



# TEKAREOREORA

Business Trade Investment Board—March



## TRADE & MARKETING: BUSINESS PROFILE

Katherine and Anne Reid are the dynamic mother- daughter duo behind Tivaevae Collectables – Rarotonga. The beautiful handmade colourful patchwork quilts known as Tivaevae is synonymous with the Cook Islands. The pair have run the business between themselves over the past 12 years, and the business has blossomed in its aim to keep Tivaevae-making alive.

Ms Reid recently returned to the Cook Islands after a stint working for Auckland Tourism Events and Economic Development (ATEED) and CULT high-end designer furniture. As part of the Path to Market 2019 programme Ms Reid wants to take the business up a notch. “I will be taking the business to the next level. Very exciting times and (we) are very pleased to be working with Pacific Trade Invest NZ & Business Trade and Investment Board Cook Islands.”

Although the art form is believed to have its origins with the wives of English missionaries and nuns from Tahiti who taught embroidery, needlework, sewing and crochet, the women of the Cook Islands have made Tivaevae an important art form that is uniquely their own.

The word Tivaevae means ‘patches’ referring to patches sewn together. The custom-made pieces are valued treasures often used as gifts on formal or ceremonial occasions such as weddings, funerals and hair-cutting (traditional male first hair cutting ceremony).

Tivaevae Collectables are available in three categories – *Handmade Tivaevae* in a variety of colours and designs “lovingly crafted by Cook Island women”. The next is *Cut and Tacked Tivaevae* – the pattern is cut and tacked onto the backing material in Rarotonga. The customer then receives and completes their own Tivaevae. The third is the *Machine made Tivaevae* for everyday use. The designs are applied by machine embroiderers from Penebel, a small village in Bali.

The Reids were astute early on to the burgeoning online opportunities and put the business online. The Tivaevae Collectables website, Facebook and Instagram page all work in promoting the range of Tivaevae bedspreads, cushions, pillow cases, throws and cushion covers, Moana dolls, bed runners, place mats and tablecloths.

“Tivaevae Collectables is ready to expand into other Pacific Islands. We are in many hotels and homes around the Cook Islands and New Zealand and believe Tahiti, Hawaii and many other islands would love to have our products assist in enhancing their client’s Pacific experience.”

“We are very excited to be a part of the Pacific Trade week in April,” Ms Reid says

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2007 - Business Trade Investment Board (BTIB) established from the merger of the DIB and Small Business Enterprise Centre



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The Business Trade Investment Board As mentioned in the ad above, the Business Trade Investment Board will be delivering a 2-day training for all interested. The content of this training will include a presentation on how to write a business plan as well as a more practical approach on how to prepare a bank reconciliation.

This training is highly recommended for all who are involved in running, managing or assisting in the operations of a business here in the Cook Islands. A business plan, although a simple document, is a must have. A business plan can be identified as a document or file which lists the businesses objectives and strategies on how to achieve them. This is specifically important for businesses requesting for assistance from outside sources who will then require an understanding of what your business is and your plan.

The purpose of a bank reconciliation is to compare and identify any discrepancies between the banks records and your own for your business. From this you will be able to highlight any errors, track down and investigate the reason behind these differences to ensure that both balances meet.



Kia Orana from Corporate Services,

During the month of February, BTIB had the Auditors from Cook Islands Audit Office. The Audit team led by Miss Ani Matenga Manager for Financial Division were auditing the financial year 2017/2018 for BTIB. The audit team were with BTIB for two weeks working along with the Corporate Services team on assessing and examining transactions, financial documents and reports of BTIB financial position. BTIB awaits on the final outcome of the final report for financial year 2017/2018 from the Cook Islands Audit Office.



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## Cook Islands

The Business Trade Investment Board is offering training on how to prepare a bank reconciliation and writing business plans. This will be a 2-day workshop of upskilling for all interested.

Applications accepted for small businesses and individuals

<b>FEE:</b>	\$25.00 per person
<b>TIME:</b>	4.30PM—7PM
<b>VENUE:</b>	BTIB Training Room
<b>DATE:</b>	02 April 19 - Business Plan 03 April 19 - Bank Reconciliation

*(Note: A laptop is required with Microsoft Excel for Bank Reconciliation)*

Please register your interest with our office and book your spot today. Fees are to be paid when registering and is limited to **15 persons only.**

For more information, contact **Tubale** or **Louisa** on +682 24296

Or by email:

**TuBale:** [baleicoqe.vakalalabure@cookislands.gov.ck](mailto:baleicoqe.vakalalabure@cookislands.gov.ck)

**Louisa:** [louisa.purea@cookislands.gov.ck](mailto:louisa.purea@cookislands.gov.ck)

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