

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA
AND THE HIRE SERVICES ASSOCIATION OF NEW ZEALAND INC.

HIRE

AND RENTAL EQUIPMENT NEWS

Vol.12 No.8 September, 1979

Registered for posting as a periodical – Category (B).



Victorian Premier Hamer opens Donpra Hire

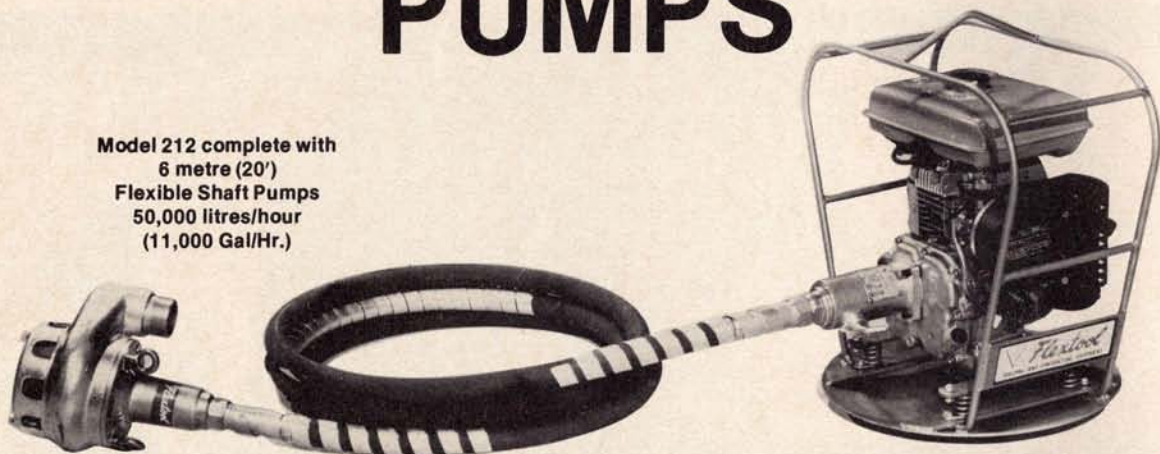
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HIRE

AND RENTAL EQUIPMENT NEWS

VOL.12 No.8

September, 1979

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Opinions expressed in HIRE and Rental Equipment News are not necessarily those of the Hire Associations.

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**VICTORIAN PREMIER
HAMER OPENS
DONPRA HIRE —**
See page 7.

All Editorial copy and advertising material should be addressed to:

**MARTYN FROST: Suite 6, 38 Rowe Street,
Eastwood, N.S.W. 2122.
Telephone (02) 85-2030**

PUBLISHER:
Leader Publishing House,
2 Dale Street, Brookvale,
N.S.W. 2100. Phone (02) 93-0351

ADVERTISING DEADLINES:
Hire & Rental Equipment News is a monthly magazine. Advertising booking deadlines are the 15th of month preceding month of issue.

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viewpoint



On a rainy, cold miserable Tuesday in early September I boarded an Ansett DC-8 bound for Surfers Paradise and the Annual Convention of the Hire Australia of Australia ...

Sixty minutes later I was walking across the tarmac of Coolangatta Airport. The sun was shining ... the palms were gently swaying ... the sea was blue and the girls in their lovely little bikinis looked just fantastic.

On to the Chevron Hotel where I was met by the welcoming committee.

And the reason ... The 8th Annual Convention of the Hire Association of Australia was under way. I had been invited to attend the convention as a guest of the Association back last April. It's amazing how quickly the time has flown since then.

Overall the convention was a huge success. I spoke to many of the delegates, both Hire members and Associate members and the overall opinion was one of satisfaction with the facilities and with the programme. Naturally enough you can never please everybody – that's what life is about, I guess – but if you can keep most of the people happy for most of the time, then you've done a good job.

My congratulations go to Mark Williams, the Queensland Hire Association President, whose committee must have worked so very hard. To John Mason, Bob Kardachi, Adrian and Dorothy Verney, and to all the other helpers – a big thank you for a truly memorable time (including Thursday morning which remains memorable for another reason – oh my aching head!)

Congratulations to the crowd from Donpra Industries ... their recent opening of new Hire premises was really done in style.

Don't forget the special decals and consumer leaflets that have been printed especially for you. Prices and details from your local State Secretary.

And whilst on the subject of promotion ... there's a special printed Hire T-Shirt ... full details are on page 4 they look really good on any sort of body.

So much for the good news ... now for the bad news. It looks like this will be the last issue of 'Hire and Rental Equipment News' produced.

As you are aware I have been acting as the editor since January. Since then we have tried to bring out a topical, interesting magazine that you, the reader, will look forward to receiving. From the many comments received in my office, we appear to have been doing just that.

Unfortunately the world of economics is against us. It is just not possible to produce a small run trade magazine on a break even basis. Frankly our publisher has been carrying the magazine and, like all good businessmen, just cannot afford to continue making a loss.

And so to you loyal readers, my thanks; to the advertisers who have stayed with us ... my thanks also. As this is probably the last issue I've tried to make it as interesting as possible.

Au Revoir!

Martyr Frost.

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DONPRA HIRE OFFICIALLY OPENS DOORS FOR BUSINESS

Hire in Victoria started a new phase, when The Premier of Victoria — Mr. R.D. Hamer ED, MP opened Donpra's new Hire and Sales Complex in Morwell, the heart of the Latrobe Valley.

The distinguished Victorian Premier, together with over 100 V.I.P. guests, sat down to a splendid lunch prior to the opening ceremony. A notable personality present was the local M.P., Mr. Derek Amos, who being a keen progressive minded gentleman, applauds any sound progress which creates employment. This, Donpra Hire has done, as from a two man project in August 1976, it is now a 21 man project in 1979, and is still progressing.

The ceremony was held when the guests, now swollen to nearly 200, were seated in the new Show Room. Welcomed by a fine address from Mr. Ian Donald, Donpra Industries Managing Director, The Premier responded by congratulating both Mr. Donald and Mr. Paul Caprara, for their initiative and direction of purpose, in expanding their Civil and Mechanical Engineering into the field of Hire and Sales. As he termed it "they had the gumption and used it". After the unveiling of a gold lettered black marble plaque, Mr. Hamer was presented with a painting of a local scene by a well known artist.

It was a very interested Premier, who with his

entourage led by Mr. Donald, inspected the workings of a modern Hire Centre, and he even tried his hand at driving a tandem roller. Many items attracted his attention, and he was very impressed with the new electric work hoists, the huge range of generators from 1 KVA to 625 KVA, and Donpra's range of site accommodation. His praise of the modern lunch room set up, was very enthusiastic.

Following in the wake of Mr. Hamer were the guests, escorted by Donpra's senior staff, who gave a running commentary on the equipment, whilst other staff operated certain machines with technical explanations to interested visitors.

It was a magnificent display, the 2½ acre yard, newly hot-mixed and line marked, was set out in orderly rows of fine, well kept equipment, all fresh in their coats of green paint. Large signs on each row identified the machines for the convenience of the customer.

After the yard inspection, everyone arrived back at the show room, which, now that the chairs were removed, had been set up with its normal display of new equipment. At this period the Premier made his departure, but as guests began to leave, more and more arrived, to have refreshments and see the new centre.

It is estimated that not less than 200 people at any one time, were in the show room and yard, which was lit up by Donpra's own manufactured light towers. Naturally the well stacked 'on the house' bar, with pleasant waitresses, and well attended food tables, helped to create a carnival atmosphere.



Mr. Hamer officially opens Donpra for business.



The Victorian Premier, Mr. Hamer, talks with Mr. Ian Donald, Managing Director, Donpra Hire.



Guests at the opening of Donpra Hire.



SURFERS PARADISE CONFERENCE REPORT

HIRE ASSOCIATION EIGHTH ANNUAL CONVENTION SURFERS PARADISE

On Tuesday September 11th the eighth annual convention of the Hire Association was officially opened at the Chevron Hotel, Surfers Paradise.

The President of the Queensland branch of the Association, Mr. Mark Williams welcomed the delegates from all over Australia at a cocktail party.

In addition overseas delegates from the United States of America, England, New Zealand and Papua New Guinea were also welcomed.

At the cocktail party delegates mingled before the official speeches were made.

The welcoming address was made by Sir John Egerton, who was introduced by Mark Williams.

Sir John made an interesting fifteen minute speech touching upon various personalities currently in the political arena.

Sir John congratulated the Association upon a well thought out programme. He commented that most of the topics he would have liked to cover were in fact already included in the agenda.

