

The GraceKennedy Foundation Lecture, 2010

**SPORT IN JAMAICA:
A LOCAL AND INTERNATIONAL
PERSPECTIVE
Delano Franklyn**

The GraceKennedy Foundation

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The GraceKennedy Foundation

The GraceKennedy Foundation was established in 1982 on the 60th anniversary of Grace, Kennedy and Company Limited.

The Foundation expresses, in a tangible way, GraceKennedy's commitment to Jamaica's development by making grants to deserving community groups, in support of its stated objectives, which are as follows:

1. To develop and promote the arts, health, environment, culture, and sports;
2. To establish and carry on programmes for the development of education and skills of people in Jamaica;
3. To develop programmes aimed at the upliftment of the spiritual well-being of individuals.

Guided by clearly formulated policies, the Directors have focused on assistance in four areas: community service, heritage, environment and education; the last receiving the greatest emphasis. The Foundation's scholarship and bursary programme is, therefore, an important component of its work.

By supporting capable and talented people and those who contribute to the development of their communities, the Foundation works towards achieving its main purpose, the development of Jamaica's human resources, on which our future as a nation depends.

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Copies of Lectures are available from the GraceKennedy Foundation, 73 Harbour Street, Kingston.

The GraceKennedy Foundation Lectures

Since 1989 the GraceKennedy Foundation Lecture has focused on issues of philosophic, religious, social, cultural and political concern. The twenty-first lecture will discuss the impact of sport on the national and international levels.

Jamaicans have made headlines, globally, since the middle of the last century as time after time we surpass expectations in relation to our accomplishments in the world's sporting arenas.

The astounding accomplishments of our most recent crop of athletes at the 2008 Beijing Olympics and the 2009 World Championships in Berlin have again focused global attention on Jamaica as the world grapples with the enigma that is Jamaica.

The lecture focuses on football, cricket, netball and track and field as these are the sports which have consistently brought Jamaica the most international interest. It also provides a number of viable recommendations for the development of the individual sports as well as how to exploit sport, generally, as a critical ingredient in nation building.

The Foundation is confident that this lecture will continue in the tradition of previous lectures and will become an invaluable resource for all who seek a deeper understanding of sport in Jamaica and the social issues associated with sport.

The Foundation distributes copies to schools and public libraries in the hope that the lecture's reach will extend beyond those present at its delivery. We welcome and look forward to your comments.

Caroline Mahfood
Executive Director/Secretary
GraceKennedy Foundation

GraceKennedy Foundation Lecture, 2010

Sport in Jamaica:

A Local and International Perspective

Jamaica has become a unit of investigation and analysis for those who marvel at the country's remarkable ability to produce excellent sportswomen and sportsmen. Jamaicans bask in the glory of the victories of our athletes, in a wide range of sports, and the 2010 GraceKennedy lecture highlights this aspect of Jamaican life. At the same time, the GraceKennedy Foundation pays tribute to one of the institutions which has been so instrumental in producing our very successful track and field stars. The 100th anniversary of the Inter-Secondary Schools Sports Association (ISSA)/GraceKennedy Boys' and Girls' Athletic Championships deserves to be widely celebrated. Known affectionately by all Jamaican schoolboys and girls as "Champs", this annual event has been one of the organised competitive events which have fostered the recognition and development of sporting talent over the years.

This year's lecture examines sport in Jamaica and although the focus is on the major sports – football, cricket, netball and athletics – it provokes discussion on the changing nature of sport and its many facets: as a vital component of healthy living, as entertainment, as business, as science, as education, as social and political issue and as a strong media attraction. The dark side of sport as well as its most uplifting qualities and benefits are also explored.

Our lecturer is not a sportsman but he graduated from a high school that reveres sport, Kingston College, and one of his several areas of specialisation as an attorney-at-law is entertainment and sports law. At his birth, his parents obviously anticipated that they would have an exceptional son and they bestowed on him a name – Delano Roosevelt Franklyn – which made clear the legacy he had to live up to. I am sure that they have not been disappointed. Delano Roosevelt Franklyn is an educator (he topped his class at Mico Teachers' College – now the Mico

University College), and later studied law at the University of the West Indies (UWI) and at the Norman Manley Law School. In 2000, he was one of the distinguished graduates who received the Millennium Award from the Mico Teachers' College.

Mr. Franklyn's leadership qualities emerged early and, during his years at high school, college and university, he was elected president of a number of student and youth organisations at the national level. He is the only Jamaican to have been the president of both the National Secondary Students' Council (NSSC) and the Jamaica Union of Tertiary Students (JUTS), and he is the only Jamaican to have been elected President of the Guild of Undergraduates at both the Mona and Cave Hill campuses of the UWI. He continues to work with and for youth – he is a former manager of the Jamaica National Youth Service.

Delano Franklyn is a practising attorney-at-law and is one of the founding partners of the law firm Wilson Franklyn Barnes. He was appointed a Senator in 2002 and served as a Minister of State in the Ministry of Foreign Affairs and Foreign Trade from 2002 to 2007. In that capacity, he was responsible for the Jamaica Diaspora community and he initiated the implementation of the Jamaica Diaspora Conference, the Jamaica Diaspora Board, the Jamaica Diaspora Foundation, the Jamaica Diaspora Institute and the proclamation of Jamaica Diaspora Day, which is now commemorated on June 16th each year. His contribution to the Jamaican Diaspora and his support for our nationals overseas was recognised by the declaration, in Miramar, Florida, of "Delano Franklyn Day" on February 23, 2005, and by the presentation to him of the keys to that city.

Mr. Franklyn's other responsibilities as Minister of State included the Summit of the Americas, regional and international organisations such as the Organisation of American States, the Association of Caribbean States, UNESCO, the Rio Group and the Latin American Economic System. His portfolio responsibilities also included consular, marine and aviation affairs. His involvement with sport has remained constant and he was the chairman of the committee that planned the

homecoming celebrations for the Jamaican athletes after the 2004 Olympic Games. In 2006 and 2007 he represented Jamaica on the CARICOM Prime Ministerial Sub-Committee on Cricket during the planning and preparation for Cricket World Cup 2007, and he currently chairs the Asafa Powell Foundation.

A Justice of the Peace since 1999, Mr. Franklyn was Chief Advisor to a former Prime Minister of Jamaica and was a candidate for the People's National Party in the 2007 general elections. He is currently Chairman of the Michael Manley Foundation. Mr. Franklyn's publications include *The Right Move – Corporate Leadership and Governance in Jamaica* (2001); *A Voice in Caribbean and World Politics* (2002); *Challenges of Change* (2003); *We Want Justice – Jamaica and the Caribbean Court of Justice* (2005); *Michael Manley – The Politics of Equality* (2009) and *Sprinting into History – Jamaica and the 2008 Olympic Games* (2009).

Our sports stars are definitely sprinting, batting, shooting and kicking their way into history and in this age of digital technology their achievements in sport attract global recognition and also inspire others to have dreams and ideals and to work towards achieving them. Jamaica's sportswomen and sportsmen have handed the country a legacy which ought to motivate us to consider seriously the role which sport can and should play in improving our society and our nation. Mr. Franklyn's lecture will definitely stimulate such consideration, discussion and debate and the GraceKennedy Foundation is honoured to once again bring to the Jamaican public a presentation that can act as such a stimulus.

Elsa Leo-Rhynie
Chairman
GraceKennedy Foundation
February 2010

Abbreviations

APMQ	-	Area Permit Meet (Qualifying Continental Permit Meeting)
BALCO	-	Bay Area Laboratory Cooperative
CAC	-	Central American and Caribbean
CARICOM	-	Caribbean Community
CARIFTA	-	Caribbean Free Trade Association
CAS	-	Court of Arbitration for Sport
CHAMPS	-	Boys and Girls Inter-Secondary Schools Track and Field Championship
CHASE	-	Culture, Health, Arts, Sports and Education Fund
CSEC	-	Caribbean Secondary Education Certificate
CXC	-	Caribbean Examinations Council
ECIs	-	Early Childhood Institutions
FIFA	-	Federal International Football Association
FISU	-	Federation Internationale du Sport Universitaire
GCC	-	Global Cricket Corporation
GDP	-	Gross Domestic Product
GSAT	-	Grade Six Achievement Test
HPIC	-	High Performance Training Centre
IAAF	-	International Association of Athletics Federations
ICC	-	International Cricket Council
INSPORTS	-	Institute of Sports
IPL	-	Indian Premier League
ISSA	-	Inter-Secondary School Sports Association
JAAA	-	Jamaica Amateur Athletic Association
JADCO	-	Jamaica Anti-Doping Commission
JAMPRO	-	Jamaica Promotions
JCA	-	Jamaica Cricket Association
JCF	-	Jamaica Constabulary Force

JFF	-	Jamaica Football Federation
JNA	-	Jamaica Netball Association
JTB	-	Jamaica Tourist Board
JTI	-	Jamaica Trade and Invest
MVP	-	Maximizing Velocity and Power
NACAC	-	North American, Central American and Caribbean Athletic Association
NBA	-	National Basketball Association
NCAA	-	National Collegiate Athletic Association
NCS	-	National Council on Sport
NFL	-	National Football League
OR	-	Olympic Record
SDC	-	Social Development Commission
SDF	-	Sport Development Foundation
SPEC	-	Sport and Physical Education Centre
UTECH	-	University of Technology
UWI	-	University of the West Indies
WADA	-	World Anti-Doping Agency
WICB	-	West Indies Cricket Board
WIPA	-	West Indies Players Association
WNC	-	World Netball Championships
WR	-	World Record



Delano Franklyn

THE LECTURE

INTRODUCTION

When I was invited by the GraceKennedy Foundation to deliver this lecture on sport, I unhesitatingly agreed, for a number of reasons:

1. I admire the work of the Foundation, and believe that these lectures allow for the exploration of ideas which are important to Jamaica. I also support the fact that the Foundation over the years has funded numerous scholarships to students attending the University of the West Indies, the University of Technology and the Edna Manley College for the Visual and Performing Arts.
2. GraceKennedy Limited¹ is an indigenous company with global reach and good corporate leadership which has been of significant benefit to Jamaica. It has also contributed significantly to the development of sports in Jamaica. This is reflected in the fact that GraceKennedy is now the title sponsor of the annual Boys and Girls Championships; the major sponsor of both the rural and urban secondary school cricket competitions, and other subsidiaries of the Company assist with funding for basketball and football. The Company's contribution to education is also well known. In this regard the Company may wish to consider the idea of the establishment, at an appropriate university here in Jamaica, at the appropriate time, of an academic chair for sport development.
3. Those persons who have delivered the previous GraceKennedy Foundation Lectures are persons worthy of emulation, and I am truly honoured to be in such company.
4. Jamaica's performance in sport has become the envy of many in the world and this is so largely as a result of the

performance of our young people who, otherwise, have borne the brunt of many criticisms.

In the formulation and discussion of the topic, Sport in Jamaica: A Local and International Perspective, I am mindful of the fact that sport is a highly ambiguous word, having different meanings for different people. Its ambiguity is attested to by the range of topics treated with in newspapers, magazines, journals and books. One can find various accounts of sport relating to sporting competitions, the sportswear industry, medicine, social issues, the economy, the international movement of people, technological development and politics.

The broad and all-encompassing elements of sport as reflected in the existing written material, suggest that sport can and should be dealt with in different categories if a better understanding of its nature and impact are to be acquired.

In this context, my definition of sport will not be in the restrictive mode but will reflect the diversity of processes and possible outcomes of sports. I define sport, therefore, to mean:

all forms of physical activity which through casually organised participation, aim at expressing or improving physical fitness and mental well-being, forming relationships or obtaining results in competition at all levels.²

By this definition it becomes clear that sport includes activities that go beyond competitiveness. This definition of sport also allows us to focus on the importance of sport, which was fully recognised in the *Jamaica Five-Year Development Plan, 1990–1995*. The Plan states:

Sport is one of the best mobilisers of community spirit and is a sphere which creates national pride and patriotism, social consensus, harmony; provides wholesome opportunities for the channelling of energies, increases discipline and provides an avenue for good health. Sport is also associated with a number of positive social concepts including those reflected

in fair play, self-esteem, national pride and patriotism and a striving for excellence. Sport is, therefore, an important factor in human resource development.³

This observation is shared by the United Nations, whose Secretary General in 2008 was called upon to report on the progress of efforts at the national, regional and international levels to encourage policies and best practices in sport for development and peace.⁴

It can, therefore, be reasonably concluded that sport plays a vital role in modern society and for the vast majority of people, sport forms an integral part of life whether they are active participants or mere spectators.

The broad definition of sport as outlined earlier gives me scope to approach the topic from a number of different angles. In this context, I am going to be looking at sport from a competitive perspective, focusing on football, cricket, netball and track and field; as a social institution, focusing on education, crime, health and drugs; and from a nation-building and economic perspective, focusing on sport as a critical component in working towards a growth economy.

I have chosen football, cricket, netball and track and field because these are the sports which have consistently brought Jamaica the most attention in the international arena. The focus on these sports will, regrettably, not afford me the opportunity to examine and analyse the raft of other competitive sport which exist in Jamaica (See Table 1). This includes boxing⁵ and bobsled⁶ which, for different reasons, have also helped to establish Jamaica on the international sport landscape.

As a small developing state Jamaica is internationally recognised, and sport has contributed in no small measure to its popularity. Jamaica has become so popular that the behavioural patterns and modes of expression of Jamaicans are being emulated, for good and bad reasons, by other nationalities.

TABLE 1
List of Competitive Sport in Jamaica

Hockey	Sailing
Table tennis	Baseball
Chess	Shooting
Badminton	Body building
Lawn tennis	Martial arts
Volleyball	Bobsled
Basketball	Surfing
Rugby	Softball
Boxing	Motor racing
Domino	Cycling
Horse-racing	Gymnastics
Skittles	Polo
Squash	Equestrian
Golf	Bridge
Swimming	Pool
Water polo	Yacht racing
Go-cart racing	Fishing
Motor biking	Synchronized
Darts	swimming

My friend Louis Marriott gave us a hint of this reality when he wrote:

Some time ago I took a taxi in Manhattan. The driver was an Arab who spoke very little English.

The traffic proceeded the way it usually does in New York City. At a very busy junction, where he had to yield for some time, our driver started moving towards what looked like an opening but was thwarted by the umpteenth vehicle travelling across his path claiming the right of way.

Suddenly, the English-speaking Arab driver let forth a salvo of unprintable Jamaican words including every kind of cloth.

This fleeting incident in a taxi two thousand miles from home reminded me of what an incredible little country Jamaica is. That that Arab driver spontaneously found expression for his frustration and anger not in his mother tongue, nor in the

language of his host country, nor in any of the hundreds of other languages in the world, but in our finely crafted, exotic fabric.⁷

Many Jamaicans, past and present, including Marcus Garvey, George Headley, Herb McKenley, Arthur Wint, Harry Belafonte, Louise Bennett-Coverley, Bob Marley, Jimmy Cliff, Michael Manley, Mike McCallum, Merlene Ottey, Michael Holding, Courtney Walsh, Donald Quarrie, Deon Hemmings, Veronica Campbell-Brown, Shelly-Ann Fraser, Asafa Powell, Melaine Walker and Usain Bolt, have demonstrated that they are self-confident and courageous and are not afraid to compete on either the local or the international stage. Certainly, from some of the names listed it is clear that Jamaicans have more than made their international mark in sport.

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1. For more on GraceKennedy Limited see – GraceKennedy Annual Report 2008; Delano Franklyn, *The Right Move – Corporate Leadership and Governance in Jamaica* (Kingston: Arawak Publications, 2001), 158–167; Alvin Wint, *Managing Towards International Competitiveness – Cases and Lessons from the Caribbean* (Kingston: Ian Randle Publishers, 1997), 1–35.
 2. Fred Coalter, Mary Allison and John Taylor, *The Role of Sport in Regenerating Deprived Areas* (Edinburgh: University of Edinburgh, 2000), 8.
 3. Trevor Munroe, *For a New Beginning* (Kingston: Stephenson's Litho Press, 1994), 320.
 4. United Nations – Sport Development and Peace: Building on the Foundation. Report of the Secretary General, October 3, 2008 – A/63/466, http://assets.sportanddev.org/download/a_63_446_sg_report_to_ga.pdf.
 5. Jamaica has had an enviable record in boxing in the international arena, including the performance of Michael McCallum who in 1986 held three

world titles simultaneously, and others such as Bunny Grant, Trevor Berbick, Percy Hayles, Richard “Shrimpy” Clarke and Glen Johnson.

6. In 1988 a Jamaican bobsled team participated in the Winter Olympic Games.
7. Alvin Campbell and Louis Marriott, *Gold Rush – Jamaican Style – Jamaica in World Athletics 1948–92* (Kingston: Louis Marriott Publishers, 1992), 3.

Chapter 1

FOOTBALL IN JAMAICA

Football is, arguably, Jamaica's most popular sport. Over the years Jamaica has produced footballers who can be compared with some of the best in the world – Lindy Delapenha, Syd Bartlett, Alan “Skill” Cole, Trevor “Jumpy” Harris and Ricardo “Bibi” Gardner come readily to mind. They all honed their skills first at the schoolboy level, then moved to the club level and, thereafter, the national level.

There are currently 304 affiliated and officially recognised football clubs in Jamaica (see Table 2 below), with over 9,000 members.

Table 2
Number of Registered Football Clubs in Jamaica

PARISH	CLUBS
Kingston and St. Andrew	47
Portland	13
St. Mary	18
St. Thomas	22
St. Ann	24
St. Catherine	43
Clarendon	48
Manchester	9
St. Elizabeth	12
Westmoreland	12
Hanover	3
St. James	31
Trelawny	22
TOTAL	304

Through thick and thin the members of these clubs, particularly those who are selected to play, relentlessly and passionately play their hearts out to bring glory and success

to their teams and their communities. By this process they display the skills, stamina and teamwork which they hope will be sufficient to accord them a place on the different national teams.

Jamaica's Peak Performance

In 1996 football had reached such a level in Jamaica that the senior national team, popularly called the Reggae Boyz, won the FIFA Mover of the Year Award for its climb up the international ranking list, just above the rank where European clubs would no longer offer work permits to players.

Thereafter, Jamaica reached its zenith in football on November 16, 1997, when, having drawn with Mexico at the National Stadium, the country became the first and only country from the English-speaking Caribbean to qualify for the World Cup finals which took place in France in 1998.

So overwhelming was the outpouring of support and the nationalistic fervour which enveloped the country that the following day, November 17, 1997 was declared a public holiday. Since then, for one reason or another, 13 years on, football in Jamaica has, unfortunately, not been able to regain this level.

The structure of football in Jamaica is superintended by the Jamaica Football Federation (JFF) which consists of four confederations and 14 parish associations. These two entities control football on behalf of the JFF in their respective areas. Further, the JFF has responsibility for the national senior team as well as the national Under 15, Under 17, Under 20 and Under 23 teams. It also has responsibility for the women's national senior team, as well as the women's Under 19 and Under 17 teams.

The parish associations are required to devise their own parish structure. The clubs in the respective parishes are members of the parish associations. Outside of funds which may be generated by each club for its own survival, the parish associations have the responsibility to raise funds and seek sponsorship to keep parish competitions alive.

As is the situation with most sport in Jamaica, funding for the growth and development of football is derived primarily from the public and the private sectors. Public sector funding goes mainly towards the maintenance of the national teams (coach, support staff, etc.) by way of the Sports Development Foundation (SDF). Outside of the work of the parish associations, community football initiatives are also organised by the Institute of Sports (Insports) or the Social Development Commission (SDC). In 2009/2010, for example, Insports organised the All-Island Community Football Championship involving over 700 teams drawn from over 500 communities, at a cost of \$16 million.¹

Private sector funds are also used to supplement the national teams but it is through the parish associations and the clubs that most of the private sector financing is channelled. The ability of the clubs or the associations to attract private sector funding is heavily dependent on the managerial capacity of each entity, as well as the level of transparency and accountability demonstrated by these entities in how sponsorship funds are utilised. While some clubs and associations are able to convince sponsors that they are getting value for their money, other clubs and associations need to strengthen their level of transparency and accountability in the utilisation of sponsorship funds.²

One of the most critical elements for upgrading the quality of the players and teams in Jamaica is that of the capabilities of the coaches to whom they are exposed. Jamaica has a number of very committed and hard-working coaches at all levels but ways must be found to constantly upgrade the skills of the best among the lot. While I recognise the fact that courses for coaches have been undertaken at the JFF/UTECH coaching school, every effort must be made to have the best of our coaches constantly exposed to high-level coaching sessions at the international level. Our teams will only become better if our coaches can be ranked with the best in the world.

Football at the High School Level

At the schoolboy level, Jamaica has two of the most highly organised football competitions in the world – the Manning Cup football competition for urban schools which began in 1914 (Appendix 1), and the DaCosta Cup football competition for rural schools which started in 1950 (Appendix 2). These two competitions have served Jamaica's football very well, producing some of our top schoolboy footballers, many of whom have gone on to play for Jamaica.

Despite the longevity and success of these two competitions, there are some issues which must be given prompt attention and corrective action taken in order to bolster the character of these competitions. I will mention a few:

1. The organisers of these competitions need to be far more meticulous in devising the fixtures to ensure that our teenagers are not required to play a number of matches within a few days. In 2009, one school complained bitterly that it had to play five high-intensity football matches within 13 days and that this may have contributed to the school faltering in the later stage of the Manning Cup competition³ because of fatigue and injuries to players. We must remember that we are dealing with youngsters whose main objective in school, for the most part, is not to play football but to focus on their academic work.
2. Some members of the coaching staff and the administration of different schools, by their over-enthusiasm and desire to be competitive and win at all costs, are contributing to some of our young footballers developing serious injuries without them being afforded the proper medical care.⁴ Of course, this is not unique to footballers, as many track and field secondary school athletes are plagued with the same malady. Injury to a player without the necessary medical care and protection can lead to permanent physical challenges.

3. A number of the playing surfaces being used by our youngsters to train and play matches should not be used.⁵ They have contributed to the injuries of a number of our young players and are not in keeping with the standard of a country seeking to maximise its potential in football. The state, in conjunction with the school authorities, must make every effort to ensure that our playing fields are brought up to the desired level. The Inter-Secondary School Sports Association (ISSA) must insist on it and ensure that such fields are not used.

Questions and Proposals

Having reached our zenith in football in 1998, the principal question to be asked is, why has Jamaica since then, not been able to sustain that level of competence and achievement. I concede that there are no easy answers but I would wish to pose a few more questions, while making a few points.

