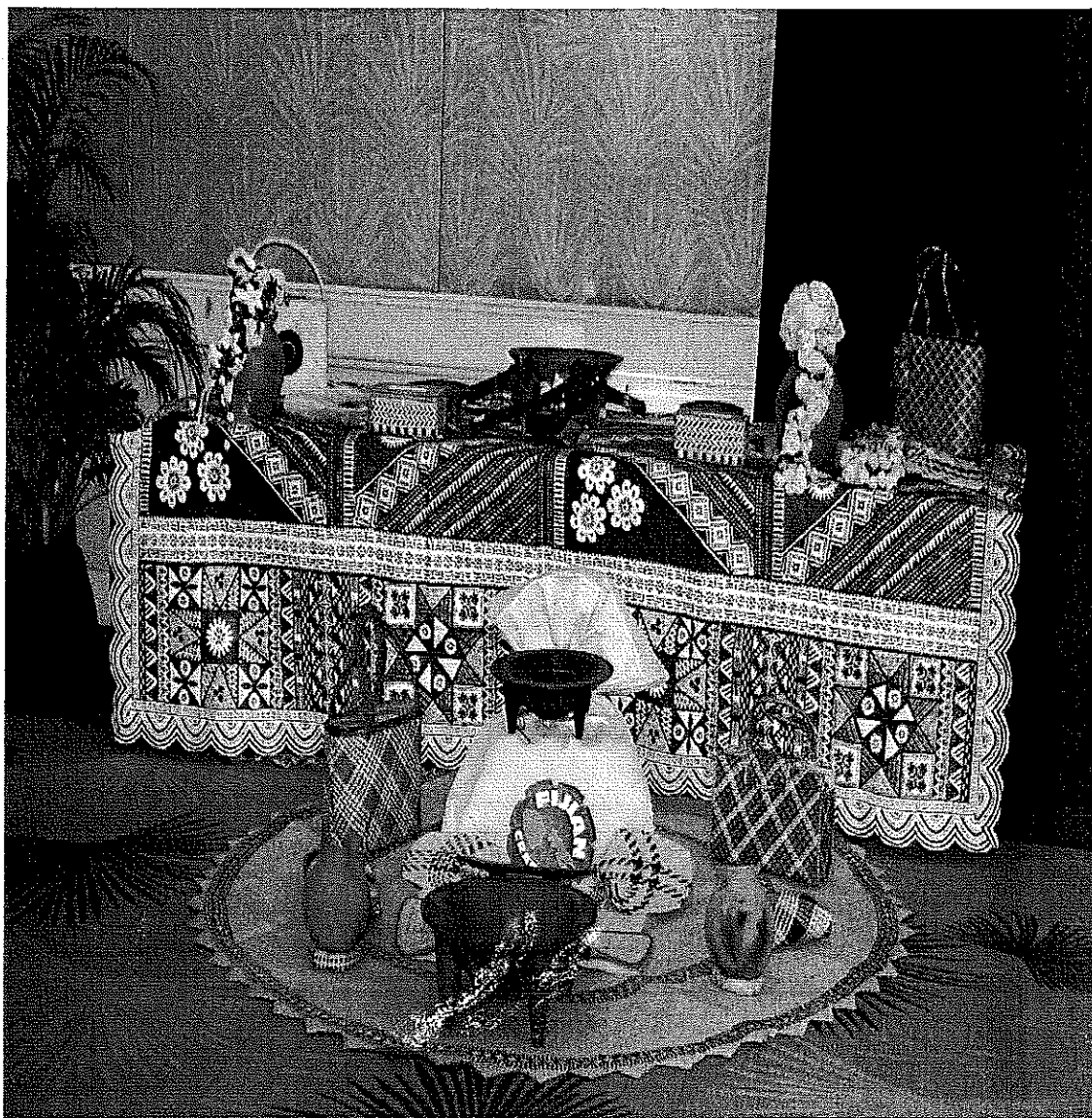


ASSESSMENT OF FIJIAN CRAFTED BRAND REPORT



Niqa Tuvuki
Craft Development Officer

16th March, 2015

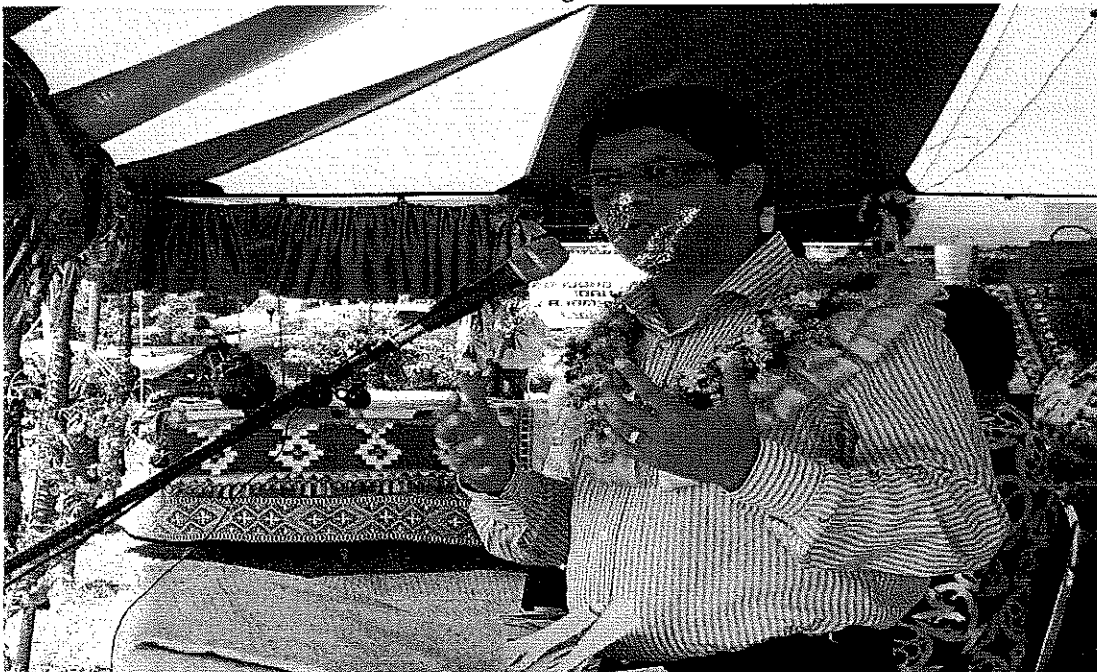
IMPACT ASSESSMENT OF FIJIAN CRAFTED BRAND

1.0 INTRODUCTION

The Fiji Craft Society consists of men, women and youths whether they are Itaukei or from different ethnic groups residing in Fiji. Craft Practitioners are renowned on the outstanding work that they portray in the various craft work, whether it's traditional or contemporary that they specialize in and showcases their great talents and creativity in weaving, masi designing, pottery making, woodcarving, jewellery making and textiles designing's and sewing

The artistic skills of practitioners who use their hands to create items of beauty – masi, mats, wood carvings, pottery, paintings, to name a few, all of which are genuine expressions of Fijian culture and achievement.

Some of them are highly regarded professional and Senior Crafts Practitioners with many years of experiences in their own specialties. They are long serving members of the Fiji Craft Society (FCS) and have been presented with numerous Awards by the Fiji Arts Council for outstanding contributions towards the development of Traditional and Contemporary Art in Fiji and fully committed to the idea that art and craft is our Cultural Resources and of the highest value.



