

# HIRE and RENTAL

Industry Quarterly

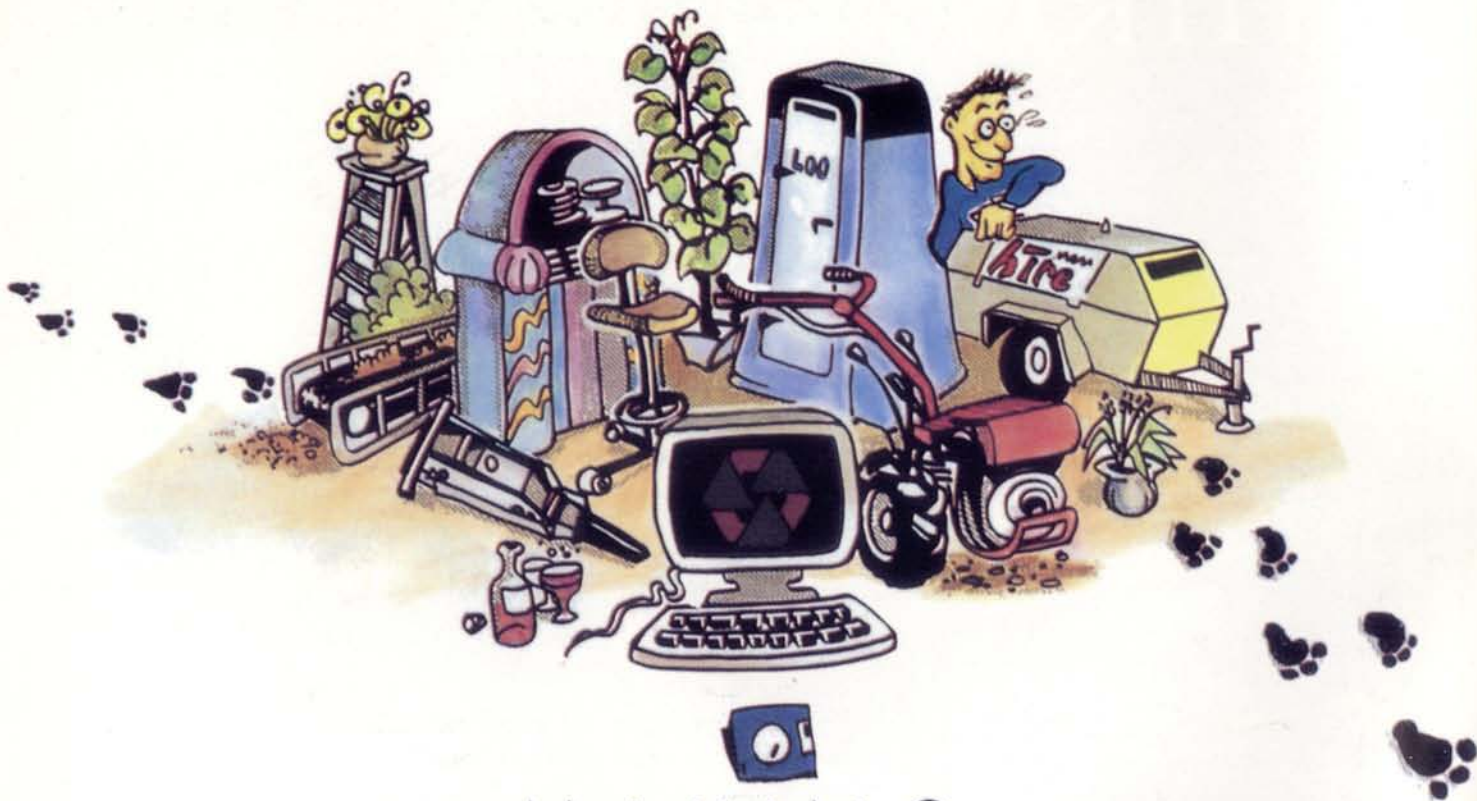
NOVEMBER 1995



**ELEVATING  
WORK PLATFORMS**

**PAGE 11**





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## PRESIDENT'S REPORT



**RICHARD CROMMELIN PRESIDENT**

*A lot has happened since the last issue and my last Presidents report. The 1995 Convention in Adelaide was a success, in that attendance numbers were up and those that attended the seminars were pleased with the content.*

*All of our thanks should go to the hard working South Australian Committee and to Convention organisers ICMS.*

*However, the exhibitors were extremely disappointed with the attendance, and in fact have been for several years. Many of them put in a lot of time and money to support our industry at it's National Convention ( and in fact throughout the year).*

*Following representation from several exhibitors, a meeting was convened in Sydney (the host of the 1996 Convention) to bring together exhibitors, representatives of the National body and ICMS (our Convention organiser), to discuss ways we could improve attendance. Based on Adelaide and Perth figures, it seems as though only around 15% of our membership is attending our National Convention, and those tend to be the same Companies each time.*

*As a result of this meeting, a survey of all members is being commissioned to find out why attendance is so low, with these results being used to formulate our strategy for 1996 and beyond. I know already that the NSW Committee will be slashing the delegate fees in an attempt to encourage attendance, along with a range of other initiatives. More details later.*

*During October the National Committee also participated in a telephone hook up. As you may not be aware, the National Association meets only twice per year, and many issues are unresolved at these meetings tend to carry on.*

*The telephone hook up, which will be done every two months, is designed to facilitate communications between states for the benefit of our members, and should result in greater sharing of ideas.*

*You will also start to notice over coming issues, a change in format and content of our magazine, once again to make it more relevant and useful to you. there has been a lot of time put into it by Mal Barnett and Steve Donnelley and I'm sure you will be pleased with the changes.*

*As this the last issue before Christmas, I would like to wish all of you and your families a very Merry Christmas and a Happy and Prosperous 1996.*

*Best regards,*

**RICHARD CROMMELIN**



## Association magazine undergoing a change

**S**tarting with this issue you will see a change of format and content in the National Association magazine. In an endeavour to make the magazine more, informative, and interesting the National Association has formed a committee to act in conjunction with the Publisher to improve the quality of the magazine. Future issues will see the focus on more industry related matters, such as product spotlights, hire personnel, and other hire related issues.

In this issue our feature article is on elevating work platforms, their progress both here and overseas, as well as also looking at the future of the equipment in Australia. While we also look at one of Australia's top hire operators, besides reviewing the 1995 Hire Convention in Adelaide. From the ARA magazine we feature an article on barcoding in the hire industry. While we suggest you read the article on insurance: "So you think you are insured", it could save a few headaches.

Our February issue will feature the first of a six part series on Computers, in which we will deter-

mine how they can benefit different aspects of your business. We will also be featuring an article on the winner of the service to the hire industry award for 1995. A regular servicing of equipment segment will be introduced, plus regular articles on Marketing and Finance will be included. Through arrangements with the overseas magazines we will be reproducing any articles of interest from them. Upcoming rental dates for overseas convention will be included in each issue. In addition we will be bringing you our regular new products, New Zealand report, Safety News and Party Hire segments, as well as keeping our ear to the ground for any worthwhile industry news.

While we are confident you will be pleased with the new format of the magazine, we welcome any comment or suggestions you may wish to make on the contents, or future direction of the magazine. If there is a product or service you wish us to feature, drop us a line, and we will do our best to comply.

While this our last issue before Christmas I would like to wish everybody :

*A Merry Christmas  
and a prosperous New Year*

**Keep Hiring**  
Greg Kelson

### **HIRE and RENTAL Industry Quarterly**

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# HIRE and RENTAL

## Industry Quarterly

OFFICIAL JOURNAL OF THE HIRE & RENTAL ASSOCIATION OF AUSTRALIA

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### **Elevating Work Platforms Bringing Access to the World**

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The expansion in use of Elevating Work Platform both overseas and in Australia has been incredible, but it is the Hire Industry which has been the driving force behind this expansion.

### **Richard Stevens Hire, carrying on the family tradition**

**Page 7**

Richard and John Stevens can trace their families involvement in hire back to the last century

### **So you thought you were insured**

**Page 15**

So did this hire operator, who now finds himself the object of a substantial third party claim.

### **Hire Convention heads to Adelaide**

**Page 17**

Adelaide played host to the 1995 National Hire Convention at the Adelaide Convention Centre.

### **Barcoding**

**Page 29**

One of technologies benefits to most industries  
But can it work in Hire ?.

### **Cover:**

A Wreckair Hire Boom Lift  
at Myers store in Melbourne



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## Innovative Ideas Reap Their Own Reward

Rob Renshall, of Acme Hire, has been operating a general hire and party hire business in the Eastern Suburbs of Sydney for twelve years. His operation was set out like most others, the bigger equipment being spread out over a spacious yard area, while the two story office block housed the service department, office and party hire section, as well as the smaller equipment, leaving plenty of unused space.

One day Rob decided to put the unused space to use. He set about reorganising his operation, setting aside a separate area for an office - showroom, plus storage space and part of the yard. He then started to look around for a tenant, to lease this area to, preferably, a kindred business, that would benefit his own. After interviewing several applicants, Rob settled on the Plumbers Co- Op, a company involved in the supply of Plumbers equipment, to share his premises. The new business generated from the move,



ACME Hire with its new tenant

has left Rob with only one regret, why he didn't think of it earlier.

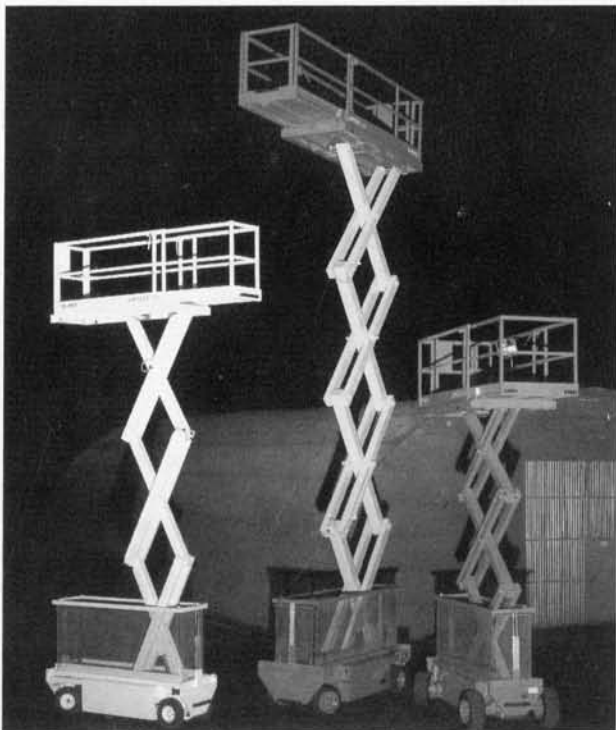
## Active Hire Group Buys Scissor Lifts From LIFTLUX

The Active Hire Group, one of Australia's largest manufacturer and rental company for aluminium scaffolding systems and general plant hire, decided to go into the hire business of access equipment. The company is located in the Sydney suburb of Silverwater, off the M4 motorway and just 500 metres away from the Olympic

Park. With the construction going on in and around this area during the next 5 years, the company is determined to participate in the action. Therefore the Active Hire managers Mike Cotter and Manfred Hammer travelled to the Bauma '95 to select their initial stock of access equipment.

They selected an initial quantity of 25 self-propelled scissor lifts from German manufacturer LIFTLUX. The initial fleet of machines ranges from models with 15ft. through to 44ft. platform height, narrow machines for the use inside of buildings with electric drive and wide units with four-wheel diesel drive. The scissor lifts represent the latest technology and safety standards, never available in Australia up to date, such as automatic self-levelling jacks for rough terrain models, all machines equipped with 'black box' to collect the operating data, maintenance-free dry batteries as well as overload sensors and scissor protection cage, to name but a few.

Active Hire created a new company, Active Mechanical Access Ltd. to handle the lift rental business. The machines arrived in Australia early November and on Friday, 10th of November 1995, the official product launch took place in Sydney. All Active Hire partners from Australia and New Zealand attended the launch, when the German LIFTLUX directors, Gerd Altmeyer and Gerd Luebke handed the machines over to Active Mechanical Access. According to Mike Cotter, the company is determined to set new safety standards for the Australian industry and its users of access equipment.





# What makes sharemarkets go up and down?

Stockbroker Geoffrey Travers of Statton Securities explains some of the factors that drive share prices.

Over the long term, the share market goes up. Since 1875, the Australian share market has never failed, following a fall, to rise above its previous high point.

Indeed a long term graph of the Australian share market resembles a man walking up a steep hill with a yo-yo.

The yo-yo represents the short term swings both up and down.

The steep hill represents the long term trend which is consistently upwards.

Novice investors tend only to see the yo-yo. Experienced investors see the hill.

This article is mostly about the yo-yo but what about the steep hill?

Why is the long term trend always up? Because shares are part-ownership of businesses and businesses grow over time. Shares give you a stake in a business. If that business generates returns and those returns grow year by year, the value of that business grows and therefore the value of the shares grows.

## **This is the main determinant of share growth.**

Whilst many other factors can have quite a powerful impact on share prices within a year or two, over longer periods earnings growth is far more important in determining share prices.

And there is no reason that the process of earnings growth which has been evident over the last two hundred years should suddenly cease. Growing populations, increased savings, technological innovation, productivity improvements, benefits from the division of labour, specialisation and the innovation of others are all factors which should enable businesses to grow their earnings over time.

Back to the yo-yo. Why is the market volatile in the short term?

The market is volatile because it is liquid. Shares are traded every day with almost immediate liquidity.

Liquidity of an investment is paramount - that is the ability to be able to sell the investment quickly and easily.

The volatility of shares is the necessary trade off to have an investment that can be liquidated quickly - but it does mean that shares fluctuate in price more than other assets.

Liquidity and the volatility it creates also make share prices vulnerable to two driving investment emotions - fear and greed. Markets are made up of people and two of the most powerful emotions are fear and greed. The market swings around the long term trend represent people getting carried away and paying too much for shares in boom times or selling for too little in pessimistic times.

Apart from fear and greed, crowd psychology and the herd instinct help to explain why the share market tends to overreact, both up and down.

When it is difficult to know what is the right or wrong thing to do, investors tend to watch and imitate each other. It is a basic rule of human behaviour that "there is safety in numbers". For example, if some investors start selling, others may follow, even though it will exacerbate the fall. Getting out early in a market slide is a rational thing to do so it is a combination of self interest and not really knowing what to do.

In periods of low confidence there are few buyers and lots of sellers as investors bail out of shares and move into

something they feel safer in, such as cash. The law of supply and demand applies and share prices fall. The activities of speculators exaggerate these downward forces. The opposite applies in periods of high confidence.

While it is difficult to call a market bottom or top in advance, the market's overreactions provide excellent opportunities for astute investors to enhance their returns. These contrarian investors, who have a good idea of fundamental value, buy when others are selling and sell when others are buying.

In the short term, there are many factors which affect investors' emotions and thus lead to short term share market volatility. The main ones are:

### **1. The attractiveness of alternative investments**

Changes in the expected returns from property or bonds can affect share prices in the short term.

If bond yields suddenly rise, shares become less attractive in the short term and share prices fall. If bond yields fall, shares become more attractive and share prices rise.

### **2. The progress of the stockmarket tends to roughly parallel the progress of the economy**

If the economy is booming earnings are growing and share prices tend to be strong.

If the economy is in recession, earnings may be falling and share prices tend to be weak.

There is not a neat correlation between the economy and the stockmarket, however, as the stockmarket is essentially a forward looking mechanism - looking ahead 6 to 12 months and anticipating changes that will occur that could affect share prices.

### **3. Money supply and Inflation**

An excess of money supply means there is plenty of money available for speculative activity and asset prices will rise.

A shortage of money supply, known as a credit squeeze, leads to a shortage of money for investment and hence falling asset prices.

### **4. The performance of other sharemarkets relative to ours**

Australia is very small beer in world markets with our total market amounting to only about 1.5% of the world.

Sentiment is determined by what happened the previous night in New York and London, and what happens in Tokyo and Hong Kong during the day.

Our market cannot move out of step with other markets for too long unless there is a very good reason.

### **5. Unexpected events**

By definition, these cannot be predicted. Recent examples would be the Gulf War, the Kobe earthquake or the Barings collapse.

