Plumbing SA (PA



The Plumbing Industry Association of South Australia Inc.

September/October 2014







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Cover: B-D Farms Paris Creek's new solar array.

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Editorial

PIA Preferred Partners

The PIA has a number of preferred partners who are providers of services and benefits for the use by PIA members. The preferred partners are people who have been selected for their integrity and professionalism.

A full list of the PIA preferred partners are listed on the PIA website, but to assist members with a brief outline of what they offer, I have prepared a short dossier.

Natasha Hemmerling - Clarke Hemmerling Lawyers

Clarke Hemmerling Lawyers is a full service law firm serving both city and suburban clients from its conveniently located offices on Kensington Road, Rose Park (near the Britannia Roundabout).

They offer a range of services from Employment Law, Building and Construction Law, Property Law, Business Law, Litigation, Family Law, Wills and Estates and Criminal Law.

The partners have provided advice and assistance to a diverse range of clientele including businesses (small, medium and large), individuals, trade services, trade service industry associations, builders and subcontractors.

They assist their clients by imparting them with the required knowledge to achieve their goals, whether that be through prevention of problems before they occur or assisting them achieve outcomes and making the legal process as streamlined and stress free as they are able.

Natasha Hemmerling, partner at Clarke Hemmerling Lawyers, has practised law for in excess of 12 years and since early 2008 she has held the position of independent chairperson to the Plumbing Industry Association of SA and has provided extensive legal advice and assistance to the Association during that time. Natasha also sits as a board member on the Construction Industry Training Board.

As the associations preferred legal services partner, Clarke Hemmerling Lawyers offers members of the association the first hour of their consultation free of charge along with a permanent reduction to their normal hourly rate for all legal services provided.

Further, quarterly special member e-deals are provided on a range of services.



STEP 1

STEP 2

STEP 3

STEP 4

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The Future of Our Industry in Your Hands p: 8292 4000 www.piasa.com.au

Editorial Cont...

Ian Novak - Business Mentor

lan has had 20 years of building a backyard manufacturing business into an award winning international business. Ian has a number of undergraduate and post graduate degrees in Economics, Accounting and Management as well as professional membership in the Institute of Certified Management Accountants.

lan has taught and undertaken research in Management Accounting, Business strategy and Finance at undergraduate and postgraduate level at Adelaide University and The University of South Australia. He has a vast level of experience with mentoring businesses.

Some of the topics lan discusses with businesses include; family / work balance, growing the business, succession planning, managing stress and resolving tension, maintaining cashflow, net profit, sales growth, computer literacy plus other topics. The mentoring opportunity is not about telling owners how to run their business, and neither is it about financial accounting for compliance reporting.

It is about management accounting and the objective is to assist business managers to develop financial management skills and knowledge to be able to interpret and use financial information to control, plan and monitor the performance of the business to meet long term business and personal goals.

Business Training

The PIA will be holding a series of specific business training sessions which are geared towards the key elements of enhancing business practices. By the time this magazine hits the streets, we would have already held a session on "Selling your Hourly Rate", the challenge faced by many business owners on how to successfully sell your rate to the community.

There has been a lot of feedback on this subject over the years, and we appreciate that after working out your hourly rate through the various mechanisms, plumbers do struggle when trying to advise customers on how their rate is broken down in a transparent manner.

Other sessions on the table include; "Debt Night" to be held in early September. This is a seminar focusing on reducing your debt and what measures to put in place to reduce your debt exposure. Also there will be some useful tips on the legal processes and client contracts. The PIA are looking to hold seminars on a more regular basis, so if there are topics of interest, please be a "squeaky wheel" and contact either Paul Worthington or myself and we will endeavour to source further information.

Apprentice Membership

The PIA is encouraging every plumbing apprentice to become a member of the PIA and has provided TAFE Tonsley and Training Prospects with flyers to hand out to apprentices during their time at the RTO's. There are a number of benefits apprentices can access and should you wish to be part of the PIA, please don't hesitate to call and ask for further details.







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JB'S SOAP BOX

I watched the report on Channel 7's Today Tonight on Monday and Tuesday 28th and 29th July and I am guilty of yelling at my wife to come and "WATCH THIS!"

to care about honest plumbers being forced to compete against the blokes just interested at making a quick buck ripping off consumers and trashing an industry.

One friend tells me he was fist pumping in the air because he has been so frustrated at the actions of these plumbing companies and the damage they are causing to our industry's reputation.

I know from talking to the PIA that they have been bashing their heads against a brick wall for a few years now. Is the Today Tonight program a chance to finally get the government to do something?

I don't understand politicians and public servants who don't seem

Later that evening, I was reflecting on how we went from a highly regulated industry with inspectors who would kick you up the backside if you hadn't done a job properly, to where we are today. It seems to me that it all began with the State Bank Disaster.

Editor's Note: The PIA at the time of going to print was seeking an urgent meeting with the Premier because we have exhausted all other avenues and need to cut through to achieve positive change.

It was after the collapse that they corporatised the Engineering and Water Supply Department (E&WS) to become SA Water and introduced self regulation, getting rid of most of the inspectors and leaving it to licensed trades to largely regulate themselves.

It was fine at first, but over time it's all fallen apart. The electric hot water regulations really drove everything down to a new low because suddenly people decided to find anyone to install an electric HWS or even did it themselves.

The cowboys learnt there was no one out there regulating and so did a lot of consumers. So in a way we are all still paying for the State Bank mess.



THE BACKFLOW SHOP

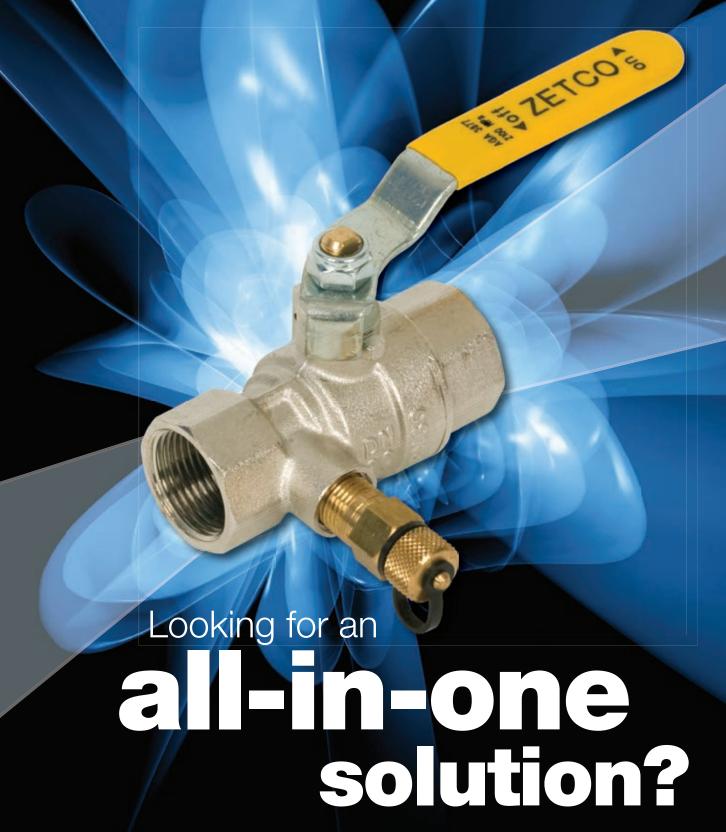
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The Costa Concordia is Moving



In October 2013, Attorney-General and Industrial Relations Minister John Rau stated that, "It's buggered," when announcing that WorkCoverSA, a multi-billion dollar State Government corporation, is a basket case and beyond redemption.

At a recent seminar on the proposed changes to Workcover and the work undertaken in the last 18 months, there is a clear intent by both sides of politics to start from scratch and build a cost competitive Workcover Scheme for South Australia.

New management at Workcover is making inroads into some of the management problems of Workcover and together all of these changes will see the scrapping of the bad ship Costa "Workcover" Concordia and a new leaner ship launched.

Michael Francis, General Manager Scheme Improvement and Regulation at Workcover began his role in February 2013, accepting the position after previously working at Workcover in Queensland. He outlined the work they have been doing over the last 12 months and the changes they are anticipating in the Workcover legislation.

Workcover management has made huge efforts in moving people off benefits sooner and taking control of case management directly. As a result there are 17% less people on benefits than 12 months ago.

Changes to the psychological injury class has resulted in a 25% reduction in claims and improved return to work outcomes for smaller employees, which are all contributing to an improvement in Workcover solvency from 59% 12 months ago to 68% today.

All of these improvements are positive but significant reforms must pass through parliament this year if we are to see South Australia become competitive against the rest of Australia

The majority of South Australian businesses pay a Workcover levy of 2.75% which is the most expensive in the country.

The construction industry pays much more than 2.75%, some companies are as high as 6.8%. What is really concerning is that although the average is a high 2.75%, the Break Even Point (BEP) is actually 3.13%. So we are still going backwards. This year other states Workcover rates in 2014-15 will be:

- Queensland 1.2%
- Victoria 1.27%
- NSW <1.5%.

Experts believe South Australia can reach a rate of <2% but given our population size and other factors are unsure if we can get it below 1.5%.

There is now an acceptance that Workcover has three clients:

- 1. The injured worker.
- 2. The employer seeking insurance against worker injury.
- 3. The state economy which must be competitive if this state is to thrive.

We now need our politicians to take a fresh piece of paper and write legislation that best serves all. The proposed scheme will be a capped scheme with a maximum benefit of two years except for seriously injured workers.

94% of injured workers will be totally unaffected by the changes. The seriously injured will be better served in the first two years. Compensability tests will be applied to those exiting the scheme.

There will be a tightening of the psychological definitions of injury and secondary injuries will be assessed against the relationship to the injury eg, to what extent was the knee reconstruction the result of work and other activities.

South Australia has the worst dispute resolution record in Australia. A more robust and timely process will be developed. The objectives are to:

- Reduce premiums for employers
- Immediate Return to Work Strategies

After attending the seminar, the PIA came away with some confidence that the management at Workcover has the expertise and experience to ensure that the organisation can and does manage the business properly.

Both sides of politics now need to ensure that good legislation is passed, clear of the bad amendments and clauses, that resulted in such flawed legislation in the first place.

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SANIACCESS 3



SANIACCESS 2







Member Benefits - Jarvis Toyota

Substantial savings on Toyotas now available to all PIA Members

It has just been announced that Gold Fleet Discount is now available to PIA members across the entire Toyota range. What does this mean to PIA members?

Normally, Gold Fleet Discount is only available to business owners who have a fleet of 50 or more vehicles.

Effective immediately, as a PIA member you now receive this same Gold Fleet discount, which could save you thousands off the price of your next Toyota.

Over and above this, at local dealer Jarvis Toyota, you will also receive a \$500 fuel card with every new vehicle purchase.

The best way for you to find out about Gold Fleet discounts is to contact Jarvis Toyota's PIA nominated fleet specialist, Gary Waters, and he will organise everything for you. Contact Gary on 0417 893 321.



