

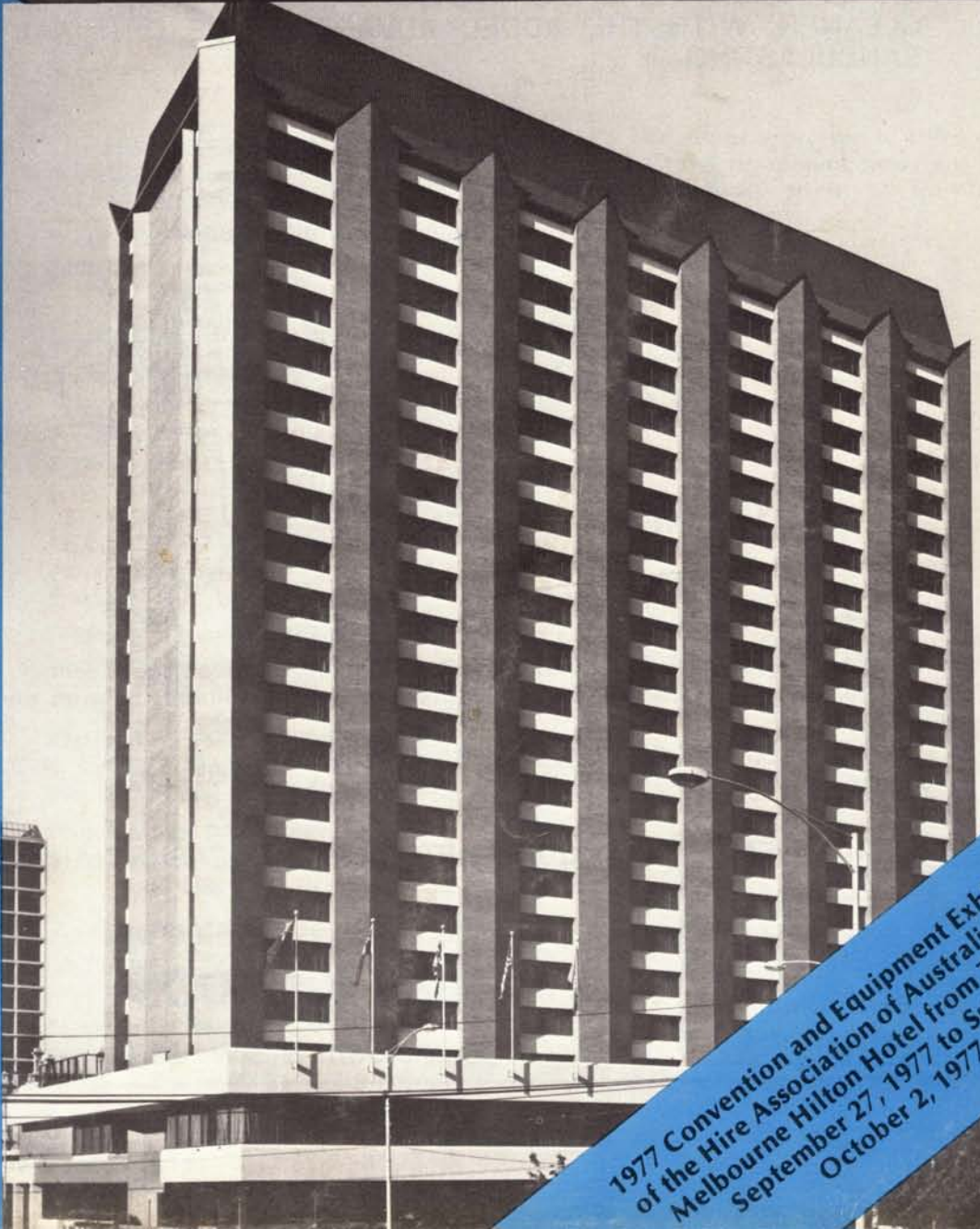
OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA

# HIRE

AND RENTAL EQUIPMENT NEWS

VOL. 10 - No. 4

AUGUST, 1977



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1977 Convention and Equipment Exhibition  
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# THE EDITOR'S PAGE

## THREE TOASTS

### TO THE NATIONAL CONVENTION!

May it be a success for each and everyone attending. For individual achievement and enjoyment means overall success. The stage is set, the venue great and the cast superb.

### TO THE VISITORS!

To all overseas visitors and may they receive the warmth and hospitality in Australia which many of us have received as visitors to other countries. As Australians we hope we can rise to the occasion and be worthy and memorable hosts.

### TO THE LADIES!

Convention time is a time for the ladies to participate. A time to welcome and honour them and ensure their full enjoyment and participation. For they are our partners, silent or otherwise, and play an essential role in our lives. For the steel hardness of man's logic must be tempered with the warm understanding of a woman's intuition. For man is an over-righteous devil without the angelic influence. Man is incomplete; his home, his clothes, his entertainment, his personal self, his office — all need and are uplifted by that feminine touch.

A few women have commendably made the headlines of history; the mother of Jesus, Elizabeth the virgin queen, Joan of Arc, Mary Baker Eddy, Golda Meyer, Mrs. Ghandi, Margaret Thatcher —

to mention a few. And when we feel we are getting a lot more politics than we're paying for, we find it more of a pleasure to listen to the wives of present and past Prime Ministers than to their husbands.

"A diligent woman is more precious than rubies," says the proverb. Ah! How many of us are so lucky. Would Winston Churchill, beckoned by the heavy hand of history, have been so great without his woman Clementine. Or would the reluctant Jesus have performed his first miracle — water into wine — without his mother's urging. How many of us in business owe strength to our woman? Yet pray none are forced "to dwell in the corner of the roof top rather than in the house with a contentious woman," — as the proverb advises.

We have had our great Australian women in sport. At the moment we see some very capable maidens of the media — Sue Smith, Kate Bailleau; and Caroline Jones of ABC. This year we see a new star flit across our stage. Colleen McCullough, author of *Thorn Birds*. A big woman, she has written a large book, but the writing is greater than both. The great Australian novel has finally been written and will take its place with honour on the bookshelves of the world.

But take heed woman! Forget this liberation nonsense! You don't need to be liberated. All you need is to attach yourself to a wise man. In his eyes you are liberated.

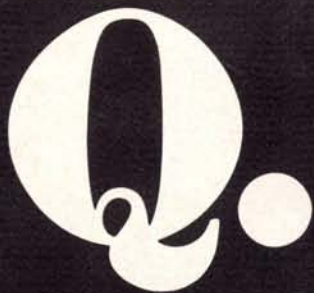
And so the toast — To the Ladies!



### RENT-A-QUIP

"REVERENCE IS NOT NECESSARILY WITHOUT  
MIRTH AND LAUGHTER"

—G.V.H.



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There are different Ditch Witch models available for all kinds of rental requirements ... which one is best for you, depends on **your** needs. If you rent mostly to homeowners, one of our handlebar models will be just right. They carry a relatively low price tag, and operational procedures are easy for your customers to understand. If you're into contractor rentals, consider our new 18-HP class Model 2200 trencher, or one of our larger Modularmatics that can trench and do other underground jobs, too. The point is, Ditch Witch has the equipment to fit varying rental needs and backs up every Ditch Witch model with a professional parts and service organisation. Why not talk things over with your Ditch Witch dealer?



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ML39/FP

# HA OF NSW — EXECUTIVE SEMINAR

The real expert always stands out because of his ability to marshal facts and present them with clarity and simplicity. Great credit to the organizers of the Workshop for each chosen speaker was of such calibre.

Commencing at 8.30 a.m. at the Sydney Hilton on 24th August, with 40 participants, this most enjoyable and successful session lasted through a full fourteen hour day. Only those present knew that the value gained far outweighed the cost of \$60 (including banquet), when the team of top level speakers opened up the inner sanctum of success and invited all to partake freely of the gems of knowledge stored therein.

Able Chairman Lyell Hamilton of Active Hire, turned out to be something of a prophet himself by pre-empting the planned opening gambit of Bob Langham, by defining that: "*A constipated accountant is a man who can't budget!*"

Andrew Kennard, NSW President, was on the dais along with the Chairman. Brian Elms, newly elected President of Victoria, flew in to show the flag, together with one of his Vice Presidents, Jock McKecknie and secret weapon John Kroeger. National President, Des Whelan, arrived at lunch time hot from Investment Allowance negotiations at Canberra and accompanied by his able lieutenants, Neville Kennard and Barry McDonald.

These very valuable talks are summarized in the following pages.

## SUBJECTS

### 1. Incentive Schemes and Profit Sharing.

Speaker Mr. Clem Briggs, NSW Manager for Lightburn Products, twenty seven years with Lightburn and long experienced in selling and personnel motivation.

### 2. Offshore Operations and Estate Planning.

Speaker Mr. Andrew Sneddon B.Ec. and specialist lawyer in the subject. A partner in Thompson Douglas Etherington, one of Sydney's leading accountancy and taxation interpretation companies.

### 3. A Post Budget Review and Economic Forecast For The Ensuing Year.

Speaker Mr. John Donovan B.Ec., Chief Economist for W.D. Scott & Company. Well known through the media for ability to analyse the economic scene, interpret trends and make sound predictions for specialist and layman alike.

### 4. Budgeting — Navigating Towards Profit.

Speakers Mr. George Tanton and Mr. Bob Langham of Coates Hire. Mr. Tanton is General Manager and Mr. Langham, Financial Controller. Both with applied practical knowledge to impart the secrets of success.

### 5. How to Fall for the Three Card Trick Twice.

Speaker John Kroeger, formerly Managing Editor of Mirror Newspapers, now Managing Director of Abbey Rents Pty.Ltd., Vic. From out of the mouth of genius comes provocation, shock and wit...A speech by John Kroeger should never be missed.

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## A POST-BUDGET REVIEW AND ECONOMIC FORECAST FOR THE ENSUING YEAR

At the NSW Executive Seminar on 24th August, 1977, Mr. John Donovan B.Ec. Chief Economist for W.D. Scott & Co. courageously forecast trends, not only for the ensuing year but right through to 1980.

With current world inflation averaging about 8%, Australia's inflation rate, which is much higher, is expected to gradually come into line with the world average. Wage inflation falling by about the same rate. With the June inflation rate at 13.4%, September is expected to be about 13.9%, but by December measures taken to combat inflation will begin to have an effect and the rate should deflate to about 10.9%.

Interest rates will gradually come down, with trends more apparent in 1978. Credit will become easier despite present appearance. A recovery to high standards is expected in 1979 with an advance

in personal incomes and social causes. 1979/80 should be good years with a steady growth factor around 5-6% and full employment in 1980.

Any change of government in the near future is unlikely to affect the situation. A re-elected Liberal government will continue its present policy. A Labour government would probably have made certain compromise with business in order to secure election. In any case, measures structured into the economy would take considerable time to dismantle.

With such a nebulous subject as the economy (nebula being a luminous patch in the sky made by a distant star cluster) dealt with by a sound system of analysis, we can confidently hope that John Donovan's predictions will be as accurate as they have proven to be in the past.

**Continued on Page 10**



### NATIONAL PRESIDENTS MESSAGE

Members should be making plans for attending the coming convention in Melbourne late September.

When you review the programme I am sure that you will see plenty of opportunity for gaining extra

knowledge on our industry. Of course the talks are only part of the benefit — much information and cost saving ideas can be learnt in the informal exchanges with Members from other States and different markets.

At the time of writing your investment allowance sub-committee, Neville Kennard, Barry McDonald and myself have been asked to Canberra to discuss the legislation with Mr. Ian Vinar who is the Minister assisting the Treasurer. We can only speculate and be optimistic on the outcome of this interview.

The Treasurer's justification for increasing company tax to 46% was that industry had received substantial tax relief by way of "Stock Revaluation Adjustment" and "Investment Allowance" — hopefully therefore the legislation will be amended to include our small but growing industry.

Looking forward to seeing you all in sunny Melbourne.

D.G. Whelan



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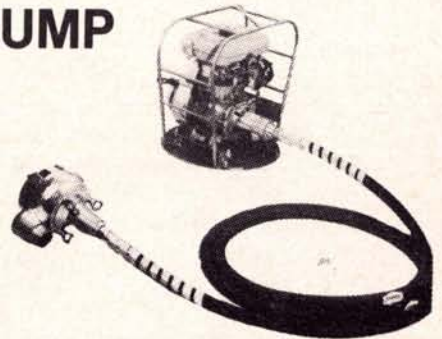
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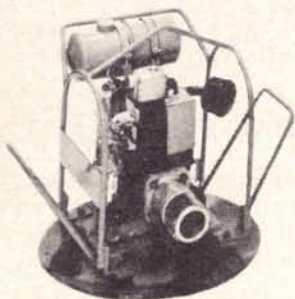
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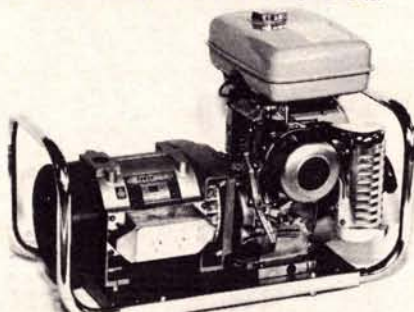
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## AVOID HEARTBURN — USE LIGHTBURN

### Some Concrete Facts

If you want to mix anything from concrete to cakes, Lightburn can oblige. The range of equipment is mind boggling.

'Lightburn Mixers Stand the Test of Time' is an appropriate axiom for a company which, after 54 years is producing more concrete mixers than ever. Four-fifths of production goes to the building industry all over Australia. Quality of engineering, and a nation wide service network has enabled Lightburn and Co. Ltd. to stay on top for over fifty years.

