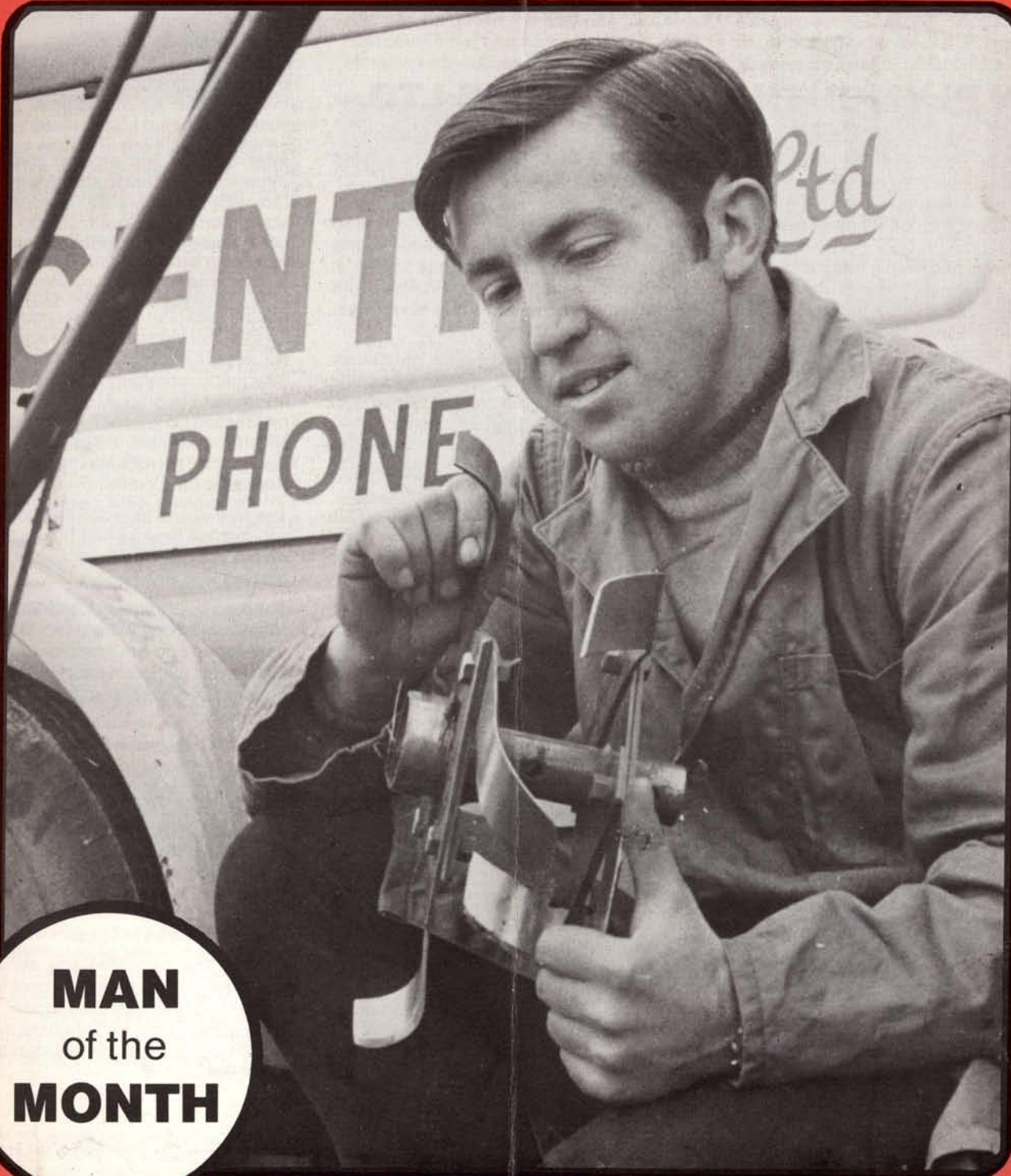


HIRE & RENTAL

Volume 5 Number 1 1984
Registered by Australia Post — Publication No. VBP3839

AUSTRALASIA

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



MAN
of the
MONTH



MAX RUTHERFORD MAN OF THE MONTH

NEW PLYMOUTH HIRE CENTRE LTD.

This company started in May 1970 in an old house on a back street of the city. The original shareholders were Max Rutherford and two other local businessmen.

Max had returned from a five year period involved in motor racing in Europe. Based in England, Max had worked for various drivers including Frank Gardner, Stirling Moss, Denny Hulme, Jack Brabham and for the last two years, 1968 and 1969, was chief mechanic for Jackie Stewart.

Jackie became World Champion Formula One driver in 1969 and Max was awarded the Ken Taylor Memorial Trophy as mechanic on the World champion's car.

