



FUELLED

NEWSLETTER

AUGUST 2017

UNDERSTANDING CUSTOMER COMMITMENT



A very big thank you to those customers who participated in the recent research that was carried out by Key Research for McFall Fuel that was designed to help us understand our brand strength and customer commitment in the market place. The results have given us a great platform to work on to take the business into the future. "There is a lot to be gained from the research which shows what we can do better but it was also very exciting to see that our brand attributes are viewed as we wanted them to be by our customers. A family business building relationships, providing value, and supporting the

community," said CEO Sheryl Dawson. "We have worked hard to ensure that what we believe in, when it comes to our values, is reflected in all that we do. Respect is earned, honesty is appreciated, trust is gained and loyalty is returned. The report clearly showed just what strong loyalty customers have to McFall Fuel and how much our relationship management is valued."

Our reliability and flexibility when it comes to delivering fuel is challenging but it is obvious that for most customers we are hitting the mark. The offer of the Complete Package—Fuel & Storage, Fuel Card, Lubricants, Service, along with Tank Repairs & Maintenance is also seen as a strength of the business. Our aim is to continue to be better at what we do and provide for our customers. Keep the feedback coming it has helped us to improve and get to where we are today.

DELIVERING BETTER DRIVER TRAINING

The May issue of Safe Guard makes it quite clear that driving is most likely the leading cause of work related death and serious injury and at present this is not being measured that well. Eliminating or minimising our driving risks is all part of the investment made in driver training. We all need to be trained and prepared as well as it is possible to deal with the risks on the road that may occur at any time.

Since late 2015 McFall Fuel has been looking at how it could enhance the in house driver training programme and provide Driver Trainer Nigel Heke with much needed support. The challenge of not only training but also observing and providing critiques for forty fuel delivery drivers in different situations more than once annually without adding in the light vehicle drivers takes considerable time.



McFall Fuel have been fortunate to secure the services of Mike Crandon in the role of Operations Training & Safety Manager. He has been involved in the fuel industry for 9 to 10 years as a National Training Manager. "Mike's industry experience will certainly help us fine tune that first class training programme that we are developing at present," said General Manager Operations Paul Clampitt.

ANNUAL MCFALL FUEL CONFERENCE DOUBLES IN SIZE



No time is the right time to run a Conference involving all staff when the Company runs half of its fleet every day of the week. "We just need to put a great deal of thought into our scheduling to meet our customers needs. While at the same time we aim to have as many of the drivers who want to go to Conference be able to do so," said General Manager Operations Paul Clampitt.

Conference is a great opportunity to bring the Team and their partners together to share in what we do along with outlining our planning for the future while at the same time having some fun. "This year will see the Rural Fuel Team join us and so we will be close to two hundred and twenty people including partners. I am really excited about this chance, though very brief, to have people

meet and learn a little more about each other as the work with the merge gains momentum. We have been extremely fortunate to have secured Guy Cotter from Adventure Consultants as our guest speaker," said Allan McFall. "He has been to the Summit of Everest four times and no doubt he will offer some thinking that helps us come together effectively."

What's Happening @ 0800 623 255

FOCUS ON FARMS



Farmers have received some good news with Fonterra raising the farm gate milk price forecast by twenty five cents for the 2018 season to \$6.75.

This will undoubtedly increase confidence within the sector but with a good degree of caution. With calving in full swing for dairy farmers and spring rapidly approaching the preparation for the year ahead is beginning to gain momentum.

It is predicted that there will be the need for more feed to be produced for the industry as whole and so it is hope that this will help the agricultural

contractors see much better results than they had last season. Everyone is hoping that the weather systems are kinder this year so that the maize planting can get underway in October and the growth and harvest will achieve better results than last year.

THE LINES HAVE BLURRED BETWEEN WORKSAFE & THE POLICE WHEN IT COMES TO WORK RELATED ROAD ACCIDENTS

At present the Memorandum of Understanding as to how to deal with the matter of road accidents that are work related is being negotiated between WorkSafe and the Police around who has what powers in road crash investigations. In recent research in Australia it was found that those who drive for work often have relatively little in common with those whose work is driving.

Workers who drive for work are generally less skilled and can struggle to deal with both driving demands as well as their core work responsibilities. The law currently does not place driving hour limits or any emphasis on professional training.

The NZ Road Transport Forum recently made it clear that what was needed were people with the specialized knowledge to deal with the investigations. However, what is more important when it comes to health and safety is to maintain the fleet extremely well and be aware that the average age of the heavy vehicle drivers is now 54. The age factor means that health related issues need to be managed effectively. This will mean taking time to know and understand more about the prescription medicines that can impair driving. Drivers will need to take responsibility and ensure that their Doctors make it very clear as to how their particular medicine will effect them.

GREASE ISN'T GREASE ANYMORE



Grease solutions are best discussed with the McFall Fuel Sales Representative who works with you so that you are able to find the best grease solution for your application. Their approach is to aim to extend the life of your equipment and keep your maintenance costs down.

POLIPLX 2 is for heavy industrial applications subject to heat, loads, shear, and water conditions. Ideal for applications where heavy shock loading is present and the grease must resist "Squeeze Out". The formulation also incorporates specially selected mineral oils, extreme pressure, anti-wear, rust and corrosion additives that gives it the performance properties to properly lubricate today's modern equipment.

RENOLIT HDCE 2 is heavy duty extreme pressure grease specially formulated for mining, earthmoving, and construction equipment operating under arduous conditions. Especially suited to applications where parts are subjected to oscillating movement, vibration, and shock load.



McFALL
LOYAL

The Complete Package



FUEL



FUEL CARD



FUEL TANKS



LUBRICANTS



SERVICE



TANK REPAIRS
& MAINTENANCE