

fm

FACILITY MANAGEMENT

VOLUME 13 NUMBER 3 JUNE | JULY 2005

FM EVENTS:

FMA ideaction 2005 Report

FMA 2005 EXCELLENCE AWARDS WINNERS

Pictorial montage of the Conference events

PROJECT PROFILE:

AMP at Circular Quay

DESIGN LEAD:

Change Management and ROI.

RISK MANAGEMENT:

Risk and Reward – FM Contracts and Risk Allocation

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FMA Action Agenda Launch at Sydney Opera house



COVER STORY:

Leadership with Attitude

HUMAN CAPITAL

FM PEOPLE:

A week in the life
of a Facility manager

FM COMMENT:

Generation Y

OPERA HOUSE SHOWCASES THE FACILITY MANAGEMENT ACTION AGENDA LAUNCH

On 28 April the Sydney Opera House was the ideal setting for the launch of the Sydney Opera House Facilities Management Exemplar Project and the national launch of the Facilities Management Action Agenda, by Federal Industry Parliamentary Secretary Warren Entsch.

"Facilities management (FM) is an important national industry, directly accounting for \$8.6 billion of Australia's gross domestic product and employing more than 135,000 people," Entsch said, in launching both the Action Agenda and the Sydney Opera House Exemplar Project.

"The FM industry provides strategic advice to businesses on the efficient operation of major developments like Melbourne's Southbank development and the management of sporting arenas like Telstra and Suncorp Stadiums. Yet for all the important roles it plays, facilities management is something the wider public knows very little about."

Entsch noted that key FM industry representatives have worked over the past 15 months to address areas of industry concern, formulating a three-year strategic framework outlined in a report titled 'Managing the Built Environment: Facilities Management Action Agenda', to give the sector a genuine national focus.

The report identifies 20 industry actions over five themes: Facilities Management in the Australian Economy, Innovation, Education and Training,

Regulatory Impediments and Sustainability. Implementation of several of the report's actions will begin immediately through the Sydney Opera House's Facilities Management Exemplar Project.

"The Exemplar Project will research and create world-class FM models based on the analysis of facilities management practices at the Sydney Opera House," said Entsch. "The information drawn for this project will then be shared with the rest of the FM industry in Australia to encourage the adoption of best practice models throughout the country."

Entsch acknowledged the efforts of the Strategic Industry Leaders Group (SILG) chaired by John McCarthy, numerous industry working groups and the Facility Management Association of Australia who worked in close partnership with the government to develop this strategic framework. "The Action Agenda will ensure recognition of the contribution of facilities management to Australian workplaces as well as the growth of a sustainable and internationally competitive Australian facilities management sector," Entsch said.

The next step in the Action Agenda process is to call for nominations from interested parties in implementing the key recommendations of the Action Agenda, and SILG chairman John McCarthy and several SILG members have already accepted the challenge.

The key actions proposed for the Action Agenda are as follows:

Action 1

Annually update data on the facilities management industry's contribution to the Australian economy.

Action 2

Consult with the Australian Bureau of Statistics with a view to obtaining improved data for the facilities management industry.

INNOVATION

Action 3

Establish a Facilities Management Innovation Forum for the facilities management industry.

Action 4

Establish a web portal for the facilities management industry to disseminate information and provide feedback on innovation, education and training, regulatory issues and sustainability.

Action 5

Promote the benefits of innovation and encourage greater industry collaboration and investment in research and development.

Action 6

Highlight the contribution that facilities management makes to productivity by establishing performance measures and 'best practice' benchmarks, incorporating client input, with a specific focus on improving workplace productivity.

EDUCATION AND TRAINING

Action 7

Work with the Construction and Property Services Industry Skills Council to support the provision of vocational education and training (VET) for the facilities management industry.

Action 8

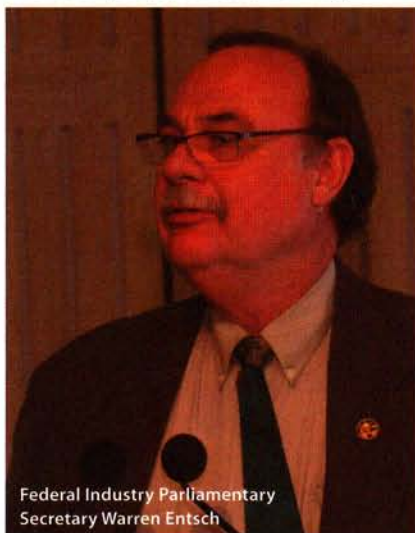
Work with Australian universities to increase the availability of facilities management courses at the undergraduate level.