## **CONCLUSION**

Due to its liquidity the share market can be volatile in the short term. But the risks of volatility in share prices exist only in the short term. Over the long term, earnings growth is by far the most important factor in determining share prices.

Short term volatility is the yo-yo, earnings growth is the hill!

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# Richard Stevens Hire

## Carrying on the family tradition

Few hiremen can trace their family's involvement in hire as far back as Richard and John Stevens, of Richard Stevens Hire. Interviewed at the Hire & Rental Convention in Adelaide recently, Richard recalls how his great grandfather owned a livery stable in London at the end of the last century, from which he used to hire out horses. As the range of equipment available at that time was limited Richard feels this qualifies his ancestor as a hireman.

But the story of Richard Stevens Hire started some time later than that. Richard's father, Richard senior began his working career as a shorthand typist in London

in the 1930's. Later becoming the first plant manager of Wimpys, one of the biggest building companies in the world. Before the war began Richard Senior transferred to the 600 group, moving to Birmingham where he was engaged in rebuilding bombed buildings around Birmingham and Coventry. After the war ended Richard started up Richard Stevens Engineering, which was also involved in hire.

But it was a trip to Australia in 1953 that was to change Richard's life. Arriving here with a representative of Rapid Metal, a steel formwork manufacturer from England, Richard was so impressed with the potential of the

country that a few months later he migrated to Australia, settling in Adelaide, with a share in Rapid Metal and some concrete mixers. Taking advantage of the short supply of building equipment, Rapid Metal prospered, eventually set up branches throughout all states of Australia. One of the contracts won by Rapid Metal was to supply the formwork for tunnels at the Snowy Mountain Scheme.

But in 1959 Richard senior left to set up Richard Stevens Hire, a machinery sales and hire company operating out of a double brick garage in Darlington; premises that Richard Stevens Hire still occupy. The range of equipment for hire was limited in those days so the company also acted as sales agents for companies such as Flextool, Kango and Crommelins.

In 1962 Richard junior joined the company upon leaving University, followed in 1965 by his brother John, who had started his working career as a storeman in a pharmaceutical firm. In 1968 it was decided to expand, a branch was opened in Blair Athol. The following year Richard senior retired leaving the business in the hands of his two sons. By the early 70's manufacturing had ceased and hire was the dominant business, and in this period the city branch opened in Wright Street. Primarily involved in builders and contractors hire, the company started to expand its areas of involvement, and in 1979, it moved into the truck rental busi-



Top: The original site where Richard Stevens Hire began, (photo taken 1969), plus the latest shot Alas the premises is about to again be part of progress, as it is about to be demolished to make way for an expressway





ness. The following year they purchased C.P.H. Rentals, which became the Norwood branch.

1984 was a significant year in the development of the company, acquiring three new branches at Morphettvale, Salisbury and Gillies Plains from Broons Hire. The Portable Buildings Division was also introduced that year. When the Port Adelaide branch was started in 1985, followed by another branch in Gawler in 1987, this made up a total of nine branches in Adelaide.

The company went further afield for its next acquisition, acquiring three branches of B.E.Hire in Victoria in 1992, adding a new branch to the operation in 1994. BE Hire is now the third largest equipment hire company of its type in Melbourne and possibly the largest privately owned general equipment hire company in Victoria. The purchase of Frankston Hire in 1995 bought to five the amount of branches in Victoria

Early this year Richard Stevens Hire purchased Adelaide Equipment Hire, the largest operator of Bobcat Machinery, with 18 Skid Steer Loaders, in Adelaide.

Through this expansion the company has grown to now have 9 metropolitan branches throughout Adelaide with 2 specialist division (Hi Lift and Portable Buildings- based in Panorama) operating 7 days a week and employing a staff of 69. With a further 24 employed in their Melbourne operation the company has come a long way from the it's humble beginning in the double brick garage.

The brothers play separate roles in the running of the business, Richard looking after the branches, while John



*Richard and John Stevens at the 1995 Hire Expo*

takes care of administration and purchasing of the equipment.

Asked to nominate changes in the hire industry during over the years, Richard cited the diversity of equipment now as compared to the early days. Where once three or four items made up 70% of the range, while they now carry a range of 400 items, with all these items contributing towards the overall income, while they are constantly on the lookout for new products..

Richard sees the future as a period of consolidating and maintaining the market share they have attained over the years, feeling that the market has become very competitive, with the emphasis on quality control, safety issues and customer service. But he feels sure Richard Stevens Hire can maintain the standard it has set in the past that will see the company remain in the forefront for many years to come.



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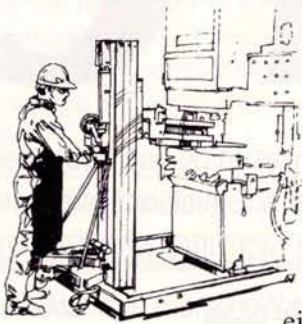
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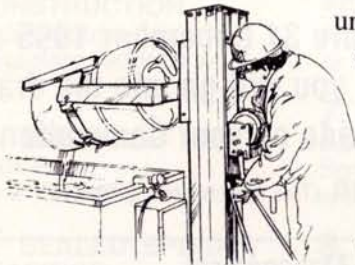
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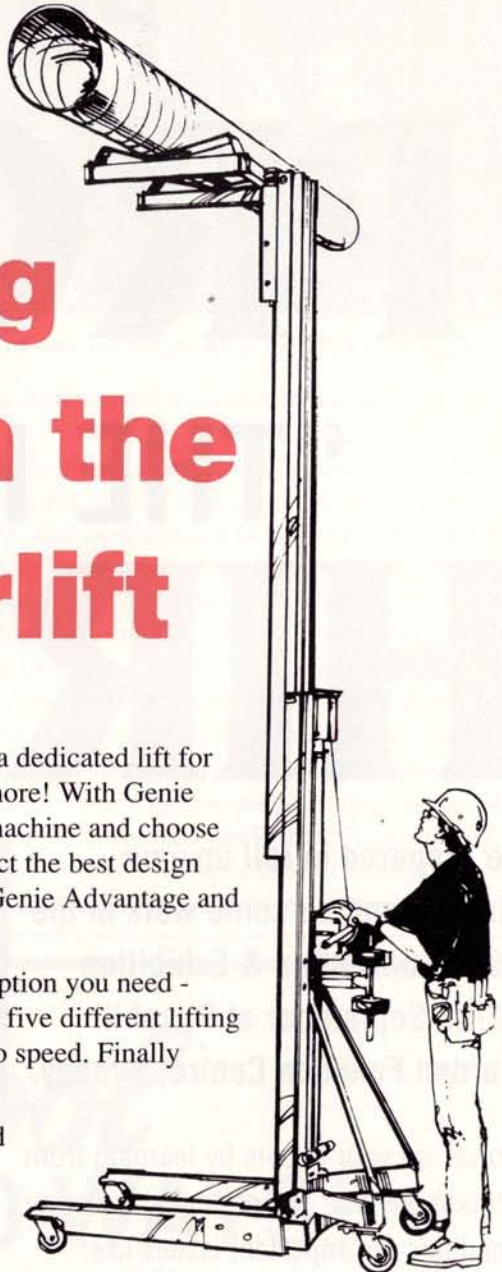
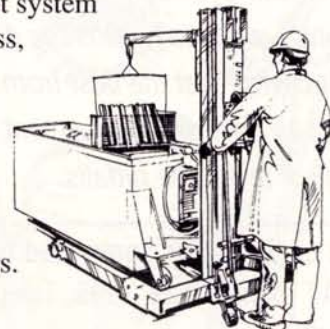
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# Elevating Work Platforms

## Providing access to the world

**W**hile Technology has guaranteed most areas of equipment have made remarkable progress, few, if any can match the growth and expansion of elevating work platforms over the last thirty years.

From a humble beginning when the access industry was primarily involved in firefighting and rescue work it has developed, through its diversity and adaptability into a two billion dollar a year business worldwide. But it wasn't until the hire industry realised the potential of elevating work platforms that the expansion began.

When truck and van mounted units began to find favour with electricity and telephone companies markets began to be found, but it was the development of the scissor lift and the telescopic boom soon after that fuelled the growth. Once it became apparent that the safest and most efficient way to get off the ground, was by elevating work platforms, the industry grew rapidly. As the range of equipment grew, more areas of use were found and it became a very acceptable part of the range of hire companies.

America began to dominate the production of scissor lifts and articulated booms worldwide. Hire companies in America began to amass huge fleets of units, as the equipment become more sophisticated and versatile. The acceptance of powered access equipment was slower in Europe, with the main concentration on truck-mounted platforms, but the momentum has increased dramatically, over the latter years in all areas. Although the growth in both areas has been at times slowed by recessions, it is at present again experiencing strong growth in sales.

But the involvement has not been confined to these countries. The use elevating work platforms has spread to areas such as the Middle East, Asia, South Africa, South America and the South Pacific regions. This expansion has continued until it is estimated that there are 300,000 units in operation throughout the world, with annual sales of 50,000.

Experts predict that this expansion will continue in the future as the world continues to develop, elevating work platforms will be part of that development.

### Australia

While Australia's involvement with elevating work platforms started later than overseas, the impact in the short period of involvement has been just as momentous, with an estimated turnover of 30 million dollars a year, while there are 6,000 units now in use, of which 4,000 are in the hire industry, with sales of 600 units per year.

One of the first hireman to try to introduce elevating work platforms into Australia was Andy Kennard, of Kennards Hire. Andy produced a 15 ft. battery operated

scissor lift, appropriately named "Get Smart" in 1975, but it was to be a few years before the industry was to accept this advice.

But by 1979 the seeds of the future growth were being planted. Lindsay Macpharlane of Linmac, attended an exhibition in Scotland in 1977, where elevating work platforms were on show, travelling to America he obtained the first JLG agency in Australia in 1978, landing a range of 15 - 40ft scissor lifts and boom lifts in 1979.

By this time a company called Quick Access were operating out of Sydney with the Condor model of equipment, while Instant Scaffolds were supplementing their scaffold range with the Upright models. But it was David Williams, who has been given the most credit for creating awareness of the product in this era. David's company, Scissor Lifts Australia, were the agents for Marklifts, while Oconnells Hire were looking after the hire side of the operation. Through vigorous canvassing of hire companies Williams starting to gain acknowledgment of the equipment.

Des Whelan, of Whelan Hire in Victoria, was one of the first clients of Williams, introducing elevating work platforms into Victoria in 1981. Work Cover in Victoria gave the machines their early seal of approval, but problems were to come from another source. The BLF, led by Norm Gallagher, demanded the exclusive rights to operating the machines for their members, which Des and other hire companies disputed. What followed was a long drawn out costly battle, both in and out of court, with the BLF picketing of hire yards and building sites, as well as the other disruptive behaviour they become famous for in those days. But eventually in 1984, after a two year court battle, judgement was bought down in favour of the hire companies. The publicity gained during this period, although at a cost, went a long way towards establishing awareness of elevating work platforms in Victoria. Companies like Whelan Hire were able to put this behind them and build up big fleets of units in the late 80's.

Meanwhile in Sydney, Steve Donnelley of National Hire, travelled to America in 1981, taking advantage of the recession which was starting to take shape there, he purchased some second hand equipment on behalf of himself and two other hire companies. Later added to this range with some new models from Scissor Lift Australia, which had been forced into receivership.

Although those hire companies involved with elevating work platforms in the early 80's found markets for the equipment, it was slow going as public acceptance was slow. It mainly consisted of hire companies maintaining small fleets of units while endeavouring to gain recognition of the product. The high capital cost of the equipment



made hire rates dearer than the conventional scaffolding, therefore it was difficult to educate the end user to the capabilities of the product. The usual method was to leave machines at construction sites on a free trial basis.

But in November 1984 the Darling Harbour development commenced. This was undoubtedly the event that established elevating work platforms in New South Wales. Taking three years to complete the Darling Harbour Project provided the opportunity for the full capabilities and versatility of the equipment to be exposed. It served as an education period for end user and supplier. Coinciding with a national boom in the economy, projects interstate such as, Parliament House in Canberra, The North West Shelf and the Airport in West Australia, The Expo in Queensland and similar smaller developments in Victoria and South Australia, saw elevating work platforms receive national recognition and sales of the units soared during this period. At times supply struggled to keep pace with demand as new areas of use were found for the product, as all industries reaped the benefit of the boom. Hire companies started to build up big fleets of machines, companies were set up to specialise in the supply of elevating work platforms. Decor and Corrosion and GKN Light Access, were two companies who built up large fleets during this era.

In 1987, as a direct result of the growth in the use of

elevating work platforms, the Elevating Work Platform Association of Australia was formed, with a view to becoming a self regulating body in the setting and maintenance of standards of safety, service, education and ethics of conduct for the industry. The EWPA was later to be responsible for the development and implementation of a uniform training and instruction programme, as well as the preparation and publication of a booklet " Safe Work Practise for Elevating Work Platforms ". Amalgamating with the Hire & Rental Association of Australia in 1994, it has grown from it's original membership of 25 to 140 members in 1995.

By 1990 the number of hire companies involved in elevating work platforms had grown dramatically, as companies had taken advantage of the boom, mainly in construction and development, but the downturn in the economy was starting to take shape. What followed was a period of rationalisation, as the high capital outlay involved, combined with the slowdown in utilisation took its toll, companies were finding it hard to maintain fleets of units purchased during busy times. Consequently they were absorbed by the two largest hire groups, Wreckair and Coates, who between them now have 40 % of the market.

A table below shows the hire companies involved in elevating work platforms, plus the changes that have occurred over the years.

1980	1985	1990	1995
O'Connells Hire Whelans Hire Wreckair Hire Linmac Quick Access Kennards Instant Scaffolds	Decore & Corroison Whelans Hire Wreckair Hire Linmac *Quick Access Kennards Hire *Aust. Hi Reach Hi Lift Rentals Instant Scaffolds Macbro Rentals	GKN Light Access *Decore & Corroison *Macbro Rentals Whelans Hire Linmac-Kwick Access Coates Hire Kennards-Aust. Hi Reach Hi Lift Rentals Gillespies Skymaster Assco Richard Stevens Hire Instant Scaffolds Moorland Hire	Wreckair Hire *GKN Rentals *Macbro Rentals *Decore & Corroison *Aust. Hi Reach Coates Hire *Whelan Hire *Sherrin *SCE Gillespies Linmac-Kwick Access Hi Lift Rentals Kennards Hire Richard Stevens Hire Instant Scaffolds Assco Skymaster Moorland Hire Cockburn Hire

Despite the recession of the early 90's, which had a drastic effect on all sections of the hire industry, the equipment remained in the industry, as the versatility of elevating work platforms in servicing several industries, allowed those hire companies still involved to survive these tough times.

It is this versatility which has seen hire companies involved with elevating work platforms put the recession behind them to now again experience strong growth in utilisation. While the equipment was origi-

nally mainly servicing the construction industry, it has developed markets in several other industries outside of these . While it would appear that there will always be the periodical booms in construction and development, which will enhance the usage of EWPS, these other markets have insured that the use of the equipment will continue to grow, as it is unlikely that the true potential of the equipment has been realised.

Australia is in the position of being able to the follow



the trends of overseas, as new areas of involvement are found, it flows on to here.

It is interesting to make comparison between Australian and USA rates. The table below shows Australian capital cost of equipment is understandably higher, due to import cost, but the rate of return on capital in the USA is considerably better than Australia, using the Associa-

tions recommended hire rates as a guide. But these figures are made even worse when it is discovered that these Australian rates are being discounted drastically, sometimes by as much as 30 %. This seemingly self defeating policy of hire at any cost, by some companies, is the greatest drawback to the progress of an industry which appears to have so much potential.

