

LEVERAGING CULTURE, GENDER, ENTERTAINMENT AND SPORT FOR SUSTAINABLE PROSPERITY





JAMAICA ON THE MOVE: LEVERAGING CULTURE, GENDER, ENTERTAINMENT AND SPORT FOR SUSTAINABLE PROSPERITY

Contribution to the 2019/20 Sectoral Debate By the Honourable Olivia Grange, CD, MP Minister of Culture, Gender, Entertainment and Sport

> 23 July 2019 Gordon House Kingston, Jamaica

JAMAICA ON THE MOVE

Mr. Speaker, I wish to begin by thanking the people of Central St. Catherine. It has been my great pleasure to represent them in this House over the past twentyone years. We have come a far way together, and we will go farther still together — as a team involving some of the best Councillors in Jamaica.

To my dear Prime Minister — who celebrated his birthday yesterday — I wish to say thank you for the trust you have placed in me to lead the culture, gender, entertainment and sport portfolio.

I pay tribute to the entire team across the Ministry, including the Permanent Secretary, Board Members, Divisional Heads, Agency and Department Heads, line staff, my close protection officers and personal assistants, for their devotion and commitment — even to the point of being unfazed by the long hours I keep.

I wish to honour my family and friends, particularly my daughter, grandchildren and great grandchildren, for their unwavering love and support at all times.



Today, Mr. Speaker — through you — I wish to speak to the Jamaican people, particularly the members of the sectors that I have the great honour to champion.

As their champion, I continue to advocate for all our creative and athletic men and women. I continue to work hard to build a new Jamaica that appreciates their value, respects their work and creations, enables them to achieve their dreams, and empowers them to contribute to building Jamaica, land we love.

Mr. Speaker, in the last three years we have been laying the foundation for our cultural, creative and athletic people to rise. I believe we are now positioned for enhanced global competitiveness, increased income for practitioners and sustainable prosperity for our country.

The last financial year was a great year for the our sectors and I confidently say that Sweet Jamaica is now on the Move, as we leverage Culture, Gender, Entertainment and Sport for sustainable Prosperity.

REGGAE

One of our proudest achievements over the past year was the inscription of the Reggae Music of Jamaica to the UNESCO Representative List of Intangible Cultural Heritage.

To the world, Reggae has stood for spiritual upliftment. It has brought optimism to people in despair, healing to many who suffer distress. It has also helped to lift many people from poverty to prosperity. And if there was ever a doubt, this inscription makes it quite clear that Reggae is uniquely Jamaican.

Only a few days ago, we witnessed one of the largest audience support for Reggae Sumfest — the first staging of the festival since the inscription of Reggae on the Unesco list. I saw many members of this Honourable House there. What a great time we had, celebrating our music!

It is fitting that we, in this House, should salute the cavalcade of stars who ensured that the 2019 staging of Sumfest overreached all expectations.

Reggae Sumfest follows a very successful staging of Reggae Month in February when we were honoured to have the UNESCO Assistant Director General for Culture, Ernesto Ramirez, as our special

guest to help us honour some of the pioneers of Reggae.

I used the opportunity for high level discussions with Mr. Ramirez on cultural matters and I believe we will be able to finalise and make announcements about new initiatives going forward when his boss, the Director General of UNESCO, Audrey Azoulay, visits Jamaica later this year.

Mr. Speaker, my Ministry take our role as guardians of the Reggae music and culture of the Jamaican people very seriously, and that is why we have been partners in the staging of various music festivals and other cultural festivals on our island.

We have also maintained active contact with Reggae Festivals across the world, assuring them of our support while ensuring that our Jamaican Reggae artists and intellectuals are appropriately represented.

We supported the hosting of Rastafari Rootz Reggae Cannabis Festival in December 2018 and provided assistance for a Reggae artist to participate in the University of Birmingham Reggae Innovation in the UK.

