CONCEPT FORMAT CONTENT OUTCOMES

Supply Chain Executive Forum 2005

Hyatt Regency, Coolum, Queensland

May 4–6, 2005

University of Wollongong
CENTRE FOR SUPPLY CHAIN RESEARCH

Supply Chain Executive Forum 2005

Conducted by the Centre for Supply Chain Research, University of Wollongong

Concept

Corporate logistics networks and industry supply chains are no longer just the concern of functional specialists. Because of the relentless drive for improved competitiveness and operational and financial performance, these areas are now **the** concern of senior executives across all functions in the enterprise.

There is therefore an urgent imperative for an Australasian Forum that brings together executive teams from major industries to address critical issues in supply chains and share potential opportunities and solutions.

The Forum is " by invitation only " and will only accept enterprise teams, 2-4 executives or more.

Format

The underlying theme of the Forum will be "alignment" between enterprises and their respective customers, suppliers, and third party providers.

The format provides for a series of expert interventions from the world class faculty, interspersed with mini workshops during which company teams retire to discuss how the ideas generated in the larger forum can be applied. We expect this process will lead to significant new initiatives when teams return to their respective companies/ enterprises.

Content

The content is first class, and will include topics such as:

- Radical re-segmentation of customer and source markets
- The notion of "multiple supply chains"
- Definitive methods for managing change in supply chains
- Designing a hybrid organization to operate these multiple supply chains
- Supply chain performance measurement systems/KPIs and incentives
- Supply chain vulnerability in an age of uncertainty
- Collaboration – when it works and when it doesn't
- Latest New Business Models research in Australia, Europe and Asia
- Designing supply chains for service industries
- How the leadership team can influence the performance of supply chains

…..and many other leading edge topics. For more detail see detailed Program

University of Wollongong

CENTRE FOR SUPPLY CHAIN RESEARCH

Outcomes

This is not a training program. The aim is to help top management teams identify and work through relevant strategic and supply chain issues to extract previously untapped value.

Each team will develop a deliverable known as the "Agenda for Action". This will provide the basis of any ongoing collaboration between the Centre for Supply Chain Research and each executive team.

We are serious about our role as catalysts for change across supply chains in Asia Pacific.

Forum Fees

- A$ 5,995 per person.

All fees are subject to GST. Fees include all tuition, course literature, catering and recreation. Accommodation is not included, and will be paid by each individual delegate when 'checking-out'.

Supply Chain Executive Forum 2005

Registration

If you wish to take up this unique opportunity, please return the completed registration form by e-mail ASAP.

Our contact details:

John Gattorna	T 02–9956 5046	M 0419–245663	e-mail: john@johngattorna.com
Karen Scott	T 02–4221 5304		e-mail: kscott@uow.edu.au
Phil Scott	T 02–4221 3368		e-mail: pscott@mirapoint.uow.edu.au

Reservation/Booking

Yes, we would like to send a team; please reserve ..... places (limited to 2–4 members)

Company ..... Primary contact .....

Address ..... City/Postcode .....

Phone ..... Fax .....

Email .....

We will contact you closer to the start date for the names of team members who have been nominated to fill the reserved places.

Payment

An invoice will be sent to you when you reserve places on the program.

Registration fee is A$ 5,995 plus GST per delegate; this does not include accommodation, which is to be paid individually by delegates at "Check-out".

ADVANCED ADVICE – SAVE THESE DATES

Supply Chain Executive Forum 2006

is scheduled for May 3–5, 2006 at Coolum

University of Wollongong

CENTRE FOR SUPPLY CHAIN RESEARCH

Sponsors

Supply Chain Executive Forum 2005

Hyatt Regency, Coolum, Queensland

May 4–6, 2005

University of Wollongong

CENTRE FOR SUPPLY CHAIN RESEARCH

Sponsors

We wish to state our special thanks and appreciation for the support of our two major sponsors, Accenture and BlueScope Steel.

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilise the right people, skills and technologies to help clients improve their performance. With more than 100,000 people in 48 countries, the company generated net revenues of US$13.67 billion for the fiscal year ended Aug. 31, 2004. Its home page is www.accenture.com.

As the world's largest and most successful Supply Chain Management group, Accenture has the experience, capabilities and insight to help companies and governments develop world-class supply chains that drive high performance. The Accenture Supply Chain Management (SCM) group is committed to helping our clients design and implement innovative supply chains that enable them to adapt to changing conditions, seize opportunities and improve the bottom line. We work with clients across a broad range of industries to master innovative operating models that support business strategies and enhance revenue, reduce cost, improve asset productivity, and enhance the customer experience. We also deliver creative solutions that include supply chain and procurement outsourcing, service parts management, radio frequency identification (RFID) technologies, and supply chain education.

