

# MAWSE CODE

OCTOBER 2005

## ENGAGEMENT CONGRATULATIONS.....

Loving relationships are built on solid foundations, and Andrew Garnsworthy and Rebecca Breheny's romance was well and truly cemented into the path of their lives in the form of a unique marriage proposal. Andrew surprised Rebecca by turning up unexpectedly at her workplace driving a concrete truck draped with a sign that read: "Beck I love u, will u marry me??"

Also engagement congratulations are extended to Phil Francis and his fiancé, Michelle. Phil is the sales loader driver at our Lake Boga Quarries.

Our congratulations and best wishes go to the happy couples, Andrew and Rebecca and Phil and Michelle.



## DEFENSIVE DRIVING DAY AT SANDOWN PARK

Recently I had the opportunity of attending a defensive driving day at Sandown Park in Melbourne. The day involved both theory and practical defensive driving tips which I would like to share.

The day revolved around the principle of giving yourself maximum space between yourself and the vehicle in front as well as the ability to look up thereby increasing your peripheral vision. Theory was about leaving two second gaps between yourself and the vehicle in front, regardless of your vehicle speed. Looking up, involved taking your vision from the vehicle in front to further up the road, increasing our ability to identify potential hazards.

Practical driving involved traveling at either 60 or 65 kph and stopping the car in a straight line in the shortest distance. This exercise certainly highlighted the significance of the television campaign to wipe off five, as the difference between the two speeds in stopping was quite astounding. Our second exercise involved the same principles only this time we steered the vehicle around the item we were trying to avoid. Although we wiped out a few cones at the start, our skills improved as the day continued.

We also completed a slalom course maneuvering between the witch's hats, which was certainly great fun. To finish the day we were able to do some laps of Sandown Park

and all we were taught was put into some practice. Skaife and Ambrose don't have to worry, but having recently watched the Sandown 500, I'm certainly amazed at the skill levels these guys possess.

In summary, I would recommend this course to all licensed drivers, especially as we all have difficulty finding suitable presents to give at Christmas, Birthdays etc. This course would appeal to both males and females and only needs to save us once.

*Brendan Dickson*

## WELL DONE !!!

Congratulations to Peter McMullan, our Quarry Manager at Lake Boga Quarries and Ian Walsh, our Quarry Manager at Yabba Quarries on recently being issued with their Quarry Manager's Certificates by the Quarry Managers Examiners Board. Certification is recognition of their skills, experience and ability to manage quarry operations. A prerequisite was the successful completion of the Quarry Manager's Course at Box Hill Institute.

Russell McIntyre (Yabba Quarry) should also be congratulated, as Russell's contributions since joining Mawsons in January 2005 have enabled the Examiners Board to also issue Russell with his Quarry Manager's Certificate. Mawsons have been fortunate in that Russell came to us with extensive quarry experience, having already completed the Quarry Manager's Course at Box Hill.

We wish these Managers all the best for a successful and enjoyable future as Quarry Managers.

## EVALUATING YOUR SPONSORSHIP DEAL

Like any form of marketing, the aim of sponsorship is to create a positive business outcome. But sponsorship can creep up on you through associates and colleagues and by making emotional decisions rather than looking at the real benefits to your business. So how do you measure something as difficult as this? The starting point is to set objectives. You need to think about specifically what it is you are trying to achieve, who the target audience might be, and set up some measurement for it.

Sponsorship objectives fit into three categories:

1. Creating or increasing awareness of the Company

2. Changing perceptions of the Company
  3. Changing buying behaviour.
- Awareness is the easiest to achieve, changing perceptions is more difficult and changing behaviour the most difficult. Success is best measured by comparing awareness, perceptions or behaviour before and after the sponsorship. Every sponsor should have an exit strategy. This may be in the form of an annual right of renewal clause. But sponsors should be aware that withdrawing from a sponsorship deal might result in a backlash against them, especially when people have a strong emotional connection to the sponsored event or organization or see it as providing

a community service. Negative reactions might be avoided by making public your reason for ending the arrangement. Every sponsor should also realize that merely paying the sponsorship fee should not be the extent of the involvement. More work is needed; look at how you are telling your customers about the sponsorship and how you are integrating the sponsorship into the rest of your marketing.

## STORK TALK.....

The stork has been busy over Glenrowan way. Manager Trevor Gilbert and his wife Kim have a new baby boy - CALEB ELIAS. Caleb was born on 9th September at the Wangaratta Base Hospital.

Also our Glenrowan Quarries Clerk/Laboratory Technician, Glenn Finlayson and wife Jodie have a new baby brother for Henry to play with - JACK WILLIAM born 16th September, weighing 7lb 8oz.

