



NATIONWIDE

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A Common Vision for another thirty years - pages 2 & 3



SALCC: Considerable growth in two decades - pages 4 & 5



Controlling rodents in the city - page 6



Canaries gears up for Tourism - page 6



World AIDS Day - Make the commitment - page 7

EXCITING TIMES FOR SAINT LUCIA

HON. PHILIP PIERRE TELLS THE WORLD

Minister for Tourism, Investment and Consumer Affairs, Hon Philip J. Pierre is confident that the tourism sector in Saint Lucia will continue to experience tremendous growth in the coming years. Minister Pierre says that the addition to the existing room stock in preparation for the ICC Cricket World Cup 2007 will provide the foundation for this growth.

Continued Growth

Addressing Caribbean an international tourism officials in London recently, the minister said, "After robust double digit increases in the earlier months of 2005, St. Lucia's overall increase in visitor arrivals up to September was 7.4%. We have been fortunate and have been spared from any hurricane but events in other parts of the world covered as happening in the Caribbean may have negatively affected prospective holiday plans. However with rooms being completely refurbished in many of our major hotels our capacity was somewhat reduced.

The UK market has had an overall 5.5% increase in arrivals to September 2005 with double digit increases in the

months of January to May. It is anticipated that most of our hotels will be ready, and with new rooms coming on stream, the prospects for the upcoming winter season are encouraging. We anticipate ending 2005 with a reasonable increase in arrivals"

Mr. Pierre addressed a large group of tour operators, airline officials and industry specialists as a special reception organized by the Saint Lucia Tourist Board in the United Kingdom on Friday November 11th 2005.

More Hotel Rooms

He said "Last year I informed of the generous concessions that the Government is offering through the World Cup Cricket (Tourism Accommodation) Incentive Act. The private sector confident of the prospects have come to the and new hotels, major renovations and refurbishments are feverishly underway on island, as many prepare for the 2007 and beyond. It is estimated that US\$500 million worth of investment in hotel plant is now in progress or scheduled to begin in the near future.

I am pleased and thank the investors for their work on these projects, making it possible for the for me to be able to report that my promises were



Hon. Philip J. Pierre
Minister for Commerce, Tourism, Investment and Consumer Affairs

not empty. Coconut Bay in the South and Coco Palm Resort in the North opened early this year and are receiving rave reviews. Discovery on Marigot Bay is on target and only this morning I was informed that the owners are predicting an official opening before year end.

Sunswept Resorts' Plantation On Cotton Bay is in the finishing stages of construction. A newly fully refurbished Almond Morgan Bay Resorts, formerly Wyndham Morgan Bay, will open for this year's winter season. Anse Chastanet Infinity Suites will also be on stream this year.

I have had the pleasure to visit these properties and I can attest that they are of world class standard and St. Lucia can feel proud. An English firm DCG Ltd after years of planning have broken ground at Le Paradis, an upscale hotel, condominium and golf complex, while Irish investor have also began site preparations at Sapphire Estate in the South. Both these developments are near the international airport and augurs well for the economic expansion of that area.

Continued on page 8



Tourism officials view the innovation in marketing of Saint Lucia



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A COMMON VISION FOR ANOTHER

ADDRESS BY PRIME MINISTER DR. KENNY ANTHONY MARKING THE 30TH ANNIVERSARY OF THE WINDWARD AND LEEWARD AND BREWERY

A night of celebration

This night is a night of celebration. It is indeed a night of honour. It is a night, which is imbued with a history of its own. But it is also a night to engage in quiet reflection. It is a night to remember past struggles as well as to savour the triumphs and successes of toil and labour. There is no nectar sweeter than that which is squeezed from the fruits of success.

It is a night to pay tribute to the pioneers, to the members of the Brewery family and in particular, the workers, for they too are deserving of credit for the success of this company. This is as true for individuals as it is for companies. Each company, like every individual, has a unique personality.

In the long, hard and dark hours of night, while some rested and took time to admire their work and what they had accomplished, the custodians of this company toiled to ensure that tomorrow dawned a brighter day. On this occasion and in this moment, you can pause, you can stop, catch your breath and say you have come a long way. But it is not yet time to tire or to seek rest even as the long shadows emerge - for success is a never finished product but always a work in progress.

Every journey of success is accompanied by many moments of frustration, self-doubt and disappointments. But it is only during these moments that it becomes possible to discover the true self, to build character and to learn the lessons within which the secrets of success are embedded.

A respected institution

Along the road to achieving this very important milestone - along the road to this thirtieth anniversary celebration there were, I am certain, periods of hardship and struggle. There were too, moments of self-doubt, frustration

time. It has truly become a treasured and well-respected institution.

Achieving such a milestone is an important occasion in the life of any corporation. But what makes this, the brewery's thirtieth anniversary celebration, all the more special is the many challenges that it has had to overcome on this journey of progress.

Dreams into reality

Some journeys begin with the first step, while others begin long before in the minds of visionaries and pioneers. Sometimes long before the first step is taken, visionaries and pioneers would have taken the journey many times over in the contours of their minds. One such pioneer was the late Peter Anthony Bergasse. Peter Bergasse did not only dream what could have been, he went one step further and converted dreams into reality. The idea of establishing the Windward and Leeward Brewery in Saint Lucia was his dream; it was his vision.

Peter bergasse – a visionary

For many years he stood in opposition to the view that Grenada and St.

the region. Armed with the power of persuasion, Mr. Peter Bergasse in 1975 finally convinced Heineken Breweries to establish a subsidiary known as the Windward and Leeward Brewery Ltd. in Saint Lucia. It was a decision that would change Saint Lucia's corporate landscape and establish Vieux Fort as Saint Lucia's industrial heartland.

Mr. Bergasse's association with the brewery did not end once he successfully negotiated for the establishment of the entity in Saint Lucia. It went far beyond that. From the inception he played a paternal role. As the first Chairman, he nurtured the corporation during the early years. During the early, uncertain years, he provided firm and resolute leadership in the management of the affairs of the corporation. He worked tirelessly and assiduously to create shareholders' confidence and trust in the company.