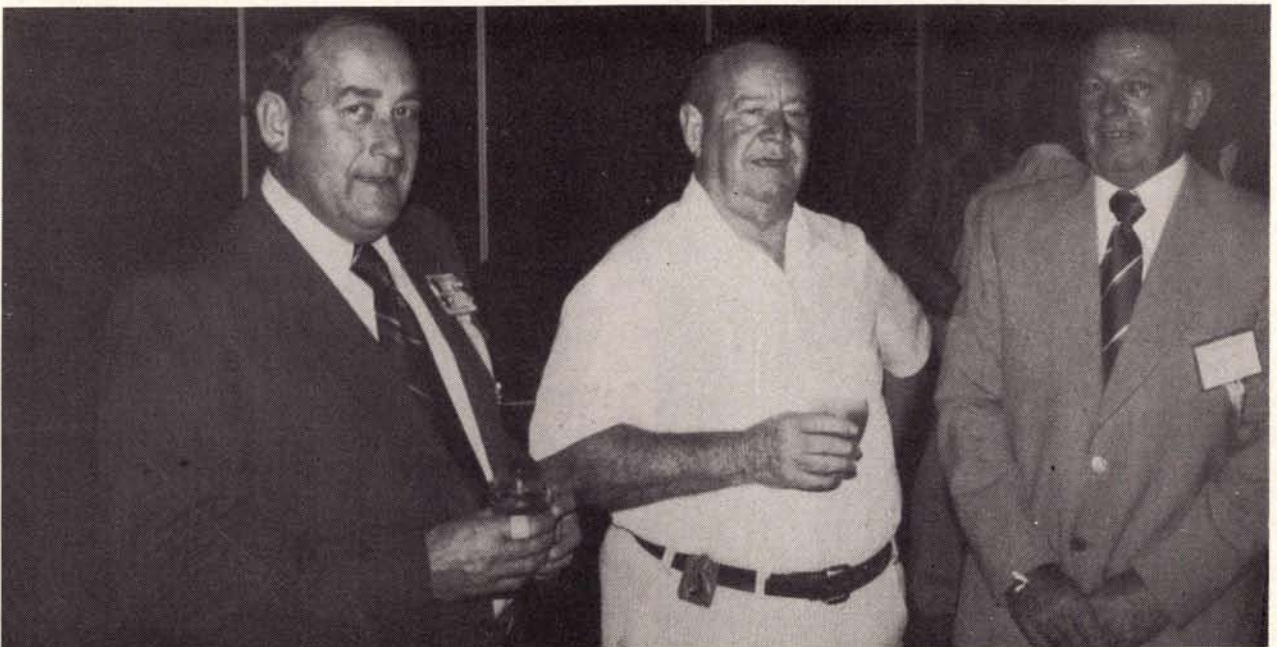
Sir John, in a relaxed atmosphere, welcomed the convention delegates to Surfers Paradise, where he is the Deputy Mayor, Gold Coast City Council. Sir John asked the delegates not only to consider the official convention theme of "Looking Forward..." but also to consider the last ten years ... "the tragedy of the last ten years" as Sir John described them.

In an interesting talk Sir John touched upon several points, some serious, some more light-hearted. He made mention of one current politician (who of course will remain nameless) with whom he has crossed swords.

On the serious side Sir John suggested that the National minimum living wage legislation, as instigated in 1953, be one of the bases of negotiation today.

Sir John then went on and spoke of the wage award system and the state of the union strength in Australia.

He finished off his short talk by wishing the convention and all the delegates "all the best".



Sir John Egerton, National President John Mason and Queensland President Mark Williams at the official opening.

Wednesday September 12th – Keynote Seminar

“LOOKING BEYOND 79”

Bob Ansett Addresses Convention

“WHEN THE GOING GETS TOUGH – THE TOUGH GET GOING”

The first official work session of the eighth annual convention of the Hire Association of Australia was officially opened by Bob Kardachi, member of the conference organising committee.

Bob welcomed delegates and then introduced the first guest speaker of the convention, Mr. Bob Ansett.

CHALLENGE OF COMPETITION

Mr. Ansett explained to the convention that he had chosen the theme of his talk as the “Challenge of Competition”.

He explained that the previous month had been an exciting one for him.

Firstly he had to consider the suing of the Federal Government. Then there had been the opportunity to appear in ‘Playboy’ – in a verbal situation and not a photographic one, he added.

Thirdly he had spent a lunch with the Federal Treasurer, Bob Howard. Together they had discussed budgets. Howard discussed his budget and Ansett discussed his own ‘Budget’ (Rent-a-Car).

Finally he had dinner with the American President’s son, Jack Carter. Topic of conversation were famous fathers.

Mr. Ansett then went on to talk about competition and how it affects all people, from the family situation, through school and into a persons career situation. The eventual outcome of competition, to date, he said, was the placing of a man upon the moon.

Ansett then went on discuss the paradox that if competition indeed had done so much for people and mankind why certain industry leaders today should try and achieve the prevention of competition.

He offered the reason that large corporations and organisations, once having established themselves, were not keen to let others get the same opportunities.

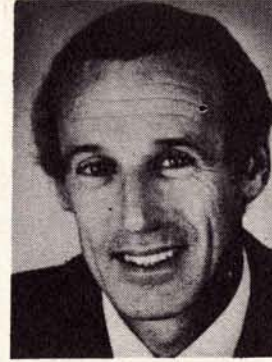
THE WILL TO WIN

Ansett told the convention that he valued highly the “will to win” personality. He explained that this sort of person knew what he could do: he wasn’t egotistical: he was in control of himself: he had a free mind: he followed hunches: he acted spontaneously.

FOUR DISTINCTIVE PERSONALITY TYPES

Ansett said he felt there were four distinctive types of survivors in today’s world. They were:

The Craftsman – the gentle holder of traditional values.



The initial talk was given by Mr. Robert Ansett, Managing Director of Budget Rent-A-Car System Pty. Ltd. Ansett was born in Victoria and moved to America in 1941 with his mother and brother. He played American football for a number of years at the University of Utah where he also studied business administration.

His company has grown in strength from a turnover of one million dollars in 1971 to over 20 million dollars in 1979.

His current ambition is ... Budget to be number one in '81.

The Jungle Fighter – The “dog eat dog” character who can easily destroy all around him.

The Company Man – surrounded by “low risk” in a world dominated by fear.

The Gamesman – A person who loves the glory of winning. A tough, demanding type, never destructive.

Ansett explained how he had played American football for a number of years and how he had become a student of football coaches. He felt the attributes of coaches could be translated into the business environment. Within this type of analogy, he sees himself as the coach of the “Budget” organisation.

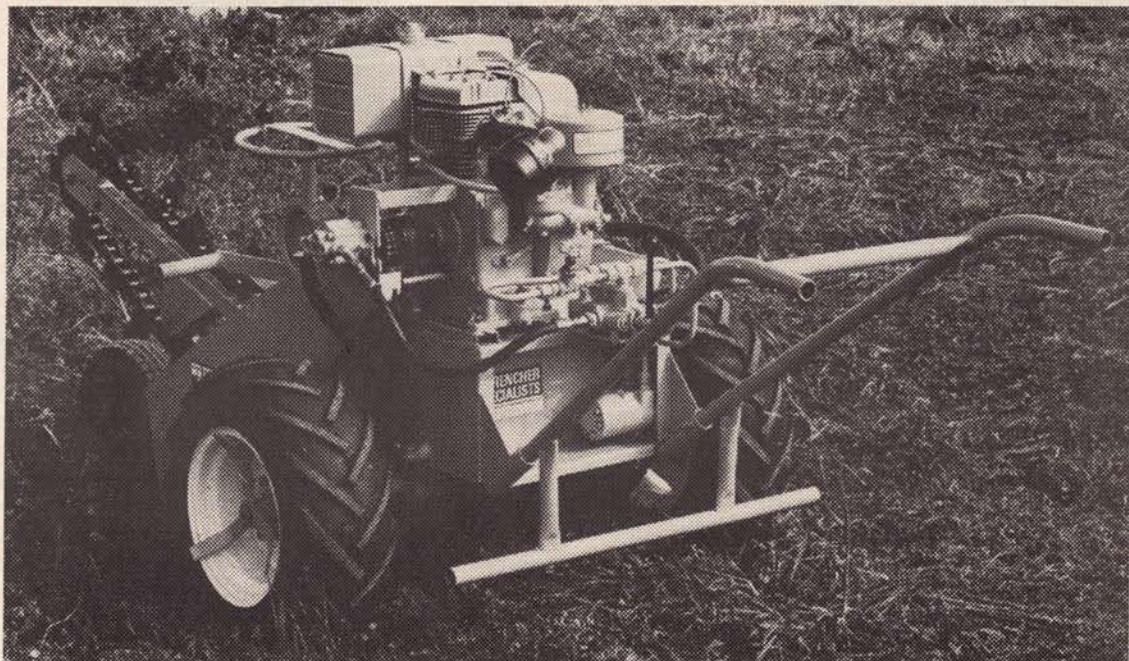
As the coach of this team he tries to make the job fun for his employees. They should be happy. And his job is to create the atmosphere where they will be just that, and therefore contribute more to the organisation.

Ansett explained that he wanted people who really wanted to work for “Budget”. He even has a policy whereby he offers an initial salary that is lower than

Continued on page 35.

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SURFERS PARADISE CONFERENCE REPORT

THE CHALLENGE OF THE 80's IN THE HIRE INDUSTRY IS IN MANAGERIAL EFFORT NOTHING IS CONSTANT EXCEPT CHANGE

Aggressive Marketing: The Challenge of the 80's
by Dr. Geoffrey Kiel

The second of the Convention talks was presented to the delegates by Dr. Geoffrey Kiel.

The talk outlined the various factors that had to be taken into account by the businessman of today in making decisions for the future.

Dr. Kiel asked the conference delegates to reconsider what had happened during the last ten years. The revolution of the 1970's. Two examples of how companies and organisations had met the challenge were mentioned. The first of these was the K-Mart operation which back in the 1950's was a small store in the United States. However the management of K-Mart realised there was a change sweeping through the retail field. They realised and reacted to this change and are now one of the largest and progressive marketing competitors in their field.

