METALS Industry Conference 2011

14th - 15th April  Amora (formerly Duxton) Hotel Wellington

DRIVING PRODUCTIVITY AND INNOVATION
INVITATION

We are pleased to invite you to the 2011 Metals New Zealand Industry Conference to be held on the 14th and 15th of April at the Duxton Hotel in Wellington. This event comes as a result of the fantastic success of four previous Metals Industry Conferences with each event attended by well over 300 key people from industry, government and academia. However, for the first time this event is organised by newly-formed Metals New Zealand society and the Conference is used to officially launch this new pan-industry body.

If there is one commonly agreed theme in respect to securing New Zealand’s prosperity, then this must be that New Zealand needs to increase productivity and innovation. The Conference uses this theme with the intention of putting our industry in the driver’s seat. No doubt this will be an immense challenge considering that the recession is constraining our industry financially in its ability to invest and innovate. However, if we wish to seriously achieve the Government target of catching up with Australia’s GDP per capita growth by 2025 and from a company’s perspective, to make profits, we need not just adjust the way we do things we do need to transform dramatically.

With its theme of “Driving Productivity and Innovation”, this Conference is about informing on the big picture from a national perspective but most of all, it is about giving our industry leaders perspectives and solutions to progress and achieve measurable productivity gains. There is also the opportunity to network within your sector group or the entire metals engineering industry. The newly-formed association, Metals New Zealand, will use the Conference to launch itself. In addition to productivity and innovation topics, industry partners Heavy Engineering Research Association (HERA), Steel Construction NZ (SCNZ), NZ Stainless Steel Development Association (NZSSDA), National Association of Steel Framed Housing (NASH), Light Alloys Manufacturing (LAM-NZ), will focus on their specific sessions for their particular sector group development needs.

From feedback after the last Conference, the format has been altered to one day for actual conference presentations and concluded by the Industry Awards Gala Dinner, where we acknowledge outstanding achievements of industry peers. The second day allows sector groups to pursue their own interests and guided tours to Wellington-based research facilities of IRL and BRANZ.

For partners, you will be in the heart of the city which offers an ideal base for exploring the many attractions of “Positively Wellington”. We particularly encourage partners to come along for Thursday night’s Metals Industry Awards Gala Dinner in the Ballroom of the Duxton Hotel. We are very grateful to all our Conference sponsors and acknowledge their generous support to enable us to run such a conference at a time where the recession forces most of us to tighten the belt. The Conference organising committee and the sponsors are looking forward to see you all there.

SELECTED KEYNOTE SPEAKERS + TOPICS

HON GERRY BROWNLEE - Opening Address (TBC)
Minister of Economic Development, Minister for Energy and Resources

The Minister will launch Metals New Zealand, an alliance of sector groups of the metals engineering industry. Gerry Brownlee is currently Minister for Economic Development, Minister of Energy and Resources, Leader of the House and Associate Minister for the Rugby World Cup. His economic development portfolio also makes him responsible for New Zealand Trade and Enterprise.

DR RICK BOVEN - New Zealand’s Economic Imperative: Implications for Policy & Niche Manufacturing
Director, The New Zealand Institute

Economic performance has been disappointing for a long time but ambitious targets have been set. The question now is how to lift performance sustainably to achieve the targets. The presentation will begin by assessing the economic performance gap and some of the reasons for it. The contribution manufacturing can make New Zealand’s economic improvement will be highlighted. The roles of innovation, savings, capital, talent and other productivity drivers will be examined, and policy priorities will be proposed. Some observations on manufacturing performance will be offered, and directions for improvement suggested.

Rick leads the New Zealand Institute. The Institute is a non-partisan think-tank whose purpose is to improve long term outcomes for New Zealand and New Zealanders. Rick has degrees in business administration, psychology and environment management and taught at several universities. He has spent 25 years as a strategic management consultant, working for many manufacturing firms and has worked on economic development issues in Australia and New Zealand. He is an accredited fellow of the Institute of Directors.

PARTNERS

[Image of industry logos]
**SIMON LINGE - The Impact of Asia on the NZ Domestic Steel Industry**  
President, New Zealand Steel & Pacific Islands  
The NZ domestic steel industry continues to be challenged by global forces, e.g. imported fabrication and steelwork. As President for Bluescope Steel, Simon Linge spent six years working and living in Malaysia and China. Now President of NZ Steel, Simon was President of BlueScope Steel China for three years. He has a degree in Economics and has spent over 20 years in a broad range of business disciplines in the steel industry including supply chain, logistics, marketing, customer services and human resources. Simon would like to share his perspectives from his time in Asia, how the Asian economies and the China steel industry in particular could impact NZ as a country and a steel market.

