

HIRE & RENTAL **INDUSTRY QUARTERLY**

OFFICIAL PUBLICATION OF THE HIRE AND RENTAL ASSOCIATION OF AUSTRALIA

MAY 1997

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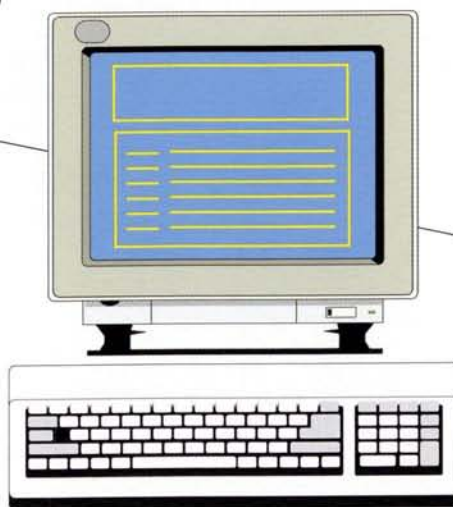
TRACS

THE AUSTRALIAN HIRE STANDARD



D.I.Y RENTALS
1995-1996
Quarterly Revenue Report

	Actual	Budgeted
July	\$ 752,231	\$ 790,000
August	\$ 941,386	\$ 850,000
September	\$ 892,237	\$ 990,000
TOTAL	\$2,585,854	\$2,630,000



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PRESIDENTS MESSAGE



By the photo above, you would have realised that Richard Crommelin is no longer National President. At the recent National Annual General Meeting, I was elected as the new president and Richard Stevens (SA) is the new vice president.

I would like to thank Richard Crommelin for his role as president for the last three years, which has not always been the easiest of tasks. He has guided the association through events such as the merger of the Elevating Work Platform Association, some difficult conventions, and the alteration to the national meeting structure. Thanks Richard for all your service and support.

As many of you outside of Queensland do not know me, I feel a little background information on me, my business and my understanding of the Association would help you come to know me. I have built my company, Generator Hire Service, from one generator in 1987 into a small but strong specialist hire operation. My affiliation with the association has allowed my business to grow in all aspects, with no areas being overlooked or ignored - eg workplace health and safety, environmental issues, wide ranging legal responsibilities. I have attended meetings for many years and have held the position of Queensland President for the last three years. I am a firm believer in the fact that you only get out of an association what you put into it. If we all share a little, we will each gain a lot.

Following on from the success of the Sydney Convention, I am pleased to report that the exhibition space for the Gold Coast Convention has been completely sold out in two months. This shows strong support for our industry by our associate members. Inside this issue you will find delegate registration information and I urge you to register early, to show our support and appreciation to our suppliers. With your participation this convention should be an excellent growth opportunity for you and your business. I hope to see you at the Gold Coast.

In the near future, a reprinted version of the Occupational Health and Safety Manual will be available as there has been several changes and amendments, therefore requiring a reprint of the original manual.

The structure of the Hire and Rental Brokerage (OAMPS) has been reviewed and alterations made accordingly. Complete new policies have been implemented directly related to hire companies and these policies will soon be available from approximately 200 insurance brokers throughout Australia.

The association is supporting the above projects as a service to you and your business to ensure that you are well informed and have the latest business strategies at your fingertips.

Lets work together as an industry and have a great year.

Best regards

Peter Walden

Are you keeping up

Someone once said "one of the few things we could rely on in life is change."

This is never more evident than in business. Aspects that affect your business are continually changing.

It does not matter if you belong to a large corporation, a medium sized business or a small operation, change affects everybody. What is more, generally the change is sometimes bought about by circumstances beyond your control, without any warning.

Who has not said, on reading of the latest surge in share prices on the stock market, if only I had of known those shares were going to rise so sharply over night.

Alas! none of us have a crystal ball.

But we must keep in touch with what is happening in the environment in which we conduct our business, this is essential.

In this era of technology, changes are occurring consistently which have an effect on your business, and it is only those who make themselves aware of the changes can take advantage of them.

There is an old proverb "he who does not progress goes backwards"

In a fragmented industry such as hire and rental, it isn't always possible to keep up with all that happening. So if the opportunity arrives for you to catch up with what the industry is doing, it is an opportunity you should not miss.

The Hire and Rental Associations National Convention to be held on the Gold Coast, on September 1 - 4 again provides the chance for you to find out, among other things:

- What new products are available, that you can add to your range?
- Is there a new computer program which will allow you to run your business more efficiently and profitably?
- What changes are occurring in the industry?
- What are other hire companies doing which may be applicable to your business?
- What are the market leaders doing, that your not?
- Is someone else using a business plan which will improve your bottom line?
- Where is the industry heading?

In fact if you have any question on the industry, the place to get them answered is the Hire Convention.

First time visitors to hire conventions are impressed with the friendliness and openness. It is a rare occasion when you can sit down with a table full of fellow hiremen, discuss industry related issues and hear the views of the industry leaders on a range of subjects.

In fact the opportunity only presents itself once a year. It should not be missed.

I don't know if you have plans to attend. Your opposition will be there.

See you on the Gold Coast

Greg Kelson

HIRE and RENTAL Industry Quarterly

The Hire & Rental Industry Quarterly is published by C & I Publishing ("the Publisher") for the Hire & Rental Association of Australia Inc.

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We welcome any articles relevant to the industry, but publication is solely in the hands of the editor.

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Official journal of the Hire & Rental Association of Australia

MAY 1997

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Barry Cerda, the International Hireman



The hire industry has had its highs and low periods during its existence in Australia.

The buoyant times of the 1980's will be remembered by all involved as an era of growth and prosperity, when most sections of the industry reaped the benefit of the building and construction boom.

Unfortunately the recession that followed, brought with it a massive decrease in demand and utilisation of equipment,

The initial response from most hire companies was to cut costs by selling up any surplus equipment, as did many owners in assessing their own predicament. This action flooded the market with unwanted equipment, reducing pre used equipment prices to little better than scrap metal prices.

Coates Hire was faced with a similar problem, except that it was magnified by the fact that, being the biggest hire company in Australia it had a greater surplus of equipment. So it had to find another answer to the problem.

Coates conducted market research with a view to setting an off shore market to sell the equipment or preferably seek a new market place to establish a hire operation and utilise the equipment.

Indonesia, our strategically closest Asian neighbour, with a population approaching 200 million, a strong economy, and a government with a positive initiatives attracting huge domestic and foreign investments in the countries infrastructure and resource development, had the potential Coates was seeking.

The person chosen to oversee the Indonesian

operation was Barry Cerda. Barry with an engineering background, being originally employed by Coates Engineering in 1973, which was a separate division to Coates Hire in those days, engaged in the design and manufacture of a wide range of specific products including man and material hoists and vibrating rollers.

The manufacturing operation ceased in 1975 and Barry was transferred to Coates Hire, being appointed Victorian Sales Manager in 1976, Victorian State Manager in 1978, which was expanded to include South Australia in 1990.

The task of setting up the Indonesian operation was a challenge for Barry having lived all his life in Victoria he did not know what to expect.

Barry and his wife, Elizabeth, travelled to Indonesia in September 1992, and Coates Hire Indonesia after some initial frustrations began operations in 1993, in a joint venture with a local company and establishing a combined head office, major workshop and branch operation in Jakarta and a second branch at Balikpapan, with branches since opened at Bontang and Sorako.

Indonesia is a very different environment to what Barry was used to in Australia, apart from the vast cultural differences it is a country of

extreme contrasts and centuries old traditions. an archipelago of 13,700 islands and 250 languages, a country with cities including the capital Jakarta, still serviced by open drainage canals. huge tracts of hand cultivated rice paddies throughout the land, untold and untapped mineral and hydro carbon resources and a booming industrial revolution which includes an aerospace and commercial aircraft manufacturing industry and the worlds largest LNG processing plant.

Of some 350,000 kms of roads less than half are unpaved and a third damaged or badly in need of repair and upgrade to accommodate the rapidly increasing number of vehicles and extensive damage caused annually by tropical rains flooding.

The Country's power generating system cannot accommodate the demand which doubles every 4 - 5 years with many private companies required to supply their own generators for new manufacturing and processing enterprises.



Coates Hire head office Indonesia

The upgrading of the telecommunication system consistent with development growth is also a priority.

All these areas essential to growth and development have been targeted by the Indonesian government as part of a development plan to upgrade the

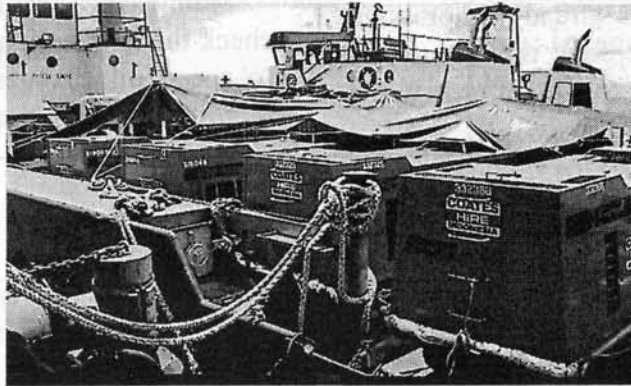
infrastructure of the country creating a wealth of opportunities for local and internationally based companies with potential for Coates to support, with services.

Having established Coates in Indonesia on a firm operational footing, Barrie was recalled in 1994 to resume his former role responsible for Victoria and South Australia.

After familiarisation with the local scene it's been a very hectic and exciting period for Barrie since his return, commencing with rationalisation involving the closure of several branches in the region. This was followed by the very successful public float in 1996 which is a great source of price.

Not long after the float, the acquisition of a major

Victorian Portable Building and Toilet Event Operation - "Moss Hire" was completed and more recently earlier this year, the National acquisition of "Sykes Pump Hire" added a new dimension of product and expertise to Coates traditional pump hire and in March, the acquisition of "Stacpoole Hire" in Tasmania with branches in Launceston and Hobart expanding the Southern Region's operational base, complementing the grid of national supply and service centres to Coates extensive customer base.



A barge carrying Coates Hire Compressors going out to service an oil platform

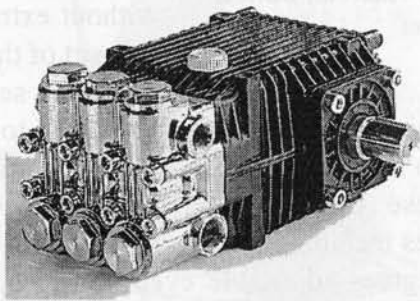
Independent of the acquisitions has been substantial investment on new equipment to expand the size and product mix of the Coates Fleet.

With all that going on Barrie really hasn't had too much time to himself since his return from Indonesia, however, even with a tightening economy and increasing pressure on hire rates and bottom line

achievements, Barrie is very positive about the future and even more enthusiastic about the future of the industry.



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Following the recent visit of personnel from Mikasa Japan. Flextool is pleased to announce its selection and appointment as the new Australian distributor for Mikasa.

The product range includes grease and oil bath rammers, plate and reversible compactors, vibration rollers and concrete vibrators. Mikasa products are well proven in the Australian hire industry and will add another dimension to the extensive Flextool range of light compaction equipment.

Inquiries regarding the Mikasa product range and spare parts should be directed to your nearest Flextool (Aust) Pty. Ltd. branch.



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WACKER Concrete Trowels

Concrete finishing takes on a new look

Walk - behind and Ride - on Trowels added to WACKER product line

WACKER's new ride-on trowels were a natural addition to the company's already impressive concrete product line. The four ride-on trowel models offer the best power-to-weight ratio in the industry, for better floating and high production finishing jobs.

Like most of WACKER'S Product lines the ride-on trowels offers contractors a variety of options, making it easy to select the right trowel to get the job done quickly and economically.

The four new models are available in two different sizes, a double 36" and double 46" , both with overlapping and non - overlapping operations.

They feature 20hp Honda petrol engines with electric start and travel speeds up to 275ft/min. for high production floating and finishing. These high performance machines will flatten floors quickly and achieve super flat floors.

Wacker ride-on trowels have twin lever direction control, a precision manufactured gearbox and a mechanical ramp clutch for top maneuverability and increased productivity. Front

and rear lights illuminate the work area for improved accuracy. Operator safety is ensured through a foot safety switch and a sliding adjustable seat.

Maintenance features include a flip-up seat to check the air filter and oil level, an oil drain hose to speed oil changes, an engine hour meter to monitor operating time and a lockable battery/tool

box for security and on - t h e - s p o t troubleshooting.

Walk - behind Trowels

WACKER's walk - behind trowel models compliment the new ride - ons. Four models in two sizes, 36" and 48" diameter, with Honda engines offer the special WACKER handle design.

WACKER trowels produce excellent concrete slab finishes without extra effort on the part of the operator.

Easy to service and maintain, these trowels are designed to remain on the job longer without nuisance breakdowns.

These trowels offer a number of unique features including a wide pitch control range of 0 -15 degrees adjustable even during operation of equipment; a centrifugal clutch pulley that automatically adjusts for belt stretch, and blade control and drive components are heat treated and rust resistant for extra long life.



The 46" overlapping ride - on trowel with a Honda engine, CRT 46 ASO, is just one of the four new ride - on trowels added to WACKER's fleet

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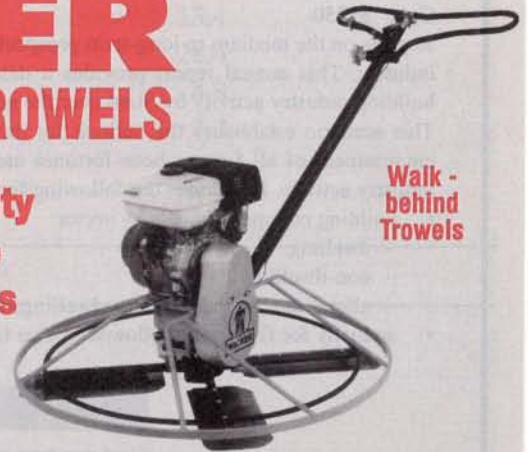
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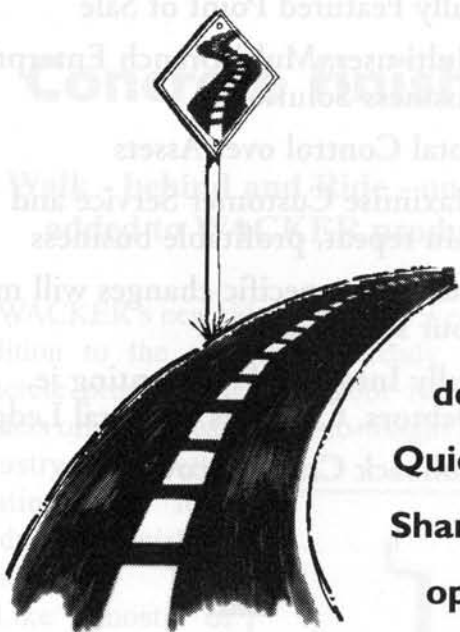
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Residential Property Prospects: Australian Capital Cities, 1997-2000

Cost \$350

This report forecasts residential property prices to June 2000 for Australian capital cities. It explains the residential property cycle and estimates both underlying demand and pent-up demand or excess supply for each city.