A few weeks ago, I was in Minnesota in the United States participating in the launch of the Minnesota Sports and Reggae Festival. On that visit, I also held talks with officials of the University of Minnesota who have established an International Institute for Reggae Studies on their campus.

Mr. Speaker, the Reggae Music of Jamaica has become an even more attractive national asset since the Unesco designation, and I urge us all to work together to reap the benefits.

SETTING THE TABLE

At the Ministry, we continue to create and sustain an enabling environment for the honing and renewing of talents and abilities — not only in Reggae music — but in all the cultural and creative forms. For me, it is absolutely essential that we build the various capacities so that Jamaica's cultural and creative practitioners will be able to lift themselves and our country from poverty to prosperity.

So the Ministry of Culture, Gender, Entertainment and Sport has been providing training and development support to the sector, supporting marketing and placement initiatives and creating within the architecture of governance, systems that will promote cohesive and coherent development strategies.

Last year, in collaboration with the British Council, we provided training for 100 international Festival organisers by way of a One Day Seminar.

Additionally, we continued our Economic Opportunities Workshop series — which started two years ago with 400 people in the many communities close to the Blue and John Crow Mountains World Heritage Site. This initiative is about creating the environment so that people in cultural communities can experience greater levels of prosperity. We do this by helping the residents to earn from their own assets — the awesome culture and heritage that reside in their communities.

Our Economic Opportunities Workshops were rolled out in the Maroon community of Accompong Town in St. Elizabeth in September. One hundred and fortyseven (147) residents participated in training sessions at which we were able to award grants of \$25,000 each — with the support of Hardware and Lumber — to 50 residents/enterprises to help take their small cultural businesses to a higher level.

I also must thank the Ministry of Tourism which provided residents with training and certification as Tour Guides through TPDCo.

Port Royal

We also took our Economic Opportunities Workshops to Port Royal. This is part of this Administration's big plan to build a new Jamaica by transforming places like Port Royal in viable economic zones.

I reiterate, Mr. Speaker, that our Economic Opportunities Workshops are about preparing the local people to grasp and create opportunities where they live.

As you are aware, this government is bringing major developments to Port Royal as part of the project to bring back Cruise Shipping to Kingston. As such, Port Royal is strategically located to be an attraction for cruise patrons.

Mr. Speaker, for our part, we have devised a master plan for the restoration and activation of the history and heritage of Port Royal. Firstly, the Ministry has prepared and submitted to UNESCO our dossier nominating Port Royal to the list of World Heritage Sites. In other words, while we make that trek to maximise economic benefits, we are being extremely careful that we take equal steps to preserve this national treasure.

Additionally, we are implementing a plan to convert Fort Charles into a living, interactive museum while we establish a new museum with artefacts from Port Royal's glorious past.

We are determined that this development must bring benefits to the people of Port Royal. They must earn from it. And this is why, for our part, we sought assistance through bilateral arrangements with the Government of Nigeria for the training of residents in the development of relevant craft items and memorabilia. Supported by the JBDC, two Nigerian Master Craftsmen carried out training of thirty 30 residents in various craft works including beading, batik & chasing and metal works. This is how we will lift people from poverty to prosperity.

NATIONAL CULTURAL AND CREATIVE INDUSTRIES COUNCIL

I to report to the House today that the National Cultural and Creative Industries Council is now up and running. Though only partly staffed, the Council has initiated actions in accordance with its seminal role – making things easier for the creative sector to access the mechanisms needed for their advancement.

The Council, which resides in my Ministry, is now poised to take on the collation of data on the industry. This is essential for decision making. We have been speaking about the paucity and inaccuracy of data for a very long time. Enough chattings! Time for action.

We have initiated dialogue with various Statistics agencies - STATIN, PIOJ and Bank of Jamaica - in an effort to secure accurate and reliable data on the sector.

Mr. Speaker, as an update to our plans to establish a Satellite Account for Culture, I

advise that we are now looking into bilateral arrangements for technical cooperation in this matter.