The then Acting Prime Minister and Attorney-General Aiyaz Sayed as Chief Guest in the Western Craft Fair in Nadi, Nov. 2012 highlights the significance of Fijian Crafted initiatives that will empower the grass-roots

For a number of years, the contributions of the grassroots and communities who were skilled and knowledgeable in such specialities had gone unacknowledged and unaccounted for. They were not recognized and mostly marginalized. It was like a

dream come true to Craft practitioners as the Bainimarama Government in establishing the ***Fijian Crafted Campaign*** in 2012 aiming to strengthen and assist this growing creative and cultural industry to contribute fully to our economic development, and most of all to bring our people together to better understand the significant contribution to our economy of the handicraft sector, and crafters

2.0 A MAJOR MILESTONE ACHIEVED

A major mile stone was achieved on the 21st of June, 2013 in Nadi, when the Attorney General and Minister for Industry and Trade then, Hon. Mr. Aiyaz Saiyed Khaiyum launched the **Fijian Crafted** brand and awarded the first licenses to 17 local crafters at the same time highlighting to them his words of encouragement that: *"The brand represents authentic Fijian crafts, made by Fijian crafters with Fijian materials. The brand safeguards and protects our crafts from misappropriation not only by outsiders but also by our own people."*

Furthermore, during the launch of the brand, the Minister for Industry and Trade also unveiled a video promoting our local crafters and obtained commitment from newly re-branded Fiji Airways to play this video on all inbound flights.



The first seventeen (17) Recipients for Fijian Crafted Licenses poses with the then Acting Prime Minister and Attorney-General Aiyaz Sayed- and Permanent Secretary for Ministry of Industry & Trade Mr. Shaheen Ali on 13th June, 2013

A great change had come about for them to be recognized in the limelight of Fiji's Economy, which local craftspeople saw as being a challenge to all of them, as markets had begun to open up and especially collaborating with large retailers such as Tapoos, Motibhais, Jacks Handicrafts and Prouds, not to mention the local hotels and major Tourism Stakeholders outlets to order their hand-made crafts. It was a form of empowerment, from the grassroots as not being recognized to the avenue of providing them reliable markets and steady income generation

3.0 PARTNERSHIP WITH THE FIJI ARTS COUNCIL

The success of the Fijian Crafted brand is dependent on the support from all stakeholders, especially from the private sector and the Fijian public at large. As being a significant body supporting and advocating the value of an often overlooked and undervalued section of our cultural sector, cannot really work in isolation, it needs the strongest arms of financial support by Government, technical and human resources to achieve the best in the overall development of our Craft Industries in Fiji

The Fiji Crafts Society under the leadership of the Fiji Arts Council has been ever grateful as now tasked by government and being given the recognition and acknowledgement for being one of the pioneers to partner with the Ministry of Industry and Trade to promote, preserve and develop our handicrafts sector as well as to complement the Fijian Made and Buy Fijian campaign through Craft Exhibitions held in the major divisions as ongoing events organized by the Fiji Arts Council. In addition to this the Fiji Arts Council given the major role for facilitation of recommending and nominating those eligible to be awarded the ***Fijian Crafted Licenses*** by the *Compliance Committee* based on Criteria's to showcase quality, distinctiveness and authenticity of Fijian Crafted products.

The variety and style of work identified by the Fiji Arts Council since the establishment of the Fijian Crafted Campaign in the past two year, replicates the development of expertise that Fijian Handicraft can now be sorted in a more professional and world class market to showcase the authenticity of these local products.

The Fiji Arts Council has become the contact point of overseas Missions orders through the Ministry of Foreign Affairs and also acting as a quality control institution that creates an outlet for Marketing of Fiji's authentic artefacts abroad under the consistent supply arrangements through our overseas missions. This is an opportunity of using our Mission Offices Abroad as a selling point of Fiji's authentic crafts and artefacts which also strengthens our bilateral relations through cultural cooperation with other countries

We tend to ask questions as to why be a crafted object more significant than an industrially manufactured item, however excellent or desirable?



Fiji's Booth at the California Gift Show, Los Angeles, showcasing to the World some of Fiji's Authentic Handicrafts in January, 2015- a joint partnership with Fiji Trade Commission LA

Because more than anything else, it represents the artistic skills of ordinary Fijians – the men and women who use their hands to create items of beauty – masi, mats, wood carvings, pottery, paintings and all those things that come under the craft banner and are genuine expressions of Fijian culture and achievement

These ordinary individuals often display extraordinary talent yet one wonders how valued their work has really been in the eyes of their fellow citizens.

This has been a great challenge as the ***Fijian Crafted campaign*** like other campaigns that the Government of the day has been involved in, is a consistent pro- growth policy initiative for the grassroots men and women to create a very robust economy from within

4.0 OBJECTIVES

The Fijian Crafted License have profited the Craft Practitioners through the following objectives-:

- Raising the profile of established to emerging artists who are members of the Fiji Craft Society under the umbrella of the Fiji Arts Council
- Showcasing their talents and skills, getting recognition, participating in the market place and making greater contributions in the preservation of their

cultures and traditions



Showcasing the Fijian Crafted products at Natadola Hotel during the Professional Golf Association meet in August 13th, 2014

- Empowering craft practitioner through the promotion of their talents worldwide, but also giving them the confidence to sustain their different ability to have access to prosperity.
- Promoting and sustaining Fijian handicrafts to the highest level of proficiency and originality
- Developing and strengthening cooperation among men and women craft artisans all throughout Fiji
- Identified expertise from the various provinces of Fiji that recognizes the originality of different types of traditional craft forms that they are renowned of.
- Encouraging the use of Traditional local material
- Aiming to attract local, national and international audience



Showcasing our Fijian Crafted products during the Pacific Islands Development Forum at Sheraton Fiji, Nadi on 18th June, 2014

5.0 SIGNIFICANCE OF THE CAMPAIGN

Fijian Crafted Brand is now acting as an authentic label which signifies the “real thing”, signifies authenticity, quality Crafts that people can buy and value which is part of our cultures and traditions and hoping to be sustained and consistent to create a very resilient economy from within.

- The Fijian Crafted Brand represents authentic Fijian Crafts, made by Fijian Crafters with Fijian Materials. It is a determined Campaign to establish our crafters as a by – word for quality and authenticity and is something that all Fijians can be proud about.
- The certification allows a member of the Fiji Craft Society to promote authentic Fijian Made Products and giving them an opportunity to empower craft practitioners showcase their skills at National, Regional and the International markets
- Fijian Crafted is a brand that identifies and benchmarks Fijian quality, standards and promotes skilled craftsmanship
- Fijian Crafted logo provides the platform for our crafters to be mainstreamed into, and share in Fiji’s economic growth.

- The logo differentiates our authentic Fijian crafts, made by Fijian crafters with Fijian local materials and contemporary pieces from handicraft made in other countries.



Second issue of Fijian Crafted Licenses in Nadi in November, 2013 by the then Hon. Acting Prime Minister and Minister for Industry & Trade, Mr. Saiyad Khaiyum

6.0 POSITIVE IMPACTS FOR FIJIAN CRAFTED BRANDS:

The 2013- 2014 yearly Craft Exhibition Events have been challenging to the Fiji Craft Society under the Fiji Arts Council as organizers, as we are already witnessing the positive impact the ***Fijian Crafted Brand*** that has improved the quality of craftsmanship amongst the participants. The increase numbers of applicants applying for their Licenses, have been overwhelming

FAC has now recorded a **total of 94 License Holders to date**. This number will continue to increase as more men and women are now coming forward to register their membership of the Fiji Craft Society. The Table below highlights the breakdowns of memberships and License Holders to date.

