



VISION 2030 JAMAICA

NATIONAL DEVELOPMENT PLAN

Planning for a secure and prosperous future



POPULAR VERSION



VISION 2030 JAMAICA

NATIONAL DEVELOPMENT PLAN

Planning for a Secure & Prosperous Future

POPULAR VERSION

Planning Institute of Jamaica
16 Oxford Road, Kingston 5
Tel: 906-4469-72/906 -4463-4/960-9339 • Fax: 960-5058
E-mail: ndp@pioj.gov.jm
Website: www.pioj.gov.jm

© 2010 by the Planning Institute of Jamaica
All rights reserved. Published 2010

NATIONAL LIBRARY OF JAMAICA CATALOGUING-IN-PUBLICATION DATA

**Vision 2030 Jamaica : national development plan : the popular
version / prepared by the Planning Institute of Jamaica**

p. : ill.; cm.

ISBN 978-976-8103-35-2 (pbk)

**1. Jamaica – Economic policy. 2. Jamaica – Social policy. 3. Economic
development – Social aspects – Jamaica. 4. Strategic planning – Jamaica.
5. Environmental policy - Jamaica. 6. Jamaica - Environmental conditions.
I. Planning Institute of Jamaica.**

338.9729 dc 22

Cover and booklet design by Hevol Benson (TimbaGraphics/Team Willo)

Illustrations: Winston Wilkins (Team Willo)

Printed in Jamaica by The Herald Limited

A stylized map of Jamaica is centered in the upper half of the image. The map is rendered in a light green color. Behind the map, there are large, wavy, translucent bands of yellow and light green that sweep across the background. The text "VISION 2030 JAMAICA" is superimposed on the map.

VISION 2030 JAMAICA



“Jamaica, the place of choice to live, work, raise families, and do business”

Visit: www.vision2030.gov.jm

OUR VISION FOR JAMAICA

NATIONAL VISION STATEMENT

“Jamaica, the place of choice to live, work, raise families, and do business”

The Vision

From bustling townships and cities to the “irie” countryside, we are a people of tremendous God-given talent and potential. Out of diverse hardships we remain strong and deeply spiritual. Jamaica, an island gem basking in brilliant sunshine where cool waters cascade from the mountains to the fertile soils of the valleys below.

As a united family at home and abroad, we commit to a vision in which:

- we ensure equitable access to modern education and training appropriate to the needs of each person and the nation
- we provide quality and timely healthcare for the mental, physical and emotional wellbeing of our people
- our children and our children’s children can continue to enjoy the unique environmental and cultural treasures of our island home
- we seek out and support the entrepreneurial talents and creativity of our people
- we create prosperity through the sustainable use and management of our natural resources
- we create and advance national prosperity and security by vigorously seeking, learning, generating, and applying scientific and technological knowledge
- we provide full access to efficient and reliable infrastructure and services
- we are the premier destination to visit and do business
- we hold to and build on those positive core values and attitudes that have made us distinctly Jamaican
- we resolve conflicts through dialogue and mediation
- we treat each other with respect and dignity
- we all have a meaningful voice in the decision-making of our country
- we create a safe and secure society
- we know our rights and responsibilities and stand equal before the law
- our families contribute positively to the society and nurture, protect, encourage and support their members

We especially seek to create a secure future for our vulnerable population in ensuring that:

- each child has equal opportunity to develop his or her full potential through access to the best care, affection and protection
- our youth are empowered to contribute meaningfully in building and strengthening the communities to which they belong
- our elderly and persons with disabilities are fully integrated within society, have access to appropriate care and support services and are treated as valuable human resources
- no one falls into, or remains in poverty for lack of adequate support

“One love, one heart, one Jamaica”

TABLE OF CONTENTS

FOREWORD.....Page 4

ACKNOWLEDGEMENTS.....Page 5

OUR LEADERS SPEAK.....Page 6

VOICES OF THE FUTURE.....Page 7

INTRODUCTION.....Page 8

Why do we need **Vision 2030 Jamaica**?

SECTION I

What is **Vision 2030 Jamaica**?.....Page 11

SECTION II.....Page 14

What are our National Goals, Outcomes and Strategies?

SECTION III.....Page 72

How will we implement **Vision 2030 Jamaica**?

How will we monitor our progress?

SECTION IV.....Page 75

CALL TO ACTION - How can I help to make **Vision 2030 Jamaica** a reality?

NATIONAL ANTHEM.....Page 78

NATIONAL PLEDGE.....Page 79

NATIONAL SCHOOL SONG.....Page 80

JAMAICA LAND OF BEAUTY.....Page 81

PHOTO CREDITS.....Page 82

FOREWORD

If you live here or abroad, are in school, college or university, belong to a civic association (including clubs, churches, nonprofit, and community groups of all types), or are a member of the public, then this booklet is a must read!! It will provide you with a better understanding of the direction we have chosen for ourselves as a nation over the next two decades, as we strive to make **“Jamaica, the place of choice to live, work, raise families, and do business”**.

The document is divided into **four** sections for ease of reference. It answers your basic questions about ***Vision 2030 Jamaica - National Development Plan***. You will find, within its pages, the key areas for our country’s development; the major problems we face in making the changes that are necessary; and some of what we must do (strategies, programmes and projects) to achieve our long-term goals.

From this document, you will have the necessary information to inspire you with pride, confidence and resolve for a better future for our country. We urge you to share it as widely as possible. In this way, we can all embrace the change that is necessary and contribute in meaningful ways to our social, economic, cultural, spiritual, business, environmental and political growth and development.

We also thank you our readers for making this Popular Version more than just a document to read. We know that you will use it as your guide, as together we set out on our journey to 2030.

The journey will be rough, and at times the task may seem impossible. But, as Jamaicans, we are known to rise successfully above our challenges. As the popular saying goes, “wi likkle but wi tallawah”. Together we can and will make our vision a reality for us and our future generations.

So, GET ON BOARD NOW and be part of the process, as Jamaica walks confidently towards a secure and prosperous future!!

Pauline Knight, CD, PhD
Director General (Actg.)
Planning Institute of Jamaica

ACKNOWLEDGEMENTS

Without the hard work and dedication of the production team, this booklet would not have been prepared. In this regard, commendation is due to the staff of the Planning Institute of Jamaica (PIOJ), especially Mrs. Collette Robinson; the members of the Plan Development Unit including Mrs. Leila Palmer CD, former Programme Director, and Ms. Carmen V. Miller, Communications Specialist; and those who reviewed the document at various stages of its preparation. We also recognize the role of the former Director General of the PIOJ, Dr. Wesley Hughes CD, in guiding the start-up and development of the Vision 2030 Jamaica process.

OUR LEADERS SPEAK



*“I believe in the ability of every Jamaican to contribute in a meaningful way to the accomplishment of the **Vision 2030 Jamaica - National Development Plan**... But perhaps most importantly, the realization of the ... **Plan** will require the input of our youth who must have a sense that they are at the centre of our nation’s development. We must engage them and involve them in the transformation process.”*

His Excellency, The Most Hon. Sir Patrick L. Allen, ON, CD, GCMG, Governor-General
Excerpt – *Vision 2030 Jamaica – National Development Plan*



*“My fellow Jamaicans, we are now embarking on a path of national transformation through **Vision 2030 Jamaica - National Development Plan** – a vision of a new society that is inclusive of the dreams and aspirations of all Jamaicans; a society that is secure, humane and just; and a place for which we all take responsibility in owning and protecting for future generations.”*

The Hon. Bruce Golding, MP, Prime Minister
Excerpt – *Vision 2030 Jamaica – National Development Plan*



*“The achievement of this **Plan** and its successful implementation will be seen by future generations of Jamaica as a treasured part of our collective patrimony.”*

The Most Hon. Portia Simpson Miller, ON, MP, Leader of the Opposition
Excerpt – *Vision 2030 Jamaica – National Development Plan*

VOICES OF THE FUTURE

I See Jamaica

I'm in a beautiful Jamaica with a bright golden sun
It has many people who all live as one
Every child goes to school, education still the key
Gee, what a wonderful Jamaica I see

Many tourists, cargo, flowers and crops
Our people owning companies, labels and stocks
Where clean rivers whisper to birds in the trees

Gee, what a beautiful Jamaica I see!

By: Jahzan McLaughlin
Launch – Vision 2030 Jamaica
Jamaica Conference Centre (October, 2007)

“In 2030, I envision (see) a Jamaica in which each person observes the five R's: **reduce, reuse, recycle, repair and replace**. By then I hope that we will be able to meet our energy requirements without significantly contributing to the production of greenhouse gases and other environmental pollutants. I believe that we can develop our country, especially the tourism and manufacturing sectors in a more environmentally friendly manner. We have an almost perfect climate for solar cells. Hydro-electricity and wind energy are also options. We have an immensely beautiful country with a diversity of physical features, flora and fauna. We need to protect its beauty and use it to our advantage...”

