

The St Helena Ambassador

... An Extraordinary Place on a Path to Prosperity



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Successful Marine Awareness Week 2014

Celebrated this year on St Helena between 22-29 March 2014, Marine Awareness Week aims to raise the profile of the Island's marine environment, underwater habitats and species.

The theme for this year's Marine Awareness Week was 'Ocean Habitats' and the Marine Section of the Environmental Management Division highlighted St Helena's unique environment with events dedicated to teaching and learning about our marine habitats - including this year's Grand finale Fishing Festival.

Marine Conservation Officer Dr Judith Brown reported: *"Marine Awareness Week was fantastic and I was very pleased with the turnout from all ages. We had over 60 people attending the marine water sports which was really great and there were a lot of people who helped with the clean up at the Wharf."*

Visitors to the St Helena Yacht Club during the week were able to view various displays on the Island's marine life and the different types of habitats. They also had the opportunity to talk to Marine Conservation staff, the team from the Enterprise St Helena's Traditional Industries Campaign and local fishermen.

Marine Conservation Officer Elizabeth Clingham commented: *"It was a nice surprise to see the number of people who came down to view the displays - people even came during their lunch. Overall the week went so well and I think we achieved our aim by showing as many people as possible the amazing marine life St Helena has to offer."*

Enterprise St Helena in support of their Traditional Industries Campaign (TIC) promoted fishing and the 'buy local' initiative.

Community Liaison Manager Tammy Williams explained: *"We want people to understand that the TIC is about involving the whole community to promote our businesses and industries. We want to raise awareness by coming from a commercial perspective, to show that we are here to support our local fisherman and industry as it continues to grow. We won't succeed unless we all promote it together."*

In support of the week, Jamestown shops also created excellent window displays with a marine theme. Solomons DIY store put together a very thought-provoking display on how long it takes various forms of rubbish to degrade in the sea.

The Marine Section would like to thank everyone involved with Marine Awareness Week 2014 and all those who attended.



MV Costa Neoriveira Visit



The third cruise ship visit to St Helena for 2014 saw the call of the MV Costa Neoriveira, en-route from Namibia to Dakar on Monday 24 March. On board were 356 passengers and 492 crew. 88 passengers were booked on pre-arranged tours to visit popular tourist sites on St Helena, with many more also coming ashore.

Dominant nationalities on board were Italian, German, French, English, Dutch and Spanish. Despite a rather dismal day for a cruise ship visit, with cloudy skies and bursts of rain throughout, Jamestown was its normal hub of activity as stallholders gathered in the Grand Parade to sell Island-made wares.

The MV Costa Neoriveira departed the Island at 5pm bound for Dakar.

Earth Hour on St Helena

Earth Hour began on 31 March 2007, when over two million people and 2000 businesses in Sydney switched off their lights for the inaugural Earth Hour. By 2010 the nature of Earth Hour and its message, particularly via social media, had swept the globe, and by 2012 hundreds of millions of people in over 7000 cities and towns across 152 countries and territories were taking part in the world's largest ever voluntary action.

Seven years on from 2007, Earth Hour has grown to become the world's largest mass participation event in history. From 1 to over 7000 cities. From 1 country to 7 continents. From 2 million to hundreds of millions of people. Earth Hour's mission is threefold. **To bring people together through a symbolic hour-long event. To galvanise people into taking action beyond the hour. And to create an interconnected global community sharing the mutual goal of creating a sustainable future for the planet.**

St Helena participated in Earth Hour for the first time last year, with a gathering on Francis Plain of around 300 people - not bad on an Island of 4000!

This year, on Saturday 29 March between 8.30 and 9.30pm, St Helena residents were urged to simply turn off their lights – wherever they might be - as a symbolic gesture, and also to have a moment of contemplation on St Helena's environment.

Matt Joshua from ESH explains the importance of St Helena's participation in this international event:

"Building an Airport is essential to move the Island forward economically, but it does come with change and some environmental issues. Our geographical location (in the middle



of the Atlantic), current economic and access situation (exporting almost nothing, one ship every couple of weeks, importing almost everything) means the Island has a huge carbon footprint, and currently earns almost no money for itself as an Island.

Essentially, we need to get away from UK aid and start making our own money - through tourism, through fish exports etc - and crucially, start substituting imported stuff with locally grown and made goods.

"Earth Hour is more than just turning out the lights. It's about thinking about how the Island can become more self-sustaining in the future and our responsibility as Saints for ensuring this. We are an Island of limited space and therefore limited resources. How well we look after and use these will determine what kind of Island we have for future generations to enjoy."

For more information about Earth Hour, and the various ways in which individuals to large companies all over the world are trying to make a difference, go to www.earthhour.org.

St Helena's First Ever Fishing Festival



St Helena's first ever Fishing Festival took place on Saturday 29 March at the Wharf in Jamestown. Organised by Enterprise St Helena in partnership with the Marine Section of the Environmental Management Division and St Helena Fisheries Corporation, the day opened at noon with a speech and Blessing of the event - the ribbon was cut by the Island's oldest fisherman, Mr Charles Henry.