FIJI CRAFT SOCIETY REGISTRATIONS

			TOTAL
Group Registration			31
Single Registration	170 females	38 males	208

FIJIAN CRAFTED LICENSE HOLDERS

WOMEN	MEN	GROUP	TOTAL LICENSE
67	26	1 (Jafau Wood Carvers)	94

More craft practitioners are now conscious of the significance of the ***Fijian Crafted Brand*** as they have witnessed buyers disagreeing with products that are not labelled with Fijian Crafted Stickers

Craft Practitioners themselves have stated their greatest appreciations on the Governments initiatives which has made -:

- Great promotions to large retailers such as Tapoos, Motibhais, Prouds, Jacks Handicrafts. Apart from these large retailers practitioners have identified more market outlets such as Hotels , private companies, major stakeholders and personal orders (*these will be more explained in their personal interviews*)
- Fiji Embassies have ordered Fijian Artefacts to be showcased in their overseas Missions, this includes High Commission in Wellington, Fiji Embassy, Washington, Fiji Embassy Jakarta , Indonesia, Fiji African Embassy and Fiji Embassy New Delhi, India



Fiji Arts Council had facilitated two craft orders for Fiji High Commission in Wellington in 2014 through the Ministry of Foreign Affair

- The Fijian Crafted Logo has empowered the grassroots, in providing them with an avenue for income generation compared to the past years as they struggled to look for steady markets and the competitions faced with foreign products imported into the country.
- It has made a huge difference by making them more recognized as makers of local products using our own sourced materials that Fiji is renowned of.
- Tourist Markets and Public at large have now perceived the significance of choosing only genuine Fijian made artefacts, whether for their home decoration, gifting someone or taken abroad as souvenirs
- Some practitioners have branched out to new ventures to expand their markets, operating from their homes to main Craft markets or to business outlets.
- Most Craft practitioners has had craft business as their main source of income and has brought about high hopes for their everyday lives to meet their *vanua* and church obligations. From their income, their children have further their education at tertiary level
- their sales have been much better with the launch of the Fijian Made and Buy Fijian Campaign because more tourists are now attracted to

their home made products as they incline to look for Fijian Crafted Stickers before they buy products



Fijian and Rotuman basket collections for Fiji High Commission Wellington Orders

7.0 PERSONAL INTERVIEWS WITH SOME LICENSE HOLDERS :

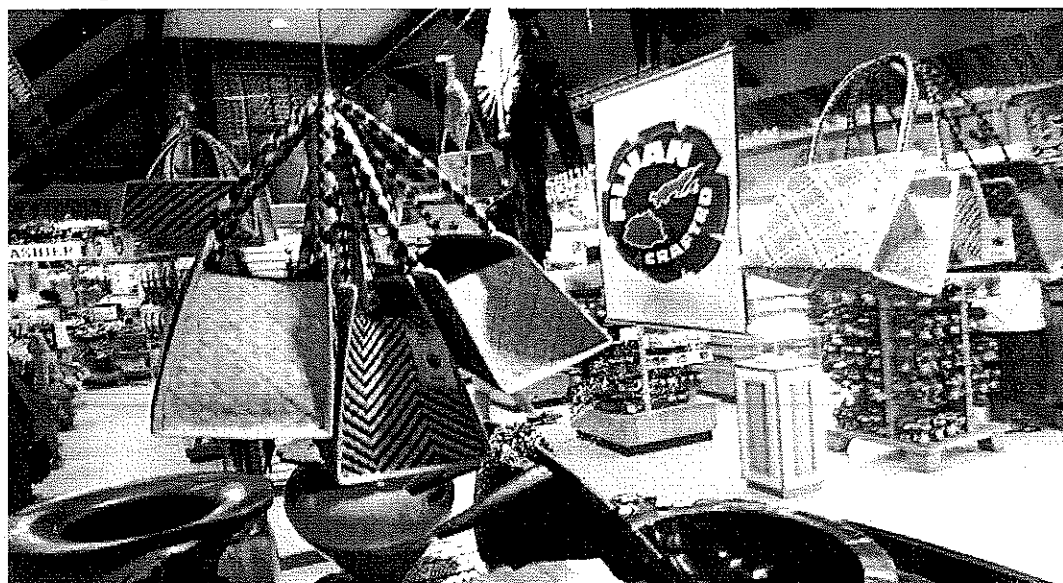
Personal interviews were conducted to gauge on how the Fijian Crafted Licenses has benefitted their everyday living and the impacts that had experienced since they have become recipients.

- Craft Practitioners themselves have stated their greatest appreciations on the Governments initiatives which has brought about high hopes for their everyday lives, their sales have been much better with the launch of the Fijian Made and Buy Fijian Campaign and that more tourists are now attracted to their home made products.
- The Fijian Crafted Logo has empowered them especially the grassroots, in providing them with an avenue for income generation compared to the past years as they struggled to look for steady markets and the competitions faced with foreign products imported into the country.
- It has made a huge difference by making them more recognized as makers of local products using our own sourced materials that Fiji is renowned of. Tourist Markets and Public at large have now perceived the significance of choosing only genuine Fijian made artefacts, whether for their home decoration, gifting someone or taken abroad as souvenirs

Ms. Neomai Vakarau: (Basket Weaver)

Neomai Vakarau has been in Craft business for almost 20 years. She had begun her business from their home with her late mother Finau Mara before they branched out to the Curio Handicraft in Suva where she now operates daily .Neomai highlights the main changes in the last two years ever since she was licensed in 2013.

- Apart from her everyday sales of handicraft in her Curio Stall with a steady income of not less than \$ 100. 00 per week,
- She has now established a steady market with Jacks Handicraft in Suva and other outlets in Nadi. She has two deliveries of all sizes of baskets from the smallest to the largest size totalling \$ 800 every month.
- This is now her steady market for the last 2 years to date. She now works with her younger sister and one of her sister in law with few other women working from home to assist her to meet her deliveries every month.



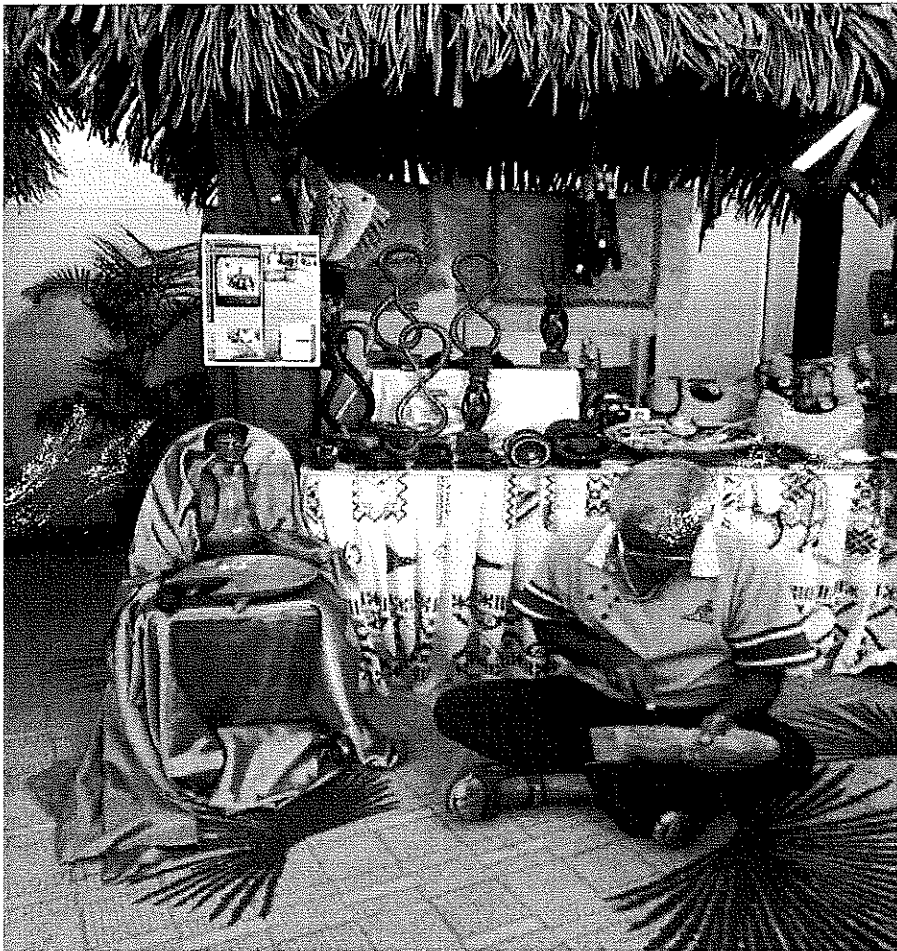
Some of Neomai's basket in Jacks Handicraft Main Shop in Nadi

