

# HIRE & RENTAL AUSTRALASIA

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



## A Successful way to Promote by Pascoe Hire Service

Story Page 2

### the start of the PRO-RUN

Runners Await the Start of the **Pascoe Hire Handicap**, the opening event in the 1980 Professional Cross Country Athletics Season.



The Hire Association of Australia  
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# TOP PROMOTION



Top:  
Chef Wes Clarke with some of the  
Pascoe Hire staff: Lionel Friezer,  
Geoff Bramich, Mrs Triggs,  
Linda Kirby.

Bottom:  
Ted Paulin, President of the  
Professional Cross Country  
Runners Association introduced sponsor Lionel Friezer  
to the athletes.



10 years as a sponsor of local athletics. Yes! For popular Victorian Hire personality Lionel Friezer, this years Pascoe Hire Handicap was a rewarding experience.

Over 100 athletes from all over Victoria assembled for the 6¼ mile event, run around the Coburg Lake and adjacent parklands.

The running of the Pascoe Hire Handicap marks the opening of the Professional Cross Country Season and is sponsored each year by Pascoe Hire Service.

A marquee, barbecue and refreshments provided a fine picnic spirit for a most entertaining day.

Pascoe Hire staff member, 62-year-old veteran athlete Bob Turnbull competed in the event.

Bob has also had a successful year winning:

Australian Veterans Championship  
Silver 10,000 metre cross country,  
Bronze 5,000 metre track,  
Bronze 1,500 metre track,  
Bronze 10 miles/

Victorian Veterans Championship  
Gold 10,000 metre track,  
Gold 5,000 metre track,  
Silver 1,500 metre track.



# The Loss of Information as It Is Passed Downward

Published by courtesy Rental Age

## People's attitudes can impair their receptiveness to communications

I know that you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.

Unfortunately, this is too often too true. We are inclined to speak to others in light of our own likes, dislikes, interests, prejudices, biases, experiences and intelligence levels, failing to realize that even though all people are basically the same, with the same physical and psychological needs, no two persons are ever identical.

The average speaking adult is familiar with more than 600,000 different words, including scientific, technical and professional words. We use, on a daily basis, 2,000 of these words, 500 of which have more than 14,000 different dictionary definitions. Yet, so often we are prone to quote out of context. Further, most managers have been taught through the years that one of the hallmarks of good managerial style and practice is to be brief, concise and factual. Coupled with this is the fact that the average adult speaks at the rate of 125 words per minute and hears at the rate of 500 words per minute. The end result is what we call a "mental lag." It's during this "mental lag" period that the receiver is prone to let his mind wander and miss the transmission the speaker hopes will hit the mark. On a daily basis, management strives to communicate with labor so as to bring about some degrees of understanding; and yet labor, as in Alice in Wonderland, is crying out to management to "say what you mean and mean what you say."

### Forms of Communication

Communication takes many and varied forms. There is the verbal, which is expressed through writing and speaking; the receptive, through reading and listening; and the non-verbal, which relates to actions, facial expressions, body posture and gestures, to mention but a few. Many times we say one thing verbally but say many other things non-verbally through facial expressions and gestures.

Much research has been done in the area of communicative interpretation. Research supported by some 15,000 surveys administered by my firm over the past two years continues to relate to the individual personality and psychological make-up of individual behavioral characteristics. We do, in fact, hear what we want to hear or we hear what we think we hear, but in far too many instances, we do not hear what the speaker intends for us to hear.

Dr. Howard Wilson has identified some of the factors that affect an individual's behavior: (1) physical condition and



William P. Zacharias is a consultant on human resources management to clients in the business and industrial communities. He was formerly associated with national and international corporations as a consultant and employee relations director. His presentation at the 1979 A.R.A. Anaheim convention, "So You Manage People - Well Lotsa Luck!" is available on cassette from the A.R.A. national office.

health; (2) personal and home life; (3) fellow employees; (4) supervisor; and (5) past experiences. We must realize that people's attitudes affect their behavior, and that their attitudes and behavior affect their receptiveness to communicative processes and, to a large degree, the level of understanding that will prevail.

In research conducted to date, the following graph shows the loss of information as it is passed down through five distinct levels of understanding that individuals possess. This loss we identify as a result of the physical and psychological differences of people:

LOSS OF INFORMATION	VERBAL	WRITTEN
Level #1	32%	20%
Level #2	44%	33%
Level #3	55%	44%
Level #4	68%	54%
Level #5	80%	68%
<hr/>		
% of original information retained	20%	32%

This same research project indicated that only 52 percent of the workers surveyed believed what their top management told them. Forty-nine percent believed what their supervisors told them. Forty-two percent felt that they received enough information about the company, its products, services, customers. Forty-three percent felt that the suggestions they made were given consideration by their supervisor, and only 55 percent felt free to talk with and enjoyed talking with their

(Continued on Next Page)



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(Continued from preceding page)

supervisor. The benchmark percentage for effective communications is 70 percent. So, as you can see, in all instances, responses fall below the benchmark.

#### Individual Understanding

In our considered opinion, the successful company is comprised of management members who recognise the physical and psychological similarities and differences of their workers and make every attempt to communicate with them so as to bring about individual understanding.

