

“there is no more collective dream in Imago, we should bring it back”

Dear friends,

I am very proud to have been chosen by the SBC and the BSC to stand in front of you as a candidate for the chair of Imago. They have faith in my experience, knowledge of the Federation, social approach with the sponsors and commitment to the cause. I want Imago to start moving again, and fast.

Imago is an International Federation of National Associations. Moral bodies are the real members, not individuals. Behind the associations, you, with your different approach, culture, education, involvement make Imago alive, effective and diverse.

I want to bring the members as the priority n°1. For the last years, I feel members (associations and their members) have been ignored because not the highest level of Imago's priority.

The collaboration, enthusiasm, happiness and friendship have disappeared. The members and the administration should be re-linked in an emergency procedure.

Determination of the aims

To get a working Federation, the goals, the expectations, the requests and aims of the group should be known and defined precisely. Rules/statutes can then be written to fulfill these ideas and establish a very clear and undisputable framework.

Statutes:

An association cannot not work without proper and clear statutes. Our statutes do not satisfy us anymore, are unclear and by then subject to interpretation. They need to be fully renewed – it is a legal request in Belgium-they should be adapted to the new law before 2024.

Modifying statutes as proposed today is a non- sense. Changes decided at the last minute to make some operation more favorable do not reflect a positive and deeply thought initiative. These changes should be integrated later in the full revision.

For today, I suggest to abstain voting on any of these new articles, there is no emergency. Let us do it the right way.

But how to move?

Only one way: back to the members and ask them simple questions

What is your vision for Imago in the near future? What do you want? What do you expect from the administration? What Imago should bring to you? What could be your added value being part of Imago?

Simple questions in a poll- simple answers.. A draft version is already there, only needed to be finalized.

At the light of the results, the new administration will be able to design new statutes for the new Imago.

This will give us the legal framework to refer to.

We are cinematographers, we are no lawyers, we can sketch the general ideas about legal texts, they have to write it for us.

This should happen immediately and left behind us within the next 6 months.

Administration and budget:

We need to reorganize the administration and the budget and make it believable.

Committees are the heart of Imago, they need more support, more funds. There should be a fair balance between operation expenses and cost of administration. Today, it is totally unbalanced.

Committees know their job, they do it well. They need to work on acceptable budget, approved by the board. This is the heart of Imago. They represent the high value and the competence of our members. They are eclectic, diverse, involving many societies (some with more than 20 countries)

In the current budget, spending more than 80% on the administration expenses is not possible anymore.

The membership fees contribute to half of the income of Imago.

Are you happy with what Imago does with your money, especially in the last 2 years?

About communication and web site, we need to clarify the roles and also the expenses, for 28000€/year, everything should be pristine and 100% reliable, updated...and interoperative

Transparency is the key word: all should be communicated in time, shared, everybody should know what is at stake.

Do you get today the communication you deserve? Do you have any suggestions?

Imago is a volunteer association and nobody should be paid for the work being done. This could bring a huge amount of money back directly available for activities (18000€ at least). Any work not directly linked to cinematographer's competence should be outsourced.

Justified expenses should be reimbursed at the acceptance of the receipts, and within the available budget.

Imago needs a secretary, for sure, but at 24.000€/year, are we able to afford this?

Hired people work on Job description and time sheets.

Code of Ethics, Respect of the differences

Imago suffered a lot of lack of ethic attitude and behavior. I really want to make it clear that there will be no more time for harassment, bullying, insults, and violent acting. These should be definitively banned from our circles.

My experience in the managing team of Imago is precious, during my work with Nigel and Paul René, Imago expanded- a lot of countries joined, we reinforced the links with the South American Associations and Asia, the Balkans, and we also brought back countries that had left. Budgets were doubled with many new sponsors joining as well.

We really made Imago International, now we should show it is really working as.

With the team, we have to make it happen. I have no exclusive, I look forward. I want Imago start working now.

It is a hard work, I can be this person, during the time needed to put Imago back on the tracks.

Looking towards the future, I want also to gather valuable people to take over in a smooth and effective way within a short timeline.

There is no “us” on one side and “you” on the other side, we should look at the same direction.

If You take one part job and we do the rest, then we'll make it. There is already a strong base, almost 30 years old.

Let us prepare celebrating this anniversary in a regained enthusiasm for the 30 years to come.

Friendly Yours, Louis-Philippe Capelle sbc