



NEWSLETTER

VALLETTA ALIVE FOUNDATION

April 2005 – Issue No.1

The Beginnings

The Valletta Alive Foundation was launched on the 18th February 2005. The Minister for Urban Development and Roads, Perit Jesmond Mugliett and the Mayor of Valletta, Dr. Paul Borg Olivier addressed the gathering. They are both Honorary Patrons of the new Foundation. During the ceremony, the Charter of the new Foundation was signed by a representative of each of the seven founding members.

28th March – Valletta Day was commemorated by the Valletta Alive Foundation. A reception was held at the Malta Stock Exchange. His Excellency President Edward Fenech Adami attended and made a short speech.

The Foundation Launch received good coverage in the printed media whereas the Valletta Day commemoration received excellent coverage in the Times.

The Foundation would like to thank the Malta Chamber of Enterprise and Culture and the Malta Stock Exchange for kindly making available the premises for the Foundation Launch and for the Valletta Day commemoration respectively. Thanks are also due to C. Camilleri & Sons Limited for kindly providing the catering for both events. Special thanks to Bank of Valletta who are corporate sponsors.

Membership

Following the launch of the Foundation on the 18th February 2006, membership has increased at a steady rate. As on 26th April 2005, the total number of members is 53 distributed as follows; 32 Individual, 3 NGOs, 11 Small Business and 7 Corporate. The membership categories as set out in the Charter and in the membership rules seems to be working well in that they provide scope for interested individuals and organisations to get involved.

It is the intention of the Foundation to keep members informed, hence the circulation of this newsletter on e-mail. It is intended to issue at least once every two months.



Setting up of Working Groups

The Foundation's eventual success depends on its ability to set up suitable structures which enable it to deliver what it sets out to achieve. Apart from the Board of Governors, the Foundation is setting up three working groups on specific topics as follows;

Social and Membership. This group will focus on social activities to provide for better networking of members whilst concurrently using such activities to raise an awareness on Valletta. The group will also organise activities aimed at increasing membership.

Projects and Initiatives. The group will be required to prepare, within a specified time frame, a priority list of projects and initiatives that need to be carried out for Valletta. This list would then be the basis for the Foundation's lobbying. Subject to financial and resource constraints, there may be one or more of the initiatives identified by the working group which can be carried out by the Foundation itself.

Promoting Valletta. The aim of this group is to take initiatives aimed at promoting Valletta as a heritage tourism attraction as well as a commercial centre.

Participation in working groups is open to all members of the Foundation. If you are interested write to elena@chamber.org.mt possibly by 15th May 2005. The set up of these working groups is in line with the five objectives of the Foundation for its first year of operation (see Addendum).

Pride in our Capital

The Foundation is working on a flyer aimed at raising awareness of the significance of Valletta and hence to make people more proud of our Capital. The thinking is that if people are proud of something they are more likely to take care of it.

The Foundation is also working on other initiatives. We had discussions with a printed media company whereby we encouraged it to produce regular journal on Valletta, to be distributed in a Sunday paper. As for the flyer, VAF's objective is to raise awareness.

Appointment of Officers

The Foundation is run by a Board of Governors which meets once a month. Officers meet once a week to pursue the various initiatives as approved by the Board of Governors. The officers of the Foundation are as follows;

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| Chairman | Mr. Alfred Zahra |
| Vice- Chairman | Mr. Paul Fenech |
| Treasurer | Mr. Anthony T. Camilleri |
| Vice Treasurer | Mr. Tonio Camilleri |
| Secretary | Perit John Ebejer |
| Vice - Secretary | Mr. Claude Zammit Trevisan |

Note all officers are Governors, except for Perit John Ebejer. The appointment of a non member on the board as Secretary is in accordance to the Charter. None of the officers or governors receive any remuneration from the Foundation – the work is carried out on a voluntary basis.

Secretarial support is provided by Ms. Elena Borg. The Foundation pays an annual fee to the Malta Chamber of Commerce and Enterprise for secretarial support provided by Ms. Borg and for the use of the Chamber premises for meetings. The Foundation thanks Ms. Borg for her sterling work from the first days of Valletta Alive Initiative and to the Chamber for its continuous support.

ADDENDUM

Objectives of the Valletta Alive Foundation As decided upon by the Board of Governors

ONE. Extending the membership base is considered vital if the objectives of the Foundation are to be met. A sizeable membership base will give the Foundation greater credibility and weight in its lobbying. The income generated from membership will enable the Foundation to take initiatives in line with its declared objectives. Membership gives individuals, companies and organisations the opportunity to involve themselves and actively work with the Foundation to improve our Capital City.

TWO. The Foundation will actively lobby Government and the private sector to invest more to improve the City's building fabric and public spaces. The City is a symbol of Malta's identity and as such the quality of the buildings and spaces is a reflection of the country as a whole. The Foundation recognises that there have been several tangible improvements to the City but much more needs to be done, especially when one considers the City's economic and social importance.

THREE. To be able to lobby more effectively, the Foundation will identify and prioritise the projects and initiatives which will benefit Valletta.

FOUR. The Foundation believes that the historical, cultural and social value of the city warrants a greater a sense of pride amongst Maltese and others. Hence, raising awareness of the City's value will be a priority. Pride and awareness of what a city has to offer are pre-requisites for greater public and private sector investment in the City.

FIVE. Valletta is a crucial part of Malta's product offer. In the long term, our fortified historic cities, Valletta in particular, will provide one of the more important reasons for tourists to visit Malta. Buildings of architectural and historic interest, extensive fortifications, exceptional harbour views and a remarkable history make Valletta a unique city providing an exceptional visitor experience. It is not just a series of visitor attractions which happen to be within walking distance from each other – Valletta's main attraction is in its totality. Valletta is central to Malta's cultural tourism offer. Although the city is already visited by some one million tourists a year, the city's full tourism potential has yet to be realized, in the sense that its marketing should present the city as a showcase of Malta's cultural heritage. This will benefit the overall tourism industry and Malta's economy.