

HIRE

Official Journal of

THE HIRE ASSOCIATION OF N.S.W.

DECEMBER, 1970

Vol. 3, No. 4

Convention Time At Terrigal



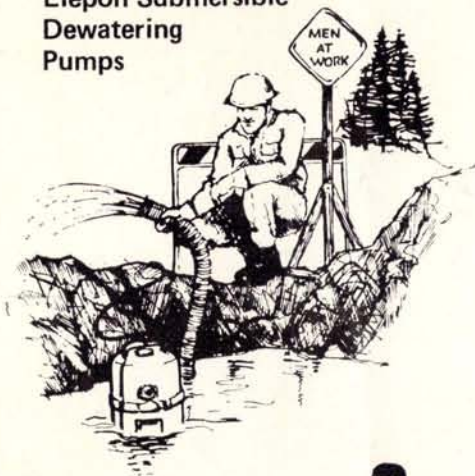
Left to Right: Mrs. Russell Prowse, Roddy Kennard, Russell Prowse (guest speaker); Neville Kennard, Walter and Peggy Levy, Judy and Bill Ristow

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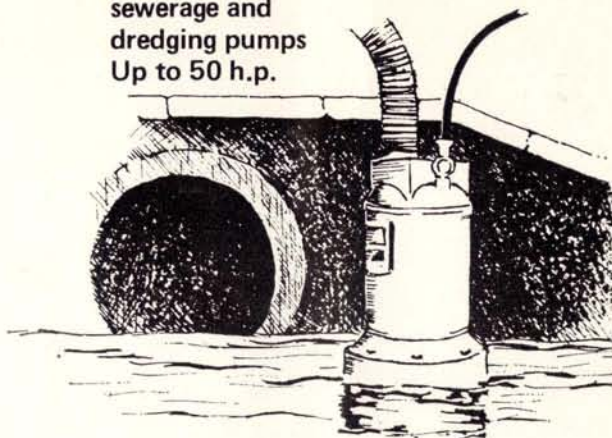
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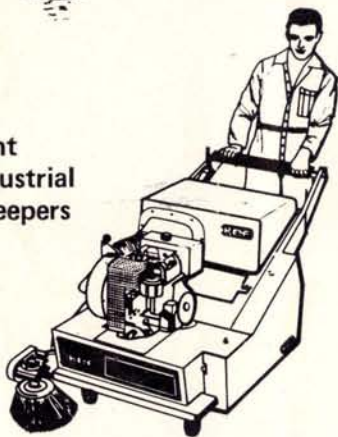
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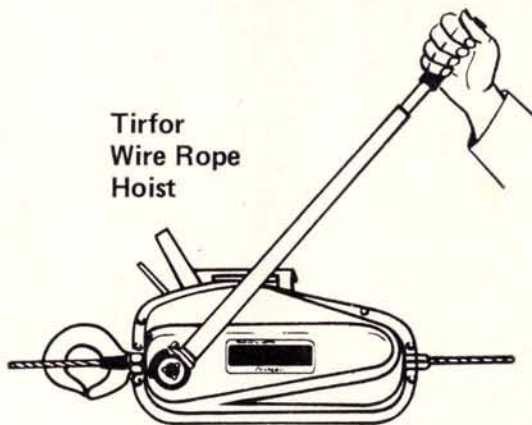
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THE OPINIONS IN HIRE ARE NOT NECESSARILY THOSE OF THE HIRE ASSOCIATION OF N.S.W.

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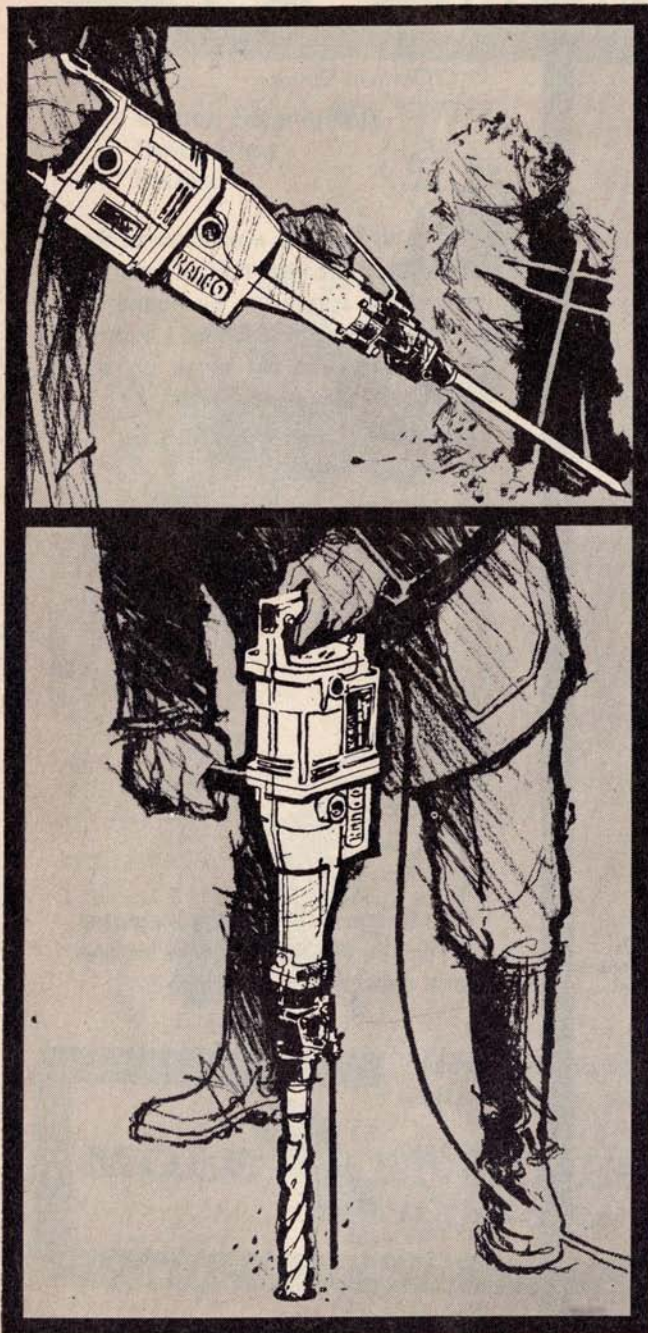
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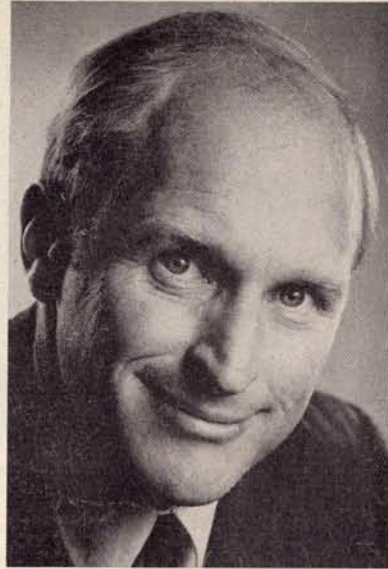
DESOUTTER

BERGIN ABRASIVE

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President's Message



the time for unity

The Hire Association Convention at Terrigal in September has demonstrated the enthusiasm all hire people have for their industry, and their desire to learn more about and improve their own business and the industry in general.

Attended as it was by people from Queensland, Victoria and New Zealand, as well as N.S.W., it gave everyone the opportunity to meet and discuss common problems and prospects. It also demonstrated the need for—and the benefits which could be derived from—a national body devoted to the advancement of the Hire Industry. This body could be comprised of representatives of the various State Associations who would formulate guidance for the industry.

Let us hope such unity will be achieved by the time next year's convention comes around, and that we can look forward to more frequent opportunities for the interchange of ideas.

NEVILLE KENNARD



Peggy Levy welcomes convention delegates

Third Annual Convention of the N.S.W. Hire Association

Distinguished guests included Bill Ristow, President of the American Rental Association, his wife, Judy, and leading hire people from overseas and interstate.



Members of the Hire Industry listening attentively to Bill Ristow, Jr., during his address at the Third Annual Convention at Terrigal.