- Apart from her everyday orders she also meets upcoming orders from other Government Ministries requiring her services as she is one of the best weaver in making voivoi meeting satchels.
- "It is a family team work", she states, keeping their relationship intact as a family and at the same time they learn and share their knowledge amongst their family members. Younger members of her family have now been taught the knowledge of weaving and most of all she is confident that the

knowledge and skills of weaving that was taught by her late mother will be passed on to the next generation.

- Her younger sister Laisani Cobo and her sister in law, Duri Taucilagi have also received their Fijian Crafted License in late November, 2014. Laisani Cobo has begun to be instrumental in up skilling craft workshop organized by the Department of Heritage and Arts. She was one of the three resource people teaching women in basket weaving in the village of Urata in Savusavu from 9th- 13th February, 2015.
- Meeting her families obligations in the vanua, church and her daily needs to assist his husband and towards educating her children, she is proud to mention that this is all possible in her craft business

Mr. Paula Liga (Wood Carver)



Paula Liga demonstrates his skills at Sheraton Fiji during the 2014 Fijian Tourism Expo in Nadi at the same time selling his Art works to the Tourists. In the three days he managed to earn \$700.00

Paula Liga has been carving since his youth days as taught by his late father who was also a carver by profession. He moved to Suva from his home Island Fulaga in 1966 to continue his education before he focused on his traditional skills to carve for a living.

He proudly states that, *"I never regreted the wealth of knowledge passed down by my late father who was my inspiration ever since to date "* In 1994 he was engaged with the Oceania Centre as a part time tutor in contemporary carving which he also practise to date . He says that the more creative ideas that he in cooperates with his traditional skills, the more people he says, are interested in his work because of the new products that he carves which is of his own creations. He also teaches his son who has been successful in most works he is required to do.

Some of the large works that has brought about great impacts in his family were as follows

- He has been successful in all his deliberations with his ongoing clients and more recognition has come about in the last two years, since he was licensed. He was required by Suva City Council last year to carve the very large Art Work at the Fore front of Laucala Beach Front. A work that he was paid for \$ 7,000 .00 which assisted the family to extend his home.
- He has established relationship with the Performing Rights Association, Music Awards to carve the twenty – two (22) pieces as prizes, every year since 2013, 2014 and again will be for this years Award. Each piece he charges for \$ 50.00.
- His main markets now are orders placed to him by Curio Handicraft, Reserve Bank, USP Book Shop, Denarau, Mocambo, Naviti Resort Hotels where he receives payments of \$ 300- \$ 400.00 monthly depending on the number of pieces he is required to do.
- Paula has been nominated to represent Fiji three times to attend the Yearly International Wood Culture Association overseas, he is now in Italy and returns to Fiji on 28th March on the same nomination. He represented Fiji in the 5th Melanesian Festival held in Papua New Guinea in 2014
- Apart from these commitments, he is never free from orders placed to him by people around him which keeps him busy every day.
- His son Setareki Laveti who is also a licensed woodcarver shares his burden whenever there is large orders to meet

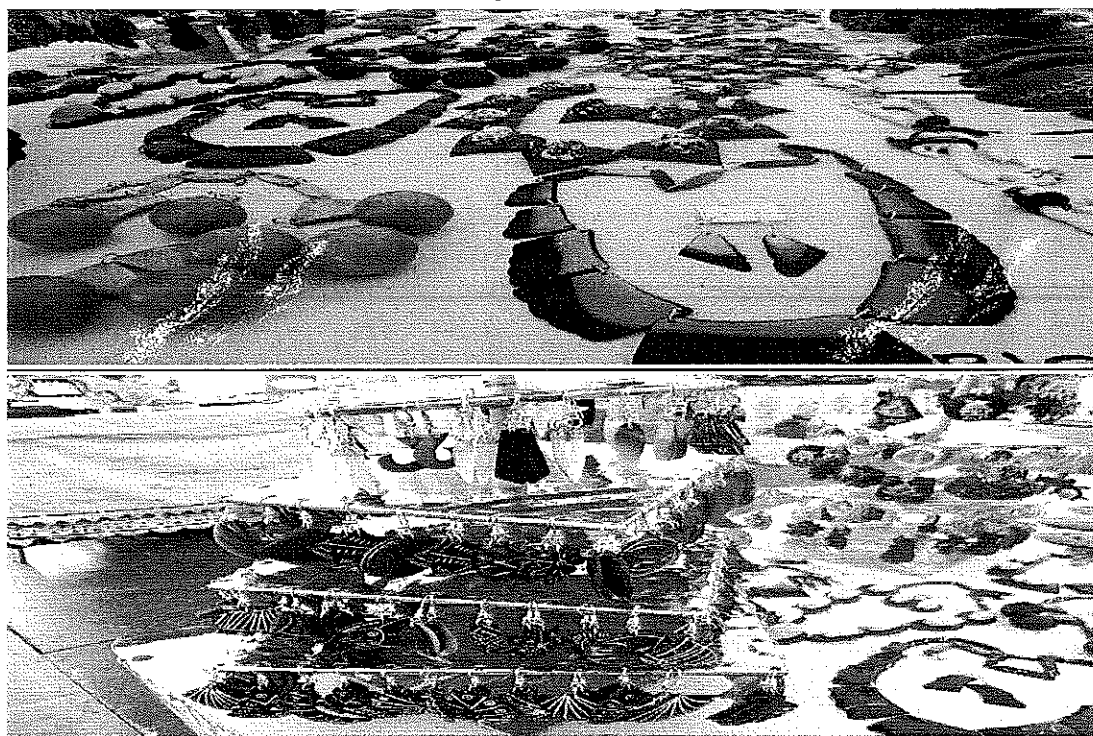
Paula still works with his long time tools but he considers that using larger modern machines will ease his work and hoping that he will get there one day.

Paras Ram Nair -(Jewellery Maker)

Krishna Nair, the name that most of his clients identify him, began his creative work in 1954. He learnt from his teacher David Harry Prasad who taught how to use machines and how to carve and make patterns from coconut and local shells as his materials to work on. He joined the Fiji Arts Council in 1984 and for the past 40 years, he has never worked anywhere else but just focused in his jewellery making that had supported his everyday living to date

"I never regretted to look back because I know that there is a great demand in my products and having that satisfaction, meets my daily financial needs." Having being given my Fijian Crafted License has made me more recognized in my everyday works and with the huge orders placed from the large retailers that has been introduced through this campaign is very challenging"

Krishna has established his permanent markets from the very large Retailers such as Jacks Fiji, Motibhais in the last two years but has now branched out to the Fiji Museum and Pacific Harbour Art Village as two additional constant markets



A display of Krishna's various specialities made from local sea-shells, coconut shells, seeds, cow bones and oyster pearl shells

With Jacks Fiji he receives a monthly earnings of \$ 400.00, Motibhais \$500.00, Art Village \$ 600.00 for every two months and from Fiji Museum \$300.00 every three

months. These are four of his reliable outlets that he works on daily which he mentions that he does not run around anymore as he had done in the past.