Congratulations and best wishes to all.



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## FROM THE CEO'S DESK

### FAMILY VALUES

This edition of Mawse Code is being released at our Family Day in Bendigo, with the day reminding us once again of our family heritage and our desire to continue as best we can in keeping our strong family values in the ongoing business.

So what is it about a family that makes us want to continue upholding these values? Successful families provide a safe and secure place to grow up where members learn from each other, respect each other for who they are, care and support for each other when in need, forgive each other when mistakes are made, celebrate successes and milestones and trust each other. The family is a great learning environment for people to learn to live together, even when things get tough. They are also able to help and support other members of their community where they live.

Our aim at Mawsons is to uphold those values in our business when dealing with people. Mawsons are not perfect, just as there are no perfect families but that doesn't mean that we should not aim to be a great company to work for and deal with.

I would challenge each member of our team to work towards building a strong company so that we in turn may be of assistance to those in our community who are in need.

I extend my congratulations to the new members of our 25 Year Club; Dot Waterson, Roy Webb and Kelly Francis. These members have all contributed significantly to the improvements and growth of our organization. We look forward to Dot and Roy continuing their roles and wish Kelly a healthy and enjoyable retirement.

## DID YOU HEAR THE BELLS CHIME THIS MORNING?

St. Paul's Cathedral Belltower, Bendigo houses eight bells which are about 132 years old. Through a meeting held in 1871, the bells actually belong to "the citizens of the City of Sandhurst", having arrived in Melbourne from England in 1873 aboard the famous clipper, the "Cutty Sark".

In a world of CDs and electronic music, the ancient art of bellringing is one of the few skills that have survived through the decades. The skill dates back to 10th century England and is one that takes years to perfect. There is no music or song - rather, there are methods by which the bellringers know when to ring the bells.

So what makes a good bellringer? Practice, consistency and a willingness to get out of bed early on a Sunday morning. You need to be reasonably fit and in good health to be able to follow through and pull the bell down and stop it. Each bell weighs about a tonne, so you also need good reflexes.

In the tower the bells are hung upside down, in the English traditional way, which gives them a full sound that travels further than when they are upright.

## MURRAY RIVER INTERNATIONAL MUSIC FESTIVAL

Mawsons are one of the major sponsors of the 2006 Murray River International Music Festival program currently in production with over sixty events planned, from Waikerie in South Australia across to Wentworth in New South Wales and along the river to Wodonga in Victoria. Two events are planned for Cohuna and the community are working together to present something really special. On Saturday February 4th, a special dinner featuring local produce will be held at the Cohuna Hotel, followed by accordionist Mirko Satto and Tango Dancers. Adrienne and Andrew Gill of Southern Cross Tango will be performing in the Memorial Hall. The following evening on Sunday 5th February, at the site known as Tree Tops, situated on the banks of the picturesque Gunbower Creek, Vardos, a Gypsy flavoured group will serenade the audience while enjoying a dinner especially incorporating local produce and wine. We hope to see you all in Cohuna in February!



## FOOTBALL DAY OUT

Degusa, our supplier of admixtures for concrete, invited Mawson Managers to a day of Football and Feast at the M.C.G. for Round 21. An exceptionally great day was had by all (if you weren't a Carlton Supporter!), with good food and drink and a marvelous view of the great sporting Mecca.

The results of the day were most impressive with the Rampant Bombers destroying the Sad and Sorry Blues outfit (more like girls in dresses) by 99 points. Ivan and Mario enjoyed the sealing of the wooden spoon and Rod lived to see another day.



Thank you to Peter and Paul of Degusa for organizing the afternoon.

And on the note of football, Colin Smith took out the Blue Circle Football Tipping competition, with Geoff Hall and Bill O'Dwyer in second place. Well done boys.

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## AROUND THE TRAPS

### ECHUCA CONCRETE PLANT

The upgrade at the plant is in progress. The new batch hut and office has been built, a slump stand has been erected and over the next twelve months the plan is to knock over all the old bins and place them around the fence line making them a lot more accessible for our aggregate delivery guys. We intend to resurrect the 140 tonne silo lying out the back to replace the 50 tonne silo and the portable 40 tonne back-up silo (which feeds into the aggregate weigh hopper and is very messy). We are producing about 500 m<sup>3</sup> a month for Humes and at about 500kg of cement per metre the extra capacity will be handy.

The other news is that Concrete George has finally knocked Echuca off our perch and Echuca is currently plant number 4. This is only a temporary setback and George will soon be back where he belongs!