His recommendation and decision to lead a team of directors to visit the other islands in order to secure protection that was promised to Windward and Leeward Brewery Ltd. was perhaps the single most important decision



Prime Minister Dr. Kenny Anthony



Sporting facility in south received corporate support



Major expansion in export and manufacturing

and disappointments. There were times of growing pains, mistakes and even adolescent blemishes. But through it all, the courage, perseverance and determination to succeed and the desire

to forge head never wilted. The Windward and Leeward Brewery has come through those difficult and challenging times and has proven time and time again that it can withstand the test of

Kitts were the only countries among the smaller islands deserving of having breweries. He therefore fought a relentless war to get the owners of Heineken Breweries to rethink their presence in

that guaranteed the long-term success of the company. He succeeded in securing duty protection for the Brewery in the Associated States which were identical to those afforded Guyana, Trinidad and Tobago, Barbados and Jamaica. The securing of duty protection for the company marked an important watershed and paved the way for the economic viability of the company.



Prime Minister Dr. Kenny Anthony

THIRTY YEARS

Given Mr. Bergasse’s significant contribution towards the establishment of the brewery, it is only fitting that we pay tribute to him. Let us salute his entrepreneurial spirit, his vision, and his unwavering passion for success.

But we must not forget the parent company. They have stood with Saint Lucia, despite the challenges, adjustments and doubts. Heineken Brewery is now part of our family, part of our tradition for excellence, part of our landscape. We salute, ladies and gentlemen, the parent company.

Benefits to our economy and society

The establishment of the Brewery has redounded to the benefit of the entire Saint Lucian society. Investments in the Windward and Leeward Brewery have contributed significantly to the overall economic development of Saint Lucia. For the year ending 2004, the brewery recorded an unprecedented increase in profits of 29%. The company also enjoyed a net profit of E.C \$15.7 million this year which represent an increase of 43% over profits for the corresponding period in the previous

conducted by the St. Lucia Chamber of Commerce. I can assure you that the Government will be unrelenting in its pursuit of continued economic growth and sustainability and improved living standards for all St. Lucians.

Not a period for complacency

However, the record profits enjoyed by the company last year should only serve to inspire the company to new heights. This is not a period for complacency. The global economic environment is changing, so too is the regional and domestic economic environment. Trade liberalization and globalisation are ushering in a new economic dispensation. The Caribbean Single Market and Economy (CSME) is an offspring of this new economic ethos. The advent of the CSME will impose increased competition, new trade regimes and new modalities of doing business. Whereas, the CSME will impose new challenges it will also open up new areas of opportunity. Although I hear the plea for the maintenance of special and differential treatment for the OECS as allowed for under the re-

economic sphere. Its tentacles have spread far and wide and have impacted every aspect of Saint Lucian life. Today, the Windward and Leeward Brewery is a household name. Its stature has grown considerably in every nook and cranny of this 238 sq mile island. Through the years, it has developed a very close relationship with communities all over Saint Lucia. It has modelled its particular brand of corporate citizenship through the maintenance of support for national, cultural, sporting and community events. The Windward and Leeward brewery has left its stamp on many of the activities that punctuate Saint Lucia’s economic, social, and cultural calendar. I take this opportunity to thank the Company for being an outstanding corporate citizen.

A good corporate citizen

Recognizing the importance of economic diversity in a period where rapid global changes are undermining the traditional agricultural base of the local economy, the Brewery has played an integral role in promoting the Saint Lucia Jazz Festival as a tool for enhancing our tourism product and the development of the island’s tourism industry. The Windward and Leeward Brewery Ltd. has become synonymous with the world-renowned Saint Lucia Jazz Festival.

Brewery’s sponsorship. By providing sponsorship for carnival, the brewery has demonstrated its commitment to the development of that art form.

Time and time again, the brewery has reaffirmed its willingness not only to participate in Saint Lucian life but to provide a lifeline for the events that build into the annual celebration of life on the island. Its involvement in the promotion of sports is legendary. The brewery has sponsored a number of local sporting events. It has been at the forefront of the development of national football. When this government succeeded in bringing international cricket to Saint Lucia through the construction of the state-of-the-art Beausajour Cricket Ground, the brewery, through one of its trademark products, Piton Beer, was there in dramatic form and colour. For all it has given to sports, the sporting fraternity has attempted to give back, though not in the same measure but through appreciation, gratitude, and respect. It is no wonder that on numerous occasions, the brewery has been the recipient of acclamations as sports sponsor of the year. Truly, the support of the Brewery to local sporting activities has been outstanding.

For a number of years the brewery also fostered the continued development of our young people through the provision of a textbook scheme and a scholarship programme. These programmes specifically targeted the children of employees of the company and contributed significantly to their education. So, by its actions, by its deeds, it has manifested a commitment to invest in all things Saint Lucian and that which brings value added to the society. I have no doubt that the legacy of the company in Saint Lucia is well established and secure.

A common vision for another thirty years

It would be remiss of me, if I made no mention of those who have stewardship of the company. Your astute leadership, continued foresight and vision have guided this company through many a storm. Tonight, let me salute you as well and thank you for your continued confidence in the economy and people of Saint Lucia. For thirty long years we have shared a common vision and for thirty long years we have worked in partnership to secure that vision. So as we look forward to another thirty years of partnership, it is my hope that we continue to work together to secure each others’ prosperity, for, after all, we share a common vision, I thank you.



Saint Lucia Jazz 2005

year. The gross sales revenue of the company increased by 4% or approximately EC \$2.7 million over that of 2003. The company also registered a net profit per share of \$14 compared to last’s year \$9.83 net profit per share. This represented an increase of 43%. The company was also able to pay profits as dividends at \$14 per share. I am told that this year’s performance is the best ever in the thirty year history of the company. The brewery’s total investment of EC \$5 million represented an important injection of capital into the domestic economy.

