

HIRE & RENTAL AUSTRALASIA

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

PRESIDENTS AWARD 1980 COATES HIRE SERVICE



In making his award, H.A.A. President, John Mason, said: "My choice this year is a company, not an individual. The company chosen is large, well managed, and has been on the scene for many years. It is also a great supporter of the Hire Association.

The best thing about this company I think, is that it strives to present a good image to the public at large.

This is important, not only for individual firms, but for the entire industry."

Mr. George Tanton, General Manager, Coates Hire Service, received the award on behalf of the company. (See photo above).

"George, I have much pleasure in handing you this award. The Coates Hire organisation is a credit to our industry."

SUPPLEMENTARY AWARD

Presented to Brian Elms, President V.H. & R.A.

John Mason said "This award is for sheer dedication, and the donation of lots of time and effort, in a sincere endeavour to do things for the H.A.A. I have pleasure in presenting this award which reads: 'to Brian M. Elms for diligent work in supporting the Hire Association of Australia. From John Mason, President H.A.A. 5th September, 1980.'

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

Hire Association of N.S.W.,
P.O. Box 129, BEECROFT, 2119.

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
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The Hire Association of Queensland
C/- Sandgate Hire Service,
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President: Adrian Verney (07) 269 1673
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The Hire Association of S.A.
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The Hire Association of W.A.
C/- Skipper Mayday Machinery Ltd.,
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Secretary: Bill Downs (09) 277 1944

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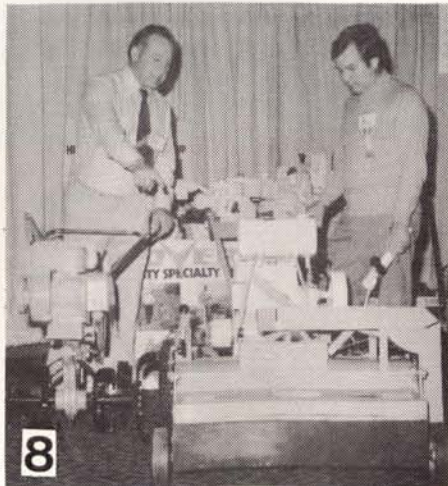
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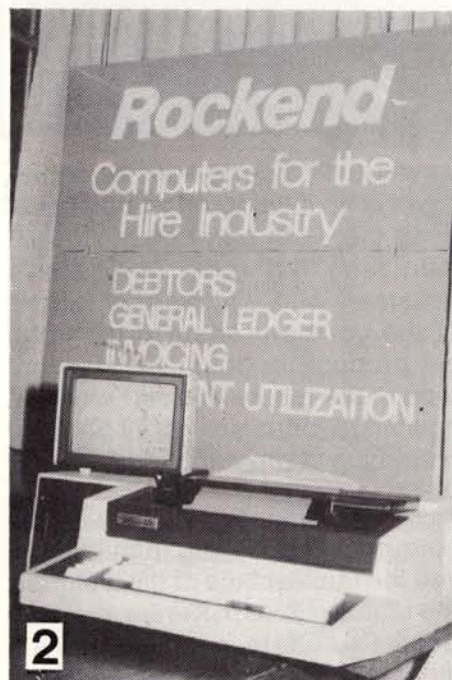


EQUIPMENT EXHIBITS

A COMPREHENSIVE RANGE OF EQUIPMENT EXHIBITED AT THE CANBERRA CONVENTION

Including the office Computer, through the range of rental equipment, from hand tools to construction equipment. Exhibitors were delighted with the response received from the delegates.

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Max Cotton, Ken Simms.



PROMOTION OF

Our customers just won't keep coming back if they think we are rip-off merchants, interested only in taking their money.

A precis of a convention paper presented by John Mason.

In my opinion, there really isn't any such thing as competition in the hire or rental industry. Competition doesn't even exist. Not one of us has any conception of how much potential business remains untapped, simply because we do such a poor job of promoting our industry. In fact most of the population is unaware that we exist. It is as if we want to keep our operation a secret instead of letting people know about us. Instead of competing for the consumer's discretionary dollar, most of us are constantly worrying about the sneaky, tricky, underhanded tactics employed by the opposition. Isn't it terrible how they cut prices", "Give enormous discounts, cheat, bribe and do everything imaginable to gain an unfair advantage over us". What a heap of bull! There is in fact more business than we can handle out there in the market place, all we have to do is get out there and genuinely compete for it - offer an attractive package and the consumer will buy it. If we expand our equipment list, our business will expand in direct proportion.

Promotion is of vital interest to all who wish to see business grow and prosper.

In common with all successful business, skilful promotion is important to us all.



John Mason, President H.A.A. addressing the Convention.

When a girl wears fashionable apparel, uses cosmetics and does everything to enhance her appearance, she is promoting. When the barrow-boy polishes his stock of apples, so that they are shiny and look attractive, he is promoting. When the manufacturer spends a lot of money designing an attractive package for his goods, he is promoting. Promotion is all around us, and it is in many forms, but I wonder how many of us really appreciate

its value. Someone once said that there is no such thing as bad business, there are only bad businessmen. Isn't that very true? A businessman who isn't keenly aware of the constant need to promote his product, is going to lose the race in the market place. I wonder how many of us are really doing a proper job of promotion in our business?

Take Kentucky Fried Chicken. In your mind's eye you immediately see the familiar face of the Colonel, the uniformly clean Kentucky Fried Chicken outlets, and you can almost taste the finger licking good

HIRE AND RENTAL

product. These products are surprisingly uniform in quality and flavour all over the world. The average person can visit a Kentucky Fried chicken outlet anywhere and feel at home in familiar surroundings, be sure of courteous, fast service, efficiency and satisfaction. This is good promotion.

We as an industry should strive for the same objectives. Why don't we follow their lead and use of skilful promotion. They have set a good example on how to win the race in the market place. Successful promotion needs product backing - it is just no use trying to flog a dead horse in the

form of badly maintained or worn out equipment. The easiest way to formulate a recipe for success in any business, is to analyse your customer's need. To put yourself in the other fellow's shoes as it were. Imagine you are the customer, think the way your customer would think. See things from his point of view.

Take our industry as an example once more. Too many of us run our businesses to suit ourselves, not our customers. Mostly we open for business during hours that suit ourselves and I have even heard some people boast that they run their businesses to suit their own whims and that they have their customers trained. Trained customers - what a ridiculous attitude! Surely, we are in business to cater for the customer's needs - not to dictate to him. The customer is King - so we must serve him by being available when he needs our services and by satisfying his requirements. We can't dictate to him - he is the Boss and we are his servants.

If I was a hire customer, I would be looking for satisfaction, delivered in an attractive package. If I were to be parting with brass, spending good money in return for the temporary use of an article, I would want that article to look attractive and above all, to do the job I hired it to do. The greatest disaster that can occur to any hire centre operator, is for equipment to break down, and it is even worse, if, to start with, that item happened to look like a piece of junk. Just ask a customer once in a while to select his own tiller or mower from the line. You can bet your right arm that he will chose the one with the best paint job. If we are going to do a real job of promoting hire, it must start with value for money. It is a business axiom that any transaction must satisfy both parties, so it

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PROMOTION OF HIRE AND RENTAL

follows that we must satisfy our customers by making sure they are provided with sound equipment delivered in an attractive package.

