

The St Helena Ambassador

... An Extraordinary Place on a Path to Prosperity

Issue: 2 December 2012

Hello!



and welcome to the Christmas edition of the St Helena Ambassador. We received some good feedback and ideas after our first issue and have tried to incorporate some of them into this edition. The Island is gearing up for Christmas which means lots of activity in the St Helena Community.

The Governor, although away from the Island, sends his good wishes to the people of St Helena and his personal message can be seen opposite.

This year's Governor's Cup Yacht Race sees the biggest participation so far with much exposure in the international press. Photos of Governor Capes being presented with the actual Cup can be found on page 2.

As there are no significant personnel arrivals over the next few weeks, we will provide the next update in issue 3.

This newsletter will be published monthly so our next issue will be out in January.

A Merry Christmas and a Happy New Year from all at SHG!

'A year in which I enjoyed every single day...'

On 29 October 2012 Tamara and I completed our first year in St Helena. It was hard to believe that a year could have flashed by so quickly. But it was a great year, a year that seemed to get more busy as each month passed. I can truly say that it was a year in which I enjoyed every single day. I feel fortunate indeed to have such a busy and rewarding job with much ahead yet to achieve. Working with my excellent colleagues is a privilege and a pleasure as together we endeavour to shape a bright and prosperous future for St Helena, a St Helena with air access, a St Helena that is reconnected to the rest of the world, a St Helena in which everyone, young and old, enjoys a good standard of living with good education, good healthcare and good social services. From my many one to one discussions with Saints from all walks of life, I know that some people have concerns about the changes that are coming. Government therefore has a duty to make every effort to explain the changes, why they are necessary and how they will benefit St Helena and its people. That is and will remain a priority as we strive to realise our national goal for a "Strong Community and Family Life". Regrettably, as I have mentioned before, there are just a few sad



and selfish people who generate unnecessary worries to serve their own narrow interests. Of course, it's their right to be miserable and gloomy if they want to live like that, but let's not pay attention to their fabricated stories, distortions and negative view of life. The reality is that if we want better public services then we must change, adapt to new global circumstances, and grow our economy - and to do that we must change our mindsets. By funding the airport project, the British Government has demonstrated confidence in St Helena, giving us the opportunity to grow and to achieve prosperity. But prosperity won't just drop on our laps. We will have to work hard for it, just as other countries do.

Although a geographically remote Island, St Helena is not technologically isolated, given that we have modern communications via the internet, e-mails, telephone and now many more TV programmes, with 24 hour TV news available to us. And before too long, texting will have arrived along with mobile 'phones. When electronic access is complemented by air access in three years time, our geographical location will finally cease to be an obstacle to St Helena's development. Then we will be fully reconnected to the world.

Exciting times certainly, but as we go about our work the overarching objective must be to ensure that we do not lose those things that make St Helena such a superb place in which to live. Our cultural, environmental and historical heritage must be carefully managed while we adapt, as we must, to changes in the world around us. I look forward to meeting the challenges ahead and to working to secure a great future for St Helena.

Governor Mark Capes

Governor's Cup Yacht Race—Activities in Cape Town



Governor Capes is pictured here receiving the Governor's Cup trophy from Billy Leisegang, the holder of the trophy from the 2010 race. The trophy is now safely back on St Helena where the Governor will present it to the winning yacht of this year's race—expected to arrive in the first few days of 2013.

This year's race is the biggest one so far with around 90 crew (in over 20 boats). Our downwind, 1,700 nautical mile race from Simonstown, South Africa to Jamestown, St Helena, is indeed special and unique!



Shayla Ellick Joins Environmental Management Team



St Helenian Graduate, Shayla Ellick, returns to the Island on Tuesday, 11 December, to take up employment with the Environmental Management Directorate (EMD). Shayla will work in the Nature Conservation Division, utilising her knowledge learnt while studying at the University of Hertfordshire. Shayla's Degree offered her a balance between the natural and social sciences, giving her the knowledge and skills for employment in a broad range of environmental jobs. During her course, Shayla learned about Biodiversity and Conservation, Business and the Environment and Global Change and Development. Shayla also

studied modules on Habitat Management and Monitoring, Biological Conservation and Solving Environmental Problems. She was also placed at the famous Kew Gardens - where she worked with the UK Overseas Territories Programme on their online Herbarium.