1. Where is the developmental or national plan to move the best of the players from the secondary school level to the national level; indeed, to move our players from the junior level to the national level? The players who have been selected for the All DaCosta and All Manning teams each year and the best of those who play in the Olivier Shield Competition (Appendix 3) are supposed to be the best players during these competitions for any one year. What happens to them thereafter? Why is there no programme to keep them together for three to five years? This would not preclude them from playing for the clubs of their choice but it would afford them the opportunity of being together, at selected times each month of the year, under the guidance of, maybe, the national coaching staff. From this crop of players, the best would then be drafted into the respective national teams.

2. What of community-based football development? The bulk of state funds slated for football now go towards the maintenance of the national football teams and the national administrative staff. What of the development of football at the base? Insports, in conjunction with the SDC, the parish associations and the JFF, should formulate a national community football plan with the aim of developing football at the community level. At the moment the state (Insports/SDC/SDF) and the privately sponsored parish associations appear not to be in sync in their approach to developing football at the community level. Co-ordination in this area must be improved.
3. Much more effort is required to develop the country's football programme from a business perspective. Over the last few years Jamaica has been able to have players recruited by overseas clubs. The income generated from this is invaluable for the growth of the clubs in question and for the communities from which these players are drawn. However, we need to organise and structure our national football in such a manner that we are able to produce players specifically for the overseas market. If, for example, we are able to supply the overseas clubs with an average of 20 players per year, at a cost of US\$500,000.00 each, that would generate US\$10 million or JA\$900 million annually. The impact of this financial injection on the clubs and the communities from which these players are drawn would immediately enhance their development and have an economic multiplier effect.

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1. Ryon Jones, "Insports Launches Massive All-Island Football Competition," *Gleaner*, October 29, 2009.
 2. This concern was expressed to the author by a number of executive members from companies which sponsor different sports organisations on an annual basis.

3. Ryon Jones, "JC Coach in Trouble," *Gleaner*, November 19, 2009; Alan Beckford, "Questions for ISSA," *Gleaner*, November 20, 2009.
4. Paul Wright, "The Real Reason for Administration," *Sunday Herald*, November 8–14, 2009.
5. "ISSA's Wonderful Work and the Need for Improved Playing Surfaces," *Observer*, September 26, 2009.

Chapter 2

JAMAICA AND WEST INDIES CRICKET

Jamaica has garnered international cricketing glory by producing some of the finest cricketers in the world and by being part of a once mighty West Indies team which dominated international cricket.

The names George Headley, Alfred Valentine, J.K. Holt Jr., Roy Gilchrist, Collie Smith, Allan Rae, Jackie Hendriks, Easton McMorris, Patrick Patterson, Michael Holding, Lawrence Rowe, Jeffrey Dujon, Courtney Walsh, and Jimmy Adams can rank with the best in any department – batting, bowling or wicket keeping. They were products of Jamaica’s domestic cricket. They were individuals who honed their craft on different types of wicket. They applied themselves mentally, physically and technically to a sport that requires mental astuteness, team play, technical competitiveness and constant alertness of mind.

Between 1975 and 1995 the West Indies dominated world cricket. Since 1995 when Australia defeated the West Indies team, depleted by the loss of some of its most distinguished and experienced players, West Indies cricket, and by extension regional domestic cricket, has been on a downward spiral – getting from bad to worse.

During the 1996 World Cup Tournament, the West Indies team and the people of the region received a severe blow to its collective solar plexus when the upstart and literally unheard of cricket nation of Kenya beat the West Indies by 73 runs. The shock defeat was one thing; the nonchalant and carefree attitude of the West Indies players, thereafter, reflected and typified the behavioural shift which had begun to envelop West Indies cricket.

According to Michael Holding who, after the match, attended a reception at which the West Indies players were present:

The West Indies players did not look to be a team which had just suffered the most shocking upset in the World Cup history. They did not look embarrassed or sorry at their plight. Most I saw were laughing and joking. One member of the Kenyan team that had just crushed them, and truly had cause for celebration, came up to me and said, 'I do not want to be disrespectful but they do not deserve to be called the West Indies.'¹ On that note I left the party.

That was in 1996. Eight years later, in 2004, after England bowled out a hapless West Indies team at Sabina Park for 47, four of the leading West Indian cricketers went immediately, thereafter, to jump and dance at the Mound. With his head hung low, a very embarrassed West Indies team manager, Ricky Skerritt, said forthrightly:

I am disgusted at the thoughtlessness and shamelessness displayed by those players following such horrific performance.²

In tendering his resignation a few months later, Skerritt gave as part of his reason the following explanation:

I regret that despite my best efforts, I have been unable to instil in the entire team the fullest understanding of their obligation, on and off the field, to the people of the West Indies.³

That was in 2004. In May 2009, the venerable Clive Lloyd publicly questioned the late arrival of Chris Gayle from the Indian Premier League, less than two days before the start of the first Test match against England, in England. According to Lloyd:

I found Gayle's late arrival pretty strange, because as captain you want to be there with your team early ... you need to get some games under your belts, get accustomed to the conditions. It is a test of your character and your skills. That's why it is called a test match. You have got to be on top of your game.⁴

Gayle was, however, on top of another game. He was participating in the financially lucrative Indian Premier League (IPL) which was held in South Africa, for the Kolkata Knight Riders. In the first Test match for which he arrived only two days prior, the West Indies crumbled within three days to a 10 wicket defeat.

It was after that Test match and the inglorious defeat that Gayle was quoted as saying that he prefers the shortened version of the game – 20/20 matches – and that he was contemplating giving up the captaincy of the West Indies cricket team.⁵

Individualisation of Cricket

The fact that Gayle was prepared to finish his duties with the IPL, resulting in him joining the West Indies cricket team only two days prior to the start of a major series against England, is a reflection of the significant role that the high sums of money being paid in these competitions have on the mental attitude of West Indies players.

The nationalistic fervour and understanding of the struggle by the people of the region to overcome slavery, racial servitude, colonial domination and imperial exploitation which drove earlier West Indies cricketers to be the best at their craft, has been lost on recent and current West Indies players. The notion of self, the dominance of individualism undergirded by the accumulation of wealth at all cost, has deprived the current West Indies players of the notion of team and the application of self to their game. The effort to salvage West Indian pride in West Indies cricket is largely a mental one for the players.

According to Hilary Beckles:

...as individuals who wish to be identified as professional craftsmen with no primary responsibility for the wider socio-political agenda carried by their predecessors . . . They do not wish to be role models for the youth, nor carry the burden of responsibility for nationalist pride, regional integration

and the viability of the nation state. They see themselves, as apolitical, transnational, global professionals, who desire to maximise financial earnings within an attractive market, and are motivated and guided by no other considerations. The logical implication of this self-perception is that the cricket heroes wish to unhinge their performance and psychological state from considerations of the 1950s to 1960s (and 1970s) political projects of nation building.⁶

This notion of self and the individualisation of the sport has led to constant demands for increased financial packages despite declining performances and behavioural tendencies which make a mockery of the sport.

The constant demand for increased pay packages has led to frequent clashes between the West Indies Cricket Board (WICB), which has the responsibility for the administration of West Indies cricket, and the players' bargaining unit, the West Indies Players Association (WIPA). The WICB's membership includes the six territorial cricket associations, including Jamaica. Each country has two directors on the Board.

Report of the Governance Committee

In an effort to improve the structure and administration of West Indies cricket and by extension the team's performance at the highest level, the WICB established a Committee⁷ headed by former Prime Minister of Jamaica P.J. Patterson to make the necessary recommendations. The report by the Committee (called the Patterson report) was submitted in October 2007.⁸ The Committee cited the Board's existing strategic plan which reported a number of deficiencies including an outdated governance structure, slow and ineffectual decision making, precedence of parochial as opposed to regional interests, weak communication between the secretariat and the territorial boards and excessive board involvement to the point of micro-management.

As a consequence, the Committee made the following observation and recommendation:

The base of West Indies cricket management must be broadened and the quality intensified. As a project it should be placed in the hands of two regional bodies; a general council, made up of the stakeholders of the game and an executive board to answer to the general council.

A representative body of 15–18 persons comprising of stakeholders such as former players, CARICOM, tourism, private sector/finance/marketing/investment, higher education, media, and arts/culture. The council should meet once/twice a year with responsibility for strategic planning and general oversight. The general council should have a chairman; a person of considerable regional respect and prestige.

There should be a board of no more than 10 members, (ex-officers not included), answerable to the general council. Formal reporting structures should be established to ensure that this is done in a predictable manner. The board, led by a president, should be smaller than at present, with territorial representation and responsible for the general operations of West Indies cricket. It should be supported by a professional management team.

The president of the board should be selected by the general council, either from within its ranks or from without, but by open process of application and scientific assessment.⁹

This has not happened. In fact the Board, at its meeting in February 2008, totally rejected this recommendation. What the Patterson-led Committee was asking the WICB to do was to preside over its own liquidation. It will not happen. In the meantime, West Indies cricket continues to sink, much to the agony of all West Indies cricket fans.

In fact, noted cricket writer Tony Becca has argued that things are so bad, that the West Indies players could be

considered successful if generally, the bowling averages of their bowlers were the batting averages of their batsmen, and if the batting averages of their batsmen were the bowling averages of their bowlers.¹⁰ The only exception to this would possibly be Shivnarine Chanderpaul and Chris Gayle.

The West Indies Players Association

The Board's ineptitude in the management of West Indies cricket has been matched stride for stride by the arrogance and self-serving tendencies of WIPA in its nauseating and intransigent contract disputes with the WICB.

On July 4, 2009, the West Indies players, on the instructions of WIPA, embarrassed not only the WICB but the entire region, when they failed to turn up at the formal ticket sale launch of the ICC's World Twenty/20 World Cup in St. Lucia.¹¹

Classically, WIPA, unmindful of the players' mediocre performance, was demanding more money on behalf of the players. The WICB in April 2009 proposed that the players be allocated a total of US\$1.48 million out of the US\$2 million received for the England 2009 tour, the same tour for which Gayle arrived only two days before the start. In June of 2009 WIPA responded, accepting the proposed US\$1.48 million but demanding sponsorship fees at the rate of US\$35,000 per day, an additional amount of US\$455,000. The WICB indicated that this was unacceptable, as it would amount to the players receiving a total of US\$1.93 million of the US\$2 million received for the tour.¹²

This disagreement between the WICB and WIPA, among others,¹³ led to the players taking "strike action," thereby missing the tour by Bangladesh in the West Indies and the West Indies participation in the Champions Trophy in South Africa.

Sir Shridath Ramphal,¹⁴ who was appointed as mediator, failed to broker an agreement between the WICB and WIPA and it was left to CARICOM to settle the dispute.¹⁵

Going Forward

Against the background of what I have outlined I wish to make the following recommendations:

1. The governments of the region, acting through CARICOM, must do all in their power to influence the change of the WICB, by itself, structure as is recommended in the report of 2007. West Indies cricket belongs to the West Indian people and we no longer have confidence that the West Indies Cricket Board is exercising their custodial rights in our best interest. We are quite aware that the WICB, if left to itself, will not implement the structural adjustments recommended in the Patterson report. In 1996, the CARICOM Heads of Government established a Prime Ministerial sub-committee on cricket to consider issues critical to the development of the game in the region. The Prime Ministerial sub-committee must impress upon the WICB the importance of restructuring the management of that entity. Jamaica's representatives on the WICB, in the interest of West Indies Cricket, must influence the Board to do the right thing and implement the recommendations of the Patterson Committee.
2. That a scheme be developed whereby West Indian cricketers are paid on the basis of their performance. We are not short of expertise in the Caribbean to develop a performance-based scheme. It is untenable for persons whose performances have been on the decline, to be constantly demanding increased pay packages.
3. That no player be scheduled to play for the West Indies unless he has signed a contract clearly stipulating that to which he is entitled.
4. That more emphasis be placed on the business component of its operations as part of the reorganisation of West Indies

cricket. In 2007 the WICB earned US\$24.5 million¹⁶ profit from Cricket World Cup and between now and 2014 it is projected to earn another US\$70 million.¹⁷ While this is commendable, it would have enormous potential from a commercial perspective, if it were to place more immediate and greater focus on marketing its television rights. At the moment the WICB is earning little or nothing at all from these rights.¹⁸

5. The WICB needs to impress upon the ICC the importance of organising its schedule in such a manner that international cricket competitions do not affect the touring schedule of Test-playing nations. As was demonstrated by Chris Gayle through his late arrival for the England tour in 2009, 20/20 cricket is now threatening the viability of Test cricket.¹⁹ Among those calling for change in the fraternity of Test cricket in order to concentrate on the cash-rich 20/20 is former Australian player, Adam Gilchrist, who is suggesting that the International Cricket Council (ICC) revert to a Test match schedule whereby the top players are in no more than 50 matches during their playing career, as against the current average of 150. Twenty/20, like 50-overs cricket before it, has far more cash incentives than Test cricket. Both forms of competition can be accommodated but it requires the will to make the necessary adjustments.
6. There is the need for the reestablishment of a cricket academy in the region, with special emphasis on addressing the mental attitude and aptitude of the players.
7. More emphasis must be placed on the development and growth of domestic cricket in the region.

Jamaica's Domestic Cricket

In this context, I would like to make some observations about Jamaica's domestic cricket, as the nature of West Indies cricket

is determined by what is happening at the domestic level. If West Indies cricket is failing, it simply means that domestic cricket requires constant and serious examination because it is the bedrock of West Indies cricket.

Cricket at the schoolboy level in Jamaica has served us well over the years. In 1906 the Sunlight Cup Cricket competition began and was not staged on only three occasions (see Appendix 4). The Headley Cup cricket competition for rural schools has never missed a competition since 1959 (see Appendix 5). The Inter-Secondary School Sports Association (ISSA) and all the persons associated with the organisation of these two competitions must be congratulated. These competitions, like so many at the schoolboy level are, however, plagued by the perennial complaint of bad pitches, bad playing fields and inadequate resources.

At the national level the main competition in which the urban-based clubs participate is the Senior Cup, which began in 1897 (see Appendix 6). However, there is the lack of a national strategic plan which identifies from very early young, gifted players and, thereafter, facilitates their transition from basic players to good quality players. At the moment, there is far too much reliance on schools and clubs to initiate the core development of the players.

Clubs are able to survive largely as a result of their own fund-raising efforts and many of the traditional cricket clubs such as Lucas, Kensington, Boys' Town, Kingston, Melbourne and St. Catherine are being held together by a dedicated set of cricket traditionalists who spend long hours thinking through the knotty challenge of how to engage the interest of the younger generation in the administrative aspect of the club. Jamaican cricketers who made it to the West Indies teams were primarily products of the clubs; now, most clubs are struggling to survive. Much more emphasis has to be placed on club cricket. This includes preparing the players not only technically but also mentally for cricket at the higher level.

Despite these challenges Jamaica had good years in regional cricket competitions in 2008 and 2009. Last year Jamaica won the regional titles in the senior men's four-day competition, the visually impaired West Indies cricket competition, the Under 19 girls' regional competition and the Under 19 and 15 boys' regional competitions. The women did so well that Stephanie Taylor²⁰ became the first female to win the country's Cricketer of the Year award²¹ much to the annoyance of some persons.²²

The challenges now facing the administrators of cricket in Jamaica are fourfold:

First, the improvement of cricket at the club level.

Second, urging Jamaica's representatives on the WICB to use their influence to secure the required changes in the administration of West Indies cricket.

Third, Jamaica having done so well at the regional level, the administrators need to do everything possible to get Jamaica to produce top quality West Indian players reminiscent of our former West Indian players.

Fourth, the ongoing upgrading of the facilities at all levels must take place at a faster pace.

In this regard, there are three proposals that the Jamaica Cricket Association needs to implement quickly. The installation of cricket pitches in schools, clubs and the parishes; the establishment of the Cricket Centre of Excellence, which would allow the JCA to take the most talented of the young cricketers and put them in a controlled environment where they can hone their skills; and the upgrading of the coaches in the schools, so that they are constantly exposed to the best techniques of the game, thereby putting them in a position to impart their knowledge to the youngsters.

1. Arnold Bertram, *Jamaica at the Wicket – A Study of Jamaican Cricket and its Role in Shaping the Jamaican Society* (Kingston: Research and Project Development Limited, 2009), 486.

2. Tony Becca, "What's Going on in West Indies Cricket?" *Sunday Gleaner*, May 31, 2009.
3. Ibid.
4. "Lloyd Questions Late Arrival," *Gleaner*, May 14, 2009.
5. Tony Becca, "Bad Timing, Christopher Gayle," *Sunday Gleaner*, May 17, 2009.
6. Hilary Beckles, *West Indies Cricket, Volume II, The Age of Globalisation* (Kingston: The Press, University of the West Indies, 1998), 19.
7. The Committee chaired by former Prime Minister P.J. Patterson of Jamaica also consisted of Sir Alister McIntyre and Dr. Ian McDonald.
8. *Governance Committee on West Indies Cricket – Report*, October 2007.
9. P.J. Patterson, "Wanted: A New Governance for West Indies Cricket," *Gleaner*, August 24, 2009.
10. Tony Becca, "Enough Is Enough – Time to Act," *Sunday Gleaner*, July 12, 2009.
11. "Ramnarine Should Move On," *Gleaner*, July 10, 2009.
12. Statement by the West Indies Cricket Board, "Issues with the West Indies Players' Association," issued on July 7, 2009, *Daily Observer*, July 15, 2009.
13. Other areas of disagreement included fees to be paid regarding India's tour to the West Indies in 2009; retainer contracts; players who are injured and the progress of the arbitration relating to the Stanford Twenty/20 competition which took place in November 2008.
14. For more see Tony Becca, "A Battle to the Bitter End," *Sunday Gleaner*, September 6, 2009, and "What Sir Shridath Must Do," *Gleaner*, July 23, 2009.
15. Elements of the Agreement were: (1) Players represented by WIPA will make themselves available for selection in accordance with normal WICB requirements, in particular, participation in the regional tournaments. (2) WICB to agree to the television/image rights fees (sponsor's fees)

traditionally paid to players pending the special arbitration on this issue to facilitate the signing of retainer contracts by October 1, 2009; (3) WICB and WIPA to agree on the implementation of (i) The proposed special arbitration process provided for in the mediators' draft agreement (that is on 'Team Rights' and the 'Indian Tour', and (ii) Best efforts to be made by the CARICOM Secretariat, in the first instance, to facilitate the resolution of other outstanding issues proposed by WICB and WIPA or, the pursuit of arbitration, if necessary, but that such a process does not delay the return of West Indies cricket to normalcy; (4)The WICB to inform the International Cricket Council (ICC) of the action taken by CARICOM governments with the object of returning West Indies cricket to its accustomed place in the world of cricket, in accordance with the highest traditions of the sport as upheld by the ICC; and (5) The Prime Ministerial Sub-committee on Cricket will monitor compliance with the above-mentioned measures based on periodic reports from the CARICOM Secretariat.

16. Steve Jackson, "WICB Projected to Earn \$6.2 Billion Over the Next Five Years," *Observer*, August 28, 2009.
17. Ibid.
18. Gary Peart, "Is Cricket a Game or Business?" *Sunday Observer*, August 23, 2009.
19. Gary Peart, "West Indies Cricket: Parading a Legend," *Sunday Observer*, September 6, 2009.
20. In 2009 Stephanie Taylor was ranked at Number 9 on the ICC women's ranking batting list and Number 5 on the all rounder's list.
21. Andrew Hancel, "Taylor's Historic Award Ruffles Feathers – Female Star is Ja's Cricketer of the Year," *Observer*, November 25, 2009.
22. Tony Becca, "Wrong Move by the Gentlemen of Cricket", *Sunday Gleaner*, December 8, 2009.

Chapter 3

NETBALL IN JAMAICA

There are two historical realities about netball which are of significance. The first is that it is an offshoot of basketball, a traditionally male-dominated sport. The second is that netball was brought to Jamaica, like so many other sport, by the English, our former colonial master.

Netball in Jamaica, from an international competitive perspective, has long outstripped basketball and our netballers have consistently rivalled, and at times beaten, the English netballers, not only in specially organised matches but also in the World Championships and the Commonwealth Games at both the senior and junior level (see Appendix 7).

At the regional level our netballers have been virtually unstoppable. Since placing third in the Caribbean Netball Championships in 1984, our national team has won the competition every year it has been held since 1988 (see Appendix 7). Likewise, in the Caribbean Under 16 tournaments, apart from placing second in 2005, the Under 16 netball team has won the tournament every year it has been held since 1998 (see Appendix 7).

There are certain factual statements which can be made about netball in Jamaica:

1. Netball is Jamaica's most successful team sport.
2. Netball, as a female team sport, attracts far more international attention to Jamaica than any other female sport.
3. It is the leading female team sport in Jamaica – attracting far more participants in its competitions than any other female team sport. As an example, in 2009 in the rural high schoolgirl junior netball competitions, nearly 90 secondary schools participated (see Appendix 8).

Netball is, therefore, not only the most popular team sport in Jamaica but is also a sport that has helped to position Jamaica on the international sport map. It also helps to solidify the point that small population size and lack of economic resources do not necessarily inhibit sporting success.

Performance in Netball

What are some of the reasons which have accounted for Jamaica's successful performances in netball at the international and regional levels?

1. Jamaica has naturally competitive athletes. A friend of mine, a sport enthusiast, particularly in the area of cycling, explained to me recently that, as in days gone by, a student, while walking with his or her peers will spontaneously shout, "The last person to reach that post" – pointing to one such post 50 or 60 metres away – "is a...!" and immediately they all break into a sprint, a sprint to the finish. This spirit, in his view, is what has helped Jamaica's youth to develop their competitive edge.
2. Netball has one of the most dedicated, loyal and committed band of volunteers to be found anywhere in Jamaica. Although not unique to netball, these volunteers, in the face of constant challenges and adversities, dedicate their energy and know-how to a sport they love.
3. The provision of sound professional administration. The secretariat of the Jamaica Netball Association (JNA) is staffed by four paid persons, much to the envy of many other sporting organisations. However, the achievements of the national netball team far outweigh the input of the four employed persons. The professionalism of the administration is demonstrated by the experience I had in preparing this lecture.

- (a) There was a readiness on the part of the leadership and secretariat to share information, even financial information, about their growth and development over the years. The same cannot be said about some of the other associations I had to deal with.
 - (b) They have a detailed, well worked out plan to move the various national netball teams forward. This is not a secret or something just on paper. The administration works in accordance with a strategic plan.
 - (c) The Association has built up significant social capital with corporate sponsors predicated on trust and accountability. In my numerous discussions with leading members of the corporate community, many members could not hide their admiration and respect for the level of transparency and accountability which the JNA applies in the utilisation of sponsorship funds. Some national associations need to emulate the JNA in this regard.
4. The Jamaica netball teams, despite economic and other resource constraints, train all year round. This is an amazing feat, which the JNA has been able to achieve on a shoestring budget. It is also a lesson that other associations need to learn. No national team will be able to keep and maintain its international and regional competitive edge unless it is able to find ways to be constantly in training.
5. The national squad is constantly being replenished by the best of the identifiable talent. There is a structure which includes the Under 13, the Under 16 and the Under 21 and, therefore, the national squad. The high school netball competitions must not be underestimated in this regard. These competitions would not be possible without the continuous input, at times at great personal sacrifice, of the coaching and management staff of the respective schools.

