

ALL HIRE A-STAINUS 915161

hire

JOURNAL OF THE HIRE INDUSTRY
Vol. 8 No. 2 August/September 1975

HIRE ASSOCIATION OF AUSTRALIA
4th ANNUAL CONVENTION
& HIRE EQUIPMENT SHOW
ADELAIDE, SEPT. 24-27



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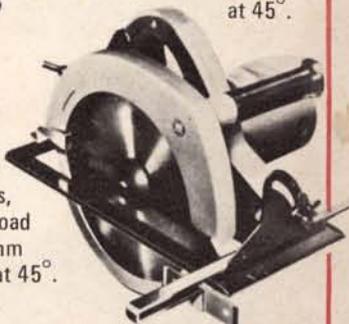
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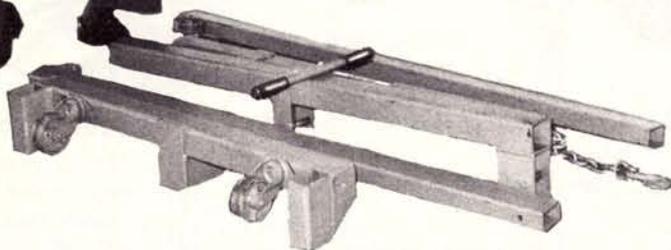
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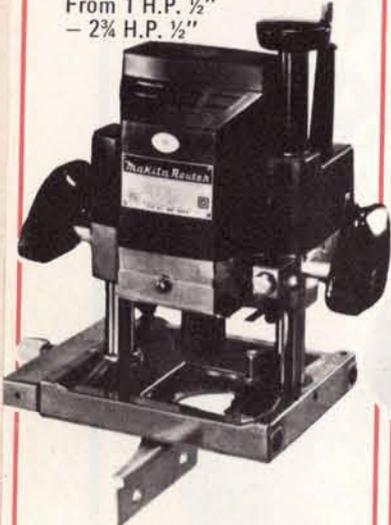
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 Super duty high performance grinder

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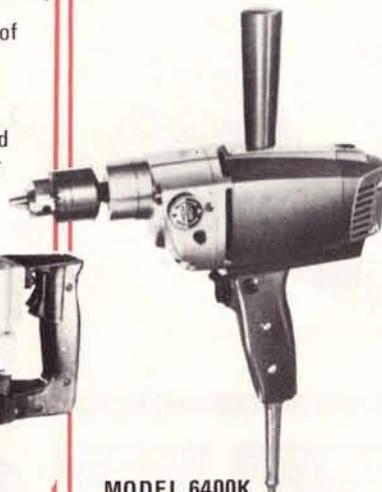
Makita Drills

A wide range from 6.5mm (¼") – 20mm (3/4")



MODEL 6300L 13mm (½")

Angle Drill – Heavy duty
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 • Capacity Steel 13mm (½") Wood 30mm (1 1/8")

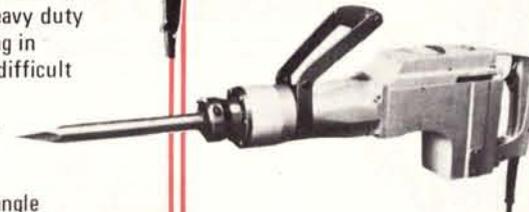


MODEL 6400K
 10mm (3/8") 2-Speed Drill

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 • Capacities – Steel 10mm (3/8") Wood 24mm (1")

Makita Power Hammers

From 5.8kg (12.8lbs) to 15kg (33lbs)



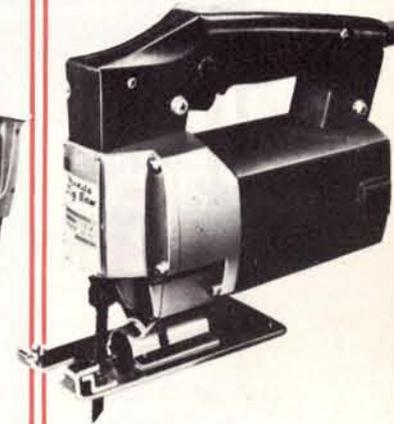
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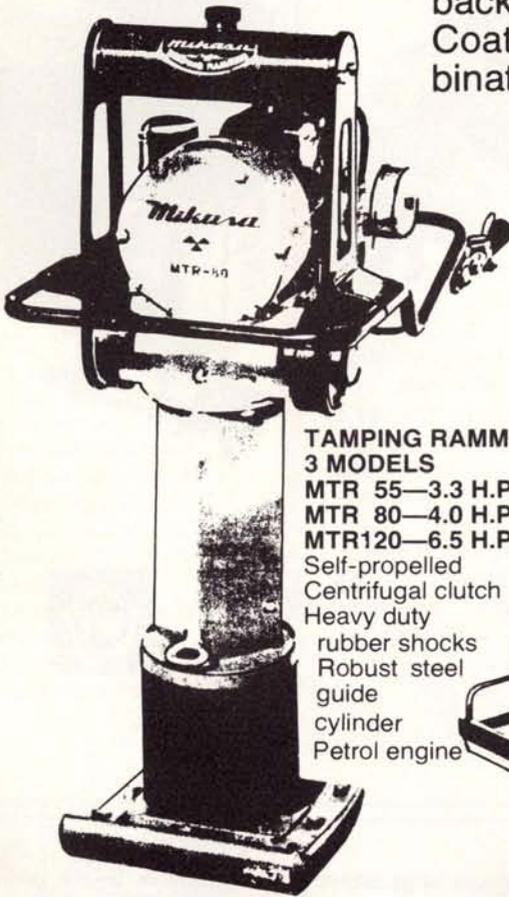
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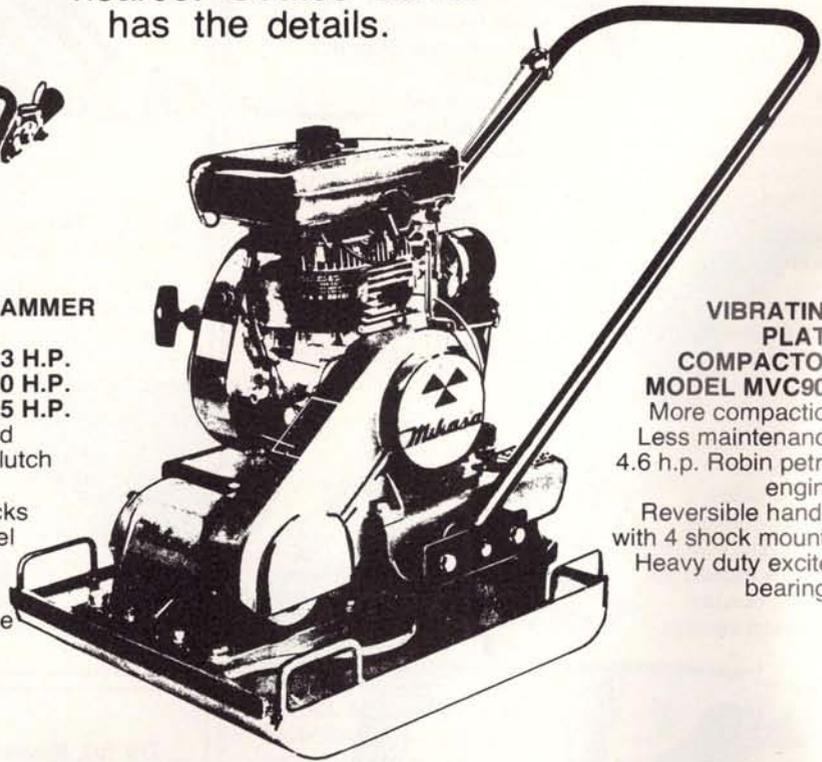
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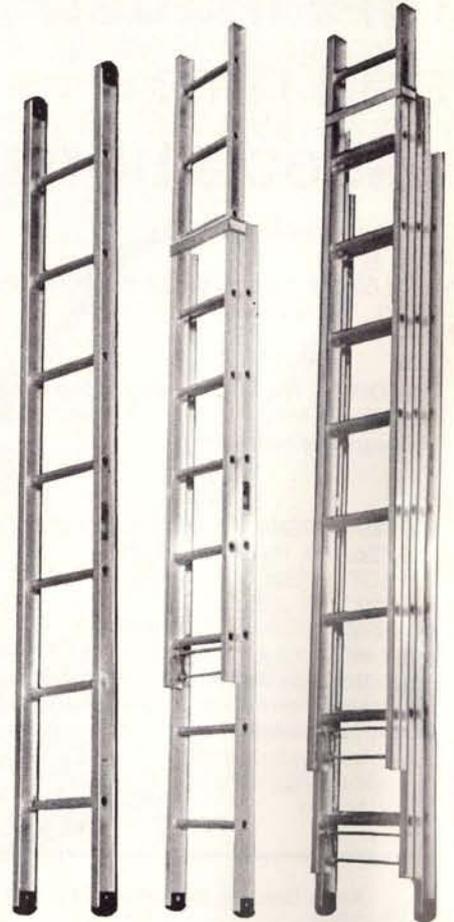
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president's message

The President's message this issue has been prepared by Mr. Moss Keller who will be the host in Adelaide for the Hire Association of Australia's fourth annual convention and hire equipment show.

Adelaide has always been an attractive City that unfortunately most people in Australia overlook. There is easy access in Adelaide to whichever State you wish to go to. The City has a very good climate and far more parks, gardens and trees than many other cities.

The average standard of housing would be considerably higher than Melbourne and Sydney. So the environment for

guests will add to what we know are good conference facilities and organisation.

The convention will be the best ever. We in Adelaide are all determined to make it so. We hope that visitors will be inspired to run better hire businesses and to further establish the hire industry as an accepted and respected industry.

My own philosophy is that we must promote the word "hire". And we must show people how they can advantageously hire everything, from clothes to cars and anything else they need.



Mr. Keller and his secretary, Miss Dianne Scott.

editorial

Now that slap-happy, drink-happy and talk-happy convention time is upon us it is time to ponder upon some of the real motives behind the encouraging attendance figures. Is it the need to be recognised, the need to be educated, the need to relax, or the need to take advantage of the Deputy Commissioner for Taxation?

Talk to each person and you may receive any of these answers, plus a dozen more. But many answers will point towards self-gratification rather than self-sacrifice.

As one nameless sage told HIRE, conventions are like bikinis: "What is hidden rather than revealed is the more interesting. And you need an extra-curricular session to find that out."

HIRE, of course, has no truck with such unconstructive cynicism, no matter how true it may be. Instead we feel obliged to point out some glaring basic weaknesses in the administration of the organisation that runs the convention.

The first most obvious weakness is the absence of a really strong woman delegate or committee member on any of the State or

Federal associations. There are many women who are partners in hire organisations throughout Australia. Why are they left out of the action? Are they encouraged to participate or run for office? Or are the men so puffed-up with their own importance that they fail to appreciate that one third of the people at the convention will be women, most of them women who have or do work inside the hire industry?

The second weakness is the lack of a full-time national secretariat which is fully pledged to the job of extending the influence and membership of the association. Instead of pressing on with this kind of target, there have been suggestions that the association dissipate surplus funds from conventions by spreading the concept of hire via advertising. Surely this is the job of the companies, not the association. The association will never be able to pay for the talent it deserves, if it fritters away its money in the marketplace where the hire organisations themselves should be putting their money where their mouths are.

"If I had my time over again I would buy in experts"

S.A. HIRE CHIEF TELLS HIS STORY

All eyes this year will be on Mr. Moss Keller of Adelaide, who does not know it, but has something in common with Sir Thomas Playford, the longest serving Premier in the history of the British Commonwealth.

Sir Thomas left school at 14 because his father thought young Tom would do better on an apple orchard. And young Moss spent four years before he passed his Intermediate, and his father in desperation took Moss away from school thinking that Moss could not learn anything else.

History has proved both fathers wrong. And today Mr. Moss Keller is chairman and managing director of one of Adelaide's largest hire companies as well as president of the Hire Association of South Australia.

Mr. Keller has the difficult task of being the organising host for the convention of the Hire Association from September 24 to September 27.

He has a frank disarming personality that always has a ring of sincerity and truth about it — even when he tells the story about his schooldays, which lesser men might be afraid to admit. "Dad was a schoolteacher," Mr. Keller recalls. "My relatives were all interested in the land. I had a deep desire to be a farmer all my life."

"I worked on a farm for six months on Yorke Peninsula in South Australia, and at the age of 17 I bought myself a tip truck. It cost £970 and I borrowed £900 of the total. At that time I also had a 125 BSA motor bike. By the time I was 19 I had bought a bulldozer and from then on I kept on working and buying.

"In 1954 Keller Earthmovers was formed on the Main North Road, and two years later I got married. I sold out of the earthmoving in 1965

and bought a property in New South Wales. It was a bad season almost immediately and I lost 800 sheep and my wheat crop went down the drain too. So, having lost a lot of money, I came back in 1966 and started back in grader hire in 1967. Within two years I had five graders. But I never made any money out of them, and there wasn't enough work around.



Mr. Keller inspects a compressor at the front of his yard with secretary, Miss Dianne Scott.

"I had the graders working between Hawker and Leigh Creek. At that stage some silly clot suggested that we go into the hire business," said Mr. Keller with a smile. "I went to Melbourne and talked to Davleco, and then in June 1971 I started looking for customers. In the first month we got \$17 for the hire of one 28-inch roller.

