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COMMUNICATION TO SASQ MEMBERS AND STAKEHOLDERS

WORLD QUALITY WEEK 2026

(9th – 13th November 2026)

Theme: "Quality: Powering Performance"

Dear SASQ Members, Partners and Quality Stakeholders,

The Southern African Society for Quality (SASQ) invites its members, industry partners, organisations and the broader quality community to actively participate in World Quality Week 2026, taking place from 9 to 13 November 2026, under the theme "Quality: Powering Performance."

This annual global initiative provides an opportunity to raise awareness of the contribution that quality makes to organisational success, customer satisfaction, innovation and sustainable performance. World Quality Day will be celebrated on Thursday, 12 November 2026, during this week.

Why Does World Quality Week Matter?

Quality is often associated with inspections, audits, procedures and compliance with standards. However, its real value extends far beyond these activities.

Quality is a strategic driver of organisational performance. When effectively integrated into leadership, strategy and everyday operations, quality helps organisations to:

- Improve productivity, efficiency and profitability.
- Enhance customer satisfaction, loyalty and confidence.
- Reduce waste, errors, rework and unnecessary costs.
- Strengthen innovation, problem-solving and continuous improvement.
- Improve risk management, resilience and organisational sustainability.
- Develop a culture of accountability, responsibility and performance excellence.

The theme, *Quality: Powering Performance*, challenges organisations to consider how quality can contribute directly to their strategic objectives and business results. Quality should not be viewed as the responsibility of one department or simply as a requirement for certification. It is a shared responsibility that must be embedded in the way organisations are led, managed and operated.

For South Africa and the African continent, quality also has an important role to play in strengthening competitiveness, supporting industrial development, improving public services and enabling organisations to compete in regional and international markets.

How Can Your Organisation Participate?

SASQ encourages organisations of all sizes and across all sectors to use World Quality Week as an opportunity to promote quality, engage employees and demonstrate the value of quality management.

Possible activities include:

- Leadership discussions: Engage executives and managers on the contribution of quality to business strategy and performance.
- Quality awareness sessions: Educate employees about their role in achieving quality and improving organisational results.
- Workshops and webinars: Share knowledge on quality management systems, continuous improvement, risk management, innovation and operational excellence.
- Quality improvement initiatives: Identify and address waste, errors, customer complaints, inefficiencies and opportunities for improvement.
- Showcase success stories: Present successful quality improvement projects and demonstrate measurable benefits.
- Recognition programmes: Celebrate employees, teams and leaders who champion quality and performance excellence.
- Stakeholder engagement: Involve customers, suppliers, professional bodies and industry partners in promoting quality.

Every organisation can participate, regardless of its size, sector or level of quality management maturity. Even a short presentation, staff discussion or focused improvement activity can make a meaningful contribution.

SASQ Members Are Available to Support Your Programme

SASQ calls on its members to take an active role in promoting World Quality Week within their organisations, industries and professional networks.

SASQ members with relevant expertise will be available to:

- Deliver talks and presentations on quality-related topics.
- Facilitate workshops, webinars and panel discussions.
- Share practical experience and successful quality improvement approaches.
- Support organisations in planning and implementing World Quality Week activities.
- Contribute to discussions on quality leadership, professional competence, standards and organisational performance.

Organisations planning activities are encouraged to invite SASQ and its members to participate in their programmes. This provides an opportunity to bring professional expertise into the workplace, strengthen engagement with the quality community and demonstrate a commitment to quality and performance excellence.

SASQ welcomes collaboration with businesses, government institutions, educational institutions, professional associations, regulators and other stakeholders who share a commitment to advancing quality.

Let Us Recognise Organisations That Champion Quality

SASQ also encourages organisations that are actively promoting quality, investing in quality competence and implementing effective quality improvement initiatives to involve the Society in their World Quality Week activities.

By inviting SASQ to participate, organisations can create opportunities for knowledge sharing, professional engagement and greater visibility for their quality initiatives.

We encourage members and stakeholders to inform SASQ of their planned activities, including the event title, date, venue or online platform, and the type of support required. With your permission, SASQ can help share and promote these activities across its professional network.

Communicate Your Event to SASQ — Let Us Promote Your Commitment to Quality!

SASQ encourages all members, organisations and stakeholders planning World Quality Week activities to communicate their events to the Society.

Let SASQ help you make your event visible!

When you share your planned event with us, SASQ will endorse the event as part of the collective effort to promote quality and performance excellence during World Quality Week 2026.

We invite you to:

- Inform us of your event in advance by providing the event title, date, venue or online platform, organising organisation and a brief description of the planned activities.
- Invite SASQ to participate in your programme through a talk, presentation, workshop, webinar or panel discussion. SASQ members will be available to share their expertise and support participating organisations.
- Send us photographs of your event after the activity, together with a short description of what took place and the key outcomes or messages.

SASQ will publish submitted event photographs and accompanying information on its website, subject to editorial review and the necessary permissions. This will help showcase the organisations, professionals and teams actively promoting quality across South Africa and beyond.

By sharing these activities, we can celebrate good practices, recognise the contribution of quality professionals, encourage wider participation and build a stronger community committed to quality.

Your event matters. Your contribution to quality deserves recognition. Let us celebrate it together!

Take Action: Make Quality Visible

SASQ calls on every member and stakeholder to contribute in whatever way they can. Organise an activity, offer a presentation, invite a quality professional, share a success story or initiate an improvement project.

Let us use World Quality Week 2026 to demonstrate that quality is not merely a function or a compliance obligation. Quality is a powerful driver of performance, innovation, customer confidence and sustainable success.

To offer your expertise, request a speaker, invite SASQ to your event or share your planned activities, please contact**:**

Email: admin@sasq.org.za

We look forward to your participation and collaboration.

Yours in Quality,

Prof Roy Ramphal
Chief Executive Officer
Southern African Society for Quality (SASQ)