



Ministry of
Culture, Gender,
Entertainment
and Sport

From Branded to Branding for Sustainable Prosperity: BRAND JAMAICA ON THE RISE



SECTORAL PRESENTATION
2018/19

Honourable Olivia Grange, CD, MP
Minister of Culture, Gender, Entertainment
and Sport

Tuesday, July 3, 2018

Gordon House
Kingston, Jamaica



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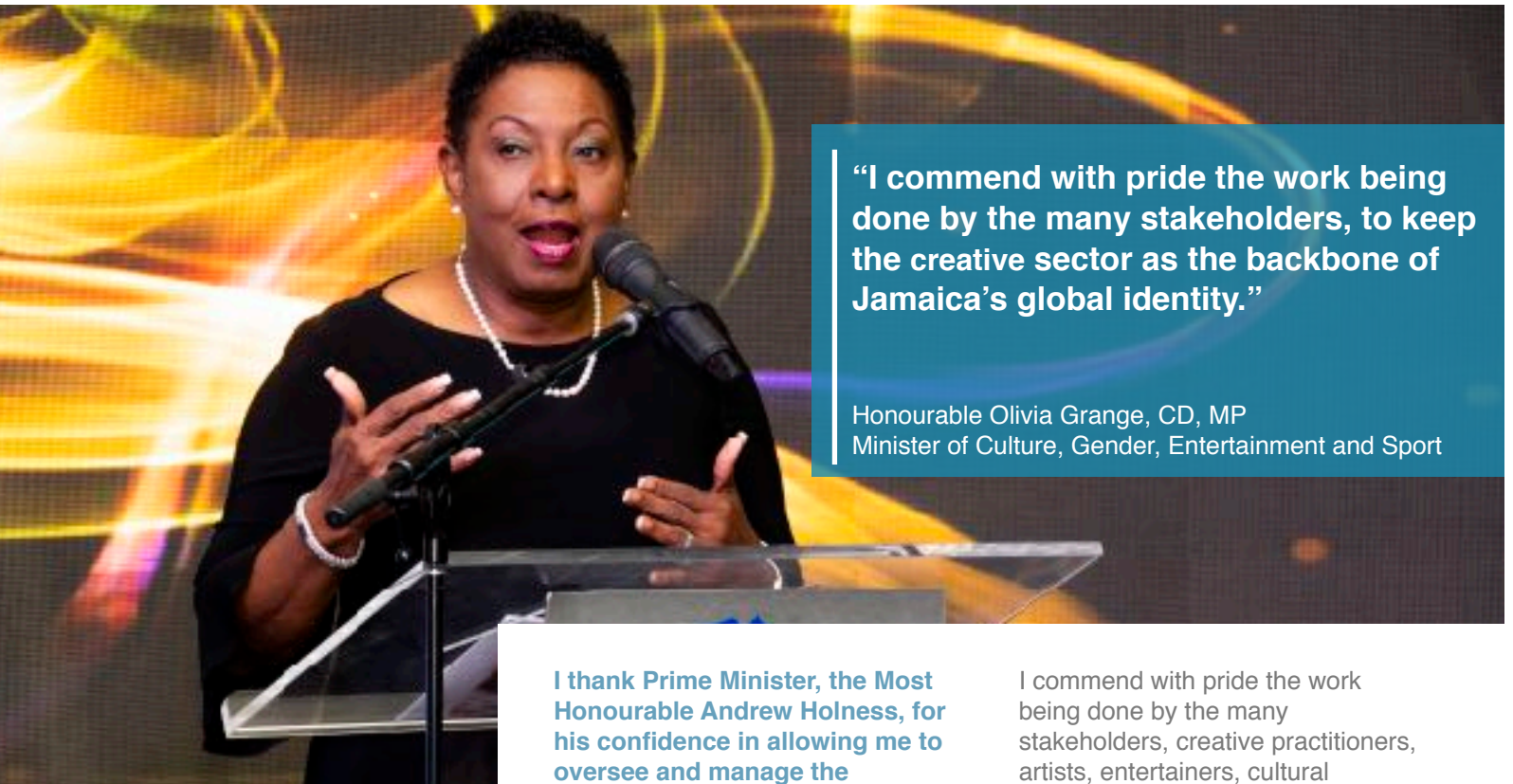


From Branded to Branding for Sustainable Prosperity: Brand Jamaica on the Rise

Contribution to the 2018/19 Sectoral Debate
By the Honourable Olivia Grange, CD, MP
Minister of Culture, Gender, Entertainment and Sport

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Acknowledgments



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MR SPEAKER: It is my greatest privilege to represent the hardworking and dedicated people of Central St. Catherine for the past 20 years. I thank them all for their love and confidence as we continue to work together to transform the constituency. Central St. Catherine – we will continue to rise.

I wish to thank my councillors — Theresa Turner, George Moodie and Kenisha Allen — for working with me as a team to bring about meaningful change in the constituency.

I thank Prime Minister, the Most Honourable Andrew Holness, for his confidence in allowing me to oversee and manage the portfolios of Culture, Gender, Entertainment and Sport: “Four the Hard Way”.

I thank my colleagues in the Cabinet and in the Parliament; my Minister of State; members of various Boards and Councils; the Permanent Secretary and staff of the Ministry and its agencies; my close protection officers and personal assistants for their unwavering support.

I must also acknowledge my family and friends who continue to stand by me and show me love.

I commend with pride the work being done by the many stakeholders, creative practitioners, artists, entertainers, cultural communities, sportsmen and women, gender specialists and activists, to keep the creative sector as the backbone of Jamaica’s global identity. I welcome the many Jamaicans at home and abroad who are watching us live across the world via PBCJ and my Ministry’s website: www.mcges.gov.jm.

The Ministry which I have the privilege to lead, is committed to creating the environment for us to rise to even greater heights.

#Mission2018



“Our plan is to harness the creativity which is our branding to the world so that the creative economy can expand the global impact and competitiveness of Brand Jamaica and promote increased revenues and sustainable prosperity to our country.”

The theme of my presentation **From Branded to Branding for Sustainable Prosperity: Brand Jamaica on the Rise** is born out of one of the most significant achievements of my Ministry over this past year, namely the passing of an Act shortly titled *“The National Heroes and Freedom Fighters (Absolution from Criminal Liability in Respect of Specific Acts)”* that came into force on March 5, 2018.

