

**Remarks at Launch of RBC Race for the Kids**  
**Benefitting the UWI**

Monday, February 13, 2017

10:30 a.m.

EBCCI Foyer

Mr. Kevin Darling, Managing Director - RBC Royal Bank, Professor Clive Landis, Deputy Principal, Ms. Lauragaye Jackson, Director of Marketing & Brand Caribbean (RBC Financial Caribbean Limited), Ms. Meryl Stoute, Area Vice President – Business Banking, Mr. Wenrick Clarke, Area Vice President – Personal Banking, Mr. Kenneth Walters, Campus Registrar, Ms. Lisa Alleyne, Campus Bursar, Deans, Mr. Frank Drakes, Marketing Manager, Ms. Simone Lambert, Branch Manager – University Drive Branch, Mrs. Dawn-Lisa Callender-Smith, Race Coordinator, other

members of the RBC Team, Mrs. Amanda Reifer, Head of the Academy of Sport, **Good morning and welcome to the Cave Hill Campus.** I am delighted to be taking part in this launch of the **RBC Race for the Kids – the Barbados edition.**

I note that while Barbados will become the 12<sup>th</sup> country added to the list for this annual race, when we get out of the blocks on Easter Monday, we will not only be the first in the southern hemisphere to host a RBC Race for the Kids event this year; but our 5K will also be the bank's inaugural race on its calendar for 2017.

Let me therefore assure everyone that while we are the new kids on the RBC 5k racing block, The UWI Cave Hill Campus welcomes leading off this year's series of events. Trailblazing is not an unusual challenge for us at Cave Hill. We are familiar with the experiences and expectations of being first. We are used to providing leadership and

preparing others for leadership so we know what is required to be out front. We know how to execute efficiently and how to deliver spectacularly. My motto for the Campus is to be out front and maintain that position.

So when images of Barbados in general and Cave Hill campus in particular are spread across the globe in preparation for other upcoming RBC **5Ks** in 2017, we anticipate that it will be said that 'Cave Hill did us proud'. Managing Director, Mr. Darling, and all our RBC colleagues, that is my solemn promise to you. And I know that my colleagues, staff, students and the entire Cave Hill community will ensure that we keep that pledge.

Ladies and gentlemen, Cave Hill's association with this charitable event comes at a critical juncture in the campus' evolution. I will outline a few briefly in explaining why we are so pleased to initiate what I know will be an enduring

and mutually beneficial aspect of this university's valued relationship with RBC.

In 11 other territories around the globe from Australia to neighbouring Trinidad and Tobago, these charitable races are used to draw attention to and support children's causes worldwide. Perhaps, most noticeable from our perspective is pediatric cancer. We are well aware of the RBC Caribbean Children's Cancer Fund which was established to assist young regional citizens diagnosed with cancer, by providing them with the necessary care and treatment they need.

Regional governments are grappling with rising costs of social services, including health and education; an economic and societal challenge that is only too well known. In Barbados, the introduction of tuition fees for university students in 2014 ushered in a drastic decline in enrolment at the Campus and foisted financial hardship

among some students determined to finish their studies but challenged to meet the costs.

It is for this very reason that the Cave Hill Campus welcomes the branding of the upcoming race in Barbados as **RBC Race for the Kids benefitting The UWI - Cave Hill Campus Scholarship Fund**. I savour saying this because our students will thrive on the results. By creating scholarships, we intend this Easter race to assist in re-awakening a passion for UWI education among more aspirants. We intend to make funding available for persons in need. We look forward to the “**RBC Race for the Kids benefitting The UWI**” by raising significant sums for University education. We intend every year to add substantially to the near CAN \$28 million that has been raised around the world by this charitable cause since its inception.

Establishing a scholarship for deserving UWI students can make all the difference to their lives. Education, in particular higher education, has played a pivotal role in transforming the lives of individuals and families in the Caribbean, empowering them to advance socially and economically, while enabling them to become productive citizens.

UWI students are typically highly motivated and we want to encourage more to give back to their societies. Many are the first of their families pursuing a university degree, they are talented and dedicated, but without the means to pay for their education. Many study while grappling with challenges –juggling jobs, raising children and caring for family members - all while studying. We know receiving a scholarship can be the lifeline that a student needs to make it through to completion.

The RBC Race for the Kids initiative provides parents, alumni, the corporate community and friends of The UWI, the public, all of us who care, with an opportunity to help us secure continued access to a UWI education for these deserving students.

At Cave Hill, we are also pleased to be associated with this race because the very presence of RBC 5K in Barbados with its global reputation for championing health will focus public attention on some of the illnesses affecting young people and the need for them to adopt healthier living. We know that this would help to stave off some lifestyle diseases.

