



Ministry of
Culture, Gender,
Entertainment
and Sport

OAS 8th Inter-American Meeting of Ministers of Culture & Highest Appropriate Authorities

Planning for Growth, Sustainable Development & Cultural Heritage
Preservation: the Jamaican Perspective

*Gillian Wilkinson McDaniel, Senior Director - Ministry of Culture Gender, Entertainment &
Sport, JAMAICA*



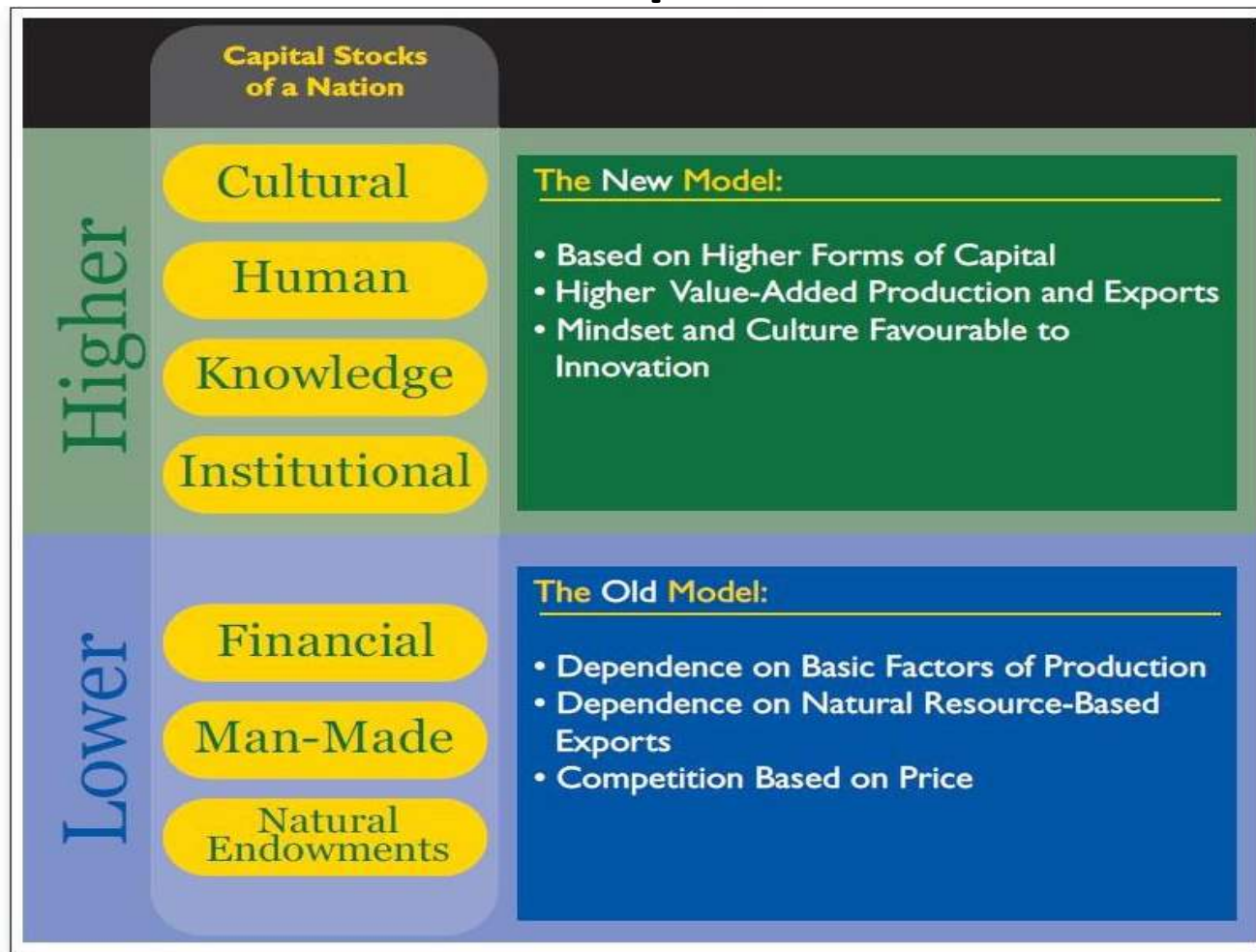
VISION 2030 JAMAICA

NATIONAL DEVELOPMENT PLAN



"PLANNING FOR A SECURE & PROSPEROUS FUTURE"