At the end of 1969 Max decided to give up the very hectic, and at the time,

meagerly paid job, and return to a more sedate life in New Zealand.

The responsibilities of being chief mechanic, in charge of 4 cars and 7 mechanics, and the logistics of shifting the team rapidly from various points in Europe to USA, Mexico, South Africa and South America, was, to quote Max, "making me grey haired at 25!"

On returning to NZ, with his wife of three years, he had no set plans for employment, but was determined to keep well away from any form of cars. He has since broken this vow and built a speedway car for a staff member and acted as advisor on other racing projects.

After three months of odd-jobbing on his return, Max and the other two men mentioned earlier decided to set up a Hire Centre.



After a quick trip around some of the other Hire Centres to steal ideas, he started with around \$3000 worth of new equipment and about \$5000 worth of used equipment supplied by one of the partners.

The first year was very slow but late in the second year the local agency for Air Hire Centre, the biggest Hirer of equipment in NZ was obtained, and this gave the struggling company a bigger range of equipment to offer. Along with the agency, Gordon Dale joined the company as a shareholder plus Russell Miscal and Ray (baldy) Christensen joined at about the same time.

The hire scene improved dramatically at around this time as first the coal/oil fired power station was built and the Kapuni oil/Gas was developed.

The next boom was in 1978/79 when the Maui offshore oil/gas field was developed and the latest boom which at the time of writing is nearly over, was the building of a Methanol to Synthetic petrol plant.

The staff has grown from Max on his own for the first year to around 25 people at present. Included in the plant are four small mobile cranes which are supplied with operators. The company is very strong in other aspects of access equipment such as platform and trailerised hoists and the above mentioned cranes are also used for man bucket work and can reach to 24 metres.

Due to the excellent soil condition in Taranaki and the big movement to underground cables and gas pipes, a larger than normal fleet of trenching machines is employed with eleven machines all fairly busy.



Cover: Max Rutherford "Man of the Month".

Top: Our original premises which we occupied until 1972.

Left: First few days of trading — Max inspects his only compressor and Rota Hoe.

Over the last four years the company has also diversified into other market areas and has formed a separate company to sell service lifting equipment such as chain-blocks, wire rope and chain which is supplied mostly to heavy construction companies and the oil industry. This also has a factory which makes vacuum formed plastic products such as helmets for cycling, horse riding, motor cycling and hang gliding etc. At present the exports of these products to Europe and Australia are becoming quite significant and a break into the USA market is being studied at present.

Another shift, in a separate division, is into the manufacture and retailing of camping equipment. A neighbouring company was brought out to achieve this move and added to the Hire Centre and T.E.D., the above mentioned lifting equipment company. The total staff of all divisions is around 45.

Further oil exploration is taking place in Taranaki at present to locate more oil or gas and various other energy related projects are being discussed so the future will probably bring further booms in trading, but likewise, severe downturns can still happen from time to time. So the diversification helps to smooth out the humps and hollows.

No particular single factor has caused the rapid growth of the company in the past but certainly the oil/gas related projects have helped. Also, three of the four working shareholders are qualified motor mechanics who bring skills from heavy tractors, racing cars and motor cycles, all of whom have helped in the selection and subsequent maintenance of suitable (or best available) equipment for the Hire Industry.

A large workshop is used to repair plant but also to manufacture trailers, truck trays etc, to their own design and also to modify and to improve existing plant.

Many items purchased are put through the workshop to 'customer-proof' them by fitting lifting eyes and installing strong cages around vulnerable equipment such as portable welders and generators.

The shareholders strongly believe that a good proportion of the company growth can be attributed to heavy promotion of the Hire Concept. They strongly feel that the NZ public are a long way yet from being educated to Hire instead of Buy and to this end stress the advantages of hiring in most of the advertising, which

includes TV advertising with 8 other North Island companies.

To control the debtors ledgers the company uses a micro computer to print and process the hire and sales invoices. This became very necessary during the last two years' growth so a special computer programme was written which, as well as printing the invoices and statements, also gives reports daily or monthly, on income for all individual items or groups of plant. As well as this it records all purchase details on each piece of plant and can be used to print price lists and customer lists, inventory lists and depreciation schedules.

At present each month, around 1000 invoices and 800 cash sale agreements are processed on the computer while another computer handles the invoices and stock control for the other divisions.

A separate division for Cookery and Catering equipment is also run in the main building and this a growth area which is becoming more and more acceptable to the general public. Particular effort is being put into the current 'fitness' craze and at present over eighty exercycles and other pieces of equipment are constantly out with a respectable waiting list at most times.



Top Right: We rebuilt our premises at 61 Leach Road in 1972 to accommodate our growing business. Further buildings and security fencing now in place.

Lower Right: Inside our showroom, showing our hire sales area.

