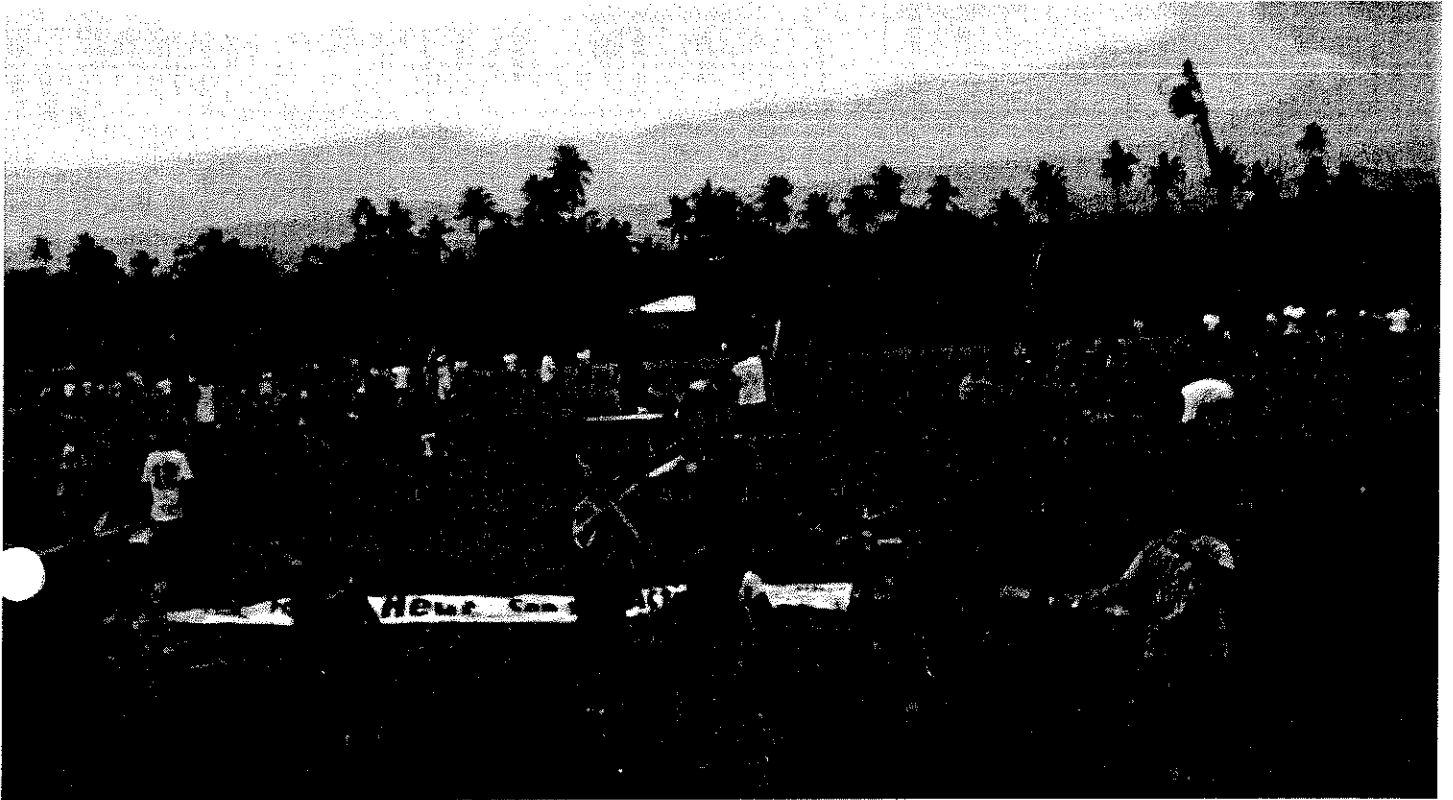


# AILAO CLUB



## **Report for Youth Visioning for Island Living UNESCO**

**by Ailao Club Samoa**

**10th February 2007**

Within the framework of Youth Visioning for Island Living, the Ailao Club of Samoa undertook workshops to teach and promote the Samoan art of fire-knife dancing to youth in four villages in the outer island of Savaii. The workshops were conducted on 21st and 22nd October 2006 (Falealupo and Salailua) and 3rd and 4th November 2006 (Samata and Siutu).

