



2010

Annual Review

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مركز الإحصاء أبوظبي
STATISTICS CENTRE - ABU DHABI

2010

Annual Review

www.scad.ae

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Khalifa bin Zayed Al Nahyan



*His Highness Sheikh
Khalifa bin Zayed Al Nahyan
President of the United Arab Emirates*

Mohammad bin Zayed Al Nahyan



*His Highness Sheikh
Mohammad bin Zayed Al Nahyan
Crown Prince of Abu Dhabi and Deputy Supreme
Commander of the UAE Armed Forces*



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Chairman's Statement

In the context of the efforts undertaken in the endeavour to realize sustainable development, which has been adopted as a core theme by our wise leadership, Statistics Centre - Abu Dhabi managed within a short span of time to place itself among the major players in the process of development in the Emirate of Abu Dhabi.

Since the promulgation of Law No. (7) for the year 2008 on the establishment of Statistics Centre - Abu Dhabi, the Centre has sought to carry out the functions and responsibilities entrusted to the fullest, in such a manner as to meet the needs of the coming stage to unlock the full potential of the various determinants of the economic and social environment in the Emirate, by taking full advantage of the emirate of statistical resources, in order to achieve sustainable development.

SCAD's accomplishments over the past years exemplify professionalism and dedication in the performance of tasks and responsibilities thorough different circumstances and developments. The projects and achievements of the Centre in 2010 are particularly important as a qualitative leap along the road to create and consolidate an ideal statistical environment in the emirate. In this regard, we would like to stress that our achievements are the result of the thoughtful and visionary planning and of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates, Ruler of Abu Dhabi, and the sustained care and guidance HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the Armed Forces, which charted out a road map towards excellence and leadership, representing a constant source of inspiration and pride for us.

We would also like to note that the support received by the Centre from the Government of Abu Dhabi, has had a great impact encouraging all data producing entities to enhance cooperation and coordination with SCAD, which in turn reflected on the quality of the centre's output, such surveys, studies and reports.

It must be acknowledged here that SCAD's ambitious strategic plan, its skilled workforce and its fostering of excellent internal and inter-entity communication represent the set of set of determinants that jointly contributed to the achievements secured by SCAD and the fact that the Centre has successfully made its presence known at this early stage of its progress.

Mindful of the fact that the development is an ongoing process, and in the effort towards the developing the statistical system of the Emirate of Abu Dhabi and placing it on par with world's highly developed statistical systems by 2013, we are we are working hard to strengthen our competitiveness in the next stage through continuous improvement in the response to requests from data users, as well as through the expansion of our base of partners and customers, upgrading of competencies and enhancement of statistical awareness.

Finally, it is my pleasure to present this first report , which reviews the achievements and performance of the Statistics Centre - Abu Dhabi during the last year, shedding light also on the current plans and projects of the of the Centre. This new publication aims to raise awareness about SCAD's efforts and enhance the Centre's communication with its partners.

May Allah guide us all to serve the best interests of our beloved country.

Nasser Ahmed Khalifa Al Suwaidi

Chairman of the Board of Directors

Board Members



HE Nasser Ahmed Khalifa Al Sowaidi
Chairman of the Board of Directors



HE Brigadier Ali Khalfan Al Dhahiri
The General Directorate of Abu Dhabi Police



HE Zaid Al Siksek
Health Authority - Abu Dhabi



Abdul Aziz Hareb Al Yousuf
Department of Finance



HE Rashid Lahej Al Mansouri
Abu Dhabi Systems and Information Centre



HE Mohamed Rashed Al Hameli
Abu Dhabi Chamber of Commerce and Industry



Daham Faisal Al Udwan
Abu Dhabi National Oil Company



Hamed Al Safi Al-Hashemi
The General Secretariat of the Executive Council of Abu Dhabi



Dr. Masood Abdulla Bedri
Abu Dhabi Education Council



Message from the Director General

In the context of its continuing endeavour to fulfill its role in supporting the plans and programs of comprehensive development in the Emirate of Abu Dhabi, Statistics Centre - Abu Dhabi has the pleasure to present this report, which sheds light on the SCAD's achievements in 2010. By the grace of Allah, and thanks to the wise guidance it has been receiving, the Centre was able during the short period since its inception to achieve many accomplishments, ensuring conformity with best international statistical standards and methodologies.

Prominent among SCAD's achievements during the past year was the substantial progress made in building a statistical system that is capable of producing and releasing a set of statistical indicators that successfully meet the needs of decision makers, businessmen and other users of the data in terms of accuracy, coverage and timeliness. SCAD's success in this regard is evident from the large number requests for statistics data received by the Centre, which met them with an admirable 850% reduction in the response time compared with 2009. In the midst of this rapid development, the year gone by also saw SCAD launch its web portal, enabling the Centre to interact with all those interested in statistical data pertaining to the Emirate of Abu Dhabi.

The diverse achievements notched up by the Centre and the major statistical projects it undertook during the year 2010, translated its ambitions and aspirations set out in SCAD's five-year strategic plan. During the last year, SCAD released 388 statistical indicators, up from 192 in 2009, thereby doubling the number of indicators released by more than 100% in one year, adding more than 40 books, periodic bulletins and specialized statistical publications, which received considerable interest from decision makers, the business community, academics and other users of statistical data.

In terms of external relations, the Centre was able to enter into a number of successful partnerships with internationally renowned statistical bureaus, in addition to bilateral agreements with several local departments and government bodies. In the area of human capacity building, SCAD has achieved tangible success in attracting promising nationals and developing their skills in the field of statistical work.

