



empowering
networking
global know-how

Chairman's Report 2016 AGM

Industry continues to present challenges..

- Board and Secretariats work focused on following through on commitment from last year and further developing the profile of CIGRE
 - Clarify our value proposition
 - Refresh brand and image and get our message out to a wider audience
 - Improve our governance and processes
 - Work toward delivering maximum value for members and stakeholders



The Background

- 2013 - carried out a survey of members and other senior members within the industry:
 - Many senior executives of our member base not aware of membership or the benefits/work which CIGRE delivers.
 - Organisations are placing greater scrutiny on expenditure and membership of associations.
 - Determined that CIGRE and the work it does was a best kept secret often only known to the 'inner sanctum' of people who were involved in carrying out the work.
- Developed an integrated marketing and information program aiming to reveal this 'best kept secret' – have been delivering on that program



Value Proposition

- Forum for the development and free exchange of industry expertise
- National, regional and international level
- Technically excellent and Practically applicable.
- Creates a unique opportunity for development of technical competencies and
- Provision of authoritative, unbiased technical advice



Strategic Themes

- **Sustainable Contribution**
 - Influence and contribute internationally
 - Engage in significant dialogue across region
- **Vibrant & Inclusive**
 - Vibrant, inclusive, enviable reputation for building bridges and source of knowledge
- **Utilisation of New Media & Technology**
 - Utilise the New media Dynamic to disseminate information
- **Electricity Supply System of the future**
 - Drive transformational thinking within the industry
- **People & Skills of the future**
 - Ensure appropriate diversity, champion the next generation of engineers and technicians



Conclusion

- Need to acknowledge the changing landscape and global strategic priorities of CIGRE.
- Look to the future and future proofing and remain relevant and sustainable
- Developing People & Skills for the future

