

# HIRE & RENTAL

## AUSTRALASIA

Volume 1 Number 6 July 1980

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

## WHO'S WHO

### HIRE ASSOCIATION OF AUSTRALIA

# 1980

A supplement to Hire & Rental Australasia, Who's Who is published for the benefit of members. Information contained in this supplement should assist members to communicate with people within the industry.

Member companies have been listed firstly by Region, or State to which they belong. Then follows the Town or Suburb of operation, Company trading, Name, and if requested the preferred mailing address, and then a telephone number.

Personal details of the proprietor or Company contact (including his wife's name) are included, plus a coded reference, again upon request, indicating the member's field of operation.

Company personnel have also been listed alphabetically with a cross reference nominating the company to which they are associated.



We trust you will find Who's Who of benefit to your business, and that it may promote greater communication between members.

When advised by the Secretaries of State Associations, Hire &

Rental will publish details of new members of the Association. Members are asked to clip these entries each month and enter them into the appropriate section of Who's Who. This procedure will progressively update your copy of the publication.

The Hire Association of Australia  
60-62 York Street, Sydney, 2000

President: John Mason (07) 286 1420  
Secretary: Rolf Schufft (02) 290 0700

Hire Services Association of New Zealand Inc.,  
P.O. Box 822, New Plymouth, N.Z.

President: Gordon Dale (67) 79134

## REGION 2

The Hire Association of N.S.W.  
P.O. Box 73, Pennant Hills, 2120

President: Tony Donnelley (042) 286 266  
Executive Director: Denise Layton  
(02) 848 9817

## REGION 3

Victorian Hire and Rental Association  
165 Eastern Road, South Melbourne, 3205

President: Brian Elms (03) 850 2316  
Secretary: Sydney Moody (03) 699 1022

## REGION 4

The Hire Association of Queensland  
C/- Sandgate Hire Service,  
Hancock Street, Sandgate, 4017

President: Adrian Verney (07) 269 1673  
Secretary: Dorothy Verney (07) 269 1673

## REGION 5

The Hire Association of S.A.  
27 Hill Street, Sea Cliff Park, 5049

President: John Stevens (08) 296 1001  
Secretary: Mrs. N. Hudson (08) 296 1001

## REGION 5

The Hire Association of W.A.  
C/- Skipper Mayday Machinery Ltd.,  
Great Eastern Highway, Redcliffe, 6104

President: Gary Bettridge (09) 349 9455  
Secretary: Bill Downs (09) 277 1944

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10 Manningham Road,  
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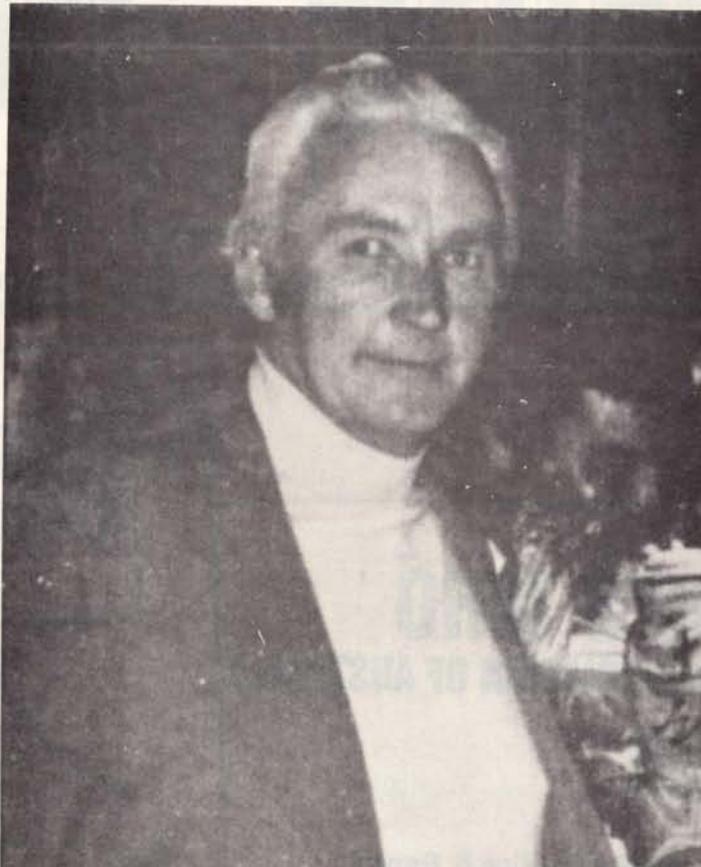
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# GORDON DALE RE-ELECTED PRESIDENT 1980-81



Gordon Dale

## HIRE SERVICES ASSOCIATION N.Z. (Inc.) NEW BOARD MEMBERS ELECTED

Rotorua Travelodge Hotel was the venue for the Annual General Meeting of the Hire Services Association of N.Z. (Inc.) on Wednesday, June 18th, 1980.

In accordance with the Constitution and Rules of the Hire Services Association of N.Z. (Inc.) three (3) of five (5) members of the Board retired this year — all were eligible for re-election.

Those retiring were: Mr. Peter Robertson, Director Region 1. (Peter did not seek re-election — Ed.) Mr. Gordon Dale, Director Region 3, and Mr. Ron Berry, one of the two Directors of Region 4.

The meeting elected the following members to Directorships on the Board of Management:

Region 1 — Mr. Stuart McKinlay  
Region 3 — Mr. Gordon Dale  
Region 4 — Mr. Ron Berry

The Board of Management elects the President each year, from within its own membership.

Mr. Gordon Dale was re-elected President 1980-81. This is Gordon's fourth consecutive term as President.

We congratulate Gordon Dale on his re-appointment.

## NEW ZEALAND DIRECTORS IN PROFILE

### STUART MCKINLAY

Stuart McKinlay, the newly elected Director of Region 1 hails from Dunedin.

He has been a Hire man since 1968, the year in which his business **Dunedin Hire Service** was purchased.

Now, at the age of 35 years, he is Managing Director of a business currently employing a staff of 12 at the main Depot, and operating from two Service Depots as well.

His background is in Civil Construction, where he worked initially in his father's business, Prestressed Concrete and General Concrete Constructions, until that business was purchased by another New Zealand company, Fletcher Constructions.

Dunedin Hire service operates from two Service Depots as well as the main Depot, one situated as Mosgeil and the other at Cromwell. The Cromwell Depot supplies Hire Equipment to the new Hydro Construction sites.

Stuart is a progressive Hire operator and will find plenty of challenge in his new Directorship on the Board of Management.



### RON BERRY

Ron Berry was again re-elected to Region 4, a Directorship he has held since the founding of the Association in 1977.

Ron commenced business by himself as a Lawn Laying Contractor in 1968. Work was plentiful and he worked long hours, 7 days a week.

Deciding he needed a change after 5 years, he turned his hand to contracting, taking anything that came his way.

Ron had been hiring concrete mixers for some years and decided to further develop his interest in Hire.

September 1, 1975 Ron opened in leased premises in a new industrial area, and now, two moves later, Ron is situated on a busy through road in Pakuranga, N.Z.

Business has expanded considerably and now caters for the home handyman, builder and Catering equipment markets.

Ron's wife also operates a photo-copying and duplicating service from the same premises.

