



NATIONWIDE

A publication of the Department of Information Services



Sandals to build new Hotel - page 3



CWC 2007: What is at stake for the Caribbean - pages 4, 5 & 8



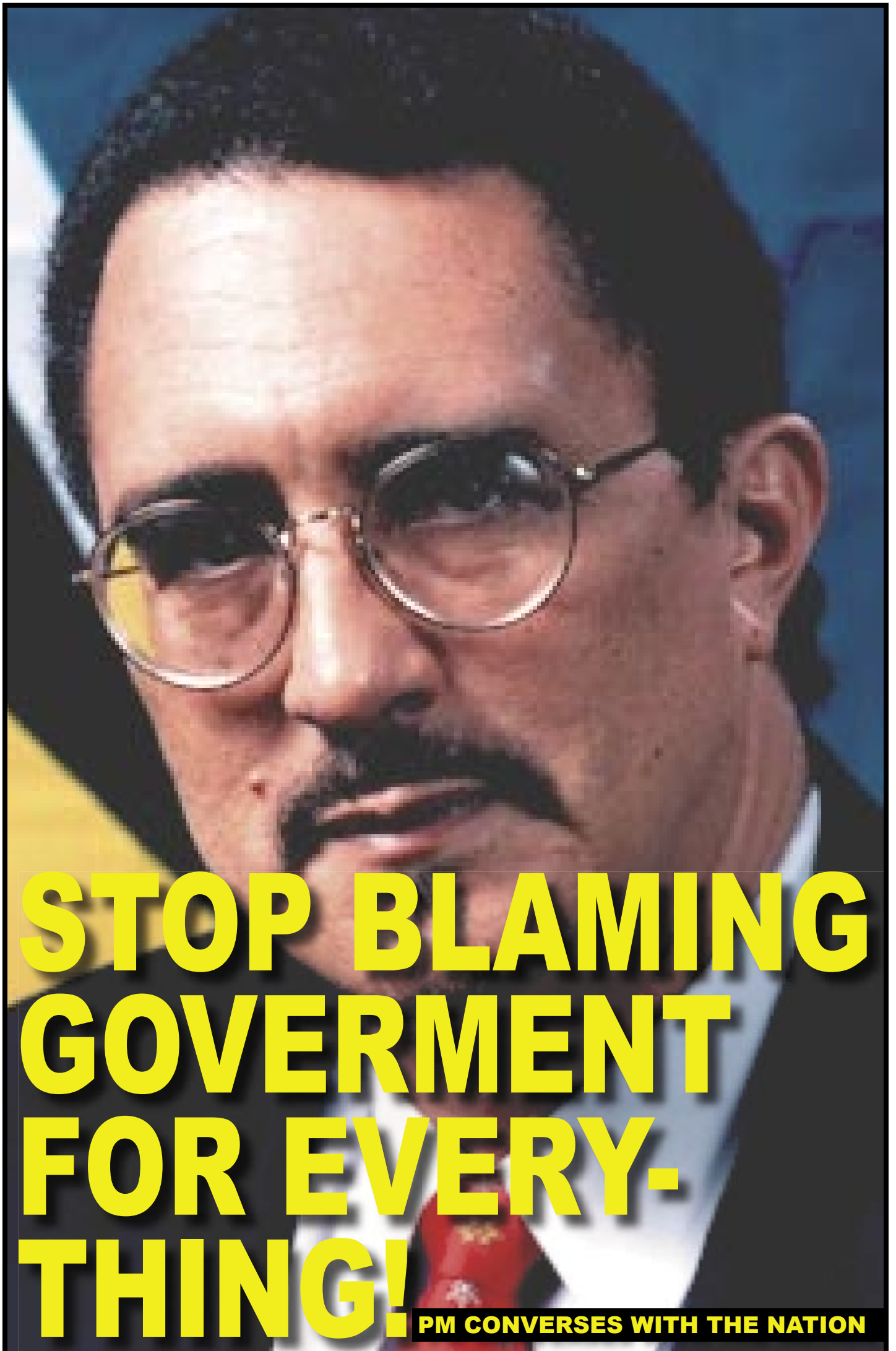
Kenny Rogers, Maxi Priest - coming to St. Lucia - page 8



New-look Saint Lucia Gazette - page 6



Remembering former Prime Minister Winston Cenac, QC - page 7



STOP BLAMING GOVERNMENT FOR EVERYTHING!

PM CONVERSES WITH THE NATION

Hello Again, St. Lucia! Today, I want to share some thoughts with you on an issue that has bothered me for some time. It is this issue – the tendency in our society to reject personal responsibility for our actions or misfortunes and to find a reason to blame someone else. We always blame others, but never ourselves. Curiously, my selection of this sub-

ject was encouraged by a humorous conversation with a young attorney, a charming lady, in the foyer of Parliament just before the funeral procession of the late Prime Minister, Winston Cenac.

The foyer was hot, humid and sweaty. The young lady turned to me and said: “Prime Minister, I am sweating. It is extremely hot in here. You are

responsible for my discomfort and my plight.” Then she smiled, “After all, you get blamed for everything!” We both laughed as we knew she had touched a raw nerve, a national habit. The biggest recipient of national blame is always the Government and in this regard, the principal culprit, your humble servant, the Prime Minister.