By any measure, the performance of the company was exceptional. This of course bears testimony to the fact that there is new buoyancy within the Saint Lucian economy. The ability of the brewery to increase domestic market share is a clear indication of increased economic activities and expansion and growth within the domestic economy. The Government’s unwavering determination to create the enabling environment to foster this business growth, is manifested in your successive increases in export activity and profitability and that of many other businesses, as confirmed in the last business survey

vised Caricom treaty, it is imperative that the company retool in anticipation of increased competition under CSME. New levels of efficiency, organization and productivity must be the ultimate goal of the company. Though we may never succeed in levelling the playing field, we may just be able to tilt it in our direction by our efficiency, quality of our products and innovative will and spirit. The Government will continue to work hand in hand with you.

A salute to workers

I believe, I strongly believe, that this company already has at its disposal a key component necessary to maintaining a competitive edge in the market place. Much of its success has been the result of possessing a fine cadre of dedicated, committed, hard working and intelligent men and women. They are the blood life of the company. It is their energy and commitment that drive this company day after day. They share in its vision and implement its mission statement. So tonight I salute you, the hard working staff of the brewery.

A household name

The brewery’s influence on Saint Lucia has not been limited only to the

Culture and the arts have also benefited from its generosity. The Windward and Leeward Brewery has become one of the premier sponsors of Saint Lucia carnival. All the major carnival activities namely the calypso competition, panorama, king and queen contests and the parade of the bands have at one point or the other all benefited from the



Cricket action at Beausejour Cricket Ground

AN IMPRESSIVE REPORT TO THE 19TH GRADUATION CEREMONY OF THE SIR ARTHUR LEWIS COMMUNITY COLLEGE BY MINISTER FOR EDUCATION, HUMAN RESOURCE DEVELOPMENT, YOUTH & SPORTS, HON. MARIO MICHEL SUNDAY NOVEMBER 27, 2005

Every year but one since my assumption of the post of Minister for Education in St. Lucia in 1997, I have had the privilege and the pleasure of delivering remarks on the occasion of the graduation ceremony of the Sir Arthur Lewis Community College and I have always sought to make this an opportunity for provoking reflection and debate on the direction of tertiary education in our country. This being the last occasion on which I am likely to address this forum in this capacity, I would like to use the opportunity here this afternoon to offer some reflections on the last eight years in the education system of St. Lucia and some projections on the immediate future, particularly as it relates to the tertiary education sector.

Mr. Chairman, we have come from a position where prior to 1997 we had insufficient coverage at the level of early childhood education, universal but (qualitatively) unsatisfactory coverage at the level of primary school education, just over 40% coverage at the level of secondary education, and grossly insufficient coverage at the level of tertiary education.

In the eight years which have since elapsed, we have improved our coverage at the level of early childhood education, although there is still some work to be done in this sector, and I will say a little more later on what we propose to do to augment the level of coverage in early childhood education.

In the eight - year period under reference we have truly universalized primary education in St. Lucia by abolishing the shift system which condemned hundreds of school children to half day school, by ensuring that previously un-served communities like Vigier in Vieux Fort North are now served by a primary school and by establishing a large and modern primary school at the boarder of the districts of Castries and Gros Islet to stem the critical shortage of primary school places in these two districts.

Then we have moved steadily in this period towards universal secondary education by building five secondary schools since 1997, one of which replaced and expanded an existing secondary school and the other four being newly established secondary schools, and we will by September 2006 attain the goal of universal secondary education when every child writing the Common Entrance Exam in that year will be offered a place at a secondary school in St. Lucia. This will be achieved by the establishment of four new secondary schools by September of next year and the expansion of three existing ones, taking our total secondary education capacity to nearly 17,000.

In the area of tertiary education we have progressed in the last eight years from a

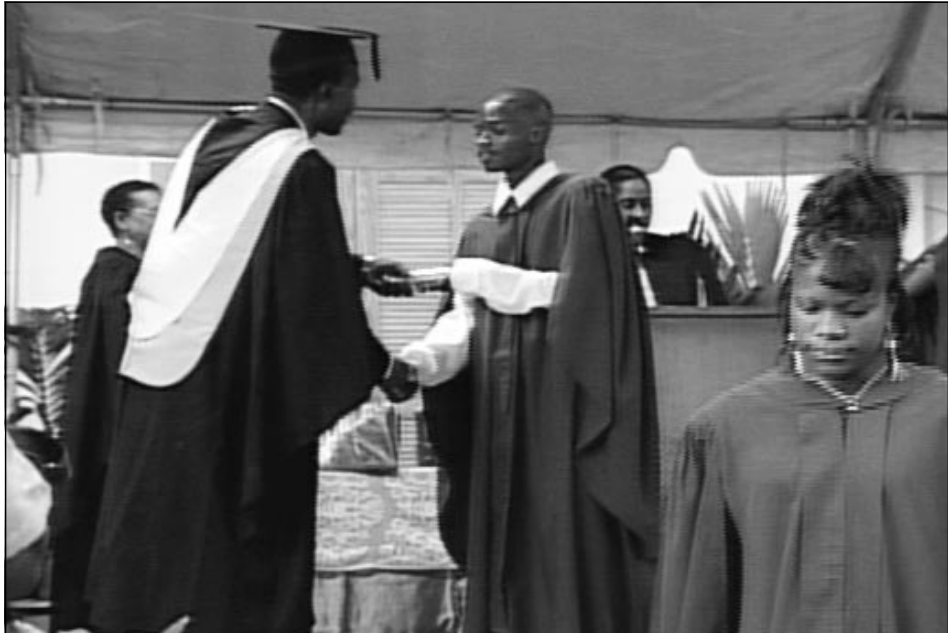


Hon. Mario F. Michel
Minister for Education, Human Resource Development, Youth and Sports

full time enrollment of 1,272 students at the Sir Arthur Lewis Community College in July of 1997 to a current enrollment of 1,631 in 2005 and from an enrollment of 130 students at the Vieux Fort Comprehensive School – Post Secondary Department in July of 1997 to a current enrollment of 347. We are also sending considerably more students to universities in Cuba, Mexico, Venezuela, Malaysia, India, New Zealand, Europe and North America than we were in 1997.