Ron believes that with difficult times ahead, the Hire Association is more than ever needed, and looks forward to contributing to the development of a strong Association.

### GORDON DALE

Gordon Dale, President of the Hire Services Association of N.Z. (INC.) started his working life as a storeman-salesman in a hardware shop.

After six years of collar and tie work, he decided he wanted to get his hands dirty, so bought a Model A Ford truck, a few hand tools and the first one-man chainsaw in Taranaki and went contracting. Digging drains, fencing, and cutting trees for farmers.

Over the next 16 years the business was built up to the largest general contracting firm in the Taranaki Province operating in earthmoving, roading, quarrying, road transport and ready-mixed concrete. Many noteworthy contracts were completed during this time. The two biggest achievements being the quarrying and cartage of over 1 million tons of rock for the construction of a lee breakwater and other protection works at the New Plymouth harbour and the continuous (24 hour per day) supply of ready mixed concrete for 6 weeks to construct the chimney at the New Plymouth power station.

In 1973 the contracting business was sold to a National company and Gordon joined the **New Plymouth Hire Centre** as General Manager, and over the past 7 years has, together with three other working shareholders, worked to build this company up to one of the largest provincial hire companies in N.Z. Noting an obvious need for an association to represent the N.Z. hire industry Gordon was spurred to set up an Association. That was on 14th June, 1977 in New Plymouth: the outcome of which was the formation of the **Hire Services Association of N.Z. (Inc.)**.

# 1980 MIRROR HOME SHOW, YENNORA WOOL SHEDS, GUILFORD, MAY 17 - 25

"A tremendous Success"; "Very good advertising value for money"; "Excellent show, very professional stand"; "A very professional way to reach the market place"; "Display covered just about everything available for Hire". These were just a few comments about the "Hire" stand at the Mirror Home Show.



This was a completely new experience for the HANSW. The idea of our stand was to present the concept of hire generally - not the business of various companies. The idea worked very well indeed. All members were given the opportunity of taking part in the exhibition by providing a piece of equipment for display. There was a small fee charged to take part which also included their name in the centre of the giveaway brochure. The equipment was sent to central collection points and the sub-committee collected the items and set up the stand.

The stand was in between the two main entrances and was very colourful and eye-catching. Most people passing through had no idea of the range of goods for hire. Even Mr. Wran stopped for a quick look! Well over 300,000 people passed through the exhibition. There were over 300 exhibitors. This year, the stand was a small one and didn't allow for working demonstrations, but that will be considered next year when we come up again for another helping.

Although many members took part in the show, the bulk of the organising and setting up was done by Rob Wallis and Garry Butler. Jim Brown supervised the printing of the Hire booklet.

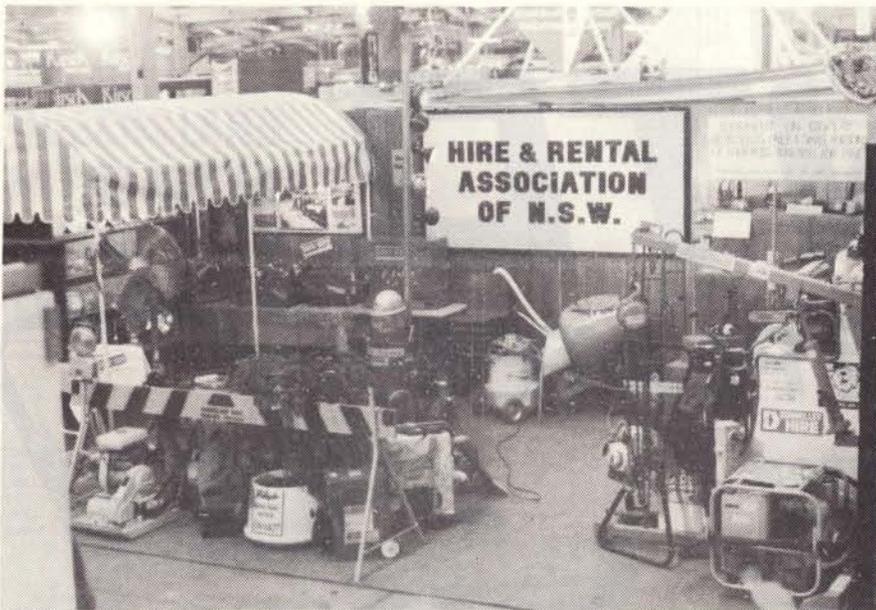
## COME TO CANBERRA ...



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A View of the Stand

Staffing the Stand —  
l — r: George Shadbolt, Joy White, Gary Butler, Denise Layton, John Fitzpatrick.



Premier Wran at the stand.  
Hire & Rental Australasia

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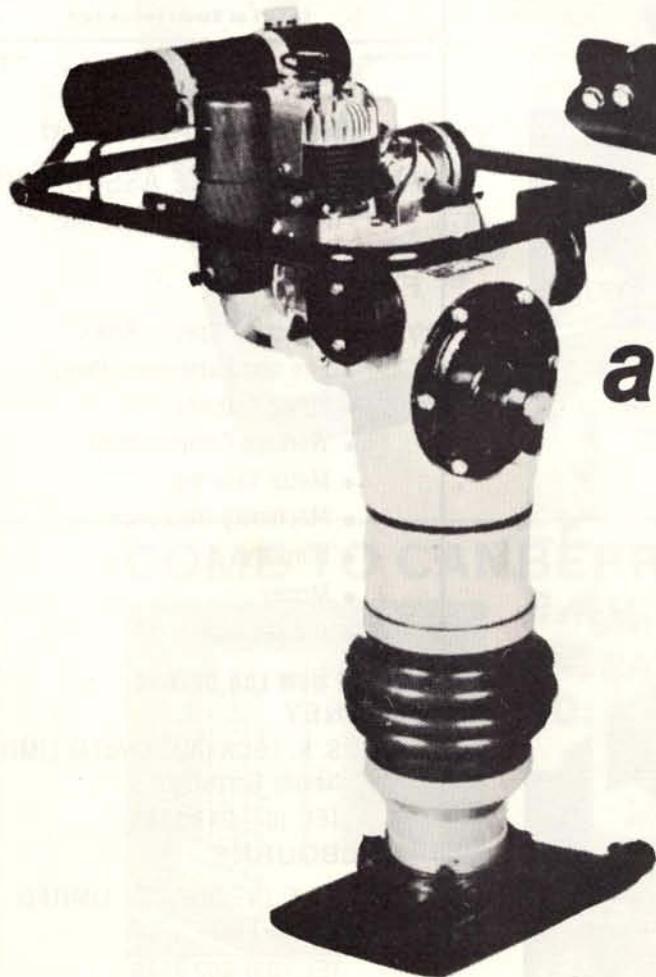
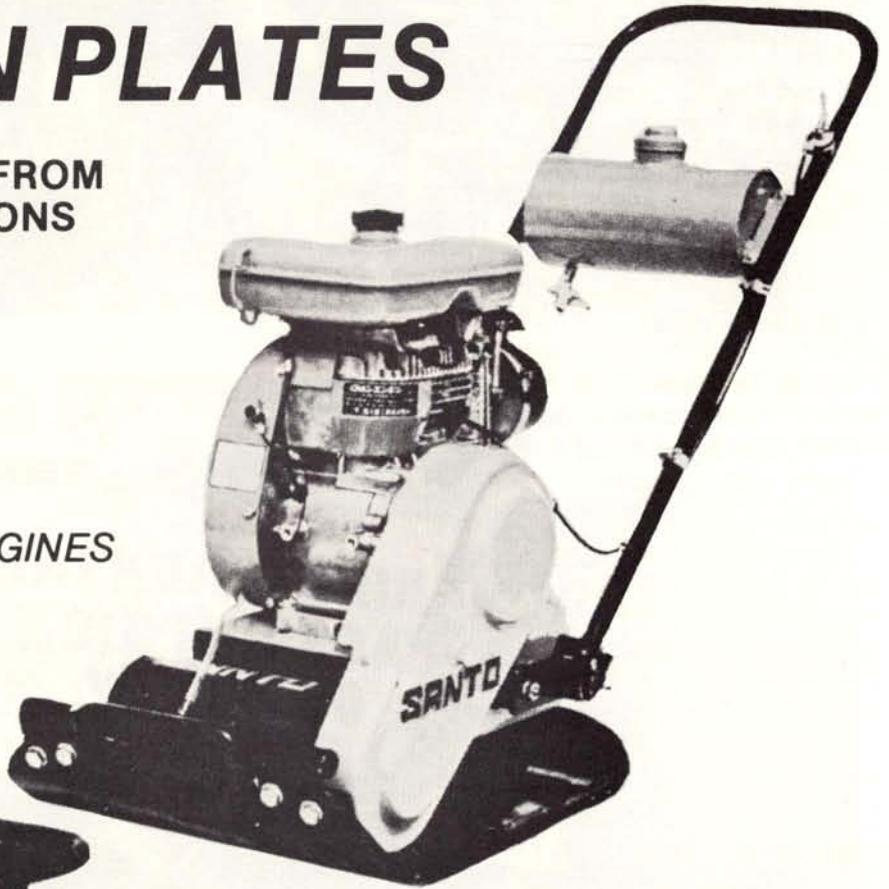
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# QUEENSLAND INTRODUCES LICENCE TO HIRE TRAILERS etc.