	Australia Capital Cost	Weekly Rental Return	Capital Return	USA \$ Capital Cost	Weekly \$ Rental Return	Capital Return
20ft.Slab Scissor Lift	\$23,500	\$740.	32 Weeks	\$11,000	\$396.	28 Weeks
30ft.R/Terrain Scissor Lift	\$57,000	\$1,280.	45 Weeks	\$28,000	\$703	40 Weeks
40ft.R/Terrain Scissor Lift	\$75,000	\$1,650.	45 Weeks	\$32,000	\$936	34 Weeks
60ft. Boom Lift	\$135,000	\$2,755	49 Weeks	\$75,000	\$1,491	50 Weeks
45ft. Knuckle Boom	\$80,000	\$1,800.	44 Weeks	\$45,000	\$1,260	36 Weeks

\* *These figures do not include the cost of specification variations, plus added cost of higher safety customisation in Australia and are only a guide.*

\* *Hire Rates are Hire Association recommended Rates.*

## SUPPLIERS

Australia has never been short of suppliers although, some have become casualties of the early turbulent days. The main suppliers are JLG and Snorkel, both having been around for quite a while, have stood the test of time, establishing the major market share along the way. But they are not without opposition, Genie Superlifts have been making inroads into the market over the last few years. Upright models are still available. Liftlux, set up in Australia last year and their machines are beginning to be accepted. While Markslift are back to again try to crack the Australian market, plus John L. Groves is reported to be opening a branch in Australia. Making up a variety of choice for the end user, as well as registering a vote of confidence in the future of the industry in Australia.

Gary Diamond, of Concrete Constructions, made the comment that while elevating work platforms were a definite acquisition to the construction industry, because of the high cost of hiring the equipment, there was still a place for scaffolding. But elevating work platforms were a very safe conveyance.

On the subject of safety, Peter Barrett from Work Cover, sees the safety record of elevating work platforms in the hire industry, to be very good, especially considering their work load. He also attributes this to Australian

Safety Standards being the highest in the world. The ten year inspection rule for equipment, plus the soon to be introduced Certification for operators can only help to ensure these standards are maintained.

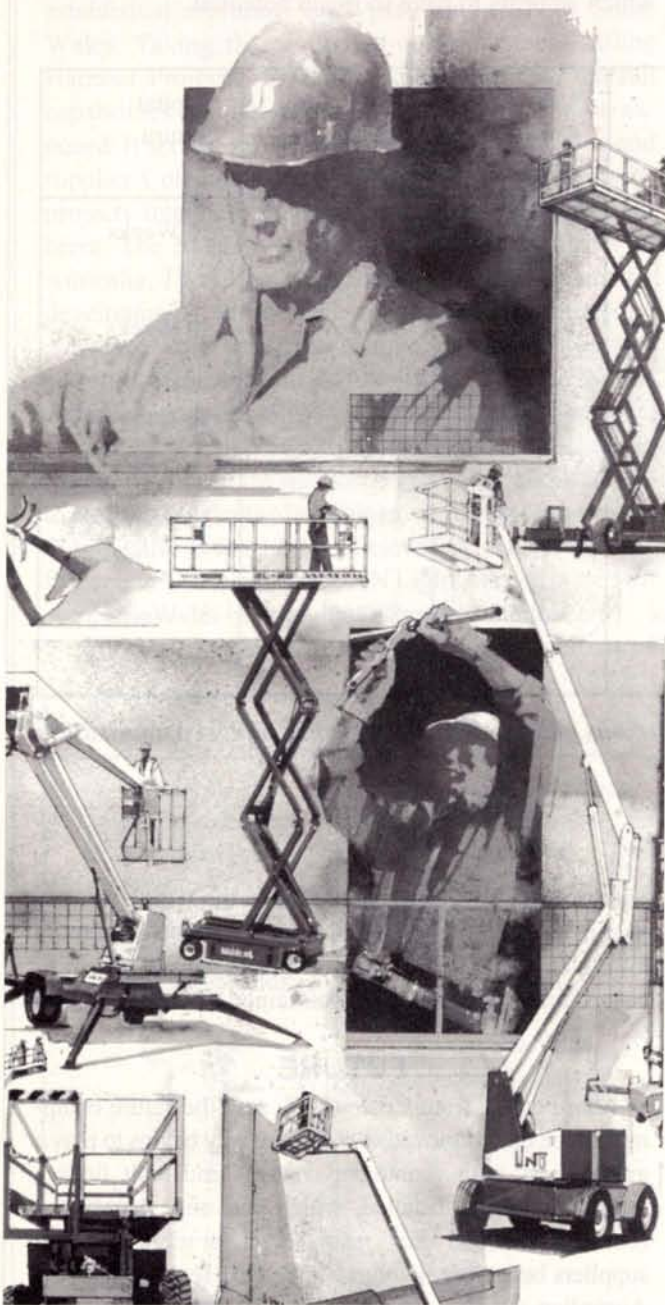
## FUTURE

Alan Forbes, from Coates Hire, sees the future equipment to be more innovative as technology begins to play a greater part, with computer controls and fault finding equipment being installed, which can only benefit the customer and end user. Alan also sees more overseas suppliers becoming involved in the next few years, in the Australian market, as companies try to establish their products in order to take advantage of the expected bonanza from the Olympic Games. Overall he views the future of elevating work platforms in Australia with confidence, as the equipment becomes more sophisticated, the industrial markets, while mainly short time hire, will continue to grow. Plus the equipment has already established itself as an integral part of the construction industry.

The best indication of the future of elevating work platforms is that every company contacted to gather information for this article, confirmed that they had purchased, or were about to purchase new equipment. Indicating that the elevating work platform industry in Australia was expanding, as it has overseas.



# ABOVE THE REST



**Snorkel**  


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**ELEVATING**  


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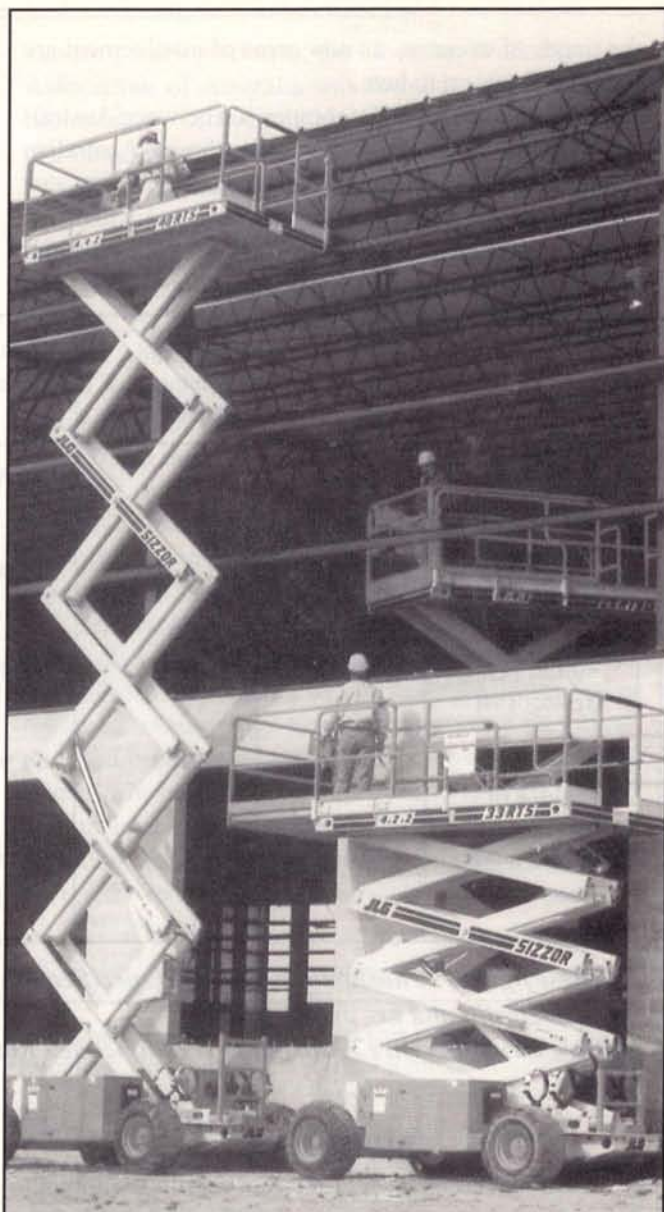
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## So you thought you were insured ?

**A** letter received in the mail recently from a local hire operator may have serious ramifications for many involved in the industry.

The letter outlines the details of a hire operator who hired out a post hole digger some time ago, which the user suffered an accident while using. Eighteen months later the hire operator finds himself involved in a substantial third party claim bought by the user against him,

claiming the equipment was unsafe when he hired it, plus he was not properly instructed in the safe use of the digger. The hire operators insurance company has informed him that circumstances surrounding the hiring of the equipment excludes them from indemnifying the company in this claim.

We have asked David Wyner from OAMPS, to comment on the case and his response follows below.

### A RISK YOU CAN'T AFFORD TO TAKE

The letter mentioned relates to a real case soon to be heard. It is another example that reinforces to the industry the importance of "Products Liability" insurance cover.

To simplify the scene we outline below the basic facts leading to the unfortunate position a fellow hirer, we'll call him "Mark", now faces.

A labourer "John", at the request of his employer, hired a post hole digger to use on a specific job.

Whilst in use, the digger allegedly "malfunctioned" causing serious injury to John.

John maintains that at the time of hiring he was given no instructions on how to safely use the digger.

John naturally approached his employer seeking damages. The full details of the employer's position is not known, however from the facts to date it would appear no workers compensation cover was in place. This has forced the employer to then in turn take action against the hirer. If workers compensation cover was in place, the insurer would settle the employee's claim first and then seek recovery from the hirer. In both cases, however, the hirer would become the ultimate defendant.

#### Why is this the case?

It is quite simple, Products Liability law changed in Australia in 1992 to make the retailer responsible for damage caused by equipment sold, supplied or hired to consumers. In some cases, the responsibility could still rest with the original manufacturer, however, if that manufacturer was insolvent at the time of the claim, or did not have direct representation in Australia (ie. an overseas company), the retailer/hire operator by law automatically assumes what would have in the past been the manufacturer's responsibility. This is extremely relevant in our industry as any modification to equipment made by hire operators is classified as part of the "manufacturing" process, therefore placing responsibility for any damages directly on the operator.

We have reproduced below an article that appeared in a number of industry publications in late 1992. This gives a more detailed explanation of the responsibilities of wholesalers, retailers and hire operators.

You will note hire operator Mark's insurers have denied liability and suggests he makes arrangements to defend the matter independently. Although Mark had what he thought was adequate insurance cover, he was unable to rely on his policy for protection.

The cover Mark had under his policy is commonly known as "Goods Sold". Many liability policies include this cover automatically. The "Goods Sold" extension is extremely restrictive and, as you can see in the letter, does not cover injuries occurring in connection with the goods once they have left Mark's control. It also excludes any injury caused by defective goods.

In going one step further, it also excludes any injury caused by equipment when it leaves Mark's yard without proof that the hirer was actually given clear instructions on the proper use of the item hired.

#### How can we protect ourselves from such exposures?

The safest way is to take a Products Liability cover. This will provide the protection required to avoid this type of situation. The cover will cost more, however, as you can see the risk involved - if not properly covered - could spell disaster from a business and personal point of view.

Most policies are similar in structure, however, we recommend that you ask your broker to specifically detail the extent of cover to ensure you are fully protected.

In addition, you can help yourself by being more diligent. Develop a "safety checklist" for the equipment you hire and give this checklist to your customers. Physically demonstrate wherever possible and have the customer sign a copy of the checklist acknowledging its receipt.

This practice can eliminate or reduce your potential exposure and if it becomes common practice can only serve to strengthen the professionalism of your business.

If you have any questions, or would like to arrange Products Liability cover please call your nearest branch of Hire and Rental Insurance Brokerage. Our advertisement appears in this issue.



# PRODUCT LIABILITY: HIRE OPERATORS NEED IT TOO

Products liability laws were changed in Australia in 1992.

The ramifications of the new law is far reaching. Apart from defining more clearly the grounds upon which successful actions brought by consumers can be staged, it draws the supplier and retailer more closely to the manufacturer when disputes arise.

The onus of proof in respect of an alleged claim is now shifted from the manufacture, who traditionally had to prove the goods manufactured were not defective, to the consumer. This will result in the consumer having to prove goods are faulty to be successful in their action.

A major departure from previous legislation sees the retailer take the place of the manufacturer if the manufacturer is not known or cannot be located. This opens the way for consumers to approach retailers direct seeking compensation for damages caused by faulty goods. The retailer, once being notified of a potential claim must provide the manufacturer's details to the consumer within 30 days if he wishes to avoid possible liability. If this information is not provided within the specified time frame the retailer is deemed to be the manufacturer of the goods and must therefore defend the action independently.

Another point of concern is the extension of the "statute of repose" (the maximum period) after which a loss in which a consumer is able to pursue damages) has been extended from six years to twenty years where claims for personal injury are involved. The legislation is undoubtedly consumer orientated with guidelines stipulating that the claimant must be a "natural person", ie an individual, and that the manufacturer, wholesaler or retailer must be a corporation. This legislation is not designed to be a vehicle under which corporation can take action against each other.

The picture painted seems rather grim for retailers who may have to pay dearly for the negligence of manufacturers. The thought of retaining all purchase documents for up to twenty years is disturbing enough, the prospect of the relevant manufacturer being insolvent or out of business at the time a claim is lodged would be intolerable.

The only remedy to the retailer, and indeed in some cases the wholesaler not engaged in the manufacture of goods, is the protection of a products liability policy. We urge all clients to review their current liability cover and to contact us should they have any concerns in updating or amending their existing level of protection.

## NATIONAL ASSOCIATION'S ENVIRONMENTAL GUIDE

The Hire & Rental Association of Australia has released a "Environmental Awareness Guide" which has been specifically designed for the Hire & Rental Industry. The Guide is available at a cost of \$ 50 and can obtained by filling out the application form below.

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TO:  
ROLF SCHUFFT, SECRETARY  
HIRE & RENTAL ASSOCIATION OF AUSTRALIA  
P.O.BOX 938  
NORTH SYDNEY 2059

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Postcode: ..... Phone: .....

Please supply: ..... ENVIRONMENTAL AWARENESS GUIDE/S ..... @ \$ 50 EACH

Cheque for: \$..... Made out to Hire & Rental Association is enclosed



# National Convention Heads to Adelaide

The 1995 National Hire and Rental Association's Convention and Exhibition was held at the Adelaide Convention Centre from August 26-30. Situated in the heart of Adelaide, conveniently next door to the Adelaide Casino, providing an alternative to the entertainment which accompanied the convention. After two days of social events on Saturday and Sunday in which visitors were given the opportunity to see some of the highlights of Adelaide including the Barossa Valley Food and Wine Tour the Convention got under way on Monday.



A section of the main sponsor, JLG's huge display.

## Seminars

The National President, Richard Crommelin, opened the Convention on Monday morning, introducing the first speaker, Glen Jones, Chief execu-

dealings. Illustrating that service and dependability are much more important to the client." We are in the business of solving peoples problems, not providing them with the cheapest way out. The best client is the satisfied one who knows he can depend on us to satisfy his needs", he said. Winston went on to advocate the necessity of having well trained, educated staff, as they are the front line, who make contact with the client. Going on to make the point that in order to gain that competitive edge you must be innovative, doing what others do will only bring the same results. Winston's motivational, thought provoking delivery was well appreciated by all present.

Margaret Rohan, the after lunch speaker is a remarkable woman, The former Miss Australia's account of how she balanced the roles of Wife, Mother of eight children in eleven years, plus several business commitments made intriguing listening.



Part of the award winning Atlas Copco display stand.

tive officer of Indy car racing, Australia, and Event Manager of the Australian Formula One Grand Prix, Adelaide.

Glen took the audience through the many facets of organising and planning of such huge events in Australia, plus the pitfalls involved. Making it easily understood why they are only held once a year.

After morning tea there was a change of pace, Winston Marsh took the floor and proclaimed the main reason we are in business is to make money – therefore it is essential that we become good business managers. Stating that we are the drivers of our business, so it will only go where we steer it. He then set to explode some business myths, that price should be the main priority in business



Hitachi Power Tools, one of the excellent stands at the exhibition



## Exhibition

The two day Equipment Exhibition was officially opened in the spacious exhibition hall. As usual several companies had taken the time and gone to a great deal of expense to display their products in outstanding manner for those present. While for the first time a Party Hire session was held later in the afternoon, which was appreciated by those involved. Later that evening a visit to the Casino was organised for those who like a flutter.

