

news and information
to set your sales in motion

JAN – APRIL 2012

the blue news

Genie
A TEREX BRAND

For more information contact
Genie Australia
1800 788 633



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TEREX DELIVERS COMPETITIVE NO FUSS FINANCE

The launch of Terex Financial Services into the Australian access industry marks the beginning of a whole new chapter of growth for Genie clients. With access to finance, Genie clients can expand their Genie fleet without having to depend on traditional sources of finance.

Adam Phillips has been appointed to the position of Country Manager of Terex Financial Services. Based at Genie's national head office in Brisbane, Adam is responsible for supporting Genie customers throughout Australia.

As a part of the management team at Genie, Adam's role is to assist Genie clients with funding new Genie products.

"We are here to assist our customers with competitive finance solutions," Adam Phillips said.

"Unlike traditional lenders, we know your business and we know how you operate. We know the hire and rental industry. We are market competitive and relationship driven."



Adam Phillips, Country Manager of Terex Financial Services



For more information on Terex and its other product offerings, visit www.terex.com

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GENERAL MANAGERS MESSAGE

Welcome to another edition of the Blue News, the magazine for Genie' customers throughout Australia and New Zealand.

With 2011 now firmly behind us it is time to focus on the many opportunities which are before us in 2012 and by all accounts it is shaping up to be a great year for the industry.

This year represents an important milestone for Genie Australia with our 15 year anniversary. Whilst there have been many highlights over the past 15 years, the most pleasing has been watching our customers grow into large successful businesses and knowing that we have played a small part in their success.

Another pleasing aspect has been watching our team members grow within Genie and in this issue we recognize Phil Mackenzie, NSW Service Manager, for reaching 10 years at Genie. Phil has been a great asset for the company and joins Gavin Maxwell, Michael Scott, Graeme Brear and Clive Brown in the 10yr club. Congratulations Phil!

Genie exists to support our customers and that will never change, but what will change in April is our company name, Genie Australia Pty Ltd. As most would already know we are part of a much larger multinational company called Terex and have been part of the Terex family for over 10 years, and it is now time to make that formal by changing our name to Terex Australia. Of course the Genie brand will still remain as well as the famous blue machines

but from April you will see Terex Australia Pty Ltd on all our stationery.

We have also recently launched Terex Financial Services (TFS) to the industry which we are very excited about. Too often the big 4 banks don't understand the rental industry or prefer to count their profits rather than invest and this is where we can help. We can help with sourcing finance for the purchase of Genie equipment. Please call your local sales managers or Adam Phillips from TFS with any questions.

I would also like to take this opportunity to welcome Mike Davis to the role of VP Asia Pacific Terex. Mike is located in Brisbane and brings 15yrs of Genie experience to the business. Mike has fulfilled many roles within Genie and will be a great asset to Asia Pacific as we grow.

In this issue we also talk about the importance of service training. Every year we hold a number of valuable training days for our customers which improves the productivity of their service teams and ensures equipment is always ready to rent. In 2012 we will be increasing our training days so I would encourage you to take advantage of this important part of our value proposition.

As always we are planning a great event at the HRIA trade show on the Gold Coast in May. Not only do we have some new exciting products to show off like the GS4069DC electric, but we are also attempting to outdo our customer appreciation event from last year. Those that

attended our event in 2011 will know that it was a night to remember and we are determined to do better this year so keep Thursday night 3rd May free!

In closing I would like to take this opportunity to thank you for your business in 2011 and look forward to seeing you all at the HRIA trade show on the Gold Coast in May.



Brad Lawrence
General Manager Genie Australia



Brad Lawrence, General Manager

FROM PAGE 1

"Terex Financial Services is viewed as an aid to selling Genie products. We have the systems in place to provide an approval quickly."

With Genie clients who have the need for the ultimate in flexibility, Terex Financial Services can establish a master limit for each individual client.

"While other lenders may come and go, we are here for the long haul to build relationships and

earn your business. Some others simply don't understand the industry. Terex is committed to supporting Genie customers."

Adam Phillips has an extensive professional career in the finance industry. He has previously worked in fleet and equipment finance.

For further details concerning Terex Financial Services contact Adam Phillips direct on

0448 110 430, freecall 1800 788 633 or speak to your Genie Sales Manager.

Terex Financial Services is wholly owned by the Terex Corporation.



MIKE DAVIS — VP ASIA PACIFIC TEREX

A fifteen year veteran of the Terex organisation, Mike Davis has been appointed to the position of Vice President and Managing Director of AWP Asia Pacific — Terex. He replaces X S Koo, who has retired. The AWP segment includes the Genie brand as well as Terex Utilities products.

