PROMOTING CSI - QUALITY PRODUCTS

Royal Easter Show

This was an excellent show of team work and positive marketing of the Department of Corrective Services to the community.

The objectives of participation this year were to:

* familiarise the public with new gaol construction
* provide an opportunity for Officer recruitment
* promote Prison Industries.

The display stand was designed by Brad Baker from the Power House Museum in conjunction with the Department’s Easter Show Committee.

The majority of the stand including the mock up cell, was installed by Prison Industries from Long Bay. Furniture was constructed by Prison Industries, Long Bay, Parklea and Grafton, with upholstery undertaken by Cessnock. A number of other products and services were displayed such as screen printed items from Berrima, book binding from Grafton, theatre garments from a range of institutions and plastic products from Long Bay and Silverwater.

Transport of the stand and display items was co-ordinated by Prison Industries Division. The exhibit was staffed by members from Recruitment, Head Office, Prison Industries, Regents Park and Officers from Parklea.

The Department’s representation was an enormous success. This was measured not only by the attendance but by the number of people who asked for more information about the Department and those who were interested in purchasing products and services from Corrective Services Industries.

Lisa Pollard, the Strategic Marketing Manager advised that everyone’s commitment toward the Department’s exhibit was overwhelming.

Lisa extends a very special “thank you” to all parties who were able to participate either directly or indirectly, in this year’s display and she looks forward to next year’s success.

Local Government Association Field Day

Corrective Services Industries attended the Local Government Engineers Association’s Field Day, 21/22nd March. An exhibition was erected highlighting Prison Industries products and providing a pictorial display of manufacturing areas at Parklea – Timber, Metal and Printing, Maibar – Plastics and Berrima – Screen/Signwriting products.

On display were a desk and furniture units and prototype visitor chairs from the Training Centre. The display which was erected and staffed by Sales Manager, Alex Fattie and Maria Chiara, Marketing Assistant, received many visits and enquiries.

It was voted “best indoor display 1990”.

A Divisional “thank you” to Warehouse Manager, Bob Sharma for his transport organisation and driver, Bill Forsyth for his expert delivery.

Photo: Alex Fattie on the CSI Stand featuring the "best indoor display" award.
CSI Promotions

A number of advertising promotions have been initiated recently, with a view to reaching a wider pool of potential customers who are interested in quality products at a competitive price. These new promotions include:

- **N.S.W. Public Service Notices** - two front page advertisements of CSI Plastics Products. The resultant orders are being monitored to establish the effectiveness of the promotion and further advertisements are planned.

- **Federated Municipal & Shire Council Employees’ Union of Australia (N.S.W. Division)** - A CSI advertisement in the 1990 “Safety Handbook” which is distributed to all union members.

- **Australian Purchasing & Supply (the Official Magazine of the Australian Institute of Purchasing and Supply Management)** - “Industry Behind Bars” was the March/April 1990 cover story. This comprised an informative 3-page article, with the front cover featuring a CSI office furniture setting.

Additional promotions will be facilitated once the following two marketing positions are filled:

- Promotions Manager
- Sales Manager (to focus mainly upon furniture and general items).

The appointments to these two positions are currently in progress.

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CSI Toys

“Excellent value for money”

Long Bay W.P.U. manufacture a great range of toys which Prison Industries promoted in March at an Early Childhood Conference at the University of New South Wales.

The interest and demand generated by the toys was remarkable.

The toys: rocking horses, kangaroos, ducks, trains, trucks, mobiles and high chairs, to name just a few, are excellent value for money, very attractive, brightly coloured and sturdily made for safety and durability.

These toys not only stimulate, but the magic will endure and delight the child in all of us.

If you need toys or wish to know the prices — contact C.S.I. Sales on 644-4966 or P.O. Box 116, Regents Park 2143.
Quality Assurance Policy

The policy of Corrective Services Industries is to provide products and services exactly as specified, defect free, priced competitively, and delivered on time.

