

# BlueNews

JAN – MAY 2013



**Taking you higher at  
this year's  
HRIA convention**  
Showcasing the  
Genie® GS™-3369 DC  
& GS™-4047

.....  
**Genie in the West**  
Access Group Continue  
to Show Growth in  
Western Australia

.....  
**Genie® training  
making a difference**  
Hi Reach Rentals  
makes the most of  
Genie training programs

.....  
**Christchurch rebuild**  
Youngman Richardson,  
Concrete Connect and  
HireQuip help in the  
redevelopment

# GENERAL MANAGER'S MESSAGE



**Brad Lawrence,**  
General Manager,  
Terex AWP Australia

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

We are getting very close to another HRIA show and this year we are looking forward to launching some great new products. Firstly our full range of electric RT scissors are now available for sale and we will have the new Genie® GS™-3369 DC on the stand along with our new Genie® GS™-4047 slab scissor. This is an exciting new product for indoor applications

where access is tight and height is a key factor. We have also planned another great night for our customer appreciation dinner and I look forward to seeing you all there.

In this issue we also highlight the amazing success of our new online parts portal. In just under 12 months we have already registered our

10,000th online parts enquiry. Look out for further developments of the portal and if you are not registered for the site please contact our parts manager Michael Carmody at michael.carmody@terex.com.

Please take the opportunity to check out our service training calendar for 2013. Places are filling fast so contact your local service manager for training dates and courses available.

I would also like to recognize our Team Members who have been active in the community. Queensland workshop supervisor, Jason Muir and his son both shaved their heads for the Leukaemia Foundation and the Genie Team in Melbourne took on the Tough Mudder challenge and raised \$2,450 along the way. Well done to all concerned.

In closing I'd like to thank you for your business and look forward to seeing you all at the HRIA show in Sydney. Happy reading!

*Brad Lawrence, General Manager, Terex AWP Australia*

## REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS

**The start to 2013 has seen hectic activity in several regions. Early February saw the 2013 bauma/ConExpo staged in Mumbai, India. The slow down in the Indian economy was reflected at this major construction equipment event.**

While Terex generally has been challenged in this region, it has been gratifying to see that the AWP division has at last gained some traction in the rental market. There are a number of new rental companies keen to grow their aerial work platform divisions. The coming few years should be exciting for the AWP industry in India.

Back in Australia, I visited Western Australia to meet our valued customers, many of whom have experienced staggering growth and in turn been exceptional customers for Genie. While the mining market has experienced a boom, the past six months have seen this tail off. After speaking to our customers, they expect continuing uncertainty, yet remain confident that long term projects will require a significant input of additional equipment for years to come.

In Sydney, Brad Lawrence and I took the opportunity to visit our customers and Team Members. These included Alfasi, Coates, Force

and OnSite. The assessment was very similar to that which I heard in Western Australia. Market demand has dipped, purchases have scaled back but the future remains bright as big projects come on stream. While remaining cautious, we are also geared up for a market upturn.

Most recently I have been visiting Genie customers in SE Asia. Both in Malaysia and Singapore, the market is experiencing growth. Japanese customer Nishio has yards in both Kuala Lumpur and Bintulu. Bintulu is an exciting site, where Nishio is moving to a larger site to support the booming oil and gas industry. In Singapore, Genie customers Aver Asia and JP Nelson see a lot of opportunity in the region and our Genie team in Singapore is performing an outstanding job supporting them.



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

## Taking You Higher: New Genie USP

▲ Taking you higher.™

**You may have noticed a subtle yet significant change to the way in which the Genie® brand is being marketed.**

“Taking You Higher” is the new Unique Selling Proposition (USP) which is being used alongside the Genie brand.

It is a very appropriate USP given that our core business is the aerial work platform sector. Genie is the brand which not only takes you higher, but does so with safety, the latest technology and industry leading innovation.

You will see the new Genie “Taking You Higher” USP being progressively rolled out on our marketing collateral throughout 2013.

# Taking You Higher at HRIA 2013

**Genie® branded products, manufactured by Terex AWP, will be “taking you higher” at this year’s HRIA convention by enabling customers to reach new heights.**

The GS™-3369 DC Genie® electric scissor lift with 12 m working height will be on display. It is equipped as standard with the patented full-time oscillating axle that automatically adjusts the axle position to match the ground conditions, regardless of the scissor’s elevation. It is also fitted with automatic leveling hydraulic outriggers.

Designed to meet the needs of indoor and outdoor construction jobs, this new Genie® GS™-69 DC series is bringing rough terrain ability and full height driving capability to the electric drive scissor market. The innovative

approach sees the adoption of its highly-efficient and zero emission AC drive system to rough terrain scissor lifts thanks to the patented full-time oscillating axle.

From the current range, the long awaited and recently released, new generation Genie® GS™-4047 compact electric slab scissor lift with 13.70 m working height will be exhibited. Manufactured at the Terex facility in Coventry, UK, the Genie® GS™-4047 allows the operator to reach a height of almost 14 m (45 ft) in under 70 seconds, provides a comfortable platform with a 91 cm extension deck, and can reposition the vehicle at its full working height.



