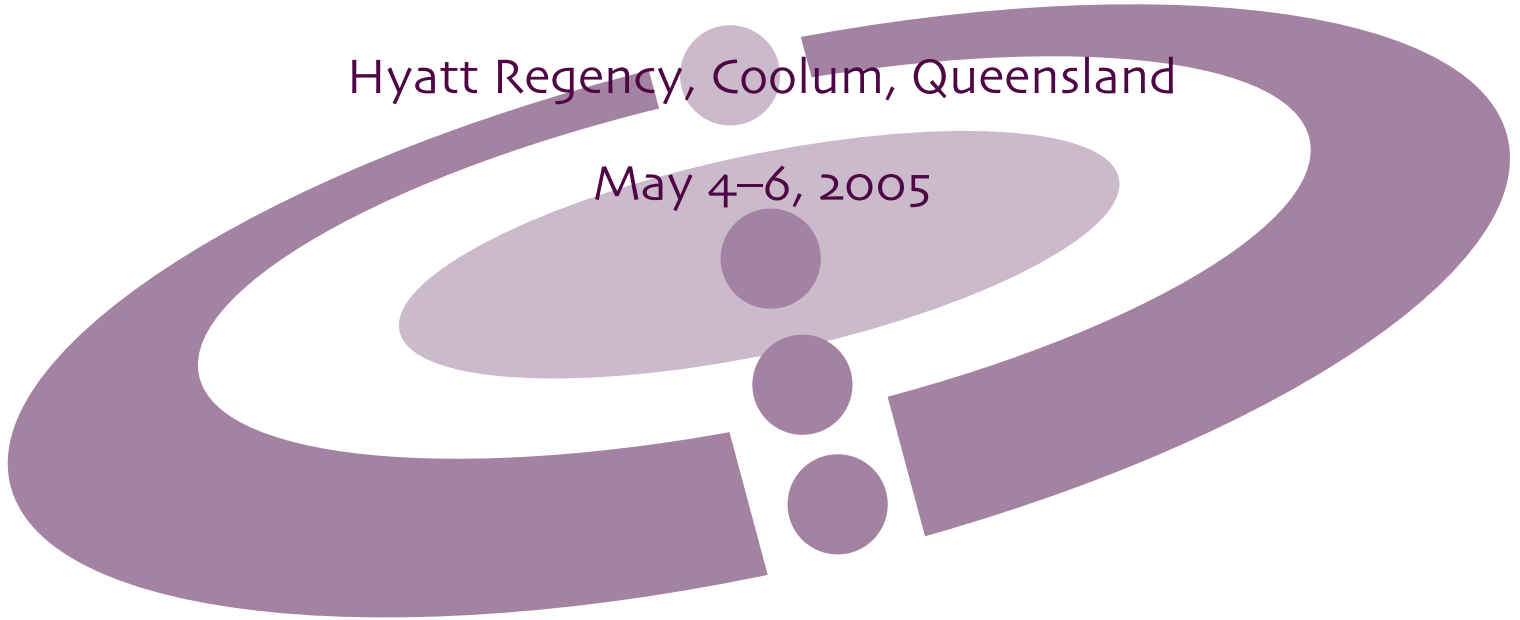


## SUPPLY CHAIN EXECUTIVE FORUM 2005

Hyatt Regency, Coolumb, Queensland

May 4–6, 2005





## 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



## SUPPLY CHAIN EXECUTIVE FORUM 2005

### **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@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



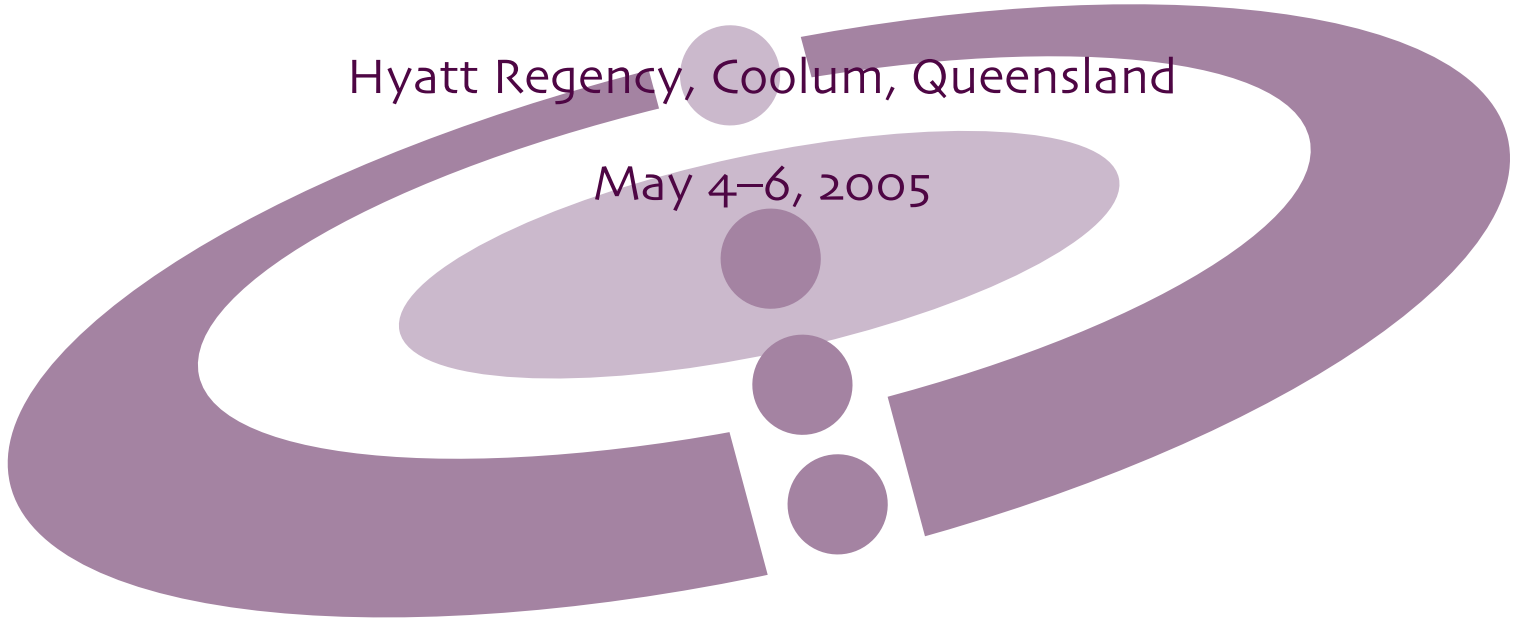
CENTRE FOR SUPPLY CHAIN RESEARCH

SPONSORS

SUPPLY CHAIN EXECUTIVE FORUM 2005

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### SPONSORS



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](http://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.



## SUPPLY CHAIN EXECUTIVE FORUM 2005

### SPONSORS



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.

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 GALVSPAN® 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.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### SPONSORS

#### **SPONSORS** continuation

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.



## SUPPLY CHAIN EXECUTIVE FORUM 2005

Hyatt Regency, Coolumb, Queensland

May 4–6, 2005



## 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

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### 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 (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
- 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)
- 12:00–13:00 Lunch and private discussions among Executive teams

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### PROGRAM

**PROGRAM** continuation

#### **FRIDAY MAY 6, 2005**

- |             |  |
|-------------|--|
| 13:00–13:50 | Transforming organizations; new (supply chain) business models for the future<br>(John Gattorna)       |
| 13:50–15:00 | Expert (ACCC) point-of-view on potential NBM designs in Australia and ensuing debate<br>(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.



## SUPPLY CHAIN EXECUTIVE FORUM 2005

### 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

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- DR. JOHN GATTORNA BE, Melb., MBA, Monash, PhD., Cranfield

Dr. John Gattorna established and led Accenture's supply chain practice in ANZ/Southern Asia for several years, and was one of the firm's most respected thought leaders. Previously, he operated his own consulting company, specializing in marketing, logistics, and channels strategy, servicing an international clientele. Indeed, John is generally regarded as one of the world's leading thinkers in the supply chain management field, and continues to be much sought after as a speaker on the international conference circuit.