Building in Australia, 1996-2011

Cost \$1750

Reports on the medium to long-term prospects for the building industry. This annual report provides a detailed scenario of building industry activity by State over the next 15 years.

This scenario establishes the outlook for the future operating environment of all firms whose fortunes are tied to building industry activity. It includes the following forecasts:

- building commencements by sector:
 - dwelling
 - non-dwelling
 - alterations and additions to dwellings
- annually for five years, followed by two five-year averages

Engineering Construction in Australia, 1996-2011

Cost \$6000

The report contains detailed forecasts of engineering construction work done, in constant 1989/90 prices. Forecasts are provided on an annual basis to 2001, and in the form of two five-year averages to 2011. The forecasts are broken down by:

- state
- ownership sector (public and private)
- who does the work (private contract versus day labour)
- category (e.g. roads; electricity; pipelines etc.)

Building Industry Prospects

Cost \$1270

Monitors developments affecting the building and property industry, with detailed numerical forecasts of both dwelling and non-dwelling building activity. These 18-month forecasts are prepared for each state.

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Summary

March 1997

TOTAL BUILDING COMMENCEMENTS INTO SUSTAINED UPTURN

Total building commencements are expected to grow by a modest 5% in real terms in 1996/97. This is up on the 1.5% increase predicted at our September 1996 Conferences. The upturn in total building masks major variations between the sectors in 1996/97 as follows:

- a 3% decline in the value of new residential building
- a 15% increase in non-residential building
- a 2% decline in alterations and additions to dwellings

The only states expected to achieve growth in 1996/97 are New South Wales (+17%) and Western Australia (+8%). The growth in New South Wales is being driven by the boom in non-residential building. Meanwhile, Victoria and Queensland are expected to suffer modest declines.

Table 1: Total building commencements, % change, constant 1989/90 prices

	1995/96	1996/97 f1	1997/98 f
New South Wales	-11.7	16.6	1.7
Victoria	3.0	-0.3	16.3
Queensland	-14.2	01.6	13.4
South Australia	-11.5	-14.4	28.4
Western Australia	-13.4	7.8	4.8
Tasmania	12.8	-27.5	7.3
Northern Territory	23.8	-0.9	-18.4
Australian Capital Territory	-0.6	-3.4	-7.5
Australia	-8.3	5.0	8.2

f = forecast

Source: ABS data, BIS Shrapnel forecasts.

Our forecast is for an acceleration in the growth rate to 8.2% for the real value of total building commencements in 1997/98. With total building commencements at \$28.5 billion (in constant 1989/90 prices), this will be the highest level of activity since the record level of \$33.1 billion in 1988/89. While the upturn in the non-residential building sector (+7%) will be sustained, the recovery which has just begun in residential commencements (+10%) will gather momentum during 1997/98. Activity in the alterations and additions to dwellings sector (+4%) will also turn around. All the major states are forecast to achieve growth in 1997/98. Although South Australia's high growth rate (+28%) will be coming off a low base, there will be solid contributions from Victoria (+16%) and Queensland (+13%).

f = forecast Source: Actuals from ABS.

BUILDING INDUSTRY PROSPECTS

UNDERLYING DEMAND AND STOCK OVERSUPPLY

Based on our latest population projections, we have reviewed our estimates of the underlying demand for new dwellings, which now show a requirement of 137,400 dwellings per annum for the next five years to 2002. This is 1,200 dwellings per annum higher than the previous estimates for the five years to 2001. This expectation of higher demand is due to stronger population growth in the 45 years and over age groups, as well as the 20-29 age group, while it will be offset by a significantly lower population forecast for the under 15 years group, due to projections of a lower birth rate.

Table 2: Underlying demand, dwelling commencements and stock deficiency

	Underlying demand for new dwellings 1997 - 2002 annual average	Estimated dwellings commencements 1996/97f	Estimated stock deficiency as at June 1997
New South Wales	42,500	41,800	500
Victoria	27,600	24,000	6,200
Queensland	37,700	31,900	- 7,500
South Australia	6,400	5,450	-10,200
Western Australia	17,000	14,900	-17,200
Tasmania	1,800	1,900	-7,400
Northern Territory	1,900	1,700	-1,100
Australian Capital Territory	2,500	1,500	-3,300
Australia	137,400	123,150	-37,800

f = forecast Source: BIS Shrapnel.

Table 2 shows our estimates of the average annual underlying demand for new dwellings by state for the period 1997/98 to 2001/02, compared to our estimates of new dwelling commencements in 1996/97. The underlying demand estimates are based on three key assumptions:

- **Net overseas migration** has risen from a low of 30,500 in 1992/93 to 114,200 in 1995/96. The Government has announced a cutback in the migrant intake (including humanitarian program) to 86,000 in 1996/97, from 99,000 in 1995/96. Allowing for other population movements which influence the level of net overseas migration, we expect it to fall back to 95,000 in 1996/97 and to drop to 90,000 in 1997/98. This will occur as the Government seeks to restrain the population inflow during a period when there is little or no improvement in the unemployment rate.

- **Net interstate migration** into Queensland slowed to 37,500 in 1995/96 from a peak of 53,800 in 1992/93. Weak economic activity in Queensland over the near term is expected to result in the net inflow into Queensland dropping to only 32,000 for 1996/97 and 1997/98. The strong outflow from Victoria in recent years has slowed to a net loss of 16,400 in 1995/96. It is expected to fall back to a loss of 14,000 per annum over the next two years. The net loss from New South Wales will pick up slightly to around 20,000 per annum by 1997/98, from the loss of 15,700 in 1995/96. Western Australia will continue to receive a small net gain of 5,000 per annum, while South Australia and Tasmania are expected to suffer net losses slightly below those of 1995/96.

BUILDING INDUSTRY PROSPECTS

• **The changing age structure.** The near zero population growth rate forecast for the key household formation age group (2~34 years) over the next five years will result in lower new household formation than occurred in the 1980s and, therefore, in lower underlying demand for new dwellings.

Table 2 also shows the dwelling stock oversupply (i.e. the cumulative variation between actual dwelling completions and the underlying demand for new dwellings) is estimated to be 37,800 by June 1997. This calculation allows for dwelling conversions in the completion figures. However, with dwelling completions likely to be lower than the underlying demand in 1997/98, the oversupply is likely to drop to 32,400 by June 1998. The oversupply in Queensland has fallen sharply over the past two years and it will move close to a balanced market during 1997/98. However, the dwelling stock surplus remains in excess of one year's underlying demand in South Australia, Western Australia, Tasmania and the ACT. It will remain high in these states until at least mid-1998. This will hold back recovery in these states.

DWELLING COMMENCEMENTS RECOVERY TO ACCELERATE IN 1997/98

Total dwelling commencements (including conversions) declined by 27% to 124,500 in 1995/96, following a 6% decline the previous year. Commencements are now forecast to decline by 1% to 123,200 in 1996/97 which, if we exclude conversions, is nearly 4,000 (3%) dwellings higher than forecast at our September 1996 conferences and 7,700 (7%) higher than forecast a year ago. While our earlier forecasts for detached houses were only 2% above our latest projection, our forecasts for total other dwellings have been revised up from 29,900 (in September 1996) to 35,800 for 1996/97. This stronger activity in other dwellings has been driven by the quicker than expected ending of the downturn in New South Wales and Queensland and the continuation of the sharp rise in multi-unit dwelling construction in Victoria, particularly in inner Melbourne apartments.

Only **New South Wales (+2%)**, **Queensland (+2%)** and the **Northern Territory (+14%)** are expected to experience any growth in dwelling commencements in 1996/97. Those states which have the severest oversupply will suffer the largest declines in 1996/97:

- ACT -34%
- Tasmania -22%
- South Australia -9%

Table 3: Total dwelling commencements *

	1995/96		1996/97f		1997/98f	
	Number	% var	Number	% var	Number	% var
New South Wales	41,184	-23.2	41,800	1.5	46,700	11.8
Victoria	24,548	-19.6	24,000	-2.1	27,000	12.3
Queensland	31,332	-32.4	31,900	1.8	36,500	14.4
South Australia	5,962	-39.1	5,450	-8.5	6,150	12.9
Western Australia	15,336	-31.6	14,900	-3.1	16,950	14.0
Tasmania	2,418	-23.1	1,900	-21.5	1,900	1.6
Northern Territory	1,467	-2.1	1,700	14.2	1,800	8.4
Australian Capital Territory	2,287	-16.3	1,500	-34.1	1,600	7.6
Australia	124,531	-26.8	123,150	-1.1	138,700.**	12.6

Includes conversions to residential apartments from non-residential buildings as well as addition of extra dwelling units to existing dwellings. ** States do not add to Australian total because of rounding.

f = forecast Source: Actuals from ABS.

BUILDING INDUSTRY PROSPECTS

Attributed to increased competitive pressures, the standard variable housing interest rate has fallen to only 7.55%, which is its lowest level since 1974. We expect that the Reserve Bank will maintain its current stance on monetary policy, with no clear reason for a move on interest rates in either direction during 1997/98. As a result, housing interest rates will remain at 7.5% throughout the forecast period to June 1998.

Dwelling commencements are expected to begin their recovery with a modest 2% growth in December quarter 1996, over the same quarter in 1995, following seven quarters of declining activity. Growth is forecast to be less than 5% in the March end dune quarters 1997, before it accelerates from September quarter 1997, in response to rising consumer confidence and stronger employment growth, in an environment of historically low interest rates.

The forecast for 1997/98 is for total dwelling commencements to increase by 13% to 138,700, with growth of 15% for detached houses and 8% for other dwellings. This growth rate in 1997/98 is forecast to be lower than the speed of recovery of the two previous upturns in 1987/88 (+17%) and 1991/92 (+16%) and the upturn is not expected to accelerate in 1998/99.

While the forecast growth rates for total dwelling commencements in the major states for 1997/98 are all very similar at between 12% to 14%, the forecast growth rates for detached houses are much stronger in those states where there is pent-up demand, i.e. New South Wales (+18%) and Victoria (+17%). Given the strength of other dwelling commencements in these two states over 1996/97, we expect only modest growth in this sector in both New South Wales and Victoria in 1997/98.

Queensland (+14%) and Western Australia (+14%) are still expected to achieve solid growth in dwelling commencements, despite the continued presence of an oversupply of dwellings in these states. This will be caused by commencements in both states in 1996/97 falling to around 12-15% below the underlying demand for dwellings. With lower interest rates and improved consumer sentiment, this will encourage potential new home buyers to enter the market and push commencements closer to underlying demand in 1997/98.

NON-RESIDENTIAL BUILDING COMMENCEMENTS RECOVERY TO CONTINUE

Total non-residential building commencements are now in their fourth year of recovery, following the 49% collapse in activity over the four years to 1992/93. Commencements in 1996/97 are expected to achieve 15% real growth, well up on our September 1996 forecast of 7% growth. The fastest growing sectors in 1996/97 are expected to be health (+50%), offices (+46%), entertainment and recreation (+41%), hotels (+18%) and factories (+12%). The state to achieve the strongest growth in 1996/97 will be New South Wales (+45%) due to the construction of the Olympic Games facilities, the beginning of a sharp upturn in office commencements (+125%) and strong growth in hotels. In Western Australia activity will grow by 31% with growth occurring in most sectors except hotels.

BUILDING INDUSTRY PROSPECTS

Table 4: Total non-residential building commencements, % change, constant 1989/90 prices

	1995/96	1996/97 f	1997/98 f
New South Wales	0	45	-4
Victoria	25	2	23
Queensland	13	-6	16
South Australia	20	-20	48
Western Australia	15	31	-5
Tasman:	58	-32	11
Northern Territory	68	-9	-37
Australian Capital Territory	14	22	-15
Australia	13	15	7

f = forecast

Source: ABS data, BIS Shrapnel forecasts.

Our forecast is for a continuation of the upturn in 1997/98 with growth of 7% taking commencements to \$13.7 billion (in 1989/90 prices) or \$14.1 billion in current prices. This will be the highest level of activity in this sector since the record level of 1988/89 (\$16.1 billion in

constant 1989/90 prices). The following sectors are projected to have the fastest growth in 1997/98.

- Hotels + 49%
- Factories + 12%
- Offices + 11%
- Shops + 7%

In 1997/98 New South Wales (-4%) will suffer a small decline in commencements following the phenomenal growth in 1996/97. However, in this state the recovery will continue in both hotel and office commencements in response to the strong demand and supply shortages in these sectors. Victoria (+23%) is expected to achieve strong growth in 1997/98, due to high growth in hotels, shops, education, and entertainment and recreation (including \$200 million Docklands Stadium). Queensland is forecast to experience 16% growth in non-residential building commencements in 1997/98, due to the commencement of the first major office tower in Brisbane since 1991 and the highest hotel activity since 1989.

Activity in South Australia is forecast to grow by 48% in 1997/98 from a low base, with nearly all sectors contributing to this growth. Meanwhile, commencements in Western Australia are forecast to decline by 5% in 1997/98, following the massive rise in 1996/97. However, the hotel, retail and factory sectors are still expected to achieve solid growth.

Is there a list of permits held by the company? Have any complaints about noise from school, hospital, residential premises for which noise is a nuisance been received from the company?

NEW TELESCOPING BOOM LIFT OFFERS LONGER REACH

A new telescoping boom lift from Grove Manlift features an end mounted work platform for greater horizontal reach and a larger working range.

The new MZ46C has a horizontal reach of 34 ft. (10.4 m) and a working range of 766 sq. ft. (71.16 m²) that allows the operator to reach more areas without the need to relocate the machine. In addition, the superstructure rotates continuously through 360° for maximum job site productivity.

Maximum working height on the MZ46C is 46 ft. (14.02 m), making it ideal for a variety of construction and plant maintenance applications. Platform capacity of 500 lbs. (227 kg) is unrestricted throughout the machine's working range.

Standard platform size is a roomy 36 x 72 in. (0.91 m x 1.83 m). An optional 36 x 96 in. (0.91 m x 2.44 m) platform is available to fit various application requirements with no reduction in platform capacity.

Standard platform features include 240-volt AC wiring and a hydraulic-powered platform rotator that turns the platform up to 155° for precise and easy positioning relative to the work area. Platform options include 2,000-watt self-contained AC power; 120 psi air power; a weld lead; and an oxygen/acetylene line.

Electro-hydraulic controls designed for reliability

For smooth, reliable operation of all machine functions, the MZ46C is equipped with rugged, job-tested electro-hydraulic controls. A convenient "control enable" foot pedal prevents inadvertent operation of machine functions. Proportional controls feature an adjustable "ramp to zero" that eliminates bounce and jerk on start-up. Controllers can be quickly customized to suit each operators preference.

The V-trap boom design, a Grove Manlift exclusive, results in less vertical and lateral boom deflection for a more stable platform and greater operator comfort. The all-steel, two-section boom features an external power guide that simplifies

routine inspection and maintenance.