Despite these advances though in the education system of our country since 1997, there is still so much more to be done, both in terms of qualitative improvements of the education system at all levels and in terms of the quantitative improvement of early childhood and tertiary education coverage.

In terms of early childhood education coverage, I will say only that it is the intention of the Ministry of Education to utilize over time the space which will be freed up in the primary schools through the abolition in the next year or two of grades 7 and 8 on account of the attainment of universal secondary education to establish pre k classes at some of our primary schools, particularly in areas undeserved by pre schools, so as to ensure that all children get the benefits of early stimulation derived from exposure to early childhood education at the critical ages of 3 and 4 years. Early childhood education will remain a largely private sector enterprise, but it is only that those children who have not accessed it because of the unavailability of pre schools in their communities or the inability of their parents to fund it will now have an opportunity to enroll in a non compulsory pre k class in a primary school in their community.



One of the coveted awards at the graduation



Dr. George Forde Principal of SALCC

I will say no more on this at this time, but will move right along to the sector of more immediate concern to you, the graduating students here this afternoon, and to the other distinguished persons here gathered.

In terms of tertiary education provision, although there have been major qualitative and quantitative improvements in this sector of the education system over the last eight years, as reflected in the progress of both the Sir Arthur Lewis Community College and the Vieux Fort Comprehensive – Post Secondary Department in this period, a number of factors will demand even more significant improvements in our tertiary education coverage over the next few years – improvements which will be required to be not just incremental but exponential.

The first factor which will demand significant improvements in our tertiary education coverage is the very fact of the attainment next year of universal secondary education. This will have the effect after a five - year period of producing some 3,400 secondary school graduates every year, with most of them expecting to go on to some form of higher education.

The second factor, Mr. Chairman, is the coming on stream next year of the Caricom Single Market and Economy. This will result in tertiary education assuming even greater significance, since it is from the tertiary sector that one expects the entrepreneurial and technical talent that will irrigate and cultivate the single economic land space of the Caribbean region. Both the public and private sectors in Trinidad and Tobago and Barbados have made major investments in the area of tertiary provision for increasingly large numbers of their citizenry and have thus positioned themselves and their people in front of the queue for employment and investment opportunities in the new economic space that the CSME is expected to create. If as a country and as a people we lag too far behind them in terms of tertiary provision, then the CSME will become for us neither a strength nor an opportunity, but a weakness and a threat in a SWOT analysis of its likely impact on our social, political and economic fortunes.

Thirdly, Mr. Chairman, the much - vaunted process of globalization also impacts on our local situation and demands of us that we swim or sink in increasingly hostile international waters. And if we are to swim, Mr. Chairman, in a competitive environment made all the more challenging by constantly rising standards, such as for instance the thrust now by several developed countries towards universal tertiary education, we must at least equip ourselves with a larger pool of tertiary trained citizens.



Guest speaker Dr. Bhoendradatt Tewarie
Pro-Vice Chancellor, Principal of UWI St. Agustin Campus

The fourth and final factor impelling and compelling us in the direction of quantitative and qualitative improvements in our level of tertiary education provision is an increasing thirst by many of our people for higher education certification – a thirst which may have been induced by the three factors earlier referred to, but which has also been stimulated by the increasingly aggressive marketing of higher education certification by a range of new providers and even by established ones with new products to market.

How then, Mr. Chairman, do we respond to this exponentially increasing demand for tertiary education?

Historically, tertiary education has been one dimension of education that has been authored and driven at a regional level. The very formation of the University of the West Indies was an initiative aimed at increasing provision in a shared and cost-effective manner to larger numbers of West Indians. With the passage of time, UWI has significantly increased access, but in the past two decades the University has not been able to adequately address the challenges of increased demand.

In the face of the bottlenecks experienced in that period and in an effort to expand access at the national level, Community Colleges emerged in all of the non-campus territories of the English – speaking Caribbean. These Colleges in many instances sought to rationalize higher education at the national level by amalgamating various institutions of higher learning and professional development that had hitherto existed as separate and distinct entities. Thus was born in St. Lucia in the 1980s the Sir Arthur Lewis Community College.

The College has developed considerably in the last two decades, but there are two essential points about the vision for the Sir Arthur Lewis Community College that should remain constant. The first is an unequivocal commitment to working with the University of the West Indies to continue to uphold it as the premier public university in the region. But the second inter-related point is that this obligation ought not to be taken for granted and that UWI should not maintain the old paradigms that relegate the non-campus territories to the status of mere satellites of the campuses.

I assert this, Mr. Chairman, because the fundamental responsibility of the Community Colleges is to provide the widest access of the best quality to students and working professionals in our countries and if, as unfortunately happened so often in the past, continued reliance on UWI to sanctify and accredit this access should prove a fetter, then every other acceptable avenue should

SALCC: CONSIDERABLE GROWTH IN TWO DECADES

be pursued. In this context, there are some basic principles that underlie the vision that we have sought to realize and I will attempt here to summarize them:

Firstly, institutional flexibility – developing the capacity within the College to respond quickly to national or sectoral training needs. The College must be in a nimble mode, able to address needs as they emerge and, more importantly, able to take advantage of opportunities as quickly as they arise. This will occasionally require the development of alliances with diverse parties within commonly agreed frameworks.

Secondly, staff multi-disciplinarity and trans-disciplinarity – tertiary education challenges in this era require faculty that are multi-disciplinary and trans-disciplinary, not simply to be able to teach across boundaries, but more fundamentally because even while knowledge is becoming more intricately specialized it is also necessary to achieve convergence of knowledge domains.

Thirdly, divisional integration – the very conception of Sir Arthur Lewis Community College was predicated on the idea of

the College as a seamless institution with courses offered across faculty. This process of integration of the original amalgamated institutions has come a long way but has not been as fast as the challenges that we face demand. Today, our challenge is not simply to complete this integration but to spiral it to the higher level that enables us to refocus competence in core subject areas. The teaching of core and foundation subject areas (such as Mathematics, English, Science and foreign languages) could be considerably enriched through the consolidation of departments in which all courses within that subject area are well articulated and progressively allow students of the College to seamlessly graduate from one level to the next.

