



Hire Industry Association of New Zealand (Inc.)

"...to promote and enhance the integrity and visibility of the hire industry and the members of the organisation through advocacy, communication, education and political action."

## **ARA RENTAL SHOW & GLOBAL RENTAL ALLIANCE MEETING 2013**

HIANZ representatives attended the ARA Rental Show in Las Vegas from Monday 11<sup>th</sup> through Thursday the 14<sup>th</sup> February, which included two days of trade show exhibits followed by Global Rental Alliance meetings and a dinner for International delegates. The Rental Show is held annually, and alternates between Las Vegas in the West, and locations such as Atlanta and Orlando in the East. Reports this year indicated an increase in attendance compared with recent years, a very well subscribed show by both exhibitors and hire company delegates. The exhibit floor was fantastic, featuring exhibitors from party and events divisions, access, large equipment suppliers and almost everything else you could possibly think of relative to hire. The ARA also had their own exhibit stand as well as a separate support services stand within the show, which enabled HIANZ representatives to spend some time learning of the services and benefits that the ARA provide to its members, as well as observing the members enquiring themselves.

## **GRA RENTAL ALLIANCE MEETING**

A Global Rental Alliance Meeting was held Thursday 14<sup>th</sup> February. The meeting was very successful and had representation from every GRA association and in most cases consisted of the current Executive Director or CEO from each organisation as well as the current President or President elect from each organisation. Also in attendance was long standing and very active supporter of the GRA, Peter Lancken, from Kennard's Hire. It has taken some time for the GRA committee to gain traction as a group, Chairman Chris Werman from the ARA felt that this year's meeting is the most successful to date – this was reiterated by attendee's.

What was very obvious during the meeting was the fact that for many years all of our organisations have worked very hard independently to achieve very similar goals. Only at this point in time have relationships and conversations lead to discussion and willingness to share and help each other with common goals moving forward. An example of this was the ARA's latest initiative to introduce a 'new to rental' booklet to promote the industry and Association, a document that other Associations are very keen to obtain and alter to suit their organisations.

When HIANZ gave its report which highlighted our work with Best Practises, two other Associations expressed a willingness to work together to try and achieve a uniform approach. This will pool the great resources each Association has, and lessen the amount of work each individual association has to contribute individually. With regard to the Best Practises it should be noted that the USA have recently completed their Best Practise for Marquees. Whilst it is slightly different it does cover a lot of information that can or could be very useful in our quest to put together this document.

Another item on the wish list of many organisations was to understand how the global financial crisis had changed people's way of thinking when it came to renting equipment versus buying equipment and whether there has been increased penetration of hire since.

Associations also wanted to understand what opportunities lay ahead in terms of future proofing hire and the systems hire companies offer customers, in particular with regard to IT systems, smart-phones and some of the changes in technology that can help us help our customers to understand the options and potential benefits of hiring. Associations are also exploring social media options, not only for members but to promote and expose the hire industry to larger audiences.

The ERA have recently put together a wonderful booklet that's available for all Associations to use and adapt to suit their markets, called Discover Rental. As mentioned previously, the ARA has just put together a "New to Rental" booklet and they have also offered this for GRA members to amend to suit their own organisations.

***A few of the common initiatives or ideas that came from this meeting were:***

- 1 Ken Hughes from The Rental News (ARA Rental News) has asked all Associations to keep him up to speed with any news items or new initiatives to be included in the ARA magazines.
- 2 The Hire and Rental Association of Australia have just recently finished developing and application for smart phones. We should see this rolled out in the very near future, possibly at their conference this year in May.
- 3 HIANZ has offered to provide an online single reference point on a secure web page that can be used for GRA Associations. This webpage will list all the GRA initiatives that are happening globally by Association, as well as providing a thread for those Association executives or leaders who wish to participate in further conversation and discussion relative to any particular topic or initiative that is happening globally. This will allow the GRA to constantly understand what each of the organisations is doing and to very quickly learn or to pick up on an initiative that would compliment any of our own organisations. It will also provide stimulus for the GRA meetings.
- 4 The HAE have put together a marketing group to focus on the promotion of the hire industry. They have looked into radio script and all sorts of marketing possibilities and they are quite happy to provide information to us on what they decided to work with and also on what the results look like.
5. Peter Lancken suggested that Associations market via other trade Associations such as Builders Associations, Contractors Associations, Plumbers etc., and promote the hire industry to these organisations, consequently through to their member companies, providing them with the benefits of renting versus buying.
6. The Canadian Rental Association attends Home Shows as exhibitors where they set up a trade booth and promoted the benefits of hiring versus buying. Both large hire companies as well as independent operators are encouraged by the association to participate at their own expense.

During the course of the GRA meeting there were two presentations that were held by the ERA and the other by the HAE, both of which were very interesting. The HAE presentation enlightened us on a number of initiatives that were being carried out and just how these initiatives have strengthened their organisation over the last three years.

1. They are looking into growing the events membership considerably to include furniture, portaloos, catering and marquee.
2. HAE completed over 200 face to face membership visits in the last couple of years at no cost to the Association. All made possible by a Government funded training scheme where money is granted to organisations who are educating companies to do better business. They are also running events such as Hire Excellence Awards, Training, Golf Days, Study Tours, Regional Shows and Member Regional meetings.
3. They view legislative changes as a great opportunity to get industry people together.
4. They have branded all their services including the Insurance they provide, calling it HAE insurance so that all members are always reminded that the benefit comes from HAE themselves, even if it is an out-sourced or external organisation that actually provides the benefit. Part of the deal when suppliers sign up to work with the Association is that they must brand the product or service "HAE .....". In many cases they also get commission from the companies they are working with including insurance. This is something HIANZ really needs to look at.
5. Hire guides are big business in the UK these are the equivalent of the data sheets that HIANZ has started working with. HIANZ has had discussions with the HAE while in the USA to talk about some of the issues that they have experienced whilst putting this together and just how they have committed human resources.
6. Commercial finance is offered via a third party. Again the organisation that has been contracted to provide this service pays a commission to HAE. This service is only available to members and should they wish to take advantage of the finance offer the member companies are contacted directly by the HAE commercial finance team who work directly with them.
7. The HAE have eleven (11) staff four of which are part time. Their revenue is derived 45% from membership and 55% by commercial activity such as insurance, stationary, training etc. This is an interesting percentage and at this stage we do not have the percentages for the other organisations, it has been suggested that all Associations share their business percentages in order to benchmark and grow.
8. Lastly the HAE Presentation talked about the development of a business diagnostic/ health check tools. A very simple calculator that requires entry of a few key figures and in turn will produce suggestions in the terms of the overall health of the business. This was used particularly for small independent hire company owners as a way to not only educate, but to provide them with information that can be used to benchmark and highlight areas of strength or weakness.

The HIANZ representatives at the ARA meeting were Phil Tindle (General Manager) and Tim Mikklesen (current President) of HIANZ. Various copies of other Associations initiatives and presentations have been obtained and it was felt worthwhile to purchase a number of resource kits from the ARA that they currently provide members, as well as their document about succession planning a topic that will be included at this year's Zone meetings and further summarised and discussed at conference.

The evening prior to the GRA meeting was the first time the GRA has held a casual welcome dinner. This was attended by all organisation executives as well as Presidents and in some cases the Presidents wives. It was held at the Venetian in Las Vegas and set up in a private room that allowed time to share and enjoy a dinner together and to mix and mingle and learn more about each other and to grow personal relationships. This was very worthwhile and made the next day's meeting the success that it was. Overall, the ARA Rental Show and Global Rental Alliance meeting was a valuable experience for HIANZ representatives. HIANZ hasn't attended this show since Atlanta in 2007 although has participated continuously each year at all online meetings for the GRA. It was absolutely fantastic to see progress and the willingness to work closer together. I believe there will be some very obvious benefits in the near future for HIANZ members and the New Zealand hire industry that will stem from the relations and support of GRA member Associations.

## **PHIL TINDLE**

General Manager



Phil Tindle, General Manager, and Tim Mikkelsen, President, Hire Association of New Zealand (HIANZ); Jeff Campbell, President, and Marc Mandin, Vice President, Canadian Rental Association (CRA); Terry Douris, Past President and Chairman, Hire Association Europe (HAE); Mike Flesher, Chairman of the Board, American Rental Association (ARA); Graham Arundell, Managing Director, HAE; James Oxenham, Operations Manager, Hire & Rental Industry Association Ltd., Australia (HRIA); Chris Wehrman, Chief Executive Officer, ARA; Peter Lancken, Chairman, Kennard's Hire, representing HRIA; Michel Petitjean, Secretary General, European Rental Association (ERA); Mark Scarce, President, HRIA; Marco Aurélio da Cunha, Presidente, and Fernando Forjaz, Director, Associação De Locadoras, Brazil (ALEC).

### **Pictured (L-R):**

Phil Tindle, General Manager, and Tim Mikkelsen, President, Hire Association of New Zealand (HIANZ); Jeff Campbell, President, and Marc Mandin, Vice President, Canadian Rental Association (CRA); Terry Douris, Past President and Chairman, Hire Association Europe (HAE); Mike Flesher, Chairman of the Board, American Rental Association (ARA); Graham Arundell, Managing Director, HAE; James Oxenham, Operations Manager, Hire & Rental Industry Association Ltd., Australia (HRIA); Chris Wehrman, Chief Executive Officer, ARA; Peter Lancken, Chairman, Kennard's Hire, representing HRIA; Michel Petitjean, Secretary General, European Rental Association (ERA); Mark Scarce, President, HRIA; Marco Aurélio da Cunha, Presidente, and Fernando Forjaz, Director, Associação De Locadoras, Brazil (ALEC).