By: Daniel Webster, Campion College
Excerpt from speech made at a Rotary Club Meeting
(September, 2009)



In the next 25 years I would like Jamaica to be **free of crime** and violence, come together and **support each other** and put hands in working together, have **better roads** and the police and the people have a better relationship and communication.

Fourth Form Secondary
School Student
Vision 2030 Jamaica Youth
Consultation (2008)



“Jamaica, the place of choice to live, work, raise families, and do business”

INTRODUCTION

Why we need Vision 2030 Jamaica

When we take stock of our progress since our Independence in 1962, we see a beloved country that can boast of many achievements at home and abroad. We have made great strides in providing for the health of all Jamaicans, keeping our democratic traditions and promoting our culture and sport. We have carried out social reforms, reduced our levels of poverty and seen expansion in some industries including tourism, telecommunications, entertainment and the financial services.

But we also see a country that has not achieved its full potential. Our problems include: low levels of economic growth; spending more than we earn as a country resulting in high levels of debt; high levels of crime and violence; poor performance of students at primary and secondary school levels; and some industries that are not competitive internationally.

Jamaica, the largest English-speaking island in the Caribbean, is home to 2.7 million warm-hearted, talented and diverse people who enjoy long life and relatively good health.

We are known worldwide for our music, sport and rich cultural mix. Our island home is also known for its beauty, abundant natural resources such as bauxite and limestone, and good quality water.

We enjoy a favourable climate, and a strategic location close to the North American market and global trade routes.

Culture **BYTE**

Some of these problems have taken many years to develop. They will not be solved overnight. To make our country all that it can be, we must be committed to working together over time to put in place the right solutions.

A long-term national development plan will allow us to chart our course from now until 2030. This has many advantages. We can decide what steps we should take today to achieve the results we want in the future. As a good plan guides the construction of a tall building, so our long-term plan will guide us in building a secure and prosperous country.

Help me ‘profile’ Jamaica!
The land of food and culture!
Like yellow yam and cassava!
Like Shelly-Ann, Bolt and Asafa!

Hey, do you see?
The way this country ‘irie’!
We wheel around and dance and sing!
All Jamaicans at home and in foreign!

What a great place to live!
Sweet Jamrock!
To raise your own family!
In a developed country!
What a safe place to live!
Sweet Jamrock!
To work and do your business!
In a developed country!

By Collette Robinson

Why the year 2030?

Many of the investments that we make today will have adequate time and resources to bear fruit between now and 2030. Good economic policies will enable our country to grow and develop for years to come. Our investments in education, particularly early childhood development, will lead to better performance of our children at all levels, and better qualified and more productive citizens in the future.

By 2030 our children will be adults, and many of us would have joined the ranks of senior citizens. The world is changing around us, and we want to position our country to use these changes to our greatest advantage.

To transform our country into “...**the place of choice to live, work, raise families, and do business**” requires that we all participate in the process.

This is the choice that we have to make NOW.



SECTION I

What is Vision 2030 Jamaica – National Development Plan?

It is a Plan that:

- Will guide our country's development over the next 20 years
- Aims to make Jamaica a developed country by the year 2030
- Was prepared with the input of Jamaicans from every walk of life at home and abroad
- Sets a clear vision for our country as stated in the National Vision Statement:

**“Jamaica, the place of choice to live, work,
raise families, and do business”**

- Tells us where we want to be as a country by 2030 (goals & outcomes)
- States what we have to do to get there (strategies)
- Presents a plan of action to achieve our goals for every three years
- Includes ways of finding out (indicators) if we have achieved what we said we would over the period
- Provides a system that will make sure that we monitor and evaluate what we do

What does being a developed country mean for us?

A developed country is normally described as one that has a high standard of living, good quality roads, bridges, water supply and sanitation, as well as advanced industries and high levels of research. A developed country also provides a wide range of opportunities and freedoms for its citizens.

We will regard Jamaica as developed when our citizens enjoy a high quality of life and benefit from world-class standards in:

- Education
- Health care and nutrition
- Water and sanitation, good roads, bridges, electricity, shelter
- Clean air and water, healthy forests, watersheds
- Respect, justice, social order and security

What is Vision 2030 Jamaica?

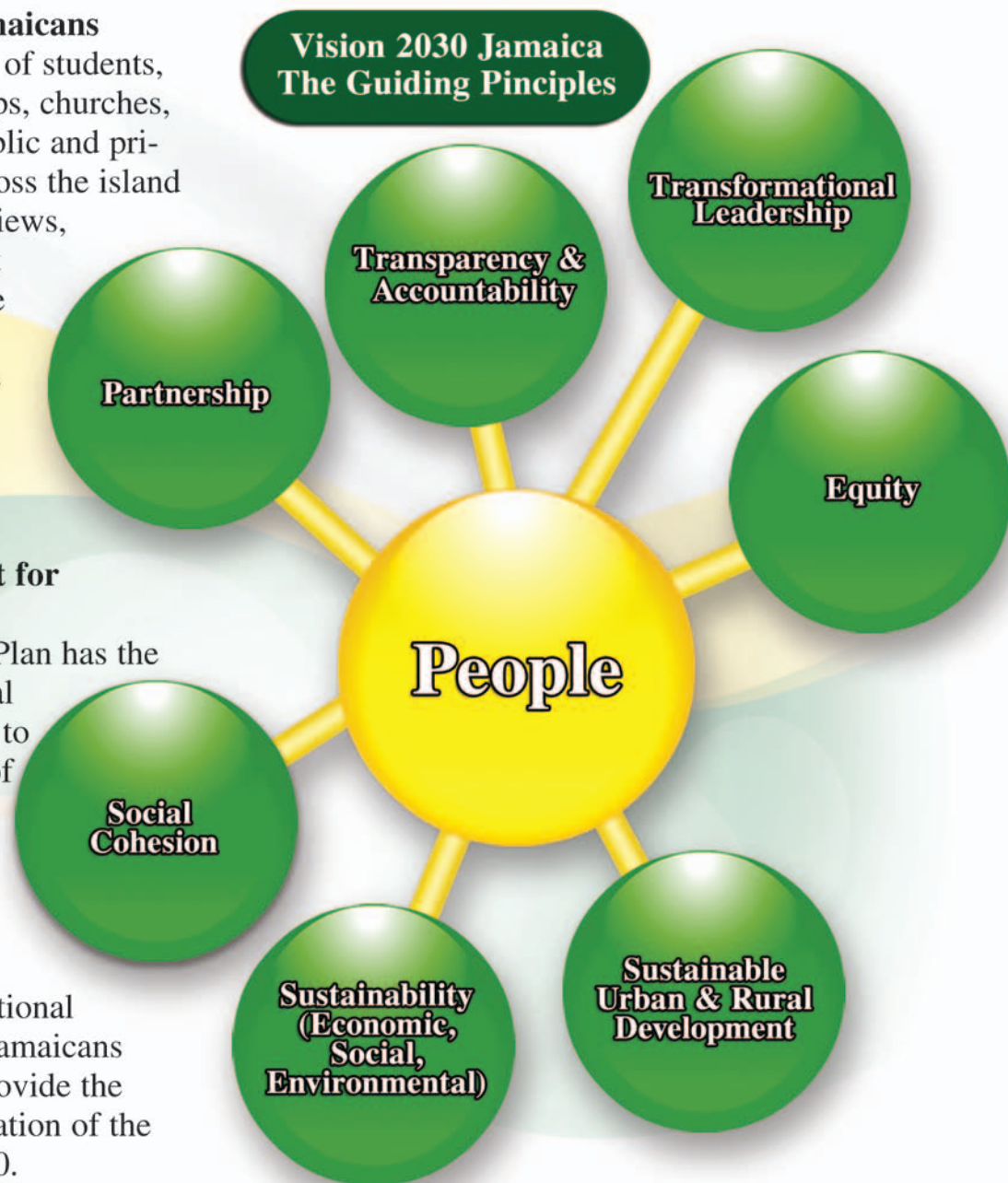
A Plan for Jamaica by Jamaicans

The Plan includes the views of students, NGOs and community groups, churches, trade unions, media, and public and private sector groups, from across the island and in the Diaspora. Their views, along with international best practices, and the lessons we learned from past planning efforts, were used to prepare the **National Development Plan** which we call **Vision 2030 Jamaica**.

A Plan with strong support for implementation

Our National Development Plan has the support of our major political parties. They are committed to making it work, regardless of any change of government in the future.