On the other hand, and at the other end of the scale is, or was, an organisation called Anthony Horderns. It was only a few years ago that this large department store in down town Sydney was the first place most people would go to purchase their clothes, furnishings, etc. Now the building is used for different purposes ... a car park, a warehouse. And why? Because the management of Anthony Horderns did not see the changes that were coming and made no provisions for the future.

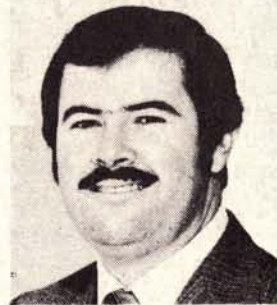
FOUR TYPES OF REVOLUTION

Dr. Kiel went on to address the delegates of the four types of revolution that would affect our lifestyles, both on a private and business basis, in the 1980's. He listed them as:

1. The Demographic Revolution
2. The Social Revolution
3. The Economic Revolution
4. The Technological Revolution.

The Demographic Revolution

Dr. Kiel compared the population growth as experienced during the 1950's and up to date with the



Dr. Geoffrey Kiel is currently lecturer in marketing in the Graduate Business programme at Queensland University. Apart from his many market research activities, he also serves as a Marketing Consultant and Lecturer.

expected growth from today until the year 2000 i.e.
1950-1979 Population growth rate 25%
1981-2000 Population growth rate 7% approx.

The points to realise from these figures Dr. Kiel explained were:-

1. In the past Australia's growth has been based upon a population growth.
2. There will be a change of age grouping within the total population. For example the largest percentage will be in the 25-40 group.

The Social Revolution

Again Dr. Kiel produced an array of figures to show the audience how the changes in the Social Revolution were effecting our society. For example he cited the fact that in 1973 20% of married women were in the work force, whilst only three years later this figure had doubled to 40%. And as a direct result we had correspondingly increased figures for the sales of such items as take away foods and travel and leisure products.

Continued on page 12.

Continued from page 11.

The Economic Revolution

Dr. Kiel discussed the differences in the economic state of the country up to recent times, when we had a strong economic growth situation; in comparison we have recently been experiencing the problems of high inflation, high unemployment, higher interest rates and reduced gross national product. Dr. Kiel warned the conference that these situations would continue with estimates being given of a future inflation rate of between 5-10%; unemployment 6-10%; growth rate of 4%.

Dr. Kiel said we should consider three important areas that the above figures would have a bearing upon:

1. The limited business opportunities that would come about as a result of excess capacities. Two examples that came to mind were the current excesses of television sets and cars.
2. The continued increased upward pressure on costs, raw materials, labour and inflation.
3. The increased competition.

Technological Revolution

Dr. Kiel indicated the expected growth in technology that could be expected during future years. He gave the historical case, as an example, of the computer that cost one million dollars in 1965 and measured 6 foot by 4 foot. A micro processor could be produced today that would measure one inch square and cost \$10!

As a result of such continuing and ongoing improvements we can expect:

1. New personal computers for the home
2. Video games based on computer technology
3. Improved efficiency in the business areas of payroll, stock control, funds transference, etc.

Dr. Kiel emphasised that the important point was to be aware of these changes and how they would affect us and our businesses (and our competitors).

Dr. Kiel summarised these four 'revolutions' by saying it would be the company and management that was aware of these developments and made plans accordingly that would prosper. He suggested the need for strong financial control, investment, plus a basic need for aggressive marketing and a thorough understanding of the marketing concept.

"TO UNDERSTAND THE RULES – TO KEEP IN TOUCH"

And finally, at the end of an excellent address by Dr. Kiel, he left us with some questions for us to ask ourselves:

1. What market segment will we aim at?
2. Do we have the right product mix? Services? Staff? Range of products?
3. Are our priced tuned efficiently? Do we compete? Do we have to be the cheapest – or the most expensive?
4. Is our promotion, our advertising, sales force as effective as it should be?

DON'T SET YOUR BUDGET ON WHAT YOU CAN AFFORD BUT ON WHAT YOU NEED!



Alan Rutherford, Hire Kingdom with an overseas guest at the official opening.



Shelly Wyatt, official conference hostess.

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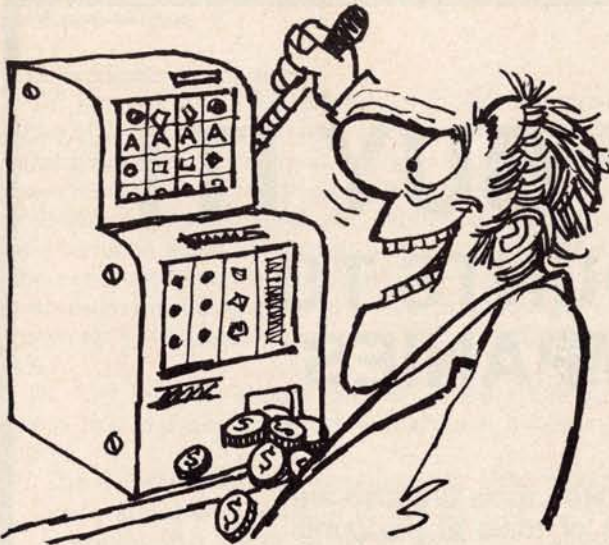
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TUESDAY EVENING SEPTEMBER 11TH

On the first night of the conference a social night was held at the Terranora Country Club on the roof of the Gold Coast.

The club is situated just inside the New South Wales border and is allowed to operate poker machines, which are excluded from the club fare enjoyed by most of our other States.

Delegates lurched into the fray, eager to beat the "one armed bandits" at their own game.

The results were unfortunately predictable, based upon the accepted published success ratio of these machines.

Bloodied, but not beaten, delegates renewed their attacks.

One distinct non player was Rolf Schufft, the Association Secretary. Rolf knew all about poker machines, he said. "Lost too much money".

Just as the coaches were filling up to return to Surfers Rolf decided to throw away his change into the nearest machine.

You've guessed it. Two minutes later Rolf boards the bus forty five bucks richer and a happy smile on his face.

End of story.

Didn't Shelly Wyatt look terrific? And what a marvellous job she did as the official Convention Hostess.

The Tipplers Tavern, venue for the Wednesday evening barbecue is well named ... I don't think I've seen so many genuine tipplers for a long time ... particularly next morning (and it takes a "tippler" to know one!).

QUOTABLE QUOTES FROM THIS YEARS HIRE CONVENTION

"Anybody can make money. The secret is to hold on to some of it".

Jack Munroe, US Delegate

"With a quarter page in the Yellow Pages, a few brochures featuring some photographs of the yard my wife took last week, and a 12cm triple column every now and then in the local paper – that's good enough for my advertising campaign".

**Dennis Slade, Business Development Manager,
Garney Clemenger**

"Was guilty of taking (the young lady) behind the bushes, stripping her naked, covering her with fruit, jelly and custard – and is now accused of becoming a trifle sexy".

**John Kroeger,
Summary of the Conference Proceedings**

"How to beat the computer? Use your imagination! No computer has that – yet!"

**Eric Williamson,
Discussing Computer Technology**

"I saved over \$82,000 in five minutes talking to one member of the Australian Association in 1977".

Bill Cushing, US Delegate

"The final answer is Quality, Image, and Service. Not price".

Bill Cushing, US Delegate

"When asked to give a short talk on my favourite subject, sex, I got up and said 'Ladies and Gentlemen, it gives me great pleasure' and then sat down".

**Bob Langham,
Opening his address at the Convention**

"The sort of executive I look for is lean, fit and hungry".

**Bob Ansett,
Rent-a-car**

"WITH THE FUTURE IN MIND"

The first day of the conference seminar continued after morning coffee with several addresses based upon the theme – the past, the future and how to control our destiny.

The first speaker was George Tanton, the General Manager of the Coates Hire Organisation in Australia.

George gave us an excellent presentation entitled "From Little Acorns..." George showed how his organisation had developed from the late 1880s, concentrating primarily on selling and servicing engineering products. This situation changed in the 1950's with the advent of so called "demonstration charges", particularly in relation to vibrating rollers.

George suggested that for the future we all consider ... "to keep looking forward ... to be innovative ... to plan, and get closer to the market place ... for the industry to be more efficient, management must be more effective."

In "Stateside Story" Mr. Allen Rundell, from Texas, showed the delegates how he had developed out of scaffold hire into a new concept of manufacturing concrete walls called "Tilt Wall". He suggested that this sort of slab wall manufacture could be the next type of building erection method to come to Australia.

The third of the mid morning presentations was given by Mr. John Rudd who spoke on "As one door closes ..."

Mr. Rudd gave practical examples using the Walter Reid Pty. Ltd. organisation, of how business operations should be constantly aware of opportunities and take advantage of them. Mr. Rudd cited his company as having been involved throughout the years in small stores, a sheep property, eighteen hotels, a travel agent for TAA, and currently primarily a wholesale merchant.

John Mason was the next speaker who chose as his topic the theme "From Rags to Riches". John very quickly pointed out that his title did not mean that he had come from poverty to affluence; instead he had used the title to indicate the "rags" as being representative of the clothing industry (The rag trade) and the riches as being representative of the Hire Industry.

John gave us examples of men and companies who couldn't and wouldn't adapt to market changes and eventually, like the prehistoric dinosaur, went out of existence.

John explained how for many years he had operated a tie manufacturing factory with a degree of success. However for different reasons, the marketing

environment changed ... but he didn't. Suddenly he was left with a decision ... and he chose to close down his factory and find a new career.