Our most important promotional work can be done right in our own establishment – just by making sure that our customers are greeted with a smile, always gets an engine that keeps running, that cutting edges are sharp, that our equipment is clean and attractive and that our yard is tidy, etc. etc. **Value for money should really be the industry motto.**

Our customers just won't keep coming back if they have the idea that we are rip-off merchants, interested only in taking their money and do not give satisfaction in return. After all, when a sailor visits a brothel he doesn't want the madam, he wants value for money and satisfaction in the form of a younger, better looking package at that.

Speaking of brothels, reminds me that promotion must be a total package, in addition to attractiveness, exposure is essential – people must be shown what we have to offer, otherwise they won't even be aware of our existence. In my business, we always make sure that equipment is prominently displayed in the yard – we have signs everywhere (including one that is 200 ft. long) and we take up maximum space in the yellow pages.

We also exhibit at the local agricultural show, and children are made welcome. We give them a "Betta Hire" ruler, or a "Need It, Hire It" decal, because we know that someday they are going to be our future customers. We want to get them onside, to feel at home in a hire centre. Remember, today's children will be tomorrow's customers and to gain their goodwill is a very valuable investment in

the future. We also allow our customers to steal as many of our cheap ballpoint pens as they like. Although the pens are clearly branded "Betta Hire", we never get them back.

There is some promotional work, however, that can best be done at association level. During my term as President of the Hire Association of Australia, we have produced a hand-out folder, entitled "The Hire Story", which illustrates many of the items available for hire and presents some logical reasons for hiring. We have produced "Need It, Hire It" decals in a range of sizes, to be handed to children, or used as bumper stickers, and as showroom posters. The objective is to keep promoting the "Need It, Hire It" slogan until it becomes familiar to everyone in the community. The preparation of this promotional material is financed by the H.A.A. and is made available to members at cost. The logic being that the individual member is spared the cost of research and development. This good promotional material is available to members who want it and are prepared to pay for it, while those that don't use this valuable material miss the boat.

Other materials available from the association includes association membership certificates, code of ethics certificates, window membership decals, and lapel badges. All articles with good promotional value which add prestige to the individual hire establishment, which in turn project an improved image to the public at large.

Fortunately our industry has unlimited scope for expansion – it is still young, it can grow vigorously, and consequently there is no cut-throat competition such as that found in other industries, which have to compete in saturated

market situations. As a service industry, we are not to be subjected to the overnight trauma of almost total automation such as is occurring right now in the manufacturing industry. The personalized nature of most daily transactions probably means we won't be forced into high technology areas very quickly. We will get some extra time that most of us will need to enable us to adapt to this changing environment. The technological revolution that is occurring now, can only be to our advantage as new items of equipment will proliferate, and, with the spread of automation and the consequent shorter working hours, there will be an upsurge in demand for work and leisure equipment. We are about to get a chance to supply a vastly larger market than now exists. To me the prospect of tapping this emerging new market, is an exciting challenge and I intend to take it up.

However, at this state, our entire industry in Australia lacks exposure, and it is ridiculous that so few people know we exist. It is said that only 5% of the entire population are hire customers, so the real need is to get out and get to work on the other 95%. Just think of it: there is 19 times, I repeat, 19 times more business, waiting out there for us if we go after it. And there are even greater opportunities if only we use our imagination and keep looking for new ways to expand the range of services we offer. We are pioneering a relatively new industry and I am confident that the growth prospects in this industry and infinite.

I have said this before, and it will bear repeating, the only limiting factor in this industry is our own imagination. Let us promote our healthy young industry, let us get out there and win the race in the market place.

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Our machines must be of such high standard and efficiency, that there can be no complaints or come-back from clients.

In the field of Hire, everyone understands that not only is it essential to match machine performance to job demands, but the machine performance **must be** of such high standards and efficiency, that there can be no complaints or come-backs from clients.

It is not a coincidence that cost conscious, discerning customers taking delivery of a machine give no second thought to its highly efficient, trouble free operations, but do so in no uncertain manner, when a machine fails in its purpose, regardless of reason.

A comprehensive study of hire firms has shown me that one great failing, and the reason for many serious down-turns within certain companies, is their inability to "perform mechanically". This tends to trigger off a crisis situation, wherein management usually blames many things, but never seem to pinpoint the real cause.

It is not simply a solution to maintenance problems to have skilled personnel, but it is essential to

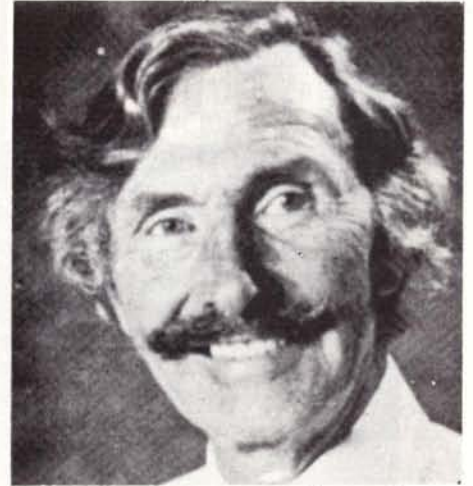
have skilled personnel who have gathered experience over many years, and who have pride and a strong sense of loyalty in their firm. For if they are not totally orientated and proud to be employed where they are, no management, other than "totalitarian" maybe, can impress or force upon them the necessity for perfection and pride in a job well done.

To be enthusiastic one must become part of the scene and be in "confidence" with the management, and have the opportunity to put forward a viewpoint, which then gives an insight to many areas—workshop, transport, yard, office.

Two things always emerge from such conferences:

- (1) Criticism
- (2) Advice

Such conferences can be termed as your **radar-scope**, for they will give advance warnings of problems before they arrive. Good management can then foresee and take action, before a crisis occurs.



Harry Curry,
Hire Development Manager,
DONPRA INDUSTRIES PTY. LTD.

Personnel participation must be appreciated and conferences must be informed as by what action, if any, previous criticism has been allayed, and how certain advice taken has improved situations in various areas.

The personnel then know they are participating, and it is in these very circumstances that pride of involvement is born, bringing forth success in all fields.

This is an established formula at **DONPRA** and is part of their success story.

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.

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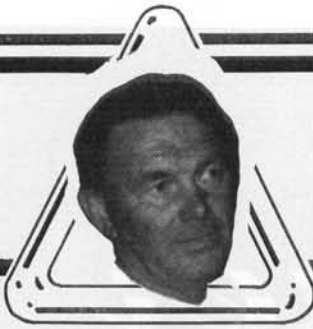
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Tel: (03) 850 2316.



N.S.W. STATE NEWS ...

EXECUTIVE SEMINAR A GREAT SUCCESS

A very stimulating and money-saving executive seminar was conducted at the Sebel Town House on 27th August. It would be impossible to get more "meat" from a 1-day seminar than we got from this one.

Mr. Ralph Warren, Industrial Officer with the Employers' Federation of N.S.W., discussed all aspects of the industrial scene. Mr. John Chegwyn, Business and Management Consultant, spoke on the subjects he specialises in: corporate planning, marketing and E.D.P. Mr. Andrew Sneddon, well-known specialist Lawyer in the field of taxation strategy told us the latest details on the Investment Allowance and other matters relating to Taxation. Mr. Russell Prowse, Freelance consultant and to Commerce and Industry (former General Manager of the Bank of New South Wales) reviewed the Budget and gave his forecasts for 1980/81.