"Our company, called Construction Plant Hire, has grown steadily. About two years ago I got stuck into earthmoving and now we have about

\$350,000 worth of roadwork on the go.

"We were going very strong in hire until about 12 months ago, but at the moment our toilet hire division is coming along splendidly. I run the two organisations separately."

Mr. Keller still has close associations with the land. He has a farm near Bordertown in the South East of South Australia. He is interested in cattle breeding and has seen the price of cattle slip from \$150 a head 12 months ago to \$30 each.

"Cows that were worth \$400 are now worth only \$40," he reports sadly.

"If I had my time all over again in the hire business I suppose I would buy in experts. We started a hire company without knowing anything about it. We did it because the opposition was doing it when we did some things. And we started with all the handicaps of being right at the bottom.

"When we started business there were only nine depots in South Australia. But today there are now 29. The market is definitely over-serviced and over-capitalised."

Mr. Keller has to travel many hundreds of miles in a month to check out on job sites and progress. He notes that the hire industry is now becoming a much more localised market because of the increasing number of competitive outlets.

"My advice to anyone today is to stay with the clients you can handle if you are small. There is no way in the world I would spend \$100,000 at the moment trying to compete with the big boys. But it is still wise to stick to and service properly a few agencies. We have air compressors and rollers."

Asked about the convention that he has had to take charge of, Mr. Keller says quite frankly: "I had no idea the job was as big as it is. There are a thousand details to organise that people do not see. I am overwhelmed at the amount of work involved. I seem to have the happy or unhappy knack of becoming chairman of whatever I join. I was fairly instrumental in getting the South Australian association off the ground. I believe from the association we have had in South Australia that it is good to be on social terms with the opposition.

"If you do not have this contact then it is bad for the industry because you cut one another's throats. Even then, we haven't had much success on price cutting."

Mr. Keller's wife Lola will be at the conference. At home will be daughters

Debbie, 16, and Joanne, 14, as well as Stewart, 10. Mr. Keller says that with his businesses well established, he now, for the first time in his life, has not got a new major business ambition.

"My ambition now is probably to spend more time with my family, whom over the years I have neglected a bit. I'd like to feel that the best success is to build up an organisation that can run itself — the kind of organisation that I could take off for Europe for three months on Friday night if I wanted to.

"Finding good people is always difficult. I always chat with a chap for about an hour. You get a pretty good idea what he is like by that method. I believe that I am a very fair employer, possibly to the point of being too soft. I have never had an

argument with a person even though I have sometimes had to fire them. I try to point out what has gone wrong, but it is difficult when a person has made 500 little mistakes and not one big one."

Mr. Keller says that today he most enjoys looking at cattle. "When I look at cattle I get the same kind of enjoyment that other people might get by playing golf. It is definitely one of my greatest sources of pleasure. No cow is the same. They are all individuals and they each have different natures. Some are quiet, some are frisky and some are mad."

There are many things that Mr. Keller can talk about as having helped to build up. Things like a copper mine at Paratoo. Or the breakwater at Glenelg which he built. And after the convention he will be able to look back on another successful venture.

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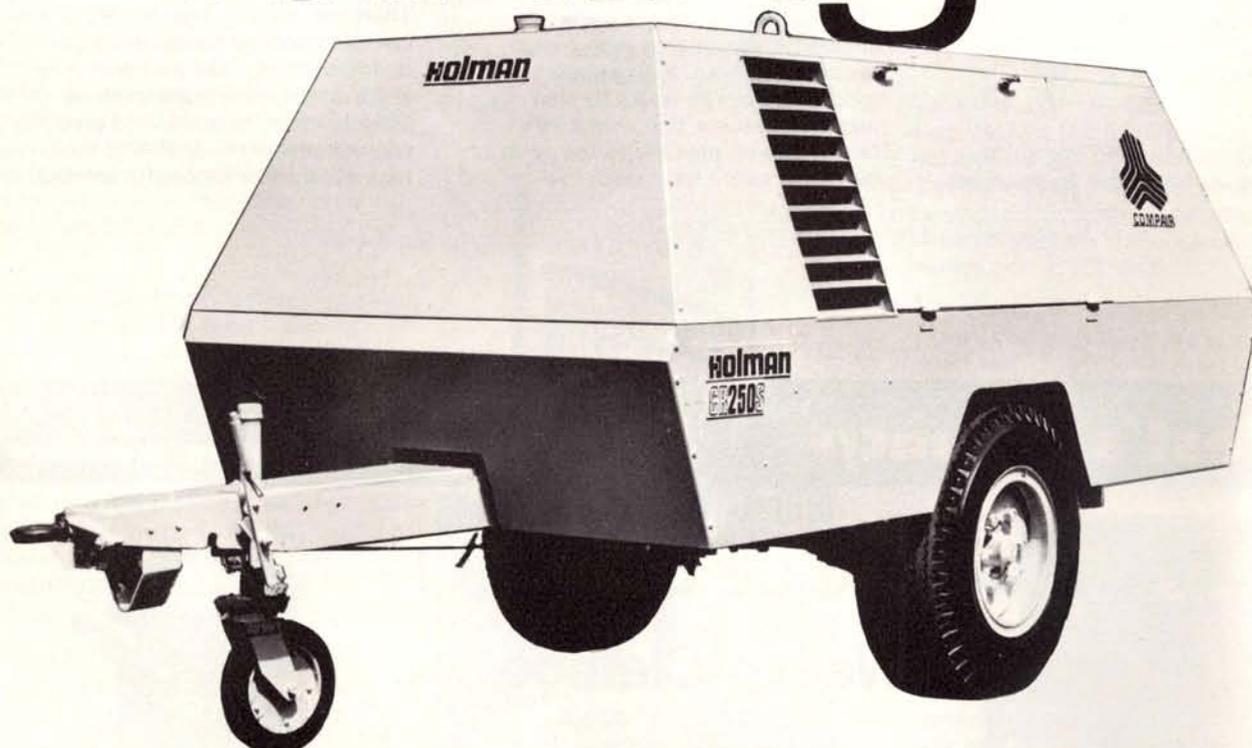
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HERE IS THE FULL CONVENTION SCHEDULE

The theme of the 1976 Hire Association of Australia fourth annual Convention and Hire Equipment Show in Adelaide from September 24 to 27 has now been selected as "Positioning 76 — do our publics give a damn about hiring?"

Theme speakers have a varied business background and include an overseas speaker, Mr. Patrick Chose of San Francisco, one of America's leading party hirers who is immediate past president of the Rental Service Association of America.

Among the list of other impressive speakers will be Mr. R.R. Johnson, managing director of Coates and Co., who will speak on "Financing inflation".

The program will be as follows:—

WEDNESDAY, SEPTEMBER 24:

- 9.30—11 a.m. Arrival check in main lobby concourse at the Hotel Australia, 62 Brougham Place, North Adelaide.
- 11.00 a.m. Official opening.
- 11.30 a.m. Yard visit, including luncheon, at Wreckair Plant Hire.
- 4.30 p.m. Return to Hotel.
- 7.00 p.m. Cocktail party

THURSDAY, SEPTEMBER 25:

- 8.45 a.m. Conference keynote address by Graham Mawer, general manager personnel of Simpson Pope Ltd.
- 9.15 a.m. "Repair or replace".
- 9.45 a.m. "Advertising and promotional positioning", by Mrs. Elizabeth Manley, Chairman, Birrell Kain Advertising (S.A.) Pty. Ltd.
- 10.15 a.m. Coffee.
- 10.30 a.m. Tour of Barossa Valley.
- 5.00 p.m. Return to hotel.
- Evening Optional private arrangement.

FRIDAY, SEPTEMBER 26:

- 8.45 a.m. "Financing Inflation", by Mr. R.R. Johnson.
- 9.30 a.m. "Staff selection and training". Plus alternate party session.
- 10.00 a.m. "Financing Growth"
- 11.00 a.m. Coffee.
- 11.15 a.m. "Trimming the fat."
- 12.00 noon Visit product display at Wayville. Lunch.
- 5.15 p.m. Return to Hotel.

SATURDAY, SEPTEMBER 27:

- 8.45 a.m. "Local Government — Buy or hire".
- 9.30 a.m. "Security — internal and external". Plus alternate party session.
- 10.15 a.m. Coffee.
- 10.30 a.m. "How to establish a return on your investment".
- 11.15 a.m. "Money down the drain."
- 12.00 noon Visit trade display, Wayville, lunch.
- 5.15 p.m. Return to Hotel — happy hour.
- 7.00 p.m. Official closing dinner. Special speaker.

At the hotel, convention delegates will use a special reservation desk for show reservations. The desk will be open from Wednesday to Saturday. There will also be a reservation desk for making tours to places of interest in and near the City. Child day care and baby-sitting services will be available.

At the Kays Rent-a-car message desk delegates will be able to rent vehicles or leave and receive personal messages. Transportation to and from the Hotel Australia will be via shuttle bus. Buses will go to and from the trade centre and other venues.

A heated swimming pool in the hotel grounds will be available at all

times. Free car parking will be available to delegates at the Hotel Australia, and small aircraft located at West Beach airport will be available at convention rates for business and tourist requirements.

Among prizes for those who attend the convention will be two tickets to the 1976 March Hire Convention at Houton, Texas, by Pan Am. The winner will be judged by the most constructive and original idea to promote the hire industry in 1976. Full details will be available at the conference.

Some lucky lady delegate will win a mink coat. It will be a genuine full length mink. There will also be a multi-faceted diamond cocktail ring featuring nine diamonds in a marquise shaped setting, as well as an opal dinner ring which has a gold mounting and a surround of ten diamonds.

Men delegates will be able to win a digital Microma quartz watch, or a solar operated barbecue. There will also be an Adiddas tracksuit, shoes, accessories and sports bag. Convention organiser Mr. Don Goss says winners will be decided by "cunning and devious games of chance."

Although the list of trade exhibitors was not complete when this issue went to press it was hoped that among exhibitors would be: J.I. Case tractors, Petbow compressors, Stevequip, Coates. Consolidated Pneumatic, T.W. Cromellin, Ingersoll Rand, Compair, Hire Kingdom, Herbert Osborn, Warburton Franki, CIG, McDonnell Montgomery, Abbey Rents, Pannell Plant, Victa Chain Saws, Bradley Bros., Broadway Hire, C.H. Moreton, Vincent Bros., Olivetti, Mole Engineerings, Moore Road Machinery, Clipper Australia, Yorke Motors, Ramset Fasteners, Lustral Pty. Ltd., Truline Post Drivers, Kelly and Lewis Pumps,



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Among best wishes for a successful convention that have arrived from overseas is a message from Mr. C.B. Ballantine Snr., president of Bulldog Enterprises, of Minneapolis, Minnesota. "We wish to offer you our best wishes and every success with your convention," he wrote in a letter to HIRE. "We all look forward to our rental conventions here in the States, and

feel they are not only the best but lowest priced advertising that we have found. We were pleased to meet a large number of Aussies in Las Vegas last February at our national ARA convention. At that time we established a distributor for our Bulldog products, Mr. John Brookfield of Hire Kingdom Pty. Ltd., Moorebank, N.S.W.

"We feel Mr. Brookfield is a very progressive and dynamic individual and we're very pleased to establish a foreign market for our line of hydraulic cranes through his company.

They have already placed several orders for more than 150 units with us and we feel they are truly an asset to our company. We find since the Las Vegas Convention our business has taken a large upswing and at the present time we are almost back to normal, whereas six months ago we were down nearly 60%. I am confident and eager that the economy in your country will follow suit. We are looking forward to seeing many of our Aussie friends again in March at our national ARA convention in Houston, Texas."

EXECUTIVES AND STAFF MEMBERS OF BULLDOG ENTERPRISES

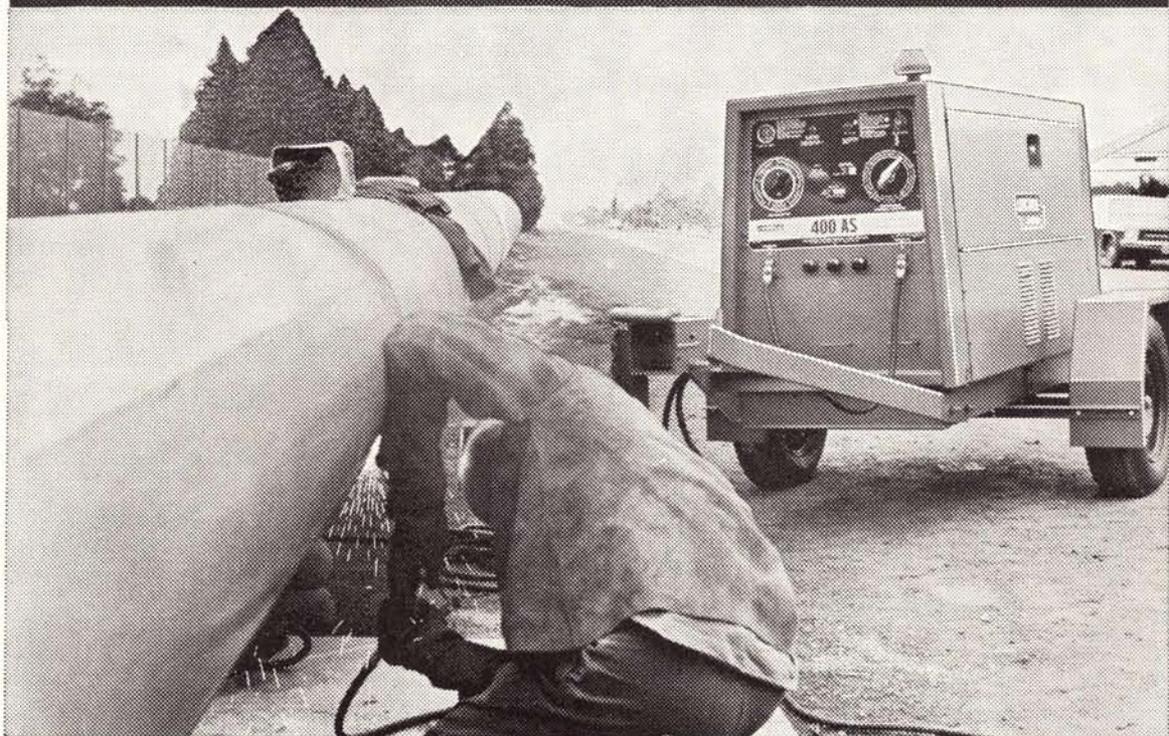


From left to right: Joseph Newfield, Vice President, Dave Buchert, Executive Vice President, C.B. Ballantine, Sr., President.