John chose "Hire".

The last presentation of the Wednesday morning work session was given by Ray Kelsey, the Managing Director of Wreckair Holdings Ltd. Ray started off his talk with the key question "Will business get harder or easier?" To this the audience unanimously agreed it would get harder.

Ray then presented the thought "You cannot do today's job with yesterday's methods and still be in business today".

Ray went on to discuss several points that this thought threw up. Included were:

- New Methods – For example a football coach to keep his team winning has to be constantly on the lookout for new tactics, new players.
- Identify the potential
- Benefits to the club (or benefits to the Hirer)
- Profit
- Customer Satisfaction
- Don't wait
- Solve the customers problems.

And as an extension of the last point Ray re-emphasised the well known saying:

"If you are not part of the solution, then you are part of the problem"

Bob Kardachi summarised to the delegates a very interesting mornings conference.



Ray Kelsey delivers the last presentation to the delegates of the Wednesday morning session.

Got a cutting job... hire a Stihl



08S CHAINSAW

When you hire the rugged Stihl 08S, you get all the features that makes Stihl the best hiring chainsaw in the world.



CUT QUIK

When you've got to cut steel, concrete or asphalt and you want to do it fast hire a Stihl Cut Quik and you'll have all the power to do your cutting job with precision and ease.

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41 BARRY ST., BAYSWATER. VIC. 3153. PH.: 7293522



SURFERS PARADISE CONFERENCE REPORT

EVOLUTIONARY LIFESTYLE CHANGES

The second mornings work session of the 8th Annual Conference of the Hire Association of Australia took place on Friday the 14th September 1979 at the Chevron Hotel, Surfers Paradise.

The session was titled "Evolutionary Lifestyle Changes" and was chaired by Bob Kardachi, the Queensland Manager of Coates Hire Company.

Bob introduced the first speaker of the morning, Mr. John Jones, the State Executive Officer for the Metal Trades Industry Association of Australia.

Mr. Jones had chosen as his topic:

LABOUR RELATIONS – A CONSTANTLY CHANGING SCENE

During the early part of his talk Mr. Jones gave a brief history of the Labour Relation scene in Australia, going back to the 1880's up until today. Mr. Jones spoke about how the unions had grown and how employee organisations had fought back; the introduction of the political wing of the Unions – the ALP; The Commonwealth Conciliation and Arbitration Act of 1904; The basic system of employee/employer negotiation had worked reasonably well until the 1960s when unions started to go to strike without consultation. This resulted in their current desire to be free to negotiate

both within the arbitration system and also to strike outside of the system for additional benefit.

Mr. Jones went on to talk about the current significant issues facing us today:

WORKER PARTICIPATION

The right by unions and members to become involved in the decision making process of management.

TRADE UNION TRAINING

The desire by Unions for on the job training with full pay. Current test case involves a two week period although it is expected that up to six months may well be requested eventually.

SUPERANNUATION

A national fund is required.

35 HOUR WEEK

The ACTU policy to help create new jobs.

Mr. Jones finished his most interesting talk, after also touching upon the National Wages Policy and the Current Services Legislation, with a thought for the future – the twenty five hour week by the year 1990?



John Hooper, Powerlite, at the Trade Exhibition.



Two Gold Coast beauties made the Atlas Copco stand very alluring.



SURFERS PARADISE CONFERENCE REPORT

... and so to a close

The final conference work session came to a close with Sir Bruce Small – “Mr. Gold Coast” – talking to the delegates about the growth of the Gold Coast during the last twenty years.

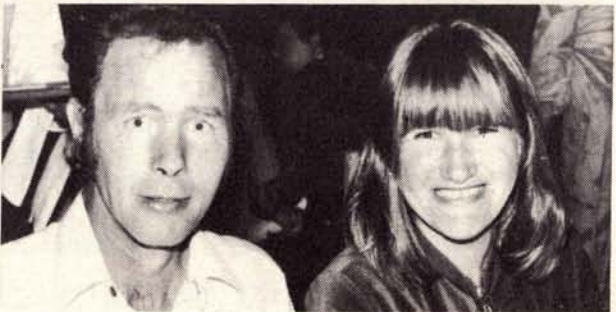
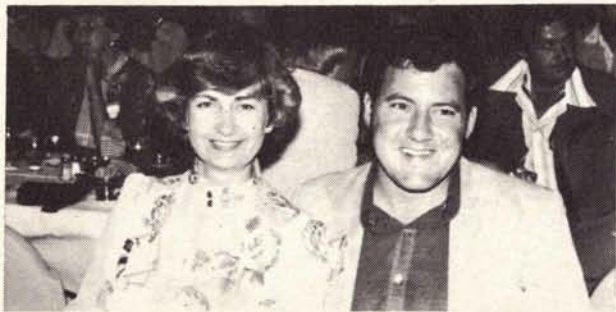
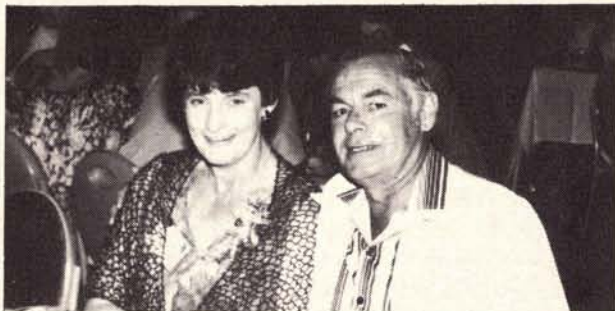
Sir Bruce explained how he had a vision of the canal system and how he set about the original project using just 100 acres of low lying land. Sir Bruce said the original problem was to find enough fill to build up the land to approximately eight feet over its existing level. By using a canal network the fill was obtained. From the original 100 acres the project was increased to include an additional 650 acres.

In the meantime the terrible gales and cyclones of the late 1968 winter all but destroyed the Gold Coast as a tourist resort. Terrible publicity was received and it was generally conceded that the Gold Coast could not survive. Sir Bruce took over the reins and hit upon the theme of the “Bikini Girl”. With girls on each arm Sir Bruce toured the country getting as much publicity as possible for the resurrection of the Gold Coast Tourist resort.

The plan worked and soon the area resorted to its popularity as the number one Tourist attraction.

Sir Bruce finished his talk and was given a standing ovation from the audience.

SOCIAL NOTES



... AND SO ON TO MANILA FOR 1980!

The Eighth Annual Conference of the Hire Association is over. Delegates have returned to their home States, once again rekindling the bond that exists between friends and business associates.

If you were at Surfers you would know what a great time it was. If you couldn't make it this year – well there's always 1980.

And in 1980 we have the best yet!

MANILA

The first off shore convention will take place at the luxurious Silahis Hotel, located on the Roxas Boulevard.

During the next few issues of 'Hire' we will be telling you a lot more about Manila ... the country ... the people ... what to do and where to find it.

In the meantime we'll start in this issue with ...

Manila: Looking around

Manila is renowned for its beautiful sunsets, soft and glowing red tints which linger over Manila Bay where the Pasig River meets the sea in lovely curving shores with arrow-shaped fish traps in the middle. Founded in 1571 by Legaspi, another Spanish emissary, Manila was built on the ruins of a Mohammedan settlement. The original city of Manila was called Intramuros (Walled City), and was a maze of cobbled streets and characteristic Spanish architecture with Romanesque churches and tiled-roofed houses. Most of the historic and picturesque buildings were destroyed during fierce bombing raids during the war, but the Metropolitan Cathedral has been restored, St. Augustine's Church stands splendidly intact with its incredible ceiling – painted to look like sculptured stone – and Fort Santiago stands as a monument to the days of Spanish rule. The seat of both Spanish and American colonial power, the fort was used as a prison during both the Spanish and Japanese occupations. It also held the political reformer Jose Rizal in the last hours of his life before his execution in 1896. Markets are another typical example of Manila life, with their galaxy of sights, sounds and smells – there is some beautiful seafood to be had in the Philippines, plus some of the most delicious fresh fruit in the world.



Members of the Industry are invited to contact Peter Brown of Travel Scene in Sydney for further details. The number is (02) 389-7000.

YOU CAN WIN YOUR CONVENTION FREE

As an added incentive for early registrations, all those registered for Manila by December 31st will be eligible for the LUCKY DRAW. The prize being a free trip for two, to the convention only including air fares and accommodation. So be early and be in it.

The Annual Gala Dinner Dance of the Hire & Rental Association is to be held at the Great Hall – National Gallery, St. Kilda Road, Melbourne, on Saturday, 1 December, 1979.

Member cost to be advised, and will cover food and liquor. Your Association has subsidized the cost of venue rental and band.

The venue is impressive, the menu is great, and all that is required to make the function a success is YOU. Be in it with all your usual enthusiasm.

Members are encouraged to invite, staff, business associates and friends to participate in this gala function.

Adequate space available.

Plan your company "DO" around this one!

WACKER AUSTRALIA combat costly repair problems

In a world today where not enough attention is paid to the correct care and handling of other peoples' equipment. The old problem of costly repairs to hire equipment, the old problem of costly repairs to hire rate, together with work standards and mass production, effecting products that some years ago, did not have the same problems they appear to have at present.

A new product that WACKER AUSTRALIA has produced to combat these problems is their EHUB 10y/220 ELECTRIC SINGLE PHASE HIGH IMPACT HAMMER.