Fourthly, financial entrepreneurship – this is an imperative, given the high cost of tertiary education. While Government seeks to rise to the increasing demand for tertiary access, the College too must recognize the market opportunities inherent in this sector. We see a proliferation of private providers throughout the region who are identifying and taking advantage of the demand for higher education. While



Another award for excellence

we certainly would not want education to become a mere response to market imperatives, there are significant opportunities for joint venture in knowledge-related industries, for provision of paid services to both public sector and private sector agencies and for innovative training and professional development courses and services.

Fifthly, infrastructural enhancement – a big dilemma for the College has been the task of expanding access while facing limitations of the physical infrastructure. The master plan approved by the Board of Governors can go a long way towards improving the learning environment. However, we must recognize the fundamental shifts in provision that have been occasioned by the use of computer and information technologies which make it possible to extend the reach of a learning organization well beyond its physical limitations while also making learning more interactive and exciting. The promise of the Caribbean Knowledge and Learning Network supported by the World Bank and the OAS is that the College can bridge that digital divide and overcome some of its infrastructural limitations. It is my expectation and hope that the College will more enthusiastically buy in to this project than it has hitherto done and will seriously examine the potential that this technology offers for an expansion beyond its walls. As we move to ensure that every major population centre in St. Lucia is served by a modern secondary school, this physical infrastructure can easily, with the technology available, be evening sites for the transmission of SALCC courses.

And finally, strategic partnerships - the College must be prepared to identify institutions that have global comparative advantage and competence in selected areas of vital importance to national development and seek to establish strategic partnerships with them. Notwithstanding the special relationship with the University of the West Indies, we should entertain global alliances that can improve access through the licensing and franchising of courses, enhance capacity through the exchange of faculty, and build competitiveness through the transfer of technologies. Utilizing our diplomatic relations to leverage such strategic relations could mean, for example, that we could source technical assistance and faculty, as well as appropriate technology in say agricultural diversification and agro-business from the People's Republic of China, or in information technology from India or from any country which has a global niche in an area of importance to our development thrust.

These, Mr. Chairman, are the general principles that I believe should guide the ongoing and future development of the Sir Arthur Lewis Community College and are the reflections that I wish to offer this year to the graduation ceremony. Having shared these reflections, Mr. Chairman, it would be remiss of me to end

my address without directing congratulatory remarks to the graduating class and to urge those of you who have been accorded the privilege of a higher education to give back to the many through whose effort and sacrifice you have soared today. While we must all take individual responsibility for our destiny, significant accomplishments are rarely purely the product of individualized effort and sacrifice and there is usually a collective dimension to what it takes for each and every one of us to succeed. So today, while we congratulate you the members of the 2005 graduating class of the Sir Arthur Lewis Community College, we also acknowledge the contributions of your families, your teachers and the workers of this country whose taxes subsidized the education which you received at this publicly – funded educational institution.

I want also to announce and congratulate the 2005 St. Lucia Island Scholars. As has happened on one previous occasion since the establishment of this College, only one of the two island scholars for this year is a member of this graduating class, the other having graduated from the Post Secondary Department of the Vieux Fort Comprehensive School. The second ranked St. Lucian student in the Cambridge 'A' level Examinations in 2005 and the winner of one of the two St. Lucia Island Scholarships this year is Miss Vernecia Badal of the Vieux Fort Comprehensive School with two A and two B grades. The top ranked St. Lucian student in the Cambridge 'A' level Examinations for 2005, a member of the 2005 graduating class of the Sir Arthur Lewis Community College and a 2005 St. Lucia Island Scholar with straight As in Biology, Chemistry, Mathematics and General Paper is Miss Yonette Paul. My congratulations and best wishes are extended to both of you.

In closing, Mr. Chairman, allow me to end by reiterating the vision for the College that impelled me during my tenure as Minister for Education, Human Resource Development, Youth & Sports. Contrary to the manner in which the debate on the future of Sir Arthur has been framed, the fundamental issue is not the imagined glamour of the College as a possible fourth campus of the University of the West Indies, but the College as a responsive mechanism for nurturing and incubating our intellectual capital. This historical responsibility can only be accomplished though ensuring that Sir Arthur Lewis Community College gets grounded in four points of vision: as a focal point for teaching excellence, as a focal point for professional development, as a focal point for applied research and as a focal point for innovation.

It is my fervent hope that the additional seeds planted during my tenure in the furrows that were so painstakingly engineered by the founding fathers of this institution will bear the abundance of intellectual fruit that our country so hungers for. I thank you all for your indulgence.



Procession of Graduates



Procession of Graduates



New members of the workforce

CONTROLLING RODENTS IN THE CITY

RCCU APPEALS FOR PUBLIC SUPPORT

It has been one year since the advent of the Rodent Control Co-ordination Unit of the Ministry of Health. It was started to control the spread of rats and mice in Saint Lucia. The Unit started with two pilot projects in Castries and Vieux Fort respectively. The Castries market, CDC area, and the Derek Walcott square were first targeted.

Schools in the immediate environs of Castries, the St. Aloysius R.C Boys' school, the Ave Maria Girls' school, the Anglican School the Castries Comprehensive Secondary School, and Sir Ira Simmons Secondary School were first dealt with. The teachers in all the schools were trained in rodent control during that period. The schools' groundsmen were also trained in rodent control, and received additional training in baiting. The programme has since been extended since extended their activities to other areas and schools in Castries. Workers for the

City Council, Housing Authority and Nipro also received training in Rodent Control Management.

In Vieux Fort, the Clarke's street area, the Infant, Primary, Special Ed. Schools and Campus A were targeted. The teachers and groundsmen were similarly trained, as well as the Town Council workers , and some private sector personnel.

To commemorate their anniversary, the RCCU held a competition for the pilot schools. The secondary schools took part in an essay contest, the Primary schools in a poetry contest, and the Infant schools in an art contest.