Bill Ristow and Neville Kennard

The Hire Convention commenced at noon on Friday, September 4. The first speaker was Mr. Alex Shaw, B.Ec., A.L.C.A., Senior Lecturer in Accountancy at Sydney University. His topic was "Revaluation of Assets to Determine True Financial Performance". This was a most interesting and entertaining talk and left the delegates with much to think about.

On Friday night a buffet dinner consisting of a magnificent smorgasbord of seafoods and meats was held.

Saturday was the morning for golfers, tennis players, surfers and sunbakers, followed by a luncheon of roast suckling pig. This was held around the pool in beautiful warm spring weather.

On Saturday afternoon Mr. Russell Prowse, Assistant General Manager of the Bank of N.S.W. discussed "The Influence of Britain's Entry into the European Common Market". He opened many people's eyes to the significance of this likely event on Australian and world trade.

A dinner dance preceded by cocktails, was held on Saturday night. One of the features of this was a psychedelic "strobe" light show by one of the Association's new members who hires this equipment.

Bill Ristow was the star attraction on Sunday morning, outlining the benefits to those in the industry of belonging to their association, contributing to it and getting involved. He showed a film about the American Rental Association's activities, and answered questions on the Rental Industry in U.S.A.

Sunday's lunch was a magnificent barbecue by the pool. The final session of the program was a panel seminar in which four prominent hire people talked on Staff Training, Preventive Maintenance, Advertising and Computers, followed by questions and general discussion.

The outcome of the Convention was a co-operation and appreciation of the opportunities and challenges ahead of all Hire people in Australia.

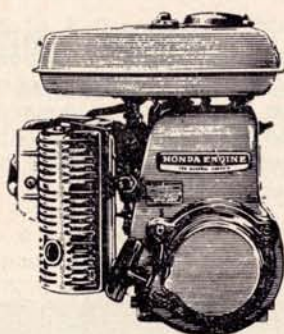


Andrew Kennard, Des Whelan, Gordon Esden and Max Hamilton discuss various aspects of the rental industry



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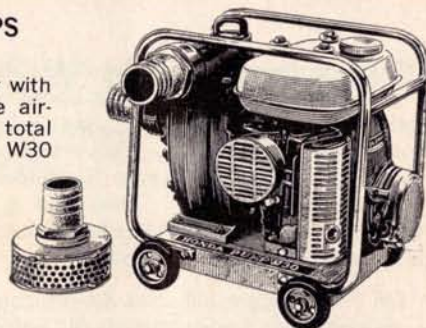
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AUSTRALIA, BRITAIN AND THE COMMON MARKET

by

Russell B. PROWSE, B.Ec.

Assistant General Manager, Bank of New South Wales

Part of a stimulating and thought-provoking address delivered to the 1970 Hire Convention at Terrigal, N.S.W., by this distinguished authority, the subject, far from being irrelevant to Australian life, will have considerable bearing on the business and personal future of us all . . .

I submit that the United Kingdom, in her latest approach to the Market, is not in a position to protect the trading interests of the Commonwealth, particularly the preferential trading in dairy products, sugar and wheat which we and New Zealand have with her. She is in the position more of a mendicant than of a strong man, in her dealings with the Market (because the Market believes that Britain needs them more than they need her).

What sort of conditions will the United Kingdom find in the E.E.C.? 80% of the farms are losing money and are being subsidised by the rest of the Community. Dr. Mansholt who is Vice-President of the Market and is in charge of its agricultural policies, says that there are 10m. farmers in Western Europe and in the next 10 years, half of these . . . more than the total population of N.S.W. . . . will have to be asked to leave their farms and become re-employed. 12m. acres of farmland are to be put to other uses than food production—forestry, tourism, anything but food production. In the next four years they will have to cut the throats of 4m. dairy cows because they're producing milk and butter fat that nobody in Western Europe can buy, or wants. The total tonnage of butter fat that is surplus and stored in the Common Market at the moment is something over 150,000 tons and going ahead at an annual rate of about 170,000 tons. The E.E.C. spent something like \$2,5000 M. in farm subsidies last year, of this over \$1,000 M. went to reduce butter fat surpluses.

When England goes in, then it will be to an area that has this immense and growing surplus of dairy products. I ask simply, for how long can Australia or New Zealand continue to sell dairy products to a Britain that has to abide by the agricultural and other policies of the E.E.C., and if Denmark follows her in you will have in this group, in Holland and Denmark, two of the most efficient dairy producers in the world.



Russell B. Prowse

General De Gaulle was alleged to have said that if Britain joins the Market and if others of the seven follow her in, France can and will produce enough wheat to satisfy the whole of the Market, including the new members. And similarly with sugar, De Gaulle is alleged to have said that from sugar beet he can and will produce enough sugar to satisfy not only the six but the seven and have a surplus for exports as well.

There is no tariff against wool, and the Common Market countries have not demonstrated adequate capacity to produce fine wool. I don't think our wool industry will suffer, but I do believe that there would be some major restructuring required in Australia in relation to dairy products, wheat and sugar particularly. A similar situation will apply with dried and fresh fruits.

Sir Robert Menzies, I think, on one occasion, suggested an English speaking Common Market. Can you imagine Australia in an organization like this without Japan in it? Should we go for Associate membership? Should we have a Pacific basin Common Market, and if we do, would we be prepared to have the free flow of men and

materials from Asiatic and other countries flowing in and out of Australia? What would our Trade Unions say? Should we join with the U.S.A. and become the umpty-ninth state, even if they wanted us? What sort of new products and new markets do we develop? How do we do it? How do we re-structure and what sort of long range planning should we be doing in this country against what I call the inevitability of Britain joining the Common Market? She set up a sort of an alternative in E.F.T.A., which, while it has been going reasonably well, has not seen the great increase in gross national product that has been a feature of the Market.

In 1961, Britain applied for membership of the Market, feeling, I think, that she had missed the bus. And in 1963 she was rejected, allegedly on the say-so of General De Gaulle; and it is a fact that in this Inner Cabinet of six, on major issues, an absolute majority is required. On minor issues only a majority is required. But on major issues, such as admission of a new member, unanimity is necessary. Subsequently between then and now, the United Kingdom has been through economic crises of an extremely difficult kind and in 1967 she applied again for membership.

So far as meat is concerned, I don't think we can do other than benefit. This year the E.E.C. is likely to import over 500,000 tons of beef and veal to make good a shortfall in their supplies and they do not have the capacity to increase meat production in a hurry. Here, is an industry in Australia that should get great benefits from the creation of the Market if Britain and the other E.F.T.A. six go in. Some major export industries of Australia certainly are in for some basic restructuring if Britain does eventually go into the Market, and as yet no one knows what conditions the U.K. can get for Australia and for New Zealand.

The questions to be raised are much wider. What will happen to capital inflow? Britain has been the main source of capital inflow into Australia. Without U.K. capital we could not have attained the standards that we have today. Nor could we have afforded the imports which have been a basic essential in our reaching these standards.

What will happen to our immigration? If Europe becomes an integrated whole, if war becomes literally impossible within the area of the enlarged common market, what will happen to migration, to those people that have done so much for this economy with their new skills and their cultures? Will people continue to want to

And if we have what we might call the United States of Europe, if the Seven all followed the Six in, we could then have a bloc of 300/400 M. leave a Europe that is no longer war-torn?

people. We call it the "blue bloc". Then we come across the world to the Russian bloc; the red bloc. Then there's Mainland China, with her as yet undecided number of satellites, another red bloc; and then we jump across to the North American Continent and we'll have another blue bloc. And so in terms of political blocs, you will have two blue blocs and two red blocs. Then you've got the Organization of African Unity and the Latin American Free Trade Association. Japan, the Philippines, parts of Indonesia, Australia and New Zealand. What happens then? Will it be cold out there where we are if we are not in the Market? Why should the Common Market take us? What do we do?

I think these are issues of the greatest importance. I also think that the increasing urgency of them is something that hasn't yet seeped through to the average Australian businessman, indeed to the average Australian leader. I offer no panacea. It would be presumptuous. I content myself with just raising the issues. I believe that in a democracy, the most that anyone should or can expect to happen, is to tell men of good will and judgment the facts. In that way I believe solutions mostly come up. All I can say is that I am rather concerned at the apathy there seems to be in Australia on the Common Market. I think we are being crowded for time. I think the time is on hand when we should devote rather more effort and energy to considerations of it than we have in the past.