Tuesday morning's speaker, Keith Conlan, a local talk presenter on the ABC radio station, addressed the subject of safety in the workplace by presenting a "Hypothetical" segment, ably assisted by members of the hire and rental industry. The enactment of the problems emanating from an accident at an anniversary party of a rental company and the cost to those responsible, accentuating the necessity of safety at all times, was well presented by all concerned. Oscars haven't been handed out yet, but there are a few nominees.

Ross Greenwood, the next speaker discussed wealth and the means of attaining it, the editor of Personal Investment magazine, he was well qualified on the subject. Ross assumed that everybody wants to be a millionaire, but stated that those who want to enjoy a comfortable retirement in the 21st century will need to be.

While explaining the effect inflation will have on savings in the future, Ross came out with the sobering statement that at the age of 65 only 7% of the population will be wealthy, the remainder will be struggling. Only those who become involved in long term saving will attain this wealth. But unfortunately there is no science to making



**Steven Donnelley, National Hire, winner of the 1995 service to the industry award.**

money, Ross said. Fortune favours the brave, but also punishes the reckless. Although Ross did not provide the answer to everybody's dream of overnight wealth, his informative, knowledgeable speech was an excellent insight into finance.

## Grand Ball

The New Orleans Grand Ball held on Tuesday evening was the finale to the Convention, with many participants getting into the spirit of the occasion and arriving in appropriate costumes.

Some of the highlights of the evening were, the main sponsor of the Convention, JLG'S, Geoff Campbell, making his entrance in a Boom Lift, National President, Richard Crommelins, presented the annual award for service to the industry to Steve Donnelley. While Atlas Copco won the best display stand at the exhibition award. The rest of the night was spent enjoying a few drinks over dinner, as both suppliers and hire operators took advantage of the opportunity to socialise together.



*Part of the happy crowd at the New Orleans Ball*



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## Wacker

### Pioneer Of The Internal Concrete Vibrator

**T**hey have names like "Poker", "Needle-Vibrator", "Vibrating Hose", "Immersion Vibrator", etc., but they all do the same thing. They compact concrete from the inside and drive the air bubbles out, when slowly withdrawing the Vibrator head out of the concrete.

Early in the 1930s, when consolidating of concrete was being carried out by rodding, swording or knocking - not to everyone's satisfaction - the appearance of "Poker-Vibrators" finally offered a solution for flawless compaction of concrete.

WACKER, usually recognised as the inventor and major worldwide supplier of the Vibration Rammers, was particularly involved with the development of Internal Concrete Vibrators. The road from the original Electric Vibrator turning with 3000 RPM to today's WACKER's HI-TEC-Internals, which work around 12000 RPM, has been a tough one with quite some diversions and dead-ends.

In 1934 WACKER's Design Engineers, at Dresden/Germany, were mostly concerned with the development of the Electric Rammer. Concrete Vibration derived from this work, leading them to the birth of the first Internal Vibrator, which was a Vibrator driven by an electric motor via a flexible shaft.

These Vibrators were very large in diameter and it was observed fairly soon, while building the "AUTOBAHNS", that the low speed (3000 RPM) of the Vibrators addressed especially the coarser particles of the concrete mix.

Higher revolutions and respectively the use of the ideal frequencies for concrete compaction of 150 Hz (9000 RPM) to 200 Hz (12000 RPM) was still under discussion by the leading teams of researchers at the time.

WACKER, realising very soon the importance of the higher frequencies, tried to find ways of converting the frequency of the main supply to a higher vibrating sequence without the use of planetary (pendulum) and transmission gear systems.

The Electric - MOTOR - IN - HEAD - Vibrator was the result of this research. The first machine had diameters of 70 mm and more, whilst today's Electric Motor - In - Head/Vibrators with a diameter of 30 mm are no exceptions.

In connection with this Concrete Internal Vibrator, WACKER patented the pioneering design of converters, which increased the frequency of the current network to 150 Hz or more, reducing at the same time the Voltage to below 65 V, making the use of the Vibrator in the wet condition of a concrete site totally safe.

Parallel to this development, the Flexible Shaft Concrete Vibrators evolved further, as at the time, the use of the very heavy converters was limited to large building sites.

Today in Australia, the Flex-Shaft Vibrator continues to be the Internal Concrete Vibrator used by most contractors. However, Electric Motor-In-Head type Vibrators are used together with modern converters in in-situ application for large concrete projects, where high quality surface appearances are required and/or where the high maintenance costs of the Flex-Shaft Vibrators cannot be accepted.

Converters allow the use of more than one vibrator off one converter, making this system very efficient. As the protective hoses contain only cables, the high replacement costs or repairs of Flexible Shafts can be disregarded, improving the system efficiency even more.

In Europe, most contractors use the Electric-Motor-In-Head Vibrator, which led, of course, to even further development of this type.

Today, WACKER's "IRFU"-system allows the vibrator to be plugged into a 240V-single phase mains supply i.e. no extra converter needed, providing all the advantages of the Hi-Tech-Electric-Motor-In-Head Internal Vibrator developed over the period of 60 years.

Never forget - though - that WACKER AUSTRALIA PTY. LTD. supplies the Australian market as one of the major manufacturer of Flex-Shaft Internal Vibrators and Drive Units, offering technology always at the leading edge. A very high percentage of Flex-Shaft Vibrator systems is exported worldwide, even to Germany, the birth place of the Internal Concrete Vibrator.

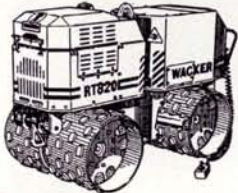
The name WACKER is usually synonymous with Vibration Rammers and Plates. In other countries of the world a "WACKER" is a Concrete Internal Vibrator! May be this will become true in Australia too.





### Rollers

Besides the illustrated roller RD880 (1.1 ton), WACKER offers the WHK 4080 (1.4 ton) & the WHK 50100 (1.7 ton), plus the pedestrian roller RS800A.

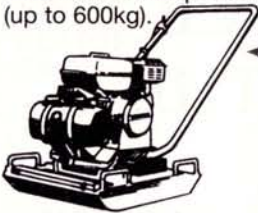


### Trench Rollers

2 models - 4 versions 560mm, 700mm, 820mm and 865mm wide. Remote control available

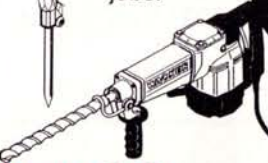
### Vibro Plates

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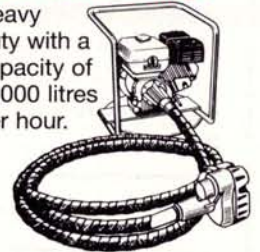


### Rammers

8 models from 30-105kg. Suitable for compaction of all types of soil and asphalt.

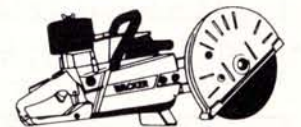
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## Vale Don McDonald

**F**lextool is a family business. At present there is a great feeling of sadness in our office as on Thursday 5th. October we lost a member of our extended family, Don McDonald.

Don was a young 22 year old man when he joined the Melbourne Sales office in 1966 as a packer in the dispatch department.

As the company grew Don took on more responsibilities until he became manager of the Victorian Sales office.

It was in this capacity that Don was known to countless Flextool customers and suppliers within the hire and construction industry.

There were two great loves in Don's life, his family and Flextool, he was devoted to both. A more dedicated, industrious, well liked and reliable employee would be hard to be found.

Don was still a young man of 51 when he died suddenly after a fatal heart attack at his desk.

We share with his wife Eileen, his daughter Denise and his son David the loss of a gentleman, a great mate and a true friend.



## HIRE AND RENTAL INSURANCE BROKERAGE EXPANDS INTO THE NORTHERN TERRITORY

The Hire and Rental Insurance Brokerage continues to expand its Australian network with the establishment of a new office in Darwin.

The Brokerage has a strong commitment to Hire and Rental Operators nationwide and the addition of the Darwin branch complements the already comprehensive network of offices available to service the needs of Members.

Members in the Northern Territory are invited to contact **Simon George** on (089) 816 803 for obligation free advice or quotation.

## New Surface Preparation Machine

**W**ith a quick change drum and a wide variety of interchangeable cutters for all types of surface cleaning and preparation, the Bartell Surface Preparation System offers versatility, easy handling by one man and performance.

The multi tool machine cleans and removes old surface coatings including epoxy, rubber, oil, paint, carpet and tile adhesive. It also mills and grinds concrete and asphalt, removes traffic and parking line markings, cleans and descales steel decking.

The machine has a fine pitch control for adjusting the

cutter height, is powered by a reliable Robin petrol motor mounted on vibration isolators and incorporates a dust control outlet.

The Bartell product range including ride-on and walk-behind power trowelling machines are manufactured in North America and distributed in Australia by Flextool (Aust.) Pty. Ltd.

For further information telephone (03) 9419 6300.  
Free calls outside metropolitan areas 1800 801 108.  
Facsimile (03) 9417 1391.



# SPS

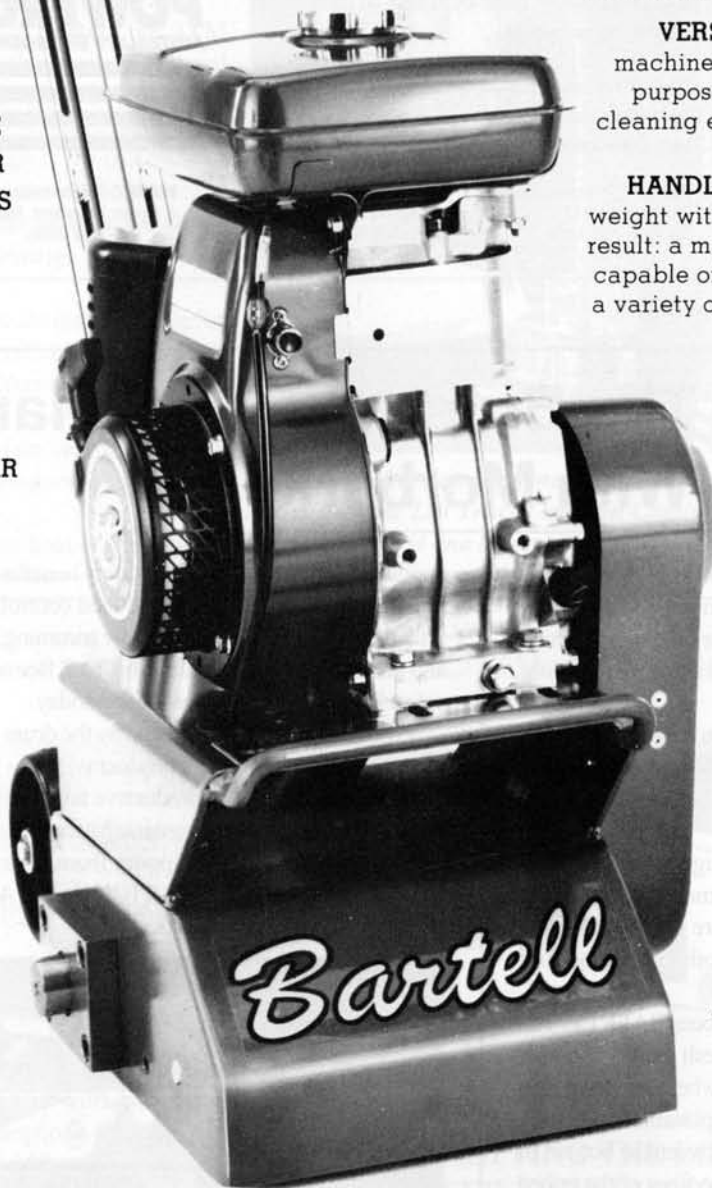
**LIGHT, MANOEUVRABLE, VERSATILE**

Bartell presents the first lightweight, manoeuvrable Surface Preparation equipment made in North America. The system that gives you unequalled versatility and handling with the proven durability and quality of all Bartell Power Products.

## FOR ANY SURFACE, FOR ANY COATING, SPS PERFORMS:

- mills surfaces on concrete and asphalt
- cleans and descales steel decking
- removes all old surface coatings... from epoxy to rubber cement
- effectively removes traffic lines with minimal surface damage

- FINE PITCH ADJUSTMENT
- TRI-TUBE HANDLE
- OPTIONAL EDGER
- SEALED BEARINGS
- CONVENIENT ENGINE STOP SWITCH
- DUST CONTROL OUTLET
- OPTIONAL DUST EXTRACTOR
- FRONT CARRY BAR
- POWER DRIVE OPTIONS - GAS, AIR, ELECTRIC



## FEATURES

**VERSATILITY** - Scabber to shot blast with one machine! It's made possible by the variety of multi-purpose, interchangeable tools that make surface cleaning easy, while virtually eliminating down time for changing tools.

**HANDLING** - Bartell SPS machines combine light weight with compact size and high performance. The result: a machine easily transported by one man, and capable of effectively operating and maneuvering in a variety of situations which, until now, were beyond the reach of other equipment.

**DEPENDABLE** - The Bartell name has become synonymous with the highest quality engineering and production in the industry. A reputation for excellence that rides on every machine that they build.

**ECONOMICAL** - The modestly-priced SPS machine gives unsurpassed value and return on your investment in time and equipment.

**ADJUSTABLE** - The fine pitch tool height adjustment makes the SPS machine responsive to your needs; and gives extended life to the tools.

**EXPANDABLE** - In addition to interchangeable tools, each machine can be fitted with an optional **edger** allowing you to work within 1/2" from any wall or protrusion. Dust-free operation is designed-in, with the addition of an optional **dust extractor**.

**POWERFUL** - The SPS can be equipped with a number of proven dependable power plants. Gasoline, electric, or air... choose the power for your purpose.



# VALUE ADDED HIRE

How can you increase your High Pressure water blast income?

With the New Generation Gemi hot water cleaners your customers will be prepared to pay more for the added benefits of steam or hot water. Most have tried and used cold water machines and can be easily sold on the benefits of hot water. Faster, more efficient cleaning giving better results with greater labour saving.



The Gemi-Powerclean stand at the 1995 Hire Convention will display the newest range of these high-pressure cleaners - the Gemi 3000 and 4000 series.

One of their main benefits is reduced water consumption as water and pressure do the work together, instead of just water alone.

The latest major improvement is an upright design.

A Hire Company spokesman said this delivered extra mobility and trouble-free handling.

The 4000 series also features a steam facility which allows the unit to work with water temperatures of up to 130 degrees Centigrade.

For increased safety, a re-start function protects the machine against unintentional starting when the power is switched on.

Internal components are made of heavy duty materials, such as stainless steel for the water tank and boiler, a brass cylinder head and ceramic pistons.

The New Generation Gemi 4000 series also features auto shut down on stand-by to save on unnecessary wear whilst on bypass.

See the full range of New Generation Gemi hot and cold water machines on stand 27/28,55/56 at the Hire Convention.



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**QLD** 754 Beaudesert Road  
Coopers Plains 4108  
Tel. (07) 275 1388

**NSW** Cnr Newbridge Road  
& Kelso Crescent, Moorebank 2170  
Tel. (02) 602 3666

## Mole Enters The Brush Chipper Market With Morbark

**M**ole Engineering and Morbark have announced the signing of a dealer agreement for Australia covering the E-Z Beaver range of hand fed brush chippers which will be sold and serviced through the Mole branch network.

Morbark are recognised as the leader in their field having produced the first disc style hand fed chipper in the early 1980's with the basic design still used by competitive manufacturers today.

Morbark have constantly sought design improvements and as a result have produced the new generation of pocket drum style chippers- machines that were specifically designed and manufactured to handle both big wood and lighter material with equal efficiency.