The remarkable achievements and contributions of the Centre, which are exemplified in this review, would not have been possible without the unstinting support of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates, Ruler of Abu Dhabi; and the sustained care of HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, Chairman of the Executive Council of the Emirate of Abu Dhabi. Needless to say, the appropriate guidance and close attention accorded by their highnesses to SCAD have been instrumental in upgrading the Center's work in the pursuit of its goal to place itself among the world's leading statistical institutions.

Butti Ahmed Mohammed Bin Butti Al Qubaisi

Director General

Welcome to SCAD

What is SCAD?

SCAD is the official body responsible for collecting, classifying, storing, analysing and disseminating a wide range of social, demographic, economic, environmental and agricultural statistical data in the Emirate of Abu Dhabi.

It is an essential source of information for decision- and policy-makers, blazing the trail for development and growth and serving the needs of the government sector, investors, the business community, researchers, the media, schools and universities and the general public.

SCAD was established in 2008 in accordance with Law No 7 for the year 2008 and in fulfilment of the wise vision of HH Sheikh Khalifa bin Zayed Al Nahyan (May Allah Protect Him), UAE President and Ruler of Abu Dhabi, and HH General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces. The Centre reflects their Highnesses' keen resolve to accelerate the pace of development and advance the national economy.

Law No.7 of 2008

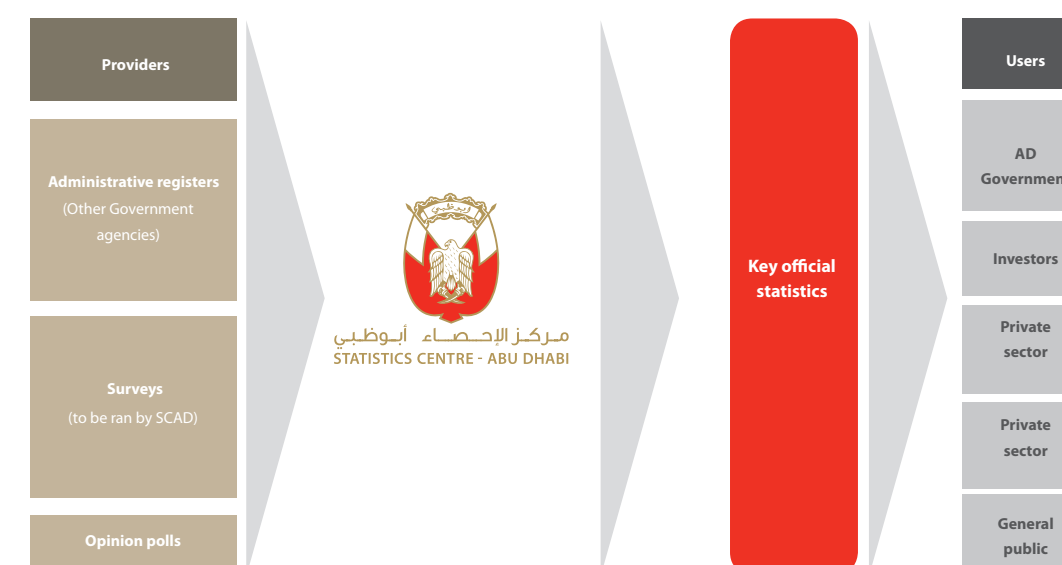


SCAD's Key Role

SCAD is at the heart of Abu Dhabi's statistical system. The Centre plays a pivotal role in the Emirate as the essential catalyst that connects data sources with data users.

SCAD delivers Abu Dhabi's official statistics to all public and private entities within Abu Dhabi and an increasing number of users elsewhere in the UAE and overseas.

SCAD has the mandate to create and maintain Abu Dhabi statistical system



SCAD's Key Functions

SCAD was established to provide reliable statistics to support the Abu Dhabi Government in fulfilling the goals within its Policy Agenda and its 2030 vision. It was designed to perform four main functions:

- Develop and organise a statistical system for Abu Dhabi
- Contribute to the UAE's national statistical system
- Provide official statistics related to the conditions of Abu Dhabi society
- Support decision-makers in Abu Dhabi

SCAD's Main Activities

SCAD's main activities are contained within three broad categories:

Data Collection

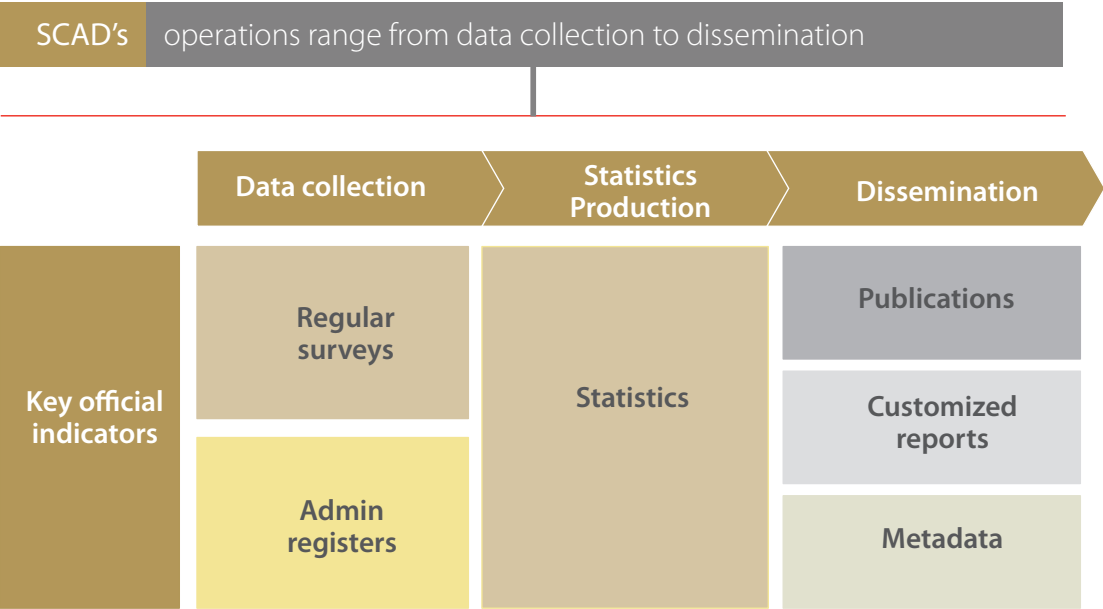
- Creating and conducting statistical field surveys throughout the Emirate to collect economic, demographic, social and environmental data
- Accessing and developing administrative registers held by other entities

