

Vol 5, No. 4

Official Journal of
The Hire Association of N.S.W.
The Hire Association of Victoria
The Queensland Hirers' Association

HIRE

the best concreting equipment comes from **COATES**



If you want concreting equipment, Coates have the best . . . equipment like the highly efficient Coatesflex screed and rugged, reliable Liner Roughrider dumpers including the great new 2-ton 4 wheel drive Super 2.

And then there's the Coates trowelling finishing machine which can finish up to 10,000 sq. ft. of concrete in one day, Coatesflex immersion vibrators and a big range of skips and hoppers.

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Hire

OFFICIAL JOURNAL OF
THE HIRE ASSOCIATION OF N.S.W.
THE HIRE ASSOCIATION OF VICTORIA
THE QUEENSLAND HIRERS ASSOCIATION

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EDITORIAL CONTRIBUTION: The Editor
welcomes news stories and pictures covering
any phase of the hiring industry.

THE OPINIONS IN HIRE ARE NOT NECESSARILY
THOSE OF
THE HIRE ASSOCIATIONS OF N.S.W.,
VICTORIA OR QUEENSLAND.

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PAINTER THAT'LL
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15 MINUTES!**



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ADDRESS

PHONE

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Invite me to a Spray-in

Arrange a demonstration for me

Phone me first

BS3133

President's Message



**BARRY McDONALD, President,
Hire Association of N.S.W.**

1972 was the year of the first National convention, perhaps 1973 will be the year of the National Association. The National convention was a great success, particularly because of the interstate mixture of ideas and personalities. Every state and New Zealand and New Guinea being represented.

The ideas, expertise and enthusiasm must be channelled to be one voice. A voice to be heard and listened to by our suppliers, our consumers and our legislative bodies. This voice can most effectively be heard from the National Association.

National body is in the hands of the state executives to determine the formulative procedure. I hope to report considerable progress from our next Interstate meeting, currently being called.

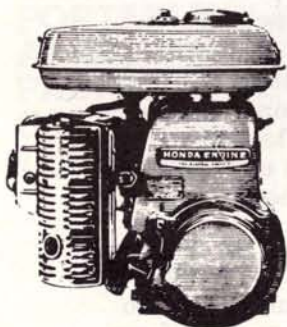
ANNUAL GENERAL MEETING

of N.S.W. Hire Association will be held at Town House Motel,
7th February, 1973. Members are requested to leave this date open.
Invitation & Registration will be going out early January.



HONDA

stationary engines for absolute dependability



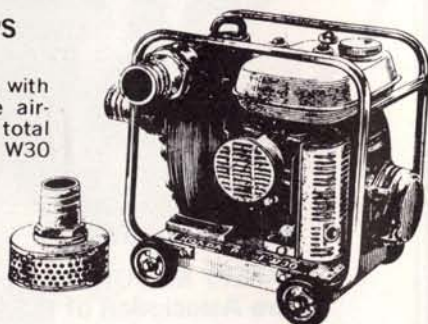
G40 and G65. The **G40** has a constant vacuum carburettor for easier starting, increased power and improved acceleration. Delivers a maximum output of 1.5 hp at 4,000 rpm. Reduction gears are available. High torque. Weighs 48.7 lbs.

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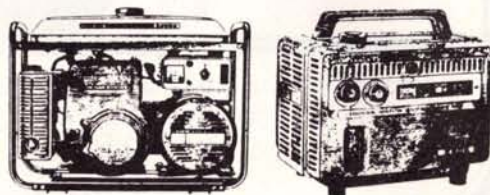
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Editorial

A new deal for a new year

There's a cynical assumption that New Year resolutions, like politicians' promises, are made to be broken.

Many are but some, in fact, are kept. And that is why HIRE is about to go on record with its first-ever New Year resolution.

During nearly five years of publication we have often – too often – come out late. Our deadlines have been vague and elastic, our publication dates have been unpredictable as the weather. It hasn't been good enough. So you will be pleased to learn that this unsatisfactory state of affairs has now come to an end.

As from February 1973, we hereby resolve to publish your journal on – give or take a week – the 7th of every second month.