Department of Transport,  
Brisbane, 6th September, 1979.

THE Deputy Governor, for and on behalf of His Excellency the Governor, acting by and with the advice of the Executive Council, in pursuance of the provisions of the *State Transport Act* 1960-1972, has been pleased to make the following amendments to "The State Transport Regulations, 1961" to come into force on 1st October, 1979.

K. B. TOMKINS,  
Minister for Transport.

Regulation 23 is repealed and the following Regulation is inserted in its stead:—

## "FEES"

23. A fee, at the rate prescribed hereunder, shall be due and payable to the Commissioner before any license is issued or before the doing of any act or thing in respect of which the fee is so prescribed:—

For a License to Hire—Taxi-Meter Cab—	\$
Issue of License including any examination, test and sealing of cable of taxi meter	70.00
Renewal of license including any examination, test and/or sealing of cable of taxi meter	70.00
Transfer of license	27.00
For a License to Hire—Exempted Cab—	
Issue of license	35.00
Renewal of license	35.00
Transfer of license	13.50
For a License to Hire—Private Hire Car—	
Issue of license	150.00
Renewal of license	150.00
For a License to Hire—Vehicle to be Let for Hire—	
Issue of license	70.00
Renewal of license	70.00
Transfer of license	27.00
For a License to Hire—Carrying Vehicle—	
Issue of license—	
For trailer with gross vehicle mass not exceeding 1.02 tonnes	5.00
For trailer with gross vehicle mass exceeding 1.02 tonnes	14.00
For vehicle up to and including 2.1 tonnes capacity	14.00
For vehicle over 2.1 tonnes and up to and including 4.1 tonnes capacity	19.50
For vehicle over 4.1 tonnes and up to and including 10.1 tonnes capacity	35.00
For vehicle over 10.1 tonnes capacity	70.00
Renewal of license—	
For trailer with gross vehicle mass not exceeding 1.02 tonnes	5.00
For trailer with gross vehicle mass exceeding 1.02 tonnes	14.00
For vehicle up to and including 2.1 tonnes capacity	14.00
For vehicle over 2.1 tonnes and up to and including 4.1 tonnes capacity	19.50
For vehicle over 4.1 tonnes and up to and including 10.1 tonnes capacity	35.00
For vehicle over 10.1 tonnes capacity	70.00
Transfer of license—	
For trailer with gross vehicle mass not exceeding 1.02 tonnes	5.00
For trailer with gross vehicle mass exceeding 1.02 tonnes	14.00
For vehicle up to and including 4.1 tonnes capacity	14.00
For vehicle over 4.1 tonnes capacity	27.00
Endorsement (excepting change of address or an alteration of a minor nature)—	
License to Hire—other than a License to Hire—Taxi-Meter Cab	3.00
Amendment of License—other than a License to Hire—Taxi-Meter Cab	3.00
Copy of license	3.00
For a Hire Driver's License—	
Issue of license	14.00
Renewal of license	14.00
Endorsement of license (excepting change of address or an alteration of a minor nature)	3.00
Amendment of license	3.00
Copy of license	3.00
Provided that where the Commissioner proposes to issue or renew any license for a period less than twelve (12) months the fees due and payable shall be one-twelfth of the fee prescribed for each month in respect to which the Commissioner proposed to issue or renew such license."	

Gov. Gaz., 8th September, 1979, page 186

Hire & Rental Australasia

18

State Transport Act.

9 ELIZ. II. No. 48,

## PART III.—VEHICLES FOR HIRE.

15. (1.) Except as herein in this Part otherwise provided, this Part does not apply with respect to—

- (a) a vehicle approved by the Commissioner for use in carrying on a service for the carriage of passengers licensed under Part IV. while that vehicle is being used for the purpose of carrying on that service;
- (b) a vehicle while that vehicle is being used for the carriage of passengers under and in accordance with a permit; or
- (c) a caravan trailer.

(2.) Except as hereinbefore provided in subsection one of this section, this Part shall apply to and with respect to all vehicles, including trailers—

- (a) kept or let for hire, including any vehicle which is let for hire (otherwise than under a hire-purchase agreement) without the services of a driver; or
- (b) used for the carriage of passengers or goods, or both passengers and goods, for hire; or
- (c) plying or standing for hire for the carriage of passengers or goods, or both passengers and goods.

(3.) For the purposes of this Part a trailer and any vehicle to which it is attached shall be deemed separate vehicles and this Part shall apply to them respectively accordingly.

(4.) A license under this Part shall not exempt or be deemed to exempt the licensee from liability for any contravention of or failure to comply with any of the provisions, other than this Part, of this Act.

16. In this Part—

- (a) A "license to hire" means a license (including renewal of a license) granted under this Part and in force at any material time;
- (b) A "hire driver's license" means a license (including any renewal of a license) prescribed in respect of a driver (other than the licensee) of a vehicle licensed under this Part; and

The publication of Queensland Government Gazette 8th September, 1979 did not excite the Hire Industry in Queensland. For the Gazette heralded the introduction on October 1st, 1979 of a **License to Hire for Goods Carrying Vehicles** in that State.

