St Helena Government

FAIRNESS INTEGRITY TEAMWORK

ST HELENA AMBASSADOR

OCTOBER 2026



Editorial by Katelyn Benjamin

Welcome to the October edition of the St Helena Ambassador!

This month, we celebrate the people, organisations and events helping to strengthen St Helena's community.

World Tourism Day and Celebrating Maritime Week highlighted the important role tourism and maritime industries continue to play in the island's heritage, economy and future development. We also feature the growing success of the Uniquely Saint Market, which continues to showcase local talent and promote locally-made products.

In this edition, we share findings from St Helena's first survey on children and young people's internet and social media use, helping to inform future digital safety and awareness initiatives.

We also look back on a successful month of fundraising and awareness activities organised by Cancer Support and Awareness St Helena, where the community came together to raise funds, offer support and promote hope for those affected by cancer.

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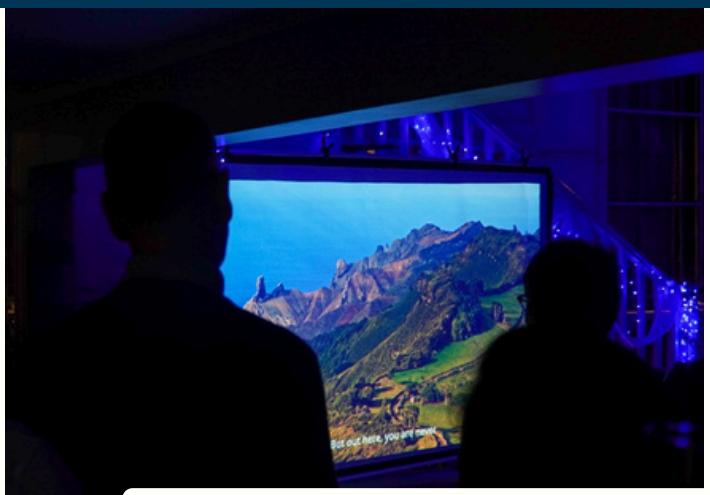
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If you'd like to contribute a story to the St Helena Ambassador or have suggestions for future editions, please contact katelyn.benjamin@sainthelena.gov.sh or call 22470.

WORLD TOURISM DAY 2026



HEAD OF TOURISM DELIVERING HIS SPEECH



'BREATHE ST HELENA - AN ISLAND ADVENTURE AWAITS'

World Tourism Day fell on 27 September, and this year's theme was "Digital Agenda and Artificial Intelligence to Redesign Tourism".

The occasion was celebrated at Jamestown Market on Saturday, 26 September, bringing together tourism stakeholders to recognise and celebrate their contributions to St Helena's tourism industry.

The event provided an opportunity to acknowledge the hard work and dedication of those involved in the industry, as well as the resilience they had shown in continuing to support tourism on the island.

Speeches were given by Head of Tourism, Jonathan Passaportis (Jono), and Minister Karl Thrower.

Jono commented:
"The theme chosen by UN Tourism was *Developing a tourism sector as a crucial driver for inclusive, resilient, and long-term economic, social, and environmental progress*.
I remember reading that and thinking: wow — this theme was written expressly for St Helena Tourism!
I took the opportunity to acknowledge the resilience shown by our industry in simply keeping going through some incredibly turbulent years.

And tonight, I want to once again acknowledge and give thanks to each and every person here, and to those tourism stakeholders who could not be with us, for the resilience you continue to show"

The occasion also saw the announcement that St Helena had won the category of Emerging Family Destination at the Family Traveller Awards. The island had been nominated in two categories: Adventure Family Destination and Emerging Family Destination.

St Helena had also been nominated for the Wanderlust Awards in the 'Most Desirable Island – Worldwide' category, with voting due to close on 27 October.

Another key highlight of the celebration was the launch of St Helena Tourism's new hero video, Breathe St Helena – An Island Adventure Awaits. The video was proudly created on the island by Colby Thomas, showcasing St Helena and all that it had to offer.

MARITIME WEEK 2026



INTRODUCTION TO SHIP SURVEYING



SEA RESCUE DEMONSTRATION

Friday 25 September marked the conclusion of another successful week of activities celebrating and promoting the importance of maritime to the island community.

Throughout Celebrating Maritime Week 2026, a range of activities highlighted different aspects of maritime life, history, education and careers.

The week began on Sunday 20 September with a historical talk on the Jamestown Wharf which was presented by Museum Director Adam Sizeland. The talk explored the history and significance of the wharf, recognised as one of the most historically intact ports dating from the era of the East India Company.

Schools across the island also embraced the maritime theme. Key Stage 2 pupils learned about nautical flags and their uses, while Early Years and Key Stage 1 pupils took part in a maritime-themed assembly. Year 10 students at St Helena Secondary School were also introduced to career opportunities within the maritime sector.