This means that the copy deadline for each issue will be the 7th of the month preceding publication. Copy or no copy, HIRE will appear on approximately the due date. We hope it will be packed with news and information from all segments of the

Australian Hire Industry, but this will be largely up to you. If you don't send us the essential raw material it may have to be a deprived little 16-pager with very little local content. But, come hell or high water, HIRE will be published on time.

(Incidentally, we'd like to have your news for the February issue as soon, as possible. And if you've got a grievance or a criticism or a suggestion for improvement, we'd like to have that, too. The Editor's address is 23 King Street, Waverton, N.S.W. 2060.)

Having now committed ourselves, it only remains to wish you a prosperous New Year, and to express the hope that – with your help and co-operation – we can produce a bi-monthly journal fully representative of a thriving industry.

We intend to keep our New Year resolution. If we don't we shall have to eat what the Americans call crow and the English call humble pie.

And the Editor, no doubt, will shoot herself.

Post Mortem:

17 ways to make a Good Convention Better....

At the 11th October Committee meeting of the Hire Association of New South Wales, some time was devoted to discussing the 1972 Hire Convention, which everyone agreed had been a success.

While agreeing with this verdict, Neville Kennard pointed out that there were lessons to be learned from the Convention which could help to ensure even greater success next year. After considerable discussion, the Committee contributed the following 17 suggestions....

- Increase tentative booking of Convention Hotel to approx. 200 people.
- A mailing early in the year to all members advising of venue, etc.
- Indicate on registration form what members are entitled to for registration fee.
- An offsider to the Chairman proved successful this year and should continue for future conventions.
- A policy for manufacturers advertising at Conventions should be established with a view to possibly charging for advertising space.
- A hospitality room is considered to be a must.
- Start morning sessions earlier, say 9 or 9.30 a.m.
- Organise breakfast meetings, e.g. soft goods get together in one area and building equipment members in another area.
- A move around session is suggested.
- Lecturers should be directly associated with the industry.
- A day tour prior to the Convention proper, and pre-Convention function is suggested.
- A hospitality room and bus at the airport could also be provided.
- Identify state executives on lapel badges and it is suggested that all name tags include the name of the company and the state represented.



- Summaries of state activities from Presidents of each state association could be presented to an open forum.
- Organised social activities such as swimming, etc. to involve all states.
- Give consideration to a longer Convention period and

perhaps hold the Convention through mid-week.

- An incentive to register early might be considered, e.g. \$60 early registrations, \$70 late registrations.

The Secretary was instructed to write to State Associations concerning the above suggestions

and to ask for their comments.

It was also agreed that the President should write a congratulatory letter to the Queensland Hirers' Association, making particular reference to the excellent work done by the Convention Chairman's right hand man, George Tanton.



I wish to subscribe to Hire Magazine and include the sum of \$2.00 for one year's subscription.

Name.....

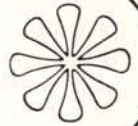
Company.....

Address.....Post Code.....

Signature.....



HIREOSCOPE



A THOUGHT FOR THE NEW YEAR

Quotation from RENTAL AGE:

Communication is one of the major responsibilities of the American Rental Association. But communication implies a two-way street – giving and receiving information. We want our communication to be AMONG members, not just TO them. Let us hear from you.

For 'American Rental Association' read 'Australian Hire Associations' – and you have it in a nutshell.

MIXING BUSINESS WITH PLEASURE

Chris Pannell's recent overseas trip had dual motivation: his brother's wedding, and a visit to several Coates companies in the U.K. HIRE asked him about trends overseas. A greater degree of specialisation, he said, and the growth of contract hire. On this basis a hire company contracts to hire all the necessary equipment on a particular site for the full duration of the project.

GRIPES AND GRUDGES

We were intrigued to learn from the latest minutes of the Queensland Hirers' Association that members had agreed to hold a "Gripe and Grudge" session in February! What a marvellous idea. HIRE, let it be said, also has a gripe – and we're not keeping it on ice till February.