Our ancestors were forcibly removed from Africa, their homeland, and branded on arrival here. They were branded as property; branded to keep them in a state of absolute servility; and branded to see themselves as less than human.

In passing the Bill, we the great grandchildren have redressed a great wrong by restoring their dignity and pride, and by acclaiming them to be celebrated freedom fighters.

I am humbled to have been the Minister to have piloted this Bill and we all should be proud that it is this Parliament which completed this long walk to justice for our ancestors.

This must count as one of the proud moments in the story of a people who struggled for survival and mixed with all the races to create our unique “Out of Many One People”; our unique vibe, our unique spirit and our unique culture, heritage and traditions; our unique branding that has been monetised to bring revenues to our people and country; a branding that has allowed us to stand as equals on the great human stage of global achievement; a branding for sustainable prosperity.

But we are called to go even further. Despite the prominence and success of Brand Jamaica many of our people still see foreign things as better and devalue our own creations and our creators. Some only see our worth after

'foreign' gives its stamp of approval.

Just recently we heard cries for justice from members of the entertainment industry as they told a sad tale of bad treatment in the hospitality industry. I have met with the practitioners and we are working towards a resolution.

Other members of the creative sector are crying out for justice, Mr. Speaker. They are tired of being undervalued in this country that has, in many cases, provided the investment and the inspiration for what they do. They just want a little respect.

I pledge to continue to be the chief advocate, chief cheerleader, chief supporter, chief motivator for our creative and athletic people and will do all I can to ensure that they get the respect and recognition they deserve.

Our creative and athletic people have done so much for this country. Not only do they bring honour, glory and visitors to Jamaica; they are also responsible for the tremendous and impactful creative economy that has lifted so many of our people from poverty to prosperity.



Building the Creative Economy

The Creative Economy is that part of the national economy that includes the cultural and creative industries, entertainment and sport, including the horse racing industry. It includes those sectors in which creativity and innovation play seminal roles in design and other elements of creation. It includes the creation of ringtones for download in the telecommunications sector, hotel entertainment in the tourism sector as well as the performing, culinary and visual arts.

We are building a new relationship with our statistical agencies to develop systems, including the establishment of a Satellite Account to measure and publish the full value of Jamaica's creative economy. In the meantime, we have the results of several studies that have made what I consider to be very conservative estimates of the value of the creative sector.

The PIOJ-commissioned Business Plan for Jamaican Cultural and Creative Industries estimates that the creative sectors contribute 5.2% to the Gross Domestic Product, generating revenue of between US\$15 million and US\$20 million annually, and accounting for 3% of total employment. But this does not take into account employment in other linked sectors, such as hotel entertainers, chefs, and performers in film and television productions such as *Digicel Rising Stars*. It also does not include seasonal employment in relation to festivals and other events, such as Reggae Month, Carnival in Jamaica, the Jamaica Independence Festival, Rebel Salute, Reggae Sumfest, among others.

Another study looked at the value of music alone. The International Fund for Cultural Diversity 2017

report stated that "in Kingston, Jamaica, the music sector, which today is worth an estimated 130 million USD, remains the driver of the local economy, employing around 43,000 people in this city of 660,000." That, Mr. Speaker, is real value which has a significant impact on communities and families.

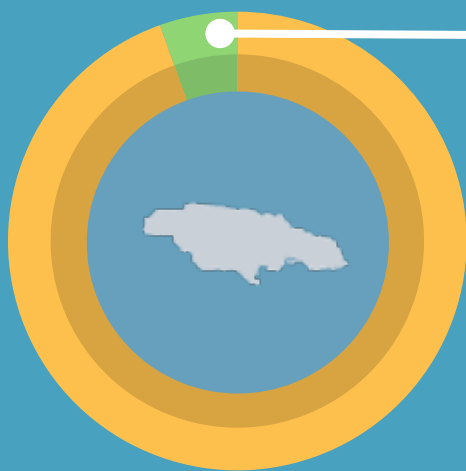
In 2016, JAMPRO facilitated investments in the cultural and creative industries valued at J\$329.7M in film and television projects under the Fiscal Incentives Act. However, the economic credit was reflected in the accounts of Industry and Broadcasting and not Culture. Similarly, the uptake for Carnival in Jamaica and Hotel Entertainment is reflected in the accounts of tourism while ringtones and creative products such as *Magnum Kings and Queens of Dancehall* are reflected under Telecommunications and Broadcasting. This presents a distortion of the reality of the contribution of the creative economy to GDP and we are working to correct that.

We will never get the respect or recognition if we do not provide empirical evidence that we are a driving force — contributing significantly to Jamaica's economy.

It is our priority to build the creative economy for this simple reason: "the creative economy is not only one of the most rapidly growing sectors of the world economy, but also a highly transformative one in terms of income-generation, job creation and export earnings" (UNESCO, 2013, p. 6).

Many poor Jamaicans have been able to use their creativity to improve their lives, the lives of family members and even their entire communities.

The Ministry of Culture, Gender, Entertainment and Sport will continue to invest in finding and developing creative and athletic talent. This is how we will create the environment for growth in the creative economy and help many more Jamaicans to rise from poverty to prosperity.



5.2%

US\$20M

35K+ 

CULTURE AND CREATIVE INDUSTRIES CONTRIBUTE AT LEAST 5.2% OF GROSS DOMESTIC PRODUCT

GENERATES REVENUE OF US\$15 - US\$20 MILLION ANNUALLY, CONSERVATIVELY

ACCOUNTS FOR 3% OF TOTAL EMPLOYMENT

Culture and the Creative Industries: achievements and priorities



Minister Grange presents symbolic cheque to grant recipients at Economic Opportunities Workshop in Morant Bay, St Thomas

Economic Opportunities Workshops

I am proud to report that we have been investing in the small business people living in communities close to the Blue and John Crow Mountains World Heritage Site. Our Economic Opportunities Workshops have been providing the entrepreneurial training and other types of support to enable them to take advantage of opportunities emanating from the World Heritage designation.