EMD are looking forward to Shayla joining their team where her skills will be a real asset to the Directorate.

Congratulations are also extended to Shayla for achieving a University Prize for the student with the highest marks on her course!



publicrelationsofficer1@sainthelena.gov.sh



+ 290 2470



www.sainthelena.gov.sh

St Helena's Youth - The Future of the Island

The airport decision in November 2011 was momentous news for St Helena, giving the Island the best chance it has ever had of reversing decades of economic decline.

In the year since the contract was signed between St Helena Government and Basil Read, Saints both on Island and those returning, have benefitted from new jobs created through the airport construction and other supporting industries. A sector that has significantly benefitted and taken advantage of the opportunities arising from air access has been the younger population aged between 16-26. Basil Read already employs 41 people under the age of 21 years.

With the support of Enterprise St Helena (ESH), responsible for economic development, a number of initiatives have continued to grow and new ones have been created to provide greater opportunities for young people to become a part of St Helena's growing Private Sector.

We caught up with Kirsty Joshua, Skills and Youth Development Coordinator from ESH, for an update on opportunities available for young people on St Helena.

Youth Start-Ups

The Youth Start-up Programme is a bespoke programme targeted at those between the ages of 16 and 26 years, aimed at encouraging the start up of youth businesses on St Helena. To date there are 49 young individuals registered, displaying their interest in the business world on St Helena. **Many of these registered after the airport announcement in November 2011.**

The types of youth businesses that have commenced operation over the last three years have been in Baking, Hair Dressing, Agriculture (Livestock, Land Clearance and Arable), Beekeeping, Auto Mechanics, Construction,

Carpentry, Make-up, Photography, Retail, Confectionary, Jewellery and Data Services.

Apprenticeships

A number of apprenticeships have also been supported by ESH in partnership with the Adult and Vocational Education Service (AVES). In this financial year (2012/13), two apprenticeships in conservation have been completed and three new ones have started – through the St Helena National Trust's Darwin Project that has allowed three apprentices to undertake a year-long course towards an NVQ Level 2 Diploma in Environmental Conservation. Two young people have also completed a great youth traineeship opportunity, working under Martin Joshua at his polytunnels at Harpers. ESH, in partnership with AVES and Joshua Brothers Covered Production, offered this opportunity, which was

completed a youth traineeship with Roddie Yon at this chicken farm over a six months period and one youth traineeship (offshore) in Hairdressing is scheduled for February 2013.

Luke Bennett is a young person currently undergoing a youth apprenticeship funded by ESH at Lupa Design. See Luke's profile overleaf.



Training and Accreditation

Health and Safety training in partnership with ESH, AVES and Basil Read, will take place in the New Year. A trainer from South Africa will be on-Island in February to deliver training on a

variety of courses. 350 training spaces are available, with half devoted to the private sector, including young people.

Hospitality Training School (2onMain)

In light of air access, there will be more potential for employment in the hospitality sector on St Helena than any other industry once all the major construction work on the Island is completed.

Currently, St Helena does not have a hotel school or even a learning pathway leading to higher qualifications in any hospitality disciplines. ESH has started the journey by opening a training restaurant, **2onMain** (at No. 2 Main Street), which will shortly open to meet these needs.

To date, 25 students have registered. These students are from all walks of life. Some are looking for part-time training and others are hoping that the training will lead to a career in hospitality. If sufficient interest is gathered, there will be further investment in a site which will support full-time, accredited training courses in professional cooking and food service.



readily seized. During a six month period the pair were able to increase their skills and venture into full-time employment within the sector.

Similarly, another young person



publicrelationsofficer1@sainthelena.gov.sh



+ 290 2470



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Luke Bennett—Creative Training with Lupa Design

Name: Luke Bennett

Age: 21 years

Apprenticeship: Creativity Training with Lupa Design, a studio owned by Anselmo Pelembe, specialising in creative branding, website design, logo design, exhibitions and campaigning - the first business of this type to exist on St Helena. **Luke commented:**

Length of Apprenticeship: 'I'm on a 3 months probationary period, which if passed will enable a year's plus training. I am also exploring the possibility, with the support of ESH, of an online course from which I can gain a formal qualification while on this apprenticeship.