Specifically: NO COPY FROM QUEENSLAND. No news items (isn't anything happening North of the border?) No letters, no photographs, no viewpoints, no ideas. If we hadn't met some pretty dynamic people from the Brisbane Hire scene we'd have the impression that hiring in Queensland was some kind of long siesta in the sun. Come on, you members of the Queensland Hirers' Association, send us something more than minutes of your meetings – or don't you give a damn about your own magazine? Make a New Year resolution to contribute as often as you can – and act on it NOW. (We're already collecting copy for the February issue of HIRE.)

SECURITY: SNAKES AND (NUDE) STATUES

Not surprisingly, security is an even bigger problem for the American hireman than it is for his Australian counterpart. At a recent Security seminar attended by hire operators from many areas in the U.S., the following dialogue was reported in all seriousness...

QUESTION: How effective are snakes in premises protection?

ANSWER: I don't know, but I think any unusual technique has a limited effect. Obviously, a snake would require special care, and there would be some character with a poisonous snake who would wind up being bitten. One proprietor's technique was to place a large, nude statue inside his entrance door. Every passer-by would take a good

look at the premises – hardly the ideal situation for a burglar.

CUSTOMERS, TOO

Talking of gripes and grudges, customers have them too – and some of them are legitimate, at that. In any case, it's better that they should tell you than tell the man next door. A hire company at Fort Worth, Texas, A-Baker's-U-Rent-It, believes in making it easy by keeping a stack of complaint forms on the counter to enable dissatisfied customers to register their gripes. Might be worth trying – unless your customers are 100% happy all the time! Here's the form they use at Fort Worth...



MELBOURNE NEWSFLASH: COATES BUYS ABACUS

Mr. P.B. Smith, Victorian Branch Manager of Coates & Co. Ltd., has sent us the following news item...

Coates & Co. Ltd. have recently purchased Abacus Hire Co. at Princes Highway, Dandenong, and are operating this as from the 1st November as their Dandenong Depot.

Dick Lowe of Abacus has now retired from the Hire Business after being on this site for 25 years, running both a Service Station and Ice Works as well as Abacus Hire Co.

The new Coates Dandenong Depot is under the management of David Pillinger, who rejoined Coates after several years absence, during which time he held executive positions with other Hire and Air Compressor-manufacturing companies.

PLAYING FAVOURITES? WHO – US?

From time to time one of our critics accuses us of playing favourites. "Too much X-company in the last issue," is a typical comment. Which brings us to the point: **do** we play favourites? You bet we do! We give all the space available to the people – few in number but generous in assistance – who supply us with news and enable us to keep this journal going. Of course we'd like the coverage to be wider and more representative (heaven knows we beef about it often enough!) but we have to do our best with what we can get. And there ARE signs that more hire people are taking an interest and coming forward with helpful information. We're going to need more copy than

ever in the coming year, and we're starting to plan the February issue now, so – please – how about something from YOU?

THE NEWS FROM COATES

18-TONNER Coates recently secured the four-months hire of an 18-ton drawn smooth-drum vibrating roller, Vibroll 96T – the largest in Australia. The hirer is Citra Australia Limited, and the roller is required for work on the Sydney to Wollongong expressway at Helensburg. Powered by a Deutz 100 horse power air-cooled diesel engine, it is being manufactured by Coates & Co. Ltd. at their Miranda works.

NAME CHANGE Coates Plant Hire has become Coates Hire Service, a name more appropriate to the company's comprehensive range.

NEW DEPOT A new Coates Hire Service depot has been opened at the corner of Crown and William Streets, Sydney, to cope with the demand in the inner city area. Manager is Chris Williams.

CONGRATULATIONS

Having made his mark on the Australian hire industry, Chris Pannell, Coates & Co.'s N.S.W. Manager, has received recognition overseas. He was recently appointed an Associate Member of the Institute of Plant Engineers, London. HIRE says: Congratulations!

OUR FACE IS RED

It has nothing to do with December temperatures or the drinking season: we are red-faced with shame.

