



GOVERNMENT OF JAMAICA

# Sectoral Presentation 2016-2017

**Hon. Olivia “Babsy” Grange, CD, MP**  
Minister of Culture, Gender, Entertainment and Sport

**BUILDING SUSTAINABLE  
PROSPERITY**  
**Through Culture, Gender, Entertainment And Sport:**  
**“FOUR THE HARD WAY”**

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## **SALUTATIONS AND ACKNOWLEDGEMENTS**

Mr. Speaker, I address this Honourable House today with a great sense of pride. I am grateful for the opportunity to participate in this Sectoral Debate and to outline the plans of the Ministry of Culture, Gender, Entertainment and Sport.

Mr. Speaker, I wish to express sincere appreciation to the many persons from all walks of life, who over the years have supported and believed in me. I am most grateful for all they have done and continue to do. I am thankful to friends and family members who have and continue to give me their full support.

Mr. Speaker, I wish to recognize the hardworking and committed people of Central St. Catherine, the constituency which I have had the honour of facing the electorate five (5) times with an increased majority every-time 3 to 1. This includes my dedicated Councillors - the veteran campaigner Theresa Turner, young Keneisha Allen, whose stature and performance belies her tender age, and Councillor Caretaker George Moodie, who is slated to take the reins very soon.

Special thanks to the Most Honourable Prime Minister, Andrew Holness, for affording me the opportunity to serve in this capacity, together with my Cabinet colleagues alongside whom I have the pleasure of working. Mr. Speaker, I must also say a big thanks to the staff of the Ministry and the Agencies under my direction, who work around the clock, as well as the Chairpersons and members of the various Boards, Commissions and Councils which fall within the purview of the Ministry. And of course my family members. My Mother who is not in the best of health at this time, but convalescing like the champion she is. And my dear daughter Paula Surtees and her husband Jonathan. Also want to make special mention of my three grand-children Atavia, Ana and Mitoya who recently completed her studies in Communication and Cosmetology.

Mr. Speaker, I also want to welcome members of the Diplomatic Corp who are here this afternoon, as well as several friends, colleagues, and well wishers. Welcome.

## INTRODUCTION

Mr. Speaker, I am pleased to announce that this financial year the total budget for the Ministry of Culture, Gender, Entertainment and Sport is two billion, six hundred and twenty eight million, nine hundred and sixty four thousand dollars (\$2,628,964,000.00). Of this amount, one billion, three hundred and sixty one million, three hundred and ninety four thousand (\$1,361,394,000.00) has been allocated to Culture, just over seven hundred and thirty two million, one hundred and two thousand (\$732,102,000.00) to Sport, two hundred and forty million, eight hundred and seventy thousand (\$240,870,000.00) to Gender, while Entertainment received eighty million, nine hundred and forty seven thousand dollars (\$80,947,000.00). The budget is rounded out by the two hundred and thirteen million six hundred and fifty one thousand (\$213,651,000) dollars allocated to general administration expenses across the four subject areas.

Mr. Speaker, the theme of my presentation today is “Building Sustainable Prosperity through Culture, Gender, Entertainment and Sport: “Four The Hard Way”. That is to say, four portfolio areas most often undervalued, under-resourced, under-invested and under-developed, but within which is anchored the very soul of the Jamaican psyche and global possibility. Four portfolios that have been grossly under-rated, but have endured and excelled against all odds.

Mr. Speaker, today I will outline the policies and programmes that will be executed for this year and beyond. Today, I am determined to present the case of the Ministry of Culture, Gender, Entertainment and Sport as the central force around which all aspects of growth and development within our country rotate. We are at the Centre!

In this regard, Mr. Speaker, this presentation builds on and takes its cue from the charge given by the Most Honourable Andrew Holness, Prime Minister of Jamaica, in his 2016 Budget Presentation: *“This vision of prosperity which I have for Jamaica is a holistic and comprehensive one. A vision in which we have a certain quality of life, a certain quality of relationship, in our families, at the workplace, on the streets, in our communities.... We must accept in our minds and hearts that prosperity is possible and desirable.”*

Mr. Speaker, esteemed Members of this House, my Ministry is assured that prosperity is not only possible and desirable, but achievable. In fact, the portfolio areas of my Ministry have demonstrated a constant and consistent aptitude for prosperity. Over the years, it is within the portfolio areas of Culture, Entertainment and Sport that some of the very poorest and most vulnerable women and men have been able to achieve and sustain poverty alleviation and wealth creation, with **gender equity**. Historically, persons, including our most prolific artiste Bob Marley, have been able to move from circumstances of challenge to livelihoods of substance and value. Today, Bob Marley's estate compares positively with the budget of the Government of Jamaica. Mr. Speaker, I believe it was former Prime Minister of Guyana, the late Forbes Burnham, who made the observation at the opening of the very first staging of CARIFESTA in 1972, that “culture made the small man a big man”. My Ministry intends to build on this trend in going forward.

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We intend to make the small man, the small woman, the youth man and young daughters on the corner, BIG. We intend to, in the words of Booker T. Washington, pull them up by their own bootstraps. Our creativity as a people knows no bounds. But we must think BIG. Our mind set must be one which is determined to break the chains.

Marcus Garvey reminded us that “A people without the knowledge of their past history, origin, and culture is like a tree without roots”. Mr. Speaker, the rear view mirror on our cars is a most useful device. We must be conscious of what's behind us... our glorious past... if we are to move forward with confidence. We must not only think outside the box. We must get out of the box. Or better yet, operate as if there is no box, no limitations to what we can achieve as a people.

Mr. Speaker, in outlining our priorities, this presentation will re-position these portfolios at the centre of the Sustainable Development Agenda of our country. It is my intention to present this case frontally so that it can be understood by all. We cannot get buy-in from our people unless and until they understand the vision. Unless and until we all understand that we are all stakeholders in the enterprise called Operation Jamaica. We are all in this boat together. We float or we sink ... together. For us Mr. Speaker, sinking is not an option. We are about Building Sustainable Prosperity with the Cultural and Creative Industries at the Centre of Operation Jamaica.

Mr. Speaker, our people will soon all stand together as our nation celebrates two important milestones that will inspire all of us as we recommit ourselves to doing all that we can for ourselves and our country to confront and overcome the challenges which beset our beloved Jamaica today -persistent poverty, crime and inequality.

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Firstly, in a matter of weeks we commemorate our Emancipation and Independence. Mr. Speaker, we assure you, my colleagues and the nation that Emancipation 2016 and Jamaica 54 will be occasions for us to pause, reflect and celebrate our common history of struggle and redemption. As we confront the challenges of modern Jamaica, we will use these activities to renew our passion and determination to strive towards the achievement of our goals of expanded opportunities, shared sustainable prosperity and social justice for all Jamaicans. Through these celebrations, we aim to energize the country to coalesce around our collective vision of a united, peaceful and equitable Jamaica.

And then, Mr. Speaker, we will immediately turn our eyes to the second milestone: Rio de Janeiro, Brazil, where our athletes will once again demonstrate the tenacity, resilience, prowess and talent for which we are world renowned. Mr Speaker, our expectations are high and I know that you would want me on behalf of the members of this House and the people of Jamaica to express our unwavering support and well wishes to our sportsmen and women as they journey to Rio to compete in the Olympic Games, August 5 - 21, 2016. Once again, we will ensure that across the length and breadth of the country, Jamaicans will be able to gather together to witness the sterling performances of our athletes. We will again experience that natural mystic within our culture and psyche that defies explanation, that a country so small could create such giant waves of impact on the world. This is the essence of Brand Jamaica.



Mr. Speaker, given my responsibility for Gender Affairs I must also add that the gender distribution in Team Jamaica is something about which we are justly proud.