BlueScope Steel is the leading steel company in Australia and New Zealand, supplying a large percentage of all flat steel products sold in these markets. The company's products play a big part in people's everyday lives, being vital components in suburban houses, landmark buildings and structures, popular makes of cars, and containers for food and beverages.

>continued next page

Sponsors

Sponsors continuation

We specialise in the production of flat steel products, including slab, hot rolled coil, cold rolled coil, plate, tin plate and value-added metallic coated and painted steel products. Our steelworks at Port Kembla in New South Wales is the largest steel production facility in Australia and one of the world's lowest-cost producers of steel products.

Within Australia, our BlueScope Lysaght business rollforms and supplies a range of steel building products, including roof and wall cladding, steel house framing, rainwater products such as guttering and downpipes, fencing, structural products such as purlins and flooring systems, meshes and walkways, and home improvement products. LYSAGHT® products are sold through distributors and suppliers Australia-wide.

We supply customers in Australia, New Zealand, Asia, the US, Europe, the Middle East, the Pacific and elsewhere with purpose-designed products backed by comprehensive after-sales service, technical support, and transport and logistics capability. Through our e-commerce network, BlueScope Steel provides customers with the ability to directly place and monitor orders.

BlueScope Steel's key strengths include low-cost operations, strong brands, leading domestic market positions, and a growing presence in the markets of Asia. The brands of BlueScope Steel are market leaders in Australia and New Zealand and have a strong presence in Asia. You may know BlueScope Steel best for its value-added brands including COLORBOND® steel (known as COLORSTEEL® in New Zealand), ZINCALUME® metallic coated steel, GALVABOND® and GALVASPAN® steel - all leaders in their markets in Australia and New Zealand - as well as the famous LYSAGHT® brand, a name synonymous with quality steel building products in Australia for well over a century.

In Asian markets, BlueScope Steel is continuing to develop branded products tailored to meet specific regional needs, such as Clean COLORBOND® steel which is resistant to tropical discolouration. Other successful brands include PrimaDesa™ steel in Malaysia, and TRUZINC™ galvanised steel in Thailand.

BlueScope Steel has led the way in developing tailored solutions to customers' product requirements. Focused on being responsive to customers' needs, BlueScope Steel is widely recognised for fostering the development of innovative steel solutions through its own research and through strategic alliances with world leading technical partners.

The Markets BlueScope Steel has been building throughout Asia offer exciting growth potential. Having traded in Asia for over six decades, BlueScope Steel has forged strong relationships based on trust and reliability – principles highly valued in the region. This has allowed the company to build a strong market profile and attract an expanding range of customers throughout Asia.

To serve customers' needs directly, over recent years BlueScope Steel has built manufacturing facilities in a number of Asian countries and these are now operating efficiently and growing rapidly in profitability. We are looking to further develop these established businesses and take advantage of the significant potential for growth in countries such as China and Vietnam.

PROGRAM FACULTY DELEGATES

Supply Chain Executive Forum 2005

Hyatt Regency, Coolum, Queensland

May 4–6, 2005

University of Wollongong
CENTRE FOR SUPPLY CHAIN RESEARCH

Supply Chain Executive Forum 2005

Program

Tuesday May 3, 2005

Evening	Arrival of delegates

Wednesday May 4, 2005

06:30–08:30	Breakfast
08:30–09:00	Welcome, opening comments and introductions in the Yaroomba Room (John Gattorna)
09:00–09:50	Strategic Alignment concept and *multiple supply chains* (John Gattorna)
09:50–10:40	Re-segmentation of your customer base along buyer behaviour lines (John Gattorna)
10:40–11:00	Break
11:00–12:00	Executive teams retire for private discussion to apply the ideas generated in previous sessions
12:00–12:50	Developing appropriate 'value propositions' and strategies for *Agile* supply chains (Martin Christopher)
12:50–14:00	Lunch
14:00–14:50	Developing appropriate 'value propositions' and strategies for *Lean* supply chains (Martin Christopher)
14:50–15:40	Private discussion among Executive teams
15:40–16:00	Break
16:00–16:50	Developing appropriate 'value propositions' and strategies for *Continuous Replenishment* supply chains (John Gattorna)
16:50–17:40	Developing appropriate 'value propositions' and strategies for *Fully Flexible* supply chains (John Gattorna)
17:40–18:30	Private discussion among Executive teams
18:30–19:30	A time to reflect
19:30–22:00	Dinner

