

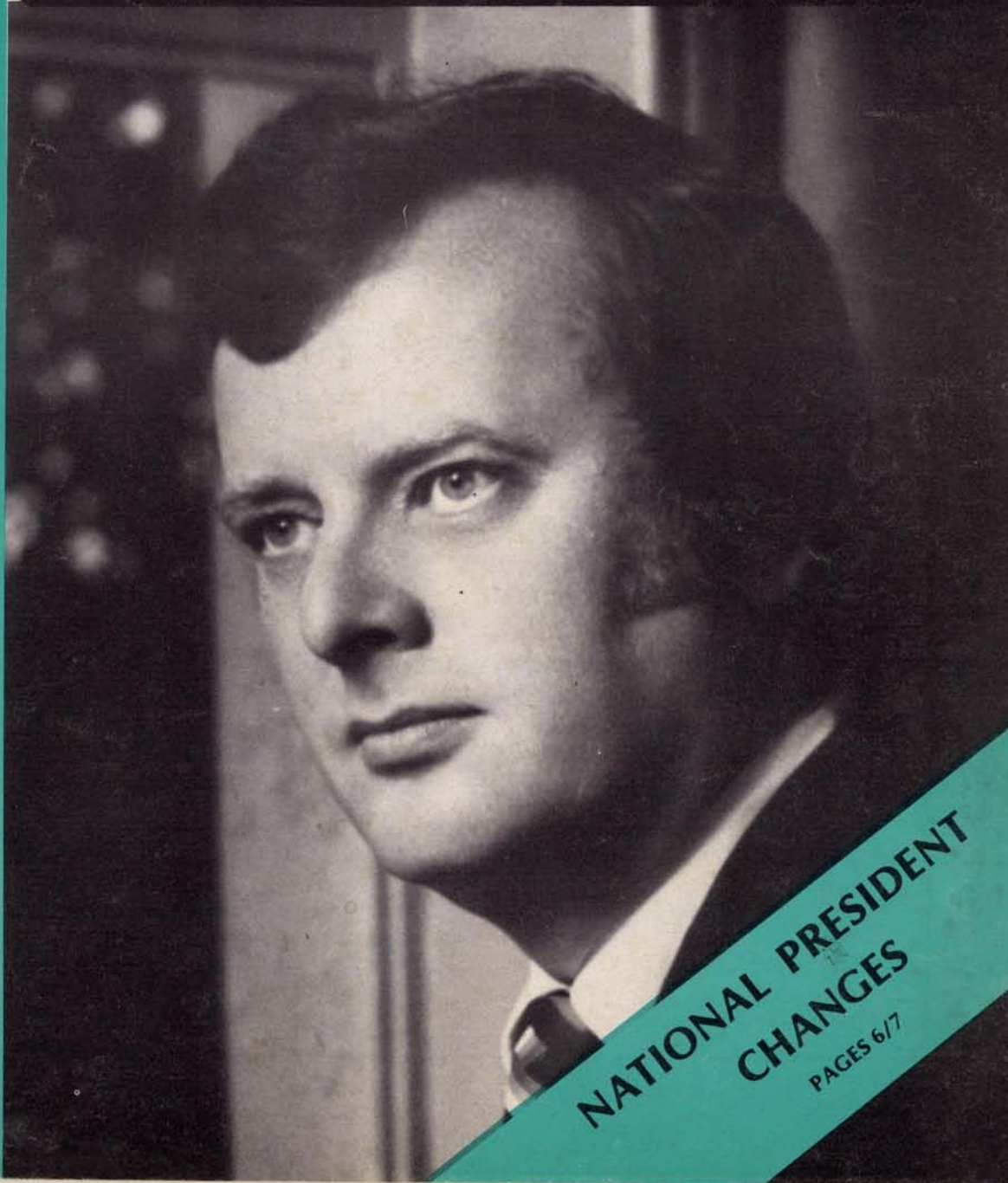
OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA

HIRE

AND RENTAL EQUIPMENT NEWS

VOL. 10 - No. 2

APRIL 1977



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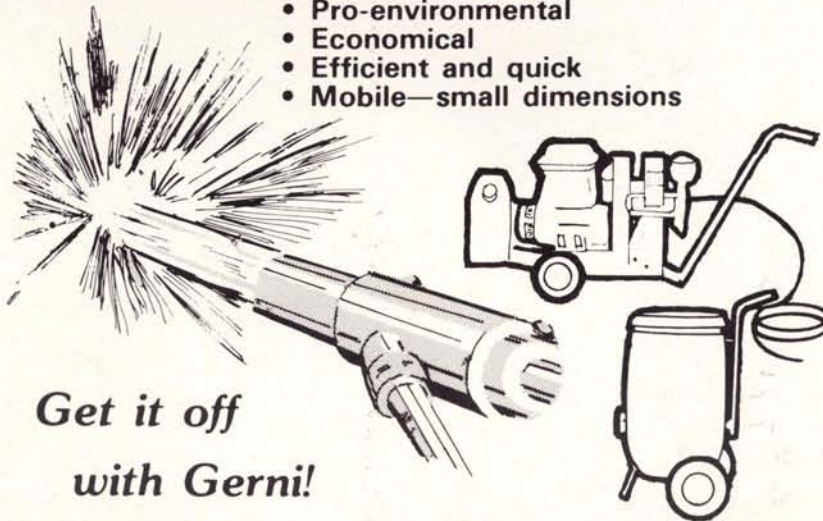
**NATIONAL PRESIDENT
CHANGES**
PAGES 6/7

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COVER PHOTO:

The President, HIRE Association of Australia — **Mr. Des Whelan**

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THE EDITOR'S PAGE

Introducing the new Editor



Nice to meet nice people. Particularly when they are both helpful and efficient. One of my first calls on taking over as editor was upon our Australian Secretary, Rolf Schufft, a man who has everything at his fingertips; and a cup of coffee too.

Let us then elevate the cup of coffee to its proper status in public relations. An immediate expression of goodwill, it promotes relaxation and a right footing on which to commence negotiations. And we all know how acceptable it is when on the receiving end.

Those who have been to Hong Kong and Japan have, no doubt, been disarmed by charm and experienced with pleasure the ever-ready bottle of coke or the steamed and perfumed face towel to start the dialogue.

We all know that much business is bantered over a beverage. If not already doing it, get on the beam with a cup of coffee for the potential customer. Make him feel good at the outset. It may clinch a deal. Try the trick also, on competitor or antagonist and 'heap coals of fire upon his head.'

No rental business should be without its instant coffee urn. A grain of business in every cup. Please have one ready when I call!

DIGNITY AND IMPOTENCE

The Federal Government is like a virgin boy on his first date. Frightened to stimulate the clitoris of the economy because his Sunday school teacher never mentioned it. Meanwhile, Mistress Economy remains cold and unmoved until further notice.

The Government, like a boy on a man's errand, pretends to favour capital investment and growth but doesn't seem to know what it's all about. The Hire Industry employs 20,000 people, not to mention the work force which supplies the industry. Depriving this industry of an investment allowance is the essence of impotence and immaturity.

Does the Treasury believe that emasculating the Hire and Rental industry will stimulate sales of equipment to users who might otherwise hire it? Not bloody likely! Ask the supplier! Much modern and sophisticated equipment is very expensive, rendering outright purchase impossible while the economy is in the present state of depression. A spot survey of suppliers to the industry reveals that many hire firms would buy new equipment if the investment allowance was operative, or are holding off purchase until the debacle can be resolved.

Meanwhile, sales are inhibited and Mistress Economy is most frustrated. It is pertinent that governments never contribute to booms, only to depressions — and the present government is contributing all it knows how. Why fiddle with pinpricks? 'Tis red-blooded business which provides the booms, and when the economy is in full flood the sales will take care of themselves.

NERO PIDDLERS AND ROME BURNS

Rumour hath it that the Hire Industry was never meant to be excluded from the investment allowance. A trick of words? Clause and effect! Did the Parliamentary draughtsmen let in too much draft? Granted that public servants never admit a mistake or change their minds — so what then? The Hire Industry is piddled on from a great height and washed down the drain, while the Government stands high on Capitol Hill and contemplates its navel.

(Continued on Page 4)

Australia's most experienced trowelling machine manufacturer
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New features

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HIRE and Rental Equipment News

TUBE TRAVEL

The notorious tunnel version of economic academics is ever a threat to our survival. Consider Great Britain (cross off the 'great'). The greatest of her worst mistakes were made with the best and most educated of help. Segregated taxation made car export the blue riband industry and strangled all others. O.K. for a year or two. Then the car industry went bust and there remained a pile of industrial corpses leaving Britain like an economic Dachau. Academic medication turned poison from which she will never recover, barring some kind of bloodless revolution.

The Government, at times, concerns itself with dregs at the bottom of society. But over-education and its tunnel vision is a scum at the very top of the economic crucible, which smothers the vitality and energy of the best of our business brains. Must we emulate the worst of Britain and ride hell-bent to oblivion? S.O.S. God save us from ourselves!

CORRUPTION IN GOVERNMENT

"Corruption of man is followed by corruption of language," says Ralph Waldo Emerson. Let us then consider the three reasons advanced by the Treasurer for denying investment allowance;

1. That we do not "use" otherwise eligible plant.
2. That our plant may be used for "private and domestic purposes".
3. That our inclusion would open areas for tax avoidance.

