCH PURSE	\$50.00	\$50.00		
	COIN PURSE	\$20.00	\$20.00		
	LAPTOP BAG			\$120.00	
	TOTAL SALES	\$70.00	\$70.00	\$120.00	\$260.00
SENITIURI TAGINIGAUNA	FAN	\$55.00	\$140.00	\$104.00	
	TOTAL SALES	\$55.00	\$140.00	\$104.00	\$299.00
IOWALE MARAIWAI	WALL HANGING	\$220.00	\$240.00	\$320.00	
	TAPA	\$100.00	\$325	\$30.00	
	SASA	\$20.00		\$40.00	
	SOLOFUA		\$160.00	\$370.00	
	TOTAL SALES	\$340.00	\$725.00	\$760.00	\$1,825.00
LAISANI MARA	CUSHION	\$95.00			
	BASKET	\$145.00	\$365.00	\$840.00	

	BAG	\$65.00		\$180.00	
	PURSE		\$70.00		
	TOTAL SALES	\$305.00	\$435.00	\$1,020.00	\$1,760.00
TAINA DAUNIVALU	IBE NI KANA	\$50.00			
	TABLE CLOTH	\$35.00	\$30.00		
	CUSHION WITH COVERS		\$100.00	\$120.00	
	POT HOLDER			\$15.00	
	TOTAL SALES	\$85.00	\$130.00	\$135.00	\$350.00
	MATERIAL	\$72.00	\$40.00	\$72.00	
MARICA LOMASALATO	SULU		\$27.00		
	MASI	\$300.00	\$67.00		
	CLUTCH PURSE	\$50.00			
	COIN PURSE	\$20.00			
	TOTAL SALES	\$442.00	\$67.00	\$72.00	\$581.00
	MIRROR	\$180.00			
SENILOLI SOVEA	BELT	\$50.00			
	PENDANUTS	\$60.00			
	WALL HANGING	\$175.00			
	TOTAL SALES	\$465.00	\$400.00	\$445.00	\$1,310.00
	POTS	\$20.00			
AMELIA LESUMAI	NECKLACE	\$40.00			
	TOTAL SALES FOR 3 DAYS	\$60.00			\$400.00
MARIA CHUTE	TOTAL SALES FOR 3 DAYS				\$4,385.00
ROSIE TEKAIRABA	TOTAL SALES FOR 3 DAYS				\$550.00
RIGIETA NUKU	TOTAL SALES FOR 3 DAYS				\$100.00
TAINA MASARA	TOTAL SALES FOR 3 DAYS				\$300.00

TOTAL SALES RECORD FROM ALL THE CRAFTS PRACTITIONERS FOR THE 3 DAYS EVENT				\$ 15,007.00
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5.0 HIGHLIGHTS OF THE EVENTS:

The women had been really challenged in the huge sales they had made in the three days of selling and all of them were so impressed in watching their counterparts who are also licensed but represented their own Provinces and part of the main National Expo group.

The Following Recipients and members of the Fiji Craft Society were awarded top prizes during the expo and this was one of the challenges witnessed by members which was an impact of those that have been recognized in the excellence that they showcased in the different products that they are renowned for. Apart from selling their products they also participated in the Fashion parade and received special awards:

- ***Mataiasi Qaroro*** the only male weaver was awarded the top prize of producing a Wedding Traditional Costume made out of Kuta – He received an electric sewing machine with cash prizes
- ***Manuapa*** was awarded the overall prize in the Wedding Attires which she sewed out of masi- She was given an electrical sewing machine and cash as her prize
- ***Rosalia Sui*** from Savusavu who is a contemporary Jeweller and Textile producer was presented with the Casual Wear category. She was awarded an electrical sewing machine as well as cash as her prize
- ***Maana*** a Rotuman Traditional weaver represented the Western Division was awarded a prize of which she had made the top sales of \$4,600- She was awarded a cash prize of \$500.00

All the above named participants are Fijian Crafted Recipients and live members of the Fiji Craft Society

6.0 MEDIA INTERVIEWS WITH CRFAT ARTISAN RECIPIENTS:

Other Women artisans who are also members, were given the opportunity to share their impressive stories about their talents. This was something that all of them were proud of. It gave them the recognition of the many different talents to make their own products at the same time get a value out of their work.

The following women who are also Fijian Crafted Recipient were highlights of the Expo – their stories were highlighted in the Daily Papers – (***Copies are attached as part of this report***)

- ***Maana Vamarasi*** - Rotuman Weaver from Nadi
- ***Mikaele Sovasova*** – Sovanitabua Fan weaver from Natewa- he was one of the three Male participant showcasing with the women

- ***Kalesi Tasere and Kelera Vakili*** – Potters from the village of Nayawa, Sigatoka, they are specialized in making very huge pots and yaqona Bowls – “Dari”
- ***Pat Fraser*** represented the Busy Bees Women’s Group from Lautoka – alternative use of plastic wastes, wrappers to be turned into purses, baskets, etc
- ***Betty Volau and Juria Henry*** all the way from Rotuma - to receive their Fijian Crafted Licenses
- ***Amrita Devi*** – uses colourful crocheting threads to make dolls
- ***Ann Miller*** – from Savusavu , weaves cushions out of pandanus leaves
- ***Banaban Women*** – Virgin oil, traditional Mats and Fans and Baskets

7.0 CONCLUSION:

The Fiji Arts Council is the National body for the Arts, with the mandate of encouraging, promoting and supporting the arts in Fiji for the benefit of all Fijians. We are also required to advocate for and promote Fijian Crafted Products and practitioners locally, nationally and internationally.

The enormous numbers of participants attending the 3 days event was very encouraging, and to observe the many different talents and creativities of rural women with their ability to participate in sustainable economic activities as such that benefitted their individual families, loved ones, own communities and the national economy were very impressive

Recognizing the hard work that each women had presented with the amount of money they had received in selling their products, we can say that they have reaped the fruits of their tireless efforts.

I personally acknowledge the hard work of the Ministry of Women in bringing all the 500 participants to the National Expo, the financial assistance provided by Fiji Arts Council, our Team efforts in partnership with Ministry of Women in making this event a very prosperous one.

Vinaka Vakalevu for all the support

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N Tuvuki
CDO