

## **NORTHERN CRAFT EXHIBITION 2017**

**8<sup>TH</sup>-9<sup>TH</sup> MARCH, 2017 AT**

**FRIENDLY NORTH INN LABASA**



PREPARED BY NIQA TUVUKI  
CRAFT DEVELOPMENT OFFICER  
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23<sup>RD</sup> MARCH 2017

***“Women in development in our rural communities, I believe this is the first phase of development- it begins at home and this is where our women utilizes God Gifted skills or talents as chief executives or senior managers in planning and financial controllers of homes.” - Gone Turaga Na Tui Macuata Ratu Wliame Katonivere – Official Opening***

# QUARTELY REPORT

## FEBRUARY – APRIL 2017



Prepared By: Niqa Tuvuki  
Fiji Arts Council  
17<sup>th</sup> May, 2017

## **1.0 Northern Craft Exhibition – 8<sup>th</sup> – 9<sup>th</sup> March, 2017**

The Northern Craft Exhibition was another event jointly organized by the Fiji Arts Council in partnership with the Ministry of Women and Poverty Alleviation, coinciding with one of their Annual Event the **International Women’s Day** which was held in Labasa from 8<sup>th</sup> – 9<sup>th</sup> March.

The Annual International Women’s Day is a specific day set aside to recognize women internationally of which the Government and the United Nations have earmarked for their special recognition for women’s commitment and dedication.

In Opening the Northern Celebration of International Women’s Day and Craft Show the Chief Guest, Turaga Bale Na Tui Macuata, Ratu Wiliame Katonivere’s key message were –

*“Women shouldered challenges which had positive impact in modern day living,”It is a day of celebration to acknowledge the efforts that women contributes to our families, society and the Vanua. It begins at home and this is where our women utilize God- gifted talents as chief executives or senior managers in planning and financial controllers of homes, You also ensure that your families are well taken care of and their life is enjoyed. End of quote.*



**The Turaga Bale na Tui Macuata, Ratu Wiliame Katonivere, with the Prize Getters during the Official Opening of the Event held at the Friendly North Inn on 8<sup>th</sup> May, 2017.**

### **1.01 Participants:**

The one hundred and four (104) participants not only showcased their many craft genres that they are specialize in but also participated in the craft competitions facilitated by FAC. The two days event

represented the three main Provinces of Cakaudrove, Bua and Macuata who came as far as the outer islands of Rabi, Kioa, district of Tawake villages in Cakaudrove and interior parts of Bua and Macuata.



*The Participants and invited guests during the Official Opening*

#### **1.02 The Role of the Fiji Arts Council**

The Craft industry will continue to evolve. Improving ways and means of organizing such events which plays such significant role for our Fijian Crafters further development to better standards to serve their customers and to FAC an opportunity to uphold the significant leadership and professionalism in our roles for the development of handicraft industries in all Divisions. The Fiji Arts Council has being tasked in this partnership with MOW in these two major issues:

- a) Being given the major role for facilitation of 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 products
- b) Selection of Number of Crafters as specified by the MOW to attend the 2017 Women's Expo aligning our selections in the two main sections (traditional / Contemporary products) on quality, distinctiveness and authenticity in using our local materials



*Some of the authentic Fijian Handicrafts that the Northern Division is renowned for.*

### **1.02 Total Sales :**

Total Sales Received from the 104 Participants totaled to **\$10,292.00.** The records were collected from the 40 participants that submitted their sales record forms.

Highlighted in the table below are records of items sold by each participant in the two days event.

**NORTHERN CRAFT EXHIBITION 2017 SALES RECORDS**

<b>NORTHERN CRAFT EXHIBITION MARCH 2017</b>					
<b>FRIENDLY NORTH INN, LABASA</b>					
	<b>NAME</b>	<b>ITEM SOLD</b>	<b>DAY 1</b>	<b>DAY 2</b>	<b>TOTAL</b>
1	MASILINA SESENICAGI	MATS	\$200.00		
		DAVODAVO		\$100.00	<b>\$300.00</b>
2	IVA ADIRAICA	VAKABATI KATU RUA	\$200.50		
		FLOWERS MADE OF COCONUT SINNET @ \$5 X 30		\$150.00	<b>\$350.00</b>
3	AKESA TALATU	5 PURSE BAGS @ \$5.00each	\$25.00		<b>\$25.00</b>
4	KINISIMERE DONU	WEDDING SET	\$240.00		
		ROUND MAT		\$140.00	
		DAVODAVO (MAT)		\$120.00	<b>\$500.00</b>
5	BUA WG	1 IBE (DELANA)	\$60.00		
		2 DOORMATS	\$40.00		
		2 BIRDS (DECORATION)		\$30.00	
		1 PRINTED TABLE CLOTH		\$30.00	
		1 NOKE (FISHING BASKET)		\$10.00	<b>\$170.00</b>
6	FAILELEI TALAIMO	6 BRACELETS @ \$2.00each	\$12.00		
		2 hair pin @ \$5.00each	\$10.00		
		1 basket holder @ \$20.00		\$20.00	<b>\$42.00</b>

