

# Saint Lucia Olympic Committee Newsletter



Volume 3  
February 23, 2016

## President's Message



*This edition of the e-magazine is dedicated to team SLOC Inc. In the last three months members of the SLOC Inc Executive as well as work teams across sports have been working feverishly to ensure that our organization reflects a modern institution with the capacity to fulfill its mandate. We are now fully incorporated and have embarked on training and exposing some key leaders in sport to assist in better servicing our membership. We have also completed the process of owning our home, a dream for the last twenty years. Commendations to all!!!!*

*Regards,  
Fortuna Belrose*

## Olympic Committee secures New Home

**After years of planning, saving and searching for the right property, the Saint Lucia Olympic Committee Inc. will soon be calling this building home.**



The building is located in the community of La Clery, just off the round about at the top of the George F.L. Charles airport and a mere five minutes drive from down town Castries.

The Committee plans to make much of the available space by housing its secretariat, provide space to member NFs, and establish its Olympic Museum and a state of the art Conference Centre.

Attorneys for the SLOC Inc. ensured that the transfer of title went smoothly while the building experts are hard at work trying to reconfigure the interior of the building to meet its new owners' needs.

When asked about the timeline for occupying the new structure, President of the SLOC Inc. Ms. Fortuna Belrose had this to say. *"If things go to plan we can be here by mid year. That said it can only happen with the support of all our partners with whom we have currently reached out, looking for their support."*

# LONG TERM ATHLETE DEVELOPMENT

## *Saint Lucia begins the journey - By Rufina Paul*

**Firstly, create the person, then the athlete and then the sport specific player. This is the mantra for the Long Term Athlete Development (LTAD) model being pursued by the Saint Lucia Olympic Committee Inc. (SLOC); in collaboration with the Ministry for Youth Development and Sports and with technical assistance from the Canadian Sport for Life (CS4L) – which is the vehicle for the Canadian framework of LTAD.**

According to a pioneer LTAD expert – Istvan Balyi – *“the health and wellness of the nation and the medals won at major Games are simple by-products of an effective sport system.”*

For CS4L, quality sport means sport delivered with a focus on the optimal holistic development of each individual by using a developmentally appropriate approach. Saint Lucia is now being challenged to adapt the “made in Canada” LTAD



framework; which is inclusive, accessible and ethical with the emphasis on long term excellence in sport rather than unplanned and short-lived gains.

LTAD is an inclusive framework that provides scope for the integration of physical education programmes in the school system with elite sport programmes, as well as recreational sport programmes. The science behind LTAD has been tested and Saint Lucia is among a number of countries seeking to shift the sport paradigm; by establishing the platform for a national sport system that is geared towards ensuring the long term participation of Saint Lucians in sport and physical activity.

Without a doubt, sport and physical activity are powerful drivers of socio-economic development in the country. In fulfilment of the vision of a nation engaged in lifelong physical activity and excellence in sport at the national, regional and international levels; the journey has begun along the LTAD pathway that is paved with physical literacy among all ages of the population.



## **RYAN O'BRIAN REPRESENTED SLOC INC. AT MARKETING SEMINAR**

**The Saint Lucia Olympic Committee Inc. (SLOC Inc.) was among several NOCs to be represented at a two-day Olympic Marketing Seminar organised by the International Olympic Committee (IOC) in Lausanne, Switzerland from February 9-10.**

This seminar was held under the theme *“Understanding and Creating A Strong Brand”* and brought together 43 participants from Africa, the Americas, Asia, Europe and Oceania.

Saint Lucia was represented by Public Relations Officer of SLOC Inc., Ryan O' Brian. Sessions were held at the Olympic Museum in Ouchy and at the Aquatis

Hotel where delegates were accommodated. Among the topics covered were - The Olympic Brand Journey; Olympic Brand Research; Brand Building Essentials; Olympic Marketing Structure; Marketing Tools for NOCs and How to Benefit; Olympic Marketing Questions and Answers and Action Plans.



# Our Pin Collection for Rio2016 Olympic Games



## *Albert Reynolds joins the “Elite Athletes” Assistance programme*

**Albert Reynolds of the Athletics Association has now joined the likes of Levern Spencer, Jeanelle Scheper and Makeba Alcide as part of the Elite Athletes’ Assistance Programme.**

The current national record holder of the Male Javelin event is currently undergoing training in Martinique with a view of attaining the qualifying mark for participation in the Rio Olympics.

Reynolds left the island in January 2016 and is expected to be at his French base until June 2016 in the first instance.

The assistance provided will cover accommodation, transportation, food supplements, physiotherapy and chiropractor services, gym fee and a small allowance for other services.



*Reynolds signs contract witnessed by Mr. Breen of SLAA and Fortuna Belrose of SLOC Inc.*

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## **SLOC Inc. MOURNS THE PASSING OF BRIAN MCDONALD**

**The Saint Lucia Olympic Committee Inc. (SLOC Inc.) shares in the grief and sadness following the untimely passing of one of the nation’s most prominent sportscasters/producers, and boxing administrators, Brian McDonald.**

It is with a deep sense of loss that the SLOC Inc. notes his passing as he represented one of our affiliates, the local Boxing Association with distinction. McDonald was consistent in his reporting of activities undertaken by the SLOC Inc.

