

**BE BRAVE**  
CHANGE THE BAHAMAS



"I count him braver who overcomes his desires, than him who conquers his enemies; for the hardest victory is over one's self."

"There is a saying that without a vision, you will perish, well, Mr. Davis is a man of vision, and I endorse him, and have all faith, that because of his vision for his party, he will be a success!"



## Dear Stalwart Councillors & Party Delegates,

Today the Bahamas finds itself in the midst of frustration, fear and hopelessness. Crime is rampant and becoming more savage and brazen by the day; our young people have become disenchanted with their own country, as the image of their Bahamian dream has been shattered; unemployment is at a staggering 14% and Bahamian ownership of our economy is almost non-existent. As a country, we are in trouble.

In addition to these social and economic ills, Bahamians are dissatisfied with the present tone of Bahamian politics. They are frustrated by the petty bickering that consumes Parliament, by speeches that are long on fluff but short on substance and solutions. They are fed-up with political leaders that pit brother against brother and sister against sister every five years for their own personal gain. Bahamians are fed-up with our politics and are thirsting for solutions, debates about policies and not personalities, more action and less grand standing.

They have so many times before been shammed by politicians, been tricked with clever word-play, catchy slogans, insincere charm and idle arrogance, that they view the Bahamian politician with absolute scepticism. PLPs a new day in Bahamian politics has dawned.

Bahamians have moved beyond what we say and are now looking at what we do. Bahamians today are not interested in looking back – they are more interested in who you are and what you are able to do to move our country forward. Bahamians are concerned about integrity, motivation and the ability of their leaders to get things done. PLPs, politics in the Bahamas has changed and we must change with it!

This document outlines my vision for our Party. A Party that is rich in its history, grounded in its philosophy to “wipe every tear from every eye”, tied to the struggles for the betterment of all Bahamians, and committed to a strong, stable, safe and prosperous Bahamas for all Bahamians. The time for talk is over; the time for work is now. PLPs, the time for change is at hand.

As Deputy Leader I will work tirelessly with our party's leadership team to lobby for and achieve the goals outlined in this document and to ensure that the Progressive Liberal Party is a well-oiled machine ready to win the next Government of The Bahamas. I will not be the traditional Deputy Leader.

I invite you to review my strategic plan with objective eyes and judge me as other Bahamians would - on the strength of my ideas, on my work in the past, as a man of my word and as the man you know me to be. I invite you PLPs to be Brave, to join me and “Change The Bahamas”.

Sincerely,



Philip “Brave” Davis



...I will ensure that the Party speaks with a common voice and approaches the 2012 campaign for the government with a single purpose..

## Strengthen and Unify The Progressive Liberal Party

Only a united Progressive Liberal Party can successfully meet the challenges of the 21st Century Bahamas and respond to the cries of The Bahamian people for change. In order for us to be a strong, united force I believe we must do the following:

**Restore and maintain discipline and order among the rank and file of the membership of the PLP** – As a first priority, I will as your Deputy Leader ensure that the Party speaks with a common voice and approaches the 2012 election campaign with a singular purpose.

**Empower and support PLP Branches and Councils throughout The Bahamas** – In order to ensure and preserve its effectiveness, the Party must empower and encourage branches and councils to carry the message of the Party to their constituents and islands and present their views and concerns to the highest offices in the Party.

**Create a communication channel to the membership between the Party Leaders and the Family Islands** – The Party must ensure that our membership in the Family Islands has direct and easy access to its Leaders at all times.

**Ensure that the Party is properly funded** – In order to be competitive in any general election the Party must be able to secure adequate funding from its members and supporters. As the Party's Deputy Leader I will support all major fund-raising efforts, including the introduction of a professionally managed system of pledges, that takes place year-round to fund the day-to-day costs at our headquarters, and keeps our branches functioning to ensure that we are prepared to win the next election.

...promote a system, to identify, recruit, train and retain the best and the brightest of the Bahamas for their rightful roles as future leaders of this great party and our beloved country.



**Strengthen and Unify The Progressive Liberal Party continued...**

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**Implement an active recruitment and training plan** – In order for the Progressive Liberal Party to continue, we must have a definite and known plan to recruit and train new members. As a matter of utmost urgency, I will as your Deputy Leader promote a system, to identify, recruit, train and retain the best and the brightest of The Bahamas for their rightful roles as future leaders of this great party and our beloved country. Education, community service, a clean reputation, performance in private and public life and commitment to family, community, party and country will all be the criteria for our future leaders.

**Engage in ongoing meetings with College Students, Young Professionals, Groups of Young Men and Women, Community Leaders, Civic and Church organisations** – The Party must more meaningfully demonstrate its interest in and concern for the affairs of all Bahamians. We must have continuous dialogue with all segments of The Bahamian society.