Above: Gary Waters - Fleet Specialist Jarvis Toyota





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Commercial Plumbing

South Australia's B.-d. Farm Paris Creek Pty. Ltd. to save up to 50% energy costs with innovative Solar Tube heating technology



Above: Paris Creek factory with roof top tube array.

In the May/June 2008 issue of Plumbing SA, we reported on the work done on the construction of the B-d Farm Paris Creek Biodynamic Dairy Factory. Fast forward six years and Hindmarsh Plumbing was approached to install an upgrade to the factory.

B-d Farm Paris Creek Pty. Ltd. is one of Australia's most progressive manufacturers and exporters of their large range of certified biodynamic-organic dairy products such as milks, yoghurts, quarks, butter and soft and hard cheeses. Until now, the dairy production facility has relied on LPG to provide energy for their hot water and steam processes. With the escalating price of LPG, the proprietors, Ulli and Helmut Spranz looked for an alternate solution to LPG with the assistance of a Clean Energy Grant from the Clean Technology Food and Foundry Investment Program.

"We are the largest certified organic manufacturing plant in Australia producing a wide range of different dairy products made from biodynamic-organic milk. Our philosophy is to be the most sustainable, environmentally friendly food manufacturing plant in Australia. We use so much ultra-hot water in our processes, so we needed a system which was economical, no foot print and which could supply our energy needs. To Paris Creek Farms, solar was always the answer, but we needed to find a commercially suitable and reliable system." Ulli Spranz said.

They researched worldwide for the most advanced solar thermal technology which would supply them with intensive water heating and steam for their manufacturing processes. Ulli and Helmut discovered Greenland Systems (Melbourne), a world leader in tubular solar energy for high temperature industrial process heating and cooling. Their system works all year round, whether in direct or diffuse solar irradiation and is one of the most sophisticated systems available. Greenland was able to supply to B-d Farm Paris Creek Pty. Ltd., sixty collectors (1000 tubes) of their patented GLX100 tubes. The company also programmed and supplied all

the purpose-designed automated electronic control systems and coordinated the installation which was undertaken by Hindmarsh Plumbing. Marko Pintar, Managing Director of Greenland Systems expects the system to supply 90-95% of the energy required in summer and approximately 50% in winter with energy savings of up to 90%. The Return On Investment (ROI) is approximately four years and the life expectancy of the system is around thirty five years.



Above: Hot water is a major requirement for hygiene management at Paris Creek.

The GLX100 series of solar thermal heating is one of the few solar

thermal systems in the world able to supply high heat of up to 170° C. The solar array mounted on the factory roof feeds heated water to the first heat exchanger which is a closed loop system. The heat exchanger transfers the heat to the water that will be used in the production and cleaning processes. This water goes into a 9000L header tank. The water is then pumped to a second heat exchanger which raises the temperature of the water to around 85° C.

The 170,000L of water a week is then pumped around the factory for processing and cleaning purposes. The tubes catch the heat of the sun on the black absorbing blades, which are in a glass vacuum tube. Once trapped the heat can't escape because of the vacuum (like a thermos flask). The heat is then transferred to water and pumped to the tank.

Solar Farm

- 960 tubes
- · Arranged in 60 panel banks



Above: 960 tubes making up the array.

Commercial Plumbing Cont...

South Australia's B.-d. Farm Paris Creek Pty. Ltd. to save up to 50% energy costs with innovative Solar Tube heating technology



Above: Close up of the tube array.



- The tubes design means the solar farm collects heat all year round (even on cold, cloudy days)
- On sunny days they collect about 180KW at maximum output.
 That's enough heat to get a bathtub full of water to boil in 6 minutes
- On winter days they collect about 60KW. The same bathtub would boil in 18 minutes

Carbon Saving

- The solar field is expected to collect at least 260MWhrs of heat. This represents a fuel saving of 64,000l of LPG
- The carbon emissions saved are expected to be 61,000Kg of CO2 each year
- 61,000Kg CO2 is roughly enough gas to fill 244,000 bathtubs or the replace all the air in the factory 12.5 times.

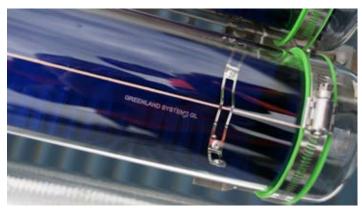
Facts and Figure

- 170m² of collectors
- Top 3 in Australia of this type of installation
- Biggest dairy application in Australia
- 60 Greenland GLX 100 16 panels
- 960 individual tubes
- Maximum output 200KW
- 9000l water storage tank (recycled)
- Anticipated LPG saving 64,000l per year
- Emissions saved 61,000Kg CO2

Being green isn't just about feeling good. It is also about minimising your business costs to improve your competitive position. It is also about companies like Hindmarsh Plumbing developing new technologies and skills to benefit their business now and in the future.



Above: Yoghurt being packaged.



Above: Close up of Greenland solar tube.



Above: Greenland is a commercial grade evacuated tube system.



Above: Iced coffee being rinsed after bottling.

Hot Products

New Products at Zetco

Protecting the plumbers with compliant product



It is a legal requirement for plumbers to comply with AS 3500. An integral part of this requirement is that products installed are certified under the watermark scheme. This has often presented plumbers with serious challenges because a watermarked product has not always been available. In recent years, Zetco has been focussed on developing WaterMarked valves to mitigate the risks for plumbers. Zetco is excited to announce the launch of its new range of WaterMarked DZR brass swing check valves.

This range compliments its existing range of WaterMarked spring check valves and y strainers. For too long, plumbers have not been able to install check valves and y strainers which are WaterMarked. Untested Non-WaterMarked products are cheaper, yet one Non WaterMarked product makes the whole system non-compliant and exposes plumbers to litigation when there is a failure. With the launch of this range plumbers can have confidence in the complete range from Zetco. The full range of sizes will be available — 15 to 100mm, manufactured in Italy and WaterMarked to AS1628. For more information visit www.zetco.com.au.

Solar Ball Valve

Zetco has launched a range of ball valves for solar applications in response to



the increased use of ball valves as isolation valves in solar applications. Fitted with special PTFE seats, the valves are rated up to temperatures of 200 C. The handles are made from stainless steel making them suitable for external installations. The valves are fully WaterMarked to AS 5830.1 and are available in sizes 15mm and 20mm.

Brazing Ball Valve

The Zetco brazing ball valve, which is another first for the plumbing industry, eliminates the need for fittings like tube bushes or number 3s. All you have to do is braze the fitting straight onto the copper and then tighten the nut with no sealants or thread tape required. The valves are fully WaterMarked to AS 5830.1 and are available now in sizes 15 & 20mm.



Gas ball valve c/w Test point

Following the success, of the HVAC ball valve range, Zetco has developed an equivalent range of ball valves fitted with an integral tested plug for gas



installations. The 1135 series from Zetco is the all in one solution with the test plugs once again being fitted at the time of manufacture with each individual valve being tested during this process. Zetco has also partnered with the Binder Group with the use of the Twinlok test plugs. The valves are AGA approved to AS 4617 and are available now in sizes 15, 20 & 25mm.



Viega launches next generation pressing tool

Pressgun 5 is lighter, smaller – and it packs a punch

The world leader in pressing technology, Viega, has launched the newly developed Pressgun 5 onto the Australian market. Despite being one of the smallest and lightest press

tools on the market for XL connections, it still packs a punch. "Whilst the new Viega Pressgun 5 is more compact and lightweight than its predecessor – it weighs just 3.2 kilograms – it supplies twice the capacity," says Rod Luker, Viega's National Sales Manager Australia. "It can press all dimensions from DN15 to DN100 (for Propress) and 15mm-108mm (for Sanpress Inox), while powered by a lithium-ion battery.

"The weight, size and scope of application of a press tool determine how safely and economically a tradesperson is able to work with it on the building site — and the Pressgun 5 ticks all the boxes." Compared with the previous model, the Pressgun 4B, the Pressgun 5 is 20 per cent lighter. This was achieved by the compact structure, a light housing construction and a new lithium-ion battery.

The Pressgun 5 also supplies twice the capacity with 18V/2.0 Ah, which means it's possible to work a full day on a building site using the battery, without the need for recharging. In addition to the high performance, the battery has an enhanced cold-start feature. Plus integrated monitoring electronics also effectively protect against deep discharge, which guarantees a long lifespan. Other key features of the Viega Pressgun 5 include:

Flexibility

With a ram force of 32 kN and a range of use of DN15-DN100, the Pressgun 5 is equivalent to considerably bigger press tools. The small design combined with Viega's flexible press rings and the 180° press head, pays off—especially when space is tight. This is typical of installation works in a duct or close to the basement ceiling. The simple handling of the Pressgun 5 is also enhanced by the ergonomic gun shape, with soft-touch handle and integrated LED lamp for comfortable lighting of the pressing point.

All Viega large format press jaws can be used

The Pressgun 5 can be used with virtually any Viega large format press jaws and hinged press jaws from Viega.

Long servicing intervals

The high quality of the Pressgun 5 is also made clear by the extended servicing intervals: It only needs to be serviced after 40,000 pressings (or after four years). An LED display will tell you about the relevant service in good time. At 42,000 pressings, the tool automatically switches off.



Worldwide, more than 3500 people are employed by the Viega Group, which is among the leading manufacturers of installation technology. Viega is working to continue its long-term success at nine locations. While production is



concentrated at its four main sites in Germany, the McPherson/USA group manufactures solutions specially designed for the North American market. Installation technology as a core skill drives growth forward.

Pre-wall and drainage technology belong to the product range alongside piping systems. The range consists of approximately 17,000 articles, which are used nearly everywhere: in building services installations, in utilities or in

industrial plant construction and shipbuilding. The family-owned business was founded in Attendorn, Germany, in 1899.

In the 1960s, the course was set for the internationalisation of the group. Viega brand products are used all over the world. Distribution mainly takes place via sales and marketing organisations in the respective countries. www.viega.com.au





Thermoplastic Hose – Light Weight, Practical & Rugged

Kerrick now stocks a range of high pressure performance, flexible and lightweight thermoplastic hose. There has been a need for lightweight, robust hose in the market

place for many years now and Kerrick has finally cracked the code. Our new range of hose has a thermoplastic elastomer core with double synthetic fibre reinforcing. The heavy duty construction offers optimum cut and wear resistance and the hose is equipped with a special cover resistant to microbiological degradation (making it ideal for drain and sewer cleaning). Hose is available in rolls only and comes in the following:

• 1/4 Inch, 4000 psi (60m)

3/4 Inch, 3000 psi (150 m)

½ Inch, 4000 psi (120m)

1 Inch, 3000 psi (150m)

• 3/4 Inch, 2500 psi (120m)

The heavy duty nature of the hose alongside its lightweight nature means it's easy to move and carry but can still handle the harsh conditions of the job. This range of thermoplastic hose is ideal for contractors and those in the plumbing industry. Kerrick stocks a range of sewer jetting hoses from our new and improved thermoplastic hose to the more traditional HP rubber hose to find out more call your local branch on 1300 537 742 or visit:

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Hot Products Cont...