#### Wide Range

By providing a choice of eight models, ranging from the small 1½ cu.ft. hand operated mixer to the 3½ cu.ft. capacity robust workhorse — with over 46 combinations in between (petrol, electric, manual etc.) — Lightburn can meet almost any requirement. Models are available for use with your own motive power, P.T.O., flat belt drive etc. They also come in steel wheels or pneumatic tyres.

**Handyman.** Five models are made in this range, from 1½ to 1¾ cu.ft. capacity, either electric, petrol or manually operated. Lightburn is a household word in this field.

**Tradesman.** These models, from 2 to 3½ cu.ft.

are an institution in the Hire industry and building trade alike.

Lightburn has been suppliers to the Hire fleet industry for many years and now some 2,000 mixers are constantly out on hire. And many government and local government departments have standardised on Lightburn.

#### Versatility

Lightburn mixers are used extensively in the plastics industry and also for mixing pies, cakes, dog and cat food and, at the other end of the scale, to rumble nuts and bolts in a deburring process.

All Lightburn models are built to last, retaining a high price on the used mixer market. They all come with a 6 months written guarantee, whether for Hire or private use. And, behind the scenes, quality conscious engineers are constantly striving for new developments and design improvements to enhance performance even further.

**Footnote.** There is strong evidence that Julius Caesar had some form of Lightburn available. Otherwise how could he possibly have built all those mighty public works. No doubt his true words — with one foot on his Lightburn — were;

"I came! I saw! I concreted!"

# A PROPHET-SHARING EXPERIENCE

## INCENTIVE SCHEMES AND PROFIT SHARING

Clem Briggs, NSW Manager of Lightburn, commenced with disarming charm but soon had everybody scrambling for note books eager to catch the simple and practical plan for Profit Sharing.

Profit sharing, with emphasis on the word 'Merit', means *incentives, job satisfaction, co-operation, and team effort*.

### Incentive Scheme Features.

1. Must be simple
  2. Targets must be attainable
  3. All must share
  4. Monthly payments
  5. Beware it doesn't work against you.
1. Any profit sharing must be simple and easily understood by both management and worker. It should be easy to apply and progress readily seen at any point.
  2. Targets must be attainable or personnel will feel cheated and react adversely. The target must be reasonable and not set too high. All employees should have ready access to progress charts and figures. This can bring about extra effort towards a months end if figures are not up.
  3. All must share, from the Switch Girl to the Manager. This renders the indirect personnel keen and co-operative. The salesman can be assured of an efficient back-up system; his promised delivery will be correct and on time, invoices correctly written and service well done. All are aware that inefficiency on any aspect will mean a reduced bonus.
  4. Monthly payments are essential and should be in the form of cash benefits in the pay check. Annual bonuses are intangible in the immediate present and enthusiasm tends to wane. Money is the form of benefit best understood by all.
  5. Care must be taken lest an incentive scheme work against you. Avoid sloppy workmanship in order to get things done quickly or, in another example, a salesman may always sell the higher priced article to get the bigger bonus. These traps can be readily avoided with a little application.
- Lightburns, with applied attention to common sense, divided the incentives into three groups; *Individual merit, Group merit, and Special merit* — the latter for a special time such as a sales drive if overstocked etc. With an alert Sales Manager and

intelligent administration on the plan a consistent high performance is effected. Simplicity is the key. This enables Management to direct the target incentives.

## A SIMPLE PROFIT SHARING PLAN

Tie the bonus to working days only. The employee is not paid a bonus if he has more than one hour off in any one day. (He loses that day only). No bonus for holidays.

An example:

Pay = \$150 = \$30 day  
A month equals 20 working days  
**Formula** =  $20 \times 30 = \$600$   
 $\$600 \div 10\% = \$60$  bonus

The target may be divided into say four sections to make up the 10%.

Say 2½ % on Wash/Machines  
2½ % " Mixers  
2½ % " Hammers      Total 10%  
2½ % " Banking

All employees must share even though their department misses out on the target. Suppose only two departments out of the four achieve the target towards the months end. This encourages them to throw full co-operation into assisting other departments so the bonus level will be raised all round. With happy employee co-operation a possible 5% bonus only, may be readily converted to 7½ % or even 10%.

Good applied psychology assists the incentive and reduces absenteeism. A Thursday pay-day may encourage employees to have Friday off. Friday is better pay-day. Another scheme is a weekly raffle (on Friday) for say a twin-tub washer. Only those with no absenteeism during the week may participate.

Clem Briggs demonstrated a remarkably simple formula, loaded with good sense, and showed how to attain a maximum effort by a happy staff and a minimum of absenteeism. The formula obviously works as Lightburn has experienced only one strike in 51 years, and that when the metal trades were called out in general over the Medibank issue. One axiom is that as much information as possible be shared among the staff.

Recommended reading: Marketing Handbook.



## ENGINES

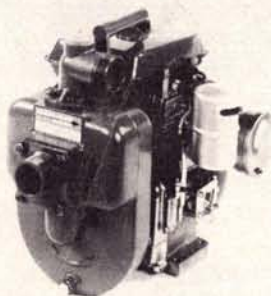
### KAWASAKI STATIONARY ENGINES

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## GENERATORS

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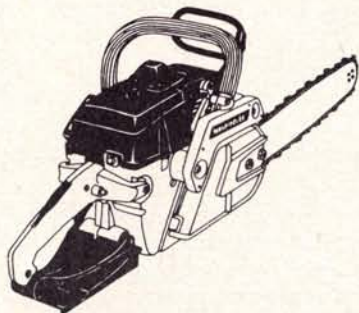


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# BUDGETING — NAVIGATING TOWARDS PROFIT

## (NSW EXECUTIVE SEMINAR)

Who better to speak on Navigating to Profit than the Coates experts. Mr. George Tanton, General Manager of Coates Hire, and Mr. Bob Langham, Financial Controller, laid it right on the line. All navigation requires a set of accurate figures to begin with. And in business this means budgeting.

Budgeting necessarily begins at the commencement of the year — with a follow up analysis later. Done under strict accounting procedures. Without a budget you can't monitor your performance. The bigger the business the tighter the controls necessary.

### HOW TO BUDGET

First decide what the performance figures should be and try and adhere to it. Write a growth factor into your business. The Hirer must be aware of rising costs and wages, which will necessarily put the rates up. Both short and long term budgeting is necessary — an annual and a three year term.

The first budget will be a guess but improvement should follow with each succeeding budget. With a constant watch on trends corrective measures can be taken at the earliest.

George Tanton likened a budget to an aircraft trip, where one can read the instruments at any one time and determine height, speed, wind direction etc. The Flight Log is the record wherein variations of the flight plan are noted and also the reasons therefore. A small operator can fly by the seat of his pants for a while but this is suicide for wider horizons.

Anything below your planned budget performance must not be permitted. There should be mini or section budgets for Section Managers. Staff may be reluctant at first to exercise the brain with a bit of budgeting but are always keener and more co-operative after doing it.

Bob Langham spoke of budgeting as a *vital and valuable management tool*. Profit is the reason for business, and profit must be attainable.

To make a Profit there must be:

1. A genuine business opportunity
2. Effective management abilities
3. Adequate finance.

Analysis of a business is very important. Always navigating we should be able to say at any one time:

- a) Where are we now? (Necessity for balance sheet)
- b) How did we get there? (Profit & Loss account)
- c) Where are we going?

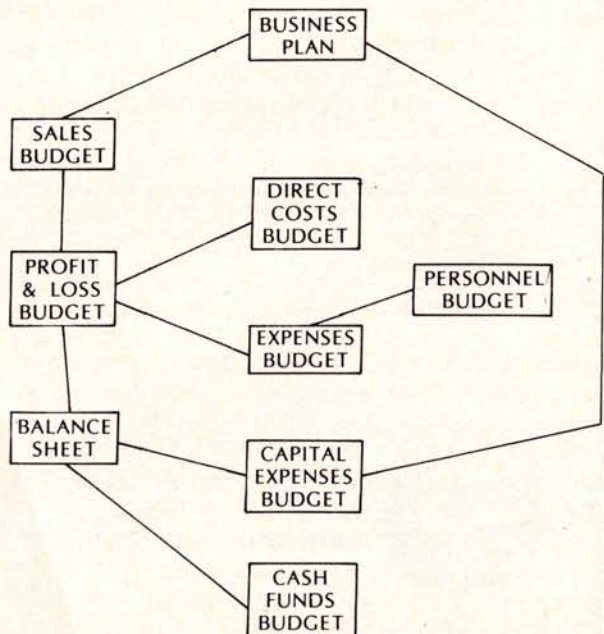
A budget should show *What? When? Why? How?* But firstly we must understand what is a budget.

**DEFINITION:** *A budget is the estimate of future performance calculated for a definite period.*

A budget will reveal many things essential to profit making. Should we open a new branch or close or transfer one? Should we take on more staff or plan a decrease? Inflation rates must be known and added on — say 12% each year. These may better be added as quarterly adjustments.

The business plan will contain an overall budget as well as separate departmental budgets, each being related or dependent somewhat on another. See diagram.

Modern business is in the big league. Capital outlay, monies handled and profits or losses can be quite large. If we embark on the big seas we must have a sound ship, the right instruments and know how to use them. Budgeting is reliable instrumentation to bring us safely into the port of good profit.



# UP HILL, DOWN DALE. GET AMONGST IT WITH THE NEW STIHL BRUSH CUTTER.

Powered by a Stihl engine the new Stihl Bushcutter is perfect for cutting grass on steep slopes, or close to trees. Or along the sides of paths. With the circular saw blade fitted it will take on brush up to 5cm (2 inches) in diameter.

It's also ideal for trimming gardens and areas of long grass round ornamental trees. The polycut blade cuts grass and weeds right up to the edge of a post or wall without damaging blade or post. Think of how effective the Stihl Brushcutter would be for clearing around tombstones at cemeteries.

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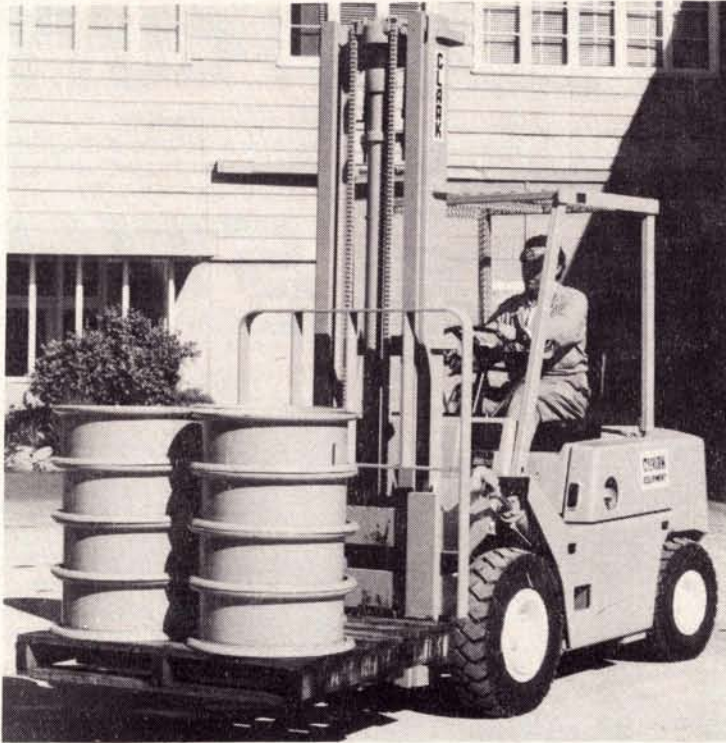


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# PRESS RELEASES

## CLARK EQUIPMENT INTRODUCES HOLDEN ENGINED LIFT TRUCK



This lift truck, based on Clark Equipment's popular C500 series, is powered by a GM- Holden low compression industrial engine.

A new range of internal combustion engine lift trucks is announced by Clark Equipment Australia Limited.

Based on the popular C500 series, the new lift trucks are specifically designed for the Australian market and feature a GM- Holden L6, 173 cu.in. low-compression industrial engine, suitable for petrol or LPG fuel.

The range covers three basic models: designated C500 Y40 rated at 2000 kg; C500 Y50 at 2500 kg; and C500 YS600 with a rated capacity of 3000 kg, all at 500 mm load centres.

The new lift trucks provide a highly economical addition to the comprehensive Clark range, offering substantial advantages in availability of spare parts and service facilities, *particularly in country areas where engine maintenance can be carried out by local GMH- Holden dealers*, without recourse to specialist truck service facilities.

All three lift trucks in the range are driven from the Holden engine through an integral power train consisting of a "Hydratork" single speed constant mesh, powershift transmission with torque converter, to a full floating drive axle via a differential. Final drive is through fully enclosed ring gear and pinion to the drive wheels.

Twin pedals allow both braking and inching control.

The maximum fully laden lifting speed of 0.43 m/s (84 ft/min.) is complemented by an over-ground speed of 20 km/hr (12.3 mph) on the flat with maximum gradability of 20.1% loaded and 23.0% empty.

Further information about the Clark Equipment C500 Holden Engine range can be obtained from Clark Equipment Australia Limited, Materials Handling Group, P.O. Box 50, Hornsby, N.S.W. 2077.

## Control your spares and repairs, Hire men told.

At the July workshop meeting of the N.S.W. Hire Association, Mr. Ken Hipsley, an executive of Thomas National Transport (TNT) told members that the effective control of spare parts and repairs was a critically important part of the profitable use of engines and machines which were in constant demand.