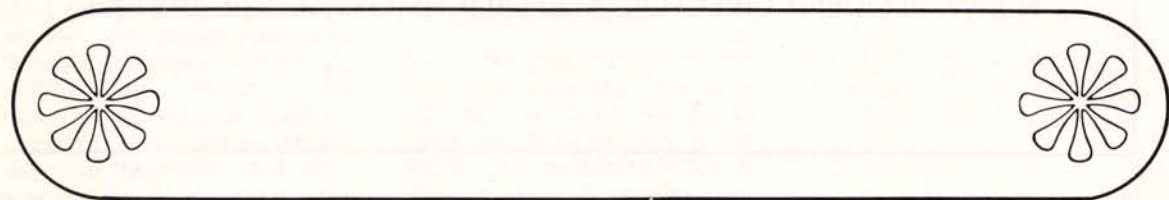
In recent months we have been making a concerted effort to get rid of typographical errors. Then, right on one of the most significant pages of our Convention issue – the condensation of Sam Greenberg's talk on page 12 – a malevolent spirit transposed some type.

HIRE's Editor and Publisher tender apologies to the distinguished American visitor, and reprint part of column three – as it was intended to appear...

We should have built higher fences and an apartment in every rental yard. We should have provided customer parking. We should have stayed open till 9 or 10 p.m. (Now we stay open till 9). We should have started our profit-sharing plan years earlier than we did. Everyone is free to leave if he wants to, and salaries are adjusted once a year.

It is a mistake to carry stock that isn't making money. Prices should be adjusted. All you can do is give value.

When you make mistakes, find your own way out of them – don't call in professional advice. We stay away from companies and handle it ourselves.



HIRE FLEET INSURANCE

**AS INSURANCE BROKERS FOR
MOST OF THE LARGE HIRE FIRMS
IN AUSTRALIA WE SHOULD BE
HAPPY TO ADVISE ANY MEMBERS
OF THE HIRE ASSOCIATION ON
THEIR INSURANCE PROBLEMS.**

ARMITH PTY. LTD.

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N.S.W. RESIDENT DIRECTOR, ALAN BIRCHMORE, A.A.I.I. 929 5755

Are You Recovering ALL Your Recoverable Costs?

Like termites in the woodwork, small operational costs can eat away a percentage of your hard-won profits in the course of a year. Until they show up in the balance sheet you may not even be aware of them. Yet many of these costs can be recovered as soon as they are incurred. It's largely a question of how you structure your business operation.

Delivery charges can mount up

Take the vexed question of delivery charges. At least as far as Sydney hire companies are concerned, there appear to be three quite divergent approaches. Some companies prefer not to deliver, and only do so under duress. Some use low-cost deliveries as a market lever. Some keep their delivery charges on a par with the rates charged by outside companies.

Obviously, the second and third groups are giving a better service to their customers. Whether those in group two are picking up enough extra business to cover their losses on deliveries is something known only to themselves and their accountants. It may very well be that they are.

Those who comprise the third group are clearly on firm ground. They can presumably afford to run a better delivery service because the operational costs are self-liquidating. If a customer raises objections to paying the price quoted for delivery, he has the option of making his own arrangements to have the equipment picked up and returned. However, the majority — we are told — find it more satisfactory to let the hire company handle the whole transaction.

In summation, group one avoids delivery costs wherever possible, but may lose customers in the process; group two incurs them as a calculated risk, believing that additional business will cover the losses involved; group three plays safe and automatically recovers the cost of running an efficient delivery service.

And what about customer insurance?

All hire companies place the responsibility for loss or damage squarely on the customer. In theory this is fine. But what if the customer does a flit, or goes broke, or digs in his heels and waits for you to sue him?

For the past three years one large hire company has been offering insurance cover to its customers. More recently, other N.S.W. companies have followed suit. For a small premium the customer is indemnified against

accidental damage, fire, storm, tempest, flood, burglary or vandalism. Hire operators are still debating whether, in a small percentage of instances, customers may become careless with insured equipment, but — overall — the hire company is almost certain to come out on the right side of the ledger, with a nice little nest egg in reserve.

Realistic delivery charges and customer insurance can undoubtedly help you recover some of your operational costs. In the course of running your business you will have devised or discovered other ways. HIRE would be very interested to hear about them.

We've all heard about the people who take coals to Newcastle, and the Scilly Islanders who allegedly take in each other's washing. But closer to home – in fact right here in Sydney – we have

A Hire Company which hires to other Hire Companies

The Company is Barricade Hire Service, and the principals are Peter Geeland and Doug Chambers, both of whom are well known in the construction field.