The programme was designed specifically to:

**1. Collaborate with village councils, schools and churches to implement the activities.**

After preliminary meetings in the 4 four villages, the Ailao Club members decided to work through the Church ministers of the EFKS Church as these ministers showed the most interest and comittment to the project. They were Rev. Tavita Roma, Salailua, Rev. Namaia Tofa, Falealupo, Rev. Talosaga, Siutu and Rev. Penaia, Samata.

**2. Plan, organise and hold 4 fire knife workshops for a total of 200 youth with the young members of the Ailao Club taking the lead in running the workshops.**

We had expected approximately 50 youth from each of the four villages to take part in the workshops. In Falealupo and Samata we had about 60 attendees. In Salailua and Siutu we had over 100 attendees in each village. In total we had 353 attendees from the four villages.

The members of the Ailao Club who conducted the workshops were:

Group leader Lene Leota, Kome Feagaimaalii, who had been a runner up in the American Samoa Competition held in May

2006 and Latai Lesoa, who was placed 3rd in The Los Angeles Competition in July 2006 and 2nd in the Samoa International Siva Afi Competition in September 2006. The younger members of the group included Vaelaa (16 years old), Timoeleu (15 years old), Salati (12 years old) and Tuai (11 years old).



**Vaelaa, (16) shows his moves to some of the kids at Falealupo**



**Timolelu, (15) one of the Ailao Club trainers/performers**

**3. Plan organise and hold 4 fire-knife performances in each village, featuring the workshop participants from each village.**



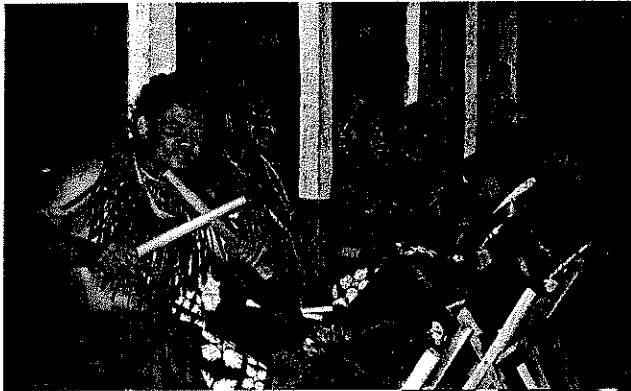
**Falealupo workshop participants perform for thier village at the evening show.**

The Ailao Club show comprises both fire knife dancing, traditional Samoan and Polynesian dancing and traditional drummers. A group of 15 performers/musicians traveeled to Savaii for each of the workshops. Attendees from the daytime workshops were included in the evening shows, much to the delight of their parents and friends.

Five girls and five boys from the Ailao Club performed in each village in a complete show which included traditional drummers, musicians and professional lighting.

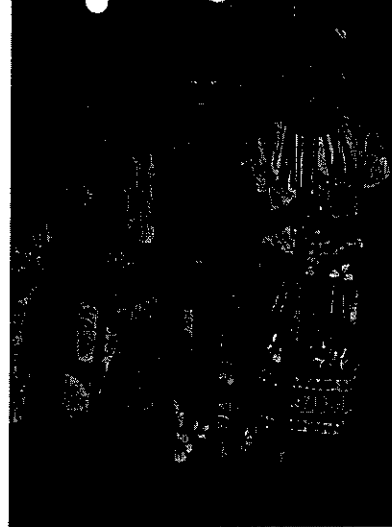


The night time Ailao Club performances gave the villages a chance to see professional performances in their own surroundings.



In each village participants from the workshops had the chance to impress their families, even the girls!

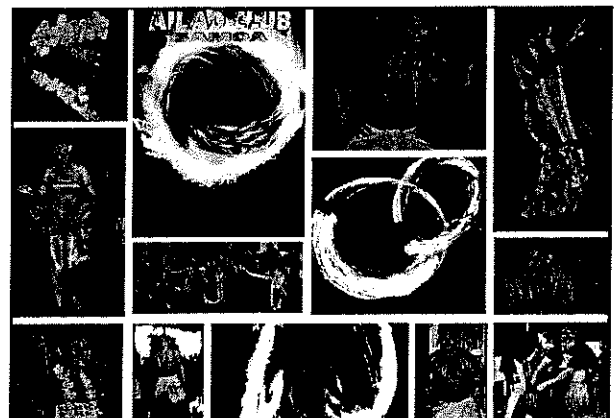
The huge natural talent as performers from these village kids is one of the many things that really impressed the Ailao Club members.



(Left) The girls in Siutu getting ready to perform and (above) two youngsters from Samata await their turn on the stage.

