

MINISTRY OF CULTURE, GENDER, ENTERTAINMENT AND SPORT  
**ADVANCEMENT OF PLANS FOR THE NATIONAL SPORT MUSEUM**

**INTRODUCTION**

- 1.0 Members are being asked to note the advancement of the plans for the development of the National Sport Museum by the Ministry of Culture, Gender, Entertainment and Sport. The National Sport Museum will preserve and showcase the distinctly rich material heritage of Jamaica, the athletes and teams through a collection of artifacts of highest quality, memorabilia, multimedia, works of art, interactive exhibits, lecture series and community outreach programmes.

**BACKGROUND**

- 2.0 One of the priority objectives of the National Sport Policy (2013) is to “*Enhance and leverage the sport component of “Brand Jamaica.”*” The Policy further articulates this commitment by identifying Sport Tourism as a critical vehicle to spur growth and development in communities, while empowering youths. The establishment of the National Sport Museum has been identified as one such strategy.
- 2.1 In August 2012, a National Sport Exhibition was held in celebration of Jamaica’s rich sport history and as a precursor of the development of a National Sport Museum. The Exhibition was held over six days at the National Arena and it was well received. Visitors consistently commented on the urgent need for a National Museum to showcase and preserve the distinctly rich sport heritage of Jamaica.
- 2.2 The Exhibition also highlighted gaps in our cultural and historical landscape, specifically, the lack of the institutionalization and recognition of our rich sport heritage. The Exhibition also provided the opportunity to measure the response of the population to participate in the historical development of the museum, to collect memorabilia, artefacts and stories. The measure of goodwill was remarkable and the momentum is growing for the establishment of a permanent home for the National Sport Museum.
- 2.3 It is of note that, in October 2011, the National Sport Museum was identified by the Jamaica 50 Secretariat of the then Ministry of Youth and Culture as a Legacy Project<sup>1</sup> to mark the historic milestone of Jamaica’s fiftieth Anniversary of Independence.

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<sup>1</sup> *Our Legacy Projects Jamaica 50 – Feel the Heart and Soul of a Nation: Private/Public Sector Partnership at work.*

## **OPERATIONAL HIGHLIGHTS**

- 3.0 The site for the permanent home of the National Sport Museum is located on lands along Arthur Wint Drive, Kingston 6, directly across from the main entrance to the National Stadium and adjacent to Marley Place. It is 4500 square metres of land, being part of Briggs Park, St. Andrew and being part of the land registered at Volume 982 Folio 676.
- 3.1 In April 2016, this project was presented to the Public Investment Management Committee (PIMSEC) at the Planning Institute of Jamaica (PIOJ) and approval was granted for the project concept and the development and execution of phase one which constitutes the pre-planning activities.
- 3.2 One of the highlights of this phase is the establishment of a Virtual Museum by the Ministry. This will serve to arouse and promote interest in the museum by sport enthusiast, historians and the general public both locally and overseas.
- 3.3 The Ministry has already created an extensive database of artefacts/memorabilia that are available for display and are in safekeeping at the Institute of Jamaica. The Ministry is pleased to announce that it is open to receiving pledges and donations of artefacts and other resources for the museum.
- 3.4 The Project is now at the stage where the recruitment of Consultants - Project Manager/Curator and Technical Advisor is paramount. The Terms of Reference have already been prepared.

## **PROJECTIONS**

- 4.0 The project is being implemented on a phased basis with the support of a project management team.
- 4.1 There are provisions in place to host exhibition as a component of the promotion and public education programme.

## **FINANCIAL CONSIDERATIONS**

- 5.0 The estimated cost of the activities proposed for Financial Year 2016/2017 is \$ 25.150 M. Included are the following activities:
- Land survey and demarcation;
  - Development of a strategic and business plan
  - A National Architectural Design Competition to allow for extensive participation and promotion of the museum,
  - A Collection drive,
  - The establishment of a Museum Foundation
  - Social Media presence and
  - Documentation and television (7 minutes) features with retired sport personalities.

## **CONCLUSION**

6.0 The Government of Jamaica is committed to the establishment of the National Sport Museum as one way to promote economic growth and employment. Through the establishment of the museum, sport will also be strengthening its contribution to the diversification of our tourism product while preserving the rich culture, heritage and history of our sportsmen and women.

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