

**Welcome and Opening Remarks  
for the Census 2010 for the Sister Islands**

**Cayman Brac, 22 April 2010**

Good morning. On behalf of the Financial Secretary Mr. Kenneth Jefferson, it is my honour to welcome the Deputy Premier, Hon. Julianna O'Connor-Connolly; Member of the Legislative Assembly Mr. Moses Kirkconnell; distinguished guests, ladies and gentlemen.

Mr. Jefferson expresses his sincere apologies for not being with us today due to pressing budget meetings.

I also welcome you all on behalf of the District Commissioner Mr. Ernie Scott and his staff who are the partners of the Economics and Statistics Office in organizing this morning's event - the official launch for the Sister Islands of the 2010 Census of Population and Housing (also known as Census 2010).

This launch in the Sister Islands precedes a similar launch of Census 2010 in Grand Cayman on April 29<sup>th</sup> 2010.

Census 2010 is scheduled to start on Census Day, October 10, 2010 or 10-10-10. As this day is fast approaching, this event was organized to mark the start of an education and publicity campaign for the Sister Islands.

At the outset, I wish to extend ESO's utmost appreciation for the hard work by Mr. Scott and his staff, particularly the Deputy Commissioner who willingly agreed to serve as master of ceremonies and Mrs. Wanda Tatum.

The Census 2010 education and publicity campaign focuses on three key messages - a) the Census is coming; b) the Census is important for planning Cayman's future, and c) every resident counts in making the Census a success.

The overall aim of the campaign is for the Cayman Islands to have a census that is produced professionally, with credible results that address the data needs for policy and planning in the public and private sectors. In other words, we would like to have a useful census that Cayman can be truly proud of!

The presentations in today's launch will speak on the importance of the Census in the context of key local and sectoral challenges and goals. It is most instructive that our distinguished speakers represent perspectives from the government and non-government sectors on the potential benefits from the Census and the expected roles of the sectors that they represent.

Indeed, we expect these various messages to comprise the key messages of the Census 2010 education campaign not only in the Sister Islands but throughout the country.

The fact that we have various sectors speaking for Census 2010 this morning underscores the broad mix of its potential users. Because of this, the ESO at the outset decided to adopt an inclusive approach in the preparation and implementation of the Census. This requires the representation and active involvement of as many government departments and non-government offices. In other words, it is critical for us to project the reality that the Census is a national event where everyone counts.

The official preparation for the Census began in February 2008. One of the first tasks was the convening of the Census Advisory Committee (CAC) in June 2008. This Committee was established to provide advice to the prioritization and

relevance of questions to be included in the Census questionnaire, publicity, promotion and the dissemination and uses of the results.

Currently, the CAC comprises the departments of Planning, Education, Children and Family Services, Employment Relations, the Ministry of Financial Services, Tourism and Development, the Ministry of District Administration, Works and Gender Affairs, and finally but not the least, the District Commissioner for the Sister Islands. The private sector through the Chamber of Commerce Executive Director is also represented in the Committee.

Other departments have been assisting the ESO and the Committee. These are the Government Information Services with regards to publicity and promotion and the Lands and Survey Department with regards to the preparation of enumeration area maps. The Legal Department is extensively involved in preparing amendments to the Statistics Law (1996 Revision) to strengthen the safety and confidentiality of the Census data collection process.

The Census Advisory Committee, led by the Chair who is also the Census Manager Mrs. Elizabeth Talbert, has established relevant sub-committees that have been meeting regularly in earnest to keep the preparation on schedule.

The involvement of other sectors is also gradually building-up. In March, consultations with community development officers and representative constituencies have started. Among the community development officers who attended the initial meeting was the CDO for Cayman Brac, Mrs. Anne Rose Scott. It was agreed that census awareness and education be made part of the community meetings to the extent possible. The schools have also started assisting in the education campaign among the youth sector. We are grateful to

Mr. Adrian Jones and the high school students for their role in the program this morning.

The private sector is extending a helping hand. For instance, we are deeply grateful that Brac Power and Light through its Managing Director Mr. Jonathan Tibbetts, has indicated its support for Census promotion in the Sister Islands. We will be equally grateful to other businesses and offices in the Sister Islands who may want to assist us in in big ways or small ways and this may be as simple as helping us distribute Census brochures or posting a Census poster.

A multi-sector, inclusive approach to all facets of Census activities will be most critical in October when over 250 persons will be recruited to assist the ESO. The recruitment will begin in June. We are pleased that a growing number of persons have already contacted the ESO expressing their interest to work for the Census, and you will have an opportunity to sign-up today after the program.

Census 2010 is the biggest national statistical activity since 1999. To facilitate the management of Census operations for the Sister Islands, ESO will be opening a Census Office here in Cayman Brac with the assistance of the office of the District Commissioner. This would allow for easy access to the Census staff should anyone have questions or concerns about the Census.

To conclude, I warmly welcome you anew to the Sister Islands launch of Census 2010. We at the ESO encourage everyone to be active participants in the upcoming Census which starts on October 10, 2010, where everyone counts.

Good day, and may the Lord bless the Sister Islands' Census 2010!