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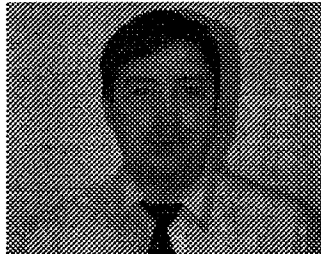


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REPORT FROM THE CHAIR



Welcome to the first of six scheduled issues of Uplink** for 1995. To those of you who are new readers and members of the IEEE I hope that you find that this news letter provides you with timely information concerning local activities.

Other articles are regularly contributed by members of the Victorian Committee but are not the exclusive right of committee members. I would welcome other contributions and any other feedback on published articles from the readers out there on an ad-hoc basis. An editorial committee will ensure that the articles are suitable for publication. Remember that important reasons for the committee's existence are to serve and communicate with the membership.

Some ideas for publication include commentary on some developments in your work place or area of expertise, experience in a novel project, interesting electrical engineering photographs, book reviews, light hearted treatment of electrical engineering, puzzles with an engineering flavour (you could withhold the solution until the next issue) or commentary on an item of electrical engineering of historical significance to name a few.

The Section and Chapters will be busy throughout 1995. Any assistance that you as members can provide directly with the programmed activities, attendance, support and constructive feedback all go a long way to making their work all the more satisfactory. In addition to the Communication, Computer, Laser & Electro-optics (LEO), Power and Engineering Management activities a proposal is being considered and strongly supported for a new Power Electronics chapter.

Some thanks must be offered to my predecessor Mr. A.E. Gascoigne who has stepped aside as chairman but remains on the committee 'formally' as treasurer and 'informally' as auditor of quality and specialist in good taste. The IEEE owe him a great deal for his seemingly endless enthusiasm for professional involvement and high standards of performance.

This will be a good year for the IEEE Victorian Section and its membership. I hope that you are able to enjoy what my colleagues and special guests provide during 1995.

Harry McDonald, Section Chairman

ISO 9000 CERTIFICATION AND THE GAME OF FOOTBALL

Many companies are going ahead with Certification to an ISO9000 series standard because the market place is demanding it. But such a standard, or model for quality assurance, is important to the consumer and to the company alike. Imagine trying to compare teams playing football if different football pitches were used at each venue and different rules applied at each game. Consider the following analogy:

THE GAME OF FOOTBALL	THE GAME OF ENTERPRISE
SPECTATOR NEEDS AND EXPECTATIONS	CUSTOMER NEEDS AND EXPECTATIONS
Raison d'etre of the club	Raison d'etre of the enterprise
A HIGH QUALITY GAME	A HIGH QUALITY PRODUCT OR SERVICE
99.7% of Spectators have basic Hunter-Gatherer survival needs for blood, guts and excitement satiated (Six sigma)	99.7% of Customer needs and expectations are satisfied (Six sigma)
LEAGUE STANDARD	ISO 9000 STANDARD
Standard Pitch, Rules and Regulations - A Model for Quality Assurance (QA)	Standard SHALL do's known to be necessary pre-conditions for Quality - A Model for Quality Assurance (QA)
QUALITY MANAGEMENT SYSTEM	QUALITY MANAGEMENT SYSTEM
Documented club structure, processes, culture, environmental factors and QA records (Action replays, etc)	Documented company structure, processes, culture, environmental factors and QA records
THIRD PARTY UMPIRES	THIRD PARTY AUDITORS
Independent verification of conformance with the League standard	Independent verification of conformance with the Quality Management System
THIRD PARTY CERTIFICATION	THIRD PARTY CERTIFICATION
League Membership	Independent verification that the Quality Management System complies with the ISO9000 standard
CLUB COACH	CHIEF EXECUTIVE OFFICER (CEO) COACH
Coaches the Team towards profitable operations through the patronage of satisfied Spectators	Coaches the company towards profitable operations through the patronage of satisfied Customers
NOTE	NOTE
League membership is a necessary condition to compete. Success at the game requires something else.	Certification is becoming a necessary condition to compete. Success in the Market Place requires something else.

If companies are burdened by the need for ISO 9000 Certification it is because they do not realise that the idea is to continuously improve from a documented base-line. They try to align their practices to the system rather than try to align the system to their practices. A subtle point but a make-or-break one.

The main thrust of Certification is to be able to demonstrate control over company operations that impact Customer needs and expectations. In this way the Customer can feel some level of comfort that the company has not taken it's eye off the ball.