From left to right: Mike Pearson, Paul Posl, Charles Hagen, Chris Boyles, Vaughn Bagley, Dennis Leslie, Eddy Wilson, Kevin Benson, Lawrence Tischner, Jim Rollins, Steve Schmidt, Jim Schaefer, Rich Rollins, Tim Passon, Phyllis Palmen, Rita Christensen, Marilyn Illetscko, Linnae Lindahl.



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a young man tells what it is like to start in hire

What makes a 25-year-old master of business administration go into the hire business straight from University? Ask Peter Couche of Adelaide and he will enthusiastically tell you about the great potential of the hire business.

Such enthusiasm and vigor in South Australia's newest member of the Hire Association will make many old-timers remember their first awkward steps into the industry, and the strong faith that they always had.

Peter is the owner of Hickox Hire Service, just off Unley Road, Unley. He also operates Peter J. Couche Hire and Savage Hire, which was previously known as South Road Hire. Before going to university to improve himself Peter spent two years in Melbourne with BHP.

"I have realised already from my management studies and from actual experience that there are certain specific problems in running a small business that do not face the owners of larger businesses," he told HIRE.

"The greatest problem is not having someone to share decision making. It is extremely difficult to find

someone to bounce ideas off. So you learn to do as much listening as possible. It is wise to consult experts on anything you don't know in a specialist field that you know nothing about. For instance, small businesses should make very wise use of their accountants and solicitors."

Mr. Couche started the Peter J. Couche Hire Service in 1974. While working at university he operated a drinks steward service in his spare time. He says he found after a while that he had to start hiring goods for the service, and he soon realised that people who could not afford to buy would hire goods.

"I find the business interesting and extremely challenging, and I suppose the greatest challenge is trying to work out how to reach your market. The market is very fragmented in party hire particularly," he said.

Peter is due to be married shortly. He says he sees a fine future ahead even though he can see the advantages that large companies have — particularly in advertising budgets



Mr. Peter Couche inspects a glass from his front display stand.

and capital resources. He says a small business has to think very carefully before it can even invest in such a capital intensive item like a new vehicle for deliveries.

"The small man faces very severe capital rationing situations. On the other hand he has the advantage of greater personal contact with his clients. He can remember the names of all his clients. This cannot be done in a huge company. The small man also has the problem of trying to reach out and make his impact in the marketplace. He could be sitting on an extremely unique selling point or proposition, but it might take people six years to find out about it. And if he is a one-man show there is a certain geographical limit beyond which he cannot go."

"There is the immense additional problem of employing labor. And a one-man show cannot afford the luxury of the manager becoming ill."

Peter is expanding his business into plant goods as well as party hire. He says he finds cement mixers very attractive as a hiring unit, because they are low on maintenance and labor. Hire of foundation materials for building purposes was also an effective area to expand into.

"Party hire is harder to operate in because a lot of clients hire only once every five years. And you cannot afford to advertise for five years just to encourage him to use you once. Party clients bob in and out of the market quickly."

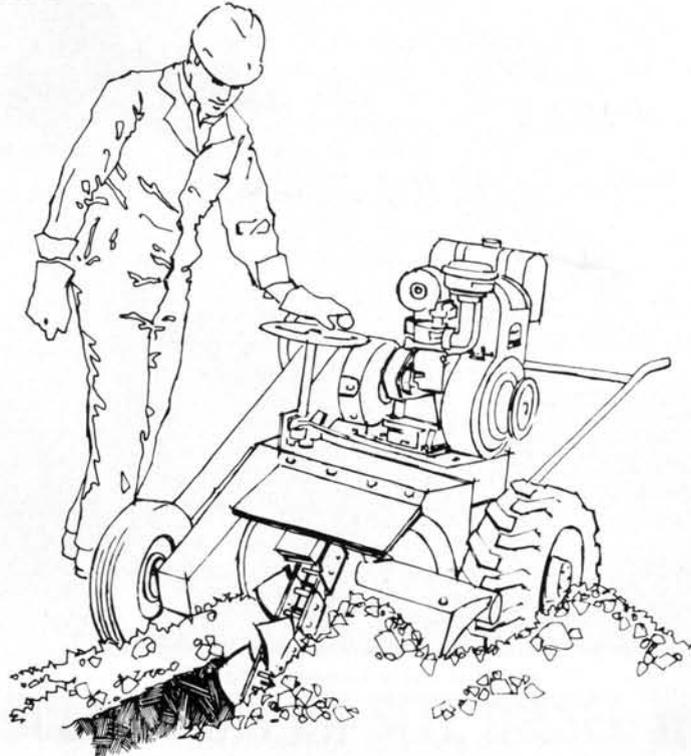
Peter believes in operating tools or plant under different marketing names to any party operation. In his spare time he is a member of the Kyneton Rocks Surf Club in South Australia and of the Portsea Surf Club in Victoria.



Peter gets ready to clean a cement mixer after its return by a customer.

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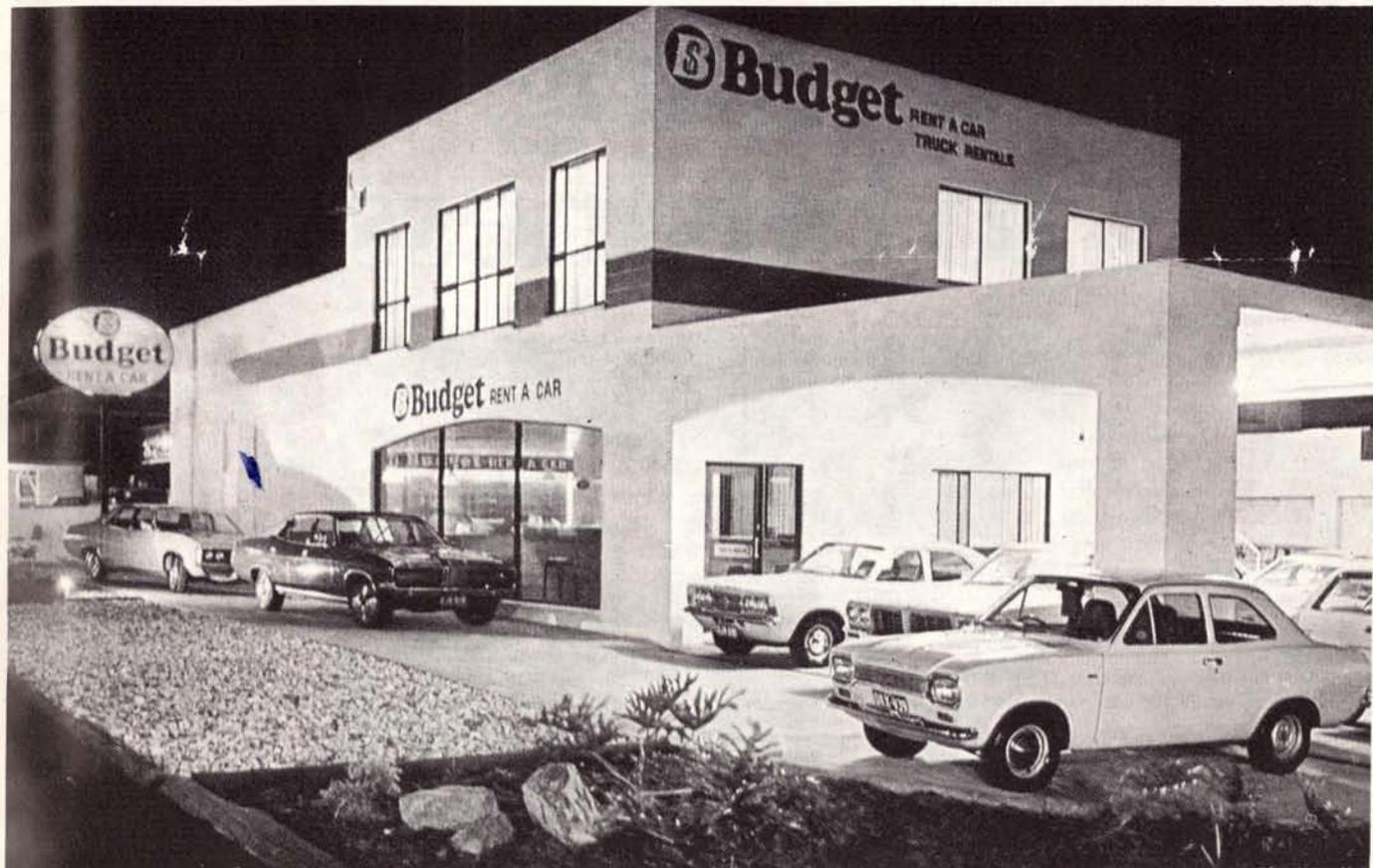
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BOB ANSETT'S BUDGET



New Queensland headquarters — cnr. St. Paul's Terrace and Baxter St., Brisbane.

Bob Ansett has a five-million-dollar Budget, and is enthusiastically convinced that he will double turnover to close to \$10 million in the next two years. Bob today is the wonder boy of the car rental business — and is earning a name as a tough go-getter in his own right, so one can fully understand his chagrin when Parliamentarians start criticising him in Canberra by comparing him with his father, Sir Reginald Ansett. Mr. Bob Ansett operates from his national headquarters office in Melbourne, only a stone's throw from the bustling Melbourne market. He speaks with a quiet voice and an ever-present smile as he tells how he returned to Australia after 20 years overseas.

"This was in 1965, after I had spent a lot of time on the West Coast of America," he says. "I

went in to rent an Avis car and the late Mr. Eric McIlfree heard I was renting one. He asked me to see him because he had an idea and he outlined the project he had in mind. It was to establish Budget Rent a Car in Australia. He asked me if I was interested in accepting the challenge. And that's how I started. I always had the highest regard for Mr. McIlfree. He was without doubt the founder of the car rental business in Australia."

Mr. McIlfree was a visionary who single-handedly dictated the car rental strategy of Australia as long as he lived. He has had an association with the foundation of three of the top four car rental groups in Australia — Avis, Hertz and Budget. Mr. McIlfree formed Avis in 1955. He registered the names of both Avis and Hertz in Australia, which the two overseas parent

companies had neglected to do. Then he flew to New York and haggled with Avis, which sold him the rights to the use of the name Avis in Australia and New Guinea for all time. The Avis organisation is now the biggest in Australia among the car rental groups. It has 4,500 vehicles in the South Pacific, 170 retail outlets and a staff of 600. It is believed to pay the US organisation a small royalty per car per year. There is no major financial link between the US body and Australia's Avis. Mr. Ansett freely admits that his organisation is not Number One, but Budget appears to be establishing itself in number two position, where it has been racing neck to neck with Kays. Mr. Ansett says as best as he can judge from the information which is available (not much is published), Avis today holds 40 to 45 per cent. of

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the total market. Budget and Kays hold about 18 per cent. each, and Hertz has about 10%.

Current value on the total revenue pool is about \$25 million, but growth is occurring fast. Budget has a growth rate of close to 60 per cent. Should a decision be made to end Avis's exclusive franchise at airports, this could swell Budget's coffers by up to 25 per cent. So it was not surprising to learn of Mr. Ansett's efforts to challenge the monopoly via the Trade Practices Commission.

Bob establishes a dynamic pace for his managers to follow. In his campaign for airport rights he travelled through all the States in a chartered Aero Commander aircraft. He spoke to the press whenever possible, met his staff everywhere, and gave a boost of morale to branch managers.

Mr. Ansett admits today that the "stamp of Eric McIlree" is written clearly over the 10-year monopoly agreement that Avis possesses as airports. And so he is fighting one of the very things established by a man he respected so much. But the opposition is understandable for two reasons, firstly, Bob Ansett and Australian Guarantee Corporation now own Budget outright (previously it was part of the Avis empire), and secondly, the concession is a very valuable one. Mr. Ansett says: "The demand for rental cars at airports is so great, that this contract virtually represents a licence to print their own money. Avis has about 90 airports all over Australia tied up exclusively because of this contract."

Bob told HIRE that the management of Avis had appeared to change after he had bought Budget. Only recently a petrol station near an airport had been prevented from acting as a liaison centre for Budget cars. "I have no recourse except to challenge what is happening," says Mr. Ansett. Besides an appeal to the Trade Practices Commission the company has been studying the possibility of a civil action against Avis,

has been attempting to collect signatures for a public petition, and has been protesting to the Minister for Science and Consumer Affairs, Mr. Clyde Cameron.