- With the huge orders he receives, his family is also committed, his sons and grandchildren are always be there to assist in meeting his deadlines.
- Krishna proudly states that he is indeed grateful that his work has been mostly recognized in large retailers which is an opportunity for him to promote his work especially to the Tourists and local buyers.
- He has been often nominated by the Fiji Arts Council to teach his Jewellery skills to various community workshops around the country, province of Ba for a few times which is ongoing, Savusavu and Taveuni
- His jewellery ranges from earrings, pendants, neck wares, different shapes and sizes using local seeds, coconut shells, local pearls, and sometimes uses animal bones to make his designs attractive and original.

Mrs. Seniloli Sovea (Magimagi Crafts)

A highly regarded professional, senior Crafts Practitioner with more than 40 years of experience in jewellery making and textiles.

Seniloli Sovea is well known by Craft lovers of Fiji as being specialized in making Magimagi decorated crafts in cooperated with local pearl shells, seeds, masi and vau, woven into neck wares, wall hangings, decorative mirrors, belts, earrings and other decorative ornaments

Seniloli had once served her Suva customers when she had a stall in the Flea Market for almost 15 years where she branched out from her home in the early 90s. Being a single mother to support her five children was a challenge to her in life, as this was her only income generating avenue after the passing away of her late husband. The Children had their education up to tertiary level and now have their own families, but Seniloli has kept on with her craft works of which she is widely known of in the

She has now built her own house in her home village in Viseisei, in Nadi through her earnings, where she now serves her daily customers as a craft practitioner. She is a daily producer for Tadra Flowers in Nadi of which she proudly states of the huge orders she usually has during the Christmas seasons. She highlighted that she earned more than \$1.000 dollars in the last season.

Tourist industries and the local markets.



Seniloli displays and sells her pieces at Sheraton Fiji, during the Fiji Tourism Expo in Nadi

Her constant markets are the Fiji Airways Tabua Lounge in Nadi where she showcases her specialities and earns about \$200- \$300 monthly ever since she received her Fijian Crafted License. This a monthly job that she is required to do which she says, an opportunity that she promotes her work to everyday travellers.

Apart from this, she also has her constant supplies to Vomo Island, First Landing, Tokariki Resort, Sheraton and going as far as Laucala Island in Taveuni.

On the day of her interview (17/3/2015) she highlighted that she was making an order of sixty (60) pieces of shell Art works for Vomo Island in Lautoka at a price of \$ 15.00 each, an order that she earned (\$900.00) nine hundred dollars.

Mrs. Seniloli is a pioneer to her creative talents in her own specialities and have been instrumental in most local workshops organized by Fiji Arts Council of which she has shared her skills to many women both young and old. As a well-known heritage Artist by profession, she has represented Fiji in most Pacific Festivals, Regional meetings and events, to showcase her talents and had also won numerous awards in yearly National Craft events.

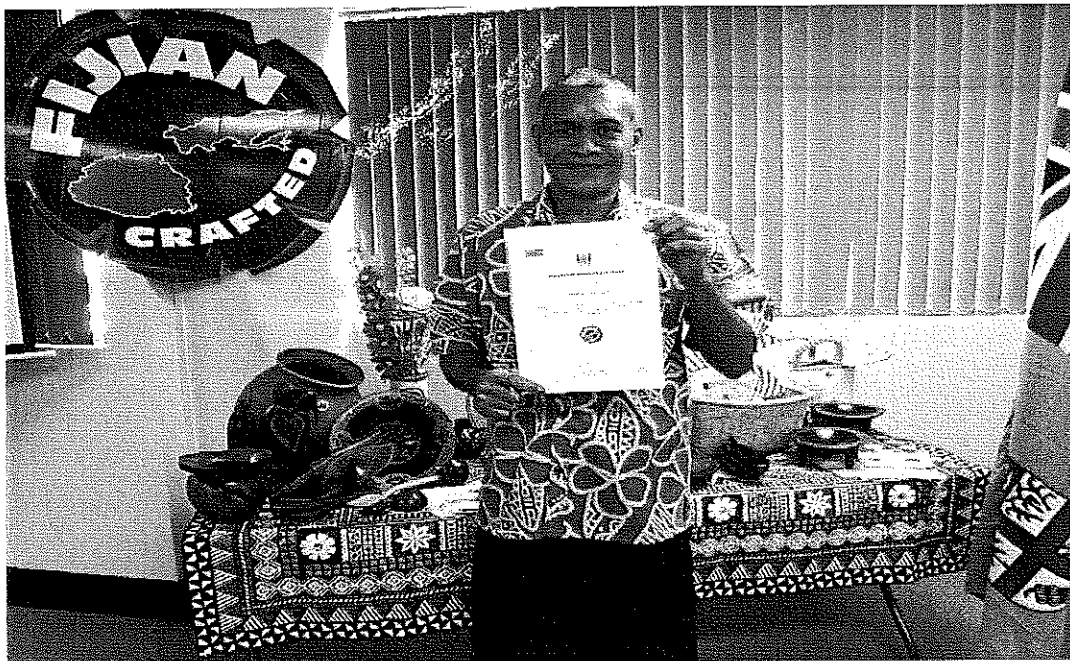
To top it all, through her hard work and commitment to Craftsmanship, with her latest Regional Award, she was the Pacific Nominee to receive the **Golden Champion in 2013** which was awarded by the First Lady of Fiji, Adi Koila Nailatikau through the Community Development Championship organized by the South Pacific Community for Pacific Women.



Mrs. Seniloli Salata Sovea proudly shows off her Awards during the National Women's Day in Nadi on October 16th 2013.

Mr. Isaac Tivaknoa (Framed Artwork)

Isaac Tivaknoa trades as *Framera Art Works* of which specializes in framing his Artworks by decorating them with Magimagi in- cooperated with local Artefacts that he buys from local woodcarvers. He started his small business in a makeshift workshop by his home eleven years ago. The great impacts he has now witnessed after his becoming a Licensed Craft Practitioners, he mentions as very rewarding.



Isaac Tivaknoa proudly shows his Fijian Crafted License after the Award in March 2011

He happily states the followings:

- He managed to purchase a Router Machine for \$1,000.00 in November 2014 to upgrade the face of his artworks
- He has begun to extend his workshop to give him more spaces for storage purposes and this is ongoing depending on his sales
- He has now engaged a worker to assist in his ongoing huge orders
- His constant orders are placed from Jacks of Fiji and Tapoos at a rate of 20-30 pieces a week which he earns about more than \$1000.00 before buying his Yaka and Dakua Timber from Southern Forests in Navua as material supplies. In addition to these, he also supplies Rav's Souvenirs with 10 pieces a week
- His beginning to save for the cost of two machines (A *Lathe machine* which is \$400.00 and Router Machine for \$500.00) which he is intending to purchase in the next few months for smoothening his artworks and adding on to his latest equipment's.
- Isaac highlights his passion in his work in envisaging a bright future through the great support from the Government in establishing the Fijian Crafted Campaign which has promoted his work locally and internationally.
- *"I am also honoured to say that I am always be proud to see my work that has travelled the world and especially in witnessing that most pieces are presented to Government Visiting Dignitaries as gifts. "This is an opportunity that promotes my work world wide"*

SANITA VU (MASI MAKER)

Sanita Vu hails from the village of Korotolu in the Island of Moce in the Lau Group. The village of Korotolu is widely renowned in the Lau Group as one of the villages of whom women are talented in the skills of masi making. Sanita, in the family of four sisters were taught on masi making skills from their young ages by their grandmothers and later encouraged by their late mother who had built up their skills to become professional artists.