Vision 2030 Jamaica – Approach to Economic Development



Vision 2030 Jamaica Results Chain (RBM)



NATIONAL GOALS	NATIONAL OUTCOMES
Jamaicans are empowered to achieve their fullest potential	1. A Healthy and Stable Population
	2. World-Class Education and Training
	3. Effective Social Protection
	4. Authentic and Transformational Culture
The Jamaican society is secure, cohesive and just	5. Security and Safety
	6. Effective Governance
	7. A Stable Macroeconomy
Jamaica's economy is prosperous	8. An Enabling Business Environment
	9. Strong Economic Infrastructure
	10. Energy Security and Efficiency
	11. A Technology-Enabled Society
	12. Internationally Competitive Industry Structures
	<ul style="list-style-type: none"> • Agriculture
	<ul style="list-style-type: none"> • Manufacturing
Jamaica has a healthy natural environment	<ul style="list-style-type: none"> • Mining and Quarrying
	<ul style="list-style-type: none"> • Construction
	<ul style="list-style-type: none"> • Creative Industries
	<ul style="list-style-type: none"> • Sport
	<ul style="list-style-type: none"> • Information and Communications Technology (ICT)
	<ul style="list-style-type: none"> • Services
	<ul style="list-style-type: none"> • Tourism
	13. Sustainable Management and Use of Environmental and Natural Resources
	14. Hazard Risk Reduction and Adaptation to Climate Change
	15. Sustainable Urban and Rural Development

Jamaica's Ranking on Global Indices

Highest performing stock market in the world 2015 & 2018

— Bloomberg

Jamaica voted **Best Destination** in the Caribbean & among the 14 Best Destinations in the World for 2019

— TripAdvisor Travelers' Choice awards

Jamaica's **credit rating upgraded** from stable to positive in 2018

— Standard & Poor's

Moved up 6 places on the Logistics Performance Index

— World Bank Mar 2018

Best Caribbean Country for Doing Business

— Forbes Jan 2019

Kingston named **BPO Nearshore City of the Year** 2017

— Nearshore Americas Jul 2018



Placed 75th in Doing Business Report 2019 out of 190 countries

— World Bank Oct 2018

Ranked 79th in Global Competitiveness Report 2018 out of 140 countries

— World Economic Forum

Industry Performance: 2018 Tourism Highlights

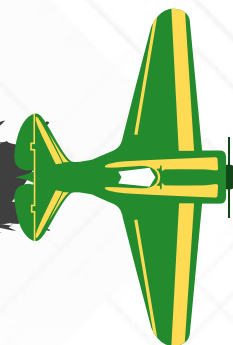
Growth in Visitor Arrivals

1.0%

Over 4.3 million persons



US\$3.2 billion



Growth in Total Foreign Exchange Earnings

14%



Source: PIOJ (2019)



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The Tourism Linkages Network drives experiential tourism through the build out of five (5) networks.

- Gastronomy
- Health & Wellness
- Sports and Entertainment
- Shopping
- Knowledge