Continued on page 2



“Take ②” - A fifteen minute news review of the week. Every Friday at 6.15 p.m. on **NTN**, Cablevision Channel 2.

Government Notebook
A fresh news package daily on all local radio stations



The Blame Syndrome - *continued from page 1*



Prime Minister Dr. Kenny D. Anthony

The easiest target

Some of it is, amazingly, understandable. Getting blamed for any and every thing comes with being Prime Minister, especially in a society like ours where we believe that nothing moves or happens without the Prime Minister. You should not wish to be Prime Minister if you do not understand that martyrdom awaits you.

The fact is that in times of distress, hardship or disaster those affected look for the easiest explanation, the one that will resonate. Take some examples of the phenomenon.

Examples of the phenomenon

A lady is unable to get water to her home on a regular basis because the national water system cannot yet meet the needs of the residents in her area, so she blames the Prime Minister. Yet unexplained factors cause land movements at Tapion, but the Government and its engineers somehow get the blame. Someone is the victim of a cruel and hideous rape, and the Government is responsible, not the perpetrator. Criminals shoot each other and some end up dead and the government gets blamed for not having a handle on crime. People breach the law and damage public property before our very eyes and instead of taking them to task, we somehow find an excuse and blame it on unemployment – and by extension, the government.

Contractors don't do their work and the government gets blamed. STEP workers don't get paid on time and they blame the Prime Minister.

But it doesn't just stop there. This "blame game" is also played by people you would expect better from.

Policemen who get criticized for slow response (or lack of it) to complaints turn around and blame the government for not giving them vehicles or for the vehicles not having gas or drivers. Public Servants who can not satisfactorily answer public queries about their work turn around and blame the government. A union and a government ministry have an industrial problem and the Prime Minister is accused of not wanting to intervene. Prosecutors lose an important case in the courts on the basis of a technicality and the government is blamed for not training them enough. Persons sentenced to hang and who have appealed are awaiting the conclusion of their appeal process, but the government is blamed for not hanging them. Senior public servants, including Permanent Secretaries, personally decide to move on and out of government, but first they must blame the government – and the Prime Minister, of course.

From time immemorial, calypsonians have virtually accepted that they have a right to publicly denigrate public officials in song and on stage. They offer the familiar excuse, with a knowing smile, "is just kaiso..."

Some talk show hosts invite listeners and viewers to attack, abuse, disrespect and even lie on public functionaries. They refuse to correct them, even finding excuses for them. After the damage is done, they then call on the politicians or public servants to respond or clarify.

You would think that the responsibility of the journalist or talk show host would be to correct what's wrong, to seek to get the accusers to verify their allegations or back them up with fact. But instead they encourage the allegations and put the onus on the accused to defend himself or herself.

Sometimes they goad their listeners. On one programme, I heard a caller suggesting that bullets were fired at me in my constituency. This never happened. But was it a subtle invitation to certain elements to do so to prove a point? I wonder. So too do many people.

Right and wrong

I ask you: what has become of our sense of right and wrong? Why are we so unwilling to give right where it is due? Why are we so inclined to only see the wrong and the negative? Why is it that we complain when things are bad but do not acknowledge when it is good or when somebody or the government does something good? Why have we become so afraid to give praise and credit?

But look further afield. Take our attitude to public property. People damage

public property before our eyes and instead of taking the person to task, we say it's not our business. Or we simply blame the person's action on some unknown factor. Not for once would we consider that the property being destroyed is ours too. We fail to remember that it is our taxes that paid for it and that it is also our taxes that will have to be spent to repair the damage. Sometimes, the person doing the damage, if accosted or questioned, would simply say that it was his or her tax dollars that paid for it, so he or she can do what they want to it. What logic!

Take again, our attitude to our own property. In our quest to have our own homes we do whatever we feel it will take to get a roof over our heads. Some people would build houses out of plywood and galvanize with no regard for toilets, electricity or water, then turn around and blame the government for not providing these utilities.

In other areas they would simply squat on government's land and build houses and call on the government to provide services. Some would even build more than one house in such areas and rent them out, becoming landlords in the process and still calling on government to provide services -- this time, to their tenants.

In still other cases, some property owners would simply cut up and sell house lots and encourage families to build on them without roads, sewerage or drainage facilities. But as soon as they cannot get lights or water after building their homes in those private housing schemes, they blame the government – not the developer, who, in the first place, caused the problems.

It is said that the more we get the more we want. That too is an attitude that results in blaming others when we cannot get all that we want. I can remember a case in my own constituency. A constituent moved into an unplanned development and built a home. After she moved in, she wanted electricity and water. Both were provided. Then, weeks later she told me that she had bought a car and she now wanted to park it near her house. So she wanted me to arrange to build a ramp over the drain that separates her home from the road. She continues to blame me for not providing access to her home for her car. Mind you, the use of public money to fund what is a private need, does not bother her.

The list can go on and on...

What is the consequence?

But do not get me wrong. There are occasions when a Minister or the Government deserves blame and citizens have a right to complain or express their displeasure. After all, how else could a government be held accountable or in check? But we cannot allow our lives to be governed by frivolities, by a failure to apportion blame or responsibility where it truly lies. No country can truly face its problems, if its citizens are schooled into identifying scapegoats for every ill that afflicts them. So, let us reaffirm that there is right and there is wrong in everything that we say or do.