The office of Vice President and Managing Director AWP Asia Pacific, has relocated from China to the Brisbane HQ of Genie and has responsibility for Terex AWP in Australia, New Zealand, Southeast Asia, India, Korea, and Japan.

Mike Davis is eminently qualified to lead the Terex organisation in the Asia Pacific Region. He commenced as a design engineer at Genie, working on the scissor lift line. As Mike progressed through the Terex organisation, he moved away from the engineering side of the operation and into the management area.

For the past two and a half years Mike has worked in two areas, Terex Management Systems and Terex Business Systems.

“Between 1992 and 2002 Terex purchased more than 50 companies,” Mike Davis said.

“We achieved critical mass and Terex moved from an acquisition company to a brand in its own right. Our mission at TMS was to leverage the benefits of those 50 companies into the Terex brand. At TBS we were developing business processes where we could achieve efficiencies across different management levels, such as IT, tax structures, legal entities and so on.”

“My agenda in my new role is to see the Genie business thrive and grow through developing and nurturing our customer base.”

According to Mike Davis, the Australian AWP market is very similar to the US and Europe. Labour rates are high and regulations are strict. Genie equipment is in demand and is cost effective. Japan, Korea and Australia are all in a similar situation.

However, much of SE Asia, India, and China are developing their industries and gradually embracing the new technology and systems. The challenge is to educate the market to use a comparatively expensive boom lift instead of cheap bamboo scaffold.

In the mature markets, such as Australia and New Zealand, Mike Davis can confirm that

there is some exciting new Genie equipment on the way.

“We’re privileged to have Mike Davis operating out of our Brisbane offices,” said Brad Lawrence. “His proximity gives an instant insight into Terex initiatives and this can only benefit the Australian and New Zealand markets.”



Mike Davis, Vice President Asia Pacific — Terex AWP

GENIE CELEBRATES 15 YEARS IN AUSTRALIA

This year marks the 15th year that Genie has been servicing customers in Australia. Since the Genie brand was established in Australia, we have strived to provide the highest level of customer service in the AWP industry.

While the Genie brand may well be a household name in the AWP industry, we are far from content to rest on our achievements to date.

Our success is due to your support. For this we thank you, and look forward to enjoying your continued support through 2012 and beyond.

We are often the first to introduce and deliver new product technology because we're in touch with what customers want and need on the job.

HERE ARE A FEW OF OUR HISTORICAL FIRSTS:

- 1970** — First truly portable aerial work platform
- 1985** — First articulating Z™-boom (Z™ -30/20)
- 1994** — First active oscillating axle (S™-40)
- 1995** — First articulating jib (S™-65)
- 1995** — First super-compact boom with true zero tailswing (Z™-30N)
- 2002** — First active oscillation system on a scissor life (GS™-5390)
- 2003** — First virtual pivot (S™-60)
- 2005** — First XChassis™ (Z™-135)
- 2007** — First AC drive system in a Z™- boom (Z™-40N)
- 2011** — First active oscillating system on a 69 RT Scissor and first with 40 ft full-drive height



2012 TRAINING CALENDER

Date: March 12th – 16th
Where: Perth, Western Australia
Trainer: Chris Bond / Michael Sandstrom
Machines: Z80/60, Z135/70

Date: April 16th – 20th
Where: Adelaide, South Australia
Trainer: Michael Sandstrom
Machines: DC Scissors, RT Scissors, Diesel Booms.

Date: April 30th – May 5th
Where: Auckland, New Zealand
Trainer: Chris Bond
Machines: DC Scissors, RT Scissors, Diesel Booms.

Date: May 14th – 18th
Where: Darwin, Northern Territory
Trainer: Michael Sandstrom
Machines: DC Scissors, RT Scissors, Diesel Booms.

Date: May 21st – 25th
Where: Melbourne, Victoria
Trainer: Chris Bond / Alastair Mitchell
Machines: DC Scissors, RT Scissors, Diesel Booms.

Date: June 4th – 8th
Where: Brisbane, Queensland
Trainer: Chris Bond / Alastair Mitchell
Machines: Z135/70 1 day and 3 day advanced

Date: June 11th – 15th
Where: Perth, Western Australia
Trainer: Michael Sandstrom
Machines: DC Scissors, RT Scissors, Diesel Booms.

Date: June 18th – 22nd
Where: Sydney, New South Wales
Trainer: Chris Bond / Alastair Mitchell
Machines: DC Scissors, RT Scissors, Diesel Booms.

