



**SANASANA CRAFT DEVELOPMENT WORKSHOP**

**24<sup>TH</sup> APRIL-28<sup>th</sup> APRIL 2017**



**Sansana Women with their Certificates**

**REPORT FOR PROFESSIONAL GOLFERS ASSOCIATION [PGA]**

## **1.0 Introduction**

Sanasana Village located on the western side of Viti Levu is home of one of the major tourism development ever taken by the Fiji government. A village lying on the path of the tourism hotspots of the Sigatoka-Lautoka corridor lies a 5 star hotel, the InterContinental Fiji Golf Resort & Spa and the 18th hole Natadola Bay Championship Golf Course. Co-owned by multinational hotel company, IHG and private incorporated company in Fiji, Natadola Bay Resort Limited (NBRL), is a subsidiary business arm of the Fiji National Provident Fund Investment Limited (FIL).

InterContinental Fiji Golf Resort & Spa and the 18th hole Natadola Bay Championship Golf Course principal activities included provision of hotel accommodations, food and beverages related hotel and golf activities. Sanasana village being the legal owners of the land where these two MNC's operates had been going through a dramatic transition from a subsistence village farmers as hunters and gatherers to a more market oriented settings. This had posed challenges to the community of Sanasana from the young to the oldest member of the village as it continues to embrace the onslaught of tourism development happening right before their eyes. Whilst effort is directed at maintaining the culture and traditions of the village, the village had embarked on activities that will raise their standard of living in terms of engaging themselves in tourism related activities such as selling of handicrafts, cultural entertainments such as songs and dances, traditional herbal treatments and selling of local fruits that are readily available to name a few.



**Preparation and discussions**

Sanasana continues to enjoy the benefits of multiple agreements with majority stakeholders of business operators such as employment opportunities and education scholarships of its current and future generations.

The village is indeed grateful to the operators of the Natadola Bay Championship Golf Course which hosts the Fiji International Golf Tournament. An event sanctioned by the Professional Golfers Association (PGA) of Australia since 2014, ongoing discussions had been taking place amongst the major stakeholders including the Fijian government and that there is a need to build capacity for the women of Sanasana in the creative abilities and enrich their handcraft skills at the village level.

The village is grateful to Ms Natalie Ritter, General Manager Tournament Operations, Professional Golfers Association Of Australia Ltd for the company's commitment to the village of Sanasana of sponsoring the Sanasana Development workshop 2017.

We are grateful that the 2017 Fiji International Tournament being tri- sanctioned by the European Tour, ISPS HANDA PGA TOUR of Australasia and Asian Tour that will be held at the Natadola Natadola Bay Championship Golf Course this year is a platform whereby the our women are able to showcase their handicraft skills and knowledge gained from this workshop.

## **2.0 Workshop Objectives**

The workshop was designed to enable the participant to understand and effectively carry out the following objectives:

- Effectively response to the need for the sale of authentic Fijian made craft within the Natadola areas to tourist and overseas visitors.
- Build capacity for the women of Sanasana in the creative abilities and enrich their handicraft skills at the village level.
- Use of the local materials that is in abundance as raw materials
- Create awareness amongst the local women of their contribution in the socio economic development of the Vanua and the opportunities available to generate income for their family through the sale of their handicraft.
- Learning of new skills in other areas of craft development.

### **3.0 Target Group**

The main target group were the women (20 years-50 years old) of Sanasana village including women that are currently selling handcraft on daily basis. 38 Participants took part in the 5 days' workshop at the community hall and night classes were available to those women who were working at the hotel during daytime.



**Women practicing new skills**

### **4.0 Resource Persons**

The villages were blessed to have Samuela Cabe and Tuliana Cirivakayawa as their resource persons since both practitioners have been recipients of the Fijian Made Fijian Crafted License and have been registered with the Fiji Arts Council. The women were also informed that the resource persons have represented Fiji in many regional festivals and other overseas workshops. The women were trained in the following areas;

Samuela Cabe – Tie and Dye, Screen Printing and jewellery making

Tuliana Cirivakayawa – Jewellery making.

The screen printing of traditional totems of the 7 yavusa of Sanasana village was one of the highlights depicting their identification and existence in their own village settings.

- Yavusa Ketenamasi and Yavusa Natacini- Dalo
- Yavusa Narukusara- Niu
- Yavusa- Koromani- Hokihoki



- Yavusa Nalotawa- Vadra
- Taqwalulu- Kuita
- Ehiga- Vudi
- Ika ni Vanua Hanahana- Yatule



**Jewellery making products**

## **5.0 Methodology**

Since this was a community based workshop, lectures was conducted in the vernacular, actual hands on demonstration and presentation of manuals. Interactive/Participative method was the approach adopted as this was determined by situation analysis of what is the most appropriate skills to learn and acquire from the workshop.

