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BizQual 2003

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
- ❖ Continuous Improvement

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:

 **Business Excellence Australia**
A division of Standards Australia International Limited

Official Publication:

Manufacturers' MONTHLY

Endorsed by:

 **BALANCED SCORECARD COLLABORATIVE**

 **QSA INTERNATIONAL**

 **QUALITY**

Researched & Developed by:



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Integrated Quality Management Strategy

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

TO REGISTER CALL NOW! TEL: (02) 992