

Report

The Jewellery Making Program

2013



**Report on the 1st & 2nd Jewellery Making
Workshops**

**Funded by the New Zealand high Commission
through the HoMF Grant**

Report prepared for the New Zealand High Commission
by Katrina Steel 24th May 2013

Introduction

The Jewellery Making Program (JMP) is facilitated by the Fiji Arts Council, funded by the New Zealand High Commission and has the support, involvement and the guidance of key stakeholders. The Tutu Training Center is a major stakeholder who has made valuable contributions towards the development of the program and extending its outreach. The outcomes of the program have so far exceeded all expectations and the Fiji Arts Council thanks those who have supported this initiative.

The entire program consists of a series of four workshops each spanning from 12 to 5 days conducted throughout 2013 at the Tutu Training Centre in Taveuni with travel expenses, accommodation and food provided. The workshop program consists of a series of jewellery making workshops and initiatives that aim to encourage and support entrepreneurial activity and assist craftspeople in producing a range of high quality, marketable handicrafts unique to Vanua Levu.

Description

The jewellery making program focuses on the development of:

- Jewellery making skills and techniques
- Knowledge of tools, materials and production methods
- Design, display and merchandising techniques and skills
- A business plan, entrepreneurial ability
- Life management skills

The Young Womens Jewellery Making Program

The Jewellery Making program is structured to multiplying capacity building by supporting and training those participating in the Jewelry Making Program to train others.

The Young Women's Jewellery Making Program (YWJMP), launched on March the 9th 2013, coordinated and facilitated through the Tutu Training Centre provides an example of how this will be achieved on the ground. Three handicraft trainers from the Tutu Centre participating in the JMP are receiving the practical assistance and support they need to conduct the Young Women's Jewellery Making Program throughout 2013. These workshops will be held in conjunction with the JMP and will follow the workshop model throughout the course of 2013. In this case the Young Women's Jewellery Making Program has extended its outreach to 38 young women from Macuata and Cakaudrove.

An outline of the program is provided on the table below:

DATES	JEWELLERY MAKING WORKSHOP PROGRAM	LOCATION/ DURATION
1 st workshop 4 th - 15 th February 2013	<p>Developing basic skills and knowledge in making jewellery from coconut.</p> <p>Designing and making patterns</p> <p>Basic knowledge of tools and equipment</p> <p>Human Development</p> <p>Sales and testing the market (Taveuni Market Saturday)</p>	<p>Tutu training Center Taveuni</p> <p>11 days</p>

2nd Workshop 23rd- 28th April 2013	<p>Developing intermediate skills and knowledge in jewellery making.</p> <p>Carving, using the dremel, adding fixtures and decorations</p> <p>Making and modifying tools & equipment</p> <p>Time effective production methods</p> <p>Basic design skills</p> <p>Basic merchandising skills - pricing</p> <p>Human development</p> <p>Sales and testing the market</p>	<p>Tutu training Center Taveuni</p> <p>5 days</p>
---	---	---

3rd Workshop 8th – 13th July 2013	<p>Developing intermediate to advanced skills of jewellery making.</p> <p>Production methods to ensure quality</p> <p>Intermediate design skills</p> <p>Merchandising skills – looking at the market,</p> <p>-making jewelry displays,</p> <p>- labeling and packaging</p> <p>Human development</p> <p>Sales and testing the market business skills</p>	<p>Tutu Training Centre, Taveuni</p> <p>5days</p>
--------------------------------------	---	---

4th workshop	Developing advanced skills in jewellery making.	Tutu Training Centre, Taveuni
7th- 12th October	intermediate – business skills	5days
(dates to be confirmed)	Collaborative design skills	
	Intermediate merchandising skills making product packaging & designing and developing a label	
	Sales and testing the market	
	Human development	

Workshop Participants

PARTICIPANTS	PROVINCE / HERITAGE	BACKGROUND
1 Malla Koloa	Naodamu, Labasa, Macuata Heritage: Tuvaluan	Handicraft producer experienced Member of the LMCC committee
2 Kinisimere Ratu	Nabukadojo, Macuata Heritage: iTaukei	Skilled handicraft producer and instructor
3 Daya Wanti	Boca Bulileka, Labasa, Macuata Heritage: Indo Fijian	Handicraft producer- beginner
4 Nita Reddy	Batanikama, Labasa, Macuata Heritage: Indo Fijian	Handicraft producer- beginner
5 Apete Tuimoala	Vou, Macuata Heritage: iTaukei	Handicraft Producer – 2 years experience coconut handicrafts
6 Salasa Leavi	Vou, Macuata Heritage: iTaukei young man 18 years	Talented drawer / tattoo design Handicraft producer- Beginner
7. Filomena Vakabua	Mua, Taveuni, Cakaudrove Heritage: iTaukei	Works producing virgin coconut oil soap, graphics designer