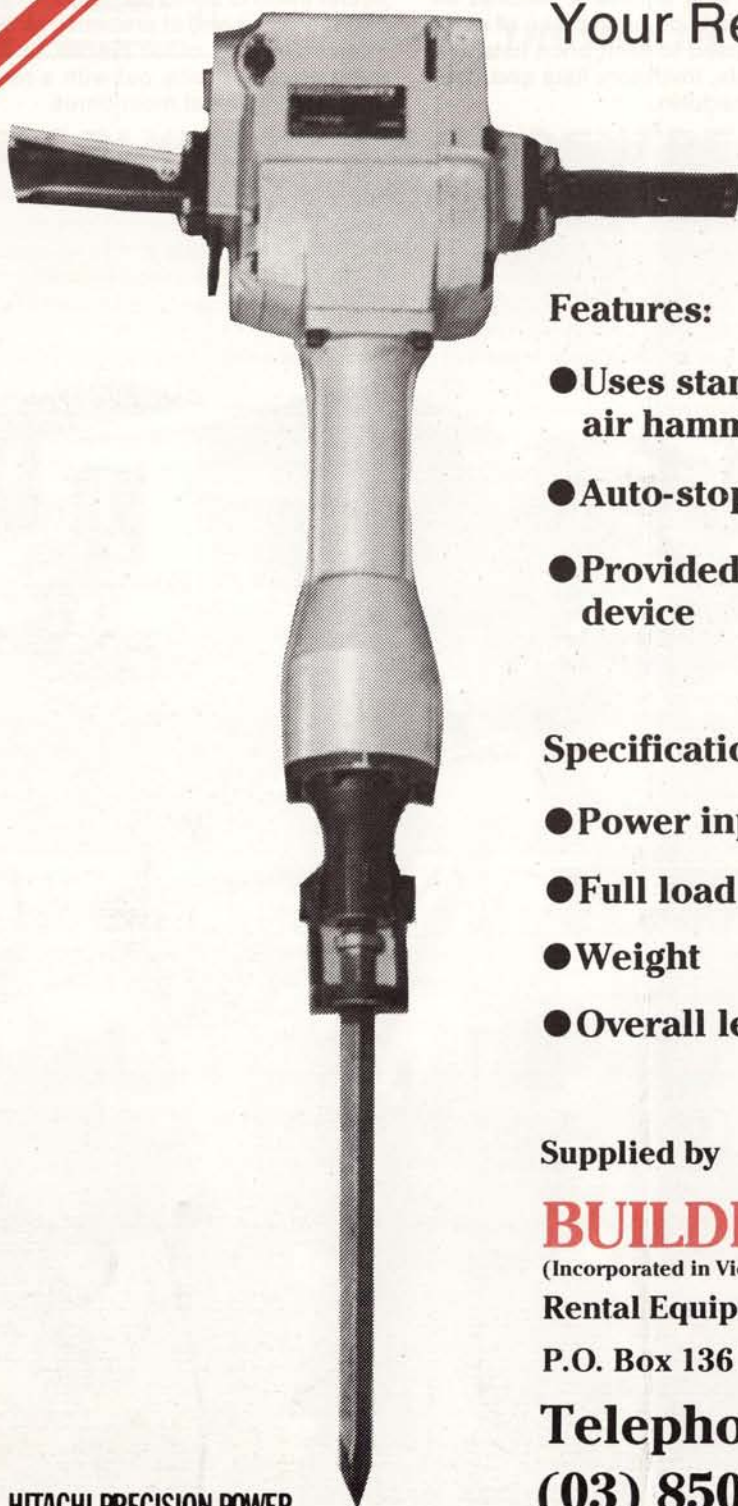
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RELEASE**
IDEAL FOR RENTAL



HITACHI

H85 Hammer

Your Rental Winner



Features:

- Uses standard 1 1/8" x 6" Hex shank air hammer bits
- Auto-stop carbon brush protection
- Provided with a self-lubricating device

Specification:

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|-------------------------|-----------|
| ● Power input | 1650 watt |
| ● Full load impact rate | 950/min. |
| ● Weight | 33 kg |
| ● Overall length | 807 mm |

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(Incorporated in Victoria)

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This Month's Special
check our prices!

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HSANZ Convention & Equipment Display

Tauranga June 11 - June 14 1984

Mid June 1984 is convention time for the HSANZ. This year's convention will be held in Tauranga and the activities will centre on the Willow Park Motor Hotel and Baycourt, Tauranga's new community and arts centre.

