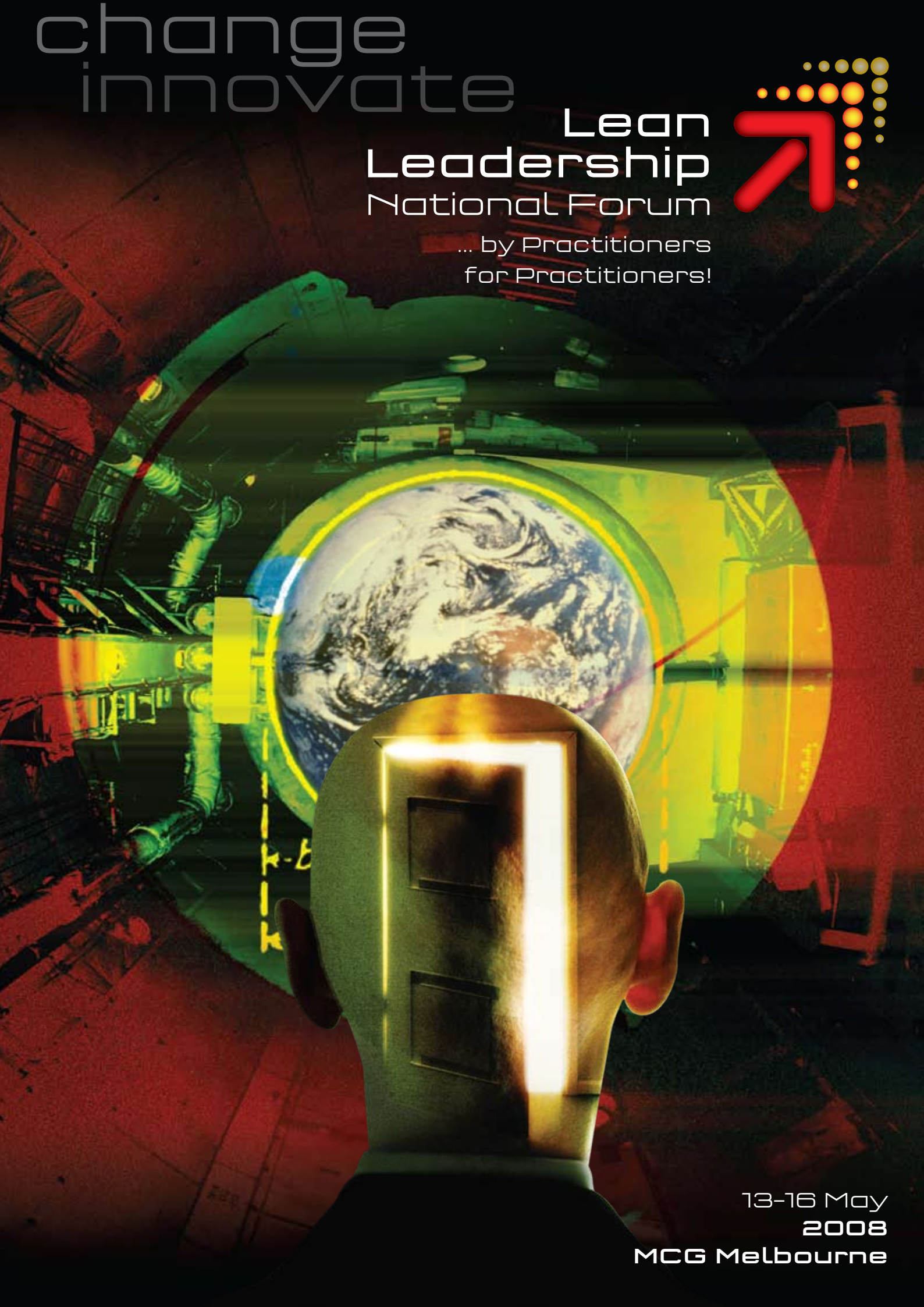


change
innovate

Lean
Leadership
National Forum

... by Practitioners
for Practitioners!



13-16 May
2008

MCG Melbourne



Lean Leadership National Forum

... by Practitioners
for Practitioners!

Your challenge for 2008, is to remain competitive in the tightening global economy.