More than 400 people in the parishes of Portland, St. Thomas

and St. Andrew have benefited from our Economic Opportunities Workshops and are now set for take-off. We're happy to have been able to provide grants totalling J\$1M to 20 small businesses to give them that push.

For example:

- Millicent Henry, operator of the Spring Garden CDC Winery in Portland, used the grant to acquire an industrial blender to puree fruits in the production of wines, as well as a gas stove and an industrial fan;
- Uriel Jackson from Leith Hall District in Port Morant, St. Thomas, operator of Kumina Kulture used his grant to

purchase materials for the production of Kumina Drums and for marketing initiatives; and

- Glenmark Bell, Artist and operator of Portland Fine Arts was able to use the grant to purchase raw materials and equipment for his fine arts studio.

Mr. Speaker, I could list several others. But these are just some examples of how we are creating the right environment for our creative entrepreneurs to succeed.

I am grateful to JSIF, HEART Trust/NTA and the Jamaica National Group for their support in this initiative. I look forward to their

continued support as we extend this programme to the maroon community of Accompong. Our focus will be to help build-out unique cultural merchandise and assist in marketing the Accompong 6th of January celebrations as a hallmark heritage tourism activity with the co-operation of the Jamaica Tourist Board.

Support of Cultural Communities

In the last two years, there's been a marked improvement in tangible support to our various cultural and heritage communities. We have increased funding support from J\$5M to J\$11M.

The communities and activities are:

- Maroon celebrations in Accompong, Charles Town, Scotts Hall and Moore Town;
- Indian Arrival Day commemoration activities;
- Indian Hussay celebrations;
- and Rastafari commemorative events such as the commemoration of the Coral Gardens Incident and the visit to Jamaica of His Imperial Majesty Haile Selassie, I.

Jamaica Creative 100

As we continue to invest in our creative talent, I am pleased to announce the establishment of the Jamaica Creative 100 programme with funding of J\$26M. This is to help with the further development of creative people across Jamaica who have imprinted their unique brand in the global marketplace or have the potential to do so.

Through the Jamaica Creative 100 programme, we will provide funding support for short to medium term projects to help small business entrepreneurs in the creative sector to create new products for the global marketplace or to enter new markets.

These small business entrepreneurs just need a little help to cut a bigger slice of the global creative pie. Selections will be

through an open call based on growth potential, entrepreneurship, quality and proposal.

The Jamaica Creative 100 programme will be administered by the National Cultural and Creative Industries Council, which is now being operationalised in my Ministry. The Council will operate as an over-arching, inter-sectoral, one-stop shop for targeted intervention in the sector.

The NCCIC

Among the deliverables of the Council are:

- the establishment of a digital distribution and promotion platform for Jamaican music, video and fashion;
- the establishment of a Kingston Creative Media Village for increased visibility and accessibility of creative practitioners;
- the establishment of the Creative Skills Council; and
- the establishment of a Culture and Creative Industries Fund for Jamaica.

Cultural Entrepreneurship in Education

We are embarking on a programme of deliberate promotion of the business of culture, the arts and the creative economy. In this regard, we staged the National Conference of Culture Clubs.

The aim of the Conference was to foster greater awareness of the economic value of creativity, the centrality of the creative economy to the national economy and the importance of careers in the creative sector.

We have to address the bias in the promotion of careers to young people. It is good and valuable to be a doctor, lawyer, engineer. It is equally good and valuable to be a creative professional, a sportsperson, gender activist or archaeologist.

Taíno find - the "Original Jamaicans"

On that note, Mr Speaker, I would like to report to this Honourable House on an archaeological find of significant national historical importance at White Marl, St Catherine where an archaeological team led by the Jamaica National Heritage Trust unearthed, among other things, 3 whole skeletons, 4 zemis, ceramic earthenware pottery sherds and tools.

The area now known as White Marl has long been considered to be one of the most important prehistoric sites in Jamaica. Research indicates that the area was occupied for more than 600 years (between 900 and 1500 AD) by the first Jamaicans — the Taínos (who were in the past mistakenly referred to as the Arawaks).

Anthropologists and Archaeologists now know that the people that met Columbus in 1492 were not the Arawaks, but were a people who called themselves Taínos, meaning noble or prudent.

This significant find adds to our understanding of and confirms our beliefs about the Taínos. For instance, two of the skeletons were found with bowls. We think the bowls were filled with food and buried with the deceased as part of the Taíno tradition aimed at sustaining the spirit in the afterlife.

The shells found at the site give us an idea of the diet of the Taínos which included conch, clams, oyster and land snails. The unusual burial positions are shedding new light on Taíno belief systems and customs.

The priceless zemis and other treasures found during this excavation belong to the Jamaican people and must be preserved and protected for future generations.

In that regard, we are working to



Archaeologists excavate Taíno burial site at White Marl, St. Catherine

repatriate treasures that belong to Jamaica, which are in foreign countries. For example, in 1792, three wooden Taíno zemis were recovered from a cave in Carpenter's Mountain, Manchester by a British surveyor and taken overseas where they remain in the British Museum until today.

As part of the plan to protect and repatriate, the Ministry of Culture, Gender, Entertainment and Sport has begun preparatory work towards Jamaica's ratification of two international conventions to deal with the illicit trafficking of cultural heritage:

- the UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, and
- the UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects

Additionally, we will propose amendments to the JNHT Act as our existing legislative regime does not address trade in cultural material per se and all cultural material are not protected under the JNHT Act.

I wish to commend the team at the Jamaica National Heritage Trust, the Leiden University of the Netherlands, and the Department of History and Archaeology at UWI Mona who are collaborating on the excavations.

Reparations

In the same way we take action in this House to clear the names of our National Heroes and Freedom Fighters, we must also take action to ensure that reparations are paid for all that our ancestors endured under the evil system of slavery — having been brought to this island in chains and branded like animals.

We must pursue reparations. The great wrong must be set right.

To those who would say slavery was a long time ago and we should simply move on, I point them to the debilitating impact of slavery even today. More than 300 years of oppression and brutality have left lasting scars. Whether in the low self-esteem reflected in behaviours within our population, such as bleaching or high levels of violence and crime; the residues of slavery continue.