The JNA also operates in conjunction with Insports, which works with the administrators of primary schools, in the development of netball at the junior level. It also works in conjunction with a number of companies in the administration of the netball leagues sponsored by these companies.

6. Although not sufficient, both the state and corporate Jamaica have been able to provide the JNA with funding and material support to undertake its programme of work. The Association is the beneficiary of a monthly subvention from the state, through the SDF. The state has also offered discounted rates for the use of its facilities during international competitions. The bulk of the funds to keep the JNA's programme going, however, comes from the private sector. In 2009 for example, nearly 70 per cent of funds raised by the JNA came from the private sector. As demonstrated by the JNA, this state and private sector nexus in the raising of funds is critical to our success in sport.

More Can Be Done

Despite the fact that the national netball teams have demonstrated that they have the capacity and capability to maintain their international ranking, they have fluctuated between sometimes being third and consistently being fourth in the international rankings,¹ the powerhouses being New Zealand, Australia and England. The administrators of netball are convinced that given the required financial support Jamaica, in time, can become number one in the world.² This position is also shared by others in the international arena.

Speaking on radio in New Zealand in September 2009, the coach of the Australian netball team, The Diamonds, said that, "She believes if other parts of the world had the facilities and funding like New Zealand and Australia, then the netball world

would be on its head. She says that the Jamaican athletes are a special breed and if they had the backing [financial] they would be streets ahead of New Zealand and Australia.”³

The major advantage which Australia, New Zealand and England have over Jamaica is their strength of resources.

1. Those countries operate a professional league and are, therefore, able to pay their players. Although the Jamaican netballers are able to train all year round, it is extremely taxing on the girls who are required to seek time off from employment or from academic institutions.
2. Their coaches are full time and are paid by the state.
3. Those countries have been able to make significant use of technology – to study the movements and tactics of competing players and teams as well as in their own physical and technical training.
4. While the JNA has a paid staff compliment of four persons, those countries are able to staff their national secretariat with upwards of 50 and more persons. Those staff members help to facilitate the constant competitions among New Zealand, Australia and England and the professional netball leagues which operate in their respective countries.
5. Those countries are not “facilities poor”. They are equipped with significant and affordable outdoor and indoor facilities.

Comparatively, and as outlined in a document developed by the JNA:

The facilities that we currently use are either sub-standard or outside of the financial resources of the JNA.

The Leila Robinson courts (at the National Stadium facility) are extremely poorly lit. The lighting on two of the courts is so bad that they cannot be used at nights. The stands are

falling apart . . . The flooring on all four courts is cracked and dangerous to the players. When it rains the car park is flooded and makes the courts inaccessible.

The National Indoor Sport Centre has a spring wooden floor. The use of this training facility for training purposes for our national team is prohibitive even when we (the JNA) are required to pay for the cost of electricity only. Sadly, the facility was built for netball in 2003 when the World Championships was held in Jamaica. Whereas the top teams in the world only practice on this type of surface, we constantly play outdoors on unsuitable conditions because of the affordability.⁴

It is very clear, therefore, that if Jamaica is to make the transition from being ranked 3rd or 4th in the world to become number one, every effort will have to be made to find the necessary resources.⁵

As was resolutely and rightly stated by the erstwhile president of the JNA, Marva Bernard:

We must ensure that we expose our players to the highest level of competition possible. The reason is a simple one. We can provide the best coaches possible and produce girls that are technically brilliant but if they are not exposed to high level competition and you then put them up against players who might not even be technically as gifted but who have to come up through a competitive structure, our highly gifted/technical netball players will always come second behind those countries that provide this opportunity for their national teams.⁶

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1. Robert Bailey, "Jamaica's Netball – Positioned on the Brink," *Gleaner*, October 31, 2009.
 2. Andre Lowe, "We Can Compete with and Beat the Very Best," *Gleaner*, October 31, 2009.

3. <http://www.nwstalk2b.co.n2/newsdetail1.asp>
4. See document entitled, "Jamaica Netball Association – Becoming A World Champion in Netball." www.jamaicanetball.org.jm
5. "Will Netball Now Get Its Due?" *Observer*, October 31, 2009.
6. Ibid.

Chapter 4

TRACK AND FIELD IN JAMAICA

There is no doubt that the current jewel in the crown of Jamaica's sport is track and field. It is that which now, on the international stage, in conjunction with our music typifies Brand Jamaica.

Ever since the 1948 Olympic Games, Jamaica has had a rich history in international track and field. Athletes such as Herb McKenley, Arthur Wint, Les Laing, George Rhoden, George Kerr, Lennox Miller, Donald Quarrie, Merlene Ottey, Grace Jackson, Juliet Cuthbert and Deon Hemmings produced some of the best performances at the international level up to 2004 (see Appendix 9). Not to be outdone are track and field stars such as Dennis Johnson, Cynthia Thompson, Keith Gardner, Raymond Stewart, Bert Cameron, Trecia-Kaye Smith and many others who went beyond the call of duty on behalf of Jamaica.

This continued at the Olympic Games in 2008 and at the World Championships in 2009, where some of our current heavyweights such as Usain Bolt, Veronica Campbell-Brown, Danny McFarlane, Sherone Simpson, Shelly-Ann Fraser, Delloreen Ennis-London, Kerron Stewart, Melaine Walker, Asafa Powell, Brigitte Foster-Hylton and Shericka Williams made us proud (see Appendices 10 and 11).

No other country of Jamaica's size, with a population of 2.7 million, was as successful as Jamaica at either the 2008 Olympic Games or the 2009 World Championships. In fact, the performances of our athletes at both events have made Jamaica the sprint capital of the world, an achievement that formerly belonged to the United States of America (USA).

This is an amazing feat when one considers that the USA has a population of over 300 million, and incomparable financial and human resources that are used to facilitate their track and field programme. What has caused this little country, daunted by

illusory economic growth and serious challenges in the areas of education and crime, to outperform much larger and resource-rich countries?

Reasons for Excellence

Jamaica's excellence in track and field can be attributed to a number of factors. Some are genetic, others are environmental and nutritional.¹ The Boys and Girls Inter-Secondary Schools Track and Field Championship ("Champs") and other annual competitive athletic meets²; organized track clubs and performance centres³; a legion of volunteers⁴; a proliferation of trained coaches⁵; the general assertiveness of Jamaicans⁶; increased provision of sport facilities⁷; increased private sector sponsorship⁸; and enthusiastic popular support are some of the reasons for the successes. Of all the possible reasons, I will focus on only two for this presentation.

First, I will quote a man who has formidable credentials in the administration of track and field, Teddy McCook.⁹ He points out that:

The main reason, and I think the only reason, for our present performance is that we are keeping a lot more of our athletes that come through the junior system here in Jamaica.¹⁰

We have been able to keep a lot more of our athletes who have come through the junior system here in Jamaica because in recent times we have developed home-grown track and field clubs, marshalled and superintended by coaches who can be ranked among the best in the world. In fact, two of these coaches, Stephen Francis¹¹ of the MVP Track Club and Glen Mills¹² of Racers Track Club have produced some of the world's finest athletes. Mr. McCook himself must also share some of the credit because it was he, more than anyone else, who lobbied the IAAF to place one of their high-performance centres here in Jamaica. This centre has been cited as an incubator not only for

home-grown talent but also Caribbean talent, exposing athletes to the finest coaching Jamaica has to offer.

Prior to the establishment of these local clubs, athletes who did well would continue their higher education and track and field involvement by pursuing scholarships in the USA. This programme continues, and should not be derailed because it has helped many athletes in the past, continues to help many current athletes¹³ and will be the saviour to many in the future. While this is the up side, the fact is that we have also lost many of our talented and gifted athletes to a cultural environment unlike what they are accustomed to in Jamaica.

One well-known Jamaica athlete, now retired, who asked that her name not be revealed and who represented Jamaica in the sprints, told me that while she was grateful for being accepted into university abroad to improve her academic qualifications, she was able to do so only by the grace of God. She explained that many times when she developed injuries, she was warned by her coach and the school authorities that she was there on a track and field scholarship and, therefore, she must find ways to get over those injuries. She hardly had time to heal. She also explained that apart from being affected by the constantly changing weather conditions, being away from her family and her Jamaican mates made it very difficult for her to adjust to the training to which she was exposed. She explained that the first year of her college life was the most difficult she had ever experienced and would not wish for anyone else to go through what she did.

The absorption of the best of Jamaica's track and field talent into the USA system was not by chance. It was inevitable for two reasons. First, the USA is Jamaica's largest trading partner and, by necessity, the two economies are intricately intertwined. Second, there is a large Jamaican diaspora in the USA. It was, therefore, quite easy for our track and field talent from as far back as Herb McKenley to seek both professional as well as sport development in the USA.

All of our outstanding athletes, from the 1940s to the start of the twenty-first century, with the exception of a few, most notably Arthur Wint, developed their athletic talent and acumen in the USA. Equally, for different reasons, many found the going extremely challenging and exited the path of track and field. The majority of our current crop of athletes are spared this challenge because we have now fully Jamaicanised our home-grown athletic talent and are able to give the guidance required based on our cultural norms, our understanding of the international track and field requirements and most important, based on the human and psychological peculiarities of our own athletes.

The second reason why we are doing so well is because of the Boys and Girls Inter-Secondary School Championships, popularly called Champs. This competition had its genesis in 1910. The structure and approach to the Champs have changed. According to Sir Herbert Macdonald:

On June 29, 1910 the first Inter-Secondary Schools Championships were held... before this there had been six Inter-Secondary Schools Championships starting in 1904... but because there had been a certain amount of dissatisfaction over the handicapping, these championships were not popular, hence the reorganized Inter-Secondary Schools Championships in 1910.¹⁴

Continuing, Sir Herbert Macdonald explained that for the first Champs in 1910,

There was no take off board for the long jump – only a white lime line – neither was there a foam landing for the high jump, you land on solid ‘duttu’ – though they had mercy on the athletes and a straw mattress was provided for the pole vault.¹⁵

According to Sir Herbert, the meet was recorded in the *Telegraph and Guardian* on June 30, 1910 and this was what they said:

The attendance at the Jamaica Schools Championship sports held at Sabina Park might not have been up to expectations, but in every other department of the meeting – first of its kind to be held in the island – was a decided success, and its future existence is assured.¹⁶

Assured, indeed. The Inter-Secondary School Sports Association (ISSA) must be congratulated for organising and implementing one of the most successful annual secondary meets in the world. This year Champs is celebrating its 100th year, having had no competition on only four occasions (see Appendix 12). It is important to note that only boys competed up to 1957 when the Girls Championships began separately and then both Boys and Girls were amalgamated in 1999.

Coupled with the Boys and Girls Championships is a plethora of track and field meets, from the primary to the tertiary level, organised on an annual basis by different entities under the umbrella of the Jamaica Amateur Athletic Association (JAAA), across the length and breadth of Jamaica (see Appendix 13). As was noted by legal luminary Patrick Robinson:

Jamaica's success in track and field athletics is not fortuitous, it is the result of a system of athletic instruction, management and administrators that has been in place, tried and tested for almost a hundred years, and is now well established.

There is no entity or area of endeavour in Jamaica whether in the public or private sector that, operating at a national level, is as well organized and applying international standards, has been as consistently successful as track and field athletics.¹⁷

More Can Be Done

Having achieved so much over the last 100 years and now that we are at the top of our game in the sprints, what more can be done to improve our performance in this area, and to signal to the world that we are ready to move the sport into the professional realm? I will mention a few points.

1. From a symbolic point of view we have to signal to the world that we are no longer amateurs. We need to do so by removing the word amateur from the name of the Jamaica Amateur Athletic Association (JAAA). Those days are over. It sends the wrong signal. It can retain its acronym by becoming the Jamaica Association for the Advancement of Athletics, as has been suggested.¹⁸
2. We need to devise a properly thought out mechanism where, from very early, we are able to discover and properly harvest talented athletes. We have a host of competitive activities at the junior level in which thousands of our youngsters take part each week. This gives our talented youngsters exposure. Talented youngsters must be spotted and placed on a particular path of development from very early including, most importantly, their academic and personal welfare.
3. Part of the change required in moving the JAAA towards greater professionalism is the strengthening of its administration. The JAAA needs at least a full-time executive officer carrying out the mandate of the board on a day-to-day basis. That executive officer needs to be supported by a well-staffed secretariat.
4. The management of the JAAA and the MVP Track Club, in the interest of the sport, in the interest of the athletes and in the interest of Jamaica, need to sit down, put hubris and idiosyncrasies aside and work out their differences. Both entities are critical in the continued development of the sport, and the public “quarrels” which took place during the Olympic Games in Beijing in 2008 and in Berlin in 2009,¹⁹ with the athletes and Jamaica caught in the middle, must not be allowed to happen again.
5. The recent dominance of Jamaican athletes in track and field events, especially the phenomenal performance of

Usain Bolt, creates special opportunities for harnessing this exceptional moment in Jamaican athletic history to Jamaican business development. These opportunities arise not only from the quality of the performances of our top athletes but also – perhaps more critically – from their related instant worldwide name recognition, especially in the case of Usain Bolt.

In pursuing these opportunities, it is necessary to be mindful that timing is of the essence. This is so because in a world where rapid change is the norm, the shelf life of athletes at the top of their game can be limited. Not many are able to remain evergreen like ace sprinter, Merlene Ottey. Accordingly, it is necessary to strike the iron while it is hot.

The following broad ideas could be considered for further development and action by a team with the requisite legal, management, and marketing skills:

- (a) The global perception of Usain Bolt has transformed him into an instantly recognised icon almost anywhere in the world. He should be assisted to assert an income-generating proprietary interest in his name, which would work both for him personally and for Jamaican products and services that can be linked to his iconic status.

Accordingly, it could be worthwhile pursuing the idea of creating a corporate entity that would register, in jurisdictions worldwide, a legal proprietary interest in a brand/trade mark incorporating an iconic image/posture of Usain Bolt. This iconic image could easily be selected from among the following: a good shot of him starting out of the blocks; a shot of him in a race putting distance between himself and the opposition; a shot of him assuming his characteristic “lightning” pose.

Clearly, Usain Bolt himself would be a major shareholder in such a corporation. Other shareholders might be drawn

from persons and companies who enjoy his confidence and who possess the necessary interest and expertise to pursue the objective. Given the national interest in Usain Bolt government, through an appropriate agency, might even facilitate the process in various ways, by becoming a joint venture partner in the company, at least initially.

Hopefully, endorsement contracts into which Bolt has already entered would not legally preclude action being taken along these lines.

The following are indicative examples of how Bolt's name might be employed for promotional purposes, under license from the company. It would be critical to ensure that any service/experience/product being promoted through association with Bolt's name meets satisfactory standards, in order to safeguard the integrity of the brand.

- i. It should be possible to tap into Bolt's widespread name recognition by employing a kind of mantra linked to him for a wide range of promotional purposes, for example:
 - "Bolt to Jamaica for the summer"
 - "Bolt to Jamaica for Reggae Sumfest"
 - "Bolt to Jamaica, the land of Bob Marley"
 - "Bolt to Jamaica for a great vacation"

This should go beyond the regular sea, sand and beaches type of promotion to the showcasing of Bolt being associated with things and places for which he has become known – Jamaican yam; Sherwood Content in Trelawny and Boys and Girls Champs, are just some examples.

- ii. Customise the Bolt brand, the Asafa brand, the Shelly-Ann brand, the Veronica brand and the Melaine brand to a range of Jamaican goods and services, for example:

- “Bolt track suits”
- “Asafa running shorts, blazers, etc.”
- “Shelly-Ann pocket rocket remittance services”
- “Melaine and Veronica stamina foods and drinks”

It is anticipated that many Jamaican businesses would be eager to have these athletes’ names associated with their goods and services.

- (b) The attachment of Bolt’s name to a Centre of Excellence for Athletic Training. This idea has already emerged in public discussion in Jamaica, linked at times to the Trelawny Stadium.

The idea entails marshalling the logistical, organisational and coaching resources that produced Jamaica’s top athletes to sustain the operation of a Centre of Excellence that would be like a magnet to aspiring athletes from all over the world, perhaps starting with athletes from the Caribbean.

- (c) It is highly probable that the production of a well-conceived and attractively designed video documentary on top Jamaican athletes would be an investment that would generate handsome returns in short order, particularly if effectively marketed locally and in the Jamaican diaspora. There would also be scope for such a product to be marketed more widely. Much footage probably exists already which can be drawn upon for this project, and additional investment would need to be mobilised to marshal the required supplies, equipment and production skills.
- (d) There is also potential for leveraging response to the collective influence of top Jamaican athletes as a group. Accordingly, within this context appropriate slogans such as the following could be employed in promotional materials publicising Jamaica:

“Run to Jamaica, the land of runners”

Jamaica's performance in track and field has demonstrated that Jamaicans have a spirit that is indomitable, a will and a desire to conquer that is unrivalled, and an ability to go beyond what is expected. If these tendencies and characteristics were displayed in all areas of national life, the country would not only be unstoppable and almost unbeatable in track and field but literally in all other aspects of life.

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1. Rachel Irving and Vilma Charlton, "The Search for the Secrets of Jamaica's Track and Field Success", *News from the University of the West Indies, Mona Campus*, January–March 2009.
 2. Patrick Robinson, *Jamaican Athletics – A Model for 2012 and the World* (China: Regent Publishing Services, 2009), 11.
 3. For more on this see André Lowe, "McCook Says High Performance Training Centre (HPIC) Needed More Space," *Gleaner*, November 25, 2009; Paul Burrowes, "Racers Track Club Officially Launched." *The Jamaica Observer*, June 4, 2009; Delano Franklyn, *Sprinting into History – Jamaica and the 2008 Olympic Games* (Kingston: Wilson Franklyn Barnes, 2009), 196–198.
 4. Franklyn (2009).
 5. Increased number of trained coaches produced by the G.C. Foster College of Physical Education and Sport since 1980.
 6. Franklyn (2009).
 7. CHASE, *Annual Report 2008* (Kingston, Jamaica, 2008), and "Sports Development Foundation," *Sunday Gleaner*, January 10, 2010.
 8. Information received by author from private sector companies.
 9. Teddy McCook is the president of the North American, Central American and Caribbean Athletic Association (NACAC) and a former president of the Jamaica Amateur Athletic Association.
 10. In a note sent to the presenter of the lecture.

11. André Lowe, "Francis Extends Olive Branch to JAAA," *Gleaner*, November 10, 2009.
12. "Mills Happy to Stay in Jamaica Despite Lucrative Overseas Offers," *Gleaner*, November 9, 2009.
13. For more read Kayon Raynor, "Calabar's McKenzie Goes Pro," *Gleaner*, November 6, 2009; Paul Reid, "Dexter Lee Begins Preparation for 2010 Season," *Jamaica Observer*, October 17, 2009.
14. <http://www.flashesoflightning.com/the-phenomenon-of-champs.php>.
15. Ibid.
16. Ibid.
17. Robinson (2009), 11.
18. Hubert Lawrence, "The More We Quarrel, the Faster We Run," *Sunday Herald*, August 30–September 5, 2009.
19. Kayon Raynor, "Wobbly JAAA Tries to Clear the Air," *Observer*, September 5, 2009.

Chapter 5

DRUGS AND THE JAMAICAN ATHLETE

One of the most discussed issues in sport in general, and track and field in particular, is the use of performance-enhancing drugs by athletes to gain an advantage over their competitors.

The use of performance-enhancing drugs is commonly referred to as doping, which is defined as:

the administration of, or use by, a competing athlete of any substance foreign to the body, or of any psychological substance taken in abnormal quantity or taken by an abnormal route of entry into the body, with the sole intention of increasing in an artificial manner his/her performance in competition.¹

Doping has a long history in sport. From as far back as 1904 marathon runners were found to have been injected with performance-enhancing drugs. This continued over the years, including the 1950s through to the 1980s when drugs were part of the sports and athletic programmes of the then Union of Soviet Socialist Republics (USSR) and countries such as the then East Germany. These activities led the world's leading sport organisations to ban performance-enhancing drugs, beginning with the IAAF in 1928, FIFA in 1966 and the IOC in 1967.

Perhaps the best known drug test carried out up to the 1980s was that of Ben Johnson, a Jamaican running for Canada, who set a world record of 9.99 seconds in the 100 metres at the 1988 Summer Olympics in Seoul. He was later stripped of his gold medal and banned for life. According to Robert Voy, the chief medical officer of the United States Olympics Committee from 1985–1989, “the only thing that separated Johnson from a great number of others who competed in Seoul in a vast variety of sport is simple: He got caught.”²

Despite these bans and random testing carried out by national and international sport organisations a uniform programme for the testing of athletes was not agreed upon until 1999 when the World Anti-Doping Agency (WADA) was established.

Despite the existence of WADA, competitive sport was to be later rocked by the Bay Area Laboratory Cooperative (BALCO) scandal. In 2002 the federal investigation of BALCO, which was headed by one Victor Conte began, and after months of enquiry it was revealed that BALCO had been supplying athletes with performance-enhancing drugs. A number of well-known American athletes including Marion Jones, Tim Montgomery and Kelli White were implicated.

The subsequent major assault by the authorities on the use of performance-enhancing drugs has led to athletes trying to find every possible means to either avoid or formulate a defence when tested positive. We can recall Katrina Thonou, the sprinter from Greece who avoided a drug test at the 2004 Athens Olympics by faking a motor vehicle accident. Then there was lawn tennis player Richard Gasquet who claimed that he had ingested cocaine by kissing a girl in a nightclub. Another lawn tennis player, André Agassi, also revealed in his recent autobiography that when he was found to have ingested a banned drug he lied that his drink was spiked and was believed, thus avoiding suspension by the Association of Tennis Professionals.

Jamaican Athletes Under the Microscope

The performance of Jamaica's track and field athletes, especially Usain Bolt, has brought these athletes under the international microscope and has led to unfavourable comments being made about their performance as well as about Jamaica's ability to monitor and police the activity of its athletes.

The comments of Olympian Carl Lewis, for example, when Bolt ran 9.69 seconds to break the 100-metre record at the Olympics in 2008, are instructive. According to Lewis:

when people ask me about Bolt I say he could be the greatest athlete of all time. But for someone to run 10.03 seconds one year and 9.69 seconds the next, if you do not question that in a sport that has the reputation it has right now, you are a fool.