If management would communicate better with their workers, they must clearly recognise and identify the individual employee and tailor the message to meet their expectations in a positive way. Organised labour has been doing this in an effective manner since inception and, unfortunately, in too many instances has reached the workers' BQ (Believability Quotient) far more than has management. Managers are charged with the responsibilities of their company's bottom line, but far too often the emphasis is on dollars and cents accountability and not on human resources accountability. The one common denominator of a successful company stems from the knowledge that a company is no more than a group of individuals working with one another, with understanding prevailing, so as to ultimately achieve a predetermined goal or objective.

by WILLIAM P. ZACHARIAS

# The Tale of a Sale

**The story of a somewhat unusual sale of a Hako Flipper Sweeper made at the H.S.A.N.Z. Convention in Rotorua, and subsequently reported in the newsletter of Paykel Bros. Ltd.**

A certain Division Manager while transporting an Abbey Work Platform and a Hako Flipper model sweeper from the Travelodge Motor Inn to the Sound Shell in Rotorua on a trailer, decided to park at the rear entrance of the hotel in a space reserved for tour buses only.

Glancing at the cars rear vision mirror, the said Division Manager spied the hotel maintenance man walking purposefully towards the car. Thinking that the maintenance man was about to tell him to get the hell out of the reserved parking space, the Division Manager moved 30 feet further ahead and still the hotel maintenance man strode purposefully towards the car.

"I'll fix him," the Division Manager thought, "I'll go and park in the parking area at the end of the building. He can't tell me to shift from there."

But, lo and behold, upon stepping out of the car — you guess, the hotel maintenance man was right there.

The Division Manager was then mentally and emotionally prepared for battle, having previously had dealings with dictatorial little upstarts who are given a title and go mad with power.

The conversation went something like this:

Maintenance man: "Where did you get the Hako Sweeper from? Did you hire it or buy it?"

Division Manager, caught completely off guard: "Well, ah, as a matter of fact we sell them. Why do you ask?"

Maintenance Man: "Well we used to hire one for cleaning around the hotel grounds on a semi-permanent basis, one day a week."

Division Manager, still collecting his thoughts and stalling for time: "Why don't you hire one now?"

Maintenance Man: "Because the hire company that owned it closed down in Rotorua and took the Hako somewhere else."

Division Manager, almost in control again: "How often did you hire it?"

Maintenance Man: "One day a week, every week, year in and year out."

Division Manager: "How much did it cost you?"

Maintenance Man: "We used to pay \$8.00 per half day."

Division Manager, thinking much faster by now, mentally worked out that with 52 weeks per year and a guaranteed minimum of \$16.00 for one day's hire per week amounted to \$832 hireage per year said, "why don't you buy one and recoup your total costs in the first year?"

Maintenance Man: "Travelodge won't buy it but are prepared to pay the hireage, so if you can get a local hire company to buy it, we will guarantee them one day a week hireage on a permanent basis."

Talk about golden opportunities!

However, to cut an already long story short, Dave Fordham and Russell Tibby from our Rotorua branch, sold a Hako Flipper model sweeper to one of the local hire companies and everybody is happy.

There are many morals which apply to this story but one that is for sure is **don't assume** your customer **doesn't** have a need for anything. In the case of the hire company concerned, they didn't know the need existed and neither did we until the incident with the hotel maintenance man.



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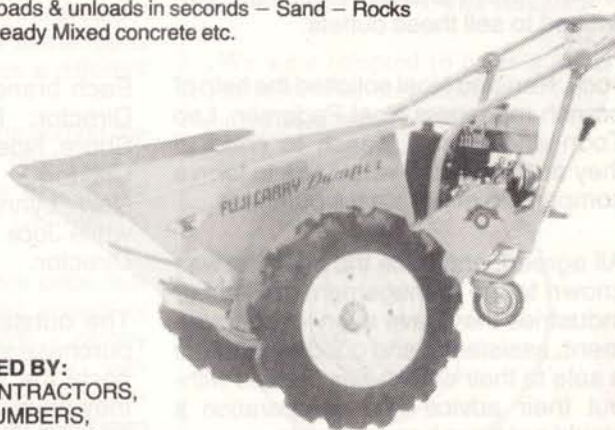
A Seminar on Safety in the Industry was held at the new premises of Brisbane Hire Service Pty. Ltd. at Lawnton. A Representative from the Division of Occupational Safety gave a lecture and showed films, to a roll up of about 30 members. Phil and Elaine Levy, in town from Lincoln Hire, Auckland, New Zealand, also attended the meeting as guests.

Next month's seminar on Crime Prevention should be most interesting, with quite a few members posing some questions on the validity of driving licences as identification. This will be held at Police Headquarters, Makerston Street, at 8.00 pm on Wednesday, 5th November, so if you are planning a visit to Brisbane and would like to attend, please ring the HAQ Secretary.

Another three members joined our Association during October, a country member in Innisfail, T.M. Hire, a metropolitan member specialising in Fete and Carnival Amusement Rides, T.F.A. Hire Services Pty. Ltd., and an Associate member, Metro Power, a division of Metro Ford, who have been appointed suppliers of Robin engines in Brisbane.

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# STAFF TAKE-OVER

The staff of Hirepool Ltd. have clubbed together and bought the company's five Auckland branches for an undisclosed sum from Fletcher Holdings Ltd.

The undertakings of Hirepool Ltd. in the Auckland Metropolitan Area have been purchased by a staff consortium.

Messrs Jock Wight, Ken Clayton and Noel Weeks formed a company to purchase the five branches which operate in Auckland, namely Manurewa, Penrose, New Lynn, Grey Lynn, North Shore, with the range of business covered being Construction, Contracting, Home Handyman, Home and Leisure.

