

HAE

4 Years of Change

Kevin Mc Guinness
President



Where we were and what we looked like

**Boost your
business.**

Get in touch now.

+44 (0) 121 380 4600

membershipservices@hae.org.uk

www.hae.org.uk



7 National Road West, Whiteley, Bournemouth PO15 2JW

**Are you using
us to boost
your business
as much as
you could?**



MAKE THE MOST OF HAE MEMBERSHIP. GIVE YOUR BUSINESS A BOOST.

As a supplier member of Hire Association Europe, you can use your membership to boost your business. We're here to help with everything from low cost insurance to marketing. With thousands of hire company outlets on our membership database, it pays to talk to HAE about maximising your business benefits.

INSURANCE

Cover that's tailored to your needs

Hire Association Europe has many, many years of experience of arranging insurance designed specifically for our members the industry. Now, we're putting this experience to work to take insurance policies that meet the needs of suppliers in the hire industry.

MARKETING

Access to thousands of HAE members

For the first time ever, we're offering you the chance to advertise your equipment, services, special offers, special product launches, teleconfer activity and more – directly to more than 2,000 HAE member outlets. This invaluable marketing tool is available ONLY to supplier members of HAE. To make sure you can make the most of this huge opportunity, the database of members is available electronically so that you can organise your own mailings as early as possible.

SPONSORSHIP

Low-cost, high impact sponsorship opportunities

Why not sponsor one of our member meetings from as little as £350. This enables you to promote your company at the event itself through literature, networking, recognition of your company at the event and sponsorship of the buffet – all for just £300.

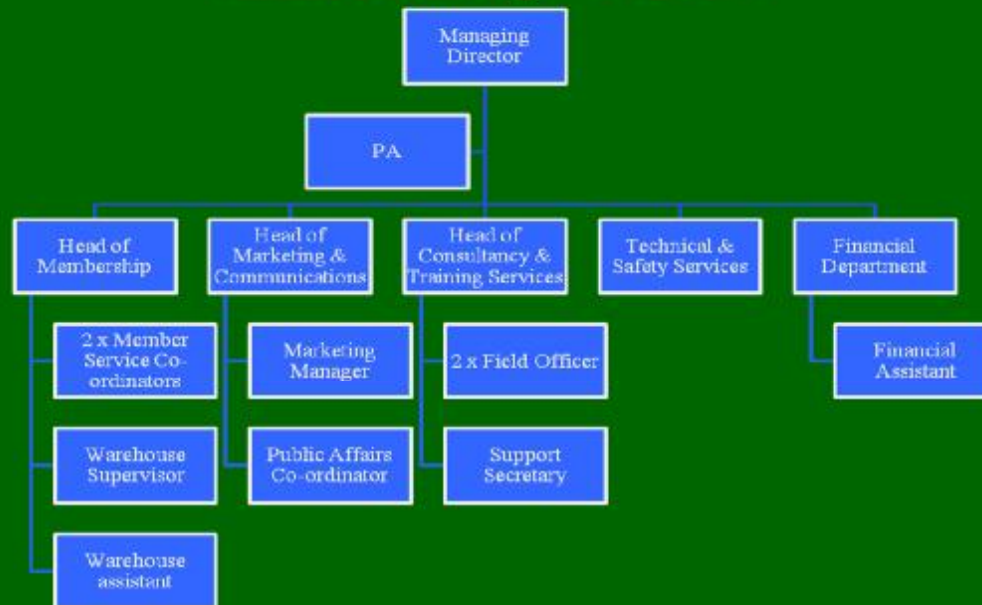
HOW TO FIND OUT MORE

Hire Association Europe makes it easy to publicise your company or launch new products and information. Whether you want to send out specialist mailings to our membership, buy advertising or get editorial coverage in Hire business magazines, network at regional events and exhibitions or take advantage of the sponsorship opportunities at the Hire Awards of Excellence and International Conference. To find out more about how you could boost your business with HAE, call Membership Services.