I am proud of America right now because we have the best random and most comprehensive drug testing programme. Countries like Jamaica do not have a random programme so that they can go months without being tested.³

Lewis' comments must be viewed within the context in which they were made:

First, his possible gripe as a result of Jamaica's dominance of the sprint events at the 2008 Olympic Games, which hitherto was the province of the Americans.

Second, Lewis was not coming to the table with impeccable hands. He tested positive for the use of performance-enhancing drugs before the 1988 Seoul Olympics and was banned from that Olympics and from other competitions for six months. This decision was later overturned when the USA Olympics Committee accepted his claim of inadvertent use of the drug he had ingested, thus allowing Lewis to participate in the Games.

Third, prior to Bolt, as was demonstrated by the BALCO affair, a dark cloud hung over the track and field fraternity as a number of high-profile sprinters had been discovered to have used performance-enhancing drugs. This included Tim Montgomery who ran 9.78 seconds to set the 100-metre record in Paris in 2002 and the once darling of women's sprinting, Marion Jones who, having stunned the world with her performances by winning five medals at the 2000 Olympic Games, was later stripped of all five medals and sentenced to six months in jail for lying to federal authorities about her drug use.⁴ Also, just prior to the 2008 Olympics, 15 Greek athletes, among them 11 weightlifters, two sprinters and a swimmer were found to have taken performance-enhancing drugs.

Lewis' acerbic comments highlight the fact that the world's attention was and is on Jamaica, and that Jamaica must get its anti-doping programme in order if it is to stand the test of time.

Jamaica was to face its sternest test when in August 2009, five Jamaican athletes found themselves being accused of taking performance-enhancing drugs. It was not the first time that Jamaica was finding itself under the glare of the international microscope for an alleged anti-doping violation. In 1999 our most medalled female athlete, Merlene Ottey (see Appendix 14), was found by the IAAF to have taken a performance-enhancing drug. In 2002 she was cleared of all charges by the IAAF and the JAAA. Jamaica has also had other incidents of its athletes being penalised for anti-doping violations, including Steve Mullings in 2004 and Julien Dunkley in 2008.

Five Sprinters Found Positive

During the National Junior and Senior Track and Field Championships held at the National Stadium on June 26–28, 2009, a number of athletes had urine samples taken from them. Thereafter, A and B samples of the said urine were sent to the World Anti-Doping Agency's (WADA) accredited laboratory in Montreal, Canada, to be tested in keeping with the revised World Anti-Doping Code (hereinafter referred to as The Code), which became effective on January 1, 2009.

A few weeks later, the principals of the laboratory informed the Jamaica Anti-Doping Commission (JADCO), established by the enactment of The Anti-Doping in Sport Act, 2008 (Jamaica) (hereinafter referred to as The Act), that five athletes had returned adverse analytical findings in their urine samples. This meant that their A urine samples had been found to contain a substance which is on the banned list of substances as established by WADA and, as a result, they had committed an anti-doping rule violation.

The five athletes were Sheri-Ann Brooks, Lansford Spence, Allodin Fothergill, Marvin Anderson and Yohan Blake, all of whom had been selected to represent Jamaica at the International Association of Athletics Federations (IAAF) World Athletic Championships in Berlin, Germany in 2009.

Having received the information JADCO, in keeping with Article 7.2 of The Code, informed the athletes, among other things of:

- (a) the Adverse Analytical Findings;
- (b) the anti-doping rule violated;
- (c) the athlete's right to promptly request the analysis of the B sample or failing such request, that the B sample analysis may be deemed waived and;
- (d) the scheduled date, time and place for the B sample analysis if the athlete chose to request an analysis of the B Sample.

Whether or not the athletes opted to have their B sample tested, however, they would also be required, along with their representatives, to face an enquiry by the Jamaica Anti-Doping Disciplinary Panel (hereafter referred to as the Disciplinary Panel).

Sheri-Ann Brooks opted to exercise her right to have her B sample tested with her representative present. Inexplicably, the test of Sheri-Ann Brooks' B sample was carried out without either herself or her representative being present. This procedural error led to the Disciplinary Panel finding in favour of Sheri-Ann Brooks.

The other four athletes, Spence, Fothergill, Anderson and Blake, opted not to have their B samples tested, but were also cleared by the Disciplinary Panel after it heard submissions from their legal representatives. JADCO later appealed the decision.

Proactive Anti-Doping Stance

Before this incident, Jamaica had already demonstrated to the world that it has a very strong and proactive anti-doping stance. This is manifested in the fact that on February 10, 2004 the country signed the Copenhagen Declaration on Anti-Doping in Sport. Thereafter, on May 16, 2005, Jamaica adopted a Policy Against Doping in Sport. In 2005, JADCO was formed to carry out the country's anti-doping programme in accordance with the dictates of WADA's Code, which was first adopted in 2003 and became effective in 2004.

On July 31, 2008 the country adopted the Anti-Doping in Sports Act, 2008, giving JADCO the right as is outlined in Section 3 of the Act to:

- (a) promote a drug-free environment for sport and provide athletes and athlete support personnel with protection of their right to participate in drug-free sport, and thus promote health, fairness and equality for all participants in sports
- (b) ensure harmonised, coordinated and effective sports anti-doping programmes at the national and international levels with regard to the detection, deterrence and prevention of doping
- (c) respect the rights of individuals and national sporting organisations by the application of fair procedures for, and means to oversee, doping control, determination of Anti-Doping Rules Violation and their consequences, and other decisions made in the interest of drug-free sport

The members of both JADCO and the Disciplinary Panel are appointed by the Minister of Sport, but they are separate and independent bodies.

As is stated in the Second Schedule of the The Act, every hearing by the Panel shall comprise of three persons: a chairman,

who shall be a legal practitioner of not less than 10 years experience, a medical practitioner with not less than 5 years practical experience, and one sports administrator or athlete. It was such a panel, duly constituted as prescribed by The Act, and having heard submissions from the athletes' representatives, that decided in favour of the accused athletes.

Section 21 of The Act provides for the right of appeal by any aggrieved party based on a decision of the Disciplinary Panel. This right to appeal can be exercised by:

- (a) any athlete or other person who is the subject of the decision being appealed
- (b) the Commission (JADCO)
- (c) the relevant international federation in this case the IAAF);
- (d) the relevant national sporting organisation (in this case the Jamaica Amateur Athletic Association)
- (e) the Jamaica Olympic Association
- (f) WADA

Such an appeal must be lodged within 14 days of the decision by the Disciplinary Panel with the Jamaica Anti-Doping Appeals Tribunal (called the Appeals Tribunal from hereon). It is under this section of The Act that JADCO lodged its appeal.

The Appeals Tribunal is constituted in accordance with the Third Schedule of The Act. The members of the Appeals Tribunal are also appointed by the Minister of Sport and consist of six persons made up of:

- (a) a chairman and vice chairman being both persons who have served as either a Judge of the Court of Appeal or of the Supreme Court
- (b) persons who have served in – (i) the post of Director of Public Prosecutions or a senior member of staff of the office

of Director of Public Prosecutions; (ii) sports administration for at least 10 years and (iii) sports medicine for at least 10 years. This is the body which heard JADCO's appeal.

There are two critical sections of The Act which must be noted in relation to the Appellate process.

First, Section 23 of The Act. This section states that, "where an appeal is in respect of an international event or a case involving an international level athlete, the decision of the Disciplinary Panel may be appealed directly to the Court of Arbitration for Sport (hereafter referred to as the CAS)." In other words, the aggrieved parties may ignore the Appeals Tribunal and appeal directly to the CAS." The CAS was established by the International Olympic Committee (IOC) and came into force on June 30, 1984.

Article 13.1.1 of The Code also states that where WADA has a right to appeal and no other Party has appealed a final decision with the Anti-Doping Organisation process (meaning the local – Jamaican – Anti-Doping Organisation Process), WADA may appeal such decision directly to CAS. Therefore, if JADCO decides to appeal to the Appeals Tribunal, WADA or the IAAF would have to wait until this process is completed before either of these bodies can appeal to the CAS.

Second, Section 21 (2) of The Act. This section states that, "every decision of the Disciplinary Panel in respect of an Anti-Doping violation shall remain in effect during the appeal process unless the Appeals Tribunal otherwise orders."

Article 13.1 of The Code also stipulates that decisions made under the Code, or rules adopted pursuant to The Code, may be appealed. Such decisions shall also remain in effect while under appeal unless the appellate body orders otherwise. It must be noted that The Act in Jamaica was enacted pursuant to The Code of WADA.

The Disciplinary Panel, therefore, having found the athletes not guilty of an anti-doping violation, means that the athletes cannot be deemed guilty, “unless The Appeals Tribunal or the CAS, otherwise orders.”

After a three-day hearing, the Jamaica Anti-Doping Appeals Tribunal overturned the decision of the Disciplinary Panel and concluded that the four athletes committed an Anti-Doping violation contrary to Article 2.1 of the JADCO Anti-Doping Rules. Each athlete was reprimanded and given a three-month period of ineligibility from future events.

It is important to note that the substance which the athletes were found to have been in violation of was not on the banned list of substances as established by WADA but had a similar chemical structure to a banned substance.

WADA Needs to Be Clear

Peter Ruddock has taken issue with this by stating that his research has shown that “the substance in question is a natural compound which comes from a plant,” and that there is “no proof that this compound can be used as a stimulant.”⁵ This omnibus clause used by WADA to capture drugs which have a “similar structure or similar biological effect” to those listed is ambiguous and has, and will, continue to cause uncertainty in the world of sport. WADA needs to be clear, specific and unambiguous about which drug can, and which drug cannot be taken.

The decision by the Anti-Doping Appeals Tribunal meant that it was the first time that so many Jamaican athletes had been found, at the same time, guilty of an anti-doping violation. As we go forward it is important to point out the following:

1. Drug testing is no respecter of a particular sport or country.
2. Jamaican athletes are not immune to being found guilty of anti-doping violations. We must ensure, therefore, that we

have the proper measures in place to identify such athletes and once due process has been adhered to, to apply the necessary sanctions swiftly.

3. Anti-doping violations, however, will unfortunately only serve to jeopardise the Jamaican track and field programme and will fit squarely within the preconceived notion held in certain quarters, as exhibited by Carl Lewis, that the performance of Jamaican athletes ought to be viewed with suspicion.
4. That all sporting bodies in Jamaica are expected to eventually fall in line with the rules of WADA. As a result, there is the need for an immediate, full-scale and ongoing education programme about the implications of the use of drugs in sport.

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1. T.J. Antiss, "Uses and Abuses of Drugs in Sport – The Athlete's View," in Simon D.W. Payne (ed.) *Medicine, Sport and the Law* (London: Blackville Scientific Publications, 1990), 87–123.
 2. <http://www.enotes.com/drugs-sports-article>.
 3. "American Carl Lewis Questions Bolt's Olympic Performance," *Observer*, September 13, 2008.
 4. "Marion Jones Sydney 2000 Olympic Medals to be Recalled," <http://www.telegraph.co.uk/sport/othersoprts/athletics/6763107>; and "Stars Dimmed by BALCO's shadow," http://www.bbc.co.uk/sports2/hi/front_page/4067449.stm.
 5. Peter Ruddock, "An Analysis of the Chemical Found During Athletes' Testing," *Sunday Gleaner*, October 4, 2009.

Chapter 6

SPORT AND A HEALTHY LIFESTYLE

Jamaica's vision for health is stated to be:

one which sees a health system that is client centred, guarantees access to quality health care for every person in our population at reasonable costs, and which takes into account the vulnerable among us. It is based on the concept of individuals taking responsibility for their own health and adopting healthy lifestyle habits, within a clean, healthy environment where families and communities actively participate and are integrated into the system of health.¹

This vision is predicated on the belief that a healthy population is the best guarantee for safe, prosperous families, communities and nations. It is further predicated on the notion that, "individuals must adopt healthy lifestyle habits". This healthy lifestyle habit involves being involved in sporting activities. Can sport play a positive role in individuals "adopting a healthy lifestyle habit?" Yes, it can.

Over the past few decades the major causes of death and illness in Jamaica have shifted from communicable diseases to chronic diseases. More and more people in Jamaica are dying from diabetes, heart disease, cancers, HIV/AIDS and violence. These are all conditions created as a result of our lifestyle choices. Obesity, for example, is recognised as a medical condition and as a major contributor to a number of serious chronic illnesses – heart disease, diabetes, high blood pressure, stroke and cancer. Physical activity, in the context of broader lifestyle changes and healthy eating, can make a significant contribution to the control and reduction of obesity and associated health risks.

It is now well established that regular physical activity reduces the risk of cardiovascular disease mortality in general, and of coronary heart disease mortality in particular.

Evidence linking inactivity and a variety of health concerns has grown over the last decade. Increasing physical activity in today's Jamaica is quite a challenge as we walk less as a result of an improved transportation system.

Our sport culture which has served us well in providing recreational activities mainly for our young people, has to be extended to incorporate a focus on health for all. This will mean, for example, providing safe areas for walking and exercise in all communities, especially inner-city communities.

A Healthy Lifestyle Survey which was undertaken in 2001,² revealed that only a quarter of the persons who are aware of their chronic illness are actively treating their condition. Over 75 per cent of those so affected are not engaged in any form of physical exercise.

National Policy

In 2004, a National Policy for the Promotion of Healthy Lifestyle in Jamaica was tabled in Parliament. The aim of the policy was to incorporate all Jamaicans in the process of adopting healthy lifestyles including “moderate levels of physical activity practiced for a minimum of thirty minutes by everyone.”

The policy was intended to influence a healthy lifestyle programme and has as its primary objectives:

- Collaboration between the Ministry of Health and the Ministry of Education to expand the healthy schools programme
- To assist communities to become involved in practicing healthy living by creating supportive and safe places for work, play and leisure activities of community members
- To encouraging wellness programmes at the workplace which will include increased physical activity and healthy food offerings in company cafeterias

This programme, as laudable as it sounds, never got off the ground in any real way. It experienced stillbirth because the programme was divorced from, and seems to have been operating in isolation from, the existing sport structure which gives direction to the major sports in the country.

Although there are sections of the adult population which are generally engaged in regular sport-related physical activity, as manifested in the increased number of road races such as the Sigma Corporate Run, Denise Thwaites 5K Run, Reggae Marathon, the Business House Football competitions and the various masters leagues which exist, as a nation, Jamaica is inactive and unfit and persons are getting increasingly overweight. The health of the majority of the country's adult population is now at risk from physical inactivity, making it the most common risk factor for coronary disease in Jamaica today.

Although the content of the much talked-about new national sports policy is yet to be revealed, I am hoping that the policy will speak to the utilisation of sport as a way of sensitising and generating a culture of wellness by way of mass sport involvement across the country. The national sport policy should elaborate a programme involving the national sporting bodies, government and non-government organisations, the media and the music fraternity to encourage mass involvement of our people across the country in physical recreational activities in order to promote good health.

A section of the population to which the national sport policy could speak in this regard are the organisers of our annual carnival activities. If there is one positive aspect of these activities it is the soca-robics sessions which have been introduced. These activities need to become national in character, and methods should be found to encourage more persons to take part. The main concern, however, is that once the carnival season is over the majority of the participants go into hibernation until the following year.

Although it can be eloquently and convincingly argued that sport specifically and physical activity more generally, are not the sole answers to identified health problems as diet, lifestyle and poverty are central to many health issues, there are, however, clear health gains to be obtained by an increase in regular participation in sport and other physical activity, especially among those who are most inactive.

Sport as I have defined it, encompasses a wide range of activities that can be undertaken in a variety of formal and informal ways. Furthermore, the social nature of most sporting activities can serve to provide encouragement and support, ensuring the level of frequency and adherence required to obtain physical and psychological health benefits.

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1. John Junor, Minister of Health, Budget Presentation, May 11, 2005, 8.
 2. Ibid.

Chapter 7

SPORT AND CRIME

Brand Jamaica has two sides; that which is positive and given additional significance by the world renowned performances of our people, particularly in music and sport, and that which is negative and which has taken on significant proportions mainly as a result of the violence for which Jamaica has become as well known.

These two diametrically opposed views of Jamaica are ironically, largely the product of those persons within the age range 14–30. By the time Bob Marley was in his late 20s he had already become a world figure; Usain Bolt became a mega world star at age 22. This is within the same age range of those who have propelled Jamaica to become one of the major crime destinations in the world.

According to Anthony Harriott, Jamaica has “a problem of violence on steroids”.¹ He went on to describe this condition as a “sub-culture of violence”, which according to him, “is a way of saying that the use of violence is becoming institutionalised”² and I would add with regional implications, as it was pointed out in late December last year, that in Bermuda, the police there attributed a lull in deadly gang violence over the Christmas period in part to, “high-level Jamaican gang members heading to Jamaica for holidays.”³ Elsewhere, Harriott points out that, “only a few developing countries experience violence with such intensity, as daily occurrences of social and ordinary criminal violence.”⁴ He identifies only two other countries with such “high-intensity violence” – South Africa and Columbia.

Jamaica is number one in the world in the sprints, we are in the top three in the world in netball and we are also in the top three in the world in violence. This poses a serious dilemma for us as a people.

Harriott’s observation is supported by the number of murders committed in Jamaica each year (See Table 3). The number of murders grew from 887 in 2000 to 1,680 in 2009.

TABLE 3
Number of Murders 2000–2009

YEAR	NUMBER OF MURDERS
2000	887
2001	1,139
2002	1,045
2003	975
2004	1,471
2005	1,674
2006	1,340
2007	1,574
2008	1,618
2009	1,680

Source: Strategic Planning, Police Research and Evaluation Unit, Ministry of National Security

This is a homicide rate of over 60 per 100,000. Nearly 80 per cent of these homicides are carried out by the use of the gun. This deeply entrenched social problem is further characterised by the fact that it is largely carried out by male on male, youth on youth and poor on poor.⁵

The Youth and Crime

Our sport demographic substantially reflects two of these features – youth on youth and poor on poor. The only area of divergence is that of male on male, as the ratio of males to females who commit major crime is 49:1.⁶

Jamaica has a relatively young population, with over 60 per cent, or 1,430,000 under the age of 30. Of this number, over 755,000⁷ are enrolled in an educational or training institution. Another 170,000 are still within the care and protection of their homes. Of the remaining 505,600 young people, only 319,000 are gainfully employed. The other 186,600, who fall in the age range 16–30, are not engaged in any meaningful or productive enterprise.

Some members of this group are actively seeking meaningful employment but the vast majority are either unemployed, incapable of further training or have been socialised and continue to be socialised to operate outside of the formal institutions of socialisation – schools, churches and the workplace.

They are found on the corners, picked up by the police on a daily basis, visit the courts regularly and are ready candidates for the “youth on youth, male on male, poor on poor” internecine homicidal wave of senseless violence tearing away at the social fabric of Jamaica. They are the primary promoters of the negative Brand Jamaica. The primary deodorising agent for this foul smell of negativism, for which this group of youth is largely responsible, is to find ways of challenging their pent-up energies into meaningful endeavours. While sport may not be the long-term solution, it can help to bring the smell down, if not under control. Many of these young men who sometimes get into all kinds of problems with the law, and are virtually uncontrollable in any other setting, become models of discipline and team play while on the field of play.

Sport is the activity to which almost every young Jamaican brings passion, energy, creativity, discipline and a sense of team spirit. Overtaken by the lewdness and the crudeness which unfortunately have become a staple of Jamaica’s social life, these youth immediately become transformed when pulled into a game of sport. Arrogant, rude, disrespectful and downright anti-social behaviour which characterises everyday life, is suddenly

transformed into artistry of the feet or the hands, whether playing cricket, football or basketball or on the track. These are the contradictions with which we contend on a daily basis, and perhaps in sport lies the answer to help transform the behaviour of our unattached youth.

One of the enduring contributions of our sport achievers, particularly those who have reached the top of their game such as Usain Bolt, Asafa Powell, Veronica Campbell, Shelly-Ann Fraser, Melaine Walker and Brigitte Foster-Hylton in athletics, Ricardo “Bibi” Gardner in football and Simone Forbes in netball – is that their achievements can, and ought to be used among our young people to let them understand the greatness of Jamaica and the fact that they, too, can transform the talent which they have into something worthwhile.

Impact of Sport

Not much empirical work has been undertaken by researchers and academics to determine the extent to which sport participation can help to reduce crime. Empirical work in this area is much needed. There are, however, some observations which can be made.

First, sport enjoys a special place in all communities. It is one of the primary motivating factors driving the work of the Social Development Commission (SDC) and the Institute of Sports. Both institutions realise the importance of communities being engaged, among other things, in meaningfully organised sport competitions. Outside of the schools, it is around the communities that many of our national sport associations organise their activities – especially cricket and football. In many of these communities, where high levels of unemployment, underemployment and youth crime can be found, sport activities have been a meaningful way of engaging the unchannelled energy of our young people into meaningful activities.

In research undertaken in the United Kingdom, in areas characterised by unemployment, lower wages, lower rates of

educational attainment, greater risks of being a victim of crime and political marginalisation it was found that:

leisure was central to the quality of life of young people, as a key source of friendship, networks and self identify, particularly in the absence of work, full time education or familiar responsibilities.⁸

One of the primary sources through which leisure can be brought to the communities is by way of sport. Although it would be naive to think and unrealistic to claim, that sport, in and by itself can reduce the levels of violence in Jamaica, it is suggested elsewhere, and I tend to agree that, “strong experiential evidence exists to show that sport has a part to play in preventing crime”⁹

Second, sport is also an agent of peace building. It has been used by many countries to reduce hostility and tension.¹⁰ No different here in Jamaica. One such example was cited by former Prime Minister Edward Seaga, and I quote:

In Jamaica we have the interesting example of two communities (Arnett Gardens and Tivoli Gardens) that were virtually at war for 20 years. And when I say, ‘at war’, I mean at war, with numerous deaths and wounding. Residents could not enter the opposing community. This continued for 20 years, until the Member of Parliament (Omar Davies) for that community got together with me. He was the Finance Minister at the time. We were the parliamentary representatives of these two adjoining communities, and he suggested that we stage a game of football to herald the new stadium that had been built in the area. I led my team there and peace was restored. From then on, the two communities have had no hostilities, no more warfare. People move from one community to the other restoring friendships that existed before, and today, peace prevails.¹¹

There are certain critical factors which must be pointed out why sports in this instance could have been used as an instrument of bringing hostile forces together:

- (a) It required a non-partisan approach. It was partisan politics that led in the first instance to division between these communities, and it was a non-partisan approach that brought them together, using sport as the vehicle.
- (b) The opening of the new stadium – the Tony Spaulding Complex – was the centre to which both teams were invited. The existence of proper facilities in our communities is critical in using sport as a vehicle to bring communities together and by extension suppressing, if not eradicating hostilities between and among them. It is around this sport complex that community work revolves. Another classic example is what has been happening in the Waterhouse community of Kingston. In the community of Waterhouse, football is the social activity around which the entire community unites. This is also true in Tivoli Gardens where football, basketball and netball have been able to act as the glue that holds the community together based on the sporting facilities which exist in that community.
- (c) There must be strong and mature leadership in the respective communities; such leaders, along with the political representatives, must be convinced that sport is a viable instrument to bring warring factions together.
- (d) It can be assumed that many of those persons who were involved in the “20-year” war of which Mr. Seaga spoke were also involved in either the organisation of the football match or were in attendance at the match, or a combination of both, yet not one was arrested or taken before the Courts before, during or after the match. Clearly, in using sport to bring about peace and reduce tension the state and its

agents, particularly the security forces, have to forget and forgive past wrongs in the interest of the greater good.

