

## CASE STUDY

# SGS ACADEMY SUPPORTS AIBD FOR CONTINUOUS IMPROVEMENT TO ACHIEVE WORLD-CLASS STANDARD OF EXCELLENCE

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### AIBD, A ONE-OF-A-KIND REGIONAL ENTITY

The Asia-Pacific Institute for Broadcasting Development (AIBD), established in 1977 under the auspices of UNESCO, is a unique regional inter-governmental organisation servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. It is hosted by the Government of Malaysia and the secretariat is located in Kuala Lumpur.

The Institute currently has 26 member countries as its Full Members and almost 80 Affiliate Members. The Institute has more than 50 partners ranging from Asia Pacific, Europe to North America. The developmental needs of the member countries are given special priority in the activities of the Institute. AIBD is mandated to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and resource development.

The Institute seeks to fulfil this mandate by mobilising the intellectual and technological resources available within the national broadcasting organisations of its member countries, as well as regional and international bodies, through a well-established infrastructure and networking mechanism which



includes government agencies, non-governmental organisations, institutions of higher learning, the private sector and individual professionals.

### AIBD LEADS THE WAY

AIBD was initially awarded the Quality Management Certificate, ISO 9001:2003 and ISAS BC 9001:2008 in 2009 as a reflection of its competence and credibility towards pursuing initiatives for media development in the Asia-Pacific.

Issued by the Geneva-based Media and Society Foundation (MSF), the certificate remained valid till June 15, 2012 and covered activities such as training, consultancy, publication, content production, and conference and workshop organisation.

In 2012, AIBD engaged SGS (Malaysia) Sdn Bhd to recertify them in compliance to the requirements of ISAS BCP 9001:2010, which

would be valid until October 2015. The certificate encompasses AIBD's quality management systems and its core activities in training, consultancy, publication, content production, and conference and workshop organisation.

The ISAS BCP standard is a universal quality management standard for broadcasting and the press. MSF created the ISAS BC 9001 standard for broadcasting in 2003 and was the main impetus behind the creation of the ISAS P 9001 standard for the press in 2005. Its ongoing role consists of maintaining standards and promoting related certification systems worldwide. In 2010, the Foundation merged the two existing standards into one covering broadcasters, the press and new media under the reference ISAS BCP 9001: 2010.

The MSF initiative is a concrete response to broadcasters' demand for independent evaluation and recognition of their quality management systems in order (1) to benefit from unbiased, external reviews of their services and productions; and (2) to create an ongoing process ensuring that the highest standards of quality would continue to be pursued in terms of:

- Service to listeners, viewers and the general public.
- Service to the society in which they operate, notably by promoting the free flow of information essential to democracy.
- Services to other important stakeholders, including staff and advertisers.



**SGS**

## THE ROUTE TO EXCELLENCE

AIBD continues to push forward as a Centre of Excellence for media development, even after achieving the ISAS BCP 9001:2010 certification. The continuous improvement process by AIBD's stakeholders, partners, and delegated staff members of the Institute reflects the importance of ensuring the credibility of evidence to maintain the quality management system.

This is in line with AIBD's objectives to create, innovate and strengthen AIBD's activities, precisely define and share responsibilities, make the institute's functional system sustainable, attract and increase the number of new members, partners and sponsors and reinforce AIBD's image of credibility, trust and confidence from a global and local standpoint.

Aside from annual surveillance audits from SGS to ensure that the efficiency and effectiveness of AIBD's operations continue to achieve the requirements for its services to AIBD's members and partners within the scope of its policy and objectives, SGS also provides annual training to AIBD via the SGS Academy training centre.

The SGS Academy is a professional training entity directed towards nurturing talent and enabling continuous organisational progression to meet local training and talent development needs. One of 35 Worldwide Centres of Excellence, the SGS Academy Malaysia offers over 110 training courses across 18 categories, leading to formal qualifications. SGS Academy's training empowers the individual, while also recognising and formalising their skills and knowledge through education.

## WORLD-CLASS TRAINING WITH SGS ACADEMY

On a yearly basis, AIBD engages the SGS Academy to provide all of their staff members with a two-day ISAS BCP 9001:2010 Internal Audit training. These highly interactive sessions were led



by an SGS Academy trainer with over 24 years of 'hands-on' experience in a number of quality management systems audits and audit training programmes.

*"We received, during the Internal Audit training session, a detailed explanation of the ISO 9001:2008 and ISAS BCP 9001:2010 standards and the requirements of the quality management systems. The trainer even detailed for us, the audit cycle; from the preparation stage to performing an internal audit and also included techniques and styles of questioning to reporting on non-conformances and writing of effective reports. This all comes with practical examples and real-life scenarios as well,"* said Mr Yang Binyuan, Director of AIBD.

*"It is an invaluable training session for all AIBD staff, and in particular for those who we expect will be functioning as lead auditors for the upcoming internal audit. The training serves as a preparatory exercise and helps them to be refreshed on the Quality Management standards along with its newly added clauses, and to familiarise with and fine tune their auditing skills."*

*"In addition, with the help of the trainer from SGS, we are able to identify areas in our current management system for further improvement, either in procedures or documentation. We are very thankful for the invaluable expertise provided by SGS for our training programme. It greatly benefits the staff of the Institute,"* continued Mr Yang.

## WHY SGS

As the leader in professional training, we draw on our years of worldwide experience to provide effective learning and development opportunities. We make a difference to individuals, teams and businesses, nurturing talent and enabling continuous organisational progression. Our specialists partner with course participants, identifying improvement objectives and supporting the professional journey.

SGS is the world's leading inspection, verification, testing and certification company. SGS is recognised as the global benchmark for quality and integrity. With more than 80 000 employees, SGS operates a network of over 1 650 offices and laboratories around the world.

Enhancing processes, systems and skills is fundamental to your ongoing success and sustained growth. We enable you to continuously improve, transforming your services and value chain by increasing performance, managing risks, better meeting stakeholder requirements, and managing sustainability.

With a global presence, we have a history of successfully executing large-scale, complex international projects. Our people speak the language, understand the culture of the local market and operate globally in a consistent, reliable and effective manner.

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