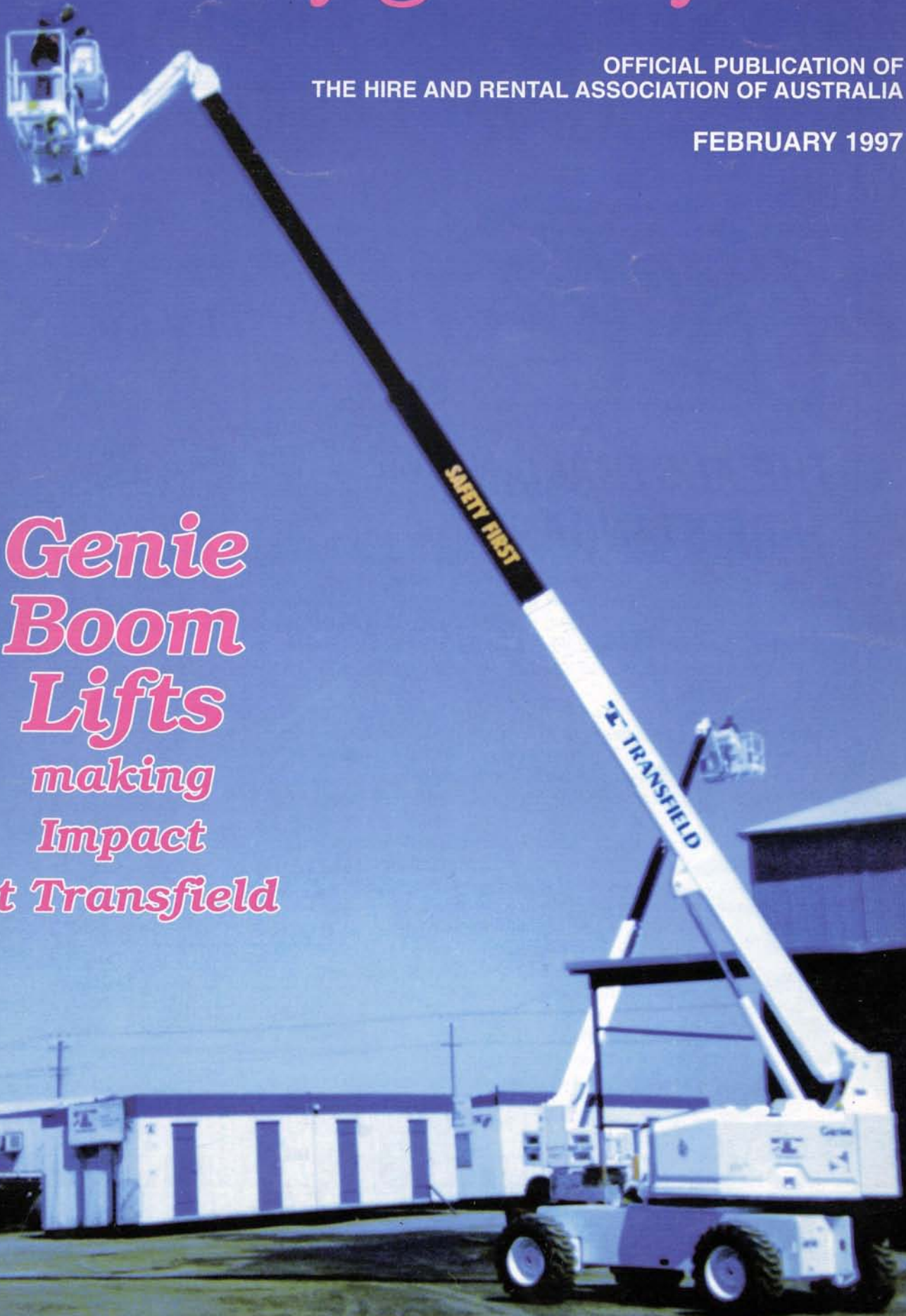


# HIRE and RENTAL Industry Quarterly

OFFICIAL PUBLICATION OF  
THE HIRE AND RENTAL ASSOCIATION OF AUSTRALIA

FEBRUARY 1997

*Genie  
Boom  
Lifts  
making  
Impact  
at Transfield*

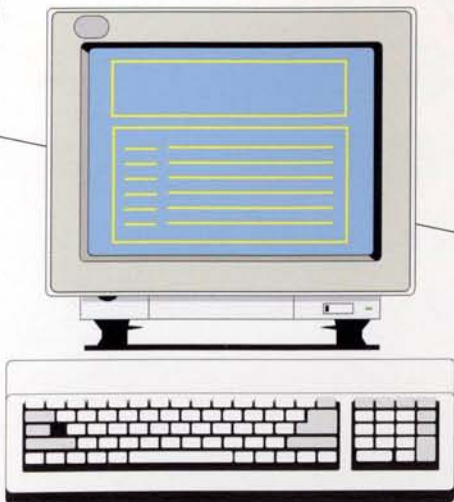




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September	\$ 892,237	\$ 990,000
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## PRESIDENTS MESSAGE



### Richard Crommelins President

By the time you read this report, we will be well and truly into the new year. I trust you and your families had a safe and enjoyable time.

I am writing this report on the plane on my way to the American Rental Association Convention. I have been attending this Convention for the last 4 years, and it never ceases to amaze me how much the problem of the American Rental Industry mirror our own.

You can see more and more how factors affecting their business are also starting to show in Australia, and it is extremely beneficial to take note of this, and beware of it, in the guidance of our businesses in the future. Sure they are probably 4 or 5 years ahead of us, but you can see us starting down the path.

You would be horrified by the amount of legislation they are working under currently, and it is ever increasing! Environmental issues, waste products, clean air, product liability, and employee issues, are in their infancy here, but well established in the USA.

The new National Plant Standards are at a starting point in our Country, but emission issues, noise regulations and environmental issues are becoming more prevalent and many will mean a change in the way you conduct your business.

The entry of Hardware Stores into Hire in Australia is a follow on from the USA, and how their rental industry is changing to confront this is also interesting.

The purpose of what I am saying is that you must keep informed.

Your State Association is an area of information and guidance, by being able to draw on a wide range of people. Your National Convention is another, where problems in one state may give you guidance as to what may happen in yours. Also, reading Industry Journals, not only from Australia but from the USA and Europe, gives good background.

Your trading environment is constantly changing. Those that recognise that, and get prepared, will be ready to take on the new challenges that our ever changing economy brings.

Knowledge is vital to expand your thinking and to provide opportunities.

There is plenty of growth left in this country, but it may not come from the same areas you got your business from last year or the year before.

The strength of our industry and future growth is everyone working together to promote it. Your contribution will not only benefit you but provide guidance for our future.

As this is my last report before the National AGM, I would like to sincerely thank my hard working Committee, without whose interest and support I could not have managed, and our Secretary Gareth Johnson for his help in communicating and organising.

I have really enjoyed my time and thank all of you for the opportunity and support I have received.

My Best Wishes

**Richard Crommelins**



## Is there a formula to setting Hire Rates?

A phone call from a recent entry into the hire industry posed the question; how do you set hire rates, is there a formula?

Telling the caller I would get back to him shortly, I thought the question was easily answered. All that I had to do was call the nearest hire company and they would provide the answer,  $X - Y = Z$ .

But on pondering the question further, I wondered is the answer so simple? Undoubtably establishing hire rates for a 40 ft. Boomlift differs from those for a chain saw. While there are certain circumstances which differ from each company which have an impact on rates, such as; the overhead cost of running your business, the capital outlay, plus the expected profit, location, etc.

So I decided to canvas the industry for the solution.

Some of the answers I received were.

Divide the cost of the item by the number of times you expect to hire it in a year. This returns your investment in one year.

Another was to charge 5% of the cost of the item per monthly rent.

One third of the monthly charge for weekly rental.

One third of the weekly charge for daily rental.

But the most prevalent answer was, it depends on what the opposition is charging.

Which prompted the question, how often do you put your rates up? To which most replied, I put mine up when the opposition does. The opposition said the same thing.

Undoubtably in a competitive environment such as the hire industry rates must be based on market value. The consumer looking to hire a chain saw for a day is most likely to be influenced by the bottom line. While long term hirers of equipment generally expect and quite often receive a discount on normal rates.

But allowing competitors rates to dictate what you charge does not appear good business strategy

Unfortunately the costs of running a business are not governed by these means, and they continues to rise, creating a noose tightening effect to those involved in the "price freezing."

In order to combat the rising costs these proprietors must tighten the belt, by either working on tighter margins or introduce cost cutting exercises.

If these proprietors took the time to check, they would find that the leading hire company's with the biggest market share, didn't get there by adopting the attitude that the lowest price is the best.

They got to be the market leaders by implementing a sound business structure, which allows the company to grow and progress, which doesn't concentrate on the bottom line. But is built on providing quality products, combined with service and dependability, that will build up customer confidence. Thereby establishing customer loyalty, which will see these customers return whenever they wish to hire.

Doesn't it make sense try to emulate the successful company's in the industry?

While there is no magic formula for setting hire rates, as companies have different contributing factors, it is better to try to reach the top of the ladder, than to compete for the bottom rung.

Greg Kelson

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# Hire & Rental Industry Quarterly

Official journal of the Hire & Rental Association of Australia

FEBRUARY 1997

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Two Genie S 65 4 wheel drive Boom Lifts purchased by Transfield from All Access Applications



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# ENVIRONMENTAL AUDITS

There are many different kinds of environmental audits. The kind we are interested in is called a *voluntary self-audit* and we will deal only with simple, low-cost types that can be done without external expert help.

The findings from such auditing will be used to decide if more expert help is needed and assist in developing an Environmental Management System and a Policy to suit each individual enterprise. Such auditing will give guidance on these questions:

- (1) What needs to be done to comply with regulatory requirements?
- (2) What are the environmental risks that must be protected against by management procedures?
- (3) Is additional expert assistance needed?

Audits will be considered from the point of view of small businesses. Large enterprises will probably have access to professional help and may need more extensive auditing, probably in many sites and different states or territories. The simple format audits can, however, be used as starting points for any size of organisation or site, as in general, the same principles will apply regardless of size.

An audit is only the beginning of activities in management control of environment and unless it is followed by effective procedures and action, it is a useless waste of time. A good audit will have a 'built-in' action provision, or at least a follow up system to make sure the necessary things get done.

**In summary, a voluntary environmental audit is the information-gathering starting point for a management program which will ensure compliance with regulations and protect the organisation and its management against liability.**

## Preliminary Comments

### Definitions

#### (a) "Environment"

**"Environment "** means components of the earth} including:

- land, air and water; and
- any layer of the atmosphere; and
- any organic or inorganic matter and any living organism; and
- human-made or modified structures and areas, and includes interacting natural ecosystems that include components of the above

#### (b) "Pollution"

Pollution means "Degradation or impairment of the quality of the environment by causing a condition which is hazardous to human health, safety, aesthetics or welfare, or to animals, birds, wildlife, fish or aquatic life or to plants"

- (c) "Contamination," ..... Contamination is defined in the section on Site Contamination.

## Integrity and Security of Audits

To be of any value, audits must contain full and frank disclosure of any problems and be conducted by a diligent auditor. Any withholding of information in them renders them worse than useless, as problems will continue unrectified. The whole purpose is to find shortcomings, not to tell management how good they are!

Since realistic self-audits will contain information about the enterprise's problems, they should be conducted by a known reliable person and the written results should be treated as confidential documents. The term "self-audit" implies that they are done by an employee or officer of the organisation not by an external consultant, which should ensure a fair degree of confidentiality. (This does not mean that a consultant could not be used).

Voluntary environmental audits are intended for company use only. They should not be disclosed unless subpoenaed by an authorised agent for legal proceedings. In this regard they are no different from any other reporting documentation including financial audits.

## **Preparing for a Voluntary Environmental Self-Audit**

Before starting, there should be a clear understanding of the following:

1. why is it needed?
2. what are the expected benefits?
3. how will it be done?
4. what use will be made of the findings?



Explaining these points:

### **1 Why is it needed?**

As illustrated in our August issue on Environmental Issues for Hire and Rental Businesses, there are several potential offences which can be a part of the every day operations of equipment hire companies.

Other reasons could be:

- complaints of drainage, smells, dusts, noise, or other environmental issues by neighbours
- changes or additions to your operations which change conditions of licences, permits, storm/water run-off, or things which could affect environmentally sensitive conditions
- pending acquisitions or divestments, so that you can be forewarned of any commercial or financial conditions or restrictions that could be imposed in trading
- any infringement notices or warnings from any environment-related authority
- **it just makes plain good business sense to understand risks, even before a problem exists.**

If any of the above situations or items are present, then a need to assess your risks exists so that you can decide if action to eliminate or reduce them is justified. A self-audit is the fastest, simplest and cheapest way to decide if further action is needed or not. If you suspect a serious situation exists, you would be advised to get professional help from a consultant and not rely only on a self-audit, unless the person doing it has expertise in this field.

It is likely that one or more of the above conditions would apply to almost every business, no matter how small. A recent full audit by a professional environmental consultant or competent person would probably be the only justification for not conducting one. If your business is small and has few environmental risks, a self-audit will be relatively simple and need not

### **2 What are the expected benefits?**

Obviously, identifying the risks of a business is the first step in protecting it against any costs or damage. Also, because of the significant personal liabilities in environmental matters, identifying the risks also helps to protect every person in the management.

