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**Strategic Asset Management**25 New Britain Avenue  
Unionville, CT 06085P: (860) 675-0439  
F: (860) 673-2005  
[www.samicorp.com](http://www.samicorp.com)

Strategic Asset Management Inc. (SAMI) Kicks off the Design Phase of Asset Health Care Stage 1 at CSR Sugar

**July 18, 2008-** The management consulting firm, Strategic Asset Management Inc. (SAMI) has completed the Assess and Plan stages and moved into the Design Phase at CSR Sugar in Queensland, Australia. The purpose of this phase is to develop a single, consistent way of improving how assets are managed across all of CSR Sugar, while still recognising the unique equipment at each mill.

The first Steering Committee meeting was held on Wednesday, July 16<sup>th</sup> where the Design Team formally presented a team charter, a logo and rationale for a CSR Sugar maintenance strategy. This first meeting went very well as the standard of presentations was high and all presentations were accepted by the Steering Committee.

In addition to this first meeting, the Steering Committee members, including site managers and the Design Team, have gone through a business simulation exercise. This exercise featured a manufacturing enterprise with production, maintenance, materials and finance functions to demonstrate the business impact of the various ways maintenance is delivered in organisations. All participants, even the very experienced people, learned a great deal from the simulation. Further simulations will be held in the coming weeks.

A current function of the Design Team is to engage in discussions with various site personnel as a way to obtain realistic feedback on current processes. The feedback received will be used to create proposals (and formulate the thinking behind these proposals) to be presented to mill personnel. Using the feedback from site personnel ensures that the Design Team will obtain realistic feedback from the people who will actually use the final processes formulated from the design phase. This will ensure the best chance to “get it right” when the design is finalised in late September.

This communication and feedback between the Design Team and site personnel will continue every week through the 13 weeks of the design phase. In addition, a number of selected individuals from different sites will also have the opportunity to spend time with the Design Team every 2-3 weeks, to increase overall understanding.

For more information on this project or any of the SAMI methods and models please contact:

Amber Loukoumis  
Senior Marketing Coordinator  
[aloukoumis@samicorp.com](mailto:aloukoumis@samicorp.com)  
+1 (860) 675-0439

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