

# The Quality Journey – 30 years with NZOQ!

## A report on New Zealand Quality Day June 2007

The day was cold but the event was hot! New Zealand Quality Day held in Christchurch on 12th June 2007 proved to be a winner. Hosted by the Canterbury Branch, attended by members from many business and service sectors throughout New Zealand and supported by the high calibre of speakers, the event was acknowledged as a great success by those attending.

Speakers came from a wide variety of sectors and the topics included quality management, quality improvements, customer focus and sustainability and much more!

Generous sponsorship from Telarc SAI and Tait Electronics ensured the day was made affordable for all. The sponsorship of gifts and prizes from so many supportive companies ensured there was lots of fun and the conference bags were immense – packed with wonderful giveaways from these generous sponsors. Our grateful thanks to you all for adding to a really enjoyable day.

Of special note was the number of current NZOQ Certificate in Quality Assurance students who attended – great to have you there!

Every NZOQ conference has special features – this year was no different as NZQD celebrated its thirtieth anniversary! The day was marked with an anniversary cake at afternoon networking break.

The day concluded with the annual national AGM and a celebratory anniversary cocktail hour. In addition to this additional networking opportunity those attending were presented with stunning NZOQ 30th Anniversary key rings – a quality reminder for years to come.

## Managing ourselves and leading others

**Reg Garters, Chief Executive  
New Zealand Institute of Management**



In this session Reg shared some of the universal truths that have been distilled from research, practical application and organisational performance in relation to leadership and high performance, giving a very insightful presentation titled *Managing to Leadership*. Reg presented the fact that

leaders are not born, but leaders are people who can be taught. He emphasised the fact that the organisation's people are its best asset. Whilst a leader may be a charismatic person as espoused by traditional thinking, one is not a good leader unless he or she has 'agape' or 'aroha'. These two words, agape and aroha, literally translated mean 'love'. However, to put this into the context of business, this actually means that one needs to care about one's staff and have empathy.

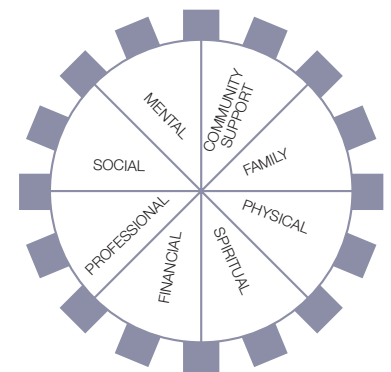
The attributes of a good leader beyond empathy are that they need to be forward looking, competent, inspirational and credible in their actions, words and deeds. The things that a follower wants from their leader is agreement on what is expected, they want to feel competent in what they do and be allowed to develop through training, given autonomy to perform their function and lastly, they want to be told how they are performing.

Leaders need good time management. They need to understand that 'time is in-elastic'. Time is linear and it does not deviate. One should ensure that they do the right things,

rather than do things right. Ultimately good leaders do the right things right. Leaders must also ensure that they have a work-life balance.

Ultimately, a good leader needs to:

- input the positive
- have a sense of humour
- deal to stress and worry
- be good at teamwork
- have a good attitude



# Facing up to DMAIC

**Edwin Boyce, Engineering Services Manager  
New Zealand Post**



Edwin Boyce is a Master Black Belt Six Sigma practitioner at New Zealand Post. He is currently the Engineering Services Manager responsible for introducing some of the processes involved in Future Post.

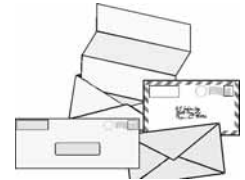
His presentation provided an example of how the Six Sigma improvement methodology could be applied to a relatively straightforward project. The methodology is known as DMAIC and this stands for and means:

- Define - Identify problem
  - Assess customer requirements
  - Map process
- Measure - Choose what to measure
  - Set up measurement system
  - Gather data
- Analyse - Identify root causes
- Improve - Select solutions
  - Run trials

- Control - Identify what to measure
  - Monitor process performance

Edwin explained how the new mail sorting machines recognise and read addresses. The problem was that it misread too high a proportion. Using DMAIC they were able to improve the number of letters that could be machine sorted.

We also learned a lot about letters, the new post codes (please use them) and more especially how to use the DMAIC methodology without making the kind of mistakes that a newcomer would usually make.



