



Bougainville
Tourism Office
Just Bougainville

www.bougainvilletourism.org.pg

Bougainvilleans Celebrating with other Papua New Guineans in Brisbane, Australia
From 14-18 September 2010

An opportunity to promote Bougainville Tourism and market Economic Investments ,
Contemporary music and expose talent musicians internationally.

THE PREPARATION AND FINANCIAL CONSTRAINTS



Promoting Bougainville Tourism both nationally and internationally



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14-18 September 2011

"Featuring Top Bougainville musicians and contemporary bamboo band promoting Bougainville as a Tourist Destination"



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Bougainvilleans Celebrate with other PNGeans in Brisbane, Australia

14-18 September 2011

"Featuring Top Bougainville musicians and contemporary bamboo band promoting Bougainville as a Tourist Destination"



1. OVERVIEW

The Bougainville Tourism, Culture and Music Troupe is composed of Bougainville talented musicians and contemporary bamboo band with the staff of the Autonomous Bougainville Government based in Buka, Autonomous Region of Bougainville. The group was formed to effect the direction of the Minister for Tourism and Culture, Hon. Joseph Egillio to participate in the 36th Papua New Guinea Anniversary in Brisbane, Australia from 14-18 September 2011. The event is held annually to commemorate the Independence Day of Papua New Guinea (PNG) as a sovereign state in Australia by the PNG Brisbane Community. The formation of this group sets the live contemporary music performance in Papua New Guinea nationally and internationally to a new level with huge following anticipated.

The group is composed of seventy (70) members. Of the total, forty (40) are from the YK (Yaparu Komuniti) Bamboo Band of Pororan Island. Half of the members of YK are females. Sixteen (16) are Bougainville iconic musicians blended with novices and unexposed talents led by renown lead guitarists Bernard Hanga and Freddy Maneo. One of PNG's top sound engineers, part Bougainvillean Emmanuel Muganau is listed to join soon. The rest are the Autonomous Bougainville Administration staff who is involved in the preparation of this tour in direct liaison with Event Organiser, Ms Esther Hamer of the PNG Consul General Office in Brisbane, Australia. Due to funding and logistic constraints, performers are mostly confined within Northern Region of Bougainville, mostly Buka and Pororan Island

The Bougainville Tourism, Culture and Music Troupe, despite the short preparation, will send the 70 member contingent to perform or participate with fellow Papua New Guineans in the true Melanesian spirit celebrating PNG's Independence. At the same time promote Bougainville as a tourist destination with enormous prospects and potential for economic investments. Peace and Security, specifically weapon disposal and ongoing rehabilitation and developmental progress in the post-conflict Autonomous Region of Bougainville are areas the group can advocate, as another ABG's major policy to qualify for referendum and independence. Improving economic activity and living standards will directly or indirectly provide avenues for people with guns to get their hands busy and occupied.



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2. OBJECTIVES

- a. To celebrate with other Papua New Guineans, fellow Pacific Islanders, friends and wantoks of PNG in a true Melanesian spirit at Brisbane, Australia.
- b. To promote and market Bougainville as a tourist destination in Brisbane, the state of Queensland and Australia as a whole,
- c. To expose musical talents and our cultural bamboo band at a such international events and concert as way to generation money from showcasing unique Bougainville cultural contemporary music

3. ORGANIZING COMMITTEE



Buka Organisation Committee Members. From left Bernard Hanga, Marcelline Puso, Joachim Mass, Lucian Taria, Aloysius Laukai and Siwi Aipe. Seating Patrick Koles, the Chairman, during the first official meeting on July 29, 2011

The organising Committee is lead by Patrick Koles, the Autonomous Bougainville Administration Deputy Administrator – Operations, as Chairman. The acting Chief Executive Officer of Finance and Treasury Graham Kakarouts is the financial coordinator of the group with Lucian Taria, Bougainville Regional Tourism Coordinator in charge of Fundraising and Logistics. Siwi Aipe is mainly involved in



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marketing and sponsorship for the group. Bougainville iconic lead guitarist Bernard Hanga is coordinating rehearsal and performance of the contemporary musical band. Arranging from Port Moresby and Brisbane, Australia respectively are Salome Rihatta, Esther Hamer and Brian Semoso. Refer to attached.

