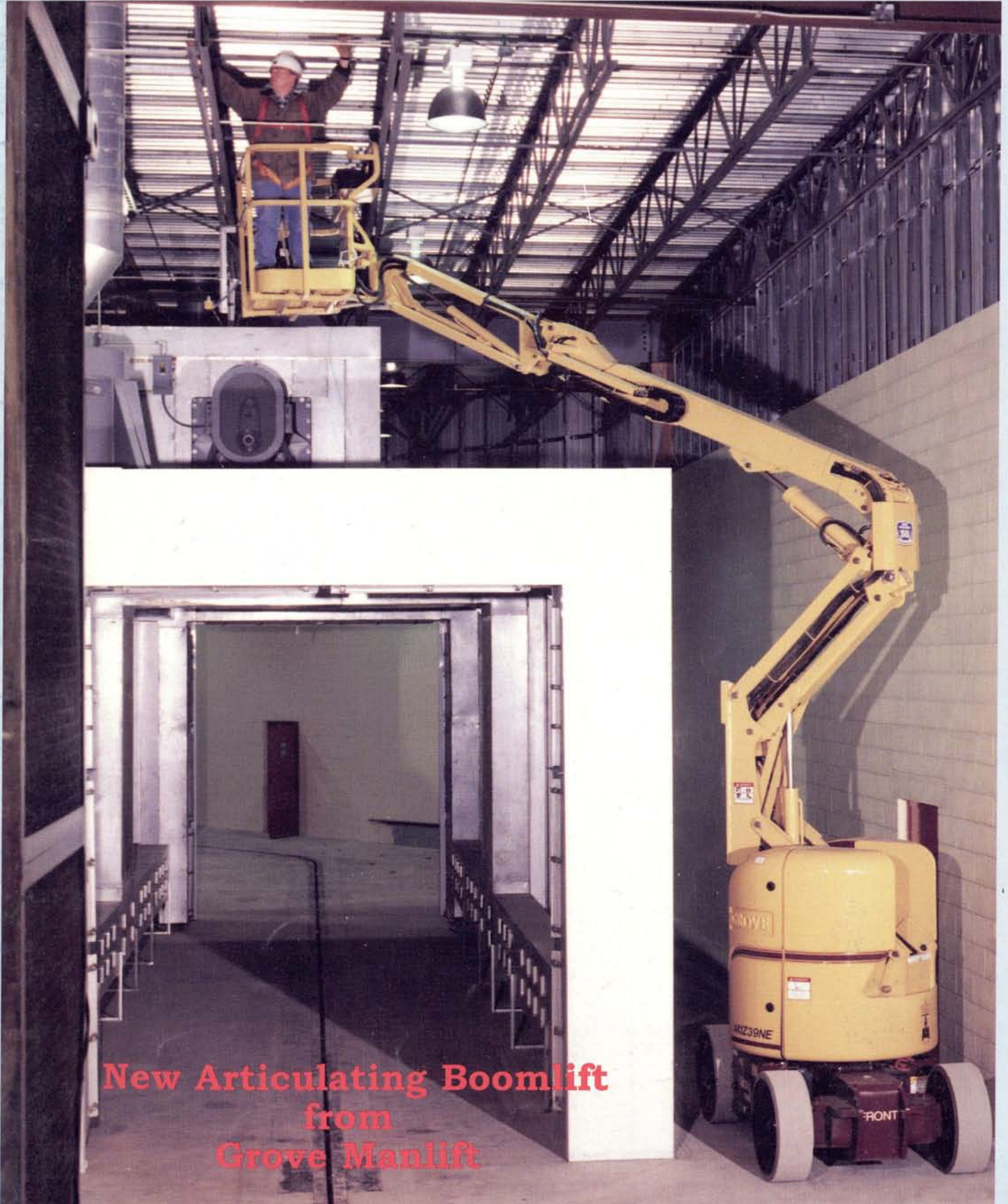


Hire and Rental

Industry Quarterly

OFFICIAL PUBLICATION OF THE HIRE AND RENTAL
ASSOCIATION OF AUSTRALIA

FEBRUARY, 1998



**New Articulating Boomlift
from
Grove Manlift**

THE LEADING AUSTRALIAN OWNED SOFTWARE PACKAGE FROM TRILOGY

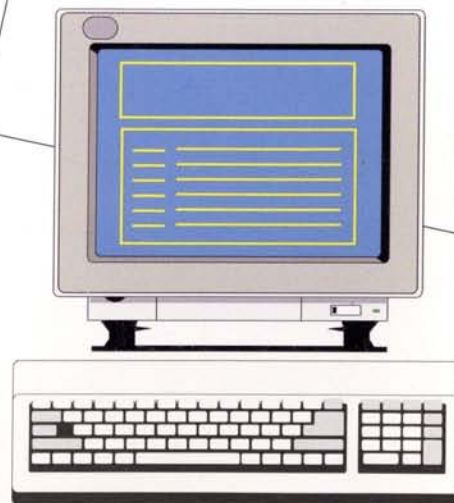
TRACS

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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PRESIDENT'S MESSAGE



I hope everyone has had a peaceful and relaxing Christmas. Whilst it is always hard on small business to get much time off, it is vital that you find time for revitalising your batteries in a way that is optimum for you. For me, I had the opportunity of three days at home interruption free. This time was well spent on such exacting tasks as helping my sons build model planes. Hope your Christmas was physically and mentally relaxing too.

With the new year here and the State Annual General Meeting being held. I trust that that each and every member is giving serious consideration to putting their hand up to take on a task for the next year. Be it on the management committee, or country delegates, or as an organizer of a social or trade event. The more volunteers, the lighter the load.

In recent weeks I have spoken with many business people and they are finding the industry is on the move. Many hire companies are starting to see equipment moving that has been dormant for some time and are seeing this as a good sign of the year ahead. Hires appear to be won on service and reliability rather than price, which is what our industry should strive for in order to build a better hire network.

May 1998 be busy and prosperous for us all.

Regards

Peter Walden

Business lending the next battlefield

1997 bought some changes to the financial sector.

Not the least of these was the deregulation of banks, which saw competitors enter the formerly halo-ed ground of the residential mortgage market

This area was previously the sole property of the banks.

The continual interest rate cuts made the opportunity of home ownership look more appealing to prospective buyers. The increase in the number of prospective buyers looked like making up for the banks having to put up with reduced margins. But suddenly there was a cloud on the horizon.

Young upstarts such as John Symonds, of Aussie Home Loans, surfaced in the home loan market, undercutting bank rate., Even having the temerity to accompany the offer with a national advertising campaign, comparing his rates with the banks.

The banks no longer called the shots and found themselves under siege as they were forced to follow suit. and reduce rates. Soon others joined the fray, The competitiveness drove the Home Loan Lending Rate to its lowest in thirty years.

But there is another area of which the banks have always held sway, up to now, that is business lending.

It is interesting to note that despite the continual fall in interest rates, and the Home Loan war, the Business Lending Rate has remained unchanged, Mainly because, again banks have always had practically sole rights to this market.

But this area of lending is where the next rate war is likely to be conducted.

Aussie Home Loans, following on its success in the Home Loan area, has just entered the Business Loans market with a rate of 6.49% on a Residential Secured Business Loan of \$100,000. Which is lower than the rates offered by any of the banks.

While the best rates offered by banks on business and commercial overdrafts of \$100,000 is 8.75%.

Although this area of lending is considered more risky than home lending. It is reasonable to assume that it will soon be put under the microscope by interested parties.

No doubt some of the big financial institutions have followed the home loan war and observed the progress made by Aussie Home Loans and RAMS. The avenue is now open for them to enter the Business Lending market.

Deregulation has put pressure on banks to be competitive by opening up a wider range of funding possibilities for the borrower.

If the banks are going to retain their market share in the business lending market they are going to have to pay a price, by reducing their rates, in order to compete, as they have been forced to do in other areas. Which can only benefit the business sector.

It will be welcome change for businessmen, going to see the bank manager with cap in hand, knowing that the pendulum has swung,

Other options have now become available. Even the present overdraft is negotiable.

Greg Kelson

From the Editor

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.

The material contained in this journal has been provided for general information only and it is recommended that appropriate expert or professional advice and assistance be obtained before acting in every particular instance.

Contents of this magazine are subject to copyright and cannot be reproduced in any way or form without the written permission of the editor.

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

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Hire & Rental Industry Quarterly

Official journal of the Hire & Rental Association of Australia
February 1998

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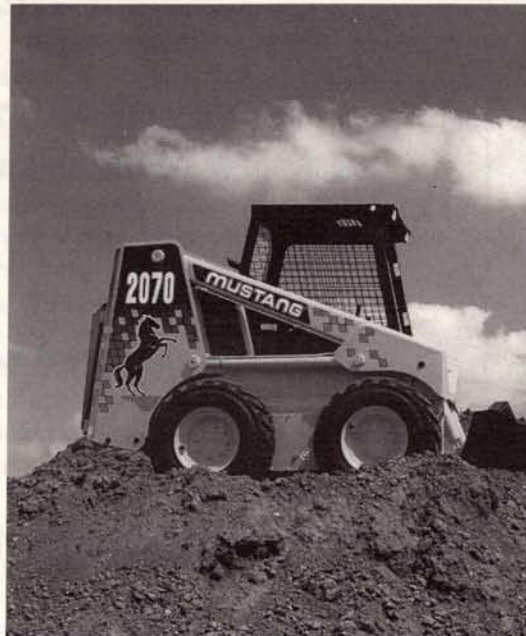
Grove Manlift's new
Articulating Boomlift

Mustang's new model 2070

Tutts Tat Hong has announced the release of a new Mustang 2070 model to the Australian market. The 2070 is designed with a lengthened wheel base and wider tread width which allows it to become a lift and carry or a highly productive excavation skid steer loader. The 2070 model has a SAE operating load rating of 2350 pounds by adding the optional weight package.

The 2070 model is equipped with a 169 CID liquid cooled TURBO-CHARGED Isuzu diesel engine rated at 75 hp. The 2070 model is also available with a standard auxiliary hydraulic system capable of delivering 22.0 gpm at 3,000psi. The model 2070 Hi-Flow offers 37.5 gpm at 3,000 psi with a unique feature....LOAD SENSING. This feature delivers the right amount of oil and pressure that an attachment requires automatically, saving energy and reducing heat. In addition the model 2070 has 6,500 lbs of axle torque or tractive effort and delivers 6,000 lbs of bucket breakout force.

Mustang's model 2070 features the no maintenance direct drive coupler with large hydrostatic pumps and massive wheel motors. Mustang's bowtie drive system increases drive system strength and performance while eliminating the need for internal chain adjustment.



With a large swing out rear engine compartment door, flip up seat, easily removable ROPS and large side frame access panel, the 2070 is designed with ease of service in mind.

All fluid checks are easily accessible or fitted with visual sight gauges. Plus the hydraulic system is sealed and pressurised to keep out unwanted dirt and contaminants.

With Mustang's model 2070, two choices of FAST-A-TACH mounting systems are available. The exclusive single pin version, or the two pin version that will allow a wide range of competitive attachments to be used on the 2070. The Mustang 2070 is also available with three choices of operator controls to precisely match an owners preference. These choices are T-Bar control with foot operated hydraulics.... Two lever control with foot operated hydraulics....or Two lever control with hand operated hydraulics. No other unit on the market offers three choices of controls.

For a free Technical Brochure, please contact

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Robust Ventilating Fan

The Americ Vane Axial Fan stocked by Flextool combines performance with practical design. The stackable design is a bonus for hirers as it that saves valuable floor and storage space.

Other practical features include centrally located handles for balanced manoeuvrability and anti-skid rubber feet for stable operation.

The Vane Axial Fan is also a trailblazer in outer shell design. Americ was the very first to use durable, high-density polyethylene plastic, an ideal material for portable ventilators with several benefits.

Polyethylene is resistant to the normal dings and bangs that can render a metal fan useless. Metal fans often dent, which can obstruct the fan blade. Americ's rugged VAF units easily withstand blows without denting. That means less down time and greater productivity. Polyethylene is also corrosion-free. Once you dent, chip or scratch a sheet metal fan, rust is inevitable. The polyethylene shell of Americ's VAF Series has a permanent high-quality exterior finish. The result is longer life and greater value for your money.

Lugging around heavy metal equipment can take it's toll and cause back problems. The VAF portable ventilators weigh significantly less than comparable metal unit

The versatility of the Americ Vane Axial Fan can be further enhanced by the use of optional flexible ducting and a carpet drying attachment.

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Cool Off This Summer With an Americ Vane Axial Fan



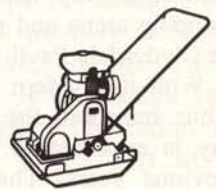
**Americ VAF-3000
Vane Axial Fan**

POWERFUL - Using a 0.75 kW motor, this compact unit allows both positive and negative airflow at an incredible maximum capacity of 57 m³/min.

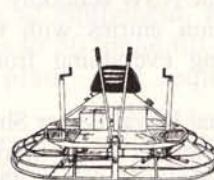
LIGHTWEIGHT - At only 15 kg the plastic shell design contains a centrally located handle for effortless manoeuvrability.

DURABLE - Constructed with weather resistant, high density polyethylene plastic, the dual wall design protects the interior fan chamber from external damage.

STACKABLE - Utilizing the interlocking ribs will maximize storage capacity by stacking the vane axial fans vertically.



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SYDNEY SHOWGROUND OPENS FOR BUSINESS IN 1998

More than 1.3 million people from throughout NSW are expected to visit the Sydney Showground at Homebush Bay during the first Royal Easter Show to be held at the new site from 3-18 April 1998.

The Sydney Showground has a 42 metre high and 97 metre diameter Dome on the main exhibition hall, which has already become a landmark on the Homebush Bay site and is increasingly becoming renowned within the Australian construction industry.

The impressive timber framed dome is one of four connected exhibition halls, and is the largest structure of its type in the southern hemisphere. The timber used is plantation pine - a totally renewable resource - in accordance with the Government's commitment to ecologically sustainable development. The exhibition halls have also been designed to make the most of natural lighting.

The exhibition complex is part of the \$388 million Sydney Showground project being undertaken by the State's Government's Olympic Co-ordination Authority. The Showground at Homebush Bay is at the heart of Sydney near major roads and rail links. At 30 hectares, the new site is larger than the Moore Park site and will provide over 140,000 square metres of buildings (equivalent to 536 tennis courts). Features of the Sydney Showground at Homebush Bay include the Main Arena, the wood chopping arena and numerous animal pavilions such as the Clydesdale Pavilion and horse pavilions.

With its modern facilities and improved access by public transport, the Royal Easter Show at Homebush Bay is expected to be even more successful than in previous years. The Royal Easter Show is one of Australia's biggest events and each year generates more than \$100 million for the NSW economy. It attracts more than 35,000 competition entries with more than 700 organizations exhibiting everything from livestock to their latest products.

Outside of the annual Royal Easter Show, the Sydney Showground will function as a major exhibition, entertainment and recreational centre. The Showground will host six sports during the 2000 Olympic Games, including baseball and basketball. It will host seven sports during the Paralympics. Visitors attending the 1998 Royal Easter Show will have a unique opportunity to see the development of Homebush Bay in preparation for the 2000 Olympic and Paralympic Games.

Set in the midst of what will be one of the largest

sporting and leisure precincts in Australia, the Sydney Showground is adjacent to the Olympic Stadium and Olympic Park Railway Station. It will be surrounded by attractive parks, picnic areas and gardens landscaped with native plants providing a uniquely Australian environment.

Planning for the Games, building for the future

The development of the Sydney Showground and other facilities at Homebush Bay is the responsibility of the NSW Government's Olympic Co-ordination Authority (OCA).

The Sydney Showground is on time and on budget, and has created over 4,000 jobs during its construction. In addition to creating jobs, the Sydney Showground has been instrumental in Australia setting new environmental standards in design, construction and operation.

For instance, the Showground buildings have innovative roof designs which make the best use of natural ventilation and light, reducing energy needs; while water is to be conserved through recycling, and used for irrigation and toilet flushing. Sustainable building materials have been used wherever possible.



