



To Newcastle

VOL. 2, No. 3

SEPTEMBER, 1969

HIRE

OFFICIAL JOURNAL
OF THE HIRE ASSOCIATION

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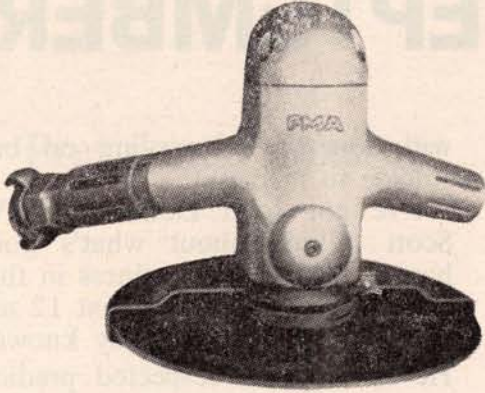
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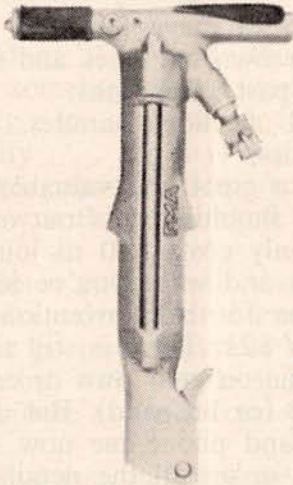
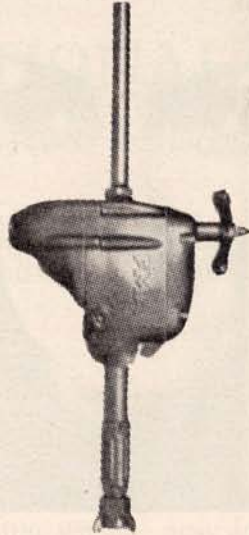


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SPEND A WEEKEND WITH ME AT TERRIGAL SEPTEMBER 6



I'm Susan Waites from the N.S.W. Hire Association. Our President, Neville Kennard, has been trying to get you to join for a long time.

You've put it off.

And this is one time that procrastination is the thief of a great weekend.

Because on September 6, we are having our annual Hire Association Convention at the Florida Hotel in Terrigal and it

will honestly be verging on business suicide to miss out.

We've got John Donovan of W. D. Scott talking about what's going to happen to the hire business in the Australian economy in the next 12 months. And John Donovan really knows.

He is the most respected predictor of economic condition in Australia and this weekend he is going to apply them directly to **your** business.

We've already had a couple of sneak previews and if you don't know, it could cost you a packet.

We also have Dr. Peter Kenny, the best known and most interesting motivational researcher in Australia talking about the hiring business and how to make real money out of it.

Also we have members talking about their own successes and failures during the past 12 months.

And fashion parades, and cocktail parties.

It's a great and valuable weekend and you shouldn't miss out on it.

It only costs \$40 to join the Association and once you've joined you can come to the convention weekend for only \$21. There is still time but hurry. Come on your own or come with your wife (or husband). But definitely come on and phone me now so we can fill you in on all the details and spend a great weekend together.

Susan Waites, 439-1736. N.S.W. Hire Association.

President's Message . . .



BE CONVENTIONAL

The dictionary describes "CONVENTION" as "formal assembly convened to discuss or legislate".

The Hire Association's Convention could be better described "an informal assembly convened to discuss and learn".

LEARN: we all need it.

Many of us are in the HIRE BUSINESS by some fluke — most of us somehow found ourselves in it. And now we are in it and making a go of it we need to extend our knowledge and expand our capacity . . . for it is capacity we will be needing . . . capacity to manage, capacity to appreciate the situation we are now in, capacity to grow with the demand that is forthcoming.

Some people will stand still. Others will want to forge ahead and take advantage of every opportunity that presents itself. These are the people who crave knowledge and who appreciate the benefits of mixing with people in the same industry. These are the people who will be at our second Convention.

Are you one of these people?

NEVILLE KENNARD.

YOUR ASSOCIATION

THE HIRE ASSOCIATION OF N.S.W. was formed in 1967, by a group of hire business men and women. Its aim is a progressive profitable and ethical hire industry.

President:

Neville Kennard
(Kennard's Hire Service Pty. Ltd.)

Vice-President:

Gordon Esden
(Silverwater Plant Hire Pty. Ltd.)

Treasurer:

Arthur Ball
(Handyman's Hire Service)

Hon. Secretary:

Greg Page
(Page's Hiring Centre)

Committee:

Chris Pannell
(Coates & Co. Ltd.)

Mrs. Peggy Levy
(Formal Wear Hire Service Pty. Ltd.)

John Ellis
(Broadway Hire Services)

Ron Newton
(Newton Plant Hire)

Ron Wallis
(Walco Industries Pty. Ltd.)

Max Hamilton
(Avis Truck Rental)

TO:

The Hire Association of N.S.W.,
57 Whiting Street,
ARTARMON. 2064. 439-1736

I desire to become a member of the Hire Association of N.S.W. and on my election I agree to be bound by the Rules and Regulations. I authorise the entry of my name on the Register of Members.