	young Woman 21 yrs old	Handicraft Producer- beginner
8. Susana Yagoi	Tutu, Taveuni, Cakaudrove Heritage: iTalkei Heritage	Skills Co-ordinator for the Tutu Courses Skilled handicraft producer- attended previous coconut jewellery workshops
9. Lusi Lasaqa	Tutu, Taveuni, Cakaudrove Heritage: iTaukei	Sewing Instructor Skilled handicraft producer attended previous coconut jewellery workshops
10. Sisilia Yalewanire	Tutu, Taveuni, Cakaudrove Heritage: iTalkei	Home Furnishings Instructor Skilled handicraft producer attended previous coconut jewellery workshops
11 Maria Ramasi	Tutu, Taveuni, Cakaudrove Heritage: iTalkei	Traditional & Contemporary crafts instructor Skilled handicraft producer
12 Rusila Naka	Tutu, Taveuni, Cakaudrove Heritage: iTalkei	Experienced handicraft producer- kuta and vou vou
13 Elena Ramsi	Mou, Taveuni, Cakaudrove Young women 21 yrs old Heritage: iTalkei	Experienced handicraft producer Participating in a handicraft income generating project
14. Henry Barrack	Naidi Village Savusavu district Cakaudrove Heritage: iTalkei	Jewellery making- welding
15. Sainimere Raikadroka	Naidi Village, Savusavu, Cakaudrove Heritage: iTalkei	Experienced handicraft producer Runs a small handicraft enterprise
16. Dimere Apolonia	Naidi Village Savusavu district Cakaudrove Heritage: iTalkei	Handicraft producer Runs a small handicraft enterprise

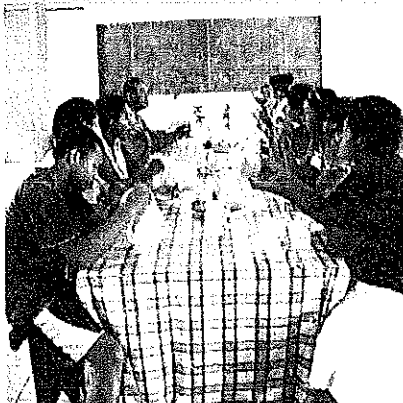
The 1st Workshop – Tutu Training Center

4th - 15th February 2013

A Sevu Servu launched the 1st jewellery making workshop at the Tutu Training Centre in Taveuni on the evening of the 3rd of February 2013.

During the workshop the participants gained;
Basic skills and knowledge - using hand tools and machinery with coconut shell.
Designing and making patterns
Using and making fixtures
Creating a range of jewellery & jewellery boxes
Basic knowledge of how to care for and modify tools and equipment
Personal Development- setting goals, identifying resources and barriers
Sales and testing the market (Taveuni Market Saturday 10 th Feb/ 2013)

Tutu Training Centre is designed to cater for workshop programs and is located in a prime position with beautiful sea views. The participants were well looked after and enjoyed their time at Tutu enormously.





At the conclusion of the first workshop all the participants

- used the tools and equipment accurately and confidently.
- were accustomed to fitting the various fixtures onto the machines, making sanding disks, patterns and jewellery fixtures.
- gained the skills and confidence to produce a wide range of jewellery and accessories from coconut shell
- were enthusiastic to learn more

Serenia Madigibull has worked with Father McVerry developing and conducting Personal Development Workshops for the Tutu Training Center for the past 10 years. Serenia will conduct the Life Skills workshops throughout the entire workshop program. The focus of this core subject is to build self esteem time & life management skills.



The participants keep a diary; in the first workshop they identified

Dreams for the group / community/ self

Barriers – inside and outside your influence

Resources

Krishna Nair, a highly skilled and well regarded, jeweller from Suva conducted the training in the jewellery making activities outlined above. Krishna has comfortably maintained a lucrative handicraft enterprise specialising in a range of high quality coconut and mother of pearl jewellery for the past 40 years. At 70 years of age he possesses a wealth of experience and skills in jewelry making he wishes to pass onto others.

The 2nd Workshop – Tutu Training Center

23rd - 28th of April 2013

A Sevu Servu launched the 2nd jewellery making workshop at the Tutu Training Centre in Taveuni on the evening of the 22nd of April 2013.