Thursday May 5, 2005

06:30–08:00	Breakfast
08:00–08:30	Review of learnings so far (Phil Scott)
08:30–10:00	Research Spotlight (1): Integration of supply chain processes (PhD) (Peter Robertson) Research Spotlight (2): Co-ordination in networked supply chains (PhD) (Robert Ogulin) Research Spotlight (3): CRM interfaces with SCM (PhD) (Tim Coltman)
10:00–10:30	Break

>continued next page

PROGRAM

PROGRAM continuation

THURSDAY MAY 5, 2005

10:30–12:00	HP "Real Time Supply Chain" (David Newberry)
12:00–13:00	Shaping the cultural capabilities inside organizations – Part 1
	(i) Organisation design/structure (John Gattorna)
	(ii) Process re-engineering (Ming Tang)
	(iii) KPIs/measurement systems/incentives (Phil Scott/Ming Tang)
13:00–14:00	Lunch
14:00–15;30	Shaping the cultural capabilities inside organizations– Part 2
	(i) Systems/IT (Ming Tang)
	(ii) Internal communications (Ivana Crestani)
	(iii) Training & development (Ivana Crestani)
	(iv) Recruitment (Ivana Crestani)
15:30–16:00	Break
16:00–17:30	Focus on Implementation – Visualize the Enterprise (John Forrest)
17:30–19:30	A time to reflect; recreation
19:30–22:00	Dinner with special guest speaker:
	Ralph Evans, CEO, Australian Institute of Company Directors
	Topic: "Some history behind the corporate governance debate"

FRIDAY MAY 6, 2005

06:30–08:30	Breakfast
08:30–09:00	Review of learnings so far (Phil Scott)
09:00–09:50	Leadership styles that help shape the required sub-cultures; Leadership Diagnostic (John Gattorna)
09:50–10:40	Point of view (1): Strategic Foresighting (Paul McDonald)
10:40–11:00	Break
11:00–11:30	Point of view (2): Using Network Optimisation Modeling to improve the quality of decision – making in aligned supply chains (Deborah Ellis)
11:30–12:00	Point of view (3): Vulnerability of supply chains and developing resilience (Martin Christopher)

>continued next page

Program

Program continuation

Friday May 6, 2005

12:00–13:00	Lunch and private discussions among Executive teams
13:00–13:50	Transforming organizations; new (supply chain) business models for the future (John Gattorna)
13:50–15:00	Expert (ACCC) point-of-view on potential NBM designs in Australia and ensuing debate (Mark Pearson)
15:00–15:30	Break and prepare observations and "Agenda for Action" (Executive teams)
15:30–16:45	Presentation/feedback by each Executive team
16:45–17:00	Final remarks and close (John Gattorna)

Please note: this program may be subject to changes.

Advanced advice – save these dates

Supply Chain Executive Forum 2006
is scheduled for May 3–5, 2006 at Coolum

FACULTY

The teaching faculty is world class and includes:

- PROFESSOR JOHN GATTORNA, Professorial Fellow in Supply Chain Management and Co-Director, Centre for Supply Chain Research, University of Wollongong
- PROFESSOR MARTIN CHRISTOPHER, Director, Centre for Logistics & Supply Chain Management, Cranfield, UK; Visiting Professor at University of Wollongong
- J. PHILLIP SCOTT, Co-Director, Centre for Supply Chain Research, University of Wollongong
- PETER W. ROBERTSON, Vice President Operations Planning, BlueScope Steel
- PAUL McDONALD, Executive Director, CEDA
- MARK PEARSON, General Manager of Mergers & Assets Sales, ACCC
- MING TANG, Partner, Accenture Supply Chain Practice
- DAVID NEWBERRY, Program Director, Supply Chain Integration, HP Inc
- RALPH EVANS, CEO, Australian Institute of Company Directors
- JOHN FORREST, CEO, Holocentric
- DEBORAH ELLIS, Director, Carpenter Ellis
- IVANA CRESTANI, Director, The Ryder Self Group
- TIM COLTMAN, Senior Lecturer, UoW
- ROBERT OGULIN, Doctoral candidate, UoW
- JAMES GIBSON, Research Fellow, UoW
- KATE HUGHES, Research Assistant, MGSM

>continued next page