The National Council on Reparation, which is located in my Ministry is reviewing the evidentiary basis of the demand for reparatory justice from Britain for native genocide, African enslavement, deceptive Indian indentureship, other colonial injustices and the continuing legacies of colonialism. At the same time, we are building a strong grassroots movement, including our young people, which cannot be ignored in our determination — that reparations must be paid.

Rastafari

I take very seriously the responsibility given to me by Prime Minister, the Most Honourable Andrew Holness, to carry out the programme of reparations and relief to the Rastafari elders who suffered in the Coral Gardens Incident of 1963.

Since the Prime Minister's apology on behalf of the Government of Jamaica in 2017, we have built a positive working relationship with the Rastafari community. We are committed to national support for the 21 elders so far identified by the Office of the Public Defender.

My Ministry has already transferred a sum of J\$12 million to the Administrator General as Trustee to establish a Rastafari Trust Fund. We are committed to transfer J\$30 million annually over the next three years to ensure the sustainability of the Fund.

I'm in discussion with the Ministry of Education, Youth and Information to create three annual scholarships at Primary, Secondary and Tertiary levels to provide benefits to the wider national Rastafari community.

I am also setting up a mechanism to more effectively manage communication with the Rastafari community.

Entertainment: more than enjoyment; pathway to prosperity



Minister Grange celebrates with judges, producers and winners of Dancin' Dynamites

Economic Value of Events

The Entertainment sector has been robust in the past year. The Jamaica Constabulary Force reported that 19,158 events were staged across the island in 2017. These events provided more than 30,000 temporary jobs.

The Kingston and St Andrew Municipal Corporation is very aware of the value of entertainment since it collected a whopping J\$28M from entertainment licences. The KSAMC issues 33% of all entertainment licences in Jamaica annually.

Between 2013 and 2017, the value of entertainment to the economy was estimated to be J\$107 billion (US\$836 million). As impressive as

that is, Mr. Speaker, we know it is an undervaluation since not all entertainment sub-sectors were accounted for.

Over the period 2012–2017, 120,264 events were granted permits supporting Jamaica's status as a Mecca for festivals.

During Reggae Month this past February, more than 70 Reggae-related events were held in Kingston alone. Due to this uptick in music events there was a 7% increase in visitor arrivals over the similar period last year, while the carnival period saw 45 events being held between November and April with a 12.5% increase in visitor arrival over the similar period last year. This uptick in visitor

30,000+ Temporary Jobs Created

19,000+ Events Staged

J\$20B+ Money Earned

Entertainment Industry performance figures for 2017

arrivals and the subsequent direct and indirect spending in the economy is attributable to both Reggae Month and Carnival in Jamaica.

Creative City of Music

Among the many things we are proud of as the Entertainment portfolio supports the rise of Brand Jamaica is the designation of Kingston as the only Caribbean Creative City of Music. The Ministry of Culture, Gender, Entertainment and Sport partnered with UNESCO in staging a Creative Cities Workshop during Reggae Month. Nine Cities of Music from the following countries — Japan, South Korea, Sweden, United Kingdom, Portugal, Germany, Poland and Australia — joined us in Kingston at this workshop.

During the year, my Ministry, the Jamaica Music Museum and the

University of the West Indies staged the inaugural Imagine Kingston Conference focused on research, data gathering and case studies on the concept of creative cities and the capacity of creativity to spur urban regeneration. UNESCO has declared the conference as a global best practice and my Ministry as the focal point for the programme presented the case study at the recently concluded UNESCO Creative Cities Conference in Poland that had participation from 181 countries.

As the Jamaican Fashion Industry rises to new heights of global recognition, the hosting of the various style weeks and the staging of the unique fusion between Style Week and the Jamaica Business Development Corporation's designer incubation programme deserve our

commendation and support.

Estate Planning

We recognise the inadequacy of estate planning and benefits support within the Entertainment sector. The families of several entertainers have found themselves in turmoil during moments of illness or death.

My Ministry staged an Estate Planning, Pensions and Financing Workshop for members of the music industry and other creative sectors in March in collaboration with the Development Bank of Jamaica, Administrator General's Department, and Ministry of Labour and Social Security. This was a timely response to the passing of 18 entertainers between September 2016 and September 2017.

Sector Regularisation

We are working to regularise the sector. The following are some of the activities carried out:

- 223 individuals and 39 companies registered on the National Registry of Entertainment and Creative Industry Practitioners during this last fiscal year. This Registry seeks to streamline the incentive process, allow for hassle free movement across borders and regularise creative practitioners given the CARICOM Heads of Government mandate to develop a registry for service providers across the region.
- The Ministry processed 263 Event Extension Applications for micro and small enterprises in 2017. This generated total

direct, indirect and induced linkages of more than J\$488 million and temporary employment of 4,528 people.

International Reggae Festivals

My Ministry recognises the global commercial value of Reggae, Dancehall, Ska and other Jamaican music and the large number of international Reggae festivals that pervade the global landscape. We have identified more than 324 International Reggae Festivals across the world including:

- Rototom Sunsplash in Spain,
- Reggae Sun Ska in France,
- and Ostroda Reggae Festival one of the oldest in Europe.

We note their value as employment for Jamaican artists,

their contribution to the global appeal of our branding activities and to the national economy.

In this regard, the Ministry of Culture, Gender, Entertainment and Sport will continue our partnership with these various global music festivals for quality assurance and control, to ensure greater coordination in the sale of creative goods and services and the enhancement of these global circuits for the promotion and merchandising of Jamaican music products.

We will continue to give Tour Support to our artistes who perform at these events.



Minister Grange enjoys a game of dominoes with Beenie Man, Imru James and Maurice Porter at launch of World Domino Championship

Sport: from grass roots to high performance



Minister Grange video calls members of Jamaica's Bobsleigh team to 2018 Winter Games

Elite Sports

Jamaica continues its global leadership in regional and international Sport. Today, we commend all our elite sportsmen and women who have been sustaining our global presence in the various disciplines. I pay tribute to the coaches and clubs, such as Racers and MVP, as well as to the GC Foster College of Physical Education and Sport, the University of Technology and the University of the West Indies which have been branding Jamaica as a destination for sports training and development, attracting athletes from over 20 countries across the world. I applaud the private sector companies and individuals who

provide the platform for our elite athletes to be able to fully concentrate on their craft and brand Jamaica as a strong and exciting sports nation.