HIRE understands that the airport franchise agreement favoring Avis does not prevent other car rental companies from putting their cars on airport property provided a driver brings the vehicle by pre-arrangement to a traveller. Office representation is prevented, plus a fleet parking area. There is nothing to prevent other rental companies from paying parking dues, or collecting cars that have been left at airport meters. However, Budget is obviously handicapped by the growth of hire-fly holiday package trips which are sponsored by the airlines. Most of the car rental groups agree that hire by business executives is not showing a strong growth pattern at the moment, but that much of the slack is being taken by the holiday-maker.

Despite its handicaps Budget may well be expanding at a faster rate than its old parent, Avis. According to the Financial Review recently, the growth rate recently at Avis has been down to four per cent, even though the growth rate at earlier times was as high as 40 per cent. fairly consistently. Bob says he believes that since Budget was purchased in December last year the company has been operating with a "reasonable degree of success."

Mr. Ansett admits that he had never thought of discussing his problem on airports with an organisation like the Hire Association of Australia because he "is not familiar with the body."

Today Mr. Ansett looks a very young 41. He is married to an Australian girl whose name is Josie. He has three children: Ronald 17, Sherrie 15, and Timothy 13. In his spare time he water skis and snow skis. "I go to Eildon and get on a houseboat as much as possible in the summer," he says. He plays American handball at least once a week at the RACV.

Recalling his earlier years before Budget he says: "I went to America to go to school originally, and then I was drafted into the US Army and served a couple of years in Japan. I played American football for the US Army and won a football scholarship to the University of Utah in Salt Lake City. I didn't get my degree and instead I got married and worked in Alaska with a hydro-electric plant at Anchorage. Then I went into a merchandising career in a large chain of supermarkets in San Diego California. But Australia was always home. I just hadn't intended to remain as long away as I did. I thought: "It's about time I went home, because if I leave it much longer I won't go."

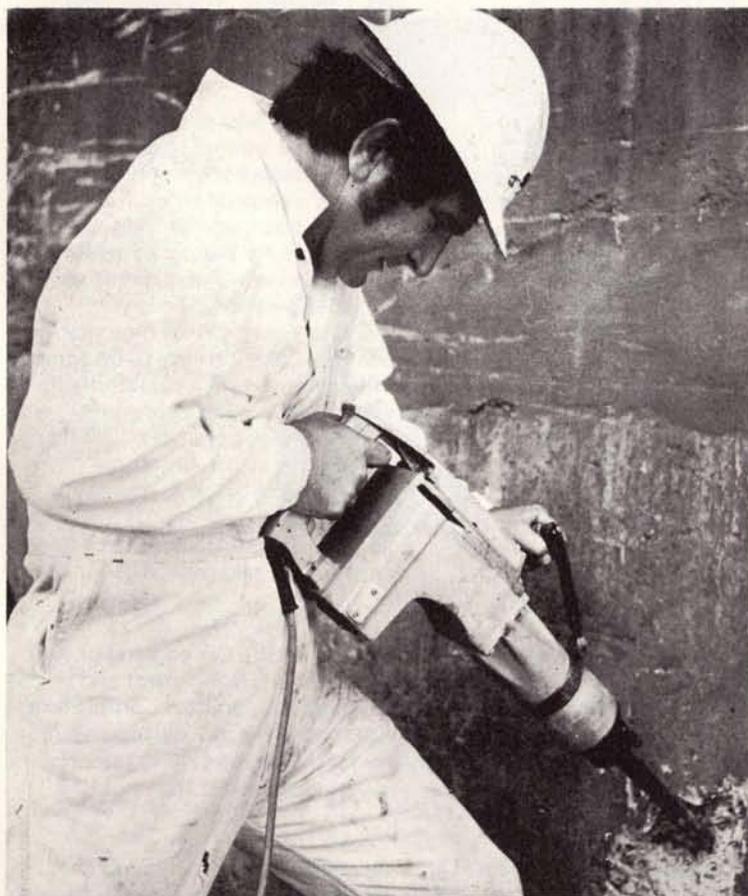
HIRE asked Bob whether he would have wanted to go into the aviation industry with his father, or if it was a surprise to his friends when he went into car rental. "I doubt that my personal friends were surprised when I didn't go into civil aviation," he says. "Ansett is a very large organisation, and I was really trying to do something on my own — something that would allow me to express my own personality and abilities." When asked if the name Ansett has been a handicap or an advantage, Bob admits quite candidly "It has been an advantage, and I would be untruthful if I said otherwise."

Budget Rent a Car consists of two shareholders, Bob Ansett and Australian Guarantee Corporation. "We classify it as a partnership," he says. "We have never publicly revealed the exact shareholding."

And what are the problems that today beset the car rental business? "The main problem is the one that confronts every business: terrific escalation of costs, and this makes it very difficult to hold the profit margin."

"However, the potential of the industry is tremendous. I have just come back from America and have concluded that we are still in our infancy. The problem is to obtain a satisfactory profit so that we can finance growth. My company has had a 60 per cent. growth rate. We

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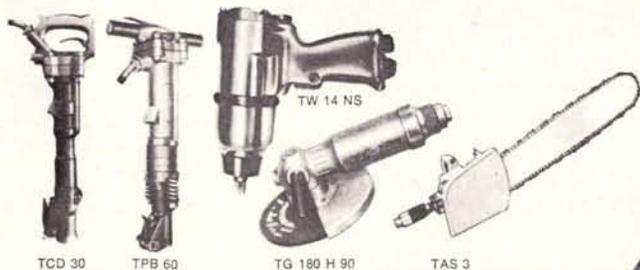


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have doubled in size in 18 months. We have to borrow at very high interest rates. Frankly, we couldn't grow as rapidly without a partnership with the largest finance company in Australia. Unless there is some way by which inflation is contained, this problem will not go away."

Budget today deals with Ford and General Motors-Holden for its major fleet requirements. Recently the company has introduced Minis at the bottom end of the fleet.

Bob Ansett admits that the marketing policy of his organisation has been heavily built around him as an individual. "I assessed the market," he says "and I have tried to play a major role in marketing. In assessing the competition I saw that in any service industry there is a distinct advantage in marketing the head of the company. There is a degree of confidence in being able to identify the head of the company and my name was well-known, so this was helpful."

Today Budget has 35 major outlets and 15 additional major branches are to be established in the next year. Expansion will be in all States, with lighter emphasis in Queensland where Budget is already well-established for the tourist trade. One of the areas that Mr. Ansett predicts will have good future growth prospects is the north-west coast of Australia.

Morale is high at Budget says Mr. Ansett. "We have created a very favorable image for the company, and members of our team derive considerable satisfaction from identifying themselves with the image. They enjoy the achievement of seeing and being part of the extraordinary growth. This plays a major part in job satisfaction. When I go on television or radio I talk about the job the whole team is doing. Any service industry is a people business. People derive satisfaction from receiving recognition. We have had to introduce profit incentives. Incentives are based on profit, not turnover. I developed a formula which was satisfactory for a few years, but now I am in course of changing it."



Truck Office, 104 Kingsway, South Melbourne with 30 cwt. van in foreground.

Mr. Ansett says that he hopes in the next month or two the company will "fall into part of the international Budget formula." He predicts that truck rental will contribute heavily towards the company's future success. The company would operate across the spectrum of freight carriage, from panel vans to prime movers. He expects considerable growth.

Mr. Ansett says businessmen using executive cars account for about two-thirds of the car rental market, which is well below the 85 per cent. reported by Hertz recently in America. Budget in Australia had usefully developed the replacement car market.

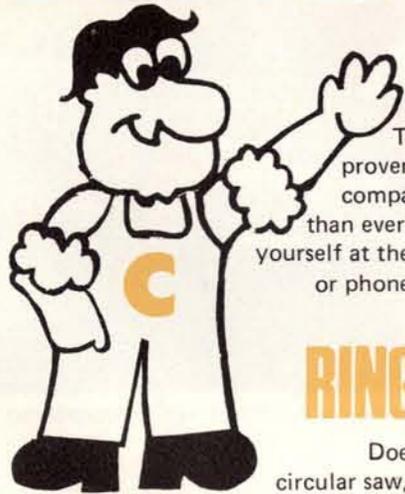
Rental rates in Australia are fairly competitive. Mr. Ansett says Budget rates are lower than Avis, but were fairly standard with other operators, particularly on inclusive package rates. It was understandable that rates were so close because all operators were affected by the same basic cost structures.

Bob has been quite amazed at the degree of public support he has received in his efforts to break the

airport contract monopoly. "The play-back has been highly favorable," he says. "Nine out of 10 people at airports are signing our petitions and some people have even stood in line to do so. I don't think the public was really aware what was going on. And because of our campaign some business has come to us. If a change is made at airports, then I believe we could maintain a price differential of 15 to 20 per cent. lower than charges made by the existing operator. This can be substantiated through examining the performance at American airports where Budget Rent a Car has secured a trading position. There are economies of scale which allow us to pass the benefits on to the consumer.

"We have immense problems at airports. Recently we had 45 cars at the Brisbane Airport. It requires four or five people to shift them. Such time demands can be much more expensive than paying a commission to the Department of Civil Aviation. We believe our airport business would double if we were allowed to compete. We hope that by the time we have finished our petition there will be 30,000 signatures."

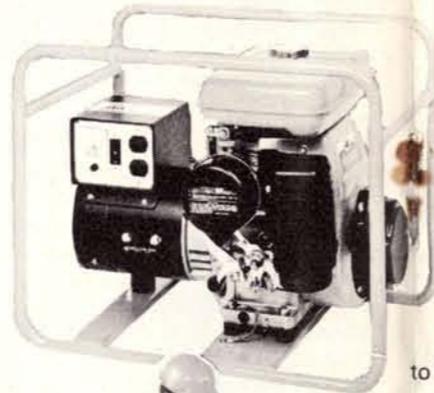
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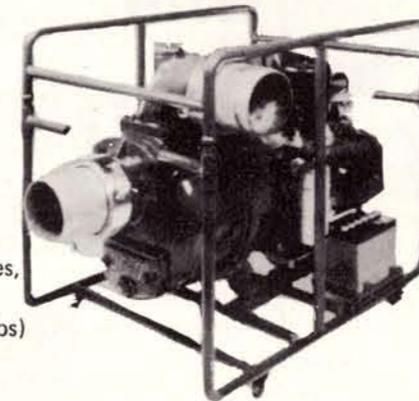
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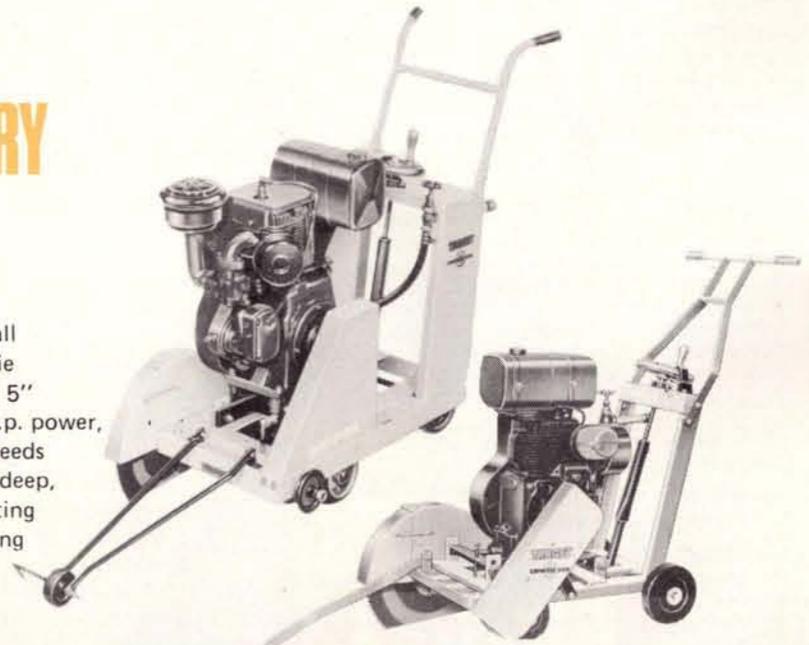
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H3-2-12A

BACKROOMS BUILD BUSINESS

The following seminar, presented on February 26, 1975, at the Las Vegas convention.

SPEAKERS:

Howard Hodges
Hodges Rent All Center
Monterey, Calif.

Harry Pedersen
H. Pedersen Ltd.
Vancouver, B.C.

MODERATOR:

Robert Firnberg
Taylor Rental Center
Richardson, Texas

"Good morning, ladies and gentlemen. I'm Bob Firnberg of Taylor Rental Center, Richardson, Texas. On my right is Harry Pedersen of Vancouver, British Columbia. Harry has had 30 years experience in the catering business and has been in the rental business since 1958, which is a switch. On my left is Howard Hodges of Monterey, California. His experience started when he was 14 years old, with three bicycles and a sign. He's been in the rental business since 1950. So I feel very fortunate in having two people with long years of experience to tell us how the backroom builds business. Now, I would like to present Harry Pedersen."

Mr. Pedersen: "Before I go into how the backroom builds business I should explain how we differ up in Canada in the rental business from the way you do it down here. I went to one of the workshops yesterday and there was a demonstration on how to make floral arrangements. This is something we don't know anything about up in Canada. Weddings are not a big business up our way. The most we may do is rent some lace tablecloths. Our business is dishes, tables, chairs and anything along those lines. So if my presentation here is different from yours, you'll know the reason. Actually, we were in the catering business for some 30 years

when we decided to get into the rental business."

