IIR's 5th
Annual Quality
Management
Conference

**Integrated Quality Management Strategies For Business Excellence** 

17-20 February 2003, Mercure Hotel Melbourne

## **Examining:**

- QM Australian industry update and forecast
- New expectations of Quality Managers
- Strategy development
- Benchmarking
- \* QM system selection and integration
- \* Tool selection
- Implementation strategies
- Technology solutions
- Measuring QM ROI
- Knowledge Management application

# WORKSHOPS FOR NEW AND EXPERIENCED QM PROFESSIONALS:

- \* Quality Management 101: Intensive workshop to get you started Chris Russell, Partner, The Know+How Group
- \* Knowledge Management 101:
  Capitalising on your corporate knowledge
  Dale Chatwin, Director, Knowledge
  Management Initiative, Australian Bureau
  of Statistics
- \* Advanced QM:

Taking your QM system to the next level Dr Mile Terziovski, Senior Lecturer and Director, European Australian Co-op. Centre, Department of Management, The University of Melbourne

### **Evaluating:**

- \* ISO 9001:2000
- \* Balanced Scorecard
- Australian Business
   Excellence Framework
- Six Sigma
- ContinuousImprovement

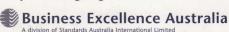
#### **Hear from:**

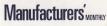
- Motorola
- \* Kimberly Clark
- Boeing
- \* Australia Post
- Quality Society of Australasia
- \* Kangan Batman TAFE
- Australian Organisation for Quality
- \* IBM Global Services
- ❖ Australian Navy Systems Command
- Business Excellence Australia

- Quality Control in Construction
- Western Water
- Union Switch and Signal
- Cincom
- Standards Australia
- The University of Melbourne
- Guide Dog Association
- ❖ The Law Society of NSW
- Australian Bureau of Statistics

Key Endorsing Organisation:

Official Publication:





Endorsed by:







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# **Integrated Quality Management Stra**

# **Pre-Conference Workshop One**

Monday 17 February 2003, 2.00-5.00pm



#### **QUALITY MANAGEMENT 101:**

Effective strategies to design and implement a QM program

#### 1.30 Registration & Coffee

An intensive workshop for companies who want to learn effective strategies to implement a QM system and those who have just begun. Lead by an industry expert the workshop will equip delegates with practical and achievable strategies, illustrated by key case studies.

#### Knowledge and skills

- Understanding the key concepts of QM and how they contribute to organisational performance
- Discovering the measurable benefits of implementing a QM system

#### How to get started

- Identifying the appropriate QM strategies
- Developing QM goals
- Establishing benchmarks
- Choosing the right tools and techniques for your organisation

#### Implementation

- Encouraging and gaining employee support of your QM system
- Continuous Improvement: Ensuring your QM system is maintained and further developed

Chris Russell, Partner, The Know+How Group

# **Day One**

**Tuesday 18th February 2003** 

#### 8.30 Registration & Coffee

#### 8.55 Opening Remarks from the Chair

Ross McDonald, National President, Australian Organisation for Quality

#### **Industry Update**

## 9.00 Rhetoric to reality: Does Quality Management need redefining?

- Solidifying the meaning of 'Quality Management'
- Is QM just a marketing tool for an organisation?
- Why has the Quality movement shifted away from the great visionaries?
- Evolution of the Quality Manager from change agents to compliance officers

Brendan Russell-Cooper, Quality Manager, NSW, Australia Post

#### Strategy

# 9.30 International trends and strategic direction of management systems

- Analysing management system trends in different global supply chains
- \* Examining the integration of management systems
- Auditing management systems: the capabilities of auditors required in global supply chains
- Predicting the future of management systems Robert McEntyre, Director, Robert McEntyre & Associates Pty Limited

## 10.15 CASE STUDY: Strategic planning: the cornerstone of effective organisations

- Business process alignment
- The difference between strategy formulation and long range planning
- Linking core competencies to strategy
- Managing change: Changing management Frances Hales, Quality Department Manager, Kangan Batman TAFE
  - ★ 2001 Business Excellence Award winner

#### 11.00 Morning Tea

## 11.15 CASE STUDY: Combining QM and Risk Management within a service business

- Addressing the nature of information technology outsourcing services
- Highlighting the challenges of proposing vs. delivering services
- \* The effect of combining service quality and business risk
- Maturing a Quality Assurance function to ensure customer satisfaction
- Using QM to drive business results Barry Taylor, Quality Assurance Manager, Strategic Outsourcing, IBM Global Services Australia

#### **Measuring QM's ROI**

# 12.00 CASE STUDY: Process to profit: How efficient management of processes makes a difference to the bottom line

- Achieving whole-of-organisation goals by using process management as a strategy
- Improving processes by using a structured process methodology
- Highlighting the importance of communicating process improvement initiatives to establish and develop employee role clarity

Michael Whipps, Director, Quality Improvement and Innovation, Boeing Australia

#### 12.45 Lunch

#### 2.00 Justifying QM spend through measuring ROI

- Outlining which measures will justify spend
- Determining the appropriate measurement tools for your company
- Snowballing dollars: the effect of poor quality as it moves up the value chain
- When the cost of defects exceeds the revenue gained
- Risk mitigation and brand equity: Providing management with the information to effectively justify ROI
  - David Friedman, Principal, QCC Quality Control in Construction