Those participating in the Jewellery Making Program arrived at Tutu on the 22nd of April, keen to build on the skills they had gained in the first workshop and to try their hand at creating jewellery from mother of pearl shell. Since the first workshop most had continued to make jewellery using hand tools and by improvising using varnish to create a glossy finish as they didn't have access to sanding and polishing equipment. As a general rule jewellery that is varnished does not have the same professional finish as the jewellery that is polished on the machines, however, the work was none the less well crafted and stylish. Many have begun selling their jewellery to local and tourist markets; for example one participant has begun working with a dress maker to create fashion accessories which has been so far been quite profitable.

During the 2nd Workshop the participants gained skills in;

Carving coconut shell, adding fixtures and decorations

Basic design

Basic merchandising - pricing

Making jewellery from mother of pearl shell

Sanding and polishing

Cutting and shaping

Human development – Evaluation and developing goals

PRICING

All aspects of pricing were covered in the merchandising session conducted during the 2nd workshop. A simple method for pricing was introduced, the participants created a checklist and everyone was then given a book so that could document the pricing of each piece made during the remaining workshops.

EVALUATION

The human development session conducted by Serenia Madigibuli focused on the evaluation of the workshop program:

- How it met with the expectations of the participants
- The skills developed
- The practical assistance these skills have provided.
- Recommendations for future workshops

Each of the participants developed a series of short term practical goals that will assist in achieving greater aspirations in the future.

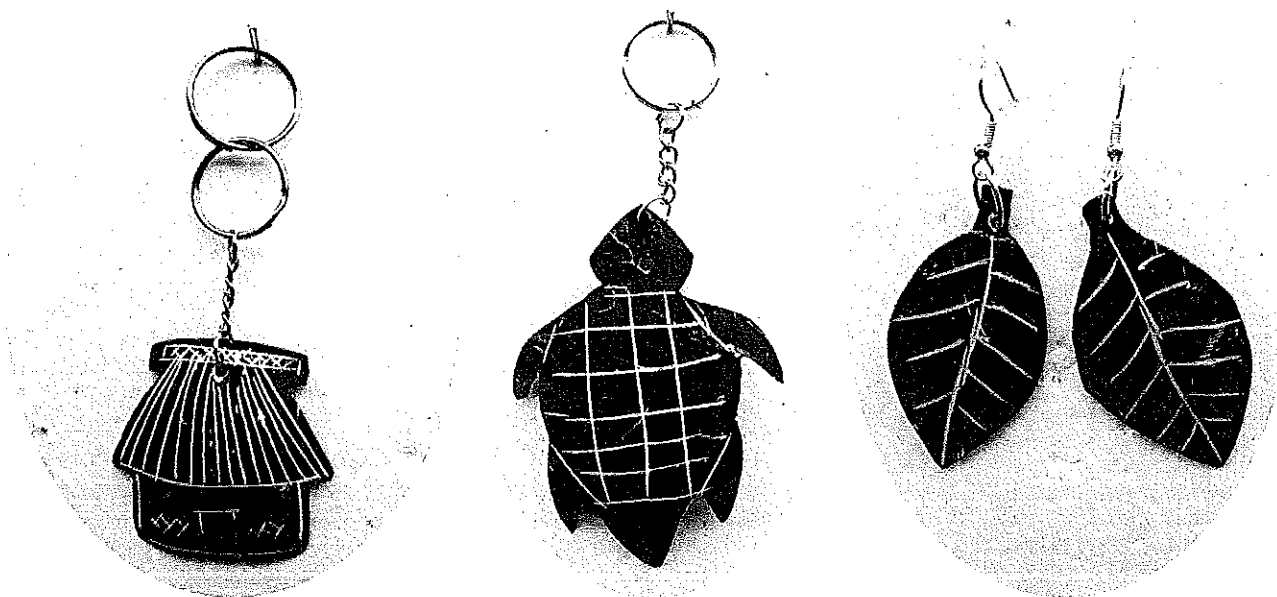


The focus for the first few days of the 2nd workshop was on the development of engraving and carving techniques. Great care was taken and all acquired the basic skills of engraving and carving