"After we get that initial order how does the backroom build business? I don't think it will be on the first order, but unless that customer is happy with what he gets from that backroom he isn't going to be happy, is he?" Mr. Pedersen explained that the task is to see that the customer gets what he is looking for; that he gets good, clean equipment; that he gets it when he wants it; that it's picked up and returned in time.

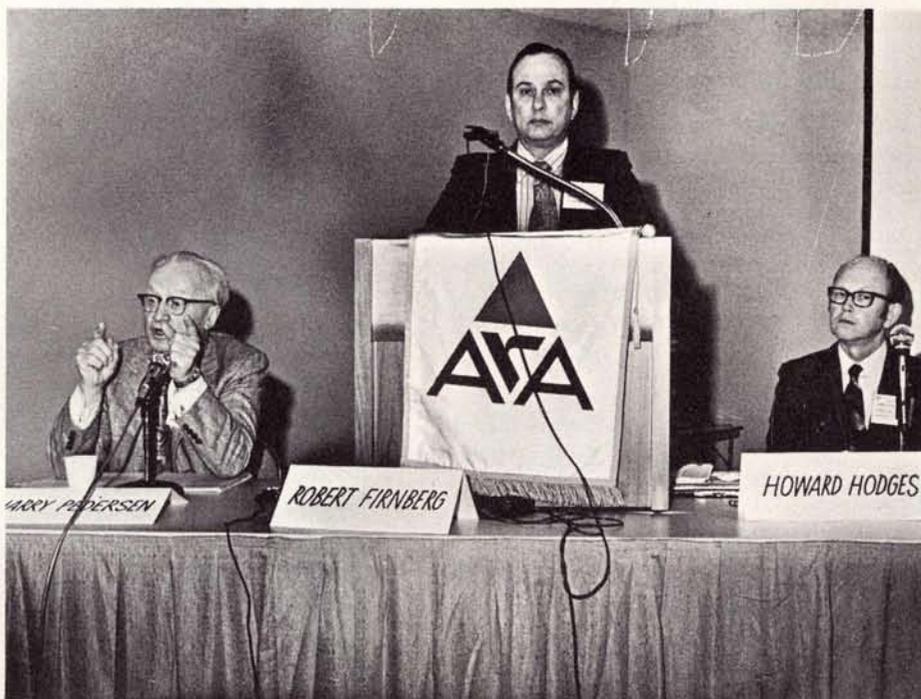
When taking the customer's order, Pedersen said, he does not write out a rental contract at that time. Rather, he uses a simple form that can be filled in rapidly, showing the number of items needed. This includes plates, cups, saucers, glasses, etc. "We find that, in a lot of cases you're going to have the customer coming back in again and again to change it. So for that reason we keep a form like this

Rentals that come out of the backroom might affect the degree of customer satisfaction

and can run it off quickly. It's simple and it's cheap." The firm fills all orders the night before, packed and filled with the sheet. After that the rental contract is made out.

"Our way of packing is also slightly different from the way you do it," he said. He noted that the Americans make quite a point of promoting cardboard boxes, while his firm uses wooden boxes. They are made up by the firm to their specifications. The boxes are made of quarter inch plywood, sides and bottoms, good on one side only. The ends are 3/8 inch. The boxes go through the dishwasher and are always nice and clean, he stated. Mr. Pedersen feels that packing in boxes of this type make a compact order. He mentioned a slide he had that showed one hundred place settings loaded on one cart, which measures 18" x 36", with three shelves.

"On a wagon like this we pack our



From left are panelists Harry Pedersen, Bob Firnberg and Howard Hodges.

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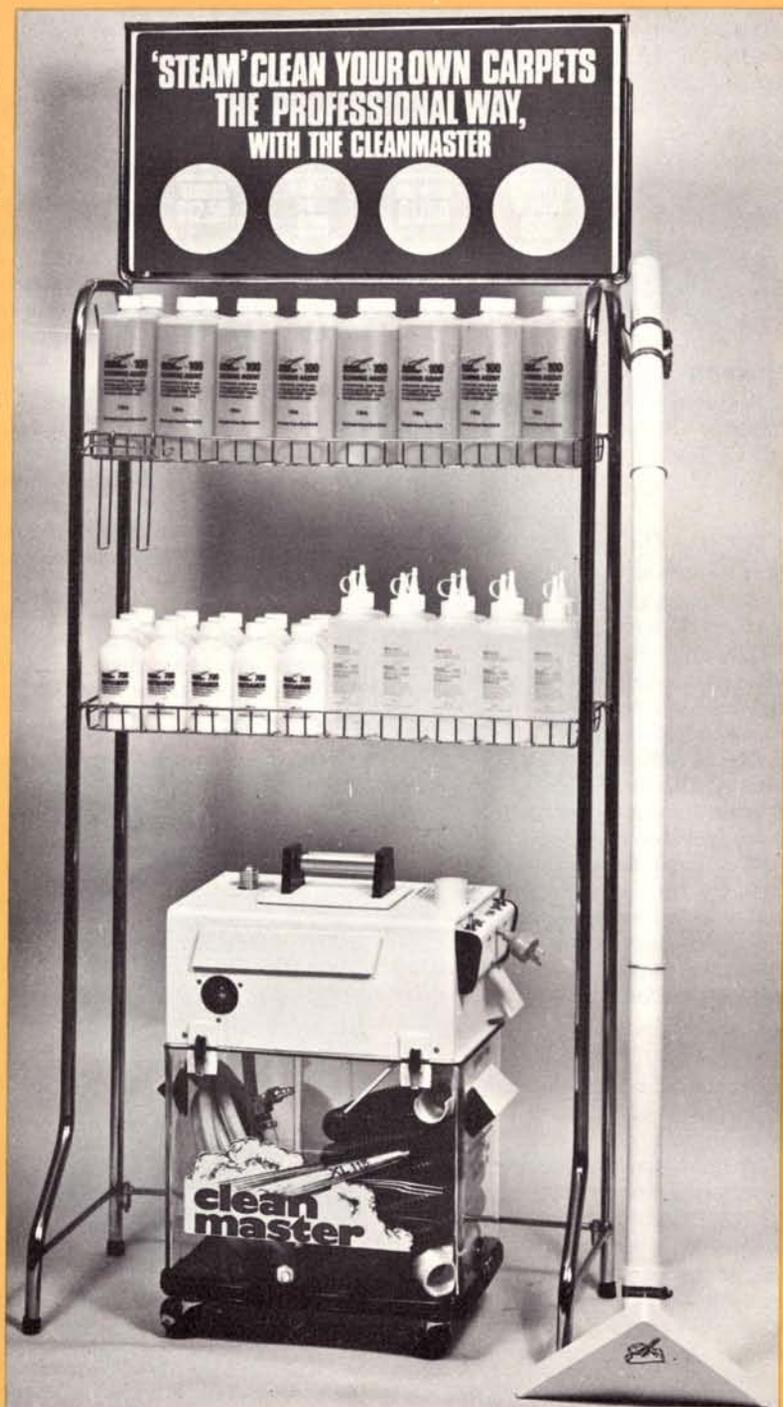
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equipment of 100 dinner plates, 100 side plates, 100 cups and saucers, 100 hi-ball glasses, 100 wine glasses, and all the cutlery. For that reason, a customer can come in, pick up an order and put it in the back of the car. It takes up very little room."

Mr. Pedersen felt that caterers and hotels appreciate the way that cups are stacked, stored and transported. His firm slips cups into plastic bags, touches a hot plate to the bag and it is sealed, with no chance of dust coming in. Thirteen cup boxes in four stacks of 2' x 3' x 4' high will contain 15,000 cups. His cup boxes hold 25 cups, which is a hold-over from his catering days. So he feels it is necessary to explain to the customer that they are not missing a cup when they go to return the box in which they ordered 24 cups. A convenience to his customer is the slip of paper enclosed with the box, instructing them how to pack them when they return the boxes.

The instruction slip explains that the dishes should be returned in the container they came in and that a \$5 charge will be made if the box doesn't come back. A charge is made for the filler and for each cup. He does not ask that the dishes be returned cleaned or washed, only scraped or drained.

His method of placing the boxes on the wagons, after filling the order, is methodical and efficient. The original order filling number must match the contract number on the wagon. The notation on the bottom of the contract notes how many boxes there are in the order. This way, the customer knows for sure how many boxes he is supposed to have.

When the customer comes to pick up the order, Mr. Pedersen explained, the wagon is wheeled over to the loading door and he can see at a glance how many boxes he is receiving. An explanation is made at that time that he has 25 cups here, 25 cups there, etc.

The same routine is followed with saucers, plates, glasses, etc. His saucers are wrapped in the Saran-type self-clinging wrap. His firm does not use the shrink film.

Mr. Pedersen feels that an adequate explanation, plus a systematic count, box by box, reduces mistakes. When a mistake does occur, he said, they

will take the customer's word concerning the error.

"On delivery service, we use the same system. It's all loaded into the truck, order by order. The numbers are marked on each box and the driver knows exactly how many boxes he has to deliver in each place."

"Another thing we encourage, and we feel that it builds backroom business, is to let the customer see how much equipment you actually have. You get your customer coming in the front door and you have a display there. In most cases, you have a table set up with two, four or maybe six settings. Let them know what you have. Let them come out into the stockroom and see what you actually have out there. Impress them. We stack our equipment as much as possible on pallets so people can see these stacks of glasses, dishes, cups, etc. You would be surprised on how many comments you get on that. And this is where I feel backroom builds business."

"If he shows any interest at all," Mr. Pedersen explained, "we'll take him through the place and show him our dishwashing equipment. We use a commercial four tray dishwasher. It is quite a large unit, even in a catering operation, and it impresses the customer. We have our own laundry next to it."

PRICE LISTS

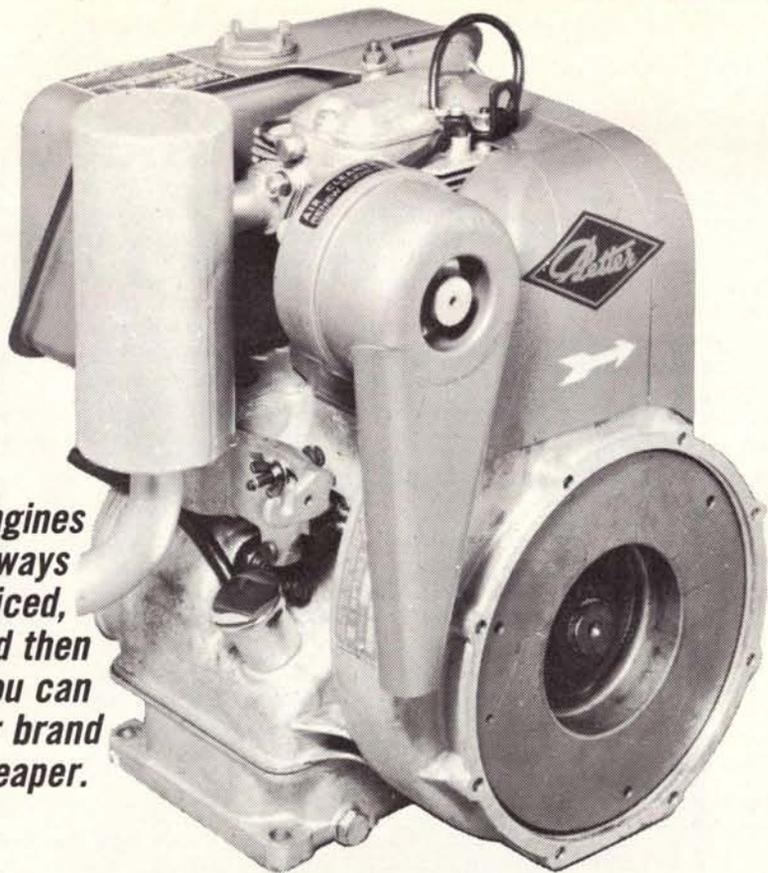
"Keep your storeroom clean, neat and tidy. Show the customer your equipment and stack it up in such a way it impresses them. With every order we send out we also send one of our price lists. And, if we have anything else in the form of advertising, we send it out with every order. We don't care if our customer has already had a price list from last week. We see that he gets another one this week. In a lot of cases you will find that your customer has passed it along, especially if he is happy with your service. He will see that his neighbor gets it. So you have a very good chance to get another customer."

Mr. Pedersen noted that there are always new directions and expanding opportunities in the rental business. "Right after we went into the rental business we received a call from our local telephone company. They wanted blackboards and flip charts. We thought it was a good opportunity so we bought blackboards and flip

charts. Now we do a big business in these kinds of things. We also have a college up in Vancouver to whom we supply blackboards. They had them for eight months so we get our blackboards paid back twice in that period and we still own them. Many times you can bring in another line that you never thought of, that fits your type of business."

MODERATOR: Thank you, Harry. And now, let's hear what the medical side has to say. Let me introduce Howard Hodges."