John has authored or co-authored 10 books and numerous articles on marketing, marketing planning, pricing, customer service, channels strategy, logistics, and supply chain management. His most recent book, the Gower Handbook of Supply Chain Management (5th edn), published in 2003, is the definitive work on supply chain management theory and practice; rights to Chinese and Russian language editions have been granted, and the Chinese edition was published mid-March, 2004. His previous book co-authored with Andrew Berger, *Supply Chain Cybermastery*, was published at the height of the e-commerce boom in 2001, and has since been translated into Chinese. His earlier book, *Strategic Supply Chain Alignment*, published in 1998, was the first writing to bring a behavioural dimension to the task of building high-performance supply chains. This book has since been translated into Japanese and Chinese. A new book with the working title, 'Living Supply Chains' will be published in late 2005; this book is specifically designed for C-level executives in major enterprises.

Although John originally came from industry he has a strong academic pedigree having taught undergraduate, post-graduate, and executive programs at the University of New South Wales and Macquarie University in Sydney; Oxford and Cranfield universities in the UK; and Normandy Business School, Le Havre, France. He is currently Visiting Professor of Supply Chain Management, Cranfield; Professorial Fellow in Supply Chain Management at the Sydney Business School, a Graduate School of the University of Wollongong (UoW); and an Adjunct faculty member at Macquarie Graduate School of Management. Through his association with UoW he also teaches in Hong Kong and Singapore.

In the early 1990s, John was one of the original co-developers of the "Strategic Alignment" concept, and since then has continued to research, develop, and apply this powerful framework to the design and management of corporate supply chains. Among other things this has led to the development of 1/2-, 1-, and 2-day Strategic Alignment Search Conferences, a rapid interactive workshop format designed specifically for in-house use with top management teams.

Going forward, John intends to continue his research, teaching and writing in the supply chain management field, and act as an independent adviser, mentor, coach, educator, thought-leader, and point-of-view provider to C-level executives and Boards around the world.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- MARTIN CHRISTOPHER, BA MSC PhD, FCIM, FILT

Martin Christopher is Professor of Marketing and Logistics at Cranfield School of Management. His work in the field of logistics and supply chain management has gained international recognition. He has published widely and his recent books include Logistics and Supply Chain Management and Marketing Logistics. Martin Christopher is also co-editor of the International Journal of Logistics Management and is a regular contributor to conferences and workshops around the world.

At Cranfield, Martin Christopher chairs the Centre for Logistics and Transportation, the largest activity of its type in Europe. The work of the centre covers all aspects of transportation and logistics and offers both full-time and part-time Masters degree courses as well as extensive management development programmes. Research plays a key role in the work of the Centre and contributes to its international standing.

In addition to leading a number of on-going research projects in logistics and supply chain management, Martin Christopher is active as an advisor to many organizations and is non-executive director of a number of companies.

Martin Christopher is an Emeritus Fellow of the Institute of Logistics & Transport on whose Council he sits. In 1988 he was awarded the Sir Robert Lawrence Gold Medal for his contribution to logistics education and in 1997 was given the USA Council of Logistics Management's Foundation Award.

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[www.martin-christopher.info](http://www.martin-christopher.info)

- J. PHILLIP SCOTT

Phil is the Co-Director of the Centre for Supply Chain Research at the University of Wollongong. He has lectured and taught logistics for more than 20 years at universities in America and Australia, and served as President and Executive Vice President of two of America's largest transportation factoring firms. He gained most of his transportation experience while working with his family's contract carriage firm in Atlanta, Georgia. In addition he served on the Board of Directors for seven transportation and warehousing companies. His research focuses on logistics and supply chain management strategy. He has authored and co-authored articles on logistics strategy, warehousing, transportation financing and the use of information technology in logistics. He combines real world experiences and academic theory to provide hands-on competitive managerial skills to logistics and supply chain managers.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- PETER W. ROBERTSON

Peter is Vice President Operations Planning, BlueScope Steel, and has had 37 years experience in the Australian, New Zealand and South East Asian Steel Industry. During that time, he has worked in a variety of operations-management and logistics roles.

In his current job, Peter, in concert with BlueScope Steel's supply chain managers, is responsible for planning and optimising the product and order flows along BlueScope Steel's major supply chain arteries and the inclusion of that into a formal Sales and Operations Plan.