Action 9

Develop an innovative project that will encourage greater collaboration between the VET and higher education sectors in the provision of facilities management education.

Action 10

Undertake an awareness campaign directed at those who influence career choice – including school counsellors, career advisers, educators, parents and



Federal Industry Parliamentary Secretary Warren Entsch



Cooperative Research Centre (CRC) for Construction Innovation CEO Keith Hampson



Strategic Industry Leaders Group (SILG) Chairman John McCarthy

students – to increase understanding of facilities management as a career.

REGULATION REFORM

Action 11

Promote awareness within the facilities management industry of the regulatory requirements applying in three selected areas (asbestos, emergency evacuation plans and cooling towers).

Action 12

Identify the regulatory requirements for a further five identified areas (dangerous goods, fall prevention, confined spaces, plant safety, electrical inspection and testing, and residual current devices).

Action 13

Promote conformity of regulatory requirements and contribute to key areas of regulatory reform.

SUSTAINABILITY

Action 14

Promote the role of facilities management in responding to increased demand for corporate accountability associated with sustainability performance.

Action 15

Promote the role of the facilities management industry in key industry and government forums addressing sustainability.

Action 16

Use the data web portal proposed in Action 4 to disseminate sustainability information.

Action 17

Develop a 'business case' model that highlights the costs and benefits of embracing sustainable practices in the use and management of materials, energy, water, waste and indoor environmental quality, with a particular focus on workplace productivity.

IMPLEMENTATION

Action 18

Establish an Implementation Group comprising leaders of the facilities management industry to manage the implementation of the Action Agenda.

Action 19

Develop a communications strategy to increase recognition of the contribution of facilities management as an industry.

Action 20

Work with relevant government departments and agencies to identify opportunities to raise awareness of the facilities management industry and to consult on relevant government policies and programs.

ABOUT THE SYDNEY OPERA HOUSE (SOH) EXEMPLAR PROJECT

As outlined in the April/May 2005 issue of *FM* magazine, the Cooperative Research Centre (CRC) for Construction Innovation has led to the formation of a team of industry, government and research participants who will work together on the SOH FM Exemplar Project under the leadership of Rider Hunt. This exciting industry-focused research project will utilise SOH to research and create world-class FM models that will have a direct beneficial role for the Australian FM industry as well as the economy as a whole.

The SOH FM Exemplar Project research will deliver the following outcomes to the FM industry, building and business owners and the Australian economy:

- dissemination of new 'best practice' information, increasing the skill base of Australian facilities managers;
- identification and implementation of opportunities for SOH to increase the effectiveness of its FM service, delivery, procurement and performance;
- development of open standards and contractual clauses for the production of digital models and information;

- development of interactive digital facility modelling for SOH;
- development of innovative frameworks for identifying appropriate procurement options for building long-term strategic relationships while continually delivering value for money;
- benchmarking models that effectively measure and place SOH, and the documentation of this process for wider industry application of effective measurement and placement of diverse built assets; and
- demonstration of effective alignment of FM with organisational objectives as a business enabler and key component of the efficient operation of government and industry.

The project's wider appeal, and real business value to the Australian community, is how the projected models will be applicable to any type of facility. In addition the documentation of this process for wider industry application will demonstrate how effective alignment of FM with organisational objectives is a business enabler, not just an overhead, and a key component of the cost-effective management of businesses and government.

Access Economics report commissioned by the Department of Industry, Tourism and Resources; a statistical profile of the facilities management industry 2002/3. The full report is available by contacting the FMA on (03) 8346 8106 or email Fiona.Parker@fma.com.au. For more information about the Sydney Opera House FM Exemplar Project please contact Kylie Legge at m-arch communications on 0414 377 677, email klegge@m-arch.com.au or visit www.construction-innovation.info and follow the links.