About 100 members of the association, representing the biggest hire outlets for equipment for trade and casual users, attended the association's meeting held last week at the Head Office of Spear & Jackson Australia Pty.Ltd., at Silverwater. Before Mr. Hipsley's presentation, they were given a conducted hour-long tour of the company's equipment warehouse and spare parts store, to see the system employed.

In his address, Mr. Hipsley said, that the efficient control of spare parts and repairs were essential if profits were to be maximum.

"This requires proper control systems to be established, parts stock to be correctly used on a rotation basis, and the establishment of minimum and maximum stock levels", he said.

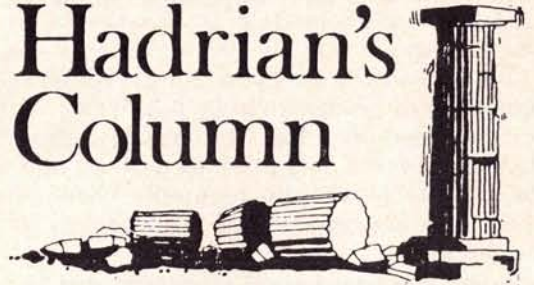
The parts storage system employed by Spear & Jackson, that of storing parts in numbered bins according to type and size of the parts rather than attempting to follow the sequence of numbers given to the parts, was highlighted as being an example of practical arrangement. The members had seen the company's storage system during the tours of the warehouse.

Spear & Jackson Australia Pty.Ltd., are national distributors for the Kawasaki range of stationary engines, pumps and generators; Jonsereds chain saws; lifting and materials handling equipment; sawmilling equipment; and high quality hand tools.



Pictured at the July workshop meeting held at Spear & Jackson, are (from left to right) Barry McDonald (Macbro); John Hipsley (TNT); Bill Smithers (Spear & Jackson); Jim Hope (Wreckair); John Brookfield (Hire Kingdom).

# Hadrian's Column



## FLYING SORCERY

Gird your loins now for the latest on the Investment Allowance. Last week the Editor ordered me down to Canberra to fix it once and for all. "I don't care what it costs!" he said. "Take Carte Blanche!"

I rang Blanche and she was free. (Blanche Carter is my social secretary). She suggested we consult business adviser, Madame Zahara. Madame leaves nothing to chance and operates twin crystal balls. She agreed with our fight for the Investment Allowance and declared she would get more balls herself when the Treasurer allowed it.

First, Madame read my palm. It revealed nothing. "We'll have to see if we can catch him by the balls," she said, flicking the cover off her two crystal orbs.

She gazed into the crystals, dark eyebrows descending like iron curtains.

"Aha!" she squawked. "We'll catch him by the Law of Seven. There is only one favourable day this century — the 7th day of the 7th month of the 77th year — 7.7.77. You must make 7 copies of your application, wear 7 pairs of socks and catch the 7 o'clock plane."

"Thank you Madame!" I said rising to go. She extended her hand.

"Cross my palm 7 times!" she said.

Our appointment was for 7 p.m. The Treasurer kept us waiting 7 minutes then shouted "Come in!" 7 times. "I am Hadrian the 7th, I said taking 7 steps forward. We were surprised to see 7 rubber stamps on the table in front of the Treasurer. It was very cold in the room. The air conditioner was turned down to 7 degrees of frost. I immediately took off my shirt.

"HIRE 77!" I cried in triumph revealing the bold tattoo on my torso.

Blanche started breathing deeply. "Seventh heaven!" she cried on the 7th breath.

"L-upside down 7 times!" countered the Treasurer quickly, putting his hand out for the application forms. He promptly stamped each one seven times with the 7 rubber stamps. I leaned closer. The Treasurer had stamped each form with the ancient words of power, "NO, NO, NO, NO, NO, NO, NO!"

"By the way", I said to Blanche the next day. "How did our horse go yesterday — you know, Number 7 in the 7th race?"

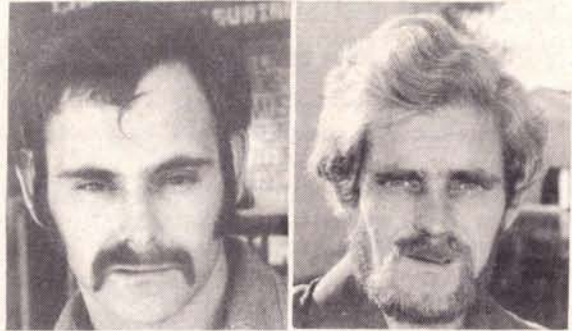
"It ran 7th!" she said.

## CHRISTIES MOVE HOUSE

Christie's Hire Service have just moved to modern premises in Dale St., Brookvale, Sydney. The business is run by brothers Geoff and Bob Christie and hires everything from building equipment to handyman tools, health and party hire.

Established in 1966, the business has grown steadily with the able assistance of the two wives, Helen and Cheryl, who reputedly know as much about the equipment and the business as their husbands.

Open 7 days a week the range of stock is enormous. Christie's claim the only letters missing from the alphabetical index list on the catalogue are X, Y, & Z.



Geoff Christie

Bob Christie

### NOTICE BOARD

The Editor invites copies of Company Bulletins and Newsletters from Members and associate members. Put Hire Mag. on your mailing list.

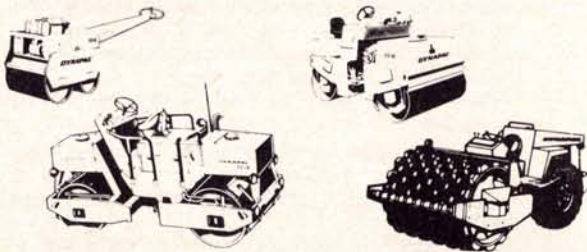
**Hire Magazine** would like to hear from W.A., Tasmania and South Australia; Canberra, country members and small operators. Surely somebody out there owns a camera, has just made his first Hire sale or has been bitten by a snake recently.

**Suppliers** to the Hire Industry are invited to submit details of genuine new models and products — or unusual tasks performed by their equipment — for possible inclusion in Hire Magazine.

## **DYNAPAC**

SEE OUR EXHIBIT AT THE NATIONAL CONVENTION

### VIBRATORY ROLLERS FOR ROCK, SOIL AND ASPHALT COMPACTION



Also concrete vibrators, trowels, screeds, form vibrators, plate compactors and materials handling equipment.

**WORLD LEADER IN COMPACTION**

## **DYNAPAC** Pty. Ltd.

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Helen Christie



Cheryl Christie

· HIRE and Rental Equipment News



# **SUPPLEMENT**

# **1977**

## **NATIONAL CONVENTION**

### **A GREAT PROGRAM**



**at MELBOURNE HILTON**

Victoria's attractions of orchards, grassy plains, mountains, national parks and hundreds of miles of beaches are within easy access, and much of the elegance, history and progressive atmosphere of Melbourne is found in the hotel itself.

All 428 rooms feature individual climate control, colour television, self-service refrigerator/bar, 24-hour room service, modern and restful decor of native materials and design, and views of the city and parks.



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

## MELBOURNE CONVENTION

# NATIONAL CONVENTION

## A GREAT PROGRAM

The Annual Convention and Equipment Exhibition of the Hire Association of Australia, at the Melbourne Hilton, promises to be the best ever. With about 40 exhibitors, a line-up of exciting seminar speakers, creative and stimulating workshops, yard and scenic tours, well planned social interludes and a lively program for the ladies, the convention should be a great and memorable event. A team of American guests and speakers will add tone to the occasion, and a glance at the program will confirm it to be indeed a platter from the horn of plenty.

## The experts include:

BILL CUSHING (USA)	DES WHELAN
LEN BOOTH	PETER BURNE
GEORGE TANTON	STAN DAY
HARRY STACKPOOLE	ERN TURNER
RON WILLIAMS	STAN JESSUP
JOHN MCKECHNIE	GORDON ESDEN
JIM BROWN	NOEL WEEKS (NZ)
IAN DONALD	RAY KELSEY
DAVID EVANS	JOHN KROEGER
KEN SIMS	RICHARD STEVENS
JACK PARKER	TOM CIOCARELLI
MAURIE MCQUADE	BOB STEWART
MICHAEL FLYNN	JIM NILSSON
PAT PEARCE	GREG PAGE
BRIAN PURTON-SMITH	KEN STEPHENS
FRED KENT	RICHARD HOLLOWS
ANDREW KENNARD	GRAHAM HOINVILLE
DON MCCURDY	PETER SMITH
DON MCDONALD	TERRY CROMMELIN
ARTHUR JACKSON	BOB HILL
	JOHN WATSON



Bob Ansett, Managing Director of Budget Rent-a-Car, who will tell you about the realities of building an image.



Bob Cameron, a renowned specialist, of Sams-U-Drive, California, who will tell you how to save money on spares & purchasing.



Tony Knight, Sales Director of Directories (Aust) Pty. Ltd., who will tell you why you should be spending more on Yellow Pages ads.

Australia's most experienced trowelling machine manufacturer  
brings you an even better model...

# the new **COATES** Mark 11 trowelling and finishing machine

## New features

- Choice of engines — can be supplied with identical Briggs & Stratton engine as fitted to Mikasa vibrator and pump power unit, or Villiers C 12 4-stroke petrol engine.
- New direct-acting fingertip blade control — easier action and fewer wearing parts.
- Rugged rectangular tubing handle — less prone to accidental damage.
- New safety guard ring — to protect blades and arms from accidental damage and operator from injury. Mesh panels also available to fully enclose all rotating parts.
- Optional lifting attachment — for easier crane slinging.



New prices  
with Villiers engine

**\$650**

with Briggs & Stratton engine

**\$620**

Recommended List Price all  
Capital Cities except Perth  
and Hobart.

## Proven features

... the results of over twenty years  
production in Australia.

- Dual-purpose blades for floating and finishing, constructed of high grade wear-resistant steel.
- Heavy cast steel blade arms for maximum strength to resist accidental damage.
- Heavy duty gear box with large taper roller bearings for longer life. Made in Australia for Australian conditions.
- Spare parts and service availability Australia-wide.

Distributed throughout Australia by

**and  
PERKINS**

A division of The ANI Corporation Limited.  
(Incorporated in New South Wales.)

- N.S.W. 648 4088
- VIC 546 8844
- QLD 275 1766
- SA 277 2322
- WA 65 4888

HIRE and Rental Equipment News

# PROGRAM

## Tuesday, September 27

3.00 p.m. — 5.00 p.m.

6.30 p.m. —

Registration & inquiry desk open on First Floor.  
Cocktail Party — National Delegates, Convention Committee  
& invited Overseas Guests.

## Wednesday, September 28

9.00 a.m. — 10.30 a.m.

10.45 a.m. — 11.15 a.m.

11.15 a.m. — 12.15 p.m.

12.15 p.m. — 2.30 p.m.

2.30 p.m. — 3.15 p.m.

Registrations — First Floor.  
Official Opening by National President of HAA, Mr. Des  
Whelan & President of HAV.

**Seminar:** How to promote your business to success.  
Speaker — Mr. Bob Ansett, Managing Director, Budget Rent  
a Car System Pty.Ltd.

Chairman — Mr. George Tanton.

Poolside Lunch. Exhibition Stands Manned.

**Seminar** — Why you should increase your advertising in the  
Yellow Pages.

Speaker — Mr. Tony Knight, Sales Manager & Director,  
Directories of Australia.

Chairman — Mr. Harry Stackpool.

Coffee Break.

**Seminar** — Subject to be advised.

Speaker — Mr. Sam Greenberg, Sams U-Drive, Van Nuys,  
California.

Chairman — Mr. Bill Cushing (US)

Cocktail Party.

Cash Bar available. Evening entertainment at Melbourne  
nightspots available, including Smackas Place.

3.15 p.m. — 3.35 p.m.

3.35 p.m. — 5.00 p.m.

6.00 p.m. — 7.30 p.m.

7.30 p.m. —

## Thursday, September 29

8.00 a.m. — 12.00

### (A) Construction Hirers

Yard Tour to: Kent Hire Services

Coates Hire Services, Dandenong with Wreckair  
Springvale to help out.

At Coates depot exhibitors will field demonstrate equipment.

Morning Tea — Courtesy of Coates. Arrive Belgrave 12 noon.

### (B) Party & Medical Visit

Miller Bros.

U-Hire Medical

Waverley Party Hire.

Morning Tea — Courtesy of Miller Bros. Arrive Belgrave at  
12 noon.

NOTE: A list of Hire Companies offering their hire centres for  
private visit arrangements will be supplied to all delegates.

### (C) Ladies

A bus tour to Potters Cottage via Melbourne's Status Suburbs  
— arriving Belgrave at 12 noon.

Ride on the "Puffing Billy" train which takes you through the  
beautiful Dandenong Ranges to Emerald Lake.

Barbecue at Emerald Lake. Food and drinks under marquees.

Buses depart Emerald Lake direct to Hilton Hotel. Evening  
free. List of recommended restaurants available.

12 noon — 1.00 p.m.

1.30 p.m. — 4.00 p.m.

4.00 p.m. — 5.15 p.m.

**Friday, September 30**

7.00 a.m. — 9.00 a.m.

**Breakfast Seminar:** "Breakfast with the Pros"

Panel:- Ron Williams, Stan Jessup, John McKechnie, Gordon Esden, Jim Brown, Noel Weeks (NZ), Ian Donald & an American Visitor.

Chairman — Ray Kelsey.

Whether you are new or experienced, old or wise, you probably have some questions or problems that can be answered or solved with the years of experience represented by the hire people on this panel. Do you have a problem at the counter, at the back gate, on the trucks, in the spare parts room or on the phone? Bring them along for discussion over breakfast. If a panellist cannot find an answer to your question, he will solicit one from the audience.