Other potential benefits are listed under 'Benefits of an Environmental Management Plan' on page 2. of the Environmental Guide. The decision to have an audit

should be made with a clear understanding of the benefits to the organisation, the industry and the community. There is more than just legal liability and costs at stake in all environmental matters.

### **3 'How will it be Done'?**

Use one of the simplified ready-made systems outlined in the Guide on page 52 and modify it if necessary for local requirements of the authorities involved, or the conditions of the operation.

A reliable officer, preferably a manager, should be allocated specific responsibility. More than one person may be involved. Once it is decided who will be responsible, duties may be delegated, but responsibility should remain with the designated person(s). Senior management needs to be personally involved to ensure the audit is faithfully carried out so as to ensure meeting the requirements of 'due diligence' as explained in the November issue on Due Diligence.

Use of any system will probably involve making further enquiries of specialists, or the various environmental authorities, such as EPA, water, councils, etc to determine local or state requirements. The audit system used will probably tell where to get any necessary information.

For larger organisations with multiple sites, it is recommended that the same format be used for all, for ease of conducting audits, interpreting and comparison of results.

### **4 What Use Will be Made of the Findings'?**

Whatever audit system is used, unless something is done about deciding if the problems are serious or not, (i.e, assessing them), and something done about fixing those that need it, the whole exercise of identifying problems will be wasted. In other words, the audit system should have a built-in follow up and action plan.

The findings should be used to help you formulate a suitable Environment Management System that is specifically designed for your operations and to start actions needed to control any actual or potential problems revealed.

*Information for this article was taken from the Environmental Guide, which is produced by the Hire & Rental Association for the benefit of the industry. An application form for the guide appears on page 13 of this issue,*

# Big Maxi blasts off

A new Honda powered 400 psi high pressure water blaster designed for heavy duty application in the building, construction and agricultural industry has been released by Australian Pump Industries Pty.Ltd. Called the Aussie Eco-Clean BB Maxi the pump offers a combination of pressure and flow that gets tasks done in half the time taken by the conventional 2000 or 3000 psi machines.

The heart of the system is a "Big Bertie" Bertolini series pump that develops 4000 psi and 15 litres per minute flow. The pump features an exclusive double seal system that provides long service life and high temperature capability. It also features solid ceramic plungers, stainless tennifer reinforced plunger rods and stainless steel valves. The head is manufactured from nickel plated brass.



*Aussie Eco-clean new Big Maxi is a mean cleaning machine*

The machine is powered by a 13 hp overhead valve Honda engine fitted with oil alert protection.

A spokesman for the company said "Big Maxi provides a unique combination of a heavy duty machine with a relatively low price. By using the Big Bertie pump with 2 to 1 reduction drive the pump runs at a low speed thus providing longevity and maximised operational life."

The new BB Maxi is suitable for heavy duty applications, including wet sandblasting, ship repair, mining equipment wash down, construction and building jobs, i.e. brick cleaning.

For further information about this press release, please contact :

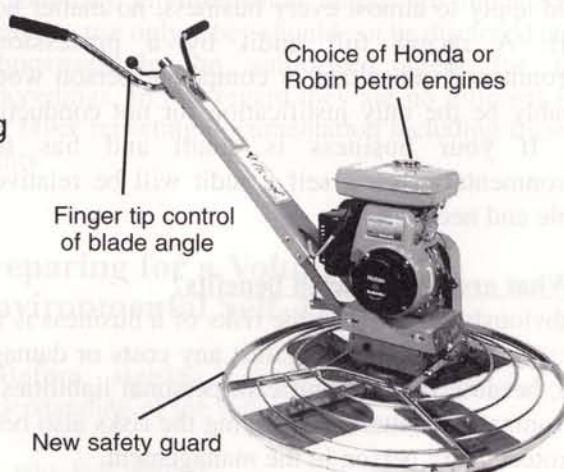
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# Skip Evans Keynotes HAE conference

Skip Evans, American Rental Association President, was the keynote speaker at the Hire Association Europe annual conference, held October 26, at the Forest of Arden Hotel in Warrickshire, England.

The following is a transcript of that address.  
The Editor

## "Changes that Contain Opportunity"

Good morning, everyone, and thank you for giving me the honor of leading off this morning's session. You and I have much in common. My business is rental, and your business is rental—or "hire," in the Queen's English. Please forgive me if I lapse into American from time to time and say "rental."

Whatever the term we use for it, there's nothing I like better than to be around other people who share the joys and cares of this calling.

And people who care enough to be active in their association. This room is full of people like that, and so I can say with complete sincerity that it is a pleasure to be here.

It's very unusual for a president of the American Rental Association to be given this opportunity, to visit and learn from fellow plant hire operators in another country, and for that I am very grateful.

We went to the Tower of London. the first thing we saw was a huge pit that I understand was once a moat. I think it's a shame that they drained it. I know you don't have to worry much these days about having to defend the Tower against attack, but I'm from Colorado, and when I saw that, it struck me that if this moat were still a moat, it would be a fine place to raise trout. I always enjoy a chance to meet people who do what I do, and care about it as I do, and want to keep improving on what we do, as I do.

And whenever I get that chance, I find that we rental and hire people start swapping stories. Usually the stories start off on something light, and then they tend to move to what we're all doing in our businesses—the core of what we are really about.

So let me start with something light, and then move on to the core of what we are really about.

When I told a friend in the States that I was going, to England, he told me a story about a horse-drawn coach that was crossing a rickety old bridge over a deep chasm. Inside were three Englishmen and three Frenchmen. Halfway across, the bridge broke and it

appeared that the coach would plunge into the chasm and everybody would be killed.

At this point the Frenchmen went berserk, screaming and praying and making quite a spectacle. But the British sat calmly, hands crossed neatly over their umbrellas. One of them may have raised an eyebrow slightly, but that was the most dramatic reaction anyone could notice.

But then the horses managed to get their hooves up on the edge of the cliff and dragged the coach up the opposite side, and it went on its way without further incident. About three miles down the road, the Frenchmen were again calm and engaged in pleasant conversation, but the British all had nervous breakdowns. Now, I am an American, and I don't know if this is what really true. I suspect it isn't.

But if you will bear with me for just a few minutes, I promise to make a point of that story, because I think it's not really about Frenchmen and Englishmen—I think it's really about the rental operators I know in the States, and, I'll bet, the plant hire people here, too.

I have one more story to tell. This one is about exploration and it starts over on my side of the pond, in the New World. Christopher Columbus was stranded in Jamaica and needed supplies. He knew that an eclipse was to occur the next day, so he told the tribal chief, "Unless you give me supplies, a vengeance will fall upon you and the moon will lose its light!" When the eclipse came and the sky turned dark, of course Columbus got all the supplies he needed.

Now, in the early 1900s a European businessman in the Sudan needed supplies and he decided to try the same trick. "If you do not follow my orders," he warned the chief of the village, "vengeance will fall upon you and the moon will lose its light."

But this time, the chief responded: "If you are referring to the lunar eclipse, that doesn't happen until the day after tomorrow."

Now I said I would get back to business, so here are the messages that I hear in these stories:

An opportunity may be right before your eyes, even there in your own store, or new opportunity might lurk in a market you've served for years—a niche you haven't noticed, but one that you could develop if you stopped to think in terms of untapped opportunity. That's what I hear in the story about turning the Tower moat into a trout pond.

**Service to the market  
is the key - no matter  
what approach you  
take.  
- Skip Evans**



# Change

## is one thing you can be sure of

Now, about that coach that escaped peril and went on its merry way. The message to me: Stay calm, enjoy the ride, and don't let either the ups or the downs become distracting—they're both temporary, and there's a whole journey to consider.

And as for the businessman in the Sudan ... he hadn't reckoned with the possibility of change. He thought a scheme that worked 400 years earlier would still work.

A lot of people in our business think like that, too—that the old way will work forever. Well, it won't.

Because change is a fact of business that you can be sure of. The only thing that isn't so sure is what you are going to do about it. I remind myself of that often, because procrastination is the easy way—it's tempting, and I have to guard against it, because the only way to survive is to analyse the situation carefully and without delay, make a decision, and take action.

I believe that what I've said so far applies as much to a hire operation in England or France or Italy as it does to a rental operation in Colorado or New Jersey or Texas.

But now I have to confess that I bring no advice or magic formula for the plant hire industry in the United Kingdom. I know that all sizes and kinds of stores are represented here today. I know that the hire business in the UK. is mature and sophisticated. My company, RentX, has 21 rental stores, but I know that at least one company here today has more than 200.

So I did not come here to give advice. I came to learn. The other speakers here today are going to give me insights about competition in Europe ... survival ... expansion as financial means allow ... the relationship with government ... flexibility and marketing—issues that are of enormous importance to me in my business.

So I can't tell you much, but I expect to learn much.

What I can tell you is what's happening in the United States, and maybe that will shed some additional light on your own observations of the hire industry here

We are seeing three broad developments in the American rental industry.

One thing we are seeing is the consolidation and incorporation of rental stores into larger, stronger entities that many of us believe will be more efficient

business units and more able to withstand the cycles, more able to leverage their assets and lower their overheads—they will have greater "staying power" in the winds of change. That is what we are trying to do with my company, RentX. We believe our approach will help us serve our markets better.

And that point—*service to the market—is the key, no matter what approach you take.*

The second development: we are seeing the competitive environment change drastically, and—many will say—detrimentally, for the traditional rental center.

This competition comes in several forms. I'll cover just the four main ones. First, what we call the "big box" or "category killer" store, which is a giant building-supply chain store that sells everything imaginable—a mass merchandiser.

Second, the hardware stores, almost all of which are now part of three or four huge chains in the United States.

## But ...

### we are managing instead of being managed by it

These two kinds of stores have a couple of things in common. One, they have tremendous group-buying power. Two, they are both getting into the rental business.

Go into a typical hardware store in the United States today and there you will see it: a corner set aside for rental equipment—not everything we would offer in a traditional rental center, not as much as we would have available, not much customer service—not much advice or expertise or experience—and not much of a service department, if any—but there it is; a sort of half-baked rental centre that takes business away from the full service, full-line rental centre.

Long-term, we don't know how much of a threat this development really is. The hardware store is not committed to rental: it's a sideline. Will such an operation keep rental customers Homeowners, maybe. Probably not professional customers. Will these stores stay in rental? Maybe, maybe not. But it doesn't seem like they're likely to grow much in this business if they don't commit to rental as their first line of business. But there are a lot of them, and they are pulling business away from the full-fledged rental stores.

There is a third kind of store that is a full-fledged rental center, and much more a power-player in the new competitive environment than the big merchandising houses and the hardware stores are.



And that is the large rental center chain store, such as Grand Rental Station.

These large, corporate entities worry small independent stores—the stores we call "mom and pops"—because they have enormous financial power and the resources to win—if the small store lets its service to the market slip.

The larger operators, and all who rent construction equipment, have another new kind of competitor to fear, and that is our fourth kind: the equipment dealer, such as Caterpillar or John Deere. But their loyalties are divided—do they sell, or do they rent? Commitment is again the issue. We think a business has to have a distinct focus if it intends to be viable in a line of business long-term.

There is a third major development that is occurring in the United States, and it is encouraging. The focus in the United States rental business has shifted to management of resources, deployment of capital, control of assets, marketing and merchandising.

We are trying to manage change. And if we don't manage change, we will find ourselves on the endangered species list.

We are not taking unexamined chances. That's not to say that we are avoiding all risk. You have to take some risks if you intend to go forward—but we do have to examine the risks we take very carefully, and then commit to a course of action.

We are trying to manage change, and not let it manage us.

We can look at the ups and downs, the dilemmas and decisions, the costs and the quandaries as enemies of the peaceful life, or we can look at them as the basic realities of business and see them for what they are: changes that contain opportunity.

I wish you all the very best in business, and a great conference. And again, thank you for giving me the opportunity to come and learn.

Reprinted from Rental Management, January 1997

## **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.

### **HIRE & RENTAL ASSOCIATION OF AUSTRALIA**

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

### **HIRE & RENTAL**

### **ENVIRONMENTAL AWARENESS A GUIDE for the HIRE & RENTAL INDUSTRY**

### **ORDER FORM**

Contact Name: .....

Company: .....

Address: .....

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

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

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

# Amendments to Victorian Stamp Duty

Businesses were today urged by the Victorian State Revenue Office to look at recent amendments to rental duty, to ensure they are compiling with their tax obligations. While slashing the rate of duty, the amendments, which took effect from 1 January 1997, also capture a number of businesses which have not previously paid duty.

Initially announced by the Victorian Treasurer, Hon Alan Stockdale MLA, in the September 1996 Budget speech, the amendments halved the rate of duty from 1.5 per cent to 0.75 per cent and changed the general exemption from \$80,000 a year to \$6,000 a month. With the amendment there is now greater consistency between Victorian and New South Wales legislation.

One of the most important changes is the inclusion of hire purchase agreements into the rental business duty provisions. Exemptions, however, do apply for domestic agreements of less than \$35,000 and some agreements for farm machinery and commercial vehicles.

"While these changes halve the rate of duty for businesses currently registered with the State Revenue Office, it is anticipated that a number of

businesses not previously required to be registered will now need to register and pay rental duty," said Mr. Ken Trembath, Manager of the Returns Assessing Branch of the Victorian State revenue Office.