*Sydney Showgrounds
Exhibition Hall Dome*

Building an easy Access and family friendly site

The Sydney Showground is designed to be family friendly and fully accessible for the entire community including people with disabilities.

- All entry gates to the Sydney Showground have access for wheelchairs, prams and strollers.
- Easy-to-read signage will make it simple to find your way around.
- Hearing loops will be available in Olympic Park Railway Station and arenas where public announcement systems are installed.
- Seven battery re-charge points for electric wheelchairs are located around the Sydney Showground.
- All arenas have been designed with easy wheelchair access.
- Accessible toilets and baby change tables are located in all permanent public toilets at the Sydney Showground. Temporary facilities in the Showground will include accessible toilets.

To find out more about the Sydney Showground and the 1998 Royal Easter Show, visit the Homebush Bay Information Centre.

1 Australia Avenue, Homebush Bay
24-hour Infoline (02) 9735 4344

Flexihire

A small company with a long reach

Roger Toole, of Flexihire, moved to Rockhampton nineteen years ago looking for a quieter lifestyle, to escape the rat race of the big city. After building up a hire company which is servicing an area equal to approximately half of Queensland he is not sure that things have changed all that much.

Arriving in Rockhampton in 1979 Roger started a four wheel drive, repair and service business, supplementing the business with a home handyman hire business, supplying small compressors, concrete mixers, trowelling machines and electric tools to the domestic market. A hire agency in Yeppoon was also set up, operating from a local service station.

Twelve months later, when the hire range had grown to \$100,000 worth of equipment, it became evident that the future in the area was in the hire business, so the four wheel drive business was sold.

During the next three years Roger Toole concentrated on building up the hire business by increasing the handyman range of equipment available in the area and opening a full Company operated branch in Yeppoon.

The next major step saw Flexihire expand into the larger equipment range, adding air compressors, generator sets and small rollers to the hire fleet.

In 1984, a branch was established in Emerald, which at the time was the only hire business in that area, this expansion further widened the Flexihire area of involvement.

A concentrated effort was made to supply and service local government organisations and shire councils throughout Central and Western Queensland.

During the ensuing period Flexihire gradually expanded, as it increased its equipment range to cater for the different areas of hire. The Company also increased its presence in road maintenance, building up a good range of large compaction rollers as it became involved in many of the major road construction projects in the surrounding areas. This led to supply of road construction equipment becoming one of the major areas of the Company's operation.

Further expansion followed by opening a branch in Gladstone in 1990.

As the Company has grown so has its area of operation, which now extends from Rockhampton to Mackay through to Mt Isa, Birdsville to Bundaberg and Gladstone. This expansive area of operation has allowed Flexihire to continue to grow, building up its equipment range and services to a diversified customer base.



An aerial photo of remote exploration camp designed and supplied by Flexihire.

The four Flexihire branches cater to all sectors of equipment hire, including road maintenance, mining, major construction and industrial projects through to handyman hire, giving it a good balance of involvement.

Because of its wide range of involvement and the expanse of Queensland, Flexihire's operation is vastly different to an inner city operation,

sometimes having equipment on hire 1500 km from its nearest branch and on occasions being called upon to build site camps in remote areas.

Their experience in this area saw them win the tender to design and build a complete facility for a large South African coal exploration company which began in the area a few years ago. The project called for the complete design and construction of a camp for 60 people, including laboratory, accommodation, kitchen and dining facilities, sewerage and power. It is through such projects that Flexihire has built a reputation for remote area hire, which is a major part of its operation.

Flexihire maintains a fleet of trucks to handle the transportation of equipment, ranging from small 2 tonne vehicles to 30 tonne tilt tray units for carting the heavy plant and equipment throughout Queensland.

A light aircraft is also used by the Company, operated by Roger Toole who holds a pilot's licence and flies throughout the Company's area of operation providing fast efficient service to clients in remote areas.

Flexihire is used to receiving requests to hire unusual items of equipment. One such request was for a boat for survey purposes. Flexihire has a policy of not saying "no" to any job. After a bit of

number crunching and negotiations it was decided to have the boat built. So a four and a half metre boat was built and delivered for hire and a new product was added to the hire range.



One of Flexihire's 30 tonne tilt tray trucks used to transport heavy equipment throughout Queensland

Roger maintains that success in business is about people and in a specialist industry such as hire, when servicing the area that Flexihire does, he says that experienced staff are the key to success. Staff who have developed their skills, working their way through the company, are the backbone of the business.

Flexihire now has a staff of 24 spread over its four branches, most of whom have grown up with the company and acquired the knowledge that is necessary to make a hire company successful.



Part of the equipment. A Light aircraft for servicing Flexihire's client base.

With a business such as Flexihire on call 24 hours a day, 7 days a week, spread over such a huge area, service and dependability are paramount. A mining operation in an outlying area, is dependent on reliability and service. It is this reputation of quality and service that Flexihire has developed over the years that Roger maintains is one of the main contributors to the success of the Company.

Roger sees hire as an industry with the scope for continual growth in the future, especially in Queensland.

Flexihire, with the experience gained over the years, building up its operation in the area is well placed to take advantage of this growth.

Hire Hot Blaster

A new range of high pressure water blasters designed specifically for the hire industry has been released by Australian Pump Industries Pty Ltd. The machines are based on the popular Aussie Eco-Clean range of 'Top Pro' hot/cold/steam pressure washers.

The hire industry specials incorporate some unique features that include 'Total Stop'. Total Stop is a unique device developed for the Aussie Top Pro range that protects the machine by cutting it out in the event of low water, low fuel or excessive by-pass operation.

A heavy duty, galvanised frame around the machine protects it from damage on construction sites.

Product Manager, Hamish Lorenz, said, 'We

decided to offer the galvanised frame instead of a powder coat because of the superior resistance to weathering and corrosion. The large volume of machines we put through has enabled us to do this at a relatively low additional cost.'

Further information on the hire industry special hot water machine is available from Australian Pump Industries Aussie Eco Clean Division.

For further information on this press release contact Warwick R Lorenz on

02 9894 4144.

News in Brief

National Hire buys Atomic Hire

National Hire Group has purchased the Atomic Hire Centres business for \$2.65 million.

Atomic Hire, who has branches in Camperdown, Toongabbie, Badgerys Creek and Emu Plains in New South Wales as well as a branch in North Melbourne, Victoria, are involved in general hire mainly servicing the Building and Construction industries. All branches will continue to operate under the National Hire banner.

This the first acquisition for National Hire since there public float in August 1997.

The purchase of Atomic will further strengthen National Hires involvement in hire in New South Wales, where it already has eight branches in the Sydney, Wollongong and Port Kembla areas, while also providing the first interstate branch for the group in North Melbourne.

Coates adds Don Stein Plant hire to their range.

Coates Hire purchased Don Stein Plant Hire, the largest specialist compaction hire company in New South Wales, with a fleet of over 300 machines, for less than \$12million, late last year. This follows their earlier purchase of Specialised Plant Hire, for almost \$8 million which was the largest specialist hirer of compaction equipment in Victoria.

Since Coates Hires' public listing on the Australian Stock Exchange it has undergone a period of significant expansion, including the acquisition of the assets of Moss Hire in Victoria; Sykes Pumps nationally; Stackpoole Hire in Tasmania, a doubling of its access fleet; and since June 30, 1997, Site Master in West Australia, and Busselton Equipment Hire in Western Australia.

These purchases support Coates Hires growth strategy, which includes future hire fleet reinvestment, other capital expenditure and acquisition opportunities which will further add to the companies financial structure.

Geoff Campbell elected JLG Vice President - International Sales

Geoff Campbell has been elected as the newly created position of Vice President - International Sales for JLG Industries.

Mr. Campbell, 35, who has been affiliated with JLG since 1989, previously served as General Manager - JLG'S Australian operation since 1992 and also supported JLG'S entry into the Pacific Rim markets.

Mr. Campbell studied in Denmark on an exchange Scholarship and later graduated from the University of New South Wales, where he earned a Bachelor's degree in mechanical Engineering. He is certified as a Professional Engineer with the Australian Institute of Engineering and is a member of the Australian Institute of Company Directors.

Mr. Campbell will locate to the United Kingdom.

Mr. Campbell's position as General Manager of JLG'S Australian Operation will be filled by Tim Nuttall who was formerly with Wreckair Hire.

Kennards opens branch number 41

Kennards Hire has purchased Acme Hire in Sydney's eastern suburbs.

The acquisition adds to the ring of Kennards centres around the centre of Sydney - the others being Alexandria, Rozelle and Artarmon.

The premises is being extensively refurbished to include a better shopfront and service facilities. equipment is also being upgraded and expanded.

The purchase continues the rapid expansion of Kennards, which has more than doubled its size in the last two years.

Last year, the company opened its first branch in Wollongong, on the NSW South Coast, and also bought out the 10 branch Queensland company, Jonkers Hire.

Kennards Hire, which started as a "backyard business" in the post war period, is celebrating its 50th anniversary this year.

It remains a fully Australian, family - owned company, although two years ago the Kennard family withdrew from the day to day running of the business. and appointed Peter Lancken as managing Director.

Omniquip International buys Snorkel

On November 10 1997 an agreement was reached between Figgie International, owners of Snorkel, and the Omniquip International Group. Under the terms of the agreement, Figgie will receive US\$100M in cash and a conditional payment in the second quarter of 1999 of up to US\$50M. Omniquip will also continue to assume certain liabilities. Both the Management of Snorkel and Omniquip are extremely happy with the new relationship.

Omniquip International Inc. is located in Port Washington and is North America's largest manufacturer telescopic materials handling equipment, and markets the Skytrac and Lull brand names. The company also manufactures a line of Skid Steer Loaders and other compact material handling equipment marketed under the Scat Track and Workpro names. Omniquip products are used in a variety of applications by commercial and residential building contractors, as well as by customers in other construction, military, industrial and agricultural markets.

Omniquip's strategy is to grow internally and through acquisitions in selected types of material handling and construction equipment of 130 hp and less sold and rented through independent owned dealers.

Omniquip sales for 1996/1997 were US\$220M and Snorkel sales of US\$180M have the group's sales now at US\$400M.

Omniquip sees Snorkel as an exceptional opportunity

to add another well recognised and respected product line to Omniquip's growing family of products and the comment made by Enoch Stiff, who is Omniquip's C.E.O was that Snorkel's experienced management team will continue to operate the business with Snorkel being managed as a separate business within Omniquip. Snorkel will be continue to be based in St. Joseph, Missouri, Sydney and Melbourne, Australia, and Levin and Auckland, New Zealand.

Snorkel's Australian and New Zealand staff have reacted very positively to the sale and are extremely happy with the Omniquip Management's positive approach. The U.S. has also reacted very positively with Snorkel writing record business in December which was the first full month of the new ownership.

It is the group's intention to have Snorkel Australia and New Zealand Management Teams market, sell and service the Omniquip product in Australia and New Zealand, as we see both products having the same customer base. Snorkel are encouraging all customers in Australia and New Zealand who are visiting the ARA in Florida in mid February to visit both the Snorkel and Omniquip stands.

At the end of March, after attending the ARA, Snorkel will be contacting our customers to seek interest in telescopic handling equipment, however customers should feel free to contact Snorkel should they have a requirement prior to March.

INTRODUCING THE NEW CIGWELD MULTI-PURPOSE ENGINE DRIVEN WELDERS

THE QUIET ACHIEVERS

WITH NOISE REDUCED ENGINES AND ENCLOSURES



CIGWELD HAVE NOW INTRODUCED ENGINE DRIVEN WELDERS TO THEIR COMPREHENSIVE RANGE OF WELDING EQUIPMENT.

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All models feature noise reduced engines and enclosures, asynchronous alternators and auxiliary power outlets.

Other features of the 220, 250, 300, 400, 500 & 600 AMP units include:
Electric Starter, 240 Amp Single Phase And 415 Amp Three Phase Auxiliary Power,
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Is your yard helping you hire?

Hire is a very diverse industry spread over a wide range of equipment..

Some hire company's are dealing with big corporations, others with government departments. A big percentage of hire company's are involved in DIY (do it yourself hire) which in most cases is dealing with homeowners. Which is a similar situation to the retail store.

They are both catering to the needs of customers. The retail stores have the advantage of huge advertising budgets which allows them to promote their products to their prospective customers, aided and abetted by the latest marketing methods which impel people to visit their stores, which are easily recognisable and accessible, well lit premises, with the latest fashions laid out in the most appealing manner. Experience has taught them how to know their customers and satisfy their needs.

While the retail stores are catering to a bigger market than the niche industry of the hire market there are similarities between the two, and hire company's can benefit from some of the methods used by retailers.

Lets look at your hire yard.

Location - Are you easy to find?

A first time customer asking for directions over the phone does not want to hear you are situated in a maize of one-way streets and dead ends.

Are you accessible? Is there parking facilities?

It is essential that a customer can park either in your yard or close by. No one is going to walk two blocks to hire a pressure washer. If they can't park they won't stop. There will be another hire yard close by.

If you have a car park, it is the the first impression the customer will see. If it is clean and well kept it reflects that your equipment will be the same.

Synage

Is your premises well lit and easily recognisable. You should be able to say you can't miss it, just look for the sign

Showroom

All though it is pretty hard to make a Jackhammer look as appealing as a Pierre Cardin pullover. The appearance of your showroom is important. A well lit customer - friendly showroom with your main product range in full view may prompt a customer to hire other equipment.

Most people go to the retail store to buy one object. But walk out with a bag full of goods.

Staff.

Your staff are the most important part of your operation, because in most cases customers are looking for someone to solve their problems.

It is essential that the person who makes first contact with the customer (either over the phone or face to face) is experienced in dealing with people and has the equipment knowledge to convince the customer that he has the item that will satisfy the customers needs. A percentage of DIY customers either have never hired before or aren't familiar with the equipment they hire. So they must leave your yard safe in the knowledge that the equipment will do the job.

This is the first stage of building up customer relations.

What is your main customer base?

It is imperative that you protect your main customer base. Your regular customers are the mainstay of your business and you must know how to continue to satisfy their needs in order to retain their business.

One way is by keeping up with the latest equipment range and industry trends.

Know your opposition

No one has the sole rights to anything and it is inevitable that you will have opposition who are hiring the same equipment as you.

It is essential that you know your opposition and what their rates are compared to yours.

But it isn't a matter of the lowest rate wins.

The most important product you are providing is satisfaction.

Customer loyalty is built on customer satisfaction, not the bottom line.

The retail stores are successful because they have build up a customer base by satisfying the customers needs.

They are doing the same thing as you should be, providing a reason for customers to return.

So you must build up a customer base that will continue to return whenever the wish to hire. You must become " Their Hire Company" because they know they can depend on you to provide the service they are seeking.

National Convention

**Remember the Great
National Hire & Rental Convention
at the Gold Coast last September**

The next Convention will be held in

MELBOURNE MAY 1999

(not August/September as in the past)

**Hope to see you there for another great
National Hire & Rental Association
Convention**



**Peter Walden
National President**

Ditch Witch 3700

How do you improve on a classic?

The Ditch Witch 3500 has become a classic during its eight years on the market. Its performance and reliability have made it a top choice of contractors and rental yards alike.

So when it came time to update our most popular mid-size trencher, we asked our customers to help us design its replacement: the new Ditch Witch 3700. The result is a riding trencher that keeps the best of what came before, but adds even more features.

For example, the 3700's innovative hydraulic oil cooling mechanism has been improved, along with the ground drive hydraulic pump. At the operators station, a more efficient ground drive foot control is now standard equipment. The backfill blade control is now a standard single handle that's more responsive. Speed/direction and attachment controls have been relocated, and the console has been narrowed to make entry and exit easier.

What hasn't changed is the time-tested 44 hp (33 kW) direct-injection diesel engine, and the full range of hard-working interchangeable hydrostatic digging attachments.

The model 3700: designed by Ditch Witch engineers, and refined by Ditch Witch customers

Key Features

- Totally hydrostatic operation for greater reliability and reduced maintenance.
- A foot-controlled ground drive pedal for easy, efficient operation.
- Redesigned operators station features improved entry/exit room.
- A single handle now operates the backfill blade for easy control during trench restoration.

A comfortable place to work.

The 3700 helps you to work comfortably and confidently. Controls are straightforward, colour-coded and conveniently placed, so even new operators can quickly become productive.

