



# Quality: from compliance to performance

Quality professionals around the world celebrated World Quality Week from 11-15 November, focusing on the theme of 'Quality: From compliance to performance'. Find out how some organisations celebrated – and what they learned

For more highlights from WQW 2024, go to [bit.ly/3Or5cvl](https://bit.ly/3Or5cvl)



## Camex Civil, New Zealand

Camex Civil is a civil construction company, employing around 225 people and working on land development, 3-waters, council maintenance, civil siteworks, and more.

### What does the World Quality Week (WQW) theme mean to your organisation?

This year's theme symbolises our evolution from satisfying minimum requirements to fostering a culture of continuous improvement and excellence, where quality is embedded into every aspect of our operations, driving better outcomes for our clients and the communities in which we work.

### How did you celebrate the event?

It was an opportunity to engage and educate our team in a creative and enjoyable way. Each day of the week featured interactive activities aligned with Camex's integrated management

system, including crossword puzzles, quizzes and brain teasers designed to reinforce key quality principles.

A highlight of the week was launching our inaugural Quality Awards, where we showcased exceptional people and projects, with 11 staff members presented with awards.

### What lessons has the organisation taken from WQW 2024?

Achieving high levels of staff participation in the WQW activities showed the value of interactive and fun learning tools. By connecting staff from different roles and areas of the company, we experienced how collaboration strengthens our approach to quality management. Sharing insights and best practices during the week sparked innovative ideas and a stronger collective commitment to quality.



## JDR Cable Systems Limited, UK and US

JDR Cable Systems employs more than 580 people, working in the sales, marketing, design, manufacture and field service management of subsea umbilicals and power cables.

### What does the WQW theme mean to your organisation?

A good, solid compliance programme is based on risk assessment and continuous improvement. In other words, set the rules to give structure; outline how to stick to the rules via policies and procedures; support people to follow the rules with training and education; report on results and performance; and then exceed the basic rules with enhanced performance and continual improvements.

### How did you celebrate the event?

With a series of workshops and presentations, with the aim of communicating to every employee to promote a quality culture. We also had quality-based word searches and other promotional tools, such as WQW t-shirts and banners.

### What lessons has the organisation taken from WQW 2024?

It has allowed quality and non-quality biased individuals to understand how their role can impact the business, and how it contributes to the achievement of quality strategies, policy and plans.

It has also highlighted how constant measuring and analysing can help to focus the business as it moves forward.

## Garuda Maintenance Facility (GMF) AeroAsia, Indonesia

GMF AeroAsia employs around 5,000 staff, working on aircraft maintenance, repair and overhaul.

### What does the WQW theme mean to your organisation?

It means a culture of excellence, in which we foster a mindset where every team member is committed to achieving the highest standards. Those standards can lead to fewer errors, more efficient operations, and better customer loyalty, contributing to long-term growth. By aiming for excellence, organisations can differentiate themselves in the market.

### How did you celebrate the event?

This celebration of the CQI's WQW aligns with our European Union Aviation Safety Agency (EASA) certification programme.

We used internal communications to share best practices and the importance

of quality, as well as inviting industry experts to speak about quality management and share their experiences, providing valuable insights and guidance. Workshops focused on quality improvement techniques and industry standards, and innovative practices helped enhance skills and knowledge.

### What lessons has the organisation taken from WQW 2024?

Several of the WQW 2024 webinars were very useful for our goal of achieving EASA certification. These included 'Quality begins where compliance ends' by Willy Vandenbrande ([bit.ly/4fNmSxC](https://bit.ly/4fNmSxC)) and the Quality Impact podcast episode 'Quality in motion', which gave insights on creating a culture of continual improvement ([bit.ly/3OqJJmq](https://bit.ly/3OqJJmq)).





## KEC International Ltd, India and global

KEC International Ltd specialises in engineering, procurement and constructions across diverse sectors, with 7,600-plus employees in more than 30 countries.

### What does the WQW theme mean to your organisation?

It underscores the importance of adopting quality principles to transform organisational culture from mere compliance to achieving outstanding performance. By dedicating November 2024 as Quality Month, KEC aims to reinforce quality not just as a standard, but also as a benchmark of excellence. It is a call to action for us to exceed industry norms and inspire others to follow suit.

### How did you celebrate the event?

We organised activities across our offices, factories and project sites

globally, including: a quality oath ceremony; quizzes, slogan-writing, painting, and craft competitions; a Kaizen championship to celebrate innovative ideas; interactive displays to encourage employees and customers to share thoughts on quality; customer engagement; quick learning through video reels; and awareness initiatives to deepen understanding of our quality management systems.

### What lessons has the organisation taken from WQW 2024?

It has given us an opportunity to showcase our commitment to quality, engage employees, and foster a culture of continuous improvement. These events have reinforced the significance of quality in delivering superior products and services, inspiring every team member to strive for excellence and innovation.



## NSF, UK and global

With more than 3,000 employees working with clients in 110 countries, NSF develops public health standards and provides testing, inspection, certification, advisory services and digital solutions to the food, nutrition, water, life sciences and consumer goods industries.

### What does the WQW theme mean to your organisation?

While compliance with regulatory health authority requirements is fundamental to ensuring the safety and efficacy of pharmaceutical and healthcare products, we view it as merely the starting point. Prioritising quality is not just an operational necessity, but a moral imperative. By implementing a strong quality management system, nurturing a pervasive quality culture, and continuously striving for quality maturity, organisations can significantly enhance their reputation, better serve patients and consumers,

and gain a substantial competitive edge in the market.

### How did you celebrate the event?

Our NSF Life Sciences team hosted an impactful conference titled 'Compliance to Performance' at the Royal Society of Chemistry in London. This brought together industry experts, regulators and government representatives, offering a diverse perspective on the issues facing the biopharmaceutical industry.

### What lessons has the organisation taken from WQW 2024?

It reinforced our understanding of the vast potential that technological advancements hold in ensuring and enhancing medical product quality. A key takeaway was also the importance of collaboration. To fully harness the potential of these advancements, we need robust collaboration between stakeholders, regulatory bodies, and healthcare professionals, while fostering a culture of innovation.



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