I enclose the sum of \$40.00.

Name:.....

Company:.....

Address:.....

Signature:.....

**"HIRE" is the Official Journal of the
Hire Association of N.S.W.**

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140 Phillip Street, Sydney. 2000.

Advertising inquiries: 221 2272.

THE HIRE ASSOCIATION ANNUAL CONVENTION

Hiring is big business and it's growing bigger every year. The Hire Association of New South Wales established in 1967 to assist members in such a diversified field, is holding its second annual convention shortly—to discuss just this. It is estimated that between 50 and 60 delegates will attend the convention to be held on September 5th and 6th at Terrigal.

This year some of the most stimulating minds in Australian business have been asked to address the delegates.

These include Mr. John Donovan of W. D. Scott, who will talk about the economic trends for the next 12 months and the way they will affect the hiring business.

He will also talk about the problems of attracting and training the right staff in the right way.

Dr. Peter Kenny, the best known and most interesting researcher in the country will also be a guest speaker and his subject—"What do you really know about the hiring business and its real opportunities for growth."

Selected members of the Hiring Association have also been invited to talk to delegates about their successes and failures during the past 12 months.

The convention promises to be enjoyable as well as educational. Activities have been arranged for delegates' wives, which include a talk on beauty by one of the directors of Klytia, France's leading cosmetic company.

But getting back to the more serious side . . .

The last Hire Association convention proved to be a highly successful affair and members commented on the value they obtained from talking to people in similar situations. There is no doubt about it, the hiring business is booming and we need to have all our wits about us to cope with the increased business and potential available.

Members of the Hire Association cover many fields including building equipment, clothes hire, boats, trucks and cars, office machines and furniture, concrete pumps, film equipment, television and radio and a hundred other consumer and commercial "services" and all can gain from one another.

The aim of the Hire Association is to assist in establishing a progressive, profitable and ethical Hire Industry.

In order to achieve this, the Association has set out to assist all members in every way possible to ensure the profitable development of their individual companies.

There are many reasons why the hiring business must boom.

Pride of ownership is a thing of the past. As people become more affluent in their personal wealth, they want less of the responsibility of ownership.

Experimentation and taxation savings are other reasons why many people, particularly companies tend to hire equipment rather than buy.

Also as jobs become more and more specialised and precision equipment essential — so companies look to hiring organisations.

The need is there, the potential is there, and it is up to the people in the industry to promote their services as widely as possible to develop their individual business.

The public need to know what can be hired and companies need to tell them.

The knowledge of the benefits of hiring, rather than buying, must be more widely spread.

The industry must become more specialised and service a specific need.

Finance problems must be overcome — government liaison must be maintained.

As the Association grows in strength and numbers so will we be able to benefit members more. We must stress what a young and vital industry this is and the potential it has and it is necessary for all of us involved in the industry to evaluate its prospects and overcome its problems.

Already there is a similar organisation in Victoria, which has recently been established.

The next step is logically a Federal organisation taking in members in other states and establishing a national headquarters and information service.

The Association has currently about 60 members. Every new member will enable us to do a lot more.

If you are in the Hire Business, no matter what aspect, the Association needs you and you need the Association.

SUCCESS STORY . . .

HIRE COMPANY WINS TOP MARKETING AWARD

When the 1969 Hoover awards for Marketing were announced on the 28th of July, Formal Wear Hire Service Pty. Ltd. shared the honours in the domestic section with David Jones Ltd., Trans-Australia Airlines, the Queensland Butter Marketing Board and E. E. Whitmont & Sons Pty. Ltd. Although Formal Wear is expanding at a remarkably healthy rate, it is still — by comparison — a small company, and its achievement should give heart to other Association members who hesitate to compete with the giants of big business. HIRE asked Managing Director, Mrs. Peggy Levy for the story . . .

The idea of entering for the Hoover Award (Australia's top Marketing award bestowed annually by the Hoover parent company in the United States) was first discussed back in November, 1967, when W. D. Scott, who had been commissioned to conduct a market survey put forward the initial suggestion. However, the directors felt that they needed a little more time, and the submission was not made until this year. The gratifying result is an endorsement of sound business practices, foresight and good family teamwork—for Formal Wear is very much a family business. Mrs. Levy's daughter, Miss Annette Levy, is the Women's Wear buyer for all three branches, while her son, Mr. Warren Levy, does all the men's wear buying, and both take an active part in the administration.



What, we asked, were some of the principles which helped to gain a young company such an impressive Marketing award against such stiff competition? The answers Mrs. Levy gave us contain the seeds of success for any hire business, irrespective of its size or the nature of its stock . . .

● **CUSTOMER SERVICE.** This is so self-evident, and so fundamental, that it is surprising that its importance is sometimes underrated. The small amount of extra effort it takes to please a customer and make him feel well-treated pays dividends in future business—not only in repeat custom but often in far-reaching personal recommendations. A man who believes himself short-changed on service turns sour on the whole hiring principle and is lost to the industry as a whole. But if he has hired one commodity to his complete satisfaction he automatically becomes a prospect for another one, and the entire industry benefits.