9.00 a.m. — 10.15 a.m.

**Seminar:** "One Step Forward...Two Steps Back in Your Business"

Speaker — David Evans, General Manager, Nosedra Hire Service.

Chairman — John Kroeger.

10.15 a.m. — 10.35 a.m.

**Seminar:** "Choosing the Right Man for the Hire Counter"

An audio-visual presentation.

Speaker — Ken Sims, Western Australian Manager, Coates Hire Services.

Chairman — Richard Stevens.

10.30 a.m. — 12 noon

**Ladies**

A Fashion Parade. Organised by TAA & Miss Travair.

12 noon — 2.30 p.m.

Lunch. Exhibitors Stands Manned.

NOTE: Exhibitors will have stands open to the invited public all day on Friday, September 30.

2.30 p.m. — 5.00 p.m.

Two workshop sessions running simultaneously. One for Construction Hire & one for Party Hire.

**Workshop "A"**

Subjects to be confirmed

"Answers to your security problems"

"Electrical Tools — Preventive costs"

"Pneumatic Equipment — Servicing & Maintenance"

"Telephone Procedures"

"Cleaning Equipment for Home & Factory"

Panel — Jack Parker (Chairman), Tom Ciocarelli, Maurie McQuade, Bob Stewart, Jim Neilsen & Michael Flynn.

**Workshop "B"**

Subjects:

"Best Packaging for Crockery"

"What Makes the Perfect Dance Floor"

"How to get maximum Marquee Life"

"Gas Equipment & Its Safety"

Panel — Greg Page (Chairman), Pat Pearce, Ken Stephens, Brian Purton-Smith.

2.30 p.m. — 5.00 p.m.

**Ladies Only.**

Exhibition of Opal cutting and display at Melbourne Hilton Opal Centre, followed by scenic cruiser trip around Port Melbourne and River Yarra with Ron Williams.

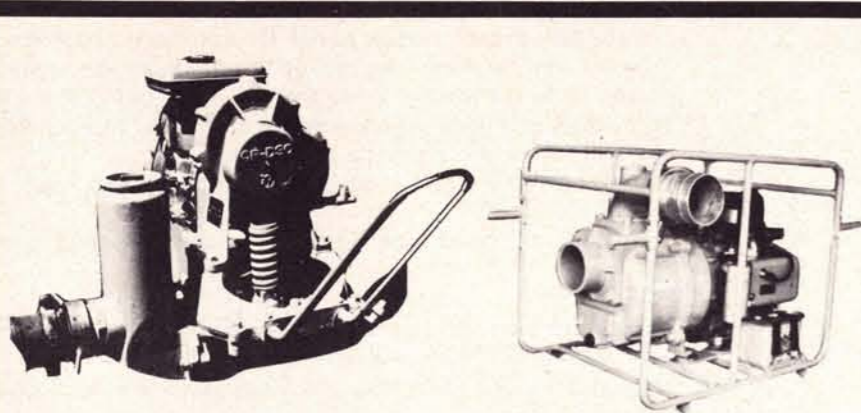
Evening

Optional arrangements depending upon replies to initial brochure mailings, with visit to Tikki and Johns new Vaudeville Restaurant included.

**Continued on Page 22.**

# Crommelins

# SPECIALISTS TO THE HIRE INDUSTRY.



## CROMCO QP PUMPS

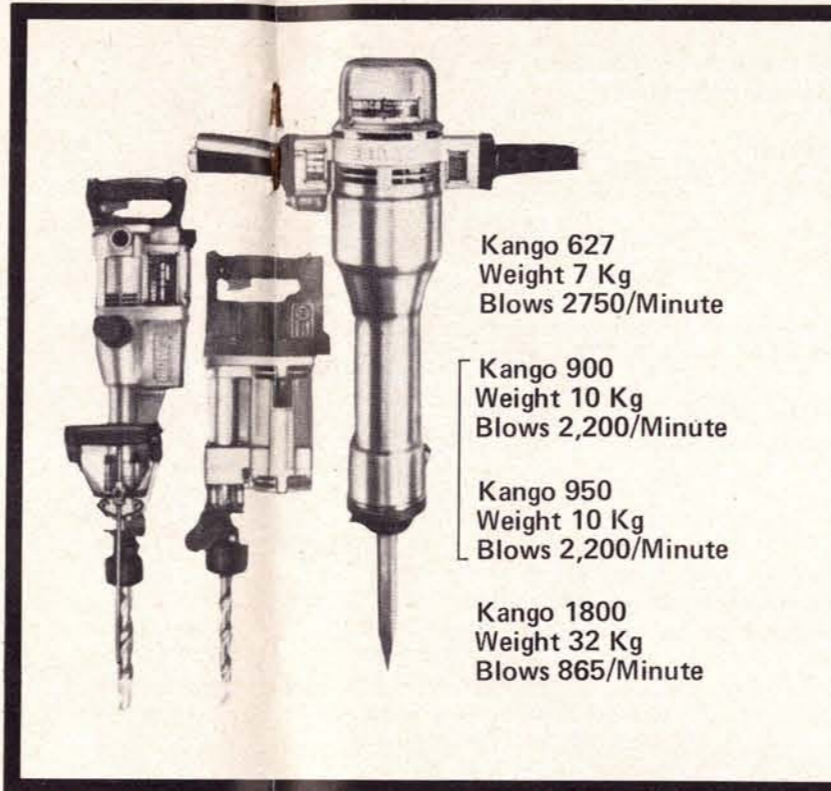
Trash — Diaphragm — Centrifugal, close coupled 2", 3", 4" and 6" pumps. Ruggedly built and powered by Robin Engines, of course.



## 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



**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



## CROMCO-BENFORD TIP-UP MIXER

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

### 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
<b>TOTAL ACCESSORIES</b>	<b>\$128</b>
<b>Your total saving per package</b>	<b>\$216</b>

### PLUS THESE FREE ACCESSORIES

5 only 09906 Chisels	\$46
5 only 09961 Points	\$46
1 only 09923 Spade	\$36
<b>TOTAL ACCESSORIES</b>	<b>\$128</b>
<b>Your total saving per package</b>	<b>\$228</b>

### 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
<b>TOTAL ACCESSORIES</b>	<b>\$131</b>
<b>Your total saving per package</b>	<b>\$261</b>

### 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
<b>TOTAL ACCESSORIES</b>	<b>\$262</b>
<b>Your total saving per package</b>	<b>\$462</b>

## CROMMELINS PRODUCTS ARE BACKED

1. By proven usage in Crommelin's own hire fleet.
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  
47 BALACLAVA ST.  
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

**Saturday, October 1**

9.00 a.m. — 10.15 a.m.

10.15 a.m. — 10.35 a.m.

10.35 a.m. — 12 noon

12 noon — 2.30 p.m.

2.30 p.m. — 4.30 p.m.

7.00 p.m. —

**Sunday, October 2**

Luncheon

**Seminar: "Your Image is Showing"**

Panel — Richard Hollows, Fred Kent, Tom Ciocarelli & Graham Hoinville debate:-

(1) It is location & outside appearance that attracts customers.

(2) Yard & Store layout is the most important.

(3) Personnel & their efficiency is the key.

(4) It's the quality of your equipment that counts most.

Chairman — Andrew Kennard

Coffee Break.

Two workshop sessions running simultaneously. One for Construction Hire & one for Party Hire.

**Workshop "A"**

Subject: "Exhibitors Present"

Panel — Peter Smith, Don McCurdy, Terry Crommelin, Don McDonald.

(A quick moving presentation by exhibitors & an overseas guest of new equipment for the hirer).

**Workshop "B"**

Subject: "Bulk buying potentials for party products"

Panel — Bob Hill, Arthur Jackson, John Watson and suppliers of party goods.

(A discussion of quantities, prices and discounts, and importing potential on various products if bought in bulk, including tableware and chairs).

**Ladies**

Shopping Tour.

Lunch and Final Exhibitors Display.

Open Forum, including comments from Editor of Hire Magazine. Direct your questions to H.A.A. Councillors.

Chairman — Len Booth.

Dinner Dance

A tour to Sovereign Hill & Ballarat.

This day tour takes you west of the City, through Bacchus Marsh to the old gold mining City of Ballarat. Visit Eureka Stockade.

Luncheon on the banks of Lake Wendouree, and then continue on to the Sovereign Hill Historical Park, the recreated gold town of 1850. Take a step back in time before arriving back on time at Melbourne Airport where your luggage will be ready booked on your departing flight. Buses return to the Hilton. Cost per head, including bus, lunch & admission charges, \$12 each.

---

**VAUGHAN DOUGLAS PRINTERS**

2 DALE STREET, BROOKVALE 2100

**PHONE: 93-0351**

**GENERAL COMMERCIAL PRINTERS**



**printers**

# EXHIBITORS FOR HIRE ASSOCIATION OF AUSTRALIA, HIRE '77

## September 28th to October 1st 1977, Hilton Hotel

CompAir (Australasia) Ltd.  
 A.N.I. Perkins  
 Crommelins Australia  
 A. & N. Equipment  
 Hire Kingdom Pty.Ltd.  
 Flextool (Aust) Pty.Ltd.  
 Norton Villiers Aust. Pty. Ltd.  
 Barry Bros.  
 Dynapac Pty.Ltd.  
 O.R. Cormack Pty.Ltd.  
 Welding Industries of Aust. Pty.Ltd.  
 Aurora Floor Covering Pty.Ltd.  
 Pannell Plant Pty.Ltd.  
 Steamaster Aust. Pty.Ltd.  
 Yellow Pages  
 Flexovit Abrasives (Aust) Pty.Ltd.  
 Witch Engineering Co.  
 Lincoln Electric Co. Pty.Ltd.  
 A.B.C. Hire Co. Pty.Ltd.  
 Bergin Abrasives Pty.Ltd.  
 C.I.G. Ltd.  
 Sykes Pumps Australia Pty.Ltd.  
 Electric Eel Australia

Merlin Fibreglass Pty.Ltd.  
 John Wellington Engineering  
 Castrol Australia Pty.Ltd.  
 Pullman Vacuum Cleaners  
 Stihl Chain Saws (Aust) Pty.Ltd.  
 Ingersoll Rand Aust. Pty.Ltd.  
 Micro Check Sales & Service  
 Hire Service & Leasing Pty.Ltd.  
 Powerlite Pty.Ltd.  
 Scan-Hi (Richmond) Pty.Ltd.  
 Rotary Tools Pty.Ltd.  
 Spear and Jackson Aust. Pty.Ltd.  
 McCulloch Chain Saws  
 Atlas Copco Australia Pty.Ltd.

### TAA CONVENTION TRAVEL CONSULTANTS —

Melbourne	Oliver Shebbeare	345-1333
Perth	Nola Clark	23-0331
Adelaide	Barbara Brook	216-1911
Sydney	Gilbert Buhagiar	238-0266
Hobart	Helen Blake	34-4411
Canberra	Dianne Scott	48-8433
Brisbane	Julian O'Brien	33-2011

To enable as many delegates as possible to benefit from one of the various discounts which may be applied to economy class air travel, it is important that you contact the TAA Convention Travel Consultant in your State, to make your travel arrangements.



The Hire Association of Australia,  
 6th Annual Convention and  
 Equipment Exhibition,  
 September 28 — October 2, 1977  
 MELBOURNE HILTON HOTEL

*Dear Members of the Hire Industry and Exhibitors at the 1977 Convention.*

*I am delighted to welcome you to our forthcoming Association Convention to be held in Melbourne.*

*With the economic and social pressures of 1977 upon us, it is even more important that we get together to listen to the people with experience. We can thus share the detailed knowledge on what makes the hire industry more efficient. You can also view products and discuss problems with the major industry suppliers.*

*The Hire Association has planned this convention with the main aim of communicating and understanding one another.*

*Come to Melbourne and put this wonderful idea into action.*

Yours Sincerely,

**Brian Elms**

PRESIDENT

Hire Association of Victoria.





# PARKLANDS TRADING CO. PTY. LTD.

810 - 812 PRINCES HIGHWAY, TEMPE, N.S.W., 2044.

PHONE: 55-7233

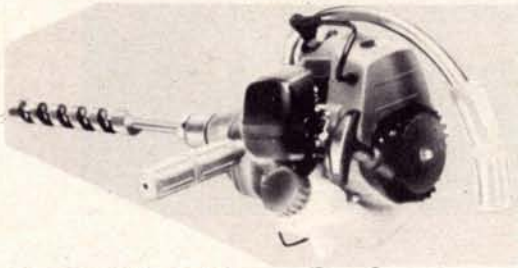
CABLES: "SYDPARK" SYDNEY.

## DISTRIBUTORS OF TAS PORTABLE POWER EQUIPMENT

### TAS BUSH CUTTER

The Heavy Duty twin handled bush cutter for easy operating for scrub cutting and land clearing in inaccessible areas, steep slopes, under fence rails; swampy areas and around trees at ground level.

Light Weight: 7.2kgs.  
Powered by: A 1.6 H.P. (7000 R.P.M.) forced air cooled, 2 stroke engine.



### TAS ENGINE DRILL

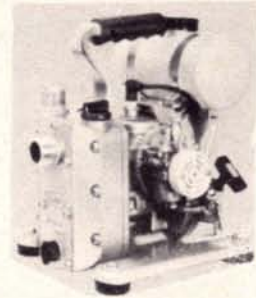
A Rugged and Easy to Handle Drill for Fencing, Building Construction and General Use.

Compact Dimensions: 260mm x 200mm x 370mm less drill bit.

Light Weight: 4.00kgs

Powered by: A 1.2 H.P. (7000R.P.M.) forced air cooled, 2 stroke engine.