She joined the Fiji Arts Council in 2001, when she also begun to win Awards in the National Competitions organized by the Fiji Arts Council. Sanita was once offered a Part Time Lecturer post attached to the School of Art, Culture & Design, a program

that was offered at the Fiji Institute of Technology in the early 2000. She took up the post for 2 two years where she taught the skills of masi making to future aspiring Art students then.



Sanita Vu receives 1st prize in Masi wedding attires in the Western Craft Exhibition 2014

Sanita Vu looks back to the many years of experiences of which she had the opportunity to promote her work at the community, national and international levels as she has taught her skills in the many Community workshops organized by the Fiji Arts Council. Apart from these roles, she had also represented Fiji in past Festival of Pacific Arts and the 5th Melanesian Festival held in Papua New Guinea 2014 .

She has won herself mainly in first and second prizes in the masi categories in various National competitions and her outstanding works has gained her professionalism in her traditional Art work.

Sanita has now become a very well-known and competent masi maker and also has a very good business sense in assessing what the market needs. She now owns a stall in the Curio Handicraft in Suva and has branched out and extended her masi making skills to baskets, purses, table mats, clutch bags, book marks all made out of masi.

With her Fijian Crafted License, she proudly highlights the great impacts to her craft business." *It was very hard to look for markets in the past, a lot of competition with other stall holders in the market selling foreign products. Since the Fijian Crafted License was established and have been now one of the recipients, a great change has come about, I have noticed that most buyers are now focused on Fijian Crafted Stickers and buying those products. This is really encouraging to see as buyers are now noticing the difference of genuine Fijian crafted products from foreign products".*

Sanita Vu pleasing admits that she has now established very good relationship with Jacks of Fiji in Suva and receives very huge orders from Jacks of Fiji. I have

established my market in mid-November 2014 of which my first delivery was on 14th November amounting to \$1,900.00. This order consisted small to large pieces of masi and masi purses of various sizes.

She is constantly making her orders every month to Jacks and with the large numbers required of her, she is assisted by her husband and her daughters to meet the monthly supplies.

I managed to look at some of her purchase orders placed from Jacks and noted the followings –

14/11/2014	-	200 various masi pieces worth	=	\$ 900.00
14/11/14	-	150clutch purses 3 sizes	=	\$1100.00
2/12/14	-	24 various size masi and 26 clutch purses=		\$531.00
6/2/2015	-	67 clutch purses various sizes	=	\$442.00
26/2/2015	-	72 Tapa purse various sizes48 clutch purse		
	-	16 Tapa Baskets	=	\$744.00
27/2/15	-	45 small masi purses	=	\$346.00.

With the results given, she states, *"I have been in Craft Business for many years with the assistance and support of my husband. We have never had any form of employment but it was just craft business that has met all family obligations, having our children's education as well as vanua and church responsibilities "from the past to date.*

Her husband supports her to manage their stall at the Curio market while she is assisted by her daughters when she has huge orders. They also managers a small masi plantation around their home as this supplements masi raw material supplies which she gets from Rakiraki or from her home Island Moce.



Kasanita Vu awaits for Tapoos representative to collect their products during one of her meetings at Tapoos City

SALES RECORDS IN PAST EVENTS ORGANIZED BY FIJI ARTS COUNCIL:

Attached to this report are some of the past events organized by the Fiji Arts Council which shows the records of sales earned by participants who had submitted their sales forms upon collections on the last days of the events.

Attachments

National Craft Exhibition	–	16 th – 23th August 2014
Western Craft Exhibition	-	12 th – 15 th November 2014
Northern Craft Exhibition	-	25 th – 28 th March, 2015

NO.	NAMES	SKILLS	POSTAL ADDRESS	CONTACT
	<u>1st Issue:</u>			
1.	Neomai Vakarau	Basket Weaver	Stall 64, Curio Handiraft, Suva	9955 374
2.	Selai Buasala	Masi Maker	Korova Settlement, Laucala Bay, Laucala	9213 561
3.	Jonaji Cama	Wood Carver		8699986
4.	Akanisi Smith	Contemporary	Box 1368 Suva	9449 412
5.	Luisa Makrava	Rotuman Weaver	Box 9175 Suva	9349 506
6.	Senijiuri Tagi	Daku Fans Weaver	c/- Box 882 Nausori	99127 92
7.	Samuela Cabe	Screen Printing	20 Marian Street Suva	9955 299
8.	Amelia Lesumai	Potter	Nasilai Village, Rewa Box 816 Nausori	9309 279
9.	Vava Waqabaca	Mat Weaver	PO Box 15112 Suva	7508 622
10.	Paras Ram Nair	Jewellery Maker	PO Box 3752 Samabula	9049 555
11.	Paula Liga	Wood carver	c/- Oceania Centre USP Laucala Bay Suva	9348 567/8614 342
12.	Vai' ala Teruka	Basket Weaver	c/ - Curio Handicraft PO Box 14072 Suva	3243 822
13.	Vivuga Matelita	Potter	P.O Box 1362 Sigatoka	9972 856
14.	Seniloli Sovea	Jewellery	Box 4973, Lautoka	7103 981
15.	Ma' ana Antonio	Rotuman Weaver	PO Box 3432 Nadi	9267 384

16.	Finau Mara.	Basket Weaver	Stall 64, Curio Handiraft, Suva	9232 830
	<u>2nd Issue: 30th Dec, 2013</u>			
17.	Akanisi Mocesaya	Masi Maker	Box 16379 Suva	8352 694
18.	Avinesh Narayan	Textiles	PO Box 3230 Nadi Town	8613 725
19.	Adi Ema Nava	Potter	P.O Box 1362 Sigatoka	
20.	Aliti Kunasau	Potter	P.O Box 1362 Sigatoka	7674 440
21.	Ana Moceiwasa	Weaver	26 Vusavusa Street Viria West Rd Vatuwaqa	9893 476
22.	Esita Nai	Weaver (Wamere)	Box 1718 Nausori	3627 096
23.	Frank Walter	Magimagi Weaver	Lot 25 Naiqila Rd, Caubati Housing	9600 684 3342 380
24.	Hookers Womens Club	Textiles	Box 2061 Nausori	9297 829
	Ivamere Navuku	Potter	P.O Box 1362 Sigatoka	
25.	Jafau Co-operatives	Wood Carving	PO Box 2 Korolevu Post Office Baravi Nadroga	8714 182
26.	Jone Lewa	Wood Carver		3606 913 7215 753
27.	Kelera Vakili	Potter	Box 1348 Sigatoka	8351 111 6500 845
28.	Kelera Bulou	Potter	P.O Box 1362 Sigatoka	
29.	Kiti Adidauloloma	Potter	P.O Box 1362 Sigatoka	9255 717 7825 827
30.	Lanieta Koroi	Basket Weaver (Wamere)	PO Box 451 Nausori	9091 300
31.	Lavenia Ranadi	Potter	PO Box 1930	7674 440