Featuring speakers from:

Amcor
ANZ
Boeing Hawker de Havilland
Business Support Network
Cadbury Schweppes
Corporate Team Solutions & Outdoor Training
CSR Ethanol
CTPM Australasia
Davey Water Products
Flinders Medical Centre
Greater Boston Manufacturing Partnership, USA
KM&T
Kraft
Lean Transformations
Leveraged LEAN
MtM Auto
Olex
Rio Tinto Alcan
SIRF Roundtables
Strategic Images
The RM Group Inc. Knoxville USA
Toyota
Viscount Plastics

This means you need to improve your organisational effectiveness every day as you strive for higher levels of efficiency, creativity and above all, employee ownership and commitment. To achieve this you need to confront your current leadership capabilities, business processes, technology and culture.

Lean Thinking

Based on the Toyota Production System - Lean Thinking is now transforming business practice throughout the world, just as it has been transforming manufacturing processes for decades. We know that Change is hard and that Lean is difficult to grasp. However this Lean Leadership National Forum is a great opportunity for you and your team to learn from the best Australian and international Lean Leaders, who have done the hard yards and are willing to share their experiences. The 4 conference streams have been chosen to bring you a greater understanding of Lean Thinking, across a wide range of industries from Manufacturing, Mining, Service, Processing, Banking and even Health Care.

If you are leading change as a general manager or functional manager, you will hear from successful senior leaders from Toyota, CSR, Boeing, Kraft and Rio Tinto as they share their journeys of business transformations based on Lean. For those at the front-line, you can choose from 16 practitioner sessions and gain valuable insights from their practical approaches and implementation of Lean Thinking.

North American Shingo Prize authority Bruce Hamilton (producer of the world famous video 'Toast Kaizen'), will be challenging YOUR leaders to 'Ask the Right Questions'. Ron Moore, globally renowned Lean Reliability expert, will again make the trip from the USA to be a part of this unique event. Learning from the mistakes and successes of others is the fastest, safest and most effective way to learn.



Can you afford not to attend?

We look forward to seeing you in Melbourne at the 'G' in May 2008...

*Victor Caune SIRFRt
Gary Kerr Leveraged LEAN*

The 2008 Lean Leadership National Forum

Comprises 4 Separate Events

- **2 Day Conference**

6 Keynote presentations from global Lean leaders

16 Practitioner sessions over 4 streams

- (Stream A) People
- (Stream B) Innovation
- (Stream C) Value Stream Management
- (Stream D) The Lean Toolbox

- **8 Pre Conference Workshops** held on company sites
- **A Leadership Panel Discussion** and evening Dinner
- **A Post-Conference Workshop:** 'Auditing and Planning YOUR Lean Implementation'

These are separate value-packed events -

choose what best suits you and register accordingly!

Conference Day 1

Wednesday 14th May 2008

Conference Chair: Victor Caune: SIRF Roundtables

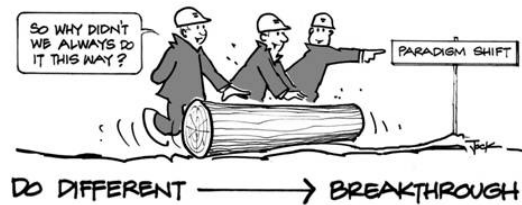
8.00 – 8.45am	Registration and Coffee
8.45 – 9.00am	Welcome to Day One: Victor Caune - SIRFRt Official opening of the conference: The Hon Theo Theophanous MLA Minister for Industry & Trade
9.00 – 10.00am	Keynote Speaker 1: Bruce Hamilton: President, GBMP USA 'Asking the Right Questions Management's Key to Lean Transformations'
10.00 – 10.30am	Morning Tea
10.30 – 10.45am	Exhibitor Introductions: Victor Caune, SIRFRt
10.45 – 11.45am	Keynote Speaker 2: Ron Moore: President, RM Group USA 'What it Takes to Achieve World Class Performance'
11.45 – 12.00pm	Break
12.00 – 1.00pm	PRACTITIONER SESSIONS – select one stream Stream A: 'Leading with Lean Values' Olympic Room A John Cleaver: Manager Business Improvement, Rio Tinto Alcan Stream B: 'Breakthru Thinking at Toyota' Olympic Room B Barry McCarthy: Capability Development Manager, Toyota Stream C: 'Utilising Value Stream Mapping to Improve Your Business' Jim Stynes A Andrew Ebert: Operations Manager, Viscount Plastics Stream D: 'Designing for Reliability' Jim Stynes B Ron Moore: President, RM Group USA Region
1.00 – 2.00pm	Lunch
2.00 – 3.00pm	PRACTITIONER SESSIONS – select one stream Stream A: 'How to Build a Win/Win/Win Culture' Olympic Room A Wayne Otter, Human Resources Manager, Olex Stream B: 'Life is our Ultimate Customer – From Lean to Green' Olympic Room B Peter Puts: Warehouse & Distribution Manager, & Simon Arnold, Production Manager, Davey Water Products Stream C: 'Reducing Costs in Your Supply Chains' Jim Stynes A Frank Caia: Operations Manager Logistics & Materials, Toyota Stream D: 'How Traditional Accounting Kills Lean Implementation' Jim Stynes B Gary Kerr: Director, Leveraged LEAN
3.00 – 3.15pm	Afternoon Tea
3.15 – 4.15pm	Keynote Speaker 3: Gavin Hughes: Executive General Manager, CSR Ethanol 'Sustainability: The Lean Practitioners New Focus Area'
4.30 – 5.30pm	MCG Tour (for dinner attendees only)
6.00 – 9.00pm	Leadership Panel Discussion & Dinner

