



Action Project Reference: 07-05

Organisation: Rako Pasefika

Action Project Proposal:

“Create grant and funding proposals for Rako Pasefika’s projects”

Who Are Rako Pasefika?

In 2007 Rako set up a cultural youth group. In 2011 it was registered and set up as a social creative enterprise. We called it Rako which in the Rotuman language means school, “a place of learning and sharing”. We created Rako to provide a safe space to revitalise Rotuman creative practice and to become a space of creative dialogue, innovation and exploration. While Rotuma indigenous knowledge is important we are now intercultural with a strong focus on indigenous Pacific culture including Banabans, Tuvaluans, itaukei Fijian, and Tongan. Our aim is through creative practice and enterprise we can sustain indigenous knowledge and language while also provide training and income for artists. When we set up Rako, at that time there were few other professional companies, the infrastructure and support for the arts and creative industry was minimal. So Rako is a creative enterprise and has developed an enterprise component to sustain ourselves and the artists we worked with. This has included a fashion line, consultancy and production services and entertainment services.

It was with this intention that we formed Rako to provide Rotuman and Pacific artists with a safe space to share our art with a focus on creative freedom.

Their spiritual commitment to each other and everyone’s creations has enabled Rako to evolve over the years through an organic process with strong family values as our foundation.

The social enterprise has brought together a strong hold of artists who have worked together since 2009. Their key objective is to alleviate poverty and a culture of hardship, unemployment amongst creative people and to build sustainable, fulfilling careers through enterprise.

Mission:

Our work aims to provide a safe creative space and develop sustainable livelihoods for creatives and artists. This then contributes to poverty alleviation, providing a place for healing from trauma and violence and enhancing social inclusion.

Long Term Aims & Vision:

Our long term aim is to build a Rako Centre of the Arts so that we can open up our creative learning, arts and healing and enterprise services and programs to a wider community. In terms of the entrepreneurial side of the business, the aim is to have a small production house within the Rako Centre of the Arts that enhances the production of our design products so that we can offer more jobs and contribute to a strengthened creative industry.

Current Challenges:

Reduced income, staff capacity and time to develop programmes. We have a strong model in place and lots of experience and networks but with COVID we have had major staff reductions and so with the small team we have limited time and capacity to reach our full potential. Major loss of income from projects for 2020 has meant we have also had to move out of the studio and office which also impacts on the team's ability when trying to work from home.

Further Information:

We would like your help in writing grant/funding proposals for...

1. Art project applications (see our website for the types of art we nurture).
2. A digital learning platform - the focus of this project is to deliver creative learning tools for the understanding of biodiversity conservation, ocean conservation and Indigenous knowledge revitalisation.
3. Business diversification - we would like to create new business opportunities through projects such as recycled and sustainable products, creative learning products, audio books, language resources and short films/series

Key Research & Discussion Areas:

Plan and deliver ...

- What are the key areas that need to be covered in each of the proposals?
 - How are you going to gain the information that you need?
- Can you find examples of other proposals from organisations either in Fiji or elsewhere?
 - What is good about these?
 - How could they be improved?
 - In what ways are the organisations' operations similar?
- What funding opportunities are available?
 - What sources have other organisations used?
 - Consider both in-country and overseas funding opportunities
- How will the proposal be presented?
 - Who is the audience?
- What does the organisation hope to achieve from these proposals - ie do they have a particular amount that they want to raise?
 - What will they be using the money for? - how can you sell this to potential donors to show the importance of the organisation's work?
- How will you ensure that the proposal is sustainable in the long-term? Will it be a template with obvious bits the organisation needs to fill in?

Create content ...

- What makes this organisation unique? - why would people want to invest in it - think about its mission, values, ethics, successes
- What time period should this proposal be covering? - Is it to help with long term expansion?

Barriers to success ...

- What barriers are there to the creation of your proposal? How could these be overcome?
 - Can you find any examples of how other organisations have overcome similar issues?
- How could you overcome the following types of barriers to the success of your proposal?:
 - Practical (e.g. lack of time for staff to spend on this, how will you distribute your

proposal? Will the proposal need to be in English or translated to other languages for overseas investors? Need to create a template presentation but also leave room for small adaptations depending on the investor)

- Information and Knowledge (e.g. lack of knowledge about the organisation among potential investors? what do you need to know about this sector in order to complete the plan?)

Evaluate ...

- Come back to your original aim - has your proposal achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the proposal?
 - When should this evaluation take place?
- How can these results be used to continue to improve the proposal?
- How will you ensure that the proposal can be adapted as the organisation grows?

Useful Links:

- Organisation Page: <https://thinkpacific.com/action-project-rako-pasefika/>
- Facebook Page: <https://www.facebook.com/RakoPasefika/>
- Website: <https://www.rakopasefika.com/>

Further Questions

Are there any questions you would like to ask Rako Pasefika to assist in completing this project?

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