Statistics Production

- Processing, storing and analysing data
- Producing official statistics and indicators for release

Dissemination

- Disseminating official statistics to a wide range of audiences in the form of statistics releases, publications and customised reports using a number of different tools: website, statistics information systems, books, etc.



Vision

To be a recognised statistics centre, contributing to the development effort of Abu Dhabi.



Mission

The centre aims to:

- Develop and organise a statistical system in the Emirate.
- Provide relevant and reliable official statistics serving policy makers, the business community and the public.



Values

Independence: Maintain independence in the selection of methodologies, definitions and data sources, and in the timing of releases.

Transparency: Apply transparent and widely accepted procedures, communicating methodologies and adopting unbiased approach.

Reliability: Strive for accuracy and consistency in collecting, processing, storing and disseminating official statistics.

User focus: Meet the needs of users with relevant data, enable easy access to information, and release official statistics in a timely way.

Confidentiality: Guarantee privacy of individual information.



Key Achievements

Introduction

2010 may prove to be one of the most important, influential and exciting years for SCAD, thanks to a number of key achievements.

Throughout the year SCAD succeeded in rapidly developing its capability for producing and disseminating regular sets of data (known as “Statistical Releases”) and expanding its suite of printed data reports (known as “Statistical Publications”). It also launched a new website and significantly improved its customer response times while handling a much greater number of requests for statistics.

Among others, in 2010 SCAD produced two complete 12-month statistical releases, each of which offered significant value to Abu Dhabi’s economic future. These were: the Consumer Price Index (CPI) and the Building Material Prices (BMP) publications, both essential to decision-makers and business and industry communities in the Emirate, the GCC region and beyond.

During 2010 SCAD also announced its ambitious but focused plan for Abu Dhabi’s Census, a large, complex and difficult undertaking and a vital step forward for the Abu Dhabi Government in the drive to realise its vision.

The Centre also significantly enhanced its integrated operational platform (or ‘engine room’) by beginning to implement sophisticated SAS software for data collection, processing and presentation systems, based on carefully researched global best practices.

Statistical Production

Key Official Statistics

SCAD produces and releases a wide range of statistics but it places special emphasis on what it calls the Key Official Statistics. These Key Official Statistics cover a grand total of 710 statistical indicators all of which are produced using a clear methodology and relevant metadata.

These indicators are grouped into 6 Themes:

- Economy
- Industry & Businesses
- Population & Demography
- Social
- Labour Force
- Agriculture & Environment



This comprehensive ‘masterlist’ was published for the first time in a “Key Official Statistics” brochure in February 2010, along with an explanatory “Background and Content” guide.