Conference Day 2

Thursday 15th May 2008

Conference Chair: Victor Caune: SIRF Roundtables

8.00 – 8.45am	Registration and Coffee
8.45 – 9.00am	Welcome To Day 2: Bill Holmes - Director SIRFRt
9.00 – 10.00am	Keynote Speaker 4: Gary Kerr: Director, Leveraged LEAN 'Lean Metrics - How to Measure the Right Things'
10.00 – 10.30am	Morning Tea
10.30 – 10.45am	Lean Quiz: Gary Kerr - Director, Leveraged LEAN
10.45 – 11.45am	Keynote Speaker 5: John Lemberg: General Manager Operations Rio Tinto Alcan, Bell Bay 'Lean Leadership at Rio Tinto'
11.45 – 12.00pm	Break
12.00 – 1.00pm	PRACTITIONER SESSIONS – select one stream Stream A: 'Getting an Old Culture Airworthy' Olympic Room A Jim Glover: Lean Transformation Leader, Boeing Hawker de Havilland Stream B: 'Why Innovators are not Nice People' Olympic Room B Jack Macneish: Director, Strategic Images Stream C: 'Applying Lean Thinking to the Patient Journey' Jim Stynes A Jane Bassham: Clinical Facilitator, Flinders Medical Centre Stream D: 'Kaizen Everybody - Everyday' Jim Stynes B Bruce Hamilton: President, GBMP USA
1.00 – 2.00pm	Lunch
2.00 – 3.00pm	PRACTITIONER SESSIONS – select one stream Stream A: 'Creating A Lean Culture Through an Integrated Management System' Olympic Room A Dwaine Febey: National CSMS & Best Practice Coordinator, Cadbury Schweppes Stream B: 'The Status Quo is Fatal' Olympic Room B Brendan Rundle: National Manufacturing Excellence Manager, Amcor Stream C: 'Kicking Goals in the Office with Value Stream Mapping' Jim Stynes A Rebekah Vesali: Business Improvement Manager, ANZ Bank Stream D: 'Utilising Pull Systems to Radically Improve Shop Floor Control' Jim Stynes B Peter Sloan: Plant Manager, MtM Auto
3.00 – 3.15pm	Afternoon Tea
3.15 – 4.00pm	Keynote Speaker 6: Paul McCarthy: CEO, Business Support Network 'If at First You Don't Succeed - There's a Fortune in Failure' (Interactive session)
4.00 – 4.15pm	Exhibitor Prizes (Don't miss this!) Conference Close



Pre Conference Workshops

Pre conference workshops are held on company sites - 'learn by doing' under the guidance of an industry Lean expert. (8 site workshops)

Tuesday, 13th May

8.30am - 4.00pm

Presented by some of Australia's best Lean facilitators, these practical workshops represent a great opportunity to learn at the coal face. Hear about real world experiences and how to achieve results through Lean applications. Space is limited so register early. Please note host companies may refuse entry to people who are considered competitors. Full details of these workshops are available at www.sirfrt.com.au by clicking on the National Forums.

Lean Demystified - An Introduction to Lean Systems

Gary Kerr: Director, Leveraged LEAN (0417 211 263)
Venue: Wilson Transformer - Wilson Road, Glen Waverley M 71D4

What's Your Process for Teamwork?