As an example, a seasoned rental business such as a ski-hire business with yearly rental income of less than \$80,000 per year will now have to pay duty if it has rental income of greater than \$6,000 in any month.

The date for lodging of returns and payments of duty is the 21st day of each month. New businesses have until 21 February 1997 to register and pay duty on their January 1997 rental income

"I strongly advise business proprietors to examine their own situation and contact the State revenue Office if they are unsure about their position," Mr. Trembath said.

Contact Person  
Mr. Lyndsay Morrison  
Returns Assessing Branch  
State Revenue Office  
Tel: (03 ) 9628 0628 Fax: (03) 9628 0819

## Even after more than 30 years, our gear's still going strong.

If you're in the Hire and Rental business, you're in the business of reliability. And that's why, like most people, you rely on Crommelins. We won't let you or your customers down. It's a guarantee we've kept for over 30 years.

*We're also the name behind these internationally trusted names:-*

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- Bluebird lawn care products, aerators, combers and seeders.
- Groundhog trenching machines.
- General post hole diggers.
- Silverline floor sanders.
- Square Buff orbital sanders.
- General drain cleaners.

So put us and our gear to the test soon.

Call the number in your city to organise a demonstration or for further information.



### Crommelins



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Frank Calleja  
Tel: 0418 315203

**South Australia**  
Crommelins Machinery  
Mark Flanagan  
Tel: (08) 8262 2022

**New South Wales**  
Crommelins Machinery  
Lindsay Fred or Ken  
Tel: (02) 9676 8099

**Queensland**  
Crommelins Machinery  
Tony Symons  
Tel: 0418 870 653

MCA333



# Lyons Hire Software gives you the Edge!

## How?

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## 07 3367 1533

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**Gordon Sanderson  
or Nerida Braad**

**now for an Information Kit**

# GROVE WORLDWIDE CELEBRATES 50 YEARS OF EXCELLENCE

Grove Worldwide, a recognised leader in the design, manufacture and marketing of mobile hydraulic cranes and self-propelled aerial work platforms, celebrates 50 years of excellence in 1997.

Grove's history traces to January, 1947 when Grove Manufacturing Company began producing rubber-tired farm wagons in a two-car garage in the village of Shady Grove, Pennsylvania. Soon thereafter, the company built a yard-type crane to transport the steel plates used in their own manufacturing operations. This product was then introduced into the commercial marketplace and from those beginnings Grove has grown to the position of leadership it enjoys today.

Today, Grove Worldwide companies and product lines include:

- Grove Crane with over 55 models of rough terrain, truck-mounted, all terrain, industrial, crawler-mounted and hydraulic lattice boom cranes.
- Grove Manlift with over 45 different models of self-propelled aerial work platforms, including telescoping boom, articulating boom, scissors and vertical mast types.
- National Crane with over 25 models of standard truck chassis mounted telescoping and articulating cranes.

"We have grown our businesses through a strong emphasis on introducing technologically advanced products that allow our customers to maintain their competitive edge in the marketplace," said Robert C. Stiff, Chairman and Chief Executive Officer of Grove Worldwide. "Our commitment to the industry and our emphasis on quality, performance and value is well

known and has served both our customers and distributors well. We fully intend to maintain and strengthen our position in the global market in the future."

Grove's recent growth includes two acquisitions. In August, 1995 Grove acquired the Krupp mobile hydraulic crane business based in Wilhelmshaven, Germany, adding 14 all terrain cranes to the Grove product line. Shortly thereafter, Grove acquired Delta

Systems of Tonneins, France, a manufacturer of vertical mast aerial work platforms.

The Grove commitment to the industry was demonstrated at the CONEXPO-CON/AGG show in February of last year where Grove Worldwide was the largest exhibitor.

Mr. Stiff concluded, "While we take pride in our rich heritage, we also realize that our future success rests in the hands of our distributors and customers. We continue to

strive toward our goal of developing and delivering high-quality products that consistently exceed of owners and operators. They deserve no less."

Grove Worldwide, based in Shady Grove, PA, is a leader in the design, manufacture and marketing of mobile hydraulic cranes, truck mounted hydraulic cranes, and self-propelled aerial work platforms.

These products are marketed as Grover Crane, National Crane, and Groves Manlift aerial work platforms. Grove maintains major manufacturing facilities in the United States, England, Germany, and France, and offices in Dubai U.A.E.; Singapore; Beijing; China and Australia.



*Today the original two-car garage in which Grove Worldwide was founded is preserved as a museum at the company's Shady Grove, Pennsylvania headquarters*

**Grove Manlift Pty. Ltd.**  
**Australian National Headquarters**  
**9 Altair Place, Penrith 2570**

**Tel: (047) 229 2222 Fax: (047) 229 202 Mobile 018 222 054**  
**Service John Moore 019 922 204**



# Get Into Tight Spots With the Grove Manlift VM Series

Grove Manlift VM series work platforms get you into those tight, narrow, skinny spots that are tough to work in with other machines. The VM series lets you go straight up, then out with their vertical mast, articulating arm combination. They're a natural for narrow aisle work in stores, warehouses, manufacturing facilities. Electric powered for use in confined areas. Turn in their own length with working heights to 11.8m, horizontal reach to 3.8m.

And much more. With every Grove Manlift you get the industry's only 7 year warranty\* on selected structural components. And GroveXtra, the best product support in the industry. Parts from our extensive stock. Support from our factory trained service technicians. Great resale value. The best total value.



## Australian National Headquarters

9 Altair Place  
Penrith 2750

Tel (047) 229 222 Fax (047) 229 202 Mobile 018 222 054  
Service, John Moore 019 922 204

\*See manufacturer's warranty for any limitations or restrictions which may apply.



# ARE YOU KEEPING UP WITH THE INDUSTRY?



We're making sure we do. We're all heading for the Gold Coast in September from the 1st to the 4th to meet with our buyers and suppliers, to hear speakers who will provide strategies for better business returns, to demonstrate our latest equipment at the Bush Bash BBQ, to participate in the round-table workshops, to win

the best product of the show prize, to play golf with our colleagues and clients, and to generally enjoy the company at the conference at Conrad Jupiters.

## ***WILL YOU BE THERE?***

***Buy you a drink at the  
Welcome Reception***

More details:

**Conference Secretariat  
+61 7 3844 1138**



Gold Coast 1997



# Hire & Rental Association of Australia

National Convention & Exhibition

Conrad Jupiters Gold Coast

1<sup>st</sup> - 4<sup>th</sup> September 1997

## **CONVENORS:**

Peter Walden  
Generator Hire  
Service

## **COMMITTEE:**

Geoff Gay  
Staging  
Connections

Gary Kelly  
Active Hire  
Service

Graham Paul  
Dembicon  
Australia

## **CONFERENCE & EXHIBITION SECRETARIAT**

I.C.M.S  
PO Box 3496  
South Brisbane  
Business Centre  
Queensland 4101  
Tel: 07 3844 1138  
Fax: 07 3844 0909  
email: icmsqld  
@icms.com.au



Gold Coast 1997

## **AN INVITATION TO ALL**

Dear Colleague,

The 1997 Hire & Rental Association of Australia Conference & Exhibition is to be staged at **CONRAD JUPITERS** on the Gold Coast from 1 – 4 September this year.

Following the undoubted success of the Sydney event, we are planning to make the Gold Coast meeting even better. Plans are well underway to involve all exhibitors and delegates in conference and workshop sessions as well as to mix informally at morning/afternoon tea and lunch breaks and at social functions such as the Welcome Reception, The Bush Bash BBQ and the Hire & Rental Golf Day.

If you were in Sydney you will want to follow up on the Gold Coast. If you haven't been for a couple of years, come to the Gold Coast to see how things have improved. We promise you won't be disappointed.

Contact the Conference Secretariat

**email:**        **hr97@icms.com.au**  
**fax:**         **07 3844 0909**  
**phone:**      **07 3844 1138**

to ensure you are on the mailist for all future information.

Peter Walden  
1997 Convenor



# 1997 Conference & Exhibition Preliminary Program

## DAY 1

### Monday 1 September

8am Exhibitor Access to exhibition area for set-up  
*Definitely no delegate access.*

### ***Site Inspection Tour***

9am Site Inspection Tour  
Departs Conrad  
9.30 Moreton Hire – Nerang  
10.15 Morning Tea  
11am Site Tour Departs Nerang  
12.30 Site Tour Luncheon at  
Jaden Mini-Loaders  
Factory – Burleigh Heads.  
1.30 Site Tour departs  
2pm Site Tour resumes at Coates  
Hiring Nerang.  
3pm Site Tour continues to  
Kennards Hire Service  
Labrador  
5pm Tours return to Conrad  
Jupiters.

### ***Monday 1 September Hire & Rental Golf Competition***

10.30 Golf Tour departs Conrad  
for *Royal Pines*.  
11am 18-hole Competition Start  
1.30 9-hole Competition Start  
*Exhibitors join*  
*Delegates at Royal Pines*  
5pm Golfers return to Conrad  
Jupiters.

**6.00pm WELCOME COCKTAIL  
RECEPTION  
Exhibition Area  
Delegates, Exhibitors &  
Partners Welcome**

## DAY 2

### Tuesday 2 September

7.30 Registration Desk Opens  
8.30 **OFFICIAL  
CONFERENCE OPENING**  
Keynote Speaker:  
10.30 **Morning Tea  
Exhibition Area**  
11am Workshop Sessions  
12.30 **Lunch – Exhibition Area**

### ***1.30 OFFICIAL EXHIBITION OPENING***

5pm Coaches depart for  
**BUSH BASH BBQ**  
in Rotaract Park.

*An opportunity for exhibitors  
to demonstrate and display  
equipment in an outdoor  
setting till 7pm then socialise  
till 9pm*

## DAY 3

### Wednesday 3 September

7am Registration Desk Open  
7am **Exhibitors Breakfast  
Meeting**  
8am **EXPO OPEN**  
10.30 **Morning Tea in  
Exhibition Area**  
11am Event Hire Keynote  
Speaker & Workshop  
Sessions  
12.30 **Lunch served in  
Exhibition Area.**  
1.30 Exhibition Continues  
1.30 Event Hire Hands-on  
Workshops continue  
3.30 **Afternoon Tea served in  
Exhibition Area.**  
4pm Exhibition Closes  
.....  
7.30 Cocktails in the Gallery  
8pm **FORMAL BANQUET &  
CLOSING CEREMONY**



**HIRE & RENTAL 1997 CONFERENCE & EXHIBITION**  
**CONRAD JUPITERS** **GOLD COAST**

**1 - 4 SEPTEMBER**

## ***EXHIBITION PACKAGE***

## ***NOW AVAILABLE***

*Exhibition Packages are now available from the Conference Secretariat -  
Telephone +61 7 3844 1138  
Fax +61 7 3844 0909*

*If you have not already received yours please call immediately.*

***WE WANT TO SEE YOU  
ON THE  
GOLD COAST!***

**HIRE & RENTAL 1997 CONFERENCE & EXHIBITION**  
**CONRAD JUPITERS** **GOLD COAST**

**1 - 4 SEPTEMBER**

# ***EVERYTHING UNDER THE SUN***

*This is the logo of the Gold Coast Visitors Bureau which we have adopted for the Hire & Rental Conference and Exhibition.*

*Exhibitors may wish to incorporate this theme in their displays.*

*There is a prize for the **BEST PRESENTED STAND**  
and  
**BEST PRODUCT OF THE SHOW.***



Gold Coast 1997

*Contact the Secretariat for more information*

*Tel: (07) 3844 1138*

*Fax: (07) 3844 0909*



Hire & Rental Association  
Exhibitors at the 1997 Exhibition  
**PLEASE NOTE:**

# The BUSH BASH BBQ

is a *new* event scheduled for  
**Tuesday 2 September 5pm - 9pm**

This function has been specifically designed for exhibitors to demonstrate their equipment in an outdoor setting.

The Rotaract Park is within walking distance of Conrad Jupiters and will be on the site for a BUSH BASH BBQ Function on Tuesday evening, 2nd of September from 5 - 9pm. During this time exhibitors are encouraged to set up and demonstrate any equipment which cannot be displayed effectively within the hotel exhibition areas. There will be a time limit of 7pm sharp on active demonstrations, because of noise restrictions in a residential area, but the social function and interaction will continue till 9pm.

We believe this opportunity offers exhibitors a chance to display their products in a working environment. For instance:

- marquees can be erected
- portable on-site Toilets will be required
- BBQ's, Tables & Chairs needed
- Umbrellas, Dance floors, Music systems
- Generator Hire for lighting.

Let us have your suggestions on equipment you could supply for demonstration so we can incorporate it in our plans.