Angus Graham
Director General

Wayne Ruckley
Executive Director
Prison Industries
HUMAN RESOURCE DEVELOPMENT

STAFF DEVELOPMENT PROGRAM FOR INDUSTRIES OFFICERS

PRODUCTION PLANNING AND CONTROL COURSE
A Production Planning and Control Course for Prison Industries Officers is being developed with the University of Technology. This 5-day program will initially be offered to all Industries Managers and Officers in Charge of Workshops. A Certificate from the University will be awarded to Officers who complete the program. The first course, for Managers, will take place on 13, 19, 25, 26 & 27 June 1990, followed by two further courses scheduled for July/August 1990 – dates to be advised.

CSI TRAIN-THE-TRAINER COURSE
The 3rd CSI Train-the-Trainer Course was conducted at the Academy in February 1990. The following Officers successfully completed the course:

Ray Anderson, Parramatta; Syd Bowers, Parklea;
Jim Cowan, Long Bay; John Duncan, Parklea;
John Godfrey, Maitland; Margaret Lightfoot, Regents Park;
Terry Mannion, Long Bay; Ernie Piccirilli, Regents Park
Kathy Robertson, Mulawa; Doug Thorn, Regents Park;
Rod Vile, Oberon Las Williams, Parramatta.

Currently the program is targeting those workshops where Pre-Works Skills training programs are to be undertaken, as well as endeavouring to have a spread of Train-the-Trainer trained officers around the State, so as to cater for the implementation of Prison Industries on-the-job training packages. THE NEXT COURSE IS NOW SCHEDULED FOR 28TH MAY TO 4TH JUNE 1990.

OCCUPATIONAL HEALTH AND SAFETY PROGRAM
Several O.H. & S. videos will be purchased in the 1989/90 financial year. These videos will be available to all workshops and overseers for on-the-job training. The TECHNICAL SKILLS WORKING GROUP, comprising Joyce Broughton, Margaret Lightfoot, Brian McNamara and Doug Thorn from Regents Park, Jim Kirby from Silverwater and Graham Chasseing from Long Bay, will select the videos. The major function of this Working Group is "TO DEVELOP AN UP TO DATE AND INNOVATIVE PROGRAM OF TECHNICAL SKILLS TRAINING, TO ACHIEVE/MANAGE ACCEPTABLE STANDARDS OF CONTEMPORARY TECHNICAL PROFICIENCY".

Any enquiries regarding the above Staff Development Programs should be directed to Joyce Broughton at Regents Park on (02) 644 4966.

TOTAL QUALITY ASSURANCE

A video package "WHY QUALITY" has recently been purchased by the Prison Industries Division - an on-the-job training program using this package will be implemented statewide in the new financial year. A fundamental message of the package is that QUALITY IS EVERYONE'S RESPONSIBILITY. Enquiries about this program can be directed to Joyce Broughton, Development Manager (Staff/Communications) on (02) 644 4966.

Margaret Lightfoot, Vocational Training Manager, attended a Total Quality Management Forum which was recently run by Australian Airlines. As total quality assurance is a concept which needs to be taken on board by all of us working in Prison Industries, Margaret has provided the following rundown of the forum, as a thought provoker:

The focus of the forum was on Staff/Staff and Staff/Customer communications, positive thinking and positive reinforcement in the workplace.

Australian Airlines uses the philosophy "To maintain productivity and performance you have to obtain a competitive edge through excellent service". Customer satisfaction is a priority for the airline. Using customer feedback they identified areas of customer relations problems and developed programs to rectify them. Using a variety of staff training and communication strategies and customer relations programs, the organisation built up staff morale and their credibility in the area of the four P's:

Punctuality = On time staff performance
Promises = Delivery on promises

Problems = Responding effectively and efficiently, how we react to problems is important
Personal = Treating everyone as an important Service individual

The adoption of a slogan, 'Focus on People' gave them a focal point to build on.