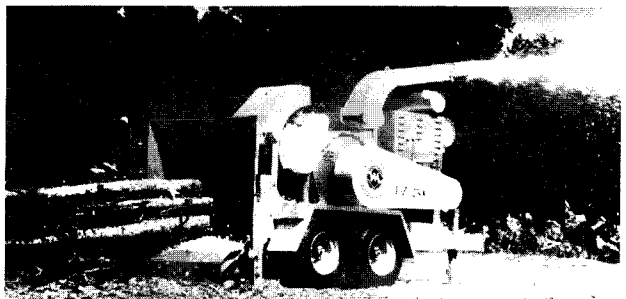
The key issue with Morbark design has been SAFETY. The dual feed wheels on disc style chippers mesh closely together and turn rapidly. Once they grab material, whether it is wood, a glove or a piece of clothing, it is virtually impossible to pull back out. With the E\_Z design, there is space between the bottom of the large, slow turning infeed wheel and the floor of the infeed chute. This space, coupled with the less aggressive nature of the large diameter feed wheels, translate into much safer operating

conditions. With the additional safety benefits offered by fewer moving parts, smooth hydraulic feed control, well positioned infeed control valve, less chainsaw trimming, longer knife life and the elimination of side lashing, E-Z Beevers are clearly the safest brush chippers on the market today.

Productivity is also enhanced by the drum design and Mole are confident the Morbark product will be a hit with users by making their time more productive and profitable, the operation safer, while reducing maintenance costs and repair time.

The range covers 9 chippers from 25 to 325HP

FOR MORE INFORMATION CONTACT STEWART BROWN ON 008-223-603





## 'J' Series Electric's Are Tough Little Trucks For Tight Spots

**H**yster Australia have added a range of new 'J' Series trucks to their spectacularly successful XM Series electric lift trucks.

Designed to lift and lower pallet loads in quick time in bulging aisles - or turn sharply out of a trailer on to a narrow dock plate - or manoeuvre easily in a congested loading bay, the 'J' series electric trucks just go on performing on a single battery charge.

You can specify standard 4-wheel models, or from a handy range of 3-wheel versions if the groins is really tight.

And there's a cold storage/freezer and corrosion resistant package available as an option.

According to Hyster, the JXM Series electric's have several special owner- and operator-friendly features. Trunion steering, for example, whose design is the hallmark of reliability. The cast steel axle/wheel support is frame mounted with tapered roller bearings for long life service.

Troublesome chains have gone for greater steering reliability. Each drive motor gets its share of tractive power in proportion to steer angle, including full reversal on very tight turns - which is advantageous on slippery surfaces.

Realising that heat is the biggest

enemy of motors, Hyster use powerful G.E. pump and traction motors. Their design, cooling fans and Class H insulation let both motors dissipate heat and tolerate high temperatures.

You won't find any mechanical switches for steering and hydraulic activation on these trucks. Only solid state optical switches so there are fewer moving parts for greater reliability.

Confident, comfortable and in control - that's the lucky operator. It's not by chance that the JXM electric's have such low profile frames, including a low step and seat height, and a contoured hand grip. They're designed that way so you'll feel more productive and less fatigued after climbing off and on the lift truck all day. Other design features ensure that the driver feels part of the machine.

Another important plus is the 'J' series ability to avoid unplanned down time. Features like a performance-telling, at-a-glance instrument panel alerts your operator to service needs before costly interruptions occur. Onboard SCR diagnostics reduce service time by isolating control system problems. Through an optional EV-100LX handset, a trained service technician can diagnose service problems or adjust SCR controller settings.



*When the going gets tight, new Hyster JXM Series Electric Lift Trucks keep on Coming through- on just one battery charge*

## New Super Spy from SECA

**S**ewer Equipment Company Australia has released a new Sewer Spy, CCTV Inspection System that sees what you can't.

Sewer Spy is an economical pipeline inspection system for plumbers.

Sewer Spy alleviates guesswork and saves unnecessary digging.

Sewer Spy's Small robust camera with auto iris can survey and fault find pipelines 100 and 150 mm in diameter.

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## Great Little Digger

The Kubota B20 backhoe/ Loader is a true thoroughbred. Everything about the B 20 has been designed to suit the construction industry. With the best features of larger backhoe/ loader integrated into the compact B 20, Kubota has developed a benchmark machine.

The overall size of the B 20 means it can operate areas impossible to reach with conventional machines. Once the machine is working in tight spaces the Kubota advantage becomes clear.

The backhoe has enough power to break out hard ground and is extremely quick due to high oil flow generated from dual hydraulic pumps. ( 48 Vmin). Maximum dig depth is 2.3 metres and loading height is 1.9 metres. The main feature of the backhoe apart from its sturdy construction are the hydraulic swing cylinders which provide plenty of slew power.

Superior bucket dump and crowd angles let operators excavate with more precision and still be able to keep material in the bucket when loading trucks. The backhoe can easily be removed and the 3 point hitch can be fitted if required.

Flat stabiliser pads attached to the support legs reduce damage to concrete and asphalt surfaces while the reverse side is cleated for extra grip on soft ground.

Operator comfort is kept at a premium as the high back deluxe seat is suited to prolonged periods of use and can be quickly be reversed and raised for backhoe operation.

The B 20 is fitted with a powerful 3 cylinder 14.9kW (20) horsepower Kubota diesel engine enabling high torque rise when performing heavy duty work. There are three speed ranges available so operators can choose the optimum working speed. A hydrostatic transmission makes operation easy as forward and reverse movement is controlled by a single foot pedal.

A key reason why such a small machine can work effectively is the four wheel drive. It makes an enormous difference to the tractors ability to convert power to the ground. Traction can also be improved in

slippery conditions by engaging the different lock and the fact that the machine is equipped with industrial tyres is an extra bonus.

Structural rigidity of the B 20 is assured because the loader, tractor and backhoe are joined together to form a single, highly rigid structure for safety and strength. The front axle casting is moulded from ductile cast iron in a unique ribbed design enabling it to withstand the punishment of heavy duty loader work. A slanted hard nosed hood made from thick plate steel protects the engine from any front bucket slipover's. Kubota has even added value protectors to prevent tyre valves being knocked off by debris.

Front loader operation is also impressive. A single lever controls all loader function including float. It only takes three seconds to raise the bucket to its full height of 2.2 metres. The bucket can lift 480 kg's while the automatic self levelling function keeps the bucket top level as the arms are raised, thereby reducing the risk of spillover. Excellent dump and crowd angles are achieved with the front bucket due to the four bar link mechanism. A flat section built into the back of the bucket assists back blade levelling work as well as adding strength and durability to the bucket.

Looking at the B 20 is like looking at a smaller version of a large earthmoving machine. It is totally removed from the common adaptations of compact agricultural tractors to construction applications. The B 20 is a class of its own.

All enquires to:

Kubota Tractor (Australia)

9-23 King William St.

Broadmeadow 3047

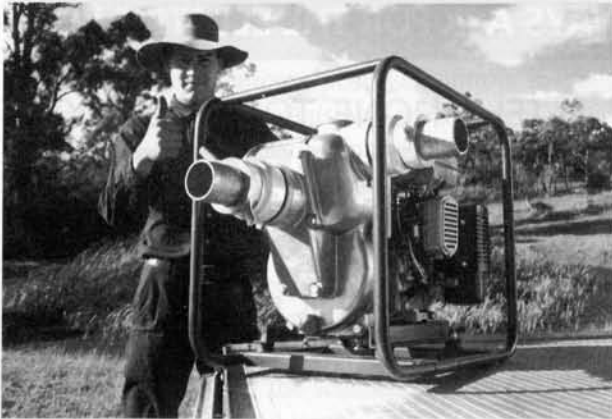




## Big 3" Pump

**A** new high capacity, high head self priming centrifugal 3" pump has been released by Australian Pump Industries. Called the Aussie QP31 OSL the pump offers super high heads and is claimed to be suitable for fire fighting, irrigation, water transfer and dewatering where high delivery heads are necessary.

The new Quick-Prime pump has a maximum head of in excess of 50m and a maximum flow of 1350 lpm. Its standard power unit is a Honda 13 HP gasoline engine but it is available with a variety of other gasoline or diesel engine drives.



*Big Aussie 3" Pump Provides Big Volume And Pressure*

Like all Aussie Quik-Prime pumps, the QP310SL offers excellent self priming characteristics. Its high performance is the result of computer designed internal hydraulics resulting in a unique closed style impeller that provides maximum efficiency and use of horsepower.

The pump's unique high pressure/ flow performance is a result of an Australian Pump Industries survey that showed that conventual pumps with these performance characteristics were often expensive and required the installation of large Diesel engines resulting in the total unit being heavy and awkward to move.

A spokesman for Aussie Pumps said "This unique engineering has provided a packaged pump that is compact, close coupled and capable of out-performing pumps of far greater horsepower.

"The unit is relatively lightweight with two men being able to carry it easily."

The QP31 OSL is supplied in a heavy duty and rugged roll frame with anti-vibration mounts and supplied as standard with 3" couplings and strainer kit.

Further information, including a comprehensive free guide on Aussie Quik-Prime self priming engine pumps, is available from Aussie Pump Distributors throughout Australia.

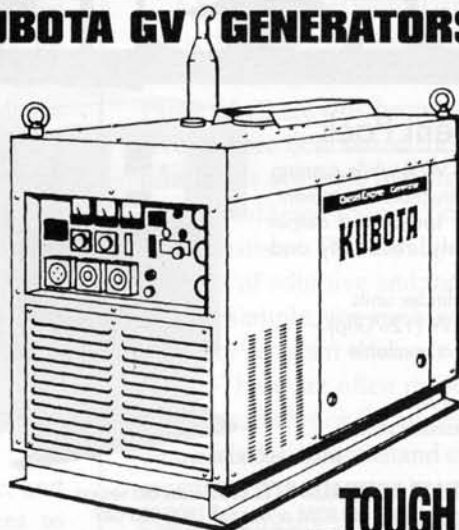
For further information on this press release contact Warwick Lorenz on (02) 655 1541

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# THE PROVEN PERFORMER



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Highly cost effective Electric Eel is the machine preferred by both plumbers and handymen.

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# BARCODING

## Add new dimensions to rental identification

**A**s Technology makes continuous inroads into the workplace, Jack Shea from the RER magazine looks at the controversial issue of barcoding in the rental industry.

If you drew up a top 10 list of hot topics in today's rental business, barcoding would have to be on it. But is barcoding the next innovation to be embraced by the rental industry or a process that's fundamentally unsuited to the rental environment? You'll find rental owners lined up on both sides of the fence, disagreeing more with the applications of barcoding than with the inherent benefits of the process itself.

Three major benefits of barcoding - speed, accuracy and the ability to enforce positive controls in your business - hold true in any business environment, rental or otherwise. Speed is self-explanatory: with a quick scan of a barcode label, you've instantly recorded the item's identification number as rented, returned, delivered, picked up or serviced for maintenance. At the same time, there is no doubt that the item is present and accounted for. And depending on the capabilities of your software, your computer system can provide a split-second review of the scanned data and flag any discrepancies or missing items.

Barcoding can provide a new and in many cases, more effective approach to handling the various stages of a rental transaction. But questions still remain. Here are answers to some of the frequently expressed concerns about barcoding.

### **Aren't there several different types of barcodes?**

The fundamental structure of a barcode is exactly the same for all applications. Each printed stripe on the code corresponds to a certain number or letter, depending on the width of the bar. When scanned as a sequence, they translate into an identification code for that item.

You can purchase adhesive labels in bulk, with sequentially numbered barcodes preprinted on them. You can purchase blank label stock and use a software program to print your own choice of barcodes (most dot-matrix, laser and thermal-transfer printers can handle this depending on the quality needed). Or in the case of resale items, a barcode - called a Universal Product Code - may have already been printed on the packaging by the manufacturer.

The UPC is the most familiar type of barcode, and comes printed on everything from cereal boxes to sandpaper packaging. If your rental business is into retail sales, you'll notice that many of your goods are already barcoded, and the percentage is likely to in-

crease. The chain-store retailers have discovered that they can keep their costs down through smart automation, and they want UPCs preprinted on everything they stock. They're also savvy enough to want the codes to furnish them with as much inventory information as possible, not just pricing information. As a result most products are now uniquely barcoded. For example, each different color pack of napkins is likely to have its own distinct UPC, where once all colors probably carried the same UPC number (or no UPC at all). This kind of differentiation lets your point-of-sale computer report on exactly what color napkins have been selling well, rather than on napkins in general.

Because the large chains have the clout to insist on barcodes as purchasing condition, smaller businesses can reap the benefits - as long as you're computerized to receive the information at the point of transaction. If at least 70 percent of your resale items are delivered to you already barcoded, the effort it will take you to manually label the other 30 percent is probably a reasonable investment for the benefit you'll receive.

Rental items are a different story - virtually none of them are barcoded by the manufacturer. Barcoding your rental inventory can return the same three benefits discussed earlier as long as your computer software is capable of recognizing that a particular barcode number relates to a particular piece or kind of rental inventory. Using barcodes for rental inventory now is practical thanks to the advent of cordless portable scanners. Your yard man or warehouse supervisor can go to the equipment to scan its ID, rather than bringing the item to the front counter.

A barcode label won't last long around a rental yard. There is always the possibility that a label will get too dirty or damaged to scan, even in a sterile environment. Paper labels are still the most common and least expensive and are best suited for indoor use. But there are now labels available that are designed to hold up under tough conditions and are completely appropriate for the rental business. This durability comes from two sources: the type of adhesive and the type of label stock.

For example, you can buy vinyl labels that are strong and very resistant to smear and hot and cold temperatures. These are often recommended for labelling on curved surfaces or for underwater applications. Synthetic labels can withstand even more abuse and resist moisture, oil, dirt, gasoline, temperature changes and even chemicals. The variety of special adhesives available includes some that will survive intense heat and steam. Often applied to medical instruments that are sterilized in an autoclave, these adhesives work



equally well on rental items that are subjected to extreme conditions.

### **Why does barcoding give better control over my inventory than other methods?**

Once again, the key is absolute, positive control. You can extend barcoding to whatever level best suits your inventory. Many stores will apply just one label to a rack of dishes, for example, and visually verify that all dishes have been returned. In this case, your computer's software would have to know that the barcode number on the rack translates into 12 inventory items. With other types of inventory, it's more appropriate to label each individual item.

There are many ways to use the barcoding concept in virtually any type of rental business. An extreme example of control would be medical equipment for rent. When a piece of surgical equipment is rented, all instruments that accompany it have to be identified with no margin for error. A typical medical equipment rental might go like this: the doctor reserves a list of equipment and approves a detailed fax of all components prior to the rental.

When the items are picked for delivery, each barcode is scanned. The computer will immediately flag missing items and discrepancies between the picked list and the reserved list. There's no chance of forgetting an item or substituting the wrong item by mistake. The process is then repeated on return, with each scan instantly matched against the list on the contract.

### **What are some of the innovative ways rental stores are using barcoding?**

Here are some that are catching on fast:

- A commercial charge customer issues barcoded badges to its employees, who are authorized to rent. Your counterperson can scan the badge at the time of transaction, and the employee ID information becomes a permanent part of the contract. Invalid barcodes are spotted immediately by the computer.
- There are now portable cordless scanners available that can be carried out to the warehouse or yard to take inventory. Once the scans are down-loaded into the computer, you can get an "exceptions report" printed out, listing all discrepancies between what should be in inventory and what is actually there.
- Portable scanners also are ideal for keeping control of yard items being rented. Your yard personnel can get the items prepared for rental, scan them and then merge that data with a contract to record the specific items rented.
- Federal Express now barcodes locations as a way of monitoring schedules. When a FedEx courier picks up at a drop box, he or she scans the barcode on the box's door. That information is downloaded into FedEx's database and tells the company exactly when the drop box was cleared.

### **Are there other ways a computer can use scanned data to help me run my rental business?**

Barcode scanning is simply a superfast, super-accurate method of entering data. Once the data is in your point-of-sale computer, the benefit is limited only by the capabilities of the software you use. All rental systems use this data to produce some form of inventory availability information, and the better software programs use the data to support decisions ranging from inventory purchasing to maintenance scheduling to advertising and direct mail.

### **How many different types of scanners are there?**

Scanners on the market today can be divided into two basic groups: attached and portable. Attached scanners are connected directly to your point-of-sale computer terminal by a cable. Most of these are hand-held scanners, shaped like a pen or a gun. There's also a freestanding countertop model that stays in a fixed position while you pass the items in front of it, which can read a label from several inches away.

Portable cordless barcode scanners rely on battery packs and can work in one of two ways. One type is designed to store the scanned data until the time you plug it into a port connected to your computer system. The data is not merged with your database until this happens.