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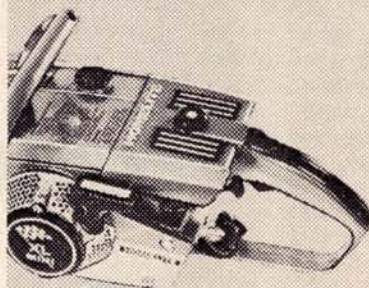
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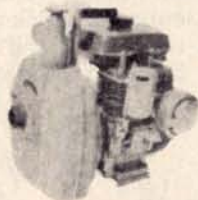
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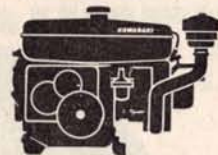
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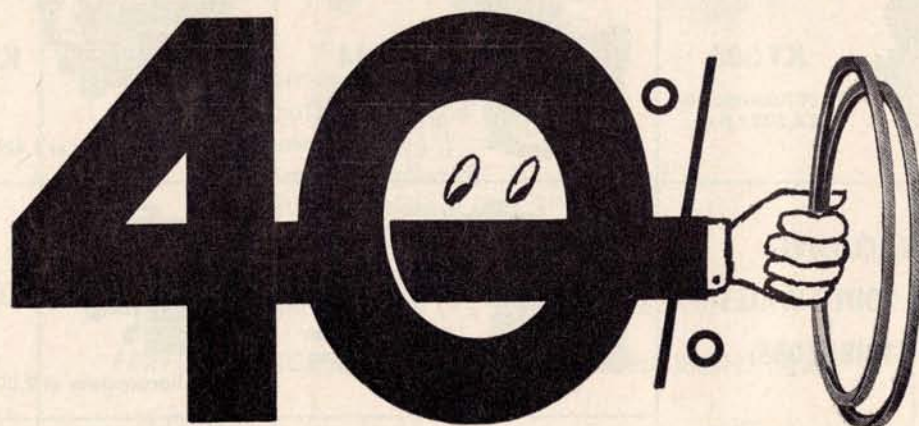
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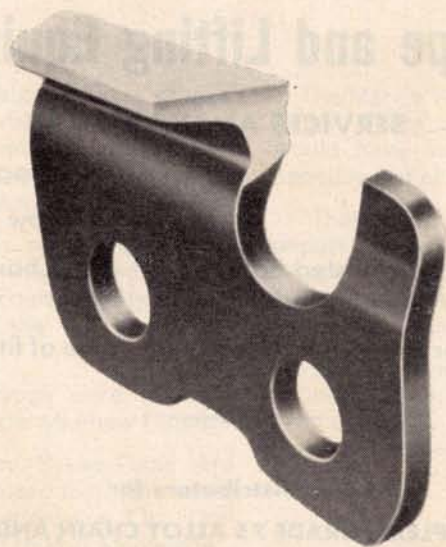
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HOW SYKES PUMP HIRE SAVED THE MATTHEW FLINDERS

**"THERE IS NO QUESTION THAT
SYKES PUMP HIRE SERVICE SAVED
THE MATTHEW FLINDERS FROM SINKING"**

... Marine Superintendent

Under tow along the Eastern coast of Australia recently the dredge Matthew Flinders suddenly began shipping water. The engine room was filling rapidly as the captain sent out an emergency call for assistance.

The distress signal was picked up by the police at Port Macquarie who notified the Department of Shipping and Transport who in turn contacted the agents for the tug towing the dredge.

However no suitable pumps were available nearby to take to the aid of the Matthew Flinders.

Hearing of the emergency, Sykes Pump Hire head office in Sydney contacted their Newcastle Depot and asked them to get ready a 3 in. "Univac" and stand-by to rush it to Port Macquarie.

The agents were then reached and told the pump was available if required. Their answer: "Do whatever is necessary to get your pump on board."

Police from Newcastle provided an escort for the Sykes truck in a high speed dash to Port Macquarie. The pump was loaded on a fishing trawler and taken to the dredge which by this time was just keeping afloat and was heading for the beach in case it had to be grounded.

The 3 in. "Univac", which has a capacity of 16,000 g.p.h., quickly pumped out the flooded engine room. This enabled a check to be made of the stern shaft glands which were found to be leaking. These were tightened and the emergency ended.

The "Univac" was carried on board to Brisbane where it was off-loaded and taken to the local Sykes hire depot.

The Matthew Flinders, a former Victorian Department of Public Works dredge, continued on her journey to her new owners in Singapore.

The Marine Superintendent for the agents said later: "There is no question that the dredge would have sunk if Sykes had not acted as speedily and efficiently as they did."

"Their 24-hours service for pumps from six depots around Australia is of vital importance to shipping agents and maritime authorities when faced with emergencies such as the one involving the Matthew Flinders."

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PLAYING FAVOURITES? WHO—US?

From time to time certain of our readers so we are led to believe—mutter darkly into their favourite beverage. "HIRE exists to publicise a chosen few," they say. "Why don't the rest of us ever get a mention?"

That's a very good question. One which we propose to answer here and now.

The plain fact of the matter is that some hire people (bless them, and may their tribe increase) take time out to tell us their news, while others keep theirs under their hats. So how, short of clairvoyance and extra-sensory perception, can we write about their doings in these pages? Even when approached—in fact beseeched—some of them could give lessons to a clam.

Fair enough. That's their privilege, of course. But does it really entitle them to accuse us of playing favourites?

Bill Ristow on the Hire Industry

THE FUTURE — AN EXCITING CHALLENGE

Everyone who attended the Third Annual Hire Convention at Terrigal in September seems to be in wholehearted agreement on two points. One is that the Convention was a resounding success, and the other is that the highlight of the occasion was the extremely interesting and inspiring address by our V.I.P. guest, Bill Ristow Jnr., President of the American Rental Association. For the benefit of those readers who were unable to be present, we have obtained a transcript of the address and have pleasure in publishing the first part of it hereunder. The balance will appear in a later issue.

First of all I would like to say how delighted I was to receive your gracious invitation to come half way around the world—quite selfishly, maybe, to bring back some of the refined ideas that many of your travellers have picked up in our country and developed here.

This is our first time out of the country, my wife and I, and it has been a most enjoyable trip, both from the standpoint of tourism in Australia and seeing the rental industry. Your yard certainly holds second best to none that I have seen in my travels. I think that in the short period of time that you have been active in the rental industry, as I understand it, you have made remarkable progress. I am looking forward in the next couple of days to visiting more rental yards, and to becoming better acquainted and better prepared when I go home. It was a delight for me to see that in this young organization you have already developed a trade magazine, and I think that this is going to be a very healthy and important tool in carving out the rental industry here in Australia. You need a good trade medium where you can have a forum in which to exchange your ideas.

I think that it is appropriate at this point that I explain a little bit more in detail about myself and my company and my relationship in the American Rental Assoc., because, it is important that the audience can understand the source of the comments made in a talk like this. Afterwards we will have a chance to open it up for questions and I will be glad to respond to the

best of my ability; but to evaluate the comments that are made, you would really have to know the source of which the comments are coming from.

I have been in the rental business, actively on

Bill Ristow Jnr.



a full time basis, since about 1956. Our company was started in 1952. We are in a general rental equipment business, in the States. We rent anything, of course, from the crockery and the tables and chairs and the P.A. systems, to air compressors to 300 fork lift trucks, garden tools—a fair variety of equipment. We are in a bustling suburban area of Chicago, which now has a population in the greater area of pretty close to 6 million people. It is quite a dynamic area for the rental business, and I see great parallels in Sydney. We have two locations, one major location and a small specialty house which operates only in soft wares. We employ from an average of 23-25 people, and probably the most important thing is that it is a family business, because if it wasn't I probably would not be here today. There would have to be somebody back home, and I am very fortunate that I have a very active family in the business, a brother and sister, to whom I can transfer the load. After five years with A.R.A., though, I am afraid my turn is coming up to spend a few years at home. Insofar as A.R.A. is concerned, I am sure that many of you are wondering what in the world is A.R.A. It is the American Rental Association, representing the Rental Industry.