Peter is leader of the BlueScope Steel Supply Chain Management Community of Practice. This community is responsible for the development of and sharing of supply chain operations management and logistics good practices and standards across the company and for the up-skilling and mentoring of BlueScope Steel's supply chain practitioners.

Peter has served on the Board of Lifeline South Coast, the Board of the Wollongong Conservatorium of Music, the Board of the University of Wollongong Foundation, the Board of the Production and Operations Management Society (POMS) and as an ANZ leadership team member of the Supply Chain Council. He is currently Chairman of the University of Wollongong (UoW) Alumni Development Group.

In conjunction with the UoW, Peter co-developed and sponsored the Master of Logistics and Operation Management program and was one of the inaugural group of graduates of this degree. He is currently studying for his PhD at the UoW.

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- PAUL McDONALD

Paul McDonald is Executive Director of CEDA (Committee for Economic Development of Australia) based in Sydney. CEDA is widely acknowledged as Australia's leading independent business think-tank with a clear vision to enhance Australia's economic and social development. Paul is responsible for leading CEDA strategic and operational activities in NSW and the ACT.

From 1994 to March 2005 Paul was Managing Director of McDonald & Associates, an Australian consulting firm specialising in providing strategic advice and execution know-how to CEOs and Boards of both private and public sector organisations. He applied his expertise extensively on major structural/competition reform assignments – particularly in the water, energy, transport and agribusiness industries, both in Australia and overseas. In recent years he has been increasingly working in the fields of strategic partnering, leadership development, and new

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

approaches to strategy development and execution to help organisations better meet the challenges of major change and uncertainty.

From 2002 to 2004 Paul was also a Founding Director of Global Foresight Network, a consulting firm specialising in new ways of thinking and leading-edge strategy utilising proprietary 'Strategic Foresight' methodologies and frameworks.

Between 1982 and 1993 Paul held a number of senior executive positions in federal and state government, and in the private sector - in Australia, and in the UK and the USA - leading organisations and teams on major public policy development and review, major projects/investment facilitation, economic development, strategic planning, and organisational change. Prior to 1982 Paul undertook applied economic research and taught at the University of Newcastle, and later worked as a senior economist in the Federal Government in Canberra.

Paul is the co-author of a book on applied industry economics published by Pergamon Press, Oxford, and author/co-author of numerous published articles covering topics on strategy, industry economics, and financial management in government. He has presented numerous speeches on these and other subjects, including several to international conferences in the US and Canada.

Paul has undergraduate and graduate qualifications in economics and commerce, and undertook a program in advanced management at the Wharton Business School, University of Pennsylvania, USA. He is a Fellow of the Australian Institute of Company Directors, a Fellow of the Australian Institute of Management and a Member of the Institute of Management Consultants.

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- MARK PEARSON

Mark Pearson is the General Manager, Mergers and Asset Sales, Australian Competition and Consumer Commission (ACCC). Before moving to the Mergers Branch, Mr Pearson was General Manager of the Gas Group in the Regulatory Affairs Division of the ACCC.

He has worked in policy and program development in a number of Commonwealth Departments, including the former Department of Primary Industries & Energy and the Department of Finance.

Prior to entering the Public Service, Mr Pearson managed a retail business on the West Coast of the United States. He has a Bachelors Degree in Economics and a Masters Degree in Accounting.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- MING TANG

Ming Tang is a Partner in Accenture's Supply Chain practice, based in Sydney, with over 12 years industry and consulting experience in Europe, US and Australia. Ming has worked with many clients to develop business and supply chain strategies. Her area of expertise is in development transformational programs that enable organisations achieve new capabilities in the end-to-end supply chain. Ming has worked with a number of global companies within the consumer goods and pharmaceutical industry including retailers, distributors, manufacturing and packaging companies and logistics providers.

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- DAVID NEWBERRY

David Newberry is the Real Time Supply Chain Program director with HP's NonStop Advanced Technology Center. Into this role, David brings his recent experience in the deployment of HP Integration Hub (iHub) which is a key component of HP's adaptive supply chain vision. The program delivers critical business information to decision-makers in near real time. Removing the latency from an enterprise's information flow leads to more effective supply chain management and more streamlined business processes.

