

As a communications and engagement professional with many years of experience in the nuclear industry, and a passionate supporter of that industry, I would welcome the opportunity to serve on the board of the Organization of Canadian Nuclear Industries (OCNI). Its purpose to “promote a healthy nuclear power industry in Canada” closely aligns with my values, as well as my experience and expertise.

Effective communication, engagement and relationship building has never been more important for the nuclear industry. The complex nature of the industry and negative perceptions of nuclear energy among some audiences have always necessitated effective and thoughtful communications, but the industry is now also at an exciting time of renewal, during which we have an opportunity to redefine and reinvigorate the narrative around nuclear energy. The significant refurbishment program underway in Ontario as well as the exploration of new nuclear technologies – specifically small modular reactors – and the creation of the SMR roadmap marks an exciting time of opportunity for the nuclear industry and supply chain in Canada. And the progress is tangible, with new agreements announced and milestones achieved on a regular basis.

Within this context, the OCNI plays a critical role, to its membership and to the industry as a whole. Its key areas of focus around connection, capability/capacity, local and global reach, and advocacy have never been more important than they are today. All of these key have a strong communications element to them. As a senior communications professional who has supported a number of leading Canadian organizations achieve their communications and engagement goals, these are areas of focus to which I can bring a depth of knowledge and experience. Specifically, the areas of expertise I would bring to the OCNI board are: strategic communications, stakeholder engagement, relationship building, research and analysis, and staff management and development.

In addition to my professional experience, I have also served in a number of positions on industry and non-profit boards. As a result, I know that a truly valuable board member is not just someone who brings experience and knowledge, but also someone who brings a passion for the work and the ability to work collaboratively and supportively with other board members. The work of OCNI is critical to Canada’s nuclear industry, which I believe is of the utmost importance to Canada’s energy future. I would welcome the opportunity to contribute my time, knowledge and experience to actively support that work.

Sincerely,

Annalisa Barnett