These are hair-splitting, academic monstrosities of the worst order, designed to conjure argument on a false premise and without practical logic. Quite obviously the Treasury is overstuffed.

The Governments reasons are unrelated to basic rule, and thinkers in business and industry — whether Hire or anything else — must remain ever-alert to counter such nebulous abstractions wherever they occur, for they are cankers on our economy. This applies particularly to thinking politicians of any party for they are charged with a threefold duty, namely, to be custodians of our economy, watchdogs of our way of life and sentinels to preserve the sanity of their own party line.

COMMON CENTS

Let the Government dispense with gobbledegook. The argument is basic. The Hire Industry is in business same as manufacturing or any other business. It buys plant to run the business. Profits are taxed. The plant is the business. No plant no business. Anything less than this is of no consequence.

Time to conceive new growth. The Government must lose its virginity and inject the seeds of life and vitality into the womb of the Economy.

Finally a warning from the crystal ball.

Beware O Mr. Treasurer
Lest too late you find
That
Too much analysis
Has brought
Paralysis — of the mind.



RENT-A-QUIP

..... LIES, DAMNED LIES AND STATISTICS

(With apologies to B. DISRAELI)

WIN A LUXURY YACHT

ADMIRAL'S CUP ART UNION

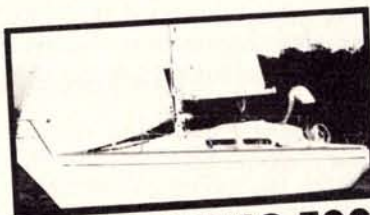
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[9.15 metres] overall complete with teak-finished cabin and galley, seven bunks and a separate forward cabin.

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from the **RETIRING PRESIDENT**

Over the past twelve months we have seen a growth in the activities of the Hire Association; perhaps not as great as one would have liked, but of course this period has not been one of great expansion in most fields. Times have not been the best we have known.

Probably the most important task taken on was that carried out by the sub-committee in connection with the Investment Allowance. I would like to record my appreciation of the time consuming efforts of this committee, namely Neville Kennard, Barry McDonald and Des Whelan.

It is probably not the right moment to discuss this matter in detail, but it would be fair to say that the Government has let the Association down badly and every effort should be made by all members to keep their respective Members aware of this. After all, these Members are elected by us, and if they wish to receive our continuing support at least we should be given a better deal than we have received up to this point.

Another very important event in the calendar was the Convention held in Brisbane which was a wonderful success. Special thanks to Tom and Jan Cioccarelli and also to the Queensland members who worked so hard towards the success of this venture.

More recently we had the tour to the A.R.A. Convention in Phoenix. There were 21 members in the party, and we were joined by 6 other Australians in Phoenix. I am sure all the visitors to the Convention gained much from the experience, and I would like to record our appreciation of the hospitality extended to us by the A.R.A. and in particular by members of the C.R.A. who were our hosts in California.

A further achievement has been the production of our new magazine which is now a reality, and I hope will be a success. My thanks must go to the sub-committee headed by Andrew Kennard for their work, and also for the efforts of the publishers. It is now up to the members.

The producing of the first National Calendar with hire functions for all Australia listed means there should not be any excuse for members overlooking functions in the future.

The November meeting of the H.A.A. was held in Canberra where a special meeting was called for to discuss changes in the set-up of the H.A.A., and this was held at the Melbourne Hilton. From this meeting certain changes were adopted, and I feel that from time to time it will be necessary to up-date the work of the H.A.A. as times and circumstances change.

On taking office as President twelve months ago I stated that it was a great privilege to be elected to this position. On looking back I have no regrets; it has been a rewarding experience and I wish to thank all those who have worked with me. One must remember that it is not a president, but the whole committee supported by each state association that will lead to success.

In closing I would like to take the theme of Irv. Juster, President of the A.R.A., who in his closing speech at the Phoenix Convention said that success can only be achieved through 'communication'. I am sure that our Association will go on to greater success with this thought in mind.

Peter Burne

HIRE ASSOCIATION OF AUSTRALIA



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LETTERS TO BOX 3968 G.P.O., SYDNEY, 2001**

from the **INCOMING PRESIDENT**

At the outset I would like to thank past President, Peter Burne, for his efforts last year. Peter has always contributed his time freely and is acknowledged as a true "founder" of our Industry.

The press today is full of the "price and wage freeze" recently announced by our Government leaders. This is an attempt to fight inflation and as such deserves our full support. I hope that it achieves the fullest possible measure of success because inflation must be the biggest threat to our business and the free enterprise system.

The Accounting profession has announced a new accounting system called, "Current Cost Accounting" (C.C.A.). Its object is to show the true profit of a business after allowance is made for the increased cost of assets and stock. It is a fact that our provision for depreciation charged on historical cost will not provide sufficient cash to replace that asset in the future. Extra funds will have to be found probably from retained profits. This could be a tight situation particularly if the practice of a company has been to pay out a

substantial portion of profits in dividends. The organisation could find that it no longer has sufficient cash to replace its assets.

The Accountants are having some difficulty in coming up with a standard set of guidelines so we should not see company reports reflecting C.C.A. for a few years. However, the effect is still there and I urge you to keep it in mind when setting profit goals as this profit must not only be large enough to satisfy shareholders, it must also create an additional cash flow or reserve to replace your fleet.

All the foregoing would be a little easier to bear if the Government had included our Industry in the Investment Allowance. We still have not received any explanations from the Government as to why they have discriminated against our Industry.

We are still continuing our efforts and representations to Canberra.

D. G. Whelan.



HIRE ASSOCIATION OF N.S.W.

1977 HIREXPO

**Equipment Field Day 25th May
Homebush Bay**

Not to be confused with National Convention to be held in Melbourne in September, this is a N.S.W. Association field day following on a similar successful venture last year. Last year several potential exhibitors were turned away due to lack of space. This year the venue is larger and the time extended — from 11.00 a.m. to 9.30 p.m. with emphasis on the day session for managers and purchasing officers and evening for staff.

Areas of varied size are available together with an 8' x 8' covered stall for each exhibitor. Crane service by arrangement and a security guard will be on duty at night.

Food and bar service available.

For the exhibitor it is a good opportunity to display or demonstrate equipment under field conditions. In order to take full advantage of the day the Expo organizers list a few suggestions for exhibitors.

1. Aim products and displays to the Hire Industry.
2. Use cutaway models and working equipment where possible.
3. Prepare Hire Industry Price Lists and 'Specials' for the day.
4. Have available service trouble shooting sheets and maintenance schedules and lists.
5. Print lists of principal spare parts to carry and relevant costs.
6. Organize live repairs of equipment from your service department.
7. Arrange service displays with expert staff on hand to discuss fine technical and maintenance features of machines.

Stall bookings close 11th May, 1977 and information is also required for inclusion in a Hireexpo Catalogue.

For the Hirer the EXPO means a chance to:

- a) See a wide range of equipment displayed and demonstrated.
- b) Take advantage of 'Specials' offering on the day.
- c) Discuss equipment troubles with the manufacturers.
- d) See service displays and dismantled equipment.
- e) Discuss maintenance problems.

ALL FREE!

Please tell your suppliers about the Field Day

INVITATION

Although basically a local field day, N.S.W. Association extends a warm invitation to interstate members and suggests that any pending visits to Sydney about that time might be arranged to coincide with the 25th May Field Day.