Set out below are some very exciting maintenance free features displayed in this heavy duty machine:-

1. It **will** cut a 5" hole in concrete (with a core cutter).
2. A rugged 1100 watts of power.
3. Heavy duty dog clutch that protects the armature and drive mechanism, if in a drilling position the drill bit is jammed.

4. The drilling mechanism can be very easily disengaged by simply turning a "selector knob" for breaker work.

5. In the "breaker" position, this hammer really excels itself by not allowing the tool socket and drive shaft to rotate during clay spade or demolition work.

Most rotary hammers on the market today do just this, and it is a known fact that unnecessary wear develops in a short period of time resulting in profits being eaten away in spare parts and labour costs.

The most unique aspect of the EHUB 10y/220 is the small number of functional working parts. *No unnecessary "shims", "space washers", "packing bushes", etc. are used, as can be seen by the illustrated cut-away version:

A very thoughtful maintenance kit is supplied by way of spare set of bushes, grease gun and grease pack, spare parts and instruction manual, spanners and allen keys, and a sturdy steel carrying case; in all a straightforward, rugged, heavy duty work horse is the only way to describe a very practical and much needed product in the hire industry.

Further details may be obtained from your local state office of WACKER AUSTRALIA.



HIRE ASSOCIATION OF SOUTH AUSTRALIA



From the Minutes of meeting held on Wednesday, 8th August, 1979.

PRESENT

Messrs. M. Young (Chairman), F. DePieri, R. Stewart, M. Cambridge, R. Roberts, J. Carpenter, R. Searle, N. Hallett, J. Wass, B. Hall, Mrs. C. Mounsey.

MINUTES OF MEETING HELD ON 11/7/79

As copies of these Minutes had been distributed they were taken as read.

BUSINESS ARISING FROM MINUTES

(a) Master Sheet Equipment on Hire

This is in process of being compiled.

(b) Camping and Party Hire Division

M. Young has a list of possible members to whom he has written re formation of Sub-Division.

MEMBERSHIP

Application for membership with \$70 subscription had been received from B.C. Enterprises Pty. Ltd. (B.J. Hickey - C.A. Hickey) Katherine, N.T.

GENERAL BUSINESS

(a) Firms were warned to watch their cash box, one firm reported that in less than 30 seconds the entire contents of their cash box had been stolen. Suggestion made - if employees are made to make up any losses out of their own pocket they would take greater care and take more precautions.

(b) Resignation of Secretary

The Secretary gave notice of her intention to resign but is willing to carry on duties until a suitable replacement is found. The Secretary's resignation was accepted with regret.



VICTORIAN HIRE SHOW HUGE SUCCESS

Late August saw the Victorian Branch of the Hire Association take on their largest publicity promotion yet – a fully manned stand at the traditional Home Show. Regular attendance at this show is in the vicinity

of a quarter of a million people – all potential users of Hire Equipment.

The stand was a professionally designed unit and set off the various equipment available on hire, including, builders and handymans, medical, and party.

In addition over 12,000 copies of a special booklet were given out to the general public at the show.

Letters

24th August, 1979

Mr. Martyn Frost,
Editor 'Hire'.

Dear Martyn,

Thank you very much for your kind letter of July 24th 1979 and for the very interesting copies of the magazine which you produce so well. We certainly look forward to receiving further copies, but feel that

if there is a subscription to be paid then we would like to pay it. Perhaps you could let me know?

In the meantime, thank you for your good wishes and we look forward to developing a close association with you and everybody in the hire business in Australia.

Kind regards,

Yours sincerely

Ian Calder

South African Hire Association



Now is the time to buy

- COMPACTORS
- DRILL RIGS
- PORTABLES

from

INGERSOLL-RAND

These popular Hire lines can be financed
by Ingersoll-Rand's in house finance company.

You will be pleasantly surprised at these
arrangements — confidentiality to suit your ideas.

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BANBURY ENGINEERING GAINS DISTRIBUTORSHIP FOR CLARK FORESTRY AND CONSTRUCTION EQUIPMENT

Banbury Engineering, the earthmoving and mining equipment division of H.C. Sleigh Limited, has been appointed Distributor for Clark Construction Machinery Group Australia, in Victoria, Tasmania and South Australia.

Banbury will market the Clark range of forestry and construction equipment and will provide all product support facilities.

The Clark range of equipment includes Michigan rubber tyred loaders, Ranger forestry skidders, rubber tyred dozers, elevating scrapers and cranes.

The rubber tyred loaders are four wheel drive and available in a range of eight models with capacities ranging from one cubic metre to 19 cubic metres.

The smaller capacity loaders are ideally suited to light construction work, Government and semi-Government works, while the medium capacity loaders are popular in quarrying and major construction industries. The larger capacity loaders are most suited to the mining industry. Seven models, fitted with log forks in place of the bucket, are used as log loaders in the Forestry Industry.

In addition, there are eight models of the Clark range log skidders, ranging in power from 100 to 320 horsepower. Four of the eight models are available as grapple skidders. Clark forestry equipment is highly regarded in the industry and enjoys a market share of approximately 30% of the combined log skidder sales for the three states.

There are three models of rubber tyred dozers available, with power ratings ranging from 150 to 475 horsepower. These machines are well established in the construction industry, mining (particularly coal and overburden) and woodchip industries.

Clark Austin-Western and Clark Lima cranes are also included in the consolidated marketing base. The hydraulic, telescopic boom cranes produced by Clark Austin-Western include two rough terrain models with 12.7 and 22 tonne lifting capacities, and three truck mounted models with lifting capacities of 22, 36 and 65 tonnes. Clark Lima's carrier or crawler mounted lattice boom cranes, are available with lifting capacities ranging up to 275 tonnes.

Self elevating scrapers complete the extremely broad Clark range. They are available with heaped capacities of 17.6, 12.2, 11.5 and 8.5 cubic metres.

Clark claim to have already established an enviable reputation for the availability of their spare parts: 96% parts availability within 24 hours for loaders and skidders, and 82% availability for cranes. Since Banbury Engineering also enjoys an excellent reputation for



This Clark Ranger with grapple has proved to be one of the most successful grapple skidders in the business.

reliable service and spare parts availability, Clark equipment users should now be able to receive even greater service.

Acquiring the distributorship enabled Banbury to open a Branch in Tasmania where previously they had not been represented. Banbury's Tasmanian premises are located on the East Tamar Highway at Rocherlea in Launceston. The acquisition of the Clark distributorship also involved the establishment of Banbury regional Branches at Whyalla in South Australia, and Mordialloc, in Melbourne. Banbury now has branches in every State of Australia.

Banbury's acquisition of the Clark distributorship follows a particularly busy 18 months during which other new distributorships had been acquired: the Unit Rig range of dump trucks; MX bucket wheel excavators; the BorTunCo Roc-Saw trenching machine; Nissan mini excavators, and Galion roadmaking machinery. Mr. G. Howes, National Manager of Banbury Engineering, said that the Clark range of machinery would complement Banbury's range, which also includes the well established Kato hydraulic excavators.

The financial and technical strength of Banbury Engineering will further enhance the confidence the market already has in Clark construction machinery.

For further enquiries contact Banbury Engineering:

Victoria — 359 0511

Tasmania — 26 3111

South Australia — 336 1333

A powerful friend when you need one



The Dunlite series 80 Alternator has now been thoroughly field tested and proven to be a reliable machine. This is evident by the number of hire companies now using Dunlite portable generators.

To cater for the needs of the hire industry, the Alternator has now been coupled to a G400 Honda engine to produce 5KVA, and to a G200 Honda engine producing 2KVA. The 3KVA model is still available with the EY25 Robin engine. Briggs and Stratton powered units are available in 2, 3 and 5KVA sizes.

To add to this extensive range of petrol powered units, there is now available a Lombardine diesel powered range of portable sets, 3 and 5KVA. These units are available with either Rope or Electric start.

For the first time there is a diesel powered portable generator priced to compete favourably with petrol power. The long economical life of Diesel engines will make this one a winner.

Why you should buy a Dunlite Portable Unit

1. Excellent motor starting characteristics.
2. Designed to run 0.8 Power Factor loads.
3. Inbuilt alternator protection to limit excitation in the event of short circuit or overload conditions.
4. Revolving field design means extended brush life as they only carry excitation current.
5. Reliable unencapsulated solid state voltage regulator.
6. Branch offices in each state which carry stock of new plants and spare parts, each with a fully trained serviceman. Authorised

agents with service facilities are situated at most major towns throughout Australia.

7. Specially designed rear bearing.
8. One piece pressure die cast Aluminium body and end housing which reduces overall weight to a minimum.
9. Full 12 month warranty (subject to Dunlite standard warranty conditions) on the Dunlite Alternator.

Dunlite, a member of the Philips Group of Companies, want you to have the best.