Current Projects for Echuca include Stewarts Bridge, which is a new bridge across the Goulburn River; Echuca Hospital major upgrade; Echuca Community for the Aged comprising about 30 housing units and Echuca-Moama RSL Club extensions.

An open invitation exists to anyone in the company who needs to hold any small meetings in Echuca to use our meeting room. (If Craig James has left stuff on the board table, please take it and place in the red lidded green file which you will find at the back door). Valet parking is available for a small fee and undercover parking will incur a surcharge.

### MILDURA CONCRETE PLANT

Certificate from Blue Circle



### PYRAMID QUARRIES & COHUNA CONCRETE PLANT

Both Pyramid Quarries and Cohuna Concrete Plant have been very busy over the past few months supplying materials for the new Cohuna Weir, situated on the Gunbower Creek in the heart of Cohuna. The \$1.3m Cohuna Weir Replacement project is nearing completion. The original weir built in 1907 and refurbished in 1957, had reached the end of its safe, usable life and a new structure was needed. The project commenced on 2nd May, prior to the normal irrigation shut-down period. Over 3,000 m<sup>3</sup> of silt has been removed and replaced with 2,000 m<sup>3</sup> of clay, 250 m<sup>3</sup> of concrete, 1,100 tonnes of Filter Sand, 3,900 tonnes of Filter Aggregate, 1,200 tonnes of 300mm Spalls and 1,200 tonnes of 150mm Spalls. Automated Water Management Australia was contracted to supply and install three 2m x 2m head and discharge gates. When finished, the Weir will be fully automated and will be controlled from either the Cohuna or Kerang office.

*Pictured below the old and new Cohuna Weir structures*



Old Cohuna Weir



New Cohuna Weir

### COBRAM CONCRETE PLANT

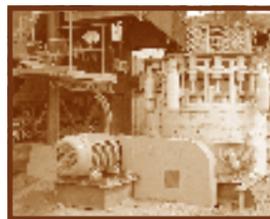
The Cobram plant has finally started the Cobram-Barooga Bridge project. In order to accommodate this project we have just upgraded our aggregate bin capacity with five new bins and four extensions. This has been great for our storage capacity.

We are also halfway through the R. & R. Orsida Fruit Processing Facility project and have approximately 400 m<sup>3</sup> to go. We are also about to commence work in a new housing estate which will eventually contain eighty house lots.

Generally we are continuing to grow the business and September will be our most productive month since opening in October 2004. Leigh and Des are doing a great job handling the extra work load as we continue to ramp upwards.

### LAKE COOPER QUARRIES

To meet the increasing production requirements at Lake Cooper, a new 60" Cedarapids cone crusher has been installed. The crusher has a 300mm feed opening and is able to crush down to approx 40mm at a rate of around 400 tonnes per hour. The installation prompted an electrical upgrade, carried out by Des Hocking Electrical of Rochester, to supply the 300hp electric motor and allow scope for further development. The crusher base and chute work was done by Cohuna Workshop and Delcam Fabricating. Part of the upgrade included shifting the existing 3' Jaques crusher down to the Crushed Rock Plant to increase production and take advantage of this crusher's hydraulic adjustment capability. The change-over was done over 3 days with some very late nights put in by the team. Following its commissioning, the Cedarapids crusher is living up to all expectations and will help improve product quality and volume. The new chute work also incorporates a feeder to increase the volume and quality of spalls production, which is all working well.



## JASON'S AFRICAN ADVENTURE

What an adventure! Sixty Australians spending three weeks in the heart of Africa, going where tourists just don't go, and serving and helping thousands of locals through free medical clinics. Our time was spent in Kenya and Uganda, where we worked with local missionary groups to share our faith through acts of service. Our team was made up of 28 Victorians and another 32 Brisbane people. We left on 22nd June and most of us returned on 14th July. Come and join me on a quick African adventure.

In Kenya the Victorian team went to a group of people called 'Digo', located south of Mombassa. This group of people are 99% Muslim. Over the next three days we saw over 3,500 people in our medical clinics. We were able to help some very, very sick people who probably wouldn't be alive now if we weren't there. I couldn't tell you how many school children I said "Mezza" (which means 'swallow' in Swahili) to in the process of giving them a worming tablet.

Africans are beautiful people, they always have a smile. Those who we dealt with were very colourful and lovely people. For most we would be the only white people they have seen, never mind that fact that we actually touched them! Someone said, "How do you know when an African is starving?" Answer, "when they are smiling."