COST

Training is complimentary to all Genie® customers.

SERVICE TRAINING

Our interactive Service Training offer hands-on experience while learning theory and practical applications, as well as Genie history and the commonality of Genie products. We'll cover troubleshooting and repair, basic and advanced electrical and hydraulic schematics

OFF-HIRE TRAINING

Designed for new comers to the industry. Covers the basic requirements of servicing and inspection, terminology, Standards, floor loading and Risk Assessments.

WHO WILL BENEFIT FROM THIS TRAINING?

Mechanics, fitters, operations and senior mechanics (for re-training and standardising your company work procedures).

BOOKINGS

A maximum number of 12 pax per training session. Bookings must be received 10 days prior to course commencing.

QLD & NT:

Kevin Druery, Service Manager
 Phone: 0409 054 177

NSW & ACT:

Phillip Mackenzie, Service Manager
 Phone: 0407 123 934

VIC & TAS:

John Jerkovic, Service Manager
 Phone: 0417004 602

SA :

Jason Harvey, Service Manager
 Phone: 0400 719 352

WA : Reg Moss, National Service Manager
 Phone: 0400 313 443

MORE THAN 450 CUSTOMERS GENIE TRAINED IN 2011

Genie has an absolute commitment to training and safety. To achieve optimum performance Genie equipment must be properly maintained and operated correctly. As a credit to both customers and the Genie trainers, more than 450 people passed through the Genie training courses in 2011.

Participating in a Genie training course is strictly by invitation. There is no cost to either the participant or their employer. Courses are regularly conducted across Australia and in New Zealand.

"We run one day, two day and three day courses," said Chris Bond who heads up the training department of Genie. **"Courses are a blend of theory with some hands on exposure in the workshop."**

The initial focus on service training is to concentrate on new staff and provide them with a basic appreciation of the Genie product across all segments. Training is also undertaken on-site at the premises of clients and this tends to focus on how to inspect equipment when it comes off hire.

"Ours is a pretty unique industry as service people need to have knowledge and skill in electrics, hydraulics and mechanical areas. This is a rare breed."

Participants in Genie training programs come from varied employment backgrounds. They can be as diverse as fork lift, agricultural and automotive mechanics.

For more information regarding training, either at Genie on-site, contact Chris Bond, National Safety Training Manager or your State Service Manager.



Chris Bond leads a training session at Darra



Chris Bond, National Safety Training Manager

STAFF WHO RECEIVE FORMAL TRAINING CAN BE 230% MORE PRODUCTIVE THAN UNTRAINED COLLEAGUES WHO ARE WORKING IN THE SAME ROLE.¹

Training can have a measurable impact on performance and the bottom line regardless of the size of your business.

1. It improves results

How? It identifies work inefficiencies within departments and across entire organizations. It alleviates frustrations around issues of team confusion, duplications, waste, lag-times and communication channels.

2. It improves management systems

All too often management systems work in isolation to one another, with little or no links between systems. By drilling your people-driven processes you can achieve better overall management.

3. It assists with your compliance requirements

You avoid the fears of loss of certification, loss of accreditation and litigation. Keeping on top of compliance will ensure you stay confident.

4. It enhances staff morale

It creates better communication, an enhanced sense of ownership, clearer expectations of positions and therefore enhanced morale within teams and between management and staff.

5. It identifies opportunities for continuous improvement

Training is a crucial and valuable step for continuous improvement as it identifies system weaknesses (and therefore opportunities) for improvement.

¹Source: Smith A., 2001, Return on Investment in Training: Research Readings NCVET (PDF, 359kb). 15th February 2011, from <http://www.ncver.edu.au/industry/31075.html>

PHIL MACKENZIE 10 YEARS SERVICE



Phil Mackenzie, NSW Service Manager

Genie's NSW Service Manager Phil Mackenzie, achieved a significant milestone in January when he officially completed 10 years service with Genie. Having started in the NSW branch and working in the service department for his entire career to date, it's understandable that Phil has formed strong relationships with many Genie customers.

A plant mechanic by trade, Phil arrived at Genie following a career with MTU working on the RAN's Anzac frigates. Over the ensuing ten years Phil has seen amazing product and technical changes at Genie.

"The highlight of the past decade with Genie was a trip to the US," said Phil. "I got to see how Genie build their products at the factory and I got to meet a number of Genie people that I still deal with today."

Phil rates the Genie Z135 boom as the breakthrough product of the decade.

