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OCT - DEC 2012

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## Genie App Project

We're pleased to announce the Genie App is now available - search for Genie Go in the iTunes App Store. We are focused only on creating tools that add value to the customers' experience of doing business with us.

**YOUR SNEAK PEAK INSIDE** ➔



# General Manager's Message

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

It is hard to believe that 2012 is almost over and what a year it has been. As you are no doubt aware this year Genie has been celebrating 15 years in Australia. As I have always said, Genie exists for its customers and this year we have been working very hard on improving our service and aftermarket support for all customers across Australia.

In July we opened our new warehouse in Adelaide. South Australia is definitely on the move with major construction and mining projects underway and we wanted to make sure our customers have the parts and service support they need to grow over the coming years.

Speaking of support, our online parts portal is proving an invaluable asset for both Genie and our customers. Since launching the site in June, we have received over 6,000 hits with customers quickly realizing the benefits of searching for parts pricing and availability on line. We will soon be upgrading the site with a fully functioning online shopping cart.

From an economic perspective, mining continues to be the driving force behind Australia's growth and many of our customers are taking advantage of mining construction in the Pilbara with over 1,000 Genies currently working in that region. To better support our customers we will be providing full-time Genie support based in Karratha from November. Our very talented national service team will be rotating in and out of Karratha to make sure Genie machines are always working.

In coming months keep an eye out for our new Genie app. This app will help our customers with valuing their equipment, ascertaining the right machine for a particular job and allow you to browse product spec sheets and user manuals. Keep an eye out in the New Year for this one!

Last month the Genie leadership team spent 3 days in the Gold Coast hinterland working hard on developing our plans for the future. There are tremendous opportunities ahead for Genie and our customers. I was excited by the enthusiasm and dedication shown by the team over the 3 days. Very shortly we will be talking more about these opportunities so stayed tuned.

In closing I'd like to thank you for your business in 2012 and look forward to serving you in 2013. Happy reading!



*Brad Lawrence*  
General Manager Terex AWP Australia



Brad Lawrence, General Manager

## Report On The Asia Pacific Region By Mike Davis



Mike Davis, Vice President and  
Managing Director, AWP Asia Pacific

**This project has been in the works for a long time so I am very pleased to announce we are finally in production on a light tower in India for the Indian market.** This is an especially significant project because it involved many different groups from around Terex.

The AWP Light Tower team in the US provided the basic product starting point. The Terex India R&D Center in Bangalore then redesigned, prototyped, and tested a new design using locally sourced materials and components. The Terex India Material Processing factory in Hosur is managing the supply chain and manufacturing it. And finally the Terex Construction sales team based in Greater Noida is the first channel we are using to sell the product.

Recently Kevin Mayo, Daniel Ho, and I travelled to Mumbai, Bangalore, and Hosur to review the project as well as meet with the AWP team and customers.

As for the light tower we are really still in pre-production mode with eleven units completed and just two sold to customers. The next stage of the project is to further develop the sales channel. But it was great to see our first AWP product designed and built in India for India.



# ONLINE PARTS PORTAL ENHANCED

Report by Michael Carmody, Group Parts Manager

Genie's Online Parts Portal has been further enhanced with Phases two and three going live in December.

The second phase of development is centered on the customer log in section which has been modified.

## THE ONLINE PARTS PORTAL NOW RECOGNIZES INDIVIDUAL CUSTOMERS AND AUTOMATICALLY APPLIES THEIR PARTS DISCOUNT RATE TO ANY PART ENQUIRIES AND ORDERS THAT ARE SUBSEQUENTLY PLACED.

The third phase of development involves the launch of a fully functional online shopping cart. Genie customers can log on securely and then check part numbers on the system. The data which shows on the screen will indicate the pricing and stock availability.

At this point customers can add the part to their shopping cart and then continue shopping or check out. There is complete functionality whereby the Genie customer can specify a raft of data such as shipping address, delivery instructions, an internal order number, even which Genie branch the customer would like the parts shipped from.

"Our enhancements are set to make parts ordering a whole lot more convenient for both our customers and Genie," said Michael Carmody, National Parts Manager at Genie.

"While the online parts portal is designed for the convenience of our customers who can place orders 24/7, there remains informed customer support on the phone for those who need assistance with their requirement for genuine Genie® parts."

Vital information about Genie parts and their availability is now a lot more accessible with the recent launch of the new Genie Parts Portal. For customer convenience and efficient

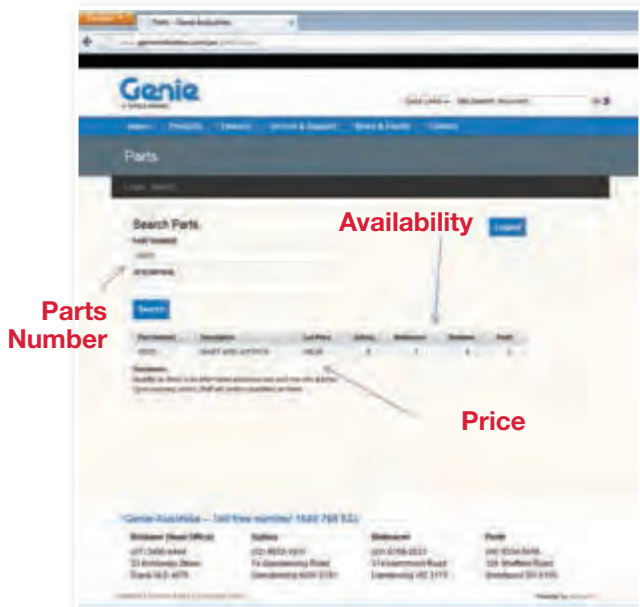
time management, the new online system has proven a massive winner all-round.

The new system also allows Genie team members to log on via their phone or laptop while in the field to access parts information. This allows our team members in the field to respond to customers questions on the spot.

Given that the Parts Portal went live recently, the benefits have been immediately apparent. The calls to the Genie Parts Department for routine parts data has dropped by 22%. This means that customers are "being served" by the online portal quicker than waiting to talk to a parts interpreter. An added benefit is for service contractors who can log in after hours to check parts.

Customers who wish to register and gain access to the Genie Parts Portal should contact Michael Carmody, Group Parts Manager on 07 3456 4460 or email Michael.Carmody@terex.com

[www.genieindustries.com.au/parts/login](http://www.genieindustries.com.au/parts/login)

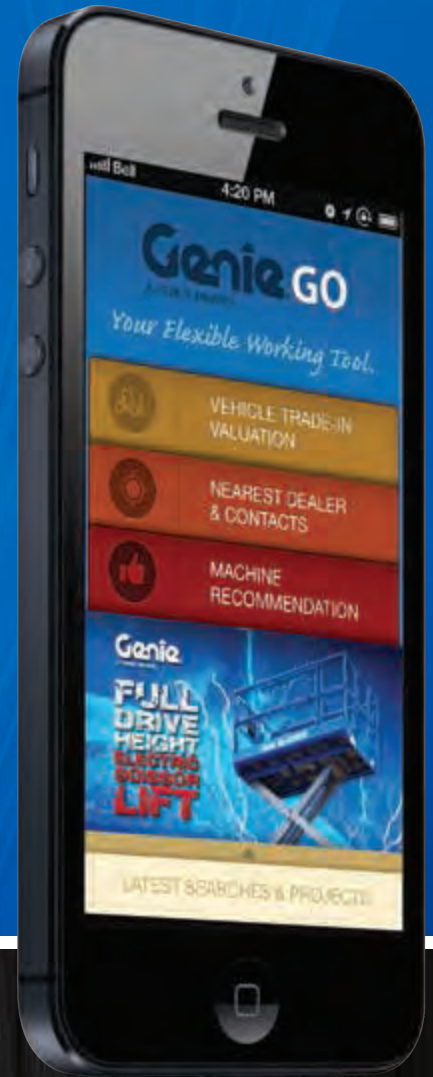


A snapshot of the Online Parts Portal showing the part number, price and availability.