- (e) While the football match was the catalyst in breaking down the war between the two communities, it was not able to eradicate violence completely within the communities, as the zones in which these communities are located are still violence-prone areas.
- (f) The ending of the war is one issue; the sustainability of the peace is the most critical. Fortunately, the football clubs from which the two teams were drawn to play the “match of peace” are not only headed by two well known personalities (Seaga and Davies) but they have been, along with others, able to attract competent persons, as well as sizable funding to keep both clubs going. This has helped to maintain a certain stability in the two areas and to keep the interest of the respective communities.

Third, sport can be used to bridge the relationship between the police and youth who would otherwise engage in anti-social activities. The level of distrust between the people and the police and especially the youth, is at an all time low. The “informer fi dead” culture,¹² the “gangster fi life” glorification by many persons, and the general high-handed behaviour of our police towards our youth in particular, have led to an unstable relationship between the police and the people. This does not help crime fighting.

The establishment of police youth clubs¹³ by the Jamaica Constabulary Force (JCF) across the country is an attempt to develop a structured relationship between the police and the young people. The police offer guidance to these youth clubs and sport is an integral part of the core activities of these clubs. This initiative by the JCF has resulted in a closer working relationship between the police and the youth. Like so many other youth clubs in Jamaica, however, they are bedevilled by the shortage of sport gear and equipment, and are usually starved

of the necessary financial resources unless they are able to raise funds of their own.

There is a constant battle being waged as to which Brand Jamaica is the most dominant, that of Jamaica as a state with, among other things, young sport icons to be glorified, or a state where violence is the principal feature. We must all do what we can to support the Brand Jamaica which best promotes what is positive about our country. Classically, the battle is being fought among and within the same age cohort, both displaying great energy and passion, one for the better, the other for the worse. We must join the battle to ensure that good triumphs over evil. We ignore it at our own peril.

Recommendations

In any critical examination of the relationship between sport and violence in Jamaica there are a few conclusions which can be drawn:

1. There is the need for in-depth research to determine the real extent to which sport in Jamaica has been a deterrent to the growth of crime and violence. In fact, the lack of research in this area has led to a speculative understanding of how sport is, and can be used as a positive force for peace.
2. Experience has shown that sport at best can be a deterrent, and at worst can be a diversionary agent. In either case, sport must be encouraged, as anything which can impact, for the better, the level of crime in Jamaica must be given all the support necessary.
3. Apart from our schools, the best places to concentrate our efforts in using sport as a tool against crime are the communities.
4. In the communities all the critical factors must come together if the maximum potential of using sport as a deterrent against crime is to be achieved – the political representatives, the community leadership, the state

agencies and the national sport associations must all work from a plan properly formulated by all the stakeholders.

5. A concerted effort must be made by all concerned to upgrade the sport facilities at the community level in order to encourage the participation of youth who would otherwise be engaged in hard crime.

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1. Anthony Harriott, *Controlling Violent Crime – Models and Policy Options* (Kingston: The GraceKennedy Foundation Lecture, 2009), 4.
 2. *Ibid.*, 4.
 3. “Bermuda, Lull in Crime as Jamaicans Head Home for Holidays,” http://www.csmenetwork.com/2/index.php?option=com_content+view=article+id=6315+Itemid=211.
 4. Anthony Harriott, “Bending the Trend Line – The Challenge of Controlling Violence in Jamaica and the High Violence Societies in the Caribbean,” Inaugural Professorial Lecture, Department of Government (Mona: The University of the West Indies and the Institute of Criminal Justice and Security, April 24, 2008), 21.
 5. *Economic and Social Survey Jamaica, 2008* (Kingston: Planning Institute of Jamaica, 2009).
 6. National Report of Jamaica on the Millennium Development Goals for the Annual Ministerial Review of the Economic and Social Council – June 9, 2009, 9.
 7. *Economic and Social Survey Jamaica, 2007* (Kingston: Planning Institute of Jamaica, 2008).
 8. S. Fitzpatrick, A. Hastings and K. Kintrea, *Including Young People in Urban Regeneration – A Lot to Learn?* (Bristol, U.K.: The Press, 1998), 7.
 9. Sport England, *Best Value Through Sport: The Value of Sport to Local Authorities* (London: Sport England, 1999), 8.

10. For more on this see: Marion Keim, *Sport as Opportunity for Community Development and Peace Building in South Africa* (South Africa: University of Western Cape, 2008), and United Nations, *Sport for Development and Peace: Building on the Foundation – Report of the Secretary General*. October 3, 2008 – A/63/466.
11. Edward Seaga, *Revelations – Beyond Political Boundaries – Penetrating Addresses 2005–2009* (Kingston: The Edward Seaga Research Institute, 2009), 152.
12. Mel Cooke, “Murder Music – Informer Holds Place of Revulsion in Jamaican Music,” *Sunday Gleaner*, October 4, 2009.
13. Nedburn Thaffe, “Police Youth Clubs Bridge the Gap,” *Gleaner*, October 14, 2009.

Chapter 8

SPORT AND EDUCATION

The most challenging social issue in Jamaica today is the state of our education system. Fix the system of education and the country will be well on its way to addressing the other critical concerns such as poverty, violence and the state of the economy.

As was once said by a former prime minister, “there is no educated country that is poor and no poor country that is educated.”¹ Jamaica has remained a poor country largely because the majority of its people, especially the section from which our young sports men and women are drawn, remain uneducated. The figures speak for themselves.

Jamaica has approximately 1000 public schools at the primary, secondary and tertiary levels serving over 700,000 students.² In 2008/2009 the net enrolment in primary schools was 88.4 per cent and in secondary schools 79.8 per cent.³ This means that 12.6 per cent of students of primary age are not in school, and 20.2 per cent of students of secondary age are also not in school. Of the 88.4 per cent in primary school, only 95 per cent completed primary school in 2008/2009. More than 40 per cent of the students transitioning from primary to secondary school are functionally illiterate. Most of these students are placed in junior high or all age schools. These are the students who gained below 30 per cent in their overall score at the GSAT level.

At the secondary level the figures are even more revealing. At grades 10 and 11 only 64 per cent of the net population of that age cohort is enrolled. What this means is that 36 per cent of our children between the ages of 14 and 16 are out of school. So what we have at the secondary level is a deadly combination of 40 per cent of our children functionally literate, and 36 per cent of those between the ages of 14 and 16 being out of the

secondary system. These are the students who are most at risk of becoming a burden on the society. By the time they are in their teens or early twenties most of them are involved in one form of illegal activity or another.

I see them every day when I visit the cells of the different police stations and prisons inside and outside of Kingston. Over 85 per cent of our young people in cells or prisons are drawn from poor homes and are either totally or functionally illiterate. While it has been proven that there is no direct correlation between poverty and crime, the frank reality is that nearly all those persons who are picked up by the police on one suspicion or another are young and poor and are products of our deficient education system.

Every year there are approximately 55,000 students who sit the Caribbean Examinations Council's (CXC) examinations. Of this number, only about 20 per cent have the requisite qualifications for meaningful employment and/or entry to post-secondary programmes.⁴ In other words, low levels of vocational skills, social skills, literacy and numeracy render, each year, 44,000 of those leaving the secondary system virtually unemployable or ineligible for further education or training.

Many of the unemployable or those ineligible for further education or training could have represented their schools at one sport or another – they could have represented the school in Manning or DaCosta Cup competitions, Boys and Girls Championships, Gibson Relays, cricket competitions, basketball, volleyball, table tennis or some other sport. Many of them would have also found themselves in our national teams, on television and on radio being interviewed, with full blown up photographs of themselves in the newspapers, as star performers in one form or another.

During the last five years the government has spent over \$30b annually, with households spending another \$20b annually, a combined \$50b annually, on education yet, after spending 12

to 16 years in primary and secondary schools, 80 per cent of these students are either unemployable or ineligible for further education. Education is clearly in crisis.

None of the stakeholders connected to education, the various governments, the managers of the respective institutions from primary to secondary, or our teachers, can be happy with this situation. The crisis which manifests itself in education is the root cause of the level of poverty which exists in the society, as well as the root cause of the anaemic economic growth which the country has been experiencing for over 35 years.

If 80 per cent of our secondary students upon leaving their respective institutions are virtually unemployable and untrainable, it simply means by crude extrapolation, that the majority of the youth representing our country in the various sports are also virtually unemployable and ineligible for further education and training. Our major sport are required to pay more attention to this area of work among our sport representatives. In this regard, I am mindful of the JAAA's intervention programme which seeks to assist student athletes who may need academic intervention in terms of their schoolwork.

Lessons to Be Learnt

There are some lessons which can be drawn from the statistics as far as education is concerned:

First, while the country has been able to achieve, certainly from an international perspective, high levels of enrolment at the primary and secondary levels, it is clear that over the years more emphasis has been placed on quantity rather than quality education. Jamaica's challenge, therefore, in this regard is equity, the provision of quality education for all children.⁵

Second, Jamaica has not been getting value for money in terms of the percentage allocation from the national budget to education. Any company, institution or organisation whose

productivity rate is only 20 per cent is doomed to failure. It means that we are not getting optimum return for the substantial finances being allocated to education. This must be corrected.

Third, over the years, the emphasis has been mostly on primary and secondary education with less emphasis on early childhood education, where the problems really start. Most of the challenges of the inability to function at the primary and secondary level began between the critical ages of 4 and 10, the early childhood stage. Most early childhood institutions in Jamaica are extremely depleted when it comes to quality teachers, physical facilities, nutrition of students and the general organisation of those schools.

A step was taken in the right direction in 2005 with the passage of the Early Childhood Act, thus establishing the legal framework and standards by which the operations of Early Childhood Institutions (ECI) are governed. The Act came into force in November 2007 and up to 2008, of the 3225 Early Childhood Institutions identified, only 1708 or 53 per cent had submitted applications for registration, and 1322 of those applications were incomplete. Most of the ECI are not operating in keeping with the Act. Equally, a vast number of them are not delivering education at the standard required by the Act. More rigorous attention is required with regard to the delivery of education at the early childhood level.

The 20 per cent of the students who are qualified at the end of their secondary education are mainly students who would have been exposed to the best form of education at all levels, including at the early childhood level. It is from this category that the brightest of our secondary students are drawn. They are the ones, some coming from extremely poor homes, who go on to rank among the best of our young professionals.

I am the first to admit that no single initiative is going to solve the problems posed by the crisis in our education but there is an initiative that was taken six years ago, which if seriously and vigorously pursued would begin to concentrate our minds on this crisis.

Reform of Education

In October 2003, a unanimously agreed upon parliamentary resolution committed the government to a significant increase in the allocation of public funds to education over the next five years. In February 2004, a Task Force on Education Reform, mandated “to prepare and present an action plan consistent with a vision for the creation of a world class education system which will generate the human capital and produce the skills necessary for Jamaican citizens to compete in the global economy,”⁶ was established. This task force, consisting of 14 eminent Jamaicans with a wealth of experience, drawn from a wide cross-section of society, produced a report which set a number of critical targets for 2015 (See Table 4).

Table 4
Performance Targets for Education

Objective	Measures	2015 Target
To attain high level educational outcomes	Percent of children achieving mastery in all 4 areas of Grade 1 Readiness Inventory	90%
	Percent of children achieving mastery on the Grade 4 Literary Test	85%
	National Mean Score at GSAT for each subject	85%
	Percent of cohort attaining 1–3 in 5 CSEC subjects including English and Mathematics	60%
Citizens committed to lifelong learning	Percent of citizens enrolled in tertiary and post-secondary, by age group	50%
Citizens equipped with education and competencies to compete globally	Percentage working-age citizens (25 years and over) achieving internationally-recognised and portable certification – diplomas, certificates, degrees	100%
To have learners realising their potential	Percent of primary schools providing at least 4 co-curricular activities	100%
	8 Co-curricular activities	100%
	Percent of children in at least 2 co-curricular activities (1 of which must be community service)	100%

Source: *Task Force on Educational Reform Jamaica – A Transformed Education System*, 2004, p. 5.

The responsibility to lead the transformation process in education was assigned to a transformation team which has been established. Yet, we are a far way from achieving our targets. These targets were set in 2005; it is now 2010 – five years away from 2015, yet in 2009 the following observation was made:

In 2009, 10,915 or 23% of GSAT students were estimated to be at or below 4 levels of literacy. On average, for the last five years, 12,800 students or 25.8% of students sitting GSAT, were at a level of literacy, at least two grades below the required levels to be able to function and access secondary education beneficially. The situation is even more concerning when we consider that there are about 8,900 GSAT students or 19 per cent whose score in Language Arts range from 34 per cent to 49 per cent which places them in a category barely ready for secondary education.⁷

The lack of any real achievement in working towards the targets set have also been heavily criticised. According to one former chief education officer:

Five years have elapsed, three under the previous Government and two under the present one since the tabling of the Transformation Report ... Some observations are in order. First, there has been robust rhetoric on transformation. Second, we have not been provided with a comprehensive report card. Third, some positive actions taken, whether providing replacement furniture for schools or normally increasing some programmes have been attributed to ‘transformation’⁸

It is very clear that as laudable as the targets are, if we do not get our act together as a society none will be achieved by 2015. We need to get serious, thus reflecting the fact that education is in crisis.

Minimum Grade for Sport

In the area of sports, the decision taken by the Inter-Secondary School Sports Association (ISSA) that a student must attain a minimum of four grades of 45 per cent or above in the term preceding participation in the Manning and DaCosta Cup competitions is a commendable one. While the majority of schools are adhering to this principle, I understand that there are some schools resisting this rule, and which are even attempting to play students whose grades are running in averages of the 20s and 30s. This must not be allowed to happen. Students are in school mainly to do academic work, not to play sport, and we must be prepared to protect some students against themselves.

I go further. I would wish to see this rule extended to all sport, not just schoolboy football.

However, there is an anomaly which must be corrected. There are some schools which require a student to have an average of 50 per cent if that student is to participate in his or her graduation ceremony. This two-tiered system is sending a mixed signal, and I am appealing to ISSA and the JTA to work towards a standardisation of the benchmark, as what will happen is that while a student is academically qualified to represent his or her school in football, track and field, cricket or any other sport, he or she will not be academically qualified to be part of the graduation ceremony.

Many of our young people who have represented us in sport have been extremely successful at what they do. By dint of hard work, discipline, love of country and dedication to their craft many have been able to keep Jamaica on the international map. By not affording the vast majority of them a decent education, we expose them and the country to the danger of embarrassment when they are thrust on the national and international stage, barely able to deliver themselves in an intelligible form when they have to speak to the media. Many of them hide this fact by trying to speak with an “accent”. It is a way of trying to overcome

a defect caused by an educational system which is in deep crisis. Also, many of them are unable to help themselves when their playing days are over because their lack of education afforded them only one option and that was to be engaged in one sport or another, and nothing else.

We owe it to our country and by extension to our sport representatives and potential representatives, to fix our formal education system.

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1. Edward Seaga, *Revelations – Beyond Political Boundaries*, (Kingston: The Edward Seaga Research Institute, University of the West Indies, 2009), 57.
 2. *Task Force on Educational Reform Jamaica – A Transformed Education System* (September 2004), 21.
 3. Andrew Holness, Minister of Education, Sectoral Presentation 2009/2010, July 21, 2009, 1.
 4. *Task Force on Educational Reform Jamaica – A Transformation Education System* (September 2004), 5.
 5. National Report of Jamaica on the Millennium Development Goals for the Annual Ministerial Review of the Economic and Social Council, June 9, 2009, 15.
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 7. Andrew Holness, Minister of Education, Sectoral Presentation 2009/2010, July 21, 2009, 7.
 8. Wesley Barrett, “The First Five Years of Transformation,” *Daily Observer*, September 7, 2009.

Chapter 9

SPORT AND NATION BUILDING

For nearly 100 years¹ sport in Jamaica has been an important component of nation building. Sport has generated amongst Jamaicans a sense of pride when our teams do well on the local² and international stage.³ Sport gives members of the diaspora community a focus on which to hang their nationalistic caps and to positively reinforce their Jamaican identity. The international exposure the country gains from the performance of our sports men and women and the benefits that spring from that are difficult to quantify.

Intervention by the State

In order to enhance sport as a critical ingredient in nation building the provision of the necessary infrastructure is important. In this regard there are seven crucial interventions by the state over the years, which I wish to point out:

1. The building of the national stadium in 1962. Despite our heroic performance at the 1948 and 1952 Olympics Games, the decision by the government to build the national stadium was not a popular one at the time. There were those who opposed it on the basis that the funds could be better used.⁴ In fact, the debate and discussions regarding funding surrounding the establishment of the national stadium in 1962, was no different from the debate and discussion today regarding the Trelawny sport complex. Today the national stadium has more than served its purpose and is in fact taken for granted.
2. The decision by the government in 1977 to have the Cuban government build what is now the G.C. Foster College of Physical Education and Sport in St. Catherine and which was opened in 1980.⁵ This decision was also heavily criticised

by sections of the society, as it was felt that the gift from Cuba, a communist country at war with the United States of America at the time, was a further manifestation of Michael Manley's government moving towards a totalitarian regime. Today, the G.C. Foster College of Physical Education and Sport has produced a number of coaches who are plying their knowledge throughout the country and the region, thus helping to guide our sports men and women and those they serve to realise their potential.

3. The Institute of Sports which was established in April 1978 by the merging of National Sports Limited and the Sports Development Division of the SDC, is the state agency responsible for the implementation of government sport programmes and policies. It has, over the years, been providing continued and ongoing opportunities for training, coaching and competition, working in harmony with various sporting associations.
4. The establishment of the Sports Development Foundation (SDF) in 1995.⁶ The SDF was established to receive government revenue under the terms of a licence granted, in the first instance, to the Jamaica Lottery Company and, thereafter, to Supreme Ventures Limited. It was decided under the terms of the license that agreed amounts paid over by Supreme Ventures would be listed as a tax and paid over on a weekly basis to the Commissioner of Inland Revenue. The sum collected is now administered by the Culture, Health, Arts, Sports and Education (CHASE) Fund which was created in 2002 and under which the SDF is subsumed. As a result of the collaboration between CHASE and the SDF over \$1.4b⁷ have been contributed to sport between 2003 and 2009, and approximately \$400m⁸ allocated to sport in the fiscal year 2009/10. Of this amount, \$220m was allocated to national sporting organisations; the amount

to support the construction of infrastructural facilities such as multipurpose courts among other such items was \$103 million, and the support of athletes' welfare nearly \$7 million.⁹

5. In 2007, the government spent over US\$60 million on the reconstruction of Sabina Park and the construction of the Trelawny stadium which is intended to be the first phase of the Trelawny Multi-Purpose Complex, as part of Jamaica's hosting of Cricket World Cup in 2007. The Trelawny stadium is part of an overall concept for a complex in the western end of the island and along the north coast with the necessary accommodation in order to host international teams for training and the playing of international games.¹⁰
6. The San José Accord which is an agreement that was forged between the governments of Venezuela and Jamaica under which 20 per cent of Jamaica's oil payments to that country would be reserved for the development of Jamaica's sport and cultural facilities.¹¹
7. The establishment by the government of a National Council on Sport (NCS) chaired by the Prime Minister, which continues to serve as a coordinating and advisory body and which is intended to assist in developing a national consensus on sports and ensuring coordination and the proper monitoring of sport activities by ministries, agencies and institutions.

Private and Voluntary Sectors

In the effort to utilise sport as an avenue of nation building, the state cannot and ought not to be the only driving force involved in the creation of the platform for such a possibility. To this extent the contributions of the private sector and the voluntary sector have been critical.

1. In information gleaned from 35 of the leading private sector sport-sponsoring companies¹² in Jamaica, as well as a summary of the amounts donated by companies towards sponsorship of sporting events as reported in the printed press for 2009,¹³ it is estimated that approximately \$500m was allocated in that year by the private sector to sports. This amount does not include the value of sponsorship given by media entities as well as sponsorship given by numerous small businesses and individuals.
2. The army of volunteers from the early childhood, primary, secondary and tertiary level institutions, those involved in community organisations as well as national organisations, have significantly contributed to the building of the nation through sport.

A well-recognised component of this voluntary sector is members of the alumni associations, both local and in the Jamaican diasporic community, which have been able to keep their former academic institutions viable in the world of sports. Linked to this is the work being undertaken by those involved in sport, especially at the leadership level in communities in the parishes across Jamaica. Most persons involved at the community level are astutely aware of the fact that community development, with sport as a driver, is largely a social process which can make the society more cohesive and less polarised if sporting competitions are properly planned and organised.

3. The initiatives being undertaken in educational institutions to advance the cause of sport are also a critical component in nation building. The secondary schools have always taken the lead in this regard. Of the average 120 secondary schools which participate in national competitions at the high school level, especially in track and field, cricket, football, netball, basketball and hockey, the average cost to each school in

2008 was \$1.5 million.¹⁴ Most of this money was raised by the school's administration in association with parents and past students. These funds are used to maintain the teams in the respective competitions and also to help with ongoing preparation of sport facilities in the different institutions. More recently the tertiary institutions, especially the University of the West Indies¹⁵ and the University of Technology,¹⁶ have been making a special effort to bring sport into the centre of their development.

Reponse of the People

As was noted by Robert Buddan after the performance of the athletes at the 2008 Olympics:

It takes a people to build a nation. Sport is important for physical and mental development, for national pride and self-esteem. Sport develops talent and brings out discipline. It bonds classes, races and communities in shared pride. They vanquish racism's claim that certain races have greater ability than others. They match nations talent for talent regardless of size and resources, and show that human determination levels the playing field. Sports have the importance of investing in people and confirm what Jamaicans have been saying all along, its people are its greatest resource.¹⁷

It is the combined synergies of the state, the private sector and the voluntary sector which have been the greatest asset in using sport as one of the principal drivers of nation building. The private sector is a late addition. This is understandable because the private sector did not really come into its own until the late 1950s and 1960s with the push to develop the tourist and bauxite industries.