Since David joined Hewlett Packard (formally Compaq Computer) in 1996 he has worked in both operations and information technology led supply chain programs. In these roles he has been associated with key initiatives to include the deployment of demand forecasting applications, business intelligence solutions, real time visibility, and information portals.

Prior to joining Compaq, David worked in materials management organization for a small consumer electronics company where he developed his procurement, inventory management, shop floor scheduling, and master scheduling background. David graduated from Baylor University with a Bachelor of Business Administration in Operations Management. David also holds certification in the Certified in Production and Inventory Management (CPIM) and Certified in Integrated Resource Management (CIRM) with the American Production and Inventory Control Society.

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- RALPH EVANS

Ralph Evans began his career as an engineer in the Distillery Division of the CSR Company Ltd in Sydney.

Ralph went to the USA to do his MBA at Stanford. From there, he joined the London office of McKinsey & Company as a consultant. He transferred to the Sydney office of McKinsey in 1977. While at McKinsey, he worked

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

on assignments for large British and Australian companies and had year-long assignments in East and North Africa and shorter ones in Belgium, PNG and Japan.

In 1979, Ralph and three other consultants formed their own firm in Sydney and Melbourne, Pappas Carter Evans & Koop. It specialised in consulting in business strategy. It grew into a successful firm and in 1990 was acquired by the Boston Consulting Group, where Ralph became a vice-president.

During this time, Ralph worked on strategy projects for Australian, New Zealand and in South-East Asian companies, Ralph worked with PCEK's affiliated firms on projects in the USA and Ireland. He led a large study of the New Zealand meat industry and played a big part in a project that led to the publication of a major report *The Global Challenge: Australian Manufacturing in the 1990s*.

Ralph was appointed Managing Director of Austrade in 1991. There, he led a major change program, introducing a more commercial culture with greater export impact and shifting resources towards new markets in Asia.

From 1996, Ralph worked as a private consultant and a director. Among other projects, he chaired a review of the future of Macquarie Graduate School of Management.

Ralph has been a director of The Australian Trade Commission, the Export Finance and Insurance Corporation, Byron Holdings Ltd, Sumich Ltd, Orlando Holdings Ltd, the Australian Brandenburg Orchestra and Osteoporosis Australia. He is chairman of the A&B Venture Fund Company Ltd and was formerly chairman of Medical Imaging Australasia Ltd, Bullivants Ltd and ERM Australia.

Ralph was appointed CEO and Managing Director of the Australian Institute of Company Directors in late 2003. Ralph has a bachelor's degree with honours in chemical engineering and an MBA. He is a Fellow of the AICD and of Engineers Australia.

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- JOHN FORREST

John Forrest, is CEO and Managing Director, Holocentric. John has been helping organizations to use information technology for business advantage for more than twenty years. John founded Prism International (now trading as Holocentric) in 1991 and has gained a diverse range of experience from management science, accounting, logistics, software development to large systems design and implementation.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

John has a Bachelor of Commerce, Accounting and Information Systems from the University of New South Wales.

Today, Holocentric provides tools and techniques to help organizations manage change for strategic advantage.

Clients include major government organizations, consulting and financial services providers, global technology companies, retailers and wholesalers

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- DEBORAH ELLIS

Deborah Ellis has undertaken management consulting assignments in business strategy, supply chain strategy and channel design since 1990. Prior to this she held management roles in logistics with Mars and Swire companies in Australia.

During 2000-2001 Deborah was based in Hong Kong and undertook projects for LCP Asia. She had previously operated independently in Australia and was for six years until 1995 a member of the Gattorna Strategy Consultants team in Australia working with clients in Australia, New Zealand, Asia and the U.S.

Projects have been conducted for large and medium sized corporations including: Swire and Hutchinson Whampoa in Hong Kong; Coles Myer (through Myer Grace Bros and Kmart), Wattyl Paints, Amcor, Carlton United Breweries, BHP (Sheet and Coil), Bristol Myers Squibb, BOC Gas and CSR Gyprock in Australia; Fletcher Challenge, Corys Frasers (ABB), and Food town/Countdown Supermarkets in New Zealand; and DHL in Asia and the United States.