I urge everyone, and young people, in particular, to join us on this 5K on April 17 2017. Alumni come out in your numbers and support your Campus. Let this day mark the start of adopting an active and healthier lifestyle, if you have not yet done so. We need to get more young people

being more active physically, and of course elders like myself to join them.

Through this collaboration with RBC, The UWI will showcase some of the remarkable work being done by our Chronic Disease Research Centre, in combatting lifestyle-related illnesses and promoting healthy lifestyles. For example, last month's UWI symposium which examined the impact of taxes on **sugar sweetened beverages** was CDRC's latest initiative in its unrelenting educational drive against obesity. Amid startling regional statistics from researchers, health professionals and concerned citizens, CDRC issued a call for the SSB tax to be increased as a measure aimed at reducing both childhood and adult obesity and relieving the financial and resource constraints placed on our regional health systems.

Ladies and gentlemen, I cannot agree more with our Chancellor, Professor Sir George Alleyne, when he stated at

our Graduation last October: “We need a massive, sustained effort at public information and education so that every citizen in every nook and cranny of our region appreciates the need to address those factors which make our children fat and also contribute to the speed of the onrushing of what I and others have called the tsunami of chronic non-communicable diseases.”

The launch of the RBC-UWI 5K helps The UWI’s public information and education campaign. In addition to increasing the level of educational awareness of childhood illnesses and The UWI’s ongoing work to address these, we anticipate that the RBC 5K will advance our efforts at deepening The UWI’s integration within the local community. We know that the race will attract health enthusiasts, those with a competitive spirit and those who just want to walk. All are welcome. We also see it as an event promoting a wholesome activity in which entire

families can participate. We expect to see alumni joining our current students, established runners and walkers, all our cricketers, footballers and athletes, parents coming out with their children, cousins, friends and neighbours, all participating to make this an historic event. This becomes our 5K.

This RBC-UWI collaboration represents the type of alliance building I am prioritizing as Campus Principal. I view the relationship between the academy and the corporate sector as mutually beneficial and I intend to strengthen our engagements across multiple interest areas.

Employers want the University to provide them with qualified and skilled employees who are capable of competing in a global environment. The University needs corporate partners to provide internships for students, jobs for graduates, and, of course to invest reasonably in

educating graduates on whom their enterprises will depend.

Let me express our deep appreciation to our friends at the RBC, for their generosity to this university through the years. RBC is a longstanding corporate partner of the UWI. The establishment of this Centre for Creative Arts in which we are gathered stands as testimony to that generosity.

Ladies and gentlemen, knowing that we are building mutually beneficial partnerships with our corporate friends does not absolve us of the responsibility to become more self-reliant. We are confidently making significant strides and currently have before us a blueprint for reconceptualising the strategic development of the Cave Hill campus. We are fine -tuning this to roll it out in the coming months. I would wish only to say at this point that

greater emphasis on internationalisation and building a smarter campus will feature significantly in Cave Hill's future.

The recent approval by the United States Department of Education's National Committee on Foreign Medical Education and Accreditation has positioned the Cave Hill Campus as the only accredited medical school now operating in Barbados. This paves the way for American and Commonwealth students to come to Cave Hill for an accredited medical education. Our medical programme was always accessible to American students but the US endorsement enables American students to apply for federal funds to enroll in medicine at The Faculty of Medical Sciences at Cave Hill. We are moving swiftly to align our programmatic offerings and other requirements that would enable us to tap into that market.

Ladies and gentlemen, our internationalisation strategy for the campus is multi-pronged. I strongly believe that Cave Hill's international image will benefit significantly from today's launch of a RBC 5K for Kids in Barbados. We anticipate that while our students will benefit from funds raised, whenever this race is mentioned in Australia, Hong Kong, London, or wherever else it is staged, that, just like RBC, the name of The UWI, Cave Hill campus will feature prominently in the ensuing discussion.

I am eagerly looking forward to participating in the race at Easter, you will also see the Deputy Principal, The Registrar, The Bursar, all the Deans, Mrs. Reifer, Ms. Caroo with Mr. Lovell at the front leading other faculty, staff, guild councilors, UWI Seniors, students, alumni and the wider public in putting on the map, **the RBC Race for**

**the Kids Benefitting the UWI Cave Hill Campus Scholarship Fund.** I cannot wait and will start training immediately. Thank you RBC for partnering with the Cave Hill Campus.

A special shout out and thank you to the RBC team in Canada, Roger Cogle and his entire staff for bringing this dream to reality.