For the benefit of readers, relevant extracts from Queensland "The State Transport Act of 1960" and "Government Gazette 8 September 1979" are reproduced.

The introduction of the Licence is, in the short term, a Queensland matter. But the trend is for State Governments to follow the Legislative initiatives taken by other states, after monitoring their introduction and operation for a period.

This may well be the thin edge of the wedge for similar Legislation in other States of Australia.



EDITOR:  
BRIAN M. ELMS

## JUST A LITTLE DIFFERENT

As you have already noticed, the July edition of Hire & Rental Australasia is just a little different from previous issues.

Yes! It's just a little taller and just a little wider than before. We have used the popular A4 size and this change should appeal to our Advertisers, many of whom already have advertising material prepared in the A4 format.

We have changed our type face and our page layout in an endeavour to make the magazine just a little more attractive and easier to read — we hope you'll like the change.

Also from July, Hire & Rental Australasia has a new Editor and Publisher — **Brian Elms**. Our industry, Brian believes, needs a publication which will develop and foster the continuing interchange of ideas between members, and he will strive to provide that publication.

Contributions from readers of personal notes, industrial news, articles of interest, even constructive criticism of the publication, are welcome.

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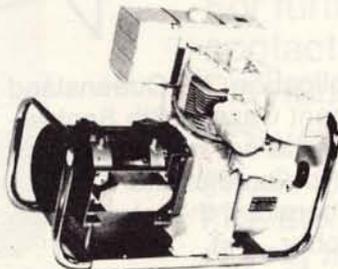
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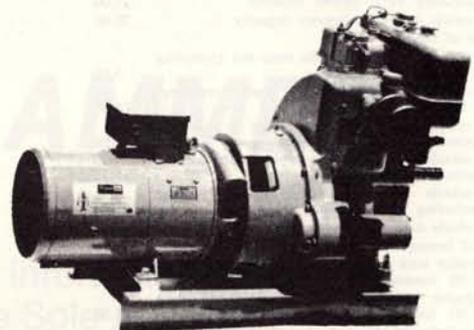
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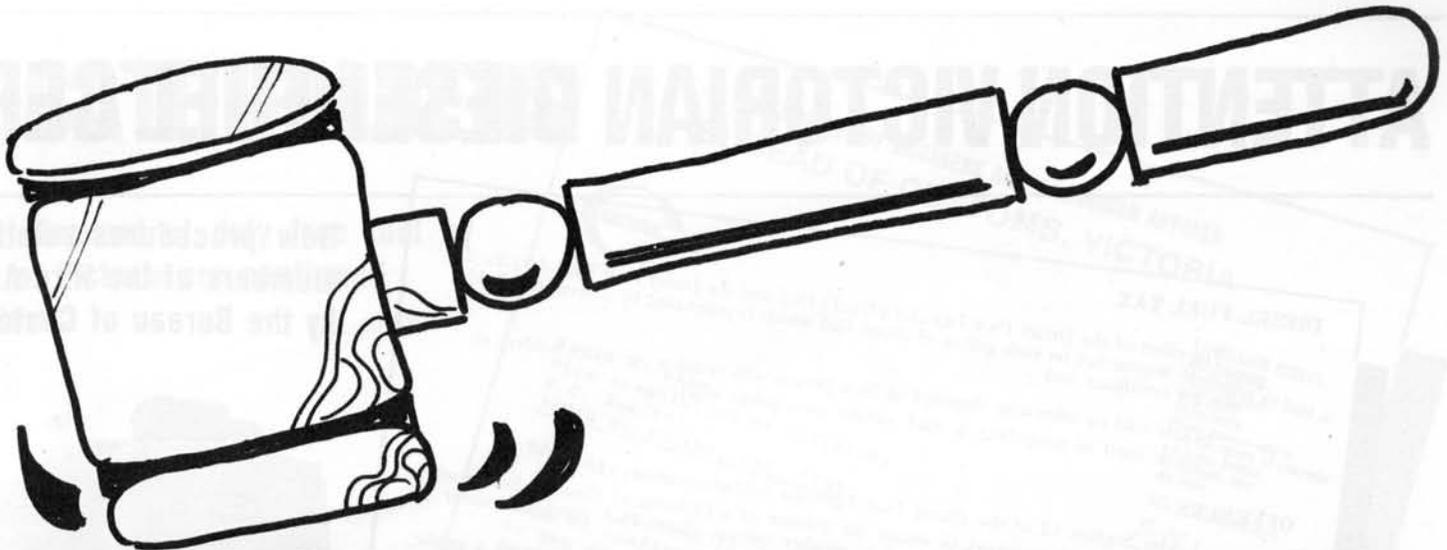
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..... Postcode .....  DIESEL



# INVESTMENT ALLOWANCE

## — N.S.W. SUPREME COURT DECISION

Recently the N.S.W. Supreme Court handed down a decision which has important benefits to members of the Hire Association in relation to claiming investment allowance on new equipment which is used in the business of hiring.

In F.C.T. v Tourapark Pty. Ltd., 80 ATC 4229, the Court considered the scope of the exclusion provisions for investment allowance in respect of plant and equipment used in the business of leasing or hiring. It held that to fall within the ambit of the exclusions the leasing or hiring out of the equipment must be part of the business of providing finance. Therefore in the case of Hire Companies which merely hire out equipment on a contractual basis, it appears that the exclusions do not apply.

The effect of the decision is that items, previously thought to be excluded from the investment allowance on the basis that they are used for short term hiring, may well now be eligible.

It is understood that the decision is to be appealed by the Commissioner. Accordingly, it may be that the decision is reversed, but in the meantime, to protect company interests the investment allowance provisions should, where possible,

be conformed with. Members will appreciate that any new leases should, where possible, be for a term of four or more years. Should the full Federal Court uphold the decision in favour of Tourapark Pty. Ltd., members are advised to write to the Taxation Office and request amendments to assessment allowance deductions in respect of new plant and equipment which has been acquired, or leased (i.e. on more than four year leases) from the finance companies.

### FLY TO CANBERRA FOR ...

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# ATTENTION VICTORIAN DIESEL FUEL CERTIFICATE HOLDERS

## DIESEL FUEL TAX

The effect of the Diesel Fuel Tax Act (No. 1) 1957 and the Diesel Fuel Tax Act (No. 2) 1957 is to impose tax on each gallon of diesel fuel which is purchased by a certificate holder under his certificate and—

- (a) is sold or otherwise disposed of to a person who is not a certificate holder; or
- (b) is used in propelling a road vehicle on a public road.

## OFFENCES

- Under Section 12 of the Diesel Fuel Taxation (Administration) Act 1957
- (a) a person is required to obtain the consent of a Collector of Customs before selling or otherwise disposing of to another person diesel fuel purchased under a certificate;
  - (b) a person who uses any such diesel fuel in propelling a road vehicle on a public road is required to notify a Collector of Customs in writing within twenty-one days after its use that he has so used the diesel fuel;
  - (c) a person who is or has been the owner of any such diesel fuel is when so required by a Collector of Customs, required to account to the satisfaction of the Collector for the diesel fuel.

**NOTE**—To meet Departmental requirements under the last mentioned provision a certificate holder should retain the invoices relating to his diesel fuel purchases for at least the past twelve months.