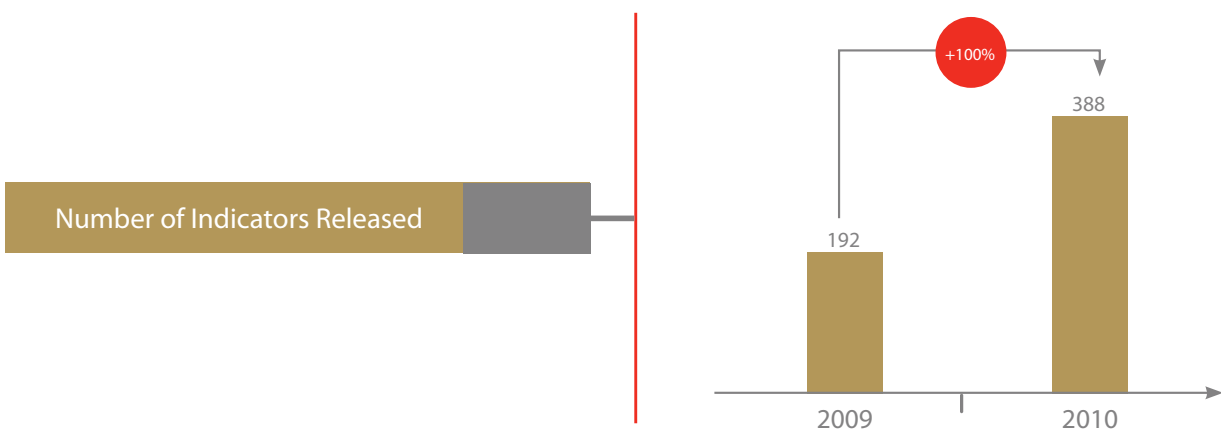
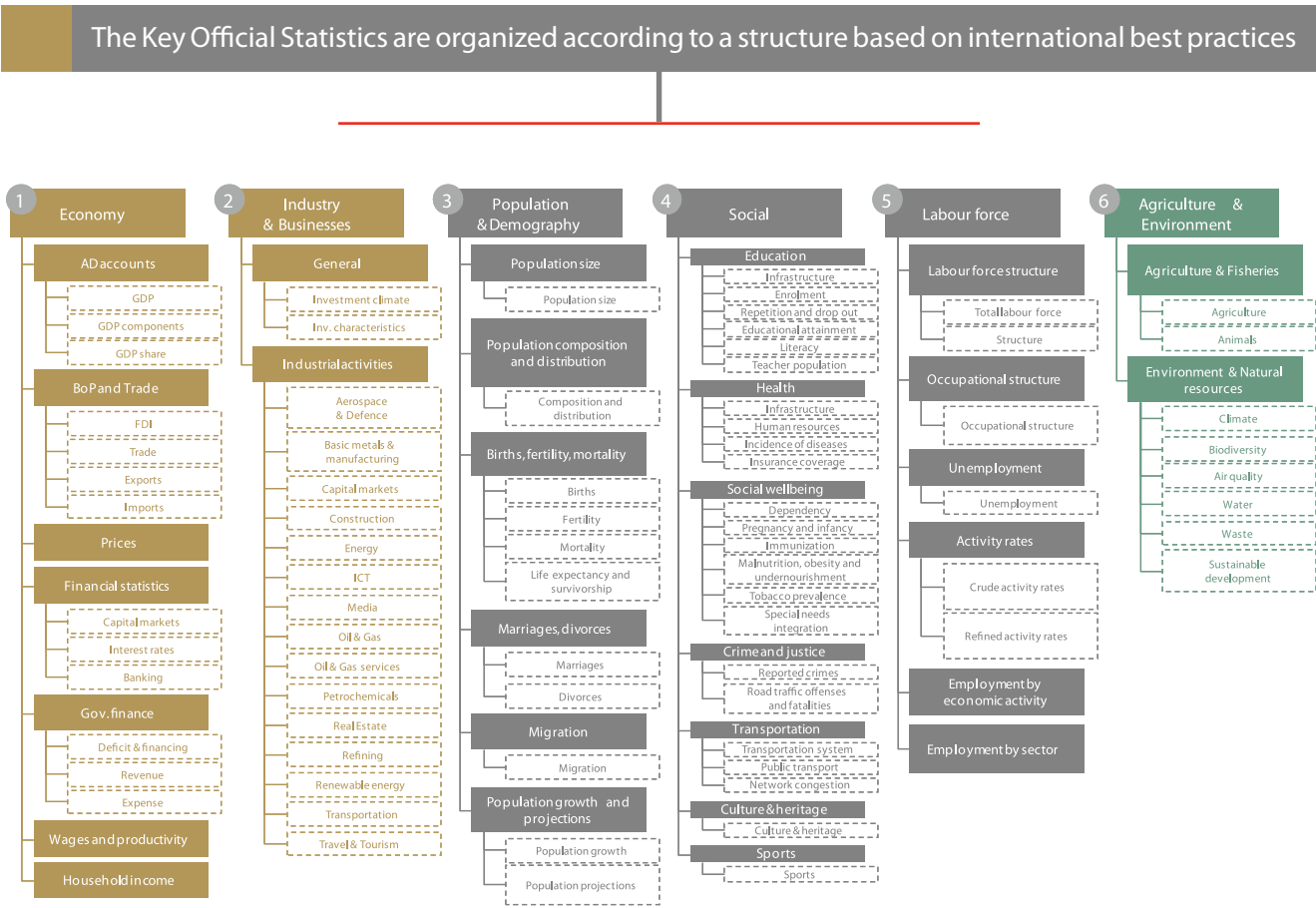
SCAD also published a useful desktop “2010 Calendar of Releases” to accompany these documents, showing the dates for past and future releases of different statistics.

These documents combine to reveal a complete picture of the range of statistics that SCAD covers, the dates when it released sets of statistics and the dates when it plans to release further sets. These documents demonstrate SCAD’s alignment with international best practice, raise awareness of SCAD’s products and enable SCAD to measure its performance in terms of statistical releases.

Statistical Indicator Releases in 2010

In terms of Key Official Statistics, SCAD performed the following releases during 2010:

Economic Statistics	216
Population & Social Statistics	101
Environment & Agriculture Statistics	71
Total	388



The 2010 total of 388 represents more than a 100% increase since 2009, when 192 indicators were released.

The 2010 total is broadly in line with the yearly increase in the number of releases that SCAD is planning from now until 2014, as part of its 5-Year Strategic Plan.

Economic Statistics represents the largest share of the total, which is also in line with SCAD’s plan. Certainly for the foreseeable future, Economic Statistics will make up the majority of all Statistical Indicator Releases.

Among the most challenging and rewarding of achievements in 2010 was the monthly production of full sets of both Consumer Price Index data and Building Material Price data and reports.

Annual Economic Surveys

Also during 2010, SCAD completed the Annual for Economic Surveys for reference year 2008 and collected data for the Annual Economic Surveys 2009, which is expected to be published in 2011. These surveys provide a database of various economic activities operating in Abu Dhabi and the contribution of each activity to the overall economy. The Centre also worked hard to improve the timeliness of these surveys so future results are released closer to the reference year. These surveys also include requests for information about certain environmental, health and safety statistics.

Consumer Price Index (CPI)

Among the key statistics collected, analysed and released from SCAD during 2010 was the Consumer Price Index (CPI).