Milwaukee® Inkzall™ Jobsite Markers

Milwaukee® Power Tools continue to expand their Hand Tool offering with $InkzalI^{TM}$ Jobsite Markers, a new line of writing tools designed and optimised for jobsite use.

Featuring clog resistant tips and aptly named InkzallTM for their ability to write through dusty, wet or oily surfaces, the new line will include fine and medium point permanent markers, with a stylus/marker combination completing the range, designed for use with gloves on touch devices such as iPads and iPhones.

For added user convenience, InkzallTM markers have been designed with a proprietary ink for faster drying times reducing smearing markings, without drying out quickly when the cap is left off.

Complete with a built-in hard hat clip for easy storage and access, all Milwaukee Inkzall™ solutions were designed from the ground up with the professional tradesman in mind.

Confirming Milwaukee's commitment to best-in-class durability and their relentless mission to provide innovative solutions to the end user that will increase productivity.

Model Options



Fine Point Black Marker (1pk 48223100) (4pk 48223104)



2in1 Stylus and Black Marker (48223101)



2pk Medium Chisel Point Black Markers (48223102)

FEATURES

- Clog resistant marker tip
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- Writes through dusty, wet and oily surfaces
- Durable marker tip for writing on concrete, OSB and rough surfaces
- Built-in hard hat storage clip
- Fine point
- Medium point (48223102 only)
- Ink dries in seconds
- Lanyard hole
- Anti-roll body design
- Non-toxic ink

The NEW range of markers is available in fine and medium point permanent markers, as well as a stylus/marker combination. Available through your local authorised Milwaukee® dealer.

For more information on the full line of Milwaukee® power tools and accessories call 1300 361 505 or visit our website **www.milwaukeetools.com.au**



Rheem launches new 45L 'Compact' Ideal for restricted space installations

Rheem Australia has launched its new 45L 'Compact' electric water heater, a solution that's designed to fit into confined spaces – providing enough hot water for close to a 14-minute shower.

"This is the smallest over-40L electric water heater on the market," says Ben Murphy, Rheem's Group Product Manager – Electric & Heat Pump.

"This new model provides a solution that fits into standard kitchen cabinetry designed for pre-MEPS 50L electric water heaters, common in older style three-storey walk up apartments. Modifications to these old cabinets can be difficult."

The compact design of Rheem 45L Compact avoids the cost, time and potential for damage arising from modifying the existing cabinetry required to fit 'regular' 50L water heaters.

It has a 393mm diameter and is just 668mm high (including the anode cap) and while officially rated as delivering 40 litres of hot water (in accordance with AS/NZS4692.1 & AS/1056.1), the Compact actually delivers 45 litres of hot water when tested to AS/1056.1.

In fact, when tested against the Aquamax Compact 50L electric water heater (EM50), the Rheem 45L Compact was able to deliver slightly more 42°C hot water than the competitor model.

The Rheem 45L Compact features a superior 1400kPa pressure rating, and comes in two element power ratings – 2.4kW and 3.6kW. A 2.4kW model with power lead is also available.

In addition, it has dual handed cold inlets, hot outlets and T&PR fittings, as well as recessed fittings to minimise the installation space required.

The product also comes with a 7-year cylinder warranty.

www.rheem.com.au



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Why Liquidated Damages Should Be Abolished

Of all the reasons I come across for non-payment when running building industry payment claims, liquidated damages is by far the most common. This is a concept which promotes destructive behavior and should be scrapped.

I have never understood the point of liquidated damages. Contractually, they are there to compensate a party for its genuine pre-estimate of costs incurred due to the other party completing work late as the delay will, so the story goes, cause damage for which the party should be compensated.

Even if you accept this rationale, however, severe problems remain with these types of claims, which often lead to acrimonious battles over who is to blame and alleged costs involved as developers seek to use such claims to withhold final payments to builders and builders do likewise to subcontractors.

Moreover, the aforementioned rationale misses two important points. First, construction projects are the combined efforts of many parties who to an extent are interconnected and depend on one another. This means delays in one part of the chain impact the ability of others to complete their work and makes any objective assessment regarding fair apportionment of fault for missed deadlines almost impossible.

Consider the case of a mechanical services contractor installing ventilation ducts who arrives on the job and finds he or she cannot install to plan because the plumbers had already installed the fire sprinkler pipes which were in the way.

As a result, they need to rework them to run around the pipes, slowing them down. Further, consider what happens where the sheet metal contractor who redesigns and fabricates the new ducts finds these have to be subsequently redesigned again because design consultant errors mean drawings they were working from were inaccurate.

Fast forward three months and the work is late, but who is responsible and to what extent? Responsibility certainly cannot fall on any one contractor individually, yet the builder seeks to recover money from the contractor and everyone is arguing and pointing fingers. What a mess.

This brings me to the second point. Rather than promoting productivity, liquidated damages actually reward conflict and encourage contractors to manage each other through fear and achieve outcomes through punishment.

It punishes individual parties for something that is usually not entirely their own fault but rather a collective failure stemming from poor planning and cumulative errors which build on and compound each other.

There is a better way. One based on reward rather than fear. One based on positive motivation and encouragement. Instead of punishing contractors for 'liquidated damages', why not instead reward them with 'liquidated bonuses'?

Such a bonus could be based on a genuine pre-estimate of savings made by the principal if the project is delivered on time, with such bonuses being shared down the line from the head contractor to the water proofer and landscaper.

For example, a developer might put up the first two months' rent on a block of units as an on-time bonus, using this as an alternative to fighting for six months of liquidated damages.

This has worked before. Soon after taking over Continental Airlines in the early 1990s, for example, Gordon Bethune instigated a system whereby everyone from ground crews to pilots received a bonus of the same amount for every month Department of Transport figures rated the airline number one for on time departures.

The result: within 18 months, the airline went from being literally the worst in the US to being the best – something which surely would not have been achieved under a system of blame and docked pay for late departures.

Moreover, such a system would have additional benefits in that parties would probably be more open, honest and realistic about how long work is really going to take and would be more inclined to work in a co-operative manner. There is enough conflict in building projects already. Why cling to a system that rewards destructive behaviour?



Contributor: Anthony Igra

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In Brief

In Defence of Certificates of Compliance (COC's)

Plumbers who do not submit COC's are supporting the handyman and the cowboys who are in competition with you, the licensed professional plumbers and gasfitters. Every plumber needs to tell their customer that only a qualified and licensed plumber can issue a COC and that is their insurance, that the job has been done to Australian Standards and will be rectified if it is not.

COC's are a point of difference in your business. Every plumber not issuing them is sending a message that they are not prepared to stand by their work. You need to sell the COC as your guarantee on your workmanship and is why you may be a little dearer than Fred "Butt Cleavage" Plumber or a handyman who has no training in plumbing and may well have no idea of what he is doing.

It's time to start getting in the habit of doing a COC for everything and reminding customers of how important it is to receive one whenever they have plumbing done. The PIA has commenced lobbying government to legislate to cancel any warranty or home insurance if no COC was issued for plumbing, gas or electrical work that fails. Why should insurers and manufacturers pick up the tab for work done by unlicensed people?

Certificate of Compliance books can be purchased directly from the PIA at cost plus postage, simply by calling the PIA. Why wait for over an hour at a Services SA office?

Blocked Connections

The PIA and a few members met with SA Water on the 24th July 2014 to discuss a number of issues around the Blocked Connections Payment Scheme. The meeting was open and frank with all sides understanding the issues.

SA Water brought management of the Blocked Connection Fee Scheme in house with the transition from United Water to Allwater. It did this because it had identified a significant cost blow out in the scheme. Bringing management in house has seen a significant reduction in cost as a result of identifying a number of plumbers making false claims. Unfortunately when you tighten up a system to prevent abuse, the innocent can suffer. It was agreed that SA Water will revise some of its paperwork and training of staff. They recently conducted training of Allwater staff to improve the level of information they have been receiving about blocked connections.

There are several things plumbers can do to improve the ability of SA Water to pay blocked connection claims. If an IP is not where it is supposed to be – photograph the drawings position and the actual position relative to each other. If an IP is buried – photograph it. If a connection is blocked – photograph it.

BusinessMate will soon have the GPS coordinates and already has time and date stamping of photographs that link directly to the job card. We will look at how we can digitally link this information into SA Water. SA Water want to pay genuine claims but has a responsibility to spend wisely. If you have any issues about Blocked Connections, contact the PIA and we will do our best to see legitimate claims are approved.

Caroma Maker GWA to Sell Businesses

The company behind Caroma and Fowler bathroom fixtures is selling off its hot water and heating and cooling businesses. GWA says it wants to focus on the growth areas of its business – bathrooms, kitchens, doors and security systems – as housing construction increases. The company has deemed its Dux hot water and Brivis heating and cooling businesses "non-core", and intends to sell them and return some of the proceeds to its shareholders.

Managing director Peter Crowley said rising building approvals indicated a period of growth ahead for GWA. "The number of dwelling commencements in the 12 months to March this year was up 12 per cent and as the completion of dwellings catch up, we're expecting strong financial years ahead," he told AAP.

Mature Age Apprentices

Paul Dellar is not your average mature age apprentice. He is a little older and had been working for Eco Green Plumbing for 12 years as a trade's assistant until Anthony Green approached the PIA about obtaining an apprenticeship for him.

Anthony had previously attempted four years ago to have him accepted as an apprentice, with no success. The PIA contacted Rob Gilman at TAFESA and Rob was able to arrange for an assessment of Paul's prior learning and arrange for him to be enrolled in Plumbing Certificate III with some recognition of the skills he had picked up over his time at Eco Green Plumbing.

Paul still has a few months to go before he qualifies. It has been a win win for Paul and Eco Green Plumbing who can then expand on the work they employ him to do.





Information Session

The PIA held two information sessions during the month of May, the first at the premises of Rhino Industrial in Berrimah, the second at the Reece store in Palmerston. Before I go on to highlight some of the key messages during the night, I must thank both Bruce Perry and his team of workers and Sam Ansell and his team for their support and kind offerings to host the events. The PIA was very grateful for their patronage. The information nights which were held for members and non- members (night 2) provided a series of presentations that were aimed at providing industry information and benefits / services on offer.

NT Committee

The formation of a new committee is the latest move towards consolidation, unification and a new structured approach for the plumbing industry in the NT. By the end of September this committee would have held a brain storming session followed by a member meeting. The committee consists of;

Name:	Company:	Contact Details:
Tim Shaw	Selter Shaw Plumbing P/L	8931 3093
Bruce Perry	Rhino Industrial P/L	8947 3400
John Mousellis	Mousellis & Sons P/L	8947 0181
Peter Naylor	Excel NT Plumbing & Gas P/L	8947 4008

Melioidosis (otherwise known as Nightcliff Gardeners Disease)

A seasonal record number of 54 notified cases of melioidosis, a potentially fatal illness, has prompted the NT Centre for Disease Control (CDC) to again warn Top End residents to be vigilant in protecting themselves from the soil-borne disease.