As a contrast, our after-dinner speaker was Frank Hardy, author, song-writer and raconteur who has a reputation for provocative subjects. Frank is currently Australia's champion yarn-spinner and he proved he is worthy of that title!

Our Executive Seminar is a very worthwhile annual event. See you next year.

WORKSHOP MEETING AT ACTIVE HIRES PADSTOWE BRANCH

WORKSHOP MEETING: Will be held at Active Hire's Padstow branch on 22nd October. There will be a tour of Active's office to view their computer operations, and observe office and counter procedures. A couple of experienced Hire Association members will discuss various aspects of counter and office procedures. In addition, a representative from a leasing company will discuss lease financing. You and your employees will gain a lot from this educational evening.

BLAIR CAVILL IN NEW BUSINESS VENTURE

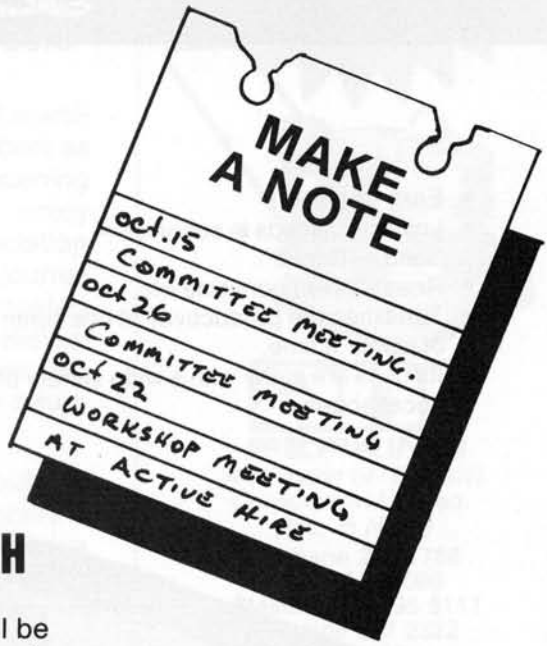
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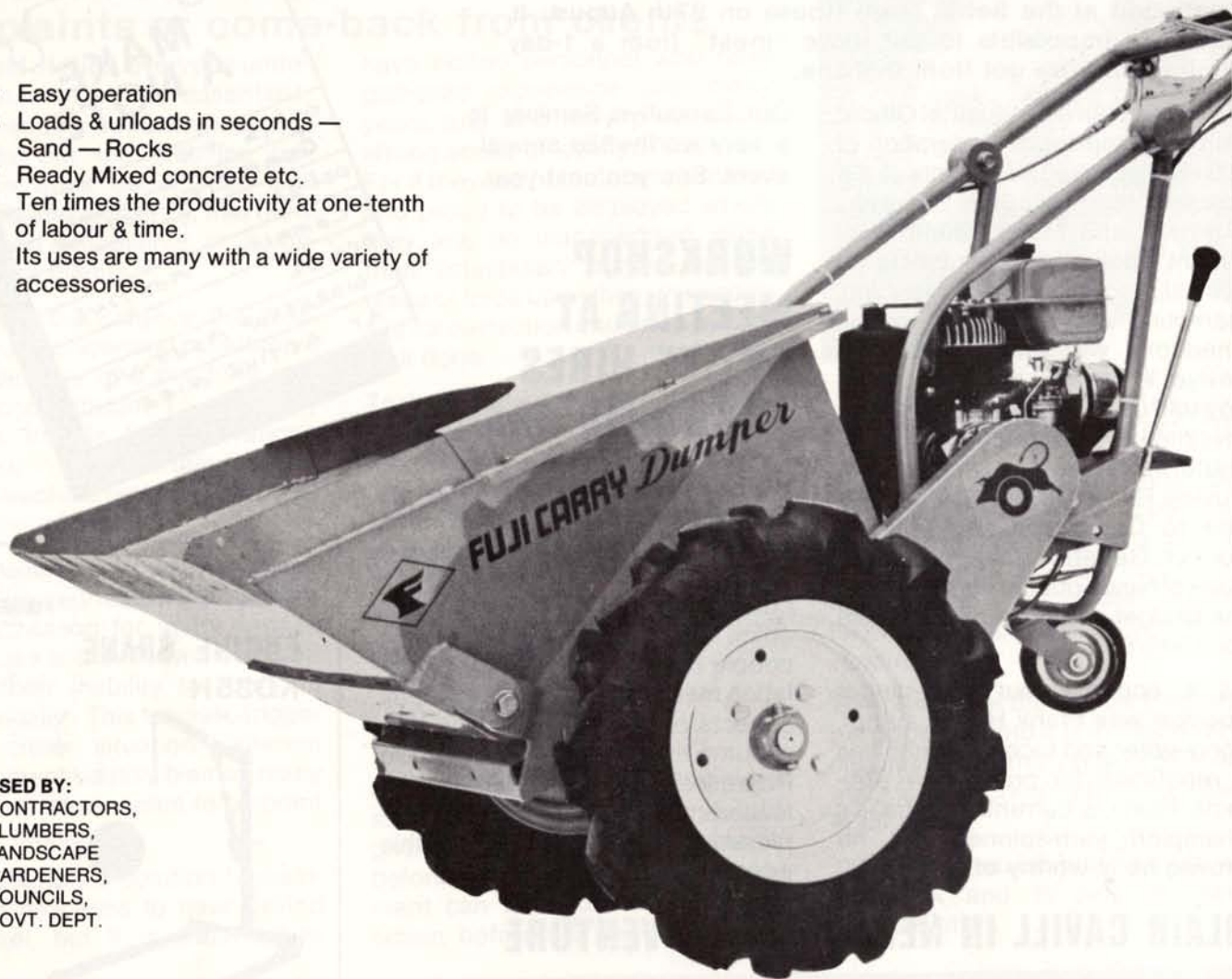
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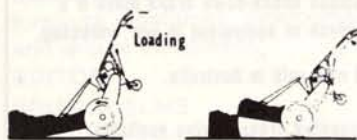
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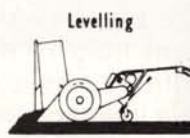
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THE HIRE ASSOCIATION OF AUSTRALIA

Why should it exist?

It is obvious that a vigorous, well run association can be of great benefit to the industry, to ourselves as members and to our customers.

However, an association can only continue to function if it has worthwhile objectives that are clearly beneficial to its members and an association must be seen to be pursuing these objectives or the membership will lose interest and drop out.

Our constitution states specifically that the objective of the Hire Association of Australia is to "promote a progressive, ethical and profitable Hire industry".

This is a very worthy objective which can only be beneficial to ourselves and our customers and suppliers.

There are many sound reasons for having an active, healthy association, some of the obvious being:

1. Unity is strength. In times of industry crises a united group will get a better hearing than lone voices crying in the wilderness. Legislators are much more aware of large groups with common interest than they are of the problems of individuals.
2. Association membership enables the industry to stage an annual national convention which gives members the opportunity to get to know each other and exchange ideas and information. Attending a convention can be a great educational experience.
3. An annual convention provides our suppliers with a venue for displaying their wares and it encourages their membership as associates.
4. Association membership adds a considerable amount of prestige and credibility to a hire establishment because people like to know that they are dealing with an accredited organisation.