## BOOK YOUR BUSH BASH BBQ DEMO SPACE NOW!

**Contact the Secretariat if you need an Exhibition Package.**  
**Ph: 07 3844 1138 Fax: 07 3844 0909**



# **REGISTRATION FEES**

## **MEMBERS & EXHIBITORS**

Before 30 June: \$200  
From 1 July: \$250

## **NON-MEMBERS**

Before 30 June: \$250  
From 1 July: \$300

*One of the major changes to this year's event will be the integration of exhibitors and delegates at all social functions, lunches and morning/afternoon teas.*

*To do this we need to cover catering costs – in fact we are subsidising the catering, but it will be necessary for all exhibitors to register for the conference at the same cost as delegates.*

*The Registration Fee will cover:*

*Monday – Welcome Reception  
Tuesday – Morning Tea/Lunch/Afternoon Tea  
THE BUSH BASH BBQ  
Wednesday – Morning Tea/Lunch/Afternoon Tea*

*The Site Inspection Tour, Golf Day, Banquet and Social Tours will be at individual's own expense.*

**Contact the Secretariat for more information.**

**Tel: +61 7 3844 1138**

**Fax: +61 7 3844 0909**



## HIRE & RENTAL 1997 CONFERENCE & EXHIBITION

CONRAD JUPITERS

GOLD COAST

1 -4 SEPTEMBER

# ACCOMMODATION

*Accommodation at Conrad Jupiters is \$160 per room per night single/double/twin.*

*We need your support. By booking accommodation at the venue via the Registration Form, the Secretariat can enhance the Committee's bargaining powers on room hire arrangements.*

*Companies and families seeking alternate apartment accommodation should also contact the Secretariat to take advantage of group booking discounts.*

*The first day's activities are on Monday 1 September.*

*Why not plan to arrive early – have the weekend to relax before launching into a hectic week of activities. perhaps you may prefer to stay on for a couple of days. Delegates may extend their stay for two days either side of the conference at a reduced rate.*

*Thursday 4 September is set aside for associated meetings and local touring.*

*Shopping tours, 4-wheel drive bush adventure, Seaworld, Dreamworld, Movieworld with the kids, or more relaxing Golf at Royal Pines are all suggested activities.*

*Start planning now – the Gold Coast in September is superb!*



Gold Coast 1997

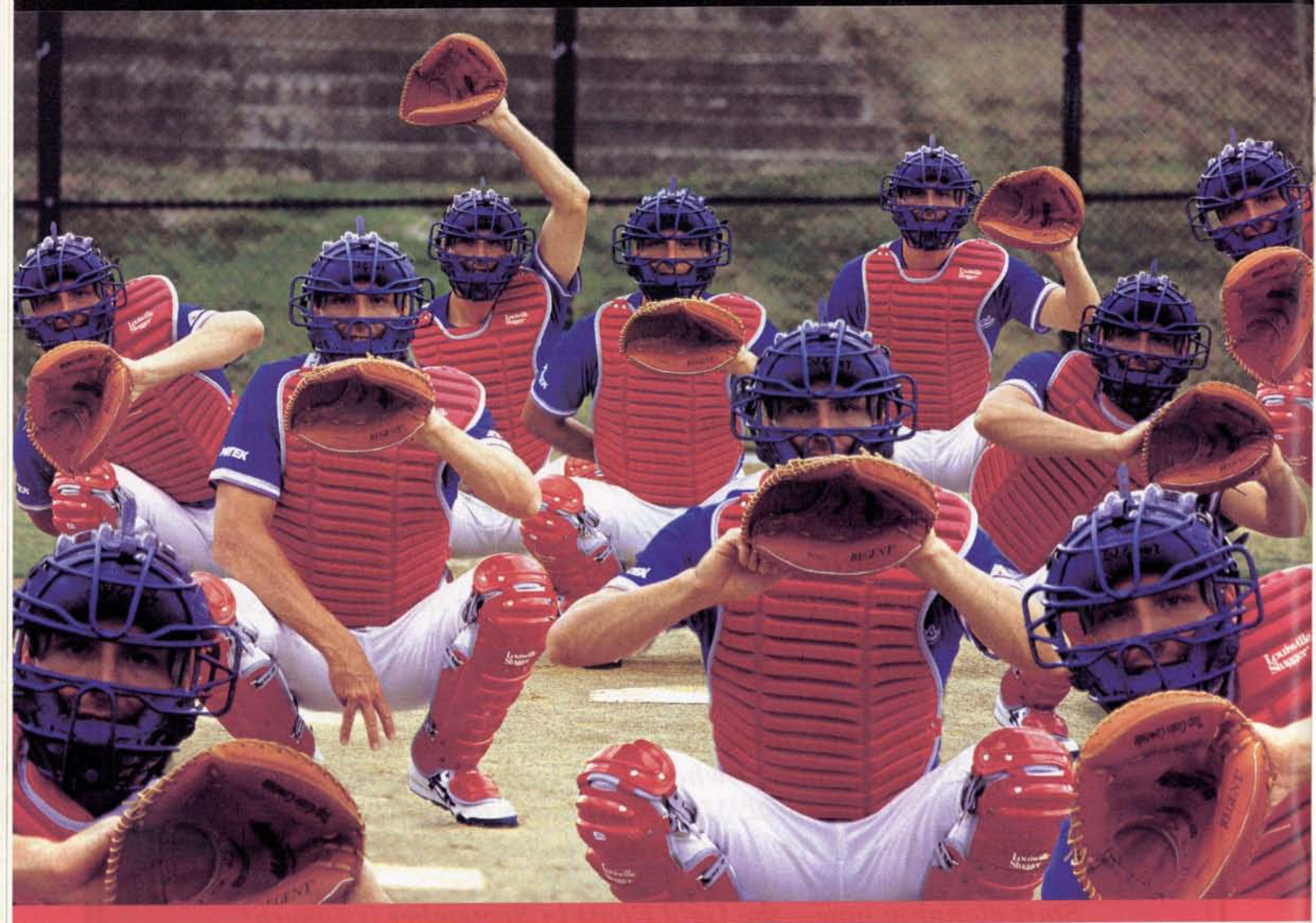
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Ingersoll-Rand is now sold, supported and serviced by 27 NS Komatsu outlets.

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And now that the Ingersoll-Rand range of construction and mining equipment is marketed Australia-wide by NS Komatsu, there are substantially more sales and service outlets.

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more training programs to make ownership of Ingersoll-Rand products even more convenient, and profitable for you, than it's ever been.

What's more, you will even see the same familiar Ingersoll-Rand faces in sales and consulting when you deal with NS Komatsu.

So owning Ingersoll-Rand construction and mining equipment will never be the same again. It'll be better!

**INGERSOLL-RAND**  
**CONSTRUCTION & MINING**

Sold supported & serviced by NS Komatsu



# In a tight corner? Call for a Skid Steer

Skid Steer Loaders are one of the most sought after machines in the plant equipment range. They get their name from the fact that they are steered by locking one set of wheels. This gives the vehicles great manoeuvrability and versatility, coupled with their narrow wheel base, allowing them to operate in confined spaces that most other plant equipment can't even access.

Skid Steers originated in the early 60's in North America when they were used on farms to combat the freezing conditions. The early models, a three-wheeled petrol driven vehicle, with a general purpose bucket, were used to transport fodder to stock, which had to be kept indoors during the harsh winters. The ability of these early models to operate in such conditions led to the development of the modern day models we know today.

Today's models with their specialised attachments such as stump grinders, backhoes, breakers and tampers, three-point hitchers, trenchers, scarifiers, industrial grapples, bale handlers and pallet forks, turn the skid steers into a multi purpose vehicle.

This versatility makes skid steers standard equipment for industries such as building and construction, excavation, plumbing, roadwork, landscaping, demolition and agriculture.

All of the skid steers sold in Australia are manufactured overseas, most coming from the original area of their introduction, North America.

Market leaders, Bobcat, Case and Mustang all have their manufacturing plants in this area, while Thomas are made in Canada.

The first skid steers came to Australia in the 1965. Produced by Bobcat, it was a petrol driven vehicle, basic model, with a lifting capacity of 300kg.

Skid Steers of today range from the 19 hp, 300 kg lifting capacity model to the 1 ton model. with all the

advantages of modern technology

But the local market is concentrated on the 300 kg - 800kg range. Which is in keeping the trend worldwide. While each model within this range has its uses, the 600kg model is by far the most popular, accounting for two-thirds of the 1400 units sold each year in Australia.

These are considered the ideal workhorse, with a 40-50 hp engine, combining the size to do the heavy work, with the versatility of the smaller models.

The life expectancy of a new skid steer, operating under normal working conditions is estimated at four - five thousand hours. This durability has helped the establishing of a thriving used equipment market in skid steers.

## Safety

Safety is a big issue in skid steers. Over the years skid steers have been involved in their share of accidents. These have been mostly attributed to operator inefficiency or ignoring safety regulations.

Skid Steers are not a learner drivers vehicle.

Their short wheelbase makes them a very agile machine, but they can be unstable in the hands of an inexperienced driver, especially on a downhill slope, which can be compounded by the fact that, while the driver has very good frontal vision, he has limited back vision. All operators of skid steers must have a certificate of competency.

Over the years the continual accent on safety has seen most of the later models have in-built safety devices which have to be operational before the machines will start.

Some skid steer distributors in Australia now provide a training video with the sale of the vehicle.

A look at the Mustang 2060 model shows some of the in built safety features on modern machines.



- (1) Seat Belt with Boom & Bucket Lockout System
- (2) Neutral Start & Return to Neutral Steering System
- (3) Automatic Brake Lock as soon as Engine is turned off. (No Mechanical Hand Brake to Engage)
- (4) Built in Lock Out Boom Stops that can be engaged by operator in the operators seat.
- (5) T Bar allows operator to turnaround in the seat and reverse & have good vision, while at the same time moving the machine with one hand on the T Bar - this is unique to Mustang

### Renting

Skid Steer renting in Australia is mainly confined to short term hire. A contractor needs an extra machine, or has a few hours work that a skid steer can handle. Being so versatile they are very handy item in any hire yards range.

Although it is compulsory for all skid steer operators to have a certificate of competency, it is essential that hirers are instructed in safety measures which must be maintained. It would be impossible to provide a set of safety instructions governing the many uses of skid steers, but, a few basic instructions which hirers should be made aware of are:

- Exercise caution when loading or unloading equipment.
- Move vehicle around the job site with caution, always check rear before reversing.
- Wear a seat belt during operations.
- Never leave the operators seat without first lowering the lift arms, or engaging the lift arm stops.
- Never carry passengers on the vehicle.
- Do not use the bucket to lift personell.
- Don't allow bystanders in the work area.
- Don't overload the bucket.

- Keep the bucket as low as possible during transport
- Travel up and down grades with the heavy end of the machine on the up side of the slope.
- Always lower the bucket on to ground when leaving the seat.
- Stop the engine before refueling
- Don't make any adjustments or perform maintenance while the engine is running.
- Never travel with a load obstructing your vision.
- Place the controls in park or neutral when alighting from the machine.

### Suppliers

The major suppliers in Australia are Bobcat, Case Mustang and Thomas, the market leaders worldwide. A group of other smaller companies make up a smorgasboard of choices for end users, creating a very competitive environment in the local market.

One company, Case, conducts a national skid steer drivers challenge each year, with the prize, a Harley Davidson motorcycle, going to the operator who negotiates a gruelling obstacle course in the quickest time.

# Case Skid Steers

- Whatever your workplace demands, there is a rugged, high quality Case skid steer for the job. From the economical 25hp 1825, right up to the powerful 56hp 1845C.
- Case skid steers offer the perfect balance of power, agility and size, as they dig, lift, carry and manoeuvre between job site obstacles.
- Case skid steers supply the power for digging, grading, material handling, road repair and more and with the Case dealer network, you're assured of fast, reliable service with genuine Case parts for less down time and increased productivity.
- The Case range of skid steer loaders represent a steady and thoughtful evolution based on advanced technologies and years of experience. Big on quality, performance and reliability, Case skid steers produce equally well in wide open spaces or cramped areas.



Case skid steers offer a wealth of features and functions, like great visibility, sensitive steering, and highly responsive hand controls for simple, yet accurate operation. Maintenance features have been designed with the owner's profits in mind, with handy access to service elements and the general durability of the parts and components keep Case skid steers working steadily.

With the customer in mind, the Case skid steer is the machine with the strength to tackle the most rigorous conditions, with powerful engines, hefty hydraulic capacities, and heavy duty design and construction synonymous with Case built equipment.

As well as strength and power, versatility is a high priority in the competitive skid steer contracting market and the Case range of skid steers are compatible with a wide range of attachments including backhoes, post hole borers, brooms and hydraulic hammers and compactors.



# New Mustang 2040

Following the launch of the Mustang 2060 to the Australian market, Mustang Manufacturing Company Incorporated has released the 2040 Model which now replaces the 940E.

The Model 2040 incorporates many design upgrades in relation to the 940-E. These areas that have been improved will increase its performance, serviceability, and reliability. In styling and appearance, the 2040 has been given some of the styling characteristics of the 2060 which expands the 2000 Series Mustang theme or product line concept. Options, used on the Model 940E are also available for use on the 2040.

Two outstanding feature areas on the 2040 are the choice of steering controls and fast-a-tach methods. With the 2040, you can now offer our customer's T-bar steering/foot operated hydraulics...., Dual lever steering/foot operated hydraulics.... and Dual lever steering/hand control hydraulics. No other competitor has this feature available at this time.

In addition, the 2040 now has two choices of Fast-a-Tach consisting of the single pin version and the two pin version.

The two pin universal Fast-a-Tach now allows owners of other skid steer loader brands to purchase a Mustang 2040 and be able to use all of their existing attachments without major modifications which is a real saving in time and money when converting to a Mustang machine.