Of the 54 cases to contract melioidosis, three people have died from the disease. CDC Director, Dr Vicki Krause said since systematic record keeping began in 1989, 54 cases is the largest number ever recorded to date in this wet season.

"The melioidosis season begins when the rain starts and ends and the ground dries out, so people will still be at risk of melioidosis for several months yet and people need to protect themselves," she said. "The soil-borne disease is contracted when heavy rains bring the melioidosis bacteria from deep in the soil to the surface, where it enters the body via cuts and sores, or by inhalation if stirred up by the wind."

Dr Krause explained that the message was for all Top Enders but was especially targeted for those people with compromised immunity as they have a greater risk of developing melioidosis as severe or fatal disease. "People with risk factors such as hazardous alcohol intake, diabetes, kidney disease, lung

disease, cancer and treatment for cancer and those on steroid therapy should stay indoors during heavy wind or rain," she said. "Most who have contracted the disease this season have had risk factors, but healthy people need to be vigilant as they too can develop the disease if they are exposed when they're outdoors around soil, mud and water."

To reduce the risk of contracting melioidosis the Department of Health recommends wearing waterproof footwear around mud, soil and areas of pooled water and to wear gloves when handling soil or mud soaked items. "People who work outdoors, including backyard gardeners, need to cover up. Anyone using high pressure hoses around soil should ensure their mouth and nose are properly covered to prevent them from inhaling the bacteria."

According to Dr Krause, melioidosis can cause severe pneumonia and blood poisoning and has a mortality rate of 10-15 per cent, even with best practice medical care. "Symptoms of melioidosis can vary greatly but most commonly we see indications of pneumonia such as fever, cough and breathing difficulties. Symptoms can also include weight loss and sores that won't heal," she said. Anyone concerned about melioidosis should contact their local GP or hospital.

Interstate Licences

To work as a plumber in the NT, you must hold your own NT licence or registration. You cannot work *under someone's licence*, or use your interstate licence.

Employers are responsible for ensuring all their employees and / or subcontractors are appropriately licenced / registered BEFORE they start work.

Check their cards or call the registrar to confirm registration / licences.

If you know anyone working in the NT without a NT licence, please send them to the board to apply.

It is a very simple, quick and cheap process to get a NT plumbers licence under mutual recognition, based on your interestate licence.

Interstate Licenses Information provided by;
Anne Hammond | Registrar | Plumbers and Licensing Board.

Palmerston South Elevated Water Tank Upgrading water services to Palmerston

Power and Water is building a new elevated water tank as part of its ongoing strategy to secure the water supply for the growing population of the southern suburbs of Palmerston and adjoining rural areas. The new tank will provide supply to the suburbs of Zuccoli, Johnston, Bellamack and Palmerston South as well as interim supply to areas of Howard Springs.

Project site location

The new site is adjacent to the intersection of Lambrick Avenue and the Stuart Highway, in the vicinity of existing and future housing in the suburb of Zuccoli. Access to the water storage will be via Radford Road.

Tank design

The design was selected mid-2012 in consultation with various authorities, including City of Palmerston. The final wine-glass design takes into consideration efficiency in use, cost effectiveness, low maintenance requirements and aesthetic. The tank will be built to importance level 4 according to the Building Code of Australia to provide increased wind and earthquake resistance. At this stage, Power and Water expects that a totally concrete structure will provide the lowest ongoing costs and the least disruptions to the community. However, the Corporation will consider alternative submissions for composite concrete and steel structures, if put forward in the tender process.

Environmental footprint

A provisory study of the tank shadow at various times of the day and year showed limited impact on nearby properties. However shadow from the tank will be a reality that cannot be avoided. The drainage system for stormwater and any other runoff has been carefully designed to have minimum repercussions on the downstream catchments. Finally, provision has been made for a potential telecommunications tower to be erected in future on a separate compound located to the north-east of the site.

Disruptions

Power and Water will work to minimise disruptions and will collaborate with City of Palmerston to plan appropriate traffic controls. Contractors will maintain access to properties and implement noise and dust reduction strategies.

More information

For more information on this project, contact Bokthiar Meelky, Senior Water Systems Engineer, on 8985 7130 or by email at bokhtiar.meelky@powerwater.com.au



Tank design: Wine glass style with a central column

Capacity: 4 Mega-litres

Total height: 36.4 meters — Diameter: 28.5 meters Estimated completion: End Dry Season 2015



Gas Plumbing

The Rip Off's Continue

The PIA receives multiple complaints each week about a handful of non member plumbing company's actions. In February this year, the PIA met with Consumer and Business Services (CBS) to demand one of these companies be deregistered from undertaking plumbing work in South Australia. In early June we again met with CBS and had again raised our frustration at the actions of this company, the damage they are causing to the industry and the outrageous fees being charged, particularly to vulnerable members of our community. CBS agreed that they would undertake a joint investigation with the Office of the Technical Regulator (OTR) to pursue the matter, if we could find a customer prepared to assist.

Three days later we received the complaint below. The APA Group had detected a gas leak on the property after replacing the gas main in the street. They had shut the gas off as they are required to do by the OTR on the Wednesday afternoon, until the home owner had the gas leak repaired. By the time this article is published you will have seen other cases and plumbing companies exposed for their unconscionable actions on Channel 7's Today Tonight. The PIA has proposed a range of strategies to clean up the plumbing industry and restore consumer confidence in plumbers but it seems that the government believes that it is all a matter of, "Consumers Beware!"

We have lived in our home for over 10 years without any issue until we had an upgrade to the gas main in our street. We understand the issue that one needs to be safe given there was a gas leak.

Surely at 5.00pm on 28th May 2014, we could have been given a reasonable amount of time to arrange to get the situation investigated and repaired. It was pandemonium down our street.

Our next door neighbour found a contractor down the road who reluctantly volunteered to come and sort him out. We were faced with an emergency call out.

Anyway we did the logical thing and went to the local paper "The Messenger" to find a local gas plumber who professed to carry out the type of work in question.

Unfortunately we picked (company name supplied). Having made contact with (name supplied) we arranged to have a plumber come out on Friday morning 30th May 2014.

The plumbers



Above: Copper pipe pipe running along top of common wall

name was (name and phone number supplied). He explained that he needed to inspect each appliance which could result in a cost of \$180.00 per appliance.

On the quotation attached he indicated a charge of \$320.00 for checking 3 appliances. I suppose this is an industry standard?

Not being able to find a gas leak he indicated the only way to eliminate the leak was to check all the gas

pipes and with most of the piping being concealed, this was near on impossible. Also some of the piping from the gas meter was galvanised. He indicated our best option was to replace the pipework.

I asked what materials he intended to use and he indicated copper. I advised I would require a quotation prior to going ahead. (name supplied) did the quotation straight away.

The quotation did seem quite expensive, however it was explained to me they had to run a new gas supply from the gas

Above: Pipe work runs along the inside of the room instead of being concealed

meter at the front of property, 450mm below the surface to comply with gas regulations.

When he reached the house, the piping would go up the wall into the ceiling space and split to the gas heater in the lounge room. The other leg of the pipework would come down next to the kitchen vent as it is not allowed to go over the neighbour's property to reach the kitchen.

The pipe would run along the top of cupboards and down through pantry into the drawer area, run behind a drawer closest to the pantry to connect to the gas outlet for the gas cook top.

They would lift the rear roof sheeting and run new the copper pipework under the roof cladding to provide a new supply to the gas hot water service at the rear of the property. Time allowed, around two days for two plumbers.

A sketch was created and sent depicting this explanation via iPad back to their office. (Name supplied) did explain this was

Gas Plumbing Cont..

The Rip Off's Continue



Above: Copper pipe laid on around

done as it may not be him coming out to do the work.

(Name supplied) asked if we could clear the area where the existing gas pipe was running in the front yard and clear out our pantry shelves and drawers to provide easy access in the kitchen, which we did.

The job was scheduled for 7.30am on Friday 1st June 2014.

A different person (2nd name supplied) turned up on time on Friday 1st June 2014 at 7.20am and explained (Name supplied) had hurt himself and was unable to come to this job and that they were light handed so an electrician was assigned to assist him.

I went home around lunchtime to pick up some things for work however as I was in a hurry and did not take much notice of what progress they had made other than (2^{nd} name supplied) mentioning the job was going well. (2^{nd} name supplied) rang me at 4.00pm to advise they had finished and were packing up.

So the job was done between 7.30am to say 4.30pm, so 9hrs max, if they did not stop for lunch. So 18 hours labour max possible.

Stands to reason as copper pipe in front yard was not

set down 450mm and all copper pipe was run externally which I was led to believe was not to the building code requirement?

Late on Monday 2nd June 2014 I texted (name supplied):- "(2nd name supplied), Hope you are getting back on your feet. We got gas back on today, thank you. The job ended up being done quite a bit differently, (simpler) from what you envisaged.



Above: Copper pipe pipe running along the top of the common wall

The rear roof did not have to be lifted and even though we went to the effort of emptying drawers and cupboards in the kitchen, it was not necessary as all connections were able to be made externally.

This all resulted in a day's less work. Given the significant change in scope please advise what we still have to pay.

Also we need to close out with you repairs/replacement of hot water service. If you need to revisit please advise a time early or late in the day for us to meet up."



Above: Copper pipe laid on ground

To date I have tried calling (name supplied), texting (2nd name supplied) and sending an email without success.

As you can see from the above the job was not carried out as per the quotation. We are concerned as to where we go from here. In hindsight the quotation was probably high; however we were without gas and had no hot water.

Now we have an installation which may not comply and have no idea of where we are with costs. We are expecting to get an invoice in the mail for \$5,401.00 plus GST less the \$800.00 deposit we paid. We will not be paying anything until we get a certificate of compliance.

Paul, appreciate if you can provide us with a clear direction to move forward. We are not keen to have this contractor back on our property unless properly supervised.

(Name of consumer making complaint supplied)

Editor's Note: At the time of going to press, this matter is yet to be resolved by Consumer Business Services & The Office of the Technical Regulator.

Maintenance Plumbing

What Should Your Plumbing Business be Charging?

The first answer is how long is a piece of string? Are you talking about?

- 1. A commercial construction plumbing company?
- 2. A residential construction plumbing company?
- 3. A maintenance construction plumbing company?
- 4. A combination or some or all of the above?
- 5. A plumbing company that operates in multiple fields?

The answer is not simple. So instead let's look at one type of maintenance plumbing and start to analyse the possible costs and scenarios. Please remember that for the purpose of this article, certain assumptions have been made and not all variables have been covered. The point of the article is two fold:

- 1. Open a discussion about what you should be charging.
- 2. Use the information to better inform your customers.