We especially recognise the athletes in the field events and the middle and long distance races who have performed exceptionally well.

I invite this Honourable House to acclaim the Honourable Usain St. Leo Bolt, the world's most legendary athlete, on his retirement. The Ministry of Culture, Gender, Entertainment and Sport is proud to have installed the Bolt Statue at the National Stadium on behalf of a grateful nation. It is our hope that this monument will not only serve as a tribute to Usain but even more so as an inspiration to young upcoming athletes.

Since mounted, Independence Park has had a record number of visitors to the complex to see and be photographed beside the statue.

Two Saturdays ago, I had the pleasure of presenting the maquette of Shelly-Ann's statue to the nation. I report to the House that she is happy with the design and we are now in the process of scheduling a date for the installation of the life-size statue at Independence Park by the last quarter of this calendar year — after the Track and Field Season.

The statues of Veronica Campbell Brown and Asafa Powell are also on track for installation. Those will complete the creation of four statues as part of the Jamaica 55 Legacy Programme.

In the field of football, I am pleased that we were able to come to an



Prime Minister Holness, Minister Grange, Coach Glen Mills and Sculptor Basil Watson join Usain Bolt in a pose after unveiling of statue

amicable resolution that saw Theodore 'Tappa' Whitmore reinstated as the National Coach of the Reggae Boyz. We congratulate the Boyz on their rise to the top 50 in the world ratings and their exceptional performance in last year's CONCACAF Gold Cup where they finished second. We continue to work closely with the JFF on the development of the national programme.

Mr. Speaker, I also highlight the following successes:

- The Sunshine Girls finished second in the Fast5 World Netball Series that featured the top nations in the sport.
- At the Commonwealth Games in April 2018, team Jamaica won 27 medals, the most we have ever won. Of commendation was our outstanding performance in the field events.
- In Rugby, five teams qualified to participate in regional and international competitions, including the Commonwealth Games and Rugby Sevens... both for the first time.
- In Chess, Jamaica hosted the Sub-Zonal tournament — a world championship qualifying

event — for the first time and our Shane Matthews won to become only the second Jamaican International Master. And during the year, 15 year old Joshua Christie won the CAC Youth Championship in Panama and became the youngest FIDE Master in Jamaica's history.

- During the year, Jazmine Fenlator-Victorian, Carrie Russell and Audra Segree became the first Jamaican women to qualify for and represent our nation in the Bobsleigh competition at the Winter Olympics.

Antidoping

I also wish to highlight that two Doping Control Officers from the Jamaica Antidoping Commission were selected by the organising committee to participate in 2018 Winter Olympics under the International Doping Control Programme. JADCO also entered into a contract with the Canadian Centre for Ethics in Sport in March of this year to provide doping control services and vice versa.

Those activities were undertaken as part of our programme to

strengthen the National Anti-doping in Sport programme. Additionally, we continue to perform routine tests with more than 500 conducted over the past year.

Jamaica is firmly against doping in sports and will intensify our anti-doping education programme for our athletes and their support teams.

Junior Athletes

I introduce this next section with one powerful image that signals outstanding prowess and the need to nurture and manage the transition of young athletes to elite status. At the recently-concluded Jamaica International Invitational, we watched in awe as one of our outstanding junior athletes branded Jamaica again as legendary when he outshone such international senior stars as Anaso Jobodwana of South Africa and LaShawn Merritt of the United States of America at 200 metres.

Mr. Speaker, I speak of the outstanding Christopher Taylor.

He outshone every one at the National Junior and Senior Championships recently to easily



Minister of State Terrelonge with junior athletes Briana Williams and Christopher Taylor as well as JAAA President Dr. Warren Blake

win the 400 metres — running in the Seniors race — to set a new national junior record and a new personal best.

And over the weekend, he equalled the National Junior 100 metres record at the National Stadium.

Christopher is one of a kind.

So many of our junior athletes continue to shine. We commend their outstanding performance in the recent CARIFTA Games where Briana Williams won the Austin Sealy Award for being the most impressive athlete of the championships. In swimming, Jamaica topped the points standing among the girls for the first time in

a long time with the combined boys and girls team placing third overall.

Our continued success at the Penn Relays and outstanding performances in other sports, such as, Badminton, Table Tennis, etc. cannot be overlooked.

We must commend the performances in the annual Boys and Girls Championships, which has sustained its branding as the most outstanding global event at that level both in organisation and performance. Commendations to ISSA as well.

Protection and Safeguarding of Children in Sports

Mr. Speaker, our children should take part in and develop a love of

sport and physical activity, but in circumstances that guarantee their safety, protection and overall well-being. One of the priorities this year is to finalise a Policy and Regulatory Framework for safeguarding our children in sport. We must ensure that children in sport:

- are not harmed in anyway;
- are able to enjoy sport and make participation in sporting activity a way of life;
- and are in the care of fit and proper people, not being exposed to any form of abuse.

I have established a Task Force geared at:

- Facilitating the co-ordination of existing and planned initiatives;
- Adopting best practices; and

- Developing mechanisms for monitoring and evaluating policies relative to the Safeguarding and Protecting of Children in Sport.

The Task Force comprises all stakeholders including the Child Protection and Family Services Agency, the National Parent Teacher's Association, the various schools sports associations, local sports governing bodies, as well as government ministries and agencies.

Interventions must be both medical and non-medical. There is an urgent need for public awareness as to what constitutes abuse in Sport, including emotional abuse. There are also other forms of abuse which manifest themselves in over-training and under-nutrition. In this regard, there has been on-going training of sports personnel particularly in the use of effective programmes that have positive outcomes.

Later this year, we will host a countrywide Conference bringing together all stakeholders for a national discussion.

Sport Infrastructure and Access

We are working to sustain the high levels of performance within Jamaican Sport by retro-fitting and improving the infrastructure to create the right environment for training and development. In this regard, J\$128,608,000 has been allocated to the Sport Development Foundation for the purpose of upgrading our facilities. The works will see improvement to the National Stadium, the layout of synthetic basketball courts at Stadium Courts, and upgrading of fields across the country.

In addition, we will continue to fund the granting of access to the national sport facilities to our national teams including: netball, basketball, aquatics, track and field, gymnastics, badminton,

taekwondo, volleyball, table tennis and rugby. An amount of J\$48M has been allocated to Independence Park Limited to fund access to the facilities by national teams.

