



Final Minutes International Management Committee

Thursday 13th May 2021 12:00 BST
Zoom Meeting

Present

Present:	Name	Position	Initials
	Paul Sainthouse	Chair of IMC & President Elect	PS
	Dato Radzak Malek	President	RM
	Jan Steenberg	Hon. Secretary	JS
	Alan Jones	IVP	AJ
	Jane Green	Trustee	JG
	Keith Newton	International Secretary General	KN
	Fiona Knight	IVP	FK
	Finbarr Cleary	IVP	FC
	Ramli Amir	IVP	RA
	Niral Kadawatharatchie	IVP	NK
	Tom Maville	IVP	TM
	Romesh David	IVP	RD
	Shehu Usman Gidado	IVP	SG
	Venus Lun	IVP	VL
	Gayani De Alwis	WiLAT Global Chairperson	GDA
	Vicky Koo	WiLAT Deputy Chairperson	VK
	Harriet Leung	Executive Officer HK	HL
	Kevin Richardson	CEO CILT UK	KR
	Tom Naylor	Director of Finance	TN
	Ceri Williams	Int. Comms & Governance	CW
	Jon Harris	International Education Lead	JH
	Abi Sofian	International Business Forum	AS
Apologies	Rupert Nichols, David Pugh, Newton Demba, Emma Ross		

No.	Item	Action
1.0	Welcome PS welcomed members to the meeting & thanked those attending on the Eid festival. He welcomed the three new IVP's, Dr Venus Lun (Hong Kong), Shehu Gidado (Nigeria) and Niral Kadawatharatchie (Sri Lanka) & offered his support to them in their new roles, noting the privilege it was to serve the 30,000 members through this body.	
2.0	Minutes of Meeting on 12 February 2021 PS requested any comments or updates. KN confirmed that only CILT Malta has outstanding returns (Item 3.1). JG stated that she had had feedback from CILT New Zealand to the Aspire question and would follow up. (Item 8.1). The Minutes were passed as a true and accurate representation of the meeting and	



were approved for posting on the website - Approved by AJ & seconded by KR.

3.0 Governance, Communications and Strategy

3.1 Membership

KN outlined the June 2020 membership returns with some significant falls in membership. He summarised the main reasons given as being a loss in students due to Covid delays in education programmes and affordability due to Covid. However, he requested more understanding from countries as to the core reasons. KN showed the membership applications charts that demonstrated that membership applications were up by 30% in the first quarter of 2021.

PS spoke of the opportunity to increase membership as our profession is receiving much greater recognition globally. PS & KN mentioned the CILT UK scheme to reward members who introduced a new member.

KR explained that in the UK they had recently stopped giving away free memberships which totalled 5000 members and that was driving down the numbers short term. KR stated the key focus must be value. Younger professionals wanted membership for free. CILT UK was locking off elements of the proposition to members only and looking at membership as a service so that members pay as they use. Half of members were inactive but what we delivered must add value to members. Recruitment focused on graduates and students but as the profile of the industry increased, so must CILT's profile. In UK the Vice Presidents were engaged to leverage their contacts with senior members of the profession.

FK spoke of the CILT NZ award to the section that grows the membership most. The focus is on corporate membership with section heads having the accountability. Young Professionals were running cross generational events also.

CW reminded all of the membership benefits literature and videos available on the DMS as well as the I AM campaign now running and requested all used. It was agreed that all IVP's would give further thought to the approach in the regions and this to be a topic in the regional meetings.

DG spoke of the recent organisational focus on the regional branches in Nigeria to drive membership & its success.

3.2 Brand Workshops

CW updated the group on the workshops held which had been well attended and well received. The recorded workshop can be accessed. CW requested IVP's encouraged the use of the brand guidelines documents recently distributed to countries. CW advised that audits were planned for Q4 of this year and that they were aimed to support countries in the use of the brand. PS stressed the importance of brand to the organisation and exercise care were creativity resulted in design that did not meet the guidelines. Work in this area was extremely worthwhile for the organisation. RM commented on the wonderful experience of the brand workshops and the opportunities that countries have to use the many templates. PS encouraged all to use CILT in more of what we do and say and use our emails to represent our positions as IVP's and to promote CILT.

ALL



3.3 Branch Responsiveness & IVP help

CW requested that all the IVP's encouraged their countries in their regions to respond to requests for information and for reply. This would save much time in the Secretariat chasing for responses. CW would repeat the request at each regional meeting.

4.0 CILT Join Up at UK & International Level

JS told the group of the Trustees plans to propose a meeting for the International Council. JS would remind people of how this functioned as a committee under the Council of Trustees. It comprised of the Presidents of each country and was convened for the major strategic changes to the organisation. RM stated that a clear communication would be made by the Trustees to give more detail and requested that all Presidents attended rather than send deputies. JS would lead this communication. PS asked all to be ready for this and for IVP's to make themselves available for the date. RM stressed the importance of inclusivity and for all to take part. KR asked about the UK President as that was a figurehead role and JS responded that the country should decide the representative and notify accordingly.

5.0 Regional and Forum Reports

5.1 Sustainability & Digitisation Programme

CW updated the meeting on the forward programme for the rest of 2021 with sustainability until the end of July and then Digitisation from September to December. CW informed the meeting of the very good response for the Sustainability bulletin. A new section of the website was being opened up to enable members to access the articles and to reference them. Webinars would begin to move towards more pre recorded sessions as with the recent item from Paul le Blond on decarbonisation and the CILT UK approach. JS supported the importance of the approach.

5.2 IBF Report

FC advised the group of the difficulty of getting responses from the countries and the opportunity to use IBF to attract business members. FC requested countries appointed IBF representatives and if countries did not wish to, to be clear that they were not willing, rather than avoid the response. FC updated on the approach and the plans to develop further with support from an intern and work on the proposition and brand. PS spoke of the business environment changing rapidly and the need to respond in CILT to businesses seeking help. We should invest in this area and PS was fully supportive of the need to drive this initiative further.

**5.3 IVP Reports
North America (TM)**

TM highlighted the Outlook conferences and webinars planned to connect members virtually. The Brock University & other



education links were being progressed as with training programmes for the Transport Canada staff and for the regulatory body.

ALL

Australasia (FK)

FK identified resource issues with 1 FT (Karyn) in Australia and two retired part timers in NZ. Work continued in Fiji to establish members and ultimately a branch. FK requested some support & guidance and KN to respond. RM & PS expressed support for these efforts.

Europe & Middle East (FC)

FC highlighted the new committee in the UAE seeking to re-establish the branch there and the progress in Central Asia and Turkey.

East Asia (VL)

VL reported on membership activities in HK & the plans for the September / October China conference in Baoding, Hebei. RM asked if the Greater Bay membership plans had proceeded from CILT HK in mainland China & VL said that Covid has delayed plans, but she will be reviewing. VL has begun to instigate a professional qualifications and membership partnership in the area and will update IMC on progress. FC gave support via IBF and PS pointed to the huge membership opportunities in China longer term.

South Asia (NK)

NK reported that all 4 countries had submitted reports with Pakistan and India under a new Council and President. Membership activities had remained high in Sri Lanka and were in the report.

South East Asia (RA)

No report had been received from Singapore or Indonesia. RA advised of 5 new training providers in Malaysia, government ministry meetings with 4 ministries & opportunities for dangerous goods and Halal training.

Africa (SG)

SG had line difficulties, so his reports were referred to for the wider IMC to review.

5.4 WiLAT Report

GDA gave a short presentation on progress with 5 WiLAT launches in March & April.
GDA requested IMC permission for two new regional roles on the committee. KN to pick up direct with GDA & refer to COT.

5.5 Next Generation Report

ER was unable to attend – report can be reviewed on the DMS.

5.6 IESC Report

JH advised the IMC of the survey approach to help understand Covid impacts and the education market. A further 20 training providers had been taken on and now 25% of them were in countries where there was no branch.



JH notified the IMC of the IESC decision to freeze the International prices for courses for a further 6 months until April 2022. This would be taken to COT for ratification.

5.7 Regional Meetings

KN advised the IMC of the upcoming regional meetings. RM reminded the IMC of the 5 Focus areas for 2020-21. The IBF opportunities will be stressed at each meeting & the need to share experiences and collaborate on the two themes of sustainability and digitisation. RM wanted that focus to drive the last 8 months of his Presidency. praised the latest series of regional meetings which had been well attended and were increasing the interaction between countries and the sharing of information and ideas.

6.0 Conferences and Conventions

6.1 Africa Forum 2021

KN advised the IMC that the Forum has been postponed until March 2022 because of the pandemic.

6.2 Future Conventions & Conferences

ALL

RM requested countries to consider holding virtual conferences where members could join globally. It had been two years since the last convention and a hybrid conference could potentially enable local members to attend as well as global virtual attendees. PS supported this and urged countries & regions to consider.

7.0 Latest Accounts for FY 2020-21

7.1 March Accounts

TN reported a strong education performance since January. The YTD numbers showed tight control of costs and positive variances well ahead of the forecast.

8.0 Any Other Business.

8.1 Question at the AGM

KN asked IMC members to note the question raised from an Irish member and requested countries reviewed how they communicate on International news items and information.

ALL

8.2 RM spoke of the importance of the day for Muslim and Christian faiths and said that mutual respect and tolerance was the basis for our Institute and our profession.

PS concluded the meeting with thanks for all taking part in a busy & productive meeting.

9.0 Next Meeting:

9.1 The next meeting is scheduled for Thursday 2nd September at 1200 – 14:00 BST

ALL