From the input of Mustang operators around the world, many design areas of the 2040 have been improved to develop better manufacturing methods and to reduce the complexity or number of parts being used within the design.

Some of the new design features are

## MAIN FRAME

- Step Bushings used at lift arm and lift cylinder pins areas for increased strength
- Stronger frame front and rear cross members for additional strength
- Designed for robotic welding of all joints/seam for additional strength, with better weld consistency.
- Axle support tubes tied into the front and rear frame with additional gussets.
- Increased operator comfort with redesigned operator area. More leg room for tall operators

## LIFT ARM DESIGN

- Frame stops at lower arm/chain case to allow boom to rest against the frame for added strength when loading the bucket.
- Optional Auxiliary Hydraulics now located on inside of lift arm. Easier accessibility and increased

protection.

- Higher strength material in the boom to decrease flexing with off centre loads.
- Shimmed dump stops, rollback stops, on the boom correct alignment and increase support for the Fast-a-Tach.
- Better operator visibility in relation to seeing the bucket cutting edge

## CHAIN DRIVE SYSTEM

- Outside access cover provided for quicker inspection and easier motor access.
- Fewer chain adjustments (no primary drive chain adjustment required).
- Spring-applied, hydraulic released park brake lock system. No adjustments required, no electrical circuit breakers used, quieter operation.

## CONTROL SYSTEMS

- Choice of three control concepts.... T-Bar/foot hydraulic controls....Dual lever/foot hydraulic controls.... and Dual lever/Hand hydraulic controls.
- Hydraulic pedals located lower in relation to the seat for increased operator comfort and increased leg room.
- Bearings added to the foot pedals for smoother operation.
- Optional Auxiliary Hydraulics for all styles of steering controls.
- Electronically switched parking brake system instead of friction/handle engagement method.

## ELECTRICAL SYSTEM

- Fuse panel located in the ROPS headliner with improved accessibility.
- Main circuit breaker in engine compartment electrical panel.
- Sealed electrical connectors in place of jumper wires and single wire connections.
- Improved wire harnesses with provisions for electrical options such as special flood lights or for electric water pump on Road Broom and Profiler attachments.
- Improved instrument panel with switches and instruments.... Warning cluster gauge.... Electronic alarms.

## IMPROVED PERFORMANCE HYDRAULIC SYSTEM

- Gresen V17 control valve for smooth and efficient hydraulic control.
- Larger hydraulic lines allow lower pressure and .... less heat and a smoother operating valve with better metering (feathering ability).



- Control valve is now located in the engine compartment for easy access to the valve linkage.... and fittings.... and less noise.
- Better relief valve performance without high pressure drop problems under load. Allows reduced hand lever loader control effort by the operator.
- Single 17GPM gear pump instead of a dual gear pump as used on the 940 which allows....Lower engine power requirements.... increased reserve hydrostatic drive power.... less starter drag in various climatic conditions.... less heat.... lower replacement cost.
- Easier access to the hydraulic filters.... both charge and return filter are in the engine compartment area.... no panels to remove to change filters.

#### ENGINE COMPARTMENT

- The unit has a fully lockable engine compartment for vandal protection and an improved exhaust system routing for additional reliability.
- A larger muffler and deflected exhaust pipe direction to the rear of the machine means lower noise at the operator's ear.
- Engine electrical components in a fully enclosed panel.
- Improved cooling of the engine compartment area with the radiator and oil cooler sealed to prevent air recirculation, resulting in improved cooling of the engine and more air flow out of the engine compartment area
- Larger 2-stage air filter than used on the 940 Series and an optional precleaner is available.

The 2040 has the same load or rated capacity as the 940-E Series under the new method of measuring this.

The old method allowed the measurement to be taken with the bucket curled all the way back which puts the cutting edge higher than the bottom back of the bucket. The new method for taking this measurement now establishes that the floor of the bucket including the cutting edge has to be flat or parallel to the ground. This changes the rating of the 940-E Series.

#### Some of the basis specifications are:

Operating Load (SAE)	590kg
Tipping Load	1180kg
Hydraulic Pump - Capacity	64litres/min.
Hydraulic Operating Pressure	172 BAR
Hydraulic System Capacity	43.5 litres
Breakout Force - Lift	1360kg
Breakout Force - Tilt	1814kg
Travel Speed	11.2 Km/h
Operating Weight	2404kg
Engine	Yanmar
Model	4TNE84
No. of Cylinders	4
Rated kW	29.8kW@ 2750RPM
Rated Torque	125Nm@ 1600RPM

The 2040 unit is available with a Delux ROPS Cabin with full insulation and instruments, Quartz Halogen driving lights, top and rear windows, internal operated boom stop safety pins, safety electric seat belt with hydraulic boom and tilt cylinder lockout and adjustable suspension seat with arm rests.

The Mustang 2040 Model will be available from February 1997 in Australia.



## MUSTANG<sup>TM</sup>

### Skid Steer Loaders

Distributed By



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*We recognise event management and party hire are unique components of the Hire and Rental Industry. The 1997 special workshops will address ways to market your services, how employees can enhance company presentation and client retention, how you can be pro-active, attracting new clients, finding clients who need your services, upgrading the services they think they need, and generally improving the prospects for your business.*

*Participants will be encouraged to gain "hands-on" experience with new ideas in event management, themeing and organisation. Experienced event managers will provide leadership in the workshops and we welcome your input. Let us know about your successes. Perhaps you might like to share some of the close shaves, the last minute panics, and the near-disasters.*

*We are all in this business together. Let us learn from each other!*

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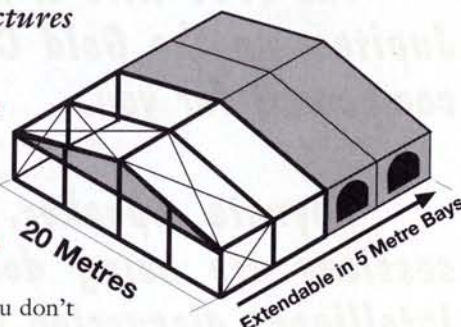


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# Clear span pavilions now made in Australia

An Australian company specialising in the construction and sale of high quality clear span pavilions has been established in Adelaide to service the national special event and warehousing industry.

Called Interlock Pavilions, it is producing Australian-made pavilions that will compete against imported products, offering them at significantly lower prices and considerable shorter delivery times.

Interlock Pavilions has been created by Mr. Geoff Millard, formerly a director of a leading hire business and who has worked extensively in the hire and special events field for more than 15 years.

The Interlock Pavilions clear span structures are 100 percent Australian made in Adelaide. Components are manufactured to Australian Standards AS1866 accredited to ISO 9002 and use structural grade anodised aluminium. They are available in spans of 6 metres, 10 metres, 15 metres and 20 metres extendable in three and five metre bays to virtually any length.

Mr. Millard said he began making the clear span pavilions because of the high cost of the imported product and his belief that an Australian-made structure could be produced.

"I am being inundated with enquiries from Australia and New Zealand," Mr. Millard said.

"Our structures are outstanding, compare more than favourably with existing imported products and offer savings of up to fifty percent over the overseas product"

Mr. Millard said the that Interlock Pavilions structures have been designed specifically for Australian and New Zealand conditions and, in addition to having extruded anodised aluminium

frames, used top quality fabric coverings including Birkmyre or fabrics of the clients choice. Various styles of walls in solid, clear or colonial arch were also available, he said.

"Because of the presence of imported pavilions in this country, we have purposely designed the Interlock Pavilion structures to be compatible with the imported brands, thus further enhancing the local products appeal and flexibility."

"With Australia staging an increasing number of major events, there is a growing demand for clear span pavilions and I believe this demand will continue at a steady rate. The Sydney Olympics Games and the major festivities associated with the new millennium and Australia's centenary of federation will all contribute to this demand continuing to expand as we get closer to the year 2000."

"The warehousing industry is also undergoing rapid expansion, and many storage companies and manufacturers view clear span vinyl clad pavilions as an excellent and cost effective means of storing products. Other growing uses for these versatile and weatherproof structures include aircraft hangars, swimming pool enclosures and convention facilities."

"I am sure that the Australian-made Interlock Pavilion structures will be applauded by the end users as outstanding and price competitive products that will do the job, and do it well."

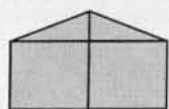
**Interlock Pavilions can be contacted by telephoning or faxing 08 8276 7617, Contacting mobile 0418 844 287, or by writing to:**

**P.O.Box 393**

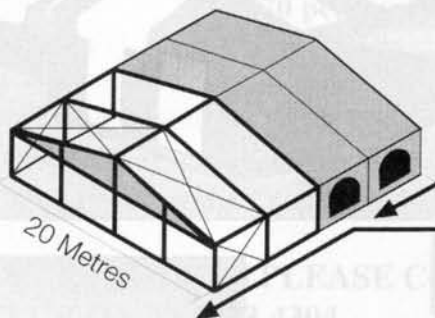
**Daw Park**

**SA 5041**

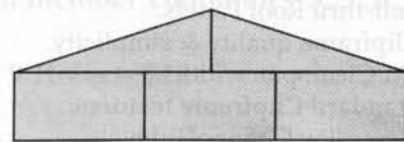
Available sizes extendable in 3 or 5 Metre Bays and custom built to your requirement



6 Metre span

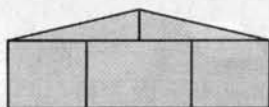


20 Metres

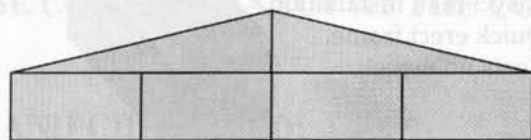


15 Metre span

**Extendable in 5 Metre Bays**



10 Metre span



20 Metre span

**Small Profile** 6M and 10M spans extendable in 3M, or 10M span extendable in 5M bays.

**Large Profile** 15M and 20M spans extendable in 5M bays.

# Baytex Accessories win U.S. hearts at the A.R. A.

Baytex again exhibited at the ARA Convention, this time in New Orleans and was very satisfied to report a steady increase in the popularity of marquee liners in the U.S. market. Baytex marquee Liners in particular are being well received as the Americans begin to appreciate their quality, attractive appearance and user friendliness. Up to now this market has been sceptical about investing in a range of marquee liners as they can buy their tent tops so cheaply. However as more party renters add liners to their inventory and start to see the benefits they generate and also with the increasing exposure of marquee liners in various Rental & Event trade magazines, Baytex sees a bright future for this particular product in the U.S. market.

A point of interest is the type of liner specifically developed by Baytex for their New Zealand and Australian customers is the one that is proving particularly popular in the U.S. market.

To help develop brand awareness in this new market Baytex is beginning to introduce some of its other marquee accessories into the market and the ARA Convention is always an outstanding showcase.

With around 200 party hire exhibitors alone and something like 15,000 attendees from the U.S. and around the world, its major event by any measure and just one of the three aimed at the U.S. Party, Tent and Event industry in less than two months.

Two extra products we featured this year were the **Baytex Flexitunnel** and the **Baytex Peg Puller**. Both were recognised as examples of design excellence and innovation and were rewarded with significant sales. Both products are widely in New Zealand and have been demonstrated in Australia on a number of occasions, though with significant less sales success than they deserve.

In the case of the peg puller the widespread use of car axle stakes in Australia almost precludes them from being suited to any form of mechanical extraction.

However, hire operators who have chosen to use quality, purpose made stakes could well take advantage of the ease and convenience of the **Baytex Peg Puller**.

The Flexitunnel is another product which enjoys widespread use throughout New Zealand, but has never really taken off in Australia, in spite of a number of units being sold into the market. We are optimistic that the volume of orders we are receiving from the U.S. for Flexitunnels will enable us to achieve some economies of sales in their manufacture, resulting in a more attractive price in the local market.

Both these are products that every marquee hire company should have so if you are interested please give us a call, the answer won't cost you a cent.

## Announcing a major advance in Frame tent design!

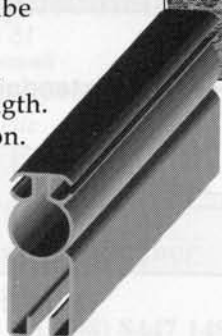
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**Cobram Barooga Golf Club**

**Saturday May 24 and Sunday May 25, 1997**

Following the very successful inaugural *Event Hire Trade Exhibition* held in Cobram last year, we encourage those interested in participating this year to complete the following registration details NOW to ensure their attendance. (REGISTRATIONS CLOSE 18 APRIL)

COMPANY NAME.....

ADDRESS.....

TELEPHONE.....FACSIMILE.....

ATTENDEES: (Attach list if insufficient space)

.....  
.....  
.....

**EXHIBITOR COSTS:**

Exhibitors (per 3m x 3m Covered Site	\$60	\$.....
Exhibitor Marquees	\$60 per site	\$.....
Registration Fee	\$60 per person	\$.....
10amp Power Supply	\$10	\$.....

REGISTRATION	\$50 per person member companies	\$.....
	\$70 per person non member companies	\$.....