## **OVERVIEW OF THE MCGES**

Mr. Speaker, this newly constituted Ministry of Culture, Gender, Entertainment and Sport (MCGES)-has four large, cross cutting, yet distinct portfolios:

- **CULTURE AND THE CREATIVE INDUSTRIES** include Arts and Culture, Cultural and the Creative Industries, Heritage, Literary Publications (Legal Deposits), Media Arts and National Commemorative Events (Labour Day, Emancipation, Independence, National Heroes Day) and Reparations

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- GENDER
- ENTERTAINMENT
- SPORT.

Within these portfolios are configured thirteen (13) supporting agencies, (in addition to several commission councils, boards etc.)

## **CULTURE AND CREATIVE INDUSTRIES**

- Institute of Jamaica (IOJ) and its departments (Museums of Jamaica, National Gallery, Natural History Museum, African Caribbean Institute of Jamaica/Jamaica Memory Bank, Jamaica Music Museum, Liberty Hall: The Legacy of Marcus Garvey)
- Junior Centre, Simon Bolivar Centre
- National Library of Jamaica (NLJ)
- Jamaica Cultural Development Commission (JCDC)
- Jamaica National Commission for UNESCO
- Jamaica National Heritage Trust (JNHT)
- Creative Production and Training Centre (CPTC)
- Cinematograph Authority

## **GENDER**

- Women's Centre of Jamaica Foundation (WCJ)
- Bureau of Gender Affairs

## **SPORT**

- Independence Park Limited (IPL)
- Institute of Sports (INSPORTS)
- Jamaica Anti-Doping Commission (JADCO)
- The Independent Disciplinary Tribunal
- The Independent Appeals Tribunal
- Sports Development Foundation (SDF)

The current configuration of the subjects and departments of the MCGES brings together all the elements which drive the expansion, development and maximization of the growth of the cultural and creative industries and creative economy (including entertainment and sport). It also contains the principal elements of Brand Jamaica and, as such, my Ministry serves as a convergence hub which must play a major role in building and contributing to the promotion of Brand Jamaica as a key element of sustainable economic growth.

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Mr. Speaker, Brand Jamaica is cross cutting and multifaceted but at its core, it incorporates inter alia our cultural and creative expressions, entertainment and sports industries, intellectual property, heritage, as well as our cultural infrastructure. Consequently, the Culture, Entertainment and Sport portfolios have the potential of creating a multiplier effect as growth in these industries will trigger exponential growth in other contingent sectors, such as tourism, health services, education, service industries, insurance, media, radio and television and broadcasting, and production companies. The potential for impactful growth is far-reaching and expansive.



Our objective is to integrate these portfolio areas and forge new partnerships in order to encourage citizens to join us in capitalizing on the country's tangible and intangible cultural, sporting and heritage legacies. Additionally, we aim to utilize this knowledge and these resources not only to define ourselves, but also to invest in targeted human capital and infrastructural development as well as sustainable commercial enterprise.

## **STRATEGIC PRIORITIES**

Mr. Speaker, the Ministry's strategic priorities are developed from the main goals of the Vision 2030 - MTF 2015-2018. The priorities are:

1. Human Capital Development
2. Economic Growth and Job Creation
3. Social Inclusion and Development



## **GENDER AFFAIRS**

Mr. Speaker, I am pleased and honoured to be leading a Ministry in which human capital is highly valued. It is our people, committed and empowered, from all strata of society, who will be responsible for the transformation of our economy.

As Minister with responsibility for Gender Affairs, I wish to use this opportunity to acknowledge and acclaim the presence of four (4) women in the Cabinet, the Hon. Shahine Robinson, Minister of Labour and Social Security, the Hon. Kamina Johnson-Smith, Minister of Foreign Affairs and Foreign Trade, myself and Jamaica's second female Attorney General, the Hon. Marlene Malahoo-Forte. There has been a notable increase in the number of female Members of Parliament. In



particular, I want to also recognize the powerful new members, who have joined us all - the member from St. Andrew Eastern, Minister Fayval Williams, the first female to be named a Minister in the Ministry of Finance. The member from West Rural St. Andrew, Juliet Cuthbert Flynn, who will truly deliver a prosperity baby and the member from East Rural St. Andrew, the Most Honourable Juliet Holness, the first Prime Minister's wife to sit in Parliament. While we welcome the new ladies, I have to commend members from North East St. Ann, Shahine Robinson, who faced two by-election and four elections and the member from Southern Trelawny who faced the battle three times and is proudly sitting in this Honourable House stronger than ever. Of course I must also acknowledge “the strength of a woman” by particularly recognizing my sister, the member from South West St. Andrew, the Leader of the Opposition, who leads the other women parliamentarians...as well as the men sitting on the other side. I recognise that we are a little below the 30% target to which we agreed under the Millennium Development Goals and as stated in our Gender Policy. But we are determined to get there soon.

### ***Male Marginalization***

Apart from beating them in elections, I am concerned about our men as I am about women. The apparent marginalization of men in our society is a matter to be addressed. It has been noted that approximately 60% of our men are functionally literate while close to 70% of all violent crimes are committed by men between the ages of 15-29 years. This speaks to the need for action to counter this trend. As Minister with responsibility for Gender, I am committed to play my part.

Gender equality requires equal enjoyment by women and men of all the socially valued goods, opportunities, resources and rewards afforded by one's citizenship.

As the World Bank in its ***Gender Equality and Development Report***, asserts: “*Gender equality is a core development objective in its own right... it is smart economics... Greater gender equality can enhance productivity [and] improve development outcomes for the next generation.*”

The prompt name change, on my return, of the Bureau of Women's Affairs to Bureau of Gender Affairs will facilitate an inclusive approach to the promotion of gender equality in its true sense.

Mr. Speaker, to better understand the issues of men, we will undertake research on masculinity and issues affecting men. They will provide information on men's health and wellbeing, and employability, and will undertake public education and capacity building in such areas as men and parenting, men and education, and of extreme importance, the role of men in the elimination of gender-based violence.

The National Policy for Gender Equality (NPGE) is a cross-cutting policy which is in line with several policy and legislative actions being undertaken by the GOJ. This policy framework suggests that women and men need to have equal opportunities to work together in partnership to achieve gender equality for both women and men. The NPGE outlines Jamaica's commitment to achieving gender equality through gender mainstreaming and is informed by the guiding principles of social justice, human rights, equality and equity; good governance, accountability, transparency, and participation.

Mr. Speaker, the NPGE will be monitored and evaluated by a soon to be announced multi-sectoral *Gender Advisory Council (GAC)* which will be tasked with the following responsibilities:

- To develop the framework for the establishment of the NPGE;
- To advise the Government on the strategic policy direction for the gender portfolio;
- To identify a strategy consistent with CARICOM's gender mainstreaming strategy and other relevant international commitments, for addressing obstacles to gender equality and the empowerment of women in key sectors of the society.

### **Elimination of Gender Based Violence**

Mr. Speaker, Honourable Members, one of the principal areas of concern is the issue of violence against women and children, and it must remain high on our agenda if we are to ensure that they feel safe. The magnitude of the on-going violence against women and children in our country is cause for alarm. Mr Speaker, measures to address domestic violence and gender based violence continue to receive our uppermost attention. The Ministry, working together with civil society organisations and the business sector, will be mobilising all sections of the society, to join hands to combat this social ill.

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In this regard, I wish to commend the recent partnership between the United States Embassy in Jamaica and the MCGES which facilitated Jamaica's adaptation of the UN Women's global campaign - the HE FOR SHE Campaign - which pledged to mobilise millions of men to fight violence against women and girls. This campaign is a UN women's initiative which intends to reframe gender equality, from that of a women's issue, to an issue which requires the full participation of both women and men. This approach is seen as beneficial to all of society - socially, politically and economically.