+44 (0) 121 380 4600



Organisation Structure January 2007





The Hire Association Europe – 4 Years ago What was it like?



strong team but lacks control



together but not communicating



lack of direction



care required due to legislative restrictions



calm on the surface...



beginning of a new HAE



Strategy for the Future

} Effective





Strategy for the Future

- } Effective
- } Legitimate



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } **Offers services underlined by principles**
 - improve the sector's profitability and competitiveness



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - sound information and advice for members



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - sound information and advice for members
 - good public relations and communications



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - sound information and advice for members
 - good public relations and communications
 - promotes exports and other market opportunities



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - Supplies sound information and advice for members
 - good public relations and communications
 - Promotes exports and other market opportunities
 - training and education



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - sound information and advice for members
 - good public relations and communications
 - promotes exports and other market opportunities
 - training and education
 - standards and product/service quality



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - sound information and advice for members
 - good public relations and communications
 - promotes exports and other market opportunities
 - training and education
 - standards and product/service quality
 - innovation and technology transfer



Strategy for the Future

- } Effective
- } Legitimate
- } Progressive
- } Offers services underlined by principles
 - improve the sector's profitability and competitiveness
 - represent the sector's interests at all levels of the legislative regulatory process
 - sound information and advice for members
 - good public relations and communications
 - promotes exports and other market opportunities
 - training and education
 - standards and product/service quality
 - innovation and technology transfer
 - Commercial Benefits



The Hire Association Europe – Vision Where did we see ourselves in the future?



extended geographical reach



established and secure



tailored bespoke services



winning team



financially stable



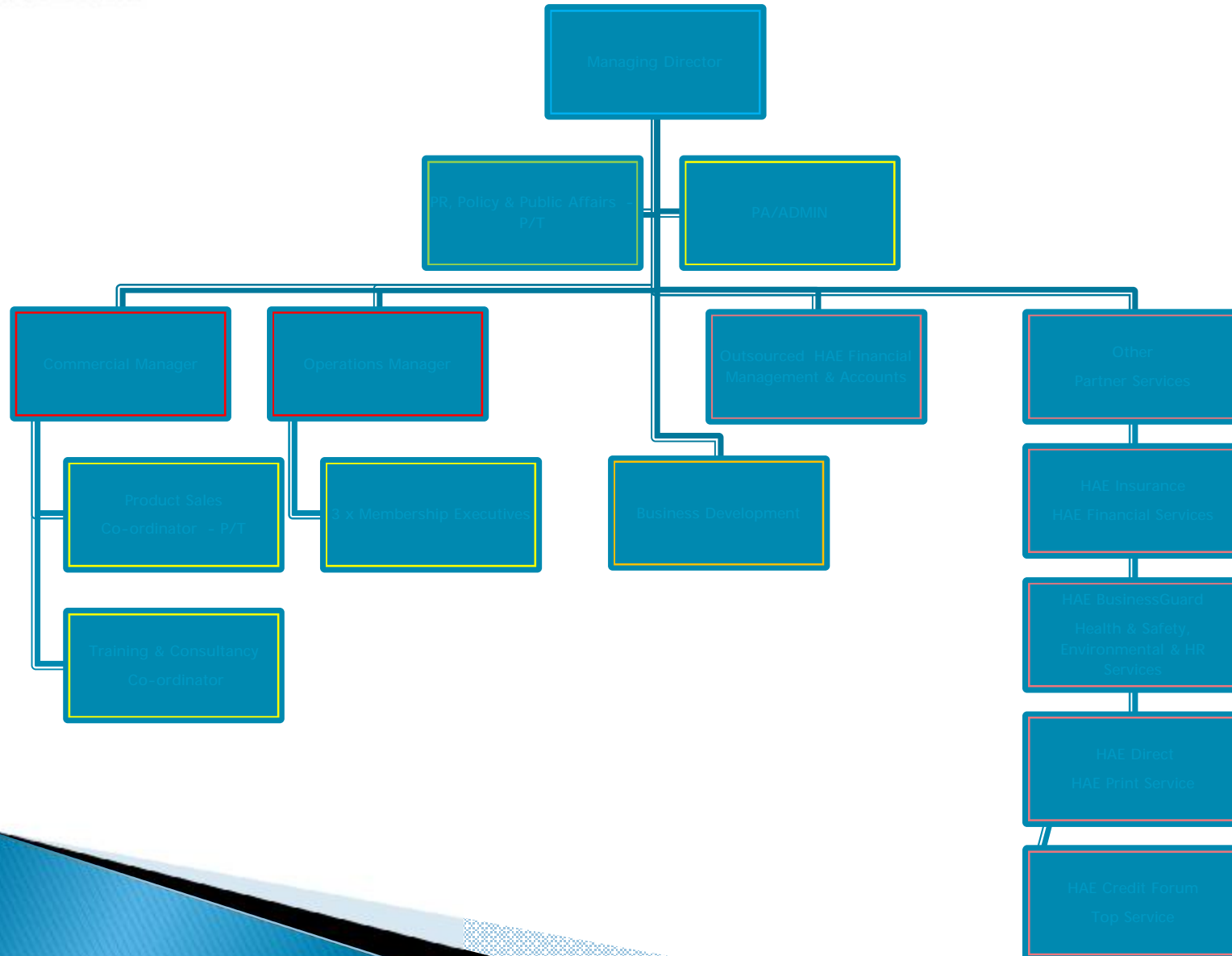
Industry's no 1.