These projects have ranged from development of general business strategy and high-level supply chain strategy to detailed logistics audits, establishment of third party contracts and implementation and change management plans. Particular areas of focus have been the development of channel strategies for key product ranges and large scale

projects, which used decision support models to re-design the complete supply and distribution network for retailers and manufacturers in Australia and China.

Transferring this supply chain experience to the logistics of cash, Deborah has also led the project to develop an alternative Cash Compensation arrangement between the major Australian banks and the Reserve Bank of Australia. This was accepted by the Reserve Bank and implemented by the industry in November, 2003. She has also recently led projects on cash supply chain issues for Westpac Bank. Deborah is a Director of Carpenter Ellis, an Australian-based consulting firm.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- IVANA CRESTANI

Ivana is the Managing Director of the innovative and award-winning Communication Strategy and Research consultancy, The Ryder Self Group, an Australian-owned company operating since 1989.

Ivana's specialist expertise is in organizational communication, culture change, marketing strategy, strategic planning, customer satisfaction, employee satisfaction, research, group facilitation and project management. She has received numerous national awards for her work in communication strategy and measuring customer satisfaction.

With over 25 years' experience working with private and public, large and small organizations, Ivana's experience spans a number of industries including vocational education and training, financial services, building and construction, energy, information technology, engineering, agriculture, sports, leisure, health and government. She has developed culture change and internal communication projects both nationally and internationally.

Ivana holds a Master of Arts (Hons) in Communication, Bachelor of Economics, Diploma of Journalism and is also an accredited practitioner of Myers-Briggs Type Indicator and Team Management Systems. Ivana is a Member of the Australian Market & Social Research Society and a Member of the Advisory Council for TAFE NSW – Sydney Institute

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- TIM COLTMAN, PhD (AGSM)

Tim Coltman is currently a Senior Lecturer at the University of Wollongong, Australia. He has published more than 20 articles in leading journals such as California Management Review and Communications of the ACM. In the last five years he has presented more than 40 papers and addresses at leading business schools (e.g., INSEAD and Wharton) and international conferences in the US, France, Singapore, Australia and New Zealand. He is currently involved in pioneer research that is combining choice models and information acceleration to investigate a wide

range of practical problems for companies such as Motorola and Westpac. Additionally, he has recently completed research projects in ebusiness and customer relationship management for organizations such as the SAS Institute, SAP, Fairfax Business Research and MIS magazine.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- ROBERT OGULIN

Robert is a PhD candidate at the Centre for Supply Chain research at the University of Wollongong. His expertise and research focuses on capability management in global supply chain networks. His PhD research into 'Coordination in informally networked supply chains' investigates the feasibility of new business models for Australian and Global supply chains.

Robert's research interest is tied to a twelve years professional and consulting experience in marketing, logistics and supply chain. He is currently a director at Lucis, a boutique supply chain and strategy advisory group where he leads advisory services based on research to senior executives. His work includes projects for large clients across a range of industries in Australia, Asia, Europe and the US. He helps clients to the develop, implement and follow-through with customer and market driven supply chain strategies, i.e. in the areas of strategic sourcing, ERP and SCP implementations, order fulfilment re-engineering and performance measurement.

Robert was the research program manager for the 2004 industry study "Characteristics, trends and strategies for 3PL and 4PL in Australia. He authored a number of articles in professional and academic publications and is the co-editor of the Gower Handbook of Supply Chain Management (5th edn), released in February 2003.

Robert holds a Degree in Economics from Hamburg University in Germany and an MBA from the Australian Graduate School of Management. He has a CIRM (Certification in integrated resource management) from the American Production and Inventory Control Society (APICS), San Francisco. He is currently a member of ANZAM (the Australia and New Zealand Association of Management) and the Logistics Association of Australia (LAA).

