



# IMPACT

**AUSTRALIA ISSUE 1**

## The proven benefits of ISO certification

ISO certification does have a positive impact on businesses of all sizes and in all industry sectors.

Far from being a cosmetic marketing tool, the real and proven benefits of certification are plain to see.

The fundamentals of ISO certification will make your company more efficient and increase your competitive edge.

In many industries it has already become a basic requirement for doing business.

Increased efficiency, a real strengthening of your position in the marketplace and increased revenue are direct results of achieving ISO certification. Don't just take our word for it – the following Australian clients are proof of the benefits that ISO can bring.

### ISO9001 'Building Blocks' help pave the way for HR company



Jeff Li of IMSM presents ASLAN's certificate to Veronica Phillips

**"IMSM got the job done without a 'police type' of investigation!"**

Based in Paddington, Queensland, Aslan Human Resources is an established leader in the

Australian resources mining, engineering and construction recruitment market, with both a national and international network of clients and candidates.

Their expertise is to recruit across all sectors within this specialist industry, from administration services personnel through to project management and Graduate Engineers. Trading since 1994, Aslan employ five in-house staff along with other personnel who are recruited into their specialised industry.

Recognising the need to provide skilled people to an industry that generates a large part of Australia's wealth, achievement of ISO9001 was considered a necessary step to the on-going improvement of their own business. The decision was therefore made that by placing protocol for

procedures into a currently utilised system could only help streamline and improve the operational function. Aslan manager's really knew very little about how to set up effective systems and that is where IMSM proved invaluable! By providing Aslan with a user-friendly system tailored to their specific business operation, IMSM provided both an enjoyable and professional service to help achieve the certification.

Joanne Harvey of Aslan Human Resources commented, "IMSM got the job done without a 'police type' of investigation! We now have an effective system in place that has made it easier to locate areas that require attention and on-going improvement, but at the same time making our business a much more efficient operation overall. IMSM were well presented, professional and friendly - we would definitely recommend them to other companies."

Aslan's company slogan is 'The more specialised the hunter the more successful the hunt'! How applicable this is to their achievement of ISO9001 and what it can help bring them!

[www.aslan.com.au](http://www.aslan.com.au)



### PLAIN ENGLISH PAYS OFF!

BK Communications has been established now for ten years, and is a regional leader in fibre optic, voice and data cabling design and installation. Based in South Brisbane, Queensland, their projects cover Australia, Pakistan, and Papua New Guinea. Specialising in rather a niche market, clients include educational institutes such as Polytechnics/TAFE's and large private schools, through to one of the largest corporations in Australia. Whilst employing around 6-7 full time staff, they also call upon a network of subcontracted certified technicians on a project by project basis, who are trained to the highest possible standard within their industry.

It was inevitable that ISO9000 was to become a necessary fulfilment for BK Communications in partnering the Queensland State government projects, who now make QA a requirement through all of their suppliers. Whilst BK Communications were 2/3rds sold on ISO, the challenge for a change of attitude, mainly within the senior management team, was to be the main criteria. Prior to ISO, BK Communications was in the process of slowly implementing their own systems. However, the thought of getting bogged down with bureaucracy did not seem an attractive proposition – but that is where contact with IMSM appeared most fortuitous!

IMSM approached the project by introducing a 'minimalist system' and therefore 'minimum bureaucracy', making the task



Ilan Crawford and Bruce Keen of BK

efficient and cost effective, whilst still maintaining a reporting system that met internal and government requirements. Said Ilan Crawford, Administration Manager for BK Communications, "By introducing a formal structure we have become much more aware of what happens on a systemic scale. You understand your strengths and weaknesses, which in turn enables you to improve how you do things, encouraging enhanced performance and as a consequence, profitability". Ilan added "IMSM proved very easy to deal with and reduced everything to plain English – we would certainly recommend them to other companies looking for a comfortable route to ISO9000".