The new company name will be Hirepool Auckland Limited.

The desire to purchase the business was brought about once it became known the Fletcher Industries Ltd. wished to sell these outlets.

Jock, Ken and Noel solicited the help of branch managers Noel Pedersen, Leo Toon and Russel Keach to check if they and their staff would like to form a company to effect such a purchase.

All agreed, and once the intention was known to the Management of Fletcher Industries they gave every encouragement, assistance and goodwill to effect a sale to their employees, indeed without their advice and co-operation it would not have been possible.

Geoff Clark of Construction Machinery, a well known supplier to the Hire Industry in New Zealand, intimated he wished to purchase the Home and Leisure side of the business and with his knowledge and the enthusiasm of the existing staff he should expand this rapidly growing business through the existing various outlets who will act as Agent for him.

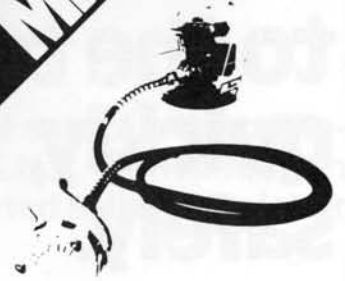


Each branch will now have a working Director; Noel Pedersen - North Shore, Noel Weeks - Grey Lynn, Ken Clayton - Penrose, Russell Keach - New Lynn, Leo Toon - Manurewa, while Jock Wight will be the Managing Director.

The outstanding response by staff to purchase shares in "their" business reflects the satisfaction and confidence they have in such a venture, and it appears that no outside shareholding will be possible.

The experience of Ken Clayton, 10 years, Noel Pedersen, 10 years, Leo Toon, 6 years, Russell Keach, 5 years, Noel Weeks, 26 years, within the industry, coupled with the administrative ability of Jock Wight, has led to confidence being shown in arranging finance for such a unique venture for this or any industry in New Zealand.

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# VIEWPOINT...

## Does Your Price List

One of the main themes of any hire business is "getting the customer around to your way of thinking" or as it is better known "customer education", especially in the usage and terms of those grey hire areas.

But what of our side of the coin? One of the most important ways of getting our message across is our presentation of our services and terms in our **Price List**.

A mundane subject you may ask, but a group of Northern Zone members spent a couple of long nights looking at price lists. The exercise: to produce an average price guide.

Well, we had an education on that one alright. It was soon discovered that all could easily understand and find items on their own price lists with the greatest of ease, but to find those same items on the other price lists was a different scene.

If we were having problems finding the various items offered for hire, how in heaven's name could we expect our customers to find them. Something was obviously wrong.

The make-up of the various price lists consisted of roughly typed sheets of paper — hanging type cards — glossy magazine booklets complete with pretty pictures and masses of paper complete with numbers that had been spat out by a computer.

A lot of them were indexed correctly but listed alphabetically incorrectly or vice-versa. Many items listed were given a different name, e.g. posthole borer — posthole digger — auger earth, chain hoist — chain block — block & tackle, rope block — block chain or rope.

What utter bewilderment for our customers. Just what should one call that thing for lifting out an engine from a

car? Where would one look for it? Is it automotive, building, or in the heavy machinery section as listed below.

Hoist fork

Hoist towable

Hoist chain

(Just in passing, is it a "hoist fork" or a "forklift"?)

Well it would be much better if we educated ourselves to put out a price list that is meaningful to all. Correct names are important as are their correct placement in your list to make it much easier for all to find.

You might well have that item on your list, but the customer cannot find it.

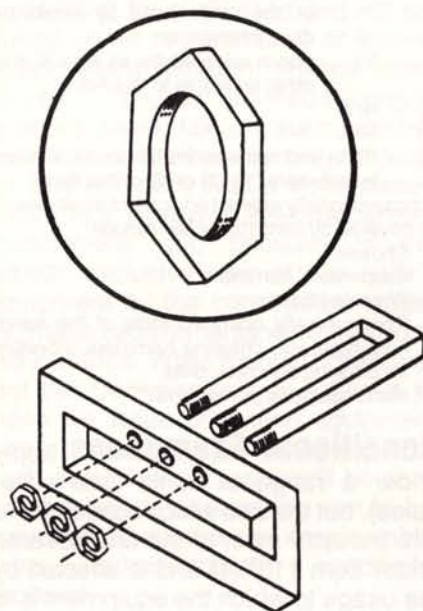
There has got to be a common ground for the names we decide to use on our equipment. Let's put our presentation right and straighten up our **Price Lists**.

Peter Lawrence

## Impossible object

If you are as old as the Editor, then you've probably seen these impossible objects before — the figment of some talented draftsman's wild imagination.

We were tempted to offer a prize to anyone who can make it — but what would we give? □



# SALES TAX – THE KNOTTY PROBLEM

Be prepared should the Sales Tax Inspector call. This broad discourse on Sales Tax, based on my experiences over a number of years, may increase your awareness of the requirements of the act.

I will cover sales tax under the following broad headings:

- Types of exemption
- Application of Exemptions to hire companies
- Purchased equipment
- Leased equipment
- Interpretations
- Implementations
- Summary

Sections below in inverted commas are extracts from correspondence from the tax office.

## TYPES OF EXEMPTIONS

**Unconditional exemptions** apply to goods covered under Item 105 and applies regardless of the usage. Item 505 of the First Schedule provides unconditional exemptions for:

- "(1) Hand tools of the kinds used for industrial purposes, including power-driven tools, but not including:
- (a) tools of the kinds ordinarily attached to benches, stands or fixtures;
  - (b) office equipment, equipment of the kinds used for or in connection with writing or drawing or brushes of the kinds used by artists or draughtsmen; or
  - (c) goods covered by an item in any other schedule to this Act.