Mr. Hodges: "My part of the seminar started out last June on a busy Saturday about 10:30 a.m. when a good customer called apologetically but frantically to say that he had forgotten to order 200 chairs and 20 8-ft. tables for an early luncheon that day. As I hung up the phone reassuring him that we had the items and the personnel to fill the order, I suddenly realized that our delivery truck was out on rental, that it would be out all morning and that all our rental trucks were rented for the day. Well, before I got that problem solved I received a long distance call from Forrest Goff asking me to participate in today's seminar. I was in a little bit of shock at that time and I can remember giving him several reasons why I couldn't or shouldn't participate. But I didn't convince him, as you can see. We did get the tables and chairs to the customer, however; Like any red-blooded American Rental Association member would do, we rented a truck from our nearest competitor. We requested a 12-foot truck but when we got there we found a small super van waiting for us. We found out afterwards that he measures his trucks from bumper to bumper instead of usable cargo space. Well, that didn't stop us because we loaded the tables in the truck, put on a temporary bumper hitch, loaded the chairs in a trailer and thought we had solved the problem. But the back door would not open because the trailer hitch was on and the side door was jammed. With the help of a tire iron and a large screwdriver, plus ten minutes lost time, we were on our way with the delivery. Let's face it, the rental business is made up of many small challenges which all add up to one big challenge. And your backroom is, and should be, a part of that challenge."



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Mr. Hodges related some of the procedures he uses to keep parts in stock, equipment in good repair and the storing of small parts.

When repairs are necessary a safety repair tag is made out. His firm uses a rubber stamp that imprints information on both sides of the tag. Basic information included is the date and the employee's signature.

SMALL PARTS STORAGE

Hodges also files parts lists, repair and maintenance instructions in binders for his service department to use. When equipment is purchased and it is noted on the packing slip that a copy of the instructions or maintenance date was not received, they immediately order the necessary literature for the service department.

"It's a good idea to order and stock small chrome and plastic plugs, rubber tips, casters, special nuts and bolts, or any other item that may possibly be lost in frequent rentals. Your equipment will keep that new look and be ready for rent when you need it. Then, too, there is real satisfaction in serving a customer who calls and asks for a small part."

"Having small parts is one thing, but being able to find them is another. We purchase small parts cabinets, cardboard bins and other items for these articles through our electrical distributor. We're using the A.R.A. numbering system for our rental equipment and find it very useful in filing our parts, parts lists and instructions for equipment. Look into this system if you haven't already done so."

Retarding dust, dirt and grime is always a backroom problem with equipment such as TV's, hospital beds, folding chairs and other items. Hodges passed out information sheets at the seminar concerning the product he uses. He mentioned that local chemical supply houses would have products for that purpose. His servicemen use auto paste wax to retard rust and corrosion, which is a problem for rental stores located near the ocean. He noted that wax works well on the underside of commode chairs, where without attention, corrosion and rust can be a problem. A Dupont slip spray helps keep walking aids and commode chair height adjusting buttons working like new, with no chance of oil dripping on a customer's carpet. Auto supply stores carry this item.

"We use green tags when equipment is serviced and ready for the next rental. The employee signs his name and dates it. Having the employee sign the tag promotes quality service work and in the event that the equipment hasn't been serviced properly there is no question of which employee to contact."

"If you frequently run out supplies and equipment that you sell, and if you'd like to know what quantity you sold and purchased during a certain period, if you'd like to simplify your ordering, if you can't remember selling a particular item that is missing and if you'd like to keep honest employees honest, then you need MIC. Now, 'Mic' is not a nickname for a sweet, young thing to help you in your office with filing. It stands for 'Merchandise Inventory Control'. Since we started selling medical equipment and supplies we've used some form of warehousing, and our store serves as a display. Merchandise Inventory Control has been a very necessary addition to our operation."

"There are, no doubt, many variations on inventory control. We adopted ours from an article in a garden supply magazine several years ago. Sure it takes time but it saves time and money overall. Let's keep in mind that while the front room handles and fills the cash register with dollars, it is an efficiently-run backroom that helps you keep more of these dollars."

QUESTIONS AND ANSWERS

"What is the most practical quantity to use in packing an item?"

Mr. Pedersen: "I don't see that it really makes any difference whether you pack twelve or you pack ten. We stick to the dozen because the wooden boxes that we make are made to the same size as the cardboard boxes that we got our glasses in. They come in dozens, two dozens, three dozens. So for that reason we carry in the dozens although we do not rent out by the dozens or by ten. We will pack them in any amount the customer wants, so packaging then, twelve or twenty-five doesn't really matter."

"How do you handle your delivery?"

Mr. Pedersen: "We deliver in Vancouver free of charge on any order over \$15. Otherwise it is strictly a special delivery service and we charge \$8 an hour. We do not deliver after 3:15 p.m. The customer must accept the order when we get there if they want free delivery."

"What kind of finish do the wooden boxes have?"

Mr. Pedersen: "They first have a stain. We used to have a stain called Sandalwood but they don't make it any more so now we use a pine stain. This is to keep the box from darkening over a period of time. After this stain, we give it two coats of Fabulon."

"How many people are willing to pay the extra for the special delivery charge?"

Mr. Pedersen: "Only a few. If they must have it at a specific time they will usually come to pick up. We will try to deliver it close to the time they ask but we do not promise. We will ask them to phone us in the morning of the delivery and we can give them a good idea of when our driver will be in that neighborhood. In a week we don't have one special delivery."

"How do you package your flatware and do you use stainless or silver or both?"

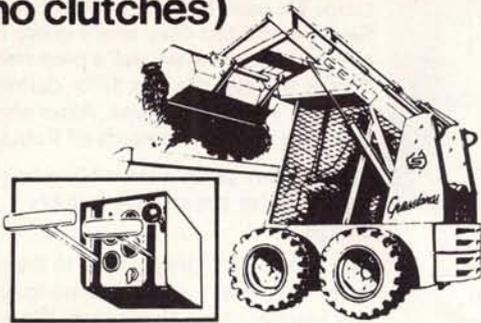
Mr. Pedersen: "We use both. In stainless we carry two grades. In silverware we carry a very good silver plate. We charge a lot more for the silver. We pack stainless in 50's or 100's or dozens. We have it in three packages. For a club who wants 400 servings we take four bags with 100 in each. The silver is packed in plastic bags. The silverware is packed in tissue. We ask the customer not to wash the silverware but only to rinse it before returning."

"When you have several patterns of flatware or silver do you have problems with people miscounting or mixing different patterns?"

Mr. Pedersen: "Miscounting is not too bad with households but with clubs it is a big item. Our biggest problem is getting back the wrong pattern, which we will not accept. We phone them back and tell them. We'll charge you for what's missing and when you bring it back we'll give you credit for it as long as it is returned within two weeks. We will keep your items here for up to 30 days, after which we dispose of it."

Due to the length of the seminar proceedings it was not possible to reprint all the questions and answers here. A.R.A. members who are interested in the verbatim proceedings of the seminar may secure the cassette tape for \$6 by writing to the A.R.A. national office.

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Atlas Copco Australia Pty. Ltd. has launched a new range of compressed air-driven hoists.

They are similar to electric hoists but are smaller in size with a lower lifting capacity.

The "LLA" range of compressed air hoists has three capacities — 250 kg (½ tone), 500 kg (½ ton) and 1,000 kg (1 ton).

The new range differs fundamentally from the existing range of Atlas Copco compressed air-driven hoists, in that the LLA range has a vane motor whereas the existing range is piston-motor driven.

The piston compressed air hoists, with capacities from 1-10 tons, continue in the Atlas Copco catalogue.

Marketing manager, industry and planning, David Watkins, who is about to transfer to a similar post with Atlas Copco in Holland, said the price range for the LLA hoists was \$500 — \$700.

Of course, to use compressed air hoists one has to have an air compressor, and the pieces de resistance of a large show of industrial products which Atlas Copco staged at Bankstown Civic Centre, Sydney, last week were two new ranges of compressor.

One is the GA series, in sizes from 60-250 cfm (cu ft min) and priced about \$2,500 — \$10,000.

The other is the Z Pack series, delivering oil-free compressed air for circumstances where that is needed, such as in the food industry.

Z Pack capacities are 500—3,500 cfm, and prices \$20,000 — \$70,000.

A point they have in common is quietness — 75 dBa — allowing a comfortable margin from expected noise limitations in Victoria and NSW of about 85 decibels in the near future.

Another new product is a cowling to reduce the noise emission of older type compressors in factories.

Many hand tools and heavier compressed air power tools were working. A 220 cfm compressor emitted about the same noise as a household fan, whereas a compressor alongside, without the canopy, emitted the characteristic heavy throb of an air compressor and made being in its vicinity distinctly uncomfortable, although of half the capacity.

Regarding the LLA hoists, Atlas Copco says: "One great advantage of the compressed air-driven hoist is

that it can be operated without the risk of explosion in paintshops, spray-painting areas, chemical factories, dipping plants, refineries, fuel stores or in any inflammable environment.

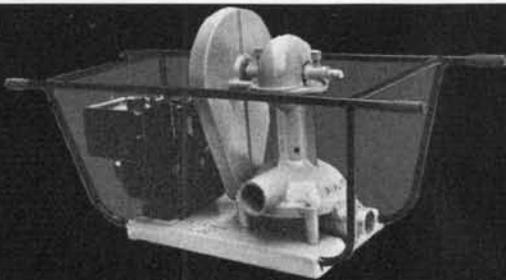
"High ambient temperatures, a dusty environment, highly acidic or moist air will not damage the motor. Where other motors require to draw in air for cooling, the compressed air motor has a positive internal pressure which prevents the surrounding atmosphere from entering the motor.

"A compressed air motor can be loaded until it stalls, without damage. There is no over-heating and there are no windings to burn out.

"Compressed air hoists have continuously variable speed control from slow inching to maximum speed."

The ability to creep is "extremely useful where loads must be positioned exactly, for instance when positioning heavy material between the centres of a machine tool, or when conveying and handling dangerous or fragile goods," Atlas Copco claims.

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PUMP:		
Suction:	2"	3"
Delivery:	2"	3"
Casing:	Aluminium Alloy	
Impeller:	Cast Iron	
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Max. Head:	75 ft.	105 ft.
Max. Suction Lift:	25 ft.	—
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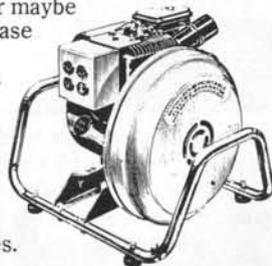
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NEW VICTORIAN PRESIDENT

Peter Burne takes on top job

Mr. Peter Burne of Burnson Plant Hire Pty. Ltd. has been appointed president of the Hire Association of Victoria, following the recent elevation of Mr. Ern Turner of Nosedra Hire to national president.

Mr. Burne had previously been vice-president. His post of vice-president has now been taken by Mr. Brian Elms of Builders Aids Pty. Ltd. Brian was the architect behind the association's bulk buying scheme for plant hire goods and supplies.

Mr. Elwyn Moon of Ingersoll Rand (Aust.) Ltd. was appointed junior vice-president. Committee members are: Mr. Ray Waldron of Fairfield Hire Service, Mr. Len Booth of Builders Equipment Pty. Ltd., Mr. Mike Patterson of F.J. Hirings Pty. Ltd., Mr. John Gregory of Davleco Engineering and Manufacturing Co. Pty. Ltd., Mr. Maurie McQuade of Eastern Suburbs Hire Service, Mr. John

McKechnie of Miller Bros. Hirings Pty. Ltd., Mr. Jim Brown of Coates and Co. Ltd., Mr. Ken Stevens of Turners Hiring Service, and Mr. Ian Hocking of McCann U-Hire.

The appointments were made at the recent annual general meeting of the Victorian association. Shortly after his appointment Mr. Burne reminded Victorian members in the association newsletter that all members would always have to appreciate that association work was a team effort.

Mr. Turner, in presenting his annual report, revealed that the executive committee in the past year had handled reports on consumer affairs, lifts and cranes, heatane gas handling, credit control, the Trade Practices Act, Staff training, advertising, registration

of dump trucks, bulk buying, insurance, book-keeping charges, Yellow Pages, conditions of hire, photographs on licenses, security, Bank Card, noise pollution and damage waivers.

He said the association has also researched and produced a history of the association to date, and had redesigned and printed forms for membership applications. The HA logo had been introduced to bring Victoria into line with other States.

An information folder had been specifically prepared and designed to aid new members. Guide lines had been laid down for interfirm comparison. A code of ethics had been produced that had received national approval and now applied throughout Australia.

The Victorian constitution had been amended to include associate membership. An object had been deleted that might have been construed unfavorably with the Trade Practices Act, and the constitution had also been altered so as to allow for inclusion of past president to the committee and for provision of junior vice president.

A newsletter had been started and maintained. The purpose was to bring members up to date with executive decisions. Insurance had been introduced for executives on association business.

Programs at meetings had included films on telephone technique and

interfirm comparisons. A very outstanding session on security had been arranged by the construction plant division.

A new division had been formed in Geelong with Mr. Ian Hocking as president. The purpose of the division was to allow Geelong firms to have the benefit and fellowship of meetings without the necessity of coming to Melbourne. The Geelong chairman was now represented on the executive body.

The party and medical division had now outgrown meetings in members' places of business and was meeting at Kooyong Tennis Club. The temporary site services division had successfully combined some of its meetings with the construction plant division.

Mr. Turner said Ray Waldron and Len Booth had to be highly commended because of their enthusiastic work on credit control systems. The resignations from the committee had been reluctantly accepted from Peter Smith, Don Brereton and Bob Hill.

The association had ended the financial year with a membership of 103 and seven associates. Mr. Turner said he ended his two-year term with the feeling that he had gained much personal satisfaction.