Government budgets, private sector investments, community projects, International Development Partners and Jamaicans living abroad will help to provide the resources for the implementation of the Plan over the period to 2030.



Indeed, implementation of the Plan is already underway. Government ministries and agencies are building **Vision 2030 Jamaica** into their plans and budgets. Many international agencies are using the Plan to develop programmes and projects for Jamaica.

A Plan with a new way of thinking

To transform our country, many of us will need to **change our mindset** (how we think and view life). As a society we will need to have a shared **set of core values** which will allow us to achieve **Vision 2030 Jamaica**.

Core & Transformational Values:

- Honesty & Truthfulness
- Respect • Trust
- Forgiveness & Tolerance
- Discipline • Punctuality
- Responsibility • Love
- Compassion • National Pride
- Cooperation • Good Work Ethic

“We are going to emancipate ourselves from mental slavery, because while others can free the body, none but ourselves can free our minds.”

*The Rt. Excellent Marcus Garvey, Jnr.
National Hero of Jamaica (1937)*

”

- Values and Attitudes Secretariat (2002)

SECTION II

What are the Goals, Outcomes and Strategies of Vision 2030 Jamaica?

Picture Dunn's River Falls – when we stand at the bottom, what we experience in the sparkling, bubbly, magnificent crash of water is the result of several levels of waterfalls. The different levels join together on the way down, each contributing to the flow, and are impossible to separate. So too, Vision 2030 Jamaica flows from Vision into Goals, then Outcomes, then Strategies, and finally into Actions and Activities. The end result will be a Jamaica which is “... the place of choice to live, work, raise families, and do business”.



Vision

Goals

Outcomes

Strategies

Actions

Activities

National Goals

What we want to achieve for the economy, society, environment and governance

There are four national goals as shown in the diagram. The overlapping circles indicate that the goals depend on each other, and none can be fully achieved without the others.



National Outcomes

The results that will help us achieve our goals

We will achieve each goal only when we get the results we expect in each of these national outcomes. Each outcome is linked to a specific goal as shown below.

NATIONAL GOALS	NATIONAL OUTCOMES
1 Jamaicans are empowered to achieve their fullest potential	1. A Healthy and Stable Population 2. World-Class Education & Training 3. Effective Social Protection 4. Authentic & Transformational Culture
2 The Jamaican society is secure, cohesive and just	5. Security & Safety 6. Effective Governance
3 Jamaica's economy is prosperous	7. A Stable Macroeconomy 8. An Enabling Business Environment 9. Strong Economic Infrastructure 10. Energy Security & Efficiency 11. A Technology-Enabled Society 12. Internationally Competitive Industry Structures • Agriculture • Manufacturing • Mining & Quarrying • Construction • Creative Industries • Sport • Information and Communications Technology • Services • Tourism
4 Jamaica has a healthy natural environment	13. Sustainable Management and Use of Environmental and Natural Resources 14. Hazard Risk Reduction and Adaptation to Climate Change 15. Sustainable Urban and Rural Development

National Strategies

What we have to do to achieve the goals and outcomes

The National Strategies describe the steps that ministries, departments and agencies of Government, the private sector and the wider society will take over the next 20 years for the development of our country's economic, social, environmental and governance areas.

In this section, you will learn more about some of the main strategies that we will use to achieve each of our goals and outcomes, and ultimately the vision for our country.





OUR GOAL TO EMPOWER EVERYONE TO ACHIEVE THEIR FULLEST POTENTIAL

This Goal is about how we will create a society in which each of us can fully develop all our skills and abilities, and use them in productive and creative ways to build our lives and develop our country.

To achieve this goal, we must make sure that our people enjoy good health, and have access to world-class education and training. We must protect and promote our true Jamaican culture as well as develop its power to change our society for the better, and we must provide a first-rate system to protect those most in need in our society. We must take special care to develop the potential of our children and young people, as they represent the future of our country. We must ensure that all our people – men and women, boys and girls – have equal access to all opportunities that our society provides.

Some of our Main Challenges:

- Inadequate health personnel, infrastructure and equipment
- Poor performance of learners, especially boys, at different levels of the education system
- Need for better trained education personnel
- Inadequate parenting
- Discrimination against persons with disabilities
- Inadequate support for the vulnerable in the society
- Not enough attention to positive values such as truthfulness and respect for each other
- Inadequate resources for the development of culture and sport



"Jamaica, the place of choice to live, work, raise families, and do business"

A Healthy & Stable Population

Our Vision

Our vision is for a country with a health care system that is affordable, provides services in locations that everyone can reach, has facilities that are well-equipped, and is fully staffed with highly trained personnel. We will increase our ability to fight diseases that we can get from others (infectious diseases) as well as those that we develop because of how we live (lifestyle diseases). Our life expectancy (the age to which we are expected to live) will increase from 72 years to 76 years. The size of our population will be stable, increasing slowly over time in a balanced way to support our development.

Our population is ‘moderately ageing’. This means that the proportion of children under 15 is getting smaller while the numbers of those who are elderly as well as those who are old enough to work (15-64) are increasing.

This calls for those who are old enough to become fully involved in meaningful jobs, and for us to prepare for the increasing number of elderly people, the disabled and others who are unable to fully provide for themselves.





Some of what we will do to achieve our goal:

- Improve how we monitor and control diseases in the population
- Ensure that health services respond quickly to those in need of them
- Promote healthy living for everyone
- Ensure that there are good health facilities, with well-trained personnel and good management systems (such as computerized patient records)
- Develop partnerships with the private sector for supporting and managing the health care system
- Provide better health services to persons in their reproductive years
- Improve systems to monitor the number of persons who migrate to and from Jamaica



World-Class Education and Training

Our Vision

By 2030 every child in our country will have the best learning environment. Each person will leave school at the secondary level with at least five CXC subjects including English, Mathematics and a foreign language (Grades 1–3), and will have a working skill. He or she will be well-rounded with exposure to the arts, sport and a broad understanding of our history and culture. All learners including those with disabilities will share well-equipped, supportive learning institutions.

Our teachers will be trained to world-class standards. With the full support of parents and families, we will place special emphasis on early childhood development. We will address the specific needs of girls and boys in their development.

We will use modern technology and methods to provide relevant training and certification in a wide range of skills to prepare workers who are fully qualified to work anywhere in the world.

Some of what we will do to achieve our goal:

- Ensure that every child has access to proper early childhood development
- Improve the learning environment at the primary and secondary levels
- Ensure that graduates from the secondary level are ready to go on to higher education, training or work
- Promote and use standards to measure performance of the education system based on results
- Ensure that adequate, high-quality tertiary education is available
- Ensure access to education and training opportunities for disadvantaged groups including unattached youth and persons with disabilities
- Develop partnerships with the private sector, parents and communities to create quality schools





THE *Educated* JAMAICAN

The Educated Jamaican will:

1. **Love to learn** and will therefore be a lifelong learner, continuously developing wisdom and knowledge
2. **Be well-rounded**, agile of mind, able to adjust to different situations, responsible and able to make decisions
3. **Speak an additional language** and have at least the minimum requirements for tertiary education
4. **Be a productive citizen-worker** in charge of his or her personal economic advancement
5. **Contribute to national development** by being:
 - a. Socially-aware and responsible
 - b. Conscious of what is good for society
 - c. Committed to a sustainable lifestyle
 - d. Spiritually-conscious and mature
 - e. Tolerant of diversity
 - f. Rooted in his/her Jamaican 'Smaddiness'

Source: Task Force on Educational Reform Final Report

Effective Social Protection

Our Vision

Vision 2030 Jamaica will ensure that all our citizens, including the vulnerable, are given a fair chance to have an improved quality of life. As our country develops, we will provide for those persons who are either unable to support themselves, or are facing the risk of a loss of income. This will contribute to our feeling of well-being and a greater sense of personal security.

Some of what we will do to achieve our goal:

- Ensure that welfare and assistance reach the most needy
- Make sure that persons receiving assistance are treated with dignity
- Make sure that persons with disabilities have equal access to goods and services enjoyed by others in the society
- Increase the number of persons who have social insurance and pensions
- Provide poor families with various opportunities to make a good living
- Promote the participation of families and communities in the protection of our vulnerable groups

Social protection provides for those persons who are either unable to support themselves, or are facing the risk of a loss of income.

Children, the elderly, persons with disabilities and those who live in poverty are among our vulnerable groups.





"Jamaica, the place of choice to live, work, raise families, and do business"

Authentic and Transformational Culture

Our Vision

Our generation and generations to come will celebrate and preserve our history as well as our heritage of different cultures. We will regard our museums, festivals, libraries, and heritage sites as important to our social and economic development, and respect our National Anthem and national symbols such as our flag.