Proposed skills:

- Shell Jewellery-neckwear, earring, bracelets and ornaments

- Screen Printing- printing of suluvakatoga or sarongs on special designs to predict the traditional totems of each yavusa

Participants were provided with appropriate tools and basic skills of handling tools by resources personal during the workshop. The workshop participants were divided in groups and were held during the day and evening for working mothers. Catering for the participants for the 5 day workshop was carried out by the 5 yavusa of the Vanua o Nahoqo since the women participants were all engaged in the workshop.

## **6.0 Budget**

The Women of Sanasana and the vanua of Nahoqo was very thankful to be informed that PGA had provided full funding of the workshop through the Fiji Arts Council and the vanua was allocated \$3500 for the provision of catering for the whole duration of the workshop including the closing ceremony on Friday 28 April 2017. This amount was divided equally amongst the 5 yavusa and also the Macuata house which was used to accommodate the resources persons and officials of the workshop.



## **7.0 Opening and Closing Ceremony**

The vanua of Nahoqo was involved in the opening ceremony by one of the village chief stressing the importance of the women taking the workshop seriously as such opportunity hardly comes around especially when the whole funding was made possible through the cordial relationship between the Vanua and PGA. He said that the new skills that they acquired from the workshop would eventually be a source of income for their family due to the sale of their handicrafts.

The closing ceremony was officiated by PGA executive Ms. Natalie Ritter who has to travel all the way from Melbourne to specifically attend the closing ceremony at the village. The women applauded this gesture from PGA which signifies the commitment of the company towards the development of the landowners as an important stakeholders in the tourism development activities around the Natadola areas.

At the outset Ms Natalie Ritter was lost for words when she witnessed the level of skill acquired and the quality and craft on display especially when the raw materials were

obtained from local resources. She could not believe looking at the displays that the women were able to acquire that level of skill at a very short period of time. She was also thankful to the two village reps that were present and the support of the Vanua plus the involvement of the Fiji Arts Council in the organisation of the workshop.

Ms Ritter also reaffirmed the commitment of PGA in the overall development and capacity building of the landowners and also presented the certificates to the participants and assisted by Fiji Arts Council officials.

The closing ceremony was attended by the Artistic Director of the Fiji Arts Council and other senior officials including the village elders. There were also an opportunity in the program where participants were allowed to provide feedback on the workshop. All of them were very thankful to PGA and Fiji Arts Council for organising the workshop as their acquired skills will always remain with them.



Closing ceremony

## **8.0 Workshop Evaluation**

All of the participants rated the workshop as an excellent educational experience. Many of them were optimistic that they had benefited to a large extent in fine tuning their creative skills which would assist them in the economic sustainability of their family needs.

Contents of the workshops met their expectations as well as the expectation of the vanua in strengthening the capacity of the village women. Participants identified that the workshop was very beneficial as it reaffirmed their creative skills, presented new ideas and approaches, identified problems and solutions and understanding its full potential.

Selected as the youngest participant, 20 year old Miriama Kauniyaba was inspired to learn new skills using local raw materials which she thought was of no use and turning it into a product that can be sold to tourists was a “wow” factor to her. Another participants Ms Mere Nahauvina also spoke in English and on behalf of the participants and expressed her gratitude and how fortunate the women were to be provided with all the support they needed to enable them to develop their God given talents and skills which meant a lot to all



of them. Thanking the assistance of PGA and the Fiji Arts Council, 66 year old Vasiti Qainiuci who was given the opportunity to say a few words in her traditional dialect and in also receiving the training tools donated by the Council. The Women's committee had already made a commitment during the workshop there will be weekly meetings held to coincide with the village tour in making handicrafts and selling of wares and live demonstrations to the tourists.



Decorations from seashells

## 9.0 Conclusion

The one week workshop was really an eye opener to the women of Sanasana village and presented yet again another opportunity for the landowners to take part in the tourism activities along the Natadola coastal areas. Many of them have been employed at the Intercontinental Hotel and golf course but the majority of the women are engaged in domestic duties and selling their craft. The new skills acquired had enabled them to raise



the level of quality of their craft and above all using authentic materials that raises the interest of tourists and visitors.

After witnessing the final product of their work, we were impressed and satisfied that the workshop has really benefited the women.

We wish to thank PGA for providing the enabling funding in order for FAC to carry out this village based workshop on Craft Development Skills to the women of Sanasana. We also wish to thank the Sanasana Landowners rep for partnering with Fiji Arts Council in coordinating activities on the ground and also the elders who were present providing that moral support to the participants during the 5 day's workshop.