5. An association journal is welcome reading to most members as they like to know what is happening in the industry and they enjoy reading about fellow association members and activities. A journal enables members who are located in out of the way places to keep up to date and makes them feel that they are getting something in return for their membership fees.

6. Promotional and image building material is available to members if they wish to use it. It is inexpensive and in the long term will be of great value. It is just a matter of perseverance.

With what I have outlined above in mind, I want to take this opportunity to clearly define my objectives as president of the Hire Association of Australia.

1. That the Hire Association of Australia will continue to stage an annual national convention in conjunction with an equipment exhibit.
2. That the Hire Association of Australia will continue to supply promotional and image building material to its members.
3. That "NEED IT? - HIRE IT!" becomes a permanent promotional slogan.
4. That the journal, "HIRE AND RENTAL AUSTRALASIA" be given full association support as its official organ.
5. That I will do all I can to foster goodwill between industry members within Australia and overseas.

JOHN W. MASON
President

The Hire Association of Australia.

MVC 130-V

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EVERYONE WAS THERE

RELAXING AT CANBERRA



1



2



3



4



5

From all parts of Australia, and overseas, people from the hire industry made their way to the Canberra Convention. The locals arranged for a week of their very best weather and the Convention organisers provided an interesting and well balanced program. (Reports, selected from the Seminar sessions, will be reprinted in H. & R.A. over the next few months).

For those who attended, it proved to be a rewarding experience. A chance to meet with industry colleagues, to make new friends, and to swap notes on industry activities generally.

Yes! We all learned a lot!

1. Jack Parker, Don Cross, Ross Tomkin, Malcolm Sprout, Jerry Krusza, Tony Donnelly.
2. Laurie Roberts, Lyn Pyle, Robert Vinson, Bill Pyle.
3. John Mason, George Morris, Marion Baker.
4. John Stevens, Val and Ray Kretschmer.
5. Genoviva Mason.
6. Admiring the beautiful paintings on the church ceiling at the Serbian Centre are: Michelle and Brian Ewings, John Stevens, Gary Silburn.
7. Blair Cavill, Suzanne Maple-Brown, Gordon and Marie Esden.
8. Elizabeth and Barrie Cerda, Di and Jack Gray.
9. Keith Baldrey, Lesley and Ken Nixon.
10. Rob Wallis, Tony Donnelly.
11. Some danced, but Stan Jessup and Helene Whehan just talked.
12. Barry McDonald, Ray and Noelle Le Gear.
13. Denise and Ron Wyatt, Mary Edwards.
14. Joan and Bill Newton, Joan, Wai and Michael Hunter.
15. Gall and Lloyd Williams, Bruce and Ruth Bamford.
16. John Massey, Shirley and George Tanton.

9th NATIONAL CONVENTION

THEY CAME FROM ALL DIRECTIONS TO PARTICIPATE



WHAT'S UP THERE?





VICTORIAN STATE NEWS ...



SUN HOMES SHOW 1980

The Sun Homes Show again proved to be a great success. The Need It? Hire It! message was presented to a crowd in excess of 200,000.

Participating members already report positive sales which can be directly attributed to equipment exposure at the show.

The photograph shows the range of Do-It-Yourself equipment and the metal detector promotion which again proved most successful. Lester Wadsworth and Norm Wright are shown on the stand.

Reliable



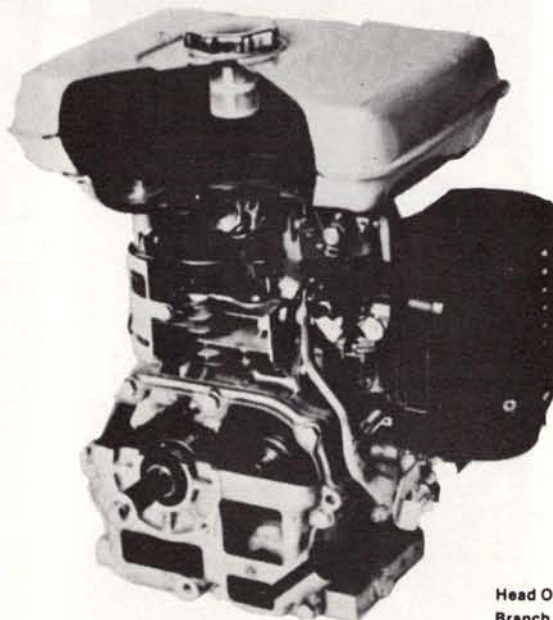
2 stroke and 4 stroke petrol engines

The rugged, reliable Robin engine features:

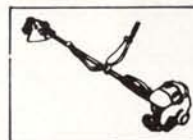
- outstanding durability from selected materials combined with soundest design and engineering.
- range of models from 1 hp to 16 hp to suit every application.
- excellent after sales service.

Robin engines have diecast cylinders with cast-in micro-honed liners, dural connecting rods; precision forged steel crankshafts with induction hardened pins, shaved quality gears, heavy duty main ball bearings.

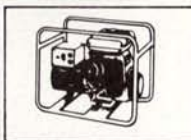
Reliable Robin petrol engines make the ideal choice for powering new machines, repowering old machines, and as a reliable power source for your every need.



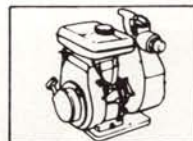
Robin reliability powers these and many other purpose built units —



The Robin Bushcutter



The Robin Generator



The Robin Water Pump

All available from stock.

For full specifications of rugged, reliable Robin engines, generator sets, bushcutters and water pumps, contact:

CERAMCO

Mesco McCabe

Marketing, Manufacturing and Importing Engineers

Head Office: 17-19 Maurice Rd, Penrose, Auckland, 6. Ph 661-209

Branch Offices: Whangarei, Auckland, Hamilton, Rotorua, Palmerston North, Wellington, Christchurch, and accredited stockists throughout New Zealand.

VIC STATE NEWS ...

INTERESTING HOLIDAY TRIPS FOR THREE VICTORIAN COUPLES

Marj and Ken Stephens of Turners Hiring Service have just completed a months visit to the U.S.A. Ron and Louise Williams took a cruise, while Association Secretary, Sydney Moody and his wife, Shirley, have been sunning themselves in Queensland.

Marj and Ken Stevens motored up the West Coast of America to Vancouver, crossed the Rockies, visited Banff, Yellow Stone National Park and the Grand Canyon, then stopped over in Honolulu. In all, "a terrific holiday", said Ken.

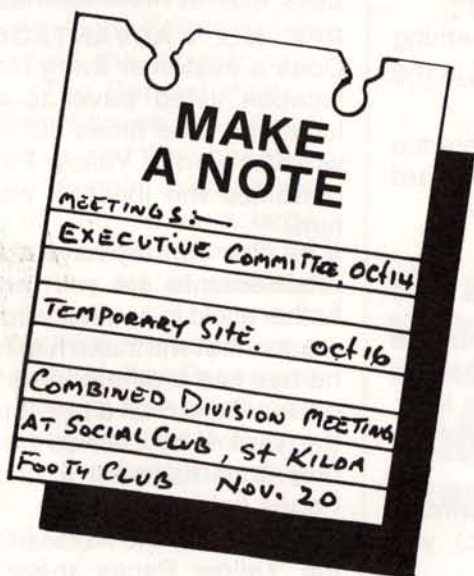
Ron and Louise took a P & O cruise to the South Pacific Islands. "A cruise is a real holiday", Ron noted, "but look out for the Black Jack in the Casino".