A foot control for the ground drive is standard equipment. Speed/direction and attachment control handles have been moved to the tractors fenders. And the console has been lowered and narrowed to provide the operator with more entry/exit room.

The four-way or six-way backfill blade is now controlled by a single handle, and the backfill mechanism includes a "float" function that automatically makes small adjustments to better follow the contour of the ground.

All-hydraulic power and performance.

The radial-piston hydrostatic trencher motor is direct-coupled and provides high-torque. The hydraulic system's large-capacity oil cooler features a unique flushing valve that helps to maximize power at the digging chain during long, hot duty cycles.

The 3700's 44 hp (33 kW) air-cooled Deutz direct-injection diesel engine delivers plenty of performance along with fuel economy.

Get yourself into a tight spot.

The 3700 can be equipped with rear-wheel steering for exceptional maneuverability in tight work areas. It also provides additional control when trenching, plowing and backfilling on slopes.

The four-wheel drive power train has infinitely variable ground speed control so you can match any digging condition.

Minimal maintenance.

Its all-hydraulic design makes the 3700 easier to maintain. There are no belts or chains to adjust or replace. On most days, all you need to do is grease the trencher pivot and check the fluid levels.

All engine service points are conveniently located on one side of the machine, and the 3700 has an easy-access remote engine oil drain for fast, clean oil changes.

A complete digging system.

Interchangeable hydrostatic digging attachments let you do a variety of jobs with just one machine, increasing your overall productivity and the value of your investment.

In addition to the built-in backfill blade, available attachments include a centerline or dual-position trencher, a vibratory plow, a combo trencher/plow, a saw, and two front-mounted utility backhoes.

We keep you running.

While the 3700 includes a number of improvements and refinements, it still comes with the same classic service and support that has helped make Ditch Witch the world's leading brand of underground construction equipment.

Your Ditch Witch dealer has the genuine Pro Tech@ replacement parts and factory-trained technicians you can count on to keep you running over the long haul.

Contact your dealer today for a demonstration of the model 3700.

Thanks to input from customers like you, we've made an outstanding trencher even better.

Ditch Witch Australia, a division of Bateman Equipment Pty.Ltd.

4 Harvey Road, Marayong NSW 2148

NSW	Vic.	SA.	Qld.
Tel: (02) 9671 3733	(03) 9357 9929	(08) 8445 1211	(07) 3277 5744
Fax: (02) 9676 7648	(03) 9357 9491	(08) 8445 1244	(07) 3274 2768

Oleo-Mac Mid-Range Professional Saws Now Available From Parklands

The new mid-range professional saws from Oleo-Mac are now available from Parklands, exclusive Australian distributors. "Featuring full professional construction, these saws are built to the highest standards and are priced right for the hobby farmer market," said Mr. Ron Zacka, Director of Parklands. He added "unlike many well known brands in this range, Oleo-Mac saws have a commercial grade engine and are built to last a long time."

The mid-range saws are made up of the 942, 346 and 951 models. They feature the patented fuel recovery system, perfected by Oleo-Mac, Italy's leading manufacturer of small engines. This exclusive feature provides user safety, fuel efficiency and easier starting when hot. Unlike most other saws which allow some fuel to go overboard, these saws reduce pollution and save on fuel.

All models have remote fuel tanks for smoother running and easier starting, as this feature prevents overheating. Other features include high cutting speed,



reduced noise levels and ergonomic design. 90% of components in the three models are interchangeable. Unlike similarly rated competitors' saws, Oleo-Mac saws feature a fully adjustable oil pump.

The anti-vibration system provides greater user comfort. The chain brake, which is attached to the chain cover provides added safety. "As the brake is a separate piece, replacement is inexpensive and easy, unlike better known brands," said Mr. Zacka.

The 951 has a displacement of 49.8 cc, the 946 has 45.6 cc and the 942 has 41.5 cc. The saws can take 16" (406 mm) chain bars, with the 951 able to take up to 18" (456 mm). Full parts and service

back-up is provided by Parklands' Australia wide network of branches and distributors.

For more information, please contact:

Mr. Jim Taveira

Parklands Trading Co. Pty. Ltd.

106 Belmore Road North

Riverwood NSW 2210

Phone: (02) 9533 3999 Fax: (02) 9153 9422

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- Theft from Site
- Theft of Goods in the Open Air
- Theft by Hirer
- Storm & Tempest Covers for Marquees, Hoecckerdomes and the like
- Cover for Hired-in Equipment
- Equipment Sub-Hire Costs Following Theft
- Acceptance by Insurers of Damage Waiver Systems
- Workers' Compensation Premium Reduction
- Cost Effective Risk Management Solutions

If you want to talk to someone who truly understands the hire industry, call

Philip Sunshine, Account Director

(02) 9240 0045

What is your best investment?

No doubt when posed this question hire companies would come up with different answers. One may be able to nominate a scissor lift that returned the capital investment in six months. While another may nominate the skid steer which holds the record for the most hires in a year. These revenue raisers, by their performance, have no doubt played a big part in improving the bottom line of the respective companies and it is easy to see why they have been nominated.

The hire industry is based on the premise of buying or leasing an item of equipment then hiring out that equipment for a period of time which enables the company to make a profit on their investment. Some items are more beneficial than others and the value of the equipment can be measured by its return on capital investment. The hire industry is in the happy position of being the recipient of the the benefits of modern technology. New products are continually being produced that are suitable for hire and eagle eyed operators are constantly on the lookout for new editions to their range.

But there is one item that is part of all companies itinerary that has the potential to outperform all others, because it is a multi purpose component, but in most cases it is underperforming, This is the computer.

Although technology is continually producing equipment which can be added to the hire range. computers are the most beneficial item to business, produced in the last twenty years. They have altered the way business is done by minimising the workload, and reduce costs, in so many areas. The computer has the potential to perform so many tasks, but in most cases is only being used to perform a small percentage of its capacity.

The Hire Industry, like many others, because of its diversity, is one which lends itself to the the benefit of computers , with software suppliers producing specific programs for the industry. These modern day computer programs have the advantage of having the early model bugs ironed out and there is software designed to handle all aspects of the hire operation. But in most cases companies are not taking advantage of the opportunity.

Hire software can be split into two categories, front office and back office systems.

Front office:

The front office or counter system handles all the activity conducted there including, cash transactions, generating a quote, reservations, contracts. etc.

Back office:

Controls all the office procedures and financial activities of the Company accurately and efficiently.

If the two systems are linked they provide an

automatic flow of information which provides the full picture of each transaction within the company. This is even more beneficial when a Company has multiple branches, which are all linked, thereby having the information flow through to all branches.

Control of stock flow allows each item of equipment performance to be monitored, and the identification of slow or dead lines, by keeping a record of each products monthly performance, How much it has earned? What is the return on capital investment? This facility is essential in an industry such as hire with the diverse range of equipment carried by company's.

While the facility is available to monitor each respective customers dealings with the business by keeping a record of their transactions.

A separate profile of a company's best customers can easily be maintained thereby allowing it to make sure you provide the service necessary to retain their business.

The system can also provide constant surveillance of debtors and creditors. Enabling the Company to identify slow payers and keep on top of this situation.

The computers record keeping ability minimises bookwork and the keeping of reams of paper for accounting purposes. It is a storage system whereby all the financial transactions of your business can be itemised and minimised and presented to your account -ant in a cost effective manner.

A computer, with the right software, can in fact literally manage your business, through its ability to keep a comprehensive record of all the activity of your business, with the information available at any time.

Another of the many attributes of a computer is through the addition of a modem it can be used to fax the usual business documents such as, invoices, statements or purchase orders. Doing away with the normal procedure of posting each individual item.

The introduction of the Internet has further enhanced the computers benefit to business, as it has become a conduit of the information superhighway. Besides providing the opportunity to benefit from the advantages that will flow through to business in the future via this service.

While no doubt the Scissorlift, the Skid Steer or the other items of equipment that go to make up your hire range are the investment that provide the cash flow for your business.

The computer is a multi functional component that has become an essential part of any business operation and because of its versatility can be your best investment.

Providing you utilise its potential.

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Tommy Tucker Trestles wins Award for Plank Clamp

Tommy Tucker Trestles has been specialising in the manufacture of trestles and planks since 1980. During this time they have been the major supplier to the Hire Industry, servicing all states around Australia with just one factory in Brisbane.

Research and development on trestles and planks has always been the key factor in improving the product to it's highest level and also being small and efficient.

Just recently they launched a new product called Plank Magic, the New Robust Plank Clamp solves the problems associated with trip - lip conditions, while working on two or more planks. Plank Magic increases the strength, halves the sag and also improves slide grip by up to 80%.

The Plank Clamp won the Award of the best new product at the trade show during the recent 1997 Hire and Rental National Convention and Trade Show held on the Gold Coast in September.



PLANK MAGIC

...a great new concept in plank safety.

Our new plank clamp solves the problems associated with trip-lip conditions, while working on two or more planks.

Plank Magic not only proves to be safe, but it can also halve the sag, double the strength of the planks and also improves the slide grip of planks to be between 29% and 80%



TRADE PRICES

- 2 Plank Model: **\$55.00***
 - 3 Plank Model: **\$60.00***
 - 4 Plank Model: **\$65.00***
- Prices include Sales Tax.*

Tommy Tucker Trestles Pty. Ltd.

A.C.N. 010 925 783

PHONE: (07) 3290 2705

FAX: (07) 3290 0155

8 KENWAY DRIVE, UNDERWOOD, QLD. 4119

**Stringent testing
and engineer
reports available
on request.**

Grove Manlift launches three new products

Grove Manlift is launching three new products in an open day, at their head office premises in Penrith on March 4th.

The three new models add to Grove Manlift's already imposing range of access equipment in Australia.

The AMZ 39 NE is a new narrow aisle work platform which combines compact size and up and over reach.

Thanks to an overall width of just 1.21 m and a stowed height of just 2.0m, the AMZ39Ne fits easily through standard double doorways. For ease of transport and storage, AMZ 39NE's articulating jib folds neatly under the boom, resulting in an overall stowed length of 3.7m or about the same as an average automobile.

A new two-section riser design eliminates tailswing beyond the width of the chassis in both the stowed and working positions. This means that the machine can operate throughout its working range without concern that the riser's tailswing will strike an adjacent wall or rack.



AMZ39NE

The new MZ46C is a new Telescoping Boom Lift which offers longer reach. The MZ46C has a horizontal reach of 10.4m and a working range of 71.16m² 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 14.02m, making it ideal for a variety of construction and plant maintenance applications. Platform capacity of 227kg is unrestricted throughout the machines working range.



MZ46C

The new PM Series is the smallest outrigger footprint in the industry. Productivity is the key and the new Grove Manlift PM series delivers! The Pm Series is available in two height classes: 9.5m and 12.5m working heights: and either AC or Dc power.

With the smallest outrigger footprint in the industry, rigid mast design and exceptional maneuverability the PM31 and PM41 are the perfect choices for all type of maintenance applications.



PM Series

See you at Penrith on March 4th

Grove Manlift Pty Ltd.
Australian National Headquarters
9 Altair Place Penrith 27504
Tel (02) 4722 9222
Fax (02) 4722 9202

Vic
 Gleason Cranes
 Cnr. South & Bignell Rds. Moorabin 3189
 Tel: (03) 9556 1000
 Fax: (03) 9556 1050

Qld
 Qld Access
 3 Neon St. Summer Park 4074
 Tel: (07) 3279 1099
 Fax: (07) 3279 1269

WA
 Hymat
 46 Miguel Rd. Bibra Lake 6163
 Tel: (08) 9434 4488
 Fax: (08) 9434 4433

NZ
 TRT Ltd.
 Pukete Ind. Estate, Hamilton NZ
 Tel: (64) 7 849 4839
 Fax: (64) 7 849 3628

ADVANCED WELDER-GENERATORS AND WORK STATIONS HANDLE THE TOUGH JOBS

The new range of petrol or diesel engine driven welder generators and four in one work stations released by Advanced Power Products is designed to undertake emergency repairs, trades or main-tenance jobs in the field, farm, work shop, mine or construction site.

The new portable welder-generator range embraces eleven different models offering power outputs from 180 amps with 7kVa auxiliary power up to 300 amps with 15kVa power output.

The range of welder-generator sets offers a choice of Honda or Briggs & Stratton Vanguard four stroke petrol engines or Honda, Yanmar, Hatz or Kubota diesel engines. All models have extensive engine, thermal overload and circuit breaker protection, high duty cycle welding and 240 volt auxiliary ratings.

The four in one workstations include a combination welder, generator, air compressor and battery charger in one compact portable unit. The combination units can deliver 200 amps of AC welding current, 7 kVa of 240 volt auxiliary power, and 12 volt, 8.3 amps current for battery charging.

Wired to the alternator is a 10 cubic feet per minute air compressor which is fitted with a 12 litre capacity air receiver.

The four in one workstation units are powered by Briggs & Stratton Vanguard or Honda petrol engines and are simply switched to alternate between welding, auxiliary power, battery charging or air compressor modes.



The latest Advanced Power Products range of welder-generators and four in one workstations offering generator, battery charger, welder and air compressor and provide the resources to undertake repairs or maintenance tasks on the farm, workshop, mine or construction sites. A choice of eleven different models and petrol or diesel engine powered versions are available. The model shown offers 7kVa power, 100 amps welding, 10cfm compressed air plus battery charging.

Peter Gilchrist, national sales manager of Advanced Power Products said that the units are manufactured in Australia to the most exacting quality standards and have acquired a significant market share.

Advanced Power Products has been awarded numerous design and manufacturing awards and is a recognized supplier of power generating and related equipment to the Defence

forces and major government instrumentalities.

Advanced Power Products has established a national sales and service network and backs its products with a two year guarantee.

Full product information and literature is available by contacting

Advanced Power Products,
33 Shepherd Street,
Lidcombe 2170.
Telephone (02) 9600 6555
or freecall 1 800 043 555.

US hire companies revolt against manufacturers purchase of Prime Equipment

Swedish manufacturer Atlas Copco's recent purchase of Prime Equipment, the 4th biggest hire company in the USA, has caused an uproar in the industry.

The purchase by Atlas Copco for US\$1.16 Billion has seen an immediate reaction from hire companies. Both U.S. Rentals the no. 2 and Rental Services Corp ranked 6th, hire companies in the US, on the RER top 100 list, have publicly stated that they will no longer deal with Atlas Copco.

Atlas Copco, a Swedish based company, are one of the leading suppliers of air compressors as well as subsidiary products to the hire industry.

The price paid by Atlas Copco is causing a great deal of debate, as it represents three times Primes turnover last year of more than US\$300 Million. While also equating to 9 times primes profit before tax. The price paid included \$700 million provision for goodwill.

The last time Prime Equipment was sold was in 1994, when the purchase price was US \$300 Million.

The \$1.16 Billion is by far the biggest price ever been paid for a hire company.

Obviously an offer Prime found very hard to refuse.

The price, considered by many to be too much, not withstanding that Prime is a very profitable business, with 147 outlets throughout America (47 of which they

have acquired in the last twelve months)

But it is the price Atlas Copco chose to pay to provide a distribution outlet for its compressors and subsidiary line of products.

Only the future will provide the full ramifications of the purchase

But some of the scenarios suggested by industry leaders are:

This deal will be the catalyst for other manufacturers to make offers for leading hire companies.

Other hire companies will also boycott Atlas Copco's products

Atlas Copco will corner the market in distributing compressors to hire companies via its Prime outlet.

A price war is inevitable as competitors in the compressor industry try to match Atlas Copco's distribution price

Whatever the outcome, anybody looking to purchase a hire company in the US will probably find that the price has risen sharply.

The price paid for Prime has caused a reassessment of the value of hire companies.

The benchmark has been set, if Prime is worth US \$1.16 Billion, other hire companies must be worth considerably more than was formerly thought.

The Prime deal has made it a sellers market.

The World's Best Drying Equipment is now available from



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SYDNEY - BRISBANE - MELBOURNE - PERTH - ALBURY - AUCKLAND

New concept takes off

A professional performance domestic high pressure water blaster called the Concept 140 has been released by the Aussie Eco-Clean division of Australian Pump Industries. Boasting a whopping 3000psi EWP (effective working pressure) performance when used with the appropriate turbo lance, the new unit offers Total Stop protection as standard equipment.