"Being the biggest knuckle boom in the business it is impressive not only for its physical size, but also the technology designed into the product. Over the past ten years the entire Genie fleet has been re-designed through the company's commitment to continual improvement. That in itself is impressive indeed."

While the Genie product itself is impressive, Phil is also complimentary of the people that he works with and supports.

"I'm fortunate to have an interesting and varied job where I enjoy dealing with all of our clients. Many of the larger clients still have the same service people with them, when I started ten years ago. They're all good people and I enjoy supporting them."

TEAM SERVICE ACHIEVEMENTS ACKNOWLEDGED

Genie places a great deal of value in the people who make our company such a strong, customer focused organisation.

In recognition of the outstanding and valuable service offered by our dedicated staff, we acknowledge the service of our team members below. Congratulations to everyone.

10 YEAR SERVICE

Phil Mackenzie – 2012

Clive Brown – 2011

5 YEAR SERVICE

Tim Merrit – 2011

Chris Bond – 2011

Brian Clifford – 2011

Mike Randle – 2011

David Terrell – 2011

Brett Dougherty – 2011

Tom Fernandez – 2011

THE PINNACLE AWARD OF EXCELLENCE

The Pinnacle Award of Excellence was introduced at Terex's 2011 Global Sales Meeting in Orlando. The award was created to recognize a select few team members from our sales and field service teams from around the world for their outstanding contributions to our business. More importantly, all Pinnacle Award nominees and recipients demonstrate behaviours consistent with our Terex Way values.

The following award recipients were selected from an impressive list of nominees to receive this honourable distinction.

Sharbel Kordahi — EMEAR Middle East

Rick Barrett — Utilities Distribution US

Marty Olberding — Terex USA AWP

Marc Fernandez — Terex USA AWP

Bob Wilking — Terex USA AWP

Sharon Foong — APAC Genie Singapore

Elon Ferreira — Genie Brazil

Jon Casten — Terex USA AWP

Stefan Mitrea — EMEAR Genie Spain

Dereke Jernigan — Terex Utilities Distribution US

SHARON FOONG

APAC GENIE SINGAPORE

This Team Member deserves special recognition for her excellent achievements and behaviour in 2011. For 2011, her total sales revenue for Singapore and Indonesia was \$7.6 million. This is truly a remarkable achievement



Sharon Foong — APAC Genie Singapore

OUR FREQUENT FLIER

With the proliferation of remote mining locations in NSW, Genie's NSW technician Dan Adrichem has literally been to the four corners of the state to provide technical support to clients, irrespective of their location. From Bathurst to Bourke and Broken Hill, Dan's been there.

"At times it feels like I pick up my overnight bag just as often as my tool box," Dan said.

Although based at Genie's Sydney facility, Dan spends more time in the field than in the workshop. In Sydney he works on pre-delivering new Genie units and local Sydney service work.

But when a client has a problem which can't be rectified over the phone, Dan's off to make a service call. Generally there is only a day or two notice of a service call out.

"Mostly we drive one of the Genie service vans, but depending upon the location and the nature of the problem, an intra state flight is sometimes quicker and more economical. The main objective is to get on site quickly and get the unit operating again."



Dan Adrichem, NSW Technician

Dan enjoys spending time in the field solving problems. As a Genie service technician, he has to be strong in diesel mechanics, electrics and hydraulics. This unique combination of skills means that most problems can be solved in the field.

However, where there is a more significant problem, most often caused by a roll over, Dan has to make arrangements to have the unit transported back to the Sydney workshop for repair.

"It's a good way to see NSW — there's not too many places that I have not been to," Dan said.

ACCESS HIRE RECOGNISES GENIE



Jason Harvey, Service Manager

Winning awards is a high commendation in its own right, but when a Genie employee is recognised by a client for an outstanding achievement, it becomes all the more momentous.

Access Hire recently made a presentation to Jason Harvey, Service Manager from Genie Adelaide. Jason was presented earned the Quarterly Supplier Award from Access Hire in SA.

Genie's Chris Bond, Training Manager, was similarly recognised by Access Hire in WA, when he was presented with an Outstanding Achievement Award for his training work with Access Hire staff.

ZERO TOLERANCE IN NSW



Dorothy Paez,
Admin / Stock Controller

The Genie NSW branch has set the benchmark for other branches to emulate in 2012. In 2011, the NSW branch had zero time injuries. Congratulations!

According to Chris Bond, the exemplary result is due to all members of the branch maintaining a focus on safety issues.

"They work safely, it is top of mind with everyone at the NSW branch," Chris Bond said.