In contrast, some portable scanners, called RF readers, use a radio frequency to transmit scanned data from the scanner to the computer at a range of up to 500 feet. With this method, data reaches your system in real time.

With the increasing popularity of barcoding, scanner technology is in the spotlight and new designs are being brought to market all the time. The cost to set up barcoding currently runs about \$800 to \$1,500, or closer to \$2,000 for a portable unit. Your computer-system vendor can suggest the best options for your store environment.

In the rental industry, as in retail industries, an appreciation of barcoding is growing hand-in-hand with an appreciation of computers in general. Both offer benefits that are grounded in speed, accuracy and efficiency. And both reinforce that, in business, knowledge is power - knowledge of your inventory, of your customers' renting habits, of your equipment's profitability and performance.

Barcoding scanning can provide a faster, more effective link in the chain of knowledge that begins with your computer system and ends with a better bottom line.

*Jack Shea*  
*RER September 1995*



## Wreckair Hire Out Genie Superlifts

The Melbourne office of Wreckair have taken delivery of 5 Genie Superlifts and have ordered a further 5, to add to their comprehensive range of hire equipment for Industry and Business. The Superlifts were supplied by All Access Applications Pty Limited, who are exclusive Australian distributors of this USA manufactured product.

Wreckair are a general hire company with over 90 offices around Australia, 19 of which are in Victoria. Their state head office has been based in the suburb of Clayton for the last 5 years and had previously been at Coburg since 1952. It is through this office that equipment is purchased and distributed for Victoria. The Wreckair outlets are able to provide tradesmen from many different industries with a range of equipment, from drills to heavy duty compressors. Now they can also supply them with the best material lifting device on the market.

"We like to supply only the best quality equipment and the Genie Superlift is a most versatile piece of machinery that is very useful to a diverse range of tradesmen. The Superlifts are durable and safe, so we can confidently hire

them out knowing they will perform well out in the field and won't break down", said Mr Neil Harnilton, the Victorian Purchasing Manager for Wreckair.

Wreckair have taken delivery of five SL25 Superlifts. These have a lifting height of 25 feet so they are very suitable for Air Conditioning, Roofing and Fire Sprinkler Service Contractors. They are proving to be a very popular item with the contractors who regularly hire the units to help them with their on-site work.

The Superlifts are available with two different bases and winch speeds as well as a number of load handling attachments and accessories. These include Standard, Flat or Adjustable Forks, a Boom, a Rotating or Vertical Barrel Stacker, a Load Platform and a Pipe Cradle. Wreckair opted for the Standard Base model with a one speed winch seeing this configuration as being the most versatile to suit their customers. They have now ordered five additional Superlifts, this time choosing the SL20 model that has a lifting height of 20 feet.

For more information contact Mr Phil Zeitsch, Managing Director, All Access Applications Pty Limited, 18 McDougal Street, KOTARA NSW 2289. Tel: (049) 573-325.

## HIRE & RENTAL ASSOCIATION OF AUSTRALIA

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	@ \$120 each	
	Cheque enclosed for:	
CHEQUES SHOULD BE MADE PAYABLE TO: HIRE & RENTAL ASSOCIATION		



# STOCK WATCH

Listed companies with interests in the hire industry have been dull performers since June. The Stattons Hire Industry Index (see Table 1 below) fell 3.5% since June compared with a 3.7% rise in the overall market.

TABLE 1

Market Capitalisation			
	<u>28/6/95</u>	<u>6/11/95</u>	<u>% Change</u>
	\$m	\$m	
1. Boral	3,842	3,501	- 9
2. Brambles	2,946	3,102	+5
3. ANI	959	857	-11
4. Loscam	40	35	-14
5. Waco Kwikform	34	34	Nil
6. Cockburn	27	39	+44
7. Oldfields	10	10	Nil
8. Chieftain	6	8	+33
9. Moorland Hire	2	2	Nil
	7,866	7,588	- 3.5
Stattons Hire Industry Index	97.3	95.1	

TABLE 2

Share Price Performance			
	<u>28/6/95</u>	<u>6/11/95</u>	<u>% Change</u>
	\$	\$	
1. Cockburn	0.82	1.18	+44
2. Chieftain	0.98	1.18	+20
3. Brambles	13.44	14.10	+ 5
4. Waco Kwikform	0.14	0.14	Nil
5. Oldfields	2.15	2.10	- 2
6. Moorland Hire	0.12	0.11	- 8
7. Boral	3.49	3.18	- 9
8. ANI	1.22	1.09	-11
9. Loscam	0.32	0.28	-13
All Ordinaries Index	2027	2102	+3.7

## SUMMARY

The financial results announced by the plant hire companies in YE 6/95 showed sound improvements in sales and profits.

However, the level of economic activity varied from industry to industry and from state to state. Most companies noticed a softening in the Australian economy evident since March 1995, but the softening has not been across the board. Housing construction has been worst hit and is expected to remain in the doldrums for 12 to 18 months.

Stronger market sectors have been resources, infrastructure projects, industrial shutdowns, events, non-dwelling and engineering construction.

The level of growth in Queensland and Western Australia, which has been strong in recent years, is expected to slow. However, growth is improving considerably in the eastern and southern states.

The trend for governments and companies to outsource non-core activities is also continuing. This is providing opportunities for plant hire companies in providing on-going management and maintenance services for their customers' equipment. Long term contract work can also lessen the impact of cyclical downturns in the building industry on plant hire companies.

Finally, price competition remains strong across most markets.

**BORAL** reported that its scaffolding and formwork hire operations benefited from high levels of activity in the building and construction industry, particularly in NSW and Queensland in YE 6/95. Utilisation of hire stock increased with idle scaffolding stock refurbished and returned to service. Sales increased substantially and the business traded profitably after a period of losses. Some cost initiatives also boosted profit.

Boral sees the reduced level of housing construction in Australia likely to continue for the next 12 to 18 months. However, non-dwelling construction should continue to grow modestly and engineering construction should also increase.

**BRAMBLES** reported substantially higher profits in YE 6/95 from its equipment rental businesses despite a slowdown in the Australian economy in the second half. Wreckair's Queensland and Victorian operations traded particularly strongly and

also benefited from the integration of the GKN Light Access acquisition and increased demand by industry for maintenance work. Brambles Industrial Services, which specialises in cranes and heavy lift and haulage services, saw significant profit growth. Brambles Mamford, in Western Australia, achieved strong growth in demand from the contract mining industry. Brambles Forklift Division, which manages a fleet of 4,100 forklifts, experienced a mixed year, with below budget results in the southern states being offset by strong performances in NSW and Queensland.

Brambles has benefited from the continuing trend of companies to outsource non-core activities. A lot of its services are based on longer term contract work with major firms and governments, including local councils. The



stability provided by this contract work has meant that the softening of the Australian economy evident since March has not impacted profits as much as it might have. Despite reduced activity levels, if current trading levels are sustained a further improvement in earnings should occur in YE 6/96.

**ANI** reported that its Coates Hire recorded a substantial increase in profits and sales in YE 6/95. Demand increased across Australia but market conditions were competitive with price competition high.

ANI benefited from the integrations of the newly acquired Prestige Portables and higher equipment usage due to an overall increase in infrastructure and mining investment in Australia.

Prestige Portables is the market leader in supplying demountable buildings, site sheds, portable toilets, ablation blocks and security containers in NSW and Queensland. This is a growth area particularly in event markets (such as the 1995 Indy Car Race and the Sydney Mardi Gras) and in emergency commercial storage for large retailing chains.

Industrial shutdown projects in both the mining and industrial sectors was another key growth area for Coates Hire. This involves the issue of rental equipment for the partial or total shutdown of plants for maintenance checks or equipment upgrades.

ANI reported that the level of growth has slowed in Queensland associated with a downturn in infrastructure spending. However, the southern and eastern states are improving considerably, with both expected to outperform their results in the next year. In Western Australia, growth is likely, but not at the levels of recent years.

Overall, Coates Hire is forecasting another improvement in sales and profit for YE 6/96. Growth areas include industrial shutdowns in all states, and the civil construction, mining and industrial markets in the Eastern states. Key projects expected to generate additional business for Coates Hire include the Olympic site, Badgerys Creek Airport and the M5 extension in NSW and the Exhibition Building, Crown Casino, Albert Park Race Track and Eastern Freeway in Victoria.

**WACO KWIKFORM** reported improved results for the recently reconstructed company in the 6 months to 30 June 1995. Sales rose 37% to \$23.4m whilst profit after tax rose 150% from \$0.8m in the previous corresponding period to \$2.0m. Despite competitive pricing pressure in the scaffolding business, the company is confident of achieving the budgeted pre-tax profit of \$4.3m in the 12 months to December 1995.

The company recently restructured, disposing of its poorly performing US and Hong Kong operations, and now concentrates on its Australian operations. The company has achieved a substantial turnaround and with the 2000 Olympics on the horizon, foresees an increasing level of activity from late 1996 onwards.

**LOSCAM** also reported a significant turnaround in YE 6/95. Profit before abnormal items and tax rose 98% to \$2.9m on a 12% increase in sales.

The increase in hire income was achieved despite a

highly competitive industry and was due to improved economic conditions. However, the main driver of profit growth was an improvement in pre-tax profit/sales margin from 8.1% to 14.3%. This margin improvement resulted from reduced operating expenses and improved productivity following capital expenditure on handling equipment and a new automated repair facility. The pallet pool also expanded significantly.

**COCKBURN'S** equipment rental businesses grew strongly in YE 6/95. Sales rose 39.4% to \$30.8m and operating profit rose 39.9% to \$6.7m.

Over the past year the company has added to its traditional hire businesses by creating a contract services division to help large industrial equipment users manage and maintain their fleets. The company has won a number of significant contracts, including a major ongoing management and maintenance contract for the Western Australian Water Authority. This contract covers all aspects of plant and equipment management from acquisition and disposal strategies, through to repairs and routine maintenance.

Cockburn operates in Western Australia and the Northern Territory. It has targeted major government departments, industrial corporations and mining companies which has increased its market share in infrastructure projects and industrial and resource development. This has also served to reduce its exposure to fluctuating markets such as metropolitan housing and building.

The company expects hire revenues to grow strongly in both Western Australia and the Northern Territory for the next 2 to 3 years following recent confirmation of several construction, infrastructure, mines and development projects in those states. The company has a strong balance sheet and low gearing and may grow by acquisition if an appropriate opportunity arises.

**OLDFIELDS'** scaffolding and painting equipment hiring division generated a sharply increased profit on moderately increased sales in YE 6/95. Sales rose 9% to \$3.87m but operating profit rose from \$0.1m to \$1.2m. Margins improved from 3% to 31%. By contrast, Oldfields' painting equipment manufacturing division had a poor year with a 62% fall in operating profit on a 3% sales increase.

**CHIEFTAIN SECURITIES** is an investment company which owns, among other things, a 19.33% stake in Cockburn. The company benefited from Cockburn's strong result.

**MOORLAND HIRE** is based in Victoria where it hires all types of general plant to builders and contractors in the building industry and also carries a full range of equipment used by handymen and home renovators. The product range also includes access equipment.

In YE 6/95 sales increased 39% from \$1.27m to \$1.77m. Profit before abnormal items and tax turned around from a loss of \$0.04m to a profit of \$0.11m. However, an abnormal loss relating to arrears of lease rentals on some of the company's equipment attributable to YE 6/94 reduced the overall result to a small loss of \$8,000. The company reports it is presently trading profitably and ahead of budget.



# CERTIFICATION

## A new national certification system for users and operators of industrial equipment

### THE NEW CERTIFICATE CLASSES

Code	Certificate		
SB	Scaffolding Basic	HP	Hoists (Personnel and Materials)
SI	Scaffolding Intermediate	PB	Concrete Placing Booms
SA	Scaffolding Advanced	BB	Basic Boiler Operation
DG	Dogging	BI	Intermediate Boiler Operation
RB	Rigging Basic	BA	Advanced Boiler Operation
RI	Rigging Intermediate	TO	Turbine Operation
RA	Rigging Advanced	ES	Reciprocating Steam Engine Operation
CT	Tower Cranes	LF	Forklift Trucks
CD	Derrick Cranes	LO	Order Picking Forklift Trucks
CP	Portal Boom Cranes	LL	Front End Loader
CB	Bridge and Gantry Cranes	LB	Front End Loader/Backhoe
CV	Vehicle Loading Cranes	LS	Front End Loader of the Skid Steer Type
CN	Non-slewing Mobile Cranes (greater than 3 tonnes)	LE	Excavator
C2	Slewing Mobile Cranes (up to 60 tonnes)	LD	Dragline
C6	Slewing Mobile Cranes (up to 60 tonnes)		
C1	Slewing Mobile Cranes (up to 100 tonnes)		
CO	Slewing Mobile Cranes (open/over 100 tonnes)		
WD	Boom Type Elevating Work Platforms (boom length 11 metres or more). (This certificate will not be required for the first 12 months)		
HM	Material Hoists (cantilever platform)		

#### Further Information

The NSW Certification Regulation will commence in late-1995. If you require more detailed information on or about the scope of any of the new certificate classes you should contact your local WorkCover office or Work Cover's Certification and Licensing Unit on (02) 370 5097, (02) 370 5081 or (02) 370 5093.

If you wish to be registered as an authorised certificate assessor you should contact WorkCover's Assessor Registration Unit on (02) 370 5068.

#### NSW DISCONTINUED CERTIFICATE CLASSES

##### SCAFFOLDING:

Class 3 - Boatswain Chair and analogous gear used in steeplejacking.

Special - Scaffolding for rigging work only.

##### RIGGING:



Class 2 - Rigging work done in connection with a ship in dock or on slips.

Class 5 - Rigging work done in connection with the erection and dismantling of cantilevered hoists.

#### **CRANE CHASER**

#### **FALSEWORK FORMWORK**

#### **CRANES:**

Class 6 - Cableway.

Class 7 - Flying fox.

Class 8 - Vehicular straddle truck.

Class 9 - Charging Cranes.

Class 22 - Overhead traveller or travelling gantry remote controlled.

Class 23 - Single or double rail runway (Telpher).

#### **HOISTS:**

Class 5 0 Whip - Whip or sheerlegs for materials only.

Class 6 - Pile driver or boring rig for materials only.

#### **BOILERS AND PRESSURE VESSELS:**

Locomotion Engine Drivers

Traction Engine

Internal Combustion Engine

Refrigeration Engine Drivers.

### **New South Wales is committed to maintaining high standards of occupational health and safety.**

WorkCover recognises that the potentially high risks associated with certain plant and equipment require validation of the skills and knowledge of operators and users.

The new national certification system provides assurance that the operators and users of such equipment will have the required level of knowledge and skill to do the job safely.

This is part of the NSW Government's strategy of rationalising regulations and adopting nationally uniform standards for plant.

The certificates of competency will cover:

- Scaffolding, dogging and rigging work.
- Crane and hoist operation.
- Pressure equipment operation
- Loadshifting equipment.

A full list of the new certificates can be found on the back of this pamphlet. All certificates will be issued on the basis of competency standards which have been agreed to nationally.

#### **Existing certificate holders**

Existing certificate holders will be able to continue working within the scope of their current certificates without the need to obtain a new national certificate. This applies to people with existing NSW certificates and to people with equivalent interstate certificates.

#### **National recognition**

The new certificate will be recognised throughout

Australia without any need to re-register in another State or Territory. Certificates issued in one can have additional classes added on in another State as the certificate holder acquires new skills and undertakes additional assessment.

#### **Obtaining the new certificates**

As a general rule, people seeking a national certificate of competency will need to be assessed in accordance with nationally uniform procedures.

Lists of authorised certificate assessors will be provided by WorkCover to anyone who wishes to be assessed.

Assessments may be conducted at the workplace, provided there is sufficient equipment and facilities available.

Alternatively, assessments may be conducted at TAFE facilities or at any other suitable location.

The certificate assessor will advise applicants of the costs of assessment.

A summary of assessment will be completed for every person who is assessed by the certificate assessor. This will state whether or not the applicant has met the required competencies in each part of the assessment.