Jamaica continues to enjoy a plethora of entertainment events and activities from which Municipal Corporations collect much needed revenue in terms of fees. For 2018/2019, the Ministry received 306 applications for events extension.

Here is the benefit of those 306 events:

- there was total capital expenditure of more than J\$865M:
- and those 306 events provided temporary employment for 9,005 people.

ENTERTAINMENT - STRATEGIC INITIATIVES

Mr. Speaker, based on the concept that entertainment is more than enjoyment, it is a pathway to prosperity, the Ministry Division continues to focus on several strategic initiatives. Central to this focus is the recognition by UNESCO of Kingston as the only Caribbean Creative City of Music. As such, we have supported several initiatives to promote Kingston, Creative City, including:

- Kingston Music Week,
- promotion of the Downtown, Kingston Creative Zone,
- · Irie Magic
- and Style Week.

We continue to work closely with the Kingston and St. Andrew Municipal Corporation in developing projects and programmes focused on Kingston Creative City of Music, such as the renaming of Orange Street as Beat Street in commemoration of its role in the development of the Jamaican beat/rhythm.

I announced today that we have named three additional Entertainment Districts in Portmore: Wavz Beach, Fort Clarence and Hellshire. In addition, we have developed a project in the ZOSO community of Denham Town titled Social Inclusion through Entertainment by which we have trained forty-five (45) youths in life skills including bartending and events planning.

RASTAFARI

Today is the 127th anniversary of the birth of His Imperial Majesty, Emperor Haile Selassie. I greet my Rastafari brethren and sistren who celebrate this day and I take this time to update the nation on the significant strides we are making in our relations with the Rastafari community.

We have been engaging the Rastafari community in an act of reparation for the Coral Gardens incident in 1963. I advise that payments have been made to the Trust set up by the Administrator General.

I also advise that the Ministry of Culture, Gender, Entertainment and Sport has identified facilities for the housing of elderly and infirmed survivors of the Coral Gardens. We have placed some of the elders in temporary accommodation while we secure and make ready a permanent solution.

We are working to make things right.

In this regard, I wish to turn to an issue of concern — not just to the Rastafari community, but to me as your Minister. It should be an issue of concern for the wider public as well. It has to do with how Rastafari children are treated in schools because of their locks.

Is it right for schools to mandate that Rastafari children always attire themselves with their heads covered? We should begin a national discussion on these matters and move a resolution.

Indeed, I believe the time has come for a full dialogue concerning the treatment of Rasta within our society.

MISS LOU CENTENARY

Mr. Speaker, just like Rastafari, our Jamaican patois is indigenous to this country. Our mother of culture, the Honourable Louise Bennett-Coverly, has taught us, as a country, to honour and respect our native tongue.

This year, on September 7, we will celebrate the centenary of our beloved Miss Lou. It is a celebration that will last over a period of 100 days with special activities across the country, organised by various agencies, including the National Library of Jamaica, the Jamaica Cultural Development Commission and the Bureau of Gender Affairs. Miss Lou will be celebrated as social commentator, poet and advocate and, in particular, as chief exponent and proponent of the Jamaican language.

In a tribute to Miss Lou, the Ministry has engaged the University of the West Indies to use the celebration of her life as the catalyst of a national dialogue on the status of our Jamaican patois. This will have implication for how Patois is positioned in social and official discourse.

Additionally, I wish to announce that the proclamation of the National Poetry Day. This will be celebrated each year on March 21 — the same day that many countries across the world highlight and celebration poetry.

I thank our National Poet Laureate — Dr. Lorna Goodison — for her work in the promotion of poetry. Miss Lou would be proud.

REPATRIATION OF ARTEFACTS

Mr. Speaker, I turn briefly to the subject of the repatriation of Jamaican artefacts that are in other countries. During early archeological digs — when we were still a colony — several artefacts were taken from the Jamaican soil. Among them was the Taíno piece called 'bird man' — which was carved from a solid piece of heavy and dark wood. It stands upright and close to 35 inches. It has the head of a long-billed bird and the body of a human male.