The big conversation that marketing professionals are obsessing over right now has slowly morphed from social media to mobile. It is partially because social media is better understood now but it's also because mobile is the shiny new toy that everyone is trying to figure out. We have seen incredible inroads that mobile traffic is making up a larger and larger portion of web traffic. Mobile traffic to websites has doubled across the year alone in 2011.

Recent data suggests that the average user has well over 50 Apps installed on their smartphones – so it is a great time to be an App developer, there's lots of customers! But just because its popular doesn't mean that it makes good business sense to chase the cart with everyone else. Instead, **we're focused only on creating tools that add value to the customers' experience of doing business with us.**

So anything that saves time, cuts red-tape, gives you an answer quicker, enables you to make a decision quicker, gets your customers to your quicker – is worthwhile for us. And to this end, we're pleased to announce the Genie App is now available - search for Genie Go in the iTunes App Store.



## AVAILABLE SOON MOBILE PHONE VERSION OF THE GENIE INDUSTRIES WEBSITE



Walking around in the yard, talking with a customer and need instant access to the Genie website? We are working on a mobile phone version of our website for you to use. This streamline version of our main website will give you access to all catalogues, spec sheets, user manuals... and access to the Genie genuine parts online ordering and shipping cart.

# HERE IS WHAT YOU ARE GETTING

## GENIE DASHBOARD

The Genie iPhone App will be presented as a dashboard with multiple icons to access the various features and functions of the App. As new features are added to the App, additional icons will be activated to access each function. This approach will simplify the user interface of the App and allow for multiple upgrades in the future. The good news is this – you only have to touch and use the parts of the App that makes your job easier.

## MACHINE TRADE-IN VALUATION

This module will allow you to answer a short questionnaire regarding your second-hand machine. Completion of the questionnaire will generate an estimated trade-in valuation. So when you're standing in the yard with the customer, you can quickly provide them with trade-in valuation on the spot.

## WHICH GENIE MACHINE IS A FIT FOR THE JOB?

Using some basic metrics, you and your customers will be able to complete a simple fill-in form from which the App would then specify the most appropriate Genie machine for the job. So – access limited, height restrictions, turning space limited and ground on an angle? This App will recommend the most appropriate Genie machine. Recommendations will also link them to the specification sheets of the machine.

## BROWSABLE CATALOGUE, SPECIFICATION SHEETS & USER MANUALS

This module would connect to the genieindustries.com.au Products Module to draw out all product categories and products. Once you select a product, you'll be presented with the PDF for catalogues, spec sheets and user manuals for each product.

# AVAILABLE SOON



## Facts To Consider With Equipment Finance

There is a time and place for different types of business finance. While often banks may seem to be the preferred place for credit, you need to also consider manufacturers' "captive" finance programs as they may provide greater structuring flexibility, terms, and payment options while simultaneously providing an alternative source of capital.

**1** Matching the type of financing with your varying business needs is crucial in delivering positive financial results. For example, what agreement type is most suitable? Chattel Mortgage (Specific Security Agreement), Commercial Hire Purchase or Lease? What is the most effective structure? Seasonal Payments, repaying the GST as a bulk amount after its claimed in your BAS? Fully amortised or a balloon payment?

**2** Expecting a loan without the collateral or plans to pay it back? Terex Financial Services™ won't approve a loan if they don't think it will be paid back... obviously. So be sure to detail in your business plan how you will have the future revenue to pay back the loan. Also, be sure to demonstrate through your business plan how the financing will support the future mission of your company.

**3** Get to know the business professionals at TFS. They are Terex Team Members that have many years of experience in the rental channel. They can aid and assist you in developing the appropriate financing/leasing strategies for your business.

**4** Establish a relationship today – to get your business finance across the line tomorrow.

**Call Adam Phillips today for a no-pressure-chat. He's regularly in your area.**  
**Country Manager, Terex Financial Services**  
**Ph: (07) 3456 4412 Mob: 0448 110 430**



# The New Genie® GS™-4047

Designed To Meet Demands Of High Rise Indoor Spaces

## GENIE'S PRODUCT SPECIALIST DAVID GREENE EXPLAINS THE BENEFITS OF THIS NEW PRODUCT

**Terex AWP has designed the new 11.75m Genie® GS™-4047 full drive-height self-propelled electric scissor lift to meet the demands of tightly packed, high rise indoor spaces. The GS™-4047 lifts up to 350 kg to a maximum working height of 13.70 m and a platform height of 11.70 m.**

"With dual front-wheel drive and zero inside turning radius, combined with a compact footprint of just 2.44 m long and 1.19 m wide stowed, the GS™-4047 is ideal for maneuvering around tight restrictive work environments", said David Greene, Regional Sales Manager, VIC & TAS. A 91 cm extension deck allows workers and tools to utilize the maximum amount of platform workspace. The GS™-4047 has a travel speed of 3.1 km/h and is able to handle a 25% gradient to get up slopes and loading ramps. A new 24 V 300 Ah battery pack offers more power for elevation and translation and enables the operator to operate for a full eight-hour work shift.

This is a completely new model designed to offer a great combination of height and lifting capacity combined with powerful drive motors to maximize performance. In addition, the strength and rigidity of the unit will help increase operator confidence when working from a narrow platform at full height.

**"The GS™-4047 incorporates the new SmartLink™ control system that offers the operator the choice of two lift speeds based on the work environment and the application",** said David. The joystick is used for drive and steer only making it very simple to use. In addition, SmartLink™ allows for improved troubleshooting with new grouped fault codes, easier battery charge detection and user-friendly machine adjustments.

The four-wheel braking system combines dual rear spring, hydraulically-released brakes with dual front wheel hydraulic dynamic braking, making the unit extremely



**David Greene, Regional Sales Manager, Victoria and Tasmania**

responsive. The brakes are fully enclosed in steel casing for protection against worksite debris and machine wear, resulting in a longer life cycle.

Heavy-duty steel swing-out service trays allow for access to all machine components for easy service and maintenance, and 90 percent of the components are common across the entire Genie slab scissors family, so service departments are able to stock fewer parts and technicians can apply existing maintenance knowledge.