**Establish a PLP Research Unit** – As Deputy Leader, I will work to establish a research arm of the Party to assist it with information gathering for parliamentary debates and policy formation.

**Commence work on the PLP Election Platform** – The Party must ensure that its election platform reflects the ideology of the PLP and meets the challenges that our country currently faces. We must understand and know our Party's platform. I will work to ensure that the Party meets with various stakeholders and that our platform is completed and widely circulated in a timely manner so that we effectively communicate our plans as the next Government of The Bahamas.





# Increase The Participation of Women and Youth In Leadership Positions

We cannot usher in the change that we want without actively including women and young people in the highest levels of the Party. In order for us to increase the participation of these important groups we must:

## **Establish a permanent presence through the Young Liberals at major tertiary education centres**

The Progressive Liberal Party must establish a student club at every major college in The Bahamas. We must actively court young Bahamians into the political debate so that we not only strengthen our Party but also deepen our national democracy. Our policies and plans must not ignore the opinions of the people whom we pledge to serve.

## **Ensure that the Young Liberals establish a branch in every constituency**

Young Bahamians in every constituency should be given the opportunity to participate in the Party through the Progressive Young Liberals. Every constituency in The Bahamas should have a PYL branch to create an avenue where the imagination and passion of young Bahamians can be used to help shape our plans and policies.

## **Ensure that young Bahamians and women are adequately represented in our parliamentary team**

The Parliamentary team of the PLP acts as its standard-bearer in the public and is in effect a representation of what we claim to be. We must ensure that women and our young people are active leaders and participants on this team so that we reflect the reality of the current demographics of The Bahamas.

## **Ensure that both the PYL and the Women's branch receive an annual stipend from the central Party**

The work of the PYL and Women's branch is fundamentally important to the effectiveness and future success of the Party. The Party should make annual financial contributions to these branches to assist them in their work.

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... the Bahamas should have a Progressive Young Liberals branch to create an avenue where the imagination and passion of young Bahamians can fully be expressed...



# Ensure that the Party remains relevant to a dynamic electorate

The success of any political organisation is determined by its ability to formulate a message that is embraced by the people whom it seeks to represent. The PLP must ensure that its message and messengers speak to issues important to the Bahamian people. In order for the PLP to remain relevant we must:

**Introduce more scientific polling and modern packaging of the PLP's message** - The changing demographics of the 21st century Bahamas requires that the PLP make decisions concerning its image and policies backed by objective, reliable studies and not raw emotions. I intend to introduce the Party to the most advanced marketing tools to test and refine our message.

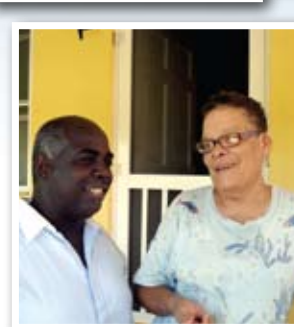
**Actively identify and court emerging demographic groups** - As a matter of urgency, the Party must begin to conduct periodic reviews of The Bahamian populace. The Party needs to do this in order to ensure that we know the size, age, location, socio-economic standing of Bahamians. This information will assist us in identifying relevant issues and formulating our messages and our strategies for victory and good governance once we are elected.

**Celebrate our Party's great history, using it as a tool to shape current policy** - The history of our great Party is the link that binds us all. It is through the common experiences that we are family. In order to strengthen our Party, I will as your Deputy Leader commission the use of various media to record its achievements, commemorating the contribution of all. I will also move quickly to establish events that commemorate the significant dates of our Party's history. I will lead the charge to once and forever declare January 10th a public holiday, so that the accomplishment of those brave men and women can be publicly celebrated. We must celebrate our Party's history to serve as a reminder of our philosophical call.

**Commence a nation-wide listening tour** - The duty of a national Party is to listen and then to respond to the needs of its people. As your Deputy Leader I will personally conduct a nation-wide listening tour to ensure that we fully understand the concerns of all Bahamians.

**Ensure that all persons vying for nomination for parliamentary elections are properly vetted and committed to working for the party, PLP's and the average Bahamian** - The Progressive Liberal Party cannot afford to nominate candidates that are not wedded to the philosophy of the Party and committed to the upliftment of the Bahamian people. I will promote the introduction of a strong vetting process with strict candidate selection guidelines into the work of the Candidates Selection Committee. We must weed-out those persons undeserving of carrying the PLP flag into general elections.