## PENALTY

The maximum penalty for any offence against Section 12 of the Diesel Fuel Taxation (Administration) Act 1957 is \$1,000.

New procedures relating to the disposal of duty free fuel by members of the Hire Association of Victoria are confirmed by the Bureau of Customs in Victoria.



DEPARTMENT OF BUSINESS AND CONSUMER AFFAIRS  
BUREAU OF CUSTOMS, VICTORIA

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Mr. I. Eddleston,  
IE:JW  
15 May, 1980.

Brian M. Elms,  
Hire Association of Victoria,  
P.O. Box 495,  
SOUTH MELBOURNE, VIC. 3205.

Dear Sir,

Further to our discussions on 15.5.80 I would like to confirm that the following procedures, relating to the disposal of duty free fuel by members of the Hire Association of Victoria, are acceptable to the Bureau.

- (a) Each item of equipment, with the exception of tank of fuel.
- (b) On return of the equipment the tank may be topped up ex duty free stock.
- (c) The Hire invoice is to show, as a separate charge, the qty. and value of the fuel used to top up.
- (d) The Hire invoices must be totalled periodically, suggest weekly, but at least monthly and a register kept showing period, invoice nos., and quantity of fuel used.

Week Ending	Invoice Nos.	Quantity of Fuel Issued
17.5.80	509 - 621	2056 Litres
24.5.80	1093 - 1156	
	621 - 653	1587 Litres
	1157 - 1200	
	701 - 712	

- (e) Copies of Invoices and Register must be kept for at least 5 years and must be produced to an officer on demand.
- (f) Purchase of fuel during long term hire, i.e. other than the one final top up is to be the responsibility of the person paying for the hire of the equipment, the Hire operator/owner of the equipment, authorised to sell additional fuel.

- (g) All fuel used by your members in passenger or goods carrying road vehicles on public roads must be either ex duty paid stock or, if ex duty free stock duty must be paid to the Bureau within 21 days of such use. (Section 12 (3) Diesel Fuel Taxation (Administration Act).

If these conditions are acceptable would you please advise in writing and include a list of your members in Victoria.

I must point out that if any of your members, having accepted these procedures, fail to keep these simple records, to the satisfaction of the Bureau, then their Diesel Fuel Certificates will be cancelled forthwith.

for Assistant Collector,  
Inland Services.

On behalf of its members, the Hire Association of Victoria sought, and obtained the consent of a Collector of Customs to establish procedure relating to the disposal of duty free fuel.

We reproduce, for the information of members, the full text of the letter from the Bureau of Customs Victoria, confirming consent to the procedures....

## Reliable



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Circle 8 on Reader Service Card

Hire & Rental Australasia

Hire & Rental Australasia

## FLOCCINAUCINIHIPIILIFICATION

Only two words in the English language have all five vowels in their correct order (a, e, i, o, u). They are *facetious* and *abstemious*.

The longest word in the Oxford English dictionary is floccinaucin-ihilipilification. It contains 29 letters. And it means the action or habit of estimating something as worthless, maybe like the facts divulged in this article. However, they did fill a little column space.

Dear Ed.,

Sorry about having to break that mind-boggling, tongue-twister but it might give your readers a chance to catch their breath before starting on the next half!

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**ORDER NOW  
HELP PROMOTE THE INDUSTRY**

## TRUCK RENTAL LEASE MARKET EXPECTED TO MOVE AHEAD

Truck rental and leasing operations are likely to gain impetus during the 1980s, says the U.S. Department of Commerce.

In view of the accelerating costs of vehicles, borrowed money, insurance and maintenance, more businesses having private carrier fleets may shift to leasing when it becomes necessary to replace their machines.

The DOC predicts that the largest gains will be in full-service truck leasing as vehicles become more complex. Well-equipped service centers with trained mechanics will be required.

By 1990, some trucks may be powered by multi-fueled engines with dashboard mini-computers and may even operate on synthetic fuels, the agency foresees.



**Home or Commercial Property  
CLEARING MOWING  
ROTARY HOEING  
LANDSCAPING**

**\$25** per  
hour-

The amazing Bolens 4WD all purpose mid-size tractor handles effectively a multitude of tasks for domestic or commercial property.

Enquire now if you have a job you thought was too big for hand tools but too small for full scale equipment. This is your answer at only \$25 per hour including driver (2 hours minimum).

Contact Dianne Seath at

**NORTHPOINT  
Tractor Hire**

66 Bell Street, West Heidelberg. Phone: 459 9055.

# NEW ZEALAND DISTRIBUTOR REQUIRED

Melchet Marketing Company are the marketing division to the English speaking world for the only German manufacturer of ALL makes and type of JIGSAW BLADES for ALL makes and type of machines. Both products, Jigsaw Blades and tungsten carbide (WIDIA known as one of the best tungsten carbides in the world) tipped circular saw blades are of the highest quality and finish but comparably low prices.

Melchet Marketing Company wish to appoint a Distributor in New Zealand for their range of products.

For further details please contact Mr. W. Wilk, Director of Overseas Sales, WILPO.

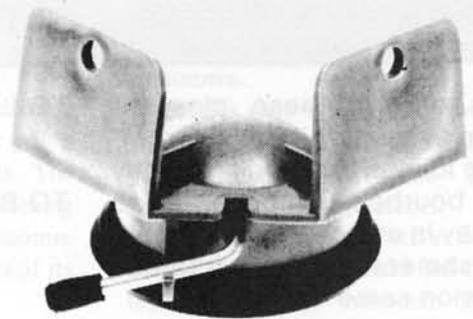


**Melchet Marketing Company**

MELCHET PARK, ROMSEY, HANTS, SO5 0FS, ENGLAND.

Telephone: WHITEPARISH (079 48) 209

Circle 10 on Reader Service Card



## VACUUM LOCK CAR RACK

Offset the high cost of deliveries. Let the Hirer carry it home on his car.

A new Vacuum Lock Car Rack from Lucas Service - called Vac Rac - may solve your delivery problems. It is ideal for carrying awkward objects on the roof or boot.

It's simple to use too - just position Vac Rac around any load and secure by pressing down the vacuum actuating levers.

Vac Rac has many advantages over conventional packracks:

Vac Rac has many advantages over conventional packracks:

- takes only seconds to fit.
- removes in seconds, stopping theft.

- stows away neatly in boot when not in use.
- drastically reduces wind noise
- fits any load
- fits securely on any smooth surface

Vac Rac has a maximum load capacity of 45 kg per set of four carriers, and is available from Lucas Service Centres throughout Australia and major retail outlets.

### HIRE & RENTAL AUSTRALASIA

Hire and Rental Australasia is published to promote the equipment rental industry, which embraces the rental of: tools, trucks and contractors equipment, furniture, costumes, sickrooms, party and leisure equipment.

#### EDITOR:

BRIAN M. ELMS

Editorial information is welcome and should reach us by the 15th of the month preceding the month of publication.

#### ADVERTISING:

Advertising copy, bromides, transparencies or color separation should reach us no later than the 10th of the month preceding the month of publication.