Athletes like Norman Manley, George Headley, Herb McKenley, Cynthia Thompson, Arthur Wint, Dennis Johnson,

Keith Gardner and Lennox Miller in their heyday were not the beneficiaries of private sector sponsorship. They had to depend mainly on friends, families, volunteers and the state. Yet, it was through their efforts, chiefly their personal efforts, that the early glimpses of sport as an essential component of nation building was brought to national attention. Today, it is readily accepted that sport has the ability to help us as a country mould our pride and joy as a people.

Buddan's analysis may suggest to us that within sport lies the solution to all the ills of society. That no doubt would be an oversimplification of his point, which is that success in sport can bring out, at best, a deep sense of nationalism and pride. There are two incidents which I wish to mention in order to highlight this point.

The first is how the people responded to our qualifying for the World Cup finals in 1998. According to journalist Milton Wray, after the match on November 16, 1997 when Jamaica drew with Mexico to qualify:

the entire island had been swept up in jubilation. An outpouring of national pride had seen the Jamaican flag prominently displayed on streets across the island, draped across cars and buildings. People of all stripes and shades had been transformed into exuberant celebrants. After the game, the Jamaican Prime Minister had declared the following day a national holiday, and there had been dancing in the streets, as the entire island had exploded in a carnival of celebration. Never before had there ever been such national rejoicing, such oneness.¹⁸

The second was the state of readiness of the people, in 2008, for Usain Bolt's earth-shattering run in the 100-metre finals. It was captured by one writer in the following manner:

Everywhere there was the black, gold and green of the Jamaican flag. Athletic fever had hit Jamaica and the colours of the flag

became the cure. It was Jamaica's way of identifying with its young people, the ambassadors of the nation in Beijing.¹⁹

Both examples clearly demonstrate that, at minimum, sport has the potential to influence the minds and behaviour of our people. Sport has the potential, even momentarily, to evoke nationalistic pride. Sport has the potential to bring out that which is good in our people. These two examples, however, must not be interpreted to mean that sport can solve the country's myriad of challenges. It is not the cure but it can be a facilitator. The issue is, how do we as a people build on these positive opportunities when they arise? If we do not seize the moment the opportunity will be lost, becoming nothing but an issue for discussion.

Observations and Recommendations

The question can therefore be asked, is everything possible being done to galvanise our potential in using sport as a vehicle for nation building? Regrettably, the answer is no, and I will cite some examples:

1. At the moment, there is no national strategic plan guiding the development of sport in Jamaica. In 1994, 16 years ago, a National Sport Policy²⁰ was adopted by Parliament. That sport policy is now out of sync with modern sport development. In 2008 the current Minister of Sport said that her ministry, "has started the work of developing a dynamic and effective sport policy"²¹ We eagerly await this new sport policy.²²
2. Sport is being administered by too many different state agencies without any semblance of central coordination and without any real clarity as to which agency has lead responsibility. The Sports Development Foundation (SDF) allocates funds on behalf of the state but the Institute of Sports, which administers sports on behalf of the state in

the communities and through the schools, is dependent on funds from the Ministry of Sports. In 2000, a Memorandum of Understanding was developed between the Institute of Sports, the Social Development Commission (SDC) and the then Ministry of Education and Culture to ensure that sport programmes are streamlined, to eliminate duplication of programmes and also to see that resources are pooled in order to maximise the effectiveness of programmes.²³ It has never happened as intended. There is urgent need for this co-ordination and streamlining to take place.

3. Despite the acknowledged work of the SDF in assisting with the development of sport facilities in the country,²⁴ there is the need for more facilities. One of our former athletes, for example, quite rightly, is calling for the establishment of a “state-of-the-art weight training room where athletes from all sport can benefit, but this time with proper management”²⁵
4. Urgent attention must be given to making the Trelawny Sports Complex into what it was originally intended to be. The stadium was intended to be a multi-purpose facility envisioned as a sports, entertainment and convention complex for cricket, football, track, non-sport entertainment and indoor arena, athletes’ housing and Olympic training facility; commercial blocks including hotels and signature restaurants, community park and general access recreational area. I believe the complex must be owned and controlled by the state, similar to the national stadium, the national arena and indoor sport centre. I know the controversy which surrounds this matter²⁶ but I believe that the complex must be held in trust, on behalf of the people of Jamaica, to ensure that all have equal access to this facility. The only caveat is that a strong, experienced and business-oriented team of persons must be put in place to market and manage the facility.

5. On July 19, 1983 the late Minister of Youth and Community Development with responsibility for Sport, Errol Anderson said, “we wish to begin preparation for a Hall of Fame in the Institute of Sport. Little is known of our sports men. No records have been kept of them. No places can be found where their pictures were hung.” Nothing happened.²⁷ On April 3, 1996, former Prime Minister P.J. Patterson, in reference to the SDF said, “The Foundation also recognises the need to maintain a permanent historical record of the achievements of our sportsmen and women, and will be establishing a sports museum or hall of fame for this purpose.”²⁸ Nothing happened. In 2002 the then Minister of Sport, Portia Simpson Miller said that at her direction there would be the, “establishment of a Sports Library and Museum.”²⁹ Nothing happened. In 2008 the current Minister of Sport, Olivia Grange stated that, “my ministry intends to integrate our culture and sports portfolios, the two portfolios that are the most formidable elements in Brand Jamaica, in establishing a Sports Museum.”³⁰ Nothing has happened. This sports museum must become a reality as part of the continuous process of nation building through sports.
6. The most important area of focus in our nation building through sports must be our communities. It is at the community level that our people will be best able to understand national objectives and their role in the process of implementation. According to the SDC, there are 873 communities and 2,757 districts in Jamaica.³¹ In this context, in any national sport strategic plan or policy, emphasis must be placed on the development and growth of sport in the communities. Of the \$400m allocated to sport by the SDF in 2009/2010, \$220m or 55 per cent went to national associations. There needs to be a shift towards the communities in the allocation of these funds. There is also the need for the strengthening of the Institute of Sports which is

the state's main vehicle through which sport is administered in the communities. The Institute of Sports requires a fixed budget to undertake its work; the number of community officers at its disposal must be increased, and there needs to be greater coordination between the Institute of Sports and all the stakeholders in the administration of sport at the community level.

The contribution of sport to Jamaica has had and continues to have a positive effect at many levels. It has helped to instill national pride, it has brought, sometimes only fleetingly, peace and unity between and among many communities. It also provides for social interaction and recreation among the different social classes. At the personal level, it has brought about increased discipline and other character-building qualities among many persons. These important factors must not be lost on us as a people as we seek to build on the contribution sport continues to make to nation building.

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1. What is now the Inter-Secondary Schools Boys and Girls Athletic Championships began in 1910, the Senior Cup Cricket competition began in 1897 and 1893 is listed as the year Jamaica formed its first football club.
 2. Milton Wray in *Who Am I: the Untold Story of Beenie Man* (Jamaica: GreatHouse Omni Media Limited, 2008), 308.
 3. See for example, Gordon Williams, "Jamaica Got Their Money's Worth – In Berlin," *Gleaner*, August 27, 2009; Don Robotham, "Lessons from Berlin," *Sunday Gleaner*, August 23, 2009; Edward Seaga, "Hot Running – the Untold Story of Jamaican Athletic Prowess," *Sunday Gleaner*, August 23, 2009.
 4. Delano Franklyn, *Sprinting into History – Jamaica and the 2008 Olympic Games* (Kingston: Wilson Franklyn Barnes, 2009), 215–216.

5. The physical facilities at the G.C. Foster College of Physical Education and Sport consists of: 2 hockey fields; 3 football fields; 1 cricket pitch; 3 netball courts (2 outdoor, 1 indoor); 4 volleyball courts (2 indoor, 2 outdoor); 4 basketball courts (2 indoor, 2 outdoor); 4 competition table tennis boards; 1 gymnasium; 1 lecture theatre; 1 swimming pool; 2 dance studios; 1 boxing room; 1 weight-lifting room; 1 weight-training room; 1 wrestling room; 1 physiotherapy clinic; 1 medical clinic; 12 lecture rooms; 1 eight-lane track and areas for field events/stands; 1 library/resource centre; 3 computer labs; 1 audio-visual room and 2 autonomy labs which have been converted into classrooms.
6. Delano Franklyn, *Sprinting into History – Jamaica and the 2008 Olympic Games* (Kingston: Wilson Franklyn Barnes, 2009), 226–227.
7. Howard Walker, “Tidy Sum – CHASE Pumping \$400 Million into Sport this Year,” *Daily Observer*, September 29, 2009.
8. Ibid.
9. Ibid.
10. Horace Helps, “I Have No Regrets Says Patterson – Former Prime Minister Argues That Sabina Park, Trelawny Stadium Worthy Investments,” *Sunday Observer*, September 6, 2009 and Franklyn (2009), 217.
11. As a result the government has been able to: restore the swimming pool at the national stadium; construct new restrooms and changing rooms for netball and basketball at Independence Park; upgrade the seating at the national stadium, provide new lights to international standards, install a new running track at the national stadium; upgrade the facilities at the G.C. Foster College of Physical Education and Sport; construct in Montego Bay, St. James a running track and football field, and construct a National Indoor Centre in Kingston, Jamaica.
12. In preparing for this lecture I wrote to 30 companies seeking information about their budget for sport for the year 2009. Twenty-two companies responded, with 70 per cent of the companies requesting that the information not be used in a manner to reveal their identity for “competitive reasons”. As a result, I am not able to divulge “specific” information but I am able to speak to summary figures.
13. Information as carried by the *Gleaner*, the *Observer* and the *Sunday Herald* for the period January 1, 2009 to December 31, 2009.

14. Based on discussions between September and November 2009 with over 40 principals of secondary schools across Jamaica.
15. Paul Burrowes, "UWI Formalises Ties with Racers and HPC (IAAF High Performance Centre)," *Daily Observer*, November 12, 2009; André Lowe, "UWI Bolster Sporting Ranks," *Gleaner*, November 12, 2009.
16. The University of Technology (UTECH) since 1995 has been hosting the Maximizing Velocity and Power (MVP) Club. This alliance between UTECH and MVP has worked well. In 2008 MVP had athletes in the finals of 11 Olympic events.
17. Robert Buddan, "Sport and Nation Building," *Sunday Gleaner*, August 24, 2008.
18. Wray (2008), 308.
19. Franklyn (2009), 134.
20. National Sports Policy, 1994, Ministry Paper Number 17.
21. Olivia Grange, "Defining Ourselves – Sectoral Debate 2008 – 2009," June 17, 2008, 44.
22. "Awaiting that National Sport Policy," *Daily Observer*, September 5, 2009.
23. Portia Simpson-Miller, "Contribution to 2000 to 2001 Sectoral Debate," 84–85.
24. In 2008, for example the SDF committed \$104 million for the construction of 30 multipurpose courts in communities and schools; the upgrading/ construction of 9 playfields; the fencing of 11 facilities – courts and playfields and a contribution to the G.C. Foster College of Physical Education and Sport for the rehabilitation of the swimming pool.
25. Juliet Cuthbert, "Time to Demonstrate Real Care for our Athletes," *Observer*, Saturday, November 28, 2009.
26. Tyrone Reid, "UTECH Snubbed – Government rejects University's Bid for Trelawny Multi-Purpose Stadium," *Gleaner*, November 1, 2009; Patrick Beckford, "Give UTECH a Chance," *Gleaner*, November 17, 2009; Anthony Gumbs, "Let our People Learn," *Gleaner*, November 14, 2009;

- “Reconsider Trelawny Stadium Decision,” *Sunday Gleaner*, November 15, 2009.
27. Errol Anderson, “Contribution to Sectoral Debate 1983–1984,” *Hansard Report*, The Honourable Houses of Parliament, July 19, 1983, 294.
 28. Delano Franklyn (ed.), *The Challenges of Change – P. J. Patterson Budget Presentations 1992–2002* Kingston: Ian Randle Publishers, 2004), 176.
 29. Portia Simpson-Miller, “Contribution to Sectoral Debate 2002–2003”, 93.
 30. Olivia Grange, “Defining Ourselves – Sectoral Debate 2008–2009,” June 17, 2008, 43.
 31. Arnold Bertram, “Sectoral Debate on Human Resource Development, 1999/2000: Advancing the Community Agenda,” June 8, 1999, 2.

Chapter 10

SPORT AND THE ECONOMY

Sport is big business. It is estimated that the global sport industry is valued at about US\$112 billion,¹ and that in industrial countries sport has developed into its own economic branch contributing about 2 per cent to gross domestic product.² Sport has been variously computed to be the sixth biggest industry in the European Union, the eleventh in the United States of America and the twenty-second in the world.³ In Jamaica, all components of sport contributed in the neighbourhood of US\$225 million or 2.6 per cent of GDP.⁴ The challenge today is to make sport a substantial factor in Jamaica's search for economic growth.

Sport has greatly enhanced Jamaica as a "brand",⁵ and if we could fully exploit Jamaica's brand value, it is suggested that GDP would increase from the current US\$12 billion annually to US\$48 billion annually and per capita income would move from the present US\$3,800 bracket to a more respectable US\$12,000.⁶ No concrete proposal was advanced as to how this would be achieved but we ought not to dismiss the trajectory of thought.

The possibility of maximising the financial potential of Brand Jamaica must be viewed within the context of a Jamaican economy which has been experiencing anaemic economic growth for the last 30 years, compounded by a heavy debt burden, low productivity and the inability to achieve set fiscal targets.⁷

The growth of sport internationally and, by extension the business component, has been largely driven by the growth and development of digital technology. In the new digital economy, telecommunications has revolutionised access to information, broadband technology facilitates high volume, high speed transmission of all types of digital content, from basic services such as text mail, to high-quality streaming audio and video, and

real time transmission of events such as the Olympic Games, the World Championships, World Cup football and Test matches.

Technological developments in telecommunications, computerisation and informatics have eliminated the barriers of distance and time, resulting in the reconstitution of the world into a single economic and social space. Essentially, there is only one market and that is the world market.⁸

This world market is a product of globalisation, which basically is a process of allowing for the free movement of goods and services and factors of production within a single international economic space. It is a process which allows for the removal or the liberalisation of the barriers to the flow of commodities and factors of production internationally. Under globalisation the free market is the ideal, but a fair market is not necessarily the outcome, particularly for small developing countries such as Jamaica.

Hosting of World Cup 2007

While recognising that the substantive process of globalisation is irreversible, it is ill-conceived to believe that Jamaica will be able to achieve its optimum in the sports market by leaving everything to the free market. Where free market outcomes are disadvantageous to the development of the sport in the country or in the region, the state, as facilitator and protector of the people, has to intervene.

One classic case in this regard was the hosting of World Cup 2007 in the Caribbean. The International Cricket Council (ICC) owns the ICC Cricket World Cup. The WICB was granted the right to host the ICC Cricket World Cup in 2007 pursuant to what was called the ICC Host's Agreement. The WICB, in order to execute and manage the event under the Host Agreement, incorporated a wholly-owned subsidiary called the ICC Cricket World Cup West Indies 2007.

Certain commercial rights relating to CWC 2007 were granted to Global Cricket Corporation (GCC). The GCC bought all the commercial rights in respect of sponsors and all media rights including broadcasting, sound and image in all forms.

In what was described as a Host Venue Selection Bid Book where all Caribbean countries interested in hosting matches during the World Cup Cricket had to meet certain criteria, there were certain initial requirements which CARICOM, including Jamaica, had to resist. These included, for example:

- (a) That the CWC 2007 Security Directorate would have ultimate command immediately prior to, during and immediately after CWC 2007 matches. This included the granting of powers to search and seize in respect of individuals, their property and their vehicles to security personnel at CWC 2007 grounds and venues. If this were to have been accepted it would have meant that the state had surrendered a sovereign fundamental duty to a foreign entity.
- (b) How traditional vendors in and around the parks were to be dealt with. The Bid Book stated that all aspects of each of the match venues including the name of the venue, all concessions, vending, distribution and selling points, among other things, must be provided free of any branding, advertising and other commercial identification from at least 14 days before the first match. Sponsors will identify with this point but when it is being insisted upon by foreign interests ignorant of local norms, tradition and culture, the state has a duty to ensure that an amicable compromise is arrived at.
- (c) Without clearly defining the financial returns to individual countries, the ICC was demanding that CARICOM governments provide it with acceptable guarantees in respect of the individual countries' financial obligations.

CWC 2007, as is the case with international sport events, was driven primarily by commercial interest, with Global Cricket Corporation owning all the commercial rights, the real money earner in events such as this. In effect, Cricket World Cup West Indies 2007 had to protect this right on behalf of the WICB and the ICC, and in turn had to protect the investment of GCC.

As was demonstrated by CWC 2007, modern sport is bound up in a global media-sport complex largely driven by capital-intensive investments which have redefined sport. The power of this media-sport complex has forced a range of sports to align themselves to a global model that emphasises spectacle, personality and excitement.⁹ Nobody knows this better than some of our cricketers, track and field athletes and footballers. In 2008 three Jamaican cricketers played in a 20/20 cricket competition in Antigua and Barbuda and made US\$1m each. In 2009 Usain Bolt was said to be worth US\$20 million in deals.¹⁰ Yet, this falls way below what other world leading sport icons are earning on an annual basis (Appendix 14).

The bulk of what is earned by the organisers of sport events and by individual sport stars is not earned from gate receipts, but from television rights and endorsements. In the United States, for example, broadcast television pulled in over US\$6b or 63 per cent of all U.S. sports advertising revenue in 2008.¹¹ In 2006 FIFA World Cup earned US\$2.4b from marketing and US\$892m sponsorship, and the 2008 Beijing Olympics generated revenue of US\$42b.

Thinking Needs to Change

Against the background of the foregoing, there needs to be a paradigmatic shift in the thinking by the authorities in Jamaica, in government, in sports associations and in the private sector about how sport can be used to leverage the Jamaican economy. Let me raise a few points in this regard.

1. Sport has been critical in defining Brand Jamaica. One of Jamaica's main areas of economic focus has been its tourist industry. Tourism contributes an estimated 8 per cent of GDP, directly employs approximately 80,000 persons and accounts for some 47 per cent of total foreign exchange earnings.¹² One aspect of the current global flow that patterns world sport is the international movement of people such as tourists. Jamaica's sport, therefore, can be a major engine for driving sport tourism. Yet, from our chief policy maker in this regard, our Minister of Tourism, in his 2009/2010 budget presentation, there was only one paragraph on sport, and it reads thus:

In sports, we will further leverage on Jamaica's triumphs in Beijing, through our participation in the 2009 World Games in Berlin and the 2010 Winter Olympics in Canada to promote Jamaica, because we will have Olympic gold medallists running in those games, and a Jamaican team participating in the Winter Games in Canada.¹³

The Minister of Tourism was outdone by the shadow spokesperson on tourism who in his 2009/10 budget presentation,¹⁴ said nothing about sport tourism.

Jamaica should seek to capitalise on the increased international recognition brought about by the accomplishments of its athletes by linking such accomplishments to its tourism product. Tourism promotion campaigns should feature Jamaican athletes.¹⁵ I am delighted that this has started with the JTB joining forces with Usain Bolt to promote tourism, but it needs to be more far-reaching, covering unique features of Jamaica rather than the regular tourist attractions. Jamaica should also seek to promote itself as a sport destination with a view to attracting sports persons from around the world.

2. Jamaica having taken the world by storm at the World Championships in Berlin, Germany in August 2009, Puma International, which sponsors Usain Bolt, posted his victory on their website immediately with detailed information about him, the Jamaican team and Jamaica. Nothing was mentioned about Bolt on the Jamaica Tourist Board website until days later,¹⁶ clearly demonstrating a lack of understanding of the importance of moving quickly in this digital era to use Bolt's iconic international reach to promote Brand Jamaica.
3. Every year the organisers of the Jamaica National Senior and Junior Athletic Championships and the Boys and Girls Secondary Schools Championships, seek and are able to acquire sponsorship for both events. This is commendable but at these championships, certainly at the national championship, we have some of the world's fastest athletes on show. Yet, there seems to be no effort to understand the potential of generating funds by way of negotiating the sale of broadcasting rights. As was pointed out elsewhere:

Just imagine a conservative million people around the world, paying US\$1.00 each, tuning in on their mobile phones, to watch the men's 100 metres final at the last national trials (featuring Usain Bolt and Asafa Powell).¹⁷

The organisers would have been able to raise US\$1m. At Boys and Girls Championships international interest has grown immensely. This is not by chance. It is as a result of Jamaica's outstanding international performance on the track. We need to begin to take advantage of television rights and find a competent team of professionals to negotiate these rights.

4. We are also trailing in the film industry. We have so many marketable athletes – Usain Bolt, Asafa Powell, Veronica Campbell-Brown, Shelly-Ann Fraser and others in track, Simone Forbes in netball, Chris Gayle in cricket and Ricardo “Bibi” Gardner in football – yet we are not using the talent

which we have to showcase what we are able to produce as a country. It took a Spanish country to come to Jamaica and film and produce a documentary titled “Why Jamaicans Run So Fast,” which placed second in the Black American Film Festival.

5. The *National Development Plan of Jamaica – Vision 2030* states that, “Through its strategies and actions Vision 2030 Jamaica plans to increase the growth of sport as a business and commercial activity with potential to contribute to Jamaica’s economic development, and to maximise the role of sport as a source of wealth for a wide range of professionals, including athletes, coaches, trainers, managers, promoters and entrepreneurs.”¹⁸ This is good but it is only a statement of intent. Nowhere in Vision 2030 is there a roadmap indicating how we are going to achieve this objective.

One of the challenges with which we are faced is that we do not have a properly worked out national strategic plan to develop sport as an industry,¹⁹ with a mandate to systematically add value to the exploits of the athletes through entertainment, craft, manufacturing, tourism, agriculture and other types of investments that generate employment and create wealth.²⁰

As a start, Jamaica should critically examine where in the world sport supply chain Jamaica is able to contribute. According to Reginald Nugent, who has put forward a proposal which is not too far-fetched, “the Government should focus on addressing sport development efforts by designing a serious track and field training and development programme. This could establish the country as a centre for world class training and development, which is where the window of opportunity for the country lies today in the global supply chain.”²¹

Jamaica has not yet developed the potential to fully integrate sport as part of the economy, largely because our thinking has not changed from what sport used to be to what it now is.

Some of our athletes have begun to experience that sport can earn them more than a decent living. In this regard, our sport associations, the state and the private sector need to become far more creative in understanding sport as a means of wealth creation.