The Moody's spent two weeks in and around Cairns, where they visited Cooktown, Green Island, Port Douglas, Cape Tribulation and generally enjoyed themselves.

CONVENTION COMMENTS ...

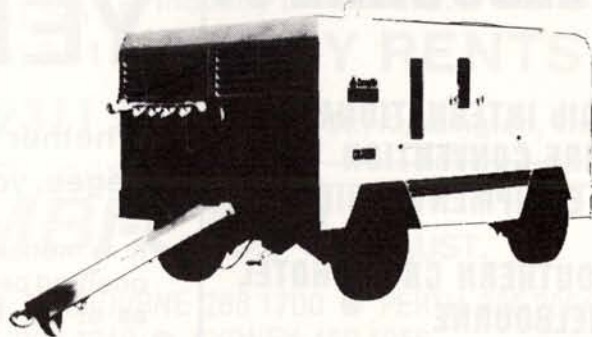
Excellent, I enjoyed meeting other people from within the industry. The display side has been improved and I feel this is an important aspect of the Convention. — Des Whelan, D. G. Whelan Rentals.

Well conducted and presented. Did good business. Still getting orders — Max Cotton, Rover Mowers (Aust.) Pty. Ltd.



Thinking air? think **CompAir**

The latest range of CompAir extra quiet portable compressors. Built in Australia to suit Australian conditions.



The CompAir CR750S rotary screw compressor. 750 cfm (355 litres/sec) 75 dBA. High efficiency, single stage asymmetric rotary screw compressor. Diesel powered. Automatic shut-down; full instrumentation; matched air supply/demand, easy service access.



The CompAir CR330 SEQ portable rotary screw compressor. 330 cfm (156 litres/sec) 70 dBA. Diesel powered. Single stage, oil sealed with shut-down protection. Available also for truck or trailer mounting.



The CompAir Compact 75 portable rotary vane compressor. 75 cfm (35 litres/sec) 70 dBA. One of the smallest, diesel powered compressors. Requires no air receiver. Also available for truck or trailer mounting.



CompAir

Branches in all States

LOOK FOR IT!

HIRE ACTION AUSTRALIA! MELBOURNE 81

10th INTERNATIONAL
HIRE CONVENTION
& EQUIPMENT EXHIBITION

SOUTHERN CROSS HOTEL
MELBOURNE

SEPT 2 - 5 1981

BE THERE!

Circle 34 on Reader Service Card

WORLD RECORD AT- TEMPT FAILS IN QUEENSLAND!

The North Brisbane College of Advanced Education at Carseldine recently held a world record attempt at a "Toilet Cram" - and where better to obtain their toilet than from Malcolm Cram (!), of S.O.S. Rentals. Malcolm reports their attempt failed to shatter the record, with 26 bodies getting a toehold. The President's/Secretary's offspring was disappointed at being excluded, but at 6'3" and 14 stone, who can blame the officials!

VIEWPOINT...

USE THE YELLOW PAGES ?

Whether you take ten pages or a single line in the yellow pages, you will never know its true worth.

It is noticeable that when hire oriented people get together such as at our last convention, advertising looms up in many conversations.

There is one publication that is used by all and sundry "The Yellow Pages", and by some operators it is a must to spend large sums on several pages every time it is published.

But what do we get for our outlay in this publication, and what are the pitfalls? Let's look at the advantages and disadvantages first.

ADVANTAGES

1. It puts an advertisement in every home or business that has a telephone installed.
2. If you are looking for something specific, you would look in the Yellow Pages.
3. It is an excellent map reference for locating a shop or yard when you are in the area.

DISADVANTAGES

1. After you have signed and paid for the advertisement it usually appears several months later, and then carries on for a further twelve months.
2. If an error is made in the printing (wrong 'phone no. etc.) you have problems.

3. The advertisement chosen is terminal. It cannot be adjusted up or down or altered in any way for over twelve months.
4. In larger areas the Directory is a **separate issue** and becomes a dust collector in many homes.
5. You advertise alongside competitors who are possibly of an unknown quality, but share equality with you on the same page or section.
6. In inflationary times, if any pricing is incorporated in your advertisement, the Directory is out of date on receipt.
7. It is not cheap.

Well, we have three for and seven against, but even the three we have in favour are all not what they seem. Let's look at them individually.

REF. NO. 1 ADVANTAGES

Does a customer living North of a location listed travel to a South location? Nine times out of ten he will pick up the Yellow Pages and patronize the location nearest to him.

If by chance they have not got his requirements, he will then travel further afield to another yard. Another reason that will make him travel is if he has had a difference of opinion on service etc. on a previous visit to the yard. If by chance he has the only advertisement in the Yellow Pages he's got it made.

Footnote: In the Auckland area of the Yellow Pages there are 81

by
PETER LAWRENCE



advertisements in block form though covering many fields give a varied choice of locations in the hire field. **REF. NO. 2 ADVANTAGES** Even the specifics are limited and not everything is listed. Try looking for *Tyre Chains for example. *Auckland Area.

REF. NO. 3 ADVANTAGES

It can also be a good map reference for the conversion people who do a quick trip into town to your location to get what they want, and are never seen again.

Well, where does the business come from the Yellow Pages? This is one that not many can answer, but they tell you that it works. You can get all sorts of answers by asking people generally and again the result is vague. Business people most certainly use them a lot, as in many cases they themselves have an advertisement in the Yellow Pages. But what about the biggest segment of all "The General Public". Separate issues are an annoyance in many homes and they get relegated to the dustbin. With all the advertising in the world, a large section of the public will not be reached, but they are all potential customers.

Whether you take ten pages or a single line in the Yellow Pages you will never know its true worth. But there is something that will give your location the best advertisement of all.

**Service and Quality of hire.
And it's free!**

YOUR MONEY BACK IN 15 HIRES

Buy a Gas Spit that will revolutionise spit rental!

- Cooks meat in half the time of charcoal.
- Use standard 20 lb. gas cylinder.
- Recommended minimum hire rate: \$45 incl. 20 lb. gas.
- On wheels for easy cartage.
- Heavy duty armour plate "see through" top.
- Electric Motor turns maximum weight of 150 lbs.



PURCHASE PRICES: Master Distributors to Rental Industry in Australia.

Small (50" length) \$615
Large (90" length) \$715

ABBHEY RENTS

TEL: (03) 376 2311

87 Lambeth St., Kensington, Vic.

Circle 36 on Reader Service Card

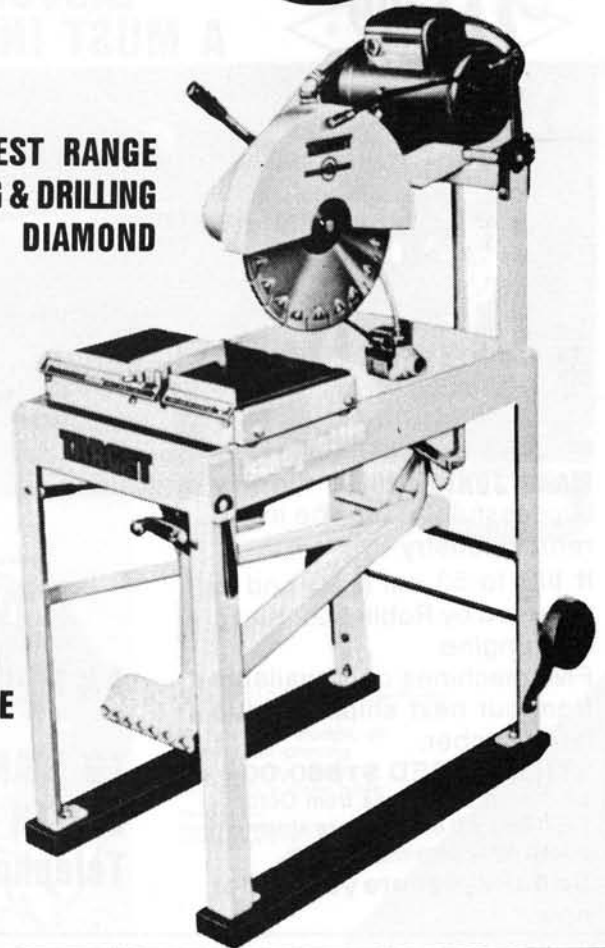
DEMBI-CON AUST.