HOOVER AWARD



● **RANGE EXPANSION.** As well as increasing the volume of your business, be on the lookout for opportunities to expand horizontally as well by extending the range of goods and services you are offering to the public. This need not involve much capital outlay. Sometimes it only calls for imagination and the ability to recognise a trend and hitch on to it. In our restless society nothing stays the same; people's needs are changing all the time. Good ideas have always been the main-springs of business, and they can do more for yours than the outlay of large sums of money.

● **STAFF TRAINING.** Right from the outset Formal Wear have believed in giving specialist training to promising members of their staff. For example, at the present moment two employees are taking University courses at the company's expense, and others are doing

courses in Business Management, Salesmanship and Accountancy. This investment in human values not only increases individual efficiency but improves staff relations and benefits both employer and employee. (Formal Wear has an unusually low staff turnover, despite the fact that the majority of its employees are in the young age group where feet are traditionally itchy.)

● **RESEARCH.** The days when a business could run on guesswork and intuition are over, Mrs. Levy believes. Your competition is both tough and informed, so the more you know about the market and the changes which are constantly re-shaping it, the greater will your impact be. No one has the time to do all the necessary research on top of running a business, so it makes good sense to leave the job to experts who are highly trained and experienced in probing and assessing today's markets.

Simple? A formula which works usually is. You may not be interested in competing for Marketing awards, but if you adapt it to your own circumstances and apply it with enthusiasm, you'll find it will pay off in extra business.

NEW VERSATILE TRESTLE SUPPORT

A tough, light-weight tubular steel trestle support has been released by the Acrow group of companies.

Called the Tres-Leg and weighing only 18½ lb., four of them can easily be fitted into the average car boot.

Designed specifically to replace cumbersome heavy, wooden trestle supports, the new tubular leg represents an innovation, with several advantages.

Because there are no moving parts, maintenance and potential damage are reduced to a minimum.

The principle involved in this simple, effective device is that as the working load increases the tighter becomes the wedge action on the bearer timber.

Three uniform positions on each leg, make possible, for the first time, for the same trestle to be utilised for a variety of working heights. Adjustable platform heights range from two feet one inch, to four feet.

RECOMMEND—AND

MAKE A FRIEND

The following letter from a foundation member of the industry, Mr. Ray Barwick of Ray Barwick Hire Contractors, spotlights a prevalent weakness in customer service . . .

Sir,

There is one facet of the Hiring industry which is being neglected by many members. When a hirer is unable to satisfy a customer's enquiry every effort should be made to recommend another hirer in his area who may be able to help him.

I feel it would be an excellent idea if everyone in the rental business kept a list of other hirers in his district, together with a list of the stock they carry, so that he could re-direct enquiries.

This is not losing a customer—it is making a friend, and benefiting the industry as a whole.

After we received this letter HIRE conducted a telephone survey and found that only one hire business in six was able and prepared to redirect the enquiries it couldn't satisfy to another hirer.

A strong united industry benefits all its members and helps to create a climate of confidence and service. If you go out of your way to assist the man with whom you are unable to do business, he is likely to remember you at a later date when he wants to hire something you carry. And—equally important—you will have reinforced his confidence in hiring as a way of business.

So make a list of the stock you have available for hire and exchange it for similar lists with other hirers in your area. Keep an indexed list by your telephone for quick easy reference. Recommend—and make a friend! (In fact you'll probably make two, the enquirer and the other hire-man.)

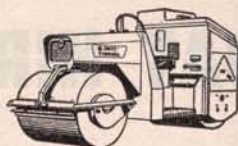
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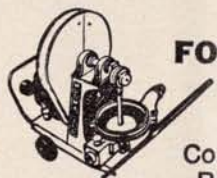
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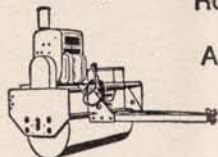


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HIRE VISITS FACTORY

A very popular item being stocked by Hirers, is the 5BX Vibro massager.

This excellent product is produced at the Brookvale factory of T. D. Preece Pty. Ltd., engineers.

Recently at Mr. Preece's invitation, HIRE visited the factory to see the production of the all Australian 5BX Vibro massager.

Mr. Preece told HIRE of the tremendous interest by the general public in recent times. More and more people have found the unit useful for purposes other than weight reducing and accordingly were requiring it at specific times. These people he said were more interested in hiring the article.

Mr. Preece said "many Hire companies have realised the value of the 5BX Vibro massager and were stocking their product."

"We have decided to do our own marketing and have cut out the middleman. In this way we are able to give the best quality massager to Hirers at most competitive prices," Mr. Preece said.

HIRE was most impressed with the entire operation and suggests that readers interested in expansion of stock investigate this product and the special offer to Hirers by T. D. Preece Pty. Ltd.

FINSBURY 3" AND 4" SELF-PRIMING PUMP UNITS

Recently released from Australia's largest manufacturer of self priming pump units are two new units designed for use by the contractor for dewatering purposes. All units are designed for continuous operation and already Government acceptance has been received through a recent delivery of a very large quantity.