The MZ46C features a powerful 60 hp (44.7 kW) Ford water-cooled gasoline engine that provides an excellent power to operational weight ratio for outstanding drive performance. Dual fuel or diesel engines are available as options. An maximum drive speed of 4 mph (6.4 kph) helps reduce travel time between jobs. Hydraulic pressure is supplied by a variable displacement axial pump that provides only the pressure and oil flow required for each function. This increases pump and oil life and improves fuel economy. A consolidated valve bank simplifies maintenance by placing all hydraulic control valves in one convenient location.

Four-wheel drive improves gradeability

For improved job site traction and gradeability, the MZ46CXT model is equipped with fourwheel drive and four-wheel steering. These features enhance job site mobility and provide an outside turning radius of just 15 ft. (4.5 m).

To save time and improve productivity, the MZ46C and MZ46CXT are driveable at full height while traversing firm, level surfaces. Multi-disc parking brakes are applied automatically any time the machine is stopped. A counterbalance valve provides dynamic braking when travelling downhill.

Automotive-style fuses protect all electrical circuits. A lockable battery disconnect isolates batteries from the electrical system for servicing and to prevent vandalism. All internal components are easily accessed through large compartment doors.

All Grove Manlift aerial work platforms are protected by an industry leading warranty program that provides a 12-month limited warranty for parts and labour for defects in material and workmanship and an additional 72 months coverage on structural components.

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

Grove Manlift Pty Ltd.
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

SELF HELP GUIDE TO ENVIRONMENTAL ASSESSMENT

MANAGEMENT CHECKLIST

- Do you have a company environmental policy document?
- Do you have a person in your company who has overall responsibility for environmental matters?
- Do any other staff have direct environmental responsibility?
- Within the company, who is responsible for dealing with media and community relations on environmental matters?
- Who has responsibility for, and understanding of all required licences?
- Are all relevant operating licences available for inspection and where are they kept?
- Are all records of the company's environmental performance kept, analysed and reported to senior management including the Managing Director and most senior executive?
- Do you have insurance for environmental accidents and site contamination?
- Are environmental assessments, (audits) carried out?

ENVIRONMENTAL ASSESSMENTS PLAY A SIGNIFICANT ROLE IN REDUCING POTENTIAL LIABILITIES FOR THE COMPANY. If further advice is needed, contact your local, Chamber of Manufactures

TRAINING AND EDUCATION

- What environmental training has been undertaken in the last two years? Do senior engineers and managers understand your policy?
- Are all staff aware of and utilise good environmental procedures including waste and energy use minimisation?
- Are employees trained to respond to environmental spills or other emergencies?
- Is someone trained to handle media and community environmental complaints to a specific procedure?

ENVIRONMENTAL TRAINING IS AVAILABLE FROM CHAMBERS OF MANUFACTURES, VARIOUS AUTHORITIES AND CONSULTANTS IN EACH STATE.

LICENCES AND AGREEMENTS

- Is there a list of all licences and agreement or permits held by the company?
- Have there been any changes in the site's operation since each licence was issued?

- Does the company undertake regular compliance audits? That is, is there a follow-up system to, make sure licences are renewed when necessary?
- Are the inspectors and regulatory authorities involved known?
- Have there been any complaints from the public or neighbours about environmental matters, or notices or orders from licensing authorities?
- Have there been any prosecutions for breaches of environmental regulations?

INFORMATION ABOUT LICENSES, AGREEMENTS OR PERMITS CAN BE OBTAINED FROM YOUR LOCAL WATER AUTHORITY, COUNCIL, EPA, EMPLOYERS ASSOCIATIONS, ENVIRONMENTAL CONSULTANTS ETC.

TRADE WASTE LICENCES AND AGREEMENTS

Trade waste licences and agreements are for liquid waste that is discharged by non-residential premises directly to sewer. Licences are issued by local council, water authority, or EPA for the state.

- Does the company have a Trade waste Licence or Agreement permitting discharge of liquid waste?
- Is regular monitoring carried out to ensure compliance with licence conditions?
- Who are the inspectors responsible?
- What waste pre-treatment equipment do you have?
- Is the equipment performing to the required standards?
- Who is responsible for the proper operation of this equipment?
- Does the responsible person have adequate capability and training to operate the equipment competently?

OPERATOR OR EQUIPMENT FAILURE CAN RESULT IN DISCHARGES THAT EXCEED LICENCE LIMITS, RESULTING IN HEAVY PENALTIES.

NOISE

- Do you have any licences related to noise emissions?
- If so what are the emission levels and have they been exceeded?
- Is your operation near a school, hospital, residential area or kind of premises for which noise is restricted?
- Has there been any complaints about noise from your premises?

- If you have an intruder alarm, does it have an operation time limiting device?
- Do you have any noisy equipment or operations, such as disc grinding sheet metal, hammering or noisy internal combustion engines at your operator?
- Do you handle noisy equipment that requires noise labels, such as chainsaws, grass cutters, jack hammers, compressors, etc?
- If the answer to the above is 'yes', does all such equipment have the prescribed noise labels affixed and are they all legible? Is the emitted noise from them within the regulatory limits? How do you know this?
- Is hearing protection available in work areas where noise exceeds statutory limits for workplaces or employees are exposed excessively, (e.g., testing motor-driven equipment), and do you ensure that protection is used by those exposed? (OHS requirement, - refer to OHS Manual).
- Do you offer hearing protection to customers who rent noisy equipment?
- Are all your vehicles and equipment that travel on the road fitted with exhaust. mufflers which are in good condition?

NOISE LEVELS ARE A PRIMARY CAUSE OF INDUSTRIAL ILLNESS AND WORKERS COMPENSATION CLAIMS. YOUR OWN AND

CUSTOMERS' EMPLOYEES MAY MAKE CLAIMS ON THEIR EMPLOYER FOR HEARING IMPAIRMENT.

IF A COMPLAINT ABOUT NOISE FROM YOUR PREMISES IS MADE BY A NEIGHBOUR, IT WILL BE INVESTIGATED AND YOU COULD BE FINED IF IT IS EXCESSIVE.

EMISSIONS TO AIR

- Do you have any dusts, smoke gases, fume or objectional odour emissions that could be harmful to the environment or objectionable to neighbours?
- If so, do you have a licence for the emissions?
- Do you carry out 'open burning' or burning of wastes or refuse in an incinerator?
- Have you ever lit fires in contravention of scheduled bushfire- ban periods?

EMISSIONS TO AIR ARE READILY DETECTED AND WILL RESULT IN FINES IF EXCESSIVE. CLEAN AIR ACTS CONTROL AIR EMISSIONS. BURNING OF RUBBISH AND EXCESSIVE DUST GENERATION ARE COMMON OFFENCES.

Information for this article was taken from the Environmental Awareness Guide, which is produced by the Hire and Rental Association for the Industry. An application form for the guide appears below.

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:
Chris Hanlon , 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:
Post Code: Phone:

Please supply:ENVIRONMENTAL AWARENESS GUIDE/S@ \$50 EACH
Cheque for: \$ Made out to HIRE and RENTAL ASSOCIATION is enclosed

Governments change of policy affecting hire

State and Local Government have long been a source of work for the hire industry, both directly and indirectly. But a change of policy by both bodies, which has resulted in the sale of government utilities and outsourcing of a great deal of government work, has seen circumstances change dramatically, not always to the benefit of the hire industry. In fact in some cases government departments are a direct competitor to hire companies.

Victoria has been credited and at times discredited with some innovations over the last few years which have had an effect on the industrial scene. It may well be that it once again has been the instigator of a set of circumstances that has had an effect on the hire industries dealings with State and Local Government Departments.

The privatisation and outsourcing of public work which has transpired in Victoria in the last few years has probably been the forerunner of other states to follow similar courses, although some have used a variation.

In 1995 the Vic Roads plant and equipment was put up for sale by tender. The winner of the tender, AH Plant Hire, agreed as part of the deal to employ 120 of the staff of Vic Roads, while a hire back agreement of the equipment was also included in the deal. This elevated the winner of the tender AH Plant to a major standing in the hire of road construction and maintenance equipment in Victoria, as it also used the equipment to increase its presence in the general hire arena.

It became apparent that SA Government had been keeping a watchful eye on the operation, when earlier this year it also sold its road plant and light vehicle hire and maintenance business, comprising of 2,450 items of plant and vehicles to Austrim (who own AH Plant). The sale included a 5 year hire agreement between the two parties.

While SA local councils have not yet embraced the competitive tendering process in place in other states it is at present going through the process of amalgamating some of its councils.

Victorian was the first state to introduce the competitive tendering arrangement, which changed the policy in dealing with tenders for local government work. As part of the local government reform introduced, the number of councils in Victoria was reduced to less than half. Under the new process all work had to be put out to tender, allowing councils to compete against private contractors by also submitting a tender. This procedure, on face value, should improve the prospects of hire companies, as contractors can no longer guarantee

continual council work so, they maybe more inclined to hire instead of buying equipment.

But it is the Governments actions in an other area that is causing concern for the hire industry.

Queensland has also adopted a similar competitive tendering process regarding council tenders, but the Main Road Department has set up a separate subsidiary Plant Hire Services, which tenders for council and State Government work in competition to the local hire companies. While so far concentrating on State and Local Government work, having not yet entered the general hire arena Plant Hire Services is proving a very serious competitor for hire companies in the area, through very competitive tendering.

Australian Water Technologies Pty Ltd, (AWT), a subsidiary of the Sydney Water, has been organised in a similar fashion in New South Wales. It is, as its Queensland counterpart, Plant Hire Services, a hire company set up for the purpose of servicing government departments in direct competition to hire companies. While acting as the conduit for tenders to the Water Board, AWT has also been playing a very active part in tendering for other government work, with a good deal of success.

These actions inevitably raise the question as to the role of government.

Should it be involved in activities in direct competition with private enterprise?

The question is often debated, but the answer rarely found.

The justification of its participation will no doubt be determined by its performance. If the

“Government Hire Companies” can compete successfully and viable with hire companies, it is natural to assume that their involvement is likely to continue. Whether they can do this on a long term basis remains to be seen.

But the most disturbing aspect of the Government involvement in hire, for hire companies, is that it is so wide spread, even spreading to country areas. If it is successful in any of the areas of involvement, it is likely that this will be used as a role model for future participation. It would appear that the ball has put into hire companies court, if they are to counteract the “invasion” of government into hire they now must become more competitive, in order to to retain - in some cases regain - market share. Because it is evident that in the areas that government is involved, they are hire companies most serious competitor

Greg Kelson

Hire & Rental Association of Australia

National Convention & Exhibition

Conrad Jupiters Gold Coast

1st - 4th 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: icmsql
@icms.com.au



Gold Coast 1997

Dear Members and Friends,

The 1997 Hire & Rental Association of Australia Conference and Exhibition is being staged at Conrad Jupiters on the Gold Coast from Monday 1st to Thursday 4th September this year.

Registration brochures should have reached you by now, but if you have not received your copy, please call the Conference Secretariat on (07) 3844 1138 and we will get one in the mail to you today.

We are very excited about this year's meeting in Queensland. The response to date from exhibitors has been fantastic, and we are looking forward to a great EXPOHIRE and to some exciting social functions which will allow us all to mix and mingle while we are doing business and enjoying ourselves.

We have made a special effort to cater for the Event Hire delegates, particularly on Wednesday 3 September when a whole day of speakers and sessions has been allocated for you. So please, come and participate!

The new event is the Bush Bash BBQ on Tuesday evening which allows exhibitors to demonstrate their equipment in an open-air situation, and the grand finale of the conference will be a Glitzy Gold Coast Gala Extravaganza. The old favourites of Site Inspection Tour, Golf Day, and Shopping Sprees are all included, so pack your bags and head north this Spring.

Oh, by the way, the conference theme for the Gold Coast is:

EVERYTHING UNDER THE SUN

See you there!

PETER WALDEN
1997 Convenor



Registration Fees

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

Full Registration Fees of \$200 prior to 30 June for Members & Exhibitors \$250 after 30 June

will cover:

- Monday night - **WELCOME RECEPTION**
- Tuesday - Morning Tea / Lunch / Afternoon Tea
THE BUSH BASH BBQ
- Wednesday - Morning Tea / Lunch / Afternoon Tea
- Attendance at conference sessions
- Conference Satchel

Non-Member Fees will be \$250 prior to 30 June and \$300 after 30 June

Day Registration Fee of \$125 will cover:

- Attendance at Conference sessions on the day
- Morning Tea / Lunch / Afternoon Tea on the day
- Exhibition entry on the day
- Conference Satchel

Accompanying Person's registration of \$170 includes:

- Monday night - **WELCOME RECEPTION**
- Tuesday - Morning Tea / Lunch / Afternoon Tea
THE BUSH BASH BBQ
- Wednesday - Morning Tea / Lunch / Afternoon Tea
- Attendance at conference sessions

N.B. Accompanying Person refers to social partner only.
Business partners must register as full delegates.

Visitor Passes (10 per stand) will be available to all Exhibiting Companies.

Exhibition Passes will be available on a daily basis at the Registration Desk on presentation of a business card or company identification.

- will be Exhibition entry on the day
- no catering provided

Accommodation

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

The Conference needs 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 of activities is **Monday the 1st of September**. Why not plan to arrive early, and 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 to unwind. Delegates may extend their stay for two days either side of the conference at the reduced conference accommodation rate.

Thursday the 4th of September is set aside for associated meetings and local touring. Shopping Tours, 4WD Bush Adventures, Seaworld, Dreamworld, Movieworld with the kids, or more relaxing Golf at Royal Pines Resort are all suggested activities.

Several companies are planning sales meetings to co-incide with the Conference. Contact the Conference Secretariat if you need help to plan your meeting.

**HIRE & RENTAL CONFERENCE SECRETARIAT
PO BOX 3496
SOUTH BRISBANE BUSINESS CENTRE.
QUEENSLAND
4101**

**Tel: (07) 3844 1138
Fax: (07) 3844 0909**

CONFERENCE PROGRAM

MONDAY 1 SEPTEMBER 1997

Site Inspection Tour

- 9am Tour Departs
- 9.30 Moreton Hire – Nerang
- 10.30 Morning Tea
- 11am Tour Departs
- 11.30 Jaden Mini-Loaders-Burleigh Heads
- 12.30 Picnic Lunch
- 1.30 Site Tour departs
- 2pm Coates Hire Nerang.
- 3.30pm Kennards Hire- Labrador
- 4.30pm Tour Departs
- 5pm Tours return to Conrad Jupiters.

