

NGBs Learn How to 'Bridge the Gap'

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The innovative seminar, held Monday evening at the National Racquet Sport Centre, was well-attended by over 35 NGBs who were eager to learn and discuss strategies to supplement their annual subventions provided by the Ministry of Sport & Youth Affairs. A competent panel of presenters from the Ministries of Finance and Labour as well as

valuable private sector input from representatives of TSTT and Nestle.

In his address, Hon Darryl Smith, Minister of Sport & Youth Affairs shared his optimism about the way forward despite the economic challenges, stressing that major players in sport industry, including the MSYA and Sports Company of Trinidad & Tobago, must find means of retaining the revenue earned to reinvest into sport development and facility maintenance. Minister Smith also stressed the need for greater collaboration among NGBs in fundraising and event hosting, while putting forward his own recommendations which included taking advantage of online gaming and merchandising opportunities.

Among the objectives of the Seminar were to promote stronger alignment between the NGBs and the corporate entities, many of whom are willing to provide support to the enhanced operations and achievement of developmental goals of sport organisation, which in turn, complement corporate brands and bring mutually beneficial exposure to the public.