The Jamestown Brownies participated at their weekly session, learning about the NATO Phonetic Alphabet and how it can be used when communicating over VHF radio.

On Wednesday evening, Derrick Thorrington delivered an introduction to Ship Surveying at the Maritime Centre for interested members of the community.

Thursday 24 September, World Maritime Day, provided another opportunity to showcase the skills and services that support maritime safety on St Helena. Primary-aged children and members of the public were treated to a demonstration by the Sea Rescue Service, showcasing how the team would respond to and rescue a person in distress along St Helena's rocky coastline.

Coincidentally, on World Maritime Day, St Helena also responded to a SOLAS-related event, meeting its maritime obligations while supporting the welfare of a crew member from the vessel Goofy. The incident highlighted the important role St Helena plays within the international maritime community.

Maritime was also brought to the wider community through radio programmes supported by SAMS and SaintFM, alongside coverage on the St Helena Online Community Facebook page and in local newspapers, The Sentinel and The Independent. These platforms helped showcase the island's maritime story, both past and present. The week provided an opportunity for maritime to receive the attention and recognition it deserves, while engaging people of all ages across the island.

The Maritime Authority of the St Helena Government would like to thank everyone who contributed to making Celebrating Maritime Week 2026 a success. Special thanks are extended to:

- Adam Sizeland from the Museum
- Johnny Herne
- Annalene and Morgan Young
- Donna Crowie and the team from SAMS
- Johnny Clingham
- Malcolm Bowers
- Leigh Richards and the team from SaintFM
- Derrick Thorrington
- The Jamestown Brownies and their leaders
- All schools that participated
- The team of the Sea Rescue Service

The Maritime Authority looks forward to continuing to promote awareness, understanding and appreciation of St Helena's important maritime heritage and its ongoing role within the island community and the wider maritime world.

A NEW COMMUNITY MARKET CELEBRATING ST HELENA'S CREATIVITY, HERITAGE, AND ENTREPRENEURSHIP.



STALLS AT AGRICULTURE EVENT



ATTENDEES OF THE EVENT

The second Uniquely Saint Market took place on Sunday 27th September at Kingshurst Community Centre. Organised by the St Helena Art & Crafts Action Group, the Uniquely Saint Market provides a regular opportunity for local makers, crafters, growers, and food producers to showcase and sell their products in a vibrant and supportive community atmosphere.

The market is inspired by the Uniquely Saint Quality Assurance Mark, which recognises products that are locally made, use local materials where possible or involve significant transformation, carry a Made in St Helena label, are environmentally responsible, and demonstrate a high standard of quality.

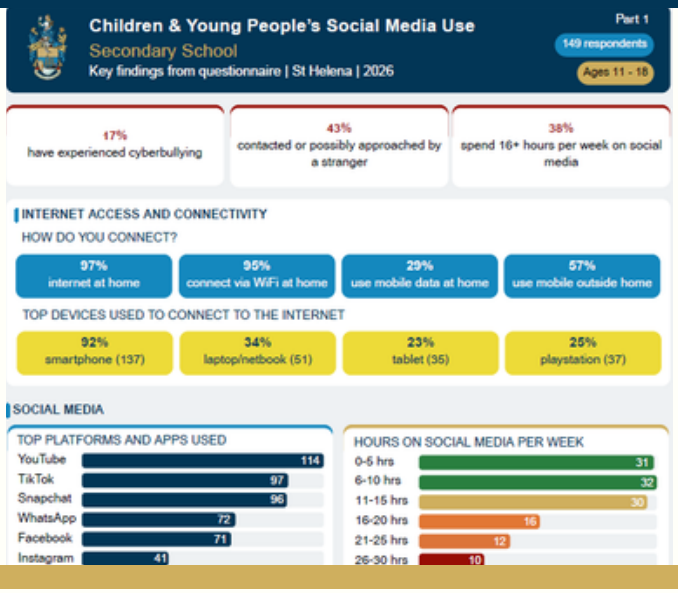
Visitors to the market could expect to find a wonderful variety of handmade crafts, artwork, plants, honey, preserves, baked goods, artisanal foods, fresh produce, and other locally produced items. The market will also promote healthy and wholesome living by encouraging local food producers to participate and showcase the best of St Helena's food heritage.