MONDAY 1 SEPTEMBER

Golf Competition

- 10.15 Coach departs for Royal Pines
- 11am Shot-gun Start - 18 holes
LUNCH box provided. Drinks from roving cart at own expense
- 1.15 Coach departs for Royal Pine
- 2pm Shotgun start - 9 Holes
- 4pm Golfers return to Conrad Jupiters.
- 6.00pm **WELCOME RECEPTION
OFFICIAL OPENING EXPOHIRE**
- 8.00pm **GALLERY, EXHIBITION HALLS
& PAVILION**

TUESDAY 2 SEPTEMBER

- 7.30 Registration Desk Opens
- 8.30 **Conference Opens**
Southport Ballroom
Keynote Speaker: Haydn Sargent
Media Personality, Communicator
- 9.30 **Keynote Speaker:**
Craig Lovett, MD Cleanevent P/L
Stadium Cleaning Consultant for
Australia 2000
- 10.30 Morning Tea in Exhibition Area
- 11am Workshop Sessions
- 1pm **Lunch** in Exhibition Area
EXHIBITION VIEWING
- 3.30 Afternoon Tea
- 4pm Exhibition Closes
(Exhibitors set-up Bush Bash BBQ)
- 5pm **BUSH BASH BBQ**
Outdoor equipment demonstrations until
- 7pm Demonstration finishes
- 8pm Social
- 9pm Return Conrad Jupiters

WEDNESDAY 3 SEPTEMBER

- 7am Registration Desk Open
- 7.30 Exhibitors Meeting in Exhibition Area
- 8.30 **EXPOHIRE OPEN ALL DAY**
- 9.30 Workshop Wind-up
Southport Ballroom
- 10.15 Morning Tea in Exhibition Area
- 11am Event Hire Strategies
Keynote Speaker:
Peter Kinnane, Off Site Connections
Special Guest:
Marlene Morahan, Moreton Hire
- 11.30 Table Workshop Session
- 12.30 **LUNCH** in Exhibition Area
- 2pm Event Hire Teams
“Hands on” Themeing Session
Southport Ballroom
- 3.30 Afternoon Tea
- 4pm Exhibition Close
- 7.30 Guests assemble in Gallery
for pre-dinner drinks
- 8.00 **THE 1997 HIRE & RENTAL
CONFERENCE & EXHIBITION
GALA EXTRAVAGANZA
MIDNIGHT CLOSE**

TUESDAY SPEAKER PROFILE:

8.30

HAYDN SARGENT A.M.

Topic:

“TURNING YOUR STAFF AND YOUR COMPANY INTO WINNERS”

Haydn Sargent grew up in one of Australia's toughest cities — Wollongong, on the south coast of New South Wales. He worked in the steel mills as a youngster to pay his way through college. However, it taught him how to communicate with people from all walks of life.

He has studied law and theology and been a public speaker since high school days. He has been actively involved in community activities throughout his life. He was responsible for the establishment of Radio Lollipop in Brisbane's two Children's Hospitals.

Haydn has worked in radio and television for over thirty years. He has been an interviewer, producer and talk show host and commentator and a vital part of the day to day life of Brisbane over those years. He has talked with Prime Ministers, Premiers Cabinet Ministers, Celebrities and Battlers.

He is the author of the best selling book "Power to Choose" on personal development

9.30am

**CRAIG LOVETT,
MD Cleanevent P/L**

Topic:

**“ Opportunity Knocks”
The harder I work, The luckier I get**

After completing his secondary education in Sydney, Craig joined the Australian Air Force in 1980 for a six year term which included a tour of Malaysia from 1982 to 1985. In 1986 Craig took up a sales position with Tennant Co. USA, primarily selling power sweeping, power scrubbing and litter control machines. It was at this time that his induction into the venue industry commenced.

Craig is now arguably Australia's most experienced venue presentation and cleaning contractor and he is often consulted by stadium management, architects etc. on new venue or major alteration projects. Waste management, disposal and cleaning is now taken into consideration during briefing, design and construction of venues and facilities.

In July 1987 Craig developed what is now Cleanevent and later that year obtained his first venue contract, at the Victoria Racing Club Spring Carnival. Two years on in 1989 Craig identified the need for a specific venue industry cleaning service and for Cleanevent a great venue success story began.

In May 1996 the expertise of Craig was recognized at an international level for the first time, with inclusion into the world's largest event, the 1996 Atlanta Olympic Games. An initial basic oversee consultancy resulted in a management contract which left Craig in total control of 80% of the Olympic operation venues and budgets.

TUESDAY WORKSHOP SESSION TOPICS.

These workshops proved popular at last year's conference and we intend to improve on the sessions at the Gold Coast

Topics will cover general Hire & Rental Situations.

- Discount Price Wars
- When to Upgrade
- How to Save on Wages
- Company Promotion
- Clever Ideas & Ways of Advertising
- Open Days
- Stop Thief - Procedures
- Credit- When to Give and to Whom
- What's Your Business Really Worth?
- How do you measure Advertising Effectiveness
- Wearing two hats - the hard hat and the party hat
- Can you stop employee turnover
- How to be effective at a trade show
- What do you do when.....
- Managing the generation gap in your workforce
- Safety - Accidents happen to someone else
- Family businesses - how to survive
- Mentoring - a new form of management
- Being a leader that everyone wants to follow .
- Managing your cash flow

Tick against the topics that interest you. Add additional topics if you wish
Fax back to Conference; Secretariat with your Registration (07) 3844 0909.

WEDNESDAY SPEAKER PROFILE:

PETER KINNANE,

CORPORATE EVENTS & OFF-SITE CONNECTIONS

Peter worked with QANTAS for 17 years, including three spent as National Promotions Manager within the Australian Region Marketing Department in Sydney. The role required the planning, negotiation and management of National and State Sponsorships. It also included the responsibility for many significant events including the QANTAS 70th Anniversary Celebrations, the 1989 Elton John Australia Tour and the Bicentennial Air Show.

As Qantas Sales Manager for Queensland, Peter was responsible for the State's revenue results, and key pricing and packaging negotiations. He also managed the planning and implementation of many events ranging from discrete industry seminars to statewide product launches.

Through his company **CORPORATE EVENTS MARKETING**, Peter has staged many successful events for local, national, and international customers.

Peter will present the keynote address on Wednesday, then introduce our Special Guest, Marlene Morahan and they will lead discussions on themeing. After morning tea, the group will reconvene for workshop sessions, and after lunch will again reconvene for "hands-on" experience in themeing the gala extravaganza.

11AM SPECIAL GUEST: MARLENE MORAHAN of MORETON HIRE

Marlene Morahan was awarded the Special Achievement Award at the 1995 Queensland 400 Summit Conference.

In 1969 Marlene and husband Kevin established Moreton Bay Hire which Marlene ran while a mother of six children. In the early day, the family record player and concrete mixer were hired out, but the home-based business soon grew and moved to bigger premises in Wynnum.

For four years Marlene combined the roles of housewife, mother and business woman till 1978 when sadly Kevin died after a long illness. Marlene then made her first major administrative decision and moved the business to East Brisbane and expanded with eldest son Peter as Manager.

Peter later moved to the Gold Coast to set up Moreton Hire in 1985. Second son Neil is Managing Director of the Brisbane Branch and daughter Tricia manages the themeing side of the business.

Marlene has agreed to be with us at the Hire & Rental Conference on the Gold Coast to answer any questions on Moreton Hire and the achievement of this small family business which has become synonymous with successful conferences, exhibitions and events in Queensland.

EVENT HIRE WORKSHOPS - WEDNESDAY

Party and Event Hire participants are invited to submit topics the suggestions are:

- marketing techniques
- in-house laundry
- delivery policies
- trends
- ideas
- themes
- incentives
- success stories
- near-disasters
- close shaves
- spectacular scenarios
- copyright-can you protect your original ideas
- big budget - low budget - no budget jobs - can they be cost effective?

Tick the topics which interest you. Add items you think should be discussed then **Fax back with your Registration Form to the Conference Secretariat on (07) 3844 0909.**

Hire & Rental Association 1997 Conference & Exhibition Registration Form

REGISTRATION PLEASE USE ONE FORM PER PERSON & TYPE OR PRINT IN BLOCK LETTERS

Title _____ Surname _____ Given Name _____
 Position _____ Organisation _____
 Address _____ Suburb/City _____
 Telephone (____) _____ Facsimile (____) _____ Mobile _____
 Accompanying Person's Name _____
 Main Area of Interest: Construction Hire Event Hire Both

REGISTRATION FEES

Please tick (✓) the appropriate box :

	Before 30 June 1997	After 30 June 1997
Hire & Rental Association Member	\$200 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Exhibitor	\$200 <input type="checkbox"/>	\$250 <input type="checkbox"/>
Full Delegate	\$250 <input type="checkbox"/>	\$300 <input type="checkbox"/>
Day Delegate (Tuesday) <input type="checkbox"/>	\$125 <input type="checkbox"/>	\$125 <input type="checkbox"/>
(please indicate day) (Wednesday) <input type="checkbox"/>	\$125 <input type="checkbox"/>	\$125 <input type="checkbox"/>
Accompanying Person	\$170 <input type="checkbox"/>	\$170 <input type="checkbox"/>
REGISTRATION FEE TOTAL \$ _____		

ACCOMMODATION

Rates quoted are per room per night. **All bookings must be accompanied by a deposit of 1 night's accommodation per room.**
 Please tick (✓) the appropriate box:

Room type: Single Date of Arrival: ___/___/___ Time: _____ am/pm
 Double Date of Departure: ___/___/___
 Twin

Hotel:	Rate/Deposit	
Conrad Jupiters Single/Double/Twin	\$160	1 to 1
ACCOMMODATION DEPOSIT \$ _____		

FUNCTIONS

Function	Cost per Person	No. of Persons	Total
Welcome Reception - Monday 1 September 1997			
Exhibitor/Delegate/Accompanying Person	Nil	_____	Nil
Guest	\$50	_____	\$ _____
Bush Bash BBQ - Tuesday 2 September 1997			
Exhibitor/Delegate/Accompanying Person	Nil	_____	Nil
Guest	\$50	_____	\$ _____
Banquet - Wednesday 3 September 1997			
Exhibitor/Delegate/Accompanying Person/Guest	\$80	_____	\$ _____
FUNCTIONS TOTAL \$ _____			

GOLF COMPETITION - ROYAL PINES RESORT

	Cost	Number	Total
18 Hole Competition - 11am tee off			
Exhibitor/Delegate/Accompanying Person/Guest	\$80	_____	\$ _____
9 Hole Competition - 2pm tee off			
Exhibitor/Delegate/Accompanying Person/Guest	\$40	_____	\$ _____

Handicap/s: _____

Please circle if you require: **left / right** handed clubs \$25/set _____ \$ _____
 male / female clubs

GOLF COMPETITION TOTAL \$ _____

TOUR

Monday 1 September 1997			
Exhibitor/Delegate/Accompanying Person/Guest	\$40	_____	\$ _____
Tuesday 2 September 1997			
Suzies Shopping Spree (Compliments of Jagens, lunch at own cost)		_____	Nil
Wednesday 3 September 1997			
Backtracks 4 Wheel Drive Full Day Safari	\$90	_____	\$ _____

TOURS TOTAL \$ _____

PAYMENT SUMMARY

Registration Fees Total	\$ _____
Accommodation Deposit	\$ _____
Functions Total	\$ _____
Golf Competition Total	\$ _____
Tours Total	\$ _____
GRAND TOTAL	AUD\$ _____

Enclosed please find my cheque for AUD \$ _____ payable to: **Hire and Rental Association 1997**

Conference & Exhibition.

Or please charge my:

Bankcard Mastercard Visa

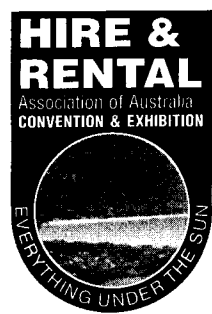
Cardholder name: _____

Credit Card No.:

Expiry Date: ___ / ___

Signature: _____ Date: ___ / ___ / ___

Please return completed form to:



Hire & Rental Conference Secretariat
 C/- I.C.M.S. (Qld) Pty Ltd
 PO Box 3496
 South Brisbane Business Centre
 QLD 4101 Australia
 Telephone: (07) 3844 1138 Fax: (07) 3844 0909
 email: hr97@icms.com.au

Congratulations to the following new Quick Track Pro-IV Users:

Alan & David Klien at Barwick Hire Sydney - Quick Track users for more than 10 years recently upgraded their Event Hire business system to the Quick Track Pro- IV System.

John Mills at Prestige Party Hire Auckland - major suppliers of Party & Event Hire equipment installed a Quick Track Network.

Michael & Glee Turner at Hire King Auckland - Construction and Party Hire, who also have a large retail sales business, installed a Quick Track network.

Dennis Smith of Dennis Smith Rentals Truck, Bus and Party Hire at Newcastle NSW who has installed an on-line network at his busy head office.

Sam Salvatore at Site Masters Perth WA - Site Buildings hire of all types installed a multi user on line Quick Track Network.

and to these clients who have commenced their Quality Journey to AS9002 Certification with The Software Link and N.A.T.A. Australia:

Brian Wright and the team at AWT Hire Division of Sydney Water Board, QuickTrack Users for the past year have recently commissioned The Software Link to put in place a Quality System to AS9002

Mike Wilton and staff at Moorland Hire Melbourne who are presently implementing their Quality System.

John Onley at CGE Hire Morwell Vic are getting ready for their internal audit on their AS9002 Quality System.

So you have a Quality Business?

It is not a coincidence that AS9002 Quality Certification requires written Procedures and check lists to assist your staff - and you if they are not there - in all your business activities. Whether you have AS9002 or not, **you need these Procedures written down and your staff trained how to do them.** We can provide a guideline set of procedures but YOUR business has it's own unique needs which **should be written down and used.** Remember - it's to late after they have left - as many owners and managers have discovered

Points to Ponder:-

*If you think Training is expensive - try Ignorance
You can not train those who know it all . .
Don't go to a G.P. for specialist advice . .
Support is not a substitute for Training,
So you've no time to do it properly?
But you will make time to do it again .
If you don't believe in Quality Systems -
guess what your staff believe in?
Even so - You **do** have a Quality System in your
business - it is the way you work now . . .*

Chris Pannell

Upgrades & Your Monthly Support Fee

What does it cover? Contrary to some beliefs - it does not go into our Superannuation Fund !

Two thirds of the cost is applied to an annual upgrade of your Quick Track System Programs, one third towards the cost of telephone and modem support. If you want your system updated on a more frequent basis Systematics will apply a fee. If you believe you are overdue for an upgrade, please contact us.

Upgrades are now provided via the Internet by Systematics, Internet upgrades are quick and easy, if you are not yet on the Internet and want to know more about it, call us, Jeff Estreich System Administrator for our customer AWT Hire has written an excellent background paper with general information on the Internet. Please ask us for a copy.

2000 and all that

The Quick Track Pro-IV System is already written to respect the change of century by recording the year in full, Pro-IV users will have no "Year 2000" problems.

"You can absolutely count on Americans to do things right - after they have tried everything else"

Winston Churchill

VIBRATORY PLATE COMPACTOR

The 500 mm Vibratory Plate Compactor from Flextool

- **Powerful** forward mounted vibrator with orbital vibratory action for efficient compaction, propulsion and hill climbing ability.
- **Reliability** has been well proven over many years. The powerful vibrator will give longer maintenance free life due to its sealed design, heavy duty bearings and oil bath lubrication.
- **Rugged Design** - The alloy steel baseplate is fabricated in a box section to provide stiffness and an enclosed 'clean' upper surface.
- **Motors** - A choice of Honda, Robin and Vanguard petrol or Yanmar diesel motors are available to suit your requirements.