#### 4. Prepare and print information materials for distribution during each workshop.

The Ailao Club distributed posters of the group at each of the workshops. These proved almost as popular as the training fire knife "sticks" and t-shirts which the Ailao Club donated to each village.



#### 5. Publicise all the activities through local radio, television and newspapers

The Ailao Club financed the preliminary advertising through the local newspaper, Samoa Observer and local radio, Radio Polynesia. After the workshops the Ailao Club provided footage of the events to all three of Samoa's television channels and received news coverage on all three channels. Footage and digital photos of all the workshops are enclosed with this report.

- Evaluate the impact of the activity by asking a minimum of 60 youth to complete a survey on their knowledge of the fire knife dance before and after the events. Analyse and report on the results of the evaluation.**

Since most of the young members of the Ailao Club are barely literate themselves, this proved to be a task beyond us. The Club works on the theory that actions speak louder than words and their evaluation of the success of their project was to gain feedback from the ministers of the villages, all of whom travelled to Apia after the workshops to thank the group for their efforts and to report that all the training “knives”, t-shirts and posters were continuing to be well used in the villages.



**Kids having fun and taking pride in their culture.**



The ministers of all the villages were of the opinion that the workshops had had a profound effect on their youth - giving many of them hope of a career in entertainment – and, if nothing else a re-newed pride in their culture and an increase in self-esteem.

Early in December, the Ailao Club was involved in the PUAA FESTIVAL, a week-long festival, celebrating Samoan way of life, including food, crafts and entertainment. The Ailao Club paid to bring 4 of the kids who had completed the workshops to Apia to perform in the festival.

- Provide UNESCO with digital photos and the master version of at least 60 minutes of unedited video footage of the activities.**

Two dvds of the complete footage from all 4 villages and one CD of photos are enclosed.



**Salailua kids enjoy the Ailao Club show after their workshop**

**8. Investigate and report on ways of continuing this activity in the future.**

The Savaii workshops were a great success not only for the village kids who participated, but also for the young members of the Ailao Club, some of whom had never been to Savaii before. The most heard comments from the members of the Club was that there is a huge depth of talent in our villages and "no one appreciates it".

The workshops gave the Club members who have grown up in the relative affluence of Apia an appreciation of just how tough life in the villages is and how hard it is for the kids there to gain any opportunities to develop their talents, especially kids who may not be good at school.

One of the young members of the Ailao Club, Timoelu comes from Savaii himself. He was a participant at a workshop in Faga on the east coast of Savaii conducted by the Club in 2004. He was so inspired by that experience that he came to Apia and joined the Ailao Club. In September 2006, he was runner up in the junior competition of the Samoa Siva Afi Competition. He now performs regularly in Apia and, through his earnings is contributing financially to his family. He is 15 years old and can barely read and write.

But he was indeed an inspiration to the kids in the four villages in Savaii and the Club hopes that it will see more successes like Timolelu resulting from its workshops.

For the future, the Ailao Club would like to be able to conduct more workshops in remote villages, not only in Savaii but also in Upolu. Maintaining what they have started in Savaii is also a focus for the Club and the members are now looking at a way to bring some of the participants of the workshops to Apia for a programme of "train the trainer", where the villages can have their own on-going workshops conducted by their own youth.

**9. Financial Statement indicating the manner in which UNESCO's contribution was spent.**

The Ailao Club was most appreciative of the contribution of \$USD 3000.00 from UNESCO. The funds were spent on transport, publicity, promotion and the manufacture of training knives.

Obviously the expenses incurred for the 2 weekends exceeded the contribution from UNESCO by a considerable amount. These included accommodation, meals and performance fees for the performers and posters, t-shirts and bags. Abiding by Samoan custom we also had to make donations to the villages hosting the group.

**Expenses allocated to the contribution by UNESCO were:**

	<b>Budget</b>	<b>Actual</b>
Information materials for distribution during workshop	\$685.00	\$473.32
Advertising radio/press/TV	\$2,000.00	\$1,925.00
Hire of video equipment	\$800.00	\$700.00
Transport to Savaii (2 weekends) for Ailao group	\$2,436.00	\$2,588.00
Training knives for workshop participants (100)	\$2,000.00	\$2,234.68
	<b>\$7,921.00</b>	<b>\$7,921.00</b>
<b>Monies received</b>		<b>USD2700.00</b>
<b>Balance to be paid</b>		<b>USD300.00</b>