



The National Carnival Commission of  
Trinidad and Tobago

**Carnival 2016 Media Launch**

Remarks

Delivered by

**Michael Guyadeen**

Chief Executive Officer, NCC

V.I.P. Box  
Queen's Park Savannah  
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5 pm

## Salutations

ψ Minister of the Arts and Multiculturalism, Dr. The Honourable Lincoln Douglas

ψ Minister of National Security, The Honourable Carl Alfonso

ψ Lorraine Pouchet, Chair, National Carnival Commission

ψ Members of the Board of Commissioners of the NCC

ψ Management and Staff of the NCC

ψ Other Distinguished Ladies and Gentlemen,

ψ Members of the Media

ψ Good afternoon.

ψ As the Chief Executive Officer of the NCC, I am pleased to welcome you to our media launch for the start of the Carnival 2016 Season.

ψ As some of you may know, we are celebrating 25 years in 2016 – our silver jubilee, and as you can imagine we are extremely excited about that.

ψ Today, however, I would like to share with you some of the big wins we recorded last season, as well as some of the highlights that we're planning on for next year.

ψ Before I begin my brief remarks this afternoon, I'd like to take a moment to recognise the NCC Board, Management and Staff for their continued exceptional performance, especially in the face of mounting difficulties and challenges.

ψ You have, and continue to perform with excellence, and much of our achievements over the last year and Season are definitely attributable to you.

ψ I firmly believe that the NCC has some of the most dedicated and committed employees in the country. I have witnessed firsthand, the effort, energy and creativity of our staff. And without it, we could even begin to talk about recording any successes, far less for planning anything for the future.

ψ I would also like to thank those members of the media, especially those who are here today.

ψ Our efforts succeeded, in large part, because of their hard work in sharing critical information with the public in a timely fashion; information such as the finalised Parade of the Bands routes and the launch of the enhanced masquerader experience.

ψ We certainly look forward to working closely with you as time goes on and as the Carnival season gets underway later this year.

ψ But there is more to the story that we wish to share, as we get ready to launch an epic 2016 Season. Our Chairman will elaborate more on that later on. For now, I'd like to talk a little about some of the big wins we recorded last season and what we can look forward to for the next.

ψ Over the last year, as we continued our focus on being a global leader of Carnival, we have shown consistent growth

in several aspects of both our operations and management processes.

ψ We focussed on generating a substantial increase in the ways and means of revenue generation across public and private sectors; getting and giving greater value for spend.

ψ And of course, it should go without saying, but at every step along the way, we placed greater emphasis on improving debt management and increasing financial viability.

ψ In 2016, we intend to build on this, continuing our revenue-boosting strategy in the following areas:

- Security Services
- Regional Carnivals
- Carnival Institute of Trinidad & Tobago - Grants & Training
- Property Rental
- Car park rental
- Sponsorship
- Merchandising

- ψ So far, this year we have restructured our Request For Proposals processes for all carnival-related events.
  
- ψ We issued our tender notices weeks earlier than we previously did years ago in an effort to accommodate as many suppliers as possible, and to give ourselves ample time to review and make more strategically sound decisions.
  
- ψ On the operations side, we continue to employ best-in-practice procedures, namely in our partnerships with third party suppliers.
  
- ψ The results for 2015 allowed us to complete building the North Stand, the Grand Stage, infrastructure at Skinner's Park, Adam Smith & Victoria Squares, Piccadilly Greens and the vendor booths ahead of schedule and well within budgetary limits.

ψ Additionally, we strengthened our managerial structure by creating and filling positions with individuals who have been instrumental in our ongoing work to transform Carnival from an event into a sustainable industry.

ψ To that end, last Season, we successfully landed a significant win when we procured lighting at our Queen's Park Savannah venue and the Drag at zero cost.

ψ We would like to publicly recognise TTEC and The Ministries of Public Utilities and the Arts & Multiculturalism who have been very instrumental in this process.

ψ Further achievements on the operations side include the enhancement of our Venue Operations Centre (VOC).

ψ For those who don't know, the VOC is a sophisticated security command centre, which while it has been operational for a 1 year, was further augmented last year to

include 24-hour/360-degree closed circuit monitoring which records all activities for the entire 5km of the Queen's Park Savannah.

ψ The improvement provided greater security for the public.

ψ Some of the other big wins we achieved last Season year included the 57 Regional Carnival Celebrations successfully held across the country, the Reenactment of the Canboulay Riots of 1881 on Carnival Friday, the Dragon Festival, the Traditional Children's Parade and the training workshops in all areas across the Island, stickfighting and the Panorama competition.

ψ The Parade of the Bands went smoothly at various venues across the country, including Port of Spain, Arima, and San Fernando and all bands, crossed the stage by 5.30pm on Carnival Tuesday.

ψ In September this year, we will commence the construction and installation of 2 elevators in the Grand Stand which is



expected to be completed in time for Carnival 2016, allowing access to the differently-abled, the elderly and other patrons.

ψ Ladies and gentlemen, as you can see, our Carnival operations and processes continue to improve in both depth and scope as we work with various stakeholders. Going forward, we will be looking forward to replicating, and even building upon wins like these.

ψ As the NCC continues to evolve just like Carnival, we will approach next season focussed on 3 main goals:

- 1) Actively engaging our stakeholders and various communities for support and ideas.
- 2) Strengthening our financial management and operations through more robust policies and practices.
- 3) Encouraging and promoting international participation in our Carnival from international carnival bodies.

4) and Internationally exporting our Carnival expertise to assist in developing other Carnivals around the world.

ψ Ladies and gentlemen, the journey to achieve our strategic goals so far has been an unforgettable adventure; the journey ahead promises to be even more so.

ψ Our staff, management, and stakeholders remain steadfast in their support, which I believe will prove to be the key to our success in 2016.

ψ I thank you for your attention and look forward to your support for our silver jubilee.

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