- (2) N/A  
(3) N/A

- (4) Parts and accessories for goods covered by sub-item (1), (2) or (3) of this item."

"Unconditionally exempt equipment which would be covered by item 105 would include:

- Shovels
- Carpenters' hammers
- Wrecking bars
- Pneumatically operated tools of the hand-held type, viz. chipping hammers, vibrators for packing concrete, drills
- Hand operated power tools."

**Conditional Exemptions** apply under a range of items (see schedules), but the one which concerns the hire industry most is the one covered under Item 113F(1) and is affected by the usage to which the equipment is to be put.

## SALES TAX EXEMPTIONS & CLASSIFICATIONS EXEMPTION ITEMS IN THE FIRST SCHEDULE

Item 3(1)	Equipment, preparations and materials for the checking and eradication of diseases or pests in the <b>Agricultural Industry</b> .
Item 11(3)	<b>poultry Farmers</b> equipment.
Item 14	Machinery implements and apparatus for use in the <b>Mining Industry</b> .
Item 19	Pumping and other machinery, implements and apparatus for use in <b>Agricultural Industry</b> , <b>water supply</b> and <b>irrigation</b> .
Item 20(2)	<b>Water Boring Plant</b> and equipment.
Item 20 A	Equipment and materials for use in <b>Fishing Industry</b> .
Item 20 B	Machinery and equipment and materials for use in the <b>Pearling Industry</b> .
Item 18(5)	Pumping equipment for <b>Water Supply</b> .
Item 1(14)	Engines, Electric Welding sets, etc. for use in <b>Agricultural Industry</b> .
Item 63 A	Goods for use by a <b>University or School</b> .
Item 74	Goods for official use of <b>Commonwealth or State Government Departments</b> .
Item 78	Goods for use by <b>Municipal or Shire Council Public Authority</b> either <b>Commonwealth or State</b> .
Item 81	Goods for use by <b>Public Hospital and Hospitals</b> carried on by <b>Society or Association, Public Benevolent Institution</b> .
Item 113 A.B.C.	<b>Aids to Manufacture</b> .
Item 113F(1)	Machinery, implements, apparatus for use in <b>Servicing, Repairing or Reconditioning Motor Vehicles, Aeroplanes, Ships, Boats</b> .
	<b>Constructing, maintaining or repairing</b> , buildings or other structures, or roads, dams, pipe lines, drains, trenches, tunnels or other works.
Item 13(1)	<b>Certain Model</b> of motorcycles for use in <b>Agricultural Industry</b> .
Item 1(14)	Outboard Motors for installation in a boat used principally on a <b>pastoral property subjected to periodic flooding</b> .
	1. In rescue of flood bound stock.
	2. Inspecting availability of feed as water recedes.
"113F(1)	<b>Machinery, implements, apparatus and materials</b> (other than road vehicles of the kinds ordinarily used for the transport of persons or the delivery of goods, towing trucks or salvage vehicles, or parts for those road vehicles, towing trucks or salvage vehicles) <b>for use exclusively or primarily and principally, for business or industrial purposes, in:</b>
	(a) <b>servicing, repairing or reconditioning:</b>
	(i) <b>motor vehicles;</b>
	(b) . . . .
	(c) <b>constructing, maintaining or repairing</b> (or excavating or levelling in connexion with constructing, maintaining or repairing) <b>buildings or other structures, or roads, dams, pipe lines, drains, trenches, tunnels or other works; or</b>
	(d) . . . .
	but not including goods which become part of the goods, structures or works serviced, repaired, reconditioned or constructed, as the case may be.
(2)	<b>Machinery, implements, apparatus and materials</b> (other than road vehicles of the kinds ordinarily used for the transport of persons or the delivery of goods, or parts for those vehicles) for use by a person exclusively or primarily and principally <b>in the repair or maintenance of machinery, implements or apparatus used by him and covered by sub-item (1) of this item.</b>
(3)	<b>Parts for machinery, implements or apparatus covered by sub-item (1) or (2) of this item."</b>



# SALES TAX . . .



Gordon Esden

## SERVICING, REPAIRING OR RECONDITIONING OF MOTOR VEHICLES

In broad terms, machinery, implements, apparatus and materials for use exclusively or primarily and principally, for business or industrial purposes, in servicing, repairing or reconditioning motor vehicles qualify for exemption under item M113F(1) (a) (j) of the First Schedule to the Sales Tax (Exemptions and Classifications) Act. The exemption does not extend, however, to goods (e.g. parts) which become part of the motor vehicles serviced, reconditioned or repaired. In the generality of cases, repairers meet their sales tax liability by paying tax to their suppliers at the time of purchase of all taxable parts and material used in repair operations. For the purposes of item 113F(1) (a) (i), the term "motor vehicles" included tractors of all kinds, bull-dozers, front-end loaders, mobile cranes and fork-lift trucks.