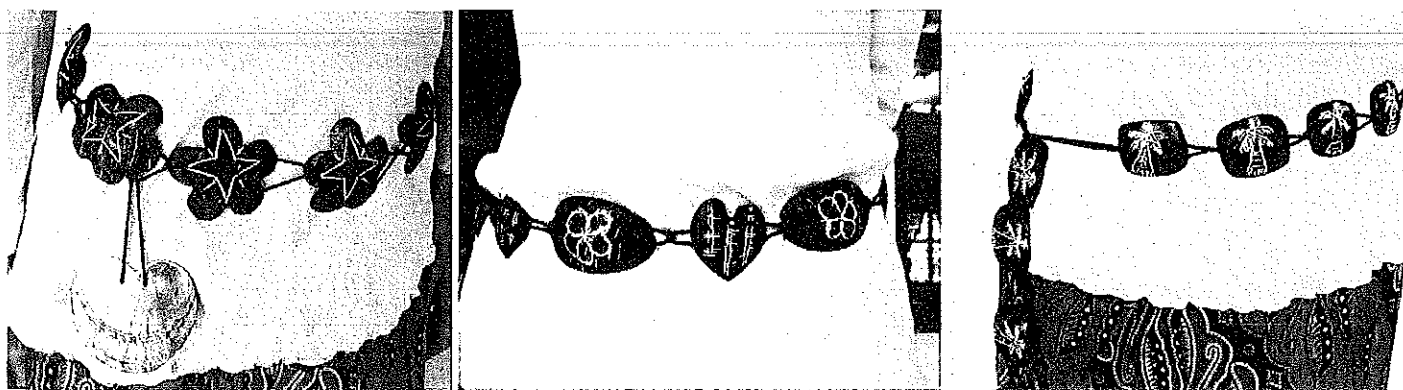


Top to Bottom: Sainimere and Roselea, Daya and Nita, Henry and Alpete developing skills in engraving and carving the coconut shell

Below: engraved coconut jewellery by Dimere, Henry .



The design activities encouraged the development of original ideas and exploring the formal principles of design. One of the activities included designing and creating a key ring for a resort in Vanua Levu. Another was creating a belt that is comfortable, durable, original in design, and appealing as a fashion accessory. Many of the belts created have yet to be assembled because the design relied upon the use of chain and other jewellery fixtures that needed to be ordered from Suva. Some examples of what was made can be seen above and below

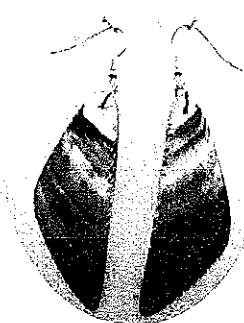
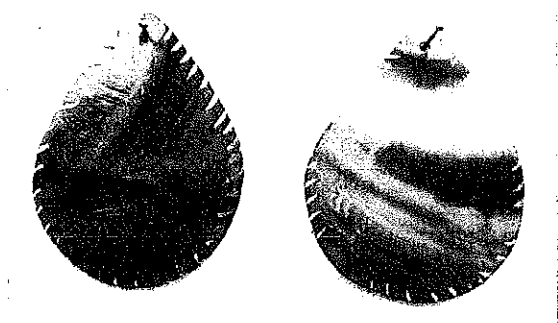
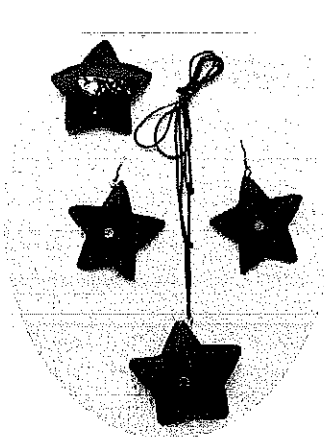
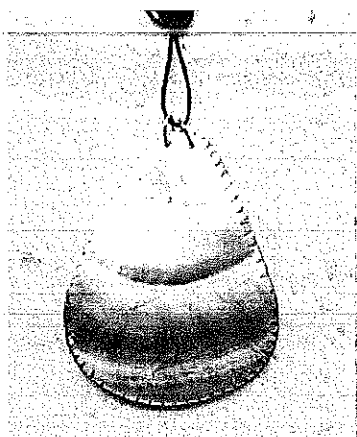


Above: some examples of belts made with coconut shell by Henry Alpete and Dimere

Below left: After learning grinding and polishing techniques the class observes the techniques of cutting mother of pearl shell
Below; Maria applying these techniques shortly afterwards.



The workshops taught professional methods in grinding, polishing and cutting the mother of pearl shell. The shell is donated by a local Taveuni /Savusavu pearl farm . The Quality of the shell provides a wide array of interesting tones, colours and features. The photographs below provide an illustration of the work produced during the 2nd workshop.