## COMING EVENTS

**HIRE ASSOCIATION N.S.W.**  
BUDGET SEMINAR - AUGUST 20, 1980

#### CONVENTIONS

**HIRE ASSOCIATION OF AUSTRALIA**  
CANNBERRA - SEPTEMBER 2 - 5, 1980

**CALIFORNIA RENTAL ASSOCIATION**  
ANANEIM - OCTOBER 5 - 10, 1980

**HIRE ASSOCIATION EUROPE LTD.**  
HIREX - LONDON - JANUARY 28 - 29, 1981

**AMERICAN RENTAL ASSOCIATION**  
LAS VEGAS - FEBRUARY 15 - 19, 1981

**HIRE SERVICES ASSOCIATION N.Z. INC.**  
HAMILTON - JUNE, 15 - 18, 1981



Peter Lawrence Asks ...  
**WHAT'S IN A NAME?**

# HIRE INDUSTRY? LEASING: Rentals

It was one of those pleasant Autumn evenings sitting in a comfortable lounge bar, sipping quietly on a bourbon, enjoying good company in one of those good city establishments, when a curious discussion came up.

Being in a similar line of business, my company said, "What do you think of the word hire?" I replied that I thought nothing in particular of the word **hire** and what made you bring that up. "Don't you think the word **rent** is better?" he asked, putting another match to his pipe. Well, I suppose I like the word **lease** as well, but it is not quite the same, I answered.

Let's look at the spoken words that appear to mean the same, but which the dictionary defines more clearly.

**TO LEASE:** A contract by which land is conveyed for **RENT**.

**TO RENT:** **HIRE** of machinery: or periodical payment for the use of land or house or room.

**TO HIRE:** **PAYMENT BY CONTRACT** for the use of a **THING**.

Look at this:

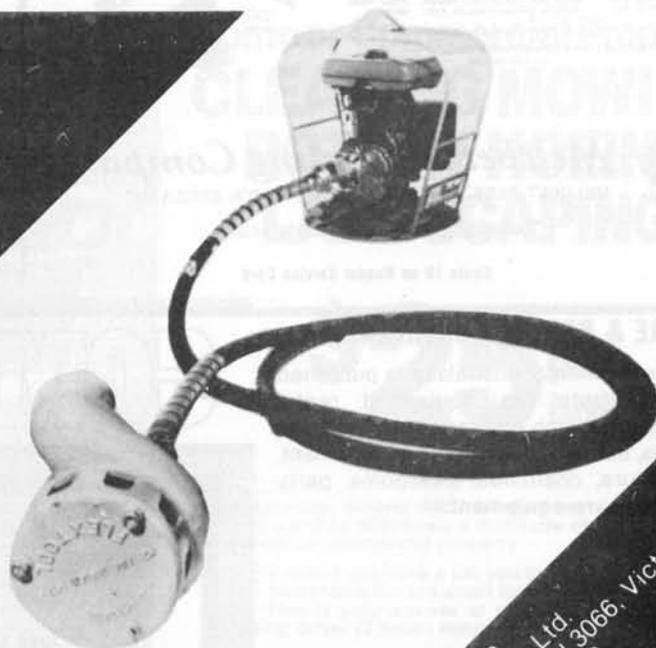
**LEASE** mentions **RENT**  
**RENT** mentions **HIRE**  
and  
**HIRE** sews it all up in a nutshell!  
After all, we do get people who ask us what sort of **things** we hire out. Well, I guess one can have the choice of any words they like in

their business, but let's draw a tighter line on the subject of these words and their other meanings.

**RENT** also means **TO SPLIT IN TWO**. Now whether my good friend is hopeful of getting two for the price of one or someone wants to hire a split in two trailer, I will never know. So this word can be spoken with a forked tongue, and as for the word **LEASING**, the dictionary also tells us this word is **A FALSEHOOD**.

The word **HIRE** does not appear to have any other alternatives, but don't call your employee's hirings, as this is considered very contemptible. And speaking of the word **rent**, I suppose one can, with tongue in cheek, have an affinity for its meaning. Thank you. Yes. A **DOUBLE** bourbon, please.

# "A Muddy Miracle"



**Flextool**  
**50 mm 212 Submersible Pump**  
**Flexible shaft drive**  
**Pumps mud, sludge, oil**  
**Totally self-priming**  
**Highly choke resistant**  
**No costly suction hose**

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Branches  
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Qld. Brisbane  
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W.A. Perth Telephone  
(09) 451 2077

# Customer Instruction: Key Ingredient for Success

By RICHARD DETMER, W.I.T. Rental Program Instructor

Your rental store may be in the best location. You may stock the best equipment. Your maintenance people may be second to none. Your business volume may be overwhelming. And yet, you may be slowly losing your shirt. The reason — inadequate customer instruction.



Richard Detmer

Equipment abuse may not be as readily apparent as a bent tow bar that was used to back the towed vehicle into a driveway. However, what about a \$5,000 air compressor (with

its cover open) that was used too close to a sandblaster? That grit is costing you a fortune in possible future rentals. The excessive wear and forthcoming downtime caused by inadequate customer instruction is robbing your business of its profit potential.

It is not that your employees do not know how to use the equipment. In most cases they do. But do they know how to teach others? Are they thorough in their instruction presentation to each customer? Do they leave out important bits of information such as, "Be sure to check the oil level after every two hours on this piece of equipment"?

I had several students that started the semester saying that such information is "common sense" and therefore unnecessary; and that if a person rents a

piece of equipment they know how to use it before they come in to rent it. Do you have employees in your business now that hold these two mistaken beliefs? The only way that you will know for sure is to listen to them as they instruct customers.

Besides rude telephone answering, can you imagine worse public relations than giving customer after customer inadequate instruction.

In Western Iowa Tech's Equipment Rental Program, we make use of a video tape system for customer instruction practice. Using a television camera, we tape each student's dealings with the "customer." As soon as it is taped, the student can observe how well he or she has put into practice the principles of correct customer instruction. This process is repeated until "perfection" is attained for each piece of equipment studied.

The old adage states that "not everyone is a teacher." However, if you want to keep from losing your shirt in the rental business, make sure that your employees are good teachers. ▲

## CONTACT LENSES ARE NOT A WELDING HAZARD

On advice from the Department of Labour and Industry, a potential safety hazard to wearers of contact lenses whilst welding was reported.

The Department has subsequently advised that the Australian Optometrical Association has written refuting the validity of the report and claiming that contact lenses are not a welding hazard and that present knowledge dic-

tates that there is no added danger in wearing contact lenses whilst welding.

The full text of the Australian Optometrical Association's advice may be obtained by contacting the office of Mr. N. C. James, Assistant Director, Boiler and Pressure Vessels and Design Review, Department of Labour and Industry on (03) 67 9211.

## ERASABLE INK PENS

We note the introduction of a new type of pen than uses an ink which can be erased like pencil for some hours after use.

To guard against fraudulent alteration, that may not be apparent, we advise against the use of pens containing an erasable ink when completing cheques, hire documents, etc.

AT THE CONVENTION ...