GOLF	18 Holes - \$20	9 Holes - \$12	\$.....
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TOTAL AMOUNT ENCLOSED (Please make cheque payable to  
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**FOR ACCOMMODATION DETAILS PLEASE CONTACT NANCY AT THE COBRAM  
BAROOGA GOLF CLUB ON 03 5873 4304**

**ON COMPLETION, PLEASE SEND FORM AND CHEQUE TO:**

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PO Box 21  
HAWTHORN VIC 3122  
Facsimile: 03 9818 3686**

# Driving customer service and competitive edge through computing

A good computer application customised to your needs will provide valuable productivity to your business. Make sure however that you do some serious forward planning before deciding on a package. Companies should expect much more out of their computing investment.

Lets look at some of the key challenges businesses need to face.

**Change:** Companies need to understand how they will manage change if they are to remain competitive. The pace of change is increasing, methods of finding business are changing, customers are more demanding and competition is greater. The need to ensure forward planning to cater for change is vital and should be a core strategic business requirement.

**Customer Service:** First class Customer Service is now fundamental to the profitable growth of any company. Successful companies are making customer service a central business strategy to ensure repeat, profitable business and maintain their competitive advantage. You need to be a business partner with your customers.

There is a phrase in Customer Service training called "Moments of Truth". A moment of truth is, any time that a customer makes contact with your business whether it be by letter, telephone or personally, or use the company's services, the company's level of credibility is on the line. The key is to make each moment of truth a successful one for both you and your client. A bad experience diminishes credibility faster than a good one makes it rise. Unfair but true.

**What does this all have to do with computing?**

**Lets take customer service first.** The person interfacing with the customer must have detailed decision making information available to them if they are to maximise the success of the transaction. Immediate and accurate stock availability right across the company including maintenance and delinquent stock, complete customer details, existing and new contract details will allow quick and accurate reaction to enquires' at the point of sale. Calling the customer back because you don't have the information, or information given was inaccurate, is a potential way to lose to the competition who knows this information.

You need to have on line, real time access to your computer database to do this.

**Preparing for change** is a vital aspect of computing if we are to maintain a leading competitive position.

You may want to take advantage of a business situation which requires process changes or updates. Can you change these processes quickly to maximise the opportunity? Will it be cost effective. How will it impact core modules?

To maximise your computer investment, ensuring you can react in the future is just as important as getting the process right today.

To most effectively provide for change, you need to ensure your systems are adaptable. Fourth Generation Programming Languages will provide this adaptability for you. You will find that most serious suppliers are moving towards this method of programming if they do not already supply it. Suppliers know that they must support their customers by "adding value" just as you must do for your customers. Widely accepted Fourth Generation Programming Language such as "progress" are the most flexible and sophisticated way to provide applications today. Customer changes are more easily catered for and can be scheduled much faster than previous methods of programming.

So ensure you look at the big picture when planning your next upgrade or your initial system.

**Lyons Computers** specialises in the development of multi user applications for specific industries. With many years of development with clients in the Hire industry, feedback suggests that the Lyons Hire Modules the most sophisticated, specialised Hire package in the industry today, for medium to large users. In fact one of our large clients views the package as their strategic competitive advantage.

We have focused heavily in one of the areas that has the greatest impact on profitability in the industry, that being a high level of control over inventory, and its most efficient use across the the total company. Lyons Computer's aim is to create value for its clients. We do this by providing customer specific options in a totally intergrated business solution, backed by a high level of Australia wide support which we are renowned for.

An Information Kit can be forwarded on request.

**Call Gordon Sanderson or Nerida Braad at Lyons Computers  
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# Computerising your Hire Business - IV

## Getting the best out of your computer System

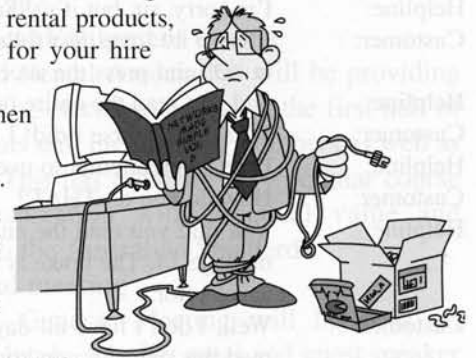
Article by: Chris Pannell –  
The Software Link

So, you want to computerise your hire business in a quick and painless way, wonderful, if you have read the past four articles in this series, you will now have a good understanding of most of the steps you should take and most of the factors you need to be aware of to ensure you get it right the first time.

Of course there are other factors to be aware of and in this, the fifth of this series we take a more light hearted – but never the less serious look at some of these.

First: we will look at **“HOW NOT TO COMPUTERISE YOUR HIRE BUSINESS”**

1. Talk to all your friends with computers – buy the same.
2. Talk to your Accountant, either buy the same system he uses, this will be great for tax returns – useless for hire. Or, buy the system he recommended for Sandy's Video Store or Bill's Newsagency.
3. Go to a “Computer Super Store” buy what the 19 year old sales guy tells you. “It also has a karioke function – just great for the office party”
4. Buy an accounting package such as Attache 5, Sybiz, CBA, QuickBooks, Sage, or similar, spend months learning how to drive it and loading your 1,000 customers and 2,000 rental products, find out that it doesn't handle hire, (or the sale of time), which is crucial for your hire business.
5. Don't get involved in the Computer System, leave it to your office person – then be sure to follow rule 7 below.
6. Buy a custom program, because “that way you will really get what you want”. (You may if you spent a \$million or so dollars and a few years of your time).
7. “Save” on training, have one day instead of your supplier's five or ten day program. (How long did you take to learn to drive a car?)
8. Run parallel with your old system so no one need make a commitment to the new system – they can just keep on using the old one.
9. Train someone with no aptitude and then let the person trained go on leave or work on something else for a few weeks after training.
10. Don't take any of their regular work off the person who is going to learn the new system and get it going.
11. After your supplier has set up with you the core rental rate structure for charging the way you told him you work, change it, then complain when the new one you designed does not work.
12. Cancel the support program, you can always work out your own way the system **should** work. (Instead of how it **does** work).



Some users may need only one of the above to ensure total failure, some will combine several of these “Bound to fail Rules” to ensure either a total disaster or a major (avoidable) crisis.

**What about our cars?** General Motors doesn't have a “Help Line” for people who don't know how to drive, because people don't buy cars like they buy computers – but imagine if they did – could we see ourselves in this picture.

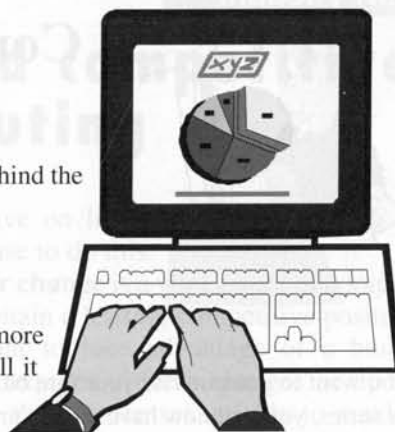
- Helpline: General Motors Helpline, how can I help you?
- Customer: I got in my car and closed the door, and nothing happened!
- Helpline: Did you put the key in the ignition and turn it?
- Customer: What is an Ignition?
- Helpline: It activates the starter motor that draws the current from your battery and turns over the engine.
- Customer: Ignition? Starter Motor? Battery? Engine? How come I have to know all of these technical terms just to use my car?

**How about this scene:**

- Helpline: General Motors Helpline, how can I help you?
- Customer: My car ran fine for a week, and now it won't go anywhere!
- Helpline: Is the petrol tank empty?
- Customer: Huh? How do I know?
- Helpline: There's a little gauge on the front panel, with a needle, and markings from “E” to “F”. Where is the needle pointing?



Customer: I see an "E" but no "F"  
 Helpline: You see the "E" and just to the right is the "F"  
 Customer: No, just to the right of the "E" is an "N"  
 Helpline: An "N"?  
 Customer: Yes, there's an H, an O, then an L followed by D an E & N.  
 Helpline: No, no, sir! That's the name on the front of the car, when you sit behind the steering wheel, that's the panel I'm talking about.  
 Customer: The steering wheel? – Is that the round thing that honks the horn?  
 Helpline: Yes, among other things.  
 Customer: The needle's pointing to "E". What does that mean?  
 Helpline: It means you have to visit a petrol station and purchase some more petrol. You can serve it yourself, or pay the petrol station to install it for you.  
 Customer: What? I paid \$25,000 for this car! Now you tell me that I have to keep buying more components. I want a car that comes with everything built in it!



**In the computer business we can unfortunately relate to this next scene**

Helpline: General Motors Helpline, how can I help you?  
 Customer: Your cars suck!  
 Helpline: What's wrong?  
 Customer: It crashed, that's what's wrong  
 Helpline: What were you doing?  
 Customer: I wanted to go faster so I pushed the accelerator pedal all the way to the floor. It worked for a while, and then it crashed – and now it won't even start up?  
 Helpline: I'm sorry, sir, but it's your responsibility if you misuse the product.  
 Customer: Misuse it? I was just following this damned manual of yours. It said to make the car go, put the transmission in "D" and press the accelerator pedal. That's exactly what I did – now the damn thing's crashed.  
 Helpline: Did you read the entire operator's manual before operating the car sir?  
 Customer: What? Of course I did! I told you I did EVERYTHING the manual said and it didn't work!  
 Helpline: Didn't you attempt to use the brake to slow down so you wouldn't crash?  
 Customer: How do you do THAT?  
 Helpline: You said you read the entire manual sir, it's on page 14. The brake is the peal next to the accelerator.  
 Customer: Well, I don't have all day to sit around and read this manual, you know.  
 I want you to send me one of the latest versions that goes fast and won't crash anymore!

**or to close out on the subject we will leave you with these thoughts:**

Helpline: General Motors Helpline, how can I help you?  
 Customer: Hi! I just bought my first car and I chose your car because it has automatic transmission, cruise control, power steering, power brakes and power door locks.  
 Helpline: Thanks for buying our car. How can I help you?  
 Customer: How do I work it?  
 Helpline: Do you know how to drive?  
 Customer: Do I know how to what?  
 Helpline: Do you know how to DRIVE?  
 Customer: I'm not a technical person! I just want to go to places in my car!

Fortunately we can conclude on a happy note, there is a safe cost effective way to computerise your hire & rental business, you can contact Bruce Davis at Trilogy Systems on 02 9330 0403 or Chris Pannell at Software Link on 043 653 388

# PRESSURE

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# ASSOCIATION NEWS

## New National Secretary

Chris Hanlon, from Australian Business, has been appointed secretary of the Hire and Rental Association of Australia. Chris also takes over as secretary of the New South Wales Hire Association. Chris replaces Gareth Johnson, who has left to take up another position with Australian Business.

Chris can be contacted on

Tel: 9927 7500

Fax: 9956 7004

## Queensland

The Queensland Region's final Trade Night and Social Event for 1996, held at Bill Mountfords, Equipment Hire premises in Mt Gravatt, in November, was a huge success attracting 100 attendees, as well as 20 Trade Suppliers demonstrating their products.

Those present were also given the opportunity to take advantage of discounts offered by the trade suppliers.

It was great to see so many members attending the trade show, supporting the associate members, whose participation makes these events possible.

The hotter than usual weather did not deter anybody and the dinner was delicious. This was proved by the number of members who lined up for seconds, one unnamed member showed his appreciation of the Chefs efforts with three visits to the table!

Among those present were Bob Lawler & Allan Fuller (Brisbane Hire) and Bill Flavel (Equipment Hire Service) who in 1963, were at the first meeting of the Queensland Region. Along with Cameron Ralston (Expressway Hire), they were foundation members of the Queensland Association.

National President, Richard Crommelin, attended in an unofficial capacity and chatted with everyone.

Peter Walden (Qld President) addressed the attendees and outlined upcoming events for the Queensland Members.

Peter also thanked Bill Mountford for allowing the use of Equipment Hire Service at Mt Gravatt again. Bill's staff worked tirelessly to ensure everyone had a great time.

These Trade Nights not only allow suppliers to display their products, but also provide the opportunity for members to socialise and share industry related information.

The success of this years event may see these Trade Night becoming a more regular occurrence in the future.

## UPCOMING EVENTS IN THE QUEENSLAND REGION

April 1997 - Social & Trade Night

June 1997 - Northern Roundup  
Laguna Quays

August 1997 - Brisbane Convention  
Surfers Paradise

## South Australia

### 1996 Christmas Function

1996 concluded on a high note, with a very successful Christmas dinner at Jarmer's Restaurant in the eastern suburbs

### Activities for 1997

#### Testing Electrical Equipment Course

The Hire and Rental Association will be providing at least two testing electrical course in the first half of 1997. Participants will include non members as well as member firms. This has proved a very popular course within the Association with practical value and compliance with the Australian Standards.

#### Annual General meeting

The Annual General Meeting will be held on Tuesday, 18th March. A buffet meal and guest speaker will be arranged at the Employers Chamber on Greenhill Road.

#### Weekend Seminar

Following the success of a weekend seminar in the Barossa Valley last year, the Association will be arranging a similar event in April/May 1997. This will be one of our major activities for the year and we hope that it attracts a broad range of members, from metropolitan and country areas.

#### Social Activities

As in previous years, a range of social activities will be organised by our social director.

The EWP Division of the Hire and Rental Association had a very pleasing year in 1996. Ably led by Martin Foster the committee has been active throughout the year representing the EWP hirers, owners and users in South Australia. On a financial note the Division had a successful year with EWP stationery and equipment sales increasing on the previous year.

This has created a stable financial position for this division which is only two years old.