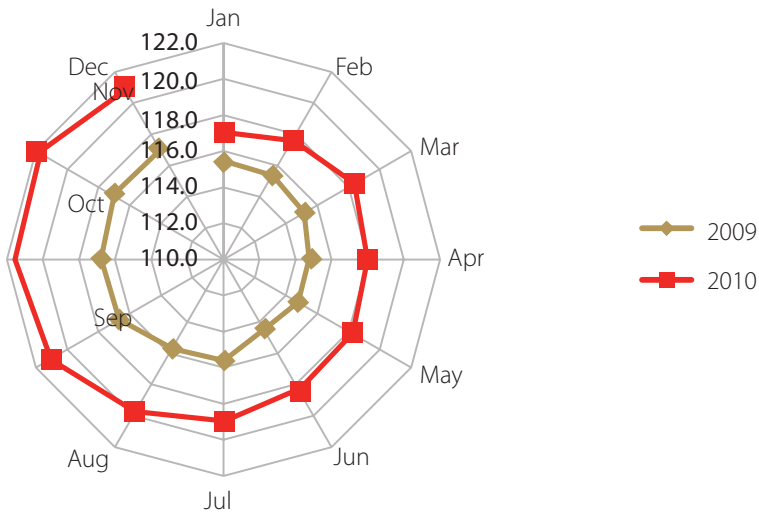
The CPI measures the changes in the prices of a representative basket of consumer goods and services. The percentage changes of the CPI are used as measures of inflation. Measuring inflation is crucial in order to monitor and appropriately develop macroeconomic policy, including decisions on wages, welfare, poverty and a host of other important issues facing businesses, citizens and residents in Abu Dhabi.

CPI is one of the standard measures produced by statistical agencies around the world and has been identified by SCAD as one of the most important sets of data for Abu Dhabi.

2010 was the first year in which SCAD produced monthly CPI figures, tables and charts, and a monthly report explaining the statistics. The December 2010 CPI Report included data for that month but also summarised the year, revealing that consumer prices rose, on average, in the Emirate in 2010 by 3.6 per cent (compared with 2009). This increase was led chiefly by rises in the costs of “housing, water, gas, electricity and other fuels”.

SCAD is following up this 2010 success with an ambitious 2011 CPI automation project which will cover the entire life-cycle of a statistic, from collection right through processing, analysis to dissemination.

CPI during the months of 2009 and 2010



Building Material Prices (BMP)

Another highly significant set of key statistics collected during 2010 was Building Material Prices (BMP).

During 2010, SCAD monitored the monthly movements in the prices of 194 items of construction materials, categorised into 21 groups of commodities and services that represent the most important materials used in construction, including cement, aggregate (gravel), sand, wood, steel and concrete. Averages of price movements of items in each group were also calculated and published.

To complete this work successfully, SCAD's Price Indices Section selected more than 70 information sources and its field-work teams gathered the price data each month.

Such figures are crucial in a region where economic growth is so rapid and construction activity omnipresent, and they serve to confirm that there is a specialisation in construction activity in the economy. The huge advances in Abu Dhabi's infrastructure and property development arenas create a strong demand for such statistics - a demand that SCAD has clearly identified and is satisfying by the release of the monthly BMP statistics.

Building Material Prices (BMP)



Statistical Publications in 2010

In 2010 SCAD produced a total of publications which are all hard-copy stand-alone reports. These useful guides neatly summarise a wealth of statistics and present them in an easy-to-interpret format for a wide range of audiences, along with brief expert commentary from SCAD's specialists.

The publications are all quite different, not just in terms of content but also format; from the holistic and integrated general documents to the more specialised and detailed publications focusing on the statistical themes.

General Publications

- Statistical Yearbook 2010
- Abu Dhabi in Figures 2010



Economic Publications

- Monthly, Quarterly and Annual Reports on Consumer Price Index
- Monthly and Annual Reports on Building Material Prices
- Annual Foreign Trade Statistics 2009
- Foreign Trade Bulletin (1st half 2010)
- Results of Annual Economic Survey 2008 (covering the following topics: Industrial Statistics, Hotels & Restaurants, Banking & Insurance, Construction & Building, Financial Services, Services Statistics, Transportation and Communications)



Social Publications

- Demographic and Social Indicators
- Social Indicators Series: **Education**
- Social Indicators Series: **Health**



Environment and Agriculture Publications

- Annual Bulletin of Agricultural Statistics 2009
- Annual Bulletin of Climate & Air Statistics 2009
- Annual Bulletin of Environmental Statistics 2009
- Energy & Environmental Statistics 2009



The **Statistical Yearbook 2010** is SCAD's annual compendium of data from throughout Abu Dhabi (from individual regions and from the whole-of-Emirate) and covers the period from 2005 to 2009. The first Yearbook was published in 2009 but the 2010 version included more statistics and was a much improved, expanded and more comprehensive version. This extension of content in the 2010 Yearbook clearly demonstrates the rapid and strategically planned development of SCAD.

Among the **Economic Publications**, the Foreign Trade Bulletin provided a summary of the various indicators of foreign trade during the first half of 2010 compared with the same period in 2009, and their implications for the development of Abu Dhabi, while the two Annual Reports documented monthly CPI and BMP data.

SCAD also produced the first **Poverty Report** which developed new poverty thresholds for Abu Dhabi, to show the minimum standard of living to which everybody in society should be entitled. The methodology provides average poverty thresholds for food and basic non-food items such as clothing, housing, medicine, education, transport, personal care and fuel and light. Such data allows a society to identify those people who are unable to afford an accepted minimum standard of living, so policies can be focused on improving their lives.

In addition, a number of other economic publications included statistics on activities such as industrial, transport and storage, banks and financial institutions, services, Wholesale and retail trade, repair, construction and tourism.

The **Social Publications** gave useful 'snapshots' of how the population of Abu Dhabi is being served by two essential services (education and health) and the **Agricultural and Environment Publications** included reports on main indicators, plant production, livestock and fisheries, the climate of the Emirate and air quality in a range of locations.

Also, SCAD published the first Annual Environmental Bulletin to be produced by a statistical organisation in the Gulf region.

By publishing these sets of data, SCAD is covering not just the economic facts of life in the Emirate (the value of foreign trade and agriculture and the cost of living and materials) but also crucial social factors such as living standards, the level of education the population enjoys and its state of health.