There is also 'Boinayel' the Rain Giver, an important god of the Taíno. The tears that stream from his eyes signify the magical tears that created rain.

These pieces — and many others that we have identified — are with the British Museum. They are not even on display.

They are priceless, they are significant to the story of Jamaica, and they belong to the people of Jamaica. We are working — through the National Council on Reparations — to have them returned.

At the same time, we have located several films — that tell the story of the development of our nation — in databases overseas. They belong to us and I have put a team to work along with Chappy St Juste on repatriating them.

REPARATIONS

On the matter of Reparations, I am very clear that it is right for us to demand it from those who enslaved our ancestors. The National Council on Reparations has been very active in efforts to sensitise the

Jamaican people on the merits and modalities of Reparations. We have carried out more than 21 consultations, workshops and conferences last year and we will be ramping up this year.

We must ensure that this debt is settled.

JAMAICA JAMAICA!

I am thrilled to announce that the exhibition Jamaica Jamaica! will be coming home to Jamaica in December. This is an internationally recognised exhibition that celebrates our own Jamaican culture - Jamaican music, Jamaican rhythm, Jamaican visual culture. This exhibition began at the Philharmonie de Paris Museum, France, and was so successful that it then travelled to Sao Paolo in Brazil.

It is true that the World is hungry for our culture, even if we do not always recognise its true and amazing value ourselves. It is coming to the National Gallery of Jamaica and we are planning some excellent musical programming on the waterfront.

This all fits into our agenda of developing Kingston into a festival city of music and culture and also re-orientating our vibrant city towards the beautiful Kingston harbour.

The IOJ will also reopen its Natural History Museum during this financial year. With its upgraded exhibition on the unique flora and fauna of Jamaica, with many species endemic to Jamaica, the exhibition will promote Jamaica's biodiversity in an exciting, interactive format

Additionally, the Jamaica Music Museum will soon move into more spacious, comfortable and attractive facilities at 8 East Street. The project has received provisional approval from PIMSEC. PIMSEC also provided funding to engage a consultant to develop a business plan to guide the development and operation of this symbol of our musical pedigree and legacy.

We wish to acknowledge and thank members of the Entertainment fraternity who continue to donate exciting artefacts to the Music Museum. I appeal for more so that we can show to the world the expanse of the Jamaican Music Industry.

NATIONAL FESTIVAL OF THE ARTS

The JCDC continues to promote the National Festival of the Arts and the National Independence Festival. This year the JCDC reports an increase in entries, with entries in the National Festival of the Arts at 12,525. In terms of the Independence Festival, it is noteworthy that for the first time there are eleven (11) finalists in the Festival Song Competition and not ten (10) as previously determined — one was selected as a wild card!.

The Independence Festival period begins with the Emancipation Jubilee at Seville on July 31 and climaxes with the Grand Gala on Independence Day.

Of significance is that the President of Kenya will be official guest of the Government of Jamaica for Independence this year. And I will give more details of our Independence celebrations during a news conference tomorrow.

HERITAGE SITES

We continue to protect heritage sites through declarations made by the JNHT. Last year, the Trust declared 13 National Heritage Sites, including Blue Lagoon.

In this year, the Trust will begin the process of commissioning monuments at their burial site in the National Heroes Park for the former Governor General, the Most Honourable Sir Howard Cooke and for the former Prime Minister, the Most Honourable Edward Seaga.

SEXUAL HARASSMENT

Mr. Speaker, we are determined to continue our campaign to mainstream gender within the public and private sector and in civil society. We continue to work for gender equality everywhere and are determined to end gender-based violence.

Mr. Speaker, I am happy to note that the Bill entitled 'An Act to Make provision for the prevention of sexual harassment and for connected matters' has been tabled in this House.

I am happy to note that the members from this chamber have been appointed to the Joint Select Committee to consider the Bill and the members of the Senate will be appointed shortly.