We are also committed to provide venue support for the:

- CONCACAF Women's Tournament in August and September
- National Senior and Junior trials as well as the All Comers meets
- Jamaica Table Tennis Association National Championships in July
- Swim meets between October and December
- Gymnastics National Trials

This year, the 44 National Sports Associations/Federations will benefit from a subvention of J\$189 million in total.

Sport Tourism

The planned development of the national sport infrastructure will also assist in our efforts to establish Jamaica as a destination for international sport — for competition and for hosting meetings of international sports federations. There are significant social and economic benefits to be gained from establishing Jamaica as the place of choice to play, watch and discuss sports.

Last year, we hosted several international events:

- Racers Grand Prix
- Jamaica International Invitational Meet
- International Professional Boxing,
- The inaugural Jamaica Classic College Basketball tournament, which had a large following in the United States.

We will be hosting the Jamaica Classic College Basketball tournament again this year at the Montego Bay Convention Centre from November 16-18, 2018. All the games will be broadcast live on

the CBS Sports Network, which has more than 44 million subscribers across the United States.

So Mr. Speaker, this year we will have:

- An increase in the number of teams that participated last year
- more room nights for hoteliers in the city (last year there were 1,000 room nights);
- more visitors to our country;
- more revenues to our coffers;
- and more exposure for Brand Jamaica.

As an added treat, we'll welcome home the great Patrick Ewing, who is currently the head coach for Georgetown University which will participate in the Jamaica Classic for the first time this year.

Patrick Ewing is a basketball Hall of Famer who grew up in Jamaica and went to the United States where he played college basketball in the 1980s before becoming the first overall pick in the 1985 draft by the New York Knicks. Ewing played 15 of his 17 Hall of Fame years for the Knicks before finishing his playing career in Orlando in 2002. Following his playing career, Ewing was an assistant coach for the Washington Wizards, Houston Rockets, Orlando Magic and Charlotte Hornets.

Patrick Ewing has been an inspiration and role model for so many of our local basketball players and we look forward to welcoming him and his team in November.

Sports for Development and Peace

Recently I met with the new Director General of UNESCO and we are currently in discussion with the organisation as well as other International bodies to identify sporting opportunities for Jamaica. I am envisioning that Jamaica will lead the charge in creating a

mechanism for regional cooperation focused on enhancing the contribution of Sport to sustainable development in the Caribbean and Sports for Peace. This includes collating and producing research and 'evidence' on those contributions.

Sport Diplomacy

We are reaping the benefits of our Sport Diplomacy. Through bilateral cooperation we aim to enhance the capacity of the national Sport infrastructure, talent and administration.

In this regard, I report on the Jamaica/China Technical Coaching Project, based on agreements between our two countries. In January of this year, we welcomed to Jamaica a nine member team from the People's Republic of China, including seven coaches

from the following disciplines:

- Women's Football
- Women's Volleyball
- Women's Basketball
- Badminton
- Gymnastics
- Swimming
- and Synchronised Swimming.

The Team observed and worked with local associations and staged coaching clinics at the GC Foster College.

We're now in the second phase of the project where a delegation of approximately 140, comprising athletes, coaches, managers and administrators travel to China this month for a period of 60 days for specialised training and competition. The first batch left the island last Saturday. In addition, equipment is being donated to Jamaica.

The programme cost to the Government of the People's Republic of China is estimated at US\$8.5M while the cost to the Government of Jamaica is about US\$300,000. Mr. Speaker, I'm sure the whole House will join me in expressing our gratitude to the Government of the People's Republic of China for their support.

In another diplomatic initiative, the Government of Japan has provided a Table Tennis coach for an extended period to build the capacity of our Jamaican athletes. The Japanese also have agreements with the JOA and JAAA for technical support in preparation for the Summer Games in 2020.

I have highlighted just two of the various sport diplomacy activities in which we are engaged.

Minister Grange plays role of starter at launch of INSPORTS Basic Schools' Champs



INSPO RTS

Mr. Speaker, I wish to report on efforts to reform the Institute of Sports as part of the strengthening of our sports governance structure.

Upon my return to government in 2016, I received a draft of the Auditor General's Special Audit of the Institute of Sport (which was later tabled in this House). The Special Audit showed an organisation that was continually breaking the law, badly managed and in need of urgent transformation.

We've taken corrective measures and I can say that INSPORTS is building a culture of a well-run, accountable organisation that gives value to the people of Jamaica. The organisation now has approved Corporate and Operational Plans with specific, measurable and achievable targets; is producing monthly and quarterly reports; and has been developing manuals, standard operating procedures and systems to govern the management of resources.

The new INSPORTS Management team has reported that:

- The agency is now adhering to government regulations, guidelines and procedures.
- All outstanding Statutory Deductions and other Staff Deductions have been paid up.
- Of the J\$80 million owed to the Pension Fund, the sum of J\$40 million has now been paid over to the Pension Fund Administrator and they are working to settle the balance.

However, Mr. Speaker, some issues uncovered at the Institute of Sports require further investigation. I now inform this Honourable House that the Major Organised Crime and Anti-Corruption Agency is conducting an investigation into irregularities uncovered at the agency; therefore I am unable to give any further details

National Sports Museum

Mr. Speaker, I also wish to give an update on the establishment of the National Sports Museum. We have been doing preparatory work for the establishment of the museum in both virtual and physical spaces.

In this regard, we have completed a Strategic Business Plan and submitted our proposal to the Public Investment Management Secretariat (PIMSEC). During this financial year, we expect to sign off on the architectural and exhibit designs, and prepare for construction.

In the meantime, we are developing content for the museum, including audiovisual features on some of our outstanding sports personalities, including George Leslie "Bunny" Grant, Lloyd Lindbergh "Lindy" Delapenha and Stafanie Taylor.

We have conducted a textile conservation and preservation training workshop to ensure that the skill set is in place to handle the requirements of the museum, particularly in the preservation and management of artefacts.

We have intensified our procuring and soliciting of memorabilia for the museum and will be launching a collection drive later this year.

