



# One-day construction industry seminar

ARE you doing all you can to effectively manage your construction business?

Do you need some down to earth and straight forward advice on how to effectively manage your construction business and make improvements that will underpin success?

According to Federal Construction Management director and experienced business advisor to the private and government sectors, Graham Coyle, most firms just don't do the important, simple things that they should be doing.

"Many private sector firms have little appreciation of how governments do business," Mr Coyle said.

"They have only a vague idea of what the government is seeking from their contractors and service providers."

Mr Coyle has developed a special one-day construction seminar, called *All in a Day's Work*, to convey essential management strategies for success in construction.

"There are several simple steps to take in order to position your firm to gain maximum benefits from the opportunities that are out there," Mr Coyle said.

"To do business for governments direct or for a head contractor/project manager, smaller firms will need to have a sound appreciation of these requirements and to



**Opportunity:** *All in a Day's Work* is a special one-day construction seminar that offers management strategies for success in construction.

demonstrate their compliance in these areas.

"When I ask my clients what are their statutory obligations and how do they manage business risk, they often just look blankly back at me," he said.

Since October last year, Mr Coyle said there had been a steady, significant reduction of staff numbers in design firms nation wide.

"That will translate to a significant reduction in major privately funded projects and in reduced demand in the building and construction industry, in the short to medium term.

"Accordingly, the available work will reduce in the private sector and due to recent government programs, we will see an

increase in the government sector works."

Firms will have to work smarter to be competitive in tendering for and performing government capital and maintenance works.

If you are an established contractor, Mr Coyle said this seminar would give you the opportunity to "resharpen the saw", review your current system and practices and refocus to ensure you optimise your opportunities and realise successful project outcomes.

Your existing and new staff will benefit from a structured overview of the tried and proven, yet simple and effective, management strategies that realise improvements and are vital to business success.

One of the best learning methods is using case studies, Mr Coyle said.

"They show in a context most readily understood, the benefits and pitfalls that can result from effective management or the lack of it."

One of the key-note speakers at the seminar, Fairfield City Council city works manager Mick Raby, said if you were seeking to enter into, or do more business with government, you couldn't afford not to take action.

Mr Raby is an engaging and knowledgeable presenter.

Titled *Effectively Doing Business with Government*, Mr Raby's talk will provide valuable perspectives and insights on doing business

with the government. Mr Raby said there were key lessons that were common across all types of projects.

"Whether they be roads and infrastructure projects, buildings and assets works maintenance, or whether it is in general procurement, purchasing and maintenance of all plant and equipment, the lessons to be learnt are nearly all the same."

Having worked as a small, single trade contractor in the private sector, Mr Raby said he appreciated most of the issues that arose from dealing with governments.

"I have a strong empathy for the contractors. I know the challenges that small and larger contractors face in the building and construction industry."

"If you want to obtain invaluable tools and templates and have these applications demonstrated, you would be mad to miss out. These opportunities don't come by every day and now is the time when most firms will need these the most," Mr Raby said.

The one-day, *All in a Day's Work* seminar will be held at the Master Builders Association, 1 Iron Knob Street, Fyshwick on Monday, May 4. For more information on the seminar, visit [www.federalcm.com.au](http://www.federalcm.com.au) to download the flyer and registration form or contact Conference Solutions on (02) 6285 3000.

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