Until next week, May God Bless You and Keep You!

PM welcomes introduction of “Beaches” family resort chain



Artist impression of Main Pool & Plaza



Artist impression of Caribbean Village



Artist impression of French Village



Artist impression of Safari Adventure Village

Prime Minister Dr Kenny D. Anthony has welcomed the announcement of the introduction of “Beaches”, a new line of hotel resorts about to be introduced to the island by the Sandals Group, ahead of the upcoming Cricket World Cup in 2007.

The Prime Minister on Tuesday morning said he welcomed the announcement by Sandals Resorts International (SRI), especially as it will create additional employment and enhance the island’s hotel plant ahead of the world’s most popular international cricket tournament.

SRI, the parent group of the Sandals and Beaches chains, announced last week that it would construct a new US\$80 million hotel on 35 acres of land the company recently acquired at Pigeon Point.

The new hotel, which was originally carded for Vieux Fort, will be a five-star property with 300 rooms and luxury suites. It is expected to employ approximately 250 jobs during the construction phase and some 600 fulltime jobs when it commences operation.

The Prime Minister said he particularly welcomed the news that in order to start the construction as soon as possible, SRI had fast-tracked the design and tender processes for the new resort, which will cater for singles and couples, as well as for families.

Dr Anthony said he was also happy that the new hotel “will add to the available room plant on the island for Cricket World Cup 2007.”

He said SRI’s introduction of the new line of resorts through investment in a fourth property on the island was “another manifestation of the confidence the group has in St. Lucia.”

SRI Chairman Gordon “Butch” Stewart said here last week that a major factor behind his group’s decision to make yet another investment in St. Lucia was “the enlightened business climate” that has been evolving on the island.

Mr Stewart said Sandals was proud to be an active player in St. Lucia’s economy and was enthusiastic about the introduction of its new line of family resorts to the island.

Speaking of the new resort, the Sandals Chairman said it was intended to introduce “a new dimension in St. Lucia’s tourism product” and that “nothing will be spared to make it a showpiece for St. Lucia’s tourism industry.”

The Jamaican entrepreneur said Sandals “will continue to do all in its power to unlock the island’s tourism potential and bring more prosperity to its nationals.”

The Sandals group has been operating in St. Lucia for eleven years. With three properties on the island, the group already employs nearly 2,000 workers and its contribution in direct revenue to the economy last year stood at \$300 million.

The three Sandals properties (Regency, Halcyon and Grande) already contribute over 800 rooms to the island’s total hotel stock and the new Beaches will take it over the 1,000 mark.

SRI is the largest operator of luxury, ultra inclusive resorts in the Caribbean. Its holdings include Sandals resorts, Beaches Resorts, and Royal Plantation Ocho Rios.

Sandals Resorts has a total of 12 couples-only properties, with seven in Jamaica, three in St. Lucia, one in Antigua and one in Nassau.

Beaches Resorts, which specialises in hosting families, has four hotels in Jamaica and Turks & Caicos Islands.

Royal Plantation Ocho Rios is a one-of-a-kind, stylish and British-colonially-inspired 77-suite hideaway in Jamaica.

Beaches St. Lucia will be the chain’s first such hotel in the Eastern Caribbean.

What is at stake for the Cricket World

What is at stake for the Caribbean by hosting Cricket World Cup 2007 is captured here by Jean S. Holder in a 2003 address to the Caribbean Tourism Association Teachers Forum in Grenada

It was George Orwell the author of 'Animal Farm', who described sport as "War, minus the shooting". Certainly few activities of human endeavor create more fierce passions in the breasts of mankind than competitive sport, and if there is one thing we fans understand about sport, it is that it is serious business.

The role of sport in social development

As the Secretary General of the Caribbean Tourism Organization, my business is decidedly tourism, and I intend, as I proceed, to speak of the role sport can play, first of all in development generally, in tourism development specifically and finally to address some of the challenges and opportunities presented by the World Cup Cricket 2007 event.

Perhaps educators appreciate and understand as few other professionals do, the legitimate and inherent importance of sport and the role it has played and will continue to play in the social development of all communities.

Perhaps no better measure of this reality can be adduced than the role played by the Olympic Games in Greece, the first historical record of which dates back to 776 years before Christ. Few enterprises created by man have lasted so long. Few have been accorded such international importance. In the Ancient World a sacred truce was declared and enforced to permit participants to travel unmolested to the Games. Time in Ancient Greece was measured by the four year interval between games, known as an Olympiad, and the greatest honour then to be attained by any Greek was the winning of the simple branch of wild olive given to a victor in the games. Kings competed alongside commoners and winners became national heroes. Musicians sang their praise, sculptors preserved their strength in marble and their feats of skill and courage were recorded by the poets and writers of the time. The closest practitioners of this art today would be our calypsonians.

When a debate took place some years ago in Barbados about whether or not Sir Garfield Sobers, the world's greatest cricketer, should be accorded the status of national hero, I remember thinking that in ancient Greece the argument then would have been, who else, besides Sir Garry, deserved to make the team.

I have often drawn attention to the almost impossible demands we make of professional sportsmen. Many of us do our work behind closed doors and have reputations we have not necessarily earned. Sportsmen do theirs in the middle, before the critical gaze of thousands, and even millions. Excellence is expected on every occasion. Success or failure is transparent and applause lasts only as long as the most recent good performance. A sportsman who

both succeeds and endures, is therefore a unique phenomenon, and should be treasured. No. Must be treasured!

