

Quality Assurance and Continuous Improvement Policy

Responsible Officer:	Company Director, Finance and HR
Contact Officer:	Company Director, Operations
Review:	This policy will be reviewed in accordance with the DME Business Strategy and Business Statement and in line with Best Practice of Business Management
Policy Number:	Dreamedia Pty Ltd (DME) Quality Assurance and Continuous Improvement Policy V1 January 2010

Overview:

This policy specifies DME's approach to quality assurance and continuous improvement as well as its principles, features, structures and standards. DME wishes to assure quality products, training and service delivery through a regular review and improvement process.

DME Management and Staff are committed to performing at the highest standards.

The company's aim is to provide a stimulating and innovative environment for product and staff development and to learn from best practice, locally and internationally, and benchmark against leading event service providers.

Purpose:

The aim of DME's quality assurance policy is to enhance the effectiveness of its core activities of performance, product delivery, professional approach and addresses all areas of activity focusing on DME's contribution to and alignment with its Strategic Goals.

Beliefs:

1. Quality performance, product delivery and administrative services and continuous improvement as a core value. Quality training, service delivery and are essential to the DME's mission, goals and activities. DME's quality assurance processes are intrinsic to the work of all staff, which are undertaking or supporting DME product and services.
2. Benchmarking and evidence-based approach. DME evaluates its achievements against appropriate national and international benchmarks. Its quality assurance methods are evidence-based, where outcomes and feedback from stakeholders and industry peers (including clients, staff, employers and the community) will provide the basis for analyses and conclusions on which improvements are planned.
3. Collegiality. DME's procedures reflect the principles of rigorous peer review, as we aim to identify areas for improvement, to foster collaboration and exchange of best practice, and to encourage an ethos of critical self-evaluation.

Process:

1. A commitment to widespread involvement of staff and stakeholders in the QA process
 - Critical self-evaluation and rigorous peer review of operational and administrative areas;
 - Methodical collection of evidence about service satisfaction and client experience, including external comparisons;
 - External assessment of industry standards through accreditation and international review;
 - Multiple avenues for staff input to QA and improvement: weekly meetings, suggestion boxes and one on one reviews and
 - Systematic use of client experiences to improve staff development and training.

2. A focus on efficient management, planning and resource processes to achieve excellence and ensure continuous improvement
 - DME strategic goals linked to plans, priorities and the review system;
 - Strong management structure to develop, implement and oversee best business procedures and policies;
 - a regular cycle of reviews of all service and administrative business units;
 - a process for monitoring implementation of the recommendations of reviews through appraisals;
 - Performance-based incentive program for staff based on performance measures; and
 - A performance management and development system for all staff, including managers.

3. A commitment to judging outcomes and processes against the highest external standards
 - Formal links through industry membership organisations: national and international benchmarking of event management standards and outcomes and
 - National and international benchmarking of quality assurance processes with comparable event management companies.

Meaning:

The quality assurance strategy is integral to the work of all staff, which is active in service delivery and administration, and has the responsibility for implementing QA by ensuring quality principles are adhered to. In practice, this commitment is implemented within devolved areas by local QA processes and professional accreditation.

Implementation:

1. To review and further develop DME's quality assurance and improvement strategy and processes and oversee the process.

2. To propagate the idea of quality as a core value that is integrated with the principal focus on service and product delivery and administrative activities.

3. To monitor and evaluate the impact of DME's approach to quality assurance and improvement on its operations.

4. To ensure that DME's internal quality assurance and improvement activities take into account those activities already undertaken for the purposes of the companies internal and external reporting requirements.

5. To monitor and follow-up on the improvements arising from the reviews of management and staff.

External Reviews:

DME Senior Management to conduct external reviews with clients and industry peers.

The regular internal reviews are the basis for external reporting and auditing.