**AVAILABLE  
JANUARY 2013**  
TALK TO YOUR  
SALES MANAGER

# Service Support For Genie In The Pilbara Region

With an ever expanding inventory of Genie® equipment heading into the Pilbara mining region of Western Australia, Genie has extended its on-site technical support program. Dedicated Genie® technical support staff are now based in the Pilbara on a fly-in-fly-out basis.



Some of the biggest AWP fleets in Australia are based in the Pilbara. Notable companies such as the Access Group, Force Access, GCS Hire, On-Site and Coates Hire are prominent in the region with a big commitment to the Genie brand.

“We are dedicated to supporting our customers and the Genie brand throughout Australia,” said Reg Moss, National Service Manager for Genie. “The Pilbara represents an area where there is intense mining activity with a high concentration of Genie products.”

The technical support program has been very well received by Genie customers in the region. While the Pilbara is situated a very remote part of Australia, technical support from Genie is readily available.



Reg Moss, National Service Manager

# International Tech Training

The Australian based Genie technical support team recently underwent an intensive training program which centered on the upgraded ACL 1000 operating system. The ACL 1000 is used on Genie® telescopic boom products.

After-Market Service Manager from the Genie Moses Lake facility in Washington state, flew to Brisbane specifically to present the two week training program.

The ACL 1000 system has been further upgraded. This has an advanced on-board trouble shooting system which allows technicians to check the diagnostics without having to plug in a laptop or any other external analysers.

With the Genie after-market service support team now armed with the latest knowledge and information about the ACL 1000 operating system, Genie customers have unsurpassed access to a dependable knowledge base.

Progressively customers will be exposed to this information through training courses and service enquiries.

# Genie Service Fleet Upgraded

Genie has commenced a far reaching program which will see all 25 service support vehicles replaced with the latest 5 Star Ancap rated Ford Ranger. The Ford Ranger is mines compliant and ensures that Genie technical support can be delivered right to the heart of industry.

Mindful of the mining industry target which requires all vehicles to be 5 Star ANCAP (Australasian New Car Assessment Program) compliant by January 2016, Genie has taken up the challenge to progressively replace the national fleet. This initiative is in line with our commitment to safety and ensures that the Genie technical team has the best possible equipment at their disposal. All new Ford Ranger vehicles will receive the distinctive new Genie decal package.

“Ford has met the benchmark set by the mining industry,” said Reg Moss, National service Manager at Genie.

ANCAP 5 Star vehicles will offer better occupant safety than 3 or 4 Star vehicles due to advances in safety assist technologies such as roll sensing side curtain air bags and stability control. These additional safety measures will reduce the risk of a roll over.







# Out Of Cranes, Access Equipment Grows



It is often stated that every customer who has the need for a crane, also has a requirement for access equipment. The long established and highly respected crane hire business, Botany Cranes, saw the link between cranes and access equipment, so made moves to serve both segments.

Botany Access was formed within the structure of Botany Cranes, but in 2002 with a fleet of about 20 machines, the access equipment group was formed in its own right and relocated to its own premises nearby in Botany.

Today, Botany Access is a thriving, vibrant company servicing the Sydney metropolitan and regional NSW markets

with a fleet of over 300 machines. And with Botany Cranes enjoying an affinity with Terex and Franna cranes, the reliance upon Genie in the access area has been a natural evolution.

“Since we established Botany Access as an autonomous business unit, we have powered ahead and grown significantly,” said Justin Brownbill.

“We are still linked to Botany Cranes and both companies enjoy many benefits such as group purchasing and a crossover of customers. Being independent means that we are totally focused on access hire and 100% accountable for our performance.”

“We see ourselves as a mid-sized access company with 35% of our fleet being scissor lifts 19’ to 53’ and the remaining 65% being booms 30’ to 135’ of all descriptions. The average age of our fleet is four to five years.”

The market serviced by Botany Access is very broad with no single customer accounting for more than 3% of company turnover. There are no boundaries as equipment can be shifted to the location required by the customer. Developing their own transport fleet is rated as one of the company’s better decisions as Botany Access has total control over delivery and fleet movements.

Justin Brownbill rates the EWP market as challenging.

**“Our key objective is to maintain momentum and keep growing the fleet. We refuse to expand into areas outside of our comfort zone and remain focused on supporting our loyal customer base.”**

**Botany Access continuously grows its fleet with the recent acquisition of a third Genie® GS™-5390 RT scissor lift. Justin Brownbill always likes to buy bigger, so in the case of the 5390 he can supply this to customers who need a 43’ lift, and is able to supply a bigger machine at a competitive rate.**

“We are very happy with Genie,” said Justin. “The brand is first rate and the service support is exceptional. Quality comes at a small cost premium which we are prepared to pay, as our customers appreciate the benefit of hiring quality equipment.”

**With 300 machines and a staff of twenty, Botany Access retains as much work as possible in-house. There are six technicians in the workshop meaning that there is no dependence on outside contractors.**



John Medland, Managing Director and Justin Brownbill, Director of Botany Access

# MINING MAKES MODERN LIVING POS

Most of us know where our food originates from. But how many of us take for granted the natural resources used to produce appliances, bench tops, pipes, cups and cabinets in your kitchen? Most of the natural resources listed below are mined right here, in Queensland (only two aren't: chromium and platinum. These are imported from South Africa).

## CABINETS

Mineral fillers and pigments such as cobalt, titanium and magnesia for the paint. Petrochemicals (made from petroleum) that are in the glue used to bond particleboard and create the laminate, and steel (iron, carbon) or brass (copper, zinc) in the hinges and screws.

## FRIDGE

copper in the internal wiring, steel (iron, carbon) in the casing, frame and compressor, and petrochemicals (made from petroleum) for the plastic shelves.

## BLENDER / FOOD PROCESSOR

Copper in the wiring, alloy (aluminium) blades, and steel (iron, carbon) for the electric motor.

## TAP FITTINGS

Stainless steel (steel, chromium) in the tap handle, brass (copper, zinc) in the valves, plastic (petrochemicals) in the washers.

## BENCH TOP

Granite, or stainless steel (steel, chromium) laminate and chipboard (made with petrochemicals).

## POTS AND PANS

Stainless steel (steel, chromium) for the handle and body, petroleum for plastics in handles, and iron or copper for the base.



Queensland Government

Fourteenth Edition, updated June 2011

Prepared by Spatial and Graphic Services, Geological Survey of Queensland

The State of Queensland (Department of Employment, Economic Development and Innovation) 2011

# SSIBLE

## LIGHT BULB

tungsten for the lighting filament, silica to create the glass bulb.

## MICROWAVE OVEN

Time to fire up the oven and get cooking. But it won't work without: Copper for the internal wiring, nickel and chromium for the heating element, silica for the glass door, and steel (iron, carbon) for the frame. Gas (if a gas oven)

## MICROWAVE

Copper for the internal wiring, silica in the glass door, steel (iron, carbon) in the oven's casing, petroleum used to make its plastics, and zinc, silicon, lead, platinum, gold and silver in the electronic circuitry.