Ancillary costs related to the actual job

All jobs require travel to get to the job. Travel needs to be factored into your business costs and the time that it takes is part of the job. Concluding the job at the end, which includes packing up, invoicing, Certificate of Compliance (COC) completion etc are part of the job. So if we are looking at drain cleaning when calculating your cost, all of these factors must be included. Why should you do a COC? It is a point of difference. You are saying I did this job properly because I am a professional who warrants his work.

It is part of creating a more professional industry in which we can start to marginalise the cowboy and price cutters. Unless you know the history of a drain it is not possible to be sure how long it will take you to clear. The customer needs to understand you are being asked to clear something you can't see until you arrive on site so if you are going to give a price guide bracket your price from best case to worst case excluding drain failure.

Set expectations in customer's minds that will not create problems for yourself later. Before we look at your costs we need to consider your productivity. The benchmark for maintenance plumbers is around 67% - 69%. In a 37.5 hour week that means you are productively earning money for 25-26 hours /week. Let's start to look at your costs. Many plumbers choose to buy new vans for reliability and professional presentation reasons. So we will assume new van and all of the fit out costs (as seen below):

Even as simple as picking one small section of plumbing maintenance reveals that there are so many variables. The only way to really calculate the costs is to do it yourself and then track those costs on an ongoing basis to truly determine if you are running a profitable business or subsidising your customers.

So how much an hour do you charge?

Earning \$60,000.00/year over 48 weeks at 26hours of billable time and making no profit and with no margin for error based on the lower set up costs you need to be charging \$119.11/hour. At the highest cost you would need to charge \$192.30/hour to do the same.

I can hear the screams now that you would never drive out of your driveway because no one would ever book you. Remember that these calculations are based on costings from members and have been averaged and then applied to one worker only, so whilst the figures may be a little high they are not that far off.

I would defy anyone to suggest that clearing a drain should be less than \$120.00/hour based on the lowest figures. So why do we have people running around for \$80.00/hour doing jetting. Whose lunch are they really cutting?

We know of one plumber working out of the back of an old station wagon with a very old Marco charging \$25.00/hour. He is middle aged and lives in a Housing SA rental property with his elderly mother. Our advice is don't try and compete with people like him, sell service, punctuality, warrantied and fully insured workmanship. You won't win them all but if you are charging fairly and achieving your hours, then you don't need to get down in the gutter with these guys.

The more plumbers and the sooner they go surfing or fishing when they haven't got any work and refuse to cut their prices below their true costs the better. Will it happen in my life time? When pigs can fly.

Van	\$50,000.00 ÷ 4 years
Fit Out	\$5,000.00 ÷ 4 years
VehicleMaintenance/year	\$2,500.00
Fuel	\$10,000.00
Drain Cleaning Machine	\$3,500.00-\$7,000.00
Jetter (Not for commercial – infrastructure jetting	\$5,000.00 - \$30,000.00÷ 6 years
Ancillary jetting equipment	\$5,000.00 - \$50,000.00÷ 6 years
Jet and cleaner maintenance	
CCTV Camera	\$3,000.00 - \$50,000.00÷ 6 years
CCTV Camera Maintenance	\$3,000.00 - \$9,000.00
Finance costs on Vehicles and equipment	\$8,000.00 - \$17,000.00
General Tools	\$6,000.00
Stock	\$6,000.00
Income Protection and Business Insurance	\$8,000.00 - \$15,000.00
Phones and IT	\$3,000.00 - \$8,000.00
Tax compliance	\$3000.00 - \$9,000.00
Office costs	\$8,000.00 - \$21,000.00
Workcover	\$4,000 +
Superannuation	\$5,400.00
Leave entitlements	\$3,000.00 +
Wages	\$60,000.00
Profit	?
Total	\$148, 650.00 - \$240,000+

^{*}These figures are based on information provided by two members and have been averaged across the businesses and account for only employing one or two staff. Amount in total reflects one person

Maintenance Plumbing Cont...

More Plumbers Delights...

A Plumber's Delight

Poor maintenance is a plumber's delight. Work clearing the blocked downpipes and stormwater pipe and accelerated corrosion of the downpipes means more work for you. It's interesting that most people pay to have their car serviced but don't bother to service their homes. Which is the greater asset?



More Silicone

Almost certainly another handyman's solution to a leaking cistern.

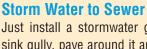


Cross Connection

Bringing the mains water connection into the cistern exposes the mains water to potential cross connection with the cistern water. The water point should be mounted lower on the wall. Warranty would be voided for modifying the ball valve and cutting the slots in the



Overflow from the cistern through the slots is also a potential flooding hazard. It would be easier to do the job properly in the first place rather than go to so much inventive work. If the customer didn't want to pay to lower the water outlet to where it should have been, perhaps the risk of cross connection would persuade them.



Just install a stormwater grate into your old sink gully, pave around it and problem solved. Stormwater to sewer. SA Water's problem.



Fat and Grease

Customers who do not want to pay for drain cleaning just need to be shown their pipes and they would quickly change their minds.



Waterproofing V FerroPre

When you are building an upmarket home for a client, one would expect the builder to employ a tiler who actually waterproofs the shower recess.



Even worse, what was the builder thinking in making the plumber try to seal a bad job with Ferro Pre?

Worse after bad.



What's a Little Carbon Monoxide **Between Family**

It's hard to be sure which came, first the gas HWS or the enclosing of the car port. What matters is that the HWS needs to be relocated. The lack of understanding by consumers of the risks of breathing in flue gases is frightening. Plumbers are put in the difficult position of telling these customers when it would be better if they were required to notify the OTR and they shut off the gas supply until it is rectified.

Puddle Flanges

Some tilers just do not want to install puddle flanges and then the homeowner wonders why they leak. Good for the plumber called in to fix the leak.



Aah! Silicone, The Handyman's Friend!

All that needed to be done was to pull the drain apart, clean everything and install O Rings and the silicone could have been left in the silicone tube.





Why can't standards be followed?

We all agree that standards should be free if we expect plumbers to follow the plumbing and gas standards but is it that he knows the standards and he can save time and charge the same to not do the job properly?

Legal Advice

Oracle raises the bar on compensation for sexual harassment

Partner Richardson v Oracle Corporation Australia Pty Ltd

In a landmark decision, the Full Court of the Federal Court has increased the amount of compensation for non-economic loss awarded to an employee, who was sexually harassed in the work place, from \$18,000 to \$100,000.

This decision is a reminder that minimising the risk and incidence of sexual harassment should be at the top of your work place risk management practices.

The original decision

In 2010, Rebecca Richardson issued legal proceedings against her previous employer, Oracle, alleging that she had been sexually harassed in the work place by a co-worker, Randol Tucker, on at least 11 occasions over six months.

Ms Richardson claimed that Mr Tucker made various inappropriate comments to her, which included "Rebecca, I think we must have been married in our last life...how do you think our marriage was? I bet the sex was hot."

The Federal Court held that Ms Richardson had been sexually harassed and that Oracle was vicariously liable for Mr Tucker's behaviour, given it had not taken "all reasonable steps" to prevent such conduct from occurring in its work place. As a result, Ms Richardson was awarded \$18,000 for pain and suffering and loss of enjoyment of life.

Ms Richardson also sought compensation for economic loss. She claimed that the harassment had caused her to resign from Oracle and accept employment with another company at a lower rate of pay. The Federal Court rejected this claim.

The appeal

Ms Richardson appealed the decision to the Full Court of the Federal Court where it was held that \$18,000 was "manifestly inadequate" in that it did not sufficiently compensate Ms Richardson for the psychological and reputational damage that she suffered.

The Full Court agreed, finding that community standards "now accord a higher value to compensation for pain and suffering and loss of enjoyment of life than before."

The Full Court also held that Ms Richardson was entitled to compensation for the detriment the harassment caused to the sexual relationship with her partner at the time.

As a result of these findings, the amount of damages was increased from \$18,000 to \$100,000. In addition to increased compensation for non-economic loss, the Full Court held that Mr Tucker's conduct was a material cause of Ms Richardson's decision to resign from Oracle and accept a lower paid position. Oracle was ordered to pay Ms Richardson \$30,000 for economic loss, which was the difference between the salary she received at Oracle and her new salary over a three year period.

What does this mean for employers?

The Oracle decision has set a higher benchmark for non-economic loss arising from sexual harassment. As an employer, in order to avoid a successful claim being made, you must be able to demonstrate that you have taken all reasonably practicable steps to prevent sexual harassment from occurring in y our work place. This can be achieved by:

- conducting regular sexual harassment awareness and prevention training and ensuring that it aligns with antidiscrimination laws
- reviewing and updating work place policies on sexual harassment to ensure that, at a minimum, they:
 - o state that sexual harassment is un lawful
 - state that employers can be vicariously liable for sexual harassment in connection with employment, and
 - o refer to applicable anti-discrimination laws, and
- ensuring that complaints are promptly investigated and appropriate action is taken to address any incidents of sexual harassment.

Taking the above act ions will place you in the best possible position to defend sexual harassment claims, or at least limit your liability in relation to such claims. If you aren't sure about your obligations then we recommend you seek legal advice.

Luke Holland

We would like to acknowledge the contribution of Daria Matthews to this article.

Luke HollandPartner

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Legal Advice

Work Health and Safety: What does a PCBU mean to you?

In January 2013, the Work Health and Safety Act 2012 (the WHS Act) came into force and changed the safety standards applicable to workplaces throughout South Australia.

This included an overhaul of the duties held by various categories of persons on a work-site. In particular, the WHS Act introduced the concept of a "PCBU" which holds the primary duty of care.

PCBU stands for "Person Conducting a Business or Undertaking".

The WHS Act states that a person will be conducting a business or undertaking:

- whether the person conducts the business or undertaking alone or with others; and
- whether or not the business or undertaking is conducted for profit or gain.

This broad definition replaces the reference to an "employer" under the old Act.

Rather, the term PCBU extends to principal contractors, selfemployed people, unincorporated associations, partnerships and franchisees, as well as those traditionally considered to be employers.

In addition to holding the primary duty of care under the WHS Act, PCBU's have specific duties in relation to the provision and/or maintenance of:

- a work environment without risks to health and safety;
- safe plant and structures;
- safe systems of work;
- the safe use, handling and storage of plant, structures and substances;
- adequate facilities for the welfare at work of workers;
- any information, training, instruction or supervision that is necessary to protect all persons from risks to their health and safety; and
- monitoring the health of workers and the conditions at the workplace for the purpose of preventing illness or injury.

PCBU's need to ensure that these duties are fulfilled "so far as is reasonably practicable".

This means that regard must be had for the likelihood of the relevant risk, the degree of harm that may result, and consideration of ways to eliminate the risk.

Although other persons employed by the PCBU may assist in complying with these duties, it is the PCBU who is ultimately responsible in the event of a breach.

Consequently, complete delegation of the PCBU's primary duty of care is impossible.

For those in the plumbing industry, this means that when you are contracted to work on a site controlled by a PCBU, that entity owes a duty of care to you.

However, you are likely to also be a PCBU and accordingly you will owe a duty of care to others.

The WHS Act also contains lesser (but still important) duties for "officers", "workers" and "other persons at the workplace".