Total Stop means that the machine automatically turns itself off when the operator releases the trigger mechanism. This is a major breakthrough in providing protection for the machine against the possibility of excessive by-pass running. It is excessive by-pass that is the most common cause of failure in high pressure cleaners.

The Concept 140 is powered by a 2.4hp, 240v TEFC motor (totally enclosed, fan cooled) and has the unique axial piston type pump that provides 8 litres per minute flow and 2000psi pump pressure.

The machine is mounted in a heavy-duty, polypropylene trolley, with convenient fold down



handle with integrated hose rack. A professional high pressure gun and hose is supplied as standard and the unique Aussie Eco-Clean Zoom "Vario Nozzle", provides high/low pressure variation at "the twist of a wrist".

Product Manager Hamish Lorenz said, "The Concept 140 really is a major breakthrough in pressure washers. It offers features normally only found in expensive, professional machines but sells for under \$1000".

A number of performance enhancing options are available to suit the new machine including heavy-duty sandblast kit, heavy-duty turbo lance and rotary brush.

Further information on the Aussie Eco-Clean range of high pressure water blasters is available from Australian Pump Industries or Aussie Eco-Clean Distributors throughout Australia

Further information on this press release may be obtained by contacting

Mr. Warwick R. Lorenz
on(02) 9848 4144.

Key industry people elevated to new positions at JLG

JLG, leading supplier of elevating work platforms to the hire and rental industry' has recently announced several key appointments in line with the company's strategy for 2000 and beyond.

Geoffrey G. Campbell, formerly General Manager for JLG Australia, has been appointed to the newly created position of Vice - President-International Sales. Based in England, Geoff will direct the activities of all worldwide sales, marketing and service operations excluding the North American markets.

In making the announcement, L. David Black Chairman of the Board, President and Chief Executive Officer of JLG Industries, Inc. congratulated Geoff on steering the Australian arm of the business through the difficult recessionary conditions of the early 1990's to its current position as number one supplier in the hire and rental category.

'We anticipate,' he said ' that Geoff's initiative and leadership qualities will help JLG improve its penetration of the European and Australian markets and position itself as market leader in the emerging Asian and Latin American markets.'

One of Geoff Campbell's first tasks in his new position was to announce that Tim Nuttall has joined the capable and experienced team at JLG in the position of Sales and Operations Manager of JLG Industries (Australia!).

"Tim will direct the day to day operations of JLG in Australia from his base in Melbourne, travelling to all the

Australian operations on a regular basis. He will be responsible for further developing our Australian and New Zealand sales and service business to maximise customer satisfaction, JLG market share and Financial performance," said Geoff Campbell.

Tim brings to his new role over 20 years of outstanding sales, operations and management experience, and in depth knowledge of the access and rental industries, included experience in most states of Australia.

Yet another recent appointment is the elevation of Trevor Cameron to head of JLG's Queensland operation. Trevor has had extensive experience with the company in customer support. His expertise will also provide invaluable in supporting JLG's activities in the Northern Territory and Papua New Guinea.

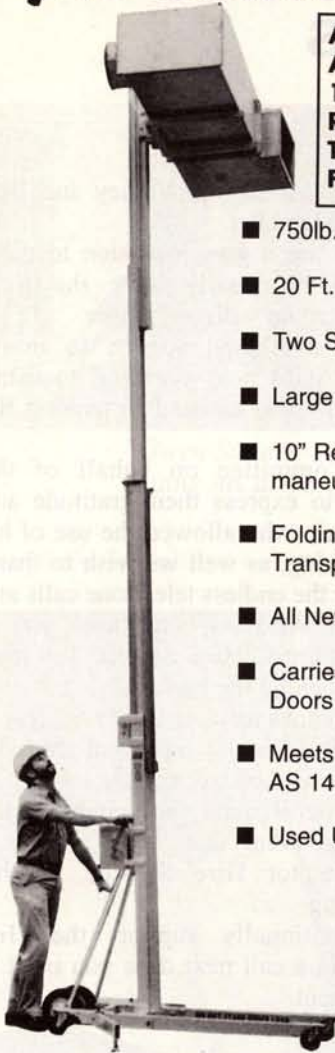
The company has also created an enormous infrastructure focussing on the design, manufacture, servicing and technical support of its elevating work platforms. Its range currently comprises some 60 models, many with highly industry specific features and users - backed up with an unrivalled depth of technical expertise, spare parts and service support.

JLG sees its strength in the hire and rental area as a reflection of the single minded nature of the company's philosophy. As a newly appointed Sales and Operations Manager, Tim Nuttall said, "We concentrate on doing what we specialise in as well as we possibly can. The fact that JLG is the hire and rental industry's Number One supplier, indicates we are doing it right."

720 Contractor Lift

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Rocklea 4104
Tel: (07) 3277 8566
Fax: (07) 3274 1489

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SUMNER

Multipurpose Contractor Lift Ideal for Rental fleet

The Sumner range of Contractor Lifts has been imported into Australia by Active Hire Service Pty Ltd (Queensland) since 1989 for Sales and Hire.

Active previously stocked an alternate brand of American Contractor Lift but when Sumner Lifts were introduced to the rental fleet, regular customers rapidly developed a strong preference for the Sumner units.

Customers appreciated the numerous advantages of the Sumner Lift such as the higher lifting capacity, 2 speed winch, large castors and transport wheels, folding forks and mast which enable them to fit into delivery vans and service lifts and low overall height which allows them to be pushed through a standard doorway with a load on the forks. The Sumner Lift has many uses including lifting Air Conditioning units and ducting, lifting roller doors and steel beams and lifting cupboards. The load can be moved into position and held there while it is fastened into place.

Brian Telfer Managing Director of Active Hire Service Queensland said "Sumner lifts are among the highest earning items of plant in our rental fleet with high utilisation, long life and minimal down time for repairs or servicing. They fully comply with or exceed the relevant Australian Standards".

Active Hire

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 Ipswich 4106
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Association News

Queensland Xmas Party

The Associations' Christmas party was held at Equipment Hire Service on Saturday the 6th December 1997 for Members and their staff. Lucky door prizes of gift baskets were donated by Crommelins Machinery, it was befitting that Tony Symmons of Crommelins was the barrel girl.

Gift Baskets were won by:

- * Mandy Quinn of Spitwater,
- * Kerry Price of Bribie Island Hire,
- * Andrew Tregoning of Donpra Hire, and
- * Andrew Howard of All Hire & Trading

Over 140 people attended and we couldn't ask for better Brisbane weather. We were entertained by Wayne Nettle who is an impersonator with his antics and many famous faces. Bill Flavel Jnr, gave a solo musical rendition of ring the bells. The staff at Oldfields took the moment to get up and do the time warp with Wayne Nettle. Everyone got into the Christmas spirit. The food was exceptional and it was a time to let out hair down and enjoy ourselves as the work year was coming to a close.

Bob Snowden of Flextool & Ray Flavel of Equipment Hire Service were there to capture the evening with their

trusty cameras.

It was great to see to Mr & Mrs Verney and Bob Lawler who are honoree Members.

These get - togethers are a great occasion to meet other Members that don't usually have the time throughout the year to catch up with each other.

Peter Walden gave a relaxed speech to invite Members to attend the AGM next year and to thank Crommelins and everyone who assisted in making the night memorable.

The Management Committee on behalf of the Association would like to express their gratitude and appreciation to Bill Flavel, who allowed the use of his premises to host the evening, as well we wish to thank Pat & Len Mountford for the endless telephone calls and organisation of the night. Also a special thank you to George & Don of Equipment Hire Service for their special catering services behind the bar.

Acknowledgment of thanks to:

Cliff Hughes, City Hire for the supply of the cold room equipment & marquee, tables & chairs.

Scott Walker, All Site Rentals for supplying the toilets, (a must for for any event) and

Peter Walden, Generator Hire Service for his assistance with the lighting

These Members continually support the Hire Association, so give them a call next time you need to hire or cross-hire equipment.

Welcome new members

Mr. Michael Mitchell
Cabooltree Hire Service
3/6 Henzel Road
Cabooltree 4510

Mr. Bob Still
Kingston Crane & Access
3539 Pacific Highway
Slacks Creek 4127

Mr. Tony Green
Bateman Equipment
39 Collinsvale Street
Rocklea 4106

Mr. Peter Mclachlan
Advance Rentals
876 Beaudesert Road
Cooper Plains 4108

Mr. Peter Marsden
Brisbane Backline
119 Granadilla Street
Macgregor 4109

Mr. Alan Campbell
Action Tents
P.O.Box 2258
Southport 4215

Wendy & Gary Briggs
Dingo Mini Diggers
P.O.Box 721
Dalby 4405

Queensland Xmas Party



Owen Staines
Letting his down

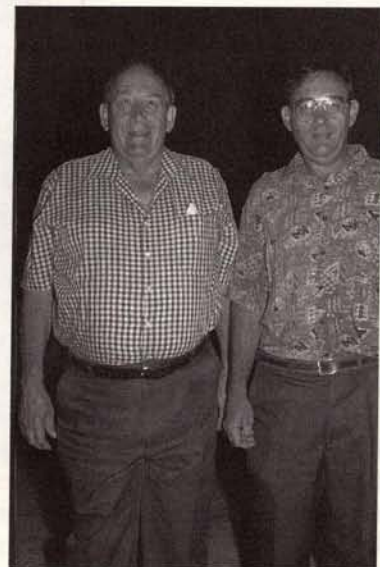
Below
L/R
Larry Christensen
Les Symonds
Linda Symonds
Dianne Christensen
(Dynapac)



Entertainer
Wayne Nettle



L/R Andrew Howard (All Hire)
receives door prize from
Tony Simmonds (Crommelins)



L/R Past President John Mason
with son Dennis from
Betta Hire

Murray All-Steel Wide-Body Lawn Tractors Released By Parklands

Parklands Trading Co., exclusive Australian distributors for Murray have recently released the new WideBody lawn tractors. The new range is characterized by an all-steel construction—the hood, grille, frame and body are made of 100% steel for greater strength and precision. The powder-coated (two full coats) finish of the steel grille takes on the Australian sun better than plastic.

The lawn tractors are powered by a 14.5 hp (10.81 kW) Briggs and Stratton quiet engine and have a three way cutting deck. There is also the choice between 40~ (1016 mm) deck with shift-on-the-go transmission or 42~ (1067mm) deck with hydrostatic transmission. The deck allows user to mulch, bag or discharge, whilst giving the lawn a consistent finished look.

The new design features a wide wheel base and low centre of gravity for safety, with greater stability and visibility. Ergonomically designed for rider

comfort, these lawn tractors offer more leg room and easier access. The seat provides support to the lower back, for a fatigue-free ride. Seat adjustment is easily done by hand, without need of special tools.

Two strong steel rails make the "twin-beam power frame" a solid base for the lawn tractors. Dual independent steering linkage allows more precise and responsive steering and a tighter turning radius for easier manoeuvrability.

Options include a grass catcher or a mulching kit, to save raking or bagging. Full parts and service back-up is provided by Parklands' Australia-wide network of branches and distributors.



For more information, please contact:

Mr. Jim Taveira

Parklands Trading Co. Pty. Ltd.

106 Belmore Road North

Riverwood NSW 2210

Phone: (02) 9533 3999 Fax: (02) 9153 9422

Genie Industries to work its magic in Australia

Genie Industries, a leading manufacturer of Elevated Work Platforms, is pleased to announce the appointment of Mr Chris Goddard as General Manager of Genie's Australian operation.

Making the announcement last week from the Corporate Office of Genie Industries in Redmund, Washington, U.S., Mr Jim Barr, Asian/Pacific Division Manager, said the company's foray into the Australian market was a major part of its global business plan.

"We are approaching this venture with the view to becoming a major longterm force in Australia," Mr Barr said. We have already established a strong presence through All Access Applications Pty Ltd. They have been the distributors of portable elevated work platforms for Genie in Australia for the last five years, and will continue in this role."

He added that Genie Industries was very pleased to have secured the skills and expertise of Chris Goddard to head up the Australian side of the

business, where the Head Office will be situated in Brisbane.

"Chris' reputation for honesty and integrity in both the Pacific region and the United States makes him the perfect choice for this demanding position," Mr Barr said.

With over 15 years in the industry and a strong understanding of the business on a local level, Chris Goddard's experience and knowledge will prove invaluable in securing Genie a significant share of the Australasian Elevated Work Platform market

After last week's announcement, Chris said that "the company plans to invest heavily in the areas of spare parts, field service, training and technical support". He also said that a key factor in "taking Genie to the top" in Australia was the company's commitment to ensuring a large range of product is available for immediate delivery at all times.

Genie Industries, a leading manufacturer of lifting equipment, is sold in over 70 countries worldwide.



**New Genie General
Manager Chris Goddard**

PLANT ALERT

Maintenance of Elevating Work Platforms

This Alert provides guidance on appropriate maintenance intervals and the degree of maintenance required for elevating work platforms (E.W.P's). The information applies to all E.W.P's as defined in Australian Standard AS 2550.10, "Cranes- safe use; elevating work platforms". This definition includes truck mounted units (travel towers or 'cherry pickers'), trailer units, self propelled units (scissor, boom and articulated), and 'push around' type units.

Background

Accidents resulting from the failure of E.W.P's have occurred at regular intervals. The list below is a summary of E.W.P accidents over the last 18 months in Victoria which can be attributed to lack of adequate inspection and subsequent maintenance.

- Melbourne, August 1997 - Failure of the linkage rod, on the knuckle joint, of a Crown truck mounted unit. Bucket rotated and operator dropped to the ground.
- Melbourne SE Suburbs, February 1997 - A wheel axle on a Topper Tradesman 19 articulated unit failed and the unit tilted.
- Ballarat, May 1996 - The platform of a Marklift scissor lift dropped approximately 5 metres following the failure of a hydraulic line and the fracture of two scissor arm bosses. Two occupants narrowly escaped serious injury.
- Portland, March 1996 - Luffing cylinder hydraulic line on a travel tower burst and the platform descended to ground. No injuries because unit fitted with controlled descent valve.
- Melbourne, February 1996 - Operator dropped out of travel tower (Crown) bucket, at Public Transport Corporation rail yards, because lower pivot pin was missing from unit. Operator received substantial head injuries.

Maintenance Type and Intervals

The type of maintenance carried out on E.W.P's and time length of time between maintenance should be determined after considering the following, factors:

1. Manufacturer's recommendations, or the recommendations of a competent person.
2. Recommendations from published technical standards.
3. Number of hours of operation, the type of loading the unit undergoes and the time spent

4. Whether the unit is under the control of the owner or is hired out (units that are hired out generally require higher levels of maintenance due to more severe use).
5. Conditions in which the E.W.P operates - in a corrosive or wet environment, or in abrasive conditions (eg open cut coal mine).
6. Age and history of the unit.
7. Special consideration of parts of the E.W.P that may be prone to failure or high wear - eg in the case of units with glass reinforced plastic (GRP) boom inserts, the connection between the GRP and the rest of the boom may require special attention (failure of these inserts can be sudden, without warning of yield).

Conclusions regarding the structural and mechanical integrity of a unit should not be based solely on the external visual appearance of the unit nor solely on the hours of operation. In one documented case an eleven year old truck mounted E.W.P was stripped down for a detailed inspection. Although the unit had only been operated for 80 hours over that time period, a number of the internal parts of the boom were severely corroded and required replacement. The following points should be noted about this particular boom;

- The unit had only been owned by one owner.
- The external appearance of the E.W.P was good at the time of inspection.
- Written records of hours of operation had been maintained and operational systems used by the owner ensured these records were accurate.

Code of Practice for Plant

An employer should take into account the current state of knowledge in regard to maintenance of E.W.P's. It is considered that maintenance should be a major component in any strategy to control the risks (ie likelihood) of failure or malfunction of the E.W.P.

Clause 21.4 of the Code of Practice for Plant states, in part, that "published technical standards should be used as a starting point to help control risks". Table 3 of this clause provides a listing of published technical standards, which includes Australian Standard AS 2550, 'Cranes - safe use'. AS 2550.10 is one part of this standard and applies to the safe use of E.W.P's. Guidance on maintenance of E.W.P's is provided in Section 10 of AS 2550.10.