We are relatively young in our own right. We are only 14 years old and we have 1500 members, 1500 members that we are quite proud of. But I will be honest with you: we have a potential of about 9,000 or more, so you see we have a ways to go yet. We don't have all the answers yet. But we are making our mark in the economic society in America. Our volume is estimated to be about the one million dollar level. **We are considered to be the fastest growing service industry in the United States, and from this point, I would like to say that while I have been asked to talk about the future of the rental industry, you will have to bear with me, realising that my experience is in the States and not in Australia.** I think there is an extremely good parallel, I think that it can be a little prophetic to see what we are doing in the States; as your industry develops you will probably face the same problems that we faced. Our businesses are very similar, the way we conduct our businesses is very similar, I think our economy is very similar. So with that understanding I will go on.

I put together a few remarks that I think are important, I feel they are important for us. This is not a lecture, this is a matter of presentation from that stand point. Either one of us could be standing behind the counter tomorrow in a rental shop, we are all together. If there is any

questions that you would like to ask, stick your hand up and we will get the dialogue going back and forth. We must lay some kind of groundwork if we are going to discuss the future, and that is what I am going to do now, just a little bit academic and statistical but I think we have to build a firm basis if we're going to forecast what lies ahead.

Our industry, through its ingenuity, more than our bankers and brokers and politicians, puts within reach of millions of people products and equipment that create the modern day life . . . And if we're going to continue to be successful in this regard our most important product, our most important challenge, will be the acceptance of change in the next ten years.

As Mr. Prowse pointed out yesterday, the rate of change in our environment is increasing, and we're going to have to learn to recognise these changes, for if we don't, the world will pass right on by. We're going to live in a fast society . . .

The things you learnt about the rental business last year, or ten years ago, are subject to the same obsolescence and depreciation that our equipment is. **We update our inventories constantly, and when we buy equipment we don't buy equipment that was manufactured ten years ago and we can't operate on ideas that were manufactured ten years ago.**

If we're going to be successful we're going to need a lot of ingenuity to meet the challenge. And that's the reason for these meetings. The exchange of ideas.

Some have had their chance at a little star gazing and we'll do a little crystal ball gazing, but in any crystal ball gazing about the future I think that first we're going to have to look at something outside our business and that's society in general.

We're going to have to try to forecast what are the future social and technological changes that are going to happen in the world around us. Professional forecasters predict that economic growth will be at levels never even imagined two decades ago. Rising populations and income will open new markets and technologically improvements will provide new ways to serve these markets.

It is expected, however, that neither growth nor increasing affluence will relieve the tensions that are building up on our society. The U.S. is

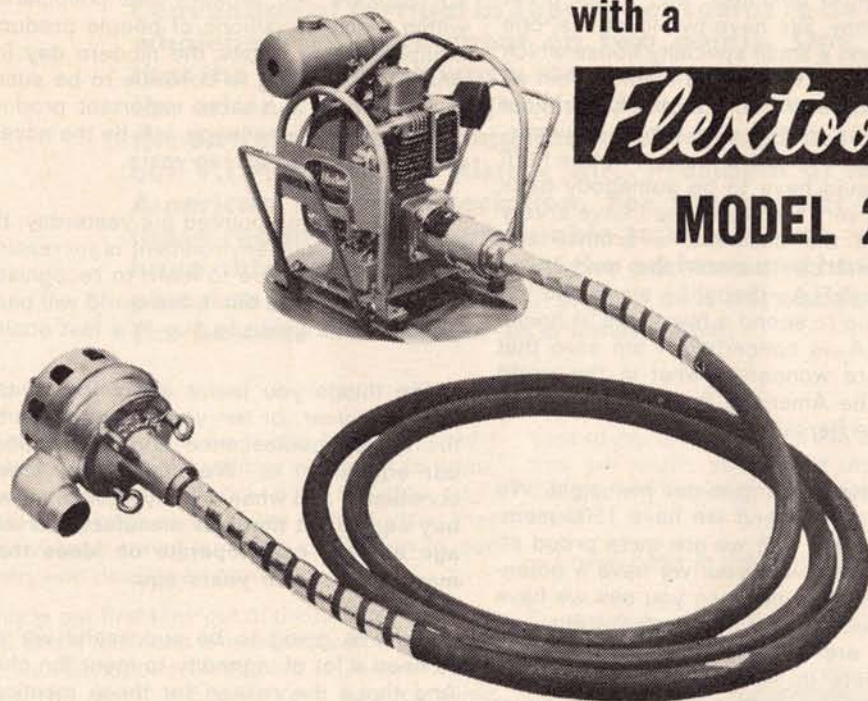
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destined to see conflicting emotions in the 70's as it tries to answer problems that are sociological and not just simply economic. No forecaster can describe the social and technological change that will take place in the next 10 years, but it might be interesting to quote some probabilities and visualize what effect they might have on our industry.

Maybe we can blue-print what in 1980 would be an average day for an average rental man. Perhaps he would spend his morning going through sales analysis and market projection and expense through computer, and when his run is completed, he will programme the computer so that the information is automatically going through to all his branches. It will include phono-vision between counter and yard; customers will use an all-purpose electronic identification card and charge their rental. These credit cards will run through a computer on telephone lines and go directly to the bank where the customers' account will be charged, and your rental yard account will be correspondingly credited immediately.

Perhaps leaving the office, our rental man will pocket a couple of T.V. tape sets containing inter-office reports and his homework for the evening. An instruction tape on equipment maintenance that he will possibly want to review for his employees training programme. On the way home he might stop by his doctor's office and have an anti-cancer vaccine shot. He might walk about and look at the hill behind his doctor's office, and see that the demolition crews are working on the transmission lines, clearing them off the hills, because all the power will be underground.

At home, after a quick supper, he will look over his bills and daily bank statement, all transmitted on a printer hooked up to his T.V. set, and then he will settle down with his tapes. All in all the world doesn't sound too bad in that regard, not much of a swinger, but then maybe it was a bad day.

These technological changes, however, are only one way of looking at what the future world about us might provide. An alternative picture from Mr. Rentalman might show something like this: you find Mr. Rentalman spending his afternoon working on plans to protect his yard from vandalism. Before leaving there will be a meeting considering a new Government order

banning the use of intercombustion engines because of the air pollution problem. A branch manager from across town reports that the truck drivers are on strike for higher wages, a four day week, guaranteed annual income, better working conditions and earlier retirement. On his drive home he might have to make a detour of several blocks to avoid a complication between police and new militant groups, agitating for poverty power. All the time he is having trouble with his automobile since the last mechanic didn't know what in the world he was doing. Finally, on arriving home, his wife will be waiting with her coat on — "We will have to go out for dinner, dear," she says. "The power has been off since three o'clock and I can't cook. I tried to phone you but all the circuits were busy".

Yes, the road to the good life in the 70's is going to have a few bumps in it, it is certain that it will contain elements from both of these make-believe stories. In fact most of them already exist, and the odds are that they are but some indications of the effect that massive social and technological changes are going to have on our businesses and our personal lives. Our life in the super 70's is going to include a lot of super challenges.

(To be continued in our next issue)

INDUSTRIAL SWEEPER RANGE

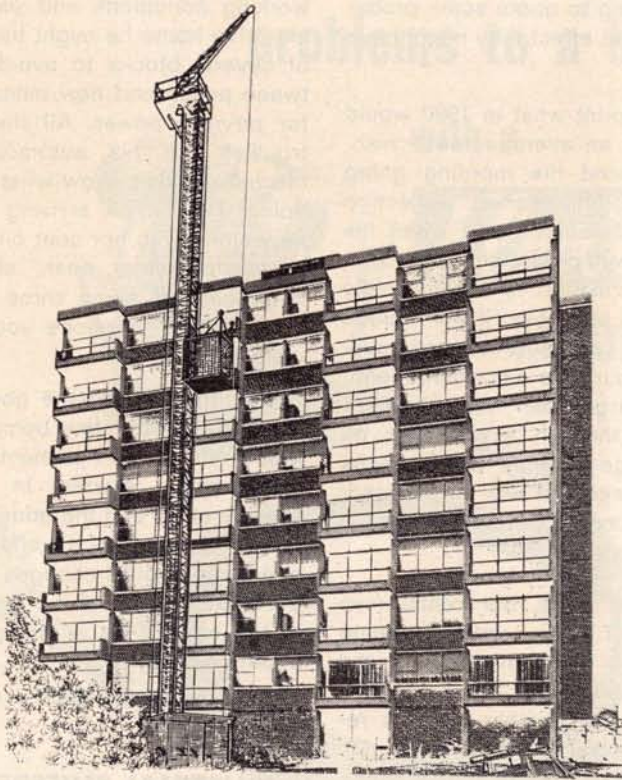
Mole Engineering Pty. Ltd., of French's Forest, N.S.W., has been appointed Australian distributor for the KEF range of industrial and municipal power sweepers, manufactured in the U.K. by Kent Engineering and Foundry Limited, of Maidstone, Kent.