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1. PricewaterhouseCoopers (2005) "Global Entertainment and Media Outlook 2006–2010," http://www.prima-papernetwork.org/download/cms1/outlook_summary.pdf.pdf.
 2. Jean-Loup Chappelet, "Sport and Economic Development," 2nd Magglingen Conference, Sport and Development, 4-6 December, 2005.
 3. Lincoln Allison, "The Political Economy of Sport: Conceptual Problems and Regulatory Dilemmas," March, 2006, http://www.lincolnnthinks.co.uk/articles/sports/s_11.htm.
 4. Vanus James, *The Contribution of Sport to Jamaica's GDP and Employment with a Framework for Sport Policy Formulation* (Kingston: Mona School of Business, 2007). On page 111 James argues that: "Among the significant contributors in the commercial sector, Horse Racing and related Betting contributors in the commercial sector, Horse Racing and Related Betting contributed 26% or JA\$4,134m; Cable Television dedicated to sport coverage with J\$3,194m or 20% of all sport output, general radio and TV broadcast and coverage of sport J\$336m and general print press coverage of sport J\$350m. In general, Core Sport contributed GDP of \$4,613 m, equal to 0.76% of the GDP or 29% of all sport related activity; Related Independent Sport J\$5,834m, equivalent to just under 1% of Jamaica GDP or 36.6% of the total contribution of sport; Related Partial Sport J\$4502.21, equivalent to 0.744% of Jamaica GDP and 28.3% of value added in all sport and Non– dedicated support of Sport, J\$986,6m, equivalent to about 0.16% of Jamaica's GDP and 6.2% of sport GDP"
 5. Henley Morgan, "Economics and Athletics," *Daily Observer*, September 2, 2009.
 6. Ibid.
 7. Dennis Chung, "Charting Jamaica's Economic and Social Development – A Much Needed Paradigm Shift" (n.p.:n.pub., 2009), 7–27.

8. Richard Bernal, "The Caribbean Future Is Not What It Was," *Social and Economic Studies* 52:1 (2003), 185–217.
9. Joseph Maguire, "Sport and Globalisation", http://assets.sportanddev.org/downloads/81__sport_and_globali-sation.pdf
10. Oliver Hill, "Bolt Worth US\$20 Million in Deals, Manager Says," *Business Observer*, September 23, 2009.
11. Online Sports Spending to Hit US\$1 billion by 2011.
http://www.mediapost.com/publications/index.cfm?fa=Articles.showArticle+Art_Aid=64461.
12. *Vision 2030 Jamaica – National Development Plan* (Kingston: Planning Institute of Jamaica, 2009), 229.
13. Edmund Bartlett, "Confronting Our Challenges, Securing our Future," Contribution to the 2009/10 Sectoral Debate, June 30, 2009, 19.
14. Wykeham McNeill, "Contribution to the Sectoral Debate 2009/10," July 21, 2009.
15. I am aware that in December 2009 there was a promotional agreement signed between the Jamaica Tourist Board and Usain Bolt.
16. Diane Abbott, "Boltmania," *Sunday Observer*, August 30, 2009.
17. Delano Franklyn, *Sprinting into History – Jamaica and the 2008 Olympic Games* (Kingston: Wilson Franklyn Barnes, 2009), 259.
18. *Vision 2030 Jamaica–National Development Plan* (Kingston: Planning Institute of Jamaica, 2009), 220.
19. For more on this see Trevor Campbell, "Political Economy of the Global Sports Industry," *Sunday Gleaner*, September 6 and 20, 2009, and Reginald Nugent, "Building a Competitive Platform for Brand Jamaica," *Sunday Gleaner*, October 11, 2009.
20. Henley Morgan, "Economics and Athletics," *Daily Observer*, September 2, 2009.
21. Reginald Nugent, "Building a Competitive Platform for Brand Jamaica," *Sunday Gleaner*, October 11, 2009.

Chapter 11

CONCLUSION

Jamaica is a great country, made even greater by its outstanding achievements in sport. Ordinary men and women drawn from humble beginnings in Jamaica have consistently performed extraordinarily on the international sport stage, defying our population size, geographic area and financial resource constraints. We need to build on this legacy. How?

1. We need, sooner rather than later, a national development plan for sport. A 2030 strategic plan in which we focus on positioning all of our competitive sport for that time period, especially those which have allowed us to penetrate the global sport arena. The plan should set targets and projections and be part of the wider national plan to take the country out of the economic and social quagmire in which it finds itself.
2. As an area of national life which has brought so much glory to the country and which has so much potential, sport requires concentrated focus and attention. To be placed in a ministry where the Minister also has responsibility for youth, culture, entertainment, community development, women and gender affairs undermines the essence of what can be achieved by sport. Further, at the micro level, there are too many state institutions with responsibility for some aspect of sport. There is the need for a streamlining of these agencies.
3. There is inadequate research material in Jamaica to properly inform sport policy formulation. This is so in literally every area but more so in the area of the impact of sport on economic development. We need to urgently develop research capabilities in this and other areas.

4. Much more focus needs to be given to the developmental aspect of sport, starting in the communities. A close examination of the funds being spent at all levels needs to be undertaken with a view to tilting expenditure towards the development of talent in the communities. In this case, the sports clubs must be given top priority. Sport in Jamaica must have its roots in the communities. Nothing of worth in Jamaica can be sustainable without a firm root in the inner cities and rural communities.
5. The majority of the national sport associations need to modernise their administrative structure in keeping with international trends. The closed, authoritarian, non-inclusive, non-transparent, non-accountable style of leadership must give way to open, transparent, collective and accountable leadership.¹ The modernisation of the management of our sport organisations will help to deepen the required trust among all stakeholders – the public sector, the private sector, and the state. For example, the private sector concern about the lack of transparency and accountability in how sponsorship funds are being handled by a number of sport organisations is unhealthy for sport and must be dealt with as a matter of urgency. Ultimately, however, it is for the private sector entity to insist on proper accounting but based on my enquiries, sport now needs an oversight body that ensures that funds are properly accounted for.
6. We need to build relationships in the international community which will allow us to access the most modern expertise, technologies and methods to advance sport in Jamaica. Let us use our triumph in track and field, for example, to exchange personnel and skill sets with other countries which are able to provide us with human and technical assistance in other sport which are capable of making it in the international sport arena.

7. Sport has a powerful role to play in the transformation of Jamaica but it means that meaningful investment in sport programmes and facilities must be continuously undertaken.
8. State institutions such as the Jamaica Tourist Board (JTB) and Jamaica Trade and Invest (formerly JAMPRO), in conjunction with the private sector and our principal sporting bodies, must develop a comprehensive plan for leveraging Brand Jamaica. One critical subset of this plan must be to develop an approach to stop the ambush marketing² of Jamaica's name internationally. With the necessary plan in place Jamaica can prevent the illegal use of its name to promote all types of products, thus enriching others, and not Jamaica.
9. There is the need for a comprehensive national programme under which our sport personalities are encouraged to visit, if not adopt schools to help foster the positive values of sport and the achievement of development goals.
10. The establishment of a sports museum/hall of fame is needed now more than ever to record our sporting history and provide tangible evidence of the achievements of our great athletes of the past and present. It can be self-sufficient, if not profitable, if properly organised.

Demand a Better Country

Jamaica's ability to competently build on its sport legacy will be greatly enhanced by the fixing of the education system, generating consistent and sustainable economic growth accompanied by social equity, the eradication of crime and the restoration of law and order. This is not only the duty of the state but also that of the private sector. Businesses need sustainable societies in order to protect their own sustainability. This also

requires the input of every individual in the society, as in order to stop the economic and social erosion, it must begin with serious and meaningful self-examination.

For sport to flourish we must demand a country in which people get on, do well, and make a success of their lives; a country in which ambition and compassion are seen as partners, not opposites; a country in which we value public service as well as material wealth; a country in which the people are not isolated from the actions of the state or its agencies. The steady erosion of government and the institutions of the state is dangerous for all, irrespective of political persuasion. As a people, we must modify our terms of governance in order to better meet the needs of our changing society. This includes our sport organisations.

Those who have toiled in the past, and those who do so currently, to make sport a jewel in our crown, deserve no less. If our sports men and women can demonstrate the will, despite the odds, to win, then as a people, we must demonstrate the will to make Jamaica the place of choice to live, work, raise families, do business³ and enjoy sport.

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1. Pippa Norris, *Critical Citizens – Global Support for Democratic Government*, (UK: Oxford University Press, 1999).
 2. Ambush marketing is an international activity by a party that exploits the publicity value of an individual, event or country to gain a benefit without having any involvement or connection with that person, event or country and without having paid anything to entitle that party to do so.
 3. *Vision 2030 Jamaica – National Development Plan* (Kingston: Planning Institute of Jamaica, 2009).

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APPENDIX 1

Schools Which Have Won the Manning Cup, 1914–2009

1914	Jamaica College	1949	Kingston College
1915	Jamaica College	1950	Kingston College
1916	Jamaica College	1951	Kingston College
1917	Jamaica College	1952	Kingston College
1918	Jamaica College	1953	Excelsior
1919	Jamaica College	1954	No competition
1920	St. George's College	1955	St. George's College
1921	Jamaica College	1956	St. George's College
1922	Jamaica College	1957	Kingston College
1923	Wolmer's	1958	Kingston College
1924	Wolmer's	1959	St. George's College
1925	Wolmer's	1960	No competition
1926	Wolmer's	1961	Jamaica College
1927	St. George's College	1962	Jamaica College
1928	St. George's College	1963	Jamaica College
1929	St. George's College	1964	Kingston College
1930	Wolmer's	1965	Kingston College
1931	Wolmer's	1966	No competition (polio outbreak)
1932	St. George's College	1967	Kingston College
1933	Jamaica College	1968	Jamaica College
1934	Jamaica College	1969	Excelsior
1935	St. George's College	1970	Kingston College
1936	St. George's College	1971	Wolmer's
1937	St. George's College	1972	No competition
1938	Wolmer's	1973	No competition
1939	Wolmer's	1974	Jamaica College
1940	Jamaica College	1975	Kingston College
1941	Jamaica College	1976	Tivoli
1942	Jamaica College	1977	Calabar
1943	Calabar	1978	Camperdown
1944	No competition	1979	Camperdown
1945	St. George's College	1980	Excelsior
1946	Jamaica College	1981	Kingston College
1947	St. George's College	1982	Camperdown
1948	St. George's College	1983	St. George's College

1984	St. George's College	1998	Dunoon Technical
1985	Kingston College	1999	Tivoli Gardens High
1986	Kingston College	2000	Norman Manley
1987	St. Andrew Technical High	2001	Bridgeport
1988	Charlie Smith	2002	Norman Manley
1989	Excelsior High	2003	Excelsior
1990	Charlie Smith	2004	Excelsior
1991	Ardenne High	2005	Calabar
1992	St. George's College	2006	Bridgeport
1993	Excelsior	2007	Jamaica College
1994	Wolmer's	2008	St. George's College
1995	Charlie Smith	2009	St. George's College
1996	Norman Manley		
1997	Competition called off (because of violence)		

APPENDIX 2
Schools Which Have Won the DaCosta Cup,
1950–2009

1950	Munro College	1978	Clarendon College
1951	Munro College	1979	Dinthill Technical
1952	Munro College	1980	Vere Technical
1953	Cornwall College	1981	Dinthill Technical
1954	No competition (polio epidemic)	1982	Cornwall College
1955	Cornwall College	1983	Cornwall College
1956	Cornwall College	1984	Rusea's Comprehensive
1957	Munro College	1985	Rusea's Comprehensive
1958	Cornwall College	1986	Herbert Morrison Technical
1959	Cornwall College	1987	Rusea's Comprehensive
1960	Abandoned because of an attack on a referee	1988	Herbert Morrison Technical
1961	Munro College	1989	Rusea's Comprehensive
1962	Munro College	1990	Rusea's Comprehensive
1963	Cornwall College	1991	Clarendon College
1964	Munro College	1992	Rusea's Comprehensive
1965	Vere Technical	1993	Rusea's Comprehensive
1966	No competition (polio outbreak)	1994	Clarendon College
1967	Vere Technical	1995	Cornwall College
1968	Vere Technical	1996	Clarendon College
1969	Vere Technical	1997	Abandoned
1970	Vere Technical	1998	Clarendon College
1971	Vere Technical	1999	St. Elizabeth Technical
1972	Abandoned (shooting incident in Montego Bay)	2000	Cornwall College
1973	No competition	2001	Cornwall College
1974	St. Elizabeth Technical	2002	Rusea's High
1975	Vere Technical	2003	Frome Technical High
1976	Vere Technical	2004	Glenmuir High
1977	Clarendon College	2005	Godfrey Stewart High
		2006	Glenmuir High
		2007	Garvey Maceo High
		2008	St. James High
		2009	St. Elizabeth Technical

APPENDIX 3
Schools Which Have Won the Olivier Shield,
1909–2009

1909	Jamaica College	1939	Munro College
1910	Jamaica College	1940	Cornwall College
1911	Potsdam College (renamed Munro College)	1941	Munro College
1912	St. George's	1942	Jamaica College
1913	Jamaica College	1943	Munro College
1914	Potsdam College (renamed Munro College)	1944	No competition
1915	Jamaica College	1945	Munro College
1916	Jamaica College	1946	Jamaica College
1917	Jamaica College	1947	St. George's
1918	Jamaica College	1948	St. George's
1919	Jamaica College and Munro College	1949	Kingston College
1920	St. George's and Munro College	1950	Munro College
1921	Jamaica College	1951	Munro College
1922	Jamaica College	1952	Kingston College
1923	Munro College	1953	Cornwall College
1924	Munro College	1954	No competition
1925	Munro College	1955	Cornwall College
1926	Wolmer's	1956	St. George's
1927	Munro College	1957	Kingston College
1928	St. George's	1958	Cornwall College
1929	Cornwall College	1959	Cornwall College and St. George's
1930	Cornwall College	1960	No competition
1931	Cornwall College	1961	Jamaica College
1932	Munro College	1962	Jamaica College
1933	Munro College	1963	Cornwall College
1934	Munro College	1964	Kingston College
1935	St. George's	1965	Kingston College
1936	Munro College	1966	No competition
1937	St. George's	1967	Vere Technical
1938	Wolmer's Boys and Munro College	1968	Vere Technical
		1969	Vere Technical
		1970	Vere Technical
		1971	Wolmer's
		1972	No competition

1973	No competition	1991	Ardenne
1974	Jamaica College	1992	Rusea's
1975	Kingston College	1993	Rusea's and Excelsior
1976	Camperdown and Vere Technical	1994	Wolmer's
1977	Clarendon College	1995	Charlie Smith
1978	Clarendon College	1996	Norman Manley
1979	Camperdown	1997	No competition
1980	Vere Technical	1998	Dunoon
1981	Dinthill Technical	1999	St. Elizabeth Technical High
1982	Camperdown	2000	Norman Manley
1983	Cornwall College	2001	Cornwall College
1984	St. George's	2002	Rusea's High
1985	Rusea's and Kingston College	2003	Excelsior
1986	Kingston College	2004	Glenmuir High
1987	St. Andrew Technical High	2005	Calabar
1988	Charlie Smith	2006	Bridgeport
1989	Rusea's	2007	Jamaica College
1990	Rusea's and Charlie Smith	2008	St. George's
		2009	St. George's

APPENDIX 4

Winners of the Sunlight Cup

1906 – Wolmer’s School	1946 – Triple tie St. George’s College/ Kingston College/Calabar High School
1907 – Earthquake – No competition	1947 – Kingston College
1908 – Jamaica College	1948 – St. George’s College
1909 –1915 – No competition	1949 – Kingston College
1916 – Jamaica College	1950 – Wolmer’s School
1917 – Wolmer’s School	1951 – St. George’s College
1918 – Jamaica College	1952 – Beckford & Smith’s School
1919 – Wolmer’s School	1953 – Kingston College
1920 – Jamaica College	1954 – Excelsior School
1921 – Jamaica College	1955 – Kingston College
1922 – Jamaica College	1956 – St. Jago High School
1923 – Wolmer’s School	1957 – Wolmer’s School
1924 – Wolmer’s School	1958 – Jamaica College
1925 – Wolmer’s School	1959 – Wolmer’s School
1926 – Wolmer’s School	1960 – Wolmer’s School
1927 – Wolmer’s School	1961 – Excelsior School
1928 – Jamaica College	1962 – Kingston College
1929 – Wolmer’s School	1963 – Excelsior School
1930 – Wolmer’s School	1964 – Kingston College
1931 – Wolmer’s School	1965 – Kingston Technical High School
1932 – St. George’s College	1966 – St. Jago High School
1933 – St. George’s College	1967 – Kingston Technical High School
1934 – Wolmer’s School	1968 – No competition – severe drought
1935 – Wolmer’s School	1969 – St. Andrew Technical High School
1936 – Wolmer’s School	1970 – Kingston College
1937 – Wolmer’s School	1971 – St. Jago High School
1938 – Jamaica College	1972 – Wolmer’s School
1939 – Jamaica College	1973 – Kingston College
1940 – Wolmer’s School	1974 – Wolmer’s School
1941 – Kingston College	1975 – Wolmer’s School
1942 – Kingston College	1976 – Tivoli Gardens High School
1943 – Wolmer’s School	1977 – St. Jago High School
1944 – No competition	1978 – St. Jago High School
1945 – St. George’s College	

1979 – Kingston College
1980 – Kingston College
1981 – Kingston College
1982 – Meadowbrook High School
1983 – Jamaica College
1984 – Meadowbrook High School
1985 – Kingston College
1986 – Meadowbrook High School
1987 – Champion College
1988 – Champion College
1989 – Kingston College
1990 – Kingston College
1991 – Kingston College
1992 – Wolmer’s School
1993 – Wolmer’s School
1994 – Wolmer’s School
1995 – Kingston College
1996 – St. George’s College
1997 – Kingston College
1998 – Kingston College
1999 – Kingston College
2000 – Kingston College

Winners of the Grace Shield

2001 – St. Jago High
2002 – St. Jago High
2003 – Norman Manley High School
2004 – Spanish Town High
2005 – Eltham High
2006 – Eltham High
2007 – Eltham High
2008 – Eltham High
2009 – Eltham High

APPENDIX 5

Inter-School Competitions

Winners of the Headley Cup

1959 – Cornwall College	1985 – St. Elizabeth Tech. High
1960 – Cornwall College	1986 – St. Elizabeth Tech. High
1961 – Cornwall College	1987 – St. Elizabeth Tech. High
1962 – Clarendon College	1988 – St. Elizabeth Tech. High
1963 – Munro College	1989 – St. Elizabeth Tech. High
1964 – Clarendon College	1990 – Holmwood Tech. High
1965 – Titchfield High	1991 – Garvey Maceo High
1966 – York Castle	1992 – St. Elizabeth Tech. High
1967 – Holmwood Tech. High	1993 – Holmwood Tech. High
1968 – No competition	1994 – St. Elizabeth Tech. High
1969 – Vere Technical High	1995 – St. Elizabeth Tech. High
1970 – Vere Technical High	1996 – St. Elizabeth Tech. High
1971 – Cornwall College	1997 – Garvey Maceo High
1972 – Cornwall College	1998 – Holmwood Tech. High
1973 – Vere Technical High	1999 – St. Elizabeth Tech. High
1974 – Vere Technical High	2000 – St. Elizabeth Tech. High
1975 – Vere Technical High	2001 – St. Elizabeth Tech. High
1976 – Vere Technical High	2002 – St. Elizabeth Tech. High
1977 – Holmwood Tech. High	2003 – Holmwood Tech. High
1978 – Rusea’s High School	2004 – Holmwood Tech. High
1979 – St. Elizabeth Tech. High	2005 – Holmwood Tech. High
1980 – St. Elizabeth Tech. High	2006 – Holmwood Tech. High
1981 – St. Elizabeth Tech. High	2007 – St. Elizabeth Tech. High
1982 – St. Elizabeth Tech. High	2008 – St. Elizabeth Tech. High
1983 – St. Elizabeth Tech. High	2009 – St. Elizabeth Tech. High
1984 – St. Elizabeth Tech. High	

APPENDIX 6

Winners of the Senior Cup Competitions

1897 – Kingston	1932 – Lucas
1898 – Kensington	1933 – St. Catherine
1899 – Garrison	1934 – Railway
1900 – Kingston	1935 – Melbourne
1901 – Kensington	1936 – Railway
1902 – Kingston	1937 – Kensington
1903 – Kensington	1938 – Lucas
1904 – Lucas	1939 – Lucas
1905 – Lucas	1940 – Lucas
1906 – Lucas	1941 – Lucas
1907 – No Competition	1942 – Railway
1908 – Melbourne	1943 – St. Catherine
1909 – Melbourne	1944 – Lucas
1910 – Kensington	1945 – Lucas
1911 – Lucas	1946 – Kingston
1912 – Melbourne	1947 – St. Catherine
1913 – Lucas	1948 – Wembley
1914 – Lucas	1949 – Wembley
1915 – Lucas	1950 – Wembley
1916 – Clovelly	1951 – St. Catherine & Bernard Lodge
1917 – Lucas	1952 – Melbourne
1918 – Clovelly	1953 – Kingston
1919 – Melbourne	1954 – Lucas
1920 – Clovelly	1955 – St. George's Old Boys
1921 – Kingston	1956 – Kingston
1922 – Kingston	1957 – Railway
1923 – Clovelly	1958 – Kingston
1924 – Clovelly	1959 – Kingston
1925 – Kingston	1960 – Boys' Town
1926 – No Competition	1961 – Kensington
1927 – Clovelly	1962 – Kensington
1928 – St. Catherine	1963 – Kensington
1929 – Melbourne	1964 – Kensington
1930 – Kingston	1965 – Kensington
1931 – Kensington	1966 – St. Catherine

1967 – St. Catherine	1989 – Melbourne
1968 – Melbourne	1990 – Kensington
1969 – Melbourne	1991 – Melbourne
1970 – Boys' Town	1992 – Melbourne
1971 – Lucas	1993 – St. Catherine
1972 – Melbourne	1994 – Kensington
1973 – Boys' Town	1995 – St. Catherine
1974 – Melbourne	1996 – Melbourne
1975 – Melbourne & St. Catherine	1997 – Kensington
1976 – Kingston	1998 – Melbourne
1977 – Kingston	1999 – Lucas
1978 – Melbourne	2000 – Melbourne
1979 – Kingston	2001 – Kingston
1980 – Melbourne	2002 – Jamaica Defence Force
1981 – Melbourne	2003 – Boy's Town
1982 – Competition abandoned	2004 – St. Mary Cricket Association
1983 – Kingston	2005 – Westmoreland Cricket Assn.
1984 – Kensington	2006 – Trelawny Cricket Association
1985 – Kingston & Kensington	2007 – St. Ann Cricket Association
1986 – Kensington	2008 – Hanover Cricket Association
1987 – Kensington	2009 – St. Ann Cricket Association
1988 – Melbourne	

APPENDIX 7

Jamaica Netball Association

Year	World Championships	Position
1963 – 1st	England	5th
1967 – 2nd	Australia	5th
1971 – 3rd	Jamaica	4th
1975 – 4th	New Zealand	5th
1979 – 5th	Trinidad and Tobago	5th
1983 – 6th	Singapore	5th
1987 – 7th	Scotland	5th
1991 – 8th	Australia	3rd
1995 – 9th	England	5th
1999 – 10th	New Zealand	4th
2003 – 12th	Jamaica	3rd
2007 – 13th	New Zealand	3rd

