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| <b>Information Item</b> | <b>Greater industry representation reaps rewards</b> |
| <b>Sponsor</b>          | CEO  |
| <b>Date</b>             | October 2019   |

The Crane Association of New Zealand (CANZ) Council is nothing if not determined, one member says, and multi-industry representatives are key to that philosophy.

So, says Liebherr New Zealand’s Sales Manager Mobile & Crawler Cranes, Tom Curran, who is a Council Associate Member Representative.

An employee of Liebherr NZ for 15 years, he’s a diesel mechanic by trade who has held his current position for eight years.

As the company’s only sales rep for mobile cranes in the country, Tom addresses building, and crane companies’ needs for the highly sought-after machines.

But it’s his Council role that affords him and the wider industry with the greatest benefits, he says.

“As one of the leading suppliers, it’s good for [Liebherr] to be involved with CANZ to see what we can give back to the industry.

“Additionally, it allows us to keep in touch with developments and help understand what our customers are going through, what they need to deal with, and how we can best cope with that.

“Liebherr has a very customer-driven philosophy – if the customers are happy, we’ll do well. A Council role can cost a lot of your time, but it’s not so bad especially as it’s so beneficial being involved.”

With the technical and commercial developments occurring throughout the industry, he says having some form of input is crucial.

Some of those changes haven’t been too accommodating for the crane industry, like the swept path amendments he adds, so a strong collective voice is important to rectifying it.

“That’s done at a policy level with the government, which is what we’re doing – engaging with the government agencies in charge. But we’re nothing if not determined.”

As for his thoughts on Council representation with a focus on suppliers, he’d like to see other players involved within CANZ.

“Long-term, I think suppliers, and other sectors of the industry, that aren’t as well-represented, should be engaged in a more comprehensive manner.

“Representation on the Council is not dependent on owning a crane, but there might be engineering companies that don’t own a crane that are interested in being represented or involved, same at the manufacturer’s level.

“For what started out as the Power Crane Association of NZ, it has since modified itself to be more representative of the industry at large – which is only a good thing.

“Adding those other voices adds strength to our cause. The more representative the voice, the stronger we are when up against policy changes.”

*Tom Curran*

*Crane Association of New Zealand Council Member*

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