Harvey Bryant, Convention Convenor extends a special invitation to Australia's Equipment Suppliers and Hire people to visit New Zealand for this Convention. Further details may be obtained by contacting Harvey at Tauranga Hire Service, PO Box 2233, Tauranga or Telephone 82 082. The tentative programme is:

Monday, June 11

Registrations/Arrivals: - 10.00 am to 5.00 pm

President's welcome and cocktails for overseas guests: - 5.00 pm to 6.00 pm

Cocktails, then EVENING FREE: - 6.00 pm

Tuesday, June 12

Official Opening, opening speaker, then our Guest Speaker: - 9.00 am to 12.00 noon

Equipment Exhibition Open: - 12.00 noon

Tour to Durham Light Winery. Visit local kiwifruit orchards. Visit massive B O P Fruitpackers coolstore-packhouse operation: - 2.00 pm

Tour to finish at the new TEPUKE COUNTRY LODGE for hot spa, happy hour and dinner: - 6.00 pm

Wednesday, June 13

"What's new from ASSOCIATE TRADE SUPPLIERS", and our Keynote Speaker: - 9.00 am to 12.30 pm

Equipment Exhibition: - 12.30 pm to 5.00 pm

Cocktails: - 5.30 pm to 6.30 pm

Dinner: - 6.30 pm to 8.00 pm

Surprise Evening: - 8.15 pm

Ladies Entertainment: - Visit to Rotorua Agrodome, Rainbow Springs, Lake trip in glass covered launch. Meals included.

OR Afternoon visit to Tauranga District Museum. Afternoon Tea included.

Thursday, June 14

Annual General Meeting - Hire Service Association of NZ Inc., with Guest Speaker: - 9.00 am to 12.00 noon

Yard Tour: - 2.00 pm

Cocktails: - 6.00 pm

Annual Banquet: - 7.30 pm

Ladies Entertainment: - Beautiful Old Silver - by Peter Lawrence (popular request)

Friday, June 15

Visit to Mystery Creek for day at INTERNATIONAL FIELD DAYS. Reputed to be the biggest event of its kind in Australasia: - 8.30 am

Stihl Moves Into New Zealand

Stihl has established its own company in New Zealand, with headquarters in Auckland.

Stihl products were formerly marketed in New Zealand through a local agent.

Manager of the new company is New Zealander Brian Carroll, who has had a long career in the marketing of industrial engines and power equipment, including chain saws.

Joining him will be Rodney Dux, accountant at Stihl's head office, who will become finance manager in New Zealand.

Brian Carroll was formerly Pacific area manager for Kohler industrial engines, and was based in Singapore for four years. For the previous 12 years, he had been in charge of outdoor power equipment sales for the Auckland-based company, Motor Specialties.

Rodney Dux, who joined Stihl as accountant in 1981 is no stranger to New Zealand. He spent some time

there in 1970 as a Rotary exchange student. He was then a senior scout, and has since gained a Duke of Edinburgh Gold Standard Award, and a Baden Powell Award - scouting's highest honour.

BELOW: New appointees to Stihl's New Zealand subsidiary, manager Brian Carroll (left) and finance manager Rod Dux in conference at Scoresby.



Pinpoints Rental Market

Surveys taken in 1982 and 1976 reveals information about who rents equipment

Published by courtesy: Rental Age.

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36%	+1%
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**The A.R.A./
Gallup Poll** ☐ Yes
☐ No
☐ Don't Recall

A Project of the
General Tool & Equipment Council

affecting this industry through vastly reduced construction all had a negative effect. In an economic situation where money is tight and people are reluctant to buy or rent, the cheapest alternative is to borrow, and that is what many of them did during this period. The number of borrowers went up by 4 percent!

Another fact that needs to be brought out: There still remains a huge, untapped market, one that can be developed to the point where the percentage of conversion to rental versus purchase could be a double digit figure.

A penetrating study conducted by Doug Classen, A-1 Rental, Salinas, Calif., who has a degree in economics from the University of California at Santa Barbara, shows that specific groups of people must be analyzed before drawing conclusions. His study shows further that the basic key to marketing is education of the customer and that the key to rental volume is the ability to satisfy a customer's need, which means know your customers, know your product and know your environment.

PINPOINTING THE CUSTOMER

By Sex: In the survey, 41 percent of men and 31 percent of women had ever rented equipment. This is a gain of 1 percent for men, but no gain for women. Classen believes past rental promotion generally has been directed to a male oriented market, which means men have been the stronger customers for the industry. The recent boom in party rentals, however, has brought women into the rental market, he says. Self-reliance and better educated women were cited as two reasons for more and more women renting.

Old-timers in the rental industry used to say the reason the man came to the rental firm was to pick up the equipment and to pay for it, but it was the woman of the house who sent him. Does this still have validity?

By Age: In the 18-34 year group 36% had ever rented equipment, (down 2%); in the 35-49 year group 49% had ever rented (up 4%); and in the 50 and older group it was 29% (up 3%).