## BUILDERS' EQUIPMENT AND PLANT

In this regard, it is explained that item 113F(1) (c) in the First Schedule to the Sales Tax (Exemptions and Classifications) Act provides for the exemption of *machinery, implements, apparatus and materials for use exclusively or primarily and principally, for business or industrial purposes in constructing, maintaining and repairing (or excavating or levelling in connection with constructing, maintaining or repairing) buildings or other structures, or roads, dams, pipe lines, drains, trenches, tunnels or other works.*

You will appreciate that this exemption does not extend to goods which become part of the buildings, structures or other works which are being constructed, maintained or repaired, as the case may be. Nor does it apply to road vehicles of the kind ordinarily used for the transport of persons or the delivery of goods or to towing trucks or salvage vehicles."

## HIRE COMPANIES

Hire Companies have presented a special problem to the Commission because they are not the end users of the equipment and can be discussed from the point of view of purchased and leased equipment.

## PURCHASED EQUIPMENT

A number of years ago one company was told that they could not claim exemption under 113F because they were "not in the business of repairing, maintaining, etc." However, because they did hire almost exclusively to the building industry a sales tax number was arranged under which equipment could be purchased without paying sales tax. It is, however, generally recognised that if equipment purchased meets the requirement of 113F then sales tax exemption under 113F may be claimed.

## THE S. H. LOCH GROUP — Est. 1889

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## LEASED EQUIPMENT

The case of *leased* equipment is altogether different and it would appear that, although most companies have been unaware of it, the claiming of sales tax is expressly prohibited under the Act. The Commissioner of Taxation has ruled that to obtain equipment free of sales tax for a hiring pool, with the intention of being leased or hired in exempt circumstances, such equipment *must be purchased* and not acquired under hire purchase or leasing arrangement through finance companies . . . you are required to bring to account sales tax on such acquisitions", an altogether alarming situation for any company with a lot of leased equipment. However, after special representations and because of the almost exclusive use of the Hirer's equipment by the construction industry, these requirements were waived *in this instance*. While it would not appear that the Commissioner is not keen to make an issue of leased equipment where it does arise the circumstance of each individual company will be considered before exemptions would be approved. There are also considerable extra administration conditions imposed.



# SALES TAX – THE KNOTTY PROBLEM

## Interpretations

(except leased equipment)

Conditions which appear to apply to exemption under 113F

- (a) item must be machinery, implement, apparatus or material which do not become part of the road, structure, etc. It should be carefully noted that if the *use of the individual type* of equipment and not the group type or the overall type of hiring of a company which is the determining factor. Thus a company which may hire mainly to the consumer market overall and which may have lots of 240 volt welding sets may still claim exemption for its 400 AMP diesel welders if these are shown to be primarily hired in exempt circumstances.
- (b) The use must be for business purposes which excludes use of equipment by private persons, owner/builders, etc. even though used for building maintaining, etc. i.e. the painter working for a home owner qualified, but not the home owner.
- (c) Use exclusively or primarily and principally is one of the most ambiguous conditions. A verbal interpretation which was received by one company was: "*more than 50%*" Another company which was paying sales tax on that portion of the equipment he bought which was for non exempt use was told that if he qualified under the "primarily" fifty per cent rule *all the items* purchased qualified under the exemption.
- It should be noted however that the onus rests with the hire company and not the Commission to *prove* the primarily rule and if you want to claim you should keep records which substantiate this; otherwise you will be at the whim of the individual interpretation of each officer (or his credibility) e.g. one arbitrary interpretation received by one company "... exemption will only apply where the equipment hired out *is clearly of a kind* which would be used principally in the building and construction industry such as generators, compressors, heavy duty drills and heavy duty power saws. Exemption would not apply to articles of equipment that would ordinarily be hired by householders such as *ladders, trestles, wheelbarrows and small welding sets.*"
- One could easily argue that, say ladders, which although also hired by householders, in the aggregate value of their hiring would be hired more in the business of building, maintaining, etc. If the company could have *shown* this to be the case he could have claimed exemption.
- (d) Finally, the equipment to qualify for exemption must, of course, be for use for constructing, maintaining and repairing building, roads, tunnels, etc. (also note equipment for the *servicing* of motor vehicles for detail see above).

## Implementation

### Purchased equipment

If you feel you can satisfy the Commission that certain equipment qualifies for exemption under 113F(1) of the Act you *must* furnish the supplier with a declaration addressed to the Commissioner as follows . . .

"To the Commissioner of Taxation and the Commonwealth of Australia

I hereby certify that the ..... (description of goods) ..... purchased from ..... (name of supplier) ..... on ..... (date) ..... are for use exclusively or primarily and principally, for business or industrial purposes, in constructing, maintaining or repairing buildings or other structures and exemption is accordingly claimed under item 113F(1) of the First Schedule to the Sales Tax (Exemptions and Classifications) Act.

Signature ..... (responsible officer)  
Date .....

It should be noted that it was required of one company that it should get a declaration from all exempt hirers and *pay* sales tax on *non exempt hire* transactions.

"In respect of leases and hirings in circumstances where exemption may not be claimed, payment of tax will be required on the total value of the charges for leaseings and hirings, during the month in which leaseings and hirings were made . . . The company is required to lodge a return for each month in respect of both exempt and taxable leaseings and hirings. A return for this purpose is enclosed . . . The liability in respect of the goods hired will continue until such time as the total hiring charges equal the sale (purchase) value of the goods."

However, recently this onerous requirement has been removed from the company.

... "*sales tax need no longer be paid on its non-exempt hiring charges* . . .

Furthermore, where it is clear that the equipment will be used exclusively or primarily and principally in circumstances for which it would qualify for exemption under item 113F(1) (c), *it will not be necessary for your company to obtain certificates of conditional exemption* from persons to whom the goods will be leased or hired."