## POWER

When you flick the switch to turn on your lights, or any other appliance, it's Queensland coal that is probably powering your home. When you switch on your stove, oven or hot water, it is probably powered by Queensland gas.

# QUEENSLAND

## Coal, Gas & Other Resources Continue To Drive The AWP Industry

### COAL

Queensland has a rich endowment of high-quality coal resources, with more than 34 billion tonnes (raw coal in-situ) having been identified by drilling operations. Identified resources of coking coal amount to approximately 8.7 billion tonnes, of which about 4 billion tonnes are suitable for open-cut mining.

The Bowen Basin, which contains virtually all of the state's hard coking coal, is the most important source of export coal in Queensland. The Callide, Clarence-Moreton, Tarong and Surat basins are important sources of thermal coal for domestic power generation.

The Surat Basin has a resources of potentially open-cut thermal coal, and is set to emerge as a major source of high-volatile thermal coal for export. Large-scale open-cut mining is expected to commence in the Surat Basin in the region around Chinchilla and north-west to Wandoan and Taroom within the next five years, subject to establishment of new rail and port infrastructure.

### PETROLEUM AND GAS

Queensland provides the opportunity to explore for petroleum in sedimentary basins.

Exploration only commenced in 1960, and so the state remains largely under-explored. Exploration has resulted in the discovery of commercial petroleum accumulations in the Adavale Basin, the Bowen and Surat basins, and the Cooper and Eromanga basins.

Since the mid-1990s, CSG (Coal Seam Gas) has grown to become a significant source of gas, supplying over 75% of the Queensland market and over 98% of remaining proved and probable gas reserves.

Queensland Government Department of Natural Resources and Mines. (2012) Annual Coal Statistics 2011-2012 Financial year. Retrieved Tuesday 23rd October 2012 . <http://mines.industry.qld.gov.au>

## Finance, Are You Missing Out On The Mining Boom?

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Finance and operating leases:

- Finance and operating leases
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# SUPPORTING

## AND MUCH MORE AT MOUNT ISA, QU

**MOUNT ISA IS ABOUT AS REMOTE AS IT GETS IN QUEENSLAND. IN THE VAST FLAT PLAINS THAT ARE THE OUTBACK OF AUSTRALIA, MOUNT ISA IS A SPECK OF HABITATION SUPPORTED BY THE XSTRATA LEAD MINE SITUATED IN THE HEART OF TOWN.**

Matt Vanderkamp is Mount Isa born, bred and passionate about his town. Barkly Hire is Matt's business, a company which evolved from the family businesses, Barkly Engineering and Barkly Welders. The hire venture commenced in 1998 when Matt acquired a small local access business, Koghan's Cranes.

The company at that time had a fleet of just nine units, but today that has grown to more than 120 pieces of access equipment. Included in the 2012 fleet are booms, scissors, forks, and telehandlers. There is a strong synergy at Barkly Hire with the crane and access customers, or as Matt describes it, the "lift and shift market."

"We service the mine maintenance and construction industries with access equipment," said Matt Vanderkamp. "And that takes in a radius of about 500km around Mount Isa."

**"Barkly Hire is a perfectly sized family business which has achieved critical mass to support the local market. Unlike our major competition, we can respond really quickly to the market with equipment, hire rates and general support."**

At the heart of the success of Barkly Hire is the Genie® brand. Matt rates the Genie® product as better than most to work in the mining industry.

"Genie products are operator friendly and easy to maintain," Matt said.



Matt Vanderkamp of Barkly Hire



Genie® S™-65 boom lift



# MINING QUEENSLAND



“This is a tough area where the operating environment is harsh. If equipment is not up to it, the conditions in Mount Isa will soon bring any short comings to the surface.”

“In addition to the extreme heat, the operating climate in mine plants is generally very abrasive and corrosive. This reduces the life cycle of equipment, which we keep for about eight years. We don’t do any 10 year rebuilds.”

Equipment which has reached the end of its economic life is usually wrecked for parts or shipped out to be relocated in a distant market. Matt does not sell his old equipment into the Mount Isa market, to avoid creating a competitor, albeit with inferior equipment.

The most recent acquisition at Barkly Hire is the Genie GS™-3268RT scissor lift.

“I had already brought two GS™-2668RT rough terrain scissors into the fleet and these have been very popular. Based on the success of these units, I decided to get a third rough terrain lift and decided to go for the bigger model so I could service future opportunities.”

**Genie® products are generally ready for mine work as they come off the production line. Modifications to achieve mine specifications are usually small and easily implemented. The new technology introduced on Genie® equipment is highly rated by the mines and contractors.**

Beyond the range of access equipment in the fleet, Barkly Hire is positioned as the one-stop-shop for plant shut-downs. From 160 tonne cranes to gen sets and even a wheelbarrow, Matt Vanderkamp can supply through Barkly Hire and his sister business Mount Isa Hire which targets builders and the handyman sector.

Operating in Mount Isa is not without its benefits and challenges. The market is probably more stable than most, having avoided the impact of the GFC and the mining tax thus far. “Our challenge is to resist rapid growth and not over commit to the market,” Matt said. “Our fleet grows at about 5% a year.”

“We will stick to what we know and support the market at a sustainable level. One of our biggest challenges is dealing with a fly-in, fly-out labour force so it can be difficult to get continuity in forming business relationships.”

“And despite our remoteness, Genie offers fantastic sales and technical support. We complete our own maintenance but Genie assistance is on call if ever we have a problem.”



The Xstrata owned Mount Isa Mine is located right in the heart of Mount Isa



Lead was discovered in Mount Isa in 1920

# Keeping The Family Together

**There is a comfortable feeling of family in Rockhampton with a strong representation of Terex brands being marketed to the Queensland marketplace from the one location.**

**Terex Branch Manager Jason Miller, says that the “whole family” approach at Rockhampton is responsible for achieving a strong presence in the buoyant Central Queensland mining region.**

“Rockhampton is centrally placed between Mackay, Emerald and Gladstone so as to best service the vast mineral and energy projects in Central Queensland,” said Jason Miller.

“From the one Terex branded branch we are supplying the market with a range of Terex products. These cover Terex cranes, Jaques

mining equipment, ASV skid steer loaders and Genie access equipment.”

While mining accounts for roughly 50% of the business passing through the Terex branch in Rockhampton, the usual construction and civil engineering markets account for the balance of trade. Coal is the predominant commodity with the focus being on the Galilee Basin while the giant LNG project at Gladstone is generating ever mounting demand for equipment.

“Terex is an immensely strong brand in the marketplace,” Jason Miller said. “Right across the product lines, throughout the global market, Terex has the very best products in the market. We are able to bring the expertise of Terex to our customer base.”

“In the case of Genie access equipment, we have a strong association with Brian Clifford (Queensland Sales Manager) in Brisbane and The Genie Team. We all work in with each other so as to provide the very best sales and support solutions.”

Due to the geographical diversity of the market and the huge number of Terex units spread through the region, the Terex hub at Rockhampton has been established as a central service hub.