His dedication to service at the state owned Radio Saint Lucia is well known, not only locally, but in the wider diaspora. His commitment to informing his listeners on events in the sporting world was unquestionable and his knowledge and authority of his subjects earned him the respect of all his listeners.

The entire Executive Committee of the Saint Lucia Olympic Committee takes this opportunity to express its deepest condolences to the members of his family, the Saint Lucia Boxing Association, the management and staff of Radio Saint Lucia, the media and the sporting fraternity in general on the occasion of the passing of Brian McDonald.

May his fine attributes remain forever with us all.



# SLOC INC. LAUNCHES LONG TERM ATHLETE DEVELOPMENT Logo Competition

*Excerpts from the SLOC Inc. President's Address at launch*



**Earlier this year, the Saint Lucia Olympic Committee (SLOC) embarked on a series of capacity building programmes to alert, equip and engage its membership on the key issues and principles involved in the delivery of sustainable programmes for the survival of sports here.**

We acknowledge the diminishing numbers in active participation in physical activities across the country. We acknowledge that there are more couch potatoes now more than ever in the history of our country. We acknowledge that as a society we are not doing enough to stimulate greater interest in physical activities and the results are now an overall poor state of health of our citizens.

The SLOC, Government, by extension the Ministry of Youth Development and Sports, the Ministry of Education, the Ministry of Health, the National Sports Federations, the district Youth and Sports Councils,

the private sector, all of us in some way have a responsibility and contribution to make with respect to physical activity in our society. Our roles are clear and it is easy to sustain this awareness program if we each just focus on our roles and promote them.

The search for a logo was open to schools on the island in the form of a competition and the various prizes are as follows:

1st Place – Student receives a gift valued at \$1000; school receives a \$500 voucher for PE/Art supplies.

2nd Place – Student receives a gift valued at \$750; school receives a \$400 voucher for PE/Art supplies.

3rd Place – Student receives a gift valued at \$500; school receives a \$300 voucher for PE/Art supplies.

## Assistance to Members

The St. Lucia Olympic Committee started its assistance to members in 2016. Those who have requested and received assistance to date are as follows:

<u>Member Association</u>	<u>Request Received by SLOC Inc.</u>	<u>Funding Provided</u>
Boxing	AIBA coaching course in Panama Athletes' preparation in Cuba & Olympic Qualifier in Argentina	EC\$14,587.50
Netball	Accommodation in London re: management course.	EC\$45,567.43
Volleyball	Coverage of coach's expenses to Continental cup in Jamaica	EC\$ 2,948.31
		EC\$ 3,787.26

## SLOC INC REPRESENTED AT S4L SEMINAR IN CANADA

**The Saint Lucia Olympic Committee Inc. has recognized that the health and wellness of the nation are major contributors to Saint Lucia's success in sports globally. We also recognize that 'buy-in' is required from all sectors, if there is to be any paradigm shift around the value of sports.**

In this regard, the Saint Lucia Olympic Committee working in partnership with key stakeholders: Ministry of Youth Development and Sports, Ministry of Education, Ministry of Health and other corporate partners have embarked on a series of initiatives aimed at enlightening the nation on the importance of Physical Literacy and the value of the Long Term Athlete Development (LTAD) model. The LTAD model was developed by experts Richard Way and Istvan Bayli from the Canadian Sports for Life Program, who are Saint Lucia's trainers for the project. The LTAD is an inclusive framework that provides scope for the integration of physical education programmes in the school system with elite sport programmes, as well as recreational sport programmes.

The science behind LTAD has been tested and Saint Lucia is seeking to shift the sport paradigm; by establishing the platform for a national sport system that is geared towards

ensuring the long term participation of Saint Lucians in sports and physical activity.

In 2015, the Saint Lucia Olympic Committee hosted a workshop which was facilitated by Richard Way and Istvan Bayli for all stakeholders on the LTAD concept. Coming out of that workshop, a committee was charged with carrying the process forward. The committee comprised Rufina Paul, Dr Vernetta Lesporis, Bernard Erlinger-Ford, Lisa Hunt Mitchell, Mary Wilfred, Cyril Podd, and Anthony Lamontagne.

In January 2016, as a follow up to what was started the previous year, the committee members attended the Sport for Life Seminar in Gatineau, Canada where they had the privilege of interacting with people from various parts of the globe, and they attended all 37 simultaneous sessions; which dealt with a range of issues which included Current Research and Best Practices that can facilitate athletic development from "cradle to grave", as well as programmes for persons with physical and cognitive disabilities.

The team now back home is responsible for getting

National Associations/ Federations and like-minded groups to get involved in the movement. We wish all concerned the best of luck with this much needed initiative.



*Saint Lucia's participants with experts Richard Way, Istvan Bayli and Steve Norris*

## SLOC Inc.'s Statement on Zika

**The mosquito born Zika virus is in the air and Saint Lucia like all other countries is preparing for the Olympics in Rio de Janeiro, Brazil.**

Mosquitoes are no strangers to Saint Lucia and since the World Health Organization (WHO) found "no public health justification for restrictions on travel or trade to prevent the spread of Zika virus" Saint Lucia will continue to prepare for participation in the Games. Our country will also be guided by the advisories of the World Health Organisation (WHO) and the International Olympic Committee (IOC) in the weeks and months leading up to the start of the Games.

**SAINT LUCIA OLYMPIC COMMITTEE**

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