[www.bkcomms.net](http://www.bkcomms.net)

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Eddie Rodgers receiving Custom Shades' certificate from Jeff Li

## SHADES ABOVE & BEYOND FOR THE FUTURE!

Based in Queensland, Australia, Custom Shades employs up to 20 people according to the demands of their construction projects.

Manufacturing for both the commercial and domestic market they offer a wide range of customised shade structures such as retractable pool covers, grandstand covers, restaurant extensions and car park covers to name but a few. Their facilities are equipped to manufacture in stainless steel, aluminium and mild

steel, all of which can be covered in tension membrane fabrics that in turn mould to the steelwork. Custom Shades structures carry a 10 year unconditional guarantee that are Engineer approved.

Working on long term construction contracts in Australia and Saudi, their business demands the highest standard of workmanship and QA. The Australian government projects also look for ISO partners, so to enable continued growth, Custom Shades considered it was a necessary step to achieve the ISO certificate.

Said Eddie Rodgers, Managing Director, "Custom Shades already had 90% of the systems in place through their own Quality Assurance, so the ISO was easily achievable. What it has done is to improve our system in different ways; by knowing it is there and using it daily, it has helped improve our efficiency and quality beyond the demands of ISO. Encouraging minimal losses and mistakes, it has helped to streamline the company to encourage more business initiatives. This in turn can only open up more markets and help our business to grow to the next level!" He added, "IMSM gave us value for money and were good at their job – we would recommend them to others looking for the best deal for ISO certification".

"Encouraging minimal losses and mistakes, ISO has helped to streamline the company to encourage more business initiatives."

## UP, UP AND AWAY!

Upside Solutions, an industrial design consultancy established in 1997, is based in Brisbane, Australia. Upside is operated by two principal partners who draw from a multi-disciplinary pool of associated consultants to form design teams tailored to individual project requirements.

Upside provides a comprehensive product design and development service to a varied client base. This service covers all aspects of design including new product research, concept development, documentation and prototyping—through to the delivery of off-tool samples. The broad product spectrum includes furniture, high-tech electronic devices, consumer products, awards and displays. Their Australian customer base includes small to large businesses, inventors, entrepreneurs, local government, universities and research centres to name but a few!

Upside Solutions determined that obtaining ISO9001 certification was an important first step in their strategy to grow the company and attract new business opportunities. The pursuit of Quality Assurance would ensure that their business practices would be more formally structured, therefore making them more efficient and effective in their everyday work. Partners and associates would be able to respond more accurately and promptly to client requests, as new procedures would make it easier to track the status of ongoing projects.

Their main concern about ISO9001 was the possibility of being lumbered with a costly and irrelevant document that would sit disused on a shelf! This fear was



Jeff Li of IMSM with Steve Curran of Upside Solutions

"We are confident we now have the edge over our competitors in a very competitive marketplace thanks to IMSM."

quickly and professionally dispersed when contacted by IMSM, who were responsive in every possible way, including the offer of payment by instalments to mitigate cash-flow concerns!

Partner and Principal Designer Steve Curran adds "IMSM took time to learn about our practice and used this knowledge to tailor QA procedures that were genuinely relevant and beneficial to Upside Solutions' clients—and by extension—our business. They were a pleasure to work with and went to great lengths to provide us with the best possible service. We would readily recommend IMSM to other businesses and have already had the opportunity to do so." Steve also added "We are confident we now have the edge over our competitors in a very competitive marketplace thanks to IMSM"!

**UPSIDE SOLUTIONS**  
Industrial Design Consultants

International Management Systems Marketing Ltd (IMSM Ltd) was founded in 1994 to provide businesses with the practical expertise to add value through quality systems and efficiency. From its base in the UK, IMSM Ltd has developed a strong network in Europe, USA, Canada, South Africa and Australia.

IMSM's fully trained team of auditors hold recognised IRCA (International Register of Certified Auditors) qualifications.

As an active member of the British Quality Foundation the organisation is itself continually assessed to ensure it delivers its promises.

To date, IMSM has helped more than 5,000 organisations around the world to achieve ISO 9000 certification.

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