



## 1. Introduction - the concept and strategy

In June 2014 Cigré Australia released [issue 1](#) of “In the Loop”. This quarterly email based ‘e-news update’ is aimed at senior leaders of the Australian power industry.

The goals of In the Loop are to connect the know-how of Cigré with the current issues leaders are dealing with in Australia and, in so doing, to demonstrate Cigré’s value in a practical way.

As these leaders often have a non-technical background, the publication focuses on four articles per issue, each of approximately 350-400 words in length. The articles are housed on our Cigré [website](#) and presented as short extracts in the email.

We want to showcase the significant contribution that Cigré members are making to the industry. So the intent is for industry leaders to read the brief email overviews and, time permitting, delve deeper by following a link to read the full article. Each full article is supported by a deeper technical publication presented with the article for download. Downloads are restricted to members only.

The strategy is to close the loop on the value Cigré delivers by demonstrating the connection between our technical know-how, publications and some of the key issues the industry is facing.

We need you, the technical experts, to provide the topics and technical details, so that the Secretariat can then edit and produce an article of interest to the wider industry audience showcasing your work.

## 2. The ten issues

Following recent interviews with a sample of industry leaders, the following 10 issues were identified as key areas of interest from a list of 45. The articles we generate for ‘In the Loop’ should make a connection with one of more of these issues and have an Australian centric focus.

1. Managing ageing assets
2. Significant increases in electricity prices driven by network charges
3. Investigating methods of reducing costs
4. Impacts of the substantial structural evolution of the power industry
5. Challenges associated with changing patterns of generation and demand
6. An increasing need for keeping Stakeholders engaged during the development of the network of the future.
7. Maintaining a safe workplace and ensuring public safety
8. Fostering an innovative and responsive workplace
9. Fostering a performance culture
10. Encouraging enterprise, embracing new ideas and not being afraid to challenge the status quo.

## 3. General information

As mentioned above, In the Loop is released on a quarterly basis. Issues will be released in March, June, September and December.

Each issue will be added to the website at the same time as it is distributed to our target audience - the senior industry leaders - by email.

The Secretariat will provide editing and formatting resources as required to your articles, so providing the subject areas and key points is the crucial assistance we need to consistently produce the newsletter at a high standard.