Festival Report 2015

2nd Samoana Jazz & Arts Festival

American Samoa – Fri 23rd – Sun 25th October¹ | Samoa Fri 30th October – Sun 1 November

‘O taleni fa’amusika ma tu ma aga, o meaalofa nei ua atia’e i lenei fa’amoemoe’
Talents and cultural strengths are the gifts being nurtured, the core of this festival

Talofa lava,

It is our pleasure to present to our sponsors, partners, investors and friends of the festival the Festival Report of the 2nd Samoana Jazz & Arts Festival 2015.

¹ American Samoa festival poster designed by Ae Designz (American Samoa)
² Samoa festival poster designed and sponsored by Bluesky (Samoa)
Our intention is to demonstrate how your investment has assisted us to achieve another year of building our unique, signature festival of jazz music and the arts - to position our brand, build our cultural and creative talent and bring the world through our visiting friends and relatives and through event tourism a step closer to making this an annual Samoan pilgrimage – an experience to put “on the bucket wish list.”

We hope through this report that you will get a real sense of the spirit of Samoana – our aspirations, what we did and how we did it – as we share with you our experiences and discoveries along the way. Through the festival photographs and quotes from those who participated you will get a glimpse of how people engaged in our growth journey and how you too helped to make this festival happen.

The Festival Boards of the 2Samoas wish to express our sincerest gratitude for your involvement in assisting Samoana Jazz & Arts Festival 2015 to successfully happen again. For some of our sponsors, you have been with us since our inaugural launch of our festival in 2014. A special note of acknowledgement to Tom Drabble of Sadie’s by the Sea for the venue and accommodation support for Samoana Fest 2014. Also to Chande Lutu-Drabble, Ta’alolo Golf Lodge for her assistance with facilitating Samoana support with hosting and accommodation for Sounds of Samoana.

We wish to especially acknowledge the following sponsors and partners for the significant support that made it possible to bring our visiting artists to American Samoa and Samoa and to those who hosted. We acknowledge the contribution of each and every sponsor on our sponsorship list in this report.

**New Zealand High Commission (Samoa)**
As the Major Talent Sponsor for the inaugural year 2014 and last year 2015, the NZ High Commissioner, Her Excellency, Jackie Frizelle and the NZ government funded talented young NZ Samoan jazz musicians to perform and conduct workshops bringing a total of four (4) NZ bands to the 2Samoas.

**South Seas Travel**
For the invaluable support as the Travel Planner and co-ordination of all festival artists from international destinations and between the 2Samoas.

**Evalanis Hotel, Cabaret & Restaurant**
A special acknowledgement to Evalani Pearson and family for the generous sponsorship support in accommodating and looking after the Samoana West Coast All Stars Band for the duration of the festival in the 2Samoas.

**Galumalemana Steven Percival Photographer/Videographer – Tiapapata Arts Centre**
For full video coverage and photography of the Festival in American Samoa and Samoa.

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3 Visiting friends and relatives (VFR) make up a sizeable category those who visit the 2Samoas, traditionally for faʻalavelave
4 See Appendix 1 – Samoana Vision and Goals
5 Page 18-21
Talamua Media (Samoa)
Sponsored office headquarters for the Samoana Jazz & Arts Festival

To all of you – we invite you to join us again on another exciting journey – as we embark on our 3rd annual Samoana Jazz & Arts Festival 2016.

‘O se fatu e totō ma tausi lelei, e ola mai ai fa’amau muiaga’ –
‘A seed planted well harvests well and brings rewards and blessings.’

Samoana Festival Board Chairs:

Fagafaga Daniel Langkilde - American Samoa  
Tuatagaloa Joe Annandale – Samoa

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<tr>
<th>Samoana Jazz &amp; Arts Festival Trust</th>
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Peta Si’ulepa - Festival Producer | Director
Ingrid Pederson - Festival Administrator | Co-ordination Support | Website
A New opportunity

The “creative and cultural space” is an exciting sector that drives economies and delivers returns. It offers new opportunities for growing cultural and creative sector enterprises, our local talent and assets, economic development opportunities and tourism for the 2Samoa. Samoana festival is a new driver in this space.