Once competency has been achieved in all parts of the assessment, the certificate assessor will issue a notice acknowledging competency. This entitles the applicant to work without direct supervision for a limited period while WorkCover processes his/her application and issues the appropriate national certificate.

#### **Trainees**

Under the new system, learners' permits will no longer be issued. However, people who are not yet certificated must only carry out the relevant work under the direct supervision of a certificate holder or an appropriately qualified person.

WorkCover requires trainees to keep logbooks countersigned by the certificate holder providing the direct supervision. As a record of training the logbook may entitle the trainee to a reduction in the amount of assessment necessary to obtain the certificate of competency.

#### **Registration of assessors**

WorkCover will register suitably qualified people who are normally resident in NSW as authorised certificate assessors for specific certificate classes.

Anyone who thinks they have the necessary expertise and skills can apply to WorkCover for registration as an assessor. Those who meet WorkCover's selection standards will be registered and their performance will be regularly audited to ensure a uniformly high standards of assessment is maintained.

Registered assessors will be able to operate throughout Australia



# HIREX 23 - 27 JANUARY 1966

**D**enise Telfer, Manager of Quo Vadis has put together a package for Hire Association Members travelling to Hirex in Birmingham, England next year.

"With limited accommodation due to three conventions in Birmingham, we are pleased to offer Hire Association Members a choice ranging from Grafton Manor, built prior to the Norman Conquest, The Birmingham

International Hotel, Coventry & Logis Hotels through to charming bed & breakfast establishments. Fly/drive for \$1850 per person. Twin share, **including return economy airfares on Malaysian Airlines plus 7 days car hire.**

Then choose where you want to stay. But be Quick, seats won't last long!!!"

Contact Denise Telfer at Quo Vadis on (07)217 5144 or anytime fax/phone on (07)3286 9600.

## RENTAL DATES

### Hirex

Birmingham

23 - 27 January

contact: Denise Telfer

Tel: (07) 3217 5144

Fax: (07) 3286 9600

### 40th. Annual ARA

Convention & Trade Show

Anaheim Convention Centre

Anaheim, California

Jan. 29 - Feb.1.1996

Contact: ARA

1900 19th. St.

Moline, IL. 61265

Tel: (800) 334 2177

Fax: (309) 764 1533

### CON EXPO '96

Las Vegas Convention Centre

Las Vegas

20 - 24 March 1996

Contact: CME 111 E,

Wisconsin Ave.

Milwaukie W 153202

Tel: (414) 272 0943

### New Zealand Hire & Rental Convention

Auckland

6 -8 August 1996

Contact: Kelvin Strong

N.Z. Hire Association

Tel: 0011 64 4 473 6514

Fax: 0011 64 4 473 2930

### APEX 1996

International Powered Access Federation

Maastricht

Netherlands

September 1996

Contact: Tim Whiteman

APEX 1996

Conference Director

Southfields Rd.

Wadhurst

East Sussex TN5 6TP

United Kingdom

Fax: + 44 (0) 1892 784086

### Hire & Rental Association of Australia

National Convention

Rosehill Gardens Function Centre

Rosehill

22 - 26 September 1996

Contact: HRA

Tel: (02) 9979 5039

Fax: (02) 9979 5108

### Expo '96

Western Rental Equipment EXPO

San Diego, California

October 1-4

Contact:

California Rental Association

P.O. Box 1967

216 N, East Street

Woodlands, CA 95776

Tel: 916 666 4337

Fax: 916 666 1233



## Membership Drive

NSW is embarking upon a membership drive over the next 15 months. The membership drive will begin shortly and be carried out for the remainder of this year and for the entire year of 1996.

During this time there will be no joining fee charged! This constitutes a saving of \$ 250 for all members. New members will be only be required to pay the annual subscription fee.

If you know someone who has been interested in the association now is the time to prompt them to join.

Some of the benefits of membership are.....

### Membership Services

- Annual Yellow Page Survey to encourage lower costs
- Association Insurance Brokerage offering competitive rates
- Hire Magazine
- Annual Convention ( 1996 Sydney)
- Recommended Standard Conditions of Hire
- Part Time Consultant
- Yard Tours- Party & General Hire Equipment
- Trade Workshops with major Suppliers
- Seminars
- Training  
General & EWP Division
- Recommended Hire Rates List
- Sub- Groups  
Construction, Party, Portable Buildings, Portable Sanitation, Elevating Work Platforms
- Association Logo  
Membership Certificate  
Code Of Ethics
- Bi- Monthly Newsletter
- Telecommunication Discount
- Instruction & Safety Awareness Guide
- Adhesive Labels for equipment
- Electrical Safety Tag
- Mailing Labels  
Membership lists in the form of mailing labels
- EWP stationery;  
safe work practice booklets  
check lists, questionnaire pads & cards  
"Access now Journal".  
Logbooks, pouches & Statements, identity cards.

### BOWRAL MEETING / SEMINAR

Well, Briars Country Lodge certainly was a great venue for the recent NSW Away Meeting, Seminars/ Work shop / Yard Tours & social Events.

Stan Macey and his crew at Megaven Hire did a wonderful job in organising everything for the two day event. The venue was delightful, even the weather put on a display of warmth for the occasion.

The Blue Circle Southern Cement Tour was of great interest to those present, while Tony Moore, from the Illawarra Fire Extinguisher Service presented a most entertaining Extinguisher Demonstration.

Congratulations to Stan Macey and Scott Garraway for all their hard work. Stan and Scott even put on a performance for us during dinner in which the "Lucky Door Prize" was actually a FULL SIZED DOOR- it was hilarious- they should go into the theatre!.

Informative Seminars, a good roll up of delegates, great food, excellent accommodation, interesting, hands on demonstrations and tours, plus good company, added up to an extremely worthwhile, educational and enjoyable event.

### Welcome to new members.

Ms. Frances Jamieson  
**Class Occasion Hire**  
Unit 19 / 10 Victoria Avenue  
Castle Hill  
2154

Mr. John McCluskey  
**National Convention Centre**  
31 Constitution Avenue  
Canberra  
2608

Mr. Frank Horkey  
**Transfield Constructions**  
P. O. Box 470  
North Sydney  
2059

Mr. John Farrier  
**FS Crane Hire**  
P. O. Box 2226  
North Parramatta  
2151



Mr Andrew Harris  
**Andrew Harris Engineering**  
5 Uki St.  
Yamba  
2464

Mr.George Murphy  
**Dembicon Australia**  
25 Glassford Rd.  
Kewdale  
WA 6105

Mr.Gordon Hedge  
**Fallright International**  
P.O.Box 57  
Mt.Kuringa- Gai  
2080

Mr.Frank Marks  
**Westair - Nitto Pty.Ltd.**  
Unit 1/11 Booran Drive  
Underwood  
4119

Mr.Jim Hilder  
**Honda Australia MPE**  
P.O.Box 1537  
Wangara  
WA 6065

Mr. Greg Noble  
**All Access Applications**  
P.O. Box 58  
Warners Bay  
2282

Mr.Robin Macpherson  
**Tucker Events**  
2/75 Zenith Rd.  
Dandenong  
3175

Mr.Jeff Brundell  
**PPM of Australia P/L**  
42 Glenbarry Rd.  
Campbell  
2061

Mr. Joseph Litchfield  
**Litchfield Roofing Pty. Ltd.**  
34 Bishopgate St.  
Wickham  
2293

Cory Liefing  
**Deniliquin Hire Service**  
P.O.Box 748  
Deniliquin  
2710

Mr.Lindsey Phillips  
**JLG Industries**  
Suite 10 - 328 Albany Hwy.  
Victoria Park  
WA 6100

Mr. Edward Gosek  
**BHP Slab & Plate Products**  
Five Island Rd.  
Port Kembla  
2505

Soo Kat Tan  
**Abbot Hire Pty.Ltd.**  
P.O.box 1022  
North Richmond  
3121

Mr. Lew Mathews  
**Wagner Spraytec Pty.Ltd.**  
6 / 11 Turbo Rd.  
Kings Park  
2148

Mr.Simon Clarke  
**Clarke Management Services**  
46 Overend St.  
Norman Park  
4170

Ms.Marietta Gunn  
**Telsel Services**  
26 Windemere St.  
Albany Creek  
4035

Mr.Terry Phillip  
**Aerial Access Pty.Ltd.**  
160 Robinson Rd.  
Geebung  
4034

Ms.Sharon McKenzie  
**OAMPS**  
Suite 4 / 1 Swann Rd.  
Toowong  
4066

Mr. Cecil Bruning  
**Burnback Welding Equipment**  
20 A Hines Rd.  
Kewdale  
WA 6163

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# Customer Service

## What is customer service?

**B**uilding a better business is about providing effective customer service, customer service which provides satisfaction.

## Why is there so much stress placed on Customer Service today?

The nature of our market has changed over the last ten years. We have significantly more competition in our marketplace which has given the customer more choice.

So customers make their decisions based not only on price, quality and availability, but the service they get.

How many times have you set up an appointment to have a serviceman come and fix a piece of household equipment? Think about the number of hours you've wasted waiting for that person to turn up!

## Customer Service is about meeting customer expectations

Until you have met those expectations customers will not feel satisfied with your customer service.

Remember the customer who has a bad service experience will tell an average of 10 people. Word of mouth can ruin your reputation and your business.

Satisfied customers usually tell an average of five people of their good experiences. The most effective form of advertising is word of mouth. It costs nothing, it gives personal experience, gives more detailed information and has a high credibility.

## Making customer service your key competitive advantage

Perhaps the single most important factor in driving your company towards a competitive advantage is the vision with which you drive your company. It's the philosophy you develop for doing business.

An example of a vision might be:

"Sell good merchandise at a reasonable profit, treat your customers like human beings and they'll always come back for more." L.L. Bean

Or:

"Our customers are our reason for doing business."

Developing the vision for your business is the easy part, the hard part is getting everyone in the organisation to share the commitment.

You need to communicate it constantly, establish

ways of achieving that vision and make sure you demonstrate that vision in your day to day behaviour.

Advertise your vision on your letterhead, your business cards, your invoices, your packaging.

Let your customers know your vision - you'll be surprised at how they respond.

Make sure that everyone in the organisation measures every action against customers' needs, expectations and wants. If the action isn't adding value for a customer, check to see if you can do the procedure another way so that it does add value for your customer.

## Know your customers' needs

Your whole company has a responsibility to become involved in the business of understanding customers.

Ask your customers how well you're currently serving them. Give them a chance to tell you what they want, where you're failing and where you're succeeding. Question your customers on a regular basis.

Listen to what customers tell you, watch how they use your product, allow your customers to complain and then use these complaints to address the causes behind dissatisfaction.

Visit your customers regularly, arrange for your staff to visit customers too so that they have a better understanding of your customers' operation.

Train your frontline people to listen to customers and communicate back to you what they have heard from the customers.

Call your company occasionally and check how long it takes for the phone to be answered. How well is the phone being answered - did you feel welcome?

Find ways that you and your staff can look at your product from the customers' point of view.

When you're close to your customers you're on the way to a real competitive advantage.

## Provide a quality service which results in customer satisfaction

Emphasise to your staff the importance of providing a quality service, not just the minimum required to get by - not "she'll be right"! Make sure your company is able to provide:

**BUSINESS & REGIONAL DEVELOPMENT  
NEW SOUTH WALES GOVERNMENT**



## The Value Of Having A Safety Policy And Program

Recently it was revealed that several Equipment Hire and Rental operators whose employees have had serious accidents were investigated by WorkCover inspectors. Each business had an H.R.A. Occupational Health and Safety (OHS) Manual and a Policy, and consequently, because they demonstrated to the inspector that they had implemented many safety procedures, they were treated more leniently. The Manual and their OHS Policies caused favourable comment from the inspectors, as many smaller organisations in industry cannot demonstrate any serious concern with safety.

Without such evidence, particularly lack of a safety program which is actually put into practice, employers who are charged with failure to ensure safety of employees would be given no quarter in courts and are likely to get severe penalties.

There is a current movement by all states to review penalties for OHS breaches and pressure from all labour unions to maximise fines. Penalties under State OHS Acts range from \$200,000 to \$250,000 for employers (organisations), and up to \$25,000 for persons involved in the management. So far, maximum penalties have not been invoked, but are likely to be in future according to statements from State Ministers of Labour.

### HOW TO ASSESS A SAFETY HAZARD OR RISK

*A practical guide to risk assessment for small businesses.*

It makes good business sense to protect your people and avoid breaches of regulations that could bring penalties from regulatory authorities, but people who do not regularly have a lot to do with safety issues may find it difficult to decide how serious the safety risks of a hazard are, or even identify a hazard in the first place. When a situation is found that is clearly unsafe, it is often difficult to decide on the proper way to fix it.

Over the next two years new safety regulations will come into force, replacing existing legislation. They will be uniform throughout Australia. All Regulations for Plant, Hazardous Substances, Manual Handling

What priority should each hazard have in the action plan?

Found a hazard? Think about:

How likely is it to hurt someone?



**very likely ++**  
could happen regularly

**likely +**  
could happen occasionally

**unlikely -**  
could happen, but only rarely

**very unlikely --**  
could happen, but probably never will

How severely could it hurt someone? ▼

!!! kill or disable

!! several days off work

! first aid

<b>1</b>	<b>2</b>	<b>3</b>
<b>2</b>	<b>3</b>	<b>4</b>
<b>3</b>	<b>4</b>	<b>5</b>
<b>4</b>	<b>5</b>	<b>6</b>

The numbers show how important it is to do something:  
**1** do something immediately  
**6** do something when possible.

etc., will have a requirement to identify, assess and control all hazards at workplaces that present a risk of injury.

The steps required to make a safe workplace by handling hazards are described below, but there is no need to wait for new regulations,- you can use them to advantage *now*.

**Step 1** Identify ..... Find the hazards

**Step 2** Assess ..... Decide how serious they are and set priorities for fixing them.

**Step 3** Control ..... Do something about them to remove or reduce the danger.

**Step 4** Monitor..... Follow up to make sure the controls works. Don't stop, keep working on it.

### What is a Hazard?

A hazard is anything that could cause an injury or illness at your workplace. In other words, a danger to the health or safety of a person

### Thinking Prompts for Finding Hazards. (Checklists)

The best way to find hazards is to have a systematic in-



spection of your workplace. Some thinking prompts for a checklist are as follows, they are not complete checklists, but just to get you started. As part of your safety program a checklist made out specifically for your operations is recommended.

1. Any uncontrolled or concentrated energy could be a hazard and can cause injury or illness. Consider noise; - heat; - electricity; - moving or falling objects (or people), especially from high places; - things under tension or pressure, (springs, large tyres during inflation, compressed gasses or liquids, - sharp objects or points under pressure.

2. Workplace practices. e.g., heavy lifting;- repetitive and, or, heavy muscular tasks; -are employees properly trained in safety procedures?- and do they actually follow the safe procedures,(such as wearing protective equipment)?- is there poor housekeeping?

3. What could go wrong? What if equipment is mis-used? What if there is a spill of petrol? How could people (including customers and anyone at the workplace) be injured?

4. What are the special hazards that occur only occasionally? e.g., loading or unloading heavy goods; - maintenance of heavy or electrical equipment.

5. What chemicals do YOU have that are dangerous? Acids, cleaning and degreasing compounds, flammable liquids, (especially fuels in larger quantities), aerosols, epoxy or urethane resins or finishes etc.

6. If a ten-year-old child was at your workplace, what would you warn them to be careful of? Special care is needed in areas with public access, such as showrooms or sales areas, and during demonstrations, and not just for children.

7. Is the equipment that you rent safe? Suppliers and renters of equipment have legal responsibility to ensure that their equipment is safe (See the HRA's OHS Manual for details)

As a guide to looking for hazards, it is helpful to know that **things that people do** contribute to about 80% of accidents, and the main contributing factors to workers compensation costs are manual handling injuries, (especially backs,- about 30% of the total) and slips and falls. Inadequately guarded machinery or equipment causes less injuries, but they are often very serious.

How dangerous is the hazard?

To decide how dangerous and to allocate a priority for fixing it, we need to know:

- How severe are the potential consequences?
  - kill or cause serious injury
  - cause significant absence from work
  - cause an injury needing first aid only (or something in-between these three categories).