Skills: Graphic design skills using professional computer software, Creative Suite 5.

Projects: Since beginning work with Lupa I have been involved in the 'Your Energy Saving and Solutions' (the YESS project), and I am currently working on rebranding the Distillery. I am also designing book covers for children's books and doing some work for the Museum of St Helena on Slavery and the 200th anniversary of Napoleon's arrival. I will also soon be starting on a project for a charity in the UK.

Interest in Graphic Design: I have always been interested in this field. I come from an art background having studied GCSE Art at school and received private tutoring from the age of 11. So I have always had a feel for art. When I left school I went into technical drawing, doing house and site plans.

Securing an Apprenticeship: When I returned from working on Ascension Island I heard about Lupa Design. I then approached ESH to see if any apprenticeships were available and was lucky enough to secure one.

After the Apprenticeship: Once I have completed my training I would ideally like to permanently join Lupa Design.

Message to young people: Apprenticeships are a valuable source of learning. When I left school nothing like this was available. Now that they are, I would encourage young people to seize the opportunities. The process is so simple and in the end result is that you achieve the skills you desire.'



End of an Era - Radio St Helena

Radio St Helena closes its doors on Christmas Day after 45 years of service. The station has provided the community with news, views and entertainment for the past four decades. Radio St Helena will be replaced by 3 FM radio stations provided by SHBC.



Ralph Peters, Manager of Radio St Helena, said:

'Radio St Helena first tested its transmitters on 7 July 1967 and was officially opened by Governor Murphy on Christmas Day the same year. The station initially transmitted to all schools on the Island each Friday.

This was tremendously successful, and other entertainment crept into the programming such as weekend melodies and request shows. This later developed to the more serious types of music such as classical and jazz, plus dramas, quiz shows and discussions.

The first 'live' coverage was a Carol Service from St Paul's in 1972 and a second took place from Francis Plain (live commentary of a Knockout Football Final).

These achievements were made possible through old and inadequate pieces of equipment, which took days to prepare and offered poor quality transmissions. Today, an outside broadcast system can be set up in hours and from any area on the Island using modern and dedicated equipment from an outside broadcast vehicle and a repeater link through High Knoll.

Today Radio St Helena has top of the range amplifiers and speakers that can cater for all types of events. And of course we must not forget our worldwide broadcasts, which is a story in itself.

Sadly Radio St Helena will cease to operate from midnight this Christmas Day - 45 years of broadcasting Island-wide. I have been associated with the station since the early 70s and have seen its transformation and upgrading over the years. There have been many highlights and to pick out one would be difficult. Two come to mind. I interviewed a totally deaf yachtsman and the other one would be talking via telephone to Archbishop Desmond Tutu, on the subject of regaining our British Citizenship.'

Councillor Cyril Gunnell, former employee of Radio St Helena commented:

'My involvement with Radio St Helena started in 2000 when I was appointed News Editor, with responsibility for collating, compiling and presenting the local news. Located outside of Jamestown, gathering news did have its occasional difficulties, but fresh daily news was always produced. I will remember working with the old reel to reel tape recorders before more modern equipment arrived. Tony Leo was Station Manager leading an enthusiastic team, including voluntary presenters providing a variety of educational and entertainment programmes, reaching people across the whole Island and the rest of the world too, when once a year Short Wave was broadcast.

'I worked five years at radio St Helena, first as News Editor and then Producer/Presenter, operating with a good team who would all have their own stories to tell. The job was challenging and demanding but always enjoyable. Two years ago Councilor Mervyn Yon and I started the In-Focus programme. Our aim was to enhance openness and transparency and provide information live, giving people an opportunity to ask questions on air or make comments on anything being discussed. We've produced well over a hundred programmes. Radio St Helena closes its doors forever on Christmas Day 2012 after 45 years of dedicated service to St Helena residents—all beginning on Christmas Day 1967.'



St Helena Gears Up for Christmas



Christmas Bazaar at the Mule Yard



St Paul's Primary School Christmas Parade