Samoana Jazz & Arts Festival is more than an annual festival.
We showcase international and local Samoan musicians and artists; we host an educational/cultural forum on traditional and contemporary Samoan music and we run workshops to build local talent. We also are building a local audience base to appreciate and build on what we do – to engage in the authentic experience of live music and living arts. We intend to grow this festival into the best of what the 2Samoa offer in our countries and the Pacific and because of it – we will bring the world to our Place.

Navigating a festival of 2Samoa – our point of difference
We leverage the distinctive offerings of our two countries whilst maximising our Samoan cultural heritage capital and identity as Samoans. Samoana festival builds on our competitive advantage over other similar festivals nationally, regionally and internationally.

A Call to Action
The festival is the “Hub of the Homelands” – just like a wheel - our spokes are linked to overseas cities where Samoans live and work. Samoana is a call to action to Samoans world-wide - to return home, to perform, share, exchange and work with us to build an outstanding reputable international festival for current and future generations – a shared legacy we can all be proud of.

Our strategy going forward is to test by implementation, build on what works and innovate in ways that engages, attracts and includes our communities of interest, generates excitement and enthusiasm – as we learn from the past to inform our future.

To show how it all fits together we present an overview of the festival as a whole;
Samoana Jazz & Arts Festival:
• A single brand, international weekend to weekend festival of 2Samoa.
• Samoana opens in American Samoa and closes in Samoa.

At the Helm
Navigating new governance and management arrangements to successfully operationalise Samoana’s vision7 is a journey of “uncharted waters” – and not without its challenges. For the first time, Samoana 2015 was planned, managed and implemented by two independent festival boards of American Samoa and Samoa8 merged through its over-arching festival vision and its goals9.

7 Appendix 1 – Festival vision
8 See page 3
9 Appendix 1
(1) Samoana Jazz & Arts of American Samoa Inc. is a registered entity and in the process of applying for 501(c)(3) tax exempt status with the US Internal Revenue Service.

(2) Samoana Jazz & Arts Festival Trust (Samoa) is confirming its formal registration as a Charitable Trust.

The separate and individual governance and management structure and legal entities will enable each board to source both domestic and external funding with the ability to create wider partnerships, collaboration opportunities and in the long-term - sustainability.

UNESCO – UN JAZZ DAY - April 30th.
April 30 is the official start of the Samoana Festival year. Last year for the first time we joined the international jazz community in 200 countries to commemorate the UNESCO UN Jazz Day, April 30th.

We shared for the first time our story “A Tale of 2Samoas – The Untold Jazz Story Of Our Islands” highlighting American Samoa as the birth place of Jazz in the Pacific with Mavis Chloe Rivers (1929-1992) – our internationally acclaimed jazz star.

Campus lunchtime seminars were held at the American Samoa Community College (ASCC) the National University of Samoa (NUS) and a workshop held for Music Teachers, Department of Education (AS). A jazz concert in Samoa featured jazz students of the NUS and the National Orchestra, and the Musicians Association of Samoa with a Jazz Jam session held in American Samoa to conclude the UN celebrations.

The Samoana Jazz & Arts Festival Programme
The festival programme format is designed with the 2Samoas in mind – 2 countries, 2 datelines linking common themes, artists and shared needs. Each festival board determines its own flavour and focus. The two entities were able to capitalize on cost sharing for certain services where appropriate such as the costs relating to the festival sound engineer who is flown in each year.

Friday – Sounds of Samoana – (Ethnomusicology Forum) presentations, music workshops
Saturday – Live performances afternoon and evenings
Sunday – Jazz by the Sea – Jazz Jam

Sounds of Samoana\textsuperscript{10} - Fatua’i Leo & Tāga a Samoa - Ethnomusicology of Samoa
Highlights the journey of exploring traditional as well as modern forms of Samoan music.