The range includes electric, petrol or L.P.G.-powered sweepers for industrial or municipal use, in both pedestrian and rider type models.

The industrial machines are designed for use in factories, warehouses, cold stores and other premises where dry dust, or wet and oily dirt and debris have to be moved.

The municipal models are designed for sweeping roads, car parks, airports and similar areas, and for removal of light and bulky litter and waste. A special vacuum model is designed for use in parks and gardens for collecting rubbish, including leaves, paper, wrapping and gutter refuse.

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Self erection dismantling and unitised principles of this tower gives it fixed cost characteristics making it quicker and cheaper to erect than other hoisting appliances.

This allows the building contractor to readily estimate the cost of transport to site, erection, operation and dismantling. The standard power unit fitted to the Walco Mark 6 is electric although

petrol or deisel drive is available if required. Also available within the range of Walco Equipment are Men and Material towers, 15 cwt. super duty platform hoists, single and double barrow platform hoists, mining car hoists and a series of special purpose winches which may be adapted to specific uses.

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The WALCO Group

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MINISTER OPENS NEW WALCO FACTORY

Transfer of the manufacturing operations of The Walco Group from Sydney to Sawtell marked a significant break-through for decentralisation, the N.S.W. Minister for Decentralisation and Development, Mr. J. B. Fuller, M.L.C., said today.

Mr. Fuller was officially opening The Walco Group's new 23,000 sq. ft. factory and offices at Sawtell, about 5 miles south of Coffs Harbour, N.S.W.

The many guests at the opening included local businessmen and administrators and building industry representatives.

Mr. Fuller said that when a company which had 90% of its customers in the major cities moved away from the cities, it must be concluded that decentralisation offered major, counter-balancing attractions.

"This fact is beginning to penetrate more deeply into the industrial canyons of Sydney," said Mr. Fuller.

Mr. Fuller said that in his government's first budget in 1965 the \$2 million allocation for decentralisation was not fully spent. Such was the interest at that time in decentralisation.

Including Walco's move, the Department of Decentralisation had now, in 5 years, committed more than \$20 million, assisting over 450 industries to either establish or expand in country centres.

Mr. Fuller said that according to Walco's Managing Director, Mr. Ron Wallis, the benefits of decentralisation far outweighed the handicaps. The benefits were:

- Ready availability of labour.
- Attractive environment and climate.
- Availability of good industrial sites at reasonable cost.
- Availability of financial assistance through the Department of Decentralisation and Development at reasonable interest rates.

Mr. Wallis had also stated that off-setting these benefits were increased transport and communication costs. These costs would be minimised by railway freight concession and the installation of a Telex system between the plant and the Sydney Office.

The added space available in the Sawtell factory would enable the company to employ more operatives and eliminate costly shift work necessary in the company's cramped premises in Sydney.



Visitors at the opening of the new Walco factory at Sawtell, N.S.W., view part of a ship's window which has just been moulded in brass. From left to right are Mr. Ron Wallis, Managing Director of The Walco Group of Companies; Mr. E. A. Hogbin, President of Coffs Harbour Shire; Mr. W. Weille, M.L.A. for the electorate of Clarence; and Mr. George Jeffrey, Deputy Shire President of Coffs Harbour.

Mr. Fuller added that many leaders in industry today were concerned with the strangling overgrowth of the Sydney metropolis, of its traffic problems and pollution.

The Walco move, added Mr. Fuller, had brought nine new families to the Coffs Harbour area and provided 30 other job opportunities. And employment would grow.

"It is accepted that for every new job provided in manufacturing industry in an area, a new job opportunity is created in the town's service industries," said Mr. Fuller.

"From this, it has been calculated that the Government's aid in decentralising industry has retained at least 30,000 people in country centres who would otherwise have migrated to the city looking for job opportunities," he added.

The Walco Group manufactures builders' hoists, concrete finishing equipment and ships' windows.

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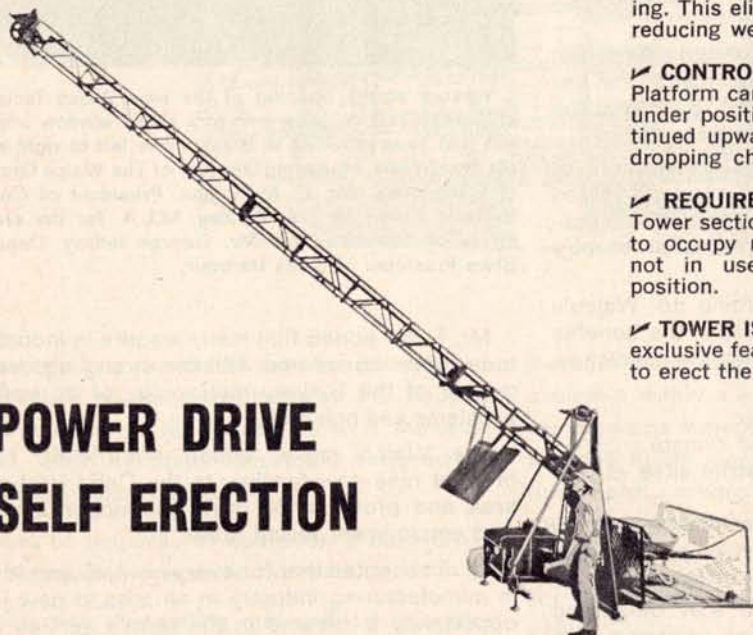
✓ **EXCLUSIVE HYDRAULIC CONTROL** permits smooth, positive lifting or lowering. This eliminates shock loads to engine, reducing wear and maintenance cost.

✓ **CONTROLLED DRIVE-UP, DRIVE-DOWN.** Platform can be driven up or down, always under positive control; stopped, then continued upwards with full load without the dropping characteristic of other hoists.

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LANDSCAPING COMES INDOORS

a new concept in office layout and design

We are indebted to Mr. John Lees, Plant Hire Manager of Pike's Nurseries Pty. Ltd., for this most interesting and informative article.

The concept of office landscaping, first developed in Germany in the early sixties, this idea is now spreading rapidly in the United Kingdom and in North America and now in Australia where the offices of Australian Broadcasting Commission, Atlas Copco, N.S.W. Housing Commission, Sterlac are among the first to be completely based on the concept of the office landscape, by Pike's Nursery Hire Division.

There is a total absence of rigid "demountable" partitions. When the modular partition was first introduced it had obvious advantages over the permanent dividing walls of pre-war days. But the system lacked much of the flexibility claimed for it. Alterations to office areas proved to be costly in terms of work dislocation as well as of money. In the landscaped office, work areas are not rigidly separated but are divided from each other only by acoustic screens and planter boxes and planter tubs. The basis of the layout is to offer a total environment which is pleasant and spacious, which separates work stations but does not separate people.

To take full advantage of the versatility of open planning, all services are carried in floor ducts at 6 foot centres across the full width of the office. The ducts carry power supplies, P.M.G. telephone lines and intercom facilities and these services are thus available within inches of any desired desk location.

The landscaped office calls for a thorough review of office systems and work flow if it is to be properly planned. Operating functions are divided into the general categories of sales, order processing, accounting and secretarial-finance.

Each such group is studied to determine the needs of individual members within it and to chart the lines of communication between itself and other groups. From such a study the general layout of group areas and access pathways can be planned.