Our people will respect the rights of each other by upholding wholesome values that transform our society. Our sport will contribute to national development in areas such as health, socialization of young people, community development and national unity.

Some of what we will do to achieve our goal:

- Promote strong positive values for living, including respect, tolerance and trust
- Respect the family as the most important unit in the development of our society
- Preserve, develop and promote our cultural heritage in all its forms
- Promote the use of our Nation Brand (“Brand Jamaica”) in all aspects of our social and economic development
- Strengthen the role of sport in national development



Our sportsmen and women and our entertainers carry our flag high and are sought after everywhere. The fruit of our brightest minds is recognized across the world through our writings and our contribution to public service.

OUR GOAL FOR A SOCIETY THAT IS SECURE, COHESIVE AND JUST



This goal focuses on the importance of a society that is safe, respects and protects the rights of all, operates with a sense of shared values and offers justice and fair play for all. It also stresses the importance of developing institutions that serve us well and are accountable, and of a political system that is committed to managing our country for the good of all.

Some of our Main Challenges:

- Need for reform and better training of the security forces
- Criminal networks
- Low levels of transparency and accountability in government
- An inefficient justice system
- Inadequate facilities and equipment for the security forces and the justice system



Security and Safety

Our Vision

By 2030, we will live in safe communities, have modern and effective ways of maintaining law and order, decrease the influence of criminal networks, and empower our families and communities to solve conflicts in positive ways.

We will be free to conduct our daily lives and businesses in a secure environment and to enjoy social life without fear. Our society will have a modern and humane correctional services system. In this way our people will be more productive, and contribute positively to the growth and development of our communities, towns and cities.

Some of what we will do to achieve our goal:

- Strengthen the capacity of communities to participate in creating a safe and secure society, free of garrisons and criminal gangs
- Reform and modernize law enforcement agencies to reduce corruption, and increase their efficiency and effectiveness
- Improve security of our borders and territorial waters
- Strengthen the capabilities of law enforcement agencies to fight crime
- Improve the rehabilitation of those in custody and enhance their return to the society





By reducing
the levels of crime in
our society we will enjoy
a better quality of life and
create more favourable
conditions for investment
and economic
prosperity.

“Jamaica, the place of choice to live, work, raise families, and do business”

Effective Governance

Our Vision

In our Jamaica, public institutions will be efficient, effective and accountable, delivering high quality service. Our justice system will be fair and available to all. We will recognize the rights and responsibilities of all citizens while ensuring that safety, security and the rule of law are promoted. We will uphold fairness and equality for men and women alike. Our citizens will be more trusting of each other and the public institutions that serve them.

Civil society will be vibrant and play an important role in our country's development.

Some of what we will do to achieve our goal:

- Strengthen citizen participation and the role of local organizations in national policy and decision-making
- Increase accountability and transparency in public institutions
- Implement Local Government Reform
- Reform the justice system
- Promote tolerance and respect for human rights and freedoms
- Reform the Constitution
- Strengthen public institutions to deliver efficient and effective services

Governance describes the way in which power and authority are shared within the country, how public decisions are taken, and how institutions work for the good of all. It requires the participation of government, the private sector and citizens.

Civil Society includes:

Trade unions, educational institutions, churches, professional & business organizations/associations, service clubs, social /sports clubs, charities, NGOs, community groups, women's organizations, youth groups, cooperatives and consumer organizations, environmental groups, political or other action groups.



“Jamaica, the place of choice to live, work, raise families, and do business”

OUR GOAL FOR A PROSPEROUS ECONOMY



A prosperous economy provides the foundation and resources for building a better society in which our people have the opportunity to enjoy a good and fulfilling life. In order for Jamaica to provide a better life for all its citizens, the economy has to grow and develop. Growth in the total value of the goods and services we produce each year (GDP) helps us to increase our incomes and create **sustainable prosperity** for the country.

Some of our Main Challenges:

- High level of debt owed by our government
- Complex and unfair tax system
- High levels of unemployment, particularly among women and youth
- Low productivity in many industries
- Poor roads, drains, and water supply infrastructure in some areas
- High cost of capital and operating inputs such as energy and security
- Low levels of investment in research and development (R&D)

Sustainable Prosperity means our individuals, families and communities will enjoy a high standard of living and social and economic freedoms, while respecting and preserving the natural environment.





“Jamaica, the place of choice to live, work, raise families, and do business”

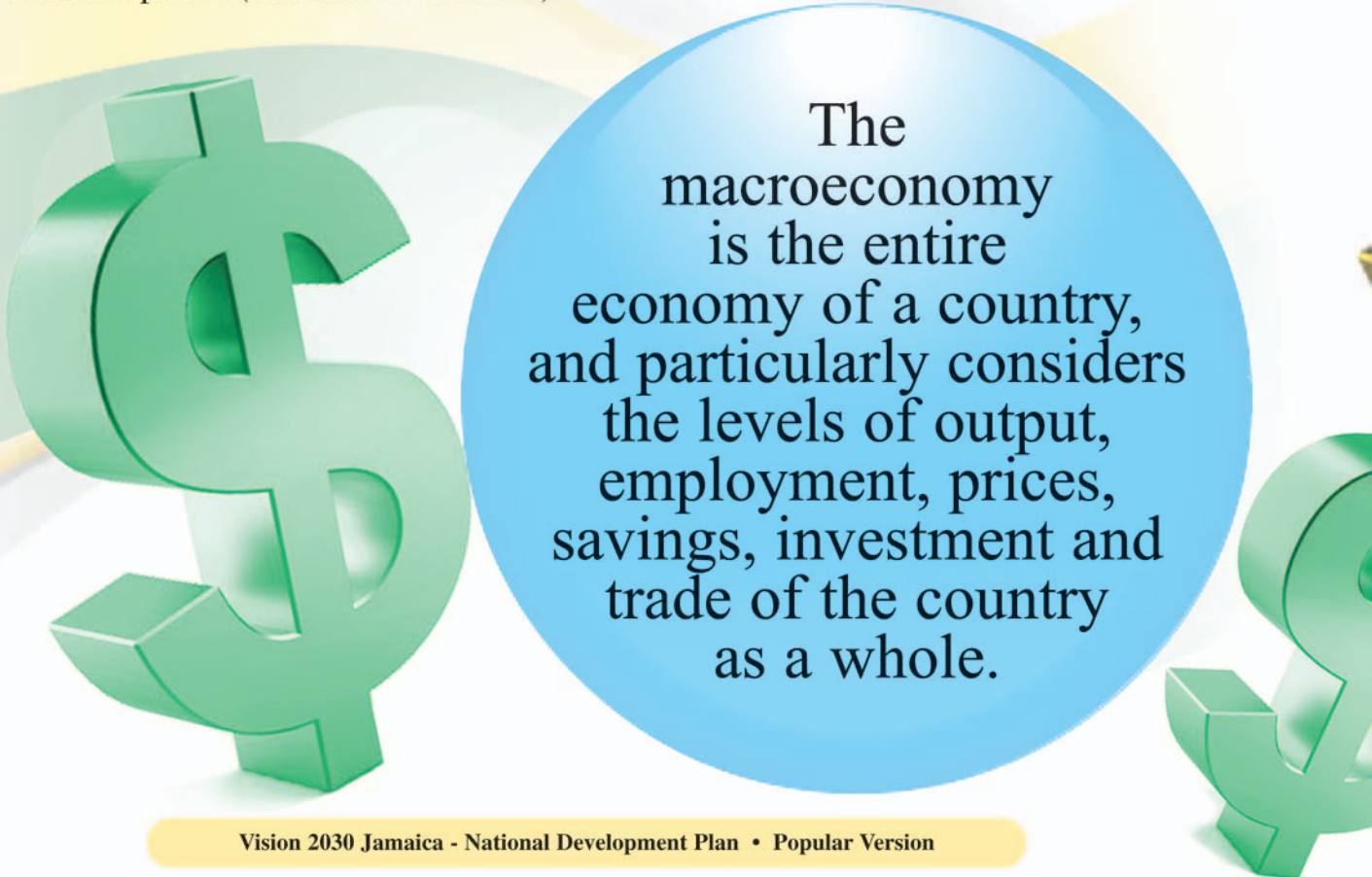
A Stable Macroeconomy

Our Vision

Our vision is for Jamaica to have an economy that provides a high standard of living for our people. We will have a strong and stable economic foundation that provides favourable conditions for sustainable economic growth and development.

Some of what we will do to achieve our goal:

- Ensure that our government can meet its expenditures and pay the debt over time
- Develop a tax system that is fair and simple
- Ensure that our financial system of banks, credit unions, building societies and other institutions is strong
- Maintain stable prices (low rate of inflation)



The
macroeconomy
is the entire
economy of a country,
and particularly considers
the levels of output,
employment, prices,
savings, investment and
trade of the country
as a whole.