Sport, then, is a rather more complex activity than it is generally thought to be. One writer states that "at the individual level it provides deep satisfaction to human beings in their realization of the desire to be self complete through testing and extension of the body. This tension has a special attraction for the spectators who identify with the contestants, causing a release of energy which impacts on performance. At the level of the society, sport, especially during the last decade, has become a social phenomenon of considerable magnitude. It has been described as permeating any number of levels of contemporary society, touching upon and deeply influencing such disparate elements as status, race relations, business life, automotive design, clothing styles, the concept of the hero, languages and ethical values".

In fact, with the exception of technology, communications, and tourism itself, probably no other activity has done more, to bring countries and continents together, irrespective of distance, culture and language.

The economic impact of sport

Even at a casual glance, therefore, it can be seen that there has to be an enormous synergy between tourism and sport. Guttman remarks that "in an age of relatively easy inter-regional and international travel, sports events are able to generate substantial gatherings of peoples to 'collective rituals'. The historical religious pilgrimages have been replaced by modern international flows to such rites as the Olympic Games, the World Cup, national championships, cup finals and even smaller events...." The economic benefits of such movements of people are considerable, involving transportation, construction, renovation of facilities, creation of employment, cultural exchanges, specific services and a range of commercial activity, including sports cruises, tours, attractions, use of resorts etc.

The year 2000 was an incredibly successful year for international tourist arrivals which increased by 7 per cent. It has now become the base year by which we judge how well we are recovering. There is a very special reason why 2000 was so great a year for tourism. It was the year of the Sydney Olympics and the World Cup Soccer games in France !!

Sport provides stimuli for local entrepreneurs, civic leaders and the community at large for more touristic-oriented skills with the added bonus of bringing various levels of society to work together towards common goals as, organizers, volunteers and entrepreneurs.

Let me cite, just by way of example, some of the figures for economic im-

pacts of sports tourism given by credible sources.

Sports Travel Magazine estimated in 1998, that the sports-related travel and tourism market is worth some US\$118.3 billion. This includes sports spectators and participants, family travel, sports adventure and sports fantasy camp travel, and sports-related corporate incentive travel.

It all begins with the event organizers and travel planners who, through their work, create a reason for millions of people to travel to sports events or to take sports-related vacations. The Magazine reckons that their readers alone spend US\$6.1 billion on travel each year.

The Planning and Budget Office of the Governor of Utah had a study done on the economics of the Olympic Winter Games of 2002 in advance of the games. It estimated that US\$2.8 billion would be generated in economic output, 23,000 one-year full time jobs created and US\$972 million created in income to Utah workers and business owners.

It further estimated that even after public safety and other government services were paid for, the state and local governments in Utah would be left with as much as US\$140 million in new revenue to invest in schools, streets, parks and human resources etc.

Australia, which is big in sports tourism has over 400 sporting events each year, many of which are world championships and international tournaments, and which are promoted as tourism events.

New Zealand assesses that the sport and leisure industry supports 23,000 full time jobs, contributes US\$2.2 billion to the economy and pays US\$417 million in taxes. With a population of 3.45 million people, New Zealand has more than 400 golf courses, that is, more per head of population than any other country in the world, and 25 ski fields.

The Sport-Tourism Opportunity

It goes without saying then, that sport presents the Caribbean with an excellent opportunity for developing one of the fastest growing niche markets in the tourism sector, and that the Caribbean, with its near perfect year round weather, suits itself to almost ev-

ery kind of land and water sport under the sun. It is an opportunity which must be grasped with both hands.

Our region, which is four times more dependent on the tourism industry for its foreign exchange earnings and job creation than any other region of the world, is currently facing stiff and growing competition at a world level for market share. In addition to the traditional competition from exotic warm weather destinations, we are encountering more and more competition from countries like the USA and Canada, which are not only intensifying their promotion of both international and domestic tourism, but are enhancing their product offers to meet changing consumer preferences. Con-

Artist impression of Beausejour Cricket Ground



sider that more than 66 million people visit America's 8,200 museums every year.

This is a new world of events marketing and changing distribution systems, and we must all change with it, if we are going to stay in business. We see therefore the need to diversify our traditional product of sun, sea and sand, which fortunately provides excellent circumstances for developing sports tourism.

Society's commitment to the goal of sustainable development requires that jobs not only be created, but sustained, and that adequate returns on investment can only be realized by year long earnings. The tourism industry has therefore been challenged to provide year round jobs for its employees and a more even stream of revenue. This means that, given the growing dependence on tourism as an economic sector, empty hotels after May, financial

Caribbean in hosting the Cup 2007 event

droughts in September and October, and lay-offs of staff for significant periods, are no longer acceptable.

It was to fill these co-called "shoulder" and "off-seasons" periods, that many new events were marketed and we have seen the arrival of carnivals, music festivals, sports events, and tournaments, all of which have made a difference in dealing with the problem of seasonality.