Functional groups are spatially defined by

planter boxes and medium height screens, from about 4½ feet high. Plants in boxes should initially not extend more than 4-4½ feet above floor level to allow for natural growth and thereafter should be pruned to retain pleasing shapes.

Desks are arranged in such a manner that group members do not face each other directly but are conscious of belonging to the group team whilst being also aware of their relationship to other functional groups in the office.

To preserve the feeling of open space, much care is called for in the design of office furniture and in colour schemes employed.

An interesting element to the office area is the provision of a rest space with self service facilities for coffee, tea and other drinks. There is no normal tea break but office staff can relax in easy chairs at any time convenient to themselves. The usual set time tea-break interfered with work tasks and provided no real change in environment. It has been found that staff members appreciate the privilege of taking a break at their convenience without interruption to the normal flow of work.



Landscaped office of A.B.C., Sydney.

HIRE NEWS

NEW KANGO DISTRIBUTOR

To handle the popular 'Kango' line of electric hammers throughout Australia, T. W. Crommatin & Co. Pty. Ltd. have been appointed sole agents. This Perth-based company is in the manufacturing sales and hire fields in W.A., with a large range of construction equipment.

GLOBETROTTING AVIS DIRECTOR

Avis Truck Rental Director, Max Hamilton, has recently been on a trip to the U.S.A. and Europe to keep up with overseas trends.

SKI HIRE COMPANY JOINS ASSOCIATION

Hiring ski gear is a way of life in the snow country these days, and the first company to break the ice (the pun was unavoidable!) and join the Hire Association recently was Ski Sports Australia. Let's hope others follow suit.

THEY HAD TO COME TO SYDNEY TO MEET!

One interesting aspect of the Convention was that some of the Victorian delegates had not met each other and were, in fact, introduced by a Sydney Association member. It is to be hoped that the Victorian Association will open its doors to all Hire people, and gain membership and strength by so doing.

FOURTH BRANCH FOR KENNARD'S HIRE SERVICE

On October 19th Kennard's Hire Service opened another Hire Centre at Moorebank. Located on busy Newbridge Road, on 1½ acres of land, it will serve the Bankstown-Liverpool area.

Manager of the new facility is Blair Cavill.

ACTIVE IS THE WORD FOR ACROW

Mr. S. K. Priestly, managing director of Acrow Australia Ltd., has returned from a business trip to the parent company's London headquarters.

While in Britain, Mr. Priestly conferred with the chairman and founder of the Acrow international group of companies, Mr. W. A. de Vigier, on expansion plans and the marketing of new products in the construction and materials handling fields.

He also made a brief visit to Canada and the United States.

QUEENSLAND VISITORS WENT HOME INSPIRED

Bob Foley, of Bob's Hire Service, Fig Tree Pocket, Queensland, was one of the Northern hire men who attended the September Convention at Terrigal this year. He was so impressed that he wrote a letter to the Publisher of HIRE. We quote: "You may be interested to know that all the boys from Queensland were very happy to attend and were exceptionally impressed with the happy co-operation that your group, and the Melbourne group, gave so willingly . . . I look forward to receiving your journal in the near future."

A WELCOME GUEST FROM NEW ZEALAND

Noel Weekes, representing Hire Pool Ltd. of New Zealand, spent some time in Sydney recently. He attended the Convention at Terrigal and then visited several Sydney hire companies, exchanging ideas and talking shop.

POPULAR WIN IN GOLF COMPETITION

The Golf Competition held at Terrigal was won by Gordon Parsonage (Builders' Plant Hire, Sydney). Congratulations, Gordon!

New South Wales Hire Association
c/- Mr. Neville Kennard, President
174 Pacific Highway
Greenwich, Sydney, Australia

Dear Friends,

It was a delight to have been a part of your Third Annual Convention. My sincere appreciation to all of you for the invitation and the warm hospitality extended to Judy and me.

It was fascinating to tour, sightsee and visit rental yards and stores, all of which were quite impressive; but it was, however, the people we met that made it such a memorable experience.

Your industry appears to be on the threshold of even greater growth and expansion. One can almost feel the excitement developing. It was a great feeling for me to witness the level of maturity of your industry, it having such a short history.

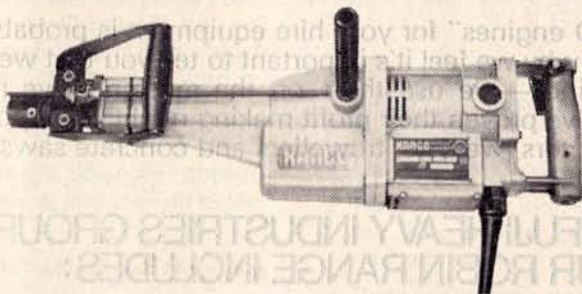
We will think of you often as we enjoy the Association gift, a fine addition to our library. Our sincere thanks to all of you responsible for the invitation. To borrow an "Aussie" phrase, "The whole experience was a 'beaut'."

Sincerely,
AMERICAN RENTAL ASSOCIATION, INC.
William D. Ristow, Jr.,
President.

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HIRELIGHTS

On Store Appearance

Just how important is the physical appearance of your business?

You have to look at this from the customer's viewpoint; **and** from your own.

There is no doubt, customers prefer to shop in clean, tidy, organised places. They give first bite of their cherry to the shop that **looks** good.

You have to woo the customer into dealing with **YOU** instead of with your competitor. Supermarkets and department stores are examples of this. It is really pleasant just walking around them.

From your point of view it is important: happier workers in clean conditions take more pride in their work; it is safer; and you get more business—customers can see different items better when they are displayed well.

IT STARTS FROM THE TOP!

How do you improve and maintain this appearance?

It starts from the top—that's you! You must be meticulous in your approach and fastidious about the appearance. Some of it will rub off. You will have to tell your employees of your new objectives. Then, to show them you mean it, start by cleaning up the building. Paint it (white always looks best); sand and Estapol the floors.

Stands and racks always improve appearances, besides saving space, and making easier identification. (See below.)

Set rules for your staff to follow. Here are some . . .

1. Every floor to be swept every day.
2. All rubbish bins to be emptied daily—before closing.
3. Every machine to be thoroughly cleaned before putting away.
4. Every bench and desk to be tidied before leaving.
5. Tidy up any uncompleted work before leaving.
6. Arrange regular window cleaning.

WAYS TO SET UP YOUR PLACE FOR TIDINESS

1. A place for everything, and everything in its place.
2. Make containers, paint them and mark them: RUBBISH, SMOKERS, ROPES, CLEAN RAGS, DIRTY RAGS, etc.
3. Keep items off the floor for ease of cleaning.
4. Make or buy shelves for small items—keep them simple and neat.
5. Separate different types and sizes with dividers.
6. Make racks and stands to hold items.
7. Use signs to advertise the various types.

STORAGE RACKS

Storage racks should be neat, simple and strong. If you have many of one item make a rack specifically for it. Design it for easy access and vision; try to store accessories and abrasives used with that item on the same rack.

HINTS TO HELP

1. Tie hoses, leads, ropes, etc. with string for neatness.
2. Use walls and pegs as much as possible.
3. Put equipment into islands, divided by aisles for easy access and separation. Store it neatly in rows.
4. Paint dividing lines on the floor to emphasise.
5. Keep smaller goods at the front, larger behind.
6. Keep work benches clear—with space around.
7. Make containers for messy items, and those with many accessories.

With guidance from the top, and participation by all, there is no reason why your place cannot be most respectable. That one about "no time" doesn't hold water—the busier you are the more organised your place should be.

continuing

THE HIRE-ARCHY

Vital statistics from more Committee members



Robert Hodgson

FORK LIFT TRUCKS ON THE SYDNEY WATERFRONT

1. **Name:** Robert James Hodgson.
2. **Company:** Frank J. Hodgson Pty. Ltd.
3. **Position in Company:** Manager—Industrial Services Division.
4. **Place of birth (date optional):** Gunnedah, N.S.W. 20/7/37.
5. **Experience in other industries or professions before you entered the hire industry:**
 - (i) Apprenticed Fitter & Machinist, W. E. Smith (Eng.) Pty. Ltd., 1955-60.
 - (ii) On completion of Trade joined Frank J. Hodgson Pty. Ltd.
6. **How and when you got into the hire industry:**
1960—By joining Frank J. Hodgson Pty. Ltd.