There are several women and men who are waiting for this law. They continue to suffer intimidating, hostile, or offensive environments caused by unwanted sexual advances, requests for sexual favours and crude sexual behaviours. Their quality of life is diminished by this horrendous crime. We can help to restore their quality of life through this legislation.

NATIONAL STRATEGIC ACTION PLAN TO **ELIMINATE GENDER-BASED VIOLENCE**

We continue the fight to end Genderbased violence. Our programme involves sensitisation sessions aimed at preventing or reducing gender-based violence, delivering services to victims and dealing with perpetrators. Last year, the Bureau of Gender Affairs held sixty-nine (69) sensitisation sessions touching 4,524 people — 3,041 women and 1,483 men.

We continue to appeal to our men especially, to take an interest in ending gender-based violence. It's not just something for the women. It concerns and affects all of us.

Mr. Speaker, the Special Service Desk for Men at the Bureau of Gender Affairs has also been active in reaching out to our men and boys. There were 12 sensitisation sessions on masculinity issues which reached 623 people. The session focused on Healthy and Toxic Masculinity, Violence and the Definition of Maleness, and Health and Employment issues.

The Bureau also launched a nation-wide public education campaign titled No Excuse for Abuse with the support of UN Women and will be ramping up this year.

NATIONAL SHELTER

We are moving through the process to operationalise the first National Shelter for Women.

You will recall that we purchased a property last year and we are doing the work to transform the space.

At the same time, we have looking to purchase two other properties this year so that we can establish at least national shelters — one in each county.

WOMEN'S CENTRE

If you're looking to support an organisation with a track record of having a positive impact on people and communities, you won't find too many more deserving than the Women's Centre of Jamaica Foundation.

For more than 40 years, the Women's Centre has been removing the major obstacles that would try to stop adolescent mothers from leading successful lives. It does this by: helping them to continue their education thereby increasing their job prospects and equipping them with the tools to look after their children and to become good parents!

Last year, UNESCO recognised this programme as one of the best in the world and gave the Women's Centre its Prize for Girls' and Women's Education. The prize came with an award of US\$50.000 to further its work.

A-STREAM PROGRAMME

In collaboration with AIDS Healthcare Foundation, the Women's Centre launched its A-STREAM programme — Advancing Secondary Tertiary and Remedial Education for Adolescent Mothers Programme.

Though A-STREAM 20 adolescent mothers and one adolescent father received bursaries amounting to nearly 600-thousand dollars; three adolescent mothers received tertiary level scholarships amounting to \$420,000; and former student of the Women's Centre programme received a Ministry of Education Youth and Information scholarship valued at \$500,000 to pursue a degree in Mathematics Education. We can all be proud at the work of the Women's Centre to help pregnant teenagers to return to school and improve their lives.

BOYS AT RISK

But Mr. Speaker, what about the boys that need a similar organisation to save them from the street and a life of crime.

A few weeks ago, I went to my office to find a hand written note. It was from a young man who lives on the street. He came to the Ministry to see me, but I was not in at the time and he decided to

leave me a very sad note with his contact info.

I called him and we spoke. We are failing young men on the street and I am determined to find a solution to save their lives. To that young man, and others like him, I say we are working on a solution.

ATHLETIC DEVELOPMENT

Mr. Speaker, I now turn to Sports.

As I speak, our junior athletes are making waves in the Pan Am Games now taking place in Costa Rica. I'm sure the House will join me in sending our best wishes to the team.

As I speak, there is a delegation of 138 athletes, coaches and managers in China for year two of our three-year bilateral technical assistance programme with the People's Republic of China.

They are undergoing intensive training for a 60-day period in 7 sporting disciplines. After the first year, we've seen significant benefits.

As a result of the training, 5 athletes in the football programme have transitioned into the national squad, the new female leader in badminton improved her national standing, the young gymnasts have improved their ranking in regional competitions and the times and technique of swimmers have improved significantly.

In December 2018, we also received equipment valued at approximately \$59M under the agreement.

We thank the government of the People's Republic of China for their partnership on this significant initiative.