Head Office and Manufacturing Division

28 Orsmond St. or P.O. Box 100, Hindmarsh, S.A. 5007.
Phone 46-3832 Telex 82893.

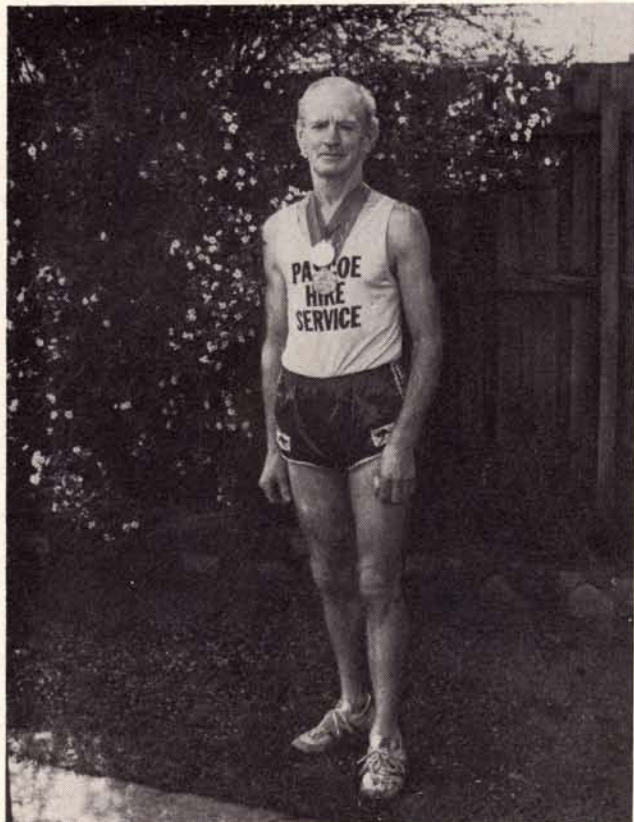
Philips Centre, 443 Concord Rd., Rhodes, N.S.W. 2138 or
P.O. Box 125, Concord West 2138. Phone 73-0286 Telex 20587.

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Phone 52-2937 Telex 41580.

157 Abernethy Rd., Belmont, W.A. 6104 or P.O. Box 245, Cloverdale 6105
Phone 277-7677 Telex 92184.

5 Linton St., or P.O. Box 368, Moorabbin, Vic. 3189. Phone 95-2255.

1730 Albatross St., or P.O. Box 38344, Winnellie, N.T. 5789
Phone Darwin 84-3558 Telex 85378.



BOB WINS SILVER & BRONZE

In a recent issue of 'Hire' we wrote about Bob Turnbull going off to the "World Veterans Games" in Germany. We promised to report on how Bob fared in these games.

Bob works for Pascoe Hire Company in Melbourne, is married with five children and can be seen regularly pounding the streets in running gear totally dedicated to his great love in life — running.

Bob captured a silver and a bronze medal at the games.

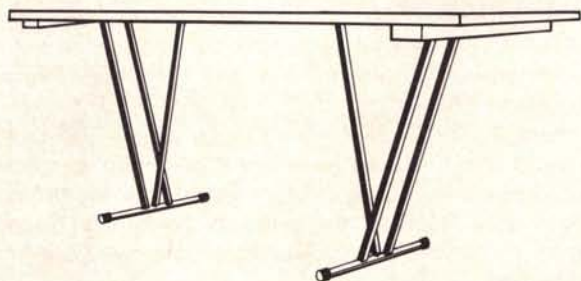
He won the silver in the 10,000 metres cross country, held at the picturesque mountain top setting at Hildersheim, 12 miles from Hanover. Over the entire distance Bob finished only 5 seconds behind the winner, a German.

On the last day of the Games the Marathon was held (a full 26 miles 385 yards), Bob finished third behind a Western Australian and a New South Welshman.

Next on the list? The World Games to be held in Christchurch, New Zealand, in 1981.

Good luck, Bob.

A Leg fit for the best of tables



The ELLIS Patented Folding Leg ideal for square tables, round tables, banquet tables, high tables, low tables....in fact any sort of tables, and of course, forms for seating.

Available only from



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Victoria. 3042. Phone: (03) 338-2696**

The ELLIS Folding Leg needs only six screws for attachment — folds flat to only $1\frac{1}{8}$ " — is light but strong — locks in the folded position — supports 6, 8 and 10 foot table tops — specially built for the hard hiring life.

Zinc plated — gold in colour, the ELLIS Leg is maintenance free and almost essential for any equipment hirer.

The ELLIS Leg is patented and prosecutions are proceeding over infringements of the patent.



NEW MIDMARK TRENCHERS FOR TELECOM

Witch Engineering Pty. Ltd., a member of the H.C. Sleight group of companies, has recently introduced specially modified Midmark 200 Ride-on trenching machines to the N.S.W. Automotive Plant Section of Telecom.

Telecom Australia has one of the world's largest fleets of trenching machines for laying telephone conduits and cables. The existing N.S.W. fleet comprises 197 Pedestrian and 124 small Ride-on trenchers, generally used to install underground plastic pipes for phone cables connecting subscribers to nearby distribution pillars. There are over 80 medium-size Ride-on trenchers for the more extensive conduit installations, and over 30 larger Ride-on machines are employed on open trench work for conduits between telephone exchanges and distribution pillars.

The Midmark 200 is a new type of medium size machine featuring hydraulic drive for both the trenching chain and the machine propulsion. This means less moving parts, smooth operation and high performance.

Mr. Gerry Gardner, Supervising Engineer, Automotive Plant Section, Telecom Australia, said that the new Midmarks have been selected only after extensive field trials.

"We anticipate that their operating efficiency and low maintenance costs will assist significantly in connecting more telephone subscribers to the network," he commented.

PHOTOGRAPH:

Mr. Bill Newton, N.S.W. Manager of Witch Engineering, officially hands over the new Midmarks to Mr. Gerry Gardner of Telecom.

16th August, 1979

Martyn Frost,
Suit 6, 38 Rowe Street,
Eastwood, N.S.W. 2122.

Dear Sir,

Something of interest for the "Hire and Rental Equipment News".

Item 1. The Napier Hire Centre claims the world record which should be entered in the Guinness Book of Records for hiring their sawbench out for three ½ days on a Saturday and one full day on the Sunday with the blade never having to be sharpened or replaced.

Who said "Hire equipment gets abused?"

Item 2.

Manager. "Good morning Napier Hire Centre".

Customer. "I would like to hire a sawbench".

Manager. "What sort of timber are you cutting up".

Customer. "Just wood timber".

Yours faithfully,
Napier Hire Centre Ltd.
C.S. Rolls
Manager

Specially equipped for
Australian conditions:

The new range of Briggs & Stratton sleeve bore engines



in 3 hp, 5 hp and 8 hp horizontal shaft
and 5 hp vertical, to complement
the 9 hp, 10 hp and 16 hp
horizontal cast iron range

This new engine series
combines the proven
reliability of Briggs &
Stratton with added
features for demanding
applications. Upkeep is
minimal.



Double protection against dirt

A dual element industrial-
type air cleaner, with easily
serviced sleeve foam
pre-cleaner and clamped-in
paper cartridge provides twice
the protection of standard cleaners.

The paper cartridge needs cleaning only
after 100 hours in normal use. The dual
element air cleaner gives maximum
protection with minimal servicing.

Cast iron cylinder sleeves

You get the best of both worlds:

The ruggedness of a
cast iron sleeve with
the lightness and rapid
heat dissipation of an
aluminium alloy
cylinder and crank
case.

Stellite exhaust valve seats

Stellite is an exceptionally hard
material which gives extended
life to valve seats.

Ball Bearings

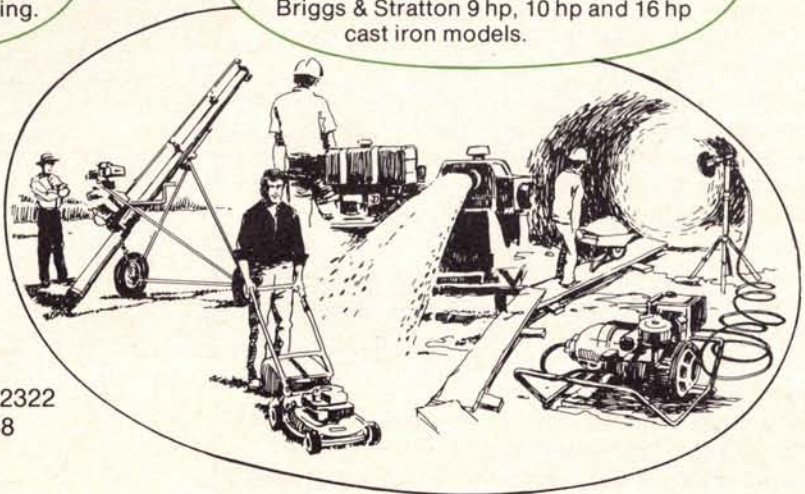
Higher thrust load capacity and easier
replacement through ball bearings where
they're needed. The 5 hp and 8 hp horizontal
shaft models have dual ball bearings, as do
Briggs & Stratton 9 hp, 10 hp and 16 hp
cast iron models.

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**LABOUR & INDUSTRY ACT –
AMENDMENTS TO
LONG SERVICE LEAVE
★
PROVISIONS AND
OTHER PARTS OF THE ACT**

As previously advised, an Act to amend the Labour & Industry Act was passed by Parliament earlier this year and received Royal Assent on 24 October. Significant amongst the changes are those relating to the Long Service Leave provisions of the Act, and we set out below a summary of their effects.

● Whilst it was previously necessary to pay an employee for leave only on the basis of the Award (Termination) rate applicable at the time of accrual of the leave, the employee will be entitled to payment at his actual rate of pay as at the time of taking the leave.

● However, if the employee seeks, in writing, to defer the taking of his accrued leave and the employer agrees (also in writing), they may agree upon the rate to be paid provided it is no less than the actual rate applicable at the time of accrual of the leave.