Frank J. Hodgson Pty. Ltd. started in hire business in 1958 by hiring Fork Trucks on the Sydney Waterfront.

7. **Your objectives for the Hire Association and its members:**
 - (i) Mutual and Increased Profitability.
 - (ii) Finding solutions to common problems.
8. **Your personal philosophy of hiring—i.e. some of the things you have learned or conclusions you have reached during your years in the hire industry:**
Not to hire Fork Trucks to Brickyards or Foundries under \$150-00 per week.
9. **Children:** Boy, 2 years old; Girl, 3 months.
10. **Hobbies, interests, goals—personal and/or professional:**
Sailing, collecting wine bottles (full ones).
Goal—To retire at 80.



Barry McDonald

THEY STARTED HIRING TO SAVE STORAGE SPACE!

1. **Name:** Barry McDonald.
2. **Company:** Macbro Plant Hire Pty. Ltd.
3. **Position in Company:** Managing Director.
4. **Place of Birth (date optional):** Melbourne. 25/10/38.
5. **Experience in other industries or professions before you entered the hire industry:**
Manager of Engineering Contracting Company.
Director of Earthmoving Equipment Company.
6. **How and when you got into the hire industry:**

My contracting company had surplus equipment after completion of a number of interstate contracts and we had insufficient storage space so I elected to hire out the machinery.

7. **Your objectives for the Hire Association and its members:**
Education in the hiring business. Plant selection and maintenance increase. Greater credit control. Good fellowship.
8. **Your personal philosophy of hiring—i.e. some of the things you have learned or conclusions you have reached during your years in the hire industry:**

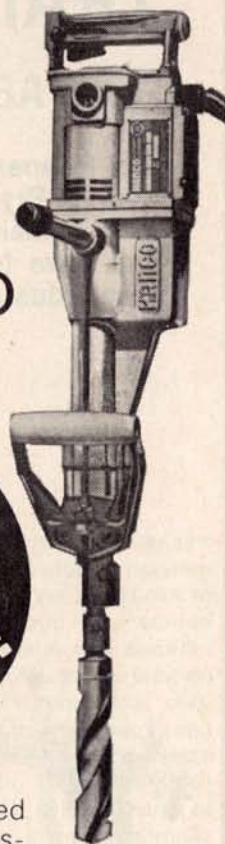
Hiring is a very personal business—the effect of personal contact determines most of the repeat business, plus the enjoyment to be had in business. We believe you are a long time dead.

9. **Children:** 3 girls, 1 boy.
10. **Hobbies, interests, goals—personal and/or professional:**

Active in trade associations, committee of businessmen's club. Other interests are with my family.

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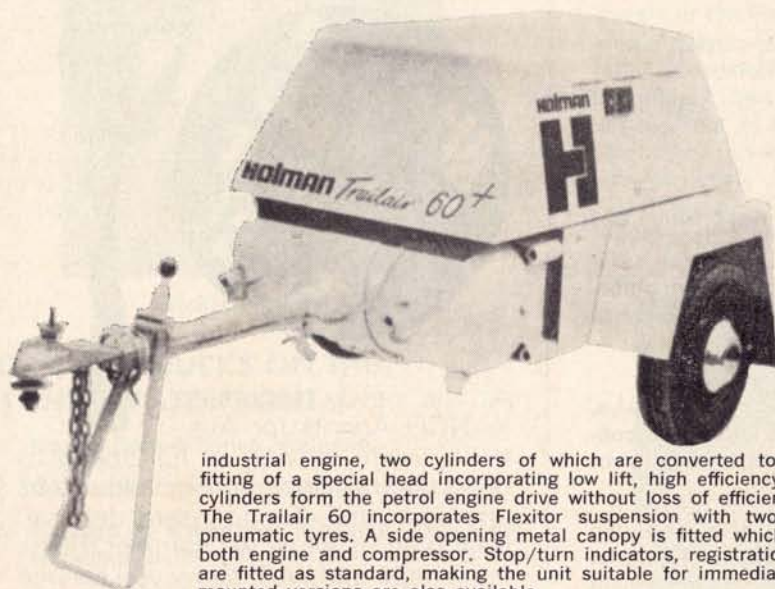
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Phone 24 7591

HOLMAN TRAILAIR 60

PORTABLE COMPRESSOR

Vic Piraner, Manager of Everready Hire Service Pty. Ltd., says, "We have had Holman Trailair Compressors for over 3 years and have found them to be ideal for the Hire industry."



industrial engine, two cylinders of which are converted to provide compressed air by the fitting of a special head incorporating low lift, high efficiency plate valves. The remaining two cylinders form the petrol engine drive without loss of efficiency and no engine overload. The Trailair 60 incorporates Flexitor suspension with two 10" wheels and 5.20 x 4-ply pneumatic tyres. A side opening metal canopy is fitted which allows complete accessibility to both engine and compressor. Stop/turn indicators, registration plate illuminator and mudflaps are fitted as standard, making the unit suitable for immediate registration. Silenced and skid mounted versions are also available.

Compare these advantages with other compressors:—

FULL HOLMAN/VW WARRANTY ■ Low fuel costs ■ No drive gears or clutches ■ Balanced weight for easy handling ■ Low cost spares and service for engine available from extensive VW dealer network ■ Easy starting ■ Standard "Mini" wheels and tyres ■ Lockable canopy.

The Trailair 60 is the smallest compressor in the wide range of Holman portable compressors and is completely assembled in our Melbourne Works.

It is a light-weight, compact, easily transported and highly manoeuvrable compressor specially designed for use in restricted areas and can be towed by small vehicles.

The output is 60 c.f.m. at 100 p.s.i. pressure and it is capable of operating at optimum efficiency a variety of pneumatic tools including heavy duty (80 lb.) concrete breakers, medium duty rock drills, backfill rammers, sump pumps, auger drills, clay spades, picks, concrete vibrators, spray guns, etc. The compressor comprises a VW 1600 c.c. air-cooled, 4 cylinder horizontally opposed

HOLMAN

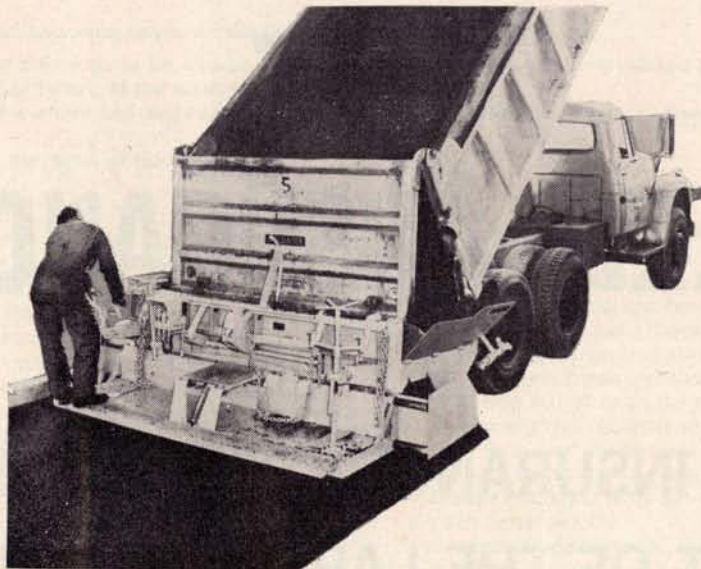
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New low-cost high-production paver



The Layton Track Paver

Mole Engineering Pty. Limited is now marketing the Layton Track Paver, a tow-type paving machine claimed suitable for use with tail-gate tip trucks of every type and capable of spreading road-surfacing materials in widths that are adjustable from 8 ft. to 12 ft. The paver is described by the company as a low cost, high production alternative to self-propelled units and should appeal strongly to private contractors and to municipal authorities.

Supported on roller tracks giving a total bearing surface of 300 sq. in., the paver is connected to the towing vehicle by means of two hydraulically operated drawbars. These are fitted at the forward ends with idler rollers which engage the rear wheel rims.