Features provided include:

- 3" unit 290 G.P.M. at 20 ft. head.
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- Modern design with diffuser priming (replaceable) and main pump components are cast iron and bronze.
- Competitive prices.

THE BOAT HIRE STORY:

FROM ROW BOATS TO HALVORSEN LUXURY CRUISERS

The hire industry, as we know it, is just as up-to-date as the space-age community it serves, but its roots run deep and its origins are old as mankind. From pre-civilized times there has always been someone who could see the advantages of hiring out land or agricultural implements or shelter, and someone else less fortunate or less provident who was glad to avail himself of them at an equitable rate.

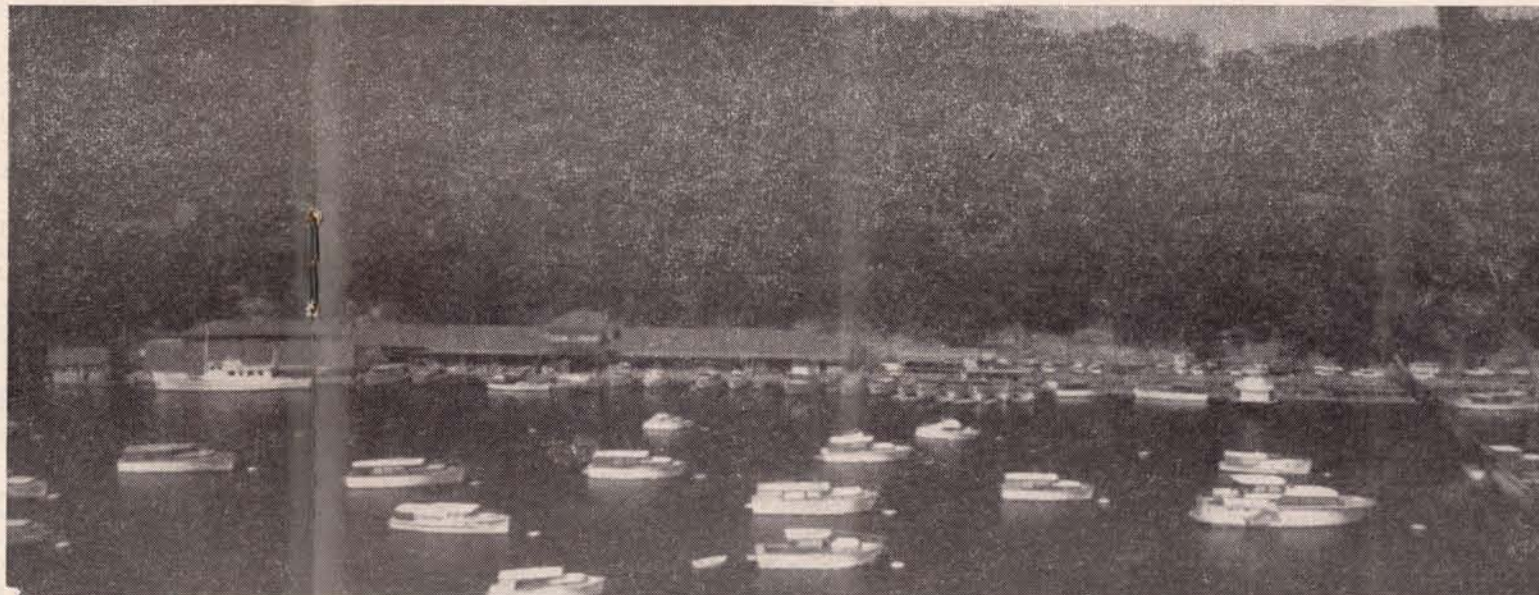
But even in its modern organised form the hire industry goes back further than many of us may be aware. Curiously enough, most of the early instances were boat-hiring businesses. In how many period novels and films the hero/villain, having treated the heroine to a tea of cucumber sandwiches and strawberries, hired a boat and, with varying intentions, took her for a punt on the river!

In a very pertinent story entitled **Hire Boat Business Goes Back 87 Years**, a recent issue of New Zealand HOLIDAY magazine relates

SO YOU THOUGHT THE RENTAL BUSINESS WAS NEW?

the history of the Antigua Boatsheds which opened for business on the banks of the River Avon, in Christchurch, way back in 1882. It is gratifying to read that this early hiring venture was successful, and that what began as a mere handful of small boats is now a fleet of 120 craft, the second-largest in the Southern Hemisphere. Like his modern counterpart, the un-named founder recognised an opportunity, supplied a need and was rewarded for his enterprise.

However, the greatest boat-hiring success story of them all can be found much closer to home than the daffodil-lined banks of the Avon. In a tranquil 7-mile fiord only a short journey from the bustling heart of Sydney, the Halvorsen fleet of hire cruisers continues to



grow year by year, and has already been acknowledged by United States authorities as one of the largest in the world.

When Lars Halvorsen Sons Pty. Ltd. bought a boatshed at Bobbin Head just after World War II and put the first of their 25-footers into service, they realised a long-standing dream and virtually launched a new industry. These motor cruisers, especially designed and built for hire, combined maximum safety and simplicity of operation with every live-aboard comfort for the holidaymaker.