**JOHN BLAKEY - Perceptions of Productivity**  
CEO, Competenz  
John has 20+ years’ experience in vocational education and training. His key roles included Tertiary Education Commission commissioner, Chair of Industry Training Federation, CEO of forestry industry training organisation and leadership in establishing New Zealand’s Centre of Excellence in Wood Manufacturing Training and Education. John reviews the results of a survey of 200 medium-sized manufacturing businesses by Competenz in July 2010, giving insight into business owners’ and managers’ perceptions of productivity. The results give pause for thought. This survey raises issues that need to be addressed if New Zealand is to tackle the productivity dilemma. The presentation will look into what these issues are and suggest ways changes can be made to make a difference.

**PROFESSOR SHAUN COFFEY - Partnering in R&D to Deliver Innovation**  
CEO, Industrial Research Ltd (IRL)  
Several studies in New Zealand suggest we are good at generating innovative ideas, but poor at moving them into production. These studies further identify the “do-it-yourself” attitude and No.8 wire mindset as major impediments to productivity improvement. Shaun Coffey, Chief Executive of Industrial Research which serves a range of industries in the manufacturing, processing, biopharmaceuticals, medical and energy sectors, will discuss how partnering – and working collectively – is a way to address this problem. Shaun recently received the Royal Society of New Zealand’s Thomson Medal for inspirational leadership in the management of science and outstanding contribution to the development and application of science and technology to wealth generation in New Zealand and Australia.

**PIETER BURGHOUT - Construction Industry Productivity and the Research**  
CEO, BRANZ  
Needed to ‘Lift the Game’  
Pieter heads up BRANZ, the principal research organisation for the building and construction industry. As well as holding an MBA and law degree, Pieter is also a qualified carpenter. Having run the BCITO and Registered Master Builders Federation prior to coming to BRANZ, Pieter offers a comprehensive and unique insight into building and construction industry issues. Productivity within the industry is a hot topic; starting with the release of an industry Task Force Report in 2009, the formation of a public/private Construction Productivity Partnership in 2010, and the beginnings of a dedicated research programme. Every 10% of efficiency gain in the construction industry translates into on-going GDP growth of 1% per annum, so improving industry productivity is a worthy target. Pieter’s presentation will update on the productivity research agenda and other construction sector productivity developments.

**DR STEPHEN HICKS - Sustainability: It is Your Business!**  
Manager Structural Systems, HERA  
Stephen is Manager of Structural Systems at HERA and Board Member of the National Association of Steel-framed Housing (NASH). Through experience in previous roles at the Steel Construction Institute (SCI-UK), Stephen was elected Chairman of the recently-formed Sustainable Steel Council (SSC), it being the Voice for steel in the building and construction sector for its sustainability and environmental credentials. Stephen explains Why the New Zealand steel industry cannot ignore sustainability in current and future business activities; Why the Sustainable Steel Council was formed; What sustainable work practices can be adopted to ensure that steel solutions are not disadvantaged and business not lost to competitors; and From current international trends, the sustainability/environmental information needed by future key decision-makers.

**TONY SMALE - Making Money from Your Business's Hidden Opportunities**  
Director, Forté Management  
For the last five years, Tony has been figuring out why Kiwi firms have to work longer than many other countries to make a dollar. He will share how Kiwi firms can increase productivity and profits through increasing their attention to detail, learning to think like— and not for— customers, and how the right talent managed well can lift productivity 20, 80, 120 and even 600%. Focus will switch to intellectual or intangible asset management - managing and deriving value from things relied upon but often not recognised, catalogued, protected, managed or developed. Tony is principal consultant at Forté Management and specialises in innovation and intellectual asset management. He has qualifications in science, marketing, and management, most recently completing his MBA.
PROGRAMME

OPENING FUNCTION/ PLENARY SESSIONS  Thursday 14th April   8:30 am – 12:30 Lunch
Starts with a Welcome to Wellington from Mayor Cecilia Wade-Brown and a message from the Chairman of Metals New Zealand. The “Driving Productivity and Innovation” theme is introduced by Hon Minister Gerry Brownlee, with keynote addresses by Dr Rick Boven (NZ Institute) and Simon Linge (NZ Steel) following. The Conference then splits into two plenary sessions: One for the Heavy Metals Manufacturing sector with keynote speakers John Blakey (COMPETENZ), Dr Wolfgang Scholz (HERA) and Prof. Shaun Coffey (IRL). The other is for the Construction Industry with Pieter Burghout (BRANZ), Dr Stephen Hicks (HERA) and Paul Brislen (TUANZ).