Sports Tourism In The Caribbean

In the area of significant sports events, considerable progress has been made in the Caribbean with such activities as the Aruba Hi-Winds Pro-Am Windsurfing Championships, Jamaica's Johnnie Walker World Golf Championship, Antigua's Sailing Week, the

surfing, Fishing, Soccer, Hockey, Volleyball, Surfing, Diving, Golf, Horse Racing, Sailing and other Water sports, Tennis, and Horseback Riding. There are myriad other events that we can create for the entertainment of visitors which to us living here seem routine and uninteresting. We simply need to be innovative and this is not just the responsibility of the tourism people.

Where a level of professionalism with respect to organization, infrastructure, research, marketing, sponsorship and the buying in of expert advice, has been utilized, impressive economic gains have been achieved.

When CTO surveyed departing visitors after a Test Match in Barbados in the 1998 West Indies/England Cricket

series we witnessed outstanding economic results. During the week immediately after the game some 8,300 or 15% of departing visitors in the survey, indicated that they had come to Barbados for cricket. Some 6,474 or 78% of those were from the U.K. With an average stay of 10 days, these visits translated into some US\$24 million to the Barbados economy. It is important to remember that, in these matters, even when the organizers lose money, the economy can gain; which is a strong argument for government subsidies to sport when a major economic objective has been set.

The benefits

of a highly professional sports event can go far beyond the immediate local economic impact, and create enormous positive publicity and tourism promotion for the country. The Johnny Walker Professional Golf Tournament in Jamaica has aired in 83 countries with a total audience of over 300 million, and television news reports went to more than 200 broadcasters in 130 countries. In this case the sponsor was spending some US\$15 million in golf sponsoring and support marketing, as opposed to just over US\$1.0 Million spent by Jamaica.

With respect to the Barbados and Jamaica examples, what we have seen, is the Tourism and the Sports people working together, each with an understanding of the economic importance of the event, beyond the immediate objective of the contest itself.

Economic Spin-off

In industrialized countries the spin off from sport goes even further, with the development of the leisure clothing market. This is one of the fastest growing sectors of the economy in Canada and the USA, with some US\$13.4 billion being spent on sport and recreational equipment, and some US\$14 billion on sports supplies. Our entrepreneurs must be sufficiently innovative to seize similar opportunities. One of the ideas surfacing at this very workshop is that we should establish strategic alliances with external and experienced entrepreneurs to create a range of products that are finished in the region and not necessarily started from scratch here.

The Benefit of Sports Tourism

Sports tourism then seems to offer bright prospects for the Caribbean, provided the necessary work is done in a planned and coordinated manner between the Sports and the Tourism Authorities.

The benefits seem to be many and varied:

- It is a powerful tool for destination promotion as the Jamaica Reggae Boyz or the Jamaica Bobsled team has demonstrated. As you know the latter achievement was turned into a successful film which further promotes Jamaica.
- It generates new industry and is a stimulus for infrastructural development.
- It creates increased employment.
- It increases government revenue from regulatory fees and taxation.
- It increases the sports and recreation facilities for the local communities leading to improved social interaction.
- It elevates the level of national pride and the moral of the citizens when success attends the effort of local teams.
- It brings economic benefits as hobbyists and spectators arrive and spend money across the society.
- It brings together various elements of the society, public and private sector, to work for the common good of the society.

As is always the case however, none, or very little of the above, will happen unless there is a carefully devised plan involving all the relevant public and private sector stakeholders from tourism and sport, a plan which is clear about objectives and policies. Such a plan must also address, inter alia, aspects of marketing, public relations, publicity, communications, research, physical planning and sponsorship.

Sports Infrastructure

Sporting events, whether at the hobbyists level, or at the international tournament level involving large numbers of spectators, needs sports facilities of an acceptable standard and all the related infrastructure that goes with it.

This requires considerable investment, which may have to come largely from the public sector, but it must be seen for what it is, a contribution to socio-economic development.

Success Factors

Critical to the success of these facilities, is that they must be designed with the relevant expert advice, that there should be an awareness of the recurrent cost of operation, that there are clear and innovative ideas about maximizing use to ensure proper cost recovery, and that management based on merit is employed.

The plan must go beyond the particular major event which is normally the occasion for building new facilities or improving old ones. It must include clear ideas on how the facilities will be used and maintained thereafter. A fine line must therefore be drawn between creating adequate accommodation and other infrastructure, and building massive structures which incur huge debt, require lots of maintenance and become white elephants which are a burden to the state and the community after the significant event has passed.

We at CTO have, from time to time, done some research work, seeking to identify the size of the sports market. In one of our studies on Golf we indicated that there were some 21.7 million Golf players in the USA, 12 million in Japan, 300,000 and rising in Germany and 1 million in Canada. Thanks to a very recent study of the German Market we are able to identify even more precisely the size of the German sports and leisure market segments, for example that there are 1.5 million surfers, 2 million divers, 250,000 who canoe, 1.2 million anglers and that hiking is the number one holiday activity of German holiday makers.

There is a growing market of persons who wish to travel to both play and watch sports, especially if their own celebrity players are involved. Those Caribbean countries, which have had such a difficult time achieving growth in the US market, should be reminded that Americans are almost obsessed with sport. Some 120 million Americans, half the population, watch the Super Bowl, and some 16 million are members of sports clubs. As always the specialist magazines and Travel specialists in the marketplace are your best allies and should be identified and utilized.

But not all the opportunities are to be found in dealing with external markets. There are abundant opportunities for intra-Caribbean sporting events at the corporate and amateur levels. A number of these are already in progress and an intensification in their number would also provide a clearer vision of how some of the facilities about to be built could be utilized in the future.