Peter Martini: MD, Corporate Team Solutions & Outdoor Training (0407 833 076)
Venue: The Country Place Conference Centre - Olinda Creek Rd, Kalorama M 120 A11

Transformation to Lean Maintenance

Simon Hodgson: Regional Manager Vic & Tas, CTPM Australasia, (0419 876 691)
Venue: Sugar Australia - 265 Whitehall St, Yarraville M 42 C10

Learn the Essentials of Practical Value Stream Mapping

Alan Beacham: Director, KM&T (0414 701 236)
Venue: Frontline Australasia - Bangholme Road, Bangholme M 94 J9

Developing Shopfloor Lean Scoreboards

Geoff Green: Lean Facilitator, SIRFRt (0423 589 900)
Venue: ARB - 42 Garden St, Kilsyth M 51 E9

Kaizen Blitz - Implementing Rapid Lean Solutions

Kelvyn Gallagher: Leader & Coach, Lean Transformations, (0421 494 389)
Venue: Sleepmaker - 1 Dunlopillo Drive, Dandenong M 95 E1

Risk Management in Lean Supply Chains

Andrew Downard: Supply Chain Rt Facilitator, SIRFRt (0419 581 705)
Venue: Carrier Air Conditioning - 61 Malcolm Rd, Braeside M 88 B11

Zodiak: The Business Game of Lean Strategy & Finance

Victor Caune: Manufacturing Excellence Roundtable Facilitator, SIRFRt (0413 718 986)
Venue: Coca Cola Amatil - Roberna St, Moorabbin M 78 A8

For further details on these workshops please refer to the website at www.sirfrt.com.au and proceed to the National Forums site

Leadership Panel Discussion & Dinner

As part of our program we are offering a panel discussion over dinner with truly outstanding Lean leaders.

Venue: MCG – Olympic Room A, Level 2

Wednesday, 14th May

6.00pm - 9.00pm

Overcoming Resistance to Change at All Levels

Chaired by Gary Kerr, Leveraged LEAN

If there were no barriers to change, Leadership would be easy. Do you 'know where you are' and 'know where you need to be?' Have you 'created a roadmap for change' but get 'push-back' at every turn? While resistance is normal tribal and organisational behaviour, the truly effective Leader anticipates and has the skills to handle this reluctance for change.

Over a networking dinner, the issues of organisational dynamics, change methodology, culture and resistance, will be explored. Five outstanding Lean Leaders, will participate in a moderated forum to discuss and answer your

questions on this subject of rapid, effective change. You will gain valuable insights into your own Lean transformations.

Attendees are also invited to participate in a tour around the MCG prior to dinner between 4.30pm – 5.30pm.

Panel Leaders are:

Bruce Hamilton: President GBMP, Boston, USA

Barry Budge: Corporate Manager, Purchasing, Toyota Australia

John Lemberg: General Manager Operations, Rio Tinto Alcan

Calvin Miller: GM Operations Australasia, Kraft Foods

Jane Bassham: Clinical Facilitator, Flinders Medical Centre

Post Conference Workshop

Venue: Ramset, 296 Maroondah Hwy, Mooroolbark (M37 D8)

Friday, 16th May

8.30am - 4.00pm

Auditing and Planning YOUR Lean Implementation

This is a great opportunity to engage and interact directly, via a real life, small group activity-based project, with North American Shingo Prize authority in Lean, Bruce Hamilton. Australia's leading Lean practitioner, Gary Kerr and Victorian SIRF Manufacturing Round Table Networking facilitator, Victor Caune, will contribute their expertise and local credibility to this full day program. Ramset have been on the Lean journey for 2 years and have achieved significant improvements in their business and culture. You will be directly involved in auditing and reviewing Ramset's progress and help develop a future Lean action plan. Learn by using Bruce's unique shop-floor

waste examination and auditing processes.

You will gain a deeper understanding of Lean transformations and take practical tools and techniques back to your own workplace. Space is limited so register early. Please note that Ramset may refuse entry to people who are considered competitors.

Full workshop details are available on the SIRFRt Conference website.

Lean Facilitators:

Bruce Hamilton President GBMP, Boston, USA

Gary Kerr: Director, Leveraged LEAN

Victor Caune: Facilitator, Manufacturing Excellence Roundtable, SIRFRt.

