

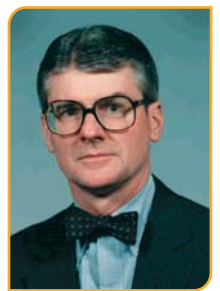
Introducing  
Australasia's  
Inaugural  
Benchmarking  
Conference

# "BENCHMARKING for BEST PRACTICE" CONFERENCE & WORKSHOP

International and national experts will show how you can improve your business performance and financial results:

Key note speaker...

**Dr Robert Camp**



The conference keynote speaker, and facilitator of the workshop Dr Robert Camp, is a renowned authority on Benchmarking, having published three books (including the first ever Benchmarking Book in 1989) and numerous articles. His benchmarking approach and methodology are used worldwide through software courseware, videos, and via the internet.

Dr Camp created the successful benchmarking programme for Xerox's Logistics & Distribution business unit, which was subsequently expanded to all of Xerox's customer operations units. He has presented on the benchmarking experience at Xerox around the world, helped to establish the International Benchmarking Clearing House, and is currently the Chair of the Global Benchmarking Network.

Visit [WWW.COER.ORG.NZ](http://WWW.COER.ORG.NZ) for the latest information on the conference and Dr Robert Camp's two day workshop.

Conference Partners



Waipuna Hotel  
58 Waipuna Rd  
Mt Wellington Rd  
Auckland

Conference  
16 - 17 March

Workshop  
18 - 19 March

- **"The Power of Benchmarking for Performance Improvement"**  
Dr Robert Camp - Best Practice Institute (US)
- **"Best Practices - The Golden Nuggets"**  
Paul Cherrett - British Telecom (UK)
- **"Benchmarking For Innovation"**  
Darryl Bubner - Wave Global (Australia)
- **"Improving Competitiveness"**  
Hon. Jim Anderton  
Minister for Economic Development (NZ)

Learn about...

- **Best Practices in Customer Focus**  
Dr Ian Brooks, Author & Consultant
- **Best Practices in Leadership**  
Erica Holtsbaum, Leadership Researcher
- **Best Practices in Managing Human Resources**  
Peter Howes, CEO, HRM Consulting
- **Best Practices in Strategic Management**  
Mike Watson, CEO, NZ Business Excellence Foundation
- **The Case for International Best Practice**  
Rod Oram, International Financial Journalist
- **The Launch of the Benchmark Index**  
Dr Robin Mann, Director, COER

Learn from...

- CEOs from organisations that have achieved New Zealand and Australian Business Excellence Awards.
- Benchmarking and best practice specialists and consultants.
- Practical case studies that can have immediate application.

"Proven steps  
for achieving  
competitiveness  
- today and  
tomorrow."

## Delegate Benefits

All delegates receive a complimentary copy of the "Global Benchmarking Network Review, 2003/04" All delegates have the opportunity to register at a 25% discount for the Benchmark Index Programme to be launched at the conference.

Delegates attending the workshop receive a complimentary Best Practice Report on either "Customer Focused Culture" or "Strategy Deployment" containing best practices from NZ and international organisations (usual price > \$250 each).

**"Fast-growth companies who used a benchmarking database to measure business performance against their peers achieved 69% faster growth and 45% greater productivity over those who did not".**

Pricewaterhouse Coopers 2002 "Trendsetter Barometer" survey.

## Sponsors

- NZ Institute of Management
- Australian Organisation for Quality
- John Robertson & Associates
- Farmers Mutual Group
- Industry Training Federation
- NZ Organisation for Quality
- Inst. of Professional Engineers NZ
- Human Resource Institute of NZ
- Quality Society of Australasia International
- Enterprise North Shore
- Smart Manukau
- Quality College
- Telarc
- PACT
- Management Magazine
- Unlimited Magazine
- EMA (Northern)
- BPIR.com
- The NZ Benchmarking Club
- COGNOS

## About COER...

The Centre for Organisational Excellence Research (COER - Massey University), are the conference organisers working with its partners from both sides of the Tasman. COER was created in 2001 to address the research void within New Zealand in the areas of organisational excellence, benchmarking and best practices.

**Why spend time in re-inventing the wheel when you can learn from the experience of others?** COER is at the leading edge of best practice research as demonstrated through its work developing the Benchmarking and Performance Improvement Resource [www.BPIR.com](http://www.BPIR.com), and its leadership and management of the New Zealand Benchmarking Club.

### Contact...

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or register online at... [www.coer.org.nz](http://www.coer.org.nz)

**Register by 30 January for our early bird fee!**

**Special conference and workshop discounts apply for [www.BPIR.com](http://www.BPIR.com) members.**

## Fees

Special conference and workshop discounts apply for <a href="http://www.BPIR.com">www.BPIR.com</a> members.	Register by 30 January 2004 and pay only...	Register after 30 January 2004	If 3 or more delegates from same company subtract per delegate
<b>Conference only (16 &amp; 17 March 2004)</b>	NZ\$720 + GST = \$810.00	NZ\$820 + GST = \$922.50	NZ\$75 + GST = \$84.38
<b>Workshop only (18 &amp; 19 March 2004)</b>	NZ\$1,485 + GST = \$1,670.63	NZ\$1,585 + GST = \$1,783.13	NZ\$75 + GST = \$84.38
<b>Conference and Workshop combined (16 – 19 March inclusive)</b>	NZ\$1,935 + GST = \$2,176.88	NZ\$2,085 + GST = \$2,345.63	NZ\$150 + GST = \$168.75
> 50% discount on reports produced by the New Zealand Benchmarking Club from its benchmarking studies on NZ and International best practices (workshop attendees can choose one of these for free).	<b>Best Practice Report on Strategy Deployment</b>	<b>NZ\$95.00 + GST = \$106.87</b>	
	<b>Best Practice Report on Customer Focused Culture</b>	<b>NZ\$125.00 + GST = \$140.63</b>	