The organisation's success is based on a two way communication process, from management down and frontline staff up, and on positive thinking and positive reinforcement. The Airline implemented a nationwide suggestion box scheme whereby all staff were encouraged to submit suggestions.

Responsibility was placed on Managers to keep staff 'in touch' with each other and with the organisation. Managers were made accountable but emphasis was placed on their need for training programs. The program led to a Management 'Leadership Statement' and Communication video which was circulated to all staff.

Australian Airlines attributed the success of the program to five major strategies:

- Group decision making
- Working through normal management structure
- Relaxed atmosphere
- People focus
- Good communication network.

The general feeling was that communication, positive thinking and positive reinforcement is the basis of quality management. While the strategies used would not be possible in all organisations the theory is applicable anywhere.
PROFILE:
The Parklea Metal Industry

The Metal Product Division of Prison Industries at Parklea covers 4 areas of employment:
- welding
- sheetmetal
- fitting and machining
- metal fabrication.

The workshop employs 35 maximum security inmates. The production in the workshop varies widely, from making mineral core boxes for the Department of Minerals and Energy to producing student desks for the Department of TAFE and Colleges.

The Parklea Manager of Industries, Rod Hillian, is proud of his Officers' qualifications and skills, and of the workshops' endeavours in saving money for the Department by producing their own tooling and die setups. A particular tooling die and jig for the manufacture of Department of Education chairs were produced and represented a saving of approximately $5,000 on what it would have cost to have made outside.

Rod Hillian stated "it has been my experience that the metal workshop has attained excellence by demonstrating a professional attitude in the performance of manufacturing and meeting all the requirements placed on it by the Department".

ALAN PRICE, Overseer joined the Department in 1985, after 25 years as a skilled tradesman in the metal industry. He is a qualified mechanical engineer and has a vast range of toolmaking experience including producing items for the Department. Training prisoners in metal based skills such as welding, fitting and machining, is a key function of Alan's role, as is ensuring that the quality criteria for production are met.

For relaxation, Alan's interests are golf, painting and genealogy.

Alan recognises that the valuable role of an Overseer is centred upon a combination of being a first-class tradesman, plus having the people-skills to deal with prisoner work motivation.

Overseer MAURIE FLOOK recognises the importance of Overseers establishing a good working relationship with prisoners.

As an Overseer Maurie is responsible for the training and instructing of prisoners in sheetmetal work and welding. Prior to joining the Department in 1983, Maurie was employed for 20 years as a first-class sheetmetal worker building up considerable knowledge and skill.

Maurie is also keenly involved in modal design and motor racing history and holds honorary offices in clubs associated with these hobbies. For a period he was also the lead drummer in the Corrective Services Band.

BOB GERDTZ'S 20 years' service with the Royal Australian Navy has provided a good trade background for his current job as Senior Overseer in the Parklea Metal Products Industry. Bob's diversity of experience with the Navy as a fitter and turner in charge of machinery and boat maintenance, and as a Chief Petty Officer, is added to his 6 years employment at the Shell Oil Refinery and several jobs with heavy equipment.

Bob's background of practical know-how and good people skills are highly relevant for assisting the A.S.I. in staff supervision and in the training of inmates, plus the quality control of finished products.

JOHN McGEEHAH, Assistant Superintendent Industries, in charge of the Metal Products Industry at Parklea, has been with the Department since 1975.

John has trade qualifications and experience as both a boilermaker and a plasterer, plus welding experience. His experience, fire-fighting with the N.S.W. Fire Brigade, plus his skills in First Aid (a St. John's First Aid Instructor) are also a great asset. John is presently in charge of emergency fire response and training at Parklea, and also puts in extra time to instruct officers in First Aid.

John has been in the Army Reserve Engineers for 13 years. His skills and experience are very apt for the training of both officers and inmates.

CONGRATULATIONS
from Bob Sharma, Warehouse Manager, Prison Industries Division, Regents Park.