The *HeForShe campaign* intends to mobilize men and boys globally to stand up and take action for the achievement of gender equality through online and offline approaches which will be guided by a comprehensive approach that enables engagement at multiple levels: from awareness to advocacy to action.



We believe that the key to solving this problem is community mobilisation by challenging social norms and values that legitimise the use of violence against

women and children. In this regard, Mr. Speaker, I am pleased to report that through the Bureau of Gender Affairs, we will roll out an extensive and wide ranging community outreach and public education programme this year. This will see the Bureau engaging all age cohorts, boys and girls, men and women across the island. Our primary objective is to identify and train civilian first responders in every one of our over 300 [SDC] communities island-wide. Traditionally our first responders are the police, so the Bureau will continue its partnership to train police in strengthening their victim response mechanism.

Mr. Speaker, the National Strategic Action Plan to Eliminate Gender Based Violence is currently being costed in preparation for submission to Cabinet for approval shortly. *Please see details in Ministry Paper tabled today*

**Joint Select Committee to review laws affecting violence against women, children, the elderly persons living with disabilities**

Equally, the lack of support services and facilities for those women who have suffered domestic violence is receiving my immediate attention, as is the matter of strengthening the legislative framework which governs these matters. During this year we will be working with our sister

Ministries to ensure the reconstitution of a Joint Select Committee of Parliament, so as to complete the re-examination of the Sexual Offences Act, the Domestic Violence Act, the Offences Against the Persons Act and the Child Care and Protection Act, in order to make recommendations for appropriate amendments.

### **WCJF Teenage Mothers**

Mr Speaker, our back to school and life skills training programmes for teenage mothers continue to draw admiration both locally and internationally. Adolescent pregnancy is a social concern and the agency continues to devise programmes and activities to address the needs of adolescent mothers and youth in Jamaica. The Women's Centre of Jamaica Foundation (WCJF) commenced the restructuring of the delivery of its programmes to



broaden the scope of its mandate of placing these individuals on equal footing with other adolescents to complete their education and become gainfully employed. We will be working to increase access to Foundation locations while the Ministry of Health (MOH) and the Ministry of Education, Youth and Information (MOEYI) seek to reduce the incidence of teen pregnancy.

The Foundation has a campaign to enrol 1,400 adolescent mothers into the programme and reintegrate 600 adolescent mothers into the formal school system, or place them in other institutions of learning. The Foundation has instituted a special programme called *Attend-On-Demand* enrolment which will see the older girls attending for the services needed, instead of for the full day of activities. Additionally, in conjunction with HEART Trust/NTA, older girls will be given the opportunity to pursue entrepreneurial training, which will see them receiving certification for their courses of choice. Trainers will be provided by HEART Trust NTA.

The Foundation will engage in nine (9) major fundraising activities and form new partnerships in an effort to provide support to adolescent mothers who are attempting to become economically independent.

In an effort to facilitate adolescent mothers' access to health care services and commodities, a youth clinic will be established at the Kingston Centre September 2016. This is in collaboration with the Women's Centre of Jamaica Foundation (WCJF) and the German Embassy.

The Centre also has programmes for fathers of children with adolescent mothers. The Foundation currently has a counselling programme for men which we will work to strengthen and expand as we collaborate with the Ministry of Justice to also implement the ongoing Child Diversion Pro-

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gramme. It is hoped that this inclusion of men will improve the Foundation's target of less than 2% rate of second pregnancy in adolescent mothers.

Mr Speaker, I wish to pause here to express my profound sadness and grief about the brutal slaying recently of one of our Women's Centre students, 17 year old Iseca Gayle. Iseca was in her bed with her 3 month old baby girl when gunmen entered the family home in Green Pond, St. James, and shot her. Such cruelty Mr. Speaker belies understanding. Iseca had just recently started a summer job and she had worked hard to ensure that come September she would be re-enrolled in the main stream school system. Our condolences are extended to her mother Teneisha Sawyers and other members of her family, as they come to terms with this horrible loss.

## **CULTURE, CREATIVE INDUSTRIES AND ENTERTAINMENT**

Mr. Speaker, as stated earlier, Brand Jamaica represents the most globally recognized platform of Jamaica's prosperity. Defying all odds, the Brand is the basis for most, if not all, of our economic endeavours. It is the central core of our tourism product and is the platform on which tourism arrivals and earnings are assured, allowing Jamaica even in times of global recession to maintain a healthy tourism industry. Since Brand Jamaica is anchored principally in our culture and creative industries, entertainment and sport, my Ministry is determined to build sustainable prosperity for our people by leading the thrust in growing these industries.

In the current thrust by the Most Honourable Prime Minister to promote economic growth and global competitiveness among Jamaica's industries, I will begin by treating with the most vibrant element of our creative economy: Music...in particular Reggae.



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Mr. Speaker, I have a clear vision of the road we must travel to convert the world renowned creativity which continues to manifest itself in the Jamaican Music Industry with great and sterling abundance, having been a successful player myself in that Industry for many years:

- Music is one of the world's largest cultural and creative industries contributing significantly to the global economy - about US\$15 Billion in 2015 with an annual growth rate of 3.2%.
- In the words of the International Federation of the Phonographic Industry (IFPI) Global Music Report 2016, this global industry has seen increases in various areas of commercial activity, such as 10% rise in digital revenues for a total of US\$6.7 Billion and 45.2% rise in streaming revenue for a total of US\$2.9 Billion.
- Global music has entered new areas of accessibility because of the internet, making the world more accessible to young musicians and entrepreneurs in ways not imagined before. The new ways of accessing music has opened new distribution channels for musicians and consequently new fields of operations with new possibilities for capitalization. For example, now there are incomes from royalties when a producer sells digital recording via Internet as download by streaming, mobile phone ring tones, ring backs, etc.
- Our Jamaican music is still Jamaica's most powerful export and is still a globally recognized entertainment brand of quality and distinctiveness.
- It has brought wealth to a host of persons, most of whom under other circumstances would have never been able to rise from poverty to prosperity.
- It employs up to 15,000 persons directly or indirectly in various formats and mechanisms for content creation and development, performance, distribution, royalty payments, etc.
- Additionally, the worldwide sales of Reggae recordings are estimated to value between USD 2 - 4 billion in generated revenue. Interestingly, too, the estimated value of the Jamaican music industry is approximately USD 130 million.
- There is even further activity when the music industry converges with festival and cultural tourism activities as well as other sectors, such as fashion, food and advertising.
- Mr. Speaker, there is general agreement that Jamaica is not making as much as it should from its global music prowess and success. This results from the various challenges that continue to be experienced by the sector: such as high levels of piracy (seen globally at a value of 40% of gains); informality of the sector and lack of cohesiveness even with the presence of various associations; explosion in consumption has not brought proportional revenues to the sector; fragmentation and lack of institutional support for the development of the sector; and, continued reluctance by practitioners to use intellectual property mechanisms as well as reluctance of the banking sector to accept intellectual property as collateral.

In all this, and crucial to our deliberations today, is the role that must be played by Government in creating an environment for the greater or enhanced capitalization of Brand Jamaica's music success.