It seems obvious that the middle group (35-49) is more inclined toward self-maintenance responsibilities, watches costs more closely, understands and relates to savings incurred from rentals. This group is almost half of the current market.

The over-50 group, says Classen, reflects the way they were brought up, that is, a strong pride of ownership plus not feeling comfortable renting equipment. Upon further reflection, the needs and wants of this group are not as strong as the 18-34 year group, but yet they registered a 3 percent gain in the past six years.

The 18-34 year group is entering the market, but isn't quite there yet. According to Classen, many members of this group are still unmarried, have no homeowner responsibilities or families as yet and can be classified loosely as transient.

By Annual Income:

Annual Household Income	Ever Rented?	
	Yes	No
\$40,000+	52%	44%
\$25,000-39,999	54%	45%
\$20,000-24,999	49%	51%
\$15,000-19,999	36%	62%
\$10,000-14,999	27%	72%
Under \$10,000	17%	82%

The original Gallup Poll listed fewer income rankings than those shown above, so it is difficult to chart any significant changes among those who had ever rented equipment.

Higher income people appear to be more knowledgeable in ways to make their money work for them.

By Home Ownership: This category was added to the 1982 questionnaire. It reveals that 38 percent of those who own their home had ever rented equipment while 32 percent who rent, or have other living arrangements, had ever rented equipment.

It was expected that homeowners would account for a higher percentage of those who have ever rented. Classen feels that 38 percent was a lower than expected response.

By Size of Community:

Population	Ever Rented? Change	
	Yes	No
1,000,000+	24%	75%
250,000-999,999	46%	52%
50,000-249,999	42%	57%
2,500-49,999	36%	62%
Under 2,500	34%	65%

Distance, time restrictions, density of population and the hassles of big city environments reduce the number people

(Continued on Next Page)

R85

THE TANDEM VIBRATING ROLLER PACKED WITH GREAT FEATURES!

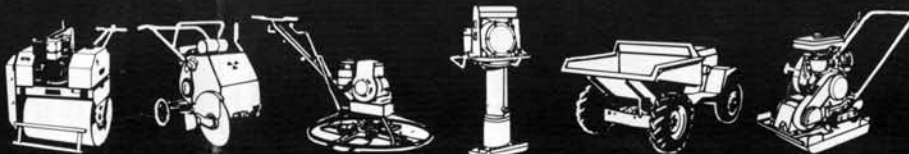
Here's how to ensure general all-round compaction:
Built-in safety and comfort ... for improved productivity.
Sealed bearings throughout ... cuts maintenance time.
Rust-free water sprinkler system ... eliminates blocked spray bars and valves.
Vibrator automatically shuts off when changing direction ... reduces roller marks in hot mix finishing.
Shock-free hydrostatic transmission ... for scuff-free finishing.

Designed and made in Australia by:



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VIC: 241-255 Browns Rd., Noble Park 3174. Phone: (03) 795 5111
QLD: Cnr. Ipswich & Grindle Rds., Rocklea 4106. Phone: (07) 275 1766
S.A.: 322 Grange Rd., Kidman Park 5025. Phone: (08) 356 7333
W.A.: 34 Great Eastern H'way, Redcliffe 6104. Phone: (09) 277 1944



An360

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(Continued from Preceding Page)

who rent. Communities in the 50,000-plus group offer more benefits for rental customers in the way of location, advertising and a more relaxed suburban environment.

By Region:

Section of the Country	Ever Rented?	
	Yes	No
East	32%	67%
Midwest	37%	61%
South	32%	67%
West*	47%	52%

*(Includes Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.)

Westerners obviously rent a substantial amount of equipment compared to other sections of the country. Classen believes the suburban living of the West offers a more diverse market for numerous items of equipment.

Renting was an accepted way of life on the West Coast long before the movement spread east. The proliferation of rental outlets, especially in California, and the life style in that area of the country, makes the rental concept a better recognized and a less difficult way to market rental services in that area.

The Ideal Rental Customer Profile:

Male
35-49 years of age
Income between \$25,000-\$39,999
Homeowner
Lives in a community of 250,000 to 999,999 people
Lives in the West

Now we have assembled the **desirable** demographics that make up the ideal rental customer. We do not mean to imply that rental firms should aim most of their rental promotion dollars to this group. Rather, this should be the **easiest** group to approach since they constitute the majority of the rental volume generated.

Perhaps rental promotion money should be directed toward the greatest **potential** of customers. Classen asserts that the rental market remaining untapped is twice the size of the present clientele.

Part II of this series will delve into the question of whether the national interview sample of consumers would rather buy, rent or borrow . . . by sex, age and income. It will also reveal what the interviewees know about rental locations.

Comments from A.R.A. members are welcome concerning the conclusions drawn here. The Gallup Poll is a valuable management tool provided by your Association, and can be used to good advantage, depending upon the marketing motivation of the members of the rental equipment industry.