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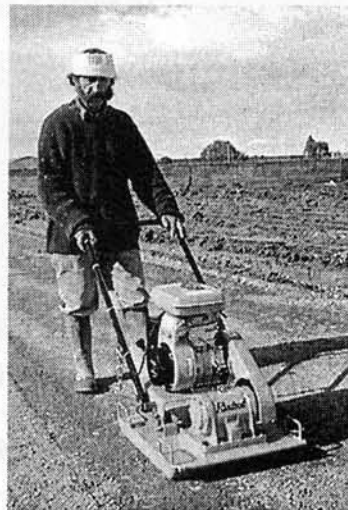
The Flextool 500 mm CD50 diesel model & CP50 petrol model vibratory plate compactors continue to deliver reliable and proven performance for Australian and New Zealand hire companies. A powerful forward mounted vibrator with orbital vibratory action will give longer maintenance free life due to its sealed design, heavy duty bearings and oil bath lubrication, while providing efficient compaction, propulsion and hill climbing ability.

The alloy steel baseplate is fabricated in a box section to provide stiffness and an enclosed 'clean' upper surface. Lower edges are contoured to give smooth turns and minimize tracking marks. Lifting handles are fitted to the front and rear to facilitate handling. The centrally mounted handle pivots to the front or the rear of the machine, with a hook and chain securing it in position for transport. The motor, handle and optional water tank are mounted on the sub plate supported by four heavy duty synthetic rubber vibration isolators.

The operating speed is controlled by the remote throttle lever which is fitted on the handle and an automatic centrifugal clutch fitted to the motor facilitates starting and disengages the drive to the vibrator when required.

A choice of Honda, Robin and Vanguard petrol or Yanmar diesel motors are available to suit your requirements. The petrol motors are fitted with an oil level sensor which will stop the motor or prevent it from being started when the oil level in the motor crankcase falls below a safe level.

Accessories for the unit include a transport trolley fitted with 200 mm rubber tyred wheels to facilitate movement by the operator and a water sprinkler bar tank kit. The water spray minimizes dust and reduces build-up on the underside of the plate when compacting bitumen. The kit comprises a steel water tank (4.5 litre capacity) which mounts under the motor sub plate, with connecting hose and stop cock attached to the factory fitted sprinkler bar.



For further information, please contact.

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Have you heard?

Change is on the way!

The Hire and Rental Association of Australia endorses OAMPS Australia Limited as the recommended provider of insurance products and financial services to members.

This partnership has extended over more than 15 years and during that time OAMPS has gained an intimate understanding of your industry.

Both the Hire and Rental Association and OAMPS recognise that to ensure this relationship continues, things have to change.

What's going to change?

**New
Policies**

**New
Underwriters**

**New
Distribution Channels**

What does this mean?

**Excellent
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**Greater
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**Improved
Service**

Full details to follow in the August edition of the Hire and Rental Industry Quarterly.

Insurance...Peace of Mind for You and Your Business

No other compactor makes the slopes seem like the flat.



From every angle, the new Pro-Pac Compactor Series from Ingersoll-Rand looks good.

It has a unique torque-balanced hydrostatic system providing selective propulsion speeds to deliver better gradeability than anything else. This is driven through a 2 or 4-speed hydrostatic transmission, with no transfer cases or gearboxes.

Of course, we haven't overlooked the other important features either. There's an ergonomically designed operator station for comfort and safety.

Plus a fully adjustable suspension-mounted seat for 360° visibility. Standard safety ROPS/FOPS and seat belt. Electronic variable frequency control (1100 - 1900 VPM). And the single piece engine enclosure tilts back for total ground level access.

And just for good measure, we have included industry-leading compactive forces.

So when you start looking for the compactor that exceeds the limits of competitive gradeability, look up to the new Pro-Pac series.

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At the ARA Convention

13,603 people attended the American Rental Association Convention and Trade Show in New Orleans this year. A contingent of Australian hiremen were among the crowd. We sought their views on the show.

Richard Crommelin
National President
Crommelin Machinery
Perth WA

Once again, from the point of view of events, you would have to say that this year's ARA Convention in New Orleans was a spectacle.

More than 700 exhibitors were spread throughout the huge New Orleans Exhibition Centre, guaranteeing a wide attendance from the American Rental Industry keen to catch up with their established suppliers and look around at new products on offer.

This was the second year that the ARA established a "model store", building on last year's presentation with far more suppliers, better signage, and more in store merchandising. This was a very worthwhile attempt to show from a layout and merchandising point of view, what the ARA believes future stores will look like.

It seemed to be extremely well attended and I am sure everyone that went through could take away something they could use in their own business.

Clearly, bringing your hire products onto the showfloor and grouping together products and accessories for add on sales, is the way they see to go. As usual, the American Rental Convention was full of hype, with exhibitors outdoing themselves with colourful uniforms, elaborate display areas, and lots of promotional gimmicks.

In addition to the Exhibition there was also a great Convention Program, covering many issues confronting the American industry, but in many cases having a great deal of similarity with conditions in

Australia. There are many great programs, not only for learning yourself, but also for interacting with other people in the industry.

There were quite a few attendees from Australia and it is funny how far you go sometimes to catch up with people you haven't seen for a while. There are always a lot of Australians who regularly attend the ARA to keep up to date with the way our industry might be moving.

Surprisingly, the weather was good and as the Convention was held during Mardi Gras, the City was full of people from all over the world. Bourbon Street was always full of action, but I didn't realise how important plastic beads were until I had experienced Mardi Gras and Bourbon Street.

Next year will be in Orlando in Florida and I urge all of you to try and make an effort to attend.

• • •
Peter Hinde
Go Hire
Dapto NSW



A group of Aussie hiremen and families, about to board the Cajun Queen in New Orleans
L/R Lyn Hinde, Grant Friis (Trilogy) Nicky Friis, Bruce Davies (Trilogy), Liz Friis, Maurie Abbott (Abbco Hire), Peter Hinde (Go Hire), Richelle Hinde, front.

I flew in from Orlando after an exhausting 3 days around Disney World Grey Lines transfer ticket to Marriott handled by a cab company, "just wait over there and cab 116 will pick you up shortly". Decided this was better than any old bus ride - WRONG - the cab from hell arrives. Lynne looked at me and said, "Don't let him drop us off at the front entrance".

We had the longest cab ride I've ever experienced, all the time wondering if our luggage would still be tied to the back of

this makeshift jalopy. This recently inspected cab was held together with tape and string, and it was decided the reason was because it was the BLUES BROTHERS CAR and this rather old cabbie had found it after the move and "tenderly" taped it back together. Australia I will never again complain about the state of our cabs.

Arrived at the Marriott, thank God, and by a side alley as the street were blocked off for the Mardi Gras.

Having caught some sort of bug the day before, all I wanted to do was get in bed, however we had

previously arranged to meet our esteemed NSW President, Maurie Abbott. So off to register and catch up with Maurie. Decided to walk to the Exhibition / Registration Hall and on the way almost walked straight past Lyn and Kevin Woods and family from Oak Hire. "Peter, you look awful". "Thanks Kevin, nice to see you too".

This meeting only confirmed how rotten I felt.

International Delegates Cocktail Evening was on that night and Maurie agreed to take Lynne, a little too willingly for my liking. But as Maurie said, "If you can't trust a hire man who can you trust?".

Who indeed?

I believe the evening went off well with a stroll down Bourbon Street to round the night off.

The next day I managed to struggle around the Exhibition and was impressed by the extent and prices of equipment.

That night it was my turn to go out with Maurie, and you guessed it, we ended up strolling down Bourbon Street. It's amazing what some women will do for plastic beads and give them white pearly ones and the skies the limit.

Going from memory...and remembering I'm still feeling pretty unwell and a lot of the New Orleans Experience is still slightly blurred, the next day we were at the exhibition all morning and then went on a yard tour in the afternoon. There I am expecting every Rental Store to be immaculate, when on arrival at our first stop I'm sadly let down. I must admit, the condition of the Rental Stores, after that initial shock, did improve, but what else could they do?

The ARA Ball was BIG, with 1300 people attending, a great meal, great entertainment and even better company with Maurie, Mike and Christine Scarce of Camden Hire, the Trilogy Trio and of course, Lynne and my daughter Richelle (who stayed awake for most of the evening).

Australia, after this experience, I think we're on the right track.

• • •
Peter Spargo
Hurricane Hire
Liverpool NSW

This was the second convention that my wife and I have attended and, as with the first one we were again "taken back" by the sheer enormity of the whole event.

The exhibition was spread over several very large halls and covered the range of Heavy and Light Construction, Ground Maintenance as well as Party and Event Hire.

The quality and attention to detail of all the exhibitors stands as well as product displays surely stood out.

The sheer range of various similar type products (eg

electric breakers) that are on offer in the USA is something we don't see here in Australia.

From what we were able to ascertain various items of equipment (on a pro rata basis) are considerably cheaper in America than Australia, which is something we, along with several other hire companies are exploring further.

The comprehensive range of Seminars/Lectures that were on offer were both professional and entertaining.

We believe that visiting these international Trade Shows and participating in some of the Workshop/Seminars is a most worthwhile experience, because you get to meet and share ideas and discuss problems with business people from other parts of the world and, you find out that they have the same "Highs and Lows" that we have.

The other main benefit is that it gives you and your partner a well earned break away from the business and a chance to spend some quality time together. We are hoping to attend next years Convention in Florida.

• • •
Maurie Abbott
ABBCO Equipment Hire
NSW

Last year seemed to never end, and although the past twelve months were good, I was certainly in need of a break to recharge the batteries and renewal of some enthusiasm.

After experiencing the difficulty of competing against hire companies that see prices as their only selling advantage, I decided to visit the Hirex6

in England and then go on to the ARA convention in New Orleans with the purpose of trying to find additional speciality lines and products that would give us the edge over our competition.

The theory is good and as soon as our new lines arrive, hopefully the execution will be even better.

In relation to my impression of both shows, I must say that the English Equipment Exhibition was far in advance of the ARA.

The English show displayed a much greater variety of equipment from sewer video cameras through to photo identification, speciality scaffolds, new cordless equipment and just so much more.

The ARA had a good range, but it seemed like the same old goods - just more manufacturers of the same equipment.

I went with the intention of finding a product that our sales staff could put under their arm and walk into a site shed, showing the project manager or site foreman something for hire that was purely ours, thus demonstrating that we have a better range, better quality, at a reasonable price.

I believe we will achieve our objectives from my visit to the two shows.

New GENIE office in Queensland

Genie lifting equipment is now available in Queensland through a local supplier. All Access Applications Pty Limited have opened a facility in Geebung so that they can service the Queensland market better.

Management of the operation is in the capable hands of Mr Michael Piper who has extensive industry experience having worked for Wreckair for the past 24 years. Assisting him in a sales and servicing role is Mr Stephen Hind

The market for Genie lifting equipment is broad as their range is so versatile. There is a Genie lift suitable for any conceivable job right from the smaller material lifts through to 85 foot booms.

"Initially we will target Government, the hire and rental market, warehousing facilities, retail centres and manufacturing operations," said Michael. "The fact is though, that we have a Genie lift for anyone who needs to lift anything, or get themselves high up to complete a job that will make the job easier and safer."

Michael says the potential for Genie in Queensland is enormous and they are looking forward to creating a real impact. "Genie is already

well known in the hire and rental industry and we are now able to service those companies much better with a locally situated office." He is also positive that other industries will be impressed with the equipment when they see how versatile and well manufactured the equipment is and how Genie can significantly improve safety for workers.

"Now that we are here we can physically take equipment to people and demonstrate exactly how Genie can improve their productivity and safety levels. And, once the sale is made it will be easier to service equipment. Our customers will be getting much better service all round."



Michael Piper, Queensland State Manager

For more information contact:

Mr Michael Piper
QLD State Manager
All Access Applications Pty Ltd
Unit 5, 360 Newman Road
Geebung QLD 4034.
Tel: (073) 865 4940
Mobile: 0417 729 767



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ASSOCIATION NEWS

New National President

Peter Walden, Queensland State President, was elected the National President at the national meeting held in Canberra on the 18th April, Peter replaced outgoing president, Richard Crommelins. Richard Stevens, from South Australia was elected Vice President.

The National Committee is;
President

Peter Walden
Generator Hire Service
Tel: (07) 3216 7722
Fax: (07) 3216 7075

Vice President

Richard Stevens
Richard Stevens Hire
Tel: (08) 8277 0022
Fax: (08) 8277 0889

Steven Donnelley
National Hire
Tel: (02) 9666 4766
Fax: (02) 9666 3701

Maurie Abbott
Abco Equipment Hire
Tel: (02) 9533 1177
Fax: (02) 9534 1332

Mal Barnett
Carnegie Rentals
Tel: (03) 9571 9488
Fax: (03) 9572 1565

Brian Elms
Builders Aids
Tel: (03) 9850 2316
Fax: (03) 9850 7739

Luke Sibley
Oldfields
Tel: (07) 3273 1755
Fax: (07) 3273 1010

Richard Crommelin
Crommelin Machinery
Tel: (09) 350 5588
Fax: (09) 350 6365

Tony Ryder
Cockburn Hire

Tel: (09) 479 1985
Fax: (09) 479 1640
Eric Johnson
EWPAA Consultant
Tel: (02) 9927 7500
Fax: (02) 9956 7004

New South Wales Presidents Report

1996 was a good year for the Association. The major change we made was to align ourselves with the Australian Business Chamber. The reason for doing this was to add to the services that we can provide members.

A key service being used by members is the industrial relations advice line. Any full member of the Hire Association can ring the Australian Business Chamber telephone advice service and have their questions about employment issues answered on the spot. The types of issues being addressed, include advice about unfair dismissals, enterprise agreements, award conditions, occupational health and safety matters and Union demands on construction sites. The service is there if you need it and hopefully you will only have to use it occasionally, if ever.

Unfortunately we lost our Secretary, Gareth Johnson in January this year. He was promoted within the Chamber and he now more fully uses his legal training. However we do have a new guy, Chris Hanlon, who has certainly demonstrated to me already his keenness to learn about the industry and make the Association more active and relevant to members.

In terms of membership, we now have 160 members, which is 10% improvement on the membership numbers last year.

Last year a major activity was the Annual Convention at Rosehill Racecourse in September. About 200 delegates attended and the JLG sponsored dinner with the town crier in full voice was most memorable.

For the future we need to promote the benefits of hiring, in opposition to buying, to our key customers. We need to build up the party or event hire division, as this area of our industry will boom, particularly with the 2000 Olympics just around the corner.

Other activities we ran during the year that were particularly successful included our member meetings at Wollongong and one on the Central Coast, with both of them incorporating harbour cruises.

The Elevating Work Platform Division has been

particularly busy and it has largely due to the work of Eric Johnson. Several training courses were run in the year, a new booklet on using EWP's safely was written, and a new questionnaire was prepared. The Ewp division is the more active group within our Association at present. This is mainly due to the new regulations coming in to effect in April this year. As you know, owners and operators of boom type EWP's which can reach an elevation of 11 metres or more, must be able to demonstrate that they have a certificate of competency in their use.

I hope that in 1997 we can build on the relationship that we have began with the Australian Business Chamber. Our new secretary, Chris Hanlon, has some new ideas that we will put in place to build up our industry.