Above: some examples of jewellery made with mother of pearl by Dimere, Sailasa and Ruslia

SUMMARY OF THE OUTCOMES

The workshops ran smoothly, any technical difficulties were quickly sorted and virtually all was taken care of at Tutu. The level of skills that were developed during the workshops has been impressive so too has the level of commitment which has been high.

The first Young Women's Jewellery Making Workshop, which is run in conjunction with the Jewellery making Program, began on the 5th of March, ran for 5 weeks. The workshop was a great success- the young women thoroughly enjoyed the workshop and produced a very high standard of work. The trainers felt confident about facilitating the workshop and were very pleased with the outcomes and the level of dedication that the young women displayed. The second workshop in the program is currently underway – the young women will be learning how to engrave the coconut shell and how to cut polish and make jewellery from mother of pearl shell.

The Jewellery Making Program already shows enormous potential but it is a pilot program that requires more funding to reach its potential. Resources need to be invested in the program, thus the Fiji Arts Council has sought additional funding and worked to strengthen working relations between the organizations involved.

Future developments

The objectives of the workshop program are to build the capacity of the participants so that they are better equipped to sustain lucrative handicraft enterprises. It is advantageous for the participants to continue developing their skills outside of the formal workshop environment and to test the market potential in order to gain the most from the workshop program.

To assist in meeting these objectives the Fiji Arts Council applied for and received funding from the Department of National Heritage Culture and Arts to set up small 'Outreach Workshops'. The workshops will be comprised of three fully equipped workshop spaces established in Taveuni, Savusavu and Labasa; each fitted with buffing and sanding machines, bench space, and sandpaper with Jewellery fixtures and cutting blades sold from these workshops at cost price.

The rationale is to provide participants with access to sanding and polishing machines so they can complete their handicraft projects professionally and continue developing their skills independently- to maintain a continuum that enables the development of a wide range of skills within the time frame.

The grant covers the basic costs for tools and equipment while the workshop spaces will be provided by Tutu Training Center, the Caukendrove Provincial Council and Commissioner, Northern Division, Labasa. The equipment will be ordered from Australia during the next 2 weeks and it is envisaged that the workshops will be set up before mid June.

ADDITIONAL FUNDING

The New Zealand High commission HoMF grant has financed the major components of the workshop program to date. Travel expenses consume a high proportion of the budget, to accommodate for the overall cost of the program an application to assist with funding of travel and transport expenses for the program was submitted to PIPSO and approved on the 21st of April. This is a small grant but it will help with meeting costs.

ADDITIONAL SUPPORT

The Jewellery Making Program has begun thanks to funds made available through the New Zealand High Commission. In gaining momentum it has received support from the following organizations and government departments;

Northern Development Programme (NDP) - National Centre For Small Microfinance Enterprises Development Office, Labasa, Macuata.	Will conduct workshops on how to develop a business plan and will also assist individual participants with obtaining a small business grant to develop their handicraft enterprise
The Commissioner Northern	Will assist with the provision of facilities in Labasa
The Ministry of Youth and Sports	Will assist with the provision of workshop facilities in Savusavu for design development
The Caukendrove Provincial Council	Will assist with the provision of facilities for the outreach workshop in Savusavu
Labasa Multi Ethnic Cultural Centre	Will continue to assist with the provision of, databases, human resources through the services of the Administrator who has played an important role in coordinating the jewellery making workshops.
Tutu Training Centre Taveuni	<p>The Tutu Training Centre is widely regarded for the positive impacts their grassroots workshop programs have had on the local economy and culture. The Center will be will be engaged in the ongoing development of the model for the workshop program.</p> <p>The Center will also host the Jewelry Making Program (JMP) throughout 2013. The JMP will be the first workshop program, launched on the 4th of February 2013.</p>
PIPSO	Will provide funds to assist with covering transport costs
The Department of National Heritage Culture and Arts (DNHCA)	Will provide funds to set up the 'Outreach Workshops' so the participants can continue to develop their skills

RECOMMENDATIONS:

The main recommendations generated out of this report are to seek the funds to:

- Continue to develop and conduct the 3rd and 4th workshops
- Acquire Dremel Rotary Tools for future workshops – these tools accommodate a wide range of technical jewellery making processes, are robust, adaptable, easy to use and get fast professional results
- Acquire a wet grinder for the mother of pearl to eliminate air born dust.
- Conduct an additional workshop that focuses specifically on design, labeling, packaging and display

SPECIAL THANKS:

The Fiji Arts Council wishes to convey special thanks to the New Zealand High Commission for funding the Jewellery Making Workshops.