AFTERNOON BREAKOUT SESSIONS  Thursday 14th April   1:30 pm – 5:00 pm
• Developing Heavy Engineering Business Opportunities and Improving Productivity (HERA)
The HERA-organised sessions give an overview on how HERA is opening up new business opportunities; this is combined with a presentation of results from industry-specific research on innovation, practical advice on improving productivity to improvements in QA, Health and Safety and Design of Welded Structures. HERA speakers Nick Inskip, Alan McClintock, and Dr Karpenko will be joined by independent innovation researcher Fern Evitt, and John Skudder (ACC). Bill James introduces ways to significantly increase your chances for a successful tender and leads into his complimentary NZTE-sponsored workshop on Friday.

• Steel Construction New Zealand (SCNZ)
SCNZ holds a 90-minute workshop by Tony Smale and then a second structural steel fabrication-specific workshop by Australian fabrication technology guru Peter Farley.

• Stainless Steel (NZSSDA)
In the NZSSDA session, Dr Michail Karpenko (HERA’s NZ Welding Centre) updates on stainless steel material developments in lower-cost Ferritic Steel grades and on proposed changes to the stainless steel welding standard. Les Boulton (Nickel Institute) talks about what stainless steel materials are suitable for geothermal energy.

• National Association of Steel Framed Housing (NASH)
NASH members meet up with Ken Watson (NASH Australia) who reports on Australian LSF fire tests and an Australian industry benchmarking study. With Derek Baxter (Certified Builders Association), they will explore co-operation options and will be joined by Pamela Bell (PreFabNZ) on benefits of maximising fabricating before moving on-site for productivity advantages.

• Light Alloys Manufacturing (LAM-NZ)
The session programme contains a mix of papers from academia and industry alike, and includes an update on the New Zealand titanium alloy industry developments, and Gilbert Ullrich (Ullrich Aluminium) talks about market opportunities for NZ companies.

FRIDAY 15TH APRIL
• Industry Tour to IRL & BRANZ A free industry tour to two prominent Wellington region-based research providers. In the morning, visit the Gracefield premises of Crown Research Institute Industrial Research Ltd (IRL). In the afternoon, the Morningside facilities of Building Research Association of NZ (BRANZ) is on show. The bus will drop you straight back to the airport.

• Bill James Workshop (HERA) SALES ‘Putting the Engine in Engineering’
A master technician in a world becoming more savvy and less tolerant of traditional sales techniques, Bills thought leadership is in substantially raising the sales bar for companies by showing them how ‘being themselves’ is actually the key to success. Those that adopt these simple to implement ideas report increases of 20% in their sales pipeline within the first few months.

• National Association of Steel Framed Housing (NASH) members-only workshop

NEW ZEALAND METALS INDUSTRY AWARDS DINNER
We celebrate the achievements of individuals and companies that work in the New Zealand metals industry at the prestigious Metals New Zealand Industry Awards Gala Dinner to be held in the Ballroom of the Amora (formerly Duxton) Hotel. The organisers expect attendance from conference visitors complemented by additional attendees from partners and award nominated companies. Master of Ceremony will be TV celebrity and Herald Columnist Jim Hopkins, who assisted by the Rodger Fox Dance Band, will make this a most memorable occasion for winners and those celebrating with them. During the course of the dinner the following awards will be presented:
• Keith Smith Memorial Award for Distinguished Service to NZ Metals Industry
• NZ Metals Engineering Exporter of the Year
• Most Innovative NZ Engineering Company
• SCNZ’s Awards for Excellence in Steel Construction (4 categories)
• LAM-NZ Best Student Project Award

ACCOMMODATIONS
The main conference venue - the Amora (formerly Duxton) Hotel - offers an accommodation rate of $185 per night for Conference delegates. Quote HERA Conference when contacting the hotel for reservations. The Amora Hotel 170 Wakefield Street, Wellington 6011 | Phone 04 473 3900 | Fax 04 384 5265 | Web site: www.amorahotels.co.nz | email: res@wellington.amorahotels.com
There are various alternative hotels in the heart of Wellington within walking distance of the Conference. Suitable hotels can be found through the Accommodation Finder at http://www.wellingtonnz.com/accommodation

EARLY BIRD REGISTRATION - SAVE $100!!
Register early and save $100 off the Conference Delegate fee! Early bird ends 15th March 2011. Fill in the included registration form or download it from www.metals.org.nz