**Ensure that a potential candidate is identified for every constituency in the next six months** - With the support of the Leader, Chairman and Candidates Committee, I will move quickly to identify one viable candidate for each constituency within six months after our 2009 convention. There is absolutely no substitute for door-to-door visitations in a general election.



# Ensure that the Party properly communicates to the Bahamian People

The Party must position itself to communicate – receive and distribute information – as clearly and seamlessly as it possibly can. If we truly want to change The Bahamas, we must become more adept and savvy in the delivery of our message and to do this we must:

**Cultivate a culture of openness and goodwill amongst media** –As Deputy Leader, I will cultivate a culture of openness by holding ongoing full and frank discussions with the editors and reporters of the major media houses.

**Implement a fulltime, professionally staffed Public Relations department** – The time has come for the PLP to fully outfit itself with a professionally staffed Public Relations department. We must ensure that a professional Public Relations staff is identified and selected from the Party's membership and fully resourced. This Public Relations department will be mandated to aggressively articulate the Party's position on every major issue facing our country.

**Centrally formulate and distribute the Party's position on key issues** – The Party must develop a mechanism where it centrally develops its key positions and then distributes this to its members. The membership should be aware of where the Party stands on every major issue. As Deputy Leader, I will work with the National Progressive Institute, the Parliamentary team and in conjunction with our Party's Leader to conduct a periodic review of relevant issues to develop a clear position for the Party consistent with our fundamental ideals.

**Encourage the Party's Leadership Team to conduct periodic question and answer periods with the local press corps** – The Party's leadership must convene regular question and answer sessions with the local media. A new era of openness can only be cultivated by regular and meaningful discourse.



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# Modernise the Party's Internal Infrastructure to a 21st Century Standard

Political organisations are only as good as the machinery it utilises. We cannot rely on the emotional fervour produced by the eloquence of our Leaders as our primary political tool. We must become better organised, more structured and disciplined in the way we conduct our affairs if we wish to transform our Bahamas. Our campaign must demonstrate the change on which it is based. In order to bring the Party's machinery to the 21st Century, we must:

## **Connect all of the branches to a central computer network to ensure that information is adequately shared**

– The Party must connect with its branches and groups utilising the latest innovation to ensure that information is adequately and systematically shared and distributed.

## **Implement a four-pronged communication system, utilising email, voice mail, SMS and MMS protocol messaging and facsimile telephony**

– This approach will ensure that the Party is able to speak directly to the entire base of its membership and supporters with extreme speed. As your Deputy Leader, I understand the importance that technology plays and has the potential to play in a general election and I will ensure that the PLP embraces these technological advances.

## **Formulate and standardise general election procedures**

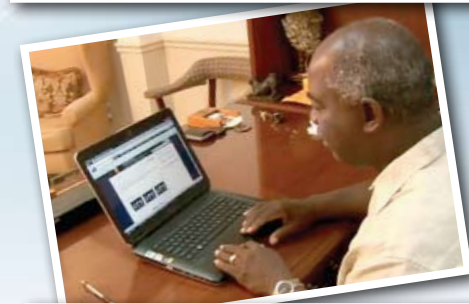
– The PLP must standardise its conduct and operations in general elections. We must ensure that the campaigns in each consistency are organised and operated with the highest efficiency and effectiveness. In this regard, I will as Deputy Leader, work to develop with the Leader and membership of the Party a standardised operating procedure that will then be disseminated and explained to all of the Branches and PLP candidates.

## **Make the National Headquarters a fully operational command centre**

–The PLP must fully outfit the headquarters with all of the tools needed to act as the central hub that it is intended to be. The headquarters should be the instrument through which branches and members communicate with the Party and should also be accessible for all members of the PLP family and not a select few. As your deputy leader, I will play my part to ensure that our headquarters is a fully operational battle-station, through which information flows in and out.

**These are serious times and serious times call for serious leaders. It cannot be business as usual. I know that Bahamians - young and old - are looking for a political party that would stand up for them! They are looking for leaders who are not afraid to deal with the challenges head on and Be Brave!**

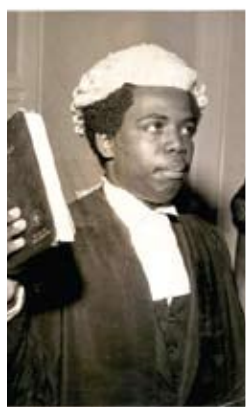
**Now more than ever there is a need for a strong and unified PLP. I want to be the next Deputy Leader of our great party to ensure that the PLP is equipped to answer the call of the Bahamian people. There are so many throughout the length and breadth of our archipelago who are counting on the PLP and we must be ready!**



... should also be accessible for all members of the PLP family and not a select few. As your deputy leader, I will play my part to ensure that our headquarters is a fully operational battle station...