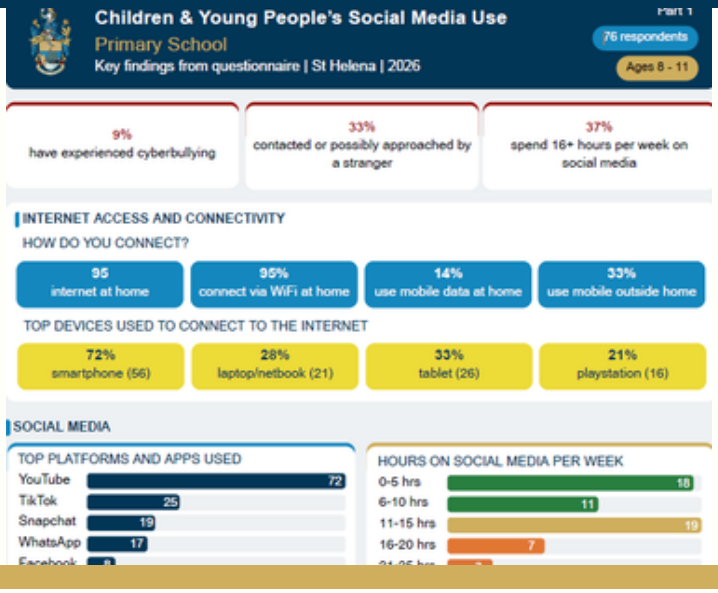
More than just a marketplace, the Uniquely Saint Market aims to be a community event, featuring live acoustic music, entertainment for children, and opportunities for people to connect, support local businesses, and celebrate island talent.

The longer-term vision is for the market to rotate around different districts of the island, making it accessible to more communities while encouraging people to develop new products, learn craft skills, and potentially grow hobbies into successful small businesses.

The next market is planned to take place 22nd November 2026 between 12:00 to 15:00 in Jamestown.

BUILDING A SAFER DIGITAL FUTURE FOR ST HELENA'S CHILDREN





The Education, Skills and Employment Portfolio has published the findings of St Helena's first comprehensive survey into children and young people's internet and social media use, gathering responses from 225 pupils aged 8–18 years across primary and secondary schools.

The survey explored how children and young people use technology, social media and online gaming, highlighting both the benefits of being connected and concerns around online safety, cyberbullying and the impact of excessive screen time.

The findings provide a clearer understanding of young people's digital experiences on the island and highlight the importance of helping them develop safe, responsible and positive online habits.

In response to the findings, the multi-agency Digital Literacy and Boundaries Group, made up of representatives from Education, Safeguarding, Health, Policing, Youth Parliament and other community partners, will continue working to support children, young people and their families.

Over the coming academic year, the group will deliver practical workshops for parents and carers, alongside school assemblies, Youth Parliament debates and community awareness activities. These will provide guidance on topics such as privacy settings, parental controls, online gaming and managing children's device use.

The work aims to give families the knowledge and confidence to make informed decisions, encourage open conversations and help young people recognise and manage potential risks online.

The survey is an important first step in understanding children's digital lives on St Helena. Its findings will help shape future awareness and support, ensuring that children and young people can benefit from technology while staying safe and developing healthy digital habits.

Keeping children safe online is a shared responsibility, and the findings will help guide the island's continued efforts to support young people in an increasingly digital world.

To view the full survey findings, visit: Children and Young People's Social Media Use – All Schools Final Report

A MONTH OF AWARENESS, SUPPORT AND COMMUNITY SPIRIT



SHG PASS THE BATON EVENT



CARNIVAL EVENT

October was a month filled with community spirit, awareness raising and fundraising activities as Cancer Support and Awareness St Helena brought people together in support of those affected by cancer.

The month's programme began with the launch of the Carnival Sweepstake on 28 September, generating excitement and encouraging the community to get involved in supporting the charity's work.

On 2 October, SHG staff led the Pass the Baton Challenge, promoting awareness and demonstrating the importance of working together in the fight against cancer. The following day, supporters gathered at the Jamestown Community Centre for a successful Coffee Morning, where community members enjoyed refreshments, conversations and the opportunity to contribute to a worthy cause.

The fundraising efforts continued on 8 October with a Miscellaneous Stall at Canister, offering a variety of items for sale and attracting support from residents. The following evening, participants took centre stage at a lively sponsored karaoke event at Donny's Club, where entertainment and fundraising went hand in hand.

On 16 October, schools, workplaces and individuals showed their support during Mufti Day, with participants wearing colourful clothing to raise awareness and funds. The next day, adventurers took part in a Sponsored Paddle Board from James Bay to Lemon Valley, led by Cerys Joshua.

The event showcased determination, teamwork and community support while raising awareness of the charity's cause.

A special patients' lunch was held on 18 October, providing an opportunity for invited guests to come together in a relaxed and supportive setting, strengthening connections and offering encouragement and support to those on their cancer journey.

The month concluded with the highly anticipated Carnival Parade on 24 October. Residents and visitors lined the streets to enjoy the colourful procession before joining the festivities on the seafront. The event provided a fitting finale to a successful awareness campaign, celebrating community unity while highlighting the ongoing importance of cancer support and awareness on St Helena.

Through each event, the people of St Helena demonstrated remarkable generosity, compassion and commitment. The activities not only raised valuable funds for the charity but also helped spread awareness, offering hope and support to individuals and families affected by cancer. Together, the community made a meaningful difference and reinforced the message that no one faces cancer alone. For photos, visit: https://www.facebook.com/StHelenaCancerSupport

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