The winners were the Sir Ira Simmons Secondary School, the Anglican Primary and the Vieux Fort Infant School

The RCCU also organized a voluntary general clean up of the Castries Health Center.

An educational exhibition was held



Gabbage trapped by the water lines



A closer look at the problem



Poor waste disposal practices creates additional problems for the RCCU

at the Castries City Hall on Tuesday November 15 from 9.00am to 5.00pm, and on Thursday November 17, in Vieux Fort at the Town Hall from 9.00am to 5.00pm. The public, private sector and schools were invited , this activity was a great success.

The major challenge which the RCCU faces is Sanitation. Persons are not taking responsibility for their waste. Persons fail to see the direct link between Sanitation and the Rat Infestation, the attitude remains that garbage is somebody else's problem. Rats come around us because we provide them with food, whether it be the from the person who eats his chicken and does not dispose of the bones in a garbage bin, or the person who sits on the bus throws a banana pill out of the window or the person who defecates in the corner of the CDC. All of these actions are responsible for the poor sanitation, we see around us and by extension the rat problem.

It is very important to keep in mind that Rats and Mice are responsible for



Drains like these are routes for rodents

the spread of diseases such as Salmonellosis, Hanta virus Leptospirosis, which can ultimately kill.

Canaries Gears Up for Tourism

The community of Canaries has set sights on attracting a tourism based form of economic activity in order to provide financial benefits to unemployed residents. The community this week

launched a new concept called Canaries Creole Pot.

The Creole Pot will take the form of a social activity catering for internal and domestic visitors, providing food, drinks and cultural displays.

Public Relations Officer of the Canaries Creole Pot Tourism Committee Mrs. Margaret Edward says twenty vendors have been trained in prevention to host this event.

“ It is an event that we are organiz-

ing by which to bring tourists to Canaries- visitors to generate income because as you know we don't have that much employment per say in Canaries.”

Mrs. Margaret says the Canaries Creole Pot will be launched this Saturday with a unique flair. Canaries Creole Pot will be hosted on a weekly basis.



The west coast village of Canaries

WORLD AIDS DAY 2005 - MAKE THE COMMITMENT

HONOURABLE DAMIAN E. GREAVES
MINISTER FOR HEALTH, HUMAN SERVICES FAMILY AFFAIRS
AND GENDER RELATIONS, MAKES AN APPEAL ON THE
OCCASION OF WORLD AIDS DAY

Fellow Saint Lucians, over the past two weeks you have been bombarded with HIV and AIDS messages from all media, asking you to make and keep the promise to stop aids. This campaign is a deliberate effort to raise your level of awareness about HIV and AIDS, and to urge you not to turn your back on HIV and AIDS, but to make a promise to do something to help stop the spread of HIV and reduce the impact of AIDS.

In June 2001 governments from around the world met at the United Nations and made the promise to reverse the AIDS epidemic. They committed to a detailed plan to do three things: (1) Prevent transmission of the hiv virus; (2) Ensure treatment, care and support for persons living with hiv and aids; (3) Combat the stigmatization and dis-

able for their education, care, treatment and support.

My fellow Saint Lucians, this government has taken some major steps to keep all of the promises it made with respect to HIV and AIDS, not only the ones made at the meeting of June 2001 at the United Nations, but also the promises we made in our manifestos. Please permit me to elaborate.

We began this process by developing a national hiv and aids strategic plan for 2005-2009, with the inputs of key stakeholders including external hiv and aids experts, businesses, churches, the media, trade unions, other government ministries, persons living with hiv and aids, and other civil society organizations – that was in 2003.

To implement this ambitious plan effectively we needed resources – human and financial, and so in 2004 we

sons living with HIV and AIDS who qualify. All that is needed to qualify is a medical examination where special tests will be done to determine if the time is right to begin treatment. Other services provided under this program include treatment of opportunistic infections, nutrition supplements and counselling, counselling services, basic material support. Home-based care will also be provided for clients who have to be cared for at home or in the community.

Indeed, we have taken some bold steps toward keeping our promises to change the course of this epidemic. Now it is your turn to do likewise. On this World AIDS Day 2005 I call on all labour unions, businesses, churches, the media, people living with HIV and AIDS, and citizens at large to make and keep the promise to do all that is necessary to stop this epidemic. You don't have to be a top scientist working on a cure to make a difference. Just by protecting yourselves and others from HIV infection, welcoming someone living with HIV and AIDS into your life, or just talking about HIV and AIDS can help.

The stop AIDS concert on the Derick Walcott Square will bring the curtains down on our World AIDS Day campaign this year. I acknowledge all of the artistes scheduled to perform for a small token, and those who expressed a desire to perform but could not. To all of the businesses, non governmental organizations, and individuals who contributed I express my sincere gratitude. The staff of the National AIDS Program Secretariat, the Bureau of



Hon. Damian Greaves

Health Education within the Ministry of Health and the Project Coordination Unit within the Ministry of Finance deserve accolades for their hardwork in organizing the concert.

Let me forewarn you that this campaign for World AIDS Day is not the end but only the beginning. Either we pull our weight to fight HIV and AIDS together now or we will have to face the history's judgement of failing our people when we had the best opportunity to make a difference.

HIV and AIDS is the greatest crisis facing our country and the world today. It inflicts us on a scale that almost defies our understanding. Yet still the response from key leaders and institutions is exemplified by denial, inertia and procrastination. I urge all Saint Lucians from all walks of life to call on their leaders to account and ensure that they turn their rhetoric into decisive action against HIV and AIDS. Together we can reverse this tsunami of human suffering.

Have you made the promise to take action against HIV and AIDS? If you have not, then do it today – not tomorrow, but today on this World AIDS Day 2005. Thousands of lives are already at stake. Let us all make the promise and keep the promise to stop AIDS - right now.



New strategies in health promotions

crimination of persons living with hiv and aids by ensuring that their rights are respected.

But have these promises been kept by all governments of the world. Some have been kept by some governments – but not all. The reasons for delays by governments in keeping their promises include: fear and denial by top officials and politicians, limited resources, poor appreciation for the potential impact of HIV and AIDS on the social and economic development of their country and turf protection and other quests for power.