“We are positioned right where the action is,” Jason Miller said. “The mining market is experiencing a sustained boom with flow on demand in all sorts of related industries. Our whole Terex family approach to supporting our customers is already delivering positive results.”



Terex Branch Manager Jason Miller

# Tutt Bryant Keeps Mining In Perspective

**Tutt Bryant Group is a diverse equipment sales and hire company, conducting its operations in three principal areas – Heavy Lift & Shift, Equipment Sales and General Hire. The groups Hire division, Tutt Bryant Hire, operates throughout Australia with the Queensland group of locations amongst the strongest performing under the corporate umbrella.**

Tutt Bryant Hire entered the Queensland market via the acquisition of Paramount Hire, a major operation which commenced operations in Queensland in the 1970's. Today, Tutt Bryant Hire Queensland operates regional offices in Cairns, Townsville, Mackay, Dysart and Gladstone.

The Cairns office primarily functions as the HQ for the Queensland operation where according to Julian Laws – General Manager Northern Regions, approximately 25 to 30% of turnover is attributed to the mining sector.

"Mining is currently performing well," said Julian Laws. "We have experienced a long and enduring boom with heavy investment at a time when other market sectors have regressed."

"For example, tourism in Cairns is not as strong as it once was, but with mining activity compensating for the shortfall, the region is still experiencing solid economic activity."

**As a company policy, Tutt Bryant Hire ensures that no single segment accounts for more than 25% of the company's activity. So whilst mining remains strong in the current cycle, Tutt Bryant Hire is also an energetic player in the agriculture, manufacturing, tourism and infrastructure market segments.**

"Dalby is an excellent case in point," Julian said. "Dalby has a strong manufacturing and farming base, which was established long before the miners arrived in town."

Genie is a key supplier to Tutt Bryant Hire. With more than 200 access units in the Tutt Bryant Hire fleet in Queensland, the spread of equipment reflects the diverse markets serviced.

Tutt Bryant Hire has recently taken delivery of a Genie Z135 boom lift, specifically ordered to meet a customer's need.

"A key strength of the Genie brand is their reliability," said Julian Laws. "Much of our

equipment is hired out to work sites that at times wreak havoc on lesser equipment. The combination of coal dust and water makes for a very hostile environment."

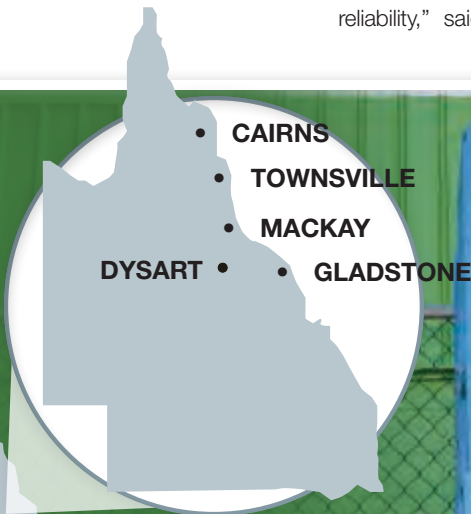
"Genie is a quality product that is compliant with the toughest regulations and it's also reliable. The last thing we need is for equipment down time in remote locations."

"Genie offers fantastic support. We participate in their training programs and we have qualified service technicians at each of our branches. The support from Genie is first rate."

Looking to the future, Julian Laws provides a realistic outlook for the market in Queensland.

"Mining is cyclic and not immune from market forces," Julian concluded. "The future of mining is dependent upon commodity prices and their impact on the development of future mining projects. But in the meantime, there is a lot of infrastructure that needs continuing maintenance."

"I have no doubt that in time the depressed sectors, such as housing and tourism, will go through their cycle and come back as strong as ever."



Julian Laws of Tutt Bryant Hire and one of the Genie GS™-1932 Scissor Lifts



# INTRODUCING THE GENIE ADELAIDE DEPOT

The new Genie building is approximately 720 square meters incorporating a lunch and meeting room, two offices, male and female toilets, 3 phase power and double gates in the front yard which will allow drive through-truck access.

Fitting out of the new depot is an ongoing process with the aim of having a fully functional service department where customers can leave their machines for servicing and routine maintenance, pre-delivery of new machines as well as a comprehensively stocked parts area.

Setting up the shelving and racking of the parts area, increasing stock, putting up Genie signs and utilizing the 5S philosophy in the overall layout will be the immediate tasks of November, December and January, at the same time, servicing Genie customers (some whom are 650kms away).



**Reg Thompson**  
FIELD SERVICE TECHNICIAN, SA

Mechanic by trade, he started as the field service technician at the beginning of the year. Reg has lived in Adelaide for two and a half years and was in New Zealand for 17 years after moving there from South Africa. He has two children, one living in Brisbane and one in Auckland.



**Jason Harvey**  
SERVICE MANAGER, SA

Mechanic by trade, Jason commenced in the position as South Australia Service Manager for Genie in 2010. You could say that he's a born and bred South Australian country lad and has lived in Adelaide 1 year and a half years.

# Inaugura



**COINCIDING WITH GENIE CELEBRATING 15 YEARS OF OPERATION IN THE AUSTRALIAN MARKET, THE GENIE MANAGEMENT TEAM ANNOUNCED A SERIES OF AWARDS IN RECOGNITION OF EXCELLENCE AMONGST GENIE STAFF.**

Appropriately named the Genie Birthday Awards, the awards will be an annual event with an announcement made on November 7th each year, the "birthday" for Genie.

The inaugural awards were announced at a specially convened Genie 15 Year Birthday function hosted in Brisbane. Genie branch offices in Sydney, Melbourne, Adelaide and Perth participated in the function via video link.

Congratulations to all of the inaugural Genie Birthday Award winners.





# Genie Birthday Awards



## Western Australian Team

In May the Western Australia team sold and delivered over \$8M of product in one month. No team in Genie Australia's 15 year history has achieved numbers like that, and it is only made possible when all departments are working together for the good of the branch. So congratulations to all team members and contractors at the Perth branch on an amazing effort.

**L-R:** Lenny Newman – Parts Dispatch, Michael Smith – Customer Service Representative Parts, Ryan Suckling – Parts Interpreter, Luke Salla Tenna – Field Service Technician, Rohan Maltman – Trades Assistant, Todd Campbell – PDI Technician, George Welch – Service workshop, Gordon Thornton – PDI Technician, Ben Main – PDI Technician, Daniel Horan – Workshop Supervisor, Mackenna King – Stock Controller, James Shuttleworth – Field Service Technician, Michael Sandstrom – Technical support & Training Manager, Peter Stephens – Sales Manager WA & SA. **Absent from the photo:** Roger Alford – Field Service Technician, Bryan Newton – Field Service Technician, Victoria Wright – Parts Interpreter, Brad Brown – Service Manager WA, David Terrell – Service Technician, Joe Henare – Trades Assistant.



## Jason Harvey

Jason Harvey was recognized for his high level of customer focus, customer service and self-sacrifice. He has displayed excellent focus despite all the challenges.



## Leanne Southall

Leanne Southall has never shied away from a challenge or problem. Always smiling, patient, a great sense of humour, and a great listener to the people around her. A much respected and trusted team member.