AS 2550.1t) Guidance

As mentioned in clause 8.2 of AS 2550.10, a pre-operational inspection should be carried out on an E.W.P at the beginning of each working shift to check the satisfactory operation of the unit.

In addition to the above, Section 10 of AS 2550.10 specifies three different levels of maintenance to be carried out at time intervals as indicated below (refer to standard for more detail):

- (a) Routine maintenance; at intervals not exceeding 3 months - Includes visual inspection, checking that all functions are operable, lubrication check and opening of all covers which would be required for normal service and inspection purposes.
- (b) Annual inspection; at intervals not exceeding 365 days - Includes all items specified by manufacturer for annual inspection and maintenance, and all routine (ie 3 monthly) maintenance items.
- (c) Major inspection; after a maximum of 10 years of service and every five years thereafter - This inspection is comprehensive and includes inspecting for wear, fatigue and cracking of all components of the E.W.P. According to section 10.4 of AS 2550.10, the major inspection includes attention to "structural anomalies based on strip-down inspection and non-destructive examination" and 'detailed visual inspection and tolerance checking of all wear components'.

One reason for the specification of 10 years for the major inspection is because the minimum design life of E.W.P's, that have been designed in accordance with AS 1418.10 'Cranes - elevating work platforms', is 10 years. Clause 1.5.6 of AS 1418.10 states, in part, "Elevating work platforms shall be designed for a minimum design life of ten years, determined by the operating time and the load conditions applied during the operating time".

It should be noted that the major inspection is based on years of service which may not necessarily be the calendar age of the unit. However, factors discussed in this Alert indicate that even in situations of minimal operation, a strip down after ten years of age is justifiable.

Summary

When developing a maintenance plan for E.W.P's, the principles in this Alert and in other relevant sources, such as AS 2550.10, should be taken into consideration. In some instances it may be necessary to specify a maintenance plan that is more stringent, and that shorter intervals between maintenance checks, than that required by AS 2550.10.

The guidance given in AS 2550.10 for inspection and maintenance should be followed, unless a verifiable maintenance system and records exist, which

demonstrate why compliance with, this standard is not necessary.

In accordance with Regulation 605(2) of the Occupational Health & Safety (Plant) Regulations 1995, suppliers who hire or lease E.W.P's must ensure that between hirings and leaseings, the plant is inspected and maintained. This requirement applies irrespective of the duration of each hiring or leasing. This may involve sending a competent person to inspect the E.W.P before it is delivered to the next site, instead of the unit being returned to the hirer's yard for inspection.

Recording of Maintenance

Written maintenance records for each E.W.P should be maintained for the life of the unit, and such records should be available on request of an inspector of the Victorian WorkCover Authority. In the case of suppliers who hire or lease E.W.P's maintaining such records is a mandatory requirement. One method of recording information is by keeping a maintenance logbook for each E.W.P.

Guidance on identification marking of E.W.P's is included in clause 1.15 of AS 1418.10 "Cranes - Elevating work platforms".

In addition to the information in clause 1.15, evidence as to whether or not an E.W.P has undergone a major inspection, after a given time period, should be marked on the unit. The information should be backed up by log book entries or other appropriate documentation which ensures traceability and accountability of the person who carried out the inspection.

An example of a typical identification plate or label that could be used is shown in diagram 1, on the next page. The information shown in the diagram can be provided in one plate or label, or may be separated into design and maintenance issues as indicated. It is stressed that the information listed in this diagram does not include all of the items listed in clause 1.15 of AS 1418.10, and there may be a need to attach more than one plate or label to the E.W.P.

Further Assistance

Should you require further assistance please contact your nearest WorkCover office.

Copies of the Acts, Regulations and Codes of Practice are available from Information Victoria.

The Code of Practice for Plant is also available from WorkCover offices.

World Trade Centre Building B
Corner Flinders & Spencer Street
Melbourne 3005
Victoria 30J5.
Telephone: (03) 9628 8111

Example of Identification Plate or Label

Manufacturer's Statement

This Elevating Work Platform As Manufactured Complies With The Design Standard Listed Below

Manufacturer

Model

Serial Number

Complies with (design standard)

Date of Manufacture

Date of Commissioning Test

Safe Working Load

Mass of Unit (operational)

Approval, Compliance or
Confirmation Number

Maintenance Information

This EWP has been maintained in accordance with the requirements of AS 2550.10 as indicated below;

Annual Inspection

Date _____

Certified by (Person & Company!

(allow enough room for numerous entries)

Major Inspection as per AS 2550.10

To be carried before: (date)

Date _____

Certified by (Person & Company!

Folding chairs reduce warehousing and transport

For many years, folding chairs have been the standard party hire chair in the United States. American party hire companies and others purchase around 6,000 locally made folding chairs per day. Buying decisions in this highly competitive market have been heavily influenced by the need to minimise storage and handling costs of rental products to protect tight margins. While there are similar cost pressures in Australia, folding chairs are not widely used, despite the obvious advantages they offer.

Last year, the Sydney-based Australian Catering Tables began stocking the American made McCourt folding party hire chair. Marketing Manager, Mr Stephen Popplewell, told Hire and Rental that the company made the decision to stock the chair because it saw significant advantages in the product when compared to stackable non-folding chairs. "We are convinced that widespread use of folding chairs has not occurred to date in Australia due to the lack of ready availability of a quality product at a reasonable price. We saw this as an ideal opportunity to expand our product range and fill a hole in the Australian market."

The diagram below shows an indicative comparison of the warehousing space required for chair storage. With the use of pallet racking, 720 folding chairs can be stored in 3 square metres of warehouse space compared to only 180 stackable chairs (stacked 15 high). In Sydney, for example, this warehousing space would

cost around \$100 per square metre per year which means that it would cost \$1.67 per year to store a stacking chair compared to \$0.42 for a folding chair – a saving of \$1.25 per chair per annum.

The compactness and light weight of the McCourt folding chair also results in savings in transport costs. 300 chairs weigh less than 1 tonne and can be physically stacked on a one-tonner. Large quantities of chairs required for some functions can be loaded on fewer, smaller trucks. Loading and unloading of trucks can be achieved in less time. For small "back yard" parties, hirers can often take folding chairs home with them in the backs of their cars.

In addition to savings in operating costs, product durability and support are two other factors which have made folding chairs a success in the United States. Australian Catering Tables is confident that ultimately, similar market pressures in Australia will result in a significant shift towards the use of folding chairs in the local market.

All inquiries regarding McCourt folding chairs should be directed to the Australian national distributor:

Australian Catering Tables

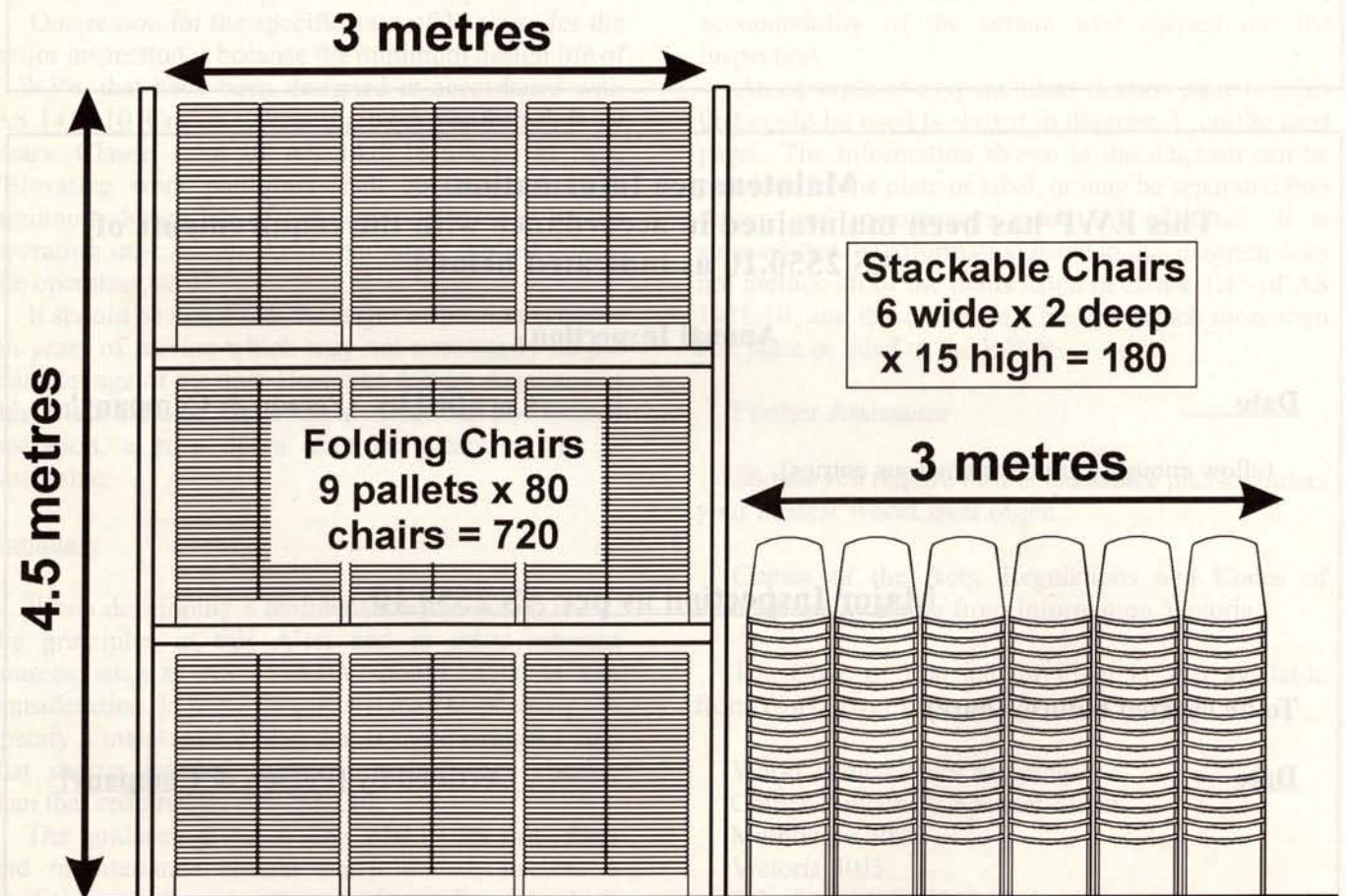
38 Hickson Road

SYDNEY NSW 2000

Freecall 1800 70 70 72

Tel (02) 9251 2223

Fax (02) 9251 2782



Folding Tables and Chairs

Chairs

McCourt folding chair



Manufactured in USA
Powdercoated steel frame
UV stabilised seat and back
Moulded carry handle
Stack 60 high
Only 3 kg each
US standard in party hire

Available ex stock



Sample chairs
available

Tables



2.4, 2.1 & 1.8
metre rectangular

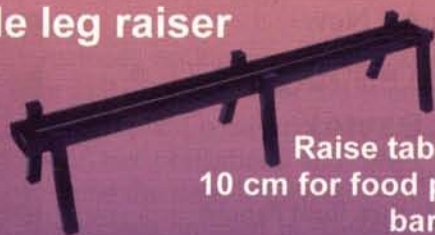


1.2, 1.5 & 1.8
metre round

Oval 2.4 x 1.2 metre steel framed oval
table now available

Accessories

Table leg raiser



Raise table height by
10 cm for food preparation,
bar service etc

Table cloth skirt clip

Clear plastic with velcro.
Models available to suit
18-45 mm table edge



Also:

Folding steel framed bench seats
Table cloths



Ergodesk Pty Ltd trading as

Australian Catering Tables

1800 70 70 72 38 Hickson Road Sydney NSW 2000
Tel (02) 9251 2223 Fax (02) 9251 2782

BAYTEX SHADES THE FUTURE

It is that time of the year again when we shake off the last remnants of the old and start to make optimistic plans for the new, ever confident that this year will be better than the last if only just by a little bit. We are sure that's a dream all businesses share.

Baytex has spent a lot of time over the past several years developing new products and refining old ones in turn with rarely a month going by without something new coming off the drawing board. Notable amongst these is the new Springtop range and the revamped Series 11 Clipframe, both enjoying considerable success to date.

We've floated various ideas for new rental opportunities over the years with many developing into full blown products of one sort or another and with many of these coming from industry initiatives or suggestions.

RENTASHADE FROM BAYTEX

This time the suggestion is ours and for 1998 we are promising shade.

We've been to a number of outdoor events so far this summer where, in spite of a good selection of tents and marquees, most of the crowd is still outside exposed to baking sun. We're surprised that the provision of shade hasn't been a much bigger issue up till now, especially as we're seeing some quite sophisticated semi permanent shade structures featured on TV at various sporting events.

This suggestion that there is a good opportunity for rental shade canopies to cover reasonably large areas for comparatively low cost and Baytex has considerable

expertise in this field.

The latest shade fabric are extremely well constructed, have excellent U.V. protection characteristics and look great. Combine this with a dramatic design from Baytex and ease of set-up and you have a great new low cost idea to promote to your existing clientele or to promote into new market areas.

Maybe you would rather put your money into proper marquees and structures which are unquestionably more versatile? But remember that they're substantially more expensive too and if people are buying shade covers - which they most certainly are - then they will surely rent them.

We at Baytex think that it is a great idea, so if you think there is an opportunity give us a call, we would love to help you. And if it works for you remember where you got them from.

SIMPLY GORGEOUS LININGS

Development is also underway on our already Extensive range of Marquee Linings which we will be promoting more heavily this year.

Our Simply Gorgeous Lining promotion in the U.S.A. is working well and we are now able to offer Champagne and Black as standard colour options.

We are also working on new styles and designs to suit different applications and offer a wide range of options.

Please remember to call Baytex first for your next Lining order.

Announcing a major advance in Frame tent design!

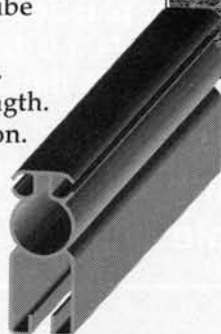
The All New

CLIPFRAME II®

from **Baytex**

featuring:

- Pull-thru Roof Panels.
- Clipframe quality & simplicity.
- 9M Clearspan width.
- Standard Clipframe features.
- New alloy ChannelTube rafter extrusion.
- Extra strong & stable.
- Extendable to any length.
- Easy 3 man installation.
- Quick erect frame.
- Costs no more!



Baytex Manufacturing Co Ltd
40 Mirrielees Rd, P.O. Box 2571, Tauranga, N.Z.
Ph 64 0-7-578-8022 Fax 64-0-7-578-8978

National Plant Standards to be introduced

NSW at the moment is embarking on the most ambitious regulatory reform program ever undertaken. This is the introduction of National Plant Standards. There are two major parts of the OHS reform package. The first part is national uniformity. What this means is that State and Territories will be adopting national standards. The national level standards have been developed and are being handed down to each State for them to develop State regulations. In NSW, the national standard for plant will become the NSW Plant

Basically there are four national standards that NSW are in the process of developing. They are the Certification of Operators, Hazardous Substance Regulation, Noise Regulation and Plant Regulation. NSW enacted the Certification regulation in April 1996, Hazardous Substances in July 1996, Noise in May 1997 and Plant is scheduled for the end of next year. Plant will probably not be a stand alone regulation but will form part of a consolidated regulation.

Why go through the process?

The primary motivation is national uniformity. For example, up until recently if you held a crane drivers certificate in New South Wales and moved your business to Victoria, the operator would have to apply for a Victorian crane drivers certificate. Certification regulation abolished this. Your certificate is nationally recognised now. It is basically about trying to cut down the bureaucratic barriers working against the flow of goods and services between States. We are therefore aiming to have a broad legislative regime operating throughout Australia. This is the major aim of the package, although it does have a few spin off effects.

Secondly, it allows us to rationalise industry regulations. For example, Australia has around 127 regulations relating to Occupational Health & Safety. NSW has over 40 with the majority of them being highly detailed and technically inclined documents. This standard gives us a chance to look at what exists at present, what can be rationalised and what can be amended and brought into line with industry.