An example of successful specialisation, Barricade Hire Service hires out all types of

barricades for traffic control, pedestrian safety and exhibition protection. Also available for hire are a complete range of brightly flashing lights and temporary warning signs, trench shoring, trench covers and heavy steel plates for vehicular crossings.

Barricade Hire Service, a member of the Hire Association of New South Wales, has grown in just three years from a sideline to a full-time operation. The Company's customers represent a wide cross-section of business and civic activities – and, interestingly, quite a few of them are Hire Association members.

It seems that a number of hire companies have discovered the advantages of hiring from the specialists, re-hiring to their own customers – and making a profit on the deal. The supply and delivery problems are taken care of at the same time, and all of this for the price of a phone call!

Barricade Hire Service is operating at 12 Davison Street, Cromer, 2099, and the telephone number is 982-3019.

He SAYS he knows how to use it - but Does he?

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.

The last thing in the world the customer wants to do is to admit that he doesn't 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.

A hireman's guide to

FREE Advertising

In these promotion-conscious days nobody doubts the efficacy — or the high cost — of advertising. But did you ever think of getting some for nothing?

Most of us, at one time or another, have wished that we could afford to advertise regularly, or retain the services of some glossy public relations outfit. But the process of getting a message across to the public can be an expensive one, and while results can be expected they are never guaranteed.

One answer to the communication problem is to appoint a P.R.O. — yourself! What you may lack in promotional experience you'll make up in enthusiasm, motivation and real inside knowledge of your business. The first step is to start **thinking** promotionally. Ask yourself: would it make a story, has it news value, would people be interested and/or entertained to read about it? Once you get into the way of recognising news value you'll begin to see it in unexpected places.

Prepare "press releases" whenever something newsworthy occurs, type them neatly and send them to all the suburban papers distributed in or near the area(s) in which you operate. Most of these publications are news-hungry. So are relevant trade publications. The only proviso is that the pieces you send out must have a news-approach; a blatant bid for free publicity will get you nowhere.

Let's look at some of the

things which might be regarded as news. Perhaps you're expanding your range, specialising in something remarkable, taking over another company, opening new premises, extending your hours of business, instigating some new type of service, importing or making something not previously available in Australia (or your part of Australia), handing out literature — catalogues, road maps,

calendars or whatever.

You want as many people as possible to know about what you're doing/offering; you want the name of your hire company to be firmly implanted in the public consciousness. So spread the news wherever you can. If it's sufficiently interesting and unusual, don't overlook commercial radio stations and TV channels. You could end up being interviewed on television — and

...the Pimp had made a personal con...
...to the fund.

THE HIRING HEAVEN FOR HANDYMEN

Sydney's host of handymen have never had it so good.

Today they have at their disposal equipment worth a fortune. And all it costs is a few dollars.

The equipment is provided by several hire firms doing a roaring business.

The handyman can hire anything from a lawn mower to a jack-hammer.

He can attempt jobs that once could only have been done by specialist tradesmen.

Each item is accompanied by a photograph and a brief description of the job it performs.

Equipment includes compressors, rotary hoes, chain saws, ladders, trestles, concrete mixers, wheel-barrow, lawn rollers and electric drills.

The company also supplies equipment for people who are moving home.

Free promotion in the Sydney 'Sun'

just think what **that** would do for your business! This sort of thing doesn't happen very often, but the point is that it does and can happen.

Human interest stories are always good. If something funny or unexpected or exciting happens... if you rescue a customer from some kind of crisis situation — that's a **STORY**. Jeff Marsh's 'The Clients Were Bank Robbers', and Neville Kennard's 'Sydney Hire Company Outwits Skilful Thief', both in our last issue, had the elements of drama which give

Don't overlook the columnists in the various newspapers and periodicals. Columns are very popular these days, and some of the people who conduct them have had column-writing thrust upon

them. With deadlines to meet they are eternally scratching for material. (If you doubt this, read their columns and see what flimsy stuff they are sometimes obliged to fall back on.)

From time to time you may decide to take some advertising space — the kind you pay for — in a newspaper or periodical. See if you can't get some extra mileage out of the expenditure by inducing (I was going to say 'conning', but thought better of it) the publication to give you some editorial support. This is frequently done, and an opportunity not to be overlooked.