### **Entertainment Advisory Board**

Mr. Speaker, Culture and Creative Industries policy reminds us that monetization of Brand Jamaica's Music success is achievable first through the establishment of appropriate infrastructure on which to construct a viable and vibrant creative economy. In this regard, we have started to bring together the various partners to discuss relevant and appropriate projects to capitalize on the music industry. I recently appointed a carefully selected Entertainment Advisory Board, so that we can benefit from the input of the widest cross section of industry players in shaping policy and programmes. The members of the board include:

1. Mr. Lenford Salmon - **Chairman**
2. Mr. Gussie Clarke - **Deputy Chairman**
3. Mr. Duane Smith
4. Mr. Kingsley Cooper
5. Mr. Clifton Dillon
6. Dr. Carlene Davis-Cowan
7. Dr. Sonjah Stanley-Niah
8. Mrs. Paula Surtees
9. Mr. Bunny Brown
10. Mr. Howard McIntosh
11. Mr. Herbie Miller
12. Mr. Clyde McKenzie
13. Mr. Michael “Ibo” Cooper
14. Mr. Joseph Bogdanovich
15. Ms. Karen Smith
16. Ms. Jacqueline Knight-Campbell
17. Ms. Shelly-Ann Curran
18. Mr. Kamal Bankay

Among other things, I plan to hold discussions with my colleague Minister of Tourism on a standards document to determine what is served to visitors as Jamaican entertainment. Our aim is for every visitor who arrives in Jamaica to experience the distinctive sounds and images of our Jamaican music. In this setting, we will be able to provide further opportunities for increased employment and financial growth for our musicians.

Mr. Speaker, this is an industry which grew out of the pockets of persons who simply loved the music. Some have done well for themselves, whilst gaining worldwide recognition for our country. We have to now position ourselves to maximize earnings from the Industry. This requires appropriate infrastructure to train, develop, and support all the various practitioners within the value chain of services that are directly or indirectly aligned to this industry.

We intend to engage the Ministry of Education, Youth and Information, the Edna Manley College, the University of Technology, the University of the West Indies, Community Colleges, and the

HEART/NTA, to promote new approaches to music as an industry rather than the traditional approach to music as recreation. This proposes moving music from extra-curricular to curricular, alongside and in tandem with Accounts, Business Administration, Law, etc., subjects that are also relevant to serious development of the creative industries. All this will result in greater respect for these industries which may cause corporate Jamaica in their planning of events to budget equally for entertainment services as they do for catering services.

Mr. Speaker, at the global level, we intend to play a more visible role in the promotion of partnerships with international music producers and entrepreneurs engaged in the promotion of Jamaican music. Our goal is to push for the inclusion of more Jamaicans on the global stages controlled by these promoters.

Additionally, when we negotiate cultural and trade agreements with other countries, such as with the European Union and the African Caribbean Pacific Group, they should facilitate the free movement of our artists and technicians and their various inputs. It must allow our artists to earn in these countries from their creativity and be able to repatriate those funds back home to Jamaica. These constructs are negotiable within the context of the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions as well as under the Free Movement of Artists within the Treaty of Chaguaramas in CARICOM, which we must promote more vigorously. In this area, Mr. Speaker, I intend to have dialogue with my colleague Minister of Foreign Affairs and Foreign Trade.

Another area for deliberation and partnership is the recent designation of Kingston as a Creative City. As the mecca of culture and entertainment and the home of much of the tradition of excellence of our Jamaican music, our intention is to engage the lead exponents of the music industry to create festivals and events that would be commensurate with that designation. I have tabled a Ministry Paper on this subject.

Mr. Speaker, I am very excited with respect to the potential of this designation. We have a chance to work with the KSAC to re-position Kingston among similar creative cities of the world, creating new activities and strengthening some old ones, such as Bob Marley Day, the birthdays of other major iconic artists, International Reggae Day, Reggae Month, Music Heritage tours, among others. This will be done within the Partnership for Prosperity, engaging Government, the industry, and the private sector. This also has implications for scheduling of activities on a national calendar as well as designation/branding of restaurants, night clubs, parks, beaches such as Hellshire, and so much more, as we seek to promote greater economic activity in the music and entertainment capital of the Caribbean: more activity, more jobs, more income and more prosperity.

Mr. Speaker, this prestigious designation has also forced us to look again at the facilities we have at our disposal for the staging of world-class cultural events. Unfortunately we have fallen short and continue to fall short in this regard. Not only in Kingston, but Jamaica. Mr. Speaker, this has to be addressed if we are to be seen as being serious about the business of entertainment. I am



therefore committing to this honourable house to start serious work in exploring the establishment of a new state-of-the-art concert hall which will not only cater to Jamaicans, but also to thousands of foreigners who visit the country each year to bask in one of our most formidable global products, Reggae Music. This facility would also attract internationally re-known performers who require state of the art facilities of international standards. We are also committed to intensifying our work on the Jamaica Music Museum in recognition of the global prowess of the Jamaican music, to replace the existing Museum now housed in the corridors of the Institute of Jamaica

### **National Cultural and Creative Industries Commission (NCCIC)**

Mr. Speaker, all this speaks to the need for a coordinated and integrated approach if we are to succeed in building prosperity through these portfolios. I recognize that although these portfolios are housed in this Ministry, culture and cultural industries pervades the realm of other ministries. For example, the management of our Intellectual Property and Copyright Regime, the Jamaica Business Development Centre which oversees craft production and sales resides in the Ministry of Industry, Commerce, Agriculture and Fisheries; the Film Commission resides in JAMPRO, while the Culture in Education Programme continues in the Ministry of Education, Youth and Information and our important and valuable archives scattered all over different entities.

In this regard, Mr. Speaker, we are seeking to re-establish on a more solid footing in our Ministry, a body committed to a comprehensive, cross-cutting approach to policy development and monitoring across various ministries and agencies of Government as well as within the private cultural sector: this is the National Cultural and Creative Industries Commission (NCCIC).

The NCCIC will be restructured to include a Central Marketing Unit to administer and promote activities across culture and creative industries (CCIs). There will also be a Central Administration Unit that develops and oversees sector database management and research, events and projects and incentives schemes. This work has in fact already begun.

### **Major Events: Festivals a Yaad and from abroad**

Mr. Speaker, of great significance for the growth and expansion of the creative economy is the emphasis we will be placing on major festivals and events. The festival economy is one of the most vibrant of the creative economy. Yet, festivals continue to be seen as recreational activities where our people are said to simply “wine wi waist”. The economic value of these festivals has not benefited from sufficient evaluation and, consequently, they continue to be under-invested. Yet, it is generally acknowledged that Britain makes more money from the Notting Hill Festival than from any other element of the creative industries.

The festival economy provides direct employment to a wide range of creative practitioners (artists, sound engineers, stage rental, stage managers and hands, lighting, front of house, directors, producers, photographers, videographers, clean-up crew, technicians, events planners, road managers, accountants, security, etc.). Festivals also provide indirect employment and revenue to dressmakers, tailors, taxi and other transport operators, cosmetologists, parking attendants,

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restaurants, hotels, telecommunications services providers, sellers of corn, cane, drinks, etc., and members of the community in the case of community festivals as tour guides, hosts, etc.

In pursuit of this goal we will be targeting activities like the annual Accompong Festival (January 6 each year), which celebrates the signing of the 1738 Treaty between the Maroons and the British as well as the birthday of Colonel Kojo', their leader. Our aim is to assist in packaging and promoting the festival so that the community may be able to harness economic and wealth creating opportunities for themselves, while sharing this



sacred element of their lived heritage with the world. At this point, I must congratulate the Accompong community on the establishment of their community radio station, Abeng, with the support of the Jamaica National Commission for UNESCO, an agency of this Ministry.

Mr. Speaker, my Ministry is committed to the elaboration of a National Festival Calendar with a support plan for the staging of each. The intention is also to engage STATIN, the PIOJ and the Bank of Jamaica to evaluate and compile data on each festival in an effort to measure their contribution to the national economy.

Mr. Speaker, Entertainment is a subset of the creative industries primarily focussing on music, fashion, visual and performing arts. This industry is a driver of economic growth through the employment of several persons both permanently and temporarily by way of events associated with the sector.