Thirdly, it allows us to update outdated regulations. For example, one legislation details 'to be a licensed boiler inspector, you must be (a) over 28 years of age (b) a British subject, and (c) have physical attributes which are acceptable to the chief inspector. This sort of detail clearly has no place in today's regulations.

Through replacing such regulations as these, it

allows us to provide more flexibility by replacing descriptive requirements as in the older style regulations with performance based requirements. This allows the regulations to be tapped into what you do for everyday business.

So national uniformity is the first part of this reform package. The second part is the Consolidated Regulations 1998. This is something quite distinct from national uniformity. It is a NSW initiative and the logic for this requires all State and Territory authorities to review and automatically repeal regulations unless they are remade. Therefore what we are doing at WorkCover is rationalising.

By the end of next year it is expected that the legislative regime will encompass one Act, the Occupational Health & Safety Act 1993 and one regulation, the Occupational Health and Safety Regulation 1998. The Consolidated Regulation will bring together all the applicable legislation and various codes of practice. What this means is that the plant standard, noise regulation, hazardous substance and certificates of competency and some other documents will all be combined in one document. This will be indexed and clearly broken down into sections so people can easily know what their legal obligations are. This follows what is happening in South Australia and Western Australia.

The Plant Regulations

At the moment we have a draft regulation which has been put to Parliament but is still at an early stage. I will cover what plant is covered and the obligations imposed, who has obligations and when it will be implemented and the steps involved.

Plant is a serious problem in Australia. Each year over 220 people die from plant related injuries with 65,000 to 70,000 compensation claims each year, giving rise to approximately half a billion dollars paid out in compensation by employers. Most accidents relating to plant can be easily avoided so hopefully this plant regime will reduce the injuries and costs.

What are these objectives of the regulations?

The Plant Standard will firstly implement a systematic process of risk management and as part of that establish a chain of responsibility. It provides people with information to pass on to the user so that they may know the hazards associated with the use of equipment and also to ensure that appropriate

information and training is provided. This is what's new about the standard.

The Plant Standard will require certain types of plant to be registered with WorkCover or a similar authority. It imposes a tiered approach to safety depending on the individual hazard.

For all plant, risk management requirements apply. Everything from a mobile phone to a mobile crane is included in the definition which is deliberately broad to capture everything.

Risk management requirements

These will be imposed on designers, manufacturers, suppliers and end users (ie employers and employees). This requirement is to identify the hazards associated with the plant, to assess and control risks and to pass on safety information. Therefore if you receive information from the manufacturer, you should pass it on.

Specific types of plant

The general approach of the regulation is not descriptive. It does identify that certain types of plant are hazardous and we see these arising in WorkCover statistics. For these types of plant, certain types of control measures have been imposed which have been carried over from the old regulations. The class of plant that these measures will apply to include powered mobile plant (tractor), plant designed to lift or move (mobile crane), plant with moving parts (printing press), electrical plant (power generator), pressure equipment (boiler), plant with hot or cold parts (industrial oven), remote plant (robotics), lasers, scaffolds and amusement devices. Each of the plant items under the regulation, have specific control measures.

Registration of designated types of plant

This is a three tiered system based on design registration, individual item registration of the plant and periodic notification. Registration requirements are already operating in all states.

Who has responsibility?

Everybody has a responsibility from the moment the plant is designed in the factory, supplied, used and dismantled. This approach is very much in line with the Occupational Health & Safety Act. The broad regulation is divided into three parts, that is obligations for designers and manufacturers, obligations for suppliers (hirers) and users of plant.

Obligations of each

Designers and manufacturers must:

- Design and manufacture plant in accordance with Australian Standards.
- Register plant.
- Provide safety information to suppliers.
- Detail what testing inspections need to be carried out on the plant.
- Provide details on installation, commissioning, operation and cleaning advice.
- Detail competencies needed to operate plant safely.
- Provide instructions procedures for emergency

Suppliers (including hirers of plant) must:

- Inspect plant between [leasings and hirings.
- Assess plant to see if testing is required.
- Identify hazards associated with plant when supplied.
- If registrable, hirers must do so.
- Maintain records of testing.
- Provide relevant safety information to hirers.

There is nothing really new in this area that is not covered in the primary duty of care obligations found in the Occupational Health & Safety Act. It is something that can be built into your everyday work regime.

Users of plant (employers) must:

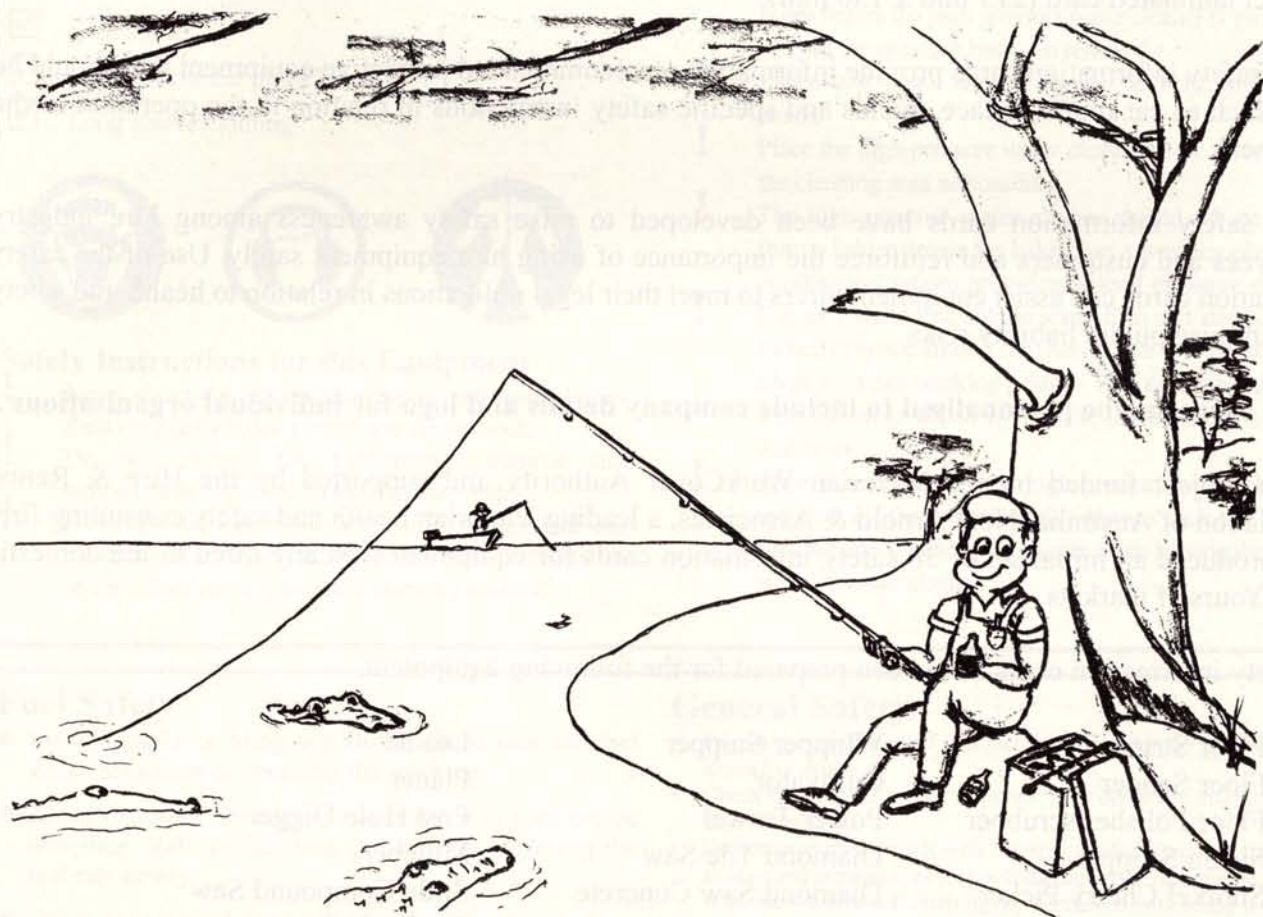
- Consult with workers in the identification of hazard risks.
- Provide appropriate training.
- Maintain plant records.
- Control risks including specific measures for certain types of plant.

Employees also have rights and obligations under the regulation. They have a right firstly to be consulted regarding the assessment of risk and a right to review records. In addition to this, they have the obligation to report to their employer anything which may affect their employers compliance ie guard left off machine, and to comply with any activities carried out in accordance with the regulation ie when instructed to attend training.

It is expected the plant standard will not be a stand alone regulation. Rather it will be part of the Consolidated Regulation. It is expected that it should be distributed for public comment in early 1998 and to apply from around September 1998.

1998 Northern Round-up

Queen's Birthday Long Weekend 6th – 8th June
Novotel Resort
Palm Cove, Cairns



For further details and registration forms please contact:

**Paramount Hire Services
07 4053 4488**

or

Dan Neate 018 774 547

**or Julian Laws
014 896 418**

New Safety Information Cards for DIY Equipment

For some years, injuries sustained from the use of DIY equipment have been a significant and growing concern for both hire companies and regulatory authorities.

At last, a new set of simple and practical safety information cards have been prepared for 38 pieces of DIY equipment. The cards are easy to read, contain clear instructions and are presented in the form of an compact laminated card (215 mm x 150 mm).

The safety information cards provide information on recommended protective equipment that should be worn, such as ear muffs or face shields and specific safety instructions in relation to the operation of the equipment.

The safety information cards have been developed to raise safety awareness among hire industry employees and customers and reinforce the importance of using hire equipment safely. Use of the safety information cards can assist equipment hirers to meet their legal obligations in relation to health and safety and minimise public liability risks.

The cards can be personalised to include company details and logo for individual organisations .

In a project funded by the Victorian WorkCover Authority and supported by the Hire & Rental Association of Australia, Noel Arnold & Associates, a leading Victorian health and safety consulting firm have produced an initial set of 38 safety information cards for equipment typically hired in the domestic Do-It-Yourself markets.

Safety information cards have been prepared for the following equipment.

Floor Stripper	Whipper Snipper	Loader
Floor Sander	Cultivator	Planer
Floor Polisher/scrubber	Power Trowel	Post Hole Digger
Steam Stripper	Diamond Tile Saw	Mulcher
Snorkel Cherry Picker	Diamond Saw Concrete	Slide Compound Saw
Turbo Spray Gun	Cutter	Engine Hoist
Concrete Vibrator	High Pressure Water	Electric Sander
Slasher	Cleaner	Chainsaw
Plate Compactor	Water Pump	Brick Saw
Electric Jack Hammer	Lawn Aerator	
Electric Drill	Circular Saw	
Elevating Work Platform		

Additional cards are currently being developed for other pieces of hire equipment

Copies of these safety information cards can be purchased directly from

Noel Arnold & Associates - Tel (03) 9890-8811.

SAFETY CARDS

HIGH PRESSURE WATER CLEANER

DANGER! Ensure the hirer shows you how to use the equipment. Read the instructions below **BEFORE** using this equipment.

Safety Equipment

The following protective equipment **MUST** be worn when using this equipment:

- Face shield
- Ear muffs or ear plugs
- Long sleeve clothing



Safety Instructions for this Equipment

- ! Never direct the high pressure spray onto bare skin as fluid may enter blood stream and cause death.
- ! Do not exceed the maximum pressures and temperatures indicated on the machine plate.
- ! Use only high pressure hoses and fittings that are authentic accessories to this unit. Never attempt to repair defective high pressure hoses by yourself.

- ! The water jet comes out of the turbo nozzle at high speed. Therefore, never aim the jet in the direction of people, animals, electric installations or any other electrical conductors
- ! In the case of operation failure or repair always switch off the high pressure cleaner and shut off the water supply.
- ! Water jets resulting from leaks may be dangerous. They should always be immediately rectified.
- ! Never attempt to exchange the pistol or disconnect the hoses before the high pressure water cleaner is switched off and the pressure has been released.
- ! Lance and pistol should always be held with both hands.
- ! Place the high pressure water cleaner as far away from the cleaning area as possible.
- ! The high pressure water cleaner should not be used from a ladder unless the ladder has a working platform or other precautions providing at least the same safety.
- ! The user should be able to stand firm and steady with sufficient space around him/her so that it is possible to adopt a proper working posture. It is recommended to wear footwear which is flexible, laced and with anti-skid soles.
- ! After use, switch off the high pressure water cleaner and shut off the water supply. Always lock the pistol with the safety lock on the trigger when leaving the high pressure water cleaner.

Fuel Safety

- * Do not smoke or bring any fire or flame near the fuel whilst refuelling or operating the machine.
- * Always shut off the engine and allow it to cool before refuelling. Relieve fuel tank pressure by loosening the fuel cap slowly.
- * Select bare ground for fuelling and move at least three metres from fuelling spot before starting engine.
- * Wipe up any spilled fuel and check for leakage.
- * If fuel gets spilled on clothes it is very important to change clothes immediately. Flammable quantities of fuel may stay on clothes after a spill longer than expected. Operation of machines when clothes are wet or damp from gasoline is extremely dangerous as the operators clothes may catch fire and cause serious or personal injury.
- * Always ensure the fuel cap is secured tightly. Check for fuel leakage while refuelling and during operation. If a fuel leak is suspected, do not start or run the engine until the leak is fixed and spilled fuel has been wiped away.

This Safety Information Card has been prepared by Noel Arnold & Associates Pty Ltd. It contains general safety information only and should not be relied upon as a substitute for professional advice.

General Safety

- Do not use machinery if you feel tired or under the influence of alcohol or drugs.
- Check controls for proper response. Shut down the machine if a fault is detected.
- Do not wipe plastic parts with solvents, such as gasoline, thinner, alcohol and ammonia, as they will damage and crack plastic parts. Wipe parts with a soft cloth lightly dampened with soapy water.
- Always use the right tools. Never force a tool or attachment to do a job for which it was not designed. When using attachments, ensure they are fitted correctly and practise the operation before beginning work. Always use recommended accessories only.
- Always keep guards in place and in working order.
- Do not wear loose clothing, gloves, neckties, rings, bracelets or other jewellery which may get caught in the moving parts.
- Do not overreach. Ensure proper footing and balance when working with the tool.
- Always keep the work area well lighted.
- Never permit children, other people or animals to loiter near the work area.
- Do not fool around while operating, always keep the machine under control.
- Never leave a machine running while unattended.
- Do not use or continue to use faulty or damaged equipment. Check the condition of the machine at the end of each day and report any damage or defects.

REMEMBER: In the event of death, serious injury or a dangerous occurrence you must notify WorkCover on 132 360 (toll free). For further information or if in doubt over the use of this equipment, contact the hirer and ask for instructions.

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CIGWELD

This new range of engine driven welding power sources is manufactured in Italy by the newest member of the Thermadyne group of companies - Genset.

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WASTE MINIMISATION PROGRAM

The recent imprisonment of a company director by a Sydney Magistrate for the illegal dumping of toxic waste, plus the large fines being imposed for failure to comply with environmental regulations highlight the necessity of companies being aware of their environmental responsibilities.

Waste can cause pollution if not handled properly and once created, even its disposal by approved methods presents potential problems and costs. Some wastes are unavoidable, but many can be reduced by proper management.

Wastes are generally controlled by State or Territory Waste Management Authorities, and Local Government.

Treatment and disposal of waste can be more expensive than avoiding it in the first place. Avoidance and minimization are the best options if practical and can reduce costs by savings on raw materials, lower disposal costs and revenue from recycling if quantities are sufficient.

There is one principle to follow in all waste management programs, - **reduce, reuse recycle**. Only after all of these in turn, have failed to take care of the waste, is it then disposed of in the most environmentally responsible way.

Self-assessment for Waste Reduction and Disposal

The preferred sequence (or 'hierarchy of actions') in handling of waste is:

1. REDUCE (or avoid)
2. RE-USE (whenever possible in your own operations)
3. RECYCLE (usually by using council collection systems)
4. DISPOSE IN AN ENVIRONMENTALLY ACCEPTABLE WAY AND ACCORDING TO REGULATIONS (for environmentally hazardous materials, use a licensed waste disposal contractor)

Waste Avoidance

Of the waste in your office, workshop, yard, showroom and transport, which ones can be reduced?