“Jamaica, the place of choice to live, work, raise families, and do business”

An Enabling Business Environment

Our Vision

Under **Vision 2030 Jamaica** we will make it easier to start and operate businesses. We will provide conditions for employment that are fair to all. We will ensure that our micro, small and medium-sized enterprises are provided with the support they need to flourish and grow.

Some of what we will do to achieve our goal:

- Put policies in place to support business development
- Ensure that government is efficient in providing the approvals and licences that businesses need
- Make it easier for businesses and people to borrow money
- Develop favourable relationships and trade with other countries
- Promote new investments in our country
- Make our labour market more efficient
- Increase the **productivity** of our workers and industries



Simply put, **productivity** measures the amount that each worker produces in a single hour or day. The more each of us produces, the better off we will be. Many things affect our productivity. For example, workers can produce more if they are given better equipment and training. Our productivity is lower than that of many other countries. To catch up with our competitors, we must increase our productivity.



“Jamaica, the place of choice to live, work, raise families, and do business”

Strong Economic Infrastructure

Our Vision

Under **Vision 2030 Jamaica** we will have world-class transport, telecommunications, water supply and sanitation systems that will improve the quality of life for our people and make our producers more competitive. For example, for our farmers to get their goods to the markets on time and in excellent condition, they must be transported with care on good roads.

Some of what we will do to achieve our goal:

- Expand and improve systems for land transport, including roads, rail and public transport
- Expand inland and overseas air transport and service
- Develop our shipping industry and facilities to become a maritime centre
- Take advantage of our geographic location to become a major transport hub in the Caribbean region
- Expand our broadband (high speed internet) network islandwide
- Ensure satisfactory water supply and sanitation services by strengthening the systems for storage, treatment and distribution of water, and proper disposal of wastewater

A regional transport hub is a central location for connecting trade and travel routes, with good seaports and airports, road and rail links and good communications systems. Jamaica has the opportunity to be a major transport hub for the Caribbean.





"Jamaica, the place of choice to live, work, raise families, and do business"

Energy Security and Efficiency

Our Vision

Jamaica will have a modern and efficient energy sector that provides us with affordable and reliable energy supplies in ways that do not harm our natural environment. We also will become much better at conserving energy use in households and business places.

Some of what we will do to achieve our goal:

- Develop and use new sources of energy such as renewables and natural gas
- Continue exploration for oil and gas resources in Jamaica
- Promote and improve energy conservation and efficiency in government, businesses, and households
- Develop alternative energy industries to boost our economy
- Create a modernized energy infrastructure with efficient electricity generating plants and distribution systems
- Reduce the amount of oil we need to import
- Decrease the cost of energy to businesses and consumers

We depend on imported petroleum (oil) to meet 95% of our energy needs, especially for transportation, our bauxite and alumina industry, and for generating electricity. We must reduce this dependence to have a more secure energy supply.

By 2030 renewable energy sources (solar, hydro and wind power, and fuels from animal and plant sources such as ethanol) will account for 20% of our energy supply mix, up from 5% in 2007.



“Jamaica, the place of choice to live, work, raise families, and do business”

A Technology-Enabled Society

Our Vision

On our journey to the future, science, technology and innovation will help us to become a well-educated society that depends on our knowledge to drive our development (a knowledge-based society). They also will enhance our creativity and enable us to develop new and unique products and services that add value to our industries.

Some of what we will do to achieve our goal:

- Integrate science and technology into all aspects of national development
- Increase science and technology education in schools
- Introduce a national policy to promote science, technology and innovation
- Protect **intellectual property** rights
- Create knowledge parks and centres of excellence for research and development
- Link universities, research institutions, laboratories, government and the private sector to effectively promote innovation

Intellectual property refers to the inventions and artistic works that people create with their minds. Forms of intellectual property include patents, trademarks and copyright. It is important to protect intellectual property so that inventors and creative persons, such as artists, musicians and writers, can be rewarded for their work.





“Jamaica, the place of choice to live, work, raise families, and do business”

Internationally Competitive Industry Structures

Our Vision

Our productive industries, which we sometimes refer to as sectors, are shown in the Chart at right. We will discuss each of them separately.

Under **Vision 2030 Jamaica**, we will take steps to ensure that businesses in all our industries will be more competitive and productive.

Some of what we will do to achieve our goal:

- Our companies will adopt better technologies and business practices, be more efficient with high quality standards, and create new and innovative products and services
- Our businesses will form linkages with each other to compete with companies in other countries
- Our laws and trade agreements will provide a level playing field for our large and small producers
- Our companies will use Brand Jamaica creatively to access international markets
- Our industries will take fuller advantage of the “green economy” (the new jobs and technologies that use less energy and cause less pollution to our environment)

Our prosperity depends on the successful performance of our large and small companies and individual producers in each of our industries.



AGRICULTURE



MANUFACTURING



**MINING AND
QUARRYING**



CONSTRUCTION



CREATIVE INDUSTRIES



SPORT



**INFORMATION AND
COMMUNICATIONS
TECHNOLOGY (ICT)**



OTHER SERVICES



TOURISM

Agriculture

Our Vision

Under **Vision 2030 Jamaica**, we will revitalize our agriculture industry with leadership from the private sector and support from the Government. We will increase the productivity of our farmers through application of research and use of the best technology. Agriculture will help to create vibrant rural communities, and sustain a healthy natural environment. By increasing food production our farmers will contribute to food security for Jamaica.

Some of what we will do to achieve our goal:

- Develop modern and efficient farming systems
- Implement development plans for key agricultural sub-sectors (including sugar, bananas, fisheries, livestock, orchard crops, vegetables and forestry)
- Improve agricultural marketing structures and loan programmes
- Encourage our young people to participate in agriculture
- Increase the number and capacity of extension officers
- Reduce praedial larceny (theft of agricultural produce and livestock from farms)
- Improve the farm road network and irrigation supply systems
- Protect prime agricultural lands
- Increase our use of environmental best practices
- Promote national food security

Culture **BYTE**

Small farmer one! Small farmer two!
Planting the fields with the green callaloo
Cabbage and yam, plough up the land,
Lush sweet potato as big as your hand!

Small farmer one! Small farmer two!
Bringing to market the fresh callaloo!
Thyme and dasheen, onion, string-bean!
Carrot, tomato – all coming in!

Small farmer one! Small farmer two!
Giving us strength through the rich callaloo!
Food on the plate, from small to great!
Feeding our nation – respect is due!

By Collette Robinson



Food security means that people have access to sufficient and affordable food supply to meet their dietary needs for a productive and healthy life.



“Jamaica, the place of choice to live, work, raise families, and do business”

Manufacturing

Our Vision

Our manufacturers – large and small – will become more competitive, using efficient processes to create high value products, employing motivated and productive workers. They will successfully develop and market products with a special Jamaican appeal to the Caribbean and the world.

Some of what we will do to achieve our goal:

- Improve education and training to meet the needs of the industry
- Establish a centre of excellence for manufacturers to help the industry to adopt world-class technology and practices
- Ensure availability of good quality and affordable factory space
- Strengthen linkages with other industries such as agriculture and tourism
- Promote use of clean (environmentally friendly and efficient) technology and alternative energy sources (e.g. solar)
- Ensure quality management and production standards
- Use “Brand Jamaica” creatively in marketing products made in Jamaica

Jamaica produces a wide range of fine manufactured products, including foods, beverages, rum, clothing, footwear, furniture, chemicals and equipment.