ADELAIDE 297 4022 ● MELBOURNE 288 1700 ● PERTH 325 2364
BRISBANE 208 4249 ● SYDNEY 450 1056

**You're on it
with...*



**THE WORLDS LARGEST RANGE
OF CONCRETE SAWING & DRILLING
MACHINERY AND DIAMOND
TOOLS.**



**SOLE AUSTRALASIAN
DISTRIBUTORS OF THE
WORLD RENOWNED**

**JADEM
DIAMOND TOOLS.**



QUEENSLAND – STATE NEWS

FAREWELL TO BOB AND BEVERLEY KARDACHI

H.A.Q. has mixed feelings about losing Bob Kardachi, formerly Queensland Manager of Coates Hire Service. Bob and Beverley are leaving to settle in Louisiana, U.S.A., where Bob will be managing a hire operation recently acquired by ANI.



ADRIAN VERNEY (PRESIDENT), BOB AND BEVERLEY KARDACHI, EVA MASON.

The Kardachi's were guests of the H.A.Q. at Dinner at the Queensland Rugby Union Club, where a presentation was made in appreciation of Bob's work with the Association. Bob served as President, National Delegate, Member of the Management Committee and was a member of the Convention Organising Committee for our very successful Surfers Paradise Convention.

We wish Bob and Beverley all the best, and hope to see them back in Australia one day.



LABOUR SAVING UNITS A MUST IN EVERY HIRE YARD



MANG JUNIOR 2000 the only successful Rotary Hoe in the rental industry.

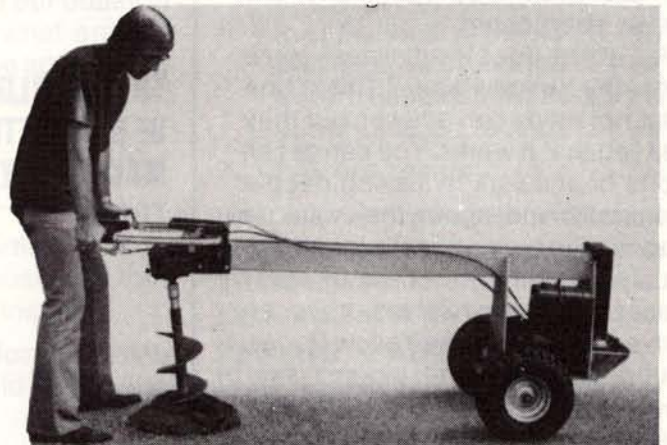
It tills to 53 cm (21") and is powered by Robin 5.22 Kw (7 h.p.) engine.

Five machines only available from our next shipment due late October.

STILL PRICED \$1860.00

Increased U.S. prices from October 1st, 1980 will effect future shipment prices by approximately 10%.

Be early - secure your order now.



**GROUND HOG MODEL 1M
ONE MAN EARTH DRILLS**
have been further improved.

Now fitted with a new, easy to operate clutch, and incorporates a universal joint, midway along the drive shaft to reduce vibration, and reduce maintenance of Ground Hog.

Next shipment due mid October. **Order your unit now.**

A & N EQUIPMENT PTY. LTD.

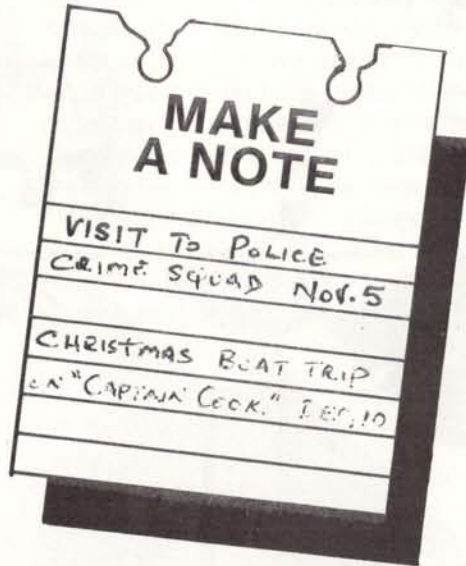
**19 MANTON ROAD,
SOUTH OAKLEIGH. 3167
Telephone: (03) 544 4066**

QUEENSLAND STATE NEWS

8 NEW MEMBERS FOR H.A.Q. IN AUGUST.

Still the membership grows in Queensland - 8 new members admitted in August - another waiting for approval in October, and quite a few prospective members to lodge application. The only conclusion we can draw is that the influx of members, and enquiries for membership, is due to the active promotion of the Industry by the Association through our Membership Drive, our promotional material funded by the H.A.A., and our promotion at the Telegraph Home Show. Our far west members include Mt. Isa and Meandarra, and members are all along the coast from Tweed Heads to Cairns, not forgetting our Honorary Member in New Guinea.

A strong and active Association has a two-fold purpose. It promotes the Industry as a whole, and increases the standards of hire in our State. Members, through the



Code of Ethics, have a moral obligation to uphold this concept, as they are under the scrutiny of their peers. One of our members recently remarked that it is the only Business Association he knows of where competitors actively help each other. This, we feel, is the spirit of any Hire Association. Apparently we do make it great in the Sunshine State!

COMING EVENTS

CONVENTIONS

CALIFORNIA RENTAL ASSOCIATION
ANAHEIM - OCTOBER 5-10, 1980

HIRE ASSOCIATION EUROPE LTD.
NIREX - LONDON - JANUARY 26-29, 1981

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

HIRE SERVICES ASSOCIATION N.Z. INC.
HAMILTON - JUNE 8-11, 1981

HIRE ASSOCIATION OF AUSTRALIA
MELBOURNE - SEPTEMBER 2-5, 1981.



Powerlite

GENERATING SETS

FROM 1.5KVA to 7.5KVA. Portable power when you need it. Choose the petrol engine you prefer. Briggs, Honda, Robin, Kawasaki BARE ALTERNATOR 1-1000KVA ALSO AVAILABLE.

KANCO



scan-hi

CORNER OF CHURCH & MURRAY STREETS,
ABBOTSFORD, 3067
PHONE: 428 1429

scan-hi

Circle 39 on Reader Service Card

"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

Designed and manufactured by
Flextool (Aust.) Pty. Ltd.

Before you buy a trencher, check its track record ..



"This is a tough business; and with 18 depots, we can't afford unreliable machines. Our choice of Wenco and Parsons trenchers is based on their durability, as well as their performance."

John Newman, U-Hire.