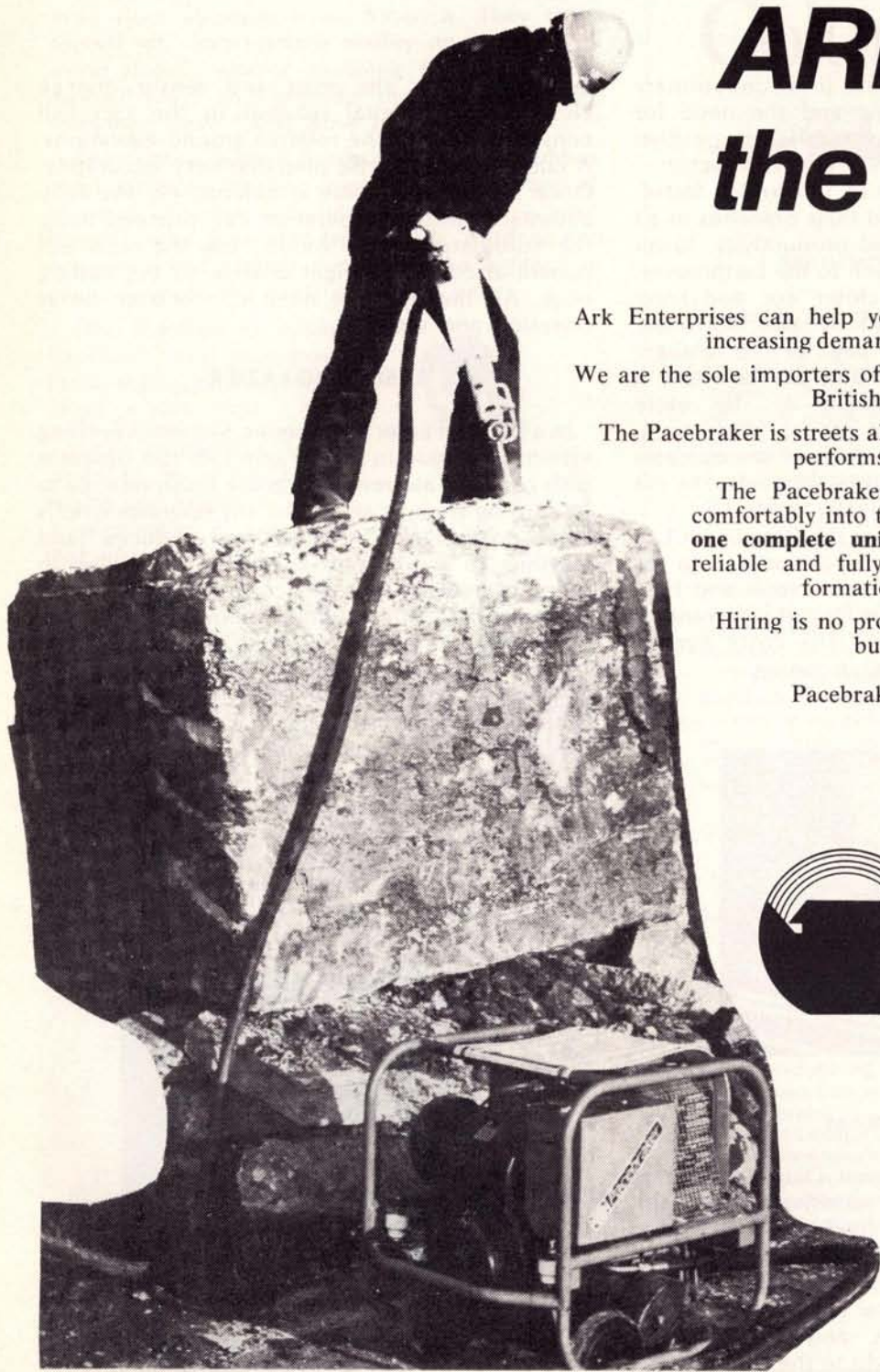
VICTORIA TO INVADE

On the 24th May, the day before the Field Day, N.S.W. members will welcome and entertain a group of members from Victoria, which will include an interesting yard tour. Welcome is extended to any interstate member wishing to join the tour — Contact the Secretary, Hire Association of N.S.W., Mrs. Denise Layton, P.O. Box 5, Seven Hills, N.S.W. 2147. Phone 621-5323.

For EXPO enrolments and details ring Gordon Esden 648-5455 or Joe Price 39-4326.

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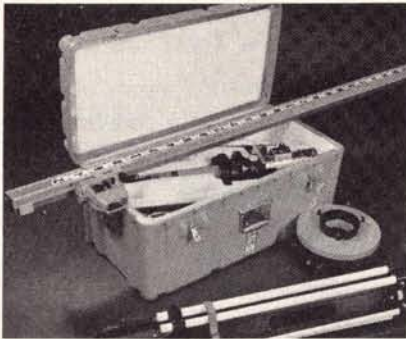
NEW FRONTIERS IN EARTHMOVING

With today's constant battle in an inflationary situation between cash flow and the need for capital goods, one company is offering positive steps to assist the Earthmover and contractor.

Laser Engineering Systems of 13 Ferndell Street, South Granville, N.S.W., and their branches in all states, are offering increased productivity, lower unit costs and greater precision to the Earthmover.

They claim to offer a closer cut and truer precision all within a shorter time span. No longer the constant rechecking of pegs or the re-alignment of pegs removed. The unit can be either a manually operated Rota-beam or the more sophisticated, fully-compact Model 900-6 Automatic laser levelling system, where all the operator has to do is keep the unit going forwards. His cut and alignment are automatically controlled.

Expensive? — not at all! For the Rota-beam can be hired from Laser Engineering Systems to do the special job. They will train your crews and fully maintain the equipment for as long as you want for complete on-site satisfaction. The cost? Against the alternatives you are saving money.



ON THE BEAM

The Micro-Grade Instrument Guidance System (IGS) Sensor is unbelievably sensitive to laser light. Using a Survey Mode, any field can be surveyed quickly for highs and lows, without once leaving the cab of the tractor. The 360 degree receiver remains locked on to the laser beam as the scraper follows the field contours, and the mast will automatically adjust its height to the centre of the

laser plane. As the mast and sensor change elevations the digital readout in the cab will constantly display the relative ground elevations. A cut-fill chart can be prepared very accurately. Once the finished grade is determined, the fully automatic finishing operation can proceed using the Automatic Control Mode. Now the mast will remain at constant height relative to the cutting edge. All the operator need concentrate on is direction and speed.

LASER AND LAZIER

In a nutshell Laser Engineering Systems Levelling system is unique in that it provides the operator with constant awareness of grade finish relative to his cutting edge. It sensitizes any operator's skills to a revolutionary degree, and reduces land levelling to a one man operation, unrivalled in speed or accuracy by any conventional method. Its simplicity and accuracy allow even a new operator to function at veteran skill levels.

Buy or hire, the economics are yours, but with this new frontier in Earthmoving, if you as plant user are using any other method of land levelling then you are probably losing money.

We can only agree with the thoughts above, but if you still have any doubt the boys at Laser Engineering Systems offer a field demonstration so you can share the excitement and profit of this new space age equipment. Why not take them up on their offer?



Hire a Stripper!

NEW EQUIPMENT FROM U.S.A.

Strip is no longer a tease with these compact little floor strippers from America. They do a superb job, can operate readily on concrete or wood floors, remove anything from clothes to asphalt tiles, and provide the best strip performance since Gipsy Rose Lee.

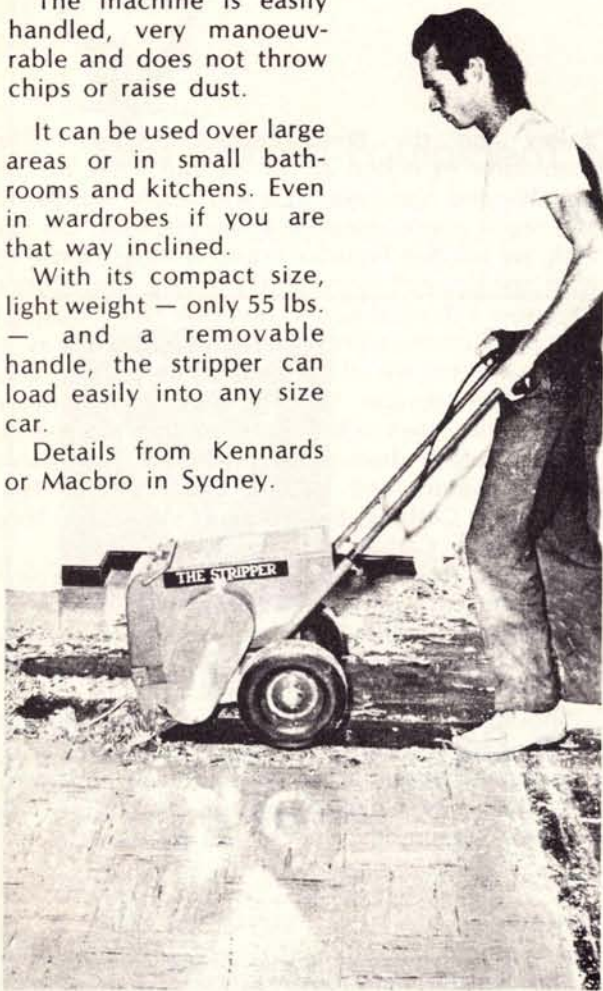
They easily remove linoleum and cork, rubber, vinyl and asbestos tiles; mastapave, grease and all types of adhesive including epoxy glue; — even breadcrumbs. Saturated felt, indoor, outdoor and rubber-backed carpets come off like a piece of cake; — even the most expensive ones.

The machine is easily handled, very manoeuvrable and does not throw chips or raise dust.

It can be used over large areas or in small bathrooms and kitchens. Even in wardrobes if you are that way inclined.

With its compact size, light weight — only 55 lbs. — and a removable handle, the stripper can load easily into any size car.

Details from Kennards or Macbro in Sydney.



THIS STRIPPER WILL NOT ONLY REMOVE ASPHALT TILE BUT WILL REMOVE ALL TYPES OF ADHESIVE AND MANY OTHER ACCUMULATIONS.

Hadrian's Column



MIRTH MOVING EQUIPMENT

When the Bull Dozed

The Editor has commissioned me to comment on the Hire Industry and solve the world economic problem. Let us take the simplest one and solve the economy first.

Obviously the world suffers from over-population. Not over-population from man but from the population explosion of cows. The cow is sacred in India and its killing is forbidden. Speaking from the M.O.O.I.O.F. Hall in London world economist, Dr. Seymour Bull, said if the situation were allowed to continue then cow would soon supercede man on this planet.

Meanwhile in India the cows themselves are not happy with the situation. As one cow was heard to remark to another:

"It's not the humidity but the starving mass of humanity that gets you down."