Continued on page 6

and when expanded for Cricket World Cup 2007



Rolex Cup regatta in St. Thomas, the Cayman Islands Super Fish Bowl, the Nikonos Shootout in Bonaire, the Tour de la Martinique, the Cockspur Gold Cup Horse Racing event in Barbados and Test Cricket generally in the Caribbean. With a relatively small investment by the country in most cases, and good support from sponsors, these events have had a high level of success.

These examples suggest that we have barely tapped into a rich vein which has the potential to yield considerable dividends, whether we are marketing to those who wish to come to engage as players or officials, to those who attend as spectators, or to those who come to perform some duty resulting from the sport, such as sports journalists, public relations expert, sponsor etc.

Our visitors, at some level, already participate in Water Skiing, Jet Skiing, Cricket, Athletics, Basketball, Wind-

Prime Minister congratulates Printery on new-look Saint Lucia Gazette



Back Cover of the new-look Saint Lucia Gazette

Front Cover of the new-look Saint Lucia Gazette

Prime Minister Dr Kenny D. Anthony has congratulated the National Printing Corporation (NPC) on the continuing evolution of the all-colour, on-line St. Lucia Government Gazette.

Dr Anthony offered his congratulations to the NPC on Tuesday as it observed two years of ongoing changes at the establishment formerly known as the Government Printery.

He said he was "quite impressed with the progress made in enhancing both the appearance and content of the Gazette to make it both easier on the eyes and more pleasant and useful to

the public."

NPC General Manager Edmund Regis this week explained that as part of new changes introduced two years ago, the Corporation sought to reinvent its flagship publication with a new look aimed at making it "more interesting, reader-friendly and relevant."

The Gazette has been traditionally known as an ordinary, dull, black-and-white publication with no photos. It featured an endless range of Government Notices, Vacancy Advertisements, Laws, Statutory Instruments and the like. And since laws cannot come into effect before they are pub-

lished in the Gazette, the publication usually includes bulky copies of new laws Passed in parliament.

Mr Regis said the NPC considered that dull and bulky look was "to ex-officio and not sufficiently appealing to the General Public."

Thus the change...

For over a year now the Gazette, which is now a weekly publication of Government business, has boasted a bold, striking, new appearance. In April 2003, its first new-look issue featured a full-colour cover page featuring Government House, the Official residence of the Governor General.

The present new-look Gazette, apart from its colour cover, also features news releases from various Government quarters, extracts from the Constitution of Saint Lucia, as well as what Mr Regis described as "items that exemplify the preservation and appreciation of St. Lucia's rich and varied, natural, cultural and historical heritage."

He said the new publication also highlights on its cover page "illustrations of features that are uniquely St. Lucian," and which would "heighten our sense of national pride."

Five new illustrated color covers have been published so far in the new Gazette. Apart from the inaugural photo of the Governor General's residence,

others depicted the La Sikwi Sugar Mill, Famous Landmarks of St. Lucia (such as The Pitons and Pigeon Island), national cultural icon Sesenne, the 25th Anniversary of Independence and images from Emancipation.

The current issue features St. Lucia's national tree, the Calabash, which shall remain until year's end. However, that's not the only new feature.

Mr Regis says "a major new feature" that started with the latest issue is "a weekly update on St. Lucia's preparations for Cricket World Cup 2007" that will appear on the inside of the back page of every issue.

According to Mr Regis, this is "to maintain public interest and awareness towards the island's commitment to hosting the best Cricket World Cup ever."

Prime Minister Anthony said he was "pleased with the new features in the Gazette, especially the decision to include information on our preparations for Cricket World Cup 2007, which will help spread the word that we are committed to hosting the best World Cup ever!"

The new Gazette, which is available on subscription, is also available on the Internet at www.slugovprintery.com and its e-mail address is npc@gosl.gov.lc

Education: The main pillar towards future advancement

A very strong message on the importance of academic excellence has been sent to the youth of Canaries, through the hosting of the first annual Community Academic Awards on Saturday, September 26th, 2004. The awards ceremony, which included the presentation of scholarships and bursaries, was an initiative of the Canaries Community Club.

Public Relations Officer of the club, Ms. Jacqueline Joseph called on the community to work together to improve the attitude of the youth towards educational achievement: "In the coming months, the

Canaries community will aggressively promote education for all in Canaries. We will continue to expand our evening classes programme, we will persist with our fundraising efforts to make formal education more accessible to our young people, and we will continue to encourage academic excellence."

The community club members believe their efforts will ensure that more students gain entry into secondary schools.

Member of Parliament for Canaries, Honourable Cyprian Lansiquot in his remarks reminded the students that qualifi-

cations are what will determine their future progress. "I think there is too much reliance, too much dependence on things like favouritism, nepotism and political patronage. People think well, because I vote for so and so then I am automatically entitled for a job, but it is not so at all. We are living in a very competitive world, hence the reason we are placing such priority on education," explained Mr. Lansiquot.

The Canaries Community Club presented the Maguerite Edwards Award to the most outstanding Common Entrance

student, whilst the Edsel Edmund Scholarship Award was presented to the most outstanding O Level student. The awards were named after two members of the community who have excelled academically, but moreover, have been giving of their time and knowledge to enhance the development of the community of Canaries. Awards totalling \$3,600 was made possible through the support of several sponsors including Mrs. Marguerite Edward, Mr. Cyprian Lansiquot and Mr Edsel Edmund, Mr. Keith Mondesir, and the Canaries/UK Association.