Have a *Flextool* Field Day.

Visit our display sites at . . .

CIVENEX Werribee Park Melbourne
March 7-9

L.G.E.A. Parklea Sydney
April 11-12

For information call: Robin Milton
(03) 419 6300

Bob Edwards
(02) 660 3411

Item No. 1

Description: **Generating set 130 KVA (cont.) Dunlite – HINO, control panel, fuel tank base.**
Condition: Excellent (Engine fully reconditioned)
Location: Newcastle
Asking Price: \$12 000

Item No. 2

Description: **7" Dustless Edger**
Mounted on adjustable castors, has own light.
Condition: As New
Location: Melbourne
Asking Price: \$800

Item No. 3

Description: **Generating set 25 KVA (cont.) Modra brushless alt. with Kirloskar RDA 44 engine, control panel, 10 hour fuel tank base.**
Condition: New
Location: Newcastle/Sydney
Asking Price: \$6500

Item No. 4

Description: **8" Mignon Floor Sander 1½ hp weight 110 lbs approx.**
Condition: As New
Location: Melbourne
Asking Price: \$1750

Item No. 5

Description: **Acrow Props No. 4 Size 50 only — will separate**
Condition: As New
Location: Melbourne
Asking Price: \$40 each

WANTED TO BUY

A reader wishes to purchase the following equipment:

**NU FLOOR SANDING MACHINE
DYNAPAC CG11 ROLLER**

Phone (03) 850 2316
Hire & Rental Australia

EQUIPMENT & MACHINERY MARKET

The Editor,
Hire & Rental Australasia,
PO Box 136,
BULLEEN 3105, AUSTRALIA

Please list the following item in your Equipment & Machinery Market.

Details for Publication
Description:
.....
.....
Condition:
Location:
Asking Price:

We acknowledge your offer to list this item in (2) two consecutive issues of Hire & Rental Australasia on a **No Deal – No Charge** basis. However, upon the the Sale of the above item, to a client introduced by you, we agree to pay a publication fee for this listing. The publication fee will be calculated on the Sale price, being 5% on the first \$1000, then 2½% on any excess.

Name:
Business Name:
Address:
Telephone: () Signature:
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HOTLINE
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Crown Corning

Wine Goblet

140 ml. 180022

95¢* each
72 per carton

Wine Goblet

200 ml. 180023

\$1.05* each
72 per carton

Cola Goblet

200 ml. 180027

\$1.05* each
72 per carton

OREGON 17" Guide Bars

\$28*

each

will fit
Stihl 08S
Chain Saws

OREGON 404 x .063 Chain Saw Chains

60 Drive Links
Per Loop

will fit
Stihl 08S

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each

GLASSWARE

Crown Corning

Jugs

1140 ml. 370050

\$3.23* each
12 per carton

Ash Trays

Square

118 mm. 380002

\$1.68* each
12 per carton



\$230*

*incl. Sales Tax and Freight
(while stocks last)

ALLOVER HEAT GUN Model 2000

Now the new improved Allover gun is available for Rental use. Lighter in weight, the Allover gun has an impact resistant polycarbonate case, a cool touch heat shield, and a plug in element.

Weighing 1 kg the Allover gun is ideally suited for paint burning, removing and applying floor coverings, applying shrink packaging and for most uses where portable flameless heat is required.



7" DUSTLESS EDGER Model LV175

A high performance light,
easy to handle unit, ideal for
Rental.

Normal Accessories
33 feet (10m) cable with
plug, spanners, sandpaper
disc cutting device, set of
sandpaper discs.

\$850*

*Incl. sales tax and freight
(while stocks last)

Technical Features

220/240 Volt A.C. Motor ★ Current - about 5 Amp.
Diameter of disc - 6 7/8 in. ★ Net weight - 29 lbs.

Supplied By

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SPOT SPECIALS

*All prices incl. Sales Tax & Freight.
Valid for month of issue only (or while stocks last)

Please Supply:

Name:

Address:

Our cheque is enclosed \$

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Hire & Rental Australasia

Briefly . . .

New Appointment

Mr Kevin Quealy has been appointed Sales Manager for Electric Eel (Aust.) which now incorporates G.H Rose & Co.

Kevin has been associated with the Sewer & Drain Cleaning industry for 12 years; previously with Hodgson & Lee Pty Ltd and Keval Plumbing.

Electric Eel (Aust.) have also been appointed Australian agents for S.E.C.A (Sewer Equipment Company of America) and have available a full range of sectional sewer rodding tools and equipment. This now enables Electric Eel (Aust.) to supply a full range of Sewer and Drain Cleaning equipment required by the Hire Industry.

Call Kevin on (02) 559 5622 and he will gladly discuss all your requirements.