\textsuperscript{10} Attachment to this report is a summary of Sounds of Samoan 2015
The forum sets out to address some important questions: *What is Samoan music? How is traditional Samoan music defined? Who is a Samoan musician? What constitutes a Samoan song or composition or pese Samoa? What are modern Samoan compositions? Other influences such as Jazz etc. on Samoan music.* Dr Richard Moyle was again the keynote speaker “*Samoa and Tonga: Who Copied Who?*”

**In American Samoa** – The American Samoa Community College – Fine Arts Department have hosted Sounds of Samoana for two years in a row. ASCC is a natural fit for this unique and vital programme – providing an educational and cultural heritage platform and forum for dialogue, exchange and innovation for new works. *Dr Richard Moyle*, guest speaker for 2015 launched his online collection of Samoan music collected during his earlier years of research in the 1960s. Head of Department **Kuki Tuiasosopo** organised presentations at the American Samoan Community College:

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**In American Samoa** "*Tusi Pese Fatuga Tuai a Samoa*” [a book of old Samoan song lyrics], by **Chande Lutu Drabble** ; **Regina Meredith** “The Love Affair of Art and Music”, **Galumalemana Alfred Hunkin** "The Story Depicted through the words of Leafaitulagi", **Poe Mageo** "Lyrics and Lines: Poetic Presence between Folk Songs and Literary Elements", **Tapoa’au Dan Aga** "The Evolution of the Marching Band in American Samoa", **Loretta Leagatonu Puaalii** "Liturgical Music of the Catholic Church in American Samoa", **Francis Leleua** "Jazz and its Influence on Samoan Music". A pre-release screening of Daniel Pouesi’s film "Musika Tama Samoa - Unrehearsed" was followed by **Matatumua Opeloge Ah Sam**’s presentation “A Samoan View of Jazz” and spontaneous performances by Poe Mageo, Regina Meredith and Opeloge Ah Sam

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11 by Chande Lutu Drabble "Tusi Pese Fatuga Tuai a Samoa" [a book of old Samoan song lyrics],
12 Dr Richard Moyle (second right) during the ASCC Ethnomusicology Forum with (l-r) ASCC faculty member Luvismin Lim, Samoa film-maker Galumalemana Steven Percival, and ASCC faculty member Tamari Mulitalo-Cheung. (Photo: J. Kneubel) (L-R) Kuki Tuiasosopo (Chairman of the Fine Arts Department, American Samoa Community College, Matatumua Opeloge Ah Sam (Musician & Composer, PhD Candidate, Victoria University of Wellington, New Zealand, Poe Mageo, Associate Professor of Music, Fine Arts Department, American Samoa Community College). (Photo shared by Kuki Tuiasosopo
In Samoa – Sounds of Samoana explored the transforming influences on Samoan music, musicians and composers as the music moved from its earlier historical contexts to modern-day influences—the ukulele, songs depicting changes in Samoan society, families and names associated with music from the time of World War II onwards. Similarly, speakers presented to demonstrate the theme of the forum. The programme included Tuatagaloa Joe Annandale speaking of (his village) the Poutasi Ukulele Band, Seiuli Vaifou Aloalii Temese "O le Vii o le 25 Tausaga o le Papaigalagala" [The 25th Anniversary paean for the National University of Samoa], Reverend Falefatu Enari "Pese Lotu Fa’aleagaga" [Spiritual Songs of Worship], Peta Si’ulepa "A Tale of Two Samoas - the untold jazz story of American Samoa/Samoa and Mavis Rivers - the youngest singer that started the course', and Hans Joe Keil "The history of Contemporary Music told from a Family Perspective'. "Jazz and its influence on Samoan music 1940s, 1950s to now”


Ticking off some firsts for the 2nd Samoana Festival:

✓ We launched SAMOANA LEGENDS – A showcase of Samoan seasoned artists:
  Headline artists for Samoana Legends – was the Samoan West Coast All Stars and Ready Go PA
  US based musicians originating from American Samoa. Well-known names on the local scene – these musicians were a magnet drawing fans, audiences and other local musicians to join in wherever they played.


“And then there was the Samoan West Coast All Stars – these guys were pure music back in the 70s when they rocked out the territory and on the West Coast. After about 30 years of not playing

13 Artist: Fatu Fe'u'u
together, they came back to the stage with a simple statement of music – total enjoyment.” – Samoa News, American Samoa [October 2015]

“We added JAZZ AFTER MIDNITE - Evalani’s Cabaret – joined the Samoana festival as special venue and “Legends” accommodation sponsor reviving the spirit and atmosphere of the hot spots where many American Samoan musicians launched their musical careers...