One of the safety initiatives implemented at the NSW branch was to have Dorothy Paez gain a Fork Lift Operators Licence. Soon after Dorothy gained her licence, she instigated the upgrade of the branch forklift to a new 3.5 tonne model. The new fork is now capable of the safe handling of units up to the GS3246 scissors on and off trucks.

"The NSW branch is well ahead of the safety game. The challenge is out there for the other branches to do just as well in 2012."

ASSET CONSTRUCTION HIRE

Darrell and Peter Leemhuis never intended to enter the access equipment market, it just seemed to happen.

A+P Leemhuis Builders is a well established commercial building company, constructing shopping centres, factories and office complexes in the ACT. Things were going very well for them. When their local access hire company was acquired by one of the big national players, they decided to purchase two Genie Z51 boom lifts.

"We did the numbers and it made sense to have a couple of booms that we owned and had exclusive access to," Darrell Leemhuis said.

It didn't take long before sub contractors working on sites operated by A+P Leemhuis Builders started asking if they could borrow the boom over the weekend for their own jobs. The weekend borrowing began as a trickle then turned into frequent requests pretty quickly.

Darrell and Peter saw that there was demand to position a new company as the local hirer. Their

building company was already a steady customer, and most of the local sub-contractors in the Canberra market, indicated they would support a local company.

The three month trial quickly developed into a full line business with a salesman and mechanic both working full time. Now after eight months, Asset Construction Hire is fully operational and flying.

"We currently have 90+ access units in the Asset Construction Hire fleet. 80% of units are Genie, purchased new. Every unit is at the most, eight months old. We have the newest, most modern equipment in the ACT and it's in demand."

As the Asset Construction Hire business has grown, so too have the support facilities. The company now has their own tilt tray truck for easy deliveries. The next phase of expansion is more staff plus a purpose built property to be built in Canberra later this year. A greater on-line presence is considered essential for continued growth.

"Selecting Genie as the major supplier for our fleet was an easy choice," Darrell said. "We've seen the business from the other side from our days as hirers in the building game. We know what works and what doesn't work,"

"Genie build a quality product. Like anyone else they have their issues, but they are fixed quickly, onsite and with no fuss."

"The brand offers value for money and if the units we want are in stock, they are delivered to us without delay. Genie is constantly improving and developing their products, and that impresses us."

The fleet operated by Asset Construction Hire includes a varied range of boom and scissor lifts. The demand for achieving excessive heights in Canberra is low, so doesn't warrant top end equipment.

Darrell Leemhuis of Asset Construction Hire



GENIE DRIVES UP HIRE

After leaving school back in the mid 90's, Nigel McKinley started out as a scaffold yard hand with Wreck Air hire. Since then he has enjoyed a track record of success and achievement in the hire and rental industry in NSW and South East Queensland. Nigel knew that when the time arrived to establish his own business, Genie would play a major part in his business plans.

"Uphire is a recently formed access equipment specialist, based in Sydney but servicing regional markets in NSW and beyond. Their latest acquisition is a pair of Genie Z51 4x4 boom lifts, filling the gaps in the fleet and giving his clients the robust and reliability of the Genie Brand," Nigel said.

"I've experienced the access industry at many different levels and across NSW and Queensland," Nigel said.

"Through my exposure to all the different brands of equipment, my choice of a predominantly Genie fleet was an easy one to make."

"I regard the Genie brand as having all the latest technology and market leader. They are a world class manufacturer and their gear is strong,

reliable and tough. With Genie you know what you are getting and can send it out to clients with complete confidence."

Although Uphire is a young company, having formed early in 2011, Nigel McKinley is driving his organisation with passion and expertise. Being small and establishing a foothold in the market, he is service focussed and has a major commitment to computer management systems that track every unit in the fleet, every booking and every forward order. Access to information is vital to providing first rate customer service.

Less than a year after start up, Uphire boasts a fleet heading towards 50 units. These include man lifts from 12' to 20', knuckle booms from 30' to 60' and diesel scissor lifts 32' – 43'. There are plans to add telescopic booms in the 45' to 85' segment, perhaps even bigger.

"My relationship with Genie goes back a long way and is based on mutual respect," Nigel said.

"I've had a long association with Brent Markwell. He understands my needs and is around when we need him. He can maintain confidential information and works hard for us to get our business."

An important aspect of Nigel McKinley's future is the arrival of Terex Financial Services.