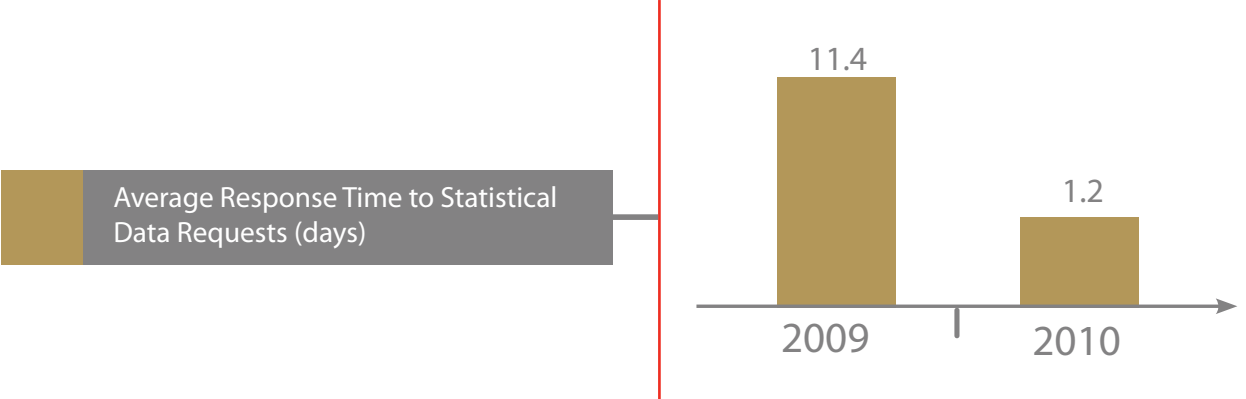


Advances in Data Management and Dissemination

Improvement in Responses to Requests

The role of an official statistics agency is not merely to collect data. Although fundamental, that is just one of the initial steps in the life-cycle of a statistic. Once the raw figures are collected they must be processed, analysed and disseminated to audiences eager to receive accurate and useable statistics.

SCAD received and answered 2,574 requests for statistics during 2010, so clearly the message about the Centre is travelling far and wide. A total of 1,387 responses were sent to inquirers via the web and the Client Services Team, while a further 1,187 emails were sent to clients registered to specific statistical email groups.



The Centre rose to this challenge and, despite the extra volume of requests, managed to accelerate the response time from an average of 11.4 days in 2009 to just 1.2 days in 2010, an improvement of 850%.

Furthermore, during 2010 SCAD ran its first customer satisfaction survey with excellent results: a satisfaction level of 77% was achieved, which is 7% above SCAD's and the Abu Dhabi Government's standard target of 70%.

The majority of requests came from Abu Dhabi Government (primarily for economic statistics) but there is also growing interest from overseas agencies which SCAD is planning to address in 2011.

Building World-Class Infrastructure

A large part of the success in improving the speed of responses to requests was due to the continual improvement of SCAD's data infrastructure, a vital element for any agency required to produce and disseminate good-quality statistics. The Centre is developing rapidly from having to answer request emails individually to providing direct online access via the website.

Partnership Agreement with SAS Middle East

During 2010, SCAD launched a project to implement appropriate software to give it the necessary technical platform (or 'engine-room') to be able to significantly increase its capabilities. The Director-General, HE Butti bin Ahmed Al Qubaisi, signed a partnership agreement with software company SAS Middle East, who will provide analytical software and services for the collection, compilation, storage, analysis and dissemination of accurate statistics.

When fully implemented, the software will create a virtual library of statistics on everything from, for example, the price of aluminium, dates or bananas, to the health of 12-year-olds in Al Ain, or the air quality in Abu Dhabi city.

It will provide many user-friendly, tailor-made services to customers around the world, including the ability of users to create thematic maps, input specific statistics demands and create their own tables and charts. It will also massively increase the efficiency of the data dissemination process, reduce the demand on SCAD's employees and lead to more comprehensive and useable data sets.

Expert Advice

The year also saw the development by SCAD of a unique set of technical services for other Abu Dhabi Government entities. Along with the production and dissemination of official statistics, SCAD is offering entities expert statistical infrastructure advice and knowledge transfer (based on international best practice) as well as analysis and recommendations related to sampling and questionnaire design for their survey work.

Data Centre

A new Data Centre was completed in 2010 which covers the entire SCAD headquarters (all eight villas). The Data Centre was created using the latest design methodologies, including gigabit network backbone, a suite of multi-layer security systems, virtualised infrastructure, zoned cooling, hot aisle/cold aisle enforcement, and zoned fire suppression utilising clean agents and redundant power supply sources. In short, SCAD has built a thoroughly modern system which will allow rapid and massive data transfers and storage within a protected shield to ensure ease of use, ultimate adaptability and the strongest information security.

Website Launch

One of the most significant 2010 achievements was the launch of the SCAD website (www.scad.ae). This meant that, for the first time in Abu Dhabi's history, good-quality official statistics were regularly published on a website.

This is fully in line with the Abu Dhabi Government's push for more transparency and accountability among entities, and it is in line with the principles of global statistics institutions to provide accurate statistics for all sectors of the community. Transparency is also one of the five foundational values adopted by SCAD.

As we have seen, the website is not just a tool for promoting the good work and developments that SCAD has completed and is undertaking but also as a portal for the Centre's rapidly expanding customer base.

It is becoming the key access point for users, whether they are Abu Dhabi Government officials, members of the international business and industry communities, students researching Abu Dhabi or the media and general public with an interest in this fascinating part of the world.

New SCAD's website: www.scad.ae



Abu Dhabi Census 2011

Pre-Census Groundwork

In 2010 SCAD began a large and ambitious project - the planning, creation and execution of a comprehensive Emirate-wide census designed and undertaken to global best-practice standards.