“Jamaica, the place of choice to live, work, raise families, and do business”

Mining and Quarrying

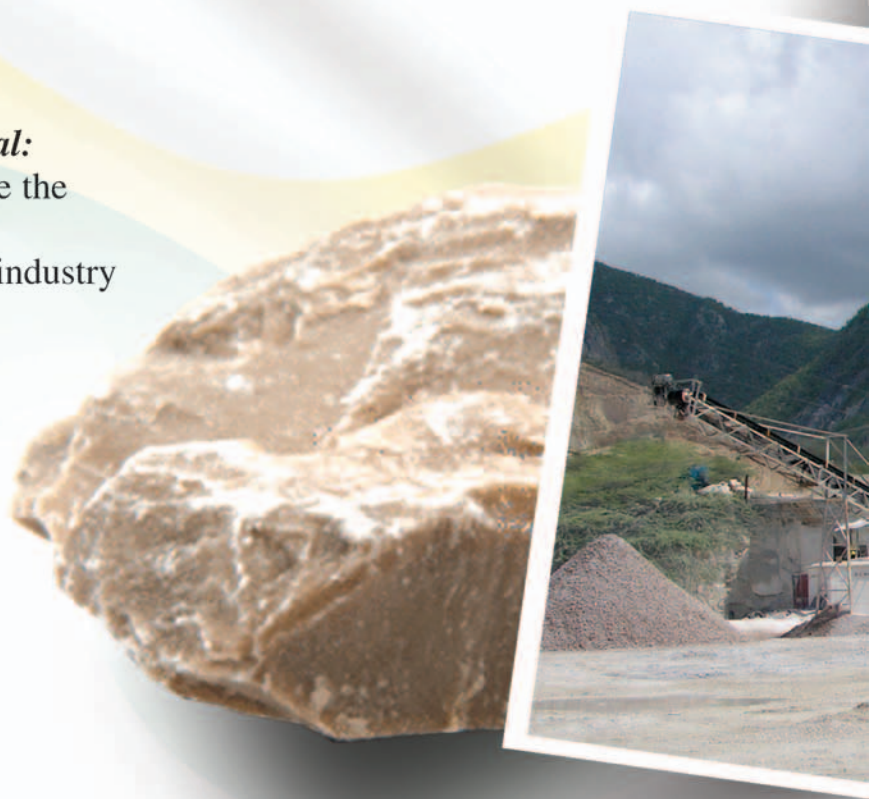
Our Vision

Under **Vision 2030 Jamaica**, we will regain our competitive edge in the bauxite and alumina industry, especially by reducing the cost of energy. We will also make better use of our other mineral resources. In particular, we will focus on our vast reserves of high-quality limestone and the many valuable products that we can make from it.

We will reduce any negative effects of mining on our natural environment. We will also ensure that the wealth of our mineral resources helps to build a sustainable future for our mining communities.

Some of what we will do to achieve our goal:

- Put policies and laws in place to encourage the development of our mineral industry
- Develop less costly energy supply for the industry
- Establish a national institution to lead the development of non-metallic minerals, particularly limestone
- Ensure adequate port facilities for shipping minerals
- Ensure proper restoration of mined-out lands
- Ensure environmental standards and legislation are followed





“Jamaica, the place of choice to live, work, raise families, and do business”

Construction

Our Vision

We will develop an internationally competitive construction industry that supports economic development through the use of the best construction technologies and practices.

Some of what we will do to achieve our goal:

- Establish a licensing system for contractors, professionals and other workers
- Expand training and certification programmes for construction workers
- Establish special security measures for construction projects in crime-prone areas
- Undertake projects that demonstrate best practices in construction
- Strengthen public-private partnerships in the construction industry
- Reduce the harmful impact of the construction industry on the natural environment
- Create opportunities for local construction companies and professionals to undertake major construction projects



Construction has many linkages with other industries in the economy. The construction industry includes the building of houses, schools, hotels, offices, shops, factories, roads, bridges and other facilities.



“Jamaica, the place of choice to live, work, raise families, and do business”

The Creative Industries

Our Vision

Under **Vision 2030 Jamaica**, we will increase the contribution of the creative industries to our economy. We will take our culture “to the world” based on the advantages we have over our competitors, and the huge possibilities for growth of the Jamaican Brand worldwide.

Some of what we will do to achieve our goal:

- Build linkages among companies and individuals within the industry
- Strengthen education and training for the creative industries
- Increase opportunities and financing for the creative industries
- Encourage more creative enterprises to be part of the formal market
- Encourage the use of technology to produce, distribute and market creative products and services
- Expand and improve the infrastructure (such as venues) for the creative industries and performing arts

Our creative industries include music, theatre, cinema, photography, craft, dance, entertainment, fashion and other arts.





Taking our **CULTURE** “to the world”

“Jamaica, the place of choice to live, work, raise families, and do business”

Sport

Our Vision

Under **Vision 2030 Jamaica**, sport will grow into a major business and commercial activity with high levels of investment to create wealth. This will be of benefit to our sportsmen and women, coaches, trainers, managers, promoters and other business people. Our country will encourage sport development with active support and participation of the private sector. We will do everything we can to continue to produce great athletes in many sports.

Some of what we will do to achieve our goal:

- Promote Jamaica as a sports tourism destination
- Develop enterprises to take advantage of the business opportunities in sport
- Establish a sport museum for local and foreign visitors
- Develop strong research and advanced sport programmes
- Provide supporting facilities and services to develop well-rounded professional athletes
- Increase information on the contribution of sport to national development



"Jamaica, the place of choice to live, work, raise families, and do business"

Information & Communications Technology (ICT)

Our Vision

Our ICT industries will be able to compete with the best in the world. We will improve the capacity of ICT to support the production of goods and services in other industries.

Some of what we will do to achieve our goal:

- Develop promotional campaigns to attract global ICT companies to Jamaica
- Encourage innovative use of ICT by the private sector and government
- Support greater use of ICT by small and medium-sized organizations
- Develop business parks for major ICT service providers

When we speak of the ICT industries we are including the computer hardware and software industry, telecommunications and the broadcast media. Within each of these categories are many types and sizes of businesses.



“Jamaica, the place of choice to live, work, raise families, and do business”

Tourism

Our Vision

Under **Vision 2030 Jamaica**, we will strengthen our tourism industry to provide a world-class, and very Jamaican experience. We will share the opportunities and wealth created by the industry among more Jamaicans, so that more of our people will benefit.

Our visitors will have a wider choice of accommodations and attractions in safe and secure resort areas. Our hotels, ports and tourist facilities will be planned and operated in harmony with our natural environment. We will increase the value of the earnings from tourism, and ensure that a major share of the tourist dollar is kept within our economy.

Some of what we will do to achieve our goal:

- Promote tourism opportunities and investments for business people and communities
- Develop well-educated, trained and motivated workers, providing excellent customer service to all visitors
- Increase linkages between tourism and other industries such as agriculture and manufacturing
- Develop new market segments such as health and wellness, yachting and sports tourism
- Expand our tourism marketing programmes to a wider range of countries
- Strengthen partnerships with cruise lines
- Redevelop an authentic Jamaican craft industry
- Implement environmental systems in hotels to manage waste, water and energy
- Work with national security authorities to address safety issues in resort areas



"Jamaica, the place of choice to live, work, raise families, and do business"

Other Services

Our Vision

By 2030, Jamaica will have high quality, knowledge-based service industries. These will use the best technology to respond to customer demands and compete successfully in local, regional and global markets.

Some of what we will do to achieve our goal:

- Provide a wider range of financial institutions and products
- Develop offshore banking
- Develop capacity of service providers to meet international standards of certification
- Improve transport infrastructure and distribution networks
- Develop advanced ICT systems for service industries
- Improve support for trade and investment in services

Other services include financial services such as banking, remittance, and insurance; business services such as real estate and legal services; and distribution, including wholesale and retail trade.





“Jamaica, the place of choice to live, work, raise families, and do business”



OUR GOAL FOR A HEALTHY NATURAL ENVIRONMENT

This Goal looks at how we exist in our physical environment: where we locate our communities; how we protect our water sources and other natural resources; how we plan to manage different types of hazards and respond to disasters, and so on. What is important is that all of these decisions about our natural environment influence the quality of life that we enjoy.

Some of our Main Challenges:

- Poor management of environmental resources (coasts, coral reefs, beaches, watersheds, rivers, forests, wetlands, wildlife)
- Low levels of awareness of the importance of the environment
- Weaknesses in the physical planning system including outdated laws and weak enforcement of building regulations
- Poor land use practices
- Squatting





"Jamaica, the place of choice to live, work, raise families, and do business"

Managing our natural environment and its resources effectively

Our Vision

We see a country in which all Jamaicans live in a healthy and beautiful natural environment with clean air, adequate supply of clean water, rich forests and hillsides, and an abundance of plants and animals. Each citizen will enjoy the goods and services provided by nature, and make decisions that help to protect and preserve the natural environment. All of us — individuals, families, workers, communities, businesses and government — will play our part.

Some of what we will do to achieve our goal:

- Include environmental issues in all economic and social policies
- Increase awareness of the importance of our environment and how to protect it
- Promote in industries, the use of technologies that will not harm the environment
- Strengthen participation of citizens in decisions affecting the use of natural resources
- Ensure that effective structures and systems are in place to regulate and govern environmental matters
- Manage all forms of waste disposal effectively
- Implement and enforce improved and more effective environmental laws, standards and codes of practice



Our watershed areas (forests, rivers, streams), mangroves and wetlands, and our coral reefs are examples of natural resources that have become polluted or face other pressures from improper use.