## Dorothy Paez

A Genie Honor is awarded to Dorothy Paez who has excelled in a multiple roles over the years. She has persevered in a demanding environment and she depicts the character and drive required to be an excellent Genie team member.



Jason Muir, Gillian Forsyth, Brad Lawrence & Angelique Ginders

## Jason Muir

Jason Muir was recognized for displaying a focus and priority on lean processes, willingness to accept and demonstrate change and reduce operating expenses.

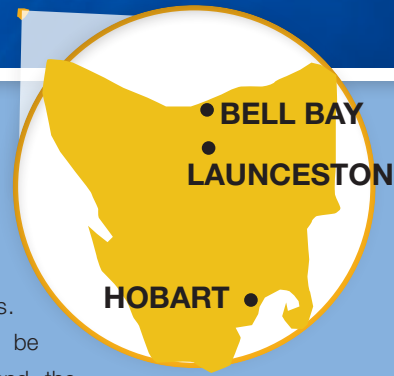
## Gillian Forsyth

Gillian has displayed excellent focus despite all the challenges. She has remained focused on getting the job done, on time and accurately. She is one of the most reliable and trusted people in the Finance team and is appreciated by the whole Genie Team.

## Angelique Ginders

Angelique Ginders has showed exemplary customer focus and team dedication. She is always the first to nominate herself for extra duties and her eye for accuracy is second to none. She is popular with both the customers and with the entire Genie team.

# Large Access Fleet Defies Remote Location



**Tucked away in the picturesque countryside of northern Tasmania, the husband and wife team of Don and Jennie Jessup have created a substantial access hire business at Bell Bay.**

“Our first acquisitions were a secondhand boom and scissor lift,” Don recalled. “We had about 30 people working in the engineering company and decided to sell out to focus on the hire business.”

Bell Bay is the most industrialized region in Tasmania with Rio Tinto Alcan Aluminium Smelter, BHP Temco Manganese Alloy Smelter and Bell Bay Power Station, three of the most prominent and substantial industries situated in Bell Bay. Timber processing is also prominent and the Bell Bay Port is adjacent to the industrial hub as well as all the local contracting firms.

“Since we established Specialist Access Equipment and Plant Hire at Bell Bay, we have benefitted from big construction projects,” said Don Jessup.

“The Rio Tinto and BHP Temco plants, and then the construction of the Bell Bay Power station, have given us a nice kick along at key times in our business development. Now we have some long term service and maintenance contracts that keep us busy.”

Apart from the normal run of equipment in demand from local tradesmen, there is a continuing demand for equipment to reach the heights of the power station and the large smelter plants for regular maintenance. The bread and butter business is found with mid

range booms for industrial and plant work, plus rough terrain scissors in the 26’ to 43’ category.

“We have a good amount of work for our Genie 125’ boom lifts,” said Don.

The access equipment business segment accounts for 70% of turnover at Specialist Access Equipment and Plant Hire. There are almost 90 units in the access hire fleet with an average age of five years.

Genie is the dominant brand by far with the fleet comprising boom lifts from 45’ to 125’, knuckle booms from 34’ to 85’, rough terrain & electric scissors from 19’ to 50’ plus trailer mounts, runabouts and Genie® Superlifts.

The other types of equipment in the hire fleet are forklifts, telehandlers, excavators & skid steer loaders, compaction equipment & Franna cranes.

**The latest acquisitions for Specialist Access Equipment and Plant Hire, are two Genie® GTH™-6025 full rotating telescopic handlers, six tonnes capacity with 25m maximum reach.**

**“These are the only two units of this Genie® model in Australia and we have them,” explained Don Jessup. “I am very confident that we can create a market for these units as they can lift two tonnes to 25m. These are mobile units and can crab steer. There is a market in the building industry, with operators maintaining power transmission lines and many other applications”**

Tasmania has its own challenges.

Work can be sporadic and the island state has not been immune from the impact of the Global Financial Crisis. The demise of the timber industry in Tasmania is having an impact, but there are new projects in wind farming, irrigation and mining currently waiting approvals.

“We have to keep adapting to market needs and stay super responsive to our client needs. Our unique regulations which require plant registrations and annual inspections on Elevated Work Platform’s operating in Tasmania keep idle plant on the mainland.”



Don & Jennie Jessup of Specialist Access Equipment and Plant Hire



**Specialist Access Equipment & Plant Hire Pty Ltd**

# STAMPEDE TEAM READY FOR TOUGH MUDDER CHALLENGE



**THE STAMPEDE. MORE THAN JUST A RACE — IT'S AN EPIC CHALLENGE THAT WILL PUSH YOU TO YOUR LIMITS.**

The Stampede at Wandin, one hour East of Melbourne, was held on Saturday, October 27th. And the Stampede at Mt. Penang, about one hour from Sydney, was held on Saturday 17th November.

**Both featured a grueling 10km run that included over 30 obstacles. Runners are required to crawl through thick mud, climb up cargo nets, slide down a giant slip-and-slide, run through live wires charged with 10,000 volts and washed it all down with a beer on one crazy day.**

**You'd have to be mad to do it. And apparently, thousands of people lined up to participate! To manage the crowd, waves of runners departed every 20 minutes throughout the day.**

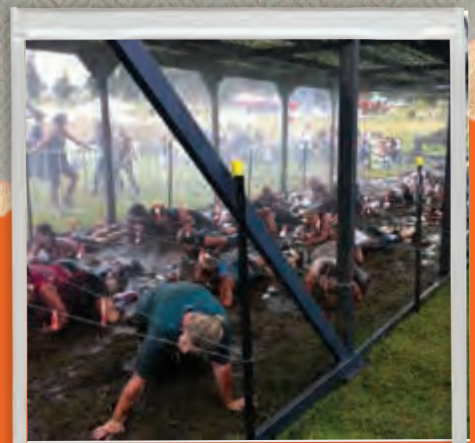
The Terex AWP Victorian team members, supported by partners, and the Regional Sales Manager from Terex AWP News South Wales were just mad enough to do it.

"The Genie team did Stampede as a warm-up to Tough Mudder," said John Jerkovic, Service Manager said (Terex AWP Victoria).

"Why should Victoria have all the fun?" Was the only response from Michael Scott, Regional Sales Manager New South Wales (Terex AWP News South Wales) when asked "why?" No — it doesn't make sense to us either.

Both teams are in training for Tough Mudder events in 2013.

"There were a lot of sore bodies but we had a tonne of fun. The team is proud of the achievement but we are all nervous about Tough Mudder now as it is twice as far with twice the obstacles... but we overcome obstacles everyday so it should be easy," said John.