Got your flag yet?

HSANZ Association flags are selling well. Have you ordered yet? The selling price is \$40 each and members wishing to order should contact Colin Taylor, PO Box 9353, Wellington.

New Appointment

MR JIM WATTERS has been appointed general manager, marketing for Mebam Equipment Pty. Ltd.

HSANZ — which way?

Do you, as a member of the HSANZ have a particular project you wish your association to consider this year? If so your zone director would like to hear from you (preferably in writing). Your comment with suggestions for further development and growth of your association is also welcome.

TASMANIA REDISCOVERED?

The Hire and Rental Association of Australia has revised its logo. The new logo, pictured below, now includes Australia's southern state Tasmania.

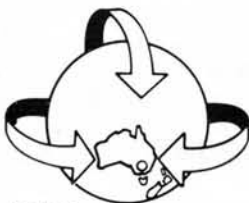
Members are urged to include the amended logo whenever possible in advertisements and on letterheads, business cards etc.

It is an easy to recognise corporate emblem that will help us all to project a professional image for our industry.



HIRE ACTION MELBOURNE AUSTRALIA 1984

13th International Hire Convention and Equipment Exhibition
Southern Cross Hotel — Melbourne Sept. 4-7 1984



MANG JR2000 ROTARY HOE

Every hire yard should have one!

Mang is designed to provide high profit, because Mang requires low maintenance.

Built for professional use, Mang will withstand amateur abuse.

Now available powered by

MITSUBISHI \$2700* ROBIN \$2760*

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Please supply further information on the items listed below.

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Company: _____

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Powered Rotary Lawnmowers

Published by Courtesy: Australian Standard.

New Standard AS 2657

A new edition of this standard was published recently after more than seven years being spent in its preparation. It now contains seven functional tests which determine the appliance's safety.

The previous edition of the standard, published in 1969, specified dimensions for the enclosure of the mower as well as material composition for the blades. This limited the shape of the enclosure and did not allow for blades which were not made of steel. Advances in mower technology since that time have

shown that the old edition was design restrictive.

FUNCTIONAL TESTS

The task of drawing up the seven functional tests in the new edition was not an easy one and the committee drew heavily on the work of the International Organization for Standardization (ISO). Unfortunately, many of the test methods proposed by ISO proved to be impractical and required some modification. The committee is also indebted to the manufacturers of lawnmowers who constructed the various test rigs and experimented with the ISO methods.

The seven functional tests are:

- **Accessibility:** A probe which is shaped to represent a human finger is used to determine whether there are any potential pinch points around the engine and its housing.
- **Foot Probe Test:** As the name implies, a probe which simulates a human foot is inserted around the edge of the blade enclosure where the operator's feet could contact the mowing blades. If the probe makes contact with the blades, the mower fails the test.
- **Impact Test:** A 25 mm steel tube is projected upwards into the path of the rotating blades. This is a particularly severe test which results in the destruction of the blades. The criterion for passing the test is whether the blades deform harmlessly or fracture, releasing dangerous fragments.
- **Unbalance Test:** An imbalance, approximately equivalent to the loss of one blade, is created on the blade assembly. The mower is then run for an hour at maximum speed, at the conclusion of which the mower is examined for damage caused by the imbalance.
- **Reverse Torque Test:** This test checks that the blade mountings are designed in such a way that they will not loosen as a result of the rotation of the blade assembly.
- **Structural Integrity Test:** Ball bearings, 13 mm in diameter, are fired into the path of the rotating blades to test the strength of the blade enclosure.
- **Thrown Object Test:** The mower is set up within an enclosure made of corrugated fibreboard, and sitting on a mat of simulated turf. The mower is run at maximum speed and 6.35 mm ball bearings are introduced into the path of the blades. The trajectory of the ball bearings thrown out by the mower is determined according to the height at which they strike the fibreboard. The higher they strike, the more dangerous they are.

THE STANDARDS MARK

At present, only one major Australian manufacturer of lawnmowers is licensed to use the Standards Mark. It is envisaged that the advent of the new edition of AS 2657, with the removal of the design restrictive aspects, will encourage more manufacturers to apply for Standards Mark certification. This can only lead to a greater guarantee of safety for the community at large. □

COSTECH

Heat Guns

\$230



- 240 volt, 1500 watt.
- Easy to handle — Weight 1.2 kg
- Easy to Maintain — Spare parts available
- A robust industrial tool — Ideal for hire use

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1985 HAA Convention Cruise

More than just speakers, there's plenty to do!

Join our **1985 South Pacific Convention Cruise** — 9 nights at sea, visiting three exotic ports, August – September, on P & O's Oriana Cruise in **First Class Twin Bed Cabins** on top decks. The best cabins have been reserved for up to 300 H.R.A. members, their staff, friends and suppliers. **Discount price is guaranteed 2 years ahead at \$A1625 per adult**, with special rates for children who can have trundle beds in their parents cabin or two sharing twin bunk cabin.