The idea caught on. Fascinated by the prospect of skipping their own luxury cruisers through some of the most idyllically beautiful sheltered waters in Australia, customers flocked from every state. The fleet grew to accommodate them. Today, 60-strong, it is one of the most impressive examples of a successful hiring venture—not only in this country but by international standards.

The company builds its cruisers in a range of sizes from compact 4-berth 21-footers to

luxurious 9-berth 36-footers, in its own boat-building yard. Over the years it has drawn not only on its own very considerable experience in building and hiring boats but also on the constructive comments and suggestions put forward by its customers. Director Carl Halvorsen gives them full credit. "We were greatly assisted," he says, "by the helpful comments of our hirers, to whom credit is due for many of the improvements we have introduced over the years. I have come to have great faith in the boat hirers; the vast majority of them are very honest and very careful. How well they look after our \$15,000 cruisers is emphasised by the fact that we pay no higher insurance rates than a private owner would . . ."

It isn't only in the boat-hiring business that talking—and listening—to customers can sometimes pay off. The man who hires your goods and services has an inside slant on customer requirements. His suggestions and even his grouches could earn or save you money.



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HIRE NEWS

A Sydney firm recently hired a light motor scooter to the Australian Consumers Association (publisher of "Choice" magazine). It was to be used for the "testing" of crash helmets, but despite worries that the scooter would be returned smashed up after the "testing", it was returned in good condition — the tests apparently did not involve real accidents.

TRANSFERS AT COST

The Hire Association has made available to members three different transfers suitable for use on many types of equipment. The response has been excellent. The purchase of a substantial quantity reduced the unit price, and Association members can obtain them at cost. This is a practical example of how group buying can help Association members by keeping costs down.

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"BOOMING IN THE WEST"

A recent visitor to Sydney was Ken Sims from Perth, Western Australia. Ken is the proprietor of Kay's Hire Service Pty. Ltd., at Osborne Park, W.A., which hires general tools and equipment. "Business is booming in the West," he told us, "but it's stimulating to visit other Hire stores and see how the other man does things."

HOOVER MARKETING AWARD

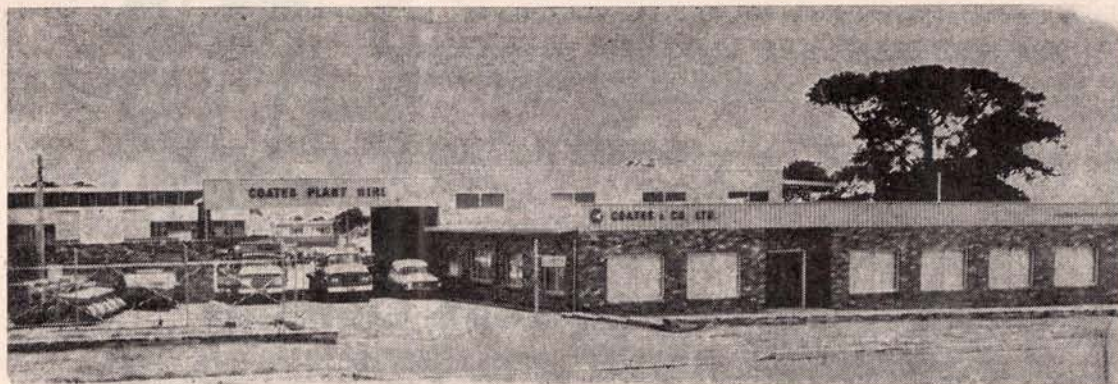
On the 28th July, Formal Wear Hire Service Pty. Ltd. made Hire history by winning this important award. The achievement was all the more impressive because the other winners in the domestic section were all big, long-established companies. HIRE congratulates Formal Wear on behalf of all Association members, and tells the story in detail elsewhere in this issue.

HIRE THE DECORATIONS!

Hiring plays an important part in most wedding plans these days, and it is quite customary to hire the clothes, the cars and practically everything for the reception. In Alberta, U.S.A., however, an enterprising rental store is currently hiring out decorations for the bridal car and — after putting a car on display — doing very well out of it. The most popular decorations consist of inexpensive plastic roses strung on 22-foot ropes (washable and practically indestructible) but the firm can also rise to outsize wedding rings, doves and swans and — for those who want to splurge — a church with a concealed tape recorder playing "Here Comes the Bride"!

IN A NUTSHELL . . .

"Sharing experiences and information does not require that you divulge intimate details of your operation or give up a competitive advantage. A firm is worthless to the industry if it is not efficient, competitive and successful. In the end, secrets are easy to steal, it is managerial ability and a carefully-built organisation that makes a tough competitor." — Kenneth E. Maricle, Marketing Faculty, Arizona State University.