Preliminary assessment data on police permits granted for entertainment events in 2014 indicated that more than 22,000 event permits were granted during that year and a snapshot of just four large scale music events in the 2010/2011 fiscal year show that these four events generated J\$588.93 million and temporarily employed 1060 persons. The potential for job creation and economic growth in the Entertainment sector is therefore tremendous.

We will be focusing this year on the fashion industry, another element of convergence with the music industry. In recent articles in Italian Vogue and American Vogue, Jamaican models were commended as being among the top models in the world. This is a result of the hard work and dedication of our local fashion entrepreneurs, such as Deiwght Peters of Saint International, and

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Kingsley Cooper and his team at Pulse. We will be looking to see how we can work with these pioneers and others in the industry, to advance the Fashion Industry in gaining a greater foothold in the fashion centres of the world, creating more opportunities for Jamaican models and designers.

### **Visual Arts**

Mr. Speaker, in the area of the Visual Arts, the National Gallery, a department of the IOJ, will focus on partnerships with national galleries across the world, particularly in Europe. The aim is to ensure that more Jamaican visual artists (painters, sculptors, photographers) access opportunities to display and sell their artwork abroad. Our Jamaican art has gone through several evolutions based on the outstanding work of many pioneers, like Edna Manley, Barrington Watson and Mallica Capo Reynolds. The task ahead now is to develop projects to capitalize our Visual Arts into a robust system of curating, display, marketing and sales.

### **Revitalized JCDC**

Mr. Speaker, sustainable prosperity within our culture and creative industries depend on the maintenance of a cycle of excellence that can only be achieved through a process of deliberate unearthing of talent and nurturing of excellence. The Jamaica Cultural Development Commission (JCDC) is being revitalized to ensure that its resources are utilized to carry out this important function through a re-energized National Festival of the Arts. In this programme, the JCDC's hardworking officers will work closely with the Social Development Commission (SDC) and other entities in identifying and locating talents, planning and organizing workshops and training and then competitions to hone the talents.

Mr. Speaker, the creative sector is often referred to as copyright industries because of the important role of intellectual property. In this regard, my Ministry will work closely with the Jamaica Intellectual Property Office (JIPO) to ensure that the legislation for the use of copyright and intellectual property as collateral is supported by the financial sector. Further, we will support the Jamaica Association of Composers, Artistes and Publishers (JACAP), the Jamaica Music Society (JAMMS) and the Jamaican Copyrights Licensing Agency (JAMCOPY) and other collection societies to ensure that creators/artists collect from their creations and reap greater economic benefits from their work.

Mr. Speaker, finally, in this section, we speak of action to capitalize on our Heritage Assets and facilities.

Mr. Speaker, over the years, we have had limited success in the development and maintenance of our heritage sites and properties largely because of under-investment and inadequate arrangements. We still recall the many plans to upgrade Port Royal, to revitalize Seville Heritage Park, to renovate the house linked to National Hero Marcus Mosiah Garvey, to reinstate the Morant Bay Court House, among so many others. Additionally, we have had issues regarding the storage, maintenance and display of artefacts and the lack of public education and involvement in national heritage appreciation.

IN this regard, the JNHT will launch in September 2016 the Cultural Atlas of Jamaica. This pilot project, completed with funding and technical support by the Inter American Development Bank, is one of its kind in Jamaica that brings together in one place social and cultural information of Jamaica.

I must also announce that even as I make my presentation, the BBC is filming a documentary in memory of the one thousand Jamaicans who were brutalized and killed following the Morant Bay Rebellion of 1865. This BBC History project will also include Stony Gut where the team will put up a plaque. The project is a series called “The Black History of Britain and explores the relationship between Africa and Britain over 2,000 years. It will be broadcast on BBC 2.

It is our goal, Mr. Speaker, to position our heritage assets on a platform of economic advancement and national identification through partnerships with international organizations and the private sector.

### **Jamaica's Blue and John Crow Mountains**

Mr. Speaker, recently, Jamaica's Blue and John Crow Mountains was inscribed as a World Heritage site, making it the first mixed World Heritage site in the Caribbean. I am committed to ensuring that Jamaica benefits economically from this international designation. Through the Ministry, we will host a series of 'World Heritage Economic Opportunities Workshops and Fairs'. The first workshop was held in May and saw entities such as Jamaica Business Development Corporation (JBDC), Heart Trust/NTA, Tourism Product Development Company (TPDCO), Jamaica Social



Investment Fund (JSIF), and others, engaging residents from these communities on how to monetise the cultural assets that are a part of the heritage of their family and community ....at all times ensuring that the world heritage is not compromised. The possibilities are endless and we want to facilitate partnerships like this as we build prosperity for all our people. In the case of the Blue and John Crow Mountains, it is particularly pleasing that we are empowering economically our Maroon communities to whom we owe much gratitude for their indomitable spirit.

In other areas, we will begin to re-engage the private sector to encourage partnerships in our thrust to promote economic activity around our major heritage sites and properties, for example,

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Fort Charles in Port Royal. This is also related to the exhibition of artefacts, the deposit and proper storage, archiving and display of material heritage related to publications as also to the regular provision of meaningful opportunities for our Jamaican people to view and experience the excellence of our traditions.

**Rastafari**

Mr. Speaker, I must also make reference to the work we have done with the Rastafari community who recently in April celebrated the 50th anniversary of the 1966 Official Visit to Jamaica of His imperial Majesty, Haile Selassie. This is only a signal of our intention to meet with the Rastafari community in promoting further collaborations to support their activities in celebration of Rasta culture and history.



**Pinnacle Lands**

Of the eight (8) sites that will be declared by the JNHT, the Government is committed to the declaration and development of six lots on the Pinnacle lands in Sligoville, St. Catherine as a heritage site for the Rastafarian community. To date, Cabinet has approved the purchase of 5 lots -198 to 202 and negotiations will take place to execute the sale of these 5 lots at an agreed price. In the meantime, a JNHT team has conducted exploratory work on the 6th lot and the Board of the JNHT will be providing me with a report on the outcome of this work. I want to remind you that the part of this property that has already been declared a National Monument falls under the direct purview of the JNHT which means that it will be protected and preserved in accordance with the JNHT Act. UNESCO has officially recognized that the Rastafari community is indigenous to this country and it is fitting that we must all acknowledge this legacy which has produced a

world renowned religion and iconic personalities such as Bob Marley and Peter Tosh. Therefore, my team at the Ministry is committed to expanding the acquisition of Pinnacle lands in Sligoville St. Catherine and prioritizing the establishment of a Rastafarian Heritage Site and Cultural Centre.

### **Marcus Garvey's Boyhood Home**

Mr. Speaker, I turn now to a project which is now a vexed issue because of the long delay in completing it. That is the Marcus Garvey's boyhood home, 32 Marcus Garvey Way, in St. Ann.

The site was declared a National Monument on December 31, 1992 and at that time, two main challenges became apparent, the issue of the ownership of the property and the state of disrepair of the premises which was unbecoming the Hero.

Cabinet approved the compulsory acquisition of the site in early 2010. Upon the request of the then Prime Minister of Jamaica, the Honourable Bruce Golding and myself as Minister with responsibility for Culture, the Jamaica National Heritage Trust prepared a proposal for the creation of a Memorial Park at 32 Marcus Garvey Way (formerly Market Street) in St. Ann's Bay.

Prime Minister Golding committed then to relocating the occupants and acquisition of the lands by the Government.

In August 2011, the CHASE Fund made a commitment to support the project by approving a budget of sixteen million dollars (\$16,000,000.00) for the restoration of the home as part of the Jamaica 50 legacy program. Due to the non-use of the funds from 2013, CHASE indicated that the funds were no longer available, but committed to assisting with aspects of the restoration project in the future subject to the re-submission of a detailed plan and estimates for the restoration.