Power transmitted through a Centrifugal Clutch, with a double stage reduction spur gear to give a Drill Speed of 250-325 R.P.M.



### TAS PORTABLE ENGINE PUMP

For Fire-fighting, Pumping distillate, Clearing or Irrigation.

Complete with Spray nozzle, fittings and strainer.

Light Weight: 6.00kgs

Powered by: A 1.2 H.P. (7000 R.P.M.) forced air cooled, 2 stroke engine.

To give: - Discharge capacity of 120 L Per Min  
Suction Delivery of 7 m.  
Discharge Delivery of 30 m.

**FOR TROUBLE-FREE OPERATION AND SERVICE  
USE TAS PORTABLE POWERED EQUIPMENT.**

## Chain Saws becoming a must for the handyman

More and more home handymen are regarding chain saws as a basic part of their equipment.

Now McCulloch, one of the biggest chain saw companies in Australia, announce a whole new range of chain saws.

The smallest model, the McCulloch Mac 110, weighs only 4.3kg, only a fraction heavier than an ordinary house brick. This makes it easy to use, even for the most inexperienced. Yet the Mac 110 will cut logs up to 50cm (20") in diameter.

In the garden, a chain saw is invaluable for lopping, trimming and clearing. And soon you learn how to make things too, like barbecue furniture, fencing, a cubby house for the kids, even a kennel for the dog!

For bigger jobs, McCulloch recommended their Mac 120. Still lightweight, the Mac 120 will go through logs up to 60cm (24") with ease.

The Mac 140 Auto-Sharp offers an exciting new feature, auto-sharpening. This makes it ideal for the frequent user. All he has to do is press a button, and the chain sharpens itself.

For those with weekenders and small properties, the new Pro Mac 510 is ideal. This is a fully-equipped professional chain saw, with a ¼" pitch chain that gives a cut accurate enough even for morticing out stock rails and fences.

McCulloch rate safety as highly as performance. All their models come equipped with hand guard, chain catcher, and chain brake, which in the unlikely event of the saw kicking back, is designed to automatically and immediately stop the chain.

Even a first time user will get complete satisfaction from one of the new range of lightweight McCulloch chain saws.

# CONVENTION — YARD TOURS

Some of the yards you will visit

## KENT HIRE SERVICE

A medical and builders equipment hire service run by partners Fred Kent and Kelvin Harvey. These are modern and up-to-date premises especially designed and built for the Hire business and comprising medical, baby, householder, handyman and builders' equipment all under one roof. Fred and Kelvin went overseas, Kelvin to England and Europe and Fred to Canada and California, to study and incorporate the latest ideas with their own ideas and experience. The business originally began in Fred's house in 1964 and kept growing and moving to the present modern premises which they began operating in November, 1976.

The office/showroom is 1600 sq.ft., the storeroom 8,000 sq.ft. and the fully paved yard 30,000 sq.ft. Total site area is 43,000 sq.ft. including landscape garden at the front. Kent Hire Service is a happy and efficient business with a total of ten on the staff.



## WAVERLEY CATERING SERVICE

A family business began in 1958 by Bill and Jean Salter. They originally started catering for a few friends as a hobby and soon found it a source of income, never expecting it to snowball. With no other caterers in the area at the time the business quickly outgrew the original premises. The present modern building was erected in 1972 and comprises office/showroom and storage area. With the Hire business booming in the new trend of home weddings and parties, Waverley Party Hire was formed as an offspring. Camera-shy Bill and Jean Salter are ably assisted in the business by their two sons Bill and Geoffrey, and with a large stock to draw on they cater for all the requirements of Party Hire customers.



## COATES HIRE SERVICE

What is known today as Coates Hire Service was founded in 1886 by engineer, John Coates. It was not until 1962 that the Coates company saw the potential of an equipment hiring business and commenced operations in a very modest way. The business now embraces a national network of 40 branches. Head Office is at the Dandenong complex and other Victorian branches are at Ferntree Gully, South Melbourne and Fawkner. In 1974 Coates joined the Australian-owned Australian National Industries group of companies. The Victorian operation is managed by Jim Brown whose wide experience in the Hire Industry includes senior executive positions in Sydney and Perth. Jim is the inaugural president of the Hire Association of W.A. and is currently Victorian Vice President and Exhibition Chairman for the Convention (see Coates story elsewhere this issue).

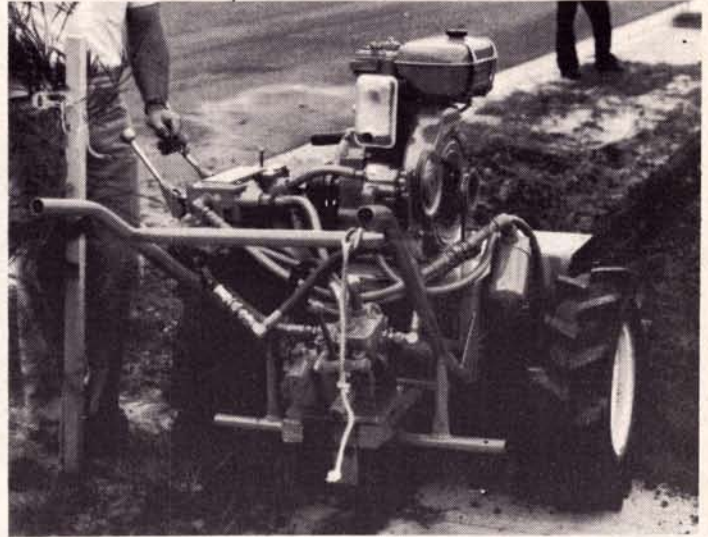


# WITCH ENGINEERING CO.

See our display at the  
National Hire Trade Fair  
Melbourne.

**Digz-All Trenching Machines 7HP to 37HP.**  
Hydraulic drive and steer units.

**Wenco hydraulic drive trenchers 8HP to 13HP.**



## WENCO HYDRAULIC BORING EQUIPMENT

**Sold and serviced by WITCH ENGINEERING CO.**

**N.S.W.** 16-18 Alexander Road, Auburn, 2144. Tel. 644-8000  
**VIC.** 7 Brooklyn Avenue, Dandenong, 3175. Tel. 792-5953  
**QLD.** Austral Mining, 496 Boundary Road, Archerfield, 4108. Tel. 47-3811  
**S.A.** Trencher Sales & Service, 13 Rothesay Avenue, St. Marys, 5042. Tel. 277-4122.

## RENTAL GOES ORIENTAL

### NSWHA Xmas Banquet

— from Peking Tom

Much chu-chin-wag at the NSW Christmas Party held at the Mandarin Restaurant, Sydney on 29th July — a date expedient for Party Hire and other members who can't be present at Christmas time.

Everybody turned up asking for the Hire Association, only to be informed there was no such booking. Luckily a large reservation had been set aside for the "HORROR SOCIATION" which didn't turn up so we took that.

Here is the menu for memory:

#### MENU

Short soup (very scarce)  
Bird cage soup (flor)

#### Fish

Perch (ladies upstairs)  
Octopus (suckers only)  
Taiping pool carp

#### On Tray

Corn (continuous)  
Yu chicken  
Duck kwik  
Long tung — sweet & sour

#### Dynasty

Go lik chops  
Stik chops  
Lik chop stik  
Manchu Lice  
Lice chu man

#### Dessert (Gobi)

Sweetie pie  
Om-sweet-om

#### Refreshments

Tea-hee. Sum hops  
Wun long suk  
Saki sic sic

**Admission:** Shanghai cheque  
**Waiter:** Leong Tom No See

Denise Layton — a recent mother — looked more like a Christian Dior model than NSW Secretary. With usual sparkling efficiency, Denise sorted everybody out, provided bouquets, name tags and sold tickets — ably assisted by husband Jim.

The food and service was excellent, the apparel and charm of the ladies equal to the superb 10 course banquet and the evening ended all too soon.

Richard Bird of Mole Engineering, brought along two visitors from U.S.A. — Jim Smith, Manager of Ditch Witch International Inc. and Gene Griegge of the same company, from Perry, Oklahoma. The table was all ears when Jim proudly spoke of Oklahoma as being the centre of the World Inter-conjugal Wrestling Championships. Later we found we had misinterpreted Jim's American accent, the word being Inter-collegiate — not Inter-conjugal. Pity!

Greg Page did a grand job negotiating and organizing the evening. Except he turned up without his cheque book and no means of identification. Not even a driving licence. Nobody knew him! Maybe the Ditch Witch people knew something about ditch-watching, but I left before the washing up.

## VICTORIA:

Because several milestones have been attained and because of the worthy and positive nature of the report itself we reproduce in toto the following report from Victoria.

### **PRESIDENT'S REPORT — PARTY AND GENERAL DIVISION, 1976/77 (John Kroeger)**

#### **Our Thanks for your help**

Dear Friends,

The past year has been a happy one for us. The 1976-77 office bearers have done their best at divisional and State committee level to properly represent you. These office bearers have been Ern Turner, John McKecknie, Ken Stephens, Brian Purton-Smith, David Evans, Charles Haworth Price and yours truly. My personal thanks goes to all the office bearers I have named for their enthusiastic support and devoted hard work. But the greatest thanks must go to each one of you who attends these meetings. We only get out of an Association what we put in — such things as trust, good fellowship, mutual respect and sacrifice for others. Judged on these principles our division has been an outstanding success. I thank you all for being an integral part of that success.

I am sure the new office bearers will make the coming year even more successful and make what little work we have done look puny. However, I should like to honour our office bearers and you by listing some of the things we have been able to successfully do as a team during 1976-77.

#### **The Past Year**

\* INAUGURATION OF OUR FIRST PERSONAL SERVICE AWARDS — It was wonderful to see public credit given to a number of workers in our industry who have given long and honorable service to our profession.

\* RECORD PARTICIPATION IN A NATIONAL CONVENTION — This September's National Convention will be a record number of party sessions and party participants in the official program. Our own divisional participants will include Fred Kent, David Evans, John McKecknie, Bob Hill, Ern Turner, Geoff and Bill Salter, Ken Stephens and yours truly.

\* RECORD PARTICIPATION BY LADIES — We are proud that participation of our ladies has been so strong and so unique that once again our divisional meetings have attracted the greatest attendance of women of any division in Australia. Ladies, take a curtsy! We men thank you for your grace, charm and intelligent assistance.

\* RECORD NUMBER OF EDUCATIONAL MEETINGS — Our previous year's program was designed to help educate us all. We learned how to save money on insurance, how to better spend our advertising dollar, and how to better understand the role of women within the industry. Our congratulations to Verna Hill, Audrey Smith, and Marjorie Kent to playing a leading role in the women's evening.

\* RECORD ATTENDANCE AT MEETINGS — One meeting attracted almost 70 people, and general attendance for the year, including the Christmas function, was a record. We owe some thanks to David Evans who increased our interest at meetings by being a particularly devious Simon Legree when fining us for our sins.

\* GROWTH IN ASSOCIATE MEMBERSHIP — Our second associate, John Watson of Parbury Henty, joined us. We hope that this year there will be many more associates.

\* INAUGURATION OF INTERSTATE EXCHANGE VISITS — Our division is proud to have initiated the principle of annual interstate exchange visits and conducted specialist yard tours. We attracted a party of 13 New South Wales party hirers who came and visited our premises and attended our divisional meeting. A return trip to Sydney, with Victorian plant hirers as well, was later organized and well supported. People like Lionel Friezer even drove up to attend.

#### **The Coming Year**

There will be many challenges for the coming year. These challengers will be accepted by our incoming committee, ably assisted by the Secretary Terry Steele. From personal observation I can say that never have I met a more enthusiastic Hire Association Secretary. He has worked at all times for your benefit, and I offer your thanks to him for all that he has done — much of it beyond the call of duty. Terry of course will be lucky this year to have a magnificent President, Senior Vice President and Vice President, leading the entire Hire industry in Victoria. They are, respectively, Brian Elms, Brian Purton-Smith and John McKecknie. And then there is Ern Turner as Convenor of the Convention. We congratulate them all on their appointments, and I ask all members to give these men the maximum support possible. This will show how wonderfully well we act as a team. This year Ken Stephens has decided to retire from the State committee. I thank him on your behalf for all his efforts over the past year. . . . .

It has been a privilege to work with you all.

John Kroeger

# HA OF NSW — EXECUTIVE SEMINAR

## OFFSHORE OPERATIONS AND ESTATE PLANNING

Andrew Sneddon B.Ec. A.C.A. Barrister at Law, demonstrated fluent and lucid expertise in this complex subject.

### INTERNATIONAL TAX PLANNING

1. Trade advantage
2. Tax savings

### TRADE ADVANTAGE

A person establishing an offshore tax structure may realize business opportunities and make further use of it, leading to business involvement outside Australia. It must be taken on trust however, and some personal control is relinquished in favour of overseas resident managers.

### TAX SAVINGS

1) If Australian income, taxed at 60% for individuals or 46% for companies, can be diverted to a low tax area, considerable savings can result, particularly in the case of a private company.

2) Income from outside Australia (except dividends) and taxed in the country of its source, is exempt from Australian tax. This is modified where Australia has taxation treaties with certain other countries.

E.g. Interest derived in the Antilles, and taxed at 3% there, is exempt from Australian tax.

3) An Australian beneficiary of a foreign trust is not subject to Australian tax as long as he is outside Australia. The income becomes taxable however, when remitted to Australia. A foreign trust may accumulate income free of Australian tax.

4) Interest paid by a resident to a non-resident is subject to a withholding or final tax of 10%. If these interest paying funds are used for business purposes in Australia the interest may be exempt from withholding tax.