Managing Change

- } Commitment to delivering your vision
- } Strong leadership and direction
- } Measurable goals
- } Continual review (Act, plan, do, review)
- } Refocus as the environment changes



HAE New Structure





What we have achieved

} Improved direction

what we have to offer.

The tools to protect, develop, support and promote any organisation within the hire sector industry.

why people should choose us.

Hire Association Europe (HAE) is the leading trade association for hire and rental companies in the UK and Europe

our values.

protect and serve

our industry, members, business, customers, interests.

think big

innovate and respond to members needs

partner and dance

build loyal partnerships through support, advice and delivery

lead from the front

push the standard and revolutionise the industry

make it happen

pro-activity through clear objectives



What we have achieved

- } Improved direction
- } Improved branding



What we have achieved

- } Improved direction
- } Improved branding
- } Improving Industry Standards

SafeHire and the new Private Standard

- ▶ Working group set up to ensure it works for both HAE and EHA
- ▶ 1st Private Standard spanning both HAE and EHA Industries recognised by both client bases
- ▶ BSI Standards Assisted and Approved with HSE, CHAS, ESSA and UKCG input
- ▶ Fully integrated management system achieved with input from companies from all sectors

SafeHire Private Provides



- ▶ Level playing field to judge
 - Organizational Management Standards
 - Management Processes and Systems
 - Responsibilities of Management
 - Customer Service and Safe Provision
- ▶ Credibility
- ▶ No compromise for customer satisfaction and service
- ▶ Competitive edge
- ▶ Ability to differentiate and win more business!

SafeHire



Apprenticeships

HIRE DESK OPERATIVE SPECIALIST
APPRENTICE PROGRAMME to NVQ Level 2

Training

COURSES

MANAGEMENT & SUPERVISORY	A
PERSONAL DEVELOPMENT	B
SAFETY AT WORK	C
HEALTH & SAFETY	D
FIRE SAFETY	E
TECHNICAL & PRACTICAL	F
ACCESS	G
TRANSPORT & PLANT	H

Business Guard

Hae
Business
Guard

What we have achieved

- } Improved direction
- } Improved branding
- } Improved Industry Standards
- } Outsourcing & Commercial Partnerships



Outsourced finance



Hire Insurance





Commercial partnerships for safety leaflets, printing & stationery



What we have achieved

- } Improved direction
- } Improved branding
- } Improving Industry Standards
- } Outsourcing & commercial partnerships
- } Additional services & commercial benefits

	Non-Member	 	Annual Saving
BusinessGuard – online resource for employment, health & safety and business legislation; checklists, step-by-step guides, model policies, sample forms and letters	£800	FREE	£800
Calls to HAE Legal Helpline (based on an average of 2 per annum)	£50	FREE	£50
Calls to BusinessGuard helpline (based on an average of 2 per annum)	£50	FREE	£50
HAE Insurance – at least 10% reduction in premiums (*Typical annual spend)	£5,000*	£4,500	£500
Standard Terms and Conditions – origination, and legal costs with periodic review	£2,000 (spread over 5 years)	FREE	£400
Credit checking and debt collection service (Full user)	£488	£351	£117
HAE Training – typical one day course for 6 staff	£810 Away from base, plus travel, time and expenses	£445 On-site, inclusive of travel and expenses	£365 (minimum)
Credit/debit card processing (based on £50,000 p.a.)	Up to 0.2% higher, plus minimum monthly charge	Special rate with no minimum monthly charge	£200 (minimum)
HAE Direct – safety leaflets, labels, record cards and signs (based on typical member usage)	£815	£490	£125
TOTAL SAVINGS			£2,607

April 2011

What we have achieved

- } Improved direction
- } Improved branding
- } Improving Industry Standards
- } Outsourcing & commercial partnerships
- } Additional Services & commercial benefits
- } Improved client engagement



What we have achieved

- } Improved direction
- } Improved branding
- } Improving Industry Standards
- } Outsourcing & commercial Partnerships
- } Additional services & commercial benefits
- } Improved client engagement
- } Industry benchmarking and statistics



Success Indicators

	2007	2011
Membership Numbers	840	850
Revenue generation		56% subscription 44% commercially gained
Staff Numbers	16	10 FT equivalent
Overheads		-25% v 2007

. . . finally

“it is not the strongest of species that survive, nor the most intelligent, but the ones who are most responsive to change.”

- Charles Darwin