# Queensland's Trade Night



Trade Show Hosts. L/R Bill Flavel,(Jnr).  
Len Mountford, Bill Flavel (Snr.) From  
Equipment Hire Service



L/R.Dave Miller (Logan Hire), Rosemary  
Miller, Steve Gilbert (Builders Hire)  
Brian Telfer (Active Hire)



L/R. Cameron Ralston (Expressway Hire), Bob Lawler (Brisbane Hire), Bill Flavel  
(Equipment Hire),Richard Crommelin (National President), Allan Fuller (Brisbane Hire),  
Peter Walden (Queensland President), Cliff Hughes (City Hire)



L/R Bob Lawler (Brisbane Hire),Allan  
Fuller (Brisbane Hire), Bill Flavel  
(Equipment Hire)



L/R PeterWalden(Qld.President),Tracey  
Barker(Express Hire). Cameron  
Ralston(Expressway Hire)



# WA Region Christmas

The Western Australian Region of the Hire and Rental Association held their annual Christmas Dinner at the Sandringham Hotel, Belmont. The dinner attracted a crowd of 120 attendees, who were treated to a very enjoyable night. A well appreciated meal was accompanied by a jazz quartet supplying the background music and a dance floor



National President, Richard Crommelin, presented new members with their membership certificates/ packages including a copy of the Supplier Catalogue, which only Associate Members may display their wares

Local identity, Barry Martin, looked sartorial as usual, even managing to stay dressed for the complete evening,

*L/R Richard Crommelin, National President, John Butler, Crommelins Handy Hire, Sales Manager, Peter & Tracey Seery, Crommelins Handy Hire Sales, Maddington. Tony Ryder, WA President, Tony's wife, Collette, presenting new members with their certificates and documents*



*L/R President, Richard Crommelin, Barry Martin, Tony and Collette Ryder*



*Part of the crowd at the dinner, including Rob Lowry, (blue shirt) celebrating over twenty years at Coates Hire*

## WELCOME NEW MEMBERS

Mr. Ross Wilson  
Action Scaffolds  
47 Dunn Road  
Rocklea  
4106

Ms. Shirley Gordon  
CR & SM Gordon  
P.O. Box 133  
Brandon 4808

Mr. Paul Rogers  
Rum City Equipment Hire  
18 Woondooma Street  
Bundaberg 4670

Mr. Wal Taylor  
Gameco P/L.  
17 Roy Street  
P.O. Box 1214  
Milton 4064

Mr. Lou Quistini  
Aussie Access (WA) P/L.  
21 Currawong Way  
Thornlie  
WA 6108

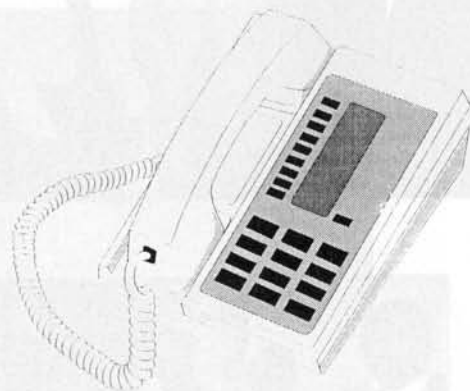
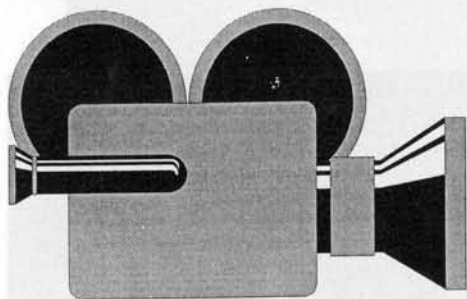
Martin & Johanne Pope  
Denmark Hire  
Lot 986  
Denmark 6333  
WA 6333

# Computer & Quality Systems for every type of Hire Business

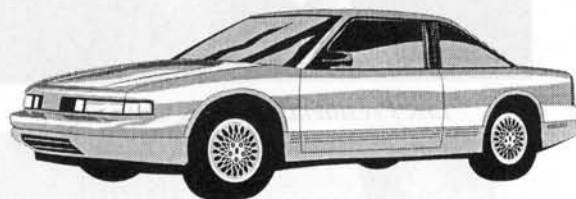
## OPERATED PLANT & VEHICLE HIRE



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# INSURANCE

It takes courage to go into business on your own. You must be prepared to take risks, but that does not mean you have to take unnecessary chances. Intelligent insurance is important: you work too hard in business to put it all at risk when an insurance policy with a reasonable premium can provide for emergencies and save a lot of grief.

There are many types of general insurance policies commonly used by small business. Few businesses will need all the policy types available and some will need more specialised policies. You should telephone at least three agents and get them to see you at your place of business or your home, and have them make suggestions on the type of insurance you need.

You may wish to use the services of an Insurance Broker. They have access to Insurance Companies' products and are well versed in the needs of small business. The small fee charged may be offset by the time and money saved in getting the policy that most suits your needs.

## Evaluating the Policy

Disclose to the insurer everything about your business that may be relevant, and keep this information up-to-date. Otherwise your policy may be void.

Before you pay the premium, you should:

- compare policies, get at least three quotes
- look not only at the premium but also the no-claim bonuses/discounts available
- check what is covered - look at the wordings and definitions
- check what is not covered - think of the worst case scenario: can it be covered?
- when does your protection commence? (immediate cover or otherwise)
- note particularly conditions of insurance related to the nature of your business: are some kinds of activity excluded?
- claims procedures - can you rely on straight forward and prompt service. Ask others in similar businesses what their experience is.
- renewal conditions - are increases in value built in or do you have to declare any appreciation in asset values?
- look at whether the insurance company is well established and whether they are prepared to discuss with you your insurance needs without undue pressure to buy.

## Main Insurance Policies

- **Fire insurance** - is designed to cover the building, contents and stock of the business against fire, lightning, storms, impact, malicious damage, and explosion of boilers. The standard fire insurance policy covers the depreciated value of items insured at the time of the loss.
- **Business Interruption or Loss of Profits Insurance** - this insurance provides cover if the business is interrupted through damage to property by fire or other insured perils. It ensures that anticipated net profit is maintained, pays employee wages, and pays additional working costs if alternative facilities have to be used. Payment of a claim under this policy is however conditional on the insured re-establishing the business.
- **Burglary Insurance** - this covers theft of property and damage from burglars breaking in. It does not cover theft by shop-lifter or staff, and you can't claim for inconvenience caused or profits lost due to burglary.
- **Worker's Compensation** - this insurance is compulsory for all businesses employing staff. WorkCover is the workers' compensation system in New South Wales and is administered by the WorkCover Authority. Penalties of up to \$20,000 can apply for non-insurance.
- **Personal Accident or Sickness** - if you are self-employed or a subcontractor, you are not covered by workers' compensation insurance. It is particularly important for you to provide yourself with funds to compensate for loss of income because of illness or accident.
- **Fidelity Guarantee** - this covers losses resulting from misappropriation by people who handle goods or cash (ie embezzling or stealing).
- **Money** - covers loss of money being taken to and from the bank and whilst on your premises. It can be extended to cover money taken home overnight or deposited in a bank night safe.
- **Public Risk** - covers your legal liability for compensation if someone who is not an employee or a family member (third party) suffers injury, damage to property or death as a result of your business operations, should you be negligent.
- **Electronic Equipment Insurance for Computers** - computer insurance is designed to cover sudden and unforeseen loss or damage. It does not cover the cost of preventative mechanical maintenance or general wear and tear.
- **Machinery Breakdown** - this policy is designed to

cover breakdown of all mechanical and electrical plant and machinery at the work site. The policy can be extended to cover spoilage of foodstuffs consequent of such a breakdown.

- **Superannuation** - it is now compulsory to provide for employee superannuation. This can be done through insurance policies paying a lump sum, periodic payments upon retirement, or superannuation funds managed either by insurance companies or by one's own incorporated company.
- **Professional Indemnity** - there is a growing trend for legal action to be taken against professional advisers for losses incurred as a result of following their advice. This insurance is not cheap, but it could be critical for people who work as consultants or who set themselves up as experts.
- **Partnership** - it is wise for all partners to consider insurance on one another's lives. The purpose of this type of insurance is to give the surviving partner protection against the demands of the deceased partner's estate.

### How much insurance do you need

- If you have to make an insurance claim, do you know how much it would cost to replace the assets? Many businesses risk financial disaster through

under insurance.

- People often misunderstand the terms of a replacement policy. A replacement policy aims to replace or restore property as new. These policies often have an upper limit on the amount payable, and unless you are aware of this you could believe that you are better covered than you are.
- Another term that is often misunderstood is the co-insurance clause. This means that if the sum insured in your property falls substantially below the full value of the property, you are entitled to be compensated for only a proportion of the loss.
- It is very important that you insure your assets for their replacement value in today's prices. If you're not sure of the replacement cost you may need the services of a qualified valuer to establish what your assets are worth.

The Office of Small Business is always available to talk over business management issues. Call us to set up an interview with one of our experienced business advisers. It's confidential and it's free.

For more information about the range of other services provided by the Office of Small Business, contact the nearest Service Centre, in your state.

---

## Transfield choose Genie Boom

Pictured on the front cover are the two Genie S65 4wheel Drive Boom Lifts recently delivered to, arguably, the largest and most respected construction company in the Southern Hemisphere.

Transfield has long been renowned for its expertise in complex and heavy construction projects. From power stations to under-harbour tunnels, you name it and Transfield have probably built it.

They are also well known for not only the sheer size of their equipment division, but also for the quality and diversity of their construction equipment. They have a reputation for purchasing only the best equipment for the job.

The two Genie S65 Boom Lifts were selected by Transfield Equipment after careful comparison with other competitive brands. Transfield considered that the Genie S65 Boom Lifts offered the latest in technological development as far as the world of boom lifts is concerned. This together with the simplicity of their design and operation, ease of servicing, user friendly state of the art controls, and, the incredibly rugged construction, left Transfield with little choice.

Both machines will be working in remote areas,

such as Roxby Downs, where reliability and performance is of paramount importance.

The Genie S65 Boom Lifts feature an advanced system of hydraulic oscillation lockout that is referred to as the Genie 'Terrain Tracking System'.

This system ensures that whilst the machine is negotiating uneven terrain, all four wheels remain in contact with the ground, delivering power and gradability to all four wheels at the same time.

Another major advance which will be a big plus for long term servicing, is the absence of extension chains and/or ropes and sheaves inside the boom. Instead, Genie use hydraulic cylinders, 'piggybacked', to achieve full extension. This system, coupled with the patented Genie 5 side boom design, greatly enhances the boom rigidity when fully extended.

All enquiries  
Phone (Toll Free)  
**1800 677 476**

or  
**ALL ACCESS APPLICATIONS**  
Ph: (049) 648 949  
Fax: (049) 648 939



# NEW TROWEL FROM FELXTOOL WITH IMPROVED GUARD

Flextool have released an improved model of the popular Australian made 930mm diameter trowel fitted with a new blade guard.

The chromium electroplated guard has been designed to meet the more stringent requirements of current Australian Health and Safety acts and provides superior protection for operators. While still providing convenient access to both sides of the unit via the hinged guards, it allows general servicing and blade replacement without the need to remove the entire guard ring.

The new guard ring is also available as a spare part for retrofitting to existing older model 930mm trowels, using the original mounting points. This provides a convenient and economical solution for hire companies to meet current safety requirements.

The trowel offers many features that have established it as a market leader including a choice of combination or dual blade finishing. The

economic combination blade (float and finish) manufactures from carbon steel for longer life achieves a much reduced replacement blade cost, thus adding extra profit to every hire.

The proven durable design of the worm drive reduction gearbox, blade support arms and housing ensure operator stability and balance for improved finishing. The trowels are available with a choice of Honda or Robin motors with oil level sensors and come complete with runaway protection switch, adjustable handles and a finger tip control for the blade angle.

**Flextool (Aust.) Pty. Ltd.**

**191 Wellington St Collingwood VIC 3066**

**Tel: (03) 9419 6300 Fax: (03) 9417 1391**

**Free call outside metro areas 1800 801 108**

**Branches all states.**

## HIRE & RENTAL ASSOCIATION OF AUSTRALIA

**ENQUIRIES:  
CONTACT YOUR STATE ASSOCIATION**

## HIRE AND RENTAL OCCUPATIONAL HEALTH & SAFETY MANUAL ORDER FORM

Contact:  
Company:  
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QTY	ITEM SUPPLIED	AMOUNT
	Occupational Health and Safety Manual/s	
	@ \$120 each	
	Cheque enclosed for:	
CHEQUES SHOULD BE MADE PAYABLE TO: HIRE & RENTAL ASSOCIATION		

# Why and how of Hydraulics

Over the next issues we will look at Hydraulics, some thing that is present in a variety of forms in some of the equipment that we rent out. We will look at the basic concepts, components that make up a system, symbols and how to read a schematic on a hydraulic circuit and also some simple diagnostic principles.

Hydraulics deals with the use and characteristics of liquids. Man has used liquids to ease his burden for three centuries, based on a principle discovered by French scientist Pascal, it relates to the use of confined fluids in transmitting power, multiplying force and modifying motion.

Simply stating it is: Pressure applied and confined fluid is transmitted undiminished in all directions, and acts with equal force on equal areas and at right angles to them.