WOMEN IN SPORTS

Mr. Speaker, I want to pay tribute to some outstanding Jamaican women in sports.

I speak of the Reggae Girlz — who qualified for their first ever FIFA Women's World Cup last year; and made us all beam with pride during the championship in France earlier this year.

I speak of the Sunshine Girls — who are still ranked at number 2 in the world in netball. They made us proud during their world championship in England, placing

5th. It was a little outside of our grand expectations, but to take on the world, most with significantly more resources than us, and to place 5th is significant. Hail to the Sunshine Girls.

Allow me also to say a word of commendation to Molly Rhone the outgoing President of World Netball. She's been a great administer and an outstanding Jamaican sports woman.

ELITE SPORTS

We continue to celebrate our national sports stars.

Last year, during Heritage Week, we were able to install the statue of the Pocket Rocket, Shelly-Ann Fraser-Pryce at Independence Park. She has been an amazing ambassador for our country. She is humble, confident and respectful at all times. We salute you Shelly-Ann.

This year, during Heritage Week, we will statue of Veronica Campbell-Brown — another outstanding woman of Jamaican sport.

We are finalising arrangements for the installation of the statue of Asafa Powell.

SAFEGUARDING OF CHILDREN IN SPORTS

There continues to be concern regarding aspects of the training and treatment of children in Sports. Some of these have to do with systems created for the singular purpose of winning competitions and which do not always take into consideration their impact on these young athletes. The Ministry continues to facilitate the co-ordination of existing and planned activities, adopting of best practices and development of mechanisms for monitoring and evaluating policies.

Research on "Rapid Assessment of Existing Practices of Child Protection and Safeguarding in Sport" resulted in the outlining of the work of the task force as well as the concept paper for the policy. Sensitisation sessions and consultations were held in July and December 2018 with over eleven (11) stakeholders.

ANTI-DOPING

Mr. Speaker, this is a crucial area of concern. The Government of Jamaica is a signatory to the UNESCO International Convention Against Doping in Sport.

Article 31 of the Convention requires signatories to report bi-annually on the progress made to implement the provisions of the various articles of the Convention and to strengthen the anti-doping programme in their respective countries. I am pleased to announce that for the reporting period 2017-2019, Jamaica scored a passing grade of just over 70%.

Jamaica Anti - Doping Commission conducted five hundred and twenty-one tests (403 urine and 118 blood tests) for the financial year — and not one positive test.

We attribute that to continuing education among athletes and their teams.

JADCO hosted Twenty-eight (28) Anti-Doping Education Workshops for Junior and Senior athletes last year.

SPORT INFRASTRUCTURE AND ACCESS

Among the modalities used to consolidate and manage performance in Sport is action taken to improve infrastructure to create the right environment for training and development. Over the period there has been much work in upgrading of infrastructure at the national and local levels

The Basketball facilities at Independence Park was upgraded through installation of seating and a new synthetic playing surface. The renovation was done for a total of twenty-seven million, four hundred and one thousand eight hundred and seventy-one dollars (\$27,401,871). The Stadium East track was also resurfaced at a cost of \$71M.

Other infrastructure projects include the following facilities at both national and local levels:

G. C. Foster infield completed
Up Park Camp Multipurpose Court
completed and fenced
Allman Town Primary School
Multipurpose Court completed and
fenced:

Aquatic Facility upgraded in preparation for regional games

Sport Facility upgraded in Montego Bay including court and field.

Azteca Maryland field Renovation completed.

Mr. Speaker, one hundred and sixty-three million seven hundred and eighty-five thousand Dollars (\$163,785,000) was spent to complete infrastructure projects across the island.

I have informed this Honourable House that it was our intention to upgrade our ageing National Stadium to make it more customer-friendly and more compliant with international sports governing bodies. I also made mention of our intention to develop the Trelawny Stadium to the point where it could be placed at the centre of our Sport Tourism Thrust.

