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Longstanding principles beneficial for Association’s members

‘Old fashioned’ values, exhibited by New Zealand crane industry heavyweight Max Whiley, live on through the second generation of the family owned and operated company, Titan Cranes Ltd.

Not prioritising profits over people and treating staff and suppliers fairly were values that have served the company well for more than 50 years.

It’s the same values that Managing Director, Jan Coton (nee Whiley), says helped her father with other members found the then Power Crane Association in 1975 – now the Crane Association of New Zealand.

“We’ve been part of the Crane Association and the Association has been a part of us for such a long time,” she says.

And it’s the lessons of those that came before that makes a membership with the Association appealing.

“Strength in numbers is what lends credibility and weight to the Association when the industry needs to lobby the Government and agencies like NZ Transport Agency and WorkSafe on issues.

“Being able to have a say in how an industry tackles a problem that affects everybody is incredibly important, a benefit an Association membership gives you.”

It’s not just the ability to have a powerful voice – the Association rewards members in other ways; from the multitude of available resource materials to networking at a host of events throughout the year.

Connections shape New Zealand’s crane industry, Jan says, so it is particularly pleasing to see these take an influential and positive role at all levels of the industry, right up to regulators and legislators.

Being a part of the Association gives you access to the industry’s experience, which is hugely important for high standards and safety, Jan says.

“You strike up long time friendships and from time to time, especially as everyone works with one another or might buy each other’s cranes.

“But it’s also the things we as an industry are collaborating on to increase the professionalism and safety of the crane operators – that’s most exciting prospect of our future.

“And just importantly is the work being undertaken regards crane licencing and improving training for crane operators. Because we all have a role to play in lifting the industry’s professionalism and safety by making sure everyone is well trained and competent.”

Council Member and Managing Director of Titan Cranes Ltd, Jan Coton.

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