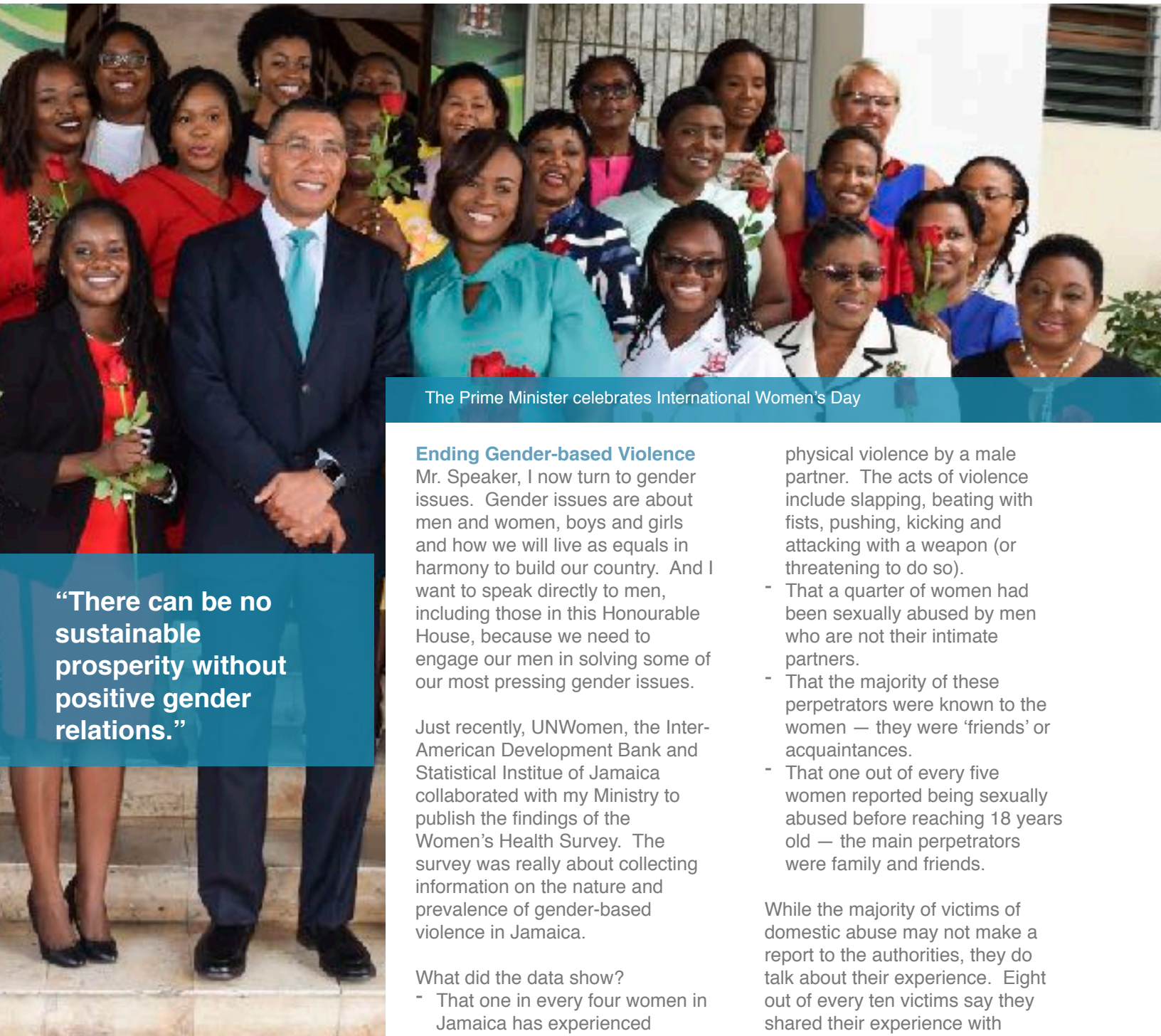
We will also be digitising the artefacts towards creating a virtual museum in the short term while we build out the physical facility.

The Sports Museum will not only showcase our rich sport history and share our unique story with the world but it is also intended to play a significant role in our Sports for Economic Development Strategy, the main pillars of which are:

- sport diplomacy
- the direct investment into the sport industry
- the hosting of major sports events, including training and meetings
- support for athletes at the high performance level.



Gender: harmony and prosperity



The Prime Minister celebrates International Women's Day

“There can be no sustainable prosperity without positive gender relations.”

Ending Gender-based Violence

Mr. Speaker, I now turn to gender issues. Gender issues are about men and women, boys and girls and how we will live as equals in harmony to build our country. And I want to speak directly to men, including those in this Honourable House, because we need to engage our men in solving some of our most pressing gender issues.

Just recently, UNWomen, the Inter-American Development Bank and Statistical Institute of Jamaica collaborated with my Ministry to publish the findings of the Women's Health Survey. The survey was really about collecting information on the nature and prevalence of gender-based violence in Jamaica.

What did the data show?

- That one in every four women in Jamaica has experienced

physical violence by a male partner. The acts of violence include slapping, beating with fists, pushing, kicking and attacking with a weapon (or threatening to do so).

- That a quarter of women had been sexually abused by men who are not their intimate partners.
- That the majority of these perpetrators were known to the women — they were ‘friends’ or acquaintances.
- That one out of every five women reported being sexually abused before reaching 18 years old — the main perpetrators were family and friends.

While the majority of victims of domestic abuse may not make a report to the authorities, they do talk about their experience. Eight out of every ten victims say they shared their experience with

friends, families and neighbours. But too many of us, including men in positions of influence, do nothing.

The National Strategic Action Plan to Eliminate Gender-based Violence has a series of actions to prevent violence, protect and deliver adequate services to victims and to deal appropriately with perpetrators.

Today, I call on men across Jamaica to take a leadership role in ending gender violence. Men have a unique power to influence their brother, their friend, their colleague, their brethren, **and their son** to change violent behaviours and protect women and girls everywhere. Mr. Speaker, I urge every man and woman with influence in this House and across the nation to take a stand. Do something about the domestic violence that you know goes on next door and do your part to remove every woman and every man from abusive situations.

Anti-Sexual Harassment

One in every four women report that she has been sexually harassed during her lifetime. This underscores the importance of the Anti-Sexual Harassment Legislation that I am determined to have passed by this House. The victims of harassment — men and women — have been waiting for this Bill, and they expect us to get it right.