5) Dividends paid by residents to non-residents are subject to withholding tax, a final tax of 20%. This may be reduced to 15% when paid to certain countries with which Australia has tax treaties.

These tax savings may be used in any International tax planning arrangements.

### TAX SAVINGS

These come about in several ways:

### EXCHANGE CONTROL

The regulations to the Banking Act require the prior approval of exchange control authorities, i.e. the Reserve Bank of Australia, to be given to transactions between a resident of Australia and a

non-resident of Australia. The exchange control regulations also provide that for dealings between Australia and most tax havens, the resident must obtain the permission of the Australian Taxation Office. Furthermore the exchange control regulations give the Reserve Bank power to refer transactions between Australia and countries, other than nominated tax havens, to the Taxation Office for prior approval. An example of a taxation clearance certificate is attached.

### TAX LEGISLATION

Several provisions should be noted:

I) A resident of Australia is subject to Australian income tax on income from all sources. A company is a resident when its central management and control is located in Australia. If directors are all Australian residents, a company is regarded as having its central management and control in Australia.

II) Section 31C of the Income Tax Assessment Act, a new section which provides in effect that when the Commissioner can show an item of stock can be purchased for less than that paid by the taxpayer, the Commissioner can substitute the lower value.

III) There are provisions, Sections 38 - 43 of the Act, which give the Commissioner power to determine the profits for taxation purposes of a business carried on partly within and without Australia, including the profits from exports.

IV) Section 103AA of the Act can result in private companies paying dividends to non-residents having those dividends excluded for the purpose of calculating if the company has made a sufficient distribution. Broadly the Commissioner has to be satisfied the recipients are not residents of Australia before including the dividends.

V) The provisions of both Section 108 (which apply to private companies), by which the Commissioner can deem loans to shareholders to be dividends, and Section 109 by which the Commissioner can deem payments to shareholders, director, or their relatives to be excessive and the excess to be a dividend can apply to foreign companies.

VI) Finally, Section 260 of the Act gives the Commissioner power to declare as void against him arrangements for the avoidance of income tax. The breadth of the application section is narrower than it appears. The precise limits of its operation are uncertain. It is sufficient to say that it should not be ignored and must be considered and also that it operates as a restraint on wholly unreal arrangements.

## RETURN FORM

The income return form requires the taxpayer (including companies) whether they had any interest, control, etc. direct or indirect in assets outside Australia. The answer to this question depends on the precise arrangements and the taxpayers knowledge of them.

## FUNDS OUT

**LOANS** — An Australian resident is prevented by the exchange control authorities from lending money to non-residents. (Exceptions exist for companies carrying on business through foreign subsidiaries.) Possibly this may be circumvented by lending money to a resident whom you anticipate will leave Australia.

— Alternatively the exchange control authorities permit an investment of up to \$10,000 per individual per annum (up to \$100,000 may be available for a company) in portfolio (i.e. not fixed interest investments) investment. By investment through an appropriate investment trust this barrier can be circumvented.

## INSURANCE

Insurance premiums may be freely remitted out of Australia provided they do not flow to a resident of any of the designated tax havens. The Turks and Caicos Islands, Cyprus, Colorado, Nevada and New Hampshire U.S.A. are not designated tax havens. The Australian tax on the insurance premium is presently 4.6% of the gross premium. Minimum taxes may be paid in the country in which the country is incorporated.

## COMMISSION

These arrangements provide for the foreign supplier to pay a commission to a tax haven company, holding a franchise for those goods in Australia, for goods ordered by an Australian customer. Clearly the taxes paid on the commission are minimal. The introduction of Section 31C should make this arrangement more popular. These arrangements are equally applicable to sales from Australia.

## GIFTS

Subject to exchange control approval, gifts may be made to non-residents.



## INVOICING

This arrangement is simply that a company in a low tax area is interposed between the foreign supplier and Australian purchaser. The interposed

company takes orders from the Australian purchaser and places them with the foreign supplier. The interposed company makes a profit on the goods purchased and sold by it. This popular arrangement has been affected by Section 31C. That Section applies only to purchases of trading stock. Purchases of plant and other capital assets (or domestic assets) are unaffected by Section 31C. This arrangement applies equally to the export of goods from Australia.

## INVESTMENT

The exchange control authorities allow portfolio investment by Australian residents. This is a relatively simple way to invest outside Australia. (Associated with this is an illegitimate method. This involves taking scrip for Australian companies listed on the London Stock Exchange to brokers in London. Apparently those brokers will accept and pay for the scrip immediately. All that is required is a packet of scrip and an air-ticket!) Where the investment is made through a foreign unit trust the income may be sheltered from Australia tax, and by redemption of the units returned to Australia as a capital sum.

## REAL ESTATE

An Australian resident may invest in real estate outside Australia. The U.S.A. has laws particularly favourable to property investment. By exercising the options open to an Australian investor the U.S. tax can be kept low and certainly kept to no more than 30%. The income is exempt from Australian tax.

## LETTER OF CREDIT

Simply expressed this is own your own bank. Instead of interposing a trading company in either an import or export transaction, a finance company is interposed. The fee for the letter of credit or confirming house service is an allowable deduction (and possibly a "turn" on exchange rates) is derived by the interposed finance company.

## EXCHANGE FLUCTUATIONS

This involves an interposed company handling the purchase and sale of goods as in an invoicing transaction. The interposed company makes its profit on exchange fluctuations. For example the Japanese Yen has hardened against the Australian Dollar and may be expected to do so. An importer places his order, the currency for payment being Yen. The interposed company places the order in the normal currency, say U.S. dollars at the rate ruling at that time. (Assume the Yen hardens against the U.S. dollar.) If there is sufficient time lag between the placing of the order and the payment of the goods, and Yen has hardened

enough, more Australian dollars are required to pay the interposed company. The company will make in effect an exchange gain in Japanese Yen. If the company's accounts are kept in yet another currency say - Hong Kong dollars, on translation of those accounts back to Australian dollars, no exchange gain may be apparent. The advantage of this transaction can be seen when regard is had to the terms upon which a taxation clearance certificate is issued.

#### **FUNDS IN**

Funds can be returned to Australia. In general terms the way back is via an interposed entity. The actual arrangements for the return of funds is dependent very much on the precise manner in which the funds are taken out of Australia and the needs and circumstances of the Australian party. The longer the term for the use of the funds in Australia the more complex the arrangements, because of the continual feeding of funds back to Australia.

Why the funds should be brought back is a matter of opinion. Some people recognise the immediate and longer term advantages of having a pool of funds outside Australia. The main attraction is that the pool can be invested in other nil or low tax situations and maximum after tax benefits obtained.

#### **ULTIMATELY**

If the funds are outside of Australia on a long term basis their return in a tax free manner is more simple. Funds will most likely be accumulated in a company owned directly by the Australians or a trust established for their benefit. There is now ample Australian authority that the proceeds from the sale of shares of a dormant company (resident or non-resident) with accumulated profits are capital proceeds. Accordingly the foreign company is sold and the proceeds from the sale will be treated as capital proceeds in Australia. (The return of foreign profits by way of dividend is of course not a problem for a public company as the tax payable on those dividends will be fully rebateable.)

#### **WHERE**

This is decided by the arrangements and the peoples interest as well as cost. The costs fall into categories:

- I) establishment,
- II) annual directors fees,
- III) annual accounting and secretarial fees,
- IV) annual audit fees.

The tax havens recognise the savings they offer and some professional people change accordingly.

The costs for the expensive havens are up to \$A3,000 establishment and \$A3,000 annual fees. The inexpensive havens are around \$A600 for annual fees (including establishment).

#### **FOR THE HIRER**

INVOICING (for plant and articles) and INSURANCE are discussed above.

#### **INTEREST**

This refers to the tax advantage of bringing foreign funds back into Australia as loan funds. The interest paid on those funds is an allowable deduction. The Australian Tax on the interest is 10% and the interest may be exempt from tax in certain circumstances. The tax savings are readily apparent.

#### **GROUPING**

The costs of an offshore arrangement may make it unattractive. By combining with other people the costs may be reduced. The grouping may also add to the bona fides any arrangement.

#### **AUSTRALIA AS A TAX HAVEN**

##### **FOREIGN INCOME**

The application of Section 23(q) makes Australia something of a haven itself. This provision is especially useful to Australian private company's operating outside of Australia. If the company chooses to operate by way of a branch, Section 23(q) exempts these branch profits from further Australian tax and those profits remain outside Division 7.

##### **DEATH DUTIES**

The attraction of Queensland and the Northern Territory are well known. Also for a foreign individual investor they are the most attractive states to base their operations.

#### **AUSTRALIAN TRADE INCENTIVES**

##### **EXPORT GRANTS**

A neglected aspect of international tax planning is the impact it may have on Australian trade incentives and other government assistance. It may be also that the use of an international tax plan may crystallise an arrangement for maximising export incentives.

#### **ESTATE PLANNING**

RATES OF DUTY	—	NSW 27% at \$200,000
	—	Federal 26% at \$240,000

**Continued next page.**

As a general rule estate planning should commence as early as possible. But not too early — remember young children, wives may not be wholly suitable.  
Home ownership — joint or tenants in common? (preferably the latter)

As a rule of thumb an estate needs to be \$300,000 or more to justify tax planning. At \$300,000 the legal and accounting costs are almost equal to the gift duty.

**DOMESTIC** — All well known arrangements which can be explained to you by your solicitor/accountant.

**INTERNATIONAL** — Same as domestic with variations to avoid exchange control. Real estate and foreign real estate is excluded while any mortgage debt over that property is deductible against Australian property.

— Foreign funds not dutiable.  
**SUPERANNUATION** — Benefits may be free death duties.  
— Loan back advantage  
— For maximum benefit a pension with conversion to lump sum.

**FOOTNOTE:** Offshore operations and estate planning are not subjects to be taken lightly. Overseas tax havens, the expensive and the inexpensive, are not necessarily all they appear to be. Mr. Sneddon mentioned other undeclared havens and factors but space does not permit their inclusion. To avoid the sting in the tail requires careful planning and expert advice. A warning that many apparently good schemes for estate and trust administration can be negated by exorbitant and continuing legal fees.

Obviously it pays to consult, not any expert but the right expert — and Andrew Sneddon, partner in Thompson Douglas Etherington, one of Sydney's leading accountancy and tax interpretation companies, may be the man for the job. Enquiries: 1 York St., Sydney. (02) 27-8611.

# BAILEY

## I-BEAM EXTRUDED SECTION FOR LADDERS

I-BEAM sections are recognised by engineers as possessing strength and safety factors exceeding those of other ladder stile sections.



Cut-away illustrating the completely solid bonding of rung to stile.



Showing the perfect crimping and swaging of rung to stile. Our unique method gives a solid joint with no possibility of turning of rung.



Illustrating completely smooth finish of swaging of rung to stile.

	Available to a height
• SINGLE LADDERS	22 ft.
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• TRESTLES	16 ft.
• ALUMINIUM PLANKS	20 ft.
Also available in timber.	

COMPARE these ladders with others and you will immediately become aware of Bailey superiority. We are satisfied you will then select them, use them and be constantly aware of the correctness of your choice.

## BAILEY LADDERS OFFER MORE HIRE UNITS AT COMPETITIVE PRICES ASK OUR REPRESENTATIVE TO CALL

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Phones 93-1003, 93-1374.



# NEW EQUIPMENT

## MODULAR CONCEPT IN HIGH POWERED TRENCHER

Mole Engineering Pty.Limited, manufacturer and supplier of civil engineering and mining equipment, has announced the addition of the Model R100 to the Ditch Witch "Modularmatic" series of continuous trenching machines now being marketed in Australia.

The R100, a 4-wheel drive, 4-wheel power steered machine, is the most powerful in the Ditch Witch range. Engine options include three industrial diesels, with horse power ratings from 101-116 (75-87 Kw) at 2400 rpm.

The Ditch Witch Modularmatic concept permits one basic vehicle to perform varied underground jobs simply by switching interchangeable modules.

Operating as a trencher, the R100 can dig to depths of 2.4m (8 ft.) and widths of 609mm (24") through a digging boom of selected length and a toothed digging chain tested to 150,000 lbs capacity.

Standard equipment for spoils delivery is a double auger system. The machine may also be fitted with an optional modular conveyor system which delivers spoil to the left or right of the trench.

A 4-speed transmission provides a choice of four digging chain speeds to meet variations in soil or surface conditions. The extra heavy-duty "Alligator" chain permits digging in solid rock conditions.

A vibratory plow module, the VP100, is capable of both in-line and offset plowing at depths to 30" for high capacity underground installation of telephone and electrical cables as well as other underground services.

According to the manufacturer, the one-piece, rigid frame construction of the Ditch Witch provides excellent structural strength and a degree of stability that permits safe operation even on hillside situations. An inbuilt levelling mechanism enables the frame to be tilted up to 12 degrees to obtain vertical trenching on sloping ground.

Four-wheel power steering is a standard feature. The front wheels are controlled by a conventional steering wheel; the rear wheels are lever controlled. The lug tyred wheels are of equal size, and steering of front and back can be independent or coordinated for maximum traction and manoeuvrability.

The backfill dozer blade is hydraulically raised, lowered, angled to 30 degrees left or right, and tilted to 15 degrees either side of horizontal.

The interchangeable modules which are available enable the basic vehicle to convert easily and quickly from a trencher to a vibratory plow; attachments available include an hydraulic under-the-road borer, an hydraulic breaker and a ditch cleaner.

Further information is available from Mole Engineering Pty.Limited, Rodborough Road, Frenchs Forest, N.S.W. 2086 or any State branches.