I have now instructed the JNHT to review the plans and to make a new submission and to ensure that it is completed in time to be officially opened next year in time to celebrate Garvey's birthday in August as a Jamaica 55 legacy project. It was originally identified as a Jamaica 50 legacy project but was thrown by the wayside.

The Ministry of Housing has been asked to assist with the relocation of the occupants.

### **Reparations**

Mr. Speaker, this leads me to an issue that I know is dear to the heart of my colleague Minister of Transport and Mining: Reparations - which seeks redress for one of the greatest atrocities in history visited upon mankind. This issue will be given the kind of priority it deserves as we re-establish the National Committee on Reparations. I am pleased to announce that an impressive group of Jamaicans have agreed to serve on the Committee, which we intend to rename the Committee the National Council on Reparations to reflect the importance we place on this body. Cabinet has approved the following persons to serve on the Council (NCR):

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1. Professor Verene Shepherd **(Co-Chairman)**
2. Mrs. Lalaeta Davis-Mattis **(Co-Chairman)**
3. Mr. Frank Phipps
4. Lord Anthony Gifford
5. Dr. Jalani Niaah
6. Professor Rupert Lewis
7. Mr. Steven Golding
8. Dr. Michael Barnett
9. Mutabaruka (Mr. Allan Hope)
10. Kabu Ma'at Kheru (Ms. Andrea Williams)
11. Mr. Danny Roberts, CD, JP
12. Senator Kavan Gayle, CD

Mr. Speaker, we will also be working closely with the CARICOM Reparations Commission.

## **CREATIVE PRODUCTION AND TRAINING CENTRE (CPTC)**

Mr. Speaker, amid all this, however, the economic potential of the creative industry will not be sustainable unless and until we marry creativity, distribution of content and sale of that content. In this regard, the Creative Production and Training Centre has rebranded CTV and launched JAMVISION. Since CPTC is the primary entity responsible for recording Jamaica's indigenous culture content, for television/radio broadcasting, I have challenged the agency to come up with creative and new, youth-friendly ways of sharing and promoting the Jamaican legacy.



### **A new direction for the CPTC**

The CPTC has commenced the production of customized culture and heritage content to support the MOE's syllabus in History, Civics, and Social Studies, and English Literature for schools island-wide. CPTC will also be initiating plans to develop distribution partnerships with key non-traditional Diaspora markets in South Africa, Cuba, Colombia, Costa Rica, etc... In addition to the local partnerships they have signed with entities like JCDC, UWI Reggae Studies, Heineken Startime, Calabash Literary Festival, RJR Group among others.

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This will be achieved through the use of multi-platforms so that our images are shared in light of the global attraction to, and the taste for, Jamaican creative products and services.

## SPORT

Mr. Speaker, our sportsmen and women continue to defy the odds and perform above the expectation of a country of our size. On every occasion, particularly in the area of athletics, our sportsmen and women take on countries of the stature of the United States of America, the United Kingdom and all of Europe, with tremendous panache and success.



Today, Mr. Speaker, I want to express the gratitude of the Ministry to the private sector partners who have consistently contributed to the national sports programme as well as to the professional development and welfare of individual sportsmen and women. Through their commitment and dedication, Jamaica has consistently mined gold, whether it is at the level of High School Championships or at the level of the Olympics or World Games, or in other representations of World Football, Netball, Cricket (as part of the West Indies team) or Swimming. This is one of our modern day models of a Jamaican partnership for prosperity.

Mr. Speaker, in order to better appreciate the gold mine that we sit on in the area of Sport, allow me to summarize the Jamaican context:

- Jamaica's international competitive advantage in the area of Sport is well known. The Hon. Usain Bolt, CD, OJ continues to be the most celebrated, legendary sportsman in the world today, with his estate valuing millions of United States dollars. Others, like Shelly-Ann Fraser-Pryce, Veronica Campbell-Brown, and Asafa Powell, carry strong global name recognition at the highest levels of sport.



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- Sport is considered an important industry with the potential to contribute to the economic development of Jamaica. This is in keeping with the goals of Vision 2030: ***“to increase the growth of sport as a business and commercial activity with potential to contribute to Jamaica's economic development, and to maximize the role of sport as a source of wealth for a wide range of professionals.”***
- Sport has had positive impact on popular culture in terms of behaviour and is considered an important means of reducing conflicts and disputes among local groups and communities in Jamaica. All of us as Members of Parliament understand this aspect very well as indeed in every constituency there are sports programmes being implemented.
- Fashion and other industries have benefited from Jamaican sport, mostly at the international level. For example, in 2008 at the World Games in Beijing, in one day Puma sold out all the sport shoes that had Bolt's branding. Advertisements and endorsements using Jamaican sport personalities are other examples of the international impact of Jamaican sport.

The questions, Mr. Speaker, are: Has Jamaica benefitted substantially? Have we been able to take full advantage of the prowess of our global athletic power as the 'Sprint Capital of the World', in a way that has brought revenue to the national economy? Have we capitalized on our sporting status? Yes, it has fuelled income generation and wealth creation for a number of elite athletes across the various sports. And that is indeed good news. However, it is time now to create new approaches to ensure that more is generated for the national economy.

Mr. Speaker, as creative as we have been as a country, (UNCTAD said in 2010 that “creativity was synonymous with Jamaica”), ... as creative as we are, what has been uncreative in our approach is our continued segregation of Sport from the other areas of the creative industries. A new creative approach will require a more dynamic and strategic integration of sport and other creative activities and events. Building and solidifying partnerships will be the cornerstone of this approach. Sports, which I refer



to as physical culture, represent one of the most successful areas of our creative sector. The inclusion of Sport in this Ministry is therefore a step in that direction that recognizes and integrates Sport within the creative economy and provides us with an opportunity to engage the exciting and dynamic potential of this marriage.

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Mr. Speaker, the goal of my Ministry is to expand and advance the role of Sport in economic growth and development, tourism, individual empowerment (values consolidation, poverty alleviation, and wealth creation), and community renewal. It is our agenda to expand, deepen and consolidate our sporting prowess in terms of global leadership and market share. In this regard, our programme will focus on the following:

- development of the commercial aspects of sport
- support for our athletes
- protection of our reputation in the sporting arena
- unearthing and nurturing of talent
- Sport Infrastructure and International Training facility

Mr. Speaker, the implementation of the National Sports Policy has resulted in a number of new initiatives/programmes. These require an efficient governance structure to facilitate better planning and execution. It will also require the development of statistical and baseline data, on-going research and marketing among all stakeholders. As such, the Ministry will promote sustained partnership and collaboration among stakeholders including the related agencies (Jamaica Anti-Doping Commission, Sports Development Foundation, the National Sports Council, Independence Park Limited, and the Institute of Sports), 45 sport associations and federations, the private sector, the Diaspora, community-based organizations, the media, and other Government ministries and agencies.

I have commissioned a comprehensive review of all sporting entities which fall within the Ministry with a view to restructuring. The objectives are to:

- Facilitate expected economic gains
- Eliminate duplication and inefficiencies
- Improve institutional sports capacity
- Maximize Jamaica's full potential in the sports industry
- Provide for integration for effectiveness
- Develop a national centralized sports data-base
- Rationalize funding streams.

Mr. Speaker, much of this demonstrates the need for a change in mind-set. Many of our sporting activities are broad-brushed as recreational, much like most of the creative sector. This has led to general under-resourcing in the national administrative system, while in the school system it is generally under-valued, promoted as extra-curricular, occurring after school when the more “meaningful” programmes are completed. Even in school career programmes, sport is not given much presence. This fosters the social devaluation of sports as a major economic driver. It is my intention to have discussion with the Minister of Education, Youth and Information regarding the need for a re-positioning of Sport in the conceptualization of national curricula, so that there may be greater investment in our outstanding young sportsmen and women at the high school

level. Additionally, I have intimated to the various Chairmen and members of Boards of the agencies that there needs also to be a new approach to community sports, which would use their various staging as an opportunity to identify outstanding sportsmen and women who might then qualify for a career in their particular sport.