The main goal of Abu Dhabi Census 2011 was clear - deliver the most comprehensive and accurate suite of data that Abu Dhabi Emirate has ever had, thereby offering a wide variety of valuable data for Government entities and public services, the private sector, investors, business and industry, and the general public. Providing this information is a response to the needs of the Abu Dhabi Government.

Although the actual census itself is taking place in 2011, the detailed planning and groundwork for this large operation was started in 2010. This planning is based on international census standards adopted and practised by the United Nations and expertise acquired by SCAD on its foreign missions and through its growing number of international partnerships.

The Abu Dhabi Census 2011 project (from the initial research, planning and groundwork through to the collection, processing, analysis and dissemination of the data) has three distinct phases to it. Phases 1 and 2 were successfully completed during 2010.

The first phase involved a total of 357 field staff working for 21 days (approximately 60,000 hours) and visiting 90,000 buildings throughout the Emirate to produce an inventory (known as a 'frame') which logged all buildings and their use (business or residential).

The second phase involved a total of 644 field staff working for seven weeks (approximately 210,000 hours) and returning to all the approximately 90,000 establishments to glean more detailed information, such as how many people are employed in the business (non-residential) buildings and how many people live in the residential buildings.

The third phase is being undertaken in 2011 in the lead up to the actual Census Night itself in September.

This frame is vital for the success of the Abu Dhabi Census 2011 project, as it identifies all places where people live and work and gives SCAD a platform from which to produce good scientific samples for surveys, which are representative of the current state of the Emirate. The frame is also a foundation which will drive accurate survey data for Abu Dhabi for the foreseeable future.



Performance

Government Alignment and Strategic Planning

As a proud entity of the Abu Dhabi Government, SCAD is constantly seeking to align with the Government's vision, its plans, its beliefs and its ways of operating.

The main alignment is through the SCAD 5-Year Strategic Plan, which has been developed in line with the requirements of Abu Dhabi Government's Policy Agenda and Economic Vision 2030, and with the highest standards and best practices in the field of statistical work.

2010 was the first year in that SCAD began using its Strategic Plan to report performance regularly into the performance management system established by the General Secretariat of the Executive Council. The first report was submitted in Quarter 3.

Strategic Plan 2009-2013



SCAD spent much of 2010 focusing on developing a new Strategy Management System which included a clear Governance Model and a 6-step Strategy Execution Process based on the Balanced Score Card methodology. It began with developing the strategy and then translating it by creating strategic themes and maps. Then the system moves on to aligning the organisation and planning operations before the execution of the Operational Plan (derived from the Strategic Plan). Operations are monitored and lessons are learned, and finally a 'Test and Adapt' step allows improvements to be made.

2010 was also a landmark year for quality and excellence in SCAD as the entity produced and delivered its first submission to the Abu Dhabi Award for Excellence in Government Performance. Further alignment was achieved by the implementation of an IT Security Policy, in adherence to instructions from the Government's IT standards authority, ADSIC.



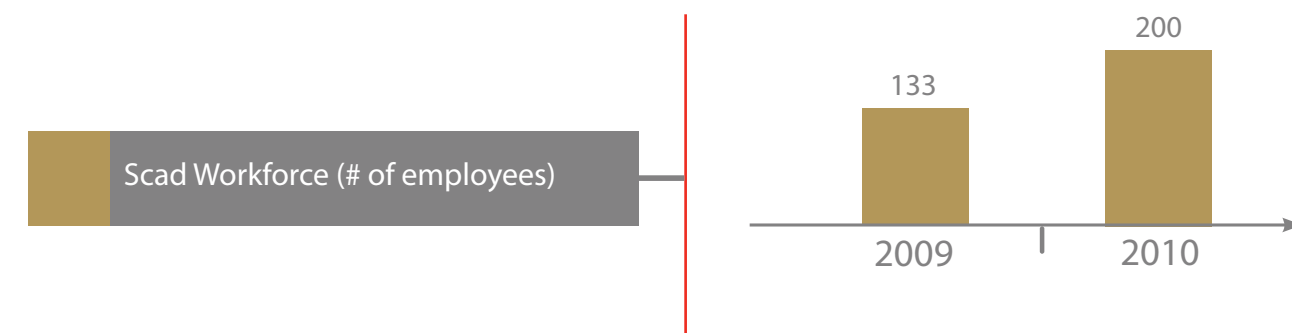
Strategy Management Retreat

The Centre realised that merely having a 5-Year Strategic Plan and a Strategy Management System was not enough – the concept of strategy had to be cascaded to the employees and discussed and improved. These tasks were tackled during an innovative Strategy Management Retreat in January 2010 at the Qasr Al Sarab resort in Al Gharbia. The retreat offered managers the opportunity to participate in developing the strategy and strengthening the alignment with Abu Dhabi Government. The event involved lively and productive discussions as well as the chance to celebrate achievements and discuss performance and expectations.