Spotting my old Indian teacher and devout cow worshipper, Mr. Khan Guru, as he hopped off the plane in Canberra, I knew that big things were afoot.

"You're here to represent the C.I.A.?" I challenged.

Looking me straight in the eye he said, "I've never heard of a Cow Investment Allowance!"

Guilty conscience of course. He knew full well that when the Investment Allowance for cows was cut in India the cows only gave skim milk from then on. Some even committed hurry-curry.

Meanwhile, Parliamentary sources reveal that Mr. Khan flew down to the Prime Minister's property to inspect Mr. Frazer's herd of sacred cows. It is believed that India wishes to import sacred cows from Australia because they are a tougher breed.

When Australian cows heard of this they all began committing silverside, which is why the cost of beef is so low.

I caught Khan Guru on the hop again when he arrived back in Canberra and questioned him on the rumour that a mysterious disease threatened to wipe out India's cattle herds.

"This is udder rot!" he declared.

OVERSEAS

H.A.A. TRIP TO A.R.A. CONVENTION PHOENIX, ARIZONA

Peter Burne

Most of you are aware of the recent visit by a number of members to the ARA Convention in Phoenix which was organised by the Association. Those who were fortunate enough to participate in the tour enjoyed a most interesting and informative itinerary. The party left Sydney via Auckland to Honolulu where we went through customs, and then on to Los Angeles where we were met by representatives of the CRA. A couple of names that come to mind are our host Bud Bullman, and his wife Binki, Sam Greenberg and Bill Grasse. We were escorted to the Sheraton Universal Hotel in Hollywood and briefed on events for the following days. Amongst these were visits to a number of hire yards, to Disneyland and Universal Studios, and also to the Queen Mary. On the 13th February, we departed Los Angeles for Phoenix where we stayed at the Ramada Inn and attended the ARA Convention. I am sure all participants gained valuable knowledge from the lectures and the equipment displayed, which really had to be seen to be appreciated, and also from discussions with other delegates from U.S.A., Canada, Ireland, etc.

As President of the HAA I had the privilege of addressing the gathering of some 2,000 members at the final session and to issue an invitation to the Americans to attend the Australian Convention to be held in Melbourne, September next.

The group left Phoenix on 18th February for Las Vegas, which was very interesting, and from there continued our journey to San Francisco and were met again at the Airport by representatives from the CRA.

In San Francisco we visited several hire yards and many places of interest including the Napa

Valley and the great Redwood Forest. The hospitality extended to us by the CRA in Los Angeles and San Francisco was really wonderful and much appreciated by all on the tour. On the 24th, we left San Francisco, and amongst those to wish us farewell were Bill Cushing and Chuck Johnisee. I think it fair to mention that I suspect that Bill Cushing's presence at the airport was to make sure that we all got away as he seemed very tired after several "busy" days. Our sincere appreciation goes to Bill and Chuck for the special efforts made by them to make our stay memorable and enjoyable, and also to Chuck's wife Tati, Marguerite Cushing, Bill Berman, Mr. & Mrs. Fish, Jean & John Carhart, to name a few.

The trip from San Francisco to Honolulu was uneventful, as we travelled during the night. Most members were really tired and welcomed the few days to relax in Honolulu, although it appeared that very little real relaxing was done.

Should there be any names that I have omitted in thanking for the hospitality, I close in saying that sincere appreciation goes to each and every person who contributed towards making the tour such an outstanding success.

AH SO!

Nev Kennard and Barry MacDonald off to Japan for 3 weeks. (Probably to sell a line of face-saving appliances to the Japanese.) They will be joining up with C.R.A. Members for a 'Study Tour', and we look forward to a full and interesting report on their return.

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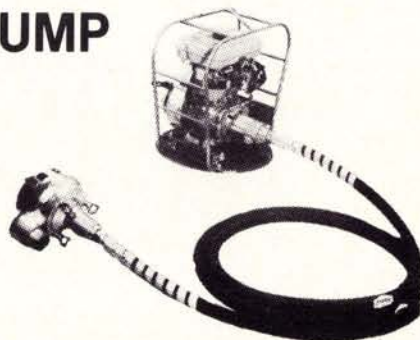
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POWER UNITS



50,000 litre/hr (11,000 gal/hr)

STOP PRESS

INVESTMENT ALLOWANCE

We are indebted to the Queensland Association for this very interesting piece of news — we quote (with permission) from the Minutes of the Monthly General Meeting held on 21st March, 1977:

“GENERAL BUSINESS:

40% INVESTMENT ALLOWANCE — The Chairman opened the meeting to general discussion. In the course of a long and sometimes heated debate, two company representatives told of how they had made the claim in their tax returns, and without any questions being asked by the tax-man, they have each been allowed. One company representative has been generous enough to offer his taxation submission to HIRE Association of Queensland for copying and including with these Minutes for the benefit of the Industry across Australia. The donor is sincerely thanked for making this available. (It is attached).”

Reprinted here is the attachment referred to:

Item — Net Income from Business

Net Profit as per profit and loss

Less Investment Allowance

| Item | Cost | Invest. Allowance |
|----------------------|--------------|----------------------|
| 7.6.76 Compressor | \$2598 (40%) | 1039 |
| 12.4.76 Rammer | \$ 500 (Nil) | - |
| 5.5.76 Rammer | \$ 561 (6%) | <u>34</u> |
| | | 1073 |
| | | <u>\$</u> |

Taxpayer purchased new plant as detailed above which was ordered and paid for after 1st January, 1976. Whilst it may seem that a deduction of the Investment Allowance is specifically precluded (the right to use the equipment is granted to others by way of Hire Agreements) a claim is being made pending the final determination of submissions made to the Treasurer.

THE ASSESSMENT HAS SUBSEQUENTLY BEEN RECEIVED AND THE INVESTMENT ALLOWANCE CLAIM ALLOWED IN FULL.

SUPPLEMENT

Each issue, we will feature in the form of a supplement, ideas, methods, theories, practical solutions to problems and contributions from experts in their chosen fields, which will benefit and interest readers of this magazine.

We have chosen the supplement form for ease of future reference. For we want these few pages to be like a field of ripe corn, where the reader can pick a kurnel of knowledge, or wisdom, which he will digest and which will be of sustenance to him in his day to day business activities.

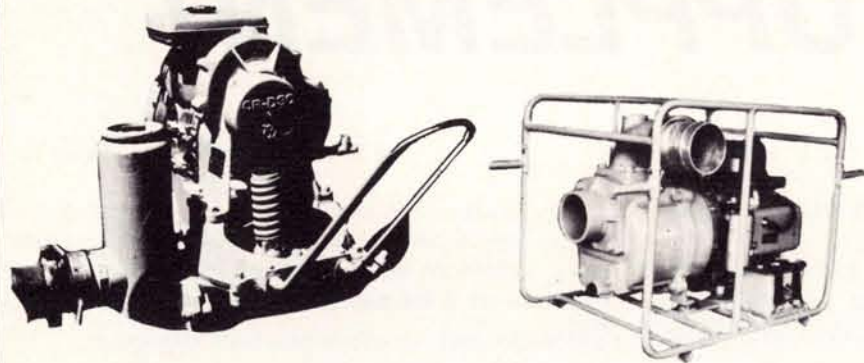
The subject of our first supplement is

Staff Training

By John Thomas

Crommelins

SPECIALISTS TO THE HIRE INDUSTRY.



CROMCO QP PUMPS

Trash — Diaphragm — Centrifugal, close coupled 2", 3", 4" and 6" pumps. Ruggedly built and powered by Robin Engines, of course.



ROBIN ENGINES

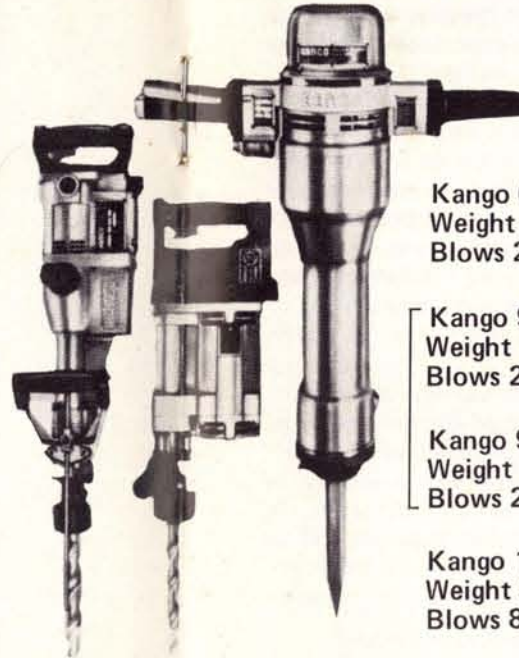
3.3 HP to 16 HP

- Ball bearings both ends of crankshaft
- Cyclonic Air Cleaner
- Recoil Start
- Cast iron Cylinder liners
- Machined Gears of Wear resistant Malleable cast iron
- Push button stop to avoid carburettor flooding
- Large capacity Fuel Tank
- Service centres throughout Australia



CROMCO-BENFORD TIP-UP MIXER

3 Cubic ft. capacity bowl, 2 year guarantee on bowl. Weight including stand approx. 190lb.



Kango 627
Weight 7 Kg
Blows 2750/Minute

Kango 900
Weight 10 Kg
Blows 2,200/Minute

Kango 950
Weight 10 Kg
Blows 2,200/Minute

Kango 1800
Weight 32 Kg
Blows 865/Minute

DUAL PURPOSE 627

Update your KANGO! Deal No. (1) represents a 34.4% DISCOUNT off normal list price.