“Jamaica, the place of choice to live, work, raise families, and do business”

Reducing our risk to hazards and adapting to climate change

Our Vision

By 2030 we will have increased our country's ability to cope with natural and man-made hazards such as hurricanes and earthquakes, and to reduce loss of lives and property when these events occur. We will be equipped to prepare for and respond to the negative impacts of climate change. Jamaicans will be aware of the ways and means each person has to reduce and cope with hazard risks.

Some of what we will do to achieve our goal:

- Improve design of settlements and facilities to withstand the impact of hazards
- Implement a comprehensive disaster management programme, including strengthening our capability to prepare for and respond to emergencies
- Implement measures to improve how we adapt to climate change impacts
- Join global efforts to reduce the rate of **climate change**

Climate change is caused by the warming of the earth due mainly to an increase of carbon dioxide in the atmosphere. This results from increased use of energy from sources such as oil and coal.

Our geographic location in the Caribbean and our small size make us vulnerable to natural events such as hurricanes, storms, earthquakes and droughts. These often lead to natural disasters, which affect people, economic activity, infrastructure and the natural environment.



“Jamaica, the place of choice to live, work, raise families, and do business”

Sustainable Urban and Rural Development

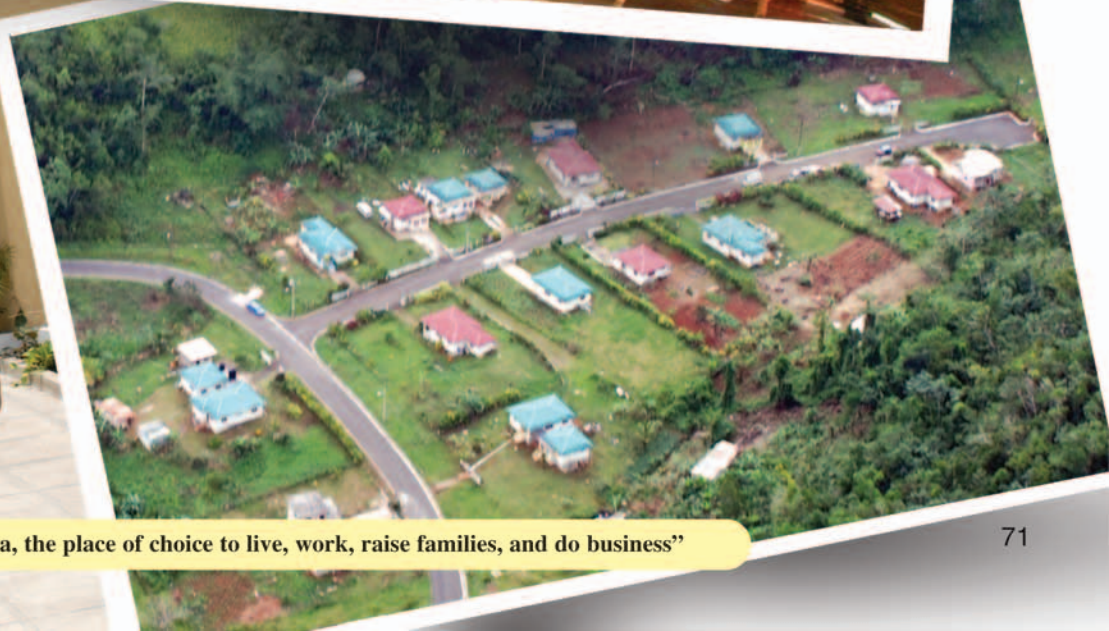
Our Vision

By 2030, every Jamaican will be living in a well-constructed dwelling that is safe and affordable, with proper water supply, sewage disposal and solid waste collection. Our communities in all parts of the island will be well planned and designed, with adequate social amenities (such as schools, markets, community centres, churches) and green spaces.

Some of what we will do to achieve our goal:

- Create a modern and efficient planning system with new laws and policies to guide land use and development
- Promote economic growth and development in rural areas
- Renew and upgrade urban areas
- Incorporate the natural environment in the design and development of communities
- Strengthen housing financing through public-private partnerships
- Promote safe, sanitary and affordable shelter

Vision
2030 Jamaica
will create an
efficient and effective
planning system that
will make the best
use of our land and
other resources.



"Jamaica, the place of choice to live, work, raise families, and do business"

SECTION III

Plan Implementation & Monitoring

Who will implement the Plan?

- Ministries, Departments and Agencies of Government (MDAs)
- The Private Sector
- Civil Society Organizations
- You and I - **We all have a role to play**

How will we implement the Plan?

Since we cannot do everything at once, we have to start with the priorities. Therefore, every three years we will determine those steps that are critical for that period and implement these through the **Medium Term Socio-Economic Policy Framework (MTF)** and the detailed **Sector Plans** which establish important milestones along the 20 year journey.

How will we monitor our progress under Vision 2030 Jamaica?

As we implement the many strategies, programmes, projects and activities under Vision 2030 Jamaica, we will need to know how well we are doing. Every year, we will take stock of where we are and see how we can improve or stay on track.

We will track our progress under each Outcome by using a range of indicators and targets at various points in time. This will require data and information obtained particularly from Government MDAs as well as other sources.

2010

2030

REPORT



The Table below shows some of the Proposed Performance Indicators and Targets we will use to measure our progress.

Performance Indicators and Targets • 2007 - 2030

Some Key Outcome Indicators	Where we were in 2007	Where we want to be in 2012	Where we want to be in 2015	Where we want to be by 2030
Human Development Index (HDI) (1)	0.736	0.745	≥ 0.754	≥ 0.800
Adult Literacy Rate (15+) (% of population)	85.8%	89.7%	≥ 91.6%	≥ 98.3%
Crime rate/100,000 population (Major Crimes)	271	216	182	43
GDP/Capita (US\$) (2)	4,817	5,354	6,629	23,567
GDP Annual Growth Rate (Real)	1.4%	3%	5%	5%
Inflation Rate (CPI)	16.8%	≤10%	≤10%	≤10%
Employment Rate	89.8%	90%	92.5%	95-96%
Ease of Doing Business Index (Country Rank) (3)	63 (2009)	58	53	34
E-readiness Index (4)	5.05	≥ 5.50	≥ 6	≥ 8
Environmental Performance Index (EPI) (5)	79.1 (2008)	≥80.1	≥82.2	≥ 85

≤ Means less than or equal to; ≥ Means greater than or equal to

1. **HDI** – a measure used by the United Nations to determine a country's level of development. It looks at life expectancy at birth, adult literacy rate, enrolment in schools and standard of living. The higher the index, the higher is the level of human development. The index is measured on a scale from 0 (lowest) to 1.000 (highest). Countries with an index of 0.800 or higher are considered to have a high level of human development. In 2007-2008 Jamaica ranked 101st out of 177 countries with a score of 0.736 out of 1.000 (based on 2005 data), which indicates that we have a medium level of human development.

2. **GDP** is the total value of the goods and services we produce each year. It measures the output of a country's economy and is one of the main indicators used to determine how well the economy is doing or its size. GDP per capita is the total value of output per person each year.

3. The **Ease of Doing Business Index** ranks countries based on how easy it is for businesses to operate, including to get permits, employ workers, get credit and pay taxes. In 2009, Jamaica ranked 63rd out of 181 countries.

4. The **E-Readiness Index** is a tool to measure the capacity of a population to use ICTs by looking at the level of technology infrastructure, the supporting business and policy environment, how many people have the necessary skills and how widely ICTs are currently used. The index is measured on a scale from 1 (lowest) to 10 (highest). In 2007, Jamaica ranked 46th out of 69 countries with a score of 5.05 out of 10.

5. The **Environmental Performance Index** shows how well countries are managing their environmental resources, reducing their contribution to climate change and addressing the effects of the environment on the health of their population. The index is measured on a scale from 25 (lowest) to 100 (highest). In 2008, Jamaica ranked 54th out of 149 countries with a score of 79.1 out of 100.

SECTION IV

CALL TO ACTION

Vision 2030 Jamaica – National Development

Plan is for all of us. We all have a role to play in its implementation, monitoring and evaluation. We must own the Vision, and begin to work now so that by 2030 our beautiful country will be “...the place of choice to live, work, raise families, and do business”.

Culture **BYTE**

...Call everyone to join their hands!
Join their hands! Join their hands!
Learn from the past and take our stand!
My blessed country!

Love and respect be on our side!
On our side! On our side!
Walls to protect but not to divide!
My blessed country!

By Collette Robinson

How can I help to make Vision 2030 Jamaica a reality?