Mr. Speaker, this is not to undermine the role of Sport as recreation as well as a driver of social inclusion or of peace and social health. The National Sport Policy underpins the important role of Sports to national development as all forms of physical activities contribute to the mental, emotional and physical well-being of the country. Sports facilitates “social interaction and fosters social cohesion while building bridges of friendship at all levels of the Jamaican society.”

### **Community Sports Development Programmes**

What this speaks to, Mr. Speaker, is providing decent sporting jobs for young people who demonstrate outstanding proficiency in their particular sport. Of course, we will be seeking to partner with the private sector as we seek to build out this prosperity at the level of community sports. Of course, this will also contribute to peace and security in community relations because more young people will be engaged in real employment, and competition and not just recreation. We intend to roll out the “Community Sports Development Programme” right across the Island.

## **JAMSPORT**

At the national level, Mr. Speaker, we will be holding discussions with the Ministry of Tourism with a view to roll out effective and attractive programmes in Sport Tourism. Jamaica is often branded or described in the international sporting arena as the 'Sprint Capital' of the athletic world and as one of the top sporting nations in global athletics. Through JAMSPORT, which is currently based in the Ministry of Tourism, but is equally shared between the Ministry of Sports and the Ministry of Tourism, we will look at present and potential Sports Events which can be targeted to increase our slice of the lucrative Sports Tourism market.

You see, Mr. Speaker, Jamaica has not capitalised sufficiently on the opportunities which abound. And even where we have benefited, the economic impact has not been consistently measured. The approach to measuring the impact of sport commenced late last year. It was then discovered that in a 12-month period, November 2014 - December 2015 - Jamaica Sport recorded a total of thirteen sporting events organised by ten Sporting Associations with a cumulative investment of an estimated US\$ 253,000. This investment resulted in an additional 20,000 room nights, 4000 visitors, with a direct economic impact of US\$6M.

Mr. Speaker, JAMSPORT is an international brand with a capacity to attract millions of sports tourists. For example, events like Boys and Girls Championships, seen as the only one of its kind in the world and as the platform on which our outstanding performance at the global level is constructed, should be exploited for its power to draw sports enthusiasts worldwide to witness the activity that has made Jamaica's athletics. Measurement of its impact on Kingston's tourism

and commerce would be useful in the following areas: hotel occupancy (most persons cannot get a hotel room in Kingston at that time); food services (restaurants, diners and cook shops); telecommunications services; transport services (buses and taxis); parking attendants; security services; meet officials; sanitation services; etc. We intend to provide additional seats in the National Stadium to meet the ever increasing demands at CHAMPS, as a part of the first phase of the redevelopment plans for the National Stadium.

Additionally, our Gibson McCook Relays can stand on equal merit to the Penn Relays, while national events like the Jamaica International Invitationals, and the recently launched Racers Grand Prix all stand out as potential draw cards for sport tourism, bringing revenue to the national economy.

And, Mr. Speaker, this does not include when we host regional or international sporting events, such as in regional cricket, Caribbean and Latin American football for women and men, etc. We will intensify discussions for greater exploitation of sport as a driver of tourism in Jamaica.

Mr. Speaker, there is also the real possibility for the exploitation of the influence of sport on other sectors, such as agriculture. For example, how can we exploit the mystique created in global circles of the so-called correlation between the eating of yam and athletic prowess? Interestingly the Japanese came to Jamaica right after our exploits in the Bird's Nest in Beijing to check it out and to explore the possibility of producing a yam paste.

### **Anti-Doping in Sport**

Mr. Speaker, another very important role to be played by the Ministry as it builds sustainable prosperity in Sport is the safeguarding and protection of Jamaica's image and reputation.

The Jamaica Anti-Doping Commission is positioned as the agency within the Ministry charged with ensuring that proper administrative and technical support exists to safeguard the national image. Last year the Jamaica Anti-Doping Commission (JADCO) conducted over 20 workshops and outreach programmes focusing on high schools, colleges and other targeted institutions and sport federations, building awareness and reinforcing the principles of fair play and promoting healthy lifestyle. This roll out of a public awareness campaign was, and continues to be, necessary because every Jamaican must see him- and her-self as responsible to ensure that our athletes are drug-free and the vast potential of our sporting prowess is not tarnished or eroded.

A major step in Jamaica's engagement in the fight against doping in sports is the introduction of blood sample collection and the development of 'blood passport' for athletes. This is a major milestone and demonstrates Jamaica's commitment to clean sport competition. We will continue the testing and sample collection process among athletes. However the programme will be ramped up and intensified in this fiscal year, as we ensured that adequate financing is provided for this increased activity.

Mr. Speaker it is equally important for us to be on the look-out for efforts to tarnish our good name. The recent announcement that one of our elite athletes and Olympic medal winners returned an adverse analytical finding, arising from a re-testing of samples from the Beijing Olympics is a case in point.

Whilst we have no way of pronouncing on the outcome of the matter, the Government feels compelled to stand by the athlete in this fight to clear his name. It should please this Honourable House to know that we are providing financial assistance to the athlete to assist with his legal costs in this regard.

### **Jamaica Athletes Insurance Plan (JAIP)**

Mr. Speaker, I have continued and in fact intensified support for the Jamaica Athletes' Insurance Plan. It was conceived while I was Minister, and admirably followed through by my successor - the Member from North Central St. Catherine, and was fully rolled out in March of this year. To date the Plan has registered some 1,365 persons and our Athletes' Welfare and Scholarship Fund has expended \$12.6 M to these role models. We will continue to build on the existing model designed to deliver a system that can provide rewards and incentives to our athletes in an equitable, transparent and sustainable manner, utilising international best practices, as there is no doubt that our athletes deserve this special attention. They are role models; they give back enormous amounts to charity, to their communities, and to the nation at large. These are truly our agents of peace and goodwill. More details can be had from Ministry Paper tabled in this Honourable House earlier today.

### **Sport Museum**

Mr. Speaker, sustainable prosperity is measured by the extent to which subsequent generations benefit from the achievements and systems of former generations. To achieve this, we must leverage knowledge and replication of those achievements toward the new and future generations. In this regard, we are treating as a priority the establishment of a National Sport Museum of Jamaica. The aim is to feature the evolution of sport in Jamaica, the interconnectedness with our culture, creative industries and heritage and a projection for future development.

This year significant strides will be made in this important national effort in moving the project forward as funds were allocated for preliminary work to commence. Details, Mr. Speaker can be had from Ministry Paper tabled in this Honourable House earlier today.

### **International Training Facility**

This government is committed to move sport front and centre of economic growth. One of our earliest priorities will be capacity building and infrastructure development. We see sport development as a critical asset to be further developed as a means to bring prosperity to our people. This government will not stand on the sidelines. The Ministry of Sport has already started to revisit our sport infrastructure and the technical capabilities existing in this great sporting nation. We will be focussing on Jamaica as an international athletic training base. Already we have about

twenty countries sending elite athletes participating in elite training camps and specialised training and we would like to double the number of athletes and countries. The pre-feasibility study, funded by UNESCO has already been done. The next step will be the feasibility study and business plan.