2 Technical Working Groups feed into the work of the Networks

Agriculture

Manufacturing

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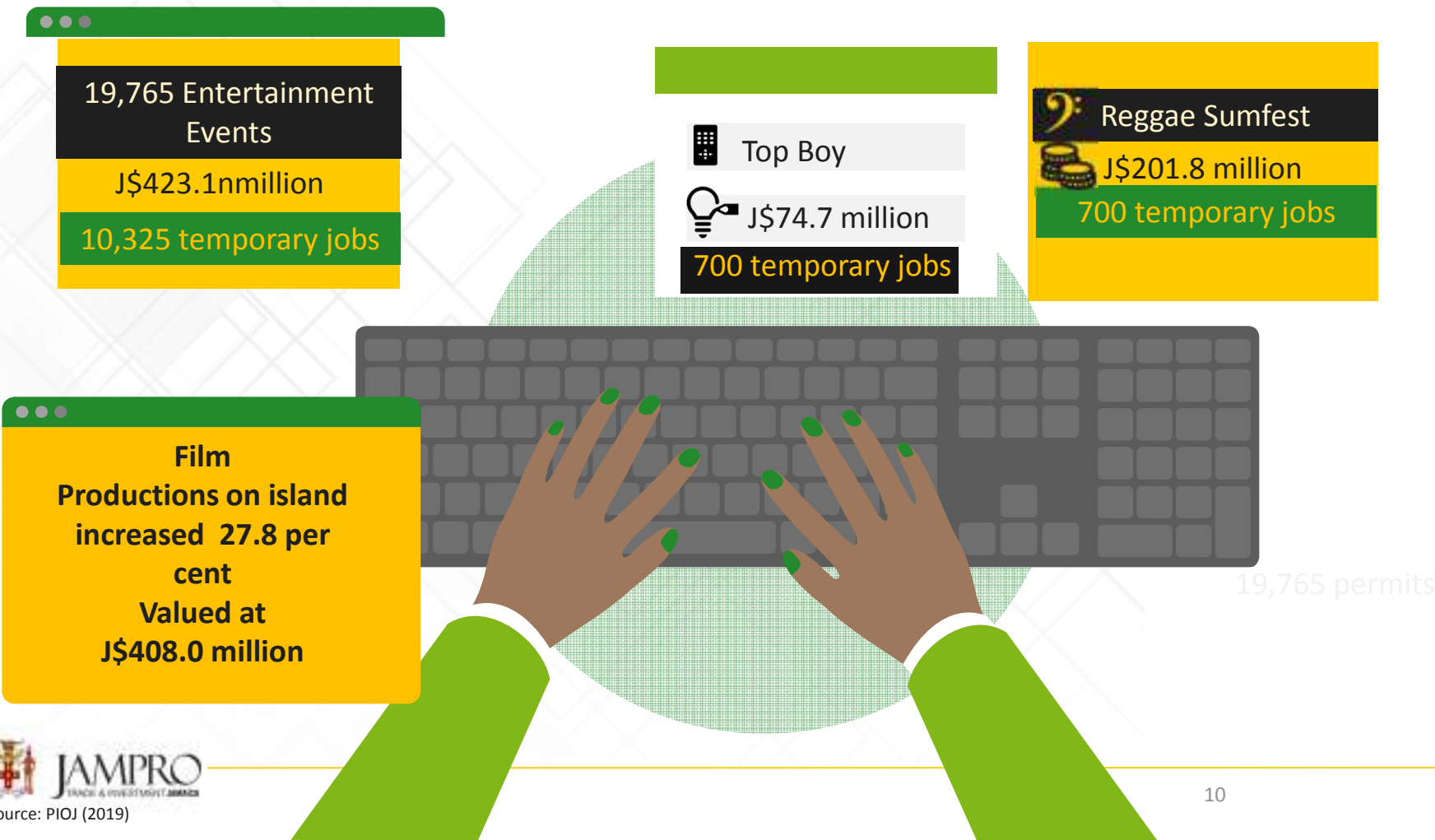


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Gastronomy

- Mobile App www.tastejamaica.com
- Jamaica Blue Mountain Coffee Festival
- Jamaica Rum Festival
- Taste Jamaica
- Sports and Entertainment
 - DJ Training programme
- Agriculture
- Manufacturing
 - Speed Networking
 - Christmas in July
 - Supplier Directory

Industry Performance: 2018 Film & Music Highlights



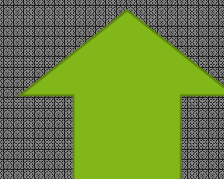
Industry Performance: Creative Industries