## Genie® GS™-4047 ▲

Designed to meet the demands of higher indoor requirements and narrow spaces

WORKING HEIGHT	PLATFORM HEIGHT	LIFT CAPACITY
13.70 M	11.70 M	350 KG

## Genie® GS™-3369 DC ▶

Full-Drive-Height Electric Rough Terrain Scissor Lift

WORKING HEIGHT	PLATFORM HEIGHT	LIFT CAPACITY
11.96 M	9.96 M	454 KG

# Alfasi Hire Expands In Brisbane



Sacha Sikka, Branch Manager for Alfasi Hire.

“Having a direct presence in Brisbane has definitely been responsible for further growth”

**Alfasi Hire has expanded with a new branch being established in Brisbane. Genie is a big part of the Alfasi expansion program into Queensland.**

Supplying various projects in Gladstone, Mackay and Moranbah for about 18 months, Alfasi has established a presence in the market. The next stage in development has been the new branch which houses sales, service support and a holding yard for hire equipment.

The Alfasi Hire branch services both the crane and access equipment market segments.

“Having a direct presence in Brisbane has definitely been responsible for further growth,” said Sacha Sikka, Branch Manager for Alfasi Hire in Brisbane.

“Genie is a major supplier for us and due to our growth in the Queensland market we are acquiring more Genie® scissor and boom lifts for our fleet. Every unit that comes into the

Alfasi fleet is mine specified and Genie is able to complete this work for us ex-factory.”

The Alfasi brand is strong in the market, in no small part due to the striking white livery. Recognising the importance of having the right products in the right place to meet customer expectations, Alfasi operates its own trucking fleet.

“This is a very important part of our customer support program,” Sacha said. “We have the ability to move access equipment around at short notice when required. Our sustained growth in the Queensland market will drive further branch offices to be established.”

Alfasi Hire is a division of the Melbourne based Alfasi Group. Alfasi Hire is a prominent entity in the crane hire and EWP hire industry segments. Alfasi Hire operates from four locations: Melbourne, Sydney, Hunter Valley and now Brisbane.

## NOW AVAILABLE MOBILE PHONE VERSION OF THE GENIE WEBSITE

Access to Genie information and data has moved from the desktop to the field. The Genie website has now been optimised so as to be viewed on an iPhone or tablet.

Provided a customer is within range for web access, they can now log on to the Genie website using their iPhone and get all the Genie information required.

Now you can get the latest specifications, contact details and other Genie information optimized for your phone.

**genielift.com.au**



# TFS Now In New Zealand

**Encouraged by the successful launch and uptake of Terex Financial Services in Australia, the program has now been launched in New Zealand and already has been enthusiastically received.**

Adam Phillips, Country Manager for Terex Financial Services recently visited NZ to launch the finance program. His tour took in Christchurch, Wellington and Auckland, presenting to Terex NZ dealers across all Terex brands.

"We are here to assist our customers with competitive finance solutions. Unlike traditional lenders, we know the AWP business and we know how our clients operate, we know the hire and rental industry. The systems are in place with Terex Financial Services generally able to provide an approval to clients in 48 to 72 hours."

Where Genie clients have the need for the ultimate in flexibility, Terex Financial Services can establish a master limit. This provides a pool of funds that can be drawn upon at any time without further approval. With access to finance, clients can now expand their Genie fleet without having to depend on traditional relationships with their bank or finance broker.

"I was extremely pleased with the level of interest and support in New Zealand" Adam said. "The support from Youngman Richardson, our NZ distributor, was outstanding as was the interest from the Genie customer base."

Terex Financial Services is market competitive and relationship driven. It is an aid to purchasing Terex® and Genie® products both in Australia and now New Zealand.

**Just as we experienced in Australia, our customers in New Zealand have welcomed the arrival of Terex Financial Services.**



**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: +61 7 3456 4412 Mob: +61 488 110 430



# YR Supports Christchurch Rebuild

Authorised Genie® distributor in New Zealand, Youngman Richardson & Co, Ltd opened their Christchurch branch four years ago, right in the middle of the GFC. Committed to an impressive new facility, but entering a potential global financial meltdown, the management at Youngman Richardson persevered with the development.

Today the commitment to the Christchurch facility is paying handsome dividends for Youngman Richardson. With the effects of the GFC well diminished, the branch has been pivotal to supporting key Genie customers in the NZ hire and rental industry who have equipment in the Christchurch market.

The devastating earthquakes which rocked Christchurch in 2010 and then 2011, inflicted massive damage to a substantial part of the city and region. Immediately following the quakes, the city moved into a demolition phase and is now in the rebuild and repair phase.

“The predictions are that the rebuilding of Christchurch could take a further five to eight years.”



All of this essential and continuing work has placed a heavy demand on plant and equipment. With a staff of eight at the Christchurch branch, the company is providing valuable support.

Genie® scissor lifts and Genie® boom lifts are popular in Christchurch. According to Youngman Richardson Branch Manager, Greg Luxon, the rebuild process is set to take years to complete.

“There are a massive number of concrete tilt slab buildings that need repair, and this is ideally suited to the larger Genie scissors,” Greg said.

Youngman Richardson supports key customers that include HireQuip, Hire Pool and Access Solutions.



**Greg Luxon,**  
Branch Manager,  
Youngman Richardson

# Concrete Connect

The earthquakes which rocked Christchurch have had a massive impact on companies supporting the re-building effort. A strong case in point is the Christchurch based Concrete Connect.