# Is accreditation enough?

**Jim Magee, Chief Executive  
Nurse Maude Association**



Jim Magee, CEO of Nurse Maude Association, spoke about accreditation and quality frameworks. While Nurse Maude Association is an accredited organisation, there seemed to be little enthusiasm, or indeed understanding internally of accreditation. It appears that the motivator to achieve accreditation is also through fear of failing rather than the inherent benefits of achieving it. Discussions that he had with peers through the health sector appeared to think that accreditation was reductionist, created a tendency to look at parts rather than the totality, cumbersome, bureaucratic, paper generating, and can easily become the end rather than the means. There seemed to be a 6 month dash to maintain accreditation. This thinking was probably because of the perception that accreditation is externally forced down on organisations.

Jim reflected on other quality frameworks such as Lean Six-sigma, Balanced scorecard, Malcolm Baldrige Business Excellence, and decided that the criteria that any quality framework they adopted should be comprehensive, systematic, measurable and motivational. It was implied that it should also be internally driven rather than externally forced.

The conclusion is that accreditation is only part of the picture. The other frameworks provide great tools for measurement, analysis and improvement, and the underlining philosophies of the frameworks can generate a lot of insight for customer service. He also concluded that quality improvement highlights the rigour and discipline of management as a profession.

# Sustainable Business Network

## Give us the tools and we'll do the job – empowering sustainability in small to medium enterprises

Brian Walsh, Coordinator



The Sustainable Business Network has launched the **Get-Sustainable Challenge** so businesses now have the perfect tool to help them on their journey to become more sustainable – and to **measure their performance** along the way. The programme arose out of the needs of

SMEs who wanted to be more sustainable but needed “the tools and a plan”. New Zealand is still a long way from being a resilient nation and the clock (or is that time bomb?) is ticking ...

**“Give us the tools and we’ll do the job”**  
 – Sir Winston Churchill – WWII  
 to US President Roosevelt

The Al Gore documentary “An Inconvenient Truth” has woken world leaders to the dire consequences of *business as usual*. Climate change will begin to have significant effects as soon as 2030. New Zealand is projected to have 30% less oil before 2030. World resources are rapidly approaching being used at 200% over capacity.

Our Government is moving towards sustainability and verifiable sustainability will be an increasingly strong buying decision motivator of consumers in the near future. In order to increase awareness throughout the New Zealand business community, The

Sustainable Business Network has created the “Get Sustainable Challenge”. The GSC programme helps businesses to assess their whole operation, from strategy and policies to operations and performance monitoring, thus enabling the business to start or progress on its sustainability journey through a system of continuous quality improvement.

A sustainable organisation is one where:

- the organisation’s leaders and shareholders are committed to applying the principles of sustainable development to core business
- sustainability is integrated into the organisation’s values, strategy and plans and is a part of the decision making process and policies
- a strategic approach to sustainability is creating opportunities
- the organisation addresses social, economic, cultural and environmental issues simultaneously.

To find out more, check out [www.getsustainable.org.nz](http://www.getsustainable.org.nz)

# Top Certificate in Quality Assurance student 2006

Sue Diston-Strange



It was a great delight to have Sue Diston-Strange, top Certificate in Quality Assurance for 2006 attend New Zealand Quality Day. Not only did Sue top the end of year CQA examination, she achieved the top mark over the full year workload!

Added to this outstanding achievement was the fact Sue was a Fast Track student completing the course in only six months. Sue is employed in the service industry and expressed her thanks to her employer, the

Corrections Department, and to her husband for the support they had given her during her course. She felt she had learnt a great deal from the course which would continue to enrich her career in the years to come.

It was a privilege and a pleasure to work with a person with the dedication demonstrated by Sue.