On Monday 21 and Tuesday 22 April we have a two day finance workshop at the Airport Sheraton with Steve Le Fever. Some of you may remember when he spoke at the last AGM. A notice detailing this workshop is on your chair now and I can highly recommend that you take the time to attend.

We have a series of supplier nights organised this year. In May we are at Snorkel, in July we are at Electric Eel, in September we are at Laserquip and in November at Makita.

Electric Testing Courses at Granville TAFE are scheduled for May, July, October and December. A service of EWP courses have already been run this year and there are additional courses happening now.

Country member meetings have been scheduled for June and October and these will incorporate an interesting speaker on a topical business issue.

I hope we as an Association can continue to grow and change so that the value of belonging is improved. Our new secretary has already introduced change to the accounting system, the data base mail out system, and he tells me the next on the agenda to be improved is the communications newsletter.

Queensland **Northern Roundup**

The 1997 Northern Roundup will be held at Laguna Quays Resort in the Whitsunday Region on the Queens Birthday Weekend, June 7th - 9th.

Laguna Quays Resort offers an extensive choice of activities for one or a family. If you enjoy a round of golf, the Resort offers a championship golf course and a comprehensive practice facility.

If you are planning to take the family, the kids will be happily occupied in the Kids Only Club which is open daily and is free for children aged 2-12 years. Accommodation can be selected from studio style or up to 3 bedroom self contained villas, depending on your requirements.

This year sees some new innovations including, Wacker donating a FW Concrete Vibrator valued at

\$1,486 as a major door prize. Case Corporation, a new exhibitor this year will also donate giveaways to the value of \$300 - \$400.

Suppliers who have difficulty bringing equipment to Laguna Quays may freight their goods to Bowen Hire and they will take it down on Friday and return it on Monday. Phone Bowen Hire to arrange this.

This event has become larger every year, both the Queensland President, Peter Walden and the Secretary will be attending. While the Guest Speaker is Shane Smith (Northern Delegate). Many members will be travelling from Brisbane for what promises to be the best Northern Roundup yet. The Roundup is not only for suppliers to demonstrate their products but is a social get together to renew acquaintances and establish new ones.

The response has been very encouraging with many Hire Companies and Suppliers attending. Bookings are being finalised, so you should,

Contact

**Pat & Jenny Pilcher of Bowen Hire on
Tel: (077) 86 1154 or Fax (077) 863 410.**

Get well message

We would like to send our get well wishes to Arthur Staines of All Hire & Trading at East Brisbane. Arthur Recently underwent a serious bypass operation. Arthur is an original member and was the Queensland President for two years as well as holding other committee positions over the past twenty years. Arthur and his family have supported our industry and have given their tireless energy to promote our Association.

All the Queensland members wish him a speedy recovery and our thoughts are with him.

Victoria

Norm Wright has been elected the new State President for Victoria. Roger Habish is the Vice President.

Acopy of the Terms and Condition of Trade are now available and can be obtained by contacting :

**Roger Buxton
Tel: (03) 9810 6333**

Safety cards for Hire Industry

A set of safety information cards for the hire industry are about to be launched. The cards were produced to build commitment to health and safety in the community and to work with industry.

They were developed for hire business employees and customers to raise safety awareness and reinforce the importance of using hired equipment safely. The cards also alert the user to the need for and importance of protective safety equipment.

Injuries sustained from the use of DIY equipment are significant and a major concern for WorkCover.

After a short pilot program to test suitability of content and customer understanding, it is proposed that the basic safety information will be released for use and distribution to all members of the Hire a Rental Association and others.

Proposals are being discussed for the industry to develop information, using the existing generic models, for all equipment offered for hire or lease..

The cards were produced by the WorkCover Taskforce in collaboration with OH+S, environment and risk management consultants, and executives from the Hire and Rental Association. The cards at present cover 40 items of equipment.

Further information :
Bernie McGuanne
Tel: (03) 9628 8146

Welcome New Members

Mr.Phil Newby
Safe Access
P. O. Box 50
Elanora Heights 2101

Mr. Christopher Agustin
Bathurst Tool Hire
67 Havanah Street
Bathurst 2795

Mr. Brendon Horswell
Coast Hire
Kerrison Lane
Bega 2550

Mr. Bill Devery
Twin City Hire
1/28 Machinery Drive
Tweeds Heads South
2486

Mr. Ron Bailey
Australian Photonics
Co-op Research Centre
101 National Innovation
Centre
Australian Technology
Park
Eveleigh 1430

Mr. David Mclean
ABBEngineering
Construction
C/ ICI Botany Gate 3
Dennison Street
Botany 2019

Mr. Mike Whelan
DG Whelan Access
5/5 Stanton Road
Seven Hills 2147

Mr. Bill Butler
Hirequip
Lot 1, Marine Crescent
Uranga 2454

Mr. Roger Jackson
Every Day Hire
P. O. .Box 137
Cobar 2835

Mr. Grahame Henderson
Henderson Hire
46 Mortlock Terrace
Port Lincoln 5606

HIGHER PRESSURE MEANS MORE HIRES

SPECIFY AUSSIE PRESSURE WASHERS FOR YOUR FLEET



Special Hire Specs.
4000 psi Standard
Models
Big Berty Pumps
Full Range of
Accessories
Unbeatable Value
World Class Service

For tough, high performance
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Computerising your Hire Business - Final

Rules of Thumb

Article by: Bruce Davies –
Trilogy Business Systems



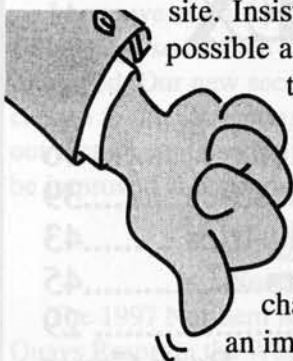
Well, we have finally come to the end of this series of articles on Computerising Your Hire Business. The subject has been fairly comprehensively covered in the previous five articles so we thought in this the final article we will attempt to summarize some of the key issues and also provide a few general rules of thumb that you should try and follow in your search for the computer system which best fits your business.

In your quest for the ideal system never underestimate the role the supplier will play in the success or otherwise of the system you select. Remember it is the supplier who will be guiding you through the implementation of the system and providing the ongoing training and support, so it is of paramount importance that you get the right blend of supplier and software.

Here are some simple rules to follow which could save you loads of frustration and in the long run thousands of dollars:

Buy Packaged RENTAL Software: This point must be at the top of the list and the words "Rental Software" are the key here. The Rental industry is littered with software packages that have been supposedly "modified" to suit the Industry. These "modified" packages never quite do the job and in the end cost you more money than a fully featured Rental software package would. Your industry is unique so it follows that you will require a unique software package to do the job for you. Which leads into the next point.

Don't buy promises: This is the big one! The only way to know a software package will work for you is to **see it work**. At the very least you should insist on a full demonstration of the software. Remember however, given enough time, a potential supplier could "dummy" up a screen to show you whatever you might want to see. The only true test for any software package is to actually see it working live on a site. Insist the supplier provide you with a full list of their users, call as many of these as possible and try and get to visit at least one or two. This way you will get to see exactly how the software performs in a live situation and will not have to rely on any promises made by potential suppliers.

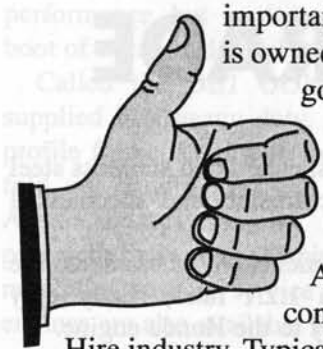


PLAN FOR THE FUTURE

Buy a System that can Grow: Your business does not stay the same from year to year. It will probably change as the community in your area or the economy changes. Your computer system must be able to adapt to these changes without having an impact on your business. Any software package you select should last you a minimum of five years. Check what sort of software updates are provided – how regularly and at what cost. Clarify the term "update" as opposed to "modification". Updates should be provided as part of any ongoing support contract, while modifications are normally chargeable and can be expensive. Check whether the supplier runs "User Group" meetings or not. These meetings are run by the "Users" and are therefore the best way of ensuring the software is kept current.

Training and Support: This should be one of the first questions you ask any supplier when looking at their software package. Don't let anyone ever kid you that you will not require training and ongoing support. In a fully integrated business system there will always be procedural and sometimes operator errors to contend with. If the supplier does not offer full support and training you are on a fast track to disaster. Move on to the next system – don't bother wasting any more of your valuable time. In about 80% of the "disaster" sites we have seen over past nine years most of the problems could be traced back to a lack of quality training or support.

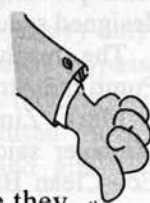
Source Code: Who owns the source code to the software and where is it held? These are two very



important questions. For the protection of your investment it is vital that the source code is owned and held by the local supplier so that you can get access to it should that supplier go out of business.

We recently attended the ARA Convention in New Orleans and noted with interest that of the twenty odd Computer companies represented only ten of those were represented two years ago in Atlanta and of the seventeen represented in Atlanta seven were no longer around. This is consistent with what has happened in the Australian market over the past 8 or 9 years. There have been any number of computer companies (Australian and American) that have "flirted" with the Australian

Hire industry. Typically these companies sell one or two systems, find that selling software to Hire companies is not a licence to print money and very quickly disappear, only to resurface again a year or two later, repeat the dose and once more leave a trail of destruction in their wake. So, check potential suppliers out very carefully – it will be time very well spent.



Briefly, some of the key elements to look for in a supplier include:

Commitment to the Industry – Do they have a track record of supporting the industry or are they merely a fringe player.

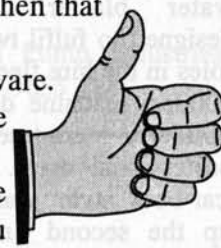
Industry Knowledge – Do they understand the industry and its unique requirements. Do they understand your business well enough to offer advice on the best way to set your system up. This can often be the difference between a successful and unsuccessful installation.

Financial Security – Are they able to survive the tough times. The best support and guarantees in the world will all come to nothing if your supplier goes out of business.

Staffing – Do they have sufficient staff to support the product. Often you will find there is only one person who knows the software – this of course creates enormous problems for the end user when that person goes sick or leaves.

Ownership – Are they Australian owned and who owns the source code to the software.

These become important issues if you strike problems with either the supplier or the software.



Remember the supplier and the software are a package – don't attempt to separate the one from the other. Don't fall into the trap of thinking you won't need the supplier once you have made the purchase.

Well, we trust you have found these articles to be both helpful and interesting and hope that we have been able to help you clear up some of the myths surrounding computers. They are a very powerful business tool which, when used correctly, can be of great benefit to you in your business. Remember, you are part of a very unique industry, but if you follow the rules we have set out in these articles you will be able to avoid the pitfalls that have already befallen so many in the Industry.

Finally, in concluding this series we have taken a quick look again at some of the benefits you should reasonably expect to get from your computer system. Happy computing!!

Reduce Costs:

- Reduce time required to open and close contracts.
- Reduce time required to invoice customers.
- Reduce accounting costs.
- Reduce the time required to produce management reports.

Increase Revenue:

- Eliminate mistakes when pricing contracts.
- Increase contract revenue by charging for "actual" time out.
- Improve cash flow by billing more frequently.
- Improve cash flow by knowing actual account status and pursuing collections promptly.

Improve Quality:

- Provide better customer service at the counter.
- Reduce customer complaints about illegible contracts.
- Provide an accurate, responsive reservation capability.
- Improve counter performance by providing responsive pricing and accurate equipment specifications and availability.

HIRE PRESSURE UPGRADE

High pressure water blasters are an important part of every hire fleet. Kennards Hire, one of Australia's biggest and most progressive hire companies, recently upgraded their entire engine drive fleet by moving to machines with substantially higher pressures than the units previously available and with built-in features designed specifically to suit rental machine customers.

The machines chosen were built by Australian Pump Industries at their Sydney works facility.

Mark Zimmer, Kennards' National Equipment Manager said, 'We chose Australian Pumps' Aussie Eco-Clean BB Series machines because they offered major advantages in performance, serviceability and reliability.' He went on to say, 'We worked with the Australian Pump Industries' team to come up with machines that suited our specific requirement with built-in features as being essential for the hire and rental industry.'

Basically, the machines chosen comprise two models of engine drive high pressure water blaster. They are designed to fulfil two different roles in the hire fleet; there is a 4000psi machine designed for builders, contractors and professional users. A 2000psi 'car-boot style' washer makes up the second unit. This is designed specifically for domestic customers and has substantial performance yet is compact and can be fitted into the boot of a standard family sedan.

Profiles of the machines are shown below.

4000psi professional contractors' water blaster

This unit is powered by a 13hp Honda GX390 engine with electric start. The 1 3hp, single cylinder engine was selected because of its modern, overhead valve design, excellent fuel economy and ease of parts supply. The electric start function makes it user friendly.

Aussie Pumps use a 'Big Berty' KT Series pump running at 1750rpm that delivers 4000psi and 15 litres per minute. The pump features a big double die-cast symmetrical, aluminium crank case providing high strength and excellent internal cooling characteristics. Stainless steel tennifer reinforced plunger rods are also provided for extra strength and oversized straight roller bearings are supplied as standard at each end of the crank case.

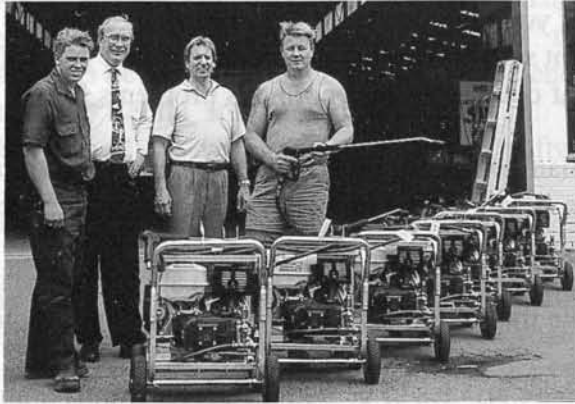
Like all 'Big Berty' pumps, the KT Series features the exclusive double seal system designed to provide long service life and resistance to high temperature.

Solid ceramic plungers are standard and stainless steel valves are provided for corrosion and mechanical resistance.

The pump manifold is in nickel plated brass and the pump is driven through a 1:2.1 ratio, heavy duty gearbox that couples directly to the Honda engine.

The pump and engine group are mounted in a heavy duty, fully enclosed roll frame that is galvanised for corrosion resistance. The frame is mounted on four pneumatic tyres for ease of mobility and has a built-in gun and hose rack. The pump and motor group are rubber mounted to the frame to reduce vibration and extend machine life.

Other special equipment provided on the 4000psi machine includes high capacity, long, single lance and quick couplers on both gun and hose for operator convenience



Kennards takes delivery of the first shipment of 4000 PSI Aussie Water Blasters

A unique thermal dump bypass device was also built-in by Aussie Pumps engineers to reduce the possibility of the pump overheating from running on bypass. No piston pumps should be run on bypass for any extended period as it causes overheating and consequent cavitation and pump failure. The thermal dump bypass opens a valve when the water inside the pump head reaches a certain temperature thus allowing cold water into the system and substantially reducing the possibility of the pump overheating.