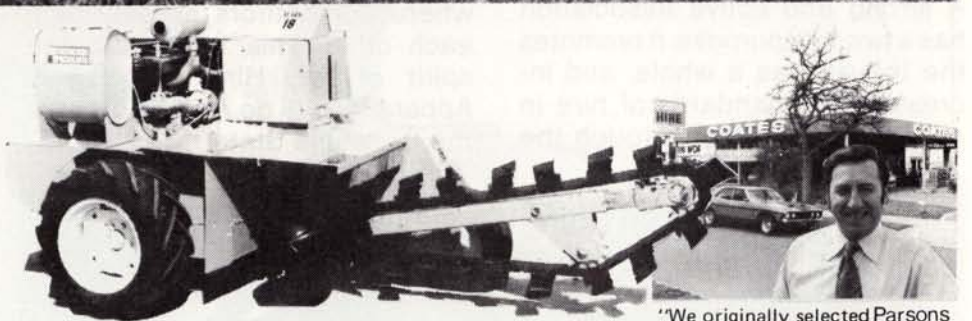
MAKE SURE IT IS
APPROVED
IN THE HIRE & RENTAL INDUSTRY!

Do
any other
credentials
really count?



A COMPLETE RANGE FROM 8 TO 53 HP CAPACITY

- Hydrostatic drive, self propelled.
- Pedestrian & Ride-on models.
- Trench widths from 3" to 18".
- Digging depths to over 7 ft.
- Under-road boring attachments.



"We originally selected Parsons for their ease of operation – an essential in this business. Over the years, they've given us an excellent run and proved our judgement right."

Barrie Cerda, Coates Hire.

WITCH ENGINEERING

A member of the H.C. Sleigh Group

- N.S.W.:** 82 Carlingford Street, Sefton, N.S.W. 2162.
Phone: (02) 644 8000
- VIC.:** 15 Cambria Road, Noble Park, Vic., 3174.
Phone: (03) 798 7977
- QLD.:** Austral Mining (Qld.) Pty. Ltd.,
496 Boundary Road, Archerfield, Qld., 4108.
Phone: (07) 277 3811
- S.A.:** A.N.I. Perkins,
34 Dunorlan Road, Edwardstown, S.A., 5039.
Phone: (08) 277 2322
- W.A.:** Banbury Engineering,
Cnr. Kewdale & Aitken Way, Kewdale, W.A., 6105.
Phone: (09) 451 3677
- TAS.:** Banbury Engineering,
East Tamar Highway, Rocherlea, Tas., 7250.
Phone: (003) 26 3111

Telephone for information,
or send the coupon.

Witch Engineering
I would like full information on your range of trenching machines.

Name

Company

Address

Post Code Telephone

MANUFACTURERS NEWS ...

VIBRATING PLATE COMPACTOR

TYPE DYNAPAC LF30

At last, a new lightweight vibrating plate compactor.

This is no ordinary plate. It has a proven design as a dual purpose plate for asphalt and gravel base courses. The unit has several important features not previously available. A large, sturdy lifting eye and strong side lifting handles make for easy loading and unloading. The starting handle is easily accessible, and the hinged operating handle allows the LF30 to be operated from both sides, and makes it easy to turn. Rounded edges ensure no

marks on the asphalt, and when a superior sprinkler system is incorporated, the unit is ideally suited for asphalt work. The sprinkler system has a large 7 litre water tank with a large sized filling hole, and a proper water tap feeding water to a sprinkler bar welded to the bottom plate, but well protected against damage. The LF30 Plate Compactor is fitted with retractable wheels for easier transport, eliminating the necessity of operators dragging the unit around the work site.

For more information contact:

Head Office:

Dynapac Pty. Ltd.,
49 Derby Street,
SILVERWATER. N.S.W. 2141.

Branches:

Brisbane - Melbourne - Perth



SPECIAL FROM NATIONAL HIREXPO '80 FAIRWAY FLAIL FROM ROVER \$1200.00 INCL TAX TO HIRE MEMBERS ONLY

Limited quantity at
this price. Save over
\$400.00.



Please phone, call or write to:
Rover Mowers (Aust.) Pty. Ltd.

VIC.	(03)	543 3377
NSW	(02)	642 0568
TAS	(003)	31 2282
Q'LD	(07)	268 2571
SA	(08)	45 9011
WA	(09)	361 6333

CPSC Injury Data Ranks Most Hazardous Products

The Consumer Product Safety Commission annually gathers accident statistics to determine the magnitude and scope of consumer product safety problems. Using the National Electronic Injury Surveillance System, injuries associated with consumer products used in and around the home are tabulated and analyzed. Actions taken by CPSC are based, in a large part, on the data.

(NEISS gathers data from statistically selected hospital emergency departments located throughout the United States. Because hospitals participating in this service are selected in a fashion to comprise a statistical sample, national estimates can be made. However, they are subject to sampling error. Injuries treated in doctor's offices, at home and through direct hospital admission are not reported through NEISS. It is also important to note that there is not necessarily a cause-and-effect relationship, but merely an indication that a consumer product was in some way involved in the accident.)

In developing the figures for the "Hazard Index" printed here, all non-fatal injuries reported are based on the nature of the injury and body parts and classified into a six-point scale ranging from minor to most severe. The "Hazard Index" does not reflect merely the number of injuries reported, but is designed to reflect the overall impact of injury on society. However, the index may reflect frequency of use rather than risk of injury.

Greatest Exposure

One of the situations facing the rental industry today concerns the products offering the greatest exposure to injury and the resulting insurance premium costs. Knowledge of product safety can help every rental dealer learn how to handle customers in order to have satisfactory rental transactions.

According to the rankings compiled by Washington Business Information, Aug. 20, 1979, wallpaper cleaners and removers, chain saws, air compressors and air conditioners were considerably reduced in ranking, which shows that these products are being handled more safely by the consumer. Power plants and chafing dishes, on the other hand, increased in ranking, which shows that attention must be given to providing consumers with more specific safety information.

The chart illustrates the progress being made among the following selected consumer products. It must be observed that in no way do the rankings involve the rental industry, since the data furnished does not give any documentation as to whether or not the product was sold or rented.

Every rental firm should take action to improve the safe usage of rental equipment. Customer safety, through the use of printed instructions, audio-visuals and actual demonstrations, will not only compile a better safety record for the rental industry but will serve as evidence to the insurance underwriters that the rental industry is safety-conscious.