# Staying on top: Quality assessment for a highly successful finance company

**Doug Bell and Dr Manfred Plagmann, MBA Students  
University of Canterbury MBA Programme**



Doug and Manfred gave a presentation of their Managing Quality assignment they conducted as part of their Master of Business Administration (MBA) degree. This assignment was chosen by Dr Pavel Castka as the best assignment overall for the 2006 quality management module of the degree. The assignment was a six week consulting project involving literature research and the use of the HPO tool developed by the High Performing

Organisations Group. This tool is an online self-audit tool. Their client, Infiniti Capital, is a highly performing, global investment company with headquarters in Switzerland. They specialise in risk management of funds with special emphasis on Investment risk: how to choose funds with the minimum risk, Fund manager's risk: are the managers trustworthy? Operational risk: is the operation undertaken properly? The major operational risks if their systems were not in place and followed were improper investment due to incorrect data, losing clients by losing their trust due to inaccurate reports, inaccurate fund accounting, and giving clients the wrong information. The literature review showed that the banking industry is very reliant on quality management systems to sustain competitive advantage. However, there was no system specific to hedge funding, which is the area that their

client operates in. Further literature research into the specific industry segment showed that the preferred initiatives in the industry are service quality, business process re-engineering and customer care programs with special focus on service quality. The HPO tool was used to research fund accounting, fund reporting, and database management within the organisation. From using the HPO tool and conducting the literature review a final recommendation was able to be given to the client. This recommendation was to address current issues identified through the use of the tool and proceed to implement TQM to provide competitive advantage. The TQM framework was recommended over other quality frameworks because it was the framework with the closest fit to the organisation's activities.

## Creation of a customer focused business

**John Deely, Proprietor  
Ultimate Carwash Café**



John Deely explained how he and his wife Andrea saw the concept of a carwash and

café overseas and introduced it to New Zealand. The Lincoln Road site is the second location for the company and is a purpose built streamlined site. John invited us to give our ideas on why customers would want their vehicle washed. The reasons were fascinating and when these were analysed and discussed a new list evolved. The earlier list was largely negative with reasons such as the customer being lazy, to a list of positive reasons such as pride in the vehicle's appearance. It was interesting to see the various methods John has used to get customers' ideas for new services, one of the best being talking to as many of the customers as possible. It must work because the café is always full and there is a queue in every lane!

Their energising and winning formula of customer excellence is demonstrated through the Ultimate Carwash Cafe operating principle:

- S**uccess
- P**rofessionalism
- E**xcellence
- E**nergy
- D**uplication

Supporting the company vision is the philosophy "Our customers become our personal advocates". The free vouchers for everyone attending was another NZQD winner which certainly has seen us talking about The Ultimate Carwash Cafe and has already seen a number of us enjoying coffee and a complimentary car clean. We'll be back!

# Introduction to photovoltaic renewable energy

**John Veix, Manager  
Solar Electric Specialists Ltd**



Why use solar energy? John introduced us to the benefits of using sunlight as a free, renewable and sustainable source of electricity – available everywhere to everyone! This safe and renewable power source is gaining popularity and is used in a wide variety of facilities including remote farms, lighthouses, domestic and holiday housing and major industries including telecommunications.

A typical system consists of a solar panel or panels usually placed on the roof. The panels create d.c. electricity from sunlight. This d.c. electricity is then transformed into a.c. power – just like that which is presently used by most of us. A charge controller is used to regulate the amount of electricity transmitted

to the battery or battery bank which acts as a storage unit for unused electricity.

As New Zealanders become more energy conscious we can expect to see increasing use of this sustainable and renewable power source.

# Reducing intravenous line sepsis – does it save lives?

## A quality improvement process

**Alison Carter, Nurse Consultant-Infection Control  
Medlab South**



Alison's presentation demonstrated how, with some minor quality improvement processes, a significant health care issue related to both morbidity and cost was eliminated from a provincial health care facility. Following traditional Plan Do Check Act principles, this infection control based quality improvement project has achieved an outstanding success.

IV line sepsis accounts for a high percentage of hospital acquired infections. The project demonstrated how, through the use of infection control measures and monitoring these infections can be eliminated – in an efficient and cost effective manner.

Alison works as Nurse-Consultant – Infection Control, for Medlab South and was part of a

small team on this quality improvement project with an outcome that continues to save lives and unnecessary pain, and is cost and time efficient – surely the ultimate quality improvement outcome!

You can't have a special anniversary pass without a very special anniversary dinner. We packed out the boutique hotel facility "Dorothy's" for an amazing night of gourmet food, friendship and celebration. The dinner was attended by many of our members – life members, current students, board members and representatives from throughout New Zealand.

Some very special awards were made on this very special night to some esteemed recipients. These warrant an article in their own right and will be the subject of a further report which will appear in the next QNewZ.

- Lynley Coburn and the NZOQ Canterbury Committee