Patrick Koles: Chairman (Autonomous Bougainville Administration Deputy Administrator - Operations)

Mobile: +675 71560229 Email: patrick.koles@gmail.com

Graham Kakarouts - Treasurer (ABG CEO - Finance)

Mobile: +675 730918800 Email: ceo.planning@abg.gov.pg

Aloysius Laukai: Media Man (Owner New Dawn FM)

Mobile: +675 71915292 Email: alaukai@hotmail.com

Bernard Hanga: Contemporary Music Performance (Sunraise Studio/Bougainville Iconic Left-handed Lead Guitarist)

Mobile: +675 771525425 Email: bbsanrais@gmail.com

Lucian Taria: Logistic and Fundraising (Bougainville Tourism Regional Coordinator)

Mobile: +675 73314981 Email: bougainvilletourism@gmail.com

Siwi Aipe: Sponsorship and E-marketing (Bougainville Tourism Designer and Master)

Mobile: +675 73060516 Email: bougainvilletourism@gmail.com

Salome Rihatta : Organiser, Port Moresby

Mobile: +675 72348512 Email: carsadeliza@gmail.com

Salome Rihatta : Organiser, Port Moresby (For Fundraisings, Donations and Sponsorships)

Mobile: +675 72348512 Email: carsadeliza@gmail.com

Esther Hamer: Event Organiser, Brisbane, Australia (For Fundraisings, Donations and Sponsorships)

Mobile: +07 32217915 Email: e_hamer@live.com.au

Brian Semoso: Organiser, Brisbane, Australia (For Fundraisings, Donations and Sponsorships)

Mobile: +61414098375 Email: bsemoso@live.com



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4. CONTEMPORARY PERFORMANCE AND REHEARSAL



Group Performance Rehearsal at the southern tip of Yaparu, Poraran Island.

The task of the organising committee is to blend the two groups into one big group performance. The group rehearsal for the group performance has got better and better. Bernard Hanga plays the leading role in this preparation. The first group performance was held on the weekend 30-31 July 2011 at Pororan Island, Buka, and Autonomous Region of Bougainville. The troupe members from Buka crossed over to Pororan Island. The pop music group and the contemporary YK Bamboo Band group have been rehearsing and performing years back. The pop musicians have been in the music industry over 30 years. The ongoing rehearsal is centred on group performance as one big contemporary group. On 20-21 August 2011, the group will camp at Madehas Island to practice.



5. ITINERARY

The troupe travels from Buka to Port Moresby from 8-9 September 2011. On the 11 September 2011, the group will perform at the fundraising dinner at Gateway Hotel. Between 12-13 the group travels from Port Moresby to Brisbane, Australia. While in Brisbane, apart from the 36th PNG Independence Day celebrations, the group will be perform in a number of entertainment venues as fundraisings. The team depart Brisbane for Port Moresby between 20-21 September 2011. And depart from Port Moresby to Buka 22-23 September 2011.

6. COSTS AND BUDGET

The trip is expected to cost more than K500,000 for the two week tour to Brisbane, Australia via Port Moresby for the 70 member troupe. Air Tickets will cost more than two fifths apart from accommodation. Attached is the budget.

7. BANK ACCOUNT

Self-sacrifices have been made on the whole preparation without any initial funding or capital to kick-start rehearsal and fundraising activities. It is not funded by ABG due to short notice. That is for the future of Bougainville invested by cleanest and like-hearted individuals. Should you wish help, below is our Bank account. You help will go a long way for Bougainville.

Account Name:	Bougainville Culture and Musical Troupe Tour
Account Number:	1004026546
Bank:	Bank South Pacific
Branch:	Buka
Country:	Papua New Guinea



8. MULTIMEDIA AND MARKETING

The tour is marketed in all forms of media. However, the committee adopts the most effective and cost-saving avenues and that is internet apart from costly press advertisements on magazines and newspapers. New Dawn FM (www.bougainvilletypepad.com) is the news site, which is centrally accessed by all media fraternities for quoting. Aloysius Laukai, the owner and manager of New Dawn FM, has willingly taken up the post as Media man for the travelling troupe and travels with the troupe.

Siwi Aipe is responsible for e-advertisement and internet marketing of the tour on Bougainville Tourism Websites (www.bougainvilletourism.org.pg; www.facebook.com/bougainvilletourism, www.twitter.com/bougainvtourism and www.youtube.com/bougainvilletourism

The Bougainville Tourism Newsletter (<http://bougainvilletourism.blogspot.com>) centrally provides added coverage for the sponsors as well and the general public globally to check about the news.

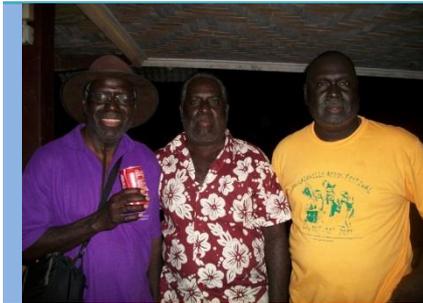
The committee provides an ideal opportunity for advertisers on the "Tuie: Bougainville Tourism Newsletter" Troupe Tours special September 2011 edition. Also an high quality A3 Souvenir Poster for the group and members of the troupe will be produced . The magazine will feature the tour from preparation to performance. Attached is sample cover and poster.