Teenagers 75% of fare; 6-12 years 50% of fare; 3-under 6 25% of fare; 1-under 3 10% of fare.

Bring your family for the holiday of a lifetime while you get down to the serious business at convention.

The FARE includes: All meals, morning teas, cocktail parties, entertainment, hospitality suite, convention venues and equipment, top speakers at our seminars, departure taxes, plus a **PRIZE of future cruise** for two to be drawn at our last seminar of the trip, duty free shopping, child minding facilities for those wishing to bring their families.

Items not included: Private drinks, personal shopping, on shore tours, air travel to and from Sydney.

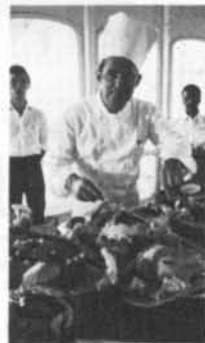
AIR FARES for delegates travelling from **New Zealand** and all Australian States to **Sydney** will be subsidised for example: return fare from Brisbane or Melbourne will be \$80, Adelaide \$110, Perth \$260, Cairns \$200, Rockhampton \$130.

PASSPORTS needed only by persons terminating voyage at a foreign port.

SUPPLIERS are invited to join the cruise and enjoy all of the above-mentioned benefits, including the chance to win **prize of free cruise**. Imagine having a captive audience for 9 days and nights.

A BONUS for SUPPLIERS is FREE EXHIBITION SPACE. Displays will be restricted to small equipment, audio visual and free standing display. P&O will handle customs clearance and loading of equipment which is to be suitably crated. P&O will also move it from storage to display areas each day of exhibition.

DEPOSIT \$50 per person, so register with P&O as soon as possible to obtain the choicest cabins, "First in will be best dressed". Allocation of cabins is the responsibility of H.R.A. Queensland Convention Committee, all bookings being referred to them by P&O.



We need to know your requirements NOW before the cruise goes on sale to the public.

BALANCE 50% of balance due 4 months prior to sailing, remaining balance 56 days prior to departure.

CANCELLATIONS \$20 fee per travel document may apply if made 56 days before sailing date; if made within 56 days of sailing, all or part of passage money could be forfeited.

Special P&O comprehensive holiday insurance is available.

This is AN EXCITING CHANGE from the type of Convention we have held previously and we look forward to your participation. For further information contact Arthur Staines (07) 391 5666, Dorothy Verney (07) 269 9171, or Hire Convention 1985 P&O Cruise, C/- P.O. Box 126, East Brisbane, Queensland 4169 Australia.

BOOK NOW in your Company Name, the names of persons can be supplied later particularly if you wish to offer the cruise as incentive to management or sales personnel.

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Photographs on Licences for Victoria

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DATE OF BIRTH 17-10-47	TYPE CDIRV
SEX MALE	CONDITIONS BEI
<div style="display: flex; justify-content: space-between;"> <div> <p>LICENCE NUMBER 1234 567</p> <p>EXPIRY DATE 2-11-1994</p> </div> <div> </div> </div>	
<p style="text-align: center;"><i>Graeme Brown</i></p>	

Plastic "credit card" drivers licences will be introduced in Victoria later this year. The plastic card will have the driver's name, signature, address, date of birth and photograph on the front, with coded details on the type of licence held and the conditions on which it was issued.

On the reverse side of the

card the codes are explained. For instance, a person holding a licence type CDP would be entitled to drive a motor car, motor cycle or bus. Drivers given the code ABD under "conditions" would be entitled to drive cars with automatic transmission, provided the driver wore corrective spectacles and hearing aids.



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OR

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OR

Alcohol = 3 x \$ Tobacco

Cars follow food
in family spending

	% of Total Expenditure (Ex. Housing Costs)
Food	20.0
Purchase & operation of Motor Vehicles	13.1
Household Appliances, Furnishings, etc.	9.2
Clothing	8.3
Health	7.0
Alcoholic Drinks	6.5
Entertainment and Recreation	4.2
Gas, Electricity, Fuel, Postage, phone	3.9
Fares	3.6
Cigarettes and Tobacco	2.3
Books, Periodicals, Newspapers, etc.	2.0
Toys & Sporting Goods	1.1
Education	0.4
Other	18.4

(The figures relate only to personal expenditures and exclude what is spent by governments on such things as education and health, which are financed through taxation).



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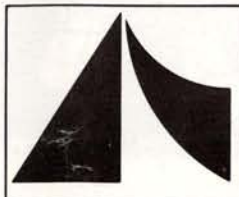
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