SEPTEMBER 2 - 5, 1980



STOP  
LOOK  
LISTEN

AT NOAHS LAKESIDE INTERNATIONAL HOTEL  
THAT'S WHERE THE CONVENTION ACTION IS

AT TRADE EXHIBITION DISPLAYS. THERE'S A LOT TO SEE!  
TALK TO YOUR SUPPLIERS, THEY ARE THERE TO HELP

TO THE SPEAKERS AT ALL SEMINAR SESSIONS!  
TO YOUR FELLOW HIRERS, THERE'S A LOT TO LEARN

REGISTER NOW:

FORMS AVAILABLE FROM YOUR ASSOCIATION SECRETARY

# Saw Chains



## Identify the Major Causes of Saw Chain Stretch — Minimise Problems

Saw chain is designed to be self-feeding when properly maintained. This means that a well-maintained chain is capable of cutting rapidly through a piece of wood when the weight of the saw is the only pressure brought to bear in the cut. In other words, a user does not have to lean on a properly maintained chain to make it cut efficiently.

Using chain with high depth gauges, prevents the cutting edges from taking an adequate bite out of the wood even when pressure is applied in the cut. Thus, the chain does not cut nearly as fast as the user expects it to cut. It is no longer self-feeding.

To compensate for this drop in performance, the user will increase his pressure on the bar in an attempt to force the chain into the wood. Unfortunately, this is the worst thing he could do. Trying to force the chain into the wood by applying extreme pressure increases the tension and stress on the joints of the chain and subsequently places tremendous friction at the point of contact between the flanges of the rivets and driveline holes.

This abnormal friction quickly wears away the metal surrounding the driveline holes and also the flanges of the rivets, causing the chain to stretch.

**Chain stretch resulting from high depth gauges is always accompanied by wear on the bottoms of the cutters and tie-straps of the chain.**

The incorrect grinding of depth gauges is the most frequently found cause of chain stretch. *In fact, about 90% of all chain failures are caused directly or indirectly by high depth gauges.*

Sprockets that are worn out, or are not of the proper pitch for the chain also place unusually severe stresses on the joints of the chain. The resulting friction wears away the metal surrounding the driveline holes, and also the flanges of the rivets in short order.

To avoid chain stretch from worn or improper pitch sprockets, *always install a new chain on a brand new sprocket of proper pitch.*

Dull cutters make it harder for the chain to cut through the wood, again increasing the friction and stress at the point of contact between the metal surrounding the driveline holes and the rivet flanges resulting in wear and stretch.

Unfortunately, you will never eliminate a certain amount of chain stretch when cutting under severely abrasive conditions. Tiny particles of grit work their way into the joints of the chain and wear away the metal surrounding the driveline holes and the rivet flanges. There are some things however, you can do to minimise stretch caused by cutting under gritty conditions:

**As the abrasiveness of the conditions increases, the amount of oil and the thickness of the oil should be decreased.** Large quantities of heavy, sticky oil pick up abrasive particles like a magnet. When you mix abrasive grit with oil the result is a grinding compound that works its way into the joints and erodes the metal, causing stretch.



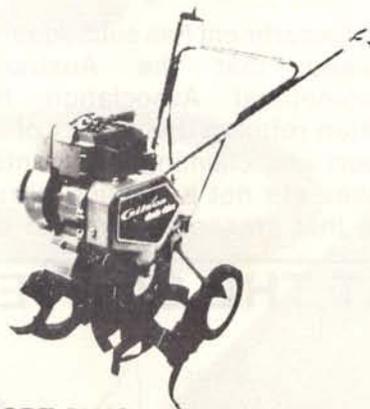
**ani**  
**PERKINS**

A Division of The ANI Corporation Limited (Inc. in NSW)

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- Sydney 648 4088
- Melbourne 795 5111
- Adelaide 277 2322
- Perth 277 4888

Circle 12 on Reader Service Card

## THE GILSON TILLERS



### MODEL 51116

Versatile chain drive tiller cultivates, ploughs, mulches. Speedily converts to a walking tractor. Powered by a hefty 3.7kW (5h.p.) Briggs & Stratton engine. Features adjustable tilling widths — up to 66cm (26"), adjustable 20cm (8") tilling depth. Rugged 36cm (14") slasher tines, and a range of functional accessories.

Available from  
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South Australian Branch: (08) 45 9011  
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Circle 13 on Reader Service Card Hire & Rental Australasia

## F. 100 Ford truck eligible for the Investment Allowance

**Taxation Board of Review No. 2 decided this on 26th March: Ref: M.31/1979.** The Investment Allowance isn't allowable on, among other vehicles, a utility truck or on similar vehicles. The argument was whether a Ford F.100 truck came into that category. The Board said it didn't so an Investment Allowance claim was upheld.

Some years ago there was a lot of concern over whether certain vehicles would be out of the scheme because of carrying capacity but that was resolved. Another contentious matter was just which vehicles are **similar** to clearly ineligible ones.

Not necessarily a test case (because a rival firm's vehicles may not necessarily be alike in construction), there is clearly a decision of principle made here.

The Department's representative at the hearing agreed that the F.100 was designed to carry a load in excess of one tonne, so the only point left was whether the vehicle was "similar" to a utility.

Strangely, the term "utility truck" is not one used by the motor trade. Ordinarily it means a vehicle derived (in its design) from a passenger car.

Ford does manufacture a "utility" based on the car design, of mono-construction, and consequently of limited carrying capacity. But the F.100 is a different animal, being produced along the same lines as a truck with a chassis onto which quite a variety of goods-carrying sections may be fitted.

The Styleside model F.100 may look a bit like a utility, but its construction is more robust. The cabin is not merely a part of the overall frame, but is bolted onto the chassis members as with a truck.

The Board leaned to the view that, in the law when excluding items, "motor car" was followed by "station wagons" and then by "panel vans" (each of which are derived from the motor car concept) — consequently "utility trucks" being in the same part it must be also regarded as a derivative of a motor car **unless** stated otherwise.

The Board conceded that it was a

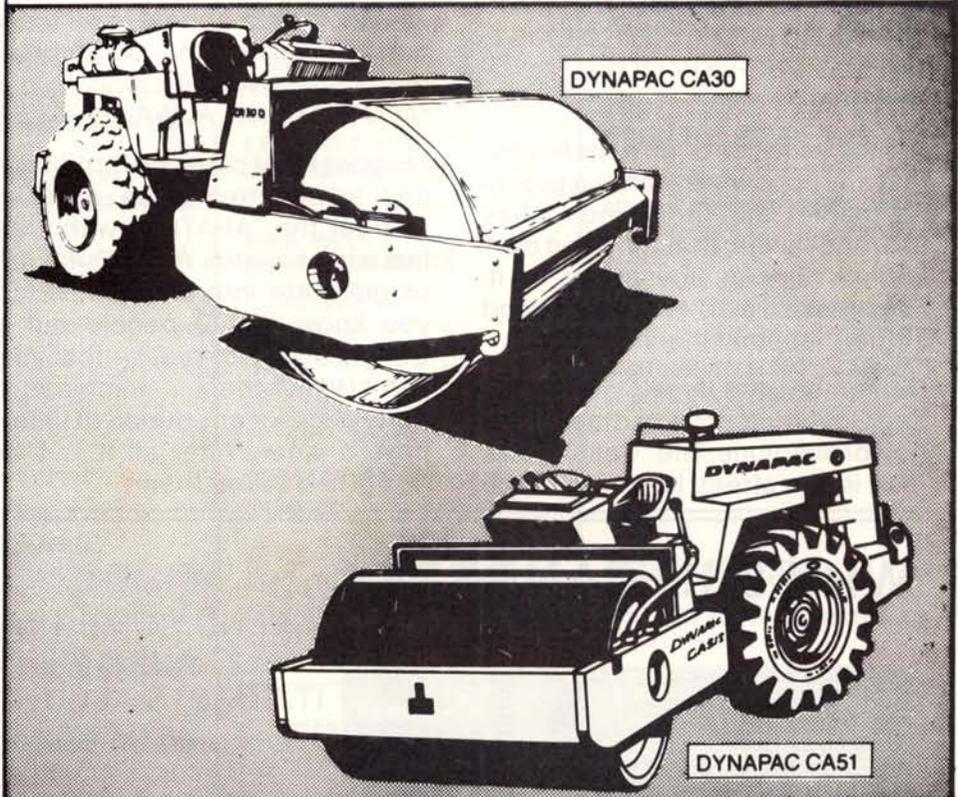
most difficult provision to interpret, but when faced with justifying other alternatives the Board Members said that interpretation had to be the one they preferred.