7	AMELE VOSALALA	2 SASA (BROOM)		\$10.00	
		10 PENCIL CASES @ \$5 each	\$50.00		
8		cushion cover set of 6		\$40.00	<b>\$100.00</b>
9	TIKOWALE VAKALOLOMA	COCO	\$70.00		
		KUTA MAT	\$80.00		
		2 PHONE CASE @ \$5		\$10.00	<b>\$160.00</b>
10	SALANIETA LIKU	1 FOOD TRAY	\$50.00		
		BASKET HAND BAG	\$30.00		
		SMALL PURSE		\$30.00	
		2 FOOD TRAY		\$10.00	
				\$80.00	<b>\$200.00</b>
11	LEBA TUIFAGALELE	2 COIN PURSES	\$8.00		
		BASKET	\$20.00		
		BASKET	\$30.00		
		SMALL PURSE	\$10.00		
		PURSE		\$20.00	
		SMALL BASKET		\$25.00	
		MAT		\$240.00	<b>\$353.00</b>
12	TEKELA GUIBAU	KUTA	\$100.00		<b>\$100.00</b>
13	NUKUVILLE GRAND MOTHERS CLUB	SINGLE MATTRESS COVER WITH PILLOW CASES	\$100.00		
		4 SIGLE BED COVER <b>\$20 each</b>	\$80.00		
		3 DOUBLE BED COVER		\$150.00	
		7 SIGLE BED COVER <b>\$20 each</b>		\$140.00	
		8 SULU @\$15.00 each		\$90.00	<b>\$560.00</b>

14	ALUMECI VAKAYARUVOSA	2 FANS 2 \$15 each	\$30.00		
		5 birds @ \$10.00	\$50.00		
		feathers		\$20.00	<b>\$100.00</b>
15	ADI ASENACA LOLOMA	4 COCO @ \$200 each	\$800.00		
		4 DELANA KUTA @ \$100 each		\$400.00	
		ROUND KUTA		\$50.00	<b>\$1,250.00</b>
16	MATAIASI QARORO	MAT	\$100.00		
		KUTA MAT	\$120.00		
		2 WALL HANGING @ \$20 each	\$40.00		
		HAT		\$10.00	
		MAT		\$70.00	<b>\$340.00</b>
17	VIKATORIA TUIVANUALEVU	VAKABATI	\$200.00		
		DELANA (MAT)	\$70.00		<b>\$270.00</b>
18	LAITIPA TAGIMURI	COCO	\$80.00		
		KUTA	\$150.00		<b>\$230.00</b>
19	SENITOA MOTHERS CLUB	5 DOOR MATS @ \$5	\$25.00		
		3 PAIR PILLOE CASES @ \$10	\$30.00		
		4 PAIR PATCH WORKCASES @ \$10		\$40.00	
		8 PAIR CUSHIO COVER @\$8		\$64.00	<b>\$159.00</b>
20	MERE TIMOTEO	4 FANS @ \$10	\$40.00		
		3 FANS @ \$10		\$30.00	
		5 FANS @ \$10		\$50.00	<b>\$120.00</b>
21	JESE LUSIA	2 DELANA \$70.00	\$140.00		
		1 DELANA	\$80.00		
		1' DOOR MAT	\$10.00		<b>\$230.00</b>