The iconic Evalanis Cabaret

![Jazz After Midnight at Evalanis Cabaret – reminiscent of days gone by...](Photo: Percival)

✓ We launched YOUNG, GIFTED & JAZZ – Showcasing Youth Talent
Held at the Fale Laumei – Lee Auditorium [sponsored by the Department of Commerce, American Samoa 93 FM, American Samoa Community College, and NZ High Commission]
American Samoan artists gave the audience a snapshot of local young talent in schools, churches and within the arts and music scene. Dance, visual arts, spoken word and mime artists treated the audience to a delightful expose of what we know lies at the heart of Pago’s talent scene.

The line-up: Mime artist, Spoken word artist, Tyrone Schwalger (Samoa). Artists from the American Samoa Community College School of Fine Arts

The Opeloge Ah Sam Quintet (OAQ) New Zealand [sponsored by the New Zealand High Commission Office, Apia] was the international headline band for Young, Gifted & Jazz appearing only in American Samoa.

All band members are graduates of NZ Universities and currently perform in NZ with various bands. Led by composer, conductor and keyboardist Matatumua Opeloge Ah Sam – the group comprises: Joanne Walker, saxophone, Hannah Elise – bass, Dexter Alexander Tauvao - drums and Saia Folau on lead vocals. OAQ performed a repertoire of original contemporary Samoan songs written by Matatumua – arranged and performed in jazz styled formats to suit the styles and skills of the band.

OAQ appeared as guest performers at the American Samoan Community College Jazz Week – conducting music workshops for students of ASCC Music Programme. Guest artists and addition to OAQ was NZ based Trumpeter Edwina Thorne and Miss Samoa Latafale Alofa Auva’a. Matatumua visited with local string orchestra Strings of Psalms to talk with the students about study and performance techniques.
Local artists enjoyed the sounds and musicianship of the overseas Samoan musicians – the young Opeloge Ah Sam Quintet and Legendary Pago musicians, Ready-Go-Pa and The Samoan West Coast All Stars. Combining the diverse talent, networking inspirational connections, exchange of skills and knowledge – and the different aspects of music and the arts organised in one venue provided a new “buzz” for artists and audiences alike – a concept that Samoana will definitely grow for future festivals.

Artists sketched and painted while the music played – students of the School of Fine Arts, American Samoa Community College

*The Young & the Vintage*

*Banned from the Sun* - hugely talented and original in their sound, these local young musicians have grown their own brand of Samoan jazz-rock and originals. Left to right: *Isu Pouesi, Rata Afalava, David Pouesi, Rexy Pouesi, Shane Alvarez Siuleo Pouesi*

*Three Legged Dog* – The only Blues Band of the Festival (and in the 2Samoas) presents their unique sound
of fusion Mississippi Blues and local groove – Left to right: Randel Dewees, Joey Cummings and James Knuebuhl

Our final day at the seaside at Alega... Tisa’s Barefoot Beach Bar
“The Pacific’s No. 1 beach bar” – Lonely Planet

The Samoana Jazz vibe – combines the People, the Place, the Food and the Music...

Latafale Alofa Auva’a

Visitors to American Samoa enjoying the music and atmosphere
Locals and Internationals mixing it together to the delight of the fans and the musicians ...

Local musicians Ulale Pusi Ulale, Jimmy Ledoux and Mary Anderson (nee Scanlan)

Left: Vaito’a Hans Langkilde, William Hall, Papali’i Etene and Tom Scanlan. Right: Francis Leleua and Neemia Afo

And of course... headed by Board member Angie Afo, the multi-talented Volunteer Brigade... always smiling and up for any task...with bassist, Hannah Elise (left); Daniel Aveina Langkilde and Angel
**THE FOLLOWING WEEKEND IN SAMOA...**

The New Zealand High Commissioner, Her Excellency Jackie Frizelle for the second year welcomed the NZ artists and celebrated the opening of the Samoana Jazz & Arts Festival in Samoa at a special Cocktail hosted at the High Commission Residence. **Headline Band: (New Zealand) Manteca/Luther Vandross Tribute Band** represented 2 distinct music styles representing the diversity of the Jazz genre *Sponsored by the New Zealand High Commission Office, Apia.*

[Photo: Percival]

The Sound of Latino – the driving vocals and guitar of Colombian Chico Zarate and the percussion of Chilean born Edwin Westermeier is complemented by the precise hitting groove of Latin jazz Samoan drummer Lance Bentley and Cook Islands bass man Alex Griffith.