Mr Dick Wye, A/Superintendent of the Corrective Services Academy's Pre-Service Training Unit was impressed with the fine quality of the 33 items of bedroom furniture from Grafton Timber Products, plus the promptness of supply to meet the Academy's accommodation needs. He stated that he was pleased to receive the furniture in such good time and condition and extends his congratulations to Ray Campbell for professionalism shown in packing and delivery. The Principal of the Academy, Mrs June Heinrich, also extended her thanks to the Executive Director of Prison Industries for the quality of the furniture items, plus, the 'on-time' delivery.

John Short, Prison Industries Driver, completed 15 years of service in April - Bob Sharma extends congratulations to John, on behalf of the management and staff of Prison Industries, recognising John's good efforts and that he has "mostly maintained his sanity".
RESEARCH IN PROGRESS
Prison Industries and Post-Release Employment

In response to a request by the Director of Prison Industries the Research and Statistics Division of the Department is conducting research into the effects of working in Prison Industries on the post-release employment experiences of offenders. The study looked at the Industry Divisions of Metal, Timber and Upholstery, at four gaols (Training Centre, Bathurst Gaol, Cessnock Corrective Centre and Parklea Prison).

A cross-section of inmates, working in prison industries and the services section of the gaols were interviewed. The results of these interviews suggest that work in gaol has positive advantages for the welfare of inmates while incarcerated, and for the orderly management of gaols. All inmates interviewed thought that working in prison was a helpful way of passing the time. Some inmates also said they found the work satisfying and most said they had learnt new things. The most common complaint was that the wages were too low.

Approximately half the inmates spoken to said they would consider working in the industries they were working in outside gaol after release. However, many officers stated that the short time spent by most inmates in workshops curtailed the possibility of training them to a standard where they possessed employable skills. This observation by officers was confirmed by an analysis of the number of days worked by offenders in work locations. In all workshops except those at Parklea, at least 50% of prisoners had worked for less than 57 days, or about two months. In three workshops 50% of inmates had worked for less than 30 days or about one month. At Parklea 50% of inmates worked for less than 113 days in the Metal-shop and less than 110 days in the Cabinet-shop.

The study is now well into the second stage and parolees who have worked in industries whilst in gaol are now being interviewed in relation to their employment since release.

If anyone has any questions about the research they can contact Judy McHutchinson on 289 1593.

Judy said she wants to thank those industrial officers who took the time to take her on a tour of their workshops and explain the function of the various machinery as this has assisted her in achieving more effective communication when interviewing parolees and employment officers.

New Industry at Parramatta Gaol
UPHOLSTERY PRODUCTS

The Parramatta Gaol Upholstery Workshop was officially opened by the Minister for Corrective Services, Mr Michael Yabsley, on 30th March, 1990.

The workshop is staffed by three very experienced officers - Senior Overseer, Les Williams and Overseers Tony Maxwell and William Bell. With a profile of 45, there are currently 30 inmates employed – an excellent achievement over five weeks of operation.

This large workshop is well set up and well equipped with the latest sewing machines and sandblasting facilities; a significant amount of the work is done with hand tools.

Refurbishment work for the Sydney metropolitan area is currently the mainstay of the workshop. Negotiations are under way with the Government Supply Department regarding a large tender for new chairs.

A Bundy clock system is operating well in the workshop (the first installed in our workshops statewide) and there is a keen response by inmates to gain employment. A double shift is under consideration.

Congratulations to the Governor, Mr John Carruthers and all Workshop Officers and inmates for the well organised facility which has been established.

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STAFF APPOINTMENTS AT PRISON INDUSTRIES DIVISION

PAUL KEEN has been appointed to the Development Manager (Prison Services) position, following the retirement of JOHN PAYNE.

RENU GANGOPADHYAY has been appointed to the Senior Accounts Clerk position, responsible for accounts receivable.