But every day that we waste, thousands of our people – especially our youth and our women – get infected, get sick or die. And from infection to AIDS to death, persons living with HIV and AIDS and their immediate families are subjected to rejection (including other family members and their communities), loss of work, ridicule and other dispicable forms of stigmatization and discrimination. These negative attitudes are counter productive and serve only to drive the hiv-infected into hiding, avoiding the services avail-

entered into discussions with the World Bank and successfully negotiated for 21 million E.C. Dollars (25% grant, 50% loan) to support implementation of the plan. While this money seems like a lot to borrow, it is insignificant if we compare it with the potential damage that this epidemic will cause to the social and economic well-being – if we just sit on our laurels and do nothing. This money will be used to hire dedicated technical staff to coordinate implementation of the strategic plan and to lead its major priority programs.

One such program worthy of mention is the treatment and care program. The objective of this program is to improve the quality of life of all persons living with HIV and AIDS in Saint Lucia. We believe that treatment is a basic right and an essential part of the strategy to defeat HIV and AIDS. It is critical for prevention efforts and improving the delivery of care. It allows for persons living with hiv and aids to protect their health, raise their children and continue to live productive lives.

Antiretrovital treatment is now given free (for the next five years) to all per-

Support from Faith Based Organisations

The more prominent religions of the region have given full support to a Pan Caribbean initiative to build more acceptance and tolerance for persons living with HIV/AIDS. This favourable response came out of a recently convened conference in Guyana which was dubbed "Champions for Change 2".

Minister for Health, Human Services, Family Affairs and Gender Relations Honourable Damian Geaves chaired the conference. He says the two day session has provided a great sense of optimism to the Pan Caribbean Partnership Against HIV/AIDS.

The Minister says a distinguishing feature of the conference were testimonies made by two priests living with HIV/AIDS who say they now enjoy community and family acceptance.

"There were two priests in Uganda. Reverend Gideon and Reverend McDonald. They both are HIV positive and they gave us their experiences of their struggles with the church, their lack of their struggles with the church, their lack of acceptance from family and so on and now in Uganda and Malawi they have been accepted and they are actually leading their flock and their congregation."

Minister Greaves says the stage has been set for thorough dialogue, action and commitment which has been documented as a Declaration of Commitment from the Faith Based Organisations. The Faith Based Organisations have given the commitment to continue to lift their voices against stigma and discrimination in order to break down barriers among people and within institutions.

EXCITING TIMES FOR SAINT LUCIA

HON. PHILIP PIERRE TELLS THE WORLD

Continued from page 1

Confidence in St. Lucia's future and its tourism industry in particular has caused the IMF to forecast 5% economic growth in 2005, a figure confirmed by the Eastern Caribbean Central Bank. This is evident when we consider the number of new and proposed investment either under construction or scheduled for ground breaking before year end. These include Landings on Rodney Bay (Barnard family) who incidentally have acquired Jalousie Hilton and are expanding the legendary LeSport Hotel.

Bay Gardens Beach Resort and Spa to be managed by Berthia Parle – a sister property to the successful to the successful Bay Gardens Hotel and Inn. There are numerous other high end villas, condominiums and apartments under construction and renovations to several hotels including hotels in the Sandals chain.

On behalf of the Government and people of St. Lucia I would like to place on record my appreciation for that outward manifestation of confidence in the people of St. Lucia, the policies of the Government and the future of the tourism industry."

Improving Infrastructure

The Minister noted that tourism that recent development in the global trade in bananas will put local farmers at a

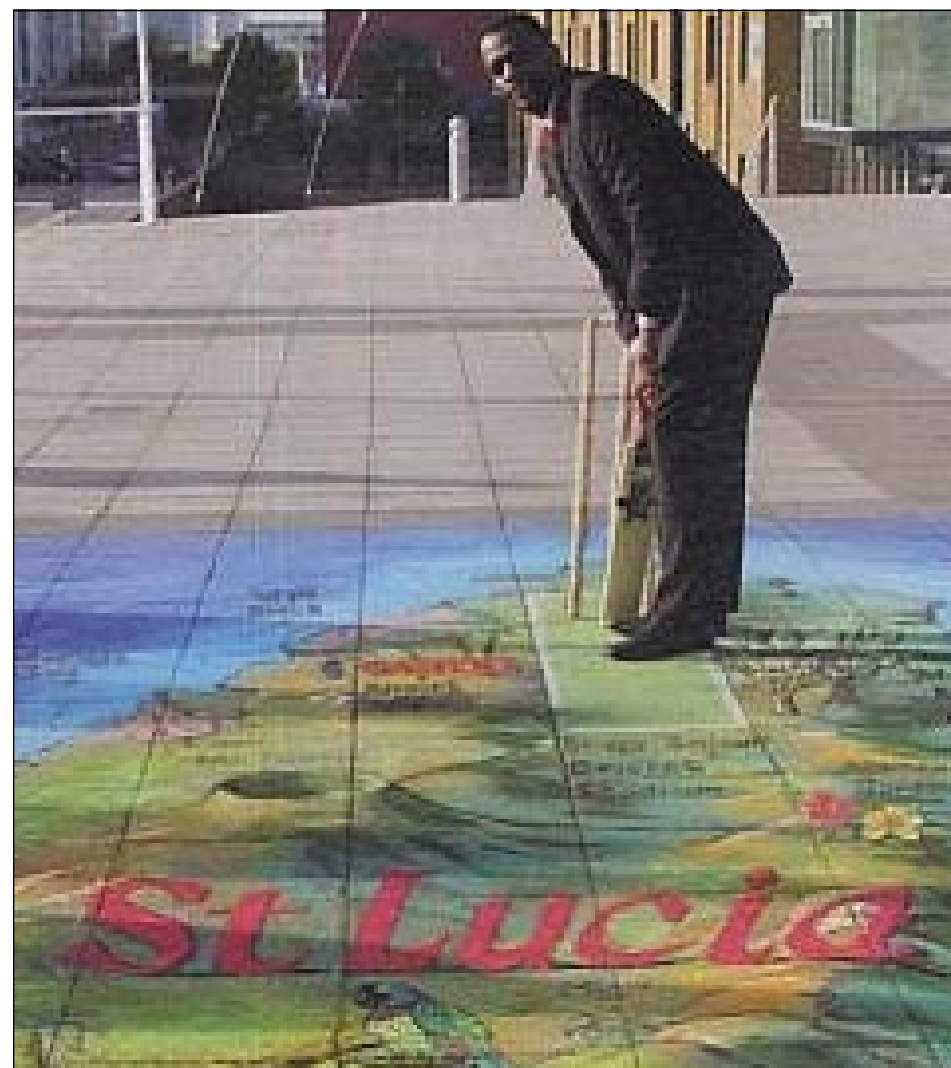
is dubbed as one of the most modern in the Eastern Caribbean. Work will soon start on the widening and improvements to the Castries-Gros Islet Highway, which will help to alleviate the congestion that we now face in the commute to the north of the island. As we speak construction of improvements to the East Coast Road, that is International Airport to the North is in progress.