Total Creative Industries Exports



US\$624,565,000



8.5%

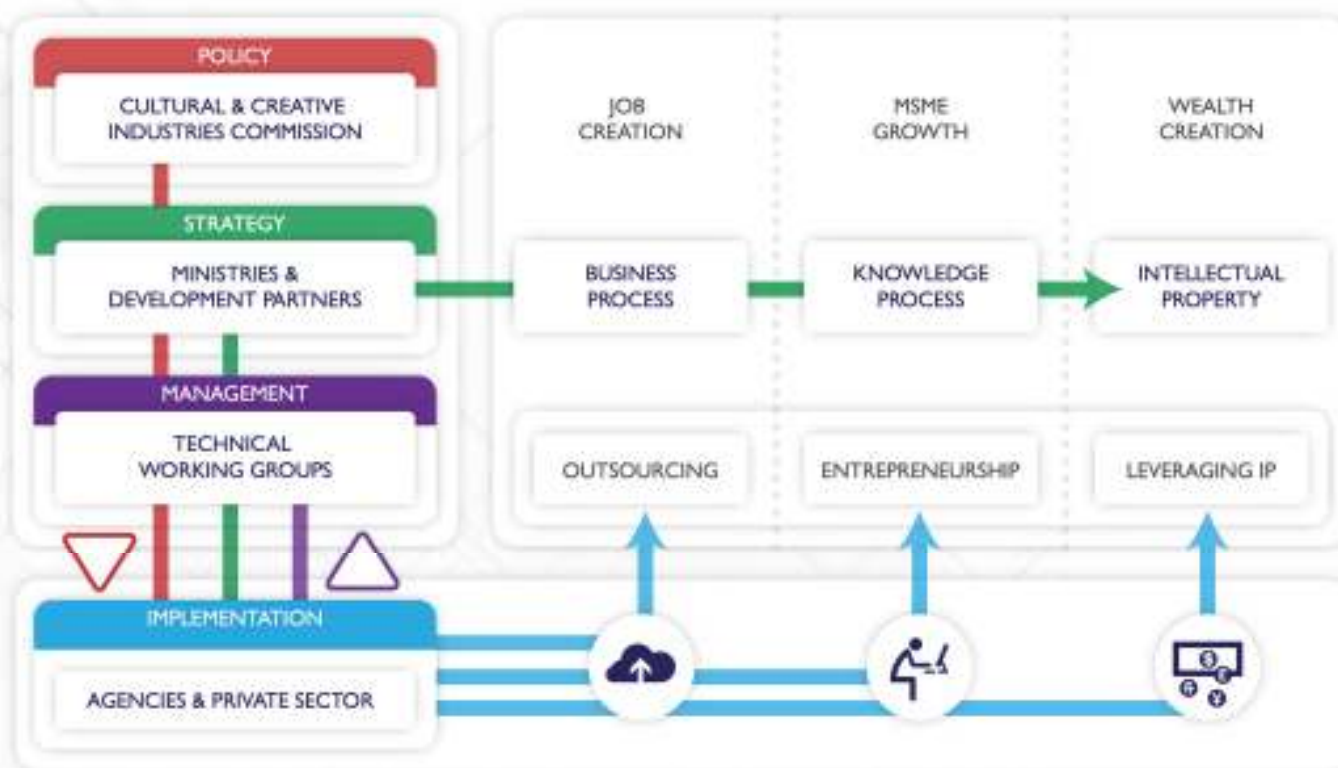
National Cultural & Creative Industries Commission's Mandate

To implement the Creative Industries Business Plan for Sustainable Development of the Culture and the Creative Economy, in keeping with the government's national objectives:

- Economic Growth
- National Development
- Job Creation
- Protection of the most vulnerable



CREATIVE ECONOMY | GOVERNANCE FRAMEWORK





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Supporting policies & programmes

- Cultural and Creative Economy Policy
- Craft Policy
- MSME Policy
- National Sport Policy
- Beach Access Policy – safeguarding cultural heritage + access to natural resources
- National Investment Policy
- Climate Change and Disaster Mitigation Plans and Strategies
- Tourism Networks Policy & Strategy
- National Creative Industries Business Plan (Tom Fleming, 2016)



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- Leveraging UNESCO relationships

World Heritage Designation
ICH Inscriptions
UCCN designation
ICH - Pilot Programme
– ICH in Urban Context

- Leveraging Bi-lateral relationships

- Jamaica/Colombia Joint Commission
- Jamaica/Cuba Cooperation
- Panama/Jamaica Bi-National Commission

- Development Cooperation

OAS - Culture and Tourism programmes
British Council – Heritage Now

- Climate Adaptation and Resilience & SIDS Action Plan

Priority 4 – Obj 3
Samoa Pathway –

ICH PRACTICES FOSTER INDUSTRY

- Participants from Port Royal hail from a fishing community. Their traditional knowledge informs where and when they fish, how to make fishing pots and related implements, and even how to use fiberglass to construct boats.
- Community's traditional knowledge inspires the Gastronomy of Port Royal, a world renown style of cooking and preparing seafood.

TRENCH TOWN'S MUSICAL HERITAGE

- The rich musical heritage of Trench Town, which helped inspire Reggae Music, has seen the community become the major Airbnb destination in Jamaica.
- There are now an estimated 200 recording studios island-wide that record Jamaican music

REVIVAL AND RASTAFARIAN CRAFT

- Practitioners of Folk Religions such as Revival and Rastafari (found in the Kingston communities of August Town and Port Royal among other parts of Jamaica) produce material culture that is synonymous with the faiths. The Revival tambourine and the Rastafarian bass drum are iconic representations of the religious forms.
- Jamaica's craft markets which sell craft items associated with the Rastafarian and Revival faiths house over 200 craft vendors.



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THANK YOU

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