			Sigatoka	
32.	Lanieta Maria	Weaver	PO Box 13498 Suva	
33.	Losalini Raluve	Contemporary	Box 2389 Nausori	8484 226
34.	Maca Ratubuli	Masi Maker		
35.	Maraia Voce	Weaver	Gusurubu Womens Club Nasinu Village Cakaudrove	8204 256
36.	Milinia Sivo	Potter	P.O Box 1362 Sigatoka	9255 717 6260 315
37.	Marie Chute	Rotuman Weaver	c/ Mark Chute Crest Chicken Box 30, Nausori	9292 746
38.	Marica Lomasalato	Textiles	Box 3667 Samabula	9931 042
39.	Meretaomoe Chambers	Tuvaluan Weaver	PO Box 13940 Suva	7289 833
40.	Merewalesi Tualau	Weaving	Box 4200 Lautoka	9400 635
41.	Merimakitalena Nadroi	Potter	PO Box 1357 Sigatoka	9007 550
42.	Naomi Lalabalavu	Potter	PO Box 1348 Sigatoka	8666 084 6501 140
43.	Nilesh Pillay	Designing Cards	Waikama, Tavua	9307 344
44.	Senivalati Nawawabalavu	Potter	P.O Box 1362 Sigatoka	
45.	Rigietia Nuku	Mat Weaver	PO Box 7415 Valelevu Nasinu	9704 262
46.	Rosalia Sui	Adornments	PO Box 343 Savusavu	8853 113 9205 763
47.	Salote Siganisucu	Textiles	Methodist Lay Training Centre PO Box 46 Nausori	3477 706 7761 325
48.	Sanaila	Wood Carving	Naigani Island Resort Naigani	8449 116 3603 042
49.	Sanita Vu	Masi Maker	Stall 22, Curio Handicraft Suva	3580 693 3601 309
50.	Sera Gukiwasa	Basket Weaver		

51.	Seruwaia Cirivakabola	Contemporary	Box 1692 Lautoka	6054 609
52.	Sesenieli Acavaciva	Masi Maker	c/ - Napolioni Seru PO Box 15829 Suva	9043 657 9414 044
53.	Taina Mosarau	Potter	P.O Box 1362 Sigatoka	9972 856
54.	Tulia Toroua	Potter	PO Box 1052 Sigatoka	9206 672
55.	Ulamila Veitogavi	Adornments	c/- Draiba Fijian School Nasese Suva	3315 030
56.	Unise Baleinabola	Masi Maker	PO Box 12957 Suva	9735 564
57.	Vani Ralolokula	Textiles	PO Box 1212 Nausori	9511 162 3475 361
58.	Vilimaina Lea	Weaver	66 Tivi Place, Kinoya	9399 872
59.	Vika Lalai	Potter	PO Box 24 Sigatoka Research Station Sigatoka	8610 369
60.	Waininoke Jiu	Masi Maker	Quater # 4 Natabua Road Lautoka	9854 635 9250 336

Fijian Made License Renewal

April 2015 List

Nos.	Name	Product	Emblem	Confirmation
1.	Inise Vakarau	1. Christmas Decoration 2. Mats 3. Soviet Rings 4. Packed Dolls 5. Voivoi Flowers	Fijian Crafted	8484226 9449412
2.	Cannibal Souvenir	1. Coconut Dolls 2. Printed Masi 3. Photo frames	Fijian Crafted	9493825

3.	Voni Production Ltd	<ol style="list-style-type: none"> 1. Greeting cards painted on Masi 2. Bookmarks gift tags painted on Masi 3. Photo album frame painted on Masi 4. Soap bags painted on Masi 	Fijian Crafted	6725525 9929183
4.	Chestnut investment limited (Nad's Handicraft Limited	<ol style="list-style-type: none"> 1. Wood Turned Vase 	Fijian Crafted	9929313/6703588
5.	NVN Tanoa Handicrafts	<ol style="list-style-type: none"> 1. Kava Bowls 2. Lovers 3. Clubs 4. Roturn bowls 5. Wooden Turtles 6. Kava Packs Souvenirs 7. Bilo 8. Kava spoon 	Fijian Crafted	9996903
6.	Setareki Laveti	<ol style="list-style-type: none"> 1. Tanoa 2. Walking stick 3. Turtle dish 4. Lali 5. Oil dish 6. Cannibal fork 7. Hibiscus bowl 8. War clubs etc 	Fijian Crafted	8614342
7.	Framera Art & Craft (Isaac)	<ol style="list-style-type: none"> 1. Map Size 2. Mini Frames 3. Combo frames 4. 2'x2' Gapa Frames 5. 15' x 15' Square Frames 	Fijian Crafted	3382593 9430941
8.	Apenisa Bainivalu	<ol style="list-style-type: none"> 1. Pottery 2. Water Vessel 3. Cooking Pot 4. Jewellery 5. Wall hanging 	Fijian Crafted	9674058 9674088

9.	Jimione Turagabeci	1. Tanoa 2. Lali 3. War Clubs 4. Oil Dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	3630335 9785372
10.	Tailasa Mavoa	1. Tanoa 2. Lali 3. War clubs 4. Fijian Comb 5. Adornments	Fijian Crafted	9506542
11.	Iliesa Luvu	1. Tanoa 2. Lali 3. War clubs 4. Oil dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	
12.	Matavou Tuba	1. Tanoa 2. Lali 3. War clubs 4. Oil dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	
13.	Epineri Biu	1. Tanoa 2. Lali 3. War Clubs 4. Oil dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	9051776
14.	Jitoko Moceibure	1. Tanoa 2. Lali 3. War clubs 4. Oil dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	
15.	Solomone Tukana (Taveuni)	1. Tanoa 2. Lali 3. War clubs 4. Oil dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	
16.	Mavoa Ripote	1. Tanoa 2. Lali 3. War clubs 4. Oil dish 5. Cannibal fork 6. Hibiscus bowl	Fijian Crafted	

17.	Panapasa Rogovosa	1. Tanoa 2. Lali 3. War Clubs	Fijian Crafted	
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BUY 'FIJIAN CRAFTED' and ' FIJIAN MADE' LICENCEN

4th ISSUE : 13TH NOVEMBER, 2014 AT KOROIVOLU PARK, NADI

NO.	NAME	SKILLS	POSTAL ADDRESS	CONTACT
1.	Makarita Finau	Basket & Fan Weaver	PO Box 48, Nadi	9750 804 (contact Ma'ana)
2.	Igatolo Tokase	Masi Maker	Davuilevu Housing, Waila 3A, Davuilevu	9284387
3.	Vuli's Handicraft (Tevita Vulisoko Jikotani)	Wood Carver	Namadai Settlement, Namadi PO Box 18455	8715737/ tevitajikotani@gmail.com
4.	Kapui Kreation	Designer/ Contemporary	4 Horton street, Suva. PO Box 1272, Nausori	9060990 kapuikreation@gmail.com
5.	Baglovers & Homecraft (Fiji) Limited	Patchwork	107 Tivi Road, Kinoya	9312336 bagloversfidji@gmail.com
6.	Matavou Talebula	Tapa printing	294 Waimanu Rd, Suva.	3550221 9343805
7.	Duri Taucilagi Ledua	Basket Weaver	17 Mustapha Namadi Heighs, Suva. C/o Ledua Biuvuli, PO Box 2211, Govt Buildings, Suva	9564075 3308648
8.	Varanise Vauoro	Contemporary Handicraft	Navatuyaba, Toga, Rewa. PO Box 1527, Nausori	9674907 9422431
9.	Tia's Handicraft (Regina Christina	Trays & Laundry baskets, Contemporary	PO Box 4326, Nadi Town, Nadi	9290135

	Croker)			
10.	Marseu Rafai	Weaver, Contemporary Handicrafts	73 Pathik Crescent, Namadi Heights	3322804 9372259
11.	Laiseane Cobo Mara	Weaver	Lot 15, Archie Seeto, Namadi Heights. PO Box 617, Suva	9232830
12.	Maraia Wati Raiwalui	Screen printing/home&leisure/ sewing	PO Box 1600, Nadi Town, Nadi	9225286 6256243
13.	Taina Daunivalu	Weaver	PO Box 2061, Nausori	3477818 9737644
14.	Ote's Handicraft	Wood Carver	-	9353778
15.	Colati Miqawalu	Wood Carver	Waisasa Settlement, Stage 3, Tamavua	8643842