Through the careful study and use of such information as your National Safety Acts Committee is able to secure, the rental industry will be able to chart its progress in the important area of product safety. ▲

1979 CPSC Hazard Index

Product	1979 Rank	Prev. Year Rank	Change
Power Lawn Mowers	10	6	Improved (4)
Ladders & Stools	22	22	No Change
Home Power Saws	25	26	Worse (1)
Heating Stoves & Space Heaters	36	66	Worse (30)
Snowmobiles	54	86	Worse (32)
Hand Garden Tools	61	64	Worse (3)
Tractors & Large Garden Equipment	74	78	Improved (4)
Welding, Soldering & Cutting Equip.	70	42	Improved (28)
Pressurized Containers	80	93	Improved (13)
Cribs, Playpens & Gates	82	65	Improved (17)
Television Sets	85	74	Improved (11)
Sun Lamps & Heat Lamps	86	68	Improved (18)
Hatchets, Axes	89	99	Worse (10)
Hammers	92	82	Improved (10)
Wires, Cords, not otherwise spec.	99	106	Worse (7)
Chain Saws	102	46	Improved (56)
Home Power Tools (not saws)	105	92	Improved (13)
Exercise Equipment	112	116	Worse (4)
Auto Tools & Accessories	116	100	Improved (16)
Hoists, Lifts, Jacks & Stands	107	104	Improved (3)
Electric Fans	129	141	Worse (12)
Trimmers & Small Power Garden Tools	152	132	Improved (20)
Chafing Dishes, Fondue Pots	156	257	Worse (101)
Screwdrivers	167	158	Improved (9)
Battery Chargers	185	209	Worse (24)
Saws, Manual	180	188	Worse (8)
Humidifiers, Vaporizers, Dehumidifiers, Ionizers	194	200	Worse (6)
Air Conditioners	195	156	Improved (39)
Pruning & Trimming Equipment	203	210	Worse (7)
Knives & Scissors, Elec.	266	256	Improved (10)
Internal Combustion & Gas Engines	274	311	Worse (37)
Air Compressors, Separate	297	245	Improved (52)
Wallpaper Cleaners & Removers	298	205	Improved (93)
Pumps	302	286	Improved (16)
Garden Sprayers	303	328	Worse (25)
Paint Sprayers	318	327	Worse (9)
Power Plants, Generator, Elect.	321	360	Worse (39)
Sump Pumps	361	348	Improved (13)

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.

CAMPING, LEISURE & SPORTING EQUIPMENT

STIHL CHAIN SAW (AUST.) PTY. LTD.
 N.S.W. (02) 759 8099 TAS. (002) 34 4221
 VIC. (03) 729 3522 Q.L.D. (07) 52 2021
 S.A. (08) 260 3766 W.A. (09) 361 5444

COMPACTION EQUIPMENT

**SANTO PLATES & RAMMERS
 POWERED MECHANICAL AIDS**
 VIC. (059) 78 3211

**M.B.W. RAMMERS AND PLATES
 CROMMELINS AUSTRALIA**
 N.S.W. (02) 649 5951 VIC. (03) 876 3925
 S.A. (085) 56 1201 W.A. (09) 451 6644

**VIBROLL AND MIKASA EQUIPMENT
 MESCO McCABE LIMITED**
 AUCKLAND 661 209
 WELLINGTON 683 139

DYNAPAC PTY. LTD.
 N.S.W. (02) 647 1844 VIC. (03) 90 8850
 Q.L.D. (07) 376 2644 W.A. (09) 275 4522

COMPRESSORS & AIR TOOLS

**ATLAS COPCO AND AUTOMAN
 COMPRESSORS**
ATLAS COPCO AUSTRALIA PTY. LTD.
 N.S.W. (02) 622 4444 VIC. (03) 221 2466
 Q.L.D. (07) 375 5511 S.A. (08) 47 2911
 W.A. (09) 458 3331 TAS. (002) 34 6058
 N.T. (089) 84 3455

**COMPAIR AND BROOMWADE
 COMPRESSORS**
COMPAIR (AUSTRALIA) LTD.
 N.S.W. (02) 637 8200 VIC. (03) 544 1755
 Q.L.D. (07) 275 2022 S.A. (08) 268 3166
 W.A. (09) 325 2099 TAS. (002) 81 6280
 N.T. (089) 81 6280

CONTRACTORS EQUIPMENT

**DIAMOND MOTORISED JACK HAMMERS
 POWERED MECHANICAL AIDS**
 VIC. (059) 78 3211

**ATLAS COPCO AND PIONJAR
 ATLAS COPCO AUSTRALIA PTY. LTD.**
 N.S.W. (02) 622 4444 VIC. (03) 221 2466
 Q.L.D. (07) 375 5511 S.A. (08) 47 2911
 W.A. (09) 458 3331 TAS. (002) 34 6058
 N.T. (089) 84 3455

**BENFORD MIXERS
 CROMMELINS AUSTRALIA**
 N.S.W. (02) 649 5951 VIC. (03) 876 3925
 S.A. (085) 56 1201 W.A. (09) 451 6644

MESCO McCABE LIMITED
 AUCKLAND 661 209
 WELLINGTON 683 139
FLEXTOOL (AUST.) PTY. LTD.
 N.S.W. (02) 660 3411 VIC. (03) 419 6300
 Q.L.D. (07) 52 2306 S.A. (08) 298 7788
 W.A. (09) 451 2077 TAS. (002) 43 7474
 N.Z. WELLINGTON 43 170

DRAIN & SEWER EQUIPMENT

**SPAD DRAIN CLEANERS
 POWERED MECHANICAL AIDS**
 VIC. (059) 78 3211

Hire & Rental Australasia

DISTRIBUTORS (CONSUMABLES & ACCESSORIES)

**JADEM & TARGET DIAMOND BLADES
 AND DRILLS**

DEMBI-CON AUSTRALIA
 N.S.W. (02) 450 1056 VIC. (03) 288 1700
 Q.L.D. (07) 208 4240 S.A. (08) 297 4022
 W.A. (09) 325 2364

TOILET TISSUES, SOAPS etc.
BULLEEN HYGIENE SUPPLIES
 VIC. (03) 850 2211

**ATLAS COPCO, COROMANT STEELS &
 ACCESSORIES**

ATLAS COPCO AUSTRALIA PTY. LTD.
 N.S.W. (02) 622 4444 VIC. (03) 221 2466
 Q.L.D. (07) 375 5511 S.A. (08) 47 2911
 W.A. (09) 458 3331 TAS. (002) 34 6058
 N.T. (089) 84 3455

ENGINES

**ROBIN, ENGINES & SPARES
 MESCO McCABE LIMITED.**

AUCKLAND 661 209
 WELLINGTON 683 139

**ROBIN, ENGINES & SPARES
 CROMMELINS AUSTRALIA**

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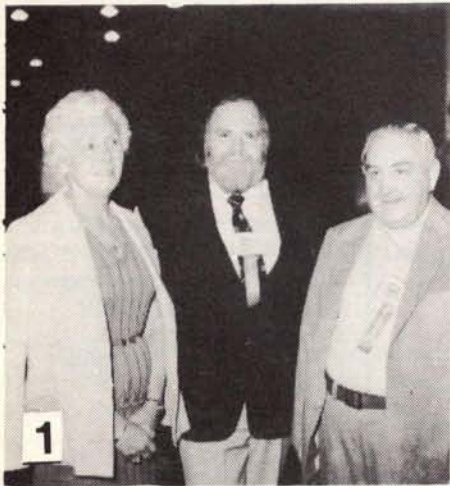
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SOME OF THE OVERSEAS VISITORS AT THE CONVENTION



Pictured at Canberra

1. Mary-Nell Morris, Tennessee
John Link and Peter Burne, Victoria
2. Sam Greenberg, California
3. Mary-Nell and George Morris, President A.R.A. Josie Burns, Victoria, Helen Baker, Texas, Margaret Cunningham, A.C.T., Marlon Baker, Texas.
4. Richard Bird, N.S.W., Elliott Harding and Joel Waira, Papua New Guinea.
5. Ross and Dianne Plowman, New Zealand. Genevieve Mason, Q'ld., Eric Cordukes, N.S.W.
- C. John McKechnie, Victoria, Patrick, Andy and Connie Chose, California, Dorothy McKechnie, Victoria.



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