This was an important concession by the Tax Commissioner.



# SALES TAX . . .

## Leased Equipment

Because of the special circumstances associated with exemption on leased equipment it is necessary as required by the Commissioner to have three certificates *including*:

### To the supplier

To the Commissioner of Taxation and the Commonwealth of Australia

I hereby certify that the ..... (description of goods) ..... purchased by ..... from ..... is for lease to ..... for hire to persons who will use them for business or industrial purposes in the construction or repair of buildings or other structures, or roads, dams, pipe lines, drains, trenches, tunnels or other works and exemption is accordingly claimed under item 113F(1) (c) in the First Schedule to the Sales Tax (Exemptions and Classifications) Act.

Signature .....

Date .....

### To the lease company

#### "SALES TAX (EXEMPTIONS AND CLASSIFICATIONS) ACT

To the Commissioner of Taxation and the Commonwealth of Australia

I hereby certify that the ..... (descriptions of goods) ..... leased by ..... from ..... (name of finance company) ..... are primarily and principally for hire to persons who will use them for business or industrial purposes in the construction or repair of buildings or other structures, or roads, dams, pipe lines, drains, trenches, tunnels or other works and exemption is accordingly claimed under item 113F(1) (c) in the First Schedule to the Sales Tax (Exemptions and Classifications) Act.

Signature .....

Date .....

**To persons hiring the equipment** from your company must furnish a certificate to you. This certificate should be in the following form:

#### "SALES TAX (EXEMPTIONS AND CLASSIFICATIONS) ACT

To the Commissioner of Taxation and the Commonwealth of Australia

I hereby certify that the ..... hired from ..... will be used for business or industrial purposes in the construction or repair of buildings or other structures, or roads, dams, pipe lines, drains, trenches, tunnels or other works and exemption is accordingly claimed under item 113F(1) (c) in the First Schedule to the Sales Tax (Exemptions and Classifications) Act.

Signature .....

Date .....

It would seem that if the value of leased equipment is not high one could proceed as for purchased equipment. However, if much is involved it would probably pay to consider the conditions detailed above.



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## In Summary

1. A company's overall type of business has no bearing on qualification for exemption.
2. It is the use to which the individual type of equipment is to be used which counts.
3. If the equipment qualifies, suppliers must be given an exemption certificate (see above).
4. "For use principally or primarily" has been interpreted to mean more than fifty per cent.
5. It is the hire companies responsibility to show (prove) that more than fifty per cent ("primarily") the use of the equipment is for exempt use.
6. To this end it could be useful to have two boxes on your contract

private user

business user

so that a tax inspector could be given substantial evidence of usage.

7. It should not be necessary to get exemption certificates from exempt hirers.
8. It should not be necessary to pay sales tax on non-exempt hirings.
9. Equipment which qualifies under "Aid to manufacturer" cannot be claimed for exemption except by the end user.
10. Equipment used for business purposes for servicing of motor vehicles (but not parts) may be claimed.
11. Qualifying equipment may not necessarily be exempt if leased.
12. Finally, when he comes, know your facts.

If you have any direct problems please contact the Hire Association of N.S.W. who may be able to provide advice and precedents for you.





## VICTORIAN NEWS



Right-Left: Ron Williams, H.&R.A.V. Construction Division Chairman, receives some professional advice on Stihl chain saw products from Bob Donaldson, National Marketing Manager and Geoff Pickett, Victorian Sales Manager, Stihl Chain Saw (Aust.) Pty. Ltd.

### Election of Divisional Office Bearers 1981

All members and their wives are encouraged to attend a combined divisional meeting to be held at **The Patron's Room, St. Kilda Football Social Club, Linton Avenue, Moorabbin, 6.30 p.m., November 20, 1980.**

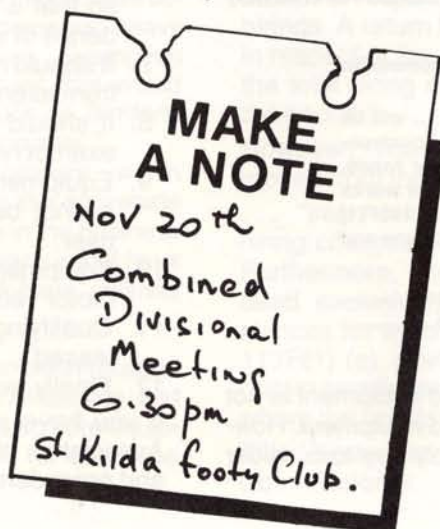
All divisions will elect office bearers for 1981 at this meeting. Guest speaker will be Mr Allan Killagrew, past player and coach of St. Kilda Football Club.

Allan has had a wide experience with people in the sporting and business fields, and how to get them moving in the right direction.

He is an interesting speaker whose ideas are very stimulating and are blended with plenty of humour. **See you there!**

## STIHL Product Promotion

Congratulations to Stihl Chain Saw (Aust.) Pty. Ltd. for an excellent product promotion evening presented at Doncaster. The evening embraced the November Construction Plant divisional meeting of the Association.



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# THE TOUGH ONES

Rover domestic mowers — 'The Tough Ones' — are exclusively designed to handle the most rugged mowing conditions. All Rover mowers feature easy lift height control, easily adjustable catchers, famous reliable Briggs & Stratton 4-stroke engines and much more! Choose from the huge range of quality Rover mowers now — They're the tough ones!