Malaria is a major problem for those in Africa. Everyone has had Malaria; it is one of the Africa's top killers. During one of our clinics I met a lady who was the Malaria co-ordinator for that district. So I asked her what she does in her role. She went on to explain that she educates people on the importance of not having stagnant water, keeping grass short and sleeping under a mosquito net. As part of our clinics we provided free medical drugs and also had some mosquito nets to give away. The malaria co-ordinator asked if she could have a mosquito net because she didn't have one. These nets which cost AU\$7 are too expensive for most people to purchase. They are very highly sort after when they are free. Unfortunately we didn't have nearly enough for everyone.



After an exhausting couple of days of clinics we went off on Safari. During this time we saw many wild animals, including lions,

giraffes, wildebeests, gazelles, hyenas, heaps of different birds, elephants (a truck load of them), hippopotamuses, and I'm sure I have missed some.



The next stage of our trip I went up to Kitgum, in the north of Uganda. This area is not recommended for visiting by the Australian Government due to rebel activity from Sudan. We worked for a lady from Australia who, fifteen years ago sold everything she had and started a school for deprived children. She currently has 4,000 students to whom she feeds two meals a day. Normal classroom size is 90 students. When we arrived we received a pop star's welcome.

We sponsored a child from the school and visited her home. It was about three kilometres from the school (everyone walked). Like everyone, she lives in a circular hut made of mud with straw thatched roof. She lives with her two older brothers and a younger brother and sister. Her father died in 2002 and her mother is forced to live in an Internal Displacement Camp (see later). On my way home I walked past a crushing operation in action. This lady was on the side of the road crushing rocks to be used in a concrete mix. She would carry the boulders several kilometres to this site and then would smash the boulders into small rocks using a small hand held hammer. She invited me over to smash a few rocks up with her, which I gladly did. Unfortunately my camera wasn't with me at that point so I can't prove my work as a crushing machine.



For the last 20 years, the north of Uganda has been caught up in a civil war in Sudan. One of these warring parties have stolen over 10,000 children and forced them to become child soldiers, with many of them

witnessing their families being murdered so they know they have nowhere to return. Uganda's government response to this has been to forcibly move families into Internal Displacement Camps (IDC). We visited some of these camps and they are horrible. Imagine 17,000 people all living in huts only one metre apart. The nearest water for the camp I went to was two to three kilometres away. Typically, the camps are six to eight kilometres out of town. Most of the people have no work. You can see the hopelessness in their eyes. The children are suffering from malnutrition. They are not allowed to visit their farms. I was told that if they try to visit their farms they will be shot by the Ugandan army. The UN is in charge of feeding these people but many told us that they haven't been fed for a long time. Many of the school children live in these camps. Several tractors were recently witnessed travelling through Kitgum which has people questioning if the Ugandan government is planning to keep the people in the camps and start farming the farms for themselves and fill their pockets. Uganda had excellent soil and rainfall. People say, Uganda could feed all of Africa! You never really know what's going to happen in Africa! Currently there are about 1.2 million Ugandan's in these camps. The day after we left, thirteen people were shot outside the town.

Many of the students don't know when their birthday is, so each year in July one big birthday party is held for all students. So for our last day in Kitgum we ran a birthday party for 3,000 children. This was a fun morning where we played games and sang happy birthday to them all. Every child got some sort of present, somehow! As a treat they had some beef stew (or soup) instead of their normal rice and beans.



If you are interested you can sponsor a child at the school. Ask me for some more details or check out their website at <http://www.childcareintkitgum.org/>

So many other stories and laughs during the trip, but these are some of the things that happened in the course of my visit to Africa. Another trip will be organised so if you are interested, let me know and I'm sure you wouldn't regret it.

Jason Hensley

### MOBILE QUARRIES

Crushing concrete waste at Woorinen – J. Track Mobile Primary Crushing Plant

Between late May and August, the J. Track Mobile Primary Crusher and Trailing Screen were engaged by Goulburn Murray Water, Kerang office to crush a large quantity of broken concrete waste from old structures which had been dumped at Woorinen by GMW over a period of years.

The crusher was fed by Mawson Constructions, 30 tonne excavator fitted with a hydraulic pulverizing jaw which was instrumental in cutting up reinforcing steel to enable the broken concrete to pass through the crusher.

The finished product ranges from 140mm Spalls to 40mm Minus Rock and will be used by GMW for beaching around structures and for access tracks, so the environmentally unfriendly waste concrete will be converted to a useful end product.

The total value of the project to Mawsons was approximately \$175,000 and we are looking to capture more of this type of work.

Our photographs show Mawson Constructions' Excavator feeding the J. Track and the J. Track and Trailing screen in action.