Normal Kango List Price: \$500
SPECIAL BUYING PRICE \$412
On the hammer you save \$88

HEAVY HAMMER BLOW 900

Update your KANGO! Deal No. (2) represents a 33.6% DISCOUNT off normal list price.

Normal Kango List Price: \$550
SPECIAL BUYING PRICE \$450
On the hammer you save \$100

DUAL PURPOSE 950

Update your KANGO! Deal No. (3) represents a 33.4% DISCOUNT off normal List Price.

Normal Kango List Price: \$650
SPECIAL BUYING PRICE \$520
On the hammer you save \$130

TOUGH BREAKER 1800

Update your KANGO! Deal No. (4) represents a 33.3% DISCOUNT off normal List Price.

Normal Kango List Price: \$1,125
SPECIAL BUYING PRICE \$925
On the hammer you save \$200

PLUS THESE FREE ACCESSORIES

| | |
|--|--------------|
| 2 only 07906 15" Chisels | \$16 |
| 2 only 07961 15" Points | \$16 |
| 1 only 07936 Comb Holder | \$22 |
| 1 only 07528 Drill Holder | \$20 |
| 1 only 07925 Floor Cleaning Tool | \$35 |
| 1 only 07715 1/2" x 10" Spiral Carbide Drill | \$19 |
| TOTAL ACCESSORIES | \$128 |
| Your total saving per package | \$216 |

PLUS THESE FREE ACCESSORIES

| | |
|--------------------------------------|--------------|
| 5 only 09906 Chisels | \$46 |
| 5 only 09961 Points | \$46 |
| 1 only 09923 Spade | \$36 |
| TOTAL ACCESSORIES | \$128 |
| Your total saving per package | \$228 |

PLUS THESE FREE ACCESSORIES

| | |
|--|--------------|
| 1 only 09529 Drill Holder | \$21 |
| 3 only 08529 Ejectors | \$7 |
| 1 only 09936 Comb Holder | \$25 |
| 50 only 09936 Coarse Combs | \$17 |
| 1 only 07732 3/4" x 10" Spiral Carbide Drill | \$24 |
| 1 only 07751 1" x 16" Spiral Carbide Drill | \$37 |
| TOTAL ACCESSORIES | \$131 |
| Your total saving per package | \$261 |

PLUS THESE FREE ACCESSORIES

| | |
|--------------------------------------|--------------|
| 3 only 0305 15" Points | \$59 |
| 3 only 0310 15" Chisels | \$59 |
| 1 only 08316 5" Asphalt cutter | \$41 |
| 1 only 08319 Spade | \$53 |
| 1 only 08320 Backfill Rammer Head | \$33 |
| 1 only 08334 Rammer Shank | \$17 |
| TOTAL ACCESSORIES | \$262 |
| Your total saving per package | \$462 |

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2. Job card and maintenance figures available on request.
3. Spare parts available Australia wide.
4. Accessories available Australia wide.
5. Selling Agents available Australia wide.

16 years of operating our own hire division under the extreme conditions and vast distances of Western Australia have helped us develop equipment that needs minimum maintenance.



GEAR LASTS YEAR AFTER YEAR

Sydney
26 MARY PDE.
RYDALMERE
638 7534

Melbourne
40 GLENVALE CRESCENT
MULGRAVE
561 2655

Brisbane
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WOOLLOONGABBA
391 3047

Perth
18-22 OXFORD ST.
LEEDERVILLE
81 4044

Port Hedland
Cnr. ANDERSON & MCKAY STS.
73 2347

Roebourne
ROE STREET
82 1027

South Australia
P.O. Box 41, Wilunga 5175
(085) 56 1201 Pages flat

You may like the idea of a supplement each issue, but you ask, "Why Staff Training, to kick off with?"

We felt it was appropriate, because of its all embracing ambit. Let's analyse the question, 'Why Staff Training,' and see the results.

Firstly the "WHY".....

This little word is among those special words in our language that is capable of being a sentence in itself. No matter whether by itself or linked with other words, it nearly always asks a question.

We hear it so often as the retort of the disgruntled, the disinterested or the dismayed. Yet, when uttered by the lips of an enquiring mind, it can be the activator that causes the solution, or, even the discovery, of whatever at hand, whether large or small. For example, a question all readers of this magazine are vitally concerned with should be "WHY HIRE". A lazy man would answer, "WHY NOT." But if that were a conversation and it ended there, neither party would be any the wiser. Having posed the question, "Why Hire", let's not pass it by, for it appears it may be the foundation on which we can build this whole discourse.

The following points we borrow from one prominent in Hire circles, but we believe these points will lose none of their veracity by their production here.

- To minimise capital expenditure
- To eliminate maintenance problems
- To try out new ideas and equipment
- To eliminate storage costs and problems when equipment is not needed
- To take advantage of the tax benefits — hire charges are fully deductible
- To avoid obsolescence and disposal problems
- To replace your equipment while its being repaired
- To fix your costing exactly
- To get the right machine for the job and save manpower
- To gain better control over plant (continuous invoicing makes you check on its use and location).
- To avoid breakdown panic — if hired equipment breaks down it is repaired or replaced immediately.
- To fill in at peak periods

Now then.....surely these must be the answers to the "WHY" of us.

EXPANDING THROUGH THE YEARS

The Hire Industry as we know it today is fairly new to the world of commerce. There are, of course, those more ardent supporters of our cause who would have us believe our industry was born in these immortal words of Mark Anthony, "Friends, Romans, Countrymen, lend me your ears!" History is more likely to record the concept of hire as fairly narrow through the centuries, since immortal words such as those of Mark Anthony were uttered.

The Bible speaks of 'an hireling'. Indeed the hire of labour is perhaps the widest application, even today, of the hire concept. But this century has seen many innovations and thus the widening of the concept of hire. Today we enjoy the privilege of being able to hire items ranging from spoons to sedans, ear plugs to earth moving equipment, and from tents to halls with pillars of marble.

Secondly the "STAFF".....

If today we provide such a variety of services, this then leads us to the study of the second word in the question under analysis, that of "STAFF." Such a myriad of items could not possibly be handled by one man, nor one organization. To borrow a popular expression, we may sum it up thus:

Some items could be handled by some people all the time, some items could even be handled by all the people all the time, but we need all the people to handle all the items all the time.

And it is actually in the hands of the staff in our industry that our industry lies. Think about it a moment.....Don't you agree? If not convinced, think some more about this. When a customer enters his favourite local hiring company, who rushes out to greet him? The man that owns the store? Not likely, in the majority of cases. Probably a member of his staff. So you see our staff are very important to us. They are the point of contact between customer and company. The ability of your staff to assimilate and generate your high ideals can determine to a large extent whether the personality of your business is conveyed to your customers.

Take an example. Using again the staff person who rushes out to greet you. Sadly, how many times is the opposite true. You wait what seems like an eternity to catch the attention of the attendant. Then, when you do, how are you greeted — pleasantly with a smile? Probably not

either. Detached and as part of the daily routine, would apply in all too many cases. After all, it's a job to him and he's been through it all before.

About now it would be timely to move to the last word in our question under review, "TRAINING."

There can be many meanings derived from this word, (which is not unusual in our language). My dictionary discloses sixteen separate meanings of the word "TRAIN." However, it may be significant that the one listed first is "to bring (person, child, animal) to desired state or standard of efficiency, etc. by instruction and practice."

How well trained are your staff? No doubt you have often seen the ad in the positions vacant column, 'trained.....required.' Obviously a trained person is of value. To the prospective employer in the positions vacant example certainly.

What about in your business? Is a trained person of value to you? To oneself, as an individual, for that matter.

How does one go about training ones staff? What do you think would be suitable aims and objectives?


What do you do?

Do you care?

We will have to leave this question unanswered, for there does not appear to be a common training requirement (if any) for the Hire Industry.

We can suggest some well tried and proven methods used in other industries starting with the old I.Q. tests. A few are listed here for you to try.

1. Which figure (a, b or c) belongs with two at left?



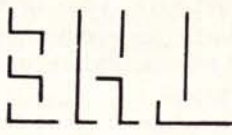
2. Pick the combination (a, b or c) which goes in the blank space of this sequence.

121212ABABAB1212 BAB


12ABC 12ABA ABABA

A B C

3. What do the lines represent? Can you make an object pop into view?



4. White squares eat more than white circles. Black squares eat more than white squares. Black squares eat less than black circles. Which makes the most economical pet?