To sum up, the WHS Act requires those in charge to be more proactive about WHS than ever before!

For further assistance understanding your obligations under the WHS Act, contact a member of Lynch Meyer's Workplace Relations team.

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FE WORK

Incident investigation- what do I need to do?

Workplace incidents are a fact of plumbing life. Comprehensive safety control measures may reduce their likelihood, but they cannot rule them out completely. In order to be on the front foot when an incident occurs in your workplace, it is important that you have an incident response plan in place. This is essential in minimising the impact of incidents in your workplace. The potential financial impact of workplace incidents is set to worsen for businesses as we begin to see prosecutions under the Work Health & Safety Act 2012 (SA) (Act). As such, it is now more important than ever to have an incident management system in place that addresses the below matters.

Immediate risks

The first thing that you must consider when an incident occurs is whether there is any immediate threat to the health and safety of your workers. For example, does an injured worker require first aid, or is it necessary to call an ambulance? These considerations will benefit the health of the worker and also demonstrate that you are complying with your obligations under the Act to ensure the health and safety of your workers. This will be beneficial in the event of any subsequent legal proceedings.

Notifiable incidents

Once any immediate threat to health and safety is addressed, you must consider whether the incident is a "notifiable incident" under the Act. A notifiable incident involves:

- the death of a person
- a serious injury or illness (see Section 36 of the Act), or
- a dangerous incident arising out of work carried out by a business, undertaking or a workplace.

Notifiable incidents relate to any person, so it could involve an employee, contractor or member of the public. If an incident is notifiable, the Act requires you to:

- immediately notify SafeWork SA after becoming aware of the incident (either verbally or in writing)
- if requested by SafeWork SA, provide a written notification within 48 hours, and
- preserve the site of the incident until SafeWork SA arrives or directs otherwise. Keep in mind that the penalty for a failure to notify under the Act can be as high as \$50,000, so if you aren't sure whether an incident is notifiable, seek legal advice.

Incident investigation

Incident investigations can be conducted either internally or by an external investigator. The option you select will depend upon factors such as who is involved in the incident and any advice provided by your lawyer. It is always best to seek legal advice before commencing an investigation and ask your lawyer about legal professional privilege. The main aim of investigating workplace incidents is to:

- prevent similar incidents recurring in the future
- identify any new hazards, and
- identify and choose suitable controls.

Investigations should occur as soon as possible following an incident. The less time between an incident and investigation, the more accurate the information obtained.

The key information that needs to be attained when you are investigating an incident is:

- what happened
- how it happened
- why it happened, and
- what can be done to prevent it from re-occurring?

A pro forma incident report that prompts the investigator to consider the above matters is a useful way to reduce the likelihood of any contributing factors being missed. This should be used in conjunction with any instructions from your lawyer as to the matters that must be considered during the investigation. It is important that you avoid using the investigation as a method of allocating blame. Successful incident investigation requires co-operation with all of your workers. Any suggestion of potential blame will jeopardise the investigator's ability to accurately identify the cause of the incident.

Summary

Having an incident management plan in place is an important first step. The crucial next step is ensuring that it is communicated to your workers so that they are aware of what action to take in the event of a workplace incident. If not, steps might be taken that do not best serve your interests. Compliance with this advice will assist you to address any immediate risks to your employees, comply with your notification obligations and investigate, identify and eliminate or minimise any risks in your workplace. This should help to reduce any penalty imposed in the event of a prosecution under the Act.

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Prosecutions

Safework SA has just successfully prosecuted three Adelaide companies over falls from height. These prosecutions were under the previous Act. Companies being prosecuted under the WHS Act 2012 can expect to see these fines tripled. Bellard Pty Ltd under the new Act may well have been fined \$300,000.00. It is essential to have good WHS policies and practices in place and

Fined over work falls that left Alex D'Agostino, then 17, unable to restura to work. Mr D'Agostino fell 8m down a lift shaft at Henley Beach on September 26, 2011. Mr Lieschke said Bellard had plended guilty and was contrite, and fined the company \$100,000. Kyren was convicted and fined \$91,000 after pleading guilty to providing an unsafe workplace for a contractor, who fell 38m. Mr Ardhe elso fined Hart Betail Group \$45,000 for the same offence, after it pleaded guilty over a worker's 17m fall. THREE Adelaide companies have been fined a combined \$236,000 over workplace falls

\$236,000 over workplace falls in which employees, one as young as 17, humbled from heights of up to 8m.

The Industrial Magistrates Court yesterday published three judgments against Kyren Pty 1rd, Hart Retail Group Pty Ltd and Bellard Pty 1rd each relating to employee falls.

Industrial Magistrate Stephen Lieschier convicted Bel. phon Lieschke convicted Bel-lard of breaching workplace

safety laws over an incident

to get WHS to the forefront of your thinking as you go about your business. Good plumbers already do it on autopilot, it is a matter of getting all plumbers to think this way.





Employers Mutual has been a proud industry partner of PIASA since 2006.

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Darryl Turner - Client Relationship Manager

T: 08 8127 1527

Jodie Bischoff - Member Benefits Services Manager T: 08 8127 1260

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SAFE WORK

Duty of Care to Workers

Under the Work Health and Safety Act 2011 ("WHS Act") a Person Conducting a Business or Undertaking ("PCBU") has a mandatory obligation to ensure, as far as reasonably practicable, the health and safety of its workers. To comply with this duty, under section 17 of the WHS Act, a PCBU must eliminate risks to health and safety "so far as is reasonably practicable" or if it is not reasonably practical to eliminate risks to health and safety then to minimize those risks "so far as is reasonably practical". The "reasonably practicable" standard is not a new one in Australian work health and safety laws and is intended to be a high standard. Section 18 of the WHS Act defines "reasonably practicable" as the measures that are, or were at a particular time, reasonably able to be done by the PCBU to ensure health and safety, considering all relevant matters including:

- the likelihood of the hazard or risk occurring; and
- the degree of harm that might result from the hazard or risk; and
- what the person concerned knows, or ought reasonably to know, about the hazard or risk, and about the ways of eliminating or minimising the risk; and
- the availability and suitability of ways to eliminate or minimise the risk, and
- after assessing the extent of the risk and the available ways of eliminating or minimising the
 risk, the cost associated with available ways of eliminating or minimising the risk, including
 whether the cost is grossly disproportionate to the risk.

The process for determining what is "reasonably practicable" is consistent with the risk management process which involves a systematic process to:

- 1. Identify hazards in your workplace;
- Assess their potential to cause harm;
- 3. Control the risk by eliminating the hazard, or, if elimination is not reasonably practicable, minimise the risk using one or more controls;
- Monitor the hazards and review the controls to ensure that they are minimising the risk effectively.

The four step approach recommended by Safe Work Australia in their guidance on the standard it expects a PCBU to apply to comply with their duty to eliminate or minimise risk so far as is "reasonably practical" is as follows ("the Safe Work Guide").

Step 1 — Identifying the circumstances, hazards and risks

Identifying what is reasonably practicable will depend on a number of factors present at the particular time in question, including:

- the physical environment in which the activity occurs;
- the suitability of particular control measures;
- the people involved in the activity, including if there are multiple parties involved;
- the processes that are already, or need to be, in place;
- legislation that limits or directs how an activity may need to be carried out, and
- the time allowed for the activity to be carried out.

Whilst a risk assessment may not be necessary for all risks, it is recommended in the majority of cases and is likely to be considered reasonable. It allows the person conducting the risk assessment to consider what steps may reasonably be required to eliminate or minimise the risk by going through the processes and considering a range of sources when identifying hazards.

Step 2 — Determine what you can do

The next step is to decide how the identified risks can be eliminated or minimised and to determine appropriate control measures to do so. To determine the appropriate control measures that should be used PCBU's are required to apply the hierarchy of risk control and move down it considering each stage. The hierarchy of risk controls:

- begins with hazard elimination (level 1);
- then substitution, isolation, engineering controls (level 2); and
- finally, administrative action and personal protective equipment (level 3).

The control measure that provides the highest level of protection should be used unless it is not reasonably practicable.

Step 3 — Determine what you are reasonable able to do

A duty holder is only required to do what they are reasonably able to at the particular time and in the particular circumstances. Accordingly, just because a hazard control exists does not necessarily

mean it is reasonably practicable to implement it. The determination of what is reasonable requires an assessment of "what a reasonable person in the position of the duty holder would do in the circumstances, taking a careful and prudent approach and erring on the side of caution"(the Safe Work Guide). In accordance with Work Health and Safety Regulation 36 the PCBU is required to implement the highest level of control for any given risk unless it is not reasonably practicable to do so in the particular circumstances.

Step 4 — Reviewing risk controls

The duties under the WHS Act are ongoing and need to be complied with at all times and accordingly control measures will need to be reviewed and revised when circumstances change. Relevant changes include a change in a work process, a change in the physical environment or the introduction of new people with different skills. It also includes when new hazards are identified or new controls are invented through advances in science or experience. Further information on this topic is available from Safe Work Australia. This publication is not legal advice. It is for general interest. You should not rely on it without obtaining legal advice. Clarke Hemmerling Lawyers offers a range of services from Employment Law, Property Law, Business Law, Litigation, Family Law, Wills and Estates and Criminal Law. For further information please contact:

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SAFE WORK

Confusion over Occupational Immunisation



Several members have made the PIA aware that they are receiving conflicting advice about what immunisations plumbers should have. The SA Department of Health has provided some very helpful information for members.

The Australian Immunisation Handbook 10th edition (updated in January 2014) is the guiding document for all immunisations in Australia and can be

downloaded free from the Department of Health's website. Page 63 and page 172 provide the most critical information for members and extracts are published below for your information.

The top section of the table covers childhood immunisations that everyone should have received and if you have not had them, the schedule of immunisation that you need to discuss with your doctor. Many of these immunisations can be had for free if you have not had them.

The second part of the table lists the occupational immunisations that you need to consider providing to employees. In determining if you are prepared to pay for employees to be immunised, you need to consider the risk to exposure.

Tetanus is an absolute requirement for all plumbers. If a plumber is exposed to faecal matter or blood then it is recommended that they be immunised for Hepatitis A & B. A protects against breathing in Hepatitis A pathogens and B covers blood to blood contact which may occur if for example a plumber clearing a blocked drain which contains contaminated blood and cuts themselves allowing direct contact.

Influenza vaccine is entirely up to individual employers and their employees decision but a consideration must always be that if an employee doesn't catch the flu he is not going to miss any work and that has a value.

Serious consideration needs to be given to Q Fever immunisation for any plumber who undertakes work in abattoirs. This is a serious risk and needs to be treated accordingly.