Accelerated depreciation had also been claimed (subject to similar restrictions), so the decision on the Investment Allowance favourable to the taxpayer would also permit double-depreciation to be claimed.

## GEM OF THE WEEK!

Customer at Coates Hire, Gold Coast was asked for his driver's licence. "I've never had one", was the reply. Hire Manager then suggested that he might be able to produce his car registration instead "It's not registered" was the reply. Customer was then asked to produce some other form of positive identification, and brought out a speeding ticket from the previous night. When it was pointed out to him that this could cause him a lot of trouble, the reply was, "Not on your life — you don't think I'd have given them my correct name and address!" Yes! You guessed it! The customer departed without any hire equipment!

## MEET THE BIG FELLAS



Need extra requirement from your compactors? Tight compaction specifications ... coarse rockfill, or high lift thickness? Take a look at the only rollers in Australia that can handle these conditions:-

- Heavy drums with thick drum shells and a large diameter to give you weight.
- High amplitude to give you dynamic force.
- World proven design to give you reliability.
- Service back-up to ensure minimum downtime.

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**Head Office:** 49 Derby Street, Silverwater, Sydney, N.S.W. 2141. Tel: (02) 647-1822

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

DKDY110

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## ADVERTISING DOES PAY!

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When a firm becomes self evident, such as **COATES WRECKAIR AND ABBEY**, or when any person ... object ... or thing becomes synonymous with what he ... or it, stands for, such as **BOB ANSETT AND HIRE CARS** or **AYERS ROCK AND TOURS**, is all because of excellent **PROMOTION**.

It is obvious that **COATES** and **WRECKAIR** are well known within the trade combinations they serve, but even these **GIANTS** among **HIRE FIRMS**, are practically unknown to the man in the street.

And it is the man in the street to whom we should be looking as the bulwark against failing current markets or economic down-turns.

**MANY FIRMS FEELING THE PINCH, PRICE ACCORDINGLY, YET DESPITE CURRENT AND FUTURE DOWN-TURNS, MARKETS AND MONEY STILL EXIST, AND CAN BE EXPLOITED.**

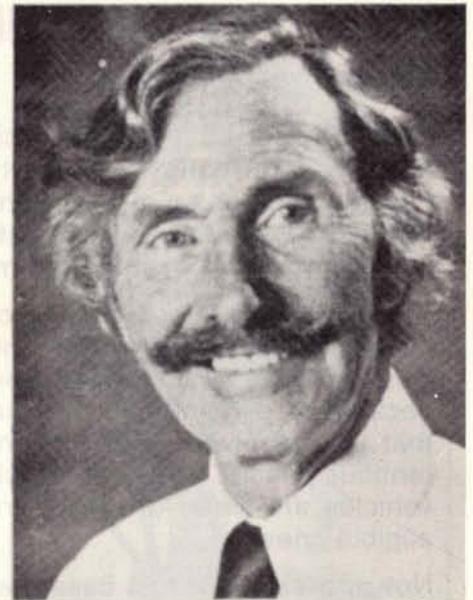
It is my belief, through experience, that any populated area, is a potential market, and firms who realize this, endeavour, through good marketing, to take advantage of it, usually see a marked upward trend in their monthly income.

Remember, the large Contractors and Government Departments are not for everyone. The "Cash" basis, man in the street, is. Hiring to the

local population is a very lucrative income. **BUT YOU MUST TELL THEM ... SHOUT IT FROM THE ROOF TOPS, AND REPEAT IT. WE ARE ALL "DILLS", YOU KNOW, IT TAKES A LONG TIME FOR THE PENNY TO DROP. PUT YOUR NAME OUT BIG, MAKE IT SYNONYMOUS WITH "HIRE" IN YOUR AREA. EXPLOIT AND EXPLOIT AGAIN.**

To compliment your local effort, we must have a **STATE**, or even a **NATIONAL** effort, and it is because of this, I appeal to all members to approach this subject, with the complete understanding that **"ADVERTISING ALWAYS PAYS"**.

I suggest that plans be formulated and some attempt be made to counter the **"APATHY"** within the Industry, towards Advertising. Let us generate interest in **HIRE**. Do you know that 9 people out of every 10, do not realise that they can **"HIRE"** tools ... machines or party gear, for any period of time, 7 days a week. After all it is **OUR** obligation to tell them.



The old Slogan that **"IT PAYS TO ADVERTISE"** speaks for itself. A friend on holiday on the Sunshine Coast, Q'ld. rang me to ask if we had lost any **large** machines, as he had seen a Semi, carrying a big Generator with **"DONPRA - MORWELL"** stickers on it. I assured him all was well, as it was on its way to the C.S.R., Rockhampton, Q'ld.

This example shows Advertising paying off in two respects, one, the initial hire to the C.S.R., then the generated interest of the machine on the road.

**ADVERTISING DOES PAY FOR DONPRA, SO WHY NOT FOR EVERYONE.**

**Harry Curry**  
DONPRA INDUSTRIES  
MORWELL, VIC.

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## WHILE IN CANBERRA ...



SPEND SOME TIME LOOKING AROUND ONE OF AUSTRALIA'S FASTEST GROWING CITIES. IT BOASTS ALL THE TRADITIONAL ATTRACTIONS WITH NONE OF THE BIG CITY UGLINESS! YOU'LL BE GLAD YOU CAME TO THE

**9th NATIONAL HIRE CONVENTION & TRADE EXHIBITION SEPT. 2 - 5, 1980**  
AT NOAHS LAKESIDE INTERNATIONAL HOTEL

**REGISTER NOW: FORMS AVAILABLE FROM YOUR ASSOCIATION SECRETARY**

# Suppliers to the Rental Industry

Members and Associate Members of the Hire Association of Australia and Hire Services Association of New Zealand Inc. who manufacture, import or distribute equipment for use in, or supply a specific service to, the rental industry.

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EQUIPMENT  
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POWERED MECHANICAL AIDS**  
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THATCHERS  
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POWERED MECHANICAL AIDS**  
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STANDS  
H.S.L. SALES**  
VIC. (03) 419 1911

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**KEW WATER WASHER, INCL. WET  
SANDBLASTING.  
H.S.L. SALES**  
VIC. (03) 419 1911

## PUBLICATIONS

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