✔ **Young, Gifted and Jazz – Mentoring – new and emerging artists...** NZ Trumpet Diva Edwina Thorne teamed up with the Lumina'i Jazz Collaboration Band, a first time jazz group who launched their band on April 30th (UN International Jazz Day). Edwina’s wealth of experience as a teacher of Jazz and a performer in NZ and internationally anchored the group in their debut performance at the Samoana festival in Samoa.

[Photo: Percival]Opening Night - Friday night at The Edge, Cocktail Lounge - The Marina
Lumina’i Jazz Collaboration is made up of students of the National Orchestra of Samoa. Their lead vocalist, Latafale Auva’a is no stranger to the Samoan public. As the reigning Miss Samoa, Miss South Pacific and Miss Samoa World at the time of festival – Latafale surprised many and delighted audiences appearing as lead vocalist for the Lumina’i Band. Latafale is currently studying music at Otago University in NZ. Violinist, Ben Solomona, a music student with the Samoa National Orchestra and has recently been awarded a 3 year music scholarship in China.

“I come every year and I’ll continue to do so. I teach the music of jazz in NZ and many of my students are Samoan. There is so much talent here – and I would love to share my knowledge through teaching and mentoring to help build the talent of young people and help out with the festival. I love the vision. And the added plus is the wonderful friends I have made in these beautiful islands....”


✓ We closed off the main street by the Marina...promoting the Marina Quarter as Samoana’s urban brand association with the Samoana Festival. This builds on the idea of the 2Samoas as the Pacific’s Ports of Paradise. A plan to host the Mavis Rivers Ports of Paradise Tribute Concert – Honolulu-Pago Pago-Apia and Auckland cities is in the planning pipeline for 2018
✓ Co-sponsored by local businesses in the Marine Cluster we explored new partnership arrangements

![The X-Club: Venue sponsor for Saturday night’s on Jazz Street [Photo: Percival]](image)

14 [In 1960, the late Mavis Rivers recorded “The Ports of Paradise” to promote Matson’s Pacific Holiday Cruise destinations.]
“I love the festival atmosphere down here – open air concert, under the stars overlooking Apia’s harbour – there’s a cruise-liner in port and everyone is strolling through and dancing in the street. This is new in Samoa for the businesses to bring their chairs and tables out onto the street so we can order food and drinks and watch the bands – this reminds me of festivals I’ve been to overseas – but this one is special because it’s in my city – it’s nice to bring the world to us through this festival.’ - Seumanutafa Dr Malcom Hazelman

International and local musicians teamed up...

(Below) Local Gospel and Soul Divas, Lole Hickey and Sopo Su’a joined lead vocalist of the Luther Vandross Tribute Band, Leon Wharekura to pump out some favourites to an appreciate audience.

(Above) Featured on bass and flute – local musician, member of the National Orchestra and band leader for the Lumina’i Jazz Collaboration Band - Michael Taimaniyaroi with Edwina Thorne. [Photo: Percival]
On the final day - we headed to the seaside at Si’umu
We brought together the Headline Bands – USA and NZ as well as local artists together for our finale Jazz Jam at our beach venue - Sinalei Reef Resort & Spa

“This has all the makings of a premiere global festival in Pacific paradise” - Louise Mason – (Auckland Council, NZ)

Manteca Band – A fusion of cultures - Columbia, Chile, China, NZ, Cook Islands and Samoa [Photo: Percival]
(Left) Peta Sìulepa (Festival Director) on percussion. (Right) Tuatagaloa Joe Annandale (Festival Board Chair – Samoa) adds the ukulele timbre to the weekend’s final gig – with the new sound of Samoa’s own “Ifilele ukulele” local hardwood. [Photo: Percival]