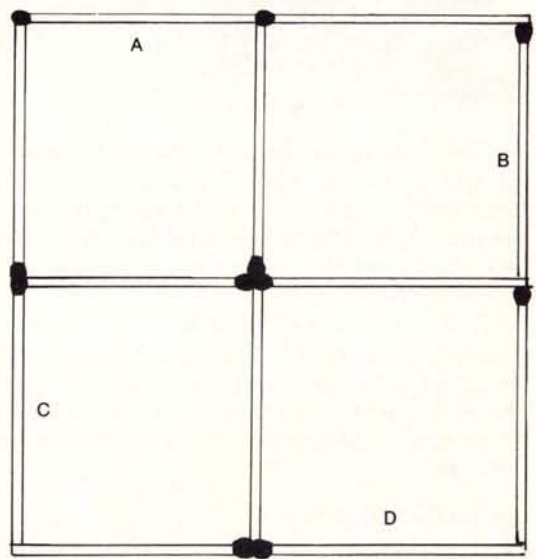
5. Count the sheep — A number of sheep were going into a field. There was a sheep before two sheep, a sheep behind two sheep, and a sheep between two sheep. How many sheep were going into the field?

1
2
2
1
2
2

6. You wake up in a pitch-black room in a hunting lodge, and there's no light handy. In your bag there are six black socks and six white ones, all mixed together. You want to pick out a matching pair. What is the smallest number of socks you can take out of the bag and be sure of getting a pair of the same colour?

7

7. Match Puzzle — Twelve matches are laid on the table to form four squares as shown:



Remove four matches and replace them again, so that you have formed three squares the same size as the original four.

Answers of page 21. How did you fare? Or are you still reading because you dismissed, as impracticable, that particular method of determining the suitability of the candidate/employee for training in your industry?

Fair enough.....but what do you do?

AN INDUSTRY FIRST?

We broached that question with the President of the N.S.W. Hire Association, Mr. Andy Kennard, and were quite surprised by his response.

It seems Kennards beamed in their crystal ball on our article, and as a result claim a first in the industry. This is what they did.

Kennards Hire held well-organized STAFF TRAINING DAYS on three mornings, Tuesday, Wednesday and Thursday 22-24th March at their Rydalmere Yard. They really got down to the 'nitty gritty', which is the intention of our article.



The Managers were instructors, taking small groups of four or five at a time. The object being for staff to learn to work the equipment and demonstrate to customers. But deeper than that — the staff first tried the equipment using the 'customers instructions.'

Red faces among management when a compaction rammer went slightly berserk and began hopping all over the place. As an object lesson Andy admits the machine had a fault and stresses the need for proper maintenance and service after de-hire.

POINTS MADE

A good test. If your own staff can't use it, how can you expect an unskilled outsider to work it. If staff learn to work equipment there is always someone on hand to demonstrate. The customer sees it working and is duly instructed with confidence.

THE "NITTY GRITTY"

John Spinks, Rydalmere Branch Manager, organised the practical scene; equipment required, surfaces for spray painting, trees needed for chain saws, bricks, concrete, roof and ceramic tiles for the masonry saws and tile cutters. Pipes and pipe threading machines to cut pipes needed for plumbing at the yard, eliminating wastage. And much more.

As the tumult and the shouting died and the dust settled over this devil's picnic, angel Kerry James emerged as hostess for the drinks and barbecue provided after each session.

HOW DID IT GO?

Staff voted it great! Participation was fun. The only query — "Why wasn't it done before?"

Kennard brothers, Andy and Nev., now see a more confident staff. Everybody enjoyed themselves — better relationships all round — and there were lessons in it for both staff and management. They will do it more often. Probably every six months.

SUMMARY

In this space age we are far advanced in technology, yet far behind in wisdom and understanding. Across the world the worker is emerging from an era of exploitation to that of new realization. Man is no longer a moron — he needs something from his job. Job satisfaction they call it. And this brings us to the two opposite poles of the new world.

Is the employee adequate for the job? — Boss' viewpoint.

Is the job adequate for me? — Worker's viewpoint.

Ingredients for a theory of relativity. It all depends on where you are standing. But perhaps our understanding has reached a point where we can have the best of both worlds. Staff training may be the answer.

Not everyone is a born or potential salesman. This is not necessary. Good staff training and job participation breeds confidence and efficiency, resulting in a broader outlook, a brightening of personality and pride in the job — it must rub off on the customer. The Japanese have it!

A customer comes in with the intention of hiring a piece of equipment. Are we really selling the service? Q.E.D. — with charm, knowledge and efficiency — **It stands demonstrated.**

IS IT WORTH IT?

Staff training if undertaken must necessarily be good and comprehensive. Bad example or training is worse than none. Bad training loses customers. In a rental business with its many different types of equipment, training must be broad based oriented to flexibility. It should cover the ability to demonstrate that the equipment works and also

knowledge of storage of small items — where is it?

Simplicity of layout and storage — use of colours, numbers, painted guide lines on floors, racks and yards. Efficient filing, accounting and office procedures. The Company's own house must be in order before any type of training can be undertaken. Training is worthless unless the Company has a good concept of the principles of efficiency.

MAINTENANCE is of primary importance. Staff habitually trying to demonstrate faulty or badly maintained equipment — or unable to find it is paving a path to commercial suicide.

SAFETY is also a key word, particularly with regard to dangerous mechanical or electrical fault. A death occurred in U.K. last year whilst a customer was using an electric drill. It could easily have been an employee demonstrating faulty equipment.

Servicing and testing of equipment after hire is a

must. A piece of equipment may have been abused and undergone a far more arduous task than might be expected.

CONCLUSION

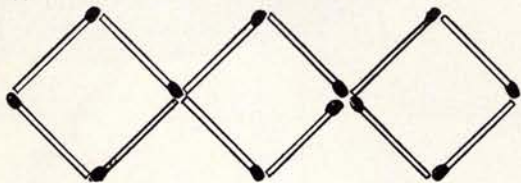
Staff training identifies personnel with the overall picture of what the job and the company is all about. It brings job satisfaction, pride in the fact that he is an efficient cog in an efficient company. Staff develop a new confidence which adds to personal charm and is a big step to good P.R.

The work load is shared, work made more enjoyable and staff-boss relationships improved.

The company cannot fail to increase turnover and enhance customer goodwill; thus the ingredients of the sweet cake of success, and were given rise just because a dash of staff training was added.

ANSWERS: [from Page 19]

1. B — It is a white square, like the two at left. This type of exercise develops the ability to *classify*, to put things in the same group because they have certain qualities in common — here shape and colour.
2. B — This series 121212ABABAB repeats itself. This exercise helps to develop the ability to analyze operations, to see how sequences are made up of successive stages. As you elevate your skill you become better at controlling or understanding events.
3. The lines represent the word THE upside down. This is an exercise in transforming raw sensations — light waves, lines — or experiences into things. By increasing this ability, you learn to perceive in fresh ways.
4. MINERVA. This exercise develops the ability to compare, induce and deduce. The three statements lead to the induction that the blacks eat more than the whites. Since white squares eat more than white circles. Minerva eats least.
5. Three Sheep.
6. Three. Of any three socks taken out of the bag, two must be the same colour.
- 7.



Take away the sides A, B, C, and D, and with the matches you have removed form a third square.

Contributions and ideas for Supplements are most welcome.

Next issue's

SUPPLEMENT

will focus on

MAINTENANCE —

- a hidden cost
- necessary
- hints from users and manufacturers

Future topics will cover:

- Costing
- Finance
- Real Estate
- New Products

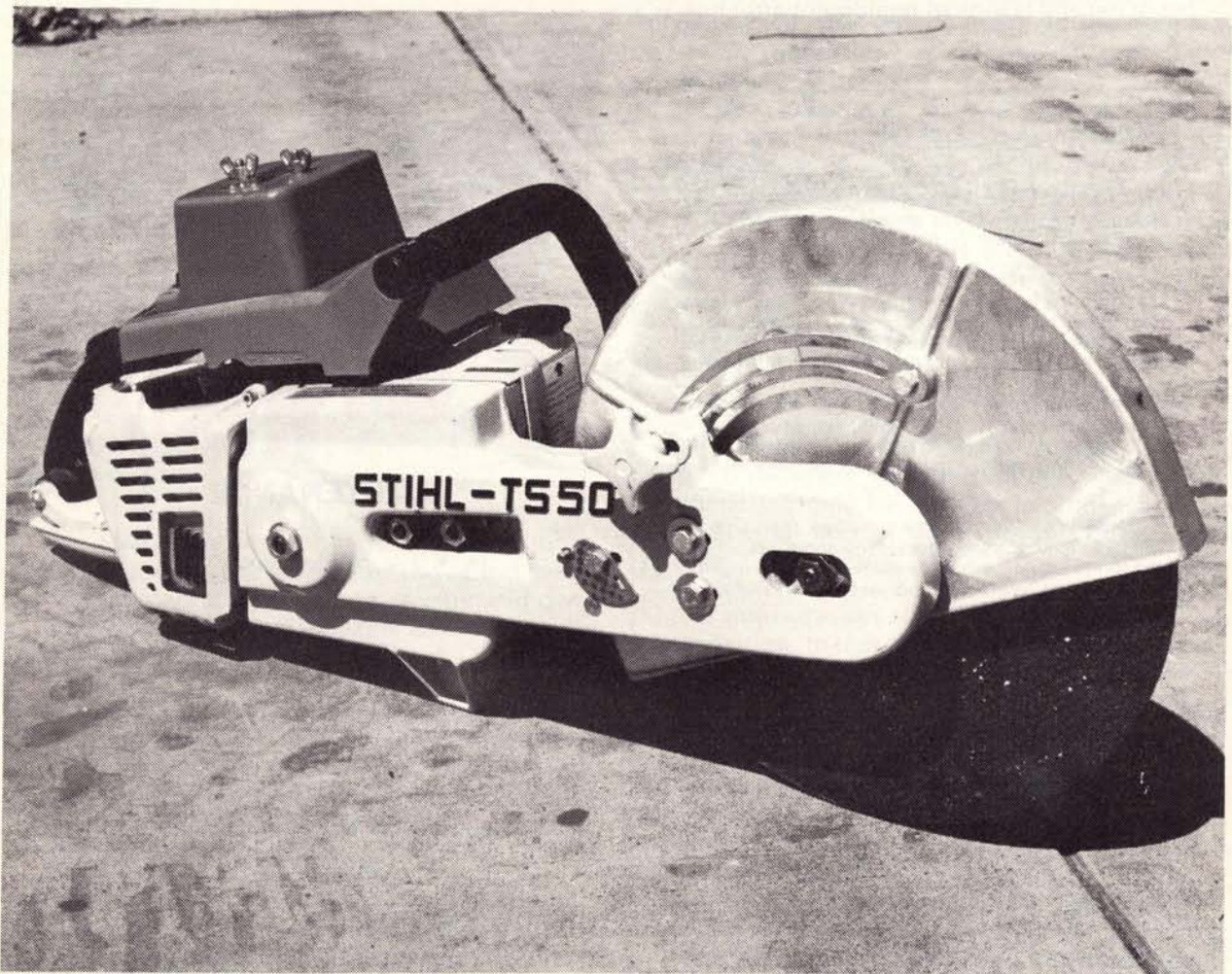
STIHL CUTQUIK

For quick, clean precision cutting of stone, metal, concrete and composition materials the Stihl Cutquik is the cut-off saw that most workmen will want to hire.

The saw-like tool does not saw, but rather uses a thin abrasive blade in a grinding cut through the material.

Being gasoline-powered the Stihl Cutquik does not rely on any outside power source so it can be worked anywhere — in the field, at building sites, on construction jobs or in rescue emergencies.

The powerful cut-off machine has the power to cut cleanly and precisely through stone, tiles, concrete, metal and many composition materials without unnecessary energy consumption.



Stihl Cutquik is available through State distributors of Stihl Chain Saws whose headquarters are 41 Berry Street, Bayswater, Victoria.

TELL and SELL TO THE HIRE INDUSTRY

Advertising is important in merchandising your product. Used correctly it can be a wise investment.

Creative communication is our business.

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HIRE and Rental Equipment News

**Can you afford
not to..?**

RENT-A-ROOTER

MESSAGE PARLOURS IN H.A.?

A new Rent-a-Rooter deal established by Hire Kingdom will fulfill customers' needs and resolve many frustrations in the industry. Not a soft-sell by any means, the Rent-a-Rooter system has been available in the U.S.A. for some time but is new to Australia.

Always on the ball and aspiring to greater variety and service, Hire Kingdom is importing some good rooters fresh from the U.S. This is no reflection on Australian rooters but a certain amount of discretion will be necessary. The guide lines laid down for rooters from overseas will involve some name changes and an element of secrecy.

A Burton Industries product it is known and freely advertised around American yards as "RENT-A-ROOTER".

Because of slight language differences and our peculiar habit of labelling some words good and some bad, this American 'Rooter' will prudently be known in Australia as the 'Drain Snake'. It does the same job.

If that doesn't shock neither should recent reported sightings of sea-serpent in the Pacific be discounted. It is probably Hire Kingdom's new electric drain snake headed across the Pacific from U.S.A. Reports indicate that it may have fallen off the dock and been turned on by a conger eel.

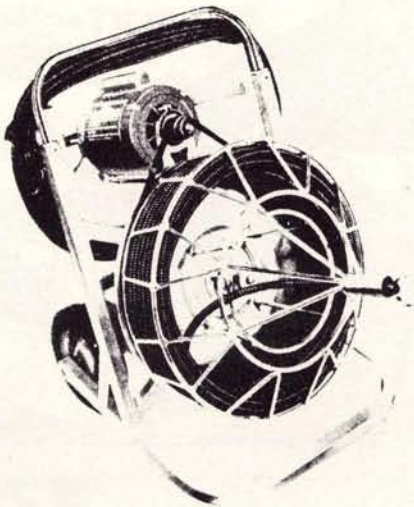
Snakes have been news since one cleared out the Garden of Eden and an asp cleaned up Cleopatra. In the former case it was also a higher kingdom involvement.

Snakes have a high I.Q. What better place to bite Cleopatra than on the bosom.

This new electric drain snake is just as intelligent and will probably become known as the 'Drain Brain'.

Used in 85% of jobs in the U.S. it should be of particular interest to the Australian Hire Industry and sell at near half the cost of other models.

Sales details from Hire Kingdom Wholesale, 351 Newbridge Road, Moorebank. N.S.W. Telephone 707-2655.





State News & Views

About this time of year, each state association is involved with Annual General Meetings and election of officers for the ensuing year. Annual General Meetings are usually made quite palatable as they are followed by a dinner.

A round-up of the results from these occasions is recorded on these pages.....to the out-going office bearers a big THANK YOU for a job well done, and to the incoming office bearers, CONGRATULATIONS and Best Wishes for your term.

SOUTH AUSTRALIA

Secretary — Cheryl Mounsey

Phone: (08) 297-6617

The HIRE ASSOCIATION of South Australia is no longer associated with the Chamber of Commerce and Industry, South Australia. Please note the new postal address. Office Bearers for the next year, elected at the Annual General Meeting in February, are:

President : Richard Stevens
Vice President : Mark Cambridge
Publicity Officer : Brian Ewings
Secretary/Treasurer : Cheryl Mounsey

QUEENSLAND

Secretary — Bob Lawler

Phone: (072) 356-9011

At the Annual General Meeting held on 14th February, 1977 the following were elected:

President : Bob Kardachi
Vice President : Stan Loeber
Secretary/Treasurer : Bob Lawler

A record worth noting is that of the expression of appreciation to Tom and Jan Cioccarelli, John Le Mare and Stewart Harris for their hard work in organising the National Convention which was held in Brisbane, and which was such an outstanding success.

EDITOR'S NOTE:

The venue for the Convention this year is Melbourne from 28 - 30th September. Your support and planning now will ensure its success also.



State News & Views

NEW SOUTH WALES

Secretary — Denise Layton

Phone: (02) 621-5323

The evening of the 8th February, 1977 was the occasion for the Annual General Meeting and the following were elected for the ensuing Year:

President : Andrew Kennard
Vice President : Garry Butler
Treasurer : Greg Page
Secretary : Denise Layton

Two highlights from this successful and well attended evening are reported.

Firstly, the Association was fortunate in having as the guest speaker for the occasion, Mr. Russell Prowse, Deputy General Manager, Bank of New South Wales.

Mr. Prowse's theme was "Who's for Free Enterprise." His talk was very interesting and contained practical elements not the least of which was that 'profit is not a dirty word.' Mr. Prowse reiterated the fact that our profit is really a cost to be justifiably included in the selling price of our goods or services.



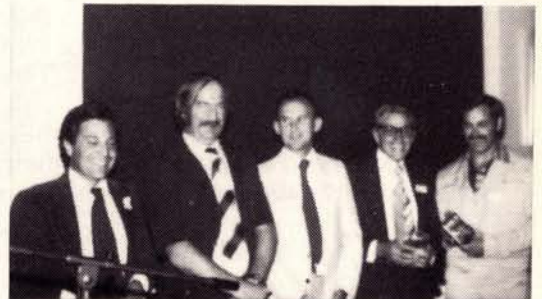
Secondly, a popular innovation this year, which is certain to be a highlight each year hence forth, was the Presentation of Awards.

The President, Mr. Andy Kennard, announced that the Committee had decided to recognise service, effort and achievement by persons on behalf of the Hire Industry. Andy stressed that the awards were not exclusive to members, or to associate members. In fact, recognition through the awards will be made to a person, groups or organisation that deserves recognition for promotion of the HIRE Industry in N.S.W.

The recipients, shown here, from left to right are:

President's Outstanding Service Award : Gordon Esden

Individual Service Awards : Tom Cioccarelli
: Greg Page
: Arthur Jackson
: Jeff Christie who received the award on behalf of Jerry Nolan.



Another recipient who was unable to attend on the evening was Lyle Hamilton.

Our photographer was also able to snap a cross section of those present, as the following shows:

Editor's Note:
State Secretaries please note that photos make the record much more alive, so if possible include a photo with your news item.



HIRE EDUCATION

SUNDAY TRADING

Kennard's Hire, St. Leonards branch, have commenced opening all day Sunday, 8.00 a.m. to 4.30 p.m. First day, Sunday 20th March, saw little extra business done but a lot of equipment was returned Sunday afternoon instead of Monday morning, thus eliminating the usual Monday morning pressure. One advantage is that the big build up of equipment waiting for service can be cleaned up on Sunday afternoon. Result: Avoidance of a peak hassle, and a smoother working week.

Brian Telfer, branch manager, very capably organized the extended hours.

