



Information Item	Simplifying the complicated is key to industry's sustainability
Sponsor	CEO
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Simplifying the complicated is key to industry's sustainability

Warren Rogers is a practical man – his role is often complicated, so communication between him and his team of 45 staff should be simple.

That way everyone achieves the same goal – to go home at the end of the day in the same condition as when they arrived.

“We haven’t had a yelling or screaming match here in some years.

“That’s due to our clear, open and honest communications. I think it’s important and it’s bloody simple; the job can be complicated enough so it’s important to keep that aspect of the job simple.”

As the Operations and Customer Services Manager for Fletcher Construction and Manager of the mobile equipment for Winstone Aggregate, safety is a key component of Warren’s style.

Through thorough Health and Safety practices, ongoing training and assistance when required, he also uses toolbox talks, morning briefs and a bit of common sense to prioritise his staff’s welfare.

That’s part and parcel of Warren’s job but something he has consistently achieved throughout his 25-year service with Fletcher Construction, which began in 1994.

Back then, a supervisor of the company asked him for a hand with mechanical repairs and re-locating earth-moving machinery due to the loss of the Pure Gold contract in Waihi.

Initially shifting that machinery from Waihi to Drury, his leaderships roles have continued to take on more responsibility.

So, it seems the company had faith in him from day one.

Or as Warren puts it: “they just couldn’t find any other mug for the position – there’s two ways at looking at that.

“But I’ve always found Fletcher to be a good and easy company to work for, people are helpful and are always prepared to spend a bit of money on you and teach you things. So, personal development is great inside this company.

“I took on those leadership roles from day one, starting as a foreman and built up to supervisor, and now the Operations and Customer Services Manager. I thoroughly enjoy the ability to be able to lead people, and just get stuck in with everyone.”

It was that thinking that led him to join the Crane Association of NZ's Council back in 2013 – it seemed like a natural progression, Warren says.

And would be an opportunity to offer something back to the industry that had been so good to him, he adds.

One of his achievements – through his desire to “give crawler cranes a bit of a nudge” – was getting the divisible road ruling changed, ensuring a more efficient method for the machine's users to move the crane.

However, the regulatory environment has changed somewhat since he took his leave of absence from the Council, despite the Association's continued persistence in pushing for improvements.

“Confused is one word I'd use to describe the industry's future. I don't have a clear vision about the training, and there is a bit of turmoil around Skills and what the government want to do as far as that goes.

“We've got some large crossroads coming up that we have to try clarify about where everybody wants us to be. Where I sit at the moment, it's difficult training somebody for a position that you know won't be there tomorrow.

“It's the same for Health and Safety regulations; when you get used to the rules, there is a sudden change. We're just not on a consistent path, on a very confused path at the moment.

“So, as an Association, we need to seek some clarity about where it's all going, and what is the end goal that industry would like.”

Warren Rogers

Operations and Customer Services Manager for Fletcher Construction and Manager of the mobile equipment for Winstone Aggregate

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