Tyrone Schwalger (Samoa)[Photo: Percival]
“Brilliant! An absolute musical treat! Fabulous and fun music from these guys and Edwina, Ready Go Pa, Manteca, Luther Vandross Tribute, Lumina’i and Latafale, Opeloge Ah Sam and all the emerging talent showcased at the Young, Gifted and Jazz Concert in Pago. Malo lava to all those who contributed to make this a truly outstanding event in American Samoa and Samoa. Fa’afetai tele lava.” - Michael Tainui Rose NZ

Luther Vandross Tribute Band [Photo: Percival]

“Malo lava fai mea mafia! O lea ua taunu’u le fa’amoemoe.” Most enjoyable event – Leilani Toluaauavaolualemagaiflagagufue Lopa-Ripley (Hawai’i)

Sponsorships

Key partners: (2Samoas)

NZ High Commission – (Samoa) NZ Bands Sponsorship
Bluesky – American Samoa
Bluesky - Samoa
Talamua Media – Office Secretariat
South Seas Travel I assisted by Oceania Travel
BrandNew (Australia) – Branding
FADezign
Pederson Planning Services – Website & Festival Administration
NIUWave Productions
American Samoa

- **Major Talent Sponsor**
  - New Zealand High Commission Office (Samoa)

- **Programme Partners**
  - American Samoa Visitors Bureau
  - Department of Commerce
  - KVZKTV
  - 93 KHJ
  - American Samoa Community College

- **Support Talent Sponsor**
  - South Seas Travel (Samoa) I Oceania Travel
  - Serenity Plantation (Samoa)
  - Sepp & Teri Steffany
  - H.G Reid

- **Promotions/Marketing/ Collateral**
  - Bluesky
  - American Samoa Visitors Bureau
  - BrandNew – Australia
  - Samoa News
  - Nerelle Photography (DOC)
  - Percival Photography & Video

- **Secretariat**
  - FA Designz I Aniutea Koko
  - Pedersen Planning Services (Administrative support)

- **Technical Support Sponsor**
  - Auckland Matariki Festival Trust (NZ) Sound Engineer
  - Department of Commerce – Photographer
  - Galumalemana Steven Percival – Video /Photography
  - Francis Leleua – Music equipment

- **Accommodation**
  - Evalanis
  - Ta’alolo Lodge
  - *Sadie’s by the Sea
  - All’itama Sotoa
  - Airport Inn
Members of Samoan West Coast All Stars, Manteca, Luther Vandross Tribute Band
Centre: Mack Tane – Samoana Sound Engineer [Photo: Percival]

Samoa

Major Sponsors:
- Major Talent Sponsor
  - New Zealand High Commission Office (Samoa)
- Talent Support Sponsor
  - South Seas Travel (Samoa)
  - Serenity Plantation (Samoa)
  - FADezign
- Secretariat
  - Talamua Office - HQ
- Promotional Collateral
  - Bluesky
  - BrandNew Australia
- Talamua Media
- Radio Polynesia
- Percival Photography & Video

**Accomodation**
- Hon. Fiame N. Mata’afa
- Sinalei Resort & Spa
- Inseln Ferhman Hotel
- Tanoa Tusitala Hotel
- Le Manumea Hotel
- Vaiala Beach Cottages

**Technical Support Sponsor**
- Auckland Matariki Festival Trust (NZ) Sound Engineer
- Corey Keil
- Galumalemana Steven Percival – Video /Photography

**Transport**
- Funway Rentals
- Samoana Rentals
- Lise Higgs-Tafuna

**Key Partners**
- National University of Samoa
- Ministry of Education, Sports & Culture
- Samoa Tourism Authority
- Poutasi Development Trust
- Talamua Media

**Businesses**
- M & J Ah Fook
- Apia Concrete Products
- Vailima Breweries
- Marina Businesses - X Club; The Edge; Palusami
APPENDIX 1

Festival Vision

Our vision is to make Samoana Jazz & Arts Festival the premiere pilgrimage jazz music & arts festival event of the Pacific Islands that visitors, fans, musicians and artists from near and far are compelled to make every year. It will provide a world class musical, arts and cultural experience in a thriving cultural environment for patrons and artists, whilst delivering economic development benefits to the peoples of the Samoan Islands – (2Samoas)