Keynote Speakers



Bruce Hamilton

President, Greater Boston Manufacturing Partnership, USA

Asking the Right Questions - Management's Key to Lean Transformations

Bruce is known worldwide for his powerful video training series, beginning with Toast Kaizen, that introduces the basics of Lean manufacturing in a humorous, visual and very effective format. Bruce, himself a recipient of Shingo Prize as an industry leader, is now Vice Chair of the Business Board of Examiners for the Shingo Prize and participates on the Shingo Board of Governors. Contrary to conventional thinking, Lean is a not simply a set of tools to be layered onto an existing system, but is a critical strategic shift in management thinking to 'ask the right questions' that will increase competitiveness, reduce costs and build business flexibility. What are those questions? Dr. Shigeo Shingo, co-creator of Toyota's incredible improvement system has shown us the way when he stated: "The best place to look for improvement is in places where it is thought not to exist." Where are those places? This is management's challenge to understand!



Ron Moore

Managing Partner of The RM Group Inc. Knoxville USA

What it Takes to Achieve World Class Performance

Ron Moore is the Managing Partner of The RM Group, Inc. Knoxville, TN. He travels worldwide working with manufacturing companies in Australia, North and South America, Europe, Africa, and the Far East. He is the author of 'Making Common Sense Common Practice: Models for Manufacturing Excellence,' now in its 3rd edition, as well as author of 'Selecting the Right Manufacturing Improvement Tools – What Tool? When?,' and has written over 30 journal articles. Thomas Edison said that genius is 1% inspiration and 99% perspiration. Achieving world class performance is much the same. It takes a little talent, and a lot of tenacity. Ron will offer his views on leadership, aligning the organisation, teamwork, and managing change for assuring world class performance, plus a synopsis on how best to apply the various tools being touted as key to world class performance.



Gavin Hughes

Executive General Manager, CSR Ethanol

Sustainability - The Lean Practitioner's New Focus Area

Gavin Hughes has over 25 years experience in manufacturing in Australia across Automotive (Pacific Dunlop), Packaging – FMCG, (AMCOR) and Agribusiness (CSR) sectors. Gavin, with qualifications in Applied Science (Chemistry), has held a wide range of leadership roles in organisational development, production and general management. Gavin has extensively studied and successfully implemented Lean and Japanese business improvement methodologies. However, he stresses that being able to compete in a Green society is no longer an option.

Gavin will discuss sustainability and the impact of global warming and why CO2 is an issue. We all need to take new innovative approaches, including Lean, to using energy efficiently. A critical focus on this issue is essential for business and a necessity for the planet. Gavin will outline how biofuels can contribute to the solution and describe the strategies that CSR Ethanol are embarking upon.



John Lemberg

General Manager Operations, Rio Tinto Alcan

Lean Leadership at Rio Tinto

John Lemberg has worked in a broad range of operations, service and support roles at a variety of Rio Tinto sites over the past 25 years. As well as line and technical roles at aluminium smelters in Australia and New Zealand, he has led R&D work at Rio Tinto Aluminium's research centre in Melbourne, managed a copper refinery in New South Wales and site services at a gold mine in Borneo, Indonesia.

For Lean to deliver full value, Frontline Leaders need to be committed to a vision and pathway beyond just the roll out of tools. What is the correct context and how do we design systems and culture that will genuinely transform the organisation in a sustainable way? John will explore this subject and reflect on his experiences of leading change.



Gary Kerr

Director, Leveraged LEAN

Lean Metrics – How to Measure the Right Things

Gary Kerr has many years of real-world experience in businesses, so he understands how Lean Thinking can work for you, and what obstacles you will have to overcome to achieve results. Gary is an engineer with a Master's Degree majoring in Business and Technology. He spends a great deal of his time sharing his knowledge and coaching organizations towards World-Class performance. Gary is acknowledged as one of Australia's leading Lean practitioners.

What we measure tells our people what is important, but how do traditional metrics work against Lean? How could measurement systems have influenced an airline disaster? How we measure, where we display the metrics and what we do with the metrics, are every bit as important as what we choose to measure. Gary draws on real-life examples of metrics working against the best interests of organizations and describes how you can avoid the common measurement traps.



Paul McCarthy

CEO, Business Support Network

If At First You Don't Succeed There's A Fortune in Failure?

Q: What do the most successful people in history have in common?

A: The willingness to fail.

No great advancement has ever been achieved without the capacity to overcome obstacles, face challenges and risk making a mistake. Without doubt the biggest barrier to a business reaching its potential is the fear of failure. Shifting people outside their comfort zones and providing the right type of support and structure is the ultimate challenge for your leaders.

Join international award winning speaker, author and consultant Paul McCarthy, as he shares a new way of looking at the issue of failure. In this dynamic session you will discover how to overcome the fear of failure and create your own Lean action plan that will lead to your success.