Canaries achievers, including primary and infant school students, club members and sponsors

Remembering Winston Francis Cenac, QC 1925 - 2004



Leaving the Cathedral



At the Choc Cemetery



Laid to rest

Cable & Wireless comes to the assistance of Girls Vocational School

The Corpus Christi Girls Vocational School will be able to continue with classes for the 2004/2005 school year, thanks to assistance from Cable & Wireless.

The principal and teachers of the school have praised Cable & Wireless for lending a helping hand and enabling the school to remain open, after months of worrying whether it would be forced to close its doors permanently, due to a shortage of funds.

Cable & Wireless Chief Executive Fred Walcott formally announced, at a presentation ceremony held at the Girls' Vocational School on Tuesday, that the company would be providing an assistance package to the school to help it meet its staffing and upkeep expenses for the school year and to enable the students who had been enrolled for this year to continue their classes.

He said the Girls' Vocational School has played a tremendous role in enriching the lives of many young St Lucian

women and, in the process has helped to strengthen the economic, moral and social fabric of the nation.

"It is a monumental legacy that deserves to be supported and needs to be kept alive ... Cable & Wireless is delighted to continue with our support for education by providing assistance to the Girls Vocational School," he added. He said Cable & Wireless was looking forward to working closely with the school and the Ministry to see how further assistance can be provided in the future.

Assistant Superior of the Carmelite Order Sister Adriana Noel, who was present at Tuesday's presentation, expressed her delight at Cable & Wireless offer of assistance. She said without support from Cable & Wireless, the school would not have been able to continue. Thanks to the assistance, she said, the school would now be able to make some revolutionary changes to its curriculum and educational program.

The changes include the renaming of the school, which will now be called the Corpus Christie Girls' Vocational and Arts Center and the addition of a variety of extra curricular activities and an arts program that will among, other things, offer drama and creative dance.

Cable & Wireless also received praise from Acting Permanent Secretary in the Ministry of Education Esther Braithwaite, who also attended the presentation. She said the government welcomed the assistance Cable & Wireless had provided to the school. She noted that the government's subvention to the school had to be decreased due to a decline in enrollments. However, she said, the government appreciated the timely help from Cable & Wireless.

"We recognize that we can't do everything but with support from our corporate citizens a great deal can be achieved. Cable & Wireless has proven that and we are grateful to them."

The assistance from Cable & Wire-

less has not only ensured that the school's students will be able to continue their education uninterrupted. They have also helped to preserve the legacy of one of the longest-serving educational institutions in St Lucia. Originally founded in 1968 by Carmelite Sisters, the Corpus Christi Girls Vocational School was opened at a time when there was a dire need for schools catering to girls in need of a post-primary school education. It started off by offering secretarial and other vocational subjects and later added academic subjects to its curriculum. Among the subjects it will now be offering are English Language, mathematics, principles of accounts and business, IT and computer studies, clothing and textiles, art and craft, hair dressing, food and nutrition and upholstery, home management and art and craft.

The first set of students for this year commenced classes on September 27.

Kenny Rogers, Maxi Priest to sing for charity as American Airlines makes inaugural flight

St. Lucia Tourist Board and American Airlines have announced that the now-famous, Pigeon Island Park will be the venue for a November 6, 2004 charity concert, featuring two world-renowned musical artistes - Reggae superstar Maxi Priest and Country Music legend, Kenny Rogers. This special, one-day-only charity event coincides with American Airlines' inaugural flight to St. Lucia, at which the island is to be presented with a special hospitality services award, as a tourist destination.

At a press conference held at the Auberge Seraphine on Wednesday, October 6, 2004, Walter Elmore, Executive Director of the Miami-based promotion group, Turn Key Productions (TKPP), said that the charity concert was the initiative of Children's Umbrella Charity Groups, an amalgamation of local charity groups.

The concert will also include a number of local artistes and production personnel, which Mr. Emore said had improved considerably, over the years. The TKP Executive Director also indicated that Kenny Rogers would remain on the island for a few extra days "to partake in his professional hobby, photography". He said that Mr Rogers was extremely excited at the prospect of

taking pictures of St. Lucia.

Kenny Rogers, the most successful in Country Music history has sales of 105 million units from 61 albums, including *The Gambler*, and *Lady*. And with 20 platinum albums, he is in the league group of all-time greats, including Elvis Presley, Elton John and Michael Jackson.

Max Elliott known as Maxi Priest is the eighth of nine children born to Alfred and Hyacinth Elliott, who migrated to England from Jamaica in the

late 50's with five of those children. Maxi Priest was born on June 10th, in Lewisham, London England, along with two brothers and one sister. His father was a steelworker in a factory, while his mother devoted her life to Christianity; she was a missionary at a Pentecostal Church and lead singer for the church choir.

Next we find our hero making himself a living as a carpenter. After being asked to build speaker boxes for a local reggae sound-system, Saxon, he

was singing over the mic at their live-dancehall sessions with folks like Smiley Culture, and made history in 1984 after he and Paul "Barry Boom" Robinson produced Philip Levi's "Mi God Mi King"; the first UK reggae tune to reach number one in Jamaica.