This precept explains why a full glass bottle will break if a stopper is forced into the already full chamber. The liquid is practically non compressible and transmits the force applied at the stopper throughout the container. The result is an exceedingly higher force on a larger area than the stopper, thus it is possible to break the bottom out by pushing on the stopper with a moderate force.

A hydraulic System is not a source of power. The power source usually comes in the form of an electric motor, a petrol motor or a diesel motor used to rotate the type of hydraulic pump in the system.

This gives us advantages with the equipment that we use in the rental industry because hydraulic components with their high speed and pressure capabilities can provide high power output with very small weight and size.

## Variable Speed

Most electric motors run at constant speed, as do stationery diesel engines, but by coupling a hydraulic pump to one of these along with a flow control valve the speed of an actuator (cylinder) can be infinitely driven at variable speeds.

## Reversible

A hydraulic actuator (cylinder) can be reversed instantly while in full motion without damage. A four way directional valve or a reversible pump provides the reversing control, while a pressure relief valve protects the system components from excess pressure.

## Overload Protection

The above mentioned pressure relief valve in a hydraulic system protects it from overload

damage. When the load exceeds the valve spring setting, pump delivery is directed back to the hydraulic oil tank with definite limits to torque or force output.

## Stalling

Stalling an electric motor will cause damage or blow a fuse. Likewise, engines cannot be stalled without the necessity for restarting. A hydraulic actuator (cylinder) though can be stalled without damage when overloaded and will start up immediately when the load is reduced. During the stall, the relief valve simply diverts delivery from the pump to the hydraulic tank.

I mentioned earlier the word **pressure** in Pascals law, it is a very common word used in hydraulics speech and should be understood, it is, as follows:

Pressure results whenever there is a resistance to fluid flow or to force which attempts to make the fluid flow.

The tendency to cause flow (or the push) may be supplied by a mechanical pump or may be caused simply by the weight of the fluid. It is well known that in a body of water, pressure increases in depth. Pressure is always equal at any particular depth due to the weight of the water above it.

Around Pascals time an Italian Scientist named Torricellik, expressed the **pressure** at the bottom of the tank as "feet of head" or the height of the column of water.

In many places today we still use the term "head". A "head" of steam, in a pump that we rent out. Customers often ask how much "head" will it produce. Therefore the terms "head" and pressure are sometimes used interchangeably.

So now that we understand pressure "head" we need to look at flow, the other requirement when using oil to provide motion.

Flow in a hydraulic system gives the actuator its motion (speed). Force can be transmitted by pressure alone, but flow is a measure of the volume of fluid passing a point at a given time. Measure in litres per minute.

In the next issue we will look at the different types of hydraulic pumps, Gear, Vane and Piston, plus the valves required for a basic hydraulic system and grades of hydraulic oils.

Remember for movement to take place in a system we need pressure and flow.

**Peter Armstrong**  
**National Hire.**



# Equipment For Sale

## Do you have any pre - loved equipment for Sale?

In EACH issues we will be included a regular equipment for sale segment. So if have any equipment you wish to be listed for sale, give us a call. The service is free to members.

Tel: (02) 9387 7858 Fax: (02) 9389 8348

### For Sale

Bluebird Lawn Comber  
F 208 - 4 hires, still new  
\$1,300

Contact ; Ken Ashendan  
Town and Country Plant Hire  
Factory 1  
5 Cooper Crescent  
Cranbourne 3977  
Tel: (059 ) 96 5888

### FOR SALE

Hino 4 TON TRUCK WITH  
3 TON HI-AB CRANE  
Purchased new December 1988

\$21,900  
Contact: Scott Walker  
All Site Rentals  
Tel: (07) 3277 5299

### For Sale

Bluebird Lawn Aerator  
Boart Longyear Coring Tool  
complete with press, 125mm Bit  
& 65 mm Bit, as new

+  
Makita Nibbler  
JN320 as new  
Contact; Pat Pilcher  
Bowen Hire & Sales  
P.O..Box 706  
Bowen  
Qld. 4805  
Tel: (077) 861 154

### **Rental Dates**

#### **Victorian 1997 Civil Engineering Exposition**

World Congress Centre  
Melbourne, Victoria  
27 - 29 February 1997  
Contact: Keith Wood  
Tel: (03) 9699 2660  
Fax; (03) 9690 4217

#### **IMEA 1997 Engineers Field Day**

Penrith Panthers  
Penrith, NSW  
6 -7 March 1997  
Contact Bob Hyman  
Tel: (02) 9267 6677  
Fax: (02) 9283 5255

#### **1997 International Lawn Garden and Power Equipment Expo**

Exhibition Park  
Canberra, ACT  
18 - 20 April, 1997  
Contact: Ian Comben  
Tel: (03) 9840 6138  
Fax: (03) 9840 6183

#### **1997 New Zealand Convention and Trade Show**

Christchurch  
New Zealand  
4- 7 August  
1997  
Contact: Kelvin Strong  
Tel: 64 4 473 6514  
Fax: 64 4 473 2930

#### **Hire & Rental Association of Australia 1997 National Convention**

Jupiters Casino  
Gold Coast, Queensland  
August 31 - September 4  
Contact ICMS  
Tel: (07) 3844 1138  
Fax: (07) 3844 0909

# NEW ZEALAND ROUND UP

## 1997 Convention

Planning is well underway for the *Coming out of the Cold in '97* Convention and Trade Showing Christchurch. With the experience of a group of American visitors we also extend the usual invitation to any Australian Members to join us.

### Programme

#### Monday 4 August

Free day. We encourage all Overseas Visitors to take advantage of the Trans Alpine Express journey from Christchurch to the West Coast and return. Travelling through the Southern Alps in winter is a magnificent journey.

#### Tuesday 5 August

Series of workshops for both Party Hire Delegates and General Hire Delegates. An unusual lunch time journey by "yesteryear" transport will be a highlight of the day.

In the evening the company of live huskies and the winter cold of the Antarctic Centre for cocktails and dinner.

#### Wednesday 6 August

Keynote Speakers and Annual general meeting  
Lunch Sponsors Show & Tell sessions followed by the opening of the Trade Show through to 7.00pm.

Evening Free

#### Thursday 7 August

Workshop dealing with the professionalism in the Industry followed by International Speaker  
Afternoon Trade Show  
Evening Cocktails and Awards Banquet

### General

The Association has established 2 sub committees each chaired by a National Director to cover specific matters pertaining firstly to Party Hire and secondly with Elevated Work Platforms. Certification of persons who erect marquees is a prime concern for the Party Hire sub committee and a proposed code of practise dealing with working at heights has been referred to the latter sub committee.

Also available for Party hire Members is a planned visit to Auckland in March to both visit a number of suppliers as well as the National Gift Fair.

### Insurance Co-operative

This Co-operative established less than a year ago is meeting a significant demand from the Industry with 45% of eligible Members now participating. We wait with interest the end of the first full year to obtain a clear picture of claims ratio to premiums and the setting of the premiums for the new year.

### American Rental Convention

President Warren Egen and his wife Lyn, officially represented the Association at the ARA Convention just concluded in New Orleans. This is always an important opportunity to maintain the excellent relationship we enjoy with the ARA officers, at the same time meeting representatives from allied Associations from England and Canada.

### Image Building

This is a major exercise for the Industry in 1997, with a number of proposals being considered to raise the profile collectively of the Industry throughout New Zealand. Coupled with plans to be connected to the Internet, the Associations plans to substantially increase its profile to the public.

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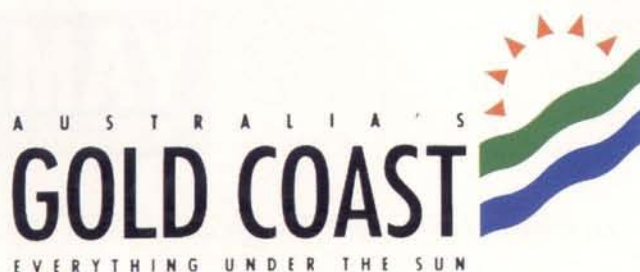


# **Hire & Rental Association of Australia**

National Convention and exhibition.



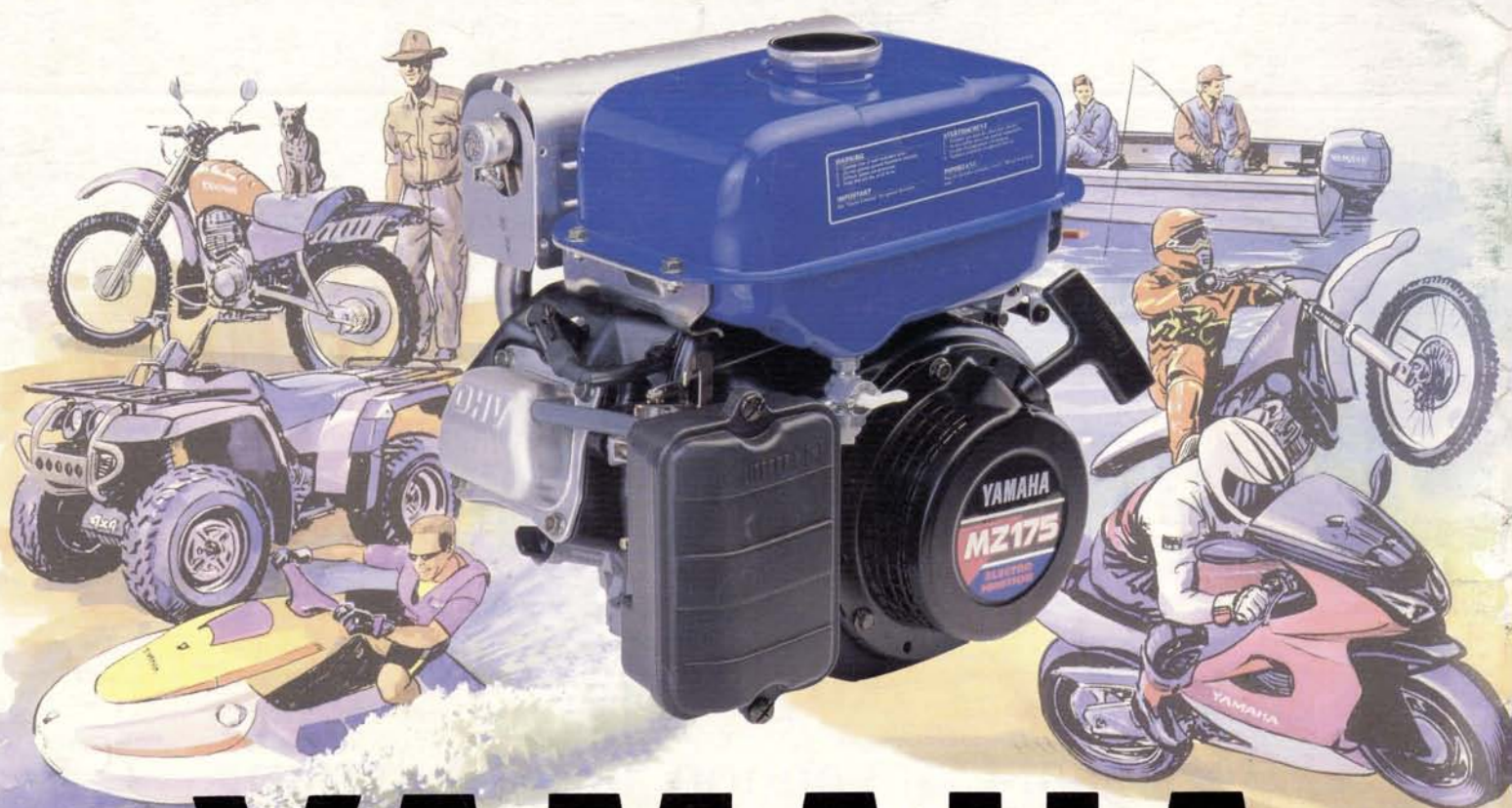
**Conrad  
Jupiters.**



**31st August-  
4th September  
1997**



# POWER UP WITH THE YAMAHA ALTERNATIVE



# YAMAHA

The smart choice in stationary engines is the new range of MZ overhead valve models from Yamaha. They are more than just an alternative to other brands - these new designs are ready to lead the market with new standards of performance!

	MZ125	MZ175	MZ300	MZ360
<b>DISPLACEMENT</b>	123cc	171cc	301cc	357cc
<b>MAX. POWER</b>	4PS/4000	5.5PS/4000	10PS/4000	12PS/4000
<b>RATED POWER</b>	3PS/3600	4.5PS/3600	7.9PS/3600	9.7PS/3600
<b>MAX. TORQUE</b>	0.78kg - m/2500	1.1kg - m/2500	2.0kg - m/2500	2.5kg - m/2500
<b>FUEL CONSUMPTION</b>	220g/PS-h	210g/PS-h	220g/PS-h	220g/PS-h
<b>FUEL TANK CAPACITY</b>	4.5L	4.5L	6.7L	6.7L
<b>DRY WEIGHT</b>	15.5kg	16kg	32kg	32kg

- Outstanding fuel economy from a super efficient overhead valve (OHV) design.
- The latest Yamaha electronic ignition delivers easier starting and smoother running.
- Excellent torque means more usable power.
- Quieter operation with less vibration.
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*For further information please contact Yamaha Motor Australia Pty Ltd on (02) 9757 0011*