I am pleased to update this Honourable House that PIMSEC has given conditional approval for both projects and provided the funding the engage a consultant to develop a business plan for the development and operation of both facilities.

SPORTS FOR DEVELOPMENT AND PEACE

Mr. Speaker, among our objectives is to create partnerships to assess the contribution of Sport to the national economy. As such, we have partnered with the Commonwealth Secretariat to provide critical technical assistance in conducting this assessment. As part of the partnership, the Ministry hosted a Stakeholder Forum in October 2018 on "Measuring the Value of Sport – Maximising the impact of Sport on National Development."

Data received from 30 sporting bodies at the end of March 2019 sets participation in organised sport at fifty thousand nine hundred and fifteen (50,915) persons. This figure does not include cricket and football nor initiatives coordinated by Institute of Sports, Ministry of National Security, Social Development Commission, Ministry of Health and those that utilise sport for non-sport outcomes.

There is general information regarding the use of the sport to neutralise and reduce violence in certain communities. In these cases, the agency also supplies equipment and gears to the communities.

NATIONAL SPORTS MUSEUM

Mr. Speaker, the Ministry has been in earnest discussion on the establishment of a National Sports Museum. Terms of Reference (TOR) for consultancies to undertake the establishment of the Sport Museum was completed in October 2018.

We are moving to establish a virtual museum by the end of this financial year, while we finalise arrangements for the build out of the physical museum.

INSTITUTE OF SPORTS

Mr. Speaker, we continue to turn around the Institute of Sports.

I committed to the people of Jamaica that we would transform the Institute of Sports into a well-run and accountable organisation that gives value to the people of Jamaica — that is exactly what we have today.

Insports is now fufilling its mandate to develop sports at the community level. Last year it hosted competitions, including:

All-Age & Junior High School Athletics Championships

Primary School Athletics Championships Primary School Football Primary School Netball

All-Island Community Netball All-Island Community Football

CONCLUDING STATEMENT

So, Mr. Speaker, Sweet Jamaica is indeed on the Move. Our aim through all this is to leverage sustainable prosperity through the portfolios assigned to this Ministry. Indeed, the synergies have been established and partnerships consolidated. Even now we look forward to enhancing and expanding our leadership in through Four The Hard Way - Culture, Gender, Entertainment and Sport.

As we speak, the Ministry is preparing to showcase the largest delegation of creatives (over 160) to the staging of CARIFESTA in Trinidad & Tobago in August. CARIFESTA is for us a marketing of the region's creative industry to the world by saying this is who and what we are. We are the mecca of creativity and we are even more determined to monetize our creativity for larger income flows to practitioners, enhanced global competitiveness of the creative sector

and increased revenues to the coffers of our country.

Mr. Speaker, we use the transformative power of culture and creativity to fuel human development, reinforce our identity, provide a catalyst for innovation, while serving as the bonding agent for social inclusion, reconciliation & resilience. In all this we seek to leverage sustainable prosperity for the people of Jamaica wherever they are to be found. As such, we welcomed our conversation with Jamaicans abroad in our most recent Diaspora Conference.

Mr. Speaker, the flame of a rich culture and creativity burns within each and every Jamaican. This greatness is an imprint in our DNA. This Administration is committed to providing an enabling environment for our Culture and Creative Industries to move from strength to might and from might to light. My Ministry is determined to be that central force that unites and excites our people to great resilience, courage and excitement that will cause us to confront the scourge of violence and crime and place us on a path to collective and harmonious co-existence. Our Maroon communities have been able to achieve this element of harmony and peace in their communities by using the very culture we share. We can and will do it.

Mr. Speaker, my Ministry is committed to lead this unified and unifying cultural force in shaping our global destiny as a nation of power and global achievement. In all this we are guided by the words of Marcus Garvey: "God and Nature first made us what we are, and then out of our own created genius we make ourselves what we want to be. Follow always that great law. Let the sky and God be our limit and Eternity our measurement."

God bless this honourable House. God bless Jamaica Land We Love.



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