● The period that an employee may be absent on account of illness or injury without it having any effect on the rate of which his long service leave accrues has been extended from 14 days to 48 weeks in any one year.

● Leave granted by an employer to an employee (other than any annual or long service leave or the above 48 weeks) shall be counted as part of the period of employment, unless at the time the leave is granted there is a written agreement, between them, made at the employee's request, that it shall not so count.

● Any employee with more than 10 years service who terminates his employment, or whose employment is terminated by his employer for any reason other than serious and wilful misconduct is, on that termination, entitled to be paid the full pro-rata entitlement.

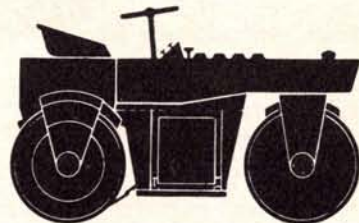
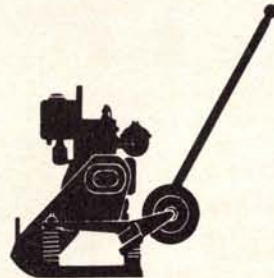
● Any increase in the actual rate of pay of an employee on long service leave is to be paid to him on his return from leave, calculated from the effective date of the increase.

● A new provision allowing an employer to grant, by agreement with the employee, long service leave with pay before it is fully due, and also providing for such a grant not later to be "double counted" and also for the employer to recoup from "whatever remuneration is payable to the employee on termination", any amount by which the employee's long service leave entitlement at the time of the termination has been "overpaid" when the leave in advance was granted.

All the above changes became effective on and from 1 January 1979.

↓ DYNAPAC

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- VIBRATING SCREENS
- PLATE COMPACTORS
- VIBRATING ROLLERS



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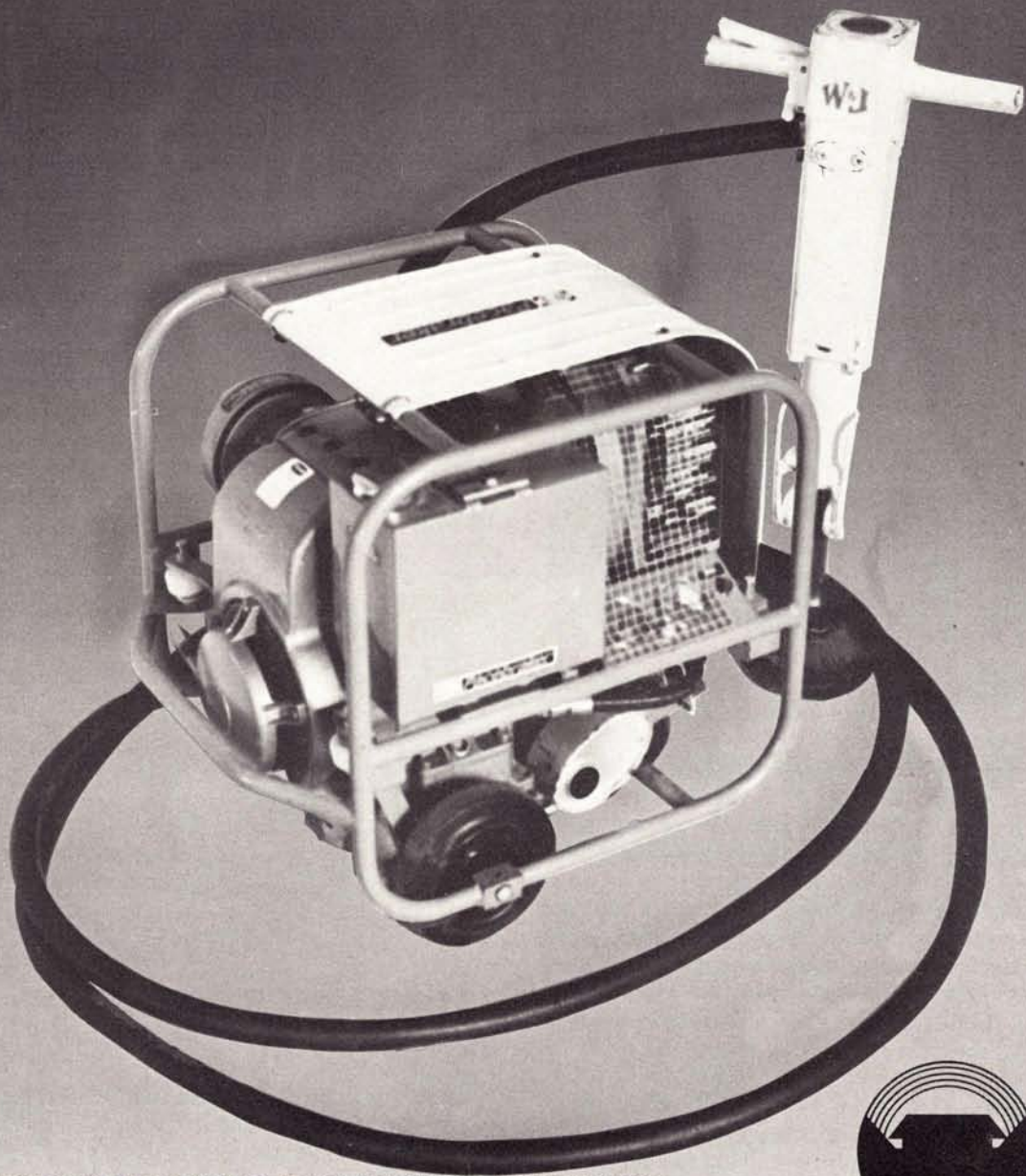
Victoria:

18 Century Drive, Braeside, Melbourne 3195.
Tel: (03) 90-8850.

Queensland:

79 Bellwood Street, Darra, Brisbane 4076.
Tel: (07) 376-2644.

Pacebraker



ARK ENTERPRISES 16 STATION STREET, WHITEBRIDGE 2290.
TELEPHONE: (049) 49 8023 A/H (049) 43 7209



Pacebraker Sales Hire Lease

NEWS FROM THE TRADE



READY FOR THIS YEAR'S MOWING SEASON?

An entirely new concept in safety cutting according to the manufacturers is the Rover Fairway Flail. It is powered by a 10 HP Tecumseh cast iron engine and featuring 75.9 cm flail head, with five forward speeds and one reverse, including a safety brake and safety clutch. There are a number of optional extras available, which will allow this machine to work on 40 degree slopes, as well as high performance parkland cutting. The Fairway Flail is claimed as a truly versatile machine, with great earning power for persons in the hire and contracting business.

The flail mower is offered at introductory price of \$1,450 plus sales tax if applicable.



As part of Rover Mowers' policy to diversify, they are also introducing a radically new riding mower into the Australian market place. It is known as the STIGA, and is imported from Sweden.

This machine is of high quality, and because of its unique design, has a wide range of applications, from slope work to fairway work around golf greens.

The Stiga Park 2000 is distributed all over Australia



by Rover Mowers, and one of the unique design features is that it is articulated, with a turning circle of 56.4 cm, powered by an 11 HP fully synchro-balanced, electric start Briggs & Stratton engine. Transmission is five forward speeds and one reverse, with an in-line gear box, pneumatic tyres all round, fitted with drum brake, and fail safe mechanical safety cut out on the cutter head.

The Stiga is offered at an introductory price of \$1,995.



Extra cargo space in new Bedford van

GMH Truckpower has released a new Bedford CF model into its van line-up that would suit those customers who require a lot of van space.

The new model, called the 97570, has the long wheelbase body found before only on the dual rear wheel model.

The 97570 is for operators who want the larger cargo space but don't need the extra half-tonne

Continued next page.

capacity given by the dual rear wheels.

Single rear wheel gives smoother ride and lower running costs than dual rear wheels.

The 97570 will appeal to those who want to carry a given weight of goods, which occupies a lot of space. Or to those who simply want to spread out an assortment of goods more spaciouly inside.

It is also expected to be popular in the recreation market, where it will give greater living area.

The Bedford van line up is now:

- The 97370 (single rear wheels): the 2692 mm (106 in.) wheelbase model known previously as the "CFS", with a GVM of 2740 kg.
- The 97570 (single rear wheels): the 3200 mm (126 in.) wheelbase new model, with the same GVM of 2740 kg and virtually the same axle weights as the 97370.
- The 97770 (dual rear wheels): the 3200 mm (126 in.) wheelbase which has a GVM of 3353 kg, was previously known as the CFL.

The 97570 body with the slightly higher roofline of the 97770, and the longer body, gives nearly two cubic metres more interior volume than the 97370, and nearly a square metre more floor space.

The new model offers all the regular features found on Bedford vans, with the side loading door and automatic transmission options.

Beside the new van there is also a single rear wheel chassis-cab model, designated the 97560 on a 3200 mm (126 in.) wheelbase.

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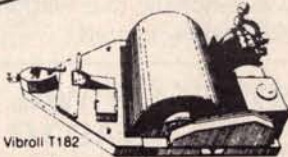
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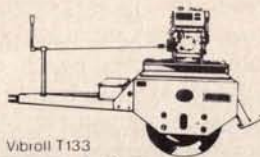
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RMV 77/2



NEW ZEALAND NEWS

PRESIDENT'S REPORT



GORDON DALE

The need for staff training courses tailor-made for the Hire Industry is to reach fruition on the 19th November when the first of what will hopefully be a series of specialised courses set up for the Industry by the Hire Services Association of N.Z. (Inc) will commence.