Vaccine	Doses required		Minimum interval between dose 1 and 2	Minimum interval between dose 2 and 3
Tetanus dT (dTpa*)	3 doses		4 weeks	4 weeks
Hepatitis B	Aged 10-19 years	3 paediatric doses	1 month	2 months*
Hepatitis B	Aged 11-15 years only	2 adult doses 4 months Not required	4 months	Not required
Hepatitis B	Aged 20 years	3 adult doses	1 month	2 months*
Poliomyelitis (IPV)		3 doses	4 weeks	4 weeks
Human papillomavirus		3 doses	4 weeks	12 weeks
Measles, Mumps, Rubella (MMR)		3 doses	4 weeks	Not required
MenCCVt (Meningococcal)		1 dose	Not required	Not required ks
Pneumococcal (13vPCV and 23vPPV)		Depends on age of person, Indigenous status and if they have medical condition(s) associated with an increased risk of invasive pneumococcal disease (see table 4.13.3 in 4.13 Pneumococcal disease, and 3.3 groups with special vaccination requirements)		
Varicella vaccine 2 doses if aged 14 years		At least 1 dose if aged <14 years	If 2nd dose given, a 4-week interval is required	Not required
		4 weeks	Not required	
Occupation		Vaccine		
Plumbers or other workers	s in regular contact v	vith untreated sewage		
		Hepatitis A and B Tetanus (dT or dTpa)		
Plumbers who undertake work in abattoirs		Q Fever		

SA Water

Approval of Basic Pre-treatment Products

Most trade waste discharge from non-complex activities (such as those undertaken by retail food services and motor vehicle maintenance providers) can be effectively pre-treated by basic devices of the appropriate size and type. Examples of these include silt traps, grease arrestors, settling pits and coalescing plate separators. These devices trap contaminants by simple physical separation methods such as screening settling or flotation.

These pre-treatment devices must be approved by SA Water in order to confirm the product delivers trade waste under 'typical' circumstances, achieves compliance, and that the customer's interests are protected by the independent engineering assessments which are also provided with new submissions. It is important that trade waste discharge performance is balanced against potential public health and safety issues that could arise with inferior or unsuitable products. The approval process is initiated when pre-treatment suppliers submit information to SA Water's Trade Waste Branch for assessment and performance evaluation.

SA Water may require performance testing at one or more suitable customer sites in its area of operation in order to verify claimed performance if it's believed that this hasn't been adequately demonstrated in the past, or if the product is of a new design. SA Water will carry out the sampling and analysis. Sample results must

support observational results and vice versa. Additional testing may also be necessary to adequately validate product effectiveness. An example of a recently approved device is the Halgan' MGTS Modular Grease Trap "S" series, following a series of site trials. The MGTS series utilises a surge control device (no internal baffles). The "Approved Basic Trade Waste Pre-treatment Products" fact sheet is listed on SA Water's website under Your Business - Trade Waste -Trade Waste Guidelines and Fact Sheets, incorporating all the current approved basic pre-treatment devices for SA. For industry specific information on approved products or wastewater management information, visit sawater.com.au or contact:



Above: Woolworths Aberglassyn Crane

SA Water's Trade Waste Branch:

Phone: 08 7424 1336 Email: tradewastebranch@sawater.com.au



Apprentices



Tariq was selected at the interview and testing of TAFE Noarlunga semester 1 2013 as a good candidate for Hindmarsh Plumbing. Throughout the Pre Voc course he showed that he had good handskills, learnt new tasks quickly and was a good communicator. After completing work experience

with Hindmarsh Plumbing, Tariq was offered an apprenticeship through PIA and hosted by Hindmarsh Plumbing. Tariq Eltahir has just started the 2nd year of his

apprenticeship and is hosted as a construction plumbing apprentice by Hindmarsh Plumbing at the Tonsley Park Flinders Uni site. Tariq's reviews are always of a high standard and his supervisor Scott Bereziuk has continually commented on Tariq's above and beyond approach to any task given no matter how menial. Tariq is more often than not first to site and last to leave. He never complains or turns down requests for overtime. Tariq has been awarded Lend Lease's Monthly Safety Award for May 2014. This award was voted on by every trade/worker group on site and Lend Lease Safety Committee. Well done to Tariq.

Recent Events

PIA Master Plumber GTS warmly welcomes Jessica Guest, who comes on as our new Field Officer. Jess is quickly learning the ropes and is out visiting hosts and apprentices. Jess comes from a plumbing family and has recently completed a Bachelor of Business.

Commencements

Tom Blaess, Mitchell Minns, Tyson Hall, Jaidan Kappler, Leigh Matthews and James Lean

Completions

Daniel Norman completed in February, Carly Gerrard completed in March with M&E Pratt Excavations. Martin Ramm completed in March and is employed by The Gas Guy. Ben Richardson completed in March and is employed by Burbidge Plumbing. Phillip Scott completed in April with Westside Plumbing, and Ben Smith completed in May and is employed by Jordan Plumbing.

NEW

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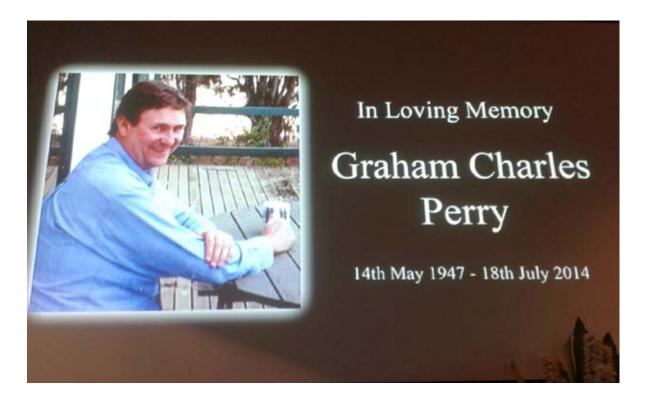


To find out more visit www.cbussuper.com.au/cbusselfmanaged





PLUMBING INDUSTRY LEGENDS



Graham Perry began his 5 year plumbing apprenticeship with AW Baulderstone Plumbing in 1963.

In May 1969, he was called up to the army via National Service - 4720817 - and remained there until 1971.

Whilst in the army Graham served as Lance Corporal with the Royal Australian Engineers First Field Squadron stationed in South Vietnam during the war from 25 March 1970 until 31 March 1971 (a period of 372 days).

After leaving the army in 1971, Graham commenced employment with Woodroofe Plumbing (who bought out AW Baulderstone) and remained there until 1977.

On 24 May 1977, Graham advanced to the position of Plumbing Inspector with the then Engineering and Water Supply Department and worked his way up ultimately gaining the position of Manager Plumbing Standards, Policy and Legislation with SA Water.

Graham's successful efforts on behalf of the plumbing regulator were recognized by the plumbing industry in South Australia.

During this period, Graham was instrumental in effectively coordinating the regulation of plumbing in South Australia.

Graham played a major role in the development of the Plumbing Code of Australia and the coordination of the National Plumbing Regulators Forum.

Graham was a member of several Standards Australia Committees including the WS-031 Committee and responsible for the certification of plumbing products, and the WS-014 Committee responsible for Plumbing and Drainage Standards. Graham was also a member of the Master Builders Technical Advisory Committee.

Renowned for correcting other colleagues' documents in red, Graham acquired the nick name of "The Quill". There was always great relief and a sense of achievement when Graham returned documents with no red ink.

Graham retired from SA Water on 24 June 2005.

Sadly Graham passed away on 18 July 2014.

He was an excellent plumbing administrator who also found time to mentor and coach colleagues and he will be forever remembered and missed by all who knew him through his tireless dedication to the plumbing industry.

He was the ultimate gentleman with a kind disposition who was always willing to impart his substantial knowledge for the benefit of others.

Our deepest condolences to Graham's wife, Cheryleen, family and friends.

NEW MEMBERS



Above: Jonathon Northcott & Ashley Pearce from P & N Plumbing (SA).

We're reintroducing a new column where we will introduce some of our new members. In this first column we are introducing P & N Plumbing (SA). Unlike most plumbing companies, P & N started a little differently and was borne less out of a desire to start a plumbing business but more by circumstance. Jonathan Northcott and Ashley Pearce had worked for Castellan Plumbing Services in their construction division.

Ashley worked for Rick Castellan for eleven years and Jonathon for five years and before that, Ashley had worked for Joe Seidl's Seagull Plumbing business for nine years before Castellan Plumbing bought the business when Joe retired. Neither had any plans to start a business but when Castellan Plumbing went into administration they were immediately asked by principal contractors to complete several partially completed Castellan projects, they had been project managing.

They were also approached by several plumbing companies and offered work. A decision was quickly made to take on completing the unfinished projects but rather than starting a new company immediately, they set up a trading name under Traeger Services.

Steve Traeger is an uncle of Jonathon and agreed to help set up the business and provide the back office administration while they completed these projects. Twelve months later and the work continued to roll in. At this point Ashley and Jonathon formerly established their business as an independent company.

The support of Steve and Gail Traeger in guiding them through all of the requirements of establishing a business properly was invaluable to the business. The time required to undertake all of the legal, accounting, WHS and a myriad of other tasks was made easier by having great guiding hands.

It also gave them time to establish procedures and the division of labour to ensure when they began operating independently they would be able to run the business smoothly. Ashley manages the accounting and administrative side of the business and Jonathon project manages the work and does most of the estimating.

Another big difference in their success in the current climate is that they have been in the industry working for other companies . They have built up a strong relationship with a number of builders who have continued to provide them opportunities based on the quality of their work from their past employer. They have built a solid reputation. They also continue to seek advice from Joe, Rick, Steve and Gail on a regular basis. They also became members of the PIA in January because they could see that the association is both a source of advice and assistance.

P & N Plumbing has taken on two apprentices through the PIA Master Plumbers Group Training Scheme. Their reasons are simple, no administration, management of apprentice performance, the ability to return an apprentice if there was a problem or work declined and compliance with all of the requirements for employing apprentices.

Earlier this year, they bought BusinessMate Lite to ensure their business is compliant with the WHS Act. It is all part of their plan to implement full management systems and procedures to ensure their business has all of the right attributes to be successful.

Partnerships are notorious for being fraught with risks if the partners fall out but Ashley and Jonathon demonstrate excellent understanding of managing all of the risks around working together. The PIA is not just impressed with the professionalism with which they approach their business but also with their aspirations to be a quality business with a long future. We welcome them to the association.



Business Advice

The Imminent Death of Yellow Pages

This year's Yellow Pages may be the last to lob on our doorsteps. John Rice and Nigel Martin explain the strategic mistakes that led to the once essential directory's rapid decline. Yellow Pages directories have been appearing on doorsteps across Australia in recent weeks.

As often as not, they go straight into the recycling bin. In the world of the internet and e-commerce, the very notion of a book the size of two bricks being the source of valuable purchasing information seems plain silly. Once directories like the Yellow Pages served a valuable need in most developed economies. They provided basic and inexpensive local advertising, especially for small businesses.

As the internet emerged as the preferred means of accessing such information, the potential for directory owners like Telstra to translate directory information into a valuable online business opportunity seemed promising. As is often the case in the unpredictable world of the internet, it was not quite so simple. In January 2014, Telstra sold a 70% share of Sensis, its directories subsidiary, to a US hedge fund for A\$454 million, only 2.4 times projected 2014 earnings. This is quite a turnaround from the A\$12 billion value suggested to Telstra's Board in 2005. At the time, Telstra's chief executive Sol Trujillo declined to spin-off the business, suggesting Sensis (Telstra's directory business) would be "bigger than Google".