Concrete Connect provides a range of services to the building industry, most of which relate to tilt slab buildings. These include concrete repairs, industrial coatings applied to walls and floors, injection technology and cement grouting. In the normal course of business, Concrete Connect owner George Roberts would hire access equipment as each project determined.

But the Christchurch earthquakes changed the business model.

"We mostly hired equipment, but now we have years of concrete repair work ahead of us so we have purchased five Genie® scissor lifts," George said.

"In the period between the two earthquakes hire equipment was difficult to source. We were always reluctant to return access equipment off hire as there was no guarantee that we could get scissors again when we needed to."

Concrete tilt slab buildings are designed to crack under stress, rather than break apart. While the vast majority of these buildings remain in working condition, many throughout Christchurch require remedial repairs.

George Roberts spoke to a number of colleagues about their experience with various brands of aerial work platforms. Based upon these referrals for Genie he made contact with Youngman Richardson and purchased five Genie scissor lifts. These included Genie electric scissor lifts, two Genie GS™-1532 units and two Genie GS™-1932 plus one diesel powered rough terrain model, the Genie GS™-3369 RT.

"I'm very happy with our purchases," said George Roberts. "For Concrete Connect, purchasing Genie scissors has been the right decision and we are using them on our work sites all over Christchurch repairing concrete buildings damaged by the earthquake."



## HireQuip

### HireQuip Applies The Finishing Touches

**Christchurch is being rebuilt and in the mammoth task that lies ahead, Genie® boom lifts and scissor lifts are prominent on work sites.**

This photo was taken in the heart of Christchurch where the destruction from the two earthquakes is most prominent. While there are many buildings which have been totally destroyed and demolished, fortunately there are others which withstood the earthquake.

The restoration of this fine bluestone building is nearing completion with a Genie® S™-65 being used to apply the finishing touches. HireQuip provided this S-65 unit to assist in the project. The unit's height, reach and small foot print makes it the ideal unit to operate on this inner city site.





## Training Ma

**NZ - ALASTAIR MITCHELL**  
20 - 25 May\* Technician Training

**PERTH - MICHAEL SANDSTROM**  
27 - 31 May \* Technician Training

**BRISBANE - ALASTAIR MITCHELL**  
10 - 14 June\* Technician Training

**DARWIN - MICHAEL SANDSTROM**  
17 - 21 June\* Technician Training

**TOWNSVILLE - ALASTAIR MITCHELL**  
24 - 28 June\* Technician Training

**MELBOURNE - ALASTAIR MITCHELL**  
8 - 12 July\* Technician Training

\*Dates subject to change. Dates are correct at the time of printing  
Please contact the training team to confirm courses.

In an industry based upon technical excellence, it stands to reason that achieving superior safety and reliability standards comes through a commitment to training the technicians. Genie is absolutely dedicated to a comprehensive, nationwide training program.

To assess the importance of the Genie training regime, Blue News sought feedback from Josh Fletcher, Service Manager at the Brisbane based operator Hi Reach Rentals.

“We have 10 mechanics in our service department at Hi Reach,” Josh said.

After an initial settling in period, new technicians at Hi Reach attend basic or introductory courses on aerial work platforms at Genie. As the Hi Reach technicians become more experienced, they are

“Every one of the team has been to the training courses conducted by Genie. It is an essential and highly valued aspect of our service regime.”

### EAST COAST BASED

### WEST COAST BASED



#### QUEENSLAND

**Alastair Mitchell**  
Technical Support &  
Training Manager

0447 131 730



#### WESTERN AUSTRALIA

**Michael Sandstrom**  
Technical Support &  
Training Manager

0409 667 153

# Makes A Difference At Hi Reach

enrolled in the specialist, model specific courses offered by Genie.

Hi Reach has more than 200 Genie® units in their fleet, ranging from the 19' scissor lifts through to Z™-135 booms.

“Over recent months we had two of our staff attend the one day Genie® Z™-135 course, two others attended a boom lift course and one did the basic electric scissor lift training.”

“I have to rate Genie as offering the best training in the industry,” Josh said.

“Beyond their training sessions the support in the field is first rate. Their technical support people are more than happy to help us out with any problems and the technical guides supplied by Genie are excellent.”

Having started in the AWP industry as an apprentice at Hi Reach 10 years ago, Josh Fletcher has witnessed first-hand the evolution of training in the industry. Whereas he trained and qualified as a diesel fitter, current apprentices have a specific AWP trade certificate.

“Genie support of technicians in the industry is vital and it's welcome. As a company, they are moving forward with technology and are backing up their innovations with crucial technical support.”

“The Genie® product is becoming increasingly more technical, such as the control system on board the Genie Z-135 being at the forefront of new advanced systems. To service the equipment we have to keep updating our skill base and Genie does a fine job in giving us the training to do so.”



**Josh Fletcher**

Service Manager - Hi Reach Rentals.

## 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.



**Technician Training at Genie's Melbourne Branch**

## 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.**

# Geared for a Decade of Growth

**The future facing the Perth based Access Group has never been brighter. In fact John Quays, General Manager and Director, says that some of his clients have contracts going to 2020 and beyond.**

“Our challenges for the future are to continue growing and supporting our customer base which is spread right through WA and into the Northern Territory,” John Quays said.