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Easy to handle, lightweight economy model. Tough tread nylon wheels, broad 45.5cm (18") cut, 2.6kW (3½h.p.) 4-stroke Briggs & Stratton engine.

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# California Rental Association Convention, Anaheim, Oct 1980

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**A letter from John Mason reporting on his visit to the Convention, the people he met, and the Rental yards he visited.**



## **Secretary**

**Ken Huusfeldt**

**H&H Rentals, Buena Park**

I arrived in Los Angeles on Wednesday, 1st October and stayed the first few days with Bill and Elly Grasse at their Burbank residence. The Grasse's are first class hosts and their hospitality was such that I didn't notice any jet lag. Bill showed me around some L.A. rental centres including his own "Acme Rents" at Glendale and Pasadena and of course I visited Sam Greenberg and Jack Wanamaker.

Friday the 3rd found me in the care of Weir Hodgman, who operates at four locations in the L.A. area. In addition to inspecting Weir's outlets, we visited a number of others including Pete Furbish's "Tool Crib" and the Huusfeldt Brothers "H. and H. Rentals".

All too soon my stay with Weir was over and the following day I was back with Bill and Elly Grasse who had added Chuck and Linda Bradley of "Four Points Rental" fame to their guest list.

On Sunday the 5th we travelled to Anaheim, did some sightseeing and looked at luxury cruisers. Chuck Bradley eventually purchased a Uniflite-32 complete with every imaginable extra, so I suppose he will be doing a lot of cruising in the near future.

The Convention was a superbly well run event with never a dull moment. The keynote speaker was Dr Leon Danco who has a unique technique of making the listener feel that he is being addressed on a person to person basis, and although Dr Danco is a very highly paid speaker, the delegates agreed that it was money well spent to engage such a competent man. During his sessions empathy prevailed and I am sure that most delegates were moved by his compassion.

Of course the real value of the Convention was the bringing together of so many people from far and wide — something in excess of 4,000 in total. One cannot help but meet lots of new faces and to be stimulated by the exchange of ideas and the opportunity of learning more about the hire/rental industry.

The C.R.A. President, Chuck Aarons, who is in his second term, and Dick Hill, the C.R.A. Executive Director, both had onerous tasks. Dick was Convention Organiser and poor Chuck had the gigantic assignment of entertaining all and sundry.



## **President**

**Chuck Aarons**  
**Sacramento**



## **Executive Director**

**Dick Hill,**

**Carlsbad**

The A.R.A. was well represented by President George Morris and his wife Mary-Nell and Chairman Dave Newkirk and his wife Beverley.

A contingent from England and Ireland was led by Tom Toghner, editor and publisher of "Hire News", who is a regular visitor to the United States.

The banquet was a memorable event with lots of awards and prizes being handed out and as usual it was the last event on the program, so on Friday the 10th the delegates were leaving for home.

Bill and Marguerite Cushing invited me to stay a few days at their residence in Pacheco which gave me an opportunity to look at rental establishments in their area.

On Sunday the 12th, I visited Joe Doran's "A and A Rentals" at Stockton and this was a memorable experience. Joe has put it together better than anything I have seen to date. His yard is properly arranged for smooth traffic flow and his showroom, workshop, store and offices are a dream — and the whole business is about to be computer controlled. This operation demonstrates what is around the corner for all of us if we are going to be truly competitive.

I enjoyed a day shopping on Monday and on Tuesday the 14th I said goodbye to Bill and Marguerite at San Francisco and as they had also been very hospitable, it was with some regret that I left for home.

**A first class Convention and first class hosts.**



# MANAGEMENT WORKSHOP

February 10th 1981. Sebel Town House, Sydney

The Hire Association of N.S.W. has retained the Australian Institute of Management to conduct an intensive management workshop, aimed at Hire Company Principals and management.

The day will start with an informal Breakfast and get together at 8.00 am, and the programme will cover;

- Managerial Effectiveness
- Personal Efficiency
- Time Management
- Problem Solving and Action Planning Techniques
- Supervising and Motivating

Delegates will be able to learn the principles behind these topics, and learn how to apply them in their own business.

## Using a Computer at the Hire Counter

A practical demonstration of a Durango mini computer programmed by Tony Maple-Brown and Gordon Edsen (Rent-a-Loo Pty. Ltd.) specially for the

Hire Industry. Delegates will be able to personally operate a computer to generate contracts, invoices, debtors, creditors, equipment reports, etc.

The all inclusive fee is \$110 covering seminars, breakfast, lunch, morning and afternoon teas, cocktails and dinner.

A Yard Tour will be available the next day for interstate and country delegates.

Australian Institute of Management research shows that application of their ideas is sharply improved when two or more people from a company attend. Why not use this Management Workshop as an incentive for your senior people and bring them along with yourself.

## REGISTRATION FORM

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

Please book ..... delegates for the Management Workshop on February 10th, 1981.

Names .....

Company .....

Address .....

Enclose cheque for ..... delegates at \$110 each .....

Accommodation can be booked by calling Sebel Town House direct on (02) 358 3244.

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# MANUFACTURERS NEWS ...



The TUB SAW is the latest Target machine to be introduced to the range of Tile Saws now available from Dembi-Con Australia, who now have branches in all States.

It offers real value for money with full  $\frac{3}{4}$  h.p. motors with 8" blade capacity.

This machine is lightweight and portable and offers dependable performance for either the professional tile layer or the home handyman. Coupled with a Target Continuous Rim blade this machine gives an excellent finished edge. Guides for mitre cutting or bevelling are available.