- How likely is it to cause an accident?
  - Very likely: -could happen regularly, say, daily or weekly, or at every exposure to the hazard.
  - Likely:- could happen occasionally, say a few times a year.
  - Unlikely; - could happen, but only rarely, say less than once per year
  - Very unlikely: - could, but probably never will.

Judging how likely it is that something will happen is like predicting the future. You can't be really sure, but you can make an estimate,- your best guess! These questions may help:

- How often are people near the hazard?
- How many people are exposed to it?
- Has the hazard previously caused any problems, at your work or known in the industry?
- How easily could someone get hurt?

The above definitions of severity and likelihood are only arbitrary classifications. You may wish to put different interpretations on the classifications, however they are a good starting point for assessing your hazard risks and allocating priorities.

The chart "*What priority should each hazard have?*" shows how to decide on the urgency of doing something to fix it. In other words, how to allocate priorities for control of hazards, especially when there are several to fix. To use the chart, select the most appropriate category for consequences, or 'How severely could it hurt someone'. Draw a line down through the numbers under that category. Then select the category most appropriate for 'How likely is it to hurt someone'. Draw a horizontal line across the numbers. Where the lines intersect is the priority rating number. The lower the number, the higher the priority.

#### Examples

Lines for '**very likely**' and '**kill or disable**' intersect at number 1. This is top priority

Lines for '**likely**' and '**several days off work**' intersect at number 3.

Lines for '**very unlikely**' and '**first aid**' intersect at 6. this is least urgent of all risks present.

#### Acknowledgment

Parts of this news item are adapted from a booklet called "**HAZPAK, -Making your workplace safe**" The booklet was developed by University of NSW, with contributions from The Chamber of Manufacturers of NSW, The Labour Council of NSW and Worksafe, on a research grant by WorkCover Authority of NSW.

The HAZPAK publication will be available from WorkCover Authority of NSW Bookshop, 400 Kent St., Sydney, NSW 2000, when it has been evaluated in the field and re-printed. We recommend its use to help cope with pending Regulatory requirements.



**HIRE & RENTAL ASSOCIATION OF AUSTRALIA  
(NEW SOUTH WALES REGION) INCORPORATED**

P O BOX 523  
NEWPORT BEACH NSW 2106

PH: 979 5039  
FAX: 979 5108

COMPLETE LIST OF STICKERS

- A1 Park and Run Level
- A2 Use Distillate Fuel Only
- A3 Use Fuel Supplied Only
- A4 Check Oil Daily
- A5 Use 2 Stroke Only
- A6 Standard Petrol Only
- A7 Special Oil Only
- A8 Use Kerosene Only
- B1 Rotation (left/right)
- B2 Tyre Pressure - front, rear - KPA
- B3 Use in Well Ventilated Area Only
- B4 To lift maximum of..... kg
- B5 Drain Daily
- B6 Prime Pump Before Use
- B7 Keep Clear of Blade(s)
- C1 Empty Bag Before Returning
- C2 Clean Before Returning
- C3 Extra Charge if Returned Dirty
- C4 Cylinder Fitted with Left-Hand Thread
- C5 Flammable Gas (Red Lettering)
- C6 Use Unleaded Petrol Only
- C7 Maximum 80 speed
- C8 **IMPORTANT**

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This equipment may lawfully only be used by the holder of a certificate of competency issued under the "Construction Safety Act". (50c each)

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STICKERS ORDER FORM

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PAYMENT: (BY CHEQUE NUMBERED): .....

TOTAL: ..... CONTACT PERSON: .....

COMPANY NAME, ADDRESS & PHONE: .....

.....

.....

.....



**Its Party Time**

**Lets Party**

**PARTY HIRE INDEX**

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## TIME TO RESTOCK - CALL BAYTEX

Attending the Australian Hire Convention in Adelaide this year was a most worthwhile experience even though the absence of many party hire delegates was a disappointment.

For the first time I took the opportunity to explore a bit of South Australia, sampling some very good wines on the way and learning quite a lot about the history of the region in the process. I was suprised at the extent of the early German influence and intrigued by the architecture in many of the rural towns. Certainly what at first glance might seem to be a rather bland and uninteresting tourist destination proved to be a very interesting, relaxing and enjoyable.

Feedback from the convention suggests that things are still buoyant in the Australian party hire scene in spite of some operations doing very well indeed, which left me to wonder whether the problem bemoaned by the industry at large are really to do with the Australian economy or with the Australian psyche. I'm beginning to think that maybe the latter is the real problem. Certainly if the general feeling of the convention was anything to go by, new initiatives in the Australian party hire industry are not high on the agenda and an awful lot of companies are languishing as a result.

It is to be hoped that the new order being dictated by Government regulations in most states force a change in the way party hirers conduct their business. Either through rationalisation refocussing of real commitment, hirers

who are now taking full responsibility for all aspects their hire activity are recording their business operations by concentrating on what they do best, More profitability and with the most personal satisfaction.

Baytex applauds and encourages such initiatives with strong moral support and a continuously developing range of Marquee products and accessories with which to tempt your customer.

It is sad fact that much of the Australian party hire industry has attempted to use yesterday's solutions to meet tomorrow's needs and the customer for his part hasn't complained because the price was cheap, but hasn't got excited because the product was as tired as the service.

Hire is primarily a service industry with excellent service and up to date equipment being critical to its ongoing success.

Now is the time to review your business, redefine your objectives and plan tom upgrade at least some of your stock. Baytex already has a big range of tomorrows products and development is underway on products for the day after.

For your peace Baytex Marquees satisfy the stringent requirements of the current building codes and supporting documentation is now available.

Please remember we're always here to help with prices, information, technical data or just friendly advice anytime you care to call.

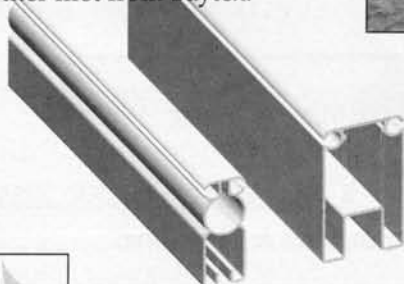
Have a great summer and a very happy Christmas.

## Introducing the next generation of structure designs

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There is a lot of talk at the moment about rope channel type structures being the way of the future. This is certainly true of frame type Marquees over 9 m wide, however for smaller structures of 9 m and less there appears to be little justification for spending large amounts of money on these structures.

Quins have produced frame - type Marquees up to 9 m for many clients throughout Australia at a fraction of the cost of channel structures available. Apart from the appearance, other advantages include saving in labour costs on erection and reduced transport costs.

For the small to medium metropolitan and country



hirer it may be worth considering this option and avoid tying up large amounts of capital for many years.



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### PRESIDENTS COMMENTS

The highlight of the year for most of us, the Hire and Rental Annual Convention and Equipment Exhibition has now passed and I am sure you will agree that the Convention was a great success, both in the business and social sense. The quality of venue, speakers and exhibition were the best ever and as Directors of your Association using the just completed survey of the convention we are committed to the high standards that you have stated you require.

It was my pleasure to attend and help run the Managers Forum in Auckland. The enthusiasm to learn the 'ins' and 'outs' of the Rental Industry and legal obligations was very noticeable and shows our industry will go into the future in great hands. Thank you to those Companies who sent staff for this Forum. I'm sure the benefits they got from this will filter through your staff by putting into practice what was learnt. The Training Foundation through the generosity of members, by way of fund raising, subsidised the Forum expenses by a sizeable grant.

Your Directors are undertaking a review of your Association, looking at what as an Association the Members require of it and how it should be run. The Convention and Equipment Exhibition is also being dissected! Our aim is to put together a business plan to follow, with clear objectives and plans to help us move into the future, growing stronger as an Industry, with our presence in the market place as individual Hire and Rental Companies enhanced.

All Zones are having meetings shortly and discussion papers on the review will be sent out prior to those meetings. Please read and take notes so that at Zone level full discussion can take place and a clear overview can be found. We can only plan for what we know, we can't assume. Please take the time to be involved in this review so you get from the Association what you want.

As Directors we have made the decision to proceed with the Industry Insurance Scheme. It has very real benefits and so far I can see no negatives. By the survey results so far, it is very obvious that we are being charged premiums of a very high risk Industry where in fact results show our collective claims are very low. We are in a position to turn this around with our own co-operative. Already we see that we should be capable of reducing premiums by at least 30%. If your premiums are at say \$15,000 per annum can you afford to turn away at least \$4500. Claims etc. will still be handled locally, preferably by the people you use now. If you haven't returned the survey form to Rodney Mathers please do it!! Another letter on this is being forwarded by Rodney Mathers Ltd, our Broker/Insurance Manager outlining the benefits and again asking for those who have not supplied the information required to please do so. This can only benefit all.....

We are now heading into the traditionally busy period. The activity in all our stores and yards will increase to bedlam as Christmas draws near, with functions and parties and the home owner tidies up after winter and controls the spring growth.

Be ready for increase in traffic in your store. Have your staff

prepared. Remember that every person who enters your premises is a walking advertisement for your Company, and you don't buy bad advertising do you? Be the Problem Solver, make them want to come back so you can solve another problem for them and at the same time relieve them of some of their hard earned money so you can pay the wages and go and relax on a beach somewhere in the world when winter arrives again next year.

Please ... support your Association so it can support you. Good Trading.

**Warren Egen  
President.**

### NEW DIRECTOR

Soon after the recent Convention the Directors received with regret a resignation from Richard Grainger as Director of Zone 3. We record with deep appreciation the contribution that Richard made as a Director for the past 2 years and especially the driving force he was behind the recent very successful Convention and Trade Exhibition.

Zone 3 Committee have appointed Kevin Gallichan of Hamilton Hire as the replacement Director for the balance of the three year term.

### 1995 CONVENTION & TRADE EXHIBITION

• Undoubtedly the best Convention and Trade Exhibition this Association has seen in its 18 years- this was borne out by the comments on the questionnaires returned by both Members and Associate members. The variety of comments accompanying the questionnaires have all been recorded and collectively made available to the Directors.

Over 220 people attended the final function, a record for this Association.

### AMERICAN RENTAL ASSOCIATION PRESIDENT

We were all delighted to have join us at our 1995 Convention Hotch and Carolyn Manning from the United States and were impressed with the contribution of knowledge and offer of items from the ARA which Hotch gave to us. A delightful couple who were true Ambassadors for the Industry in America. As a result of the visit Paul Booth has information concerning the ARA information available through the Internet and is in the process of obtaining this for the benefit of the Association.



The possibility of the Industry here offering information to members through this medium is being worked on.

## FUTURE CONVENTIONS

1996     **Auckland**  
           **August 6 - 8**  
1997     **Christchurch**  
           **August 5-7**

## MANAGERS FORUM

22 Managers, including 3 Ladies, from throughout New Zealand assembled in Auckland on 23 . 24 September for the second Managers Forum. Participants came from Invercargill and Queenstown in the south to Auckland in the North. The weekend began with a social hour on the Friday night which enabled everyone to mix and mingle and the evening concluded with some taking part in a Karaoke evening with visiting Asian Guests staying in the Hotel. Saturday began with a 2 hour Motivational address by Bill Potter and was followed by sessions on Health and Safety in Employment and after lunch a session on Handling Staff and the Employment Contracts Act. Sunday saw participants dividing into sessions for Party Hire and General Equipment Hire. The former session was lead by David Read, a Hospitality Management Consultant with the Equipment session comprising demonstrations for equipment and the safe handling of same. This session concluded with a discussion on Scaffolding and the regulations pertaining to same.

## REVIEW OF ASSOCIATION AND CONVENTION

Following the recent successful Convention it was decided it was time in the History of the Association to undertake a Major review of the Association, it's operation and direction as well as looking at future needs for our Trade Show at the Convention.

An augmented Directors meeting set in place the first Draft of a Review Document which is now out for comment among Members. Early in 1996 a final document will be put together to include feedback from our Industry with decisions being made at the next AGM.

## INSURANCE FOR THE INDUSTRY

The Directors have appointed an Insurance Broker for

the Industry to establish a Cooperative among interested members for insuring the Industry within New Zealand. Savings of up to 30% are possible.

This could be one of the most significant Membership benefits the Association has been able to provide in recent years

## ACCOUNT STATISTICS

No doubt you have often wondered what your ACC premiums contribute towards. The Annual report of the Corporation has just been received and the following information is highlighted.

**1,438,568** claims were registered in the year ended 30 June 1995

90% were compensated for medical treatment only with the other 10% also being compensated for entitlements. These came from the following accounts

**Employers' 45651**  
**motor vehicle 7617**  
**Non earners 42148**  
**earners 388509**  
**subsequent work injury 70**  
**medical misadventure 758**

261471 entitlement claims were paid during the year with 288 of these originating in 1975 through to the 135094 paid relevant to the 1995 year

18 staff members receive salaries in excess of \$100,000 p.a.

## GENERAL

The following was received from one of our Member Companies since the production of the last Hire & Rental News.

### • Wallpaper Steamer

We have had an incident with an Earlex SS100 Wall-paper Steamer in which the radiator cap blew off the machine into the customers face causing serious burns.

After investigating the incident it was found that the plastic stopper that ensure the cap cannot turn 360 degrees had worn through allowing for the top to be held securely

We have since removed these machines from our hire fleet and would advise any other members who have this machine to include checking the plastic as part of their normal checking procedures or if in doubt destroying these machines and replacing.

### • 1995 Membership Directory

The ' 1995 edition of the Membership Directory has been published and distributed widely among relevant Companies.



# 940 E Mustang Loader

**M**ustang Manufacturing has released an upgraded version of the 940 Model Mustang Skid Steer Loaders, called the 940E series.

The new improved features of the 940E include:

- **AUTOMATIC ENGINE SHUTDOWN SYSTEM**  
The 940E Series is equipped with a seat belt interlock system which allows operation of all the skid steer's functions only when the operator is seated and the seat belt is fastened. The direct injected Yanmar Diesel engine will shut down and hydraulic functions will lock when the operator unfastens the seat belt and leaves the seat. In addition, if hydraulic pressure is low, the engine will shut down avoiding the possibility of a costly repair.
- **IMPROVED LIGHTING SYSTEM**  
The units have 2 front Halogen headlights and one reversing Halogen light as standard that can be manually adjusted to suit working conditions at night.
- **NEW LIFT POINTS**  
Two lift holes in the rear of the machine frame and the addition of a front tie down point allows the machine to be lifted by an overhead crane onto high rise buildings for demolition work.
- **MULTI-FUSE BOX**  
This has been installed for ease of adding electrical accessories.
- **KEY SWITCH ENGINE STOP**  
An electric fuel solenoid stop has been included as standard on the Yanmar Diesel engine.
- **NEW PAINT SYSTEM**  
A new two part high gloss polyurethane paint gives the 940E Series a stronger finish that resists chipping and fading for increased value over the life of the machine.



- **E SERIES IDENTIFICATION**  
New decals have been added for clear identification of the new series.  
Mustang Manufacturing Company Inc. was the first U.S. based Skid Steer Loader Manufacturer to achieve the ISO9001 Certificate for a Quality Management System covering the design, manufacture and distribution of Skid Steer Loaders.  
Mustang now markets their products to over 36 countries around the World and Technical Data Sheets on the 940E Series are available from the Australian Distributor, Tutts, 2 South Street, Rydalmere, N.S.W. Phone (02) 6844400, Fax (02) 6841501.  
For more Information Contact Rod Hale, Tutts (02)684 4400

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The new  
Model 1220 trencher

Less is  
more.

It's possible that the 1220 is the best rental trencher ever built. It's designed to be more productive and less complicated.

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Every control function has been smoothly combined into the design so that it's easy to find and operate.



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This 12-hp-class trencher combines the reliability of an all-hydraulic ground drive with the productivity of a mechanically-driven digging chain. It's easy to maneuver, and can fit through a yard gate.



### Less parts.

A new ground drive gearbox eliminates drive chains. The ground drive motor is incorporated into the gearbox, which also eliminates mounting and coupling parts.



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A standard outboard bearing support makes the digging drive assembly rugged and trouble-free. All the 1220's components are integrated to maximize reliability and minimize downtime.



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