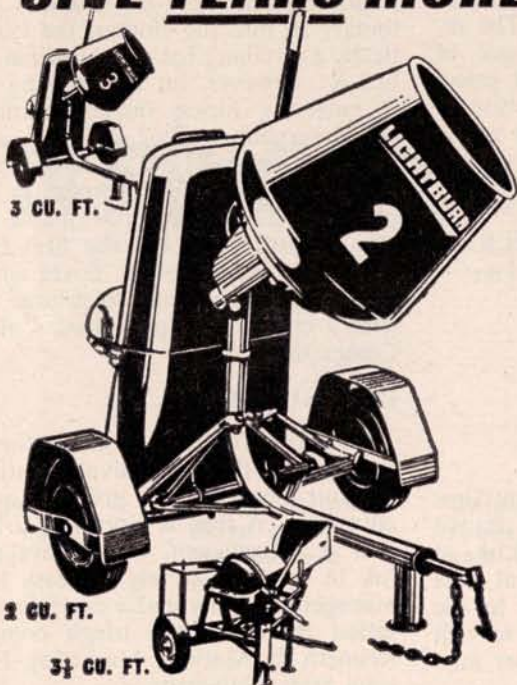
Coates & Co. Ltd. new premises

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Serving the Market Segment

SERVING THE MARKET SEGMENT

Your relationship with the segment (or segments) of the market applicable to your business is vital to your success. In a further analytical article Kenneth Maricle, of the Marketing Faculty of Arizona State University, presents and clarifies the facts.

Once the firm decides on the market it is prepared to serve, the next step is to establish communication. The purpose is to explain why and how the firm can supply the needs and wants of the individuals receiving the message. Knowing who this is makes it easier and less costly to (1) "talk the language" of the market segment and (2) adjust the firm's product and service mix for maximum consumer satisfaction. The rental operator functioning in this fashion has a very real competitive advantage over the operator with an unqualified market. It is possible for an individual firm to deal with different market segments at the same time.

This is what a store is doing when it supplies equipment to contractors, and soft goods to homeowners. It is also possible for a rental store to rent the same product to two different segments. This would be the case when roll-away beds were rented to both motels and individuals.

Within a particular segment, there are three sub-divisions that are important to understand. These are (1) the core market, (2) the casual market, and (3) the untapped market.

THE CORE MARKET. Here are found the individuals whose needs have been well satisfied by the firm they patronize. These customers do not shop other rental stores and often do not even ask the rates. They know from past experience that they will be honestly and fairly treated. This part of the market segment is the most profitable and the least expensive to maintain if handled properly. The requirements are (1) continuing quality service, (2) appropriate product selection, and (3) selective communication on an individual basis.

THE CASUAL MARKET. The second portion of the market segment consists of individuals who trade at two or more stores. In order to secure the patronage of the casual portion of his market, the rental operator must continually and innovatively direct his message to this group to persuade them to deal with him on the next rental.

The casual customer is important because (1) the revenue from this source is an important supplement to the core market revenue and

(2) this subdivision contains potential core market customers.

THE UNTAPPED MARKET. The balance of the individuals in the market segment have never traded with the firm in question and yet have the characteristics of the very people the firm is organized to satisfy. They represent unrealized revenues and an opportunity to increase market share. The presence of this body of potential customers should be considered a constant challenge.

In the rental business, the untapped market is still huge and should be a major concern of every rentalman.

WORKING FOR YOURSELF. Promotional efforts directed to casual and untapped customers always result in a "spill-over" of benefit for competitive firms. It follows that the rental operator must quickly convert these rental customers to his own core in order to maximize the return on his advertising and promotional expenditures. The relative size of an operator's core market determines the extent to which he advertises for himself and not for his competition. Careful maintenance of a core market is of prime importance.

THE NEED FOR A COMPETITIVE ADVANTAGE. A firm that is oriented to short-run profits probably offers the minimum rental service — that is, the temporary use of a product and nothing else. The drive for immediate gain results in an over-concern for operating cost reduction and strips the firm of any chance to be unique.

Competitive pressures from firms operating in the same way soon reduce rates until the operator doesn't even net service costs, let alone enough for depreciation. The best the rentalman can hope for under such conditions is a marginal operation into which the owner pumps transfusions of new capital and personal effort.

COMPETITIVE DIFFERENTIAL. What is needed is a competitive differential. This means that a bare product has been enhanced by such intangibles as service, dependability, convenience, and environment so that it is different and unique in the eyes of the consumer. He perceives in the differentiated product a "total package of satisfactions" worth far more to him than the "substitute" he is forced to rent elsewhere. Note that at least a part of the added value is produced by the operator's own innovative creativity and costs

CONTINUED ON PAGE 20

THE NAME OF THE GAME IS HIRE

The current edition of the Sydney Telephone Directory devotes eight of its classified Pink Pages to subscribers who hire out an ever-increasing range of commodities, from portable dance floors (and the clothes to wear on them) to power tools and concrete mixers. If you were to ask these people what business they are in, the chances are that you would get almost as wide a range of answers. "Catering requisites," they would say . . . "Office furniture" . . . "Earth-moving equipment".

But because they tend to confuse the nature of their stock with their industry, these answers would be wide of the mark. They are all—irrespective of the goods they offer—in the same business—the hiring business.

