

Changing the tides of African aviation

Changement de cap pour l'aviation africaine



Change is imminent – one year after we marked AFRAA's golden jubilee. Change is needed to shift the tides of African aviation. This year's Assembly welcomes AFRAA's new mission, vision and strategic objectives that have been tailored to better serve our members.

The subject of sustainability of African airlines is among the driving factors behind our new vision: 'A sustainable, interconnected and affordable Air Transport in Africa where African Airlines become key players and drivers to African economic development.' Globally, the airline industry has seen an upward trend in capital productivity over the past few years and for the third consecutive year, the industry's return on capital exceeded its cost of capital. However, African airlines on average have not made a profit since 2010. We need to change this trend.

In a highly competitive and capital-intensive aviation industry, African airlines are required to establish efficient and effective strategies to gain leverage in the market. Optimum leadership and management are also required to maximise on profitability. One of the ways to make this possible is through data-driven studies that are aimed to build winning strategies and business plans to achieve the airlines' goals. To meet these needs, we are launching the AFRAA Aviation Consultancy Unit at the 51st Assembly.

Among our new strategic objectives is to become a hub for data, intelligence and expertise on the African aviation industry. African airlines have to keep up with the developments through proper information management and data intelligence. The AFRAA Aviation Consultancy Unit will also focus on providing the industry the best data-driven analysis and studies in African aviation.

Effective governance is fundamental. Thus, through the work done by AFRAA

Governance Task Force in 2019, we re-invented the governance framework of the Association in order to promote better efficiency and effectiveness. We have developed a framework to reinforce the Association's role at a continental and worldwide level with a need to address the main industry challenges. The Task Force laid the foundation to address pertinent challenges and to pave the way for a stronger Association.

As we continue to change, our membership is growing. This year AFRAA welcomed four new member airlines namely: Safarilink aviation operating from Kenya; Air Djibouti – the flag carrier of Djibouti, Air Senegal – the flag carrier of Senegal and Uganda National Airlines Company Ltd. – the flag carrier of Uganda. Six aviation-related companies have also joined our Partnership Programme this year.

We will continue to remain true to our mission to promote, serve African airlines and champion Africa's aviation industry. Through our joint projects, we continuously identify common solutions that will pave way for an efficient and sustainable airline industry in Africa.

Lastly, you will notice that the quarterly magazine of AFRAA, has changed its name from 'Africa Wings' to 'African-skies' and carries a new look in line with the new strategic direction. This change goes hand in hand with our focus on continuous efforts to increase sustainability of African airlines, also embedded in our slogan, 'Better skies for Africa'.

AFRAA in its new strategic direction is taking leadership to represent and serve the African airline industry as we work closely with our partner associations, governments, partners and industry stakeholders. Guided by our new mission, AFRAA has now embarked on significant transformation that will develop the industry and positively impact economic progress across the continent.

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