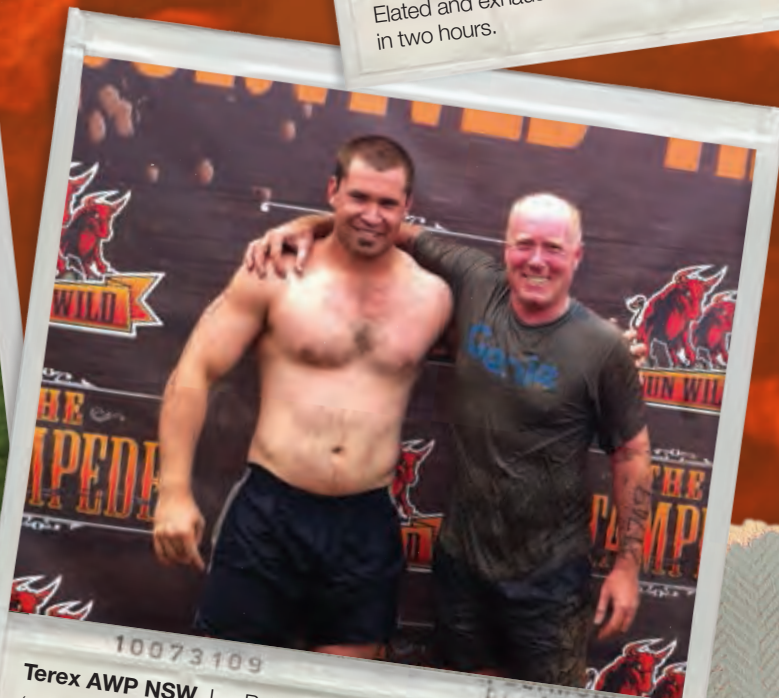
Crawling under razor wire.



Elated and exhausted, our heroes finish in two hours.



**Terex AWP Victoria** L—R (Front) Leanne Southall – Parts Interpreter, Tim Merritt – Field Service Technician (Behind) Mark Cowley – PDI Technician, Blaire Leonardi, Robbie Southall, John Jerkovic – Service Manager and Adam Cordwell – Field Service Technician.



**Terex AWP NSW** L—R: Two very tough competitors Chris Mintoff (son in-law) with Michael Scott, Regional Sales Manager, New South Wales.

# Family Business Benefits From Genie Training



Ken Baker of Height 4 Hire



**The catchy Height 4 Hire name perfectly sums up Ken Baker's Brisbane based access equipment hire business. With a strong background as state manager in a national hire business, Ken took the plunge in 2000 and purchased AEA Access Rentals.**

At the time of acquisition the appeal of the new acquisition was the company's stagnation in the market place.

"It was a relatively small business that was doing little more than existing," recalled Ken Baker.

Rather than start up a new venture, Ken Baker and his family decided to build on the customer base at AEA and really do something with the business. At the time of acquisition there were about 60 machines in the fleet and 20% of these were Genie.

Now, the fleet has boomed to 170 units, with 70% of the fleet being Genie.

"When we took over the business we had a few Genie® rough terrain scissors and stick booms. The Genie® fleet is now much broader with electric scissors, electric knuckle booms and a new 45 foot stick boom," Ken Baker said.

"We have a strong association with Genie as they offer a great product and a first rate support service. This is a fickle industry where customer needs are difficult to predict and control. Genie keeps plenty of stock in hand and routinely delivers new equipment to us in a matter of days."

"That's a key factor for us, that puts Genie ahead of the competition."

**BEYOND THE EXCELLENT DELIVERY TIMES AND FIRST RATE PRODUCTS, HEIGHT 4 HIRE ALSO MAKES GOOD USE OF GENIE'S TRAINING AND TECHNICAL SUPPORT PROGRAMS.**

"All of our technical support staff have participated in Genie training programs," Ken Baker said.

"With so many Genie units in our fleet it is obviously important that they are well maintained to factory specifications when ever these units go out on hire."

Ken Baker has also tapped into the new Terex Financial Solutions program and rates the program as being very good.

As a small family business, Ken Baker markets Height 4 Hire as a family owned and operated company which can deliver a competitive edge.

"We go the extra mile for our customers," Ken said. "Apart from our family, who work in the business each day, our staff are long serving and we have two reps on the road to support our customers."



# 2012 – 2013 Training Schedule

## WITH HANDS-ON TRAINING, WE CAN HELP YOU TRAIN YOUR TEAM TO MAINTAIN YOUR GENIE® EQUIPMENT

Of course, you can always enjoy the convenience of having one of our field service experts visit your location.

- Comprehensive, Interactive Factory Service Classes
- Field Training Opportunities
- Product and Sales Training Opportunities

## COST

Training is complimentary to all Genie customers.

## SERVICE TRAINING

Our interactive Service Training offers 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 newcomers 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, operators and senior mechanics (for re-training and standardising your company's work procedures).

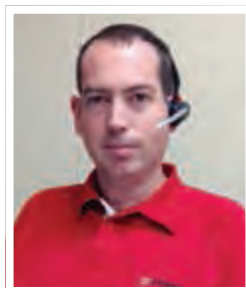
## BOOKINGS

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

## THE GENIE TRAINING TEAM



Chris Bond,  
National Safety  
Training Manager



Alastair Mitchell,  
Technical Support &  
Training Manager



Michael Sandstrom,  
Technical Support &  
Training Manager

**Date:** December 10th – 14th 2012  
**What:** A full program focusing on many areas:  
Dec 10th – Scissors  
Dec 11th – Trailer Mounted Booms  
Dec 12 – 13th – Diesel Boom Lifts  
Dec 14th – Z™ 80/60  
**Where:** Western Australia **Trainer:** Michael Sandstrom

**Date:** February 4th – 8th 2013  
**What:** Focusing on Electric & Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course. This program will assist customers new to the industry  
**Where:** Victoria **Trainer:** Alastair Mitchell

**Date:** February 18th – 22nd 2013  
**What:** Focusing on Electric & Diesel Lifts, and Diesel Boom Lifts. This program will assist new customers to the industry  
**Where:** Western Australia **Trainer:** Michael Sandstrom

**Date:** March 4th – 8th 2013  
**What:** Focusing on Electric & Diesel Lifts, and Diesel Boom Lifts. This program will assist customers new to the industry  
**Where:** Queensland **Trainer:** Alastair Mitchell

**Date:** April 8th – 12th 2013  
**What:** Focusing on Electric & Diesel Lifts, and Diesel Boom Lifts. Also included is the off-hire course. This program will assist customers new to the industry  
**Where:** NSW **Trainer:** Alastair Mitchell

**Date:** April 15th – 19th 2013  
**What:** Focusing on Electric & Diesel Lifts, and Diesel Boom Lifts. This program will assist customers new to the industry  
**Where:** South Australia **Trainer:** Michael Sandstrom

<b>QLD &amp; NT:</b>	Reg Moss, National Service Manager	<b>Phone:</b> 0400 313 443
<b>NSW &amp; ACT:</b>	Phillip Mackenzie, Service Manager	<b>Phone:</b> 0407 123 934
<b>VIC &amp; TAS:</b>	John Jerkovic, Service Manager	<b>Phone:</b> 0417 004 602
<b>SA :</b>	Jason Harvey, Service Manager	<b>Phone:</b> 0400 719 352
<b>WA :</b>	Michael Sandstrom, Technical Support & Training Manager	<b>Phone:</b> 0409 667 153

# Genie Makes Leap Into Asia Pacific

It's been a momentous time for Terex AWP Asia Pacific as Malaysia Marine and Heavy Equipment (MMHE) has made its very first purchase of booms from any manufacturer. Prior to purchasing 16 Genie® S™-65 telescopic booms, MMHE rented booms to help with ship repair. For Terex AWP SEAI, MMHE's vote of confidence in Genie® equipment signified an important chapter in continuing to promote work at height safely in Malaysia.