And that is just the beginning...

So, after Transcending from the Caribbean sound, known as Reggae music, Maxi Priest has achieved success and international fame worldwide in popular music, known as Pop. Sign-



Cricket World Cup 2007: What is at stake for the Caribbean

continued from page 5

Regrettably, some of those, who already labour in the field, report poor cooperation from some of those who own or manage the regional hospitality and travel services. There are, of course, examples of high levels of service in our region. But the quality overall is uneven and some of the stories that make the rounds, do not augur well for the Caribbean successfully handling really big events, unless there are significant changes for the better in the status quo.

World Cup Cricket 2007

In view of all that I have said above, you must now understand the incredible opportunities and challenges posed to the Caribbean by hosting the 2007 World Cup Cricket Series which will dwarf all previous events hosted in the Caribbean by Caribbean people.

As I understand it, some sixteen teams will be involved over a period of about 40 days. They will be supported by tens of thousands of fans who will seriously test our entertainment, accommodation, catering and parking facilities, our ground, sea and air transportation services, our facilitation, security and safety at airports and seaports, our health services and generally our administrative abilities and expertise in running things on a scale as we have never had to do before. Our theatre of operation is already very complex. The Caribbean countries traditionally involved in cricket, with the exception of Guyana, comprise many small islands and are therefore separated by significant bodies of water which will exacerbate

the logistical challenges.

Under normal circumstances we expect people to make allowances for our inadequacies.

In 2007 this will not be good enough. Globalization with globalized standards, is already on our door step and like the cricketers themselves, we the Caribbean people will have to perform before the glare of the TV cameras of the world, watched, it is estimated, by some 1.2 billion pairs of eyes.

What a chance to shine! To play host to the world! To show off our beautiful countries and all their facilities and to invite people to return and visit with us even after all the cricket events are ended.

To show them what real Caribbean hospitality is, how polite and honest our people are and how clean our countryside and beaches are; to display the highest standards in our transport and all our other public services; to show off our hotel properties, whether at the luxury or the Bed and Breakfast level; to promote our unique cuisine and to put on stage a workforce equal to the best in the world; and to present the Caribbean and Caribbean people as something special. A once in a lifetime opportunity!!!

What however if we do not deliver? Then we have the opportunity to wipe out in full glare of the world, the positive balance of an excellent reputation, some of it, in tourism terms, gained at considerable costs.

While previous World Cups can be used as a guide, we cannot seek to follow slavishly what has been done by larger countries with greater resources. We must decide at what level we can

perform with excellence, what numbers, for example, we can handle efficiently. Given our normal tourism flows and utilization of our accommodation facilities, the choice of dates for fixtures will be critical.

I know we can do it and do it with excellence.

In 2008 China will be the host of the Olympic Games. The Chinese government has already put the country on a full training alert. The Chinese people will be educated in what is involved, will be expected by their government to deliver excellent service and to prove to the world that China is a quality destination.

Caribbean governments must mobilize all the arms of government and the resources of Civil Society to do the same for World Cup 2007.

You Educators will have a significant role to play. There is a large constituency which is entrusted to your care and you have the opportunity to pass on the message of what is at stake and to recruit each student as an ambassador for his or her country in this important endeavour.

You have some three and a half years in which to do this effectively and to play your part in making World Cup 2007 the success it can be. Go to it.

The Caribbean Tourism Organization has already accepted the challenge and committed to the West Indies Cricket Board to play its part in making World Cup 2007 a success. You too can count on us to help you in framing your educational strategy in whatever way we can.

ing to Virgin Records in 1985. He has achieved #1's, Top Ten hit singles on the Billboard Charts, R& B Charts, Top of the Pop Charts, Reggae, Jazz, Country and many other charts around the world. He has been nominated 3 times for a Grammy Award and other Awards for outstanding achievements. Numerous soundtracks such as 'How Stella got her Groove Back', Scam, and House Party 2. Working with a wide range of legendary artists, Roberta Flack, Lee Ritneour, Sly & Robbie, Lisa Fisher, Soul II Soul, Shabba Ranks, Shaggy, Joe, Toni Rich, Monifah, Apache Indian, Dennis Brown, Yuji Oda, Jimmy Jam & Terry Lewis, Glamour Kid, Degree (to name just a few to have come from his stable), Talk shows such as David Letterman, Arsenio Hall, Vibe, Morning Show, MTV, Bay Watch, BET, VH1, working with producers and directors such as Kevin Brae, Hype Williams, Todd Holman, appearing at the Wembly "Free Nelson Mandela" Concert, seven best-selling albums and has released "Combination".

He's been classified vocally with Frank Sinatra. He is a pioneer like his legendary peers the honorable Robert Nestor Marley AKA Bob Marley, The Prince Dennis Emanuel Brown (known as Dennis Brown), and Marvin Gaye. He continues to speak the word in Reggae music in the inter and outer national world and His recordings & live performances showcase a marvelous voice, impeccable songs sense and the ability to tackle a wide range of material. He has created a screaming pandemonium of excitement and with the ability to thrill the hearts of any audience.

And that's not even the end...

Some of the proceeds from the charity concert, which will be held on September 7, if it rains on September 6 will go towards the hurricane-ravished islands of the Caribbean, including Grenada and Jamaica.