Then there is the matter of your printed stationery. It wouldn't cost you much to include an additional message on your letterhead, invoices and the like. This should probably be what the advertising business

calls your USP — unique selling proposition, the thing which, in your opinion, gives you the edge on your competition.

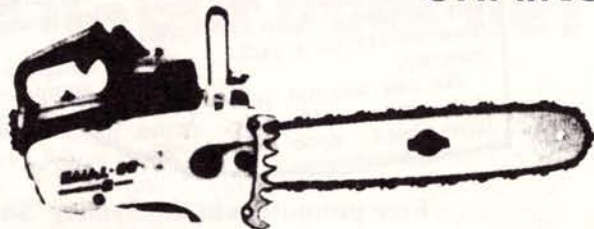
Finally, there is no better, more effective form of free advertising than word-of-mouth. Whether you invoke its assistance or not, it is working for you — or against you — all the time. If you give your customers bad service, if you try to put something over them, they will not only leave you but, cumulatively and over a period of time, they will kill you stone cold dead in the market.

If you go the extra mile in friendly service and dependability, they'll be walking commercials for you and your company from here on in. And the new business they bring you won't even cost you a cent!

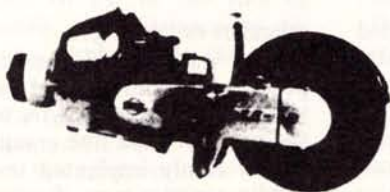
— The Editor.



THE WORLD'S BEST CHAINSAW TO HIRE



FITTED WITH
THE WORLD'S BEST
SAW-CHAIN



Stihl "Cut-Quik". Abrasive cutting machine
Cuts — Steel Masonary
Fitted with Micronic Filter
For Engine protection.



State Distributors.
HERBERT OSBORNE
Division of ALDUS LTD.
N.S.W. 100 Chalmers Street, Sydney. 69-6053
S.A. 1 Maple Ave., Forestville. 97-13 6 6

The customer's angle is important, too!

Hiring is a SERVICE Industry

The word 'service' is built into the company name of a great many hire operations. The chances are it's part of your own. But it is all too easy to become so familiar with the word that we lose sight of its meaning.

The plain fact of the matter is that hiring is a service industry

— and that means service to the customer.

Next time you're doing some mental stocktaking, try to get a customer's-eye-view of your business. Ask yourself some pertinent questions about the meaning of service in this context. Here are four to start with...

- Do you set out to fill a real customer demand — or do you hire the kind of goods which interest you?
- Do you deliver hired equipment when and where the cus-

tomers requires it? Charge for delivery by all means, but effect it cheerfully and — above all — dependably.

- Do you offer your customer the benefits of insurance cover to indemnify him in the event of theft or damage?
- Do you act quickly when a piece of hired equipment breaks down on the job, and immediately replace it with another? Or do you make the customer wait (and almost certainly lose money) until you can get around to having it repaired?

These are only some of the aspects of service on which a successful hire company is built. Many customers have been lost through a slipup in one of these areas.

Stand back a few paces and assess your own business. Put yourself in your customer's shoes.

Playing Safe

Enforcement of industrial safety laws is only a part of accident prevention. There are other alternatives if we are to continue to reduce job injuries. The alternatives for employers begin with a commitment to prevent accidents. Once that is made, management must sponsor the components of a workable program which include:

- knowledge of the minimum safety standards for the particular business or industry;
- key employees to keep abreast

of the latest safety procedures methods, and equipment;