This occasion also commemorates a meaningful milestone in MMHE's history. MMHE started as a ship repairing company and has developed rapidly in its 39 years to become a leading regional heavy engineering and deep water support services provider for the oil and gas deep water industry as well as a key player for LNG ship repair and dry docking.

Genie® scissor lifts were first introduced to Malaysia in 1998 during the construction of the Kuala Lumpur International Airport. Since then, Genie® aerial work platforms have contributed to Malaysian heavy industries. "Genie® lifts have long been associated in this country as the 'blue machines for aerial access,'" said Chin. "The relationship with

MMHE paves a promising outlook for future sales to pick up as the awareness level for safely working at height increases."

To keep up with the harsh conditions in the shipping yard, the Genie S-65 telescopic booms come equipped with deluxe hostile environment kits.



## LEADERSHIP DEVELOPMENT

Leadership HQ

Partnering | Innovation | Effectiveness

**Recently, the Genie management team put pens-down, turned off phones and went away together for an intensive training summit. Over three days, the team was trained by one of the best Business Coaches – Leadership HQ – for training in management, leadership, team development, vision, goals and personal development.**

Leadership HQ's unique development process transformed the group by harnessing the talents to create a high performance environment, aimed at boosting productivity, performance, community conscience, morale and improving the bottom line. The weekend was the start of a long journey in investing in our leaders to design a Genie that we are committed to, proud of and a place of innovation and creativity.



L – R: Chris Bond (National Safety & Training Manager), Sonia McDonald (Director of Leadership HQ), Brent Markwell (NSW & ACT Sales Manager), Brian Clifford (QLD Sales Manager), Karen Giddings (Trainer Leadership HQ), Sandra Davis (Financial Controller), Mike Randle (Engineering Manager), Michael Scott (NSW, NT & NZ Sales Manager), David Greene (VIC & TAS Sales Manager), Reg Moss (National Service Manager), Brad Lawrence (General Manager), Jane Valmadre (Marketing Manager).



# EWPA UPDATE

## SAFE USE INFORMATION PACK

The EWPA has produced an EWP Safe Use Information Pack to promote the safety of EWPs in Australia.

This new document has been produced by the EWPA to assist sites that require pre-delivery risk assessments of EWPs and have strict delivery processes.

The EWPA is seeking to standardise the approach so all users of EWPs can work from a standard template.

The new Safe Use of EWPs Information Pack is divided into three sections.

### PART 1 PRE-SELECTION:

This section provides information to assist in the planning process of using an EWP in relation to the desired application, site conditions (eg: height, reach, surface conditions, indoor or outdoor use, suspended surfaces etc), operator competence / training requirements (reference to WP Licence and Yellow Card; and includes Emergency Lowering training; also reminding personnel they must be trained to retrieve the platform using the controls at ground level in the event of an emergency) and hazard evaluation (eg: familiarisation of controls, electrical, underground services, backfilled ground, crushing, tip over hazards etc). It should be conducted by the person responsible for the safe use of plant in their workplace prior to the selection of the EWP.

### PART 2 PRE-ACCEPTANCE:

This section provides information to assist users in identifying the EWP has been designed and maintained to relevant Australian Standards and regulatory requirements. This section is completed by the person responsible for the safe use of plant in their workplace. The form takes the person through the compliance plate and decal checks

### PART 3 PRE-OPERATIONAL INSPECTION CHECKLIST:

This is the same as the logbook pre-operational checklist but is designed for those sites where a separate itemised record is required before use by the operator. This helps reinforce the consistency of pre-operational checks to the site and the actual operator.

## EWP CONTROLS – DESIGN AND MODIFICATION GUIDANCE NOTICE EWPA TECHNICAL BULLETIN

In recent months there have been two incidents involving unintentional operation of upper control box joystick controllers on scissor lifts.

In an attempt to prevent reoccurrence, End Users have been requesting the Manufacturers Original Design be modified e.g. by fitting additional guarding.

As a result, owners are sometimes modifying their equipment to comply with such requests.

The Association is concerned such modifications have not been authorised by the equipment manufacturer; are sometimes of an ad-hoc nature and may not fully address the risk; and may introduce new hazards as a result. See Fig 1.

Any person(s) who modifies a MEWP (Mobile Elevating Work Platform) will take on the obligations of a Designer and/or Manufacturer in accordance with Workplace Health and Safety Regulations.

Further, such modification(s) may constitute an alteration to the design and require a re-submission of engineering documentation from the Manufacturer as well as formal notification to the respective Workcover Authority as an alteration to Registered Plant Design.



FIG1: Unauthorised 'Adhoc' guard (arrowed) welded above manufacturers original guard may cause scissor lift to become unstable if hoses, leads etc. become snagged on it.

**FOR FURTHER  
INFORMATION CONTACT  
EWPA NATIONAL OFFICE  
PH: (02) 9998 2222 or visit  
www.ewpa.com.au**



# HRIA UPDATE

## 2013 HRIA CONVENTION

**In 2013, the HRIA will hold its annual Convention in Sydney, at Luna Park on Wednesday, 8 May and Thursday, 9 May.**

The conference program will inspire delegates and help direct business management and planning into the future and will be followed by a two-day trade exhibition in the grounds at Luna Park.

The national industry convention will culminate Thursday evening, 9 May with the presentation and delivery of the Hire Industry Excellence Awards, which recognise outstanding achievement and industry excellence.

This will be the first time since 2001 the HRIA has hosted a Convention in Sydney and the unique venue will present an ideal opportunity to showcase and see plant and equipment with the beautiful Sydney harbour and city skyline as backdrop.



### FOR FURTHER INFORMATION CONTACT

HRIA NATIONAL OFFICE PH: (02) 9998 2255 or visit [www.hireandrental.com.au](http://www.hireandrental.com.au)

#### THANK YOU FOR YOUR BUSINESS!

Effective Date: December 2012. Product specifications and prices are subject to change without notice or obligation. The photographs and/or drawings in this document are for illustrative purposes only. Refer to the appropriate Operators' Manual for instructions on the proper use of this equipment. Failure to follow the Operators Manual when using our equipment or to otherwise act irresponsibly may result in serious injury or death. The only warranty applicable to our equipment is the standard written warranty applicable to the particular product and sale and we make no other warranty, express or implied. Products and services listed may be trademarks, service marks, or trade names of Terex Corporation, Terex South Dakota, Inc., and/or their subsidiaries in the USA and other countries. All rights reserved. Terex is a registered trademark of Terex Corporation in the USA and many other countries. Genie is a registered trademark of Terex South Dakota, Inc. in the USA and many other countries. ©2012 Terex Corporation



# the blue news



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