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# PHILIP BRAVE DAVIS, The Man, Father, Husband, Politician, Attorney and Visionary



## INTRODUCTION

The Hon. Philip Edward “Brave” Davis, an accomplished attorney, parliamentarian, philanthropist, family man and sporting enthusiast was born in New Providence on the 7th June, 1951. A passionate and determined patriot with humble roots, Brave is the eldest of eight children born to Brave Edward Davis of Old Bight, Cat Island, a noted PLP stalwart councillor and party general since 1956 and Dorothy Davis (nee Smith) of Alexander, Exuma.

## EARLY YEARS

Brave moved to Cat Island at the age of two to live with his grandparents where he spent many of his formative years. Young Brave often attended school in Cat Island with an older relative although too young to be formally enrolled.

Several years later, Brave returned to Nassau where he continued his education. He grew up in a very modest two room wooden house with his parents and siblings on Lexington Avenue off Wulff Road, which was later physically moved to Rolle Avenue. His father, Brave Sr., was a fireman and a hardworker committed to providing opportunities for his children. His mother was a domestic worker and known as a woman of “iron will” and fierce frugality. They instilled a strong work ethic in young Brave Davis, who at the age of seven worked as a gas station attendant to help to pay for his schooling. As a young boy he also worked as a mechanic helper, packing boy, carpenter and construction helper.

## EDUCATION AND TRAINING

Brave was educated at the Eastern Prep School, Eastern Jr. School and St. John’s College. Brave graduated from St. John’s at the age of sixteen with six O’Levels. He took up employment as a construction worker after graduating and was later employed at Barclay’s Bank. While at Barclay’s Bank, Brave’s supervisors recognized his academic ability and analytical mind and encouraged him to pursue studies in law. With much determination and resilience, Brave left Barclay’s and was eventually offered an opportunity to article with Charles Barnwell, a noted attorney. Philip Brave Davis was called to The Bar of The Commonwealth of The Bahamas on 5th March, 1975. Today he is the Senior Partner in one of the leading law firms in The Bahamas, Davis & Co., and is considered one of the leading advocates in the country.



## PHILIP BRAVE DAVIS continued...

### POLITICAL LIFE

As a young man, Philip Brave Davis has always been involved in politics and worked tirelessly for the PLP. He worked as a campaign helper in the historic election of 1967 and in some capacity in every election since. He was elected to the House of Assembly as the Member of Parliament for Cat Island on 6th January 1992 during a bye-election. He was re-elected by the good people of Cat Island, Rum Cay and San Salvador in the General Elections of 1992, 2002 and 2007. Brave has served as the Chairman of the party's Ways and Means Committee and Chairman of the National Insurance Board. Since the General Election of 1977, he has represented his colleagues in various election court cases and Commissions of Inquiry. Over the years, Brave has assisted many PLP Cabinet Ministers in an advisory capacity, been called on to play a significant role in enforcing party discipline and acted as a mentor for several PLP Members of Parliament.

### COMMUNITY INVOLVEMENT

A man with a history of service, Brave has served in various leadership positions in many organisations and the community at large. He has been a member of Toastmasters since 1970 where he served as President and later Division Governor. A former President and Vice-President of the The Bahamas Bar Association, Brave sat on the Council of Legal Education and its Executive Committee as well as the Academic Committee of the Norman Manley Law School in Jamaica. He was also appointed a Magistrate in the Bahamian court system. An avid sports fan, Brave is a former President of the Sea Bees Swim Club and former Vice-President of The Bahamas Swim Federation and plays in the local softball league. Brave is also a very active member of St. Christopher's Anglican Church where he is a member of the Vestry Board and the parish's Synod Representative.

### FAMILY MAN

Brave is the proud and loving father of six children. He is a devoted husband and is married to the former Ann Marie Austin. He prides himself on having a very strong and active family life and spending quality time with his wife and children. Brave has also made considerable sacrifices and was instrumental in educating and providing for the welfare of his younger siblings. He continues to have a very close and warm relationship with his parents.

### COMMITTED TO CHANGE

Committed to bringing about positive change in The Bahamas, Philip Brave Davis is ready to serve and fight for a better Bahamas. He is determined to ensure that his story of success becomes more common. Stand with Philip "Brave" Davis, Be Brave and Let's Change The Bahamas.





“ I think Mr. Brave Davis, is a man of good character, he is a man of action, he has a plan and he has vision, and that would benefit the party and benefit our country...”



“Mr. Davis has done a lot for his constituency, his community, various organizations, he is a man with a kind heart, and the party could use someone like that...”

