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Director's Message



The Christmas holiday period is almost upon us and a number of suppliers have already closed for an extended break. The ASEA office will be staffed up until December 24th and will reopen again on January 4th 2011, so please don't hesitate to contact us if the need arises.

Since recommencing the program on March 5th this year, the ASEA team has been actively focused on quickly ramping up the activities. There are currently more than 80 active projects being implemented concurrently across the 60 plus companies participating in the program, with another 20+ projects under discussion.

This has required the co-operation of a significant number of people including more than 20 service providers in 3 states. ASEA has sought out and put agreements in place with many of the best coaches and trainers in Australia, covering a broad range of functional areas including strategic business planning, supply chain management, lean enterprise, financial systems and practices, strategic global marketing and sourcing, leadership and management, people and performance, energy reduction and waste management.

Brochures for both "training/coaching" products and "specialist" products are currently being developed to provide more details to automotive supplier companies about these products, including details of ASEA processes and philosophies.

A number of the ASEA products and service providers are in great demand, particularly in the areas of Lean, Strategic Business Planning, Strategic Global Marketing and Energy Reduction. These products cover many of the higher priority improvement plans as identified in the company assessment and detailed in the improvement plan report, and are where the supplier's initial focus is directed.

Three of the companies participating in the ASEA program spoke at the recent ASEA forum held at Ford on October 15th (details in the previous Newsletter) and were delighted (and I think somewhat surprised) at the interest level expressed by their peers, at some of their projects. This interest generated a huge demand on the providers

of these specific services, in one case booking up their available time until at least April 2011.

Your ASEA team consisting of Judy Boyce, Peter Cesco, Tom Chappell, Linsey Siede, Peter Taylor and Tom Wood, as well as the many coaches, trainers and specialist providers working with ASEA, wish you all a safe and merry Christmas, and a healthy and prosperous New Year.

After a 4 month secondment from the Australian National University we bid Tom Wood farewell, and thank him for his efforts in helping to establish the four new ASEA products, as well as developing the series of product marketing materials.

The rest of the team looks forward to continuing to support you in your activities in 2011, and achieving our objectives of helping to increase the overall competitiveness and sustainability of the Australian automotive industry.



3rd ASEA Forum Genshi Genbutsu - "Building Lean Capability"

Although this is the fourth forum overall organized by ASEA, it is the third in the ASCDP Element 1 Program. The "Building Lean Capability" forum was held on Tuesday 30th November, 2010 at the Port Park Conference Centre in Port Melbourne and was attended by over 40 participants from Industry, Service providers and Universities, including AutoCRC PhD Students. This Forum was to transfer experiences and provide insight on the fundamental drivers of LEAN from a practitioner's perspective, and was specifically aimed at engineers and researchers to develop an understanding of Lean Enterprise. It was an excellent opportunity to network with leading automotive experts in Lean and come away with new connections, new tools and initiatives.

The forum commenced with a welcoming speech from Mr. Linsey Siede, Director, ASEA. He then introduced, "Introduction to Lean" presented by Mr. Andy Kelsall, Director of Complete Lean Solutions Pty Ltd and Manager of the CLS operations in Australia, who also presented "The Basics of Lean". Mr. Ewen Kilpatrick, ASEA Coach, Lean Expert and former Senior Automotive Industry Executive



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(Toyota), then presented an example of a lean application titled “Lean Office”.

A Question and Answer Session ended the informative morning with a Panel comprising of Mr. Linsey Siede, Mr. Andy Kelsall, Mr. Ewen Kilpatrick and Alex Shamshurin, who is a PhD Student studying at RMIT University with his research topic looking to answer the question: “Once a company is as pragmatically lean as one can get, in a lean market - where to from there?”

If you attended the Forum and would like a summary of the presentations, please email Judy Boyce, judy.boyce@asea.net.au.

As is our standard practice, we encourage feedback after every Forum. Some of the positive comments after this forum were :

“Yesterday I attended the ASEA/AutoCRC meeting which I found very useful”, Julian Lee, National Procurement and Logistics Manager, Drivetrain Power and Propulsion, Hallam, Victoria.

“I thought the ASEA/AutoCRC Lean Forum was very well organized and executed”, Keith Liow PhD, Senior Computational Engineer, Victorian Partnership for Advanced Computing (VPAC).

Forums for early 2011 are already being scheduled so keep checking the website for updates.



Visual Management Wall



The ASEA Team has implemented “Lean practices” with the Visual Management Wall in the ASEA Office, which is updated regularly to keep a focus on the growing number of completed assessments, initiated improvement plans and completed key milestones. Visitors to the ASEA Office can see the process used for tracking projects from the Assessment Phase through to completion, as well as other important Achievements/Milestones.

Upcoming Events in 2011

One of three Best Practice Visits to be conducted in the early part of 2011 will be hosted by Australian Arrow in February. Australian Arrow Pty Ltd (AAPL) supplies the majority of wire systems to the Australian Car Industry and other unique products and services to the global market. The Best Practices Australian Arrow was observed and noted for are; Visual Management - Excellent use of visual methods throughout plant and office.

The visual management boards are used for quality, environment, and safety. OEE is tracked visually daily in the production room, and Environmental Management - The entire site has environmental processes with an aim of zero landfill in 2014. Sustainability Report produced annually. Excellent visual methods used. Keep checking our website www.asea.net.au for further detail about this event and two other BPVs to be held in both Victoria and South Australia.