Tammy Williams from the Traditional Industries Campaign explained the idea behind the Fishing Festival: *"Historically we've always had a fishing competition and a Marine Awareness Week. This year we combined both with the very first Fishing Festival - to show support for traditional industries on St Helena while also promoting tourism related activities."*



Activities on offer included 2onMain cooking demonstrations where people could see the preparation of Sushi and taste it! Richards Seafood Products - owned by June Richards - offered onlookers the taste of locally made products before buying them frozen to take home. A bouncy castle, bar and other hot and cold food stalls were also set out. Attendees were able to view various displays from the Marine Section, Enterprise St Helena and Argos Atlantic Cold Stores. Water Sports with 'Into the Blue', including jet ski rides, excited many as well as a science workshop where Dr Judith Brown dissected fish, which the kids particularly loved! The grand highlight of the day began around 3pm with the annual fishing competition, in which 19 boats took part. Results of the competition can be found opposite. Overall turnout on the day was 400+ and positive comments were received throughout:

- *"the best ever fishing competition"*
- *"really enjoyed the day"*
- *"great community event, makes me proud to be a Saint"*

Tammy added: *"The success of the Fishing Festival clearly shows that the local community has the capacity within itself to grow this part of the economy."*

The Fishing Festival may now become an annual and even international event!



| 2014 FISHING COMPETITION RESULTS | |
|---|--|
| Trophy | 2014 Victor |
| Governor Baker's Cup – best catch by a full-time boat | Boat 66 – Gavin Maggott 420.5kg |
| Chairman's (John Musk) Shield – best catch by a part-time boat | Boat 89 – Peter Fowler 91kg |
| Solomons Cup – the largest tuna | Boat 4 – Jeffrey Beard 19.5kg |
| Thorpe's Cup – largest wahoo | Boat 11 – Adrian Duncan 22kgs |
| SHFC Cup– largest fish | Boat 11 – Adrian Duncan 22kgs (Wahoo) |
| SHFA Cup – largest bullseye | Boat 68 – Luke Johnson 2.5kgs |
| Governor Hoole's Cup – largest conger eel (Moray) | Boat 23 - Peter Benjamin 5kgs |
| St Helena Tourism Cup – largest Cavalley | Boat 23 – Peter Benjamin 4kgs |
| NASAS Cup – largest Jack (Grouper) | Boat 55 – Keith Yon 4.5kgs |
| Captain Peter Rose Shield – the largest fish in the preceding year | Boat 91 – Argonaut 138kg Bigeye tuna caught 09 December 13 |
| Argos Cup – Largest Marlin / Bigeye on the day or the largest in the preceding year | Boat 91 – Argonaut 138kg Bigeye tuna caught 09 December 13 |
| SHFA Chairman (Trevor Thomas) Shield – best catch - full-time boat over the previous year | Boat 44 – Trevor Thomas (Waylon Thomas) 26.77tonnes |
| Enterprise St Helena – best catch – part-time boat in the previous year | Boat 4 – Jeffrey Beard 3084kgs |



publicrelationsofficer1@sainthelena.gov.sh



+ 290 22470



www.sainthelena.gov.sh

Fishing Festival Photo Gallery



St Helena Promoted Onboard RMS

The RMS St Helena hosted a promotional event for the media and travel trade while last in Cape Town. Organised by SHG UK Representative Kedell Worboys MBE, working with PR Agency Sherpa and Andrew Weir, the event saw some fifty guests with various connections to St Helena, plus those who have worked with the RMS, come onboard for a drinks reception and short tour of the vessel.

Among guests were representatives from the British High Commission, DfID, Andrew Weir Shipping, St Helena Line, Enterprise St Helena, False Bay Yacht Club, Hospitality businesses and hotels in Cape Town, political figures, investment partners, Ovenstone, Global Fish. South African media included Good Hope FM, Fine Music Radio, Cape Times Go!, Weg magazine, Getaway magazine and News 24 Travel.

Kedell explained:

"The idea behind the event was to showcase the opportunities that St Helena has to offer. It is a given that the RMS will discontinue after 2016, meaning that travel and availability on board the vessel is limited. We wanted to show that while the beauty of St Helena will not change with the Airport, the experience of getting there will."

The event was well received by invitees who were each presented with a press pack, supplied by St Helena Tourism, including various products from SHAPE.

Kedell added:

"The packs were well received and many guests enquired where they could source the products, so this was good for SHAPE and St Helena in general."

"The event was really successful and many people were pleasantly surprised with the standards onboard the RMS. Many came with the concept of it being a working ship, when in fact it's also a grade 1 passenger ship."



L to R : John Scipio (ESH), Sila Sahin (DFID), Kedell Worboys (St Helena UK Rep)



L to R: Matt Young (St Helena Line), Peter Meihuizen, MD of Meihuizen International (a shipping company), Captain Greentree



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+ 290 22470



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