Matched with a good price we think you will find this TUB SAW to be very useful for all your tile cutting needs.

For further information contact:

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## WITCH TRENCHERS IN UTILITIES CONTRACTS

Witch Engineering, a member of the H. C. Sleigh group, has recently been outstandingly successful in providing trenchers for Australian public utilities.

Notable among the contracts won are: 15 Wenco Trenchers for Telecom 10 Wenco Trenchers for the Gas and Fuel Corp.

With manufacturing facilities in Noble Park, Victoria, Witch Engineering has the resources to produce standard

model trenchers, and to accommodate varying design characteristics. An example of this was the incorporation of heavy duty Lombardini diesel engines for the units of the Gas and Fuel Corporation, who realised the importance of diesel engines in the interests of fuel conservation.

The WENCO trencher is manufactured in both manual and power steering models.

The Telecom units were manufactured to Telecom specifications, after a specially modified U.S. trencher had been introduced, proving the expertise available from this Australian manufacturer.

The Gas and Fuel units were also a variation on the standard WENCO design. Diesel powered, and complete with hydraulic power steering and horizontal under road borers, these trenchers are claimed to be the first of their type developed in the world.

Modifications included special protective guards for added safety, and maximum manoeuvrability was provided by the hydraulic drive and power steering systems. The diesel engine, which replaced the standard petrol engine, resulted in a fuel saving of about 70%.

Standard model WENCO, and other trenchers marketed by Witch Engineering have also proved themselves in a tough hire and rental field, where operators cannot afford to compromise their own reputations.



Mr Peter Bisset, Witch Divisional Manager, inspects a batch of Wenco trenchers with Telecom Plant Inspector, Jack Mc Combe

## HIRE & RENTAL AUSTRALASIA

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##### PUBLISHER:

Rental Industry Publications,  
P.O. Box 136, Bulleen, 3105, Australia.  
Tel: (03) 850 2316.

## 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.



# MANUFACTURERS NEWS ..



## A NEW BIG, BIG BROTHER IN THE DYNAPAC FAMILY

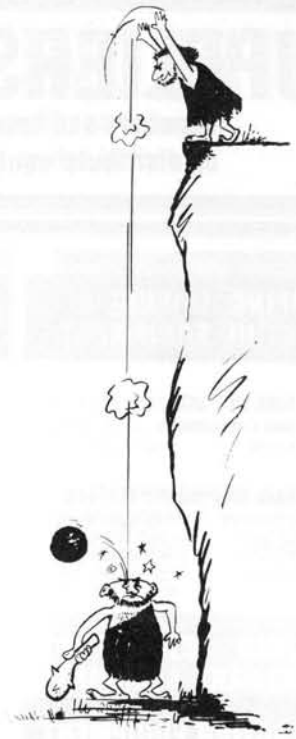
Dynapac CA 25, the most sold vibrating roller for soil compaction in the world is now available in a heavier, tougher version with the denomination Dynapac CA 30D. "D" stands for Drum Drive.

High yardage jobs where traction is a problem, really tough jobs – such as rock fill compaction and other heavy duty jobs ask for stronger and more rugged equipment. The vibrating part of the roller therefore has been especially designed to meet the new requirements for capacity, economy and reliability.

The heavier frame and the thickness of the drumshell, for the CA 30D 1½" (38 mm), is matched with an increased centrifugal force of 196,200 N (20,000 kg) at the optimum frequency 1700 vpm.

Demands from the market ask for more versatility and a higher degree of utilisation. In order to widen the sector for the roller it is as standard, equipped with dual amplitude 0.8 and 1.6 mm which together with variable frequency 20-28 Hz (1200-1700 vpm) makes the CA 30D suitable for a large range of different applications.

Dynapac started manufacturing vibrating rollers in 1950 and those 30 years of experience from the field has been used to give the roller outstanding compaction data and performance, but to see is to believe, therefore ask for a demonstration.



## A GENTLE REMINDER

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supply the information

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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 8-11, 1981

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





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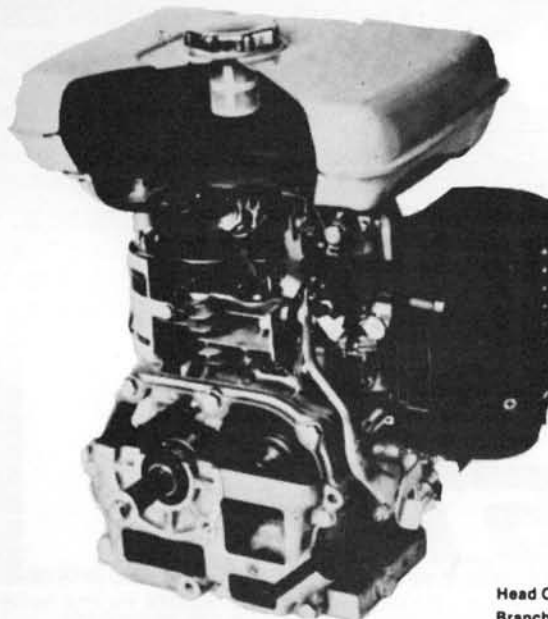
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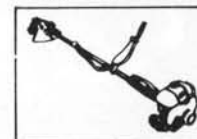
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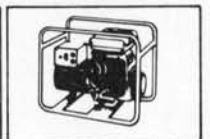
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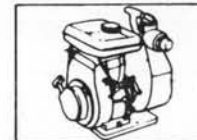
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