The Water & Sewage Company's 20-inch pipeline project is complete and the water situation for the north of the island has significantly improved. In progress are upgrading and expansion work on the water supply distribution system island-wide.

Infrastructural works at our Ports has also advanced. The Saint Lucia Air & Sea Ports Authority is undertaking two major projects – rehabilitation works at George FL Charles Airport in the north of the island, and renovations at Port Castries. Port Castries re-opened for Cruise business as planned on 1st November."

ICC Cricket World Cup 2007 and World Class Events

Discussions on the preparation for ICC Cricket World Cup 2007 were held with a wide range in tour operators and officials of the travel airline industry. The Minister said that Saint will continue to its innovative response



Preparing to score in 2007

disadvantage but sees the potential for greater supply of local agricultural produce to the tourism industry. In the meantime government will continue to its infrastructural works and facilitate investment in the tourism industry.

"We are making significant progress with our road works. The Soufriere to Vieux Fort highway on the north-western coast has been completed, and

to the hosting of the matches and other world class events.

"In this regard we are adding lighting to our Beausejour National Cricket Ground and will next year be the first country to host the first day-night match in the Caribbean on May 10, 2006. This is part of our CWC legacy programme and these lights will remain in place after 2007.



SLTB Director Hilary Modeste at the World Travel Market

While the emphasis is on cricket we also have available a state of the art football and athletics stadium, swimming facilities and golf. We therefore encourage our UK tour operators to continue selling St. Lucia as a sports tourism destination of quality. In support of the preparations for Cricket World Cup, the Ministry of Tourism has recently completed a Tourism Sector Strategy, and we are now in the process of implementing the action plan. One key development will be a new Sustainable Tourism Development Programme, a project that will cover areas such as business advisory support, yachting and cruise development, human resource development, public awareness and community / heritage tourism. This new programme will be in place early in 2006.

The Yachting Development Plan that I spoke of last year was completed in June, and the Ministry of Tourism is now into the implementation phase.

The Ministry of Tourism is also working on another new initiative with the Saint Lucia Bureau of Standards to set up a Tourism Certification Unit. This will allow an independent entity to certify tourism establishments are of an acceptable world standard." He said.

Marketing and Promotion

On other new developments in the tourism sector Mr. Pierre added. "I still have some more exciting news. Saint Lucia has a new promotional campaign, which we have recently launched in the USA and now are here to roll it out in the UK during WTM.

This new highly integrated campaign will combine radio, magazines and newspapers to communicate our message "You Are So Beautiful". With this new idea we are set to renew our connection with consumers and to uniquely position St. Lucia as the world's preferred holiday destination. The new consumer campaign, will herald the launching of brand St. Lucia. Branding St. Lucia as a unique destination for a once in a lifetime holiday experience that will secure and improve the future for our tourism industry and by extension the economic wellbeing of our island.

The private sector has also risen to the challenge of putting into circulation

new promotional material. Visions of Saint Lucia has recently been awarded the 2005 Gold Award for Superb Craftmanship from the International Gallery of Superb Printing. There are several other new publications are on display including the new Aqua Isles and the new Tropical Traveller UK edition published and printed in St. Lucia. Congratulations and thanks are in order for the promoters of these publications."

The delegation to the World Travel Market was led by Minister Pierre and included officials of the Saint Lucia Tourist Board, The Minister of Tourism, and Cricket World Cup Saint Lucia Inc.



THIS WEEK ON NTN

Sat. Dec. 3rd – Fri. Dec. 9th, 2005

The GIS discusses child abuse in St. Lucia 2005, Sat. Dec. 3rd 10:00 a.m.
SALCC's Graduation 2005 - Sun. Dec. 4th, 9:30 a.m.

The Impact of Global Issues on Caribbean Lives – Mon. Dec. 5th 8:30 p.m.

A Closer Walk – A Documentary on HIV/AIDS – Tues. Dec. 6th, 9:00 p.m.

Feature Address by Parnel Campbell at the official launch of the Constitution Reform Commission – Wed. Dec. 7th, 8:00 p.m.

The GIS discusses the impact of the CSME on St. Lucia's Local Music Industry – Thurs. Dec. 8th, 8:00 p.m.

The Legal Issues of HIV/AIDS and Employment – Fri. Dec. 9th, 7:30 p.m.

Remember to tune in for:
GIS News Breaks and Kweyol News daily from 6:30 p.m.

Issues & Answers/Mondays at 8:00pm:

Interview/Tuesdays at 6:15pm:

Konsit Kweyol/Tuesdays at 8:00pm

(Kweyol Discussion):

Your Right to Know/Thursdays at 6:15 p.m. (Min. of Ed. Prog).

Take 2/Fridays at 6:15pm

(Week in Review)

Weflechi/Fridays at 6:40pm - (Week in Review—Kweyol)

For the complete programme guide, log on to our website at www.stlucia.gov.lc and then click on the NTN icon.

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