22	MARAIA VOCE	2 COCO	\$212.00		
		2 BRACELATES	\$8.00		
		4 FANS		\$8.00	<b>\$228.00</b>
23	ROSALIA SUI	23 VOIVOI FLOWERS @ \$2.00each	\$46.00		
		TAPA FLOWERS @ \$3	\$30.00		
		CIVA SHELLS @ \$5	\$10.00		
		CIVA NECKLACE/VAU	\$30.00		
		SARONG		\$32.00	
		BUTTERFLY TOP		\$20.00	<b>\$168.00</b>
24	BUA	ROUND KUT	\$70.00		
		2 DOOR MATS	\$30.00		
		BIRDS	\$5.00		
		BASKET KUTA		\$20.00	
		BASKET WALAKI		\$25.00	
		BASKET WALAKI		\$30.00	<b>\$180.00</b>
25	MERESIANA QATIVI	2 COCO	\$500.00		
		1 MAT	\$100		<b>\$600.00</b>
26	LISI MALOLOGA	2 IRI @ \$30	\$60.00		
		2 COCONUT OIL @ \$3	\$6.00		
		OIL CREAM	\$40.00		
		COCONUT SOAP	\$3.00		
		TEKITEKI		\$10.00	<b>\$119.00</b>
27	KINISIMERE KAWEA	LAUNDRY BASKET WITH LID	\$130.00		
		LAUNDRY BASKET WITHOUT LID	\$50.00		
		SHOPPING BASKET	\$80.00		
		TRAY		\$20.00	
		SMALL POT STAND		\$3.00	
		OIL (YASI)		\$5.00	
		DAVODAVO (MAT)		\$200.00	<b>\$488.00</b>
28	ANA VAKAYATU	SERVING TRAY	\$50.00		
		3 BASKETS @ \$35 each	\$105.00		

		1 BASKETS @ \$30 each	\$30.00		
		2 coin purses @ \$4	\$8.00		
		shoulder bag		\$20.00	
		shoulder bag		\$15.00	
		3 JEWELRY BOX @ \$ 8		\$24.00	<b>\$252.00</b>
29	ELENOA LATU	2 COCO	\$300.00		
		MATS	\$150.00		<b>\$450.00</b>
30	LUISA VAKARAU	2 SHOPPING BASKET	\$90.00		
		4 SOAP HOME MADE @ \$5 each	\$20.00		
		5 small fans @ \$5	\$25.00		
		2 LAUNDRY BASKETS		\$200.00	<b>\$335.00</b>
31	DIANA TINAIRAKADI	FAN	\$10.00		
		DELANA	\$70.00		
		COCO	\$120.00		<b>\$200.00</b>
32	ADI ARIETA KABU	FLOWER VASE	\$15.00		<b>\$15.00</b>
33	VILISI RAGA	MAT (DAVODAVO)	\$100.00		
		FOOD TRAY	\$30.00		
		SHOPPING BASKET	\$40.00		<b>\$170.00</b>
34	SEINI BALE	SALUSALU	\$50.00		
		KUTA	\$150.00		
		ROUND MAT	\$70.00		<b>\$270.00</b>
35	MARICA BATIWALE	VAKABATI	\$500.00		
		DELANA (MAT)	\$100.00		<b>\$600.00</b>
36	TERIKANO	VCO 500ML @ \$10	\$20.00		
		4 VCO 200ML @ \$5	\$20.00		
		4 SENTECT URI @\$5	\$20.00		
		2 FRANGPAGNI @ \$5	\$10.00		
		2 YLANG @ \$5	\$10.00		
		4 BABY OIL @ \$5	\$20.00		

		5 TE URI @ \$5		\$25.00	
		2 VCO SOAP @ \$10		\$20.00	
		2 CHARCOAL SOAP @ \$10		\$20.00	
		5 SANDALWOOD OIL @ \$5		\$25.00	<b>\$190.00</b>
37	MIRIAMA NIUMATAIWALU	PATCH WORK- BED SPREAD	\$120.00		
		CUSHION COVER SET OF 6	\$50.00		<b>\$170.00</b>
38	AKOSITA RAVOKA	3 BAGS	\$30.00		
		3 FANS	\$30.00		<b>\$60.00</b>
39	MIKAELE SOVASOVA	11 IRI NI NATEWA	\$110.00		<b>\$110.00</b>
40	WAIVURE WG	IBE	\$100.00		
		HAT	\$10.00		
		SASA	\$8.00		
		BIRDS FOR DECORATIONS	\$5.00		
		SALUSALU	\$10.00		<b>\$128.00</b>
		<b>TOTAL SALES</b>	<b>\$7,396.50</b>	<b>\$2,896.00</b>	<b>\$10,292.00</b>

### 1.03 Participants /New Membership:

As for the new comers to such events, an opportunity for them to be encouraged to look at a bigger picture that handicraft production is a thriving business, a source of income that needs to be developed from their communities and their homes where raw materials are in abundance

It is a place to learn and try new skills, a place that they can feel connected and free to try new ideas and express their views freely with other crafters.

It is safe to say that the event had conquered the hearts of those interested in handicrafts. Once again people who appreciate beauty and unique items got together under one roof to be surrounded by colors, light, joy and ideas.



*A mat weaver in profession admires at the unique weaving of products from Kioa Island, Cakaudrove*

Participants were able to share their ideas and look at other products to improve their own work. The event was a collective event that brought together a lot of buyers, especially the first day.