Rapid expansion and diversification are largely to blame for this confusion. The industry has shot ahead so fast in the space of a few years that it has hardly had time to take stock of its own situation. On the surface its members appear to have little in common. They are a race of independent operators who believe, in the main, that their problems are unique to their own businesses.

In actual fact, all who earn a livelihood hiring out goods and services to the public — 'rentalmen' is the American term — have three basic problems in common . . .

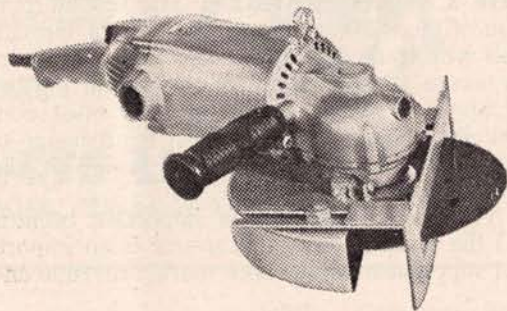
Finance. The primary — and major — problems come under this heading. Over and above those relating to acquisition of stock, overhead, maintenance and depreciation, the hire-man has problems connected with administration, the establishment of satisfactory rental rates, spiralling costs, the trend to rapid obsolescence in equipment or stock. These problems are common to all rental businesses, large or small, and it can be helpful to discuss them with others in the same industry. An interchange of experiences is always valuable and frequently enlightening, even when you

only learn from another man's mistakes!

Staff. From the moment a business becomes too large or too complex for a man and his immediate family to operate it without assistance, that man has staff problems. How he solves them will do much to determine his future success. He must know how to engage the right staff and, if need be, train them, and —equally important—he must know how to hold them. A too-rapid turnover of staff is a luxury no business can afford. Here again, the shared experience of others in the same industry who are facing and solving identical problems can be of incalculable assistance.

Economic trends. Like all industries—and perhaps more than most — the state of the rental industry reflects the ups and downs in the nation's economy. It thrives in times of prosperity, feels the first cold draft of recession and takes the brunt of economic measures such as indirect taxation and the recently introduced stamp duty. While such problems are, to a greater or lesser degree, common to all businesses, there are aspects of them which particularly affect people in the hire industry, and which can be best solved collectively.

It is more important to know your business than it is to know your product. In fact, product knowledge comes a bad last in the list of factors which determine your potential. (If you need a specialist for your product you can always put one on your payroll.) Concentrate on the practical aspects of your business. Watch market trends. If you aren't already a member of the Hire Association, join it and take advantage of the support, information and special facilities it offers you. You can profit from the experience of others and the free exchange of ideas, while its advisory services can help you by clarifying legal issues, as well as your accountancy and taxation problems.



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How to get the Customer to Listen to your Explanation on the use of Hire Products

Nobody wants to admit to his own ignorance. Where the person involved is a hire customer, and the ignorance applies to use of the tool he is hiring, his reluctance to ask for an explanation can spell trouble for the equipment.

The last thing in the world the customer wants to do is to admit that he does not know how to work the piece of equipment he has hired. If you ask him, 'Have you ever run a chain saw?' he will certainly say, 'Oh, yes, of course.' Yet the closest he may have ever been to a chain saw is seeing one advertised. Instead, presume that he knows nothing, and give him an out by saying that you want to explain to him how a particular make of chain saw works. In other words, make him feel that you think the saw is different from the ordinary saw and that an explanation is in order.

Remember, if the equipment does not get the job done, the customer will either blame the piece of equipment or the person who hired it to him, and certainly never himself. It is our responsibility to remove all possible guilt from our shoulders before the equipment leaves the store. If the customer has the proper tool for the job, the equipment is working properly, and he has been thoroughly instructed for its use, the customer can **never** be right. This is not to say that we would still not give any benefit of the doubt under most circumstances, but it does allow us to stand on firmer ground if a problem arises. Ninety percent of all customer complaints could be eliminated if we made certain that the above three conditions were satisfied before the equipment left the store.

HANDY HINTS

EASY STORAGE

Chain blocks can be difficult to store as well as to handle. To overcome the problem of dragging, dangling chains, store each chain block in a galvanised iron bucket. The chains will be out of the way and the blocks can be carried as easily as a bucket of sand.

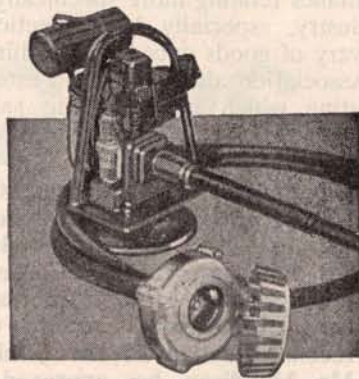
PRE-PACKAGE!

If you sell small "accessories" such as Ramset nails and charges, welding rods and other items that involve a lot of counting, try packing them in lots of 25 or so. It's a time-saver, and you can supply an order or assess stock by counting the unbroken packages.

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NEW DEAL ON SMALL DEBTS RECOVERY

The Hire Association commends the Chamber of Commerce for its efforts to have the Small Debts Recovery Act altered and an extract from their bulletin appears below.