Aussie Pumps' Product Manager, Hamish Lorenz, commented, 'One of the other big advantages of the 'Big Berty' pump over other brands on the market is the low cost of spare parts. For example, almost all the parts that you need to do a complete overhaul on one of these big, 4000psi pumps is incorporated in six repair kits which cost as little as \$30 each.'

These big, powerful machines are ideal for contractors, builders, for graffiti removal and any other difficult application. Kennards are stocking the Aussie 'Rustbuster' sandblast kits to suit thus providing an additional facility to hirers.

2000psi domestic machine

The 'car-boot style' 2000psi water blaster is unique Australian Pump Industries and was developed specifically in conjunction with Mark

Zimmer from Kennards Hire.

'With Kennards input we were able to come up with a machine that has no compromises from an engineering point of view, delivers serious

performance, but is also compact and will fit in the boot of a standard family sedan.'

Called the BB1 OOK, the special machine is supplied in a heavy duty, galvanized, compact, low-profile frame fitted with two solid rubber tyres and a fold out handle. 'We call it the Smart Frame' said Aussie Pumps' Hamish Lorenz. The machine is powered by a 5hp Robin engine selected for its reliability, ease of service and economy. Honda 5hp engines are also available for this model.



The pump is a 'Big Berty' WEL Series driven through a gearbox. The pump runs at 1450rpm for extended service life. It produces 2000psi and 11 litres per minute.

The pump is a heavy duty, three cylinder ceramic piston unit with solid shaft of 24mm diameter. It features a brass head and comes complete with self Lubricating 'Big Berty' seal, oversized ball bearings at each end of the crank shaft and conrods of zinc alloy Tonolli 328. These zinc alloy rods provide extra high strength because of their one piece design and close tolerance concentricity.

The pump features self-lubricating plungers and a large capacity crank case for cool-running.

The unit is provided with a single lance, heavy duty Arrowline gun, thermal dump for limited bypass running and 15m of high pressure hose. A rack for the hose is built-in to the heavy duty galvanised frame. Quick couplers are provided to hose and gun for operator convenience.

All machines will be fitted with the exclusive Aussie Eco-Clean Total Stop device for machine protection from dry running, excessive bypass running or operation without diesel fuel.

'We set out to provide the hire industry with machines which are designed specifically for the rental market' said Hamish Lorenz. 'The assistance given to us in that area by Kennards in effective feedback has been invaluable.'

Further information, Australian Pump Industries phone (02) 9655 1541 or fax (02) 9655 1689.

NEWS IN BRIEF

National Plant Standards delayed

The National Plant standards for NSW scheduled for September 1997 have been delayed until September 1998. The Plant Standards which are already in all states except N.S.W., ACT and Tas have been rescheduled due to a total revision of the safety regulations for plant in NSW, which will see any changes in Operational Health and Safety act, included with the introduction of the new plant Standards.

Coates buys Stackpoole Hire

Coates Hire has purchased Stackpoole Hire, a general hire company in Tasmania. This followed the acquisition of Moss Hire, a Victorian Portable Building and Toilet Event business, shortly after the public float of the company. Sykes Pump Hire, was also acquired early in the year.

Meanwhile the market has reacted favourably to the float. After being listed at \$2.00, Coates share price have been steady at \$2.90 ever since.

Mole Engineering ceases trading

Mole Engineering ceased trading on 31/1/97. The engineering group, who were the distributors of Mitsubishi Graders, Kobelco Excavators, Ditch Witch Trenchers and Stanley products in Australia, were placed in the hands of the Receivers on 19/12/96.

Austrim secures SA Govt. hire contract

Austrim Ltd. has purchased the South Australian Government's road plant and light vehicle hire and maintenance business for \$41 million.

This acquisition follows on Austrim's existing AH Plant Hire's earlier purchase of the Vic. Roads Plant and Equipment two years ago.

Austrim and the SA State Government have signed a five year hire agreement, including full maintenance, covering 60% of the 2,450 items of plant and cars acquired. The SA operation would generate revenue of \$26 million to 30 million in a full year. This would lift Austrim's annual revenue to around \$280 million.

Can Elevating Work Platforms continue to rise?

If you asked members of the hire industry which item of equipment had made the biggest impact in the last decade, it is highly likely that most would choose Elevating Work Platforms (EWP's).

From their outset, when they were primarily used as an assistance in firefighting and rescue work, EWP's have progressed, as technology has played its part in developing the machines, to be a major part of several industries. In reality EWP's have been accepted as the most effective and safest way to get men or equipment off the ground.

One of the main reasons for this is their versatility. While there are three main types of EWP's, articulating booms, telescopic booms and scissor lifts, they have been tailored to suit different situations. Whatever the task, if it involves getting equipment or personnel off the ground, there is an EWP for this situation. If there isn't, there soon will be. As this market driven industry continues to expand at a remarkable rate globally. Causing some to predict that sales have reached their peak and must slow down. Which is counteracted by those who believe EWP's have not yet realised their true potential.

America recorded sales of 40,000 units last year, with Europe and Asia also reported increases in sales on previous years. While underdeveloped countries are providing ready made markets for EWP's as part of the infrastructure and construction being carried out, contributing to the EWP boom. Aerial Access has developed into a major industry worldwide, with access equipment exhibitions being held in different countries each year, attracting huge crowds, as well as being a major part of hire industry exhibitions. It is estimated that there are 500,000 units in use worldwide.

The hire industry has played a major part in the progress of the EWP industry, as it was the discovery of the potential market of EWP's by the hire industry which first fuelled the expansion. An expansion which both have reaped the benefit of ever since. While each of the individual types of EWP's have expanded their usage over the years, undoubtedly scissor lifts have made the most progress. Articulating booms and telescopic booms are mainly involved in high altitude tasks. But scissor lifts have proved more versatile. Like their counterparts, boom lifts and telescopic boomlifts, they operate on rough or smooth terrain, but have a greater adaptability, with models ranging from the single man verticle lift to the 900 kg load capacity model. This versatility has increased their potential, opening seemingly limitless areas of involvement.

EWP's are ideal for hire industry, in most cases it is more economical to hire than outlay the expense of purchasing a machine which may only be used only

occasionally. With the EWP's become more sophisticated, as manufacturers target certain areas of utilisation, they have become almost an essential part of any hire range.

EWP's come into their own, in Australia, during the building and construction boom of the 1980's. Although they had been in use since the late 70's, they were struggling for acceptance until the mid 80's when they started to established themselves by being a part of some of the many major projects in progress. during this period. It was a period of discovery both for the hire industry and end user, as EWP's integrated themselves into industry in Australia, and the hire industry discovered their potential.

The awareness and acceptance of EWP's in this era enabled them to become entrenched as part of industry in Australia. Although the recession caused a slowdown in utilisation, there had been a number of areas of use established which allowed EWP's to survive this period. They have since put this era behind them and are now once again showing strong growth in sales to the extent that there were 1,000 units sold in Australia last year, of which two thirds found their way into hire.

Australia is obviously seen as a potential market by leading manufacturers, which can be gauged by the number who have set up distributing operations in Australia in recent years. Undoubtedly the Olympic Games and the infrastructure which will accompany it is part of the reason. But, when you consider that the two main suppliers, JLG and Snorkel had little or no opposition when they done the "hard yards" during the establishing of EWP's, Australia now boasts 9 suppliers who are involved in the scissor lift range, which account for about 65 % of the annual sales, creating a smorgasboard of choice for the end user, as well as a very competitive marketplace. Considering the necessity of providing a service and maintenance division to accompany the sales operations it is a big vote of confidence in the future of EWP's in Australia.

Being literally a young country, with a small population in comparison to its size, which is accepted as being a few years behind the major overseas countries, the optimism is understandable. Having firmly established themselves as part of the industrial structure in Australia, EWP's can be seen as one item of equipment whose use to industry can only increase. There is very little doubt that EWP's have not reached their true potential in Australia. They have progressed so far in ten years, who knows what the upcoming decade will bring.

The hire industry can only benefit from the impending progress of EWP's as it has become the linchpin between the manufacturer and the end user.

BAYTEX CAN HELP YOU MAKE ONE-OFF PROJECTS AN OFF SEASON EARNER

The winter round of Hire Conventions is about to kick off again with the Event Hire Trade Exhibition scheduled for the end of May. Baytex is a regular exhibitor at all these exhibitions and has often been disappointed at the lack of support received, especially from Party Hirers. Please take them as seriously as we exhibitors do because without your support we cannot justify an effective display.

Much of the new activity at Baytex over the last month has involved the manufacture of a large Circus Tent (42M dia.), set to go up on the Gold Coast at the end of April, and a sophisticated Tensile Structure development for downtown Tauranga. Both of these projects were designbuilt and incorporate a number of new features involving a considerable amount of design work on the part of Baytex staff.

One of Baytex's developing strengths is the ability to successfully complete one-off design build contracts involving large fabric installations. In many cases the designs are an extension of the technology, materials and resources used in the manufacture of our rental products.

With the growing interest and awareness by the wider community of the performance capabilities of the new generation of frame supported structures and tensile canopies, Baytex sees a developing market for specialist permanent and semi permanent installations both in Australia and New Zealand. A certain amount of this

work has been directed to us through hire companies who receive a commission for the business won and in many instances are able to gain a reasonable amount of chargeable work out of the project themselves.

Baytex sees a much greater opportunity for and is very happy to work with local agents to win contracts such as semi permanent Restaurant or Function facilities. Swimming Pool Structures, Tensile Canopies, Warehouse and Storage buildings or any other large fabric structure, especially where a reasonable amount of design input is required. We would welcome calls from any hire operators who see a potential for such projects in their area.

Bandshells have quite a lot of enquiry over the past year or two from various party hirers looking for a simple, quick and cost effective solution to providing a Stage Cover at an open air venue. Party hirers have used various make shift structures to accommodate this need over the years and several overseas manufacturers have developed quite sophisticated products in response.

Baytex now has a product called the Clamshell which is providing particularly effective as a low cost, quick to erect and very good looking unit.

If you have an interest and want to explore the exciting possibilities of the Baytex Clamshell please give us a call.

Announcing a major advance in Frame tent design!

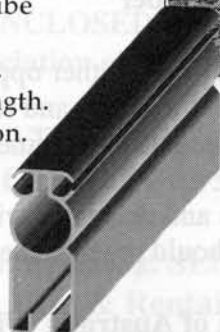
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CLIPFRAME III®

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featuring:

- Pull-thru Roof Panels.
- Clipframe quality & simplicity.
- 9M Clearspan width.
- Standard Clipframe features.
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New Exhibitors at Event Expo

Organisers of the second Event Hire Exhibition being held at the Cobram Barooga Golf Club, on the weekend of 24 and 25th May have been delighted with the response of exhibitors who have indicated their intention to attend the event.

In addition to most companies who attended the inaugural exhibition last year, several companies have already booked their sites for this year.

Among the confirmed new exhibitors will be distributors who both manufacture and wholesale a large range of floor coverings, including synthetic grass, carpet, tiles from sc.cm. to lsq.m, vinyl tiles and carpet runners. All products widely used in the event hire industry. Other new comers are P & M Pumps, the largest distributor of Karcher Cleaning Equipment, Australian Catering Tables, who have a large range of tables and chairs, and Volante Services, who specialise in portable flooring, both dance floors and general flooring.

The exhibition will be housed in a range of structures and marquees being displayed by Hoecker, Robian, Baytex Manufacturing and Quins Canvas.

Last years exhibition was supported by 16 individual suppliers to the event hire industry, and all indications are that this number will be increased considerably, making the exhibition well worth coming to see.

The exhibition is aimed at all Party hire and Event Hire Companies in Victoria and New south Wales, and offers a wonderful way to see a wide range of products on display over the weekend.

For trade exhibit details contact
**Ian Wood of Harry The Hirer on
(03) 9429 8688**

and for general information,
**contact Kevin Bourke on
(03) 5872 1433.**

As accommodation is limited close to the venue, bookings are essential.

The success of last years Expo makes this one an occasion not to be missed.

Don't stash it - cash it

at the Event Hire Conference

SWAP MARKET

Cobram Barooga Golf Club, May 24 - 25, 1997

**Bring samples, photos or lists of the stock you don't require for next season
and trade it with a fellow member**

The Event Hire Conference and Equipment Exhibition offers another opportunity for Event industry personnel, whether association members or not, to meet together and to enjoy the social and business activities provided, to learn, to network and to view the latest equipment exhibited by Event Industry Suppliers from across the nation.

Suppliers wishing to exhibit equipment at the exhibition and delegates wishing to attend the Event Hire Conference and Equipment Exhibition should register their interest with

**Mr. Roger Buxton, Secretary, Hire & Rental Association of Australia (Victorian Region) Ltd.,
P.O. Box 21, Hawthorn Vic 3122. Telephone (03) 9810 6333 Facsimile (03) 9818 3686**

**HIRE AND RENTAL ASSOCIATION OF AUSTRALIA
(VICTORIAN REGION) LIMITED**

EVENT HIRE TRADE EXHIBITION

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
Hire and Rental Association of Australia (Victorian Region) Limited \$.....

**FOR ACCOMMODATION DETAILS PLEASE CONTACT NANCY AT THE COBRAM
BAROOGA GOLF CLUB ON 03 5873 4304**

ON COMPLETION, PLEASE SEND FORM AND CHEQUE TO:

Hire & Rental Association of Australia (Victorian Region) Ltd
PO Box 21
HAWTHORN VIC 3122
Facsimile: 03 9818 3686

Information Technology within the Hire Industry

Shorco Hire Managing Director, Peter Geelan (PG) and Rafi Tchopourian (RT), IT Manager, talk with Glenn Lyons, Managing Director, of Lyons Computer and answer questions about their experience with Information Technology.

Q. *How important is IT to daily operations at Shorco?*

PG: IT now controls all aspects of our daily operations. Our IT facility allows us to maximise our Inventory utilisation and manage most facets of our business.

Q. *What are the real strengths the present system offers over other software products previously used or considered?*

PG: Shorco first adopted computers 15 years ago. After having tried two other hire packages and extensive searching both in Australia and overseas we finally selected an Australian software product supplied by Lyons Computer.

The Lyons Hire system has been developed as a "Purpose Built" hire system and over the past 8 years has been in use with a number of major Australian Companies. It addresses the particular needs of a Corporate Hire Organisation and is a robust industrial strength package, proven to handle multibranch 'Real Time' data processing.

Q. *Why is the Lyons Hire system so powerful and flexible?*

RT: The Lyons Hire system has been developed using a state of the art software 4GL product called 'Progress', which is the most widely used world wide high end development system today.

Progress is a Fourth Generation Language and data base system which adopts a very flexible 'switch based' method of software development. This means all functions can be enabled or disabled according to a particular users needs.

For example, a particular field such as a 'Discount Amount' can be printed on a line item of a contract, or not, simply by switch setting.

Further, as well as being a high performance, reliable language Progress comes standard with powerful report writing tools allowing us to generate one off reports.