Operation of the paver is controlled by one man standing on the platform at the rear. As the truck moves forward with the tipper raised, road surfacing material falls into a full-width hopper of 3 tons capacity, which is fitted with a hydraulically operated hinged shut-off gate. Where overhead obstructions are present, the tipper body can be lowered without interrupting the material flow from the machine. Machine hook-up, material shut-off and screed hoisting are all controlled by a single hydraulic pump fitted with 3 pistons for independent operation of the separate hydraulic circuits.

According to Mole Engineering, the paver can be moved quickly around the job site by hoisting the screed and towing the unit on its tracks to the starting point of the next run. The screed assembly is of full-floating design and material depth is controlled by means of a screw jack on each side. Ratchet-operated turnbuckles, connected by chain and sprocket to the leading and trailing edges, allow the operator to compensate quickly for variations in grade. The track width can be varied from 8 ft. to 12 ft. by means of integral screed extensions that are mechanically operated from either side of the unit.

When transporting the paver from one work site to another, the unit is lifted clear of the road by connecting the lifting chains provided to the top of the tailgate and lowering the tipper body. The towing vehicle is then driven off with the paver attachment firmly suspended and secured.

As an optional extra, the paver, which weighs approximately 2,500 lb., can be equipped with a towing assembly which can be connected to the ball hitch or pintle of a jeep, pick-up truck or utility. Other options include L.P. gas heaters, for use in cold weather paving, and constricting ditch plates which permit narrow paving in widths that are variable from 0 ft. to 7 ft.

(Further information is available from Mole Engineering Pty. Ltd., Rodborough Road, French's Forest, N.S.W. 2086.)

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INSURANCE FOR HIRE FLEET OPERATIONS

by Keith Farfor, Ph.D., B.Comm.

Managing Director, Armith Pty. Ltd., Insurance Brokers

There are three basic insurance needs for those who run hire fleets:

1. The cover against claims made for loss or damage to the public or its property caused by negligent operation of the equipment or failure of the equipment itself.
2. The cover on the workers and sub-contractors against claims under the Workers' Compensation Act and at Common Law.
3. The insurance of the items of the hire fleet.

To give greater detail:

Negligence: Every hirer has a duty to members of the public to ensure that the equipment shall be fit for the purpose for which it is hired. This liability also applies to the person using the equipment, who has a further duty not to use the equipment negligently.

Clearly, this then puts us in a position where we have two spheres—one, the negligence involving the user alone, and the other, the fitness for purpose hired out, involving both the owner and the user. If a user drives a roller furiously along the street and damages property, then the liability is his and his alone, but should a vibrating roller be hired out with the wrong frequency and fracture underground pipes, then the claim will initially be against the user but the owner will be brought with any action.

The assessment of the proportion in which the quantum of damages will be awarded is, should the claim end in Court, a matter for jury or, if possible, a matter for amicable agreement.

Many owners also repair or maintain other people's equipment and it is very doubtful if most of them realise they are liable for that equipment's safe keeping whilst it is in their possession. It is not possible to contract out of this liability by notices on walls or conditions on tickets.

These risks, as well as those arising from negligent acts of the owner's employees, can all be covered by properly drawn Public Risk and Products Liability policies—don't forget the all-important Principal's Indemnity Clause when arranging cover.

Workers' Compensation: Every employer of labour has a Statutory obligation to insure those who work for hire or reward and failure to do so will involve not only the obligation to pay the worker the amount laid down in the Act, but also the imposition of a substantial penalty.

Some people argue that they always use sub-contractors, but this argument is of doubtful validity unless the sub-contractors happen to be a corporate body, in which case obviously no master-servant relationship can exist.

I have always felt the test to apply to a sub-contractor to ascertain if he is what he says he is the biblical one: If you say unto one "Go" and he goeth, he is then a worker. If you say "Go" and he says "When I'm ready", then he is a sub-contractor.

To be safe, your policy should always be extended to include liability to sub-contractors since it would be very dreary to find you had no cover should the Workers' Compensation Board hold someone you thought a sub-contractor to be a worker.

Company Directors can cover themselves under the Act and at Common Law and should do so—not so much for the weekly benefits, but for the cover against hospital and medical fees, which can be very high and more than the amounts recoverable from various hospital benefit groups. There is also the Death Benefit. Whilst not large, it is always of use.

Just as a worker has recourse under the Act for injuries arising out of or in the course of his employment, he equally has recourse at Common Law should the injury be caused by an unsafe system of working. The Statutory amount of cover is \$50,000, but it would be a foolish employer who did not extend his policy for a much larger amount.

If you employ labour which crosses into another State on duty then the worker, if injured, may elect, under certain circumstances, to claim under the Act of the State in which he is injured—he will certainly try to do so if the particular State has greater benefits under its Act than your own. This risk may also be insured.

The Fleet itself: The cover here has to be very broad whilst the items are on hire, and restricted to a Fire cover with a small Burglary extension whilst on the owner's premises. This is a delightfully easy contract to write and the broad "whilst hired" cover provides for loss or damage to the hired equipment and spare parts **excluding** (and everyone thinks, "Here's the catch", but here everyone is wrong) normal wear and tear, depreciation and legal seizure. It also covers the cost of towing or cartage should this be necessary after a loss.

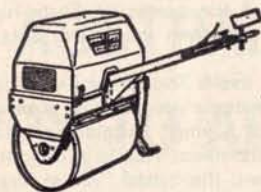
The cover under the "whilst hired" section attaches the minute the equipment is attached to a towing vehicle to proceed to the hirer or from the time hooks or slings are attached to lift it on to a vehicle for the same purpose. This section ceases when the equipment is unhitched or touches the ground back at the owner's premises.

The cover is wide, the rates for those with a good experience are low, and the method of arranging the cover is simple. I put it last in this paper mainly because the major losses to an owner will come under the first two sections.

General: You may ask how to arrange these and go to ring your Insurance Company, but I suggest you remember the old adage, "The man who is his own solicitor has a fool for a client".

The same thing applies to Insurance Brokers. Consult your Broker or find out from one of the larger people you buy from who their Broker is and go and see him. Brokers are insurance specialists and are there to help you.

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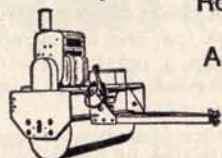


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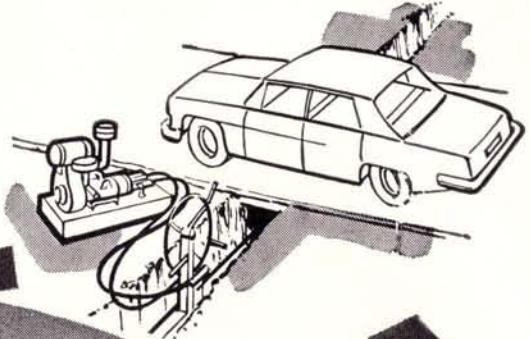
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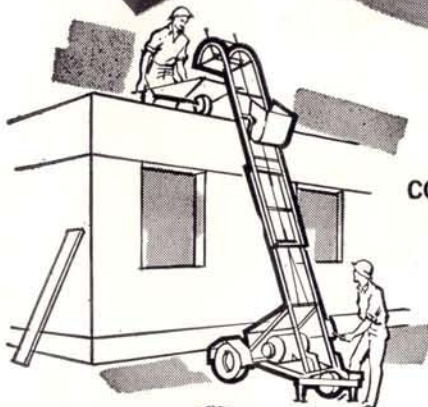
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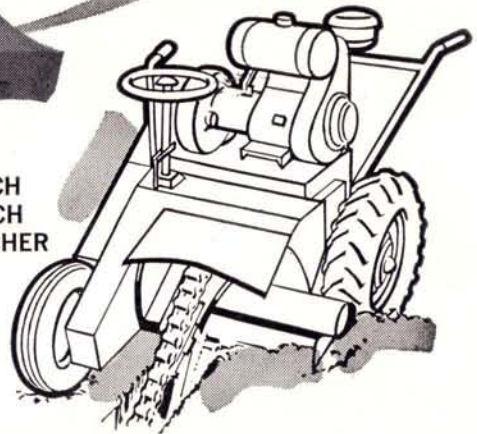


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