"Dealing with the financial people at Terex Financial Services is a huge benefit to my new business," Nigel said. "With traditional bankers, we have to continually explain the industry to them. The people at Terex get it and I am very happy to align my business with Genie and Terex Financial Services."

With a big year planned Nigel has recently hired his first sales staff Michael Spence.

"Michael will be a real asset to our team," Nigel said. "He has a strong understanding of the access industry. His experience and enthusiasm is exactly what Uphire needs to take the next steps in planned growth."

Nigel and the Uphire Team have a big year ahead.

Uphire is in the early stages of supplying equipment on some major projects, and of course adding more Genie units to the fleet. At Uphire the future is definitely, UP



Nigel McKinley of Up Hire (L) with Brent Markwell (R)
Territory Sales Manager NSW/ACT of Genie NSW

EWP SAFETY CAMPAIGN IMPLEMENTED TO SAVE LIVES



The Elevating Work Platform Association of Australia, (EWPA) is warning all end users of elevating work platforms (EWPs) to be aware of the condition of the EWP before use and to make sure it conforms to industry codes of practice.

According to EWPA member and Consulting Engineer, Peter Wenn, Principal of Wenn Wilkinson & Associates, past incidents indicate one of the significant factors that lead to injury or death is the condition of the EWP.

“Australia’s Occupational Health and Safety (OH&S) Acts emphasises the ‘duty of care’ requirement for all those involved with EWPs, from the supplier to the owner to the operator,” Mr Wenn said.

The warning follows the market influx in recent years of pre-owned EWPs.

“The world market for pre-owned EWPs has expanded rapidly over the past 10 years as major rental fleet owners have continued their policies of removing rental units after four to seven years of use and replacing with new,” EWPA Executive Director, Phil Newby said.

“As a result, many pre-owned EWPs are frequently available for purchase.

“At first glance it may appear there are many “bargains” to be had in this market,” Mr Newby said.

“Before “buying a bargain” it is essential buyers check out the basics to ensure the state of the EWP being considered and the level of risk to be taken on,” Mr Newby said.

“Check the equipment meets Australian Standards and conforms to industry codes of practice, AS2550.10 Safe Use of EWPs.”

“The OH&S (Occupational Health & Safety Act) Acts put the emphasis on all involved with EWPs on the “Duty of Care” requirement. This means a supplier of EWPs must ensure the unit meets legal, safety and operational standards,” Mr Newby said.

“What many owners of pre-owned EWPs do not realise, however, is when buying at auction the buyer automatically becomes the supplier. It’s in the fine print,” Mr Newby said.

“Consequently failure to maintain and inspect an EWP can be seen as a failure to comply with

the law and heavy penalties can be applied if an accident occurs,” Mr Wenn said.

“Manufacturer maintenance requirements are the best reference because they have been designed for the actual EWP.

“It is critical all inspection and maintenance is carried out so the EWP is maintained in a safe and serviceable condition. Failure to inspect can result in a catastrophic failure and personal injury or death,” Mr Wenn said.

The key points from the legislation and Codes of Practice regarding pre-owned EWPs include:

- Periodic / Annual Inspections
- Major Inspections, ie: Ten Year Test (thereafter every five years)
- Maintenance history/Manuals
- Log Books
- Operating Instructions

For more information contact the EWPA on (02) 9998 2222 or visit ewpa.com.au

HRIA CONVENTION NAVIGATING THE FUTURE



Genie Display at the 2011 HRIA Convention — Perth

The annual Hire and Rental Industry Association Convention is to be held at the Gold Coast Convention and Exhibition Centre in Queensland from the 1st to the 4th of May 2012.

The theme for the 2012 Convention is “Navigating the Future”.

As a leading entity in the Hire and Rental Industry, Genie use the convention to launch a new product — 69DC. The display will be supported with our sales and technical support people, who will be on hand to assist existing and prospective clients with product information.

Please be sure to enter the Convention dates into your diary, May 1st to 4th, and when at the Convention be sure to visit the Genie display.

WORLD FIRST TELESCOPIC HANDLER ASSOCIATION FORMED



“Because telescopic handlers are such versatile tools, it is vital end users are educated in their safe and efficient use and it is equally important the industry monitors safety standards.”

Objectives of the TSHA formalised at last December’s meeting include:

- To be the principle reference for lifting and materials handling in the Australian community.
- To gain recognition and educate Australian industry in the safe and effective use of the telescopic handler concept.
- To provide the tools to develop and educate industry in the safe and effective use of the telescopic handler in the interests of improving safety and productivity in the workplace.
- To be the resource for industry, construction and agricultural industries in the safe use and maintenance of telescopic handlers in Australia.
- Represent member interests in the pursuit of a self-regulated, safe and unified telescopic handler industry throughout Australia.
- A new TSHA website has been launched featuring public domain access www.tsha.com.au. This site provides current information on telescopic handlers as well as recent meeting notes from the TSHA.