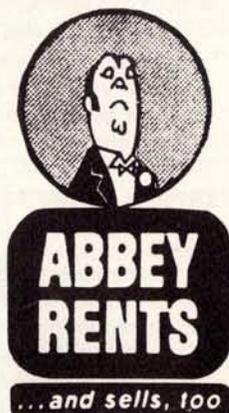
At the annual general meeting it was unanimously decided upon the recommendation of the finance committee that subscriptions be increased from \$50 to \$100 for each member company and that the new subscription rate could be paid for in two equal instalments of \$50 if members so wished.

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"CUSTOMERS ONLY SUFFER IN PRICE WARS"

says Adelaide party hirer, Patrick Pearce

If Patrick Pearce ever eats too much Tandoori chicken (his favourite dish) he can always hop onto an Abbey Rents exercycle and pedal his way back to fitness. But more likely he will do it by just keeping on the move as South Australian manager of Renniks Hire, and Abbey Rents.

Pat has recently established a new branch under the Abbey Rents banner in the heart of Adelaide, only fifty yards from the City's main thoroughfare, Rundle Street. The main S.A. branch, one of the eight Abbey Rents outlets in Australia, is established on Goodwood Road, Kings Park, barely a mile from this year's Hire Equipment Show at the Wayville Showgrounds.

Pat runs the South Australian operation with the guidance of the chairman of Renniks and Co. Pty. Ltd., Mr. Ray Kretschmer. Group managing director is John Kroeger, who lives in Melbourne.

Pat lived in England until 1969. He brought considerable experience with him, including marketing launch experience with Gallaghers cigarettes, management experience from the well-known Tesco store group where he was a manager, and the knowledge gained from running his own carpet business in South London.

"I came to Australia because I met this working girl from Adelaide on a working holiday, and married, and because my brother had spoken most glowingly about the country," says Mr. Pearce.

In Adelaide Patrick was manager of Fabric Products before joining Renniks and Company Pty. Ltd. as general manager last year. He was appointed a director of the company in April.

"I soon found that the hire business was entirely different to any normal retail business," recalls Mr. Pearce. "You can never be exactly sure where your market is in the party and exercise hire business. In a normal business if you spend \$1,000 on advertising you are pretty sure that \$500 of it is going to hit the right people. But in the hire business it is possible to spend \$1,000 and not see one cent of it hit the right people.

"The industry itself currently has scope for expansion in all fields, mainly because with heavy cost pressures companies are going to look for hire or leasing to save money. The general public is trying to do things on a grander scale, particularly home entertaining, and they are looking to improve their standard of life. So the hire business must benefit.

"People mix much more than they used to and this benefits party hire. We are quite proud of our party showroom on Goodwood Road. I consider it to be the best I have seen in Australia, and its a tremendous credit to everyone at Renniks who has helped.

"One of the great problems of party hire is that the full weight of the business falls on 2½ days out of



Inspecting the china in his showroom which he believes to be the best of its type in Australia is Mr. Pat Pearce, with receptionist, Miss Mary Demetriou.

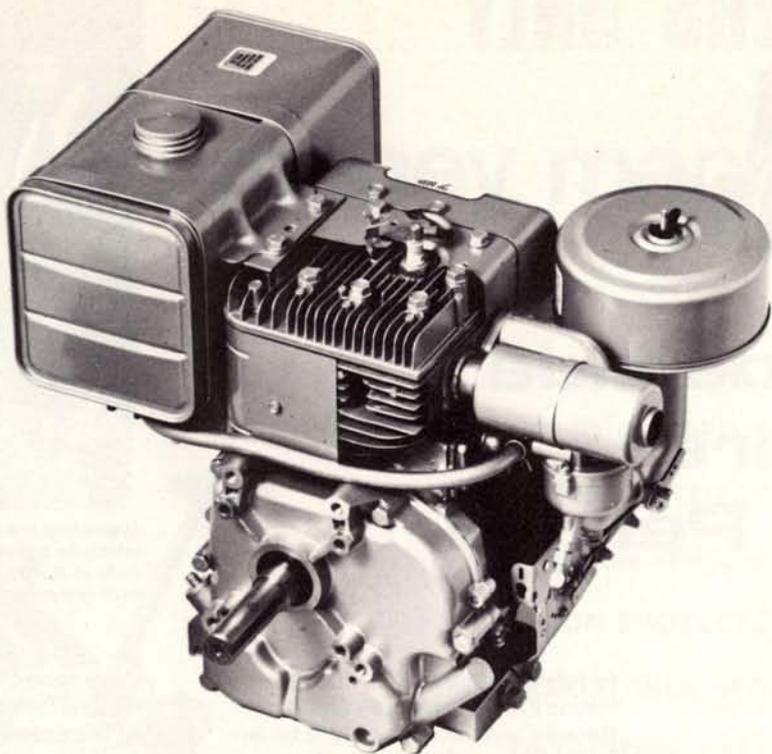
every seven, so it is a major problem making sure that you get the best use of labor. Besides this, your transport facilities are only working at full capacity three days a week.

"Pricing is competitive, and I would welcome the day when members of the industry charge a proper economic price to get a proper return, and most importantly, then adhere to it.

The only person who ever suffers when you enter into a price war is the customer. He ends up getting poor service and poor quality merchandise. Nobody can afford to do that to the customer.

"If money is not going into the till, then money is not available for goods as new replacement stocks. All hire operators should remember that there are plenty of ways to compete in the marketplace — on style, on quality, on service etc. — without cutting their own throats with a poor pricing structure."

Pat is an avid basketball supporter and is secretary of the West Torrens Basketball Club. He enjoys cooking curries and says the secret to a good curry is not to use curry powder. "Australians don't seem to be fussy about food," he observes. "For many people it merely seems to be a necessity of life instead of a luxury to be enjoyed." Pat's wife Suzanne enjoys watching Patrick cook, and Justin, aged two, samples the results as well. Eventually Rachel, aged five months, will be able to experience Dad's cooking.



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Above you see Miss Mary Demetriou who shows what a colorful party cart looks like.



Above is Wendy Farquhar who doesn't need an exercise cycle to show you how fit she is, but is using one anyway.

Brambles has success with Hire Division

Brambles Ltd. have found the Chep Hire Service to be one of the most profitable divisions in their company. The company's annual report, just released, says there was high demand on the company's plant hire division in the year to June 30.

Net profit for the company soared by 58 per cent. from an adjusted \$5.2 million to an unaudited \$8.1 million. This took earnings a share up 46.3 per cent. On increased shares on issue.

The company is now celebrating its centenary with a \$815,000 bonus dividend of two cents a share. The

dividend rises from 7.5 cents a share to 9.75 cents a share, including the extra bonus.

Directors said in their report that both private and governmental customers conserved their capital and hired plant and equipment instead. The company operates in plant hire, transport, materials handling and pollution control.

It is significant that the transport division of the company, for which Brambles is best known, found it difficult to earn satisfactory profit on funds, and that it was the hire division that was the star performer this year.

Total sales of the Brambles group increased to about \$130 million this year.

The directors said financial results for the year had been increased because of the adoption of tax effect accounting retrospective to July 1, 1974. This had increased the year's result by nearly \$900,000 compared with the previous year. The 1974 result was adjusted for \$398,000 tax over provided and the latest result is adjusted for \$158,000 reduction in tax rates from 45 per cent. to 42.5 per cent. Tax is up from \$5.4 million to \$6 million and depreciation down from \$7.6 million to \$7 million.

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RICHARD STEVENS IS BRANCHING OUT AGAIN

One of the most aggressive hire groups in South Australia, which will be visited by convention delegates this month, is Richard Stephens Hire. And the company has celebrated the occasion by launching a new sales company.

Head of the new sales company, called Stevequip, is John Stephens, working from a new premise on South Road, Glandore. His brother Richard has remained at the main plant hire headquarters at Darlington.

The history of Richard Stephens Hire goes back to the late Mr. Richard Stephens senior who was plant manager for Wimpeys, one of the largest building groups in England. In 1946 in England Richard Stephens Engineers made its debut in Birmingham. In 1953 Mr. Stephens came to Australia and started Rapid Metal. In 1958 Richard Stephens Pty. Ltd. followed. The first branch was established at Darlington in South Australia.

At the time Mr. Stephens senior came to Australia his son Richard was aged 11 and his son John was 7. Today they are aged 28 and 33 and constitute one of the most aggressive forces there is on the hiring scene.

Today Richard works from an office that used to be the lounge room of a rented house. Behind his desk are the numerous computer printouts testifying to the modern methods that the two brothers use to run their empire.

The two brothers are rumored to turn well over \$500,000 in hire revenue only from three outlets. And they have broken the normal conventions of the hire business to do it — like establishing a branch in the heart of the City, and by using television to advertise their business.

Mr. Stephens senior retired in 1969. Richard junior was made managing director in 1967. He is thoughtful and painstaking in planning and in the careful way in which he chooses his words. John is managing director of Stevequip, and operates from a converted BP service station. John recently attended the Las Vegas hire convention where he studied sales opportunities.

Richard Stephens Hire established a northern premise on the Main North Road in June 1968. A City premise was established in July 1972. All premises, vehicles and goods are painted the firm's distinctive red-white



Richard Stephens

and blue colors. Recently the company changed its City site and now operates right where the action is — on the corner of Grote Street and Morphett Street, which is not far from the City's central markets.

Richard says his father originally brought a number of concrete mixers from England. Customs officials had wanted to charge him sales tax, but Mr. Stephens was so resolute that he said he would drop the mixers in the harbor rather than pay.

He says his brother and he have always got on well together, and this is important in a family enterprise. "I suppose what has helped is that we are very different to one another. John is flamboyant and likes to take a chance and I am rather conservative.

"We have done many things. For instance, when we went into television advertising I am sure it served its purpose, because we had the impact of being the first in. There is no doubt that father set the scenery for what has happened today, and we are just building on his solid foundations."



The front of Richard Stephens main premises at Darlington.



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AFTER ESCORTING SHEEP HOTEL GUESTS ARE EASY

The man who supervised the export of the merino sheep to Russia will this month be supervising the import of visitors to the Adelaide convention of the Hire Association of Australia. He is 45-year-old father of five, Mr. Don Goss, of Norwood, South Australia.

Don has had the unenviable task of co-ordinating activities and selling exhibit space for the exhibition. Born in Adelaide, he spent much of his recent life in Melbourne and East Africa.

Ask him to talk about Idi Amin, and the politics of East Africa, he smiles gently, and explains that he does want to get back into Africa at some time in the future. Don until recently was one of Australia's leading export marketing consultants.

He operated through a trade centre located in Nairobi, which was a focal point for doing business in Tanzania, Somalia, Sudan and Ethiopia. He spent 12 years developing the trade centre. He was often occupied in East Africa for up to 10 months in a year.

He says: "Our main activity in the trade centre was to educate the African on promotional work that was in line with Kenyatta's policy that expatriates should leave the

country fairly fast. Of course one of the problems when you change over too fast is that the talented expatriates take too much knowledge out of a country too fast.

"The most interesting difference I found in doing business in Africa was that the concept of barter is still extremely strong. Sometimes I had to barter myself. For instance, I bartered coffee film for coffee itself. And there was a swap of fence materials for skins."

Don moved to Adelaide last year. He says most African countries today are still "wide open" for a tremendous range of products. "I did not see signs of hiring going on in East Africa," he said. "But it would seem that one could educate people to hire very easily."

"Perhaps the first areas that would bring the most beneficial results would be the hire of lawnmowers and power tools," he said.

Mr. Goss has spent several hundred man hours organising the convention and by the time it is over he estimates that he will have travelled more than 7,000 miles. He said he had been quite agreeably surprised at the interest taken by top management in the convention.

Recalling the problems that were associated with the export of merino sheep to Russia, Don says the deal was worth \$250,000. Don had to organise the export for Dalgetys of 150 merinos. At the time there were many vociferous opponents to the move.

To overcome the logistics problem and the opposition, a European airway was used. The seats were taken out of a passenger aircraft to make way for the sheep.

"We were supposed to pick up Russian navigators and were supposed to go to Odessa, but then we had to go to Copenhagen when we only had about four hours of fuel left," he recalls.

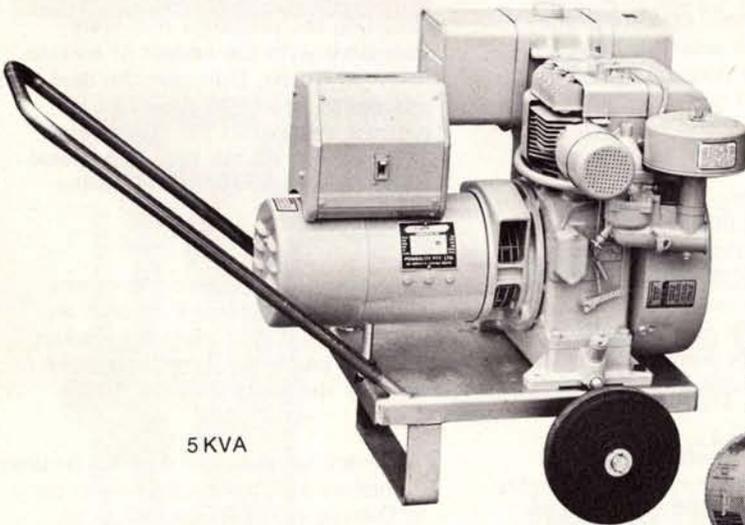
"Eventually when we were over Russia we were met by a couple of Russian fighters who led us into Moscow. I was so busy and so tired I didn't even have time to bring a gift back for my wife. And I didn't feel like doing anything venturesome when I saw a couple of chaps standing around with sub-machine guns.