Look particularly at spillages and leaks. Fuel and oil storage, dispensing and transport need special attention. Regarding fuel any discrepancies between delivered quantity used plus stock balance **must be investigated**. They may be due to hidden leaks, including those from underground tank and pipe leakages which presents a serious contamination situation. Resist the temptation to write off all such differences as theft or faulty accounting.

Do not overlook solid wastes such as metals (separated by type), paper and packaging materials, etc. Packaging can often be re-used. Water usage can almost always be reduced. For instance, by using automatic cut-off valves at hose handpieces, efficient nozzles and, or, high pressure units. Effectively maintained engines will use less fuel and generate less exhaust gases and smoke. In offices, waste paper can be reused as scribbles, printer ink cartridges refilled instead of buying new cartridges in many cases. The list is endless!

Hazardous wastes may be reduced in importance by using less of them, or by substituting less hazardous materials. For example, regular detergents used for cleaning equipment may be replaced by fast-breaking' types, which are environmentally less hazardous because they break down faster, and degreasers should be the least hazardous that will do the job satisfactorily. Substituting the least hazardous materials should be a prime target for waste and environmental damage minimization as well as safety of persons. This applies to all chemicals.

For waste energy reduction, see under 'Energy Use Minimisation

- 1 List all avoidance measures**
- 2 Set achievable targets**
- 3 Get employees involved**
- 4 Follow up to ensure action**

Waste reuse or recycling

All local government councils or shires, in urban areas at least, have collection systems for common refuse such as glass, paper, recyclable plastic containers, etc. Separation of categories is essential. Maximum use of these collections should be your target.

If quantities are sufficient, recycling or reuse of washwater, (as is done in many car-wash facilities), and lubricating oils for some applications, is possible using commercially available units. The use of these systems would depend on cost effectiveness studies. It may not be practical for smaller companies, but should be investigated.

Waste treatment

It is usually necessary to have pre-treatment of liquid industrial 'trade-wastes' before discharge. The equipment required is specified by the controlling authority as part of licensing agreements.

Where roofing is not practical, equipment washing in unroofed areas may require stormwater diversion pits for first-flush collection of the first 10 mm of rain and use of a corrugated plate interceptor (CPI). This is a requirement of many water authorities, but is desirable in any case. This pre-treatment together with use of 'quick-break' detergents so that emulsions break quickly, allowing separators to remove the oil more readily, reduces the discharge of pollutants from washing and run-off. The pre-treatment system requirements applies even for standing equipment in the open when rain washes particles of dirt, oil and grease, paint, etc., into stormwater drains. Unroofed washing may need local council and, or EPA agreement. Refer to your local council in the first instance for requirements.

If practical, roofed areas are preferred by water authorities and councils to, avoid uncontrolled run-off. Use of multi-compartment interceptor pits and CPI's to remove suspended solids and oil and grease will almost certainly be required for workshops and equipment washing or open storage areas.

You can use a trade waste consultant to decide the needs and size of pollution control' equipment.

Waste disposal

Hazardous and trade wastes can cause environmental damage if not disposed of properly. As producer of these wastes it is your responsibility to make sure that they are transported and disposed suitably. That is, by licensed hazardous or trade waste contractor and, or to 'secured' landfill or to sewer in the case of trade wastes (but only if authorised). Your local Waste Disposal Authority, or Council or EPA, (or Water Authority in the case of liquid trade wastes), will be in charge of waste disposal for your district. They can advise on:

- what is classified as trade or hazardous waste
- if you need a licence for discharges to sewer. Don't do this unless you have approval.
- who are the authorised removal contractors (lists can be supplied)
- approved safe method of disposal for each type of waste

Liquid trade wastes may be removed in tankers by licensed contractors for treatment and disposal.

Dumping of any wastes, solid or liquid, on unoccupied land is illegal and subject to penalties. Disposal by burning is generally illegal and causes air pollution. (Refer to local council).

If disposing of any wastes by licensed agreement, it is important to check that conditions of the licences are complied with, as a check during your Environmental Self Audit.

The 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 opposite.

Mobile Cleaning power

A new engine powered high pressure water blaster, designed to provide mobile cleaning power, has been launched by Australian Pump industries. Called the Aussie Eco-Clean 'Cleanmaster' the machine consists of a powerful 1 500psi pump driven by a 3.7hp petrol engine. The whole machine is mounted in a rugged, user-friendly, steel frame trolley.

For extra cleaning power Aussie Pumps also offers a robust turbo lance at provides the machine with an effective working pressure of 500psi.

Designed for both household and semi-professional chores, the heart of the Cleanmaster is a direct drive, triplex, axial piston pump. This patented direct drive pump provides 8 litres per minute flow which, combined with 1 500psi operating pressure, provides sufficient impact to solve many cleaning problems.

All Cleanmasters come with the new Aussie T10



New Aussie Cleanmaster is compact and efficient

"Zoom" vario nozzle that provides high and low pressure at the twist of a wrist. The "Zoom" nozzle also enables the operator to vary the spray pattern from zero direct jet (pin jet) to a maximum 60 degree angle.

The best news of all for end users is the price. The new Cleanmaster has a list price of only \$698.

Product Manager, Hamish Lorenz said, "The new Cleanmaster represents a revolution in value for money mobile cleaning equipment. The machine is ideal for cleaning turf care equipment, small agricultural machinery, ag bikes and for all household chores".

Further information on the new Aussie Eco-Clean Cleanmaster is available from Aussie Pump Distributors throughout Australia.

For further information regarding this

press release, please contact

**Warwick R. Lorenz on
02 9894 4144.**

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 be 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

INSURANCE

Insurance by AUS No. 2

Association Underwriting Services (AUS) is committed to educating members of the Hire and Rental Industry to ensure they have a better understanding of how insurance and risk control can be a useful management tool in business.

This article will concentrate on Risk Management. There are many ways to reduce your exposure to a potential loss.

RISK MANAGEMENT

An article in the Financial Review dated Friday August 1 1997 'Why reducing risk starts at the very top' by Mark Abernethy states "Whether you are a part of a small business or a large corporation, the easiest way to save money is not to spend it."

This is a very logical statement. When we think of cost cutting or controlling expenses in business, most generally resort to sacking people, out sourcing, etc. Why not address the less obvious costs to business?

How? Lowering insurance premiums

How? By seeking coverage with higher excesses.

How? Your company has to take responsibility.

How? Adopt Risk Management approach to business.

What is Risk Management?

It is a systematic application of management, policies, procedures and practices to the task of:

1. Identify and Analyse
2. Develop Strategies
3. Taking Action
4. Monitoring Risk

What is the first step?

1. IDENTIFY AND ANALYSE

The most crucial step is IDENTIFYING exposures

faced by the business.

- a) Form a group and discuss "If this happens what will be the effect to the business?"
- b) Take a systematic approach to ensure that as many loss exposures are identified
- c) Make a record of the identified risks.

Example 1:

An employee or customer fatally/severely injured by a piece of your hire equipment. What would happen to the business? A claim would be made against the business and possibly fines from various government bodies. Could cause major financial pressure on the business.

Example 2:

Theft of hire equipment whilst on hire. What would happen to the business? It would lose income from loss of equipment available for hire and the cost of replacing the item, plus time taken to arrange replacement etc.

Now what?

ANALYSE the identified risks to determine how often each identified risk is likely to occur (**frequency**) and how much each risk would cost should it occur (**severity**). Ask 'Could our business cope financially with this loss?'

Example 1:

A death of a customer or employee may be regarded as low frequency (very remote) but if it did occur the cost would be severe. Your business is unlikely to cope financially.

Example 2:

The theft of hire equipment whilst on hire may be regarded as high frequency (likely to happen) but if it did occur the cost would not be severe. Your business would cope financially in with one or two losses but could be affected if there was more than two losses.

Now what?

2. DEVELOPMENT OF STRATEGIES

How are you going to handle the exposures faced by your business?

- a) Control techniques
- b) Financing techniques

Control techniques

Look at each exposure to determine what can be done to:

1. prevent the loss
2. reduce the loss
3. avoid the loss

Example 1:

Ensure:

- equipment is regularly maintained
- accurate records are kept of equipment maintenance
- the customer/employee is provided with operating instructions and safety requirements
- you adopt recommended standards
- equipment is stored correctly

Example 2:

Ensure:

- place signage on the equipment, hire agreement etc. encouraging customers to ensure the equipment is secure at all times eg "Lock me up!"
- arrange collection of equipment, discourage equipment being left out in the open waiting for collection.

In the above examples there is no way of avoiding the loss aside from not hiring equipment!

Financing techniques

There are two approaches:

- a) Risk Retention
- b) Risk Transfer

Risk Retention

This is where you have analysed the risk or loss exposure and have decided to meet these risks out of

your own funds. As in Example 2. You may elect to take a higher excess under your insurance policy, or to pay the losses out of your own pocket as the cost of insurance is more than the estimated frequency and severity of the loss.

Risk Transfer

This can be achieved via contract or insurance.

The insurance option can be utilised to protect your business from the large, catastrophe losses that would financially cripple the business should they occur. As in Example 1.

3. Action

Once you have completed the above it is now time to implement your strategies.

4. Monitor

It is necessary to monitor the risk strategies to ensure they are fulfilling their purpose and are responsive to changes within your business.

SUMMARY

The main points to remember as a risk manager of your hire and rental business are:

1. Identify and Analyse
2. Develop Strategies
3. Take Action
4. Monitor

The next article will specifically address Liability and Risk Management.

AUS products can be accessed through:
Your nearest OAMPS office
Your local broker
or by calling

Alison Butler
AUS
GPO Box 1796Q
MELBOURNE VIC 3001

03 94836309

New Safety Manual produced by Hire Association

The Hire and Rental Association of Australia has produced a revised edition of the Safety Manual.

The new edition incorporates all the changes that have occurred in industrial safety legislation over the last 5 years. Failure to know about these extensive changes can lead to crippling penalties and even imprisonment for individuals responsible for breaches which result in serious injuries or fatality due to work-caused incidents. No longer does the company alone bear the weight of the law, but also officers of any organisation which is found guilty of a breach.

The Australian-wide standardisation of OHS legislation has led to extensive changes, which are all covered in the new manual.

Personal Responsibility

The trend is for OHS authorities to use personal responsibility as a measure to reduce workplace fatalities, injuries and ill health. Holding companies, (ie., 'bodies corporate') responsible does not work, and is having practically no deterrent affect on reducing the toll of lives, injuries and costs. The extent to which this is done depends partly on the politics of the State Government in power at the time of formulating or changing regulations, but every manager and director can be sure of increasing

personal liability for safety, the same as there is for environmental and financial issues, regardless of state politics.

Managers and those responsible in any way for workplace safety can no longer live in blissful ignorance of shortcomings in any aspect of their organisation's OHS program.

Directors and managers can not escape blame by delegating safety responsibility to others. They can delegate duties but the overall responsibility remains with senior management

The position taken by the courts is that management should have known about breaches if they were doing their job probably. Management must ensure that the whole program is implemented and effective. Directors and managers are held personally responsible.

Therefore it is in the interests of all directors, managers and those who have anything to do with Occupational Health and Safety to be aware of the far-reaching changes in industrial safety legislation that have taken place throughout Australia in the last five years.

The new manuals can be purchased from the Hire & Rental Association.

An application form is featured below.

HIRE & RENTAL ASSOCIATION OF AUSTRALIA

ENQUIRIES:
CONTACT YOUR STATE ASSOCIATION

HIRE AND RENTAL OCCUPATIONAL HEALTH & SAFETY MANUAL ORDER FORM

Contact:	DATE
Company:	
Address:	
Postcode:	
Phone:	

QTY	ITEM SUPPLIED	AMOUNT
	Occupational Health and Safety Manual/s	
	@ \$120 each	
	Cheque enclosed for	

CHEQUES SHOULD BE MADE PAYABLE TO: HIRE & RENTAL ASSOCIATION

New Zealand report

Planning is well under way for our 1998 Convention and Trade Show which will be held July 28 - 30 in the Capital City of Wellington with the following programme .

Tuesday 28 July:

Afternoon Optional Yard Tour
Evening Happy Hour and Opening dinner

Wednesday 29 July:

Morning Business Sessions
Afternoon Trade Show
Evening Free to experience the sights and sounds of night life of Wellington

Thursday 30 July:

Morning Business Sessions
Afternoon Trade Show
Evening Awards Dinner

The James Cook Centra Hotel is where the Convention Business sessions will be held, with the Queens Event Wharf centre as the venue for the Trade Show.

Overseas Guests and Exhibitors are very welcome

and information will be sent to those People /Companies registering an interest.

HIREPRO Programme

This Industry Awareness campaign has entered the second phase with another round of Television advertisements throughout the January / February period. This covers particularly well both the Party Scene for the main part of the summer period as well as the I tome Handyperson scene as a lead up to the autumn period. Over the next few months the programme will be evaluated and decisions made with regard to its future.

INDUSTRY IMAGE AWARDS

A new and successful venture introduced in 1997 was the revamped Industry Image Awards with 24 Companies vying for the Awards. The same format will be used in 1998 and Companies will be invited in the near future to register their interest. Judging is based on premise presentation, staff telephone courtesy and knowledge as well as product knowledge.

UPCOMING EVENTS

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

Civenex 1998

Royal Melbourne Showgrounds
Epsom Road
Ascot Vale Victoria
March 26 - 27
Contact: Chris Barry
Ph: (03) 9686 3833
Fax: (03) 9690 4217

BAUMA 98

25th International Trade Fair
March 30th-April 5th.
New Munich Trade Fair Centre
Munich, Germany
Tel: +49 89 5107 209
Fax: +49 89 5107 172

IMEA 1998 Engineers Field Day

Penrith Panthers
Penrith, NSW
2-3 April 1998
Contact: Malcom Forbes
Tel: (02) 9267 6677
Fax: (02) 9283 5255

Hanover Fair '98

April 20-25
Hanover , Germany.
Tel: + 49 511 890
Fax: + 49 511 893 2630

1998 New Zealand Convention & Trade Show Convention

Wellington July 28 - 30
Contact: Kelvin Strong
Tel: 0011 64 4 496 3273
Fax: 0011 64 4 496 3272

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

SURVIVING IN BUSINESS

Surviving in business requires a wide range of commercial, personal and management skills. To survive in tough times requires extra careful management of the business.

Managing in tough times demands a heightened ability to judge risk. As well as the risk of being in business, you will be faced with judging risks that must be taken to survive. Doing something different to improve business may be a risk that you cannot afford not to take!

Realise that every management decision or non-decision will affect your firm's ability to survive. All this adds up to the need for skilled leadership. Poor management can kill good firms - make sure you maximise your chances of making good decisions by absorbing as much information as you can

Financial management is a key information area for business people to work on.

Financial Management

Business failures are frequently caused by finance related problems such as:

- Lack of sufficient start-up capital
 - Inadequate business skills
 - Failure to keep proper books
 - Inability to manage changes in economic conditions
- To avoid this fate, observe some basic routines:
- Ensure the cash book for the business is written up regularly
 - Ensure the bank account is reconciled regularly
 - Query any unexpected bank charges
 - Promptly follow-up any dishonoured cheques
 - Do the banking regularly
 - Establish a pattern of reporting to your bank manager on a regular basis
 - Prepare a small monthly or quarterly written report on your business progress and submit it to the bank manager.

Debtors

Your debtors owe money to you. Businesses with exclusively cash sales will not have debtors.

- Establish a credit policy and make sure the policy is legally binding. Write it down.
- Prepare regular lists of debtors, showing name and amount owed.
- Ensure the special follow-up rules are applied, telephone promptly and regularly.
- Debtor lists are most useful if aged - that is set up

with separate columns for current, 30-60 days, 60-90 days and 90 days.

- Institute special follow-up rules for debtors.
- Offer discounts for prompt payment.

Creditors

These are the people and companies to whom you owe money. Major creditors are usually suppliers.

- Prepare regular lists of outstanding creditors.
- As for debtors, this list is most useful if aged, that is columns used for current debtors, 30-60 days, 60-90 days and 90 day and over.
- Pay creditors regularly, if creditors are allowed to build up it becomes difficult to catch up with later payments
- If funds are available, pay creditors early and obtain discounts. If discounts are not offered, ask for them.