Most powerful in the "Ditch-Witch" series of continuous trenching machines, the Model R100 is shown here with the vibratory plow module.

# PANNELL PLANT'S NEW TWIN ROLL ARTICULATED VIBRATING ROLLERS



Pannell Plant 15 tonne Duplex DD2100 Double Drum Vibrating Roller working on the Southern Freeway.



Pannell Plant 6 tonne Duplex DD1500 Double Drum Vibrating Roller working on the Newcastle Expressway at Mount White.

Pannell Plant Pty.Ltd. have designed and developed a range of new Twin Roll, Articulated, Self-Propelled, Steel Wheel Vibrating Rollers. These units are:-

- 2½ Tonne Duplex DD1100** — with a 1.1 metre roll width.
- 6 Tonne Duplex DD1500** — with a 1.5 metre roll width.
- 15 Tonne Duplex DD2100** — with a 2.1 metre roll width.

All machines have a number of features in common with the rest of the Pannell Plant range.

These include:-

Direct drive, high torque, low speed, Hagglund radial piston wheel hub motors for the traction drive direct on the roll.

Deutz air cooled diesel engines, Volvo piston motors for the vibrator drive, and Sunstrand axial piston pumps, both for traction and vibrator hydraulic oil supply.

All machines incorporate independent "fail safe" spring loaded direct acting drum brakes.

All Models are designed to be dual purpose; being suitable for sub-grade compaction, fine crushed rock, select road base and also for asphalt finishing.

The largest machine in the range, the DD2100, with 15 tonnes deadweight, has a total applied force of 113,000 lb. Each roll has an every output of 40,000 lb dynamic force @ 1700 v.p.m. in full output.

These units can replace two or three conventional single roll machines of 84" rolling width for mass high output earthworks

compaction.

The 6 tonne DD1500 machine has proven to be very acceptable to State Road Authorities and major Hot-Mix Companies.

With Dual Amplitude as standard as the DD1500 (and also on the DD2100), traction drive on both drums, and fully machined rolls.

All the machines use Hagglund direct drive hydrostatic transmission, utilising radial piston wheel hub motors, which impart the drive torque direct to the roll without any intermediate reduction gears or chains.

The use of these motors and the elimination of such components as axles, planetary hub reductions, gear boxes and torque converters enables Pannell Plant to place the drive exactly matched to machine requirements, independent of the engine and hydraulic pump location.

Over the past 12 months, Pannell Plant have used more than 150 Hagglund radial piston motors on machines ranging in size from the DD1100, 2½ tonne machine, through to the DD2100, 15 tonne machine.

With the elimination of axles and associated indirect drive components, Pannell Plant have been able to lower the engine location on their rubber tyred drive machines, thereby increasing overall machine stability and greatly improving access for routine servicing by the use of the air cooled Deutz engine and the elimination of radiators.

The roll system on all machines is totally enclosed and sealed for life in dual vee ring Neophrene seals, requiring only routine inspection of the magnetic drain plug, and twice yearly oil changes.

The Deutz air cooled diesel engines, with integral hydraulic oil coolers, are fitted with Bosch gear pumps for hydraulic steering oil supply, directly driven off the engine timing gears.

Air cooling eliminates radiators, hoses, water pumps and the need for anti-freeze.

The Pannell Plant range of SP self-propelled rubber tyred drive rollers have been extremely well accepted in the market-place, over the past 18 months; supplying to date in excess of 50 machines to various State and Local Government Authorities, major Hire Companies, Hot-Mix Companies and major Earthmoving Contractors.

All of the Pannell Plant SP range of rollers incorporate dual control as standard, with the instrument panel centrally located in a separate console and lockable with a steel anti-vandal plate door. The vibrator, engine throttle and stop, and park brake controls are located between the two driving seats.

As optional EXTRAS many machines are supplied with full width air-conditioned cabs, acoustically silenced to comply with State and Federal anti-noise pollution Laws.

Pannell Plant have recently moved into their newly constructed office and central administration complex on their 2-acre factory site at Peakhurst.

Pannell Plant, with the current staff of 50 people at their Peakhurst Factory, have the only complete range of all types of Pedestrian, Tandem, Duplex, Articulated Rubber Tyred Drive and Tractor Drawn Rollers in Australia, with in excess of 40 different Models available, *all Australian designed and built*, and all using locally available Internationally accepted componentry, such as Deutz, Hagglund, Volvo, Donaldson, Sunstrand, etc.

For further details on any of the range of Pannell Plant Rollers, contact Pannell Plant Pty.Ltd., P.O. Box 74, Peakhurst, N.S.W. 2210.

## WARRANTY DISCRIMINATION

### A SORE POINT

— from our yard roundsman

The small few manufacturers and distributors who reduce or eliminate warranty on hired equipment are a bone of contention among many hire businesses.

Most H.A. members feel strongly that this kind of discrimination is neither fair nor necessary, and is a short sighted policy which can only harm the supplier.

#### WHY DISCRIMINATE AGAINST HIRE COMPANIES?

1. Warranty normally applies to faulty parts or workmanship.
2. Abuse, misuse or lack of service are not covered by warranty anyway.
3. A warranty claim is always subject to the suppliers inspection.

In the case of disputes the supplier is faced with a normal business decision.

- a) Will refusal mean loss of business?
- b) What is the value of the customer's business? Is it worth retaining?

These few suppliers claim that hired equipment is subject to more abuse and misuse. Yet other operators enjoying the warranty may subject the equipment to much more abuse than the Hire company. Owner/operators, government departments, councils and construction companies may be much harder on the equipment. Even so, the argument does not apply because warranty does not cover abuse or misuse. So! Why the discrimination?

Hire companies certainly maintain equipment better than most users. Generally equipment is cleaned, checked and tested after each rental. Services are done more regularly even than manufacturer's recommendations.

While it is true that Hire companies have many different users, often inexperienced, it is also true of governments, councils and building companies. Hire companies have personnel to instruct customers and often provide helpful printed guide sheets. Special fuels, oils and tools are often provided by the Hirer. It is essential that his machinery be kept in first class condition. It is his business.

The instance of warranty claims by Hire companies is generally minor. It being unsound practice to have equipment away or out of action for too long, most Hire companies underclaim and fix it themselves.

Suppliers use Hire companies as reference, gladly proclaiming that XYZ HIRE has 20 or so in its fleet so they must be good. To use Hire companies thus and then turn around and reduce the warranty indicates a marked lack of confidence in the product. *If a machine is good enough to be sold to a Hire company, it is good enough for a warranty.*

Such attitudes mentioned are bad public relations and bad business procedure. Major suppliers and dependable companies, more sophisticated in the world of business would not dream of having such pinch-penny policies. It does much harm. *Reduction of warranty is a reduction of image.*

# IT'S A HANDY NEW

# *SPECIAL*

## THE LIGHTBURN 1.3/4 c.ft SPECIAL PETROL. A MIXER SPECIALLY SUITED TO THE HOME HANDYMAN & SMALL JOBGING CONTRACTOR.

The 'non-identical' twin of the highly successful and well-proven Lightburn Special Electric mixer is now available for immediate delivery. Rugged and reliable, it is powered by a 1.7 h.p. petrol engine which allows it to be used in almost any location. Full of time-proven Lightburn features this mixer is a must for odd jobs around the house or for tradesmen for smaller contract work.

**IS YOUR HIRE FLEET VERSATILE ENOUGH TO MEET TODAY'S DEMANDS? CASH IN ON THE NEED FOR A RELIABLE, MOBILE HANDYMAN MIXER BY FILLING IN THE COUPON BELOW.**



## LIGHTBURN

**Lightburn & Co. Limited**

QLD. Cnr. Grey and Peel Streets, South Brisbane, 4101. Phone 44 1361 N.S.W. 132 Stanmore Road, Stanmore, 2048. Phone 560 2000 VIC. 59 Smith Street, Kensington, 3031. Phone 33 0791

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**POST THIS COUPON TODAY!**

Please forward me further details on Lightburn Cat.129 Special Petrol Mixer.

Name \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_ Phone \_\_\_\_\_

**IMMEDIATE DELIVERY**

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# ALADDIN'S CAVE REVEALED

## A Unique Hire Business

"New lamps for old" might be an appropriate catch-cry after a punishing round of business bargaining and socializing at the National Convention. What better way to refresh and renew the flagging spirit than a Magic Carpet Tour.

After having our fancy tickled by a Queensland HA member who sold water beds on a free trial offer (mentioned in last issue of Hire Magazine) we decided that John Le Mare of Aladdin's Camping Tours, was worthy of investigation. A little late in one respect, however, as Hadrian and his social secretary lost no time in shooting off to verify the water bed bit...No doubt we can expect a full report in Hadrian's Column at a later date.

John and Hazell Le Mare started the business in 1972 after a trip to Europe where they observed the phenomenal popularity of camping. Concerned at the increasing cost of holiday accommodation in Australia, they returned to Queensland excited by the potential in camping and decided to spread the good news to Australians. They bought one tent.

The business took off like the genie himself and has now grown into three different sections; Aladdin's Rentals, Aladdin's Camping Service and Aladdin's Magic Carpet Tours. John and Hazell also own the Darra Highway Motel. According to John, the fear of over-costly accommodation has not been borne out, as the Motel is busier than ever with everyone wanting the most expensive rooms. (What else has he got in there besides the water beds?).

With a shop at D.J.s Garden City, Mt. Gravatt, Aladdin's is constantly coming up with package deal bargains to stimulate sales and turnover and which can be geared to David Jones Finance Ltd., if desired.

Apart from all camping equipment, new items for rental include baby carriers, and a wider range of water equipment such as canoes, life vests, oars etc. (one customer/albeit babysitter hired a baby carrier and painted his house with the child on his back). Fossicking equipment is now being added to the range. Aladdin's equips safari tours for other major companies and can put over 200 fully equipped campers into the field at any one time.

### Magic Carpet Tours

These can vary but may include, for example, 3 nights camping on Great Keppel Island, 3 nights at Rainbow Beach, 2 nights at Sapphire (where a mining lease enables you to dig and fossick for those elusive riches), 3 nights at Airlie Beach (with a full

day trip on the yacht "Nari"), a night at Rockhampton and the last 3 nights at Kenilworth.

These all inclusive camping holidays prove that good living and camping can go hand-in-hand, for the meals provided at local restaurants and homesteads are of excellent standard. Free wine with all evening meals.

### SAMPLE 16-DAY SAFARI TOUR TO CAIRNS AND BARRIER ISLANDS ITINERARY.

**DAY 1 (Saturday):** Leave Brisbane Saturday morning via Glasshouse Mountains, "Big Cow" to overnight camp at Bargara.

**DAY 2 (Sunday):** Travel via Gladstone, Rockhampton, Emerald, to camp for two nights on gem fields at Sapphire.

**DAY 3 (Monday):** Spend fossicking on gem fields.

**DAY 4 (Tuesday):** By coach through Clermont, Mackay, Proserpine, to camp at Airlie Beach.

**DAY 5 (Wednesday):** By launch from Shute Harbour to camp on South Molle Island.

**DAY 6 (Thursday):** Leisure on South Molle Island with all facilities of this resort at disposal.

**DAY 7 (Friday):** Return to mainland by launch and travel by coach to Cairns for two nights camp.

**DAY 8 (Saturday):** Leisure in Cairns.

**DAY 9 (Sunday):** Coach to Atherton Tablelands for overnight camp at Tolga, visiting the Tinaroo Dam.

**DAY 10 (Monday):** South bound via Innistail and Tully, passing Hinchinbrook Island and Ingham to camp two nights at Townsville.

**DAY 11 (Tuesday):** Leisure in Townsville. Opportunity to visit Magnetic Island or Castle Hill.

**DAY 12 (Wednesday):** Early start south through Bowen and Sarina to camp two nights at Yeppoon.

**DAY 13 (Thursday):** Free in Yeppoon. Opportunity for launch to Great Keppel Island or tour the caves.

**DAY 14 (Friday):** Through Gin-Gin, Childers and Gympie for final two nights camping at Rainbow Beach.

**DAY 15 (Saturday):** Free at Rainbow Beach. Tours to Frazer Island, the Coloured Sands or wreck of the Cherry Venture.

**DAY 16 (Sunday):** Return in afternoon to Brisbane, travelling either the Sunshine Coast or visiting the Big Pineapple.

Aladdin's also operates week-end trail riding or fossicking holidays for social clubs and local firms.

### Teepee or Not Teepee

Aladdin's, with its overseas contacts can put you in touch with Kampgrounds of America, with over 800 camping sites through the North American continent, or Canvas Holidays who operate camping holidays in 35 different camps in France, Italy, Austria or Switzerland. Aladdin's can even rent you an on-site Indian style Teepee in Canada.

With such efficient organization and variety of deals, one wonders whether John Le Mare may really have the genie at his disposal.

Book through your local travel agent. Agency Reservations, De Luxe Travel, 126 Castlereagh St., Sydney. (02) 61-6017.

# HIRE EDUCATION

## CITY TO SURF (SYDNEY)

With 11,000 runners competing, this year's event was more popular than ever. In the Hire Association teams line-up Kennards scored a runaway win with Coates not far behind. Winner was Grant Spradbrow of Kennards. Time 58.04 minutes. 2nd Neville Kennard — 59 minutes. 3rd Ken Ross of Coates — 65 minutes.

Grant Spradbrow's effort is all the more praiseworthy considering he recently became father of a baby girl. There is suggestion that his training methods include *going-up-with-the-blind*. Neville's fine effort records that he broke the hour for the first time. Ken Ross entered a protest, claiming that he was blinded by the sun shining on the back of Neville Kennard's head. Greg Page who holds the HA best time of 55 minutes scratched because of injury to his sesamoid bone. Kennards will hold the ARS Shield (Aust Rental Sports) for the next 12 months.