### **Sport Infrastructure**

Mr. Speaker, another commitment of this Administration in keeping with the National Sport Policy and with our determination that prosperity is experienced by all our people, is to ensure that physical infrastructure for sport is available, accessible and affordable to all persons at the community, institutional/school and national levels, and that all are at the required standards for use. As such, this Ministry is committed to upgrading, where needed, existing facilities, and construct and install new facilities within the medium and long term.

The following are some of the works that have started and which we will continue:

- The roof of the National Arena was refurbished at a cost of \$10.5M, painting was also done at \$10.9M, and the first phase of the renovation of restrooms & VIP Lounge was done at a cost of \$3,362,336.00. Water tanks were also installed at the facility for emergency water supply. The additional work required will cost the government approximately \$60M.
- A Power Protection System was installed at the National Indoor Sport Centre at a cost of over J\$1M (\$1,088,562.05)
- At the Trelawny Multi-Purpose Stadium, the first phase of the Irrigation System at the facility is nearing completion at the time of reporting. It is currently 80% completed and is projected for full completion by September. The second phase which entails the Construction of Storm Water System is due for completion by December 2016. The total cost of Phase 1 & 2 is estimated at \$39.5M.
- In the High School Sport Infrastructure Improvement Programme, the following is the current status: 9 projects that were previously started were completed and one is about 40% completed. The full cost of all ten projects is \$78.40M. Another 10 schools will be identified for similar upgrade under this programme.

## **JAMAICA 54 & 55**

Mr. Speaker, it is only left for me to extend an invitation to all members of this Honourable House to the series of celebratory events to be staged in commemoration of the 54th anniversary of our country's Independence and the 178th anniversary of Full Freedom. It will again be a period of reflection, thanksgiving and celebration. The main activities get going on the eve of Emancipation Day - July 31 at the Seville Heritage Park in the Garden Parish of St. Ann, as we pay cultural homage to our Ancestors in song and dance, and drink 'nuff caffee tea from wi enamel mug'.

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Other highlights will include the National Thanksgiving Service, National Festival Song and Gospel Song Showcase, National Festival Queen Coronation Show, World Reggae Dance Competition and a host of activities at the Independence Village at the Ranny Williams Entertainment Centre - from August 1-5. Then, it all culminates in the grandest of Grand Galas at the National Stadium on August 6, exploding in a kaleidoscope of colours, performance idioms and exhilarating spectacle.

We will also establish a live link with our sporting ambassadors in Rio, who will themselves be involved in a function there to observe our Independence Day. They will be able to give a 'shout out' to the audience in the National Stadium as well as those watching the live broadcast on television and the live stream on the world-wide-web. They will also be able to watch the Grand Gala live in Rio. This is part of our efforts to make our athletes feel 'at home and at ease', giving them a sense that we are there with them, as they prepare for battle.

A special feature of the Jamaica 54 Gala, will be the launch of JAMAICA 55, to kick off a year of celebratory activities and legacy projects. This will add even more sparkle to the glitzy affair.

My colleagues on a lighter note, I cannot give you a report on Jamaica 50 which is outstanding, however, I can give you a Jamaica 50 Pin of Pride... all of you as I am stuck with 25, 000 pins, ceiling high at the Ministry.

## GETTING IT RIGHT FOR PROSPERITY

Mr. Speaker, our Governor-General was indeed correct when he said that there's nothing wrong about Jamaica that we cannot make right. This nation is too blessed to continue along the old trajectory of stagnation and lack of economic growth.

This Ministry, Mr. Speaker, is the stone the builder has ignored for far too long. We must inspire our people to make culture the chief corner stone of the Sustainable Development Agenda of Jamaica. But it has to be more than just words. The time for ACTION has long passed. The time for ACTION is Now.



The Ministry of Culture, Gender, Entertainment and Sport, and by extension the Government of Jamaica is steadfast in its determination to lead the charge in BUILDING SUSTAINABLE PROSPERITY THROUGH THE CULTURAL and CREATIVE INDUSTRIES.

Mr. Speaker, many skeptics may be saying they have heard all this before. But we don't just talk the talk. We walk the talk. I give you an example Mr. Speaker, just before we demitted office at the end of 2011, we entered into a partnership with the Min-On Concert Association of Japan, with the kind support and assistance of the Embassy of Jamaica in Toyko, to embark on periodic tours of Japan with emerging Jamaican artistes. The first in the series dubbed “Jamaica Rocks” was successfully done in September 2011, covering some 25 prefectures in Japan. One of the artistes on that tour was a then unknown Tessanne Chin, on what was then her first tour as a solo artiste. This of course also pre-dated her appearance on the Voice. We all know that Tessanne made the best of these opportunities and is now an international artiste of repute. I have already begun to explore how we can get this programme back on track, as it was not followed through by my successor Minister. In addition I will be looking even farther afield, including the vast College Circuit in North America, where such opportunities exist as well.

I call on all practitioners in the Cultural and Creative industries... get onboard NOW as the train is ready to roll. But I am only the driver, the enabler, the provider of the environment for success. We need all hands on deck to make this a reality. Let's get the wheels of creativity turning, more than it has ever turned before. The World wants to taste, feel, and experience BRAND JAMAICA, in all its facets. They see us as a fascinating people, with a culture to die for. They want our prowess on the track, our creativity in the music studios, our ability to create a dance move every



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Culture, Gender, Entertainment And Sport:  
**“FOUR THE HARD WAY”**

day of the year, our culinary genius, they want to experience BRAND JAMAICA. And they are willing to pay for it. Others are cashing in. And we don't envy them. We are happy for them. But it's time we get our fair share. As Jimmy Cliff said, “You can get it if you really want. But you must try, try and try, try and try. You'll succeed at last”.

Mr. Speaker, Jimmy Cliff, Bob Marley, Shaggy, Sean Paul, Omi and many more of our cultural ambassadors have reaped success from the tree of cultural and creative endeavours. My commitment to this Honourable House is to assist our practitioners put themselves in a position to gain benefits from that tree.

To enable them to shake the tree if they must, to ensure that we too get our just due.

To enable them to BUILD SUSTAINABLE PROSPERITY THROUGH THE CULTURAL and CREATIVE INDUSTRIES to the everlasting benefit of themselves, their dependents and Jamaica land we love.

May God bless Jamaica.

Thank you, Mr. Speaker.

**Jamaica 54**  
 Let's Get Together and Feel Alright

**JCDC**

**INDEPENDENCE VILLAGE**  
*Activities*

**JULY 31 - AUGUST 6, 2016**

CHASE | TEF

**• Nightly Entertainment • Food Court • Live Performances • Children's Village 12 p.m. Daily**

<p><b>Sunday July 31</b></p> <p>Ranny Williams                  Entertainment Centre                  7:00 p.m.</p>	<p><b>Monday August 1</b></p> <p>Independence Village                  Ranny Williams                  Entertainment Centre                  8:00 p.m.</p>	<p><b>12:00 p.m. Tuesday August 2</b></p> <p>Independence Village                  Ranny Williams Entertainment Centre                  8:00 p.m.</p>	
<p><b>Wednesday August 3</b></p> <p>Independence Village                  Ranny Williams                  Entertainment Centre                  8:00 p.m.</p>	<p><b>Thursday August 4</b></p> <p>Independence Village                  Ranny Williams                  Entertainment Centre                  8:00 p.m.</p>	<p><b>Friday August 5</b></p> <p>Independence Village                  Ranny Williams                  Entertainment Centre                  8:00 p.m.</p>	<p><b>Saturday August 6</b></p> <p>National Stadium                  6:00 p.m.</p> <p>Viewing Party                  Independence Village                  Ranny Williams                  Ent. Centre</p>

Visit [www.jcdc.gov.jm](http://www.jcdc.gov.jm) or [www.mcges.gov.jm](http://www.mcges.gov.jm) for list of islandwide activities.

#Jamaica54 #feelalright



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*Notes*