The Ministry of Justice originally had carriage of the Anti-Sexual Harassment Bill. Sometime after the change of Administration, the Bill came to the Ministry of Culture, Gender, Entertainment and Sport.

We examined it as against the drafting instructions and discovered that one of the drafting instructions i.e. 'a hostile working environment' was not present among the proposals. For that

reason, the Bill was returned to the Office of the Chief Parliamentary Counsel along with the drafting instructions. It was thereafter sent back to my Ministry.

We had to begin a consultative process with Ministries that were designated special responsibilities under the Bill, especially the Ministry of Labour and Social Security. We received extensive and constructive critique of the Bill from our sister Ministry which helped us to re-formulate and revise certain provisions. This warranted a revisiting of the Tribunal to be established under the proposed Bill for the adjudicating of sexual harassment claims.

We dealt with that challenge and once more had to engage in consultation with the Attorney General's Chambers, the Legal Reform Department and the Office of the Chief Parliamentary Counsel before taking the matter to Cabinet.

The Bill that was taken to Cabinet in March was deferred pending the approval of the National Sexual Harassment Policy; a process which the former Administration had bypassed. The Policy which was developed by me in 2009 as Minister was abandoned by the previous Administration.

We have finalised the policy and presented it (along with the proposed Bill) to Cabinet. I report to this House, that the Cabinet has passed the policy and the proposed Bill which I will lay on the table of the House. I anticipate a robust debate on both sides of this House as we together send a strong message that Sexual Harassment has no place, any where, any time in our country.

Shelter

One out of every two women who has been abused by her intimate partner never leave home. The

reasons are varied and complex. But many women simply do not have a safe place to go.

For this reason, we included the establishment of National Shelters as part of the Jamaica 55 Legacy Programme. I am pleased to report that Cabinet has approved the purchase of a property for use as a National Shelter in rural Jamaica. We have completed the purchase and will have the shelter operational very soon.

I am also pleased to report that the Crisis Shelter (owned by the Government and operated by Woman Inc.) was refurbished, retro-fitted and re-opened through partnership with USAID on the International Day of the Girl Child on October 11, 2017.

My Ministry has also been working to provide shelter for the family in St. Elizabeth that came to national attention following a case of child sexual abuse by a pastor. The family had been living in unsuitable situations.

The family is in temporary housing, but in collaboration with the Ministry of Economic Growth and Job Creation we are about to begin construction of a permanent housing solution for them. The children are currently in a place of safety and we have been mobilising assistance.

We are grateful for the support of Jamaicans from all walks of life who have given assistance to this family.

Advancing Secondary Tertiary and Remedial Education for Adolescent Mothers

Mr. Speaker, I wish to highlight Yasheka Brooks - just one of the many adolescent mothers who have not been left behind. She took advantage of the services offered at the Women's Centre and is now set to advance herself through a nursing career.



Minister Grange shares a moment with adolescent mother Yasheka Brooks at Women's Centre 40th Anniversary Charity Ball

She was only 14 when she became pregnant. She was forced to leave school, suffered isolation, discrimination, emotional turmoil and abuse from her community, friends and family. She experienced extreme depression and was only saved because of the support of the “kind, loving, caring and understanding” staff of the Women's Centre of Jamaica Foundation in her parish.

But she was determined to excel, believing that her life should not end with the pregnancy. She passed two CSEC subjects in Grade 10 and eight CSEC subjects in Grade 11, then advanced to sixth form where she passed two CAPE subjects and matriculated into EXED Community College School of Nursing. She suffered various challenges to the completion of her education but received a *Scotia Gems Grant* of \$50,000 and another \$50,000 from my Ministry. I recently advised her that we will cover her balance.

Mr. Speaker, she is just one of the young women that the Women's Centre of Jamaica Foundation, an agency of my Ministry, continues to invest in. Over the last 40

years, we have served 46,000 adolescent mothers — most of whom never had a second child during their adolescent years.

We have been able to rescue them and their child from a life of poverty and dependence, by equipping them with the skills to be good parents and enabling them to complete their secondary education and helping them to pursue tertiary studies. Today, our list of alumni reads like a who's who in Jamaican society.

But, Mr. Speaker, we have noticed that several of the girls in our programme who have been re-integrated into the formal school system are in danger of dropping out again for want of adequate support.

It is for this reason that we developed A-STREAM — a new initiative to help adolescent mothers to complete their high school education through Mentorship, Sponsorship and Scholarship. Under the programme, 40 adolescent mothers will be paired with 40 mentors who will encourage them to complete their education while assisting them with critical life

skills. Forty bursaries of J\$40,000 each are to be awarded to teenage mothers to assist with school expenses. We are also providing scholarships for tuition totalling J\$400,000 to four adolescent mothers who have matriculated into tertiary level education.

At this point, I appeal for support from individuals and organisations to assist the Women's Centre to provide additional mentorship, bursaries and scholarships to these adolescent mothers in need.

We have seen the commitment of adolescent mothers to improve their own lives and the lives of their children. They take their children with them to classes at our Women's Centre facilities. They keep the children by their sides so they are safe while mothers continue their schooling.

We are determined to continue to give them and their children the best support.

Final Statements



Mr. Speaker, the Ministry of Culture, Gender, Entertainment and Sport will continue to brand itself and our country for sustainable prosperity. This we intend to achieve through thoughtful, caring actions geared at promoting creativity and the creative economy while consolidating a platform of positive gender relations in which no one is left behind, and all this, ultimately, for the enhancement of Brand Jamaica.

As the Minister with responsibility for the portfolios – Culture, Gender, Entertainment and Sport – I commit to Bold, Ambitious, Beneficial, Strategic and Impactful actions to ensure the success of our operations.

Mr. Speaker, I commit to you
#Mission2018 **From Branded to Branding for Sustainable Prosperity: Brand Jamaica on the Rise.**

In so doing, I seek the support and involvement of all Jamaica.

I lead by example. I am available to all my stakeholders. In the words of a Queen:

“You can call me by my name
I am ready to roll
Call me anytime”

This Lioness, like Brand Jamaica, is on the rise.

Thank you, Mr. Speaker.

Rabby



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