"From Russia I went straight back to Oslo. One of the mementoes I took back with me was an engraved watch which was presented to me to honor the occasion."



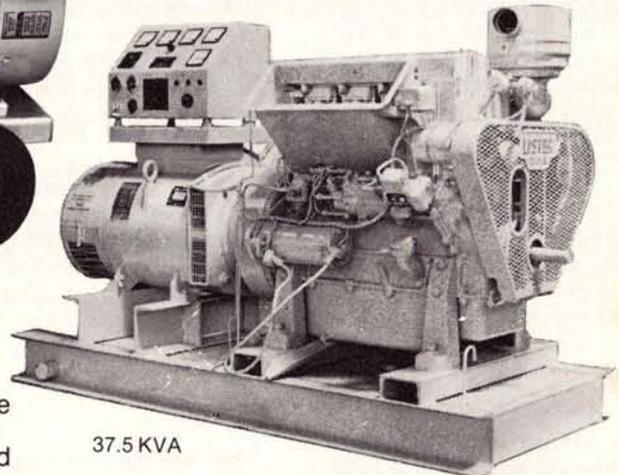
Above you see the luxurious Hotel Australia in Adelaide where most guests will be staying for the Hire Association of Australia convention under the ever-watchful eye of Mr. Don Goss.

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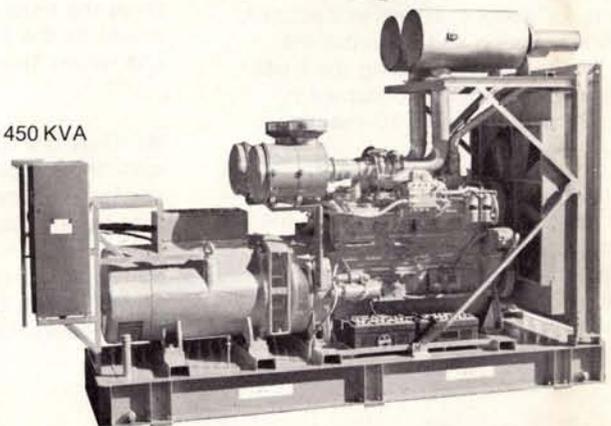
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Bob's yard is one of the yards that will be visited by visitors from all over Australia and other countries during the hire convention in Adelaide. The yard is situated at Daws Road, Edwardstown.

Anyone who visits Bob cannot help but be impressed by the honest, down-to-earth and practical approach he takes to his work. His office has few of the frills that many executives could have if they wanted. Instead, Bob concentrates on getting results.

His utilisation rate on equipment must be remarkably high because when HIRE visited him he was smiling broadly, and there was very little equipment in the yard.

Bob, who is South Australian manager for Wreckair Plant Hire Pty. Ltd., has an aggressive team of 24 people under him. Among the key staff who will conduct visitors will be Derek McKinlay, Jim Bonder, Frank Kazmer, Alan Burge and Steve Moore (all from Edwardstown), Phil Stagbouer and Bronte Shipway (Clearview) and Tony Cullen and Val Pylypenko (Norwood).

Edwardstown was the first Wreckair branch outside Victoria. Bob went there in September 1973. He had previously been well versed in engineering matters as production manager for Mechanical Handling S.A. Pty. Ltd., and as S.A. Manager for Heine Brothers Australasia Pty. Ltd.

Forty-seven-year old Mr. Stewart says he has found the hiring business interesting, absorbing and challenging. Bob's wife's name is Valda. His children are Roslyn aged 22, Christine 20, and Peter 13.



Mr. Stewart can recall the past few years of development very vividly. "Two years ago Edwardstown was half the size and the only outlet. We had to buy the house next door. So now we have double the area, a new workshop, an operations office and a mezzanine floor. Equipment and staff have been doubled and turnover has been significantly increased."

"What do you mean by 'significantly'?" asked HIRE, to which Bob smiled and answered "Definitely more than doubled."

Mr. Stewart recalls that he also had the pleasure of seeing the northern branch opened. "When I joined I indicated that I would like to see some rejuvenation in South Australia. We opened branches at Blair Athol and later at Norwood.

"Norwood met expectations for the site, but Blair Athol so much so that we had to establish at Clearview at a much larger site. Both Norwood and Clearview are both ex-service-station sites on corners. We find that such sites are very suitable and now in Victoria and Sydney they have done the same thing. We also believe in being on major arterial roads.

"Just recently we have taken over the South Australian distributorship of Consolidated Pneumatic. We took over the entire operations and the staff as of the first of June.

"As I reflect on what we have done I realise that our development has been controlled, planned, and a sensible type of growth. Today I feel that the limited South Australian market is being sought by too many competitors."



When asked his attitude towards price-cutting or discounts, Bob said: "I think we should all stick to a rate which is a fair return for our services. We try to give good service, and have not spent a lot on advertising.

"I feel that Wreckair's strength has always been in its co-ordinated force. Each State operates along similar lines, from administration and procedures to interchange of ideas and equipment. Our strength is that we are a unified group. All State managers meet at least four times a year. The next meeting is scheduled for the week before the convention. In our own State we meet every Monday evening.

"These meetings are very important. Communications improve and the air can be cleared on any problems. I encourage frank constructive conversation. Every week good ideas emerge."

Bob Stewart is rightly proud of his South Australian operations. "We have more hire gear than anybody else," he says. "I reckon we have the greatest range of equipment for hire in the State."

"You must have the gear that a person wants, you must be punctual on delivery and pickup, and you must provide excellent backup service for the convenience of the customer. To help do this we have radio-controlled vehicles and we are available 24 hours a day.

"However, there is an economic limit to what hours the doors of your premises should remain open. Long weekends are hopeless. People seem to ring not to get service but to hire things. The after-hours numbers are continuously ringing.

"I am personally against opening on weekends. We open five and a half days and I think this is adequate. By opening Saturdays and Sundays you are going backwards. We open from 8 a.m. to noon on Saturdays.

"Labor and transport costs are high today. In some cases delivery may be part of the service, but I am always in favor of an adequate return to offset the cost of running vehicles."

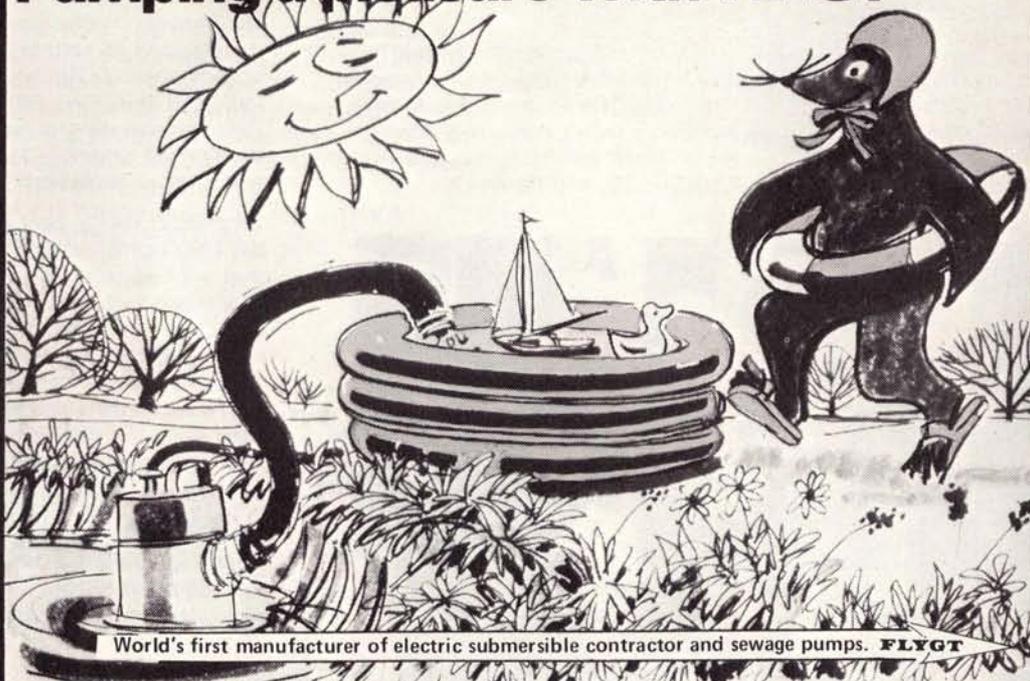
Mr. Stewart said that when visitors inspected the Edwardstown yard for the convention everything would operate as normal. "We won't place any limitations on our staff on what they can talk about. We will answer all genuine inquiries, and would appreciate any constructive criticism."

"You always pick up ideas from other people, and sometimes what you see or discuss confirms that what you might have done wasn't so backward after all."

"Today, there are so many aids to the decision-making process that I wouldn't like to operate without the telex or the computer. The telex is terribly important. It helps speed communication and co-operation, and it helps to get quick action on payments. The computer allows comparison of branches, one against another."

In what little spare time he has Bob plays squash. He likes golf too, but never gets the time. He is a member of the Edwardstown Rotary Club.

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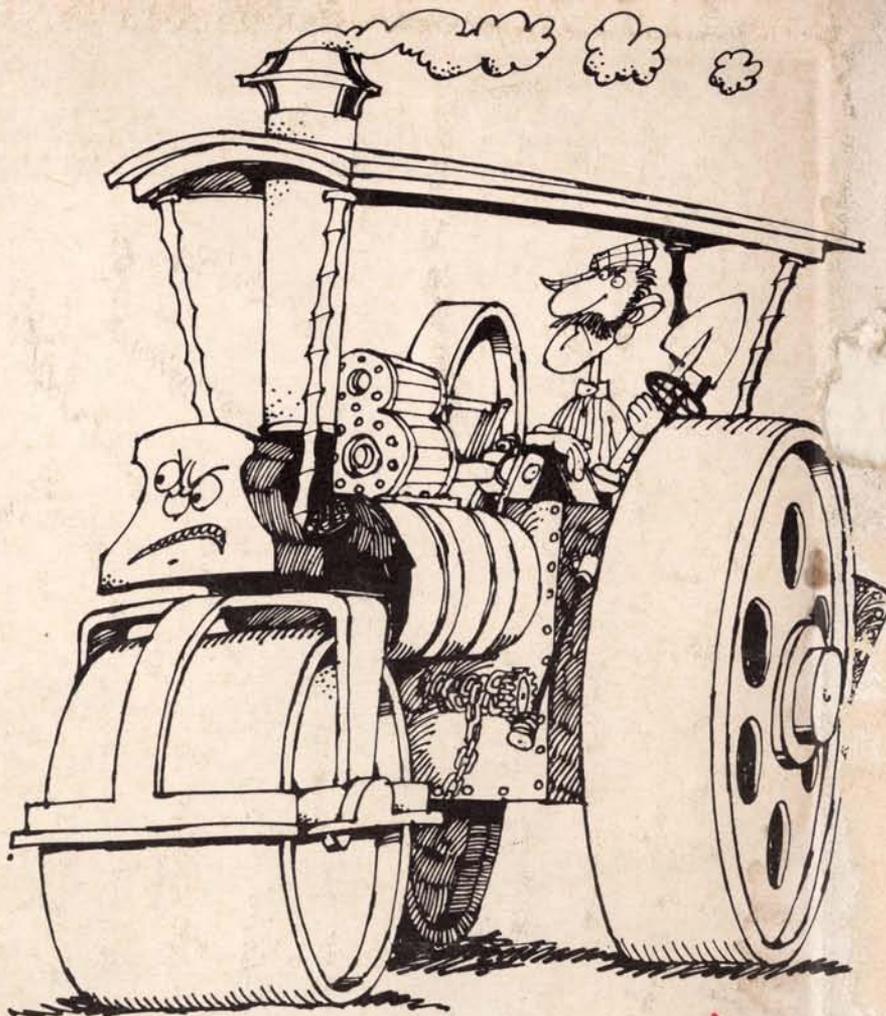
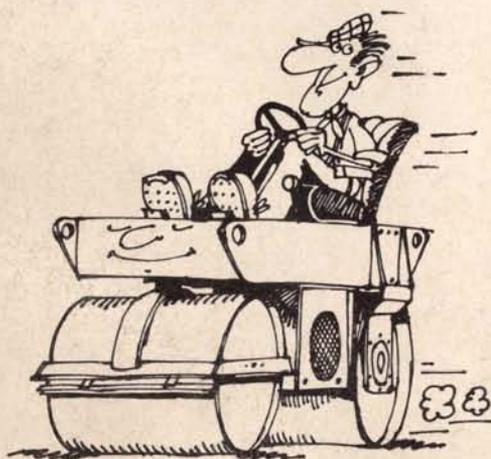
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**BUT SOME PEOPLE
THINK WE ARE!**



SOME OF THEM ARE VERY HAPPY PEOPLE — OUR CUSTOMERS!
PEOPLE LIKE:— WRECKAIR, BROONS, U-HIRE, M.R.D.-W.A., E.W.S.-S.A.,
D.M.R.-N.S.W., ROCHE BROS., BORAL, HYDRO ELECTRIC COMMISSION TAS.,
P.W.D.-N.S.W., SYKES PUMP HIRE, BANKSTOWN PLANT HIRE, KENNARDS HIRE,
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SOME OF THEM ARE NOT VERY HAPPY PEOPLE — OUR COMPETITORS!

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