Although many hire companies are doubtful about its profitability, the good response to Kennard's first few Sundays is very encouraging and Andy Kennard hopes that others will follow suit. Customers obviously want the service.

ANDY AND BARRY DO A STRIP

New Equipment Available. Both Macbro and Kennard's have brought in a quantity of strippers following Andy's trip to the U.S.A. in October. According to both gentlemen their compact machines fill a void. They are renting for \$24 per day, plus \$1.00 for each extra blade used.

(see picture and details this issue)

HEAVY READING

Bouquets for the big boys who brought in the heavy equipment and smartly gouged out a couple of sports ovals for Macquarie University. The dusty deed was done on 30th and 31st March, 1977, on the occasion of the Annual Field Day of The Local Government Engineers' Association of N.S.W. and The Construction Plant and Materials Association. Accolades to these Associations for their good works. Since Field Days began in 1957 the value of works donated to charities and trust is nudging \$1,000,000 and includes projects for the Spastic Centre, Big Brother Movement, National Fitness Camp and various parks and sports complexes.

Many HA members exhibited display stands and so great was the attendance that hire cars would have been a welcome conveyance back to the parking spot.

Not counting the toilets there were over a hundred display stands and "RENT-A-TENT" must have had the best field day of all.

SHORT STORY

Ever a seeker after safety and efficiency Andy

Kennard reports that they have installed an electrical "SAF-T-CHECK" instrument (article this issue) at each Kennard branch. He makes two important points. A quick check in front of the customer cannot fail to impress on the efficiency of the company, and also, in the event of litigation due to an electrical accident, the Hirer is well covered having taken all possible safety precautions.

NON MEMBER'S DISSENT

One likely-looking potential member was asked, "Why aren't you a member of the Association?"

"What, and let competitors know what I'm doing!" he replied.

One merely need glance at the magazine to see the unselfish attitudes of members who give all knowledge and business methods etc. with the idea of putting the Hire and Rental business on a good ethical plane. With this help and experience available, new members have much to gain and nothing to lose.

MEMBER-SHIP AHOY!

Unity is strength. Increased membership means greater unity. We need more members. But to admonish current members for a small roll-call is like the preacher in church abusing the small congregation for those not present. Have a cup of coffee with your supplier and invite his membership.

Big ships need many life rafts. We welcome membership from the small hirer. **How else do you speak with a big voice?** After all, it was a single voice from the wilderness over two thousand years ago which rocked the world on its foundations such that it has never quite recovered.

PRODUCTION NEWS

Congratulations to Denise Layton, secretary of HANSW who, in her usual efficient manner has produced a third daughter. The new model will be cleaned and serviced daily and will shortly be on display in Layton's yard.

SIZING UP THE INDUSTRY

Like some other relationships, size of members in the HA doesn't mean a thing. The value of a small renter or supplier may be summed up by that immortal paragraph in the "Letter from an Irish Mother". "I went to the doctor on Thursday and your father went with me. The doctor put a small tube in my mouth and told me not to talk for ten minutes. Your father offered to buy it from him."

TO THE EDITOR

Congratulations on the production of the first issue of HIRE and Rental Equipment News. It is an excellent publication.

The Secretary,
HIRE Association of South Australia.

REPLY:

Thank you for your kind remarks, and your support is highly valued.

Editor

Our members were wondering if you could comment on the following points:

- a. Contribution to editorial — by member companies and also suppliers.
- b. How frequent are the issues of HIRE and Rental Equipment News?
- c. Do you have a report on the recent U.S.A. tour?
- d. Can you provide a format for the forthcoming HIRE Convention?

The Secretary,
HIRE Association of Queensland.

REPLY:

Your contributions are much appreciated. Keep up the good work! Comments on the points raised are:

- a. Contributions to the Magazine — YES PLEASE! We welcome and encourage these from both member companies and your suppliers. Perhaps the members could ask their suppliers for an article — or advertising content. Some suggested items for articles could encompass social jottings, company moves or expansions, staff promotions or relocation and new products/services.
- b. Frequency of HIRE and Rental Equipment News — The Magazine is published bi-monthly, at present. With the passing of time we will review this, and may make it monthly. (Circulation at this stage is 2,000).

- c. U.S.A. Tour — Yes a report from Peter Burne is included in this issue.
- d. HIRE Convention — No we do not have a format or any detailed information on the Convention, as yet. We will make enquiries and obtain this for you.

Editor.

Our Association wishes you all the success with the publication and we have asked our members to help you in any way they can.

Secretary
Hire Association of Western Australia

REPLY:

Thank you. We look forward to receiving your contributions.

Editor

Tax worries



“The Council agreed that our ratable value is too high, but they need the money.”



The Hire Association of Australia
6th Annual Convention
and Hire Equipment Show
27th September — 1st October 1977

MELBOURNE CONVENTION

Dear Association Member,

I am delighted to extend to you an invitation to attend the next National Convention to be held in Melbourne - Victoria during September 1977.

The Programme is being designed to ensure that all attending will leave the Convention with the feeling that "it was all worth while". Guest Speakers and their topics will be in line with the current trends of business generally and the Hire Industry in particular.

Exhibitors will be encouraged to present their Equipment and products in the most practical and informative manner.

Whilst our weather pattern at this time of year is to say the least-unpredictable-I can assure you that the welcome and warmth of the Victorian hospitality will quickly put paid to that small problem.

Hoping to see you in Melbourne, September 1977.

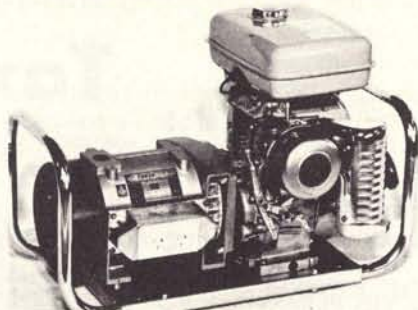
Regards,

President
Hire Association of Victoria



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SAFE-T-CHECK

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A broken or incorrectly connected earth conductor in flexible appliance cords or extension leads is a potential electrocutor. Regular safety checks are a must for this type of equipment.

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1. Earth continuity
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3. Electrical continuity
4. Polarity of extension leads

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SAFE-T-CHECK will test any 240 Volt equipment and covers all the safety checks required by the Electrical Authorities.

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HERE'S NEWS FOR HIRE AND RENTAL EQUIPMENT NEWS (maximum 300 words)

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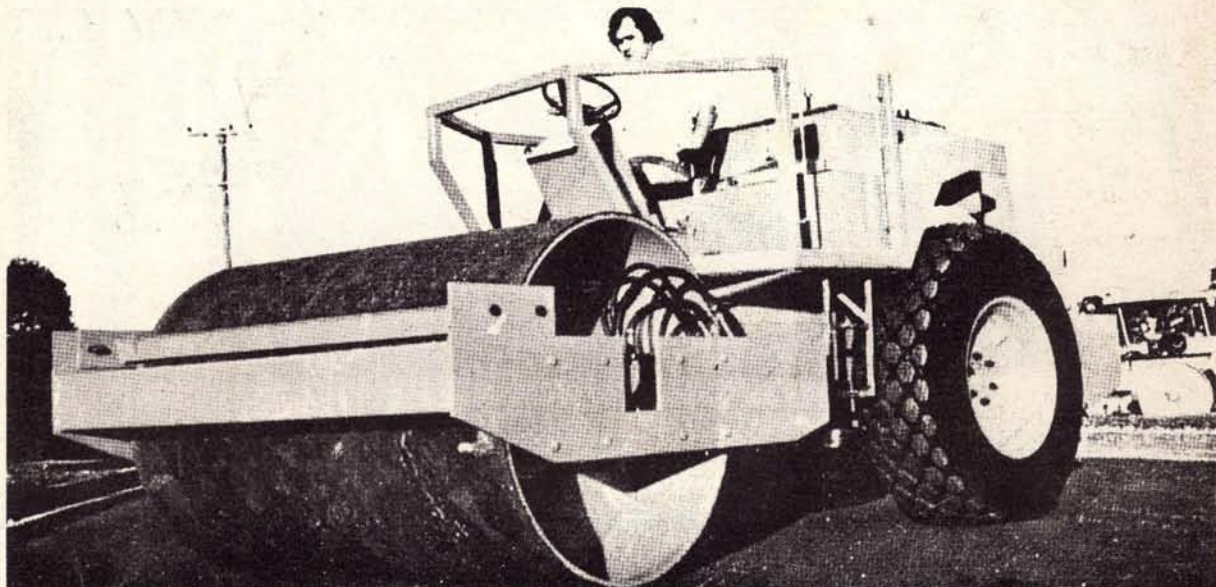
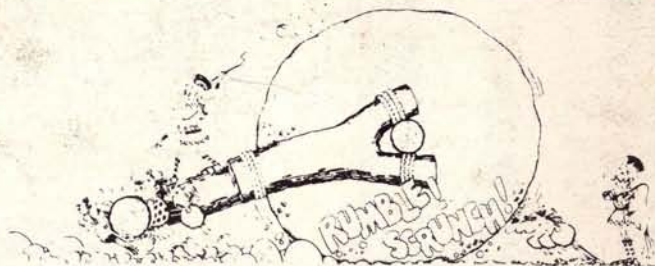
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