

LABOUR



**ASHMA
MCDOUGALL**



My Vision for Roseau North

Enterprise and Employment

Re-engineering the entrepreneurial ecosystem so that Roseau North's growing business community creates jobs, opportunity and ownership for constituents, with young entrepreneurs mentored and supported to succeed.

Social Transformation

Uplifting every neighbourhood with solutions designed with residents, not handed down to them, and community spaces transformed to improve livelihoods and capture new tourism opportunities from the thousands of visitors arriving each season.

Youth Empowerment

Ensuring young people are genuine participants in the decisions that shape their future — because the future is being decided now, and youth must be at the table.

Representation for All

Serving every constituent regardless of political affiliation, age, gender or creed — because meaningful change requires all hands.

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The Roseau North constituency is a critical economic gateway to our capital, housing vital national assets like our deep-water harbour and the Dominica State College.

Transforming this ecosystem requires a self-motivated leader on the ground who can deliver results, show true empathy, and inspire genuine hope.



I am sincerely proud to endorse Ashma McDougall as the **Dominica Labour Party's** candidate in this upcoming election. She brings a brilliant mind, and a private-sector perspective. Above all, she is refreshingly unafraid to roll up her sleeves and put in the work needed to find solutions for the challenges facing our people. 🙌

— **Hon. Roosevelt Skerrit**

ASHMA

WILL DELIVER!

With roots that run deep in Roseau North, my dedication to public service did not blossom overnight. As an entrepreneur, economist, educator, youth advocate, and someone willing to think outside the box, I believe that the hour has come when these skills are most needed.

I have always been at the forefront of community engagement. Having mentored many children, it is now my duty to ensure that we retain our best brightest minds by maximising the growth potential within the constituency.

My late grandmother, Vena McDougall, was a pillar of the community, a shining example of female entrepreneurship and a stalwart of the **Dominica Labour Party** who devoted her life to creating opportunities for others.

My father, Philip McDougall, whom many of you affectionately called “Caway”, also distinguished himself through leadership in business and quiet philanthropy. My maternal grandmother Lucie Darroux, also known as “Ma DeeDee,” inspired many to rise above their circumstances. Together, they have instilled in me the lesson that true leadership is measured by its impact on people’s lives.

However, even as I proudly honour that legacy, I bring my own vision, experience, and approach to the challenges and opportunities facing the constituency. I have noted with concern the fast-changing world shaped by economic uncertainty. Against this background, Roseau North needs a representative that is nimble, creative, and forward-looking.

I am ready to offer that proactive leadership, ensuring that Roseau North does not just navigate these changing times, but actively thrives in them. 🇩🇲

- Ashma C. McDougall