The Act, as it stands at the moment, heavily favours the debtor and any change which would help to eliminate some of the ease with which debtors can at present evade payment is only to be welcomed.

The time and effort which most hire companies face in credit control and debt collection, and the frustration they face attempting recovery makes this a major problem in the industry. In many cases actions are never even initiated because there is so little likelihood of success, thus further encouraging the professional bad debtor.

The Hire Association has itself written to the Attorney General's office pointing out certain anomalies relating more specifically to the Hire industry, especially in connection with the recovery of goods once they are hired out.

The Association also has a well established credit listing which is helping to safeguard members against the habitual bad risk.

Over a period of years the State Government has been pressed to amend the Small Debts Recovery Act to bring it into line with the realities of the present day. Consequently we are now very pleased to learn that these efforts have not been fruitless and that Cabinet on the recommendation of the Minister of Justice, Mr. Maddison, has approved of the preparation of a Bill to repeal the Small Debts Recovery Act, 1912, and substitute new legislation more in tune with modern conditions.

The Premier, Mr. Askin, has stated that the proposed Bill will increase the jurisdiction of the Court of Petty Sessions to cover actions involving amounts up to \$500.00 and will provide that in straight-forward matters where the amount claimed does not exceed \$250.00 the action must be brought in the lower court, thus saving defendants the expenses involved in a District Court action. For the first time, a limited scale of professional costs will be allowed in the Court of Petty Sessions in small debts matters, and plaintiffs will be allowed interest on their judgments on a similar scale to that applicable in the District Court.

Other Helpful Proposed Innovations

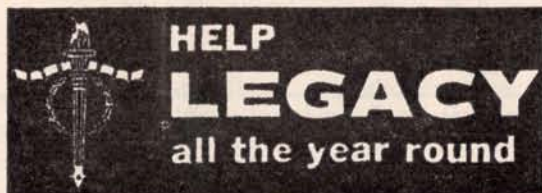
1. The provision in the new legislation of a right of appeal, limited to points of law.
2. The difficulty experienced by plaintiffs in obtaining the fruits of their judgments, and the whole enforcement procedure will be tightened up.
3. Provision will be made in the new legislation for an examination order to be served on a judgment debtor. If the debtor does not then attend court for examination of his means he may be fined.
4. The Bill will provide that the jurisdiction of the Court, except in certain interlocutory matters, will be exercised only by a Stipendiary Magistrate.
5. Licensed commercial agents and sub-agents will be given a right of appearance in some interlocutory matters.
6. Where solicitors or agents are acting they will prepare their own process.
7. All court costs incurred after judgment will be added to the judgment debt, instead of being borne by the plaintiff as at present.

CONTINUED FROM PAGE 15

him nothing.

Then, the rental dealer has succeeded in discouraging his competitors from chasing after a piece of the market. Until someone else can come up with a really revolutionary new offering, a "hands off" sign in front of this rental market segment is enough to remove the temptation to compete.

SUMMARY. The market-oriented rental operator understands the concept of a changing market. Rather than fight change he adjusts and adapts and seeks opportunities where others find problems. Two basic marketing tools await the aggressive rental entrepreneur. They are (1) the creating of a differentiated product and (2) the concept of market segmentation.



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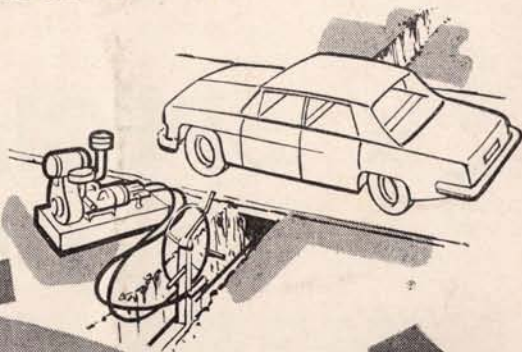
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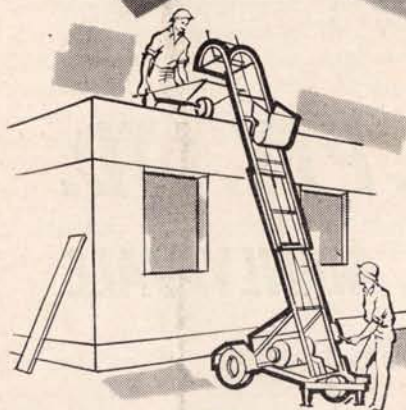
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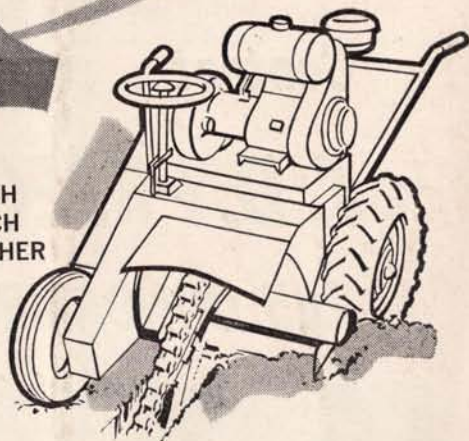


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