I will:

<i>As an Individual:</i>	<i>As the Government:</i>	<i>As Ministries, Departments and Agencies:</i>
• Learn everything I can about Vision 2030 Jamaica	• Mobilize the society to buy into the shared vision	• Make sure ministry and agency plans and budgets are in line with Vision 2030 Jamaica
• Share this information with family members, friends, co-workers, other associates	• Provide the conditions for a safe and just society, with a good education system, access to basic health care, efficient public institutions and social protection for the disadvantaged and vulnerable	• Provide data and statistics to support monitoring and evaluation at all levels
• Use this information to guide my plans, decisions, actions and commitments for this year and the next 20 years	• Partner with the private sector to invest in public infrastructure and related services	• Provide reports on the progress of Vision 2030 Jamaica
• Get involved in my neighbourhood and the community associations	• Provide information to enable citizens to make informed choices	• Assist with identifying priorities and providing financial resources
• Practise and help others to practise the core values and attitudes		



<i>As the Private Sector:</i>	<i>As Civil Society:</i>	<i>As International Development Partners:</i>
• Work together with the Government to implement and monitor Vision 2030 Jamaica	• Spread the word about Vision 2030 Jamaica	• Ensure that donor programmes and resources are provided in line with the Plan and MTF
• Develop investments and trade to create employment and training opportunities	• Help to teach core values and positive actions in communities	• Provide technical and financial resources to support capacity development
• Be actively involved and committed to public-private partnerships	• Build communities and their ability to undertake projects and start new businesses	• Participate in Government-led processes for Plan implementation, monitoring and evaluation
• Be good corporate citizens who support their communities and the wider society	• Develop programmes, plans and projects in line with Vision 2030 Jamaica	• Share international trends and best practices with Jamaica
	• Participate in monitoring and evaluating the Plan	

Together we will make Vision 2030 Jamaica a reality!

NATIONAL ANTHEM

Eternal Father bless our land,
Guard us with Thy Mighty Hand,
Keep us free from evil powers,
Be our light through countless hours.
To our Leaders, Great Defender,
Grant true wisdom from above.
Justice, Truth be ours forever,
Jamaica, Land we love.
Jamaica, Jamaica, Jamaica land we love.

Teach us true respect for all,
Stir response to duty's call,
Strengthen us the weak to cherish,
Give us vision lest we perish.
Knowledge send us Heavenly Father,
Grant true wisdom from above.
Justice, Truth be ours forever,
Jamaica, land we love.
Jamaica, Jamaica, Jamaica land we love.

The Anthem is the creative work of four persons:
*The late Rev. & Hon. Hugh Sherlock, OJ, OBE; the late Hon. Robert Lightbourne, OJ;
the late Mapletoft Poulle and Mrs Poulle*

NATIONAL PLEDGE

Before God and all mankind,
I pledge the love and loyalty of my heart,
the wisdom and courage of my mind,
the strength and vigour of my body
in the service of my fellow citizens;

I promise to stand up for Justice,
Brotherhood and Peace,
to work diligently and creatively,
to think generously and honestly,
so that Jamaica may, under God,
increase in beauty, fellowship and prosperity,
and play her part in advancing the welfare of the whole human race.

By Independence Committee

NATIONAL SCHOOL SONG

I Pledge My Heart

I pledge my heart forever
To serve with humble pride
This shining homeland, ever
So long as earth abide
I pledge my heart, this island
As God and faith shall live
My work, my strength, my love, and
My loyalty to give.
O green isle of the Indies,
Jamaica, strong and free,
Our vows and loyal promises,
O heartland, 'tis to thee

*The National Song for schools is set to the tune of 'I Vow To Thee My Country'.
It was written by the late Hon. Victor Stafford Reid, OJ.*

JAMAICA LAND OF BEAUTY

Jamaica land of beauty,
We promise faithfully
To serve thee with our talents
And bring our gifts to thee.
Jamaica we will always
In honour of thy name,
Work steadfastly and wisely
And never bring thee shame

From riverside to mountain
From cane field to the sea,
Our hearts salute Jamaica,
Triumphant, proud and free

Together in our country,
In love and brotherhood
We'll work and play in freedom,
As all God's children should,
With hearts and hands united
In thanks for everything,
That God has given unto us,
Together let us sing,

From riverside to mountain
From cane field to the sea,
Our hearts salute Jamaica,
Triumphant, proud and free.

Words by A.L. Hendricks/Music by Lloyd Hall

PHOTO CREDITS

P.7 Jahzan McLaughlin
© Zandriann Maye

P.7 Daniel Webster
© Dr. Nicole Webster

P.17 Steps to achieving our vision
© Jamaica Trade & Invest/JAMPRO

P.19 Sigma Run
© Gleaner Co. Ltd.

P.19 Career Day
© Gleaner Co. Ltd

P.23 Students at HEART Trust/NTA
Contributed by HEART Trust/NTA

P.23 Basic School Children
Contributed by Miracle Basic School © Kadian Christie

P.25 Human Development & Welfare
Contributed by PIOJ

P.26 The Jamaican Folk Singers
© The Jamaican Folk Singers

P.27 Police Community Relations
Contributed by PIOJ

P.27 Public Consultation - Portland
© Warren Hutchinson

P.28 Police Vehicle
Contributed by PIOJ

P.31 Youth Parliament 2009
© Gleaner Co. Ltd.

P.31 Sam Sharpe Square, Montego Bay
© Howard Moo Young

P.32 Caribbean Cement Company Ltd.
Contributed by Caribbean Cement Company Ltd.

P.33 Call Centre
© Jamaica Trade & Invest/JAMPRO

P.33 Highway 2000
Contributed by Min. of Industry, Investment & Commerce

P.37 Inland Revenue Department
© Howard Moo Young

P.37 Manpower
© Jamaica Trade & Invest/JAMPRO

P.39 Half Way Tree Transport Centre
Contributed by the Port Authority of Jamaica (Ministry of Transport & Works)

P.39 Norman Manley International Airport
Contributed by NMIA Airports Ltd.

P.39 Kingston Port shot
© Jamaica Trade & Invest/JAMPRO

P.41 Wind Turbines
Contributed by Ministry of Mining & Energy (Energy)

P.43 DNA Testing
© Howard Moo Young

P.45 **Productive Industries:**
Agriculture
© Howard Moo Young

Manufacturing
Contributed by Jamaica Manufacturers' Assn. (JMA)

Mining & Quarrying
Contributed by Ministry of Energy & Mining (Mining)

PHOTO CREDITS

Construction
© Howard Moo Young

Creative Industries
© Colin Hamilton

Sport
© Jamaica Tourist Board (JTB)

Tourism
© Howard Moo Young

P.47 Hydroponics Farm
© Richard Khouri

P.49 Table
Contributed by Gladstone Rose

P.51 Windalco Kirkvine Bauxite Company
© Gleaner Co. Ltd.

P.51 Quarry
Contributed by Ministry of Energy and Mining (Mining)

P.54 The Hon. Jimmy Cliff, OM (Rebel Salute 2005)
© Gleaner Co. Ltd.

P.54 The Hon. Louise Bennett-Coverley (Ms. Lou) OM, OJ, MBE
© Louise Bennett Estate

P.54 Oliver Samuels ("River Bottom" 2008)
© Gleaner Co. Ltd.

P.55 National Dance Theatre Co. Ltd.
© Gleaner Co. Ltd.

P.57 Ambassador The Hon. Usain Bolt, OJ, CD
© The Jamaica Observer Ltd.

P.57 Veronica Campbell-Brown
© The Jamaica Observer Ltd.

P.57 Sunshine Girls vs England
© The Gleaner Co. Ltd.

P.61 Mystic Mountain
© The Jamaica Observer Ltd.

P.61 Craft Market
© The Gleaner Co. Ltd.

P.61 Ochi Bay
© Howard Moo Young

P.62 Jamaica Stock Exchange
© The Gleaner Co. Ltd.

P.63 Bank of Jamaica
© Howard Moo Young

P.64 Blue Mountains
© Howard Moo Young

P.64 Coral Reef
© Matt Mainz

P.65 Jamaican Waterfall
© Richard Khouri

P.65 Red-billed Streamertail Hummingbird
(Doctor Bird) Jamaica's National Bird
Contributed by NEPA © Paul Jones, Birdwatcher, Canada

P.67 Dunn's River Watershed
Contributed by Environmental Foundation of Jamaica (EFJ)

P.70 St. Thomas Housing
© The Gleaner Co. Ltd.

P.71 Emancipation Park
© Howard Moo Young

P.71 NHT Housing
© The National Housing Trust

P.71 Happy Content
Contributed by the Ministry of Energy and Mining

NOTES

NOTES



VISION
2030
JAMAICA



Produced by the Planning Institute of Jamaica
Designed by Hevol 'Tim' Benson • Timba Graphics/Team Willo timba.graphics@gmail.com
Printed by The Herald Printers