In an increasingly competitive market place only the very best companies will win the loyalty of consumers. A Quality Management System is therefore essential to the CEO Coach so that he has visibility into the workings of the team and, by reviewing quality records in the equivalent of an action replay, he can gain an overview of what is happening and correct or improve the situation before the next clash with the competition. **Chris Dobson**

PASSAGE TO PHUKET The Ruminations of a Region 10 Renegade

I checked into the Sheraton Grande, Laguna Beach, Phuket, at 0845 on Saturday morning. It certainly was a grande hotel, spread over a wide area in country-club style. Lush tropical vegetation, gardens, lakes and waterways, the whole works. I didn't get to see the beach, but I suspect that some saltwater crocs may have a proprietary interest in it.

I was contemplating taking some refreshing ablutions in the monster sunken bath when the phone rang. "Mr. Gascoigne, your meeting is about to start", said the honeyed voice. "Rats", I thought. "If they want me now they can't have me smelling fresh as a daisy". Scrambling for briefcase and files and notes, I stomped

downstairs to the boardroom, not too late, but not too clean either.

We worked diligently all day, if you can call wordy debate work. We had time out for a man-sized lunch, served in a glass walled restaurant overlooking a lake. Interestingly, all the birds seemed to have gone off to lunch at the same time - there was nothing airborne in sight. I guess they resented being gawked at by an illustrious bunch of EE's. On the other hand, perhaps they had been grounded by a maintenance strike.

It was not until almost 18:00 that I was able to try out the large outdoor swimming pool. By that hour most of the poolside set had transferred to the cocktail bar for

pre-prandials. To unwind, I had a race with my Queensland colleague, but we found it hard to swim in the narrow, curving, channel which formed the pool extension at one end. You'd have to have one arm much stronger than the other, like those old cars with brakes that always pulled to one side. Leaking fluid on the brake shoes, and all that. Come to think of it, the pool water did taste a bit like brake fluid!

The previous night had been the exciting part. Arriving at Bangkok International Airport at a few minutes to midnight on a hot January night is a sight to make your eyes sore. Well, the rest of me was sore after being cooped up in the aircraft all day, so I suppose there's some consistency in that. The arrival hall was packed with more people than you could cram in the MCG. My travel itinerary said that I would be met for transfer to the hotel. What they meant was that someone would know the hotel telephone number if you asked for it. "Coming now, sir. Right away, sir. No worries". I got tired of waiting and took a taxi.

Arriving at the Comfort Hotel (it wasn't at all comfortable) I asked the taxi driver for a receipt. This caused a deal of confusion, not to mention embarrassment. The taxi driver seemed to think I was a Fed. or something; he promptly returned 50% of the fare. When I persisted with my request, he went into a huddle with the policeman stationed in the hotel foyer, before finally producing a piece of paper which I had to sign. They don't have much use for receipts in those parts.

The next morning, on the flight down to Phuket, we were served breakfast-in-a-box. The brekkie wasn't much chop, but the cardboard box left a pleasant after-taste on the middle palate. I think the boxes may have already seen service with Colonel Sanders. A Japanese man near me started collecting a bag full of unused sauce containers from his colleagues. The gentleman evidently had an addiction problem.

In mid-flight the Captain came on the tannoy to apologise for the mosquitos on board. It seems they had

been there all night to qualify for a cheap excursion fare. Just how they got into the cabin in the first place, the Captain didn't explain. Maybe there is a mosquito liberation lobby operation out of Bangkok. Anyhow, I didn't meet any of them, so perhaps the mozzies in Thailand are allergic to Aussie blood.

On Sunday morning I had a leisurely breakfast and pleasant conversation in the glass-walled restaurant. My Queensland colleague, a solidly-built lad, had an appetite like Clancy with his shearing mates. Still no bird life. "Are they all strict sabbatarians?", I wondered. Emerging from the breakfast place, I came across a large, dark, quasi-static shape. "Help, help", I thought, "A horrible heffalump". "No, no", I exclaimed as I approached, "Two horrible hoffalumps". A three year old, about chest high to a man, and a mere babe of 12 months, knee-high to a mona or toe-high to an elephant. Both were squeaky-clean and in the care of an equally well-groomed handler. They were evidently regular hotel guests, but I didn't get their room number.