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9. FUNDRAISINGS



ALEX DAWIA, PETER SIUNAI AND JUSTIN BORGIA AT REHEARSAL FUNDRAISING DINNER AT KURI VILLAGE RESORT 13 AUGUST 2011



FRIDAY FUNDRAISING GIGS AT RABANZ BEACH FRONT. PHILIP KIHA ON VOCALS WHILE FREDDY MANEO ON LEAD GUITAR WITH FRANCO OF CREWS ON BASS



BBQ STALL NEXT TO THE BAND ON FRIDAYS. HENRY HONSA JR NEXT TO STALL AS FABIAN LALU HELPS BUYING AND LISTENING TO GIGS.

Two major fundraisings are Rehearsal Corporate Dinner to be held at Buka and Port Moresby respectively. At Buka is held today at Kuri Village Resort 13 August 2011, 5pm – 10:30pm. Tickets are sold at K100 while a table per 10 heads is at the price of K1000. About 160 invitations have been sent out. For RSVP, get in touch Lucian Taria or Siwi Aipe on email bougainvilletourism@gmail.com or +675 73314981/+67573060516.

Port Moresby Rehearsal Corporate Fundraising dinner will be held at Gateway on 11 September 2011. That's two days after the troupe transit at Port Moresby before departing for Brisbane. For sponsorship the event, please get in touch with Ms Salome Rihatta on carsadeliza@gmail.com or mobile +675 72348512.

Number of fundraisings activities will be held in Brisbane, Australia. Any bright ideas please get in touch with Esther Hamer e_hamer@live.com.au or Brian Semoso on besemoso@live.com.



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10.SPONSORSHIP PACKAGES

The packages for the sponsorship letters are being sent to potential sponsors! All marketing materials including the magazine and poster will bear the major sponsors’ names with major sponsor given the naming rights. No confirmation has been received yet from potential sponsors or any potential sponsor has come forth yet to sponsor the tour.

11. URGENT FINANCIAL REQUIREMENTS

Preparation for group contemporary performance has now reached a ripe stage for public performance.

Below are activities that need urgent funding to actualise the tour:

1. Purchase of 70 return air tickets from Buka to Brisbane via Port Moresby	K203,000
2. Accommodation and Food– Port Moresby and Brisbane	K63,000
3. Transport – Port Moresby and Brisbane, Australia	K36, 050
4. Marketing (Magazine, Poster and Newspaper advertisements)	K30,000
5. Passport and Visas Application and Processing	K31,500
6. Uniform and Costumes	K26,090
7. Body Makeup	K2500
8. Shipment and fumigation of pan pipes/bamboo pipes to Brisbane	K15,000
9. Payment for Port Moresby Rehearsal Fundraising Corporate Dinner	K24,000

K432,090.00

Allowance for the members at K150 for almost two weeks promoting and marketing Bougainville amounts to K196000.00. Also two important marketing and promotional material will be produced for the sponsors. The magazine and poster will cost about K32,000. “Wasim leg” feast is a customary obligation for the entire group and individuals, therefore a K20,000 is budgeted for this.

The actual total is:

K680, 090

.....your financial support is needed to promote Bougainville.....

THE ORGANISING TEAM



Chairman: Mr. Patrick Koles
Autonomous Bougainville Administration
Deputy Administrator—Operations



Lucian Taria



Siwi Aipe



Bernard Hanga



Aloysius Laukai



Graham Kakarouts

Port Moresby, PNG



Salome Rihatta



Esther Hamer



Brian Semoso

Brisbane, Australia

ORGANISING COMMITTEE MEMBERS CONTACTS			
NAME	DESIGNATION	MOBILE	EMAIL
Patrick Koles	Chairman	675 71560229	patrick.koles@gmail.com
Graham Kakarouts	Treasurer/Finance Coordinator	675 73091800	ceo.finance@abg.gov.pg
Aloysius Lakau	Media	675 71915292	alaukai@hotmail.com
Bernard Hanga	Contemporary Music Performa'e	675 71525425	bbsanrais@gmail.com
Lucian Taria	Logistic and Fundraising	675 73314981	bougainvilletourism@gmail.com
Siwi Aipe	Sponsorship and e-Marketing	675 73060516	bougainvilletourism@gmail.com
Salome Rihatta	Organizer: Port Moresby	675 72348512	carsadeliza@gmail.com
Esther Hamer	Event Organiser: Brisbane	07 32217915	e_hamer@live.com.au
Brian Semoso	Organiser: Brisbane, Australia	+61414098375	bsemoso@live.com
ON THE INTERNET			
WEBSITE	http://www.bougainvilletourism.org.pg		
NEWS	http://www.bougainville.typepad.com		
	http://bougainvilletourism.blogspot.com		
FACEBOOK	http://www.facebook.com/bougainvilletourism		
YOUTUBE	http://www.youtube.com/bougainvilletourism		
TWITTER	http://www.twitter.com/bougainvtourism		