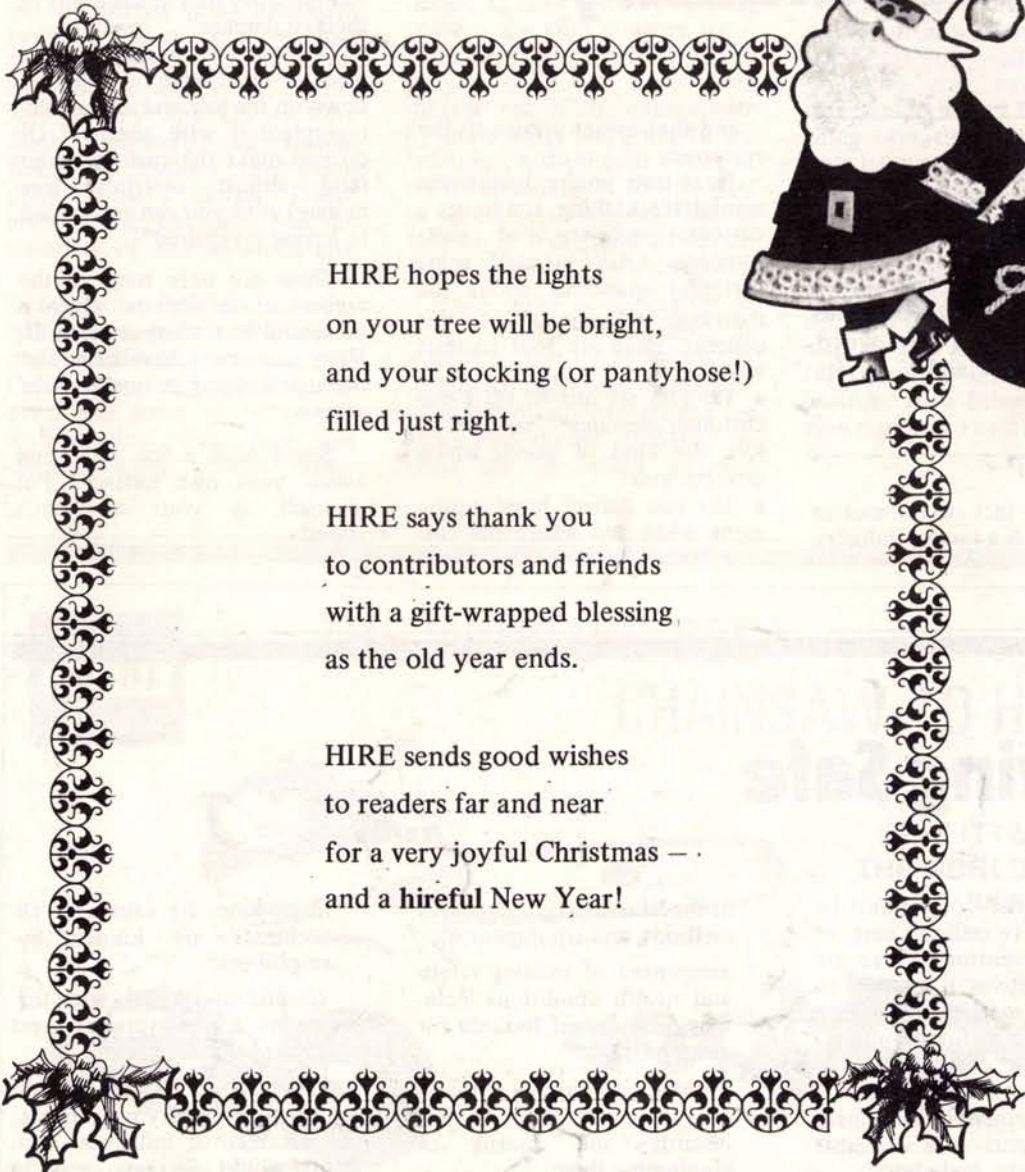
- assessment of existing safety and health conditions including analyses of hazards for every job;
- training program for employees to alert them to job hazards and means of eliminating them;
- investigation of every accident, and detailed analyses of causes of those accidents causing injury or death;
- information programmes to

make sure the causes of all accidents are known by employees;

specific safety goals with the means to measure progress toward those goals.

If every employer would adopt such a safety programme, the number of industrial accidents would decrease, and, in turn, we would see significant savings in terms of pain and suffering, time lost from the job, and costs associated with accidents.

— Rental Age.



HIRE hopes the lights
on your tree will be bright,
and your stocking (or pantyhose!)
filled just right.

HIRE says thank you
to contributors and friends
with a gift-wrapped blessing
as the old year ends.

HIRE sends good wishes
to readers far and near
for a very joyful Christmas —
and a hireful New Year!

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