Google Schmoogle?

Indeed, with characteristic ebullience, Trujillo commented in November 2005, "Google Schmoogle". Contrary to that prediction of sorts, since 2005 Google's market capitalisation has increased tenfold, to more than half a trillion dollars. Among Trujillo's many strategic mistakes, his misunderstanding of the relative potential values of Google and Sensis probably takes the cake.

It's fair to say, however, that Trujillo was not alone in misunderstanding the radical changes in the economics of information over the last decade. These changes have completely upturned the value of directories businesses globally. The investors who bought Telecom New Zealand's directories business in 2007 for \$2.1 billion (at an earnings multiple of 13.6 times) at the height of the private equity bubble have done most of their dough.

Knowledge is Power (and Money)

The 2.4 earnings multiple on the recent Telstra sale suggests two things — that the business is still profitable, but that profits are expected to rapidly erode. How can we explain this sudden, anticipated and precipitous decline in the value of information available through directories like the Yellow Pages?

The economics of information is changing rapidly. Economists George Akerlof, Michael Spence and Joseph Stiglitz won the 2001 Nobel Prize for economics for their seminal work on the economics of information, especially information asymmetries between buyers and sellers.

Most famously among the suite of work done by these economists was Akerlof's 1970 paper "The Market for Lemons". Like all great academic

work, its beauty lay in its simplicity. In essence, buyers and sellers have "asymmetric" information. In the example in his paper, the seller of a used car knows if it is a "lemon", though the buyer rarely does.

A consequence of Akerlof's Lemons paper for sellers is that it made sense for them to signal to the market aspects of the quality of their products – by suggesting that they are selling "cherries" (great used cars) and not "lemons" (cars on their last legs). One simple way to do this was through advertising. This was especially useful where the buyer's knowledge of the seller was limited, as would often be the case for the buyers from small businesses who advertise in directories like the Yellow Pages.

Better information, less asymmetry

The steep decline in the generic, supplier-provided data that is the essence of Yellow Pages has been driven by a set of related phenomena. First, sites like TripAdvisor have emerged to provide detailed and generally reliable information on services including hotels, tourist attractions, restaurants and the like. Importantly for Yellow Pages, sites such as these are becoming the first place for buyers to visit. As the quantity of collected reviews increase, the value of such sites increases greatly, as they provide a level of information on sellers that static directories cannot match.

Second, the costs of "searching" for information is in steep and terminal decline. Once, buying a set of golf clubs for the best price, for example, required a multitude of phone calls or, worse still, visits to stores with pushy salespeople. Now, finding the best price in the market is a few keystrokes away through Google.

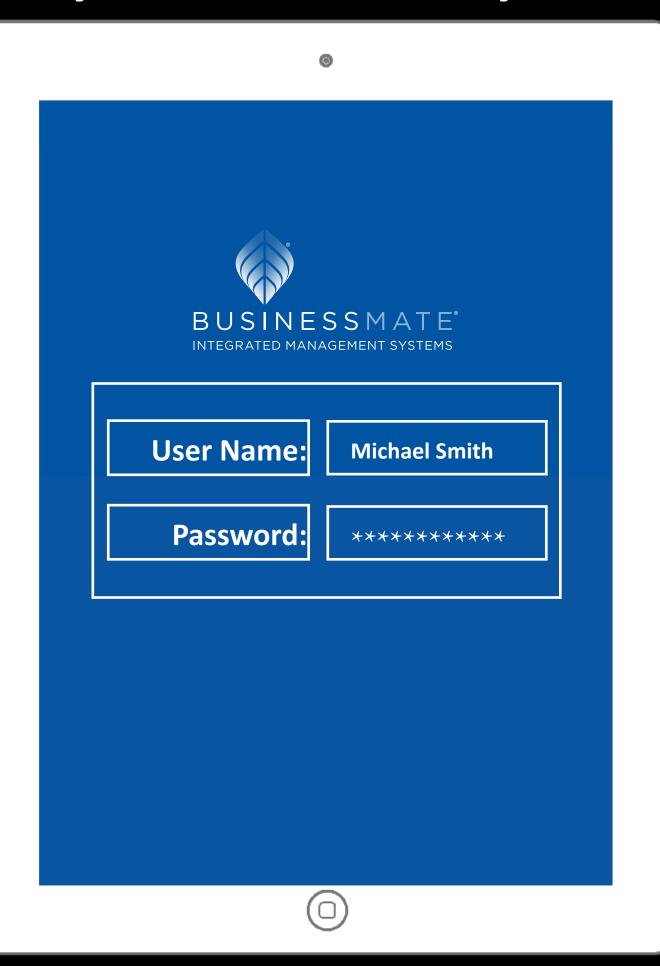
Too late for Sensis?

This begs the question – can the Yellow Pages reinvent itself to be a new portal for information on sellers that will be valuable for buyers, and thus continue to attract advertisers? The answer is probably not. As a late mover into such information provision, it will have an almost insurmountable challenge to build an equivalent body of information in comparison to its competitors.

More so, it will be a generalist in an industry full of specialists, the last site visited by buyers and thus the least valuable site for sellers to direct their advertising dollars to. This makes the 2.4 times 2014 earnings paid in January for Sensis seem about right. Such a multiple suggests that this year's Yellow Pages might be the last one to lob onto Australia's front porches. If this is bad news for Sensis, it is good news for the millions of trees that will be saved!

John Rice is Associate Professor in Strategic Management at Griffith University. Nigel Martin is Lecturer, College of Business and Economics, at Australian National University. This article was first published at The Conversation.

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FRIDAY 17th OCTOBER 2014

New CITB Field Team on the road... out to help Tradies

With tradespeople spending most of their time on the road and on building sites, the challenge for apprentice training providers demands a more dynamic and direct approach. The CITB in SA is tackling this issue by sending mobile field officers out to construction sites to help tradies with their business needs, specifically those for funding & support for training apprentices.

The CITB provides support funding to employers in the building and construction industry who directly employ an apprentice under an endorsed training contract. Training is provided by CITB approved registered training providers across the state both in metropolitan Adelaide and regional SA and funding takes the form of a discount to the retail price of a training course.

CITB's CEO Steve Larkins says: "Our CITB Field Officers will come out and visit tradies onsite to discuss any building & construction business with us and their training needs. Some things they can help with include advice on how to receive training discounts, apprenticeship funding & support, finding an apprenticeship-ready Doorways2Construction candidate and mentoring". "Our field officers are on the road and ready to visit to respond to the industry's business needs on funding & support for training and

apprenticeships. To make contact simply, just email or phone an officer who works in your area of SA, and that includes the far north of the state too. We are here to help, wherever tradies are". Going out with these front-line response teams is a free dynamic 'smartphone or tablet' based app called 'My Profiling' – a newly approved CITB product that saves time and simplifies the recording of training data, that may well push aside the old paper Work Training Log Book.

The screen based app has simple icon logos representing the key skills being studied — so a click on that icon leads to a series of basic tick boxes and

time slots that are recorded on a central database. See how it works: http:// elearningaustralia.net.au/ gallery/myprofiling.php.

Call CITB for more information on 8172 9500 or email citb@citb.org.au Go to: www.citb.org.au



Free Training Advice Onsite

CITB Field Officers will visit you onsite to discuss your building and construction training needs. Things we can advise you on include how to receive discounts for training, apprenticeship funding and support, finding an apprenticeship-ready Doorways2Construction candidate and mentoring.

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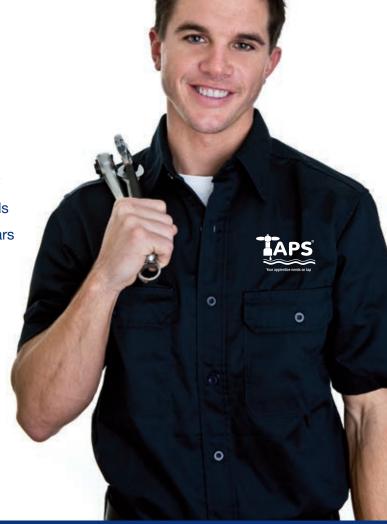


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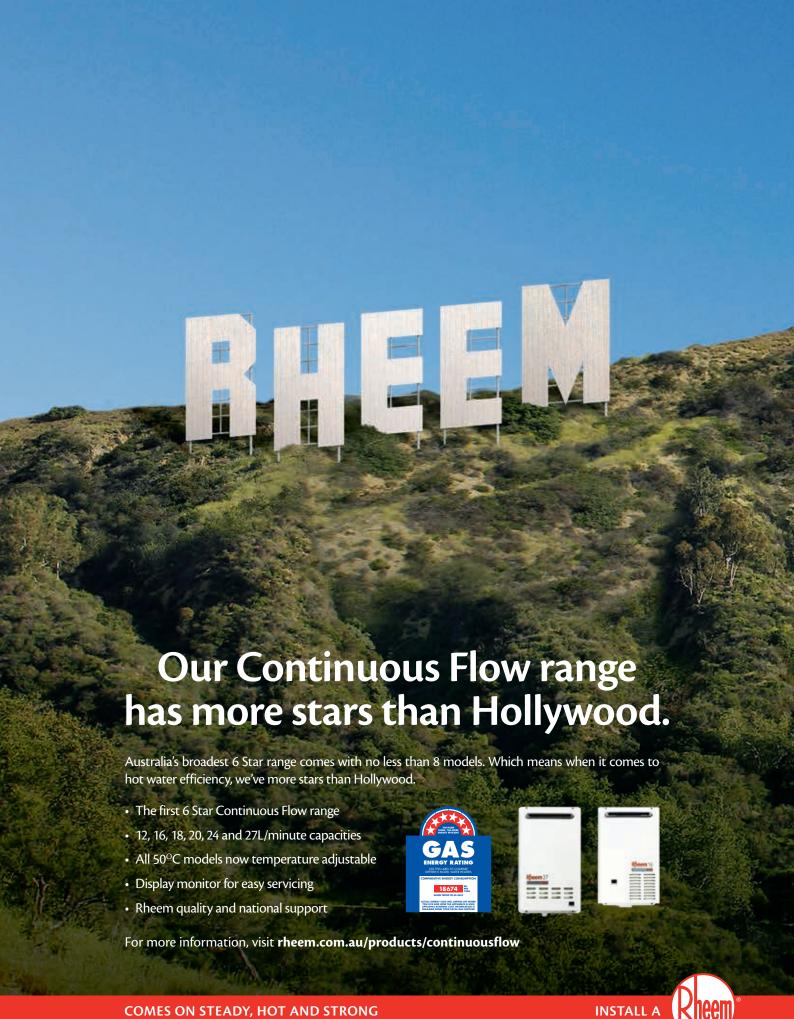
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