The Fiji Arts Council is happy to be part of an initiative that brings about better quality of life amongst ordinary village women around Fiji. The presence of your Executive Ms Natalie Ritter during the closing ceremony was highly appreciated and respected.



**Tie and dye, screen printing and Jewellery on display**

### *List of participants*

<b>No</b>	<b>Name</b>	<b>Yavusa</b>
1	<i>Vasiti Qainiuci</i>	<i>Nalotawa</i>
2	<i>Unaisi Leqeleqe</i>	<i>Taqwalulu</i>
3	<i>Senitiki Taleca</i>	<i>Ketenamasi</i>
4	<i>Taraivina Liku</i>	<i>Nalotawa</i>
5	<i>Kereni Marama</i>	<i>Natacini</i>
6	<i>Asinate Marama</i>	<i>Natacini</i>
7	<i>Laniana Lewaqiliqili</i>	<i>Nalotawa</i>
8	<i>Kelera Kula</i>	<i>Natacini</i>
9	<i>Kuini Valebuliti</i>	<i>Nalotawa</i>
10	<i>Torika Vuki</i>	<i>Nalotawa</i>
11	<i>Rayape Toa</i>	<i>Taqwalulu</i>
12	<i>Kalesi Jiana Riu</i>	<i>Taqwalulu</i>
13	<i>Miriama Kaunyaba</i>	<i>Taqwalulu</i>
14	<i>Verenaisi Nai Vosailagi</i>	<i>Ketenamasi</i>
15	<i>Kinisimere Baleidaku</i>	<i>Ehiga</i>
16	<i>Adi Ema Lewaca</i>	<i>Natacini</i>
17	<i>Inise Nawabale</i>	<i>Natacini</i>
18	<i>Alani Nabuta</i>	<i>Natacini</i>
19	<i>Temaleti Cakau</i>	<i>Taqwalulu</i>
20	<i>Makereta Railala</i>	<i>Natacini</i>
21	<i>Mere Nahauvina</i>	<i>Ketenamasi</i>
22	<i>Kasanita Seavula</i>	<i>Natacini</i>

<b>23</b>	<b><i>Soko kaumaitotoya</i></b>	<b><i>Taqwalulu</i></b>
<b>24</b>	<b><i>Mere Moceituba</i></b>	<b><i>Ketenamasi</i></b>
<b>25</b>	<b><i>Iliseva Nareka</i></b>	<b><i>Natacini</i></b>
<b>26</b>	<b><i>Kesaii Maramanivalu</i></b>	<b><i>Taqwalulu</i></b>
<b>27</b>	<b><i>Vaseva Kidi</i></b>	<b><i>Ketenamasi</i></b>
<b>28</b>	<b><i>Anaseini Nadolo</i></b>	<b><i>Ketenamasi</i></b>
<b>29</b>	<b><i>Tamarisi Daubulu</i></b>	<b><i>Nalotawa</i></b>
<b>30</b>	<b><i>Remi Nawaikula</i></b>	<b><i>Ehiga</i></b>
<b>31</b>	<b><i>Ana Voli</i></b>	<b><i>Ehiga</i></b>
<b>32</b>	<b><i>Limiva Soqo</i></b>	<b><i>Ehiga</i></b>
<b>33</b>	<b><i>Litea Cagi</i></b>	<b><i>Ehiga</i></b>
<b>34</b>	<b><i>Siteri Ratu</i></b>	<b><i>Ehiga</i></b>
<b>35</b>	<b><i>Laisa Nai</i></b>	<b><i>Ketenamasi</i></b>
<b>36</b>	<b><i>Lavenia Navuwai</i></b>	<b><i>Natacini</i></b>
<b>37</b>	<b><i>Arieta Nainai</i></b>	<b><i>Ehiga</i></b>
<b>38</b>	<b><i>Eseta Bua</i></b>	<b><i>Nalotawa</i></b>





**SANASANA CRAFT DEVELOPMENT WORKSHOP**

**24<sup>TH</sup> APRIL-28<sup>TH</sup> APRIL2017**

**SANASANA CRAFT DEVELOPMENT WORKSHOP- Day 1**

**Date: 24/04/2017**

**Venue: Sanasana Community Hall**

10.00am- Opening Ceremony

- Church Service by Vakatawa (Pastor)