## THE GOOD OLD DAYS

Clem Briggs, NSW Manager of Lightburn, relates the ideal hire dream. During the Railways electrification scheme over the Blue Mountains, Lightburn hired out 8 large concrete mixers continuously for four years (the contract was on a cost plus basis). They were returned in fairly sound condition. Next day the Snowy Mountains Hydro-Electric Scheme wanted to buy 8 concrete mixers. Sold! For \$250 dollars each — the new price at the time being about \$300.

## NATIONAL CONVENTION 1978

Will be held in Sydney in May, 1978. Barry McDonald is Committee Convenor and plans to make it the best ever for the small operator.

## VINTAGE VALUE

Trends in America indicate a reversal in attitudes to age. The fashion of discarding mature executives for youth and energy is on the wane. A lesson has been learned that wisdom and experience are vital factors in any organization and obviate many blunders in policy and planning.

## N.S.W. EQUIPMENT AUCTION

The surplus equipment auction, a great success last year will be held this year on the 11th October, 1977.

## SCOOP

Sales Manager Sven Lindgren of Dynapac has introduced his second *Australian Maid*, a special nine pound model "Anna", currently undergoing proving and acceptance trials at Wahroonga.

Stop Press: Dynapac has halted design work on the roller with static rolls and vibrating seat, but is considering a special design evolved from NSW Xmas party table discussions, namely; a pneumatic powered continuous excavating, trailer mounted, portable convenience with vibrating seat and suspension, complete with printed instructions and suitable reading matter.

## AN OPAL-HEARTED COUNTRY

Two years ago Joe Price hired a Kango Hammer to a character off to the opal fields. Suspicious, Joe demanded \$400 deposit. The hammer is still out on hire and payments arrive with constant regularity. The fossicker arrived at Joe's office recently, reluctant to enter despite Joe's welcome. "I've got me car full of opals and have to keep an eye on it," he said. "We'll have to do business on the footpath".

## MARSH MELLOWS

On 21st September, 1977, Toongabbie Hire Service Pty. Ltd., N.S.W., with Jeff Marsh at the helm, will celebrate 25 years in the Hire business.

## MEMO TO SUPPLIERS TO THE HIRE INDUSTRY

Please overstamp foreign and overseas brochures with your Australian address! Many brochures contain overseas addresses only with no local contact address or phone. This is a promotion and P.R. defect. Or why not have your brochures printed locally by Leader Publishing at competitive rates?

## KROEGER STRIKES AGAIN

Wing Commander John Kroeger of Melbourne flew low over Sydney in a sneak attack, shattering egos, images, sales and efficiency techniques. The well-aimed canon shots, however, exploded in great hilarity to produce one of the funniest speeches ever.

After-dinner speaker at the NSW Executive Seminar, John revealed he had sent 100 letters to Sydney Hire companies, supposedly from a person named A. MacInerny. Address and telephone number were on the letter which read:

The Manager  
Dear Sir,  
Could you please post to me a copy of your price list or brochure as I wish to hire some of your equipment in the next 14 days.

Yours sincerely  
A. MacInerny

John tipped out a mailbag full of catalogues and replies onto the banquet table and, with scornful flippancy, set about exploding the efficiency egos of all present. No one was immune.

Coates Hire made most companies look sick, when salesman Bruce Fuller of Miranda sub-branch appeared in quick time on the prospective client's doorstep. Only four companies out of a 100 sent salesman. They were Coates Hire, Hyteco Hire, Super Hire and Active Hire. They ranged between 1 to 5 days after Bruce Fuller. Coates other Sydney branches also received letters but reacted no better — no worse than many others. One letter arrived with 4 cents postage due, to be paid by the customer.

The great variety of answers, some arriving after the 14 day limit set by the phantom customer, ranged from catalogues and business cards only, to personally signed letters of thanks. One firm sent a 7-page newspaper supplement.

But the crunch came when the intrepid John Kroeger produced a book called "Business Success & Astrology". John then explained that the whole exercise had been pointless anyway as he could have predicted all the firms reactions from the birth dates of their managers. As outlined in the book.

e.g. *"Because of the Aquarians attraction to the unusual, some pretty odd characters will turn up in his office. Always make his appointments a little later because the Aquarian is notoriously unpunctual."*

According to John this explains why the catalogue from one firm arrived a day after the hire was supposed to have finished.

One price list arrived with a photo of the proprietor. This also is revealed in the book. *"A true Aretian is warm-hearted, kind, pioneering, combative and bursting with vitality. He is meticulous about his personal appearance."*

And from the Gemini whose salesman turned up 5 days after everyone else; *"He can accomplish more in a single day than his fellow workers will in a week. However, he does not make allowances for delay."*

A courteous "with compliments" slip was sent by a chubby Cancerian, and, according to the book, *"Because of his shrewdness, the Cancerian can make a formidable business man — his retentive memory helps him to remember his clients faces, names and personal details. But most Cancerians are very attached to their food."*

Of the 43 replies to the 100 letters sent out, 29 envelopes were incorrectly addressed. Spellings included, Macmorney, Merinerny, Mannering, Maanerny, maninirney etc. Although the phone number was on the customer's letter, only two companies out of a hundred telephoned to ask for the order. The first was a non-member of the Association — Angels Cot & Stroller Hire. The other was All Suburbs Hoist Hire.

Apart from the humour, John Kroeger's speech carried a timely message. He demonstrated that the average Hire company spent about \$10 attracting each new customer. A 10 cent phone call, a 50 cent mailing or a \$5 personal call is far better value.

Last year John Kroeger perpetrated a telephone atrocity on Sydney companies. We eagerly look forward to next year to see what the reluctant genius will spring. If there is a moral in the lesson it is probably, *Never Reveal Your Birthdate* or perhaps, *Let's form a Company and export Kroeger!*

### INVESTMENT ALLOWANCE — LATEST

National President Des Whelan with Neville Kennard and Barry MacDonald had an interview with the Minister Assisting the Treasurer, Mr. Ian Viner, on Wednesday, 24th August, 1977. Des reports the position as hopeful. Options are still open and the Minister has asked our intrepid negotiators to have dialogue with the Back Benchers Committee.

A letter has been sent to the Minister, Mr. Ian Viner, thanking him for his assistance and co-operation.



# State News & Views

## VICTORIAN HA — STATE ELECTIONS

Brian Elms of 'Micro-Check' is the new President of the Hire Association of Victoria. Brian Purton-Smith is 1st Vice-President and Jock McKecknie 2nd Vice-President.

Brian Elms address is: Micro-Check Sales & Service, 10 Manningham Road, Bulleen, Vic. 3105. Tel. (03) 850-5878; (03) 850-2316.

## N.S.W. NEW MEMBERS

The following new members have recently joined the NSW Hire Association;

### MEMBERS

Cyclone Scaffolding Pty.Ltd., Allied Plant Services, Hamiltons Hire, Armidale Hardware & Hire, J.C. Signs Pty.Ltd., Mudgee Ag-Quip Hire Pty.Ltd., The Tool Shed.

### ASSOCIATES

Pannell Plant Pty.Ltd., Bennett Honda, Ark Enterprises, Dolphin Motors Pty.Ltd., Winnick Machines, Mole Engineering, Consolidated Pneumatic Tool Co. (Aust) Pty.Ltd.

## SOUTH AUSTRALIA

### Stolen Property.

Return of Lightburn mixer as result of stolen property bulletin to members.

### Stihl Chainsaws

Suggest they be given serial numbers of any Stihl equipment stolen. They check equipment periodically and may be able to assist recovery of the goods.

**M. Cambridge** appointed to organize material for Hire Magazine.

### New Associate Members

A Clegg (Stihl) and P. Kuhlmann (Gitsham).

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## BAILEY'S ON THE I-BEAM NEW LADDER DESIGNS FOR AUSTRALIA

The new I-Beam extruded aluminium section is now being used in Bailey Ladders. New to Australia, the I-Beam for ladders is a result of much research in Europe and U.S.A. Tests prove these I-Beam styles to have the greatest strength and safety factors for ladders.

Bailey's own unique crimp-and-swage method of bonding forms a right angle connection of outstanding strength with the I-Bar. Large diameter rungs are used, serrated for safety and bonded in a manner to prevent turning in use. Solid non-slip neoprene feet ensure a perfect footing.

The wide range of Bailey Aluminium Ladders includes step, extension, double-sided, shelf, trestle, stool and folding ladders for general, industrial or trade use.

In a family business established over 20 years Baileys offer the following features:

1. Product quality — to Aust. Standards Assoc. requirements in all cases.
2. Price factors — Special discounts for stock quantities.
3. More Hire units per ladder — increased return for initial outlay.
4. Increased production facilities — orders fulfilled promptly.
5. Friendly advice from experts.

Factories are in Brisbane, Sydney and Melbourne. Enquiries: W.H. Bailey Ladders Pty.Ltd., Brisbane — 345-1033, Sydney — 771-6055, Melbourne — 544-5069.



# LETTERS TO THE EDITOR

Dear Bill,

Here is a letter from Bill Grasse of Acme Rents in Los Angeles, who wishes to pass on to all the Australians who have visited him in the past, his best regards and hopes that they will visit him again. Any other members of the Hire Association would be most welcome when in the Los Angeles area.

R.T. Williams,  
 Managing Director,  
 A.A. Arc Welder Hire Pty.Ltd.

*Visiting Australians —*

*This isn't the right way to write our guest a personal note. Wish there was time to write each of you personally...To thank each of you for visiting us and attending the convention in Phoenix, Arizona. Not forgetting your visit to our Glendale location, topped off by a party at Sam's house. If all goes as planned, could be Elli and I will again visit Australia, September 1978. If we can be of help to you on this side of the world, call on us - Welcome home.*

*Bill and Elli Grasse*

The Editor would like to be notified of new members, either from State secretaries or from individual members. New members are invited to submit business and personal profiles for inclusion in the magazine. Let us get to know you.

## PHOTO COMPETITION

Following a suggestion from Len Booth of Victoria, the magazine will run a Photo Competition with the theme, **A PICTURE IS WORTH 1,000 WORDS.**

Some examples might be:

- A recently renovated Hire Centre
- Landscape Additions
- A Safety Innovation
- Just carried out a Community Service
- A Display of Equipment
- Any Photograph connected with the Hire Industry

which speaks "1,000 words"

Please add a few words to describe the photograph. (?) (!!) No limit on numbers. Hire Magazine & Rental Equipment News aims to publish as many as possible in each issue.

The competition commences from *now*, with the anticipation of receiving the first photograph from Len Booth. Sorry Len!

The winner, chosen by the President and the Editor, will be presented with an 'image award' (yet to be decided) at the Annual Convention.

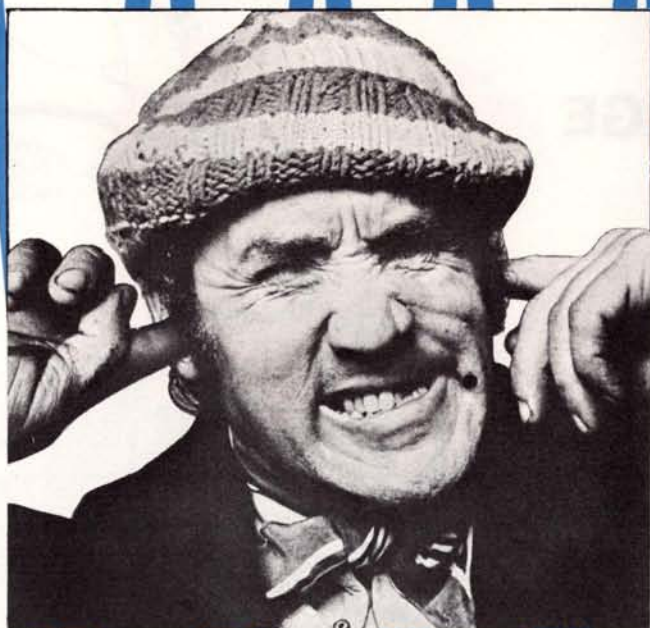
Remember the theme! **A Picture is worth 1,000 words.**



Complete the following and post it to the Publisher.

I am interested in joining the Hire Association in my State. Please forward details to:

.....Contact  
 ..... Company  
 ..... Address  
 .....  
 State.....Post Code.....



## ...not with Compair's SEQ series of portable compressors

COMPAIR'S "TOTAL TUNING" concept has always meant acceptable noise levels . . . and now, at little extra cost you can choose from the **SEQ Series of extra-quiet portables**.

With features basically similar to the well proven CV/CR series it's the improved canopy design that helps get noise level below **70 dBA**.

The SEQ Series is available in **Broomwade** rotary vane or **Holman** rotary screw designs with models ranging from 85 cfm to 275 cfm capacity.

COMPAIR can also supply a range of stationary compressors, rock drills, air tools and accessories.



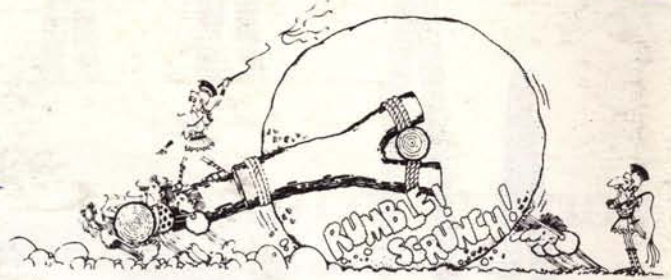
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275 2022. W. Australia (E. Perth) 25 2099. Tasmania (Launceston) 31 7866.

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