Year	Caribbean Netball Championships	Position
1984	Caribbean Netball Championships	3rd
1988	Caribbean Netball Championships	1st
1989	Caribbean Netball Championships	1st
1990	Caribbean Netball Championships	1st
1991	Caribbean Netball Championships	1st
1994	St. Vincent and the Grenadines	1st
1996	St. Kitts	1st
1997	Caribbean Netball Championships	1st
2000	Nevis	1st
2001	Dominica	1st
2002	None due to Commonwealth Games	
2003	None due to WNC in Jamaica	
2004	Trinidad & Tobago	1st
2008	St. Vincent and the Grenadines	1st

Year	Commonwealth Games	Position
1998	Kuala Lumpur, Malaysia	4th
2002	Manchester, England	3rd
2006	Melbourne, Australia	4th

Year	World Youth Championships	Position
1988	Fiji	Not entered
1996	Toronto, Canada	5th
2000	Wales	2nd
2005	Fort Lauderdale, Florida, USA	4th
2009	Cook Island	3rd

Year	Caribbean under 16 Tournaments	Position
1998	Antigua	1st
1999	Not attended due to WNC	
2000	Jamaica	1st
2001	St .Vincent and the Grenadines	1st
2004	St. Lucia	1st
2005	St. Kitts	2nd
2006	Trinidad and Tobago	1st
2007	n/a due to WNC	
2008	Antigua and Barbuda	1st
2009	Jamaica	1st

APPENDIX 8
2009 Secondary School Competition (Rural)
86 Schools

Schools and their respective zones

ZONE A	Anchovy, Cambridge High, Hopewell High, Irwin High, Knockalva Technical, Rhodes Hall High and Rusea's High.
ZONE B	Herbert Morrison Technical, Green Pond High, Montego Bay High, Muschett High, Mount Alvernia High, Spot Valley High, St. James High and William Knibb High.
ZONE C	Frome Technical, Grange Hill High, Green Island High, Godfrey Stewart High, Little London High, Manning's High and Petersfield High.
ZONE D	BB Coke High, Black River High, Hampton High, Lacovia High, Maggoty High, Newell High and St Elizabeth Technical (STETHS).
ZONE E	Holmwood Technical, Knox College, Alston High, Bellefield High, Spaulding High and Mile Gully High.
ZONE F	Manchester High, Cross Keys High, Bishop Gibson High, Decarteret College, May Day High, and Winston Jones High.
ZONE G	Denbigh High, Kemp's Hill High, Vere Technical, Glenmuir High, Garvey Maceo High, Bustamante High and Foga Road High.
ZONE H	Edwin Allen High, Lennon High, Kellits High, Clarendon College, Central High and Claude McKay High.
ZONE I	McGrath High, Dinthill Technical, Tacius Golding High, Old Harbour High, Glengoffe High, Guy's Hill High and Ewarton High.
ZONE J	Annotto Bay High, Brimmervale High, Buff Bay High, Iona High, Islington High, Marymount High, Oracabessa High, St. Mary's High, St. Mary Technical and Tacky High.
ZONE K	Aabuthnott Gallimore High, Albert Town High, Ferncourt High, Holland High, Marcus Garvey High, Ocho Rios High, York Castle High and Westwood High.
ZONE L	Yallahs High, Morant Bay High, Happy Grove High, Fair Prospect High, Paul Bogle High, Port Antonio High, St. Thomas Technical and Seaforth High.

APPENDIX 9

Medals Won at the Olympic Games, 1948–2004

Year	Competitor	Event	Medal
1948 – London	Arthur Wint	400m	Gold
	Arthur Wint	800m	Silver
	Herb McKenley	400m	Silver
1952 – Helsinki	George Rhoden	400m	Gold
	Herb McKenley	100m	Silver
	Herb McKenley	400m	Silver
	Arthur Wint	800m	Silver
	Men		
	George Rhoden Arthur Wint Herb McKenley Les Laing	4x400m Relay World Record	Gold
1960 – Rome	George Kerr	800m	Bronze
West Indies	George Kerr Keith Gardner Malcolm “Mal” Spence Jim Wedderburn (Barbados)	4x400m Relay	Bronze
1968 – Mexico City	Lennox Miller	100m	Silver
1972 – Munich	Lennox Miller	100m	Bronze
1976 – Montreal	Donald Quarrie	200m	Gold
	Donald Quarrie	100m	Silver
1980 – Moscow	Donald Quarrie	200m	Bronze
	Merlene Ottey	200m	Bronze
	David Weller (cycling)	1km time trial	Bronze

Year	Competitor	Event	Medal
1984 – Los Angeles	Merlene Ottey	100m	Bronze
	Merlene Ottey	200m	Bronze
	Men		
	Albert Lawrence Greg Meghoo Donald Quarrie Raymond Stewart	4x100m Relay	Silver
1988 – Seoul	Grace Jackson	200m	Silver
	Men		
	Howard Davis Devon Morris Winthrop Graham Bert Cameron Trevor Graham (alternate)	4x400m Relay	Silver
1992 – Barcelona	Juliet Cuthbert	100m	Silver
	Juliet Cuthbert	200m	Silver
	Merlene Ottey	200m	Bronze
	Winthrop Graham	400m Hurdles	Silver
	Deon Hemmings	400m Hurdles	Gold
1996 – Atlanta	Merlene Ottey	100m	Silver
	Merlene Ottey	200m	Silver
	James Beckford	Long Jump	Silver
	Women		
	Merlene Ottey Juliet Cuthbert Michelle Freeman Nicole Mitchell	4x100m Relay	Bronze
	Men		
	Davian Clarke Gregory Haughton Michael McDonald Roxbert Martin Lorraine Graham	4x400m Relay	Bronze

Year	Competitor	Event	Medal	
2000 – Sydney	Lorraine Graham	400m	Silver	
	Deon Hemmings	400m Hurdles	Silver	
	Tayna Lawrence	100m	Silver	
	Merlene Ottey	100m	Bronze	
	Gregory Haughton	400m	Bronze	
	Beverly McDonald	200m	Bronze	
	Women			
	Tayna Lawrence Veronica Campbell Beverly McDonald Merlene Ottey Merlene Frazer (alternate)	4x100m Relay	Silver	
	Sandie Richards Deon Hemmings Lorraine Graham Catherine Scott	4x100m Relay	Gold	
	Men			
	Michael McDonald Gregory Haughton Danny McFarlane Christopher Williams	4x400m Relay	Bronze	
2004 – Athens	Danny McFarlane	400m Hurdles	Silver	
	Veronica Campbell	200m	Gold	
	Veronica Campbell	100m	Bronze	
	Women			
	Tayna Lawrence Sherone Simpson Aleen Bailey Veronica Campbell Beverly McDonald (alternate)	4x100m Relay	Gold	

Year	Competitor	Event	Medal
	Women		
	Nadia Davy Michelle Burgher Novlene Williams Sandie Richards	4x400m Relay	Bronze

APPENDIX 10

Medallists from Jamaica 2008 Olympics

Name	Event	Time	Medal
Usain Bolt	100m	9.69 (WR)	Gold
Usain Bolt	200m	19.30 (WR)	Gold
Usain Bolt	4x100m	37.10 (WR)	Gold
Michael Frater	4x100m	37.10 (WR)	Gold
Asafa Powell	4x100m	37.10 (WR)	Gold
Nesta Carter	4x100m	37.10 (WR)	Gold
Dwight Thomas	4x100m	37.10 (WR)	Gold
Shericka Williams	400m	49.69	Silver
Shericka Williams	4x400m	3mins 20.40	Bronze
Novlene Williams	4x400m	3mins 20.40	Bronze
Rosemarie Whyte	4x400m	3mins 20.40	Bronze
Shereefa Lloyd	4x400m	3mins 20.40	Bronze
Bobby-Gaye Wilkens	4x400m	3mins 20.40	Bronze
Shelly-Ann Fraser	100m	10.78	Gold
Kerron Stewart	100m	10.98	Silver
Kerron Stewart	200m	22.00	Bronze
Sherone Simpson	100m	10.98	Silver
Veronica Campbell-Brown	200m	21.74	Gold
Melaine Walker	400m hurdles	52.64 (OR)	Gold

APPENDIX 11
Jamaican Medallists
12th IAAF World Championships – 2009

Name	Event	Time	Medal
Usain Bolt	100m	9.58 (WR)	Gold
Asafa Powell	100m	9.84	Bronze
Usain Bolt	200m	19.19 (WR)	Gold
Usain Bolt	4x100m	37.31 (CR)	Gold
Michael Frater	4x100m	37.31 (CR)	Gold
Asafa Powell	4x100m	37.31 (CR)	Gold
Steve Mullings	4x100m	37.31 (CR)	Gold
Dwight Thomas	4x100m	37.31 (CR)	Gold
Lerone Clarke	4x100m	37.31 (CR)	Gold
Shericka Williams	400m	49.32	Silver
Shericka Williams	4x400m	3 mins. 21.15	Silver
Novelene Williams-Mills	4x400m	3 mins. 21.15	Silver
Rosemarie Whyte	4x400m	3 mins. 21.15	Silver
Shereefa Lloyd	4x400m	3 mins. 21.15	Silver
Kaleise Spencer	4x400m	3 mins. 21.15	Silver
Shelly-Ann Fraser	100m	10.73	Gold
Kerron Stewart	100m	10.75	Silver
Veronica Campbell-Brown	200m	22.35	Silver
Shelly-Ann Fraser	4x100m	42.06	Gold
Kerron Stewart	4x100m	42.06	Gold
Simone Facey	4x100m	42.06	Gold
Aleen Bailey	4x100m	42.06	Gold
Melaine Walker	400m H	52.42 (CR)	Gold
Brigitte Foster-Hylton	100m H	12.51	Gold
Delloreen Ennis-London	100m H	12.55	Bronze

APPENDIX 12
Winners of Boys and Girls Champs
Over the Years

Year	Boys Champs	Year	Boys Champs
1910	Wolmer's School	1934	Munro College
1911	Jamaica College	1935	Munro College
1912	Jamaica College	1936	Calabar High School
1913	Jamaica College	1937	Kingston College
1914	St. George's College	1938	Wolmer's School
1915	Wolmer's School	1939	Wolmer's School
1916	Jamaica College	1940	Jamaica College
1917	Wolmer's School	1941	Wolmer's School
1918	Jamaica College	1942	Kingston College
1919	Jamaica College	1943	Munro College
1920	Munro College	1944	No competition
1921	Jamaica College	1945	Munro College
1922	Jamaica College	1946	Calabar High School
1923	Jamaica College	1947	Munro College
1924	Wolmer's School	1948	Munro College
1925	St. George's College	1949	Wolmer's School
1926	Munro College	1950	Kingston College
1927	Wolmer's School	1951	Kingston College
1928	Jamaica College	1952	Jamaica College
1929	Wolmer's School	1953	Kingston College
1930	Calabar High School	1954	Kingston College
1931	Calabar High School	1955	Calabar High School
1932	Calabar High School	1956	Wolmer's School
1933	Calabar High School		

Year	Boys Champs	Girls Champs
1957	Kingston College	St. Hilda's D.H.S
1958	Calabar High School	No Competition
1959	Jamaica College	No Competition
1960	Excelsior High School	No Competition
1961	Calabar High School	Manchester High
1962	Kingston College	St. Andrew High
1963	Kingston College	Titchfield High
1964	Kingston College	Titchfield High
1965	Kingston College	Manning's High
1966	Kingston College	Manning's High
1967	Kingston College	Vere Technical High
1968	Kingston College	Vere Technical High
1969	Kingston College	Manning's High
1970	Kingston College	Excelsior High School
1971	Kingston College	Excelsior High School
1972	Kingston College	Excelsior High School
1973	Kingston College	Excelsior High School
1974	Kingston College	Vere Technical High
1975	Kingston College	Vere Technical High
1976	Calabar High School	St. Mary's High
1977	Calabar High School	St. Mary's High
1978	Calabar High School	The Queen's School
1979	Kingston College	Vere Technical High
1980	Kingston College	Vere Technical High
1981	Calabar High School	Vere Technical High
1982	Clarendon College	Vere Technical High
1983	Kingston College	Vere Technical High
1984	Clarendon College	Vere Technical High
1985	Clarendon College	Vere Technical High

Year	Boys Champs	Girls Champs
1986	Calabar High School	Vere Technical High
1987	St. Jago High School	Vere Technical High
1988	Calabar High School	Vere Technical High
1989	Calabar High School	Vere Technical High
1990	Calabar High School	Vere Technical High
1991	Jamaica College	Vere Technical High
1992	Jamaica College	Vere Technical High
1993	St. Jago High School	Vere Technical High
1994	Jamaica College	Manchester High
1995	Jamaica College	Manchester High
1996	Calabar High School	St. Jago High School
1997	Calabar High School	St. Jago High School
1998	Jamaica College	St. Jago High School
1999	Jamaica College	St. Jago High School
2000	Jamaica College	Vere Technical High
2001	Kingston College	Vere Technical High
2002	Kingston College	Vere Technical High
2003	Kingston College	Holmwood Technical
2004	Kingston College	Holmwood Technical
2005	Kingston College	Holmwood Technical
2006	Kingston College	Holmwood Technical
2007	Calabar High School	Holmwood Technical
2008	Calabar High School	Holmwood Technical
2009	Kingston College	Holmwood Technical

APPENDIX 13

An Example of the Annual Athletic Schedule 2009 Calendar of Events (JAAA)

January		
10	Jamaica College Invitational	Jamaica College
17	Douglas Forrest Invitational	Stadium East
17	JAAA/Puma Development Meet	Windalco, Kirkvine
24	Manning's Development Meet	Manning's High School
24	Morant Bay Relays	Morant Bay High School
24	Central Hurdles and Relays	G.C. Foster College
24	Big Shot Invitational	Kingston College
24	North Central Development Meet	Windalco, Ewarton
25	High Mountain 5K and 10K	Williamsfield
30	Milrose Games (Invitational)	Manhattan, New York, USA
31	St. Elizabeth Invitational	Santa Cruz
31	Queen's/Grace Jackson's Development Meet	Stadium East

February		
7	JAAA/PUMA Development Meet	Jamalco, Clarendon
7	Youngster Goldsmith	Kingston College
14	Western Milo Relays	G.C. Foster College
14	Camperdown High Classic	Stadium East
14	King of the Rings	Kingston College
17–18	Western Champs	Catherine Hall, Montego Bay
20	Hurdles Fest	Stadium East
21	UWI Invitational Meet	National Stadium
21	Final Fling	National Stadium
22	Tru Juice/JAAA National Cross Country	Bog Walk
28	Gibson Relays	National Stadium

March		
7–8	Carifta Trials	Stadium East
8	Sigma Corporate Run	Emancipation Park
8	NACAC Cross Country Championships	Orlando, Florida
13	Central Champs	Birmingham, England
14	G. C. Foster Classic	G. C. Foster College
28	37th IAAF Cross Country Championships	Amman, Jordan
28–29	Inter-Collegiate Championships	National Stadium

April		
1–4	ISSA Boys & Girls Athletic Championships	National Stadium
8–11	Texas Relays	Austin, Texas
11–13	Carifta Games	St. Lucia
12–13	FISU Cross Country Championships	Forges-ies-Eaux, France
15–17	Insports All Age School Champs	National Stadium
16–19	Mount Sac Relays	San Antonio, California
18	UTech Track Classic	National Stadium
23–25	114th Penn Relays	Philadelphia, Pennsylvania

May		
2	Jamaica International Invitational (APMQ)	National Stadium
2	Inter-Kindergarten	Harbour View Mini Stadium
7–10	Insports Primary Schools Championships	National Stadium
9	JAAA All Corners Meet 1	Stadium East
15–16	JTA/Blue Cross Primary & Junior High Champs	National Stadium
16	Ponce Grand Prix	Ponce, Puerto Rico
16	JAAA All Corners Meet 2	Stadium East
17	Adidas Track Classic	Carson, California

21–23	NCAA Divisions 2	San Angelo, Texas
21–23	NCAA Divisions 3	Marietta, Ohio
29–30	Annual Police Championships	Elletson Road Police Complex
29–30	NACAC Combined Events Championships	Cuba
30	JAAA All Corners Meet 3	Stadium East
31	Reebok Grand Prix	New York, USA

June		
4–6	Prep School Championships	National Stadium
6	JAAA All Corners Meet 4	Catherine Hall
7	Prefontaine Classic	Eugene, Oregon
10–13	NCAA Division 1 Championships	Fayetteville, Arkansas
13	Club Championships	National Stadium
14	Berlin Golden League	Berlin, Germany
19–20	CAC Age Group Championships	Freeport, Bahamas
26–28	National Junior & Senior Championships	National Stadium

July		
1	Harry Jerome Track Classic	Canada
1–12	World University Games	Belgrade, Serbia
3	Bislett Games	Oslo, Norway
3–5	CAC Senior Championships	Cuba
8–12	12th IAAF World Junior Championships	Bressanone, Italy
10	Golden Gala Roma	Roma, Italy
13–18	Caribbean Games	Trinidad

August		
15–23	IAAF World Athletics Championships	Berlin, Germany
28	Weltklasse Zurich	Zurich, Switzerland

September		
4	Memorial Van Damme	Bruxelles, Belgium
13–14	7th IAAF World Athletics Finals	Stuttgart, Germany
27	Foska 5K	Emancipation Park

October		
13–18	Commonwealth Youth Games	Pune, India
24	Denise Thwaites 5K Run/Walk	Stadium East
25	Hugo Chambers 10K	Jamaica College

November		
2	New York City Marathon	New York
2	UWI SPEC Half Marathon	St. Augustine, Trinidad
16	JAAA Annual General Meeting	Kingston, Jamaica

December		
6	CAC Half Marathon Championships	Negril, Jamaica
6	7th Reggae Marathon & Half Marathon	Negril, Jamaica

APPENDIX 14
Merlene Ottey
Medals Won for Jamaica

Olympic Games

Year	Place	Event	Medal
1980	Moscow	200m	Bronze
1984	Los Angeles	100m	Bronze
	Los Angeles	200m	Bronze
1992	Barcelona	200m	Bronze
1996	Atlanta	100m	Silver
	Atlanta	200m	Silver
	Atlanta	4x100m relay	Bronze
2000	Sydney	100m	Bronze
	Sydney	4x100m relay	Silver

World Championships

1983	Helsinki	4x100m relay	Bronze
1987	Rome	100m	Bronze
	Rome	200m	Bronze
	Athens	200m	Bronze
1991	Tokyo	100m	Bronze
	Tokyo	200m	Bronze
	Tokyo	4x100m relay	Gold
1993	Stuttgart	100m	Silver
	Stuttgart	200m	Gold
	Stuttgart	4x100m relay	Bronze
	Helsinki	200m	Silver
1995	Gottenburg	100m	Silver
	Gottenburg	200m	Gold
	Gottenburg	4x100m relay	Silver

World Indoor Championships

1987	Indianapolis	200m	Silver
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1989	Budapest	60m	Bronze
	Budapest	200m	Gold
1991	Seville	60m	Silver
	Seville	200m	Gold
1995	Barcelona	60m	Gold

Commonwealth Games

1982	Brisbane	100m	Silver
	Brisbane	200m	Gold
1990	Auckland	100m	Gold
	Auckland	200m	Gold

Olympic Games = 9; World Championships = 14; World Indoor Championships = 6, Commonwealth Games = 4. Total = 33 medals.

APPENDIX 15
Top Money Earners in 2006

MEN	
1. Tiger Woods Sport: Golf Earnings: US\$90m	6. David Beckham Sport: Football Earnings: US\$27m
2. Michael Schumacher Sport: Motor Sport Earnings: US\$58m	7. Andre Agassi Sport: Tennis Earnings: US\$26.9 m
3. Michael Jordan Sport: Basketball (Retired since 2003) Earnings: US\$32m	8. Valentino Rossi Sport: Motor Sport Earnings: US\$30m
4. Shaquille O'Neil Sport: Basketball Earnings: US\$30m	9. Ronaldinho Sport: Football Earnings: US\$28.7m
5. Lance Armstrong Sport: Cycling Earnings: US\$29.5m	10. Roger Federer Sport: Tennis Earnings: US\$22m
WOMEN	
1. Maria Sharapova Sport: Tennis Earnings: US\$25.2m	2. Serena Williams Sport: Tennis Earnings: US\$13.2m

Top 10 Earners among American Athletes for 2008

Tiger Woods (golf)	US\$99m
Phil Mickelson (golf)	US\$52m
LeBron James (NBA)	US\$42m

Alex Rodriguez (baseball)	US\$39m
Shaquille O'Neil (NBA)	US\$35m
Kevin Garnett (NBA)	US\$34m
Kobe Bryant (NBA)	US\$31m
Allen Iverson (NBA)	US\$28m
Derek Jeter (baseball)	US\$28m
Peyton Manning (NFL)	US\$27m

GraceKennedy's Commitment to National Development Through Sports

One way in which GraceKennedy gives back to the community and the nation is through its support of sports. For several decades the company has contributed to the development of various sporting activities including cricket, football, netball, basketball and athletics.

Currently, the company expends millions of dollars annually on building the skills of Jamaica's sportsmen and sportswomen.

Athletics

In 2007 the GraceKennedy family - GraceKennedy Limited, GK Foods, Jamaica International Insurance Company and Western Union – undertook the title sponsorship of Jamaica's annual Boys and Girls Athletics Championships. The event, managed by the Inter-Secondary Schools Sports Association (ISSA), is the largest and oldest school boy and girl athletics championship in the world and is the source from which Jamaica's future athletics stars emerge. This investment has seen the expenditure of \$42 million between 2007 and 2009 and the commitment of \$75 million between 2010 and 2012.

Schoolboy Cricket

GraceKennedy is a longstanding supporter of schoolboy cricket having been sponsors of the Sunlight Cup Cricket Competition, in association with Lever Brothers, up to 1999 when the company's Financial Division took over full sponsorship of the competition and established the Grace Shield Competition. The company is now the major sponsor of schoolboy cricket with the Grace Shield and Grace Headley Cup cricket competitions.

League Partnerships

Our subsidiary, GraceKennedy Money Services, partners with local leagues and associations across Jamaica to sponsor

basketball, netball, football and track and field under the Western Union brand. Another subsidiary, Dairy Industries (Jamaica) Ltd., is also a long-time sponsor of local football and was a major sponsor of the national netball team in previous years.

The GraceKennedy Group's involvement with local sporting associations is based on the perception of organized sports as one of the greatest vehicles for promoting fair play, discipline and a drive for excellence among youth.