Q. *How would you rate the level of support offered by your Software Supplier?*

RT: We are 100% satisfied with the support we have received and believe that a professional organisation such as Lyons computer, who offer 'help desk' response, run an efficient reporting system of logging and managing reported enhancements and corrections which are prioritised and actioned in a timely fashion.

Q. *What future plans does Shorco Hire have for IT?*

PG: We are about to bring our 8 branches online. This should be a painless operation with Lyons who have considerable experience with multibranch users, including a client with over 40 branches.

Once all our branches are able to query Inventory Availability across all branches with Lyons Hire software, Interbranch Transfers to meet customers demand will become an automatic function resulting in even better customer service combined with better utilisation of our greatest asset, our hire products.

The future development of transactions occurring via the World Wide Web is another strategy for Shorco to develop with Lyons.

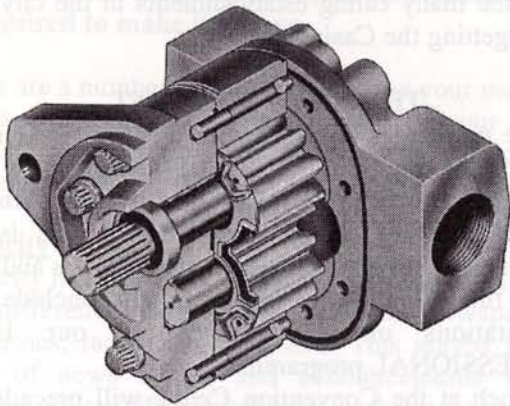
We see the expansion of our IT operations as vital for our ongoing growth and profitability. We view the Strategic Relationship with Lyons Computer as an important ingredient to our future.

Lyons Computer Pty Ltd can be contacted by phoning
Denis Dacey or Nerida Braad on (07) 3367 1533.

Hydraulic Pumps

With this issue I would like to discuss hydraulic pumps, as I mentioned at the end of my last article. The three different types most commonly found in our industry and their applications.

Gear Pumps



Gear Pumps develop flow by carrying fluid between the teeth of two meshed gears. One gear is driven by the drive shaft and turns the other. The pumping chambers formed between the gear teeth are enclosed by the pump housing and the side plates (often called wear or pressure plates). These plates can in some gear pumps be turned 180° change the parting of the oil flow and allow for a reverse direction motor to be used.

Characteristics

Most gear pumps are fixed displacements.

- Internal leakage increases with wear
- fairly dirt tolerant when compared to vane and piston pumps
- Good for pressure up to 3,000 psi but should always be used in conjunction with a relief valve.

Vane Pumps

Develop flow by a slotted rotor which is splined to drive shaft which turns inside a cam ring. Vanes are filled to the rotors slots and follow the inner surface of the ring as the rotor turns. Centrifugal force and pressure under the vanes hold them out against the ring. Pumping chambers are formed between the vanes and are enclosed by the rotor, ring and two side plates.

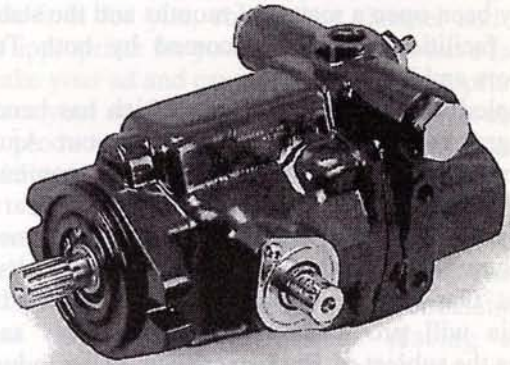
Characteristics

- Reliable and more efficient than gear pump
- As the internal ring surface and vane tips wear, performance is unaffected as vanes move further out.

- Hydravane compressors are common in our industry using this method.

Piston Pumps

All piston pumps operate on the principle that a piston reciprocating in a bore will draw in fluid as it retracted



and expel it on a forward stroke.

In our industry we use axial piston pumps a lot in boom lifts, road rollers and skid steer loaders.

Axial pumps work through a cylinder block turned by a drive shaft. Pistons filled to bores in the cylinder are connected through piston shoes and a retracting ring, so that the shoes bear against an angled swash plate.

As the block turns, the piston shoes follow the swash plate, causing the pistons to reciprocate. The parts are arranged in the valve plate so that the pistons pass the inlet as they are being pulled out and pass the outlet as they are being forced back in.

Characteristics

Most efficient of the 3 types of pumps that I have discussed.

- Wide range of capabilities and applications
- Most are capable of operation over 3,000psi
- Can be used to variable and reversible operation (road rollers)
- Need good filtration as dirt can greatly affect performance.

In the next issue we will talk about Directional Control Valves (DCV's) and how we incorporate them in a hydraulic system to do work. After that we will cover oil viscosities and why we use different grades.

Peter Armstrong
National Hire

New Zealand Report

AN INVITATION TO ATTEND THE 1997 NEW ZEALAND CONVENTION,

CHRISTCHURCH 5-7 AUGUST

It is my pleasure to extend an invitation to attend our 20th Annual Convention and Trade Show to be held in Christchurch in August 1997.

We have secured a very good Hotel close to all facilities, including the Christchurch Convention Centre where our Trade Show will be held. The Centre has only been open a matter of months and the state of the art facilities will be welcomed by both Trade Exhibitors and Delegates.

Coupled with the Trade Show, which has become an integral part of our yearly event, is our Annual Convention. The format this year is somewhat different from previous years and we warmly commend to all Member Companies to come to Christchurch early to take advantage of the Workshop sessions. Our Keynote Speaker, Winston Marsh from Australia will provide us with many ideas as he explores the subject of Professionalism in the Industry.

We will be delighted to also extend a very warm welcome to our Friends in America, Canada, England and Australia to join us and enjoy our Kiwi Hospitality.

Warren Egen President.

CONVENTION PROGRAMME

MONDAY 4 AUGUST

Optional Trip on the Tranz; Alpine Express to Greymouth and return. See the scenic beauty of Canterbury and the Southern Alps in the midst of winter. A spectacle well worth seeing.

Tuesday 5 August

10.30am. Workshop sessions for both Party Hire and General Hire members. This will be a great opportunity to share, learn and listen to other members and also leaders from within the Industry.

Don't miss our special Lunch travelling via transport from yesteryear.

Evening Our opening social event at the Antarctic Centre. A few special surprises will precede the opportunity to meet friends, view the unique Antarctic Centre and dine amidst the displays as our Convention gets underway.

WEDNESDAY 6 AUGUST

Our Keynote Speaker is Winston Marsh from Australia on the topic of Professionalism in the Industry. Winston is to the forefront in addressing Conventions both in Australia and United States of America He has also published a number of best seller books, audio and video cassette learning programs.

The morning will finish with Sponsors having the opportunity to tempt you with what they have on display at the Trade Show.

Enjoy lunch at the Hotel and then take a 3 minute leisurely stroll to the Convention Centre where the Trade Show will remain open until early evening. A light meal will be served during the latter part of the show.

The remainder of the evening is Free for you to enjoy the many eating establishments in the city and not forgetting the Casino of course

THURSDAY 7 AUGUST

The morning will begin with the Annual General Meeting of the Hire & Rental Company – Our Insurance Co-operative) followed by the Annual General Meeting of the Association. This is tile opportunity to review our past years activities and plan for the future. Our business sessions will conclude with presentations on and launch of our HIRE PROFESSIONAL programme.

Lunch at the Convention Centre will precede the opening of the Trade Show for the afternoon.

In the evening Cocktails will be taken in the Christchurch Town hall and this will precede our 1997 Awards and Banquet.

FRIDAY 8 AUGUST

For those who wish to, join the optional Yard Tour, visiting the Hire Yards of members in the Christchurch area. Return to the Hotel by lunch time.

PARTNERS

As usual you are welcome to attend all the Convention Business sessions. On the Thursday afternoon we are providing a sightseeing tour of parts of Christchurch which will include an opportunity to 'shop' and also to enjoy afternoon tea at one of Christchurch leading tourist venues.

TRADE EXHIBITORS

We look forward to the usual excellent support from Trade Suppliers to exhibiting at our Trade Show. The facilities at the Convention centre are excellent and we are sure will be conducive to making the whole event a enjoyable one. Full details on the Trade Show will be in your hands in the near future. Please read this carefully as there are some changes to the usual arrangements.

For further preliminary information contact:

Kelvin Strong Executive Director, Hire & Rental Association, Box 12013 WELLINGTON or
Ph (04) 496 3273
Fax (04) 496 3272

Advertising & Promotion

To do well in business, customers have to know about you and your product or services. Many small business people question the value of advertising. What they forget is that advertising can build sales volume at a lower cost per sale than any other method. It is necessary to advertise, but with limited funds available every dollar must count. The newer the business, the more advertising is required to make it known.

There are a number of approaches to get your message across. The promotional mix aimed for your target market (customers) can include the following elements:

Publicity

Publicity includes such things as non-paid messages in the different news media such as newspapers, magazines, radio, and television. This maybe in the form of news stories and announcements which mention your product or business, or the exposure your business can receive through community involvement such as charity support.

Sales Promotion

This includes all types of specials; promotions such as giveaways (matches, pens, T-shirts etc.), free samples, coupons, contests, and point-of-purchase displays designed to help your sales effort.

Packaging

Containers such as boxes, wrapping, see through plastic packages, tins, bags and cartons used to deliver or display products. In the service business packaging can mean how you present your service (your company brochure)

Direct Mail

Brochures or letters sent to potential customers through the mail. If you use this method your message must be simple and interesting.

Personal Selling

Direct one-on-one selling to customers by you or your sales representatives in the store, over the phone, or at customers' homes or businesses.

Advertising

This includes paid messages using different advertising media such as radio, television, newspapers, magazines and billboards. In selecting the media for advertising, attempt to identify your market audience and then decide the best way to attract their attention.

- **Radio** Radio advertising is more effective when it is used frequently, but be sure you identify what the prime listening time is for your clients. The individual stations will provide rate cards with audience profiles and discuss what can be bought with your budget.

- **Television** This is very expensive and most small business cannot afford this type of advertising. If you decide it is for you, choose the channel and timing most appropriate for you. Most channels have facilities to make your ad and can advise of the appropriate time to place your ad. The businesses it serves best are those with products and services with a wide appeal, not specialised businesses.

- **Newspapers** There are three main categories: daily, weekly and local or community papers. The daily papers generally have a much wider circulation and higher advertising costs. When placing ads in newspapers, be certain that your ad is placed in the appropriate section of the paper. Make sure you prepare a budget and target your audience before deciding in which paper(s) to run your ad.

- **Magazines** There is a wide variety of these and before advertising you must assess which will best suit your target market. Magazines best serve businesses whose target markets are well defined such as restaurants, entertainment and specialty shops.

- **Other** Placing an ad in the Yellow Pages telephone directory is a very good method of advertising for services. Another important method is to display an outstanding sign at your place of business which will attract local traffic.

- **Costs** There are many ways to assess the usefulness of advertising, but the most important one is results, does it make people buy your product? This can be measured by sales, but this often does not happen until after the advertisement is long gone. One simple measurement method of the cost of your advertising and its effectiveness is the cost per thousand method (CPM). CPM tells how much it will cost to get a message to one thousand people.

The formula is:

$\frac{\text{Cost of sending message} \times 1,000}{\text{Number of people reached}} = \text{Cost per thousand}$

For example: If a daily newspaper's circulation is 30,000 and an ad costs \$500, then the CPM will be \$16.67 per thousand.

CPM can be used as a guide-line to compare the relative cost of different advertising media, but you

must also consider: location of target market, size of target market, type of people in target market and the results achievable.

Advertising Check-list

- Is Your Message Simple And Clear? Is your message easily understood? Crowded ads, or ads with too much information, will not be effective.
- Is There A Big Headline? A good headline is very important to the success of an advertisement. In print advertising, your headline is 80% of the ad. 80% of the readers read no further than the headline.
- Is It Relevant? Does your advertisement describe your product, service or store?
- Is It Different From Your Competition? Is the advertising fresh and original or is it merely a pale carbon copy of your competitor's advertising?
- Does It Demonstrate Customer benefits ? Nothing works harder or sells better than an ad which show customer benefit
- Can You Be Found? Does the ad prominently mention your business name, address and phone and/or fax number?

The objectives of the advertisement are as follows:

- Get the customer's attention
- Interest the customer in your store, product or service
- Create a desire to buy
- Get the customer to take action.

In order for a business to keep its share of the market, expenditures must bear some relationship to what competitors are spending. Aggressive competition usually requires aggressive advertising.

Talk to the Office of Small Business about planning your advertising budget.

Its confidential and it's free.

Level 3, 1 Fitzwilliam Street
Parramatta NSW 2150
PO Box 242, Parramatta NSW 2124
Telephone: (02) 895 0555 Fax: (02) 635 685
NSW Toll-free: (008)45 1151
or the
Office of Small Business in your state.

UPCOMING EVENTS

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
September 1 - 4
Contact ICMS
Tel: (07) 3844 1138
Fax: (07) 3844 0909

ICUEE 97

International Construction
and Utility Equipment
Exposition
September 23-25, Kentucky
Fair and Exposition Centre
Louisville, Ky, USA
Tel + 1 708 990 2070
Fax: + 1 708 990 2077

42nd Annual A.R.A. Convention and Rental Trade Show

Orange Country Convention Centre
Orlando, Florida
Feb. 16 -19, 1998
Contact: A.R.A.
1900 19th St. Moline, Il 61265
Tel: (800) 334 - 2177;
Fax: (309) 764- 1533

BAUCON ASIA 97

International Trade Fair for
Construction Equipment and
Building Material Machinery
October &-10, World Trade
Centre, Singapore
Tel: + 49 89 51 07 0
Fax: + 49 89 51 07 506

APEX 98

International Exhibition and Conference
for the World's Access Industry, September
1988, MECC, Maastricht, The Netherlands
Tel: +44 1892 784088
fax: +44 1892 784086

ATTENTION: ATTENTION: ATTENTION: ATTENTION: ATTENTION:

PARTY AND EVENT HIRE DELEGATES

The 1997 Hire & Rental Conference and Exhibition at Conrad Jupiters on the Gold Coast from 1-4 September will have special component for you.

Keynote Speaker, Workshop Sessions and hands-on event sessions are being designed to give you ideas, inspiration, and intelligent discussion on the issues which impact on your sphere of business.

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!

SEE YOU AT THE CONRAD

Grove Manlift Gives You More Boom For The Buck

Grove Manlift gives you more choices than ever in telescopic boom platforms!

Choose from nine models with working heights from 14.63 to 35.35 m and platform capacities from 227 to 340 kg. Features include:

- Gasoline, dual fuel or diesel power.
- Optional four wheel drive.
- Articulating jib extensions (MZ71C, MZ82C and MZ90CX).
- More horizontal reach ("C" Series).
- Easy service and maintenance access.

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.

Give us a call. Come see us. Let's talk about our easy Grove Manlift purchase plans.

**GROVE**[®]
MANLIFT[®]
A GROVE WORLDWIDE COMPANY



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