Total new members that submitted their membership applications total to **34 women**, the highest ever received compared to past events.

## **2.0 Main Aim for 2017 Northern Craft Exhibition:**

- The two day celebrations was another event that has been jointly funded by Ministry of Women, Children and Poverty Alleviation and the Department of Heritage and Arts to assist the Fiji Arts Council to play its role to further develop the handicrafts industries throughout the country, at the same time continuing the preparation for the selections of Crafters to represent the 15 Provinces of Fiji in the National Women's Expo which is scheduled in June 2017. Staging the 2017
- Northern Craft Exhibition coinciding with the International Women's Celebration was a best opportunity for a wider outreach for awareness raising for the ***Fijian Crafted Campaign*** to the Northern division and those under privileged communities that has talents and skills in both traditional and contemporary handicrafts.
- The selection of the 30 practitioners to represent Macuata was an addition to the sixty (60) already selected from Bua and Cakaudrove late last year.

- Fiji Arts Council and Ministry of Women managed to conduct interviews with participants and at the same time viewing the quality of hand crafted products which was one of the criteria's that had to be met for those applying for their Fijian Crafted Licenses .
- Through this type of craft exhibition, we can maintain our traditional heritage and helps rebuild the cultural sector, enhance the cultural producer and empower our craftspeople and local communities through participation in economic, cultural and social activities
- Raising the profile of those developing and established craft practitioners who have not been recognized for their talents in the Northern Division
- Keep continuous traditions alive and assist the ongoing development of the arts as an expression of identity, creativity and culture which also contribute to creating a harmonious, culturally diverse creative community.
- The Northern Craft Exhibition was a great avenue to evaluate and identify the different crafts produced from the three major Provinces, Cakaudrove, Bua and Macuata and showcase their products of which they are renowned for
- Opportunity for income generating activities at the household level for women, single mothers, elderly women and youths for the various Districts in the three Provinces of Cakaudrove, Bua and Macuata.
- Opportunity for participants to learn and share from each other's skills and encourage them for more creativity in craftsmanship through using locally sourced natural materials that surrounds them

### **3.0 RECOMMENDATIONS:**

Looking at large numbers of new applications ( 34 new applications) received from the Northern Craft Exhibition to be registered, signifies the interest of those that has the craft skills that needs to be taken to another level of development.

- Therefore it is strongly recommended that the continuous partnership with Ministry of Industry and Trade/ Tourism and Ministry of Women are to be approached for their constant assistance in funding such events. Also to take into consideration that women have now been familiarized with the significance of Fijian Crafting Branding and FAC as being the main contact point for facilitation of crafts people being licensed.
- Since some Provinces in Fiji has established their Women's Resource Centers through the initiative of the Ministry of Women, it is strongly recommended that Licensed Crafts Practitioners based in that Province to teach handicraft skills to village women as a form of

empowerment to women ( this is another way that we draw in resources, knowledge and talents and connections to support each other at the village/ Provincial level)

Although there was a short time of preparation, together with the Ministry of Women and exhibitors we were able to create a successful fair with a unique atmosphere. The rainy weather did not deter their attendance but it was an opportunity for them to sell their products and the same time listen to some women speakers who shared their experiences in developing their already established business.

#### **4.0 CONCLUSION:**

The Fiji Arts Council has had an exciting beginning 2017 for the continuous partnership with the Ministry of Women Children and Povert Alleviation.

Therefore it gives me a great pleasure in expressing the confidence that Fiji Arts Council under the ambit of Department of Heritage and Arts and the Ministry of Women, Ministry of Industry & Trade and Tourism, can build on their great relations and work collaboratively in helping each other to demonstrate the importance of better information sharing and networking to provide the grassroots in improving their craft business capacities and providing a platform for increased productivity and most of all the quality that we all need to address at all times

We thank the Ministry of Women and the Department of Heritage for your sponsorships which had allowed the event to make a countless impact that drew the huge participation of women in the Northern Division and also the Tourists and locals

**SPECIAL ACKNOWLEDGEMENTS** : The Department of Heritage and Arts for funding the Exhibition Prizes and the hire of venue , your continued support is very much appreciated . The Divisional Northern Women's Interest Officer and your Team, "*you had made things happen* " ... vinaka vakalevu. The enoumous support of the Northern Team and working tirelessly with Fiji Arts Council Staff has been highly appreciaterd to enable us to stage this event successfully.

Vinaka vakalevu Director FAC and all staff .

NTuvuki.

18<sup>th</sup> May, 2017