Baby wasn't saying much, perhaps they'd drugged its milk bottle. Her older sister on the other hand was full of adolescent verve. First, she wanted to kiss me with the end of her trunk. I declined with thanks but noted the compliment anyhow; (some females find me simply irresistible). Then, slightly miffed at my stand-offishness, she started to pick her teeth with the kissing end. Finally, becoming a bit bored with my company, she started to amble off.

"Come to heel", (or words to that effect), snapped her handler in Thai. She immediately went into reverse, without any grating or clunking noises, which proves that elephants have all-synchro gearboxes. Her back-up beeper wasn't working, though - she could have mangled someone. I hope her third-party insurance is paid up. I told her I'd look her up next time I'm in Phuket.

Tony Gascoigne

Proposal for a Power Electronics Chapter

Members are invited to express interest in the inauguration of a Victorian Power Electronics Society Chapter and related activities. This invitation is open to all members with any interest or concern in power electronics. Involvement and suggestions for possible speakers, activities, and topics are welcome from, for example, members of the Power Engineering, Industry Ap-

plications, Industrial Electronics, Vehicular Technology, Consumer Electronics, Aerospace and Electronic Systems, Electromagnetic Compatibility and Magnetic Society members.

Please contact Doug Purton at Switch Mode Power Conversion Pty Ltd, 37 Scanlan Street, Berwick 3806, Phone (03) 707 2326, Fax (03) 796 1645

Workshop on the Teaching of Power Electronics

An international workshop on the teaching of Power Electronics, Melbourne 4th to the 6th of July, 1995 will be hosted by the Centre for Electrical Power Engineering at Monash University in conjunction with the IEEE and IEE. It will provide a forum for academics, researchers and practicing engineers in Power Electronics from around the world.

Presenters will include Professors Tom Lipo, Don Novotny and Luigi Malesani.

Enquiries may be directed to Mr. Grahame Holmes, CEPE, Monash University, Wellington Road Clayton, 3168. Tel: 03 905 3454 Fax: 03 395 3454 Email: Grahame.holmes@eng.monash.edu.au

SECTION REBATE SCHEDULE

From time to time we print details of the Section Rebate Schedule used by IEEE headquarters. This is the formula by means of which a portion of the membership dues is returned to each IEEE section which meets certain minimum operating requirements. The current schedule has been the subject of some controversy because, unlike the preceding scheme, it does not directly reflect the level of activity in a geographic unit. Essentially, a section which conducts 10 technical meetings is eligible for the same rebate as a section which conducts 100 meetings. While at first sight this may seem unfair, it eliminates the mock-meetings and frivolous activities for which rebate claims may have been made hitherto.

The present schedule is quite likely to change again within the next year or so. We will report further as the various issues of strategy and policy are debated (and hopefully resolved) at the IEEE corporate level.

COMPUTER SOCIETY NEWS

The society's information server is accessible through a GOPHER user interface (info.computer.org) or through a World Wide Web client (<http://www.computer.org>).

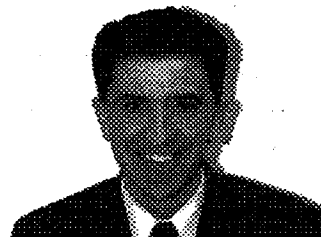
A wealth of information about society products, services, and publications is available, including article abstracts from Computer Society magazines and transactions *and* from CS Press conference proceedings, publications, selected TC newsletters and calls for papers.

From the CS Report to Members, Nov. 1994.

COMMITTEE MEMBER

Robert Slaviero

Robert Slaviero is General Manager of Signal Processing Associates, a company specialising in the research, design and development of Digital Signal Processing based data/telecommunications products and services. Robert is responsible for project management, strategic planning, business, financial, commercial and administrative issues. Robert has thirteen years of experience in the hardware and software engineering design of electronics, computer and telecommunications equipment, as well as technical and business management.



Robert has a Bachelor of Engineering Degree in Electronics Engineering and a postgraduate Diploma in Digital Computer Engineering from the Royal Melbourne Institute of Technology. He also has a post-graduate Diploma in Management Systems as well as a Master of Business in Information Technology both from the Swinburne Institute of Technology. Robert's research interest is in the field of neural networks in which he is currently undertaking a PhD. He has written and presented a number of technical and research papers. Robert is currently the secretary of the IEEE Victorian Section and is the Engineering/Electronics Industry Representative and member of the Box Hill College of TAFE Council.

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Next deadline for submissions: 15 April 1995