



Media Release  
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## **Stabicraft investing in systems for growth**

Invercargill boat manufacturer Stabicraft Marine has been chosen to test-drive QCDSM – a programme organiser's hope will give the New Zealand Marine industry an exporting edge in the future.

An acronym for Quality, Cost, Delivery, Safety and Morale, the QCDSM system is an accessible version of the “lean manufacture” that Toyota made famous and is equally applicable to any type of business, from service to production.

Stabicraft managing director Paul Adams was hooked after a presentation at a Marine Industry Association conference in Queenstown, signing five of his team up for a Try Z workshop.

“We spent two and a half days putting little toy cars together on a production line, understanding quality, cost, delivery, safety and morale”, he said.

Mr Adams was impressed by the lean thinking system as it covered the whole business rather than just manufacture and is self correcting, continually finding and fixing faults.

“We'll be implementing it over the next six months.”

The programme reflects the decision to invest in staff training and systems during the economic downturn.

“As a business Stabicraft Marine struggled to cope with phenomenal growth in the two years leading into the recession. We want to use the opportunity presented by a market slow-down to be poised to cope with not just what went on before, but what happens next,” Mr Adams said.

Boating Industry Training Organisation has entered into an agreement with QCD Systems to make the programme available to the wider marine industry at an affordable cost for participants.

BITO general manager Chris van der Hor said The programme was being trialled across a spectrum of eight different businesses – from boat builders like Stabicraft Marine, to marine electricians.

Until now the cost of introducing Lean programmes, usually anywhere from \$100,000 to \$2million, was prohibitive for the New Zealand Marine Industry where 80 per cent of businesses fell into the small to medium category, Mr van der Hor said.

The value of the QCDSM process to the industry was potentially huge. A company who adopted the programme managed to reduce man-hours on a boat build by 7200 – a \$300,000 saving – all from an initial investment of less than \$20,000.

“We are very excited be able to offer industry this opportunity as it will significantly increase productivity and profitability to the Marine Industry at a time when it is needed most”.

The introductory programme is supported by the Tertiary Education Commission, with Trade and Enterprise New Zealand assisting Stabicraft Marine's implementation.

**Ends**

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