For more information contact the Telescopic Handler Association of Australia on (02) 9998 2222 or www.tsha.com.au



CUSTOMER THEME NIGHT

Once again Genie will be hosting a gala customer theme night during the HRIA Convention. Lock away the evening of Thursday May 3rd – this is the evening that you will be both dazzled and delighted with our Gold Coast theme party.

You will soon be receiving your personal invitation. This will contain all the details of the theme for our night of nights. Get into the swing of the party and dress to impress – there will be some wonderful prizes on offer.

Last year our Gangster Night in Perth was an outstanding function. We’ve raised the bar for 2012 – so keep watching for details as they are announced.



SAVE THE DATE
Lock away Thursday 3rd
of May for Genie Customer
Theme Night @ HRIA



PRODUCTS

Australian Specifications
Effective April 2012

ORDER YOUR COPY OF THE NEW 2012 PRODUCT CATALOGUE NOW!

Company Name: _____

Your Name: _____

Number of Copies: _____

Delivery Address: _____



**FAX TO
(07) 3456 4400**

HOW TO GET THE MOST OUT OF YOUR GENIE 4069 RT

Genie's product specialist **Brian Clifford** gives his top tips to help you get the most from your Genie 4069 RT.

1

RT stands for rough terrain, so use the capability of the 4069 RT to its full capability. This means that you can operate in mud, sand, gravel and over curbs.

2

4 x 4 – just like the 4x4 you drive off road. The front oscillating axle and re-designed drive system delivers greater four wheel drive traction. This will get you up steep driveways and access work sites where access is an issue.

3

Big rear wheel torque is provided by high efficiency piston motors. The 4069 RT produces similar jobsite performance as the RT90 Scissor.

4

Want big and strong lifts? The increased workspace on the platform together with increased lifting capacity means that you can lift more men, more equipment higher. With more space, you can work safer and more efficiently.

5

Out in the field or in the workshop, maintenance is easy thanks to better access. Engine and control panel both swing out.

6

Your return on investment is better with the 4069 RT. The purchase price is lower and maintenance costs are reduced.

7

Work site efficiency is enhanced with full drive height capability. No longer do you need to lower the work deck for mobility around the job site.

8

Set up is simple thanks to the self levelling hydraulic outriggers. In one simple action, the 4069 RT is ready for work.

9

Work smarter with the Genie factory supplied options. You can have 240volt power to the platform, as well as an air line too. For night work, platform work lights are available.

10

Genie has the latest work safe technology on board to make operation safe and reliable under the most difficult of sites.



Brian Clifford, Regional Sales Manager, QLD



INTRODUCING NEW TEAM MEMBERS

MARK COWLEY



Mark Cowley, Service Support

Mark has commenced work as a service support technical person in the Melbourne branch. His time is mostly taken up performing pre-delivery checks and readying new Genie units for operation in the field, prior to delivery to customers.

Prior to joining Genie, Mark was working at the Kenworth factory.

"The AWP Industry is great to be involved in" Mark said.

LEANNE SOUTHALL



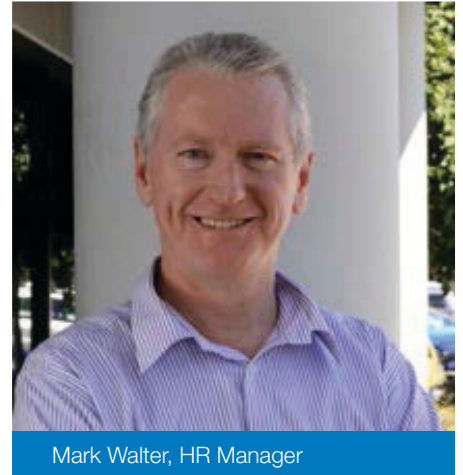
Leanne Southall, Parts Interpreter

Leanne has been at Genie for a year working on contract, and she has now become a full time member of the Melbourne team.

Working as a Parts Interpreter, Leanne works with Genie customers and the Genie service team to identify and source parts.

"It is great to be a permanent member of the Genie team," Leanne said. "As a full time permanent employee, I really feel a part of the team now."

MARK WALTER



Mark Walter, HR Manager

Mark has been appointed as Human Resources Manager in the new Genie Terex shared-services division.