Strategic Goals

To strategically position and establish the reputation of the Samoana Festival and the 2Samoas in 3 key areas:

1. **A Significant International Event - The Pacific’s Premiere Jazz & Arts Cultural Festival**
   - Defining Samoana’s international festival point of difference through a strong recognisable brand
   - A compelling story as the Pacific’s birthplace of Jazz
   - Growing a globally unique showcase of cultural and contemporary innovation
   - Showcasing the best and emerging Samoan talent on the international Samoan stage - “the only stage of its kind in the world”

2. **Tourism & Economic Development - The Pacific’s Creative Destination**
   - A world class reputation as the Islands with a special focus on enthusiasts of arts, music, culture, heritage, eco-friendly, natural environment, geography and marine – tourists, visitors and creatives (artists, designers and musicians)
   - Established and thriving Creative and Cultural Sister City relationships

3. **Talent Infrastructure & Capability - The Pacific’s Creative and Cultural Hub**
   - Thriving creative and cultural industries
   - Education to industry
   - Economic development and public and private sector alignments that support and enhance local talent, cultural capital, skills and infrastructure – scholarships, fellowships

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15 Strategic Goals: Appendix 3 – Putting the goals into action
APPENDIX 2:

Logo

Photography: Tim’s Photography (Samoa)
Pati Levasa – Siva Afi Dancer for Samoa Tourism Authority

Logo Design: BrandNew Strategic Positioning (Australia)
Showcasing the unique features of Samoan culture – Siva Afi and the Tatau (tattoo)

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Peta S’ulepa (684) 2580793
Website: http://www.samoanajazz.com
Facebook: samoanajazz
## APPENDIX 3:

### SAMOA FESTIVAL STRATEGIC GOALS

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<td>- A world class reputation as the Islands with a special focus on enthusiasts of arts, music, culture, heritage, eco-friendly, natural environment, geography and marine – tourists, visitors and creatives (artists, designers and musicians)</td>
<td>- Leveraging aligned education to industry pathways</td>
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<td>- Showcasing the best and emerging Samoan talent on the international Samoan stage - “the only stage of its kind in the world”</td>
<td>- Enterprise start-up and incubators</td>
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<tr>
<td>- Showcasing the best and emerging Samoan talent on the international Samoan stage - “the only stage of its kind in the world”</td>
<td>- Our 2Samoas Brand</td>
<td>- Thriving creative and cultural industries</td>
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### American Samoa

- Our 2Samoas Brand
- Weekend to weekend
- UNESCO International Jazz Day April 30
- “A tale of 2Samoas” – our jazz story
- Attract Samoan diaspora and VFR market
- Linkages with regional universities, music and arts associations
- Sounds of Samoana – Ethnomusicology Forum
- American Samoa’s National Parks
- Protected Marine Reserves
- Hawai’i, West Coast
- Relationships with other festivals
- Department of Education, Am Samoa Community College, Department of Commerce, Am Samoa Visitors Bureau
- Businesses – e.g. Bluesky
- Linkages with regional universities, music and arts associations

### Samoa

- Our 2Samoas Brand
- Weekend to weekend
- UNESCO International Jazz Day April 30
- “A tale of 2Samoas” – our jazz story
- Attract Samoan diaspora and VFR market
- Linkages with regional universities, International music and arts associations
- Sounds of Samoana – Ethnomusicology Forum
- Samoa’s eco and organic reputation
- Auckland, Sydney
- Relationships with other festivals
- National University of Samoa
- Ministry of Education, Sports, Culture, MCI,
- Samoa Tourism Authority
- Samoa Hotels Association
- Chamber of Commerce
- Businesses – e.g. Bluesky
We invite you to join us this year!

3rd Samoana Jazz & Arts Festival 2016

American Samoa – Fri 4th Sat 5th Sun 6th November | Samoa Fri 11th Sat 12th Sun 13th November 2016

Be a Sponsor – A Partner – A Friend of the Festival – A Volunteer

Samoana Jazz & Arts Festival of 2Samoas

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