Management

- Use your professional advisers - the money this costs is an investment, not just an expense.
- Watch trends, identify developments in the economy and relate them to changes in your business.
- Measure the effect of the tough times on your business e.g. % decline in sales, compared with the same month last year. Check against figures quoted for similar businesses.
- If income has decreased, it must be expected less staff will be required in the business.
- Spend extra time managing your business, review results, reconsider plans for the future if targets have not been met.
- Watch developments at your opposition.
- Review and amend your business plan, including a look ahead 2-3 years.
- Avoid the double-or-nothing approach, a down turn may not be the time to risk all on a major expansion.
- Don't cut expenditure on training - keep staff involved and skilled and seek their thoughts on how to do things better. Find and/or create opportunities and exploit them.
- Problems must not be ignored, but a positive approach to finding and/or creating business opportunities is the basis for survival.
- Continually update product knowledge and technical skills throughout all levels and parts of the firm.
- An essential part of creating and maintaining a

strong competitive advantage is having up-to-date product knowledge and technical competence.

Personal

- Create a personal budget and work to it, plan major purchases with care.
- Express confidence in yourself and the business to clients and staff. Preserve your relationships and your health.
- Plan a cheap and restful annual holiday for yourself. Keep yourself balanced and calm.
- Be decisive and assertive. Decide on the best course of action and do it.
- Expect fear and uncertainty, especially during tough times, of themselves they are not a sign of failure. Just a realistic recognition of troubled times.
- Be innovative. Look for new and better ways of running the business. Be a leader not a follower.
- Change is nearly always accompanied by some risk, often the risk is one you cannot afford not to take.
- Believe in yourself and your business. Owning and running your own business is more than a job. It is a way of life that has no room for lukewarm enthusiasm or half-hearted desire to win.

Finances

Surviving in business requires a wide range of commercial, personal and management skills. To survive in tough times requires extra careful management of the business.

For some business people the requirement to spend extra time on management is especially difficult, because of a natural dislike of documentation, accounting and bookkeeping. Successful entrepreneurs are often not good managers just as good managers may not make successful entrepreneurs.

Successful small business proprietors need to be both entrepreneurs and managers. The following is a list of actions to assist with the survival of your business. Of course, not all the actions will apply to all businesses. Determine those actions which are applicable to your business and consider whether they could help you to manage better.

Business Income

Your business income may be called sales, commissions, fees, cash received, charges, amounts invoiced, or whatever.

- Monitor the business income. To do this design a sheet on which you can record income totals on a regular basis. Income totals may be recorded daily, weekly or monthly. Select the timing most relevant for your business.
- If the business income is currently recorded on an accounting system, attempt to use that data for

monitoring. If you are not comfortable with reading the accounting data, set up your own separate system to use for monitoring. Where possible, use a computer to record the business income totals.

- Compare business income totals with the previous days, weeks or months. Calculate the percentage changes, record on the monitoring schedule and indicate whether the change is an increase or decrease.
- Compare the % change in the business income with that for similar and other businesses.
- Attempt to increase business income by various methods and record the effect on the income monitoring, schedule. If income cannot be increased, take immediate steps to decrease expenses.

Marketing Your Product & Services

- Look for ways to improve buying terms or to increase the power of your advertising dollar by joining with other businesses in a marketing group or co-operative.
- If sales are on credit, offer discounts for cash or give small gifts on cash sales.
- Look for add-ons that can give a new look. Your product or service may be able to be altered in some way to make it more attractive to customers or clients without investing too heavily in development.
- Adapt to the way people are and aren't spending - in times of downturn purchasing patterns change, especially in retailing household items.
- Encourage follow up orders and work by delivering promptly and always check the quality of the product or service delivered.
- Ask friends, relations and colleagues to refer customers or clients to you.
- Determine your important existing customers or clients and check that they are happy with the product or service you provide. Ask for more orders or work or for referrals.
- Keep up-to-date on product developments and technical change: your competitive advantage is only ever temporary.
- Every firm must be better than all its competitors to survive. The longer that advantage can be sustained (that is not copied by rival firms) the better.
- Forward planning and the search for new opportunities (products, ideas, customers) must go on continually. Change must be welcomed, not rejected or ignored. Continually work to create and improve the firm's image, reputation or good will
- Remember people usually purchase on the basis of price and things like courtesy, service, convenience, range etc.

NEW ECONOMICALLY AND ENVIRONMENTALLY FRIENDLY LIFT TRUCK RANGE

NACCO ASIA PACIFIC have just released a new range of 1.5 tonne to 3.0 tonne capacity forklifts. Known as the YALE ECO range, the company claims that the new trucks are cleaner, 'greener' and more economical than their predecessors.

The major reasons for this they say, are the exceptionally fuel efficient engines of the IC versions, several design advances which provide more efficient operational capability - and a very competitive initial purchase price.

Flagships of the YALE ECO range are the Series H trucks with lift capacities from 2,000 - 3,000kg. The Series F range are short wheelbase models for confined-space operations with load capacities from 1,500kg - 2,000kg. Both series are offered in Petrol, Diesel or LPG versions.

Complementing the IC YALE ECO trucks is the electric powered Series 8, with load capacities from 1,500kg - 2,500kg.

There is an inbuilt capacity for any YALE ECO to be customised to meet special workplace requirements, although all trucks in the YALE ECO series are designed

and built as 'complete' machines, and fully-equipped with what Yale says are often optional extras on other trucks.



Flagship of the new clean, green Yale Eco range, the 2-3 tonne capacity Series H environmentally caring, economically protective IC lift trucks.

As you would expect, Yale offer full operator training on the new models. In addition to detailed operator education, this includes factory-conducted training workshops for maintenance personnel.

A Yale spokesperson said, "Environmentally-friendly means conservation of our earth's atmosphere - but also provision of a safer working environment, with an appreciable increase in driver comfort."

As evidence of this, he cited the new SUPER RIDE feature, standard of YALE ECO Series H and Series F vehicles.

"By suspending the entire operator module on four specially tuned rubber mounts, the driver is isolated from frame vibration and cushioned against road shocks. The addition of a rubber-mounted steer axle and unique engine mounts completes the smooth Super Ride feel, and enhances the comfort of driver environment. Comfortable drivers tend to be more productive," says Yale

Purchases

These are the items acquired for use in your business or for onward sale. In manufacturing businesses purchases may be of raw material for use in making a new product.

Service businesses may have only small purchases. Shops may refer to purchases as stock.

- Look for alternative cheaper sources of purchases.
- Keep stock levels to a minimum and only buy new stock when necessary.
- Establish a system that requires people doing the purchasing to obtain competitive quotes.
- Sell off, if necessary at a discount, supplies of old stock.
- Carefully check all purchases received to ensure they are exactly what was ordered. Check quality.
- Establish a procedure to check that all invoices receive are correct, that is, the quantities are correct, and the calculation of amount owed is correct.

Interest

- Determine the interest rate charged on the funds you have borrowed. Check lease and hire purchase interest rates too. If possible arrange to change to

cheaper forms of finance.

- Ask your bank to justify why the rate charged to you on your overdraft is so much over the benchmark rate. This is especially important if you have given real estate security, because the risk factor has been reduced.

Rental

- Review rental arrangements, is there scope to move to cheaper premises?
- On the other hand in retail/service businesses a good location even if more expensive may reverse a downward trend.
- Location is a critical factor in attracting buyers and making sales, particularly for retailers and some service firms.
- Arrange to sublet surplus space.
- Defer signing a new long term lease, unless you are confident of the business and the rent represents especially good value.

Business & Regional Development New South Government

"TEREX CRANES NEW MODEL RELEASE"

Since Terex Cranes purchase of PPM Cranes in 1995 they have amalgamated a number of their models and have released a virtually new range of Rough Terrain Cranes ranging from 7.8 tonnes through to 82 tonnes in 1997.

The smallest of the Rough Terrain Cranes is the P&H D85i which has a 7.7 tonne capacity with a 4 section 9.8m boom. The pick and carry capacity is 7.5 tonnes and the winch has a 5,445kg line pull. The deck of the machine has a load carrying capacity of 6,500kg and a load moment indicator is standard equipment.

The next new unit is the P&H CD115, this is a 15 tonne maximum capacity unit with a 3 section full power boom of 15.85m length. A carry deck is standard fitment for Australia and has a 9,072kg capacity with an area of 6.18m². Cummins engine and Clark transmission and axles provide easy serviceability in the field. One of these units was recently supplied to a

Sugar Mill in North Queensland. Four wheel drive, four wheel steer is standard fitment along with an LMI.

Another new model recently released is the P&H RT130, which is a 27 tonne capacity unit with either a 21.9m full powered 3 section boom or a 28.6m 4 section full power boom. Multi position outrigger settings are available for the first time from P&H in this size machine and the unit is fitted with a Cummins 6 cylinder engine and a 6 speed forward, 6 speed reverse powershift transmission. This unit can also be specified with smaller load capacities by reducing the overall counterweight. P&H winches are standard fitment and the maximum line pull is 4,655kg. This unit is a completely new design and is very simple to maintain in the field with a wide range of locally available component parts that can be virtually bought from the local store.

Another completely new unit is the P&H A400 which is a 35 tonne capacity unit with a 30.6m 4 section full powered boom. Cummins engine, Clark transmissions are fitted to this unit and again simplicity in design and reliability in operation is a key design criteria not only for this model but for all models of P&H Rough Terrain Cranes and Hydraulic Truck Cranes.

Another new unit from our North American factory is the P&H RT160 which is a 54 tonne capacity with a 35m 4 section full hydraulic boom. Outriggers are now three position to offer greater flexibility. P&H winches are standard and maximum line pull is 4,990kg for both the main and auxiliary winches. Four wheel drive, four wheel steering and standard 29.5x25-28PR tubeless tyres enable the unit to be used in very poor conditions. Maximum gradeability is 90%. A Cummins 6 cylinder diesel engine powers the fully sequential power shift transmission with 6 speeds forward and 3 speeds reverse.

A similar sized 55 tonne P&H A600 is available from our European operation. This unit is designed with the same criteria as all Terex Cranes Rough Terrain Cranes are and that is, simple, available and cost effective. Four of these units are now working in Australia giving very good reliability. The standard boom on this



P&H A600 is a 32.4, four section full powered boom. Cummins engine, Clark transmission are also standard. A 20m lattice extension fully offsetable is available as an option. The P&H A600 like other members of the P&H line-up is covered by our exclusive warranty of 12 months or 2,000 hours on the complete machine plus all major weldment structures are covered for 5 years or 10,000 hours.

The next new Rough Terrain Crane in the P&H line-up is the P&H RT175. This is a 68 metric tonne unit with a standard 38.4m 4 section full powered hydraulic boom. A lattice extension with a telescopic stinger gives a maximum tip height of 58.8m. Outriggers are three position to give better flexibility and the P&H design winches give a maximum line pull of 10,165kg. The lattice extension can be offset at 17° or 30° with great simplicity. Standard engine is a Cummins 6 cylinder engine, however a Caterpillar 3208T can also be stipulated.

The largest Rough Terrain Crane is the P&H RT190 which has a maximum capacity of 82 tonnes. This RT190 has a 38m boom which can be fitted with another 22.5m of lattice extension. This lattice extension is also offsetable to 30°. Three position outriggers are standard fitment and a Cummins engine

is standard. Generally these size machines are not particularly popular in Australia, however the situation is different in North America where Terex Cranes have had a great deal of success with this particular crane. A recent sale to Cape Flattery Silica Mines in North Queensland is the first unit that has been supplied in Australia but Terex Cranes expect to sell many more of these units due to its excellent performance and very competitive pricing.

There are a number of other Rough Terrain Cranes that are being produced for the Middle East and South African markets as well as the European market that are available. These units were originally developed by PPM and are a little different from the normal American type machines, however they are available on request.

Another new model introduced into Australia at the end of December 1996 is the P&H A50C Crawler Crane with hydraulic boom. The boom of the A50C is virtually identical to the A600 boom which allows for much easier provision of parts and serviceability. Three of these units have been delivered to Bower's Cranes in Singleton and are providing a worthwhile addition to their large fleet of units. The tracks on the A50C can be easily retracted for transportation purposes. Once on site they can be extended in a minimum of time so that the unit is able to commence work virtually immediately.

On the Truck Crane side of the Terex Cranes line-up is the 3 axle 20 and 30 tonne cranes from our Waverley operation. These units were recently released on the North American market and they are now approaching 90% of the available market.

The T200 is a three axle Hydraulic Truck Crane with a 4 section full powered boom of 28.49m construction. The unit is fitted with a Cummins and manual transmission, however it can also be supplied with a Cummins and automatic transmission. The standard transmission is a Fuller RT8908LL which has 10 speeds forward and 3 reverse. The optional automatic transmission is an Allison MD3560 which provides 6 speed forward with lock up in top 5 gears. Outriggers are multi position out and down and a side stow jib of 13.1 m length is available as an option.

The T300 has a 4 section full powered boom of 28.49m length. A 14.86m side stow jib is available as an option. Two winches can be stipulated however, the standard fitment is a 7,093kg maximum line pull unit. Cummins engine are standard for the T300 and either a manual or automatic transmission can be stipulated. The largest current Hydraulic Truck Crane in the P&H line-up is the T750. This new Truck Crane has been very successful in the United States and the current production line is running at maximum capacity. Terex Cranes in Australia have recently

supplied one of these units to an Iron Ore Mine in Western Australia and there are other numerous prospects inquiring about this particular unit. The T750 is a 68 tonne Hydraulic Truck Crane on 4 axles. The boom is a 4 section full powered type with 38.4m extended length. A telescopic extension jib is available enabling a further 18.3m of boom extension. Like most of the other cranes in the P&H line up the T750 also has wrist controls for easier operation and finer inching. A P&H model 2081 main winch is standard which provides a 10,367kg maximum line pull and a 141m per minute line speed.

All of the All Terrain Cranes have undergone updates and we have four models in the 2 axle All Terrain Crane range which vary from 20 metric tonne through to 35 metric tonne.

The 3 axle P&H ATT600 is a 50 metric tonne unit with a 40m 5 section full powered boom as standard fitment. One of these units has recently been delivered to Greg James in Perth, where it is working very successfully in the Perth suburban area. A 4 axle version of this ATT600 was released at the recent Intermat Exhibition in Paris. This unit can run completely legal in Australia with the 4 axles which greatly reduce the bridge loading and the unit can conform to the (3L+ 15) rule. Alternatively it can be equipped with maximum counterweight, taking the unit to an all up weight of 48 tonnes. The additional counterweight pushes the unit into the 70-80 tonne class for longer radius work.

Another new All Terrain Crane that was released at the Intermat show was the P&H ATT1354. This is a 100 tonne All Terrain Crane on 5 axles and features a 6 section 54m full powered hydraulic boom and an additional 20m of lattice extension can be installed giving an overall under hook height in excess of 80m and a working radius of 54m.

Terex Cranes have recently purchased the Simon Aerials company to add to its existing Marklift range of Elevating Work Platforms. Both of these ranges will be amalgamated and the resulting product will be called Terex Aerials Elevating Work Platforms. With the addition of Simon Aerials, Terex Aerials now have a full line of products which includes Rough Terrain Scissor Lifts and a full range of engine and electric Articulating Booms. Further details on these units will be released as a separate item.

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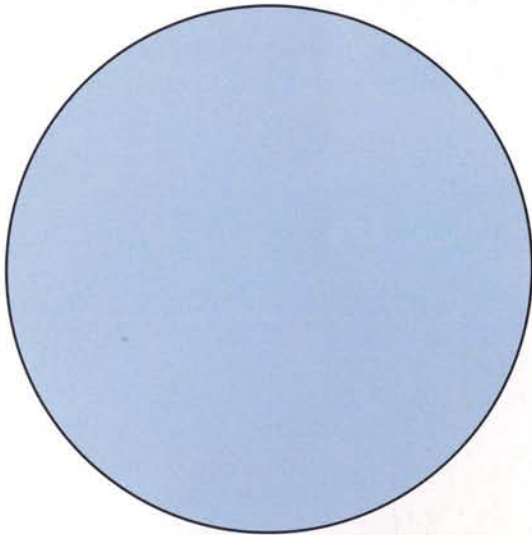
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