Within the Access Group, John Quays has responsibility for the larger equipment in the fleet. If it reaches 60’ or higher then it falls within John’s domain. Effectively this means that John operates in places like the Pilbara and Barrow Island, supporting construction, maintenance and refurbishment with iron ore plants, power stations and LNG projects. They’re all big projects with demanding schedules and a need for top end, reliable equipment.

As a major and long standing supplier to the Access Group, Genie has a close relationship with John Quays.

“We operate in some very remote and difficult parts of Australia,” John said. “It’s only natural that we have come to rely upon and support one another when the closest point of contact can be 1,500 km away.”

“We have established Access Group branches in Port Hedland, Karratha and Newman. We’re really glad to see that Genie now has a permanent service presence in the Pilbara, too. We see the value and importance of this from our suppliers, with Genie supporting not only Access Group, but our customers, too.”

Access Group presents itself as a solutions based, service company operating in the access industry. The huge fleet of equipment, remote branch offices, their own transport

fleet and a close relationship with customers underscores a successful business model.

“There is no question that the Pilbara is carrying the nation; it’s the resource capital of Australia. And Access Group has equipment on every site in the North.”

“Genie is doing a good job in supporting us. They are very good at training our people. The product is good and their development program is headed in the right direction. We need Genie to build equipment that is bigger and access higher on the work site, that is what our customers need for the future.”



## PRODUCT NEWS

# Genie ZX™-135/70 Offers Significant Improvements

The revolutionary X-Chassis™ design provides a wider footprint and reduces occupied floor pressure by 30 PERCENT

**One of the best and most popular Genie® products in the Australian market, just got better with the introduction of the new Genie® ZX™-135/70 articulating boom.**

The 41 m (135 ft) boom has been significantly redesigned, with important improvements in reliability, performance, operator features and serviceability.

The ZX-137/70 is already a very popular model in the Australasian market. It offers industry-leading versatility in the self-propelled 120-135 foot market. The boom features a maximum platform height of 41 m (135 ft), 21.3 m (69 ft. 9 in) of horizontal outreach, and an unmatched 23.0 m (75 ft) of up-and-over clearance.

The ZX-135/70 features a new and exclusive X-Chassis™ design. This revolutionary design provides a wider footprint and reduces occupied floor pressure by 30 percent. The boom lift's axles extend to a 5.2 m (17 ft) width and retract to 2.4 m (8 ft), requiring no over-width highway permits. The robust, box-section axles pivot from vertical mounting pins, providing easy and reliable machine set-up, with excellent hose and hard line protection throughout.

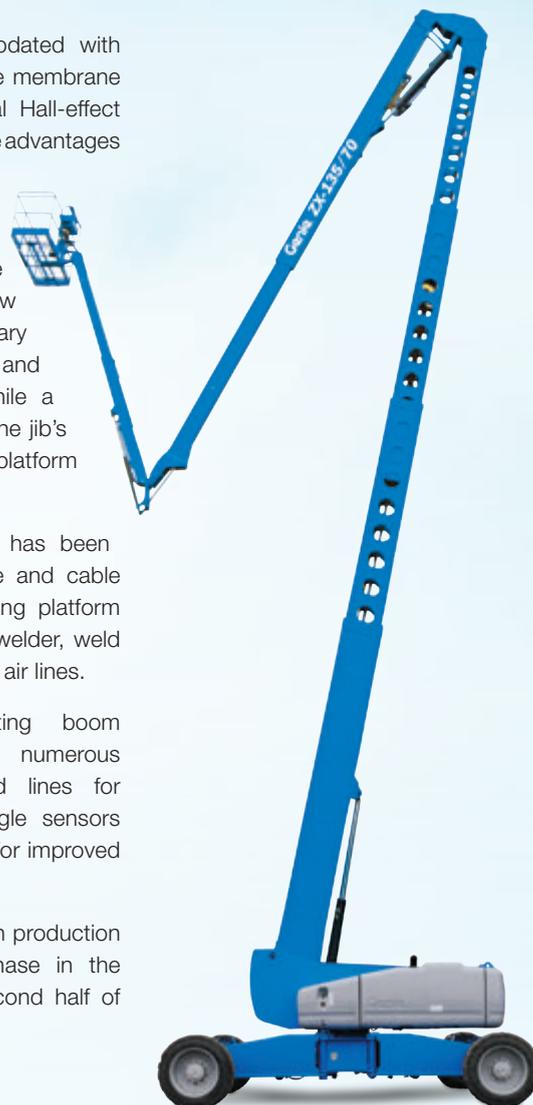
The new extending jib is distinctive, providing exceptional access by extending from a retracted length of 3.7 m (12 ft) to an extended length of 6.1 m (20 ft). This new design provides access to "up, over, and in" applications inaccessible by a traditional jib.

Platform controls have been updated with new toggle switches and a tactile membrane surface, and feature proportional Hall-effect joysticks for all major functions. The advantages of Hall-effect joysticks are that they have fewer moving parts and all adjustments are stored on one control card at the ground control station. The new tri-axis joystick controls the primary boom's up/down, extend/retract and turntable rotate movements, while a second tri-axis joystick controls the jib's up/down, extend/retract and platform rotate movements.

The self-supporting cable track has been strengthened with updated hose and cable runs and is capable of supporting platform options such as the heavy duty welder, weld leads, platform work lights and/or air lines.

The Genie ZX-135 articulating boom lift provides easy access for numerous serviceability points, with hard lines for increased protection. New angle sensors feature larger resolution margins for improved calibration stability.

The Genie ZX-135/70 is already in production and will be available for purchase in the Australian market during the second half of 2013.





## Celebrating 10,000 Genie Customers

**The new Genie Online Parts Portal has been embraced by customers the length and breadth of Australia.**

To indicate the wonderful uptake of the new system, Genie Group Parts Manager, Michael Carmody acknowledged Mike Shea as the customer who registered the 10,000th online parts inquiry. Mike Shea is the National Parts Manager for the Force Group, based in Homebush, Sydney.

“Force is one the many customers who are making frequent use of our Parts Portal,” said Michael Carmody.

The online parts system is certainly proving to be a big benefit to both Genie customers and the Genie team in the parts department. Customers can log on at any time of the day or night to check and order parts. This has proven useful for the larger customers who can process numerous parts at once. And the smaller one or two man service operations are able to order their parts late in the day for collection from Genie in the morning.

Of course in situations where customers are unsure of their part needs, there are people at Genie who are knowledgeable and willing to assist with technical support and parts advice.

“Our new parts ordering system has been a win-win situation for customers and the Genie team alike,” Michael Carmody said. “The number of phone calls coming in to the Genie parts department has dropped, while the online inquiries have sky-rocketed.”

“The new system can monitor customer utilisation, parts ordered and the history of part searches. We are very pleased with the development of the site and customer utilisation.”



Mike Shea, National Parts Manager, Force Group with Michael Carmody, Genie Group Parts Manager



VISIT THE ONLINE PARTS PORTAL:  
[www.genieindustries.com.au/parts/login](http://www.genieindustries.com.au/parts/login)



Chris Bond,  
National Safety  
Training Manager

## Take Five Stay Alive

Through a diligent commitment to safety across all Genie sites in Australia, there has been a significant reduction in injuries and lost time. In 2012 there were four reported injuries with just one resulting in lost time. This compares favourably with the data from 2011 with 11 injuries, four resulting in lost time.

According to Genie’s National Safety/Training Manager, Chris Bond, the dramatic improvement has come about through a combination of factors.

“There has been a heightened emphasis on safety at Genie,” Chris Bond said. “We have worked hard to include every employee in our campaign to recognise the importance of safety in the workplace.”

“The team at Genie has embraced the safety drive. Clearly the annual safety day at Genie has played a key role to focus attention on safety. Our safety record is well below the Terex benchmark for safety, but we will not be resting on our laurels and will continue to aim for zero injuries in the workplace.”

Chris Bond also attributes the reduction in work place injuries to the Terex “Take 5 Stay Alive” pocket booklet. Genie staff are encouraged to complete the Hazard Report proforma whenever relevant, while also completing the Take Five Form before starting every task.



## SERVICE NEWS

# Wire Rope Replacement Extended To 10 Years

Select Genie® boom lifts now feature extended replacement intervals for boom extend/retract cables. The required replacement period has been increased to 10 years - three years longer than the previously accepted industry standard of seven years.

Replacement of the boom extend/retract cables is essential to good machine performance and safe machine operation.

“Providing customers with an industry-leading timeframe of 10 years between required cable replacements offers more equipment uptime over the potential life of a machine,” said Reg Moss, National Service Manager.

“This initiative delivers a great reduction in the cost of ownership for companies turning equipment over at 10 years and opting for fleet replacement. And for those companies choosing to rebuild equipment at 10 years as the tubes are separated for non destructive testing, they can now replace the cables at the same time in the one efficient process.”

Service changes apply to the entire Genie® S™-60/S-65 and S-100 through S-125 model families. The extended replacement interval applies to all current and previously produced versions of these models. The S-85 model has been in the field for a shorter period time with the performance of the boom cable still being evaluated.

The boom extend/retract cables are responsible for the extension and retraction of the number 3 boom tube. It is important to note that, in addition to the new mandatory 10 year cable replacement, regular inspection and proper adjustment of the boom extend/retract cables remains essential to good machine performance and safe machine operation for the life of the machine. The boom extend/retract functions should operate smoothly and be free of hesitation, jerking and unusual noise.



LIKE TO FIND OUT MORE?  
Contact your local Service Team  
on 1800 788 633



**Reg Moss**  
National Service Manager



# Genie Team Expands



**Tony Hillier**  
QLD Service Manager



**Paul Greville**  
WA Service Manager

*Through our sustained growth in the AWP market and our commitment to support our customers, the team at Genie has grown significantly over the past few months. Take this opportunity to meet our new team members .*



**Amy Broomhall**  
Branch Coordinator

**The Melbourne branch has a new coordinator, Amy Broomhall. Amy joined Genie late in 2012 having previously held the position of National Scheduling Manager for a retail company.**

As Branch Coordinator, Amy has to cover a multitude of varied tasks, which include stock control, despatch, administration, reception, parts and sales. Amy reports to National Stock Controller, Gavin Maxwell in the Brisbane office.

“Genie is a really great place to work,” said Amy. “The staff are really good and this position is so diverse it keeps me busy.”

Away from work Amy has a passion for drawing and painting. She’s also been recruited to join Team Genie in the Tough Mudder event for 2013.

**For Tony Hillier, taking up the recently created position of Service Manager – Qld has been something of a homecoming. Tony commenced his career in the access industry when he worked for Genie in 2005 in the pre-delivery area.**

In order to advance his career, Tony left and joined Force Access as a Service Supervisor. “I wanted to get into the service area,” Tony said. “Force Access had a big fleet in South East Queensland, one which doubled in the period 2007 to 2012.”

Working at Force gave Tony a valuable perspective of dealing with Genie as a customer. And as a Force customer he was very happy with the support that he received from Genie.

When the opportunity arose to return to Genie, Tony had no hesitation, commencing in his role in December 2012. The position was widely advertised.

“From my experience as a customer I understand the urgency associated with service and parts support. As a result I know how to respond to customer needs.”

“Our challenge ahead is to fully support our machines in the remote parts of the state. Our department will continue to grow to support our customers.”

The Genie commitment to supporting customers in the Queensland region has been reinforced with the creation of this new position, Queensland Service Manager.

“We have created this new position in direct response to the expansion of Genie® units and importance of the Queensland market,” said Reg Moss, National Service Manager. “Now we are able to deliver even better service to our Genie customers in Queensland.”

“Tony Hillier is a very capable and knowledgeable Service Manager,” Reg Moss said. “He is very customer focused and is a great point of contact for service issues in Queensland.”

**Prior to commencing at Genie, Paul Greville was not particularly familiar with the access industry, let alone the Genie® brand.**

As the new Service Manager for Genie in WA, Paul has an impressive skill set which makes him an ideal man to head the team. Paul’s background is with the Royal Auto Club of WA (RAC) where he was the regional manager. That makes him exceptionally well equipped to manage and operate an extensive service support function.

“There are some technical experts here at Genie that I turn to for technical support,” Paul said. “In my initial months here at Genie I will be taking a number of courses to build on my technical knowledge and of course I’m in the process of gaining my AWP and fork lift licences.”

What is most important though are the parallels between Genie and the RAC in a management sense. Both are state wide, both service driven and both customer focussed. Training is the cornerstone for service success, and this applies to both Genie people and customers.

“While Genie is an established company, the processes and procedures are quite young. I am looking to bring leadership training to my service team and empower the team to develop better lines of communication to in turn build stronger ties with our customers.”

The ultimate objective is to build a better service resource so that the Genie brand is well supported throughout Western Australia.



## Chris Honeybul

Assistant Financial Controller

**Chris Honeybul recently joined the Genie team in the Shared Financial Services area. In the role of Assistant Financial Controller, Chris is driven by deadlines and is responsible for a variety of accounting and reporting functions.**

“My role involves reporting financial information back to our parent company in the US, financial analysis and financial support for the business. I also manage the accounts receivable and accounts payable teams.”

Prior to starting at Genie, Chris had an awareness of the brand. And being the diligent accountant that he is, Chris looked over the Terex corporate data before accepting the position.

“I very much liked what I saw with Terex and feel very comfortable working for such a large corporation.”

Chris is eminently qualified having studied at QUT and taken out a Degree in Accountancy and is also a registered CPA. Chris reports to Sandra Davis, a team leader who he finds to be extremely helpful and a workplace mentor.



## Greg Mutimer

HR Coordinator  
Terex Shared Services

**The commitment to staff welfare at Genie has been enhanced with the appointment of Greg Mutimer to the full-time position of HR Coordinator. Previously the HR function was handled with part-time support from Terex, but with the continued growth of the Genie team, a full-time position was warranted.**

Greg Mutimer was previously working in HR in Toowoomba. He holds a Bachelor of Business with a Masters in Human Resources.

“I’m still learning about the business,” said Greg. “I’ve visited the Genie branches and met the team leaders. We have lots of challenges ahead and one of my first initiatives is to conduct a staff survey early in 2013.”

Genie management encourages staff to liaise with Greg, not only when there are issues to be addressed, but also when there are good things happening.

“The appointment of a full-time dedicated HR professional is a very positive move and reflects the commitment of management to the workforce.”



## Karen Wherry

Lean Workshop Manager

**Karen recently joined the Genie Team in Brisbane for the purpose of driving the Genie Lean program. Lean is a culture driven initiative where all Team Members are empowered to make continuous improvements to bring value to the customer.**

Prior to Genie, Karen worked as Process Improvement Manager at the pharmaceutical manufacturing company, Tasmanian Alkaloids, implementing their continuous improvement programs. Karen holds a Bachelor Degree and Post Graduate Honours Degree in Applied Science as well as certifications in Process Excellence.

Coming from the cold depths of Tasmania to sunny Queensland has proven quite a change. The transition to the weather will definitely be a personal continuous improvement journey for Karen.

Karen looks forward to translating her manufacturing environment based skills to sales and service at Genie to help drive customer value.

“I also look forward to supporting the Genie team in our continuous improvement journey,” Karen said.



## Jie Li (Ilse)

Accountant

**Jie Li comes to Genie with experience in the AWP industry. Prior to starting at Genie, Ilse (as she is known to her work colleagues) was working for an AWP manufacturing company on the Gold Coast.**

Ilse’s time is divided evenly between Genie and another division of Terex, Terex-Jacques. Terex-Jacques operates in the minerals processing area responsible for crushing and screening equipment.

“I knew that Genie was an industry leader,” Ilse said. “Now I have a better idea of how strong the company is and I’m impressed by the strength of the Terex organisation.”

Working in the Shared Services section, Ilse’s role is to support the accounting tasks of both Genie and Jacques. This involves support for periodic reporting and financial controllers. Ilse is based in the Genie office in Brisbane and reports to Chris Honeybul.

# Genie Team Expands

Continued.

**Julie Stokes**  
Receptionist



While not a complete newbie to Genie, Julie Stokes has been the first point of contact at Genie HQ since early last year. Coming to Genie from Hardings Hardware where she held a reception, PA and administration position, Julie has quickly slotted into Genie to be a great ambassador for the company.

Julie's job function at Genie is varied. She is the receptionist, administration assistant and has a PA function as well.

"As the company receptionist, I get to meet everyone who comes to our HQ," said Julie. "Since I've been here I've been really impressed with the company. The people here are all great to work with, the company has a culture where staff are valued and the work atmosphere is excellent."

**James Millen**  
Field Service Technician



Sydney based Field Service Technician James Millen logged up five years of service with Genie late last year. Having come to Genie after working in roadside service in the automotive field, James effectively swapped cars for Genie AWP's.

"Both roles are very similar as it has turned out," James said.

"The job has changed a bit over the years as Genie has introduced new systems. There are new models, the new SmartLink system, weight management on new models and a continual focus on safety."

Not long after James started, the GFC hit the AWP industry. As a result James found his job description changed with new roles being added. In addition to his Field Service Technician work, he was also doing pre-delivery work and spare parts.

"Thankfully the market has rebounded and we now have more people back on board at the Sydney branch to help out with the workload."

"Genie is a good place to work with ample opportunity. Through Genie I've been to every state except Tasmania and the Northern Territory."

**Daniel Adrichem**  
Field Service Technician



Daniel Adrichem looks back on his five years of service with Genie as a Field Service Technician in Sydney and marvels at the number of changes which have occurred in such relatively short period of time.

"When I started it was before the GFC," said Daniel. "There were four of us in the service area and in addition to Genie AWP equipment, we also worked on Terex excavators."

The GFC meant big changes with the remaining staff having to take on extra duties.

"Together with James Millen, we had to do everything – service, pre-delivery and spare parts. Through this period we formed a strong team with James being strong with the electronics while I have tended to specialise in the hydraulics. It has worked out to be a very good combination."

Over the five years at Genie, Daniel says that he has been well trained and feels very experienced with the Genie products.

"The new systems and technology introduced by Genie have been great for safety and great for operators."

GENIE SNEAK PEAK

# INTRODUCING THE TALLEST BOOM EVER

**SX-180**  
COMING TO  
AUSTRALIA  
SOON

## FROM GENIE, THE AERIAL WORK PLATFORM SPECIALISTS

Breaking through all industry records at 54.9m (180 ft), the revolutionary new Genie® SX-180 self-propelled telescopic boom lift has been introduced at the bauma 2013 tradeshow in Munich, Germany

### FIND OUT MORE TODAY

For further information please email:

**Catherine Kerton** [catherine.kerton@terex.com](mailto:catherine.kerton@terex.com)

## Genie® SX™ -180

Self-Propelled Telescopic Boom

PLATFORM HEIGHT	HORIZONTAL REACH	LIFT CAPACITY
54.90 M	24.40 M	340 KG





## Terex Celebrates International Women's Day

Terex celebrated International Women's Day with a themed 'Women in Leadership' lunch at the Terex AWP Training Room at Darra.

This celebratory day was first observed in the early 1900's and is now an official holiday in over 25 countries including China (for women only) and Russia. Annually on March 8th, thousands of events are held throughout the world to inspire women and celebrate achievements.

As part of Terex's Diversity and Inclusion initiative, the lunch at Genie saw two significant guests speak to the assembled group. Amy George, Group VP Talent, Diversity and Inclusion from the US is an influential team member of the corporate HR team and takes the lead role on many of the training, talent and diversity programs.

Amy was joined at the International Women's Day function by Sonia McDonald, Director, Leadership HQ. Sonia has recently been working closely with the Australian AWP leadership

team and has been nominated by 'Women in Business' for a leadership award as part of the day.

Amy and Sonia both shared their respective experiences as women in leadership, providing an inspiring presentation on their roles and achievements within the business community in general and Terex in particular. The meeting was then opened to the assembled group with a discussion based on the theme of how Terex can improve as an employer of choice for women.

Leukaemia Foundation

**WORLD'S  
GREATEST  
SHAVE**

## JASON & HAYLEY'S SON SHAVE-FOR-CANCER

Courage and support comes in many different and sometimes unexpected forms. Around 18 months ago, Jason Muir (Genie Workshop Supervisor – Brisbane) learnt that his brother had been diagnosed with Leukaemia. He underwent a bone marrow transplant prior to Christmas. As a result of the treatment he lost all of his hair.



In support of his uncle, Jason's 9 year old son Jake decided to take part in the World's Greatest Shave. Jake was very brave to sit in front of more than 60 family and friends; his parents are justifiably so proud.

The associated fund raising through Genie team members, family and friends has been a great success with almost \$4,000 being banked. Thanks to everyone who donated.

**DONATIONS CAN BE MADE UNTIL THE END OF JUNE AT :**

<http://my.leukaemiafoundation.org.au/jakemuirbrown>

# TOUGH MUDDER



## Tough Mudder Conquered

After months of dedicated training, Team Genie were prepared and ready to take on the Tough Mudder course. Here is how Team Member Leanne Southall reflected on the event:

It was so much fun and there was so much mud. It was mile after mile after mile of mud.

“ We crawled through it, climbed over it, swam through it and I think I drank some as well. ”

You don't hear me swear very much, however, the electric shock obstacles brought it all out. You name it, I said it hahaha. REPEATEDLY.

Only a couple of K's in we had our first obstacle. The Ice Bath, which involved going under to get out. Once I went under all senses, including common sense diminished rapidly. We were bottle necked in because the lady up the front couldn't get herself out. I heard Robby yell "For goodness sake get her out"

He pushed through everyone grabbed her by the bottom and shoved her up and out, proceeded to help us out and as I was running almost hypothermic, I thought, this is going to be a really long day.

It took us four and a half hours, but we made it over the line all together. It was such a good feeling, when the announcer said, "HERE COMES TEAM GENIE"

I even drank VB,

Highlights for me were Blair overcoming her claustrophobia and surviving a panic attack to crawl through a dark underground tunnel. She was amazing, and Ruth overcame her fear of heights to conquer several high obstacles, John to run in pain, Mark to be the last man standing at all the obstacles, Robby to get us out of that Ice Bath and all those strangers who reached out and said "Take my hand"

It was an amazing experience.



## SERVICE SUPPORT

# Pilbara Genie Support Continues To Grow

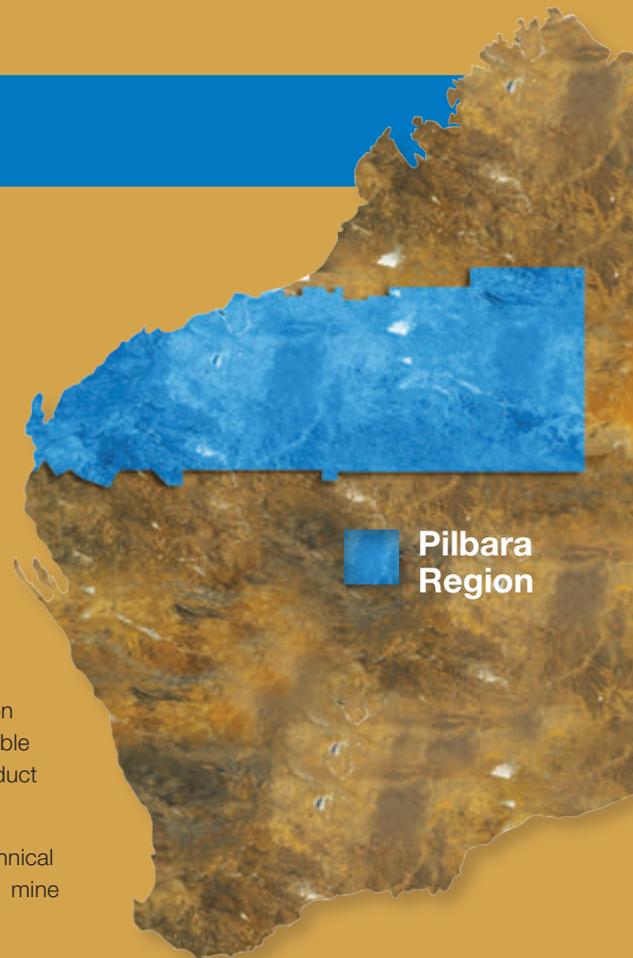
Genie customers in the Pilbara Region now have full service support with Genie service personnel based in this remote region. Genie National Service Manager, Reg Moss says that Genie management has provided a commitment to support customers with a factory presence.

"We have a FIFO presence where Genie technicians are based in the Pilbara," Reg Moss said.

"Genie technicians are drawn from all branches to support this program. Each person spends two weeks in the Pilbara and is then replaced by a colleague. This is a highly visible and clear commitment to provide Genie customers in the Pilbara with meaningful product support."

The service support initiative has been well received by customers as news of the technical presence spreads through the industry. Genie is in the process of commissioning a mine specified Ford Ranger service van to be on permanent assignment in the Pilbara.

"As more and more Genie equipment heads to the Pilbara, we are determined to increase the level of service support," Reg Moss said.



### THANK YOU FOR YOUR BUSINESS!

Effective Date: April 2013. 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. ©2013 Terex Corporation

#### Queensland

Brian Clifford  
m. 0438 741 207

#### Victoria / Tasmania

David Greene  
m. 0407 753 919

#### New South Wales

Michael Scott  
m. 0408 001 987  
Brent Markwell  
m. 0439 770 159

#### Western Australia

Peter Stephens  
m. 0407 131 710

# Genie®

A TEREX BRAND

#### Join the Conversation

Stay connected on Facebook, Twitter and YouTube.



Call 1800 788 633

[www.genielift.com.au](http://www.genielift.com.au)

▲ Taking you higher.™