Buy "Fijian Made" and Fijian Crafted" Licence:

NO.	NAMES	SKILLS	POSTAL ADDRESS	CONTACT
	<u>1st Issue:</u>			
1.	Neomai Vakarau	Basket Weaver	Stall 64, Curio Handiraft, Suva	9955 374
2.	Selai Buasala	Masi Maker	Korova Settlement, Laucala Bay, Laucala	9213 561
3.	Jonaji Cama	Wood Carver		8699986
4.	Akanisi Smith	Contemporary	Box 1368	9449 412

			Suva	
5.	Luisa Makrava	Rotuman Weaver	Box 9175 Suva	9349 506
6.	Senijiuri Tagi	Daku Fans Weaver	c/- Box 882 Nausori	99127 92
7.	Samuela Cabe	Screen Printing	20 Marian Street Suva	9955 299
8.	Amelia Lesumai	Potter	Nasilai Village, Rewa Box 816 Nausori	9309 279
9.	Vava Waqabaca	Mat Weaver	PO Box 15112 Suva	7508 622
10.	Paras Ram Nair	Jewellery Maker	PO Box 3752 Samabula	9049 555
11.	Paula Liga	Wood carver	c/- Oceania Centre USP Laucala Bay Suva	9348 567/8614 342
12.	Vai'ala Teruka	Basket Weaver	c/ - Curio Handicraft PO Box 14072 Suva	3243 822
13.	Vivuga Matelita	Potter	P.O Box 1362 Sigatoka	9972 856
14.	Seniloli Sovea	Jewellery	Box 4973, Lautoka	7103 981
15.	Ma'ana Antonio	Rotuman Weaver	PO Box 3432 Nadi	9267 384
16.	Finau Mara	Basket Weaver	Stall 64, Curio Handiraft, Suva	9232 830
	<u>2nd Issue: 30th Dec, 2013</u>			
17.	Akanisi Mocesaya	Masi Maker	Box 16379 Suva	8352 694
18.	Avinesh Narayan	Textiles	PO Box 3230 Nadi Town	8613 725
19.	Adi Ema Nava	Potter	P.O Box 1362 Sigatoka	
20.	Aliti Kunasau	Potter	P.O Box 1362 Sigatoka	7674 440
21.	Ana Moceiwasa	Weaver	26 Vusavusa	9893 476

			Street Viria West Rd Vatuwaqa	
22.	Esita Nai	Weaver (Wamere)	Box 1718 Nausori	3627 096
23.	Frank Walter	Magimagi Weaver	Lot 25 Naiqila Rd, Caubati Housing	9600 684 3342 380
24.	Hookers Womens Club	Textiles	Box 2061 Nausori	9297 829
	Ivamere Navuku	Potter	P.O Box 1362 Sigatoka	
25.	Jafau Co-operatives	Wood Carving	PO Box 2 Korolevu Post Office Baravi Nadroga	8714 182
26.	Jone Lewa	Wood Carver		3606 913 7215 753
27.	Kelera Vakili	Potter	Box 1348 Sigatoka	8351 111 6500 845
28.	Kelera Bulou	Potter	P.O Box 1362 Sigatoka	
29.	Kiti Adidauloloma	Potter	P.O Box 1362 Sigatoka	9255 717 7825 827
30.	Lanieta Koroi	Basket Weaver (Wamere)	PO Box 451 Nausori	9091 300
31.	Lavenia Ranadi	Potter	PO Box 1930 Sigatoka	7674 440
32.	Lanieta Maria	Weaver	PO Box 13498 Suva	
33.	Losalini Raluve	Contemporary	Box 2389 Nausori	8484 226
34.	Maca Ratubuli	Masi Maker		
35.	Maraia Voce	Weaver	Gusurubu Womens Club Nasinu Village Cakaudrove	8204 256
36.	Milinia Sivo	Potter	P.O Box 1362 Sigatoka	9255 717 6260 315
37.	Marie Chute	Rotuman Weaver	c/ Mark Chute Crest Chicken Box 30, Nausori	9292 746

38.	Marica Lomasalato	Textiles	Box 3667 Samabula	9931 042
39.	Meretaomoe Chambers	Tuvaluan Weaver	PO Box 13940 Suva	7289 833
40.	Merewalesi Tualau	Weaving	Box 4200 Lautoka	9400 635
41.	Merimakitalena Nadroi	Potter	PO Box 1357 Sigatoka	9007 550
42.	Naomi Lalabalavu	Potter	PO Box 1348 Sigatoka	8666 084 6501 140
43.	Nilesh Pillay	Designing Cards	Waikama, Tavua	9307 344
44.	Senivalati Nawawabalavu	Potter	P.O Box 1362 Sigatoka	
45.	Rigietu Nuku	Mat Weaver	PO Box 7415 Valelevu Nasinu	9704 262
46.	Rosalia Sui	Adornments	PO Box 343 Savusavu	8853 113 9205 763
47.	Salote Siganisucu	Textiles	Methodist Lay Training Centre PO Box 46 Nausori	3477 706 7761 325
48.	Sanaila	Wood Carving	Naigani Island Resort Naigani	8449 116 3603 042
49.	Sanita Vu	Masi Maker	Stall 22, Curio Handicraft Suva	3580 693 3601 309
50.	Sera Gukiwasa	Basket Weaver		
51.	Seruwaia Cirivakabola	Contemporary	Box 1692 Lautoka	6054 609
52.	Sesenieli Acavaciva	Masi Maker	c/- Napolioni Seru PO Box 15829 Suva	9043 657 9414 044
53.	Taina Mosarau	Potter	P.O Box 1362 Sigatoka	9972 856
54.	Tulia Toroua	Potter	PO Box 1052 Sigatoka	9206 672
55.	Ulamila Veitogavi	Adornments	c/- Draiba Fijian School Nasese Suva	3315 030
56.	Unise Baleinabola	Masi Maker	PO Box 12957	9735 564

			Suva	
57.	Vani Ralolokula	Textiles	PO Box 1212 Nausori	9511 162 3475 361
58.	Vilimaina Lea	Weaver	66 Tivi Place, Kinoya	9399 872
59.	Vika Lalai	Potter	PO Box 24 Sigatoka Research Station Sigatoka	8610 369
60.	Waininoke Jiu	Masi Maker	Quater # 4 Natabua Road Lautoka	9854 635 9250 336

This report will gradually change and needs to be updated according to data entries submitted by the various officers concerned that's collected from the ongoing events organized by Fiji Arts Council.

Am drawing a conclusion to this report and wish to mention that the Fiji Craft Society is becoming bigger due to the ongoing new registration to register as members. Craft Industries have been recognized at all levels within Fiji's Economy as an instrument for developments and now creating income generating to the craft practitioners. Practitioners are able to express themselves creatively with pride at all levels of participation. Craft Practitioners are doing their best to strive for excellence in their work.

For the Fiji Arts Council, the *Fiji Crafted Branding* is a way of determining where we stand as a Cultural Organization and get constructive feedbacks on our strengths and weaknesses.-

- establishing more markets
- Databases Upgrading for better record keeping
- Modern Equipment
- Art Gallery
- Strong partnership with Hotels as an access market
- Office Brochures to promote works of practitioners etc....

Great things in business are never done by one person – they are done by a Team of people, people that have the dedication to develop new things, those that have the passion and committed to their work that have been tasked to do, people that are passion on their work to deliver the best .

FAC cannot do things on its own, it needs the strong Arms of financial support from Government likewise with Non-Government Bodies for a successful Craft Industries Development in Fiji.

Vinaka Vakalevu
N.Tuvuki
Craft Development Officer
Fiji Arts Council