Two separate one week courses are to be held consecutively at the Taranaki Polytechnic Technical Institute in New Plymouth. The syllabus will cover both theory and practical instruction on small engines, pumps, hydraulics, power trains, compressors, air tools, electrical, safety and many more of the everyday skills required in almost every hire establishment repair shop.

After submissions to Government through the Technical Institute the Hire Industry has been successful in setting up these courses fully subsidized, except for accommodation, travelling expenses and a small charge for materials used in the making of testing equipment which the student retains for his own use at the conclusion of the course.

The course instructors are specialists in their field and they will be operating a modular system with, where possible, students working in pairs concentrating on areas where lack of previous experience or training is evident. Gradings will be given for each practical level achieved and recorded on an Attendance Certificate. Students not achieving the level aimed at are encouraged to return for a further period at a future block course. The final standard should run parallel to Trade Certificate practical and will be known as the Certificate in Small Engine Mechanics.

Future courses which can be aggregated to the Certificate in Small Engine Mechanics will be Welding, Business Management, Human Relations and any other worthwhile block course which may be organised by our industry. A current First Aid Certificate holder may also have a dated endorsement added to the above.

Fundamental to our aims is the establishment of

effective training courses suitable for the training of Hire Industry Managers and employees where there is no real planned training or education programme available.

In the past small engines with service difficulties have often just been replaced because of low unit cost. With the increase in costs this attitude of the disposable engine is no longer appropriate. The need for better small engine servicing is real at all levels and a suitably trained employee will not make the kind of mistakes that ruin equipment and lose customers.

SAFETY FRAMES ON TRACTORS IN N.Z.

All wheel-type tractors weighing more than 762 kg and less than 4 tonnes purchased new in N.Z. after June 1967 must have approved safety frames permanently fitted unless special authority is given for their removal by the Labour Department. This authority will be allowed where tractors are used in orchards and enclosed buildings where safety frames will not allow effective use of the machine because of low headroom under trees, doorways and other structures.

Tractors purchased prior to 1967, ride-on trenching machines, and ride-on mowers are not required by law to have safety frames fitted but wherever it is practicable it is recommended that a frame be fitted, particularly on machines available for hire.

Safety Frames must be made from approved materials and it is necessary to seek approval of the design from your nearest office of the Labour Department.

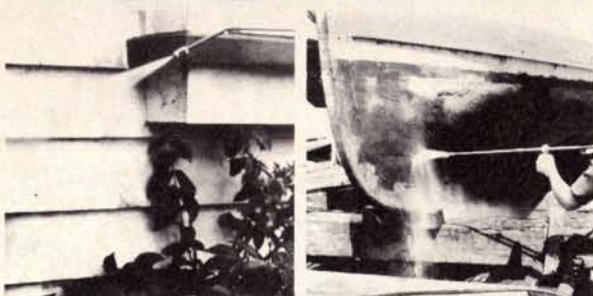
Do not under any circumstances hire out a post 1967 tractor from which the safety frame has been removed unless special approval (in writing) has been given by the Labour Department.

Safety frames have saved the lives of countless numbers of drivers in the last 12 years. The tractor depicted rolled 100 metres down a hill and the driver was emphatic that without the frame he would have been fatally injured.

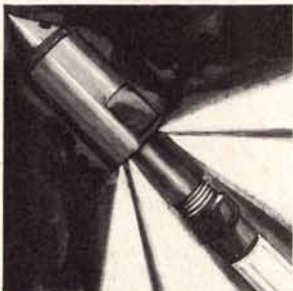
SOVIETS SAY WELL WATER AND WORK LEAD TO LONG LIFE

The Soviet Institute of Gerontology, in an interview of 40,000 people who have lived to advanced ages, concluded that "work is an invaluable remedy against premature old age." The gerontologists also recommend drinking well water, getting married, having children and talking a lot.

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With oil as the operating medium, high pressure diaphragm pumps eliminate problems associated with earlier type piston pumps which inherently have a high wear factor on pistons, cylinders and high pressure seals.

The new diaphragm range covers machines from 2 H.P. to 75 H.P. with every option i.e. hot or cold; petrol, diesel or electric powered; skid, road trailer or trolley mounting; plus, on models 2000 p.s.i. upwards, wet sand blasting and drain cleaning.

Water blasting is rapidly replacing time worn methods for cleaning, descaling, rust removal, degreasing, pre-paint preparation and hygiene maintenance.

From cleaning motor mowers to underwater blasting of oil rigs, Frank M. Winstone Ltd offer one of the most comprehensive ranges of water blast machines produced in the world - and all with long life diaphragm pumps!

Richardson McCabe joins Ceramco as part of Tappenden Group

Richardson McCabe, one of New Zealand's oldest equipment suppliers in the construction business will shift its headquarters from Wellington to Auckland following Tappenden's takeover by Ceramco.

Richardson McCabe is a subsidiary of Tappenden.

Richardson McCabe will identify itself with Mason Mesco, another Ceramco subsidiary. Two other Tappenden companies, Charles Palmer and Morris Black and Matheson will also function as a pair. These new subsidiaries of Ceramco added to a number of manufacturing engineering firms including Anderson of Christchurch will ensure Ceramco has control of all phases of operation, from manufacture to marketing in its wide range of engineering services.

Richardson McCabe's contribution to the Ceramco group will be considerable - it enjoys a long standing reputation spread over 75 years in the construction equipment supply business and holds several notable franchises including Priestman, Coles, Vibroll and Mikasa.

It stayed a private company until the early sixties then became an unlisted public company. Four years ago it joined the Tappenden Group having successfully resisted a takeover bid by Brierley.



DONPRA TAKE DELIVERY OF 625 K.V.A. GENERATOR

New Hire Company, Donpra Hire (see story on page 7) recently took delivery of a new 625 K.V.A. generator, bringing their range of generators from 1 K.V.A. up to the new 625 K.V.A. During the local

power restrictions experienced around the Morwell area last year, Donpra were able to keep local industry going with generators available in both single and three phase models.

“THE HOT SPOT”

How to be in it and make money!

- ★ The 'HOT SPOT' is a steam wall-paper stripper.
- ★ It has been manufactured with the Hire Services in mind.
- ★ It operates on 240V AC.
- ★ It has a large stainless steel tank.
- ★ The 'HOT SPOT' is uncomplicated, compact, portable and easily serviced.
- ★ It has to be the best value around for \$180.00.

All enquiries to:

BRISBANE HIRE SALES

Box 55, Stafford, Qld. 4053. Tel: (07) 356-9011.

Interstate enquiries welcome.

14 rules for winners

A Sydney businessman, whose company consistently outperforms its competitors, has sent his "14 day-to-day guidelines." They are:

Five proverbs for planning

- The shrike hunting the locust is unaware of the hawk hunting him.
- The mouse with but one hole is easily taken.
- In shallow waters, shrimps make fools of dragons.
- Do not try to catch two frogs with one hand.
- Give the bird room to fly.

Five proverbs for operations

- Do not insult the crocodile until you have crossed the river.
- It is better to struggle with a sick jack-ass than carry the wood yourself.
- Do not throw stone at a mouse and break precious vase.
- It is not the last blow of the axe that fells the tree.
- The great executive not only brings home the bacon but also the apple sauce.

Four rules by which to live and prosper

- The bigger they are, the harder they hit.
- Christians forgive, only fools forget.
- There is no such thing as a free feed.
- Generosity is oft mistaken for weakness.

THE LAST ISSUE OF 'HIRE'?

As reported in 'Viewpoint' this will probably be the last issue of 'Hire' published.

In today's world of ever increasing costs it has become economically unviable to continue producing a high quality magazine, printing, and sending out to members without receiving some form of financial input. The only revenue the publishers have received to date is from advertising support, and in the case of 'Hire' and indeed other small magazines, this has not been enough.

It is therefore the decision, regrettably, from our publishers, that the loss situation he has been incurring cannot continue.

Continued from page 9.

the prospective employees current position may pay. Once the candidate has proved himself then he can earn more, if successful.

LEAN, HUNGRY AND FIT.

Ansett explained the he felt physical fitness was important to succeed. When the pressure comes, fitness is required to succeed. He likened the business situation to the marathon runner who has to run twenty miles on fitness and then have the training and the mental stamina to run a further six miles and 385 yards on guts. Ansett mentioned the famous Ron Barrassi quote "When the going gets tough - the tough gets going".

Ansett then went on to point out the similarity between the car rental business and the hire industry.

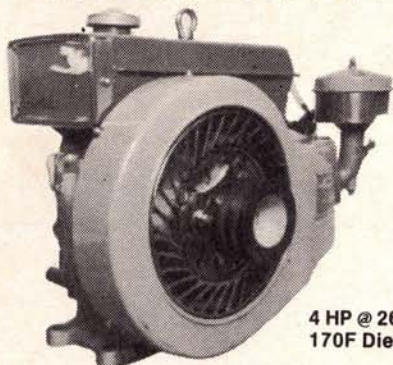
Each day is a new one. Yesterday is gone. If you didn't make a hire then, it's dead - you're too late. Each day is a new race.

SUMMARY

Bob Ansett concluded his highly interesting, stimulating and motivating address by making the following points:

1. In a free enterprise situation it is the consumer who will benefit.
2. The market will determine the eventual winner.

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