

# NEWS

empowering  
networking  
global know-how

## 1. Introduction - the concept and strategy

Cigré Australia is where the electricity industry comes for power network know-how. This is our promise to our stakeholders, so we need to showcase the significant contribution that Cigré members are making to the industry.

Our strategy is to close the loop on the value Cigré delivers by demonstrating the connection between our technical know-how, publications and the key issues and events the industry faces.

We need you, the technical experts, to provide the topics and technical details, so that the Secretariat can then edit, produce and publicise testimonials, project summaries, case studies, general news items, panel updates, In the Loop articles, award announcements and other features of interest that showcase your work and achievements to the wider industry.

The Secretariat will provide editing and formatting resources as required, so providing the subject areas and key points is the crucial assistance we need to consistently produce the news that is of most interest and value to our industry.

## 2. News categories

We will publicise eight types of news on the Cigré Australia website and sometimes via e-mail. These are:

1. Testimonials
2. Project summaries
3. Case studies
4. General news items
5. Panel updates
6. In the Loop articles (covered in their own separate guidelines)
7. Award announcements
8. Features.

### 2.1 Testimonials

Description:

- Credible endorsements of how Cigré has/is adding industry value
- Intended frequency - 1 per month.

We need:

- Short quotations (a sentence or paragraph)
- Name, position and organisation of person quoted
- Organisation logo.

### 2.2 Project summaries

Description:

- High level illustrations of Cigré's value, both locally in Australia and internationally. Ideally relating to a top 10 key industry issue (see last page of these guidelines)
- Intended frequency - bimonthly.

We need:

- Up to 600 words
- Country and project title
- Introduction/project synopsis
- The key challenges/issues
- Solutions
- How Cigré assisted
- Contact person for Secretariat follow up if required.

## 2.3 Case studies

Description:

- Illustrations of application of Cigré's know-how for high value outcomes.
- More expansive and technically orientated than project summaries, but not about technical excellence per se. The focus is on value for Cigré membership, for a member, or member organisation. Ideally relating to a top 10 key industry issue (see last page of these guidelines)
- Intended frequency – 3 to 6 per year.

We need:

- Up to 1,500 words
- Country and case study title
- Introduction/synopsis
- The key challenges/issues
- Solutions
- How Cigré assisted
- Contact person for Secretariat follow up if required.

## 2.4 General news items

Description:

- Current updates about what has/will be happening in the world of Cigré; events, special occasions, technical breakthroughs, global updates
- Intended frequency – updated monthly.

We need:

- 200 – 400 word description
- A relevant photograph(s) and/or diagram(s)
- Contact person for Secretariat follow up if required.

## 2.5 Panel updates

Description:

- Panel specific, technically oriented
- Intended frequency - 6 monthly for each panel.

We need:

- 300 – 400 word description that will undergo minimal editing
- A relevant photograph(s) and/or diagram(s)
- Contact person for Secretariat follow up if required.

## 2.6 In the Loop articles (please refer to the separate guidelines)

## 2.7 Award announcements

Description:

- A celebration of Cigré people and their achievements
- Intended frequency – as they occur.

We need:

- 350 – 450 word description
- A relevant photograph(s)
- Contact person for Secretariat follow up if required.

## 2.8 Features

Description:

- Quite depth, but at a layman's level, less immediate and intended to have longevity; covering technical solutions and developments relating to key industry issues, profiling Cigré experts, leaders and member organisations
- Intended frequency – 3 to 6 per year.

We need:

- 450 – 800 word description
- A relevant photograph(s)
- Contact person for Secretariat follow up if required.

### 3. Top 10 industry issues

Following recent interviews with a sample of the industry leadership the following 10 issues were identified as key areas of interest out of a list of 45.

1. Managing ageing assets
2. Significant increases in electricity prices driven by network charges
3. Looking at ways of reducing costs
4. 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. A safe workplace and public safety ensured
8. Fostering an innovative and responsive workplace
9. Fostering a performance culture
10. Encouraging enterprise and embracing new ideas and not being afraid to challenge the norm.