"I'm committed to partnering with staff to make Terex the best place to work in our industry," Mark said. The HR mandate is to build an exceptional global workforce engaged in improving the lives of people around the world. And to attract, develop, engage, and retain team members who delight our customers and drive the success of Terex.

QNI PURCHASES GENIE FLEET

Under the ownership of mining magnate Clive Palmer, the Yabulu Nickel refinery has enjoyed a remarkable turnaround, with prosperity being generated by the plant injecting life back into Townsville community.

As a part of the re-structure, new mine owner Queensland Nickel reviewed their operation and decided to purchase, rather than continue to hire, essential access equipment. The access equipment is used for plant maintenance.

Genie reseller for Queensland, Skyreach Sales Australia, handled all the negotiations and supplied the 12 Genie machines purchased for Yabulu. The inventory included a GR15 man lift, GS 1932 and GS 2668 scissor lifts, Z45 and Z60 knuckle booms and two telescopic booms, 12 units in total and all from Genie.

According to Rod Ihaia of Skyreach, Queensland Nickel selected Genie due to their past experience with the brand.

"QNI had been hiring Genie for quite some time," Rod said.

"They crunched the numbers and decided that for them, purchasing was a better option than

hiring. And due to their exposure and track record with Genie, it proved to be their brand of choice."

Following delivery of the Genie fleet to the Yabulu site, Brian Clifford and Reg Moss of Genie provided on-site training to the QNI site maintenance team.



The Genie fleet assembled for final handover to QNI

AGEING FLEET, INCREASED MAINTENANCE COST, BUT UTILISATION RATES SLOWLY IMPROVING. *DOES THIS SOUND FAMILIAR?*

During the economic crisis, companies had to manage their fleets through unprecedented difficulties. Now many companies find themselves in a position where they would like to start replacing older machines with new equipment, but how do they pay for it?

Adam Phillips (Country Manager of Terex Financial services) offers some thoughts on how best to position your company for equipment financing.

“While availability of credit is better than it was one year ago, obtaining financing is still a difficult task” said Adam Phillips.

Economic signs point to an improvement in many economies across the world, but there is still a level of scepticism from banks and finance companies on providing additional credit

to businesses. Although most companies reported a modest improvement in financial results from 2009 to 2010 banks and finance companies are looking for steady improvement over a longer period of time.

So what can you do to improve your chances of obtaining credit? Here are a few suggestions for you to consider (see inset box). While all of these suggestions seem like common sense, all too often companies fail in some or all of these principles. Hopefully these steps will improve your chances of obtaining capital and help to build a stronger future for your business.

For more information about equipment financing and for your local Terex Financial Services contact, email adam.phillips2@terex.com

PREPARING YOUR FINANCE APPLICATION

TIPS

1. TRANSPARENCY AND HONESTY

Be completely transparent about your financial results and your current business situation. There is more credibility with banks and finance companies when customers honestly and pro-actively discuss their business challenges, opportunities and concerns.

2. TIMELY FINANCIAL REPORTING

Put an emphasis on producing monthly results. Producing timely financial statements helps business managers and owners run their businesses. You should feel you are doing it for yourself, not for the banks and finance companies.

3. GET INTO THE DETAIL

Be prepared to justify why you need to acquire new equipment. Producing detailed rental utilisation reports, maintenance expense trends, fleet replacement and fleet expansion plans all build a level of credibility.

4. PLANNING AND FORECASTING

Produce forecasts and budgets and measure against actual performance. Dealing with facts rather than anecdotes build credibility, consistency and drives smart business decisions. Developing forecasting and planning capabilities can align an organisation around common goals.

5. BE CLEAR, BUT FLEXIBLE

Be clear with your expectations regarding financing, but be open-minded to alternatives. Discussing expectations early in the process will lead to a more timely financing solution. We are still in an environment where capital is a scarce resource, so be open-minded to alternatives.



GENIE S-65 ON SUPERWAY PROJECT

The \$842M South Road Superway project in Adelaide is the biggest single investment in a South Australian road project. It is the state's most complex engineering road construction project to date providing a north south transport corridor through Adelaide.

Pictured is a Genie S-65 as photographed by Ben Haggett, Service Manager for Access Hire in Adelaide who supplied this unit for the project.

"Access SA is proud to be supplying Genie equipment on this job," Ben Haggett said.

Joint Venture partners for the project include John Holland Pty Ltd, McMahon Contractors Pty Ltd and Leed Engineering and Construction Pty Ltd. It is estimated that this project will run for six years.



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