-Traditional opening Ceremony

-Address by the Village Chief- Lasarusa Vosailagi

11.30a. Introduction of the Workshop- Fiji Arts Council- Ms Niqa Tuvuki

12.00- Registration of Participants and Attendance registrations

12.30 Start of Workshop- Jewellery Making – Samuela Cabe

2.30 Lunch Break

4.00pm Tea break

5.30pm End of Workshop- Closing Prayer

**NIGHT-CLASS-8.00PM**

8.00pm- Opening Prayer

Registration of Participants

Workshop Starts- Jewellery Making

10.00pm End of workshop- Closing Prayer

**SANASANA CRAFT DEVELOPMENT WORKSHOP- Day 2**

**Date: 25/04/2017**

**Venue: Sanasana Community Hall**

8.00 am- Opening Prayer and Welcome

-Registration of Attendance

Overview of Day 1 Programme

- Jewellery Making

11.00am- Tea Break

2.30 Lunch Break

- Jewellery Making

4.00pm Tea break

5.30pm End of Workshop-Closing Prayer

**NIGHT-CLASS-8.00PM**

8.00pm- Opening Prayer

Registration of Attendance

Overview of Day 1 Programme

Workshop Starts

10.00pm End of workshop-Closing Prayer

**SANASANA CRAFT DEVELOPMENT WORKSHOP- Day 3**

**Date: 26/04/2017**

**Venue: Sanasana Community Hall**

**8.00 am- Opening Prayer and Welcome**

-Registration of Attendance

Overview of Day 2 Programme

- Continuation of Jewellery Making

-11.00am- Tea Break

2.30 Lunch Break

Start of Screen Printing

4.00pm Tea break

6.00pm End of Workshop-Closing Prayer





**NIGHT-CLASS-8.00PM**

8.00pm- Opening Prayer

Registration of Attendance

Overview of Day 2 Programme

Workshop Starts-Completion of Jewellery Making

11.00pm End of workshop-Closing Prayer

**SANASANA CRAFT DEVELOPMENT WORKSHOP- Day 4**

**Date: 26/04/2017**

**Venue: Sanasana Community Hall**

**8.00 am- Opening Prayer and Welcome**

-Registration of Attendance

Overview of Day 3 Programme

- Workshop- Tie and Dye

11.30am- Tea Break

2.30 Lunch Break

Completion of Jewellery Making- Ornaments and Vau neckwear

4.00pm Tea break

5.30pm End of Workshop-Closing Prayer

**NIGHT-CLASS-8.00PM**

8.00pm- Opening Prayer

Registration of Attendance

Overview of Day 3 Programme

Workshop Starts-Tie and Dye

Completion of Jewellery Making



12.00 End of workshop- Closing Prayer

## **SANASANA CRAFT DEVELOPMENT WORKSHOP- Day 5**

**Date: 27/04/2017**

**Venue: Sanasana Community Hall**

8.00 am- Opening Prayer and Welcome

-Registration of Attendance

Overview of Workshop

Preparation of Closing Ceremony

Display of Handicrafts

### **End of Workshop**

#### **Official Closing Program**

**2.30pm- Arrival of Chief Guest- Ms Natalie Ritter, General Manager Tournament Operations, Professional Golfers Association Of Australia Ltd**

- **Prayer-Rev Marika Cagi**
- **Welcome of Chief Guest-Fiji Arts Council Artistic Director-Mr Laisiasa Veikoso**
- **Official Address by Chief Guest**
- **Presentation of Certificates- Chief Guest**
- **3 Participants to share their experiences from the workshop-Vasiti Qainiuci, Mere Nahuvina, Miriama Kauniyaba**
- **Vote of Thanks- Mr. Moape Nagata-Sanasana Landowner representative**
- **Viewing of crafts**
- **Group photo**
- **Donation of Workshop materials and tools**

**\*ENJOY THE DAY WITH THE SENILAGAKALI kei KOROILAGI BAND\***

**SANASANA CRAFT DEVELOPMENT WORKSHOP**

**24<sup>TH</sup> – 28<sup>TH</sup> APRIL, 2017**

**FINAL STATEMENT OF ACCOUNTS**

<b>ACTIVITY</b>	<b>TOTAL COST</b>
<b>Fees :</b>	
2 Resource Persons @ \$1,000 each	\$2,000.00
Workshop Facilitator	\$ 500.00
<b>Catering :-</b>	
Opening & Closing of Workshop	\$3,650.00
Workshop Participants – 1 week	
<b>Raw Materials</b>	
Jewellery Making	\$4,437.51
Screen Printing	
Tie & Dye	
<b>Ceremonial Participation</b>	\$135.00
<b>Administration</b>	
Site visit & Awareness	\$330.00
Meal Allowance for FAC staff	\$273.00
Decoration – Closing of workshop	\$200.00
Office Transport cost – Workshop week	\$1,146.00
Entertainment – Closing of Workshop	\$350.00
Design & Printing of Workshop certificates	\$140.00
FAC Admin Fees	\$838.49
<b>TOTAL</b>	<b>\$14,000.00</b>