Who should attend and why?

This is the best value opportunity for your staff to learn how to implement LEAN SOLUTIONS from industry leaders, who have really made a difference.

- Discover the breakthrough ideas that achieve business outcomes
- Hear what has worked, what hasn't and WHY
- Learn how to overcome obstacles to operational improvement
- Find out how to develop more effective and motivated staff
- Take new plans back to your workplace that will increase your productivity, profits, flexibility and people commitment.

Specifically designed for:

- Lean and Six Sigma Specialists
- Operations Managers
- Business Improvement Managers
- Senior Leaders
- Production Managers
- Team Leaders and Supervisors
- Quality Personnel
- HR and Training Managers
- Reliability Experts
- Supply Chain Professionals

Exhibition Opportunities

Exhibitors represent leading edge consultants in Lean processes, Education and Training, and Manufacturing expertise.

Explore what's on offer over the 2 days, under the one roof. Opportunities to exhibit are available. Please contact Anna Civiti on 03 9697 1105 for further details.

General Information

Accommodation

The organisers have secured a block of rooms at the Mercure Hotel at a negotiated rate for conference delegates. Rate is at \$179 per room per night for a standard room (room only). Full buffet breakfast is available at \$20 per person when pre booked with accommodation otherwise \$25 applies. Rooms are based on single occupancy. To secure a room at the Mercure please contact the hotel direct on (03) 9205 9999 and quote reference # SIRF120508 to be allocated a room from the block.

Mercure Hotel

13 Spring Street, Melbourne VIC 3000
Telephone: (03) 9205 9999

(Delegates are responsible for their own room cost plus incidentals. The organisers will not accept any charges on behalf of delegates).

The Melbourne Cricket Ground is a short 10-15 minute walk from the Mercure Hotel.

Parking

Complimentary parking is available at the venue subject to availability. You can enter from Gate A off Brunton Avenue. Additionally there are public car parks in close proximity to the venue.

Registration Details:

To register for the conference and other events please proceed to www.sirfrt.com.au and click on the National Forums. Here you will find the Lean Leadership event where it will contain all the information you need to know about the Forum. To register click on the 'book online' button to take you to a secured site to register your place. Once you have completed your details you will receive your confirmation letter and invoice via email.

EVENT	DATE / TIME	FEE
Pre - Conference Workshops Venues: 8 company sites	Tuesday 13th May 2008 8.30 to 4.00pm	\$750+gst
2 day Lean Leadership Conference Venue: MCG: Level 2 (enter Gate 3)	Wed 14th & Thurs 15th May 8.00 to 4.15pm	\$2400+gst
Leadership Discussion Panel & Dinner Venue: MCG: Level 2	Wed Evening 14th May 6.00 to 9.00pm	\$290+gst
Post Conference Workshop 'Auditing and Planning YOUR Lean Implementation' Venue: Ramset	Friday 16th May 8.30 to 4.00pm	\$950+gst

20% Discount for SIRF Roundtable Members Only

Enquiries contact:

Anna Civiti, National Forum Manager, SIRF Rt
276 City Road, Southbank VIC 3006
Telephone: (03) 9697 1105
Fax: (03) 9697 1101
Email: anna.civiti@sirfrt.com.au
SIRFt ABN: 63 931 026 79

About the venue

Melbourne Cricket Ground,
Jolimont St, East Melbourne
(Melways: 2G,D7)

The Lean Leadership National Forum to be hosted in Melbourne in 2008 at the historical 154 year old Melbourne Cricket Ground Wednesday 14th and Thursday 15th May. Enter via Gate 3 to level 2.



Organising Committee

Victor Caune SIRFRt – Manufacturing Excellence Round Table Facilitator
0413 718 986 (03) 9697 1108
Gary Kerr Leveraged LEAN – Director 0417 211 263
Anna Civiti SIRF Rt – National Forum Manager
0417 514 170 (03) 9697 1105

Cancellation Policy

Full refund is applicable when received 14 days prior to the event. A 50% refund is applicable when received 7 to 14 days prior to the event. Cancellations need to be received in writing. No refund applies if cancelled within 7 days of the event. If unable to attend a substitute delegate can take this registration place. 7 days notice needs to be given.

Disclaimer

Information included in the brochure is correct at the time of printing. The organisers have made every attempt to ensure the information contained within is correct. The organisers reserve the right to change any part of the program without notice if deemed necessary. Speakers are subject to change without notification.