Building Excellence

Employee Development

SCAD is proud to announce a number of significant improvements on behalf of its employees during 2010:



- Total workforce rose from 133 to 200, on-target with the objective established for SCAD by the Government of Abu Dhabi
- Emiratisation level of 56% was reached
- Target of 25% of female UAE Nationals in the workforce was exceeded
- Ambitious training target of 40 hours per person per year was also achieved
- A suite of Policies & Procedures was designed, written and implemented covering aspects of human resources, finance, procurement and general services
- A fair and best-practice performance appraisal system was piloted during 2010 and a full project to transform SCAD's organisation and culture will be done during 2011
- A variety of environmental, health and safety initiatives were introduced
- Employee events including Family Day on May 29, World Statistics Day Breakfast Gathering on October 20, and Employee Health Day on December 8
- On-the-job training for employees from other entities and from schools and universities

Systems & Services

2010 was a busy year for SCAD as a number of key systems were implemented:

- IT Security Policy was implemented to ADSIC standards
- Customer service help desk was automated, including the capability to provide data lists of most frequently asked questions
- All SCAD working facilities were fully renovated and refurbished. Additionally, four of the villas in the compound were equipped for work for the first time.
- SCAD upgraded from a cash accounting system to an accrual system and was one of the first Abu Dhabi Governments to make this improvement

Awareness

SCAD is moving fast to increase its awareness among government, business and industry, investors and the general public, so the Emirate, the region and the world gets to know about the benefits the entity is offering. 2010 was a productive year:

- A new Communications Strategy was implemented
- Considerable positive media coverage was achieved
- The first awareness survey among targeted customers achieved 50%
- SCAD participated in the first Ajman Statistics Forum and submitted a technical paper to the Forum explaining the benefits of statistics for the progression of economy and society, entitled "Economic Statistics and Their Role in Development".

- An awareness programme for **World Statistics Day** involved radio coverage, visits to schools and stands at shopping malls



• Tawdheef Recruitment Fair

- Participation in local, regional and international workshops and conferences



Foreign Missions

SCAD continued performing foreign missions during 2010 mainly to identify areas of potential collaboration between SCAD and international top-level statistics offices:

- SCAD's Director General attended the European Conference on Quality in Official Statistics in May in Helsinki, Finland
- SCAD team, led by the Director General, visited the Japan Statistics Bureau in October and learned valuable information about the bureau's objectives, the institutional and legal framework under which it operates, its programmes and activities, the methodologies it follows and the human resources it employs to produce Japan's official statistics
- SCAD team, led by the Director General, visited the Australian Bureau of Statistics (ABS) in October and learned about the operational systems and technology the bureau applies in conducting field work, its experience in using the latest communication technology to conduct surveys, and the monitoring and evaluation of processes. SCAD and the ABS also discussed ways of coordinating with relevant institutions, methods of measuring the quality of statistical products, questionnaires, publication calendars and ways of raising statistical awareness and literacy among data providers and users. SCAD expects this collaboration agreement to crystallise into a Memorandum of Understanding in 2011

Partnerships

SCAD signed a number of partnership agreements with other organisations in 2010, most of which were Service Level Agreements (or SLAs) which include set roles and responsibilities for both parties and which are designed primarily to enhance the collaboration between entities and improve performance by easing the exchange of data and the sharing of knowledge:

- Partnership Agreement with SAS Middle East (software company)
- Service Level Agreement with Department of Economic Development
- Service Level Agreement with Abu Dhabi Council For Economic Development
- Cooperation Agreement with Health Authority Abu Dhabi
- Service Level Agreement with UAE University
- Service Level Agreement with Western Region Development Council
- Service Level Agreement with Tawteen

Service Level Agreement with
**Department of Economic
Development**



Cooperation Agreement with
Health Authority Abu Dhabi



Visit to
**Japan Statistics Bureau lead
by SCAD's Director General**



Outlook for 2011

At the end of 2010 after a busy and productive year, SCAD took a deep breath and prepared for an even busier one in 2011.

2011 is the year of the Abu Dhabi Census, an ambitious but focused project that will undoubtedly be the talk of the Emirate as Census Night gets closer.

However, as well as the Census, SCAD will continue to build on the achievements of 2010 by developing infrastructure projects, maintaining training programmes, increasing awareness and seeking excellence in all its operations.

Key Objectives 2011

Statistical Releases and Publications

SCAD has four key objectives in this field for 2011:

- Increasing the number of statistical releases and statistical publications in line with SCAD's 5-Year Strategic Plan, maintaining the release of regular reports (CPI and BMP), and automating the CPI system to offer instant price comparisons.
- Maintaining and improving the high quality of all data produced and released.
- Time Series Project: During 2011, SCAD will complete the first Times Series Project, most of it done during 2010. It will offer a window on the past that includes statistics dating back to the 1960s, and will increase knowledge and understanding of the current state of the Emirate. As the Founder of the UAE, the Late Sheikh Zayed bin Sultan Al Nahyan, wisely once said, "a country that does not know its past cannot understand its present or future".
- Delivering the first comprehensive Annual Economic Survey (for reference year 2009), a modern database monitoring the growth in 10 major sectors such as industry, construction, trade, tourism, banks, services and foreign investment. SCAD will be redesigning the entire system for this important set of statistics by introducing a new Establishment Survey Model. The Centre will finalise the work that was begun in 2010 and also begin work on the Annual Economic Survey for reference year 2010.

Performance

SCAD has six key objectives in this field for 2011:

- Continuing to implement an international best-practice statistics model called the General Statistical Business Process Model developed by the United Nations. This was started in 2010.
- Increasing the awareness and importance of SCAD and the Census both in the Emirate of Abu Dhabi and beyond.
- Automating the life-cycle of statistics using SAS software and by introducing a new model for the execution of surveys based on multiple channels (telephone, e-mail, one-to-one interviews, fax, etc).
- Continuing to assess, review and improve the Centre's 5-Year Strategic Plan to ensure enhanced performance and closer alignment with Government.
- Working on the possible establishment of a statistical training institute to provide practical training about statistics for employees within and outside SCAD, possibly throughout all Abu Dhabi Government entities, to transfer knowledge and spread the culture of statistics. A feasibility study was completed in 2010 which will form the basis of 2011's work.



SCAD's employees are proud of the achievements for 2010 and ready for an even busier and more exciting 2011

يفخر موظفو مركز الإحصاء بإنجازاتهم عام 2010، وهم متأهبون للمزيد من الأعمال والتحديات عام 2011

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