

ASSOCIATION OF AFRICAN AVIATION TRAINING ORGANIZATIONS (AATO)

COMMUNICATION GUIDELINES



“Committed to the provision and sustainability of aviation training excellence in Africa”

I. Introduction

The Association of African Aviation Training Organizations (AATO) is an association whose aim is to standardize and harmonize aviation training in Africa, by designing and developing the criteria and procedures for accreditation of training centers; cross border diploma and certificate recognition; promoting cooperation and value sharing and; being the voice of African Aviation Training Organizations in relation with other industry stakeholders.

The Association's vision and mission is to promote the standardization and harmonization of aviation training through cooperation and sharing of expertise and resources for safer African skies. In light of this, internal and external communication guidelines are strategic objectives in the strategic plan.

The objective of the communication guidelines is to define the Association's communication principles to ensure efficiency, transparency while making the Association visible. These communication guidelines aim to propose a methodological approach in order to draw up and implement a communication plan for the Association. It contains practical advice and references to the Association's Vision, Mission and Objectives. The Secretary- General shall implement these guidelines and propose an annual work plan.

II. Applicable Framework and Objectives of the Guidelines

The Interim Council agreed that the Managing Authorities of the programme have to draw up the Communication Guidelines for the execution of Article 2 of the Association Regulations.

This document presents strategic orientations, objectives, target population and tools or material for internal and external communication on AATO's efforts to enhance Training Organizations conform to international standards in view of becoming Centers of Excellence.

III. Communication Guidelines

The implementation of the objectives, strategies and activities will be guided by the Vision; Mission; and Strategic Objectives detailed below.

Vision

AATO's Vision

“To promote the standardization and harmonization of aviation training through cooperation and sharing of expertise and resources for safer African skies”.

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Mission

AATO's Mission

Strategic Objectives

The Association is committed to pursuing the following strategic objectives:

HARMONIZATION & STANDARDIZATION

The Association shall promote harmonization and standardization of aviation training in Africa.

ADVOCACY

The Association shall promote the interest of its members and aviation training in Africa.

TEAMWORK

The members will work in unison at all levels and embrace sharing of expertise and resources amongst themselves & other aviation stakeholders.

REGIONAL CO- OPERATION

The Association will promote co-operation among its members.

CREATIVITY AND INNOVATION

The Association will be a learning organization that embraces and continuously introduces change in its processes.

GOOD GOVERNANCE

The Association shall promote integrity, transparency & fair representation.

V. Communication Strategies

Choosing the strategy means defining how to reach aims and targets. The strategy adopted may be formal, informal, educational, detailed or broad, depending on the needs of the programme and of the target to be reached. The choice could be, for example, the adoption of integrated multimedia communication, network with institutions and partners (defining different roles and information flows). A strategy is not given once forever, but it should be updated according to experiences, results, mistakes, new events. In defining the strategy it must be indicated how to reach the aims previously identified.

Once the aims, the strategy and the target group are identified, it is necessary to make a choice about the communication content. In brief it is important to decide which are the values and the information which we intend to communicate when drawing out the messages in a way that it is coherent. Content must be clear, explicit and true.

Consistent and clear messages are definitely needed to position oneself in relation to internal or external competition. An essential factor for good communication is repetition. Key messages must be sent in a consistent manner and their content must be precise and exclude any contradiction. Authorizations and clear processes help harmonize communication. Besides message content, the channel used for transmission has an impact on communication effectiveness. Therefore it is paramount to underline the fact that communication is not a one way process. To be efficient, communication must be based on mutual respect and confidence between the sender and the receiver of the message.

The Association's objective is to enhance its visibility and credibility in a sustainable way. AATO shall use an integrated multimedia approach communication to reach out to its internal and external clientele. This approach will increase visibility of the Association to the general public.

a) Internal Communication

Communication within AATO Member States shall facilitate free flow of information, ideas, experiences and knowledge to support open, constructive and true cooperation. At the same time internal communication shall reinforce the commitment by Member States. Internal communication aims at filling AATO's knowledge gaps. It will help in policy formulation. In communicating the above it shall be advisable to respect the following criteria for an effective communication:

- The Association's official languages shall be used for communication.
- The Secretariat shall ensure information is made available to all the members.
- Team work will be encouraged at all times.

The target population of the internal communication includes:

- 1) Secretariat Staff
- 2) Assembly Members
- 3) Council Members
- 4) Standing Committees and Sub- Committees
- 5) Working Groups

b) External Communication

The Association shall seek recognition as the voice of all the AATO Member States in respect to aviation training matters in Africa. The information and communication initiatives shall illustrate the basic aims of the Association's policy as a co-shared policy by Member States. The focus shall be on excellence, competence, credibility and performance as well as the institutional image of AATO. External communication will be based on the objectives of AATO and its activities to the public. It's important to note that external communication shall be managed by authorized programme managers.

The external communication will be guided by the following objectives:

- Awareness creation on the role and activities of AATO in the Aviation Industry.

- Provide Information, Education and Communication (IEC) materials to the public.
- Create a forum for dialogue amongst Aviation Stakeholders and the Public.
- Advocacy

The target population of the external communication includes:

- 1) Civil Aviation Authorities
- 2) Media
- 3) Training Centers of other regions
- 4) Industry Professional Associations
- 5) AATO Partnership Organizations

V. Monitoring and Evaluation

Monitoring will be cardinal to the effective and efficient implementation of the communication guidelines. Performance Indicators should be set up to evaluate the effectiveness of the communication guidelines. Periodic evaluation of programme processes with a view to using the findings for programme improvement and planning, and impact assessment will be an integral part of the design, development and implementation of the communication guidelines.