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- JAMES GIBSON

James is a consultant and research fellow at the University of Wollongong. Based on over twenty years of software engineering industry experience in large software and real time systems, he believes that business and people imperatives drive technological solutions. He established and is the thought leader in the Software Effective Process Group at the University of Wollongong. This group aims for pragmatic outcomes and clarity in the area of strategic fit of new technological paradigms and processes in the enterprise domain.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### FACULTY

- KATE HUGHES BSc (1st Class Honours), MAppSc, MBA

Recently awarded a PhD scholarship in management at Macquarie Graduate School of Management (MGSM), Kate Hughes is one of Macquarie Graduate School of Management's premier logistics students. Having gained an international perspective during her experience as a Business Analyst in supply chain management with IKEA, Kate has been able to capitalise on her extensive experience leading teams to maximize performance and profits. Her thorough understanding of inventory and market segmentation will assist her to explore her PhD topic Intangible Assets in the Australian and Thai Logistics Industries.

Kate's experience also includes a nine month research and consulting project with the ALPHA Research Team for Logistics Association of Australia (LAA), Characteristics, Strategies and Trends in 3PL/4PL in Australia involving industry groups such as Bluescope Steel, Linfox, DHL and Logistics Bureau.

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### DELEGATES

#### AUSTRALIAN DEFENCE FORCE

- Air Commodore Ian Smith      Senior Air Force Logistician & Defence Material Organisational Representative within Air Systems Division
- Colonel Lindsay Morton      Joint Logistics Command Representative-Currently the Director of warehousing & distribution & responsible for the DIDS contract management.

#### BLUESCOPE STEEL

- Mr. Ben Church      Melbourne Operations Manager, BlueScope Logistics
- Ms Sari MacKay      Senior Logistics Analyst, BlueScope Logistics
- Mr. Craig Parker      Supply Chain Velocity Leader, Australian Building & Manufacturing Markets, North Region
- Mr. Mark Pinfold      Plate Products Planning and Scheduling Manager, Industrial Markets
- Mr. George Popovski      Senior Logistics Analyst, BlueScope Logistics
- Ms Lauren Gillam      Supply Chain Velocity Leader, Australian Building & Manufacturing Markets, South Region

#### DEFENCE MATERIEL ORGANISATION—MARITIME SYSTEMS DIVISION

- Commodore Tim Barter      Director General Maritime Support (DGMARSPT)
- Ms Susan Mohr      Director, Logistic Support Agency – Navy (DLSA-N)
- Mr Murray Liddle      Strategic Business Manager (LSA-N)
- Mr. Bill Coombes      Supply Chain Project Manager (LSA-N)

#### DHL (ASIA PACIFIC)

- Mr. Stuart Whiting      Director, GMNC & Logistics-Japan
- Mr. Martin Dudek      MNC Industry Group Manager – Asia Pacific
- Mr. Duncan Gates      Acting Director MNC – Asia Pacific
- Mr. Mark Ketelaar      Business Development Manager-Express Logistics – Asia Pacific

#### DIAGEO AUSTRALIA

- Mr. David Cutter      Supply Director Asia Pacific
- Mr. Chris Warwick Smith      National Business Manager

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## SUPPLY CHAIN EXECUTIVE FORUM 2005

### DELEGATES

#### FAIRFAX

Mr. Len Jordan General Manager, circulation operations NSW  
Mr. Phil Damp National Logistics Manager

#### GOODMAN FIELDER

Mr. Robert Gray Business Development Manager  
Mr Greg Metcalf National Supply Chain Manager

#### HEWLETT-PACKARD AUSTRALIA

Dr. Grahame Costello Director Customer Solutions

#### LINFOX

Mr. Michael Byrne Executive General Manager Consumer Group  
Ms Rachel Johnson Group Strategist Consumer Group

#### MTU DETROIT DIESEL AUSTRALIA

Mr Doug Seneshen President & CEO, MTU Detroit Diesel Australia  
Daimler Chrysler Off-Highway Region 4 – Australia Pacific  
Mr Tony Brimble MTU General Manager-Logistics & Product Support  
Mr. Mike Evans MTU Defence Programs Group National Manager

#### SMORGON STEEL REINFORCING

Mr. Simon Kutassy Supply Chain Manager, NSW  
Mr. Dominic Allen Brand Manager  
Mr. Rob Aird Manufacturing Manager, NSW

#### WESTFUND

Mr. Grahame Danaher Chief Executive Officer  
Mr. Daniel McLoughlan Channels Manager