



The Chartered Institute of Logistics and Transport

My thoughts as President as I begin my first year.

As I start out on my presidency early in 2017, I would like to share with you a few of my thoughts in respect of where I would like to lead our great Institute. For an organisation as diverse in professional and geographic terms as we are, it is preferable to keep plans simple, focused and achievable. Grandiose plans are laudable but rarely reach a worthwhile fruition.

Individual Membership

Let me say that, in the main, our attempts to grow membership in all parts of the world have not been as successful as we might like and this cannot continue. Without a vibrant membership base, our very fabric is in danger of being unravelled in the short term, with little certainty that some territories and branch will continue to remain viable. In addition to inducting new members, it goes without saying that we must ensure to retain those we count as being members at the present time.

It may be that we do not know precisely what our potential members want or need in the coming years. We might find out by paying attention to the various forms of social media in which the aspirations of younger, and indeed industry middle ranks, are expanded. For certain our educational offerings are second to none and that education is an enabler in every sense of the word.

Corporate Membership

Our professional remit is wide and includes road, rail, maritime and aviation operations and in some areas we remain woefully under-represented. Where we are minded to increase our presence in any part of the industry, we could engage with the top fifty indigenous local companies and offer them corporate membership, including Chartered Fellowships to the CEOs where their education and experience are not in question. This has been a feature of the UK's *modus operandi* and is worth replicating elsewhere.

Young Professionals

There is no doubt that younger people today ask one very simple question when pondering membership of a professional organisation like our own: “*What’s in this for me?*” If the answer is not convincing, then they will remain outside our group. For that reason, I hope that our largest territory, the United Kingdom, would be willing to share with the family its best practice in respect of membership recruitment, retention, research, governance, event management and technical visits. While the UK has had its difficulties along with many other branches and territories, it would be wonderful to see it engage in this way with others. An ideal place to see this in action would be at our annual conference in Macao in June.

My focus on the Young Professionals is quite deliberate as I feel that the future is not with BOGSAT (a Bunch of Old Guys Sitting Around Talking) but with smart and even



The Chartered Institute of Logistics and Transport

radical thinking. Therefore, I want to see every council reporting to the 2017 Conference that there is a least one YP on their national council, even if that individual has been co-opted after the annual local election. Furthermore, I ask that the IVPs play a part in encouraging this to happen in all regions, regardless of how radical or unprecedented this may appear.

Our Strategy, Business Plans and our Brand

As you will be aware, it is now incumbent on all councils to provide business plans to the Secretariat in order to provide evidence of self-reliance, sustainability and expansion. These need not be overbearing but could, for example, display the plans to continue worthwhile activities in behalf of the local membership. In particular, they might outline the efforts that education and continuing professional development will have on increasing the average grades of members; every member of a territory or branch being either an MILT or an FCILT, for example, is quite unbalanced and not conducive to successive planning.

Our international identity has been enhanced considerably since the universal adoption of our unique logo in Dublin some years ago; it is heartening that in some part of the world the Institute acts as a respected agent of government, while staying true to the Charter, while in others its advice and guidance is sought actively by government departments and it has become a huge influencer. We need to add leverage to this identity and respect and a discussion of this should be included in the business plan of every branch and territory. Having policies that are relevant to local conditions is a proven method of exerting this leverage without the Institute appearing to be a lobbying body.

The first century of our Institute has been an amazing journey in which we can be proud of our achievements and successes. With the centenary year following my tenure, we should aim to celebrate these remarkable first 100 years with a view to exploiting our accomplishments and beginning the second century in great shape, focussed on serving our members and their identified needs. For that reason I'd like the next 2 years to be the years we define our next 100 years.

So let's start our next century in great shape. Join me in thinking radically as we develop our organisation for a new era and a new generation..

Kevin Byrne
February 2017