

# A QUICK WORD

Issue 25 January 2012

## Helping to keep you informed



I would just like to start by wishing all our reader's goodwill to your family and your business and hope you are ready to face the New Year in a positive mode. I couldn't help but chuckle at the doomsayers who believed that 2012 was going to be the end of the world. I am certainly no doomsayer, in fact quite the opposite, I believe that man will get control of his environment and will learn how to protect us from things like meteors, global warming and such. This will take time but it will happen.

We all know that the world economics are a shambles with many basket case countries in Europe that will impact our economy in some form or another. Who knows to what degree?

I listened to President Obama's state of the nation speech a few nights ago. What a great orator he is. He has had a hell of a time with the senate but for our sake, I hope he gets a second term, because what's on offer from the other side of American politics is not great it seems.

China's growth has dropped below double digit for the first time in years but they are still out performing the rest of the world with a growth forecast of 8%. I did read on Friday 27<sup>th</sup> of January that Mining Equipment imports into Australia according to the import shipping agents were down 66% over the last couple of months the lowest level in a decade. There was no considered reason offered for this being so, except that it's many years since mining equipment imports dropped so low according to the report. I wonder why this is so? Is the mining industry as we know it slowing down? If it is, we don't see any evidence of this in our business. We must remember of course, that we are but very small cog in the mining industry gearbox.

I have little knowledge of what goes on in India, but India's progress reflects very much on the European countries similar to the impact that China has on Australia. I believe that we need to remain

positive in all that we do and we have plans for Jeff Hort Engineering within our current business plan that we continue to strive to achieve. Since New Year, we have been able to finance the purchase of the workshop facility for our Dubbo branch that we were leasing. We are now in a position to upgrade the facility so that it meets the appropriate standards.

**One has to be aware of what is going on, not only in Australia, but know what's going on in the world.**

The Dubbo workshop now includes an overhead crane, abrasive blasting and industrial spray painting, sheet metal tooling and fitting/machining capability.

We have just become a sponsor under the 457 immigration scheme and our first migrant trades qualified employee has arrived. Our intent is to pursue this means of replacing at least some of the skills lost over the last couple of years.

The company's apprentice intake this year was made up of five school leavers and four mature aged for a total of 35 apprentices currently in Orange. The Dubbo Branch also took on two additional apprentices bringing their total to five apprentices. It seems to me that to be successful in business there is no room for complacency with the rules of the land or Australian standards. Ignorance is no excuse in a court of law, so due diligence is absolute in all that we do. Living in isolation is no longer an option. If all these things are taken on board with acceptance, there is a fantastic learning curve for us to be excited about our future.

# Engineering Design and Drafting

## *Conception Innovation Realisation*

Jeff Hort Engineering recently completed the installation of a “Coarse Ore Diverter Chute” that was designed and manufactured for CSA Mine in Cobar. This job showcased Jeff Hort Engineering’s capability when it comes to completing projects from initial enquiry and detailed design right through to manufacture and installation.



Left: Chris Hutchinson (Design Dept’ Supervisor) discussing the design concepts with John Perrett (Design Draftsman).

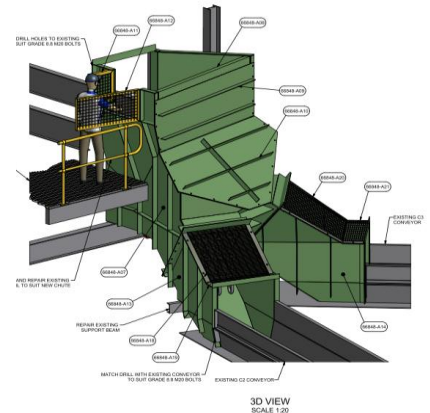


Right: Course Ore Chute being loaded on the truck ready to be delivered to CSA mine in Cobar

Leo Presslaber and John Perrett from our engineering department together with JHE’s surveying contractor took both manual measurements and completed a full survey using “reflectorless” laser technology of the existing diverter chute. Not an easy task as the existing chute was a very complex shape and had been modified quite a lot over its long life. These measurements allowed the design and drafting team to come up with a new design for the chute that would solve the problems CSA were having with the existing chute and ensured the new chute would fit perfectly into the existing plant.

Once the concept design was complete and approved, the design team produced a full set of detailed design drawings; which were used to manufacture the chute and the other components required for the installation. These included an automated diverter gate controlled by an 8 inch pneumatic cylinder and a complete bolt-in wear package.

Once fabricated, painted and test assembled at our facility in Orange the chute was transported to Cobar ready for the projects team to install during a planned maintenance shutdown. The installation was completed on time and without incident.



*“We are very impressed. A very professional and thorough job.”* - CSA Management



The chute arrival at Cobar CSA Mine ready for installation



The new chute in position ready for commissioning

## WHAT MOTIVATES US TO “GO TO WORK”

What’s your motivation in the workplace? I recall this story about three stonemasons. Each stonemason was asked ‘what he was doing today’. One answered that he was earning a day’s pay. The second replied he was a stonecutter and cutting stone. The third replied he was building a cathedral.

This worker was seeing the bigger picture. He alone saw that he was helping to create something of good. Of course, that is all well and good if you’re part of creating something rare, great and noble.

What though, if you're not building a cathedral? What if you're cleaning floors, or sweeping streets, or serving at a checkout? or, for that matter, sitting at a desk typing news-stories! What then is your motivation in the workplace?

### How Do You See Your Work?

The stonemason’s story revealed three different responses to how each one saw their work. One *thought* he was simply earning a day’s pay. The second *thought* he was cutting stones. The third *thought* he was building a cathedral. Each indicated a very different view of motivation in the workplace.

You may be just doing a **job** to earn a weekly salary, perhaps you're not looking for other rewards and it's simply a way to support yourself and your family or maybe you do it because it enables you to do other things in your life, such as leisure interests, travel or simply pursuing a hobby.

If you feel you're in a **career**, this suggests a more personal and committed investment in work. You'll almost certainly be interested in personal and professional development. You'll probably (but not necessarily) also be keen to achieve promotion, status indicators and increased salary.

However, when it comes to a **calling**, you'll have a **passionate** commitment to *your* work for its own sake. You'll probably be doing what you love, or doing something that contributes to the greater good. Like the third stonecutter, you may feel you're building something of social worth. Being engaged in a calling tends to be fulfilling in its own right. These "work orientations" are not necessarily mutually exclusive. For example, you may be doing a job, which pays for you to pursue your calling outside of work. Your motivation in the workplace might thus be quite different to someone who could not see the bigger picture in what they do.

No matter how satisfying work might be, it would be a mistake to rely on our work as our only means of satisfaction in life. In fact, there is evidence that happy people have a more balanced life, using roles and pastimes outside of work to help them to be happier. Our attitude to work will also alter at different times of our lives when we have different priorities. Thinking about these "work orientations" may help you to think differently about your motivation in the workplace. However, wouldn't it be better, in an ideal world, to do something you really loved for a living? To pursue a calling

# Nine New Apprentices in 2012

## Investing in our Future



**Top L-R** Max Teurer & James Kelly - Fitter machinists,  
**Second row: L -R** Adam Brace & Tom Mertens Fabricators  
**Third Row L-R** William Ellsmore & Aaron Andrew - Fabricators  
Right Fulisawa Noriyoshi Fitter Machinist

The nine new apprentices were selected out of dozens of eligible applicants some had done previous work experience.

Six of the new starters have commenced at Edward Street Orange. The two mature aged apprentices have commenced work in our Dubbo Branch

The apprentices will have a lot of work ahead of them to learn their trade for the next four years with practical” on the job” training and three years of technical training.

**As a company, we have a responsibility to play our part in the education of our future mechanical trade’s workforce. If we can’t find the skilled labour we need, we will train them**

Jeff Hort (Managing Director) said we are very conscious of the systemic skilled labour shortage facing Australian industries. To achieve business growth requires us to grow our numbers. The fact of the matter is that no matter what we do to attract tradesmen and relocate them to Orange and train new tradesmen through our extensive apprenticeship training program our numbers are not increasing. We can always find a position for a good tradesman within our organization.

# Overseas Workers Looking to Settle in Australia

Jeff Hort Engineering recently employed their first “sponsored worker” under the 457 scheme. Tony Frankel pictured bottom right from Birmingham England arrived in Australia on January 17, 2012. Tony brings with him a wealth of experience and skills, including a G6 welding certification and has settled very quickly into the Australian way of life.

When Jeff Hort was asked “why go overseas for labour? Jeff responded with the comment that it takes 4 years to train a good tradesman and our company is punching above its weight when it comes to training tradesmen.

Availability of tradesmen in Australia has dried up leaving little option but to subsidise the need for overseas skilled workers.

To be successful, a business has to grow. Business growth for Jeff Hort requires skilled tradesmen. Our intent is to pursue this means of replacing at least some of the skills lost to the mining industry over the last couple of years.

With the 457 visa workers from overseas can:

- a. Work in Australia for a period of four years
- b. Bring any eligible secondary applicants with them to Australia to work and study
- c. No limit on the number of times the sponsored individual can travel in and out of Australia



## MY FINAL WORD....

### Challenging Assumptions

How are breakthroughs made in industry? Well, in almost all cases, **true progress is made when somebody challenges an assumption.** Many Sceptics said you will never sell computers by direct mail. Michael Dell challenged that assumption and became a billionaire in his thirties.

In the seventies everyone thought Adidas had the running shoe market tied up (no pun intended) until Phil Knight introduced the “Waffle” sole shoe and shot Nike to the top of the industry.

I shudder when I hear the statement “this is the way we have always done it”. “If it isn’t broke don’t fix it”.

So how do you find a way to rocket your product or service to the top in your industry? What is it that makes your business stand out from all the others? The difference between your business and the opposition is called a “**Unique Selling Proposition**” (USP).

**Many sceptics said you will never sell computers by direct mail. Well, tell that to Michael Dell**

The ultimate goal of your USP and marketing is to have people say to you... *“Oh, yes I've heard of you. You're the company who...”* - And then respond by requesting more information or purchasing. A classic example of a well -recognised USP is from FEDEX *“when it positively, absolutely has to be there overnight”*

### Use Your Biggest Benefits (not features):

What is it that separates you from your opposition?

I saw a sign on a hairdresser’s window that said “we will never be beaten on price.... haircuts \$10.00”

On the window of the hairdresser on the other side of town said “We fix \$10.00 haircuts”

### Be Unique:

Solve an industry pain, problem, predicaments or performance gap: This will give rise to possibilities.

### Be specific and offer proof:

Consumers are sceptical of advertising claims companies make. So alleviate their scepticism by being specific and offering proof when possible.

### Condense Into One Clear And Concise Sentence:

**Integrate your USP into all your marketing materials:**

And now the big one!!!!

## DELIVER, ON WHAT YOU PROMISED

### See if you can identify